

The Billboard

NOVEMBER 9, 1946
25 CENTS

THE WORLD'S FOREMOST AMUSEMENT WEEKLY

**Disk Hypo Via
Longhair Films**

—Page 3

**U. S. Sets Sights
On Acts Abroad**

—General Outdoor

EDDY ARNOLD

"The Tennessee Plowboy" (See Music) 





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It is our sincere desire to provide New York listeners with an expanded and improved program service. To this end we have already added additional experienced program personnel and made many changes in our program schedule.

On October 13 we began an inter-change of programs with WLW by direct wire and we are now receiving reports direct from the WLW-WINS Washington Bureau. Other services and innovations will be added . . . all based on sound, tested principles of good radio programming and station operation.

C R O S L E Y B R O A D C A S T I N G C O R P O R A T I O N

LONGHAIR PULLS LONG GREEN

Editorial

Radio and the Elections

ALL BRANCHES of the entertainment industry stood by this week to see the way the wind is blowing and to study the national barometer as reflected in the elections. Altho this was a so-called "off" year—meaning that the presidency itself was not at stake—showbiz hasn't deluded itself into believing this wasn't a highly significant exercise of individual franchise just the same.

First and foremost, the "peepul" have had the first full year after the close of the war in which to ponder upon the quality of the national administration, as well as State and local governments. What happened this week will be a mandate to those who cross the tapeline.

The implications are deep, the issue clear. In the radio industry, along with its kid brother, television, there is a not too veiled battle going on between those who believe the government, thru the Federal Communications Commission and other bureaus, should exercise greater control over the manner in which the ether is used, and those who seek a "hands off" approach to the subject. The latter are largely committed to the principle that the FCC should limit itself fundamentally to licensing and engineering aspects; the former seek to add to these their philosophy as to the structure or content of some of the station and network time. This week the voters gave their State-by-State answer to both sides.

Now the studying will begin.

Venezuela Sponsors Workers' Theater

CARACAS, Venezuela, Nov. 2.—The government has opened a workers' theater, with free Sunday morning performances at the National Theater. First part of program consists of a comedy with talent recruited from workers, followed by professional variety acts, also working for free.

First show had theater packed with an original comedy by Arthur Saluzzo, local boy, and with pro talent headed by La Gitanilla, singer-dancer, Benito Quiroz, dancer, and the Venezuelan Trio.

Report Rogers' Corner, N.Y., Eyed for Theater Deal

NEW YORK, Nov. 2.—Rogers' Corner, nitery opposite Madison Square Garden, will be converted into a theater next year if reported deal now in the talking stage with Shubert interests goes thru. Part of deal stipulates that Joe Rogers, operator of Corner, will still maintain a Rogers' Corner in set-up of proposed theater, presumably a legit. Present Corner, however, which holds about 700 or 800 people, will go if conversion deal jells, as talks indicate.

Hollywood's Composer Kick To Hypo Classic Platters; Grieg, Beethoven, Rimsky Due

Film Link Boosts Disks to Best Seller List

By Lee Zhito

HOLLYWOOD, Nov. 2.—Next 12 months will see waxeries hitting an all-time peak in longhair platter sales, according to the almost unanimous opinion of local trade execs. Principal reason is that picture companies, with an eye on the reopening foreign market, are scoring flicker sound tracks with more highbrow music than ever before. Tho aimed primarily at overseas biz, these pix will flood U. S. screens, resulting in still more Americans getting classic-conscious. Film use of longhair music pays off in big dough as far as waxeries are concerned. To prove this Hollywood seers point to *The Billboard's* Music Popularity Charts and the list of best selling records and albums by classical artists.

Holding the top rung on the single disk best seller ladder in this category is Jose Iturbi's pressing of Chopin's *Polonaise*, featured and played by Iturbi in Columbia's *Song To Remember*. Largely due to the pix tie-in, disk has held a Music Popularity Chart position for 71 weeks, its sales reaching the 1,500,000 mark. The lion's share of \$118,000 RCA-Victor paid Iturbi for first six months' record royalties belonged to disks of compositions played in *Song To Remember*, with *Polonaise* alone netting the pianist \$75,000.

Top spot in the best selling class (See *Longhair Pulls* on page 16)

UNESCO Conference Sets Entertainment

PARIS, Nov. 2.—United Nations Educational, Scientific and Cultural Organization meeting here now has inaugurated a period of special entertainment. Opening date was October 28. Entertainment will continue thru December 15.

In the legit field top show is the visit of London's Old Vic Troupe with Laurence Olivier in *King Lear*. Various ballet groups, among them the *Ballets Negres*, from England, are appearing during the six-week period. Arthur Schiller, top Polish legit pilot, will lecture on problems of the contemporary theater and will head a Polish troupe. In addition, Paris theaters are giving special performances.

Musically, both longhair and light, bill stacks up well for the October-December period. Anne Brown, originator of the role of Bess in *Porgy and Bess*, has been inked for a concert of Gershwin songs; and the Amsterdam and Prague symphonies, latter batoned by Paul Paray, who was on the podium at the New York World's Fair in 1939, also will give concerts. Bruno Walter and Jascha Heifitz are to appear. Plan is to make the six-week period an annual event.

SLUMP HITS TEN-PERCENTERS

Personnel Trims Show Biz Unrest

By Bill Smith

NEW YORK, Nov. 2.—Jack Bertell's resignation from MCA, the latest change in the talent agency picture, is more than a mere personnel change. It is part of a bigger situation which has its roots in the general showbiz slump.

A few years ago, and even last year, it was not uncommon for big offices to hire at fancy salaries anybody who had acts or contacts. When biz was good nobody bellyached. Everybody made a buck and a hundred more or less made little difference. Fair \$500 acts were getting \$1,500 and the demand was far beyond the supply.

Slump made changes inevitable, and toppers in major offices decided it was time to start counting pennies. First effort made by MCA was when it decided that it would no longer split commissions with outsiders. Other offices adopted a similar policy and let it be known that they, too,

were nixing splits. While William Morris office is still splitting, General Artists, on the other hand, has an official no-split policy. Some offices have adopted the practice of saying acts simply weren't available in cases where they didn't care to split.

However, the refusal to split commissions didn't solve what is largely a major economic problem. Basically, it remained a question of dollars and cents. Every man in an office had to deliver, be shifted or eased out. At times this easing-out process was accomplished by making a guy unhappy and forcing him to resign. Toppers in the industry can count and know

that deadwood must be trimmed to avoid red ink. (Of course, not all changes have been due to inability to deliver. There are many reasons for guys leaving.)

Changes aren't limited to one agency or single office. They are spread thruout the industry and will probably increase, not diminish. MCA moved its Sam Rosey into the longhair division when he resigned. Joe Sully was shifted from the MCA New York theater department to the Coast act department. Russ Fachine left the firm a few months ago. Jerry Barrett and Gene Gold, of MCA's Coast cocktail division, moved

(See *SLUMP HITS* on page 41)

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Bunion Strike

DETROIT, Nov. 2.—Something new to the field of labor troubles was added this week in the form of a "wallflower strike" by taxi dancers at the Hollywood and Tree ballrooms here. Cause of the strike was a reduction in pay, according to the girls, from 12 to 10 cents.

Management contended that the girls should get half the actual dance fee or 10 cents, and not half the total charge of 24 cents which includes the federal tax. Strike was settled after about an hour when management agreed to give the girls the 12-cent figure.

"Years Ago" Should Bring Chuckles to Lovers of "Life"

YEARS AGO

(Opened Saturday Evening, November 2)

COPLEY THEATER, BOSTON

By Bill Riley

A comedy by Ruth Gordon. Directed by Garson Kanin.

Clinton Jones, My Father.....Fredric March
Annie Jones, My Mother.....Florence Eldridge
Ruth Gordon Jones, Me.....Patricia Kirkland
Katherine Follett, My Best Friend.....Bethel Leslie
Anna Witham, My Next Best Friend.....

.....Jennifer Bunker
Fred Whitmarsh, a Beau.....Richard Simon
Mr. Sparrow, Who Owned a Wagon.....

.....Seth Arnold
Mr. Bagley, of the YMCA.....Frederick Persson
Miss Glavin, From Out to Brookline.....

.....Judith Cargill
Punk, Our Cat.....A Cat

"Wait a minute," interrupts the puzzled Mr. Clinton Jones, as his 16-year-old daughter Ruth launches breathlessly into Shakespeare to show him she can act, "Is this comical or tragical?"

There is no such question about Ruth Gordon's second play, *Years Ago*. It is indeed a comedy—a warming, human but frail little thing, full of Barrie-like touches of humor and gentle pathos, re-created with loving fidelity from the author's own past. For like Clarence Day, Ruth Gordon's youth was dominated by father, rude, roaring, large-hearted, lovable, and she has chosen to dramatize that big moment in her life with father when she has the courage—with mother's backing—to stand up to him and tell him that she wanted to be an actress and not the physical education teacher he would make of her.

That's about all there is to the plot, to the dramatic conflict, and it's mighty slender pickings upon which to hang three acts. But Miss Gordon has already shown (in *Over Twenety-One*) that she has a great knack for making much out of little, and by smooth dialog, some obvious but entertaining padding in the first and second acts and skillful characterization, she has fashioned out a good and amusing family portrait, dating from the year 1913. *Years Ago* is expertly directed by Garson Kanin, the author's husband, and splendidly cast from Clinton Jones down to "Punk, Our Cat." Fredric March brings Mr. Jones, hearty ex-seaman, to life so vividly that he walks right out of Miss Gordon's family portrait into your own. Florence Eldridge (Mrs. March) fully realizes the more difficult part of Annie Jones, and Patricia Kirkland (Nancy Carroll's daughter) plays Ruth Gordon Jones, stage-struck from the night she saw Hazel Dawn in *Pink Lady*, almost as well, I imagine, as Ruth Gordon (having dropped the Jones) could have played it "years ago." The setting by Donald Oenslager re-creates nicely the sitting room of the Jones house at Wollaston, Mass. Even father's telescope is authentic. All those who laughed at *Life With Father*, and they are now legion, should get some chuckles out of *Years Ago*.

Fate of Pacific Shows

Pends on USO Fund Drive

NEW YORK, Nov. 2.—Unless the current USO fund drive is a success, Camp Shows, Inc., will have to forego entertainment for G. I.'s in the Pacific. CSI now has about 330 performers in the Pacific. Org will stop sending units to Europe January 1, 1947.

If Pacific entertainment is curtailed, hospitals will be the only remaining recipient of CSI's amusement program. However, with CSI slated to wind up its work by the end of 1947, another org will have to start functioning if bed-ridden vets of this and the last war are not to be forgotten by showbiz.

Industry-Employee Shows Boom; Budgets Up to 50G; Want Names

NEW YORK, Nov. 2.—Boom in industrial shows is on again, approximating pre-war levels. Heaviest booking skeds of acts and packages are in the East, where major industrial concerns are laying out anything from \$500 to \$50,000 for employee shows. Picture in the East is rosy indeed, with bookings in the major industrial show office—the Abner J. Greshler Agency—up to an average of four or five a week, and likely to stay that way for some time to come. Upsurge started three or four months ago. Picture in the Midwest is different. Trend toward decentralization of shows as well as industry, is noticeable, especially around Detroit, formerly largest industrial-sponsor section in the country. Today auto manufacturers are shying away from trouping Detroit-bought show packages, using local pro talent instead. Midwest industrial shows are more and more becoming hometown affairs, partly because of difficulties in transportation and hotel accommodations. However, this type of show is still popular in Detroit, with pro show talent used to pilot local shows. Hudson Motors, for example, has been using locally-produced shows thruout for the past year, but General Motors, whose traveling shows were a big feature of the whole GM program up to the middle of World War II, has dropped such shows almost entirely.

Today, industrial showbiz emphasis especially in the East, is in foot-wear firms, book and fashion shows and conventions. Outfits are laying out big dough for shows, and are getting packages, with or without big show names, bands and production numbers. One outfit in Boston recently divvied up \$45,000 for a three-day show, with 10 to 15 main acts and several bands. Smaller concerns pay from \$500 to \$2,500 or \$3,000 for standard vaude-type packages consisting of a comic, a singer, a dance team and a novelty act.

There is a constant demand for name acts and film toppers, many of whom make cross-country hops just for a one-night industrial convention show.

Pickets May Outnumber Bookies in Florida Clash

MIAMI, Nov. 2.—With both the CIO and AFL lining up for a battle royal at Miami Beach this winter, woes of hotels, restaurants and bars are growing. Spokesmen for the unions claim they do not want to foster strikes, but it looks as if the Beach may have more pickets than bookies. Plans are to organize everything, including hotel clerks, engineers and chambermaids, both white and Negro.

Lambs Club Subject of Film

HOLLYWOOD, Nov. 2.—The Lambs Club has okayed plans to produce film based upon its history and activities. A. P. Waxman, Broadway producer, has been named to produce pic independently for major flicker factory and will have a \$2,000,000 budget to work with. Harry Brandt, indie picture exhibitor, and Frank Satenstein, who represents Brandt's legit interests, will be associated with Waxman in the enterprise.

Pic will be filmed in Hollywood, New York and London where the club originated. Waxman is currently in Hollywood on preliminary work. Film is skedded to start rolling some time this winter.

Paul Robeson Show Delayed

NEW YORK, Nov. 2.—T. Edward Hambleton and Edward McCann, producers of *Set My People Free*, have postponed the show until 1947 because of the unavailability of Paul Robeson as the lead.

Robeson has a full schedule of concert work this year. Play, by Dorothy Heyward, is about a Negro who led a slave revolution in the South during the 19th century.

Strikebound Pitt Limps; Gov. Averts Freight Embargo

PITTSBURGH, Nov. 2.—The local strike situation is still bad and might have been worse next week except for Gov. Edward L. Martin. Last Wednesday, the AFL Teamsters' Union voted to evoke a freight embargo on railroads to strengthen its hand in its jurisdictional tussle with CIO over beer bottlers, which has cut off all local beer in Pennsylvania. (Out-of-State beer still can be brought by rail.) However, Governor Martin made a personal appearance before the exec board of the Teamsters' union to plead for cancellation of the embargo plans and the board acceded to his request.

The court last Thursday, October 31, refused to grant the AFL union an injunction against beer distributors who, it was claimed, were still hauling CIO-delivered beer, on the grounds that the union had not exhausted all means of settling the dispute. The AFL union plans to put in another plea Monday, according to reports.

Peace still is not in sight and ops are facing another evil—vandals smashing windows of bars and distributors. Only lounge suffering was the Sportsmen's Music Bar. Nitery biz continues to be down, about 40 per cent, some improvement over last week.

There seems to be no indication of a settlement in the hotel walk-out, either. In its 33d day, the strike of members of Hotel and Restaurant Employees, Local 237, covering waiters, cooks, maids, bellboys, etc., at eight major Pittsburgh hotels, seems destined to continue for some time, since the union last night voted unanimously to reject arbitration. Union wants 20 per cent pay boost. Hotels have offered a 4-cents-an-hour hike for tipping employees and an 8-cents-an-hour boost for non-tipping workers.

Night clubs and small hotels got a break, however. Altho their pacts with Local 237 were up yesterday, the union gave them a 30-day extension before starting negotiations.

Legit here is standing up fairly well under the situation, with the Nixon doing \$19,800 for this week (October 28-November 2) with Walter Huston in *Apple of His Eye*. This take is below normal, but much better than expected.

Burly is way off this week, however. The slump is attributed to lack of transients in town.

To add to the gloom, there are the gathering clouds of a possible department store strike, to say nothing of a miners' strike if United Mine Workers' negotiations with the government fall thru.

Ruth Draper's U. S. Return

PARIS, Nov. 2.—Ruth Draper, the one-man show, left for Brussels engagements, then London, following a five-day date at Comedie Des Champs Elysee here October 21-26. Plans return to States in December.

Cabana, Star-Owned Coast Club, Offers Creditors 70% Deal

HOLLYWOOD, Nov. 2.—California Cabana Club, Santa Monica swankery, has offered to settle with creditors for 70 cents on the dollar. Formerly the Deauville Club, spot was taken over six months ago by a group of pix names operating it on a restricted membership basis. Settlement offer was made by Cabana's officers and directors in a letter circulated to creditors. Corporation's liabilities were given as \$843,725 against total assets of \$770,183. Creditors were told they can choose one of three outs: bankruptcy proceedings 70 per cent settlement or a long-term time extension.

According to Martin C. Trapp, membership chairman and manager, club will operate on a curtailed basis with hopes that a renewed membership drive may set it up on a paying basis. Ocean front club opened first part of the summer sans sufficient membership to keep it going. Also, corporation set aside \$200,000 for revamping, but later found it would take \$500,000 to do the job. Spot has lost more than \$100,000 since it opened.

Letter suggested that creditors choose the 70 per cent settlement offer, since bankruptcy proceedings might result in a total loss to the claimants.

Club's officers are Frank Borzage, prexy; Johnny Weissmuller, v.-p.; Bo Roos, secretary-treasurer, and George Brooks, managing director. Among stockholders are Joan Crawford, Ann Dvorak, Fred MacMurray, Merle Oberon, Harriet Parsons, Red Skelton, Robert Walker and John Wayne.

MONTREAL, Nov. 2.—Several important buildings, including cabarets and dance halls, will be affected by new by-laws governing fire prevention passed by the city council this week.

The Billboard

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The Billboard Encyclopedia of Music
The Billboard Coin Machine Digest
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ALTERNATE SEGS REPLY TO ET?

AFRA Asks for Strike Vote; Deadlock Over Web Feeds To Non-Union Affiliates

Situation Most Serious in History of Radio Union

NEW YORK, Nov. 2.—Network-AFRA situation was at a complete standstill this week and will probably remain so until the union locals meet Thursday (8). Members will be given an account of negotiations to date and then be asked to decide whether they want to strike. In addition to New York local, members in Chicago, San Francisco and Los Angeles will meet. Strike will be in those cities, meaning a coast-to-coast tie-up. At the same time, while AFRA is still negotiating with transcription companies, union has decided definitely to refrain from signing any e.t. contract—should the waxeries and union come to terms—lest the platters be used as strike-breaking programs if the threatened network strike materializes. Transcription companies are to make their final counterproposal to AFRA's demands Monday (4). Altho labor org feels there is a faction among e.t. merchants that want to sign a pact—aside from network and agency execs—disk companies have only offered 10 per cent as a counterproposal to AFRA's 35 per cent demand.

CBS, ABC Are L.A. FM Winners

WASHINGTON, Nov. 2.—With Howard Hughes pulling out of the Los Angeles FM picture, Federal Communications Commission this week let 13 of the 14 available channels go by default, ruling against Hollywood Community Radio Group because of incompleteness of application.

In a special order removing applications from hearing docket, commission granted conditional FM construction permits to Earle C. Anthony, Inc., Standard Broadcasting Company, Columbia Broadcasting System, American Broadcasting Company, Consolidated Broadcasting Corporation, Ltd., Times-Mirror Company, Southern California Broadcasting Company, Radio Broadcasters, Inc., Echo Park Evangelistic Association, Unity Broadcasting Corporation of California, KMPC and Cannon & Calister, Inc. Hearing was ordered for continuing application of Hollywood Community outfit.

G. Pope Gets WHOM; 450G

WASHINGTON, Nov. 2.—Radio folk here are showing mild surprise over absence of fireworks and public clamor concerning the transfer of WHOM, Jersey City, N. J., to Gen. Pope, which Federal Communications Commission okayed this week.

Sale for \$450,000, which was expected to produce verbal high-jinks over Pope's alleged fascist sympathies, drew nary a protest. Control passed neatly from Cowles Broadcasting Company to Pope-owned II Progresso Italo-Americano Publishing Company, Inc.

KFI Drops Diskery; Smith Inherits Biz

HOLLYWOOD, Nov. 2.—NBC Hollywood affiliate KFI bowed out of the recording biz, giving up a healthy operation which station execs admitted had become too big to handle. Lyman Smith, ex-KFI recording chief, has moved to 6000 Sunset Radio Center, taking with him all of KFI's recording clients, which station gave Smith as an outright gift. Smith thus acquires all masters made at KFI plus good will of former employers.

KFI entered recording biz as a

sideline in 1945, when sale of KECA to ABC made studio space and personnel available for the extra enterprise. Station was forced to drop plattering because of growth of commercial biz during past year and shortage of adequate equipment to handle outside recording work.

Situation between the union and the webs is the most serious since radio stars scrambled Actors Equity to organize their own craft org. Principal bone of contention is AFRA's insistence that webs cease feeding non-AFRA affiliates. This, the chains claim, would place them in the position of bargaining for AFRA and conducting a secondary boycott. Union claims its counsel has advised that such a procedure would be legal.

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AFRA's adamant attitude in this year's negotiations is at sharp variance from that of two years ago, at which time, according to its spokesmen, it yielded on many points rather than enter into a protracted labor dispute in time of war. This time, however, it's said the members don't feel the same, and the story may be different from 1944.

Negotiations broke off Monday (28) when AFRA reps met with web, agency and NAB execs. AFRA presented its demand that webs cease feeding stations which had no AFRA contract. Union said that it would arbitrate with any station, except on the question of AFRA shop, with which it could not come to terms, but that sending programs to anti-AFRA stations would have to be discontinued before any new network contract could be signed. When the conflicting stands of the union and webs (*The Billboard*, October 26) could not be reconciled, confab broke up.

Named as reps are Phil Fischer, AFM; Carlton KaDell, Georgia Backus, Bud Hiestand, Ken Carpenter, Bill Gould, Erich Snowden and Stan Farrar, for AFRA; Arnold Marquis and John Boylan, RWG; Tom Freebairn-Smith, RDG; Floyd Wetland and Jim Brown, NABET. IBEW has agreed to send two delegates.

Sigh of Relief

NEW YORK, Nov. 2.—Webs and indies made their usual complete preparations for coverage of the election returns Tuesday (5) and looked forward to a resumption of normal schedules immediately after. Feeling among station men is one of relief that it will soon be over, for while some indies may pick up quick money on the sale of time, others feel the take doesn't compensate for the disruption of programing. As for the webs, the financial returns accruing are considered negligible, inasmuch as cancellation of commercials involves rebates and killing many top shows.

FCC Continues Anti-Publisher Stands; Nixes 3

WASHINGTON, Nov. 2.—Federal Communications Commission's sensitivity about giving station grants to newspapers is expected to predominate more than ever in future rulings, with FCC this week turning down three newspaper applicants and giving authorization to a fourth only with an accompanying explanation carefully implying there has been no change in policy. With newspapers controlling one third of the standard broadcast stations and solidifying similar strength in FM and television, FCC obviously wants to make clear to the public that when a newspaper does happen to get an AM grant these days it's because the rival applicant has nothing better to offer.

In granting a new AM station to Orlando Daily Newspapers, Inc., Orlando, Fla., over Frederick W. Mizer, of the same city, FCC said that newspaper ownership "altho always requiring careful evaluation does not disqualify an applicant" and that other factors involved must also be given weight. Florida paper will (*See FCC Still Anti-Pub on page 15*)

Coast Radio Unions Set Trade Committee To Discuss Problems

HOLLYWOOD, Nov. 2.—Theatrical unions united this week to form an inter-union radio group, purpose of which will be to meet periodically to discuss mutual problems. First meeting is set for November 21. Reportedly, a principal item before the group will be ways and means to minimize jurisdictional squabbles.

Orgs participating are the Radio Writers' Guild, which proposed the idea originally; AFRA; Musicians' Union; Radio Directors' Guild; National Association of Broadcast and Electrical Technicians, and the International Brotherhood of Electrical Workers.

Program highlighted the Community Chest luncheon here Saturday (26) and was featured in the evening at a banquet in the Biltmore Hotel for 500 guests. Bill McCluskey, director of WLW Promotions, Inc., piloted the show. *Moon* and station personnel were flown here from Cincy.

Agencies Mull Every Other Week Airing

Would Ease Star Woes

NEW YORK, Nov. 2.—A few top agencies in the business are mulling the advisability of sponsoring two shows for one product, thus permitting the programs to alternate over the same network time period every other week. Gimmick is a product of desperation on the part of agency execs, who anticipate pressure from talent in the event the Crosby-Philco transcribed show is successful in holding a high Hooper. Many angles are involved in such a radical change in radio advertising—but if major webs persist in their stated aversion to transcriptions, this may be the only way of appeasing burnt-out stars who want to break away from the week-to-week grind. Agency men who are knocking the idea around in their conks figure it will appeal to the major webs in that it will permit them to save face by maintaining the transcription ban, which in turn will safeguard the hoopla and bally that goes with live programing.

Alternate program idea has percolated into the minds of some top performers, too. It's known, for in- (*See Alternate Segs Reply, page 11*)

RWG, NBC Stymied; CBS Okays Pay Hike

NEW YORK, Nov. 2.—Radio Writers' Guild is deadlocked with NBC over terms of a new contract for newsroom scribes. NBC is offering a 7 per cent hike to RWG whose initial demand was closer to 15 per cent. Negotiators haven't met for two weeks and there is little likelihood of a settlement seen currently.

Meanwhile RWG won a 15 per cent hike for its members at CBS. Under the new contract senior scribes in foreign division get \$83 and section chiefs \$100. Agreement covers 50 men.

Union, which has just opened negotiations with ABC, takes the same step Monday (4) at WOR. RWG is going after its first contracts at both places. Labor org seeks to bring ABC and WOR scribes to parity, with NBC news writers, now getting \$330 a month to start, \$350 after six months and \$400 after a year.

'River' 1st E.T. for New WLW Division; Plugs Atlanta Chest

ATLANTA, Nov. 2.—*The Moon River* program, for 16 years a feature on WLW, Cincy, is among the first in a series of e.t.'s being made available to sponsors thru the newly organized transcription division of WLW, according to Robert E. Dunnville, v.-p. and general manager of Crosley Broadcasting Corporation.

Program highlighted the Community Chest luncheon here Saturday (26) and was featured in the evening at a banquet in the Biltmore Hotel for 500 guests. Bill McCluskey, director of WLW Promotions, Inc., piloted the show. *Moon* and station personnel were flown here from Cincy.

It Never Rains . . .

BALTIMORE, Nov. 2.—Cycle of unusual events last week parlayed into a topper for Ernie Simon, disk jock of WITH, here. It started when Simon, half dozing at station's early a.m. turntable, suddenly discovered that he was out of records. Without a moment's thought, he made a mad dash for record library for disks and was half-way back to studio when he realized that for the first time since he had been wounded overseas two years ago he was walking without a cane. Later Simon rushed home to break the news to his wife only to find it was time to rush her to a hospital. It was a girl.

At home again, after hours of hospital pacing, he found an offer from WJJD, Chicago, to become station's featured disk jockey. He started there November 1.

See NAB Losing Web Domination

CHICAGO, Nov. 2.—Small station owners definitely feel that NAB is tending more and more to their side, a survey made by *The Billboard* at the NAB convention revealed this week. Sampling was done among station owners from all parts of the country in the 250-watt to the 10-kw. class.

Opinion was general that while NAB, heretofore, has been more or less dominated by the big webs and has reflected their thinking, pressure of numbers has changed the situation considerably for the benefit of the smaller stations. Add to that fact webs' attitude toward their smaller affiliates has softened plenty during the last few years due to stiff competition among webs for new outlets and another facet of the problem is answered.

Another proof in the opinion of the small station boys that NAB is really looking out for them lies in amount of time the org devoted to the small market problem.

Typical reaction was voiced by Charles Pittman, owner of a 250-watter ABC affiliate in Macon, Ga.

"NAB is definitely swinging to the small market viewpoint, because the vast majority of its members are made up of little guys," Pittman declared. "These little guys are now making themselves heard."

Most of the small station owners who are getting in FM are doing so because of FCC prodding, the survey showed. It's fear of the FCC and its dreaded Blue Book, rather than desire to break in the new field, which made the small guys seek FM licenses. Most of them regard FM as a profitless venture and look forward to it with no small amount of fear.

Fear of competition was another factor which caused many of the small station owners to apply for FM licenses. Other stations in town, newspapers which are setting up FM stations as a competitive factor for the first time, were powerful reasons for the small AM-ers to tie in with the FM tidal wave.

Another note of fear was evident. This was due to intense mistrust of FCC granting "too many" licenses, both in FM and AM.

Songwriter Sues E.T. Firm

NEW YORK, Nov. 2.—An injunction and accounting action against Standard Radio, owned by Gerald King and Milton M. and Melva Blink, was filed last week in Federal Court by Carol Scott, composer of *In a Hansom Cab With a Handsome Caballero*. Writer charges infringement of copyright.

Nostalgia Keynotes WNBC, WCBS Call Letter Changes; WNBC Maps Road Pitch

Promotion Calls for 13 Local Programs

By Jerry Franken

NEW YORK, Nov. 2.—Nostalgia was the leitmotiv as WEA, of the National Broadcasting Company, and WABC, of the Columbia Broadcasting System, tonight changed their call letters to WNBC and WCBS respectively. WNBC heralded its new tag with an hour-plus show starting at 5:30 p.m. WCBS teed off under its new moniker at 9:45 p.m. Both changes had been expensively plugged in advance.

Since comparisons are inevitable, it should be said at the outset that this was strictly NBC's night. Smart showmanship was the keynote of its nomenclative switch stanza, which added up to a punchy affair, properly schmaltzy when warranted, packed with nostalgia appeal and topped off with a hilarious monolog by Fred Allen on the origin of radio receivers. It was apparent that *Hail and Farewell*, the highly appropriate name given the WNBC program, was a labor of love to which NBC staffers devoted much thought.

Result was that as Ben Grauer, who did a sock job as emcee, recalled some of WEA's past programmatic glories, one realized that noteworthy Americana was being recaptured, if only fleetingly. With all due respect to Allen, Lanny Ross, Edgar Bergen, Gov. Thomas E. Dewey, Les Trammell, Jessica Dragonette, Jinx and Tex McCrary, Clem McCarthy, Mary Margaret McBride, Ray Berret and all the others who took part in person, those who copped tonight's laurels, and provided a boff sentimental pang, were the NBC stars of yesterday.

Some were only mentioned in passing by Grauer, others thru transcriptions, were heard again. These included "Mister Radio Himself," the late Graham MacNamee, Ernie Hare and Billy Jones, the Happiness Boys, Harry Reser's Clicquot Club Eskimos, Harry Horlick's A. & P. Gypsies, the Revelers, the Ipana Troubadours, and the Silver Masked Tenor, now Joe White, of the NBC music department. Even non-radio people couldn't help being moved, while to trade listeners it was a terrific piece of work. To all, it undoubtedly highlighted the heritage a top station builds thruout its years of service, which in WNBC's case, number 24.

Second half of the WNBC's stanza, (See *Nostalgia Keynotes* on page 15)

FCC Okays WNYC Overtime Airing

NEW YORK, Nov. 2.—The FCC this week okayed WNYC's application to continue overtime broadcasting after first cancelling the privilege which the New York City-owned station has enjoyed during the war and since. FCC, at first, insisted that WNYC stick to its scheduled operation, but when the 1,000-watter pointed to its war record of public service programming, the commission gave in.

In the past, WNYC has been the subject of squawks by WCCO, Minneapolis 50,000-watt clear channeler which shares the 830-kc. frequency with WNYC. WCCO yelled interference and claimed that overtime exception for WNYC would give other stations ideas and break down FCC regional clear-channel policy. With the war, however, the Minnesota station withdrew its objections in the interests of the national welfare.

NEW YORK, Nov. 2.—Switch of call letters of NBC flagship WEA to WNBC and CBS key Station WABC to WCBS tonight finds WNBC leading the race with an extensive advertising and promotion campaign to familiarize listeners within their range of the shift. Altho both stations are tossing a heavy pitch on ads in dailies of New York and surrounding communities, WNBC has loosened the bank roll considerably by using larger ads and covering more communities than the Madison Avenue station.

WNBC's lavish promotion campaign calls for a series of 13 local programs honoring communities in its listening area. Teeing off November 19, first show will be at Bayonne, N. J. Bulk of day's and evening's programs from WNBC will salute the town, and Jinx Falkenberg, Tex McCrary, Maggi McNellis and other station personalities are skedded to do their shows there. Local promotion is going over well, with Mayor Bert Daly having already issued an official declaration acknowledging the "honor." Mayor has also called for a committee to tender an appropriate reception to visiting WNBC-ers on "Bayonne Day." Civic groups, industries, schools are being prepped also.

Town's only local daily, *Bayonne Times*, which frowns on radio and refuses to mention call letters outside of a program log, has gone all out in co-operation on the deal. Sheet has already run four front-page stories with two and four-column streamers plugging WNBC in head. Surprise earlier this week was appearance of first radio publicity cut on inside page revealing Jinx Falkenberg in one-column pic calling attention to switch.

Other stops in Jersey include Newark, Paterson and Elizabeth, plus Brooklyn, Bronx, Yonkers, White Plains, and Jamaica in New York, and Stamford, Conn.

Both outlets, two of New York's oldest stations, skedded special dedicatory shows to mark the call letter switch. These are reviewed in the adjoining column.

Unusual sidelight on the call letter shifts was that WOR's 6:30 p.m. and 11 p.m. news periods were to announce switches as news items and also congratulate both rival stations.

Evans & WNYC Deal Cold Dead

NEW YORK, Nov. 2.—Proposed appointment of Clifford Evans, WLIB special events director, as managing director of WNYC, municipally owned outlet, is colder than a pawnbroker's heart. Trade reports recently had Evans inheriting the post vacated January 1, this year, by Morris L. Novik, with Mayor William O'Dwyer making the appointment.

Evans and hizzoner have been long-time friends, and the appointment was virtually set when outside factors killed it. Seymour Siegel, WNYC program director, continues in charge temporarily.

Click Ad Lib

PORTSMOUTH, Va., Nov. 2.—When a preacher failed to show up to deliver the sermon on a morning devotions program over WSAP, announcer Rick Nelson filled in the five-minute period with an impromptu lecture on *Friendship*. He thought no more of it until telephone calls and letters started coming in from listeners requesting copies of the talk. Demand became so urgent the station finally arranged to have the talk—or what Rick could recall of it—printed in *The Star*, local daily.

Educators Urge Co-Operation With Commercial Air

CHICAGO, Nov. 2.—A strong plea that educators and the commercial radio industry work together in close harmony to insure an interchange of ideas and thus improve the standards of radio as well as the techniques and contents of courses designed to train students for work in radio, was the keynote of the first annual conference on college radio, held Monday, Tuesday and Wednesday (October 28-30) at Stephens College, Columbia, Mo.

Albert Crews, NBC Chi production director, summarized the need for co-operation between colleges and radio, and the danger of attacks on educators, as some in radio have delivered, and attacks on radio, as many educators have given forth, by stating that the only hope for radio in the future is that all the people in it will be prepared to do a better job. He claimed that since colleges and universities offer the principal radio training ground, there should be no fight between radio and education, but rather a co-operative spirit that would help both. R. R. Porter, co-ordinator of radio, University of Denver, emphasized that the right to attack radio should be earned, and that most educators had not yet earned that right.

John W. Bachman, director of radio, Baylor University, said: "Not all schools should teach radio. Radio schools should be as limited and specialized as medical schools. The needs of the industry do not justify the training of a large number of people to fill non-existent radio jobs." Bachman also suggested that people interested in radio education should be farmed out to the industry so that they may obtain the necessary practical experience, and that capable radio people should be persuaded to enter the field of educational radio work.

Crime Does Not Play on KFI Till Kids Are in Bed

HOLLYWOOD, Nov. 2.—KFI, Hollywood NBC affiliate, last week banned airing of all crime or mystery stanzas before 9 p.m. In an effort to eliminate kid listeners, following okay from sponsors and NBC to make the move. Time is aimed as an answer to civic and educational authorities who have strongly objected to the type of radio mystery shows being fed to juvenile audiences.

In setting up fall time schedules, KFI got an okay to transcribe three mystery segs for rebroadcast after 9 p.m. juve curfew. Shows are *Mr. & Mrs. North*, *Mr. D. A.*, and *Molle Mystery Theater*.

Fibber McGee and Molly

Bob Hope

**Edgar Bergen and
Charlie McCarthy**

Red Skelton

Fred Allen

Mr. District Attorney

Jack Benny

**Jack Haley with
Eve Arden**

Eddie Cantor

Amos 'n' Andy

Abbott and Costello

Truth or Consequences

The Bandwagon

The Great Gildersleeve

Kay Kyser

People Are Funny

Burns and Allen

Aldrich Family

Duffy's Tavern

These are some of the greatest shows in radio—19 of the most popular programs on the air.

WEAF changes to

WNBC

On November 15, 1926, WEAF was incorporated under the name of the National Broadcasting Company, Inc. Now, 20 years later, the station and the network are able to be even more closely associated.

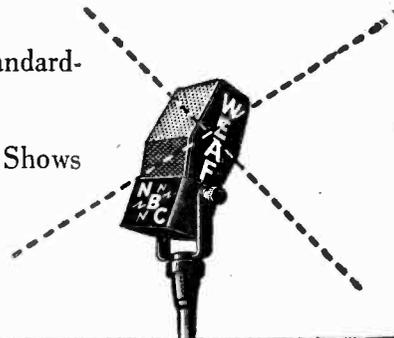
The original announcement of America's No. 1 Network stated:

"... the purpose will be . . . to provide the best programs available for broadcasting in the United States."

For two decades, the American radio audience has associated the fulfillment of this ideal with NBC programs.

Now it is fitting that the first station of NBC becomes standard-bearer in name as in performance.

WNBC at 660 means NBC in New York—for the Greatest Shows in Radio.



REPRESENTED BY NBC SPOT SALES 50,000 W.

NBC Increases News Coverage Via Affiliates

NEW YORK, Nov. 2.—Indication of how network programs are intensifying nationwide coverage of domestic news is the changed format of the Alka-Seltzer Morgan Beatty newscast aired Monday thru Friday at 7:15 p.m. on NBC. Two weeks ago web began asking stations carrying the seg to submit schedules of newsworthy events in their areas and to cover hot news in their areas, with Morgan Beatty calling them in to report over the network. Amount of time allotted each station show varies on the value of the news item. Thus far, some 75-80 web affiliates are co-operating by sending in skeds, and about 25-30 stations have covered news shots.

Result, according to Bill Brooks, NBC vice-president in charge of news and international relations, is better coverage of the domestic news scene, with more on-the-spot reporting.

Additionally, method of coverage uses to the hilt the affiliates' abilities in the way of news coverage. MB show, which bounced from a Hooper of 5.2 to 7.7 in two weeks following the change in format, was first aired out of New York with John W. Vandercook handling. Beatty now airs it out of Washington, working with Bill McAndrew, NBC director of news for Washington. In New York, Frank McCall, newsroom's manager of operations, ties up the angle with Brooks.

CBS Decries Suit By Kentucky Drys

NEW YORK, Nov. 2.—Suit filed for \$33,063,048 in Federal District Court, Louisville, Wednesday (30) by the Rev. Sam Morris and Henry M. Johnson, attorney, accusing Columbia Broadcasting System of "unjust discrimination" in selling radio time to Schenley liquor interests and refusing to sell time to prohibition interests drew from CBS this week the statement that the web declined to sell Morris and Johnson time because such sale would "break down CBS's long-established policy of making free time available for controversial discussion and for religious programs." Stating the plaintiffs have been threatening the suit for nearly two years, CBS added that "our counsel has advised there is absolutely no legal basis for any suit."

CBS statement added: "There is no basis for their claims in view of fact that we have repeatedly offered free sustaining time for presentation of their cause. They have consistently refused the offers in order to maintain their allegedly aggrieved position. Within the past 10 days Morris has turned down an offer of four broadcasts over the Columbia networks."

Aud. Participation Show

Looks Likely for Armour

CHICAGO, Nov. 2.—*Hint Hunt* on WBBM, one of three segs being tried out for web airing by Armour & Company, seems most likely to succeed in the opinion of the trade here. Verdict will be reached by the company soon.

In case *Hunt* makes the grade, it will become one of two CBS commercial shots emanating from WBBM. Other is *Ma Perkins*.

Other shows which Armour is testing are *Ethel and Albert*, comedy seg, which is an ABC co-op deal, and *Heritage*, a soap opera.

Hunt is an audience participation show, in which household hints are given by housewives. Prizes are awarded.

Radio To Promote Radio Theory Undergoing MBS Test Campaign

NEW YORK, Nov. 2.—Use of radio to promote radio is being given an all-out play by Mutual Broadcasting System, which is beaming special "teaser" programs to station managers and the public. Web, in return for supplying time, gets talent from agencies handling its various accounts—and bankrollers get extra plugs over the air. Special teaser segs are aired over the web either live or via transcription, depending on time commitments, and in addition to the talent line-up, speakers generally include a top MBS brass hat, such as Prexy Ed Kobak or Vice-President Bob Swezey. When the brass take the mike, the message is often addressed to the 359 MBS station managers, some of whom may be more inclined to take the show after hearing Kobak's persuasion plus a teaser preview.

Four teaser airings were made recently. On Friday (1), for instance, web staged a Halloween party designed to promote MBS kid shows. Talent included stars of *Captain Midnight*, *Hop Harrigan*, *Superman*, *Tom Mix* and *House of Mystery*.

Earlier Friday, MBS, tying in with Revere Copper & Brass, sponsors of *Exploring the Unknown*, cut a record of a luncheon during which John Mulholland, noted magician, spoofed spiritualistic mediums. Later, subject is to be aired on *Unknown's* next show, Sunday (3). Teaser show, in addition to Mulholland, presented a talk by Bob Swezey, MBS veepee. Session was recorded at 1:30 p.m., and put on the air as a quarter-hour show at 3:45-4 p.m.

MBS, on October 2, aired a teaser show plugging the network's Cleveland Symphony series, which debuted October 19 in the Saturday, 6-7 p.m. slot. Luncheon session had Conductor George Szell in attendance, and latter took the mike with an address slanted at music editors around the country. Kobak and Swezey were on the same show, and their talks were designed to help sell stations the idea of carrying the series.

Network figures teasers are a worthwhile supplement to routine publicity and promotion methods. Thinking is that it's a bonus for sponsors, a boost for shows, a shot in the arm for station managers who might jack up local promotion after hearing the teaser, and last but not least, good audience promotion. Approach has been a pet Kobak theory for years.

Army Officer To Reveal German Radio Inventions

WASHINGTON, Nov. 2.—Commerce Department will let the trade in on some more German radio war secrets Tuesday (5) when Lieut. Col. Richard H. Ranger, prominent researcher and recently returned from Europe, tells of new electronics and communications developments of the former enemy country.

These include a high-fidelity field model of the "magnetophone," a device for recording and reproducing sound on magnetized plastic tape; a new compact high-voltage generator for infrared tubes, and recent discoveries in wiring systems.

K&K Sets Us New E.T. Org

CHICAGO, Nov. 2.—New transcription company, Continental Productions, has been set up here by Kuttner & Kuttner Agency to provide additional service for its clients. Firm will package only shows that have ready-made promotional tie-ins. First show will be *Your Date With a Deb*, designed for department store sponsorship, featuring Tex Beneke-Glenn Miller band, and will have a tie-in with *Deb* mag.

Larry Kurze, formerly with CBS here and now K. & K. radio director, will direct production for the new firm. Robert Schoenbrod, also with K. & K., is in charge of promotion and sales.

WWJ Threatens To Scram BMB

DETROIT, Nov. 2.—Harry Bannister, manager of WWJ, and stormy petrel of Midwestern radio, returned home after the recent NAB convention and stated he was "totally bewildered" by the BMB session at the convention, which he termed a "mutual admiration society." "Outside," he said, "there was resentment, disillusionment and utter disapproval by those who paid the major portion of the bills."

Bannister said specifically that BMB should go into program rating, and told *The Billboard* that he was considering withdrawing from BMB if this policy is not adopted. In a letter to Hugh Feltis, BMB president, Bannister declared that, "The broadcast industry has established the technique of program ratings as the basis of its circulation calculations. I went into BMB because I was led to believe that anything you did at the beginning would merely be a testing and proving ground for the eventual development of a continuing measurement of program ratings. Whatever the merits of BMB efforts to date, it is my humble opinion that what this business lacks and needs more than anything else is a system set up by the industry which will provide honest, accurate program rating to be accepted by all the factors involved."

Bannister declared that BMB would have only one field of usefulness without program ratings—that of bringing together the various interests in broadcasting, but said this was a steep cost for his station's contribution of \$8,400 annually. He specifically asked Feltis to disclose what percentage went into securing coverage information and what proportion into promotional activities to get new subscribers.

Bannister maintained that coverage area figures, based by BMB on a minimum of 10 per cent of area sets listening in at least once a week, are worthless, and that only actual program ratings showing relative highs and lows are of value.

Det. News Radio Ed, H. Hart, Discovers P.A.'s Hard Way

DETROIT, Nov. 2.—Renewed emphasis that publicity sources in radio are not geared to meet the requirements of dailies has been forthcoming from experiences undergone by Herschell Hart, radio editor of *The Detroit News*. Hart recently shifted from a double assignment, radio and niteries, to full-time coverage of radio.

Essentially, the situation, at least insofar as this city is concerned, and presumably others any distance from New York, Chi or Hollywood, boils down to the fact that p. a.'s make no allowances for the time it takes mail to reach here. More important than that, however, is the fact that when a radio story of any import does break, editors outside of the three major radio centers must shift for themselves if they want coverage.

Combo Collapse

Typical example arose recently when Perry Como collapsed after a broadcast. None of the usual p. a. sources—the web or Como's own flack—serviced Hart. Instead, he had to phone all over New York to get his facts. When a guest star billed for a certain show failed to appear, Hart was given no accounting. Again, he had to spread-eagle New York on the phone.

Hart is asking p. a.'s to wire him collect, explaining he's writing for a daily, not a weekly. Since few, very few radio desks operate as Hart does, he's having tough sledding.

MP Would End CBC Publishing

REGINA, Sask., Nov. 2. — John Diefenbaker, progressive conservative member of Parliament for Lake Centre, Sask., will introduce a bill at the next session of Parliament to end the Canadian Broadcasting Corporation's right "to publish newspapers and periodicals." He told delegates to the Saskatchewan Progressive Conservative convention that the CBC "might conceivably commence to exercise that power" with the extra \$2,000,000 granted it last summer.

He said his party believed the CBC "should not dominate the private radio stations of this country." The CBC and the National Film Board are "flooding the country with propaganda," Diefenbaker charged.

Ad Men To Analyze Production Problems

NEW YORK, Nov. 2.—Major problems currently facing radio producers will be the keynote of the radio production group at the 1946 Eastern annual conference of the American Association of Advertising Agencies November 18. One-day meeting will be held under the sponsorship of the New York council at the Waldorf.

William B. Lewis, vice-president and radio director of Kenyon & Eckhardt, is chairman of the radio group. Discussions will cover AFRA, Radio Writers' Guild, Musicians' Union and American Authors' Authority. Associated with Lewis in leading the panel will be Harry Ackerman, vice-president in charge of program operations at Young & Rubicam.

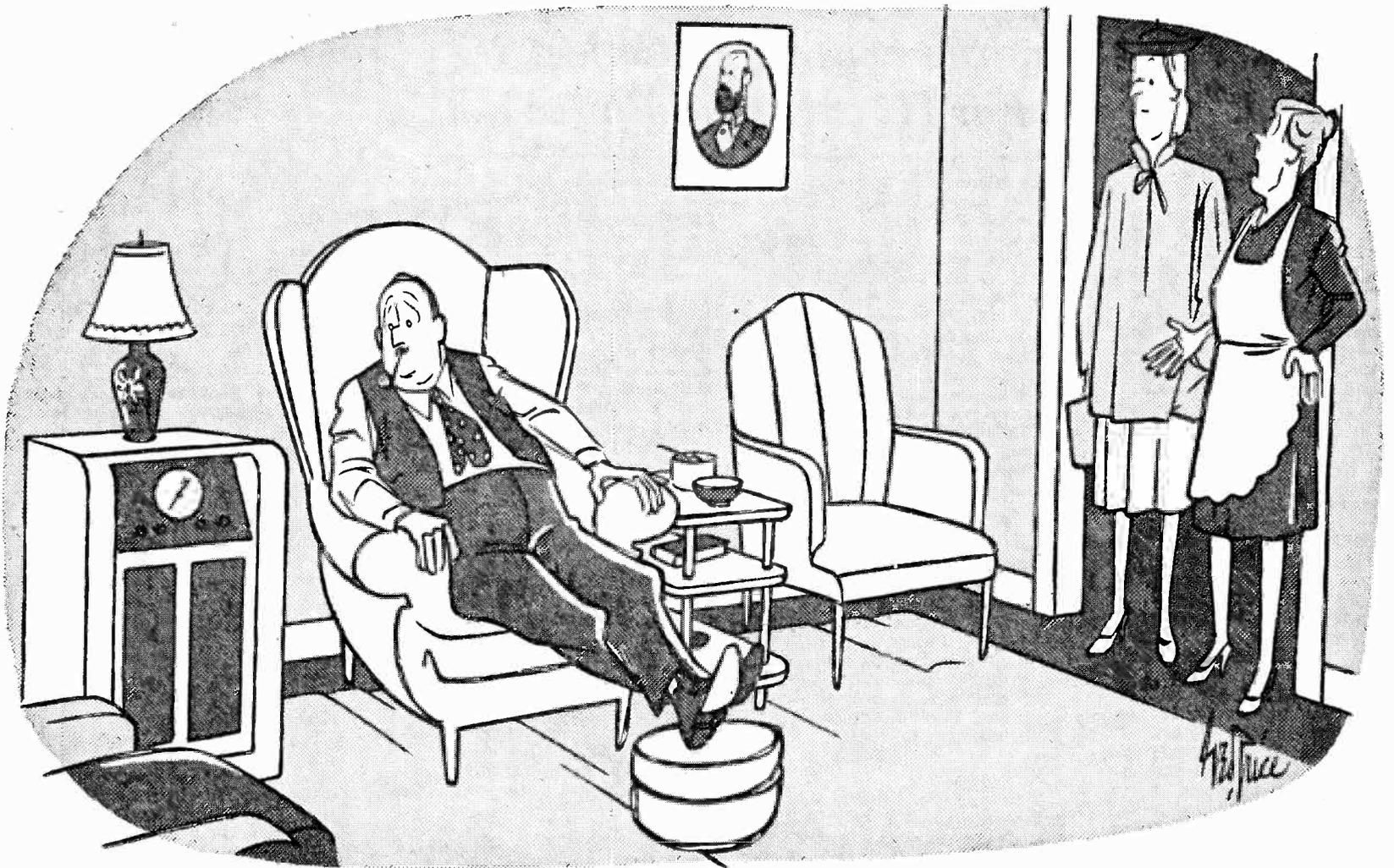
In addition to radio production, various groups will cover copy, media, mechanical production, art and layout, research and management. Robert M. Ganger, vice-president of Geyer, Cornell & Newell, chairman of the AAAA N. Y. council, is chairman of the conference.

If Sardi's Can Do It, Maybe Ciro's Can, Too

HOLLYWOOD, Nov. 2. — Ralph Edwards, *Truth and Consequences* headman, and H. D. Hover, operator of Ciro's niteries, have joined in production of a new audience participating radio show tagged *Steeplechase at Ciro's*. Test platter was cut at Ciro's recently before large audience of showfolk.

Show is brainchild of Mel Vickland, Mutual announcer-producer, who was forced to stop work on the show when stricken with polio several weeks ago. Edwards, lifelong friend of Vickland, stepped in to get show rolling.

Wendell Niles was emcee, with Edwards handling producer-writer chores. Guest stars on first platter included Hedda Hopper, Mark Stevens, Janet Blair and Keenan Wynn. Matty Malneck's ork handled music. Seg, if sold, will be aired from Hover's club once weekly.



*“He says he’s studying How Radio Sells,
and all he has to do is...*

Listen to ABC”

NO DOUBT about it, the place to find out how radio can really *sell goods* is on ABC. A good many advertisers, particularly those who are reaching ABC’s big, nationwide audience of women during the daytime, are putting more and more of their confidence in ABC as a prime mass selling medium.

Here is what some of the nation’s top-notch advertisers are thinking—and doing—about ABC today:

1. Swift & Co. has *doubled* its expenditure on ABC—has signed a five-year contract for a full half-hour of the Breakfast Club, every weekday morning.

2. General Mills has renewed *four* big daytime shows on ABC for another full year.

3. Curtis Publishing Company is continuing with its 15-minute weekday morning program—in *addition* to the big spot campaign it has just started.

4. Libby-McNeill & Libby, Sterling Drug, Philco, General Foods, Miles Laboratories, Jergens, Bristol-Myers, Westinghouse, P & G and many

more shrewd buyers of radio time have nailed down valuable ABC franchises.

Tomorrow’s “buyers’ market” is on the way—and advertisers who recognize the fact that they’ll soon have some real, down-to-earth selling to do are making sure of a place on ABC right now. They know that successful mass selling calls for successful mass advertising—and look to ABC to help them deliver the goods to the nation’s millions of radio homes.

Today, ABC has very few choice network daytime quarter-hours left unsold. The reason, when you boil it all down, is simply that *ABC sells goods and advertisers know it!* Maybe there’s a spot on ABC that *you* can use to good advantage to sell *your* product! Why not find out now?

7 REASONS

why more leading advertisers sit up and listen to ABC

- 1. REACHES 22,000,000 FAMILIES,** located in practically every major market in the U. S.
- 2. ECONOMICAL RATES** make possible nationwide coverage of important markets at low cost per thousand listeners.
- 3. 220 STATIONS**—covering more of the 300 major U. S. markets *from within* (actually located in the markets) than any other network.
- 4. EXPERT PROGRAM SERVICE** available if and when you want it.
- 5. EFFECTIVE AUDIENCE PROMOTION** that keeps building a bigger and bigger audience for ABC advertisers.
- 6. GOOD WILL**—a nation-wide reputation for public service features that present *all* sides of vital issues.
- 7. PRACTICAL TELEVISION**—program-building on an economical basis.

American Broadcasting Company

A NETWORK OF 220 RADIO STATIONS SERVING AMERICA

ANDREWS SISTERS have been set for a series of three wax shots on the Bing Crosby-Philco program. Sisters will get \$9,000 all told for the transcribed warbling. Lou Levy handled.

Dr. Fernando Tude De Souza, director of radio education for Brazil, in New York visiting Bob Hudson. CBS education head. Souza is studying the educational methods used on CBS *School of the Air*. . . . Tonight on *Broadway*, 10:30-11 p.m. on CBS Eastern Network, dies after the Wednesday (6) broadcast. Bob Hawk repeat on the Western half of the network, continues in that time. . . . Frank Sinatra show coming to New York for five broadcasts starting November 20. . . . Billy De Wolfe has been signed for four appearances on the Ginny Simms CBS show starting Friday (1), with post as permanent comic a possibility.

Washington commentator, Drew Pearson, will receive the 1947 Unity Award of the Golden Slipper Square Club, Philadelphia, November 7. Award is for outstanding contribution during the year to further democratic understanding and unity among the American people. . . . Personnel at WFRP, Savannah, Ga., a new station, includes Roy F. Zess, assistant manager and program head; Al H. Evans, commercial manager; Randall Atcher, musical director; Emmy Lou Burns, women's director; Robert T. Finnegan, sports director; James Hayes, promotion and publicity director; Ray Wilkinson, continuity chief, and William E. Behnken, chief engineer. Announcing staff includes William Cannady, Walter Luce, Robert Jensen, Don Parker and Everett Hester.

In an attempt to 'contact' the late Harry Houdini, NBC's "News of the World" program Thursday (31) went to WBAL, Baltimore, where John Cooper interviewed Blackstone the Magician, one of Houdini's closest friends. Carrying out the terms of the pact made with Houdini, Blackstone placed a lock on a table before the microphone. Opening of the lock would have proved contact with Houdini's spirit. The lock failed to open. "What would you have done if the lock had opened," Cooper asked the magician. "I'd have moved out of here fast," replied Blackstone. "If that lock had opened there'd be a new door in this studio."

Radio actor Carl Emory has penned a new soaper called *Marianne*. . . . Several bankrollers interested in Bret Morrison's new package *Love Song*. . . . Felix Holt, scripter of *Lone Ranger*, is writing a new Western package to star Barry Kroeger. . . . Grapevine has it CBS is checking with sponsors for intensive program promotion trailers on all web shows and that impetus came from desire to buck Der Bingle. . . . Pointing up the success ABC has achieved with its two-hour Saturday night line-up of mystery programs, a contract has been signed with the Wine Growers Guild for a weekly half-hour psychological drama to bow January 4. . . . University of Miami (Fla.) playmakers is conducting a contest for a prize winning play to be performed over WNBT, New York, tele outlet December 1. . . . CBS on November 12 begins a weekly half-hour show called *You and Alcohol*. Discussion series will feature scientists, physicians, psychiatrists, clergymen, sociologists and officials from alcohol control agencies.

ABC has begun preparations of a film series for television to be aired over five video outlets in December. Called *Video Reports to America*, it will be a review of social and economic problems facing America and

TOO SHORT FOR A HEAD

Andrews Sisters To Collect 9G For Three Crosby-Philco E.T.'s

will be telecast over outlets in New York, Washington, Schenectady, Philadelphia and Chicago. . . . More than 14,000 entry forms have been requested by listeners in a contest sponsored by KTBC, Austin, Tex. Gimmick is for listener to identify prominent radio stars in station's *Who Am I?* contest. Prizes totaling \$590 have been offered by station. . . . KSDJ, San Diego, a new station, joins CBS November 8, when it debuts. The 5000 watts full-time station is owned and operated by the Finley-McKinnon Broadcasting Company and is affiliated with the *San Diego Journal*. General Manager is Purnell H. Gould.

ABC's *Professor Quiz* in Columbia, S. C., for 23 scheduled shows in veterans' hospitals, schools and civic organizations. . . . WCFL, Chicago, preemed new show which takes in almost every phase of show biz. Seg is called *Going Places*. . . . Beginning preparations for its 25th anniversary KYW, Philly, is promoting its silver birthday thru use of streamers towed by airplanes. Plane flies over Franklin Field during home games of the University of Pennsylvania.

Crosley's 1,000 watt FM station in Cincinnati, WLWA, expected to begin operations November 15. Station will operate eight hours a day, seven days a week. . . . Robert S. Stanton, NBC staff announcer, transferred to web's video department as sports and special events announcer. . . . "Here's to Veterans," an official Veterans' Administration series, produced in collaboration with sponsors, stars, AFM, AFRA and the Advertising Council in New York, skedded to preem on WHN, New York, November 9. . . . Bob Burns treks to Oklahoma City for his November 24 airer at the invitation of Gov. Robert Kerr. . . . Hoagy Carmichael and David Rose have waxed special 15-minute plattered shows for use in Christmas Seal drive. . . . WWDC, Washington, will feed daily news shows to WLW, Cincinnati, and WINS, New York, according to agreement made at NAB convention. . . . Tod Cott, program head of WNEW, off to Florida for three weeks shortly. . . . Larry Menkin, radio writer now under contract to Warners, father of a third son, Peter, last week.

Mutual's *Spotlight America* will award a real life-size trolley to the listener who submits the best answer to the question, "Who is Kilroy?" . . . CBS correspondent Farnsworth Fowle left last week on an eight-week lecture tour that will take him to 21 cities in the U. S. and Canada. . . . To help dealers become more skilled in installing video sets, a series of weekly discussion and demonstration sessions are held at the Viewtone Television and Radio Corporation plant. . . . Bud Gamble, DuMont video producer, and Paula Seligman, of the film industry, have completed a television script, *Wide Is the Gate*. Interest in production is being shown by film companies. . . . Author Fanny Hurst skedded to speak at the next meeting of the Radio Executives' Club, New York, November 7. She'll give a spiel on "If I Were Running Radio." Also on program will be H. V. Kaltenborn, NBC commentator.

In a five-day mail pull, without benefit of premiums or special offers, 10,113 listeners responded to a brief

announcement by ABC on *Ethel and Albert* across the board daytime stint. Listeners voted to keep show in the evening period instead of having it shifted to early afternoon. . . . Frank Bowes, formerly of KYW, Philly, has joined NBC spot sales covering Philly, Washington and Baltimore. . . . Bob and Betty Crane, former piano-comedy patter team on the NBC *Chesterfield Supper Club*, will play club dates in Milwaukee this winter. . . . Radio Sales, CBS spot broadcasting division, has opened a new office in Detroit, with William B. Ogden as manager.

Maestro Toots Camarata has changed his first name to Tutti since he's been signed to lead orchestra on the new Jean Sablon CBS program. Feels Tutti is more in keeping with show style. . . . KOMA, Tulsa, Okla., is originating new series of programs for the Oklahoma network. Show, produced and presented by a dramatic group in co-operation with the State Parent-Teacher Association, will be heard weekly on KOMA, KTOK, Oklahoma City; KGFF, Shawnee; KBIX, Muskogee; KADA, Ada; KVSO, Ardmore; KTMC, McAlester; KWSO, Lawton, and KCRC, Enid.

Joseph Gottlieb, staff producer of WMCA, New York, upped to director of station's commercial production department. "Stump the Authors," ABC video show on WBKB, Chicago, has been extended an additional four weeks because of program's popularity. . . . CBS skedded to inaugurate a weekly series of broadcasts by artists from the Juilliard School of Music November 7. . . . Raymond Knight, emcee of "Good Morning—It's Knight," on WJZ, New York, in promoting the naming of a rooster donated by Paul White-man, sent each trade press editor a carton of eggs. Winner in rooster naming contest conducted on program received an all-expense trip to Bermuda.

Deadline for the annual Peabody Awards is January 10. Awards will be made for public service program or series inaugurated and broadcast during 1945 by a regional station above 1,000 watts; public service program or series inaugurated and broadcast during 1945 by local station of 1,000 watts and under; reporting and news interpretation, drama, music, educational and children's programs. Any station or network is eligible to submit reporting, drama, music or educational entries; only local and regional stations can compete for public service awards.

NBC has started a permanent library of audition platters which will be available to its directors as casting aids. According to Clarence Menser, v.p. in charge of programs, directors will be assigned special periods to hear auditionees. James Haupt, production director, has been appointed to handle applicants for music auditions, and Edward King, dramatic director, will interview actors and announcers. Robert K. Adams, production manager, and Arch Robb, production department operations manager, will direct the new set-up.

The Central Broadcasting System, Ltd., Prince Albert, Canada, has been sold by its prexy and sole shareholder, Lloyd Moffatt, to H. M. Sib-

bald, F. F. Rawlinson and E. A. Rawlinson. New company will be known as Central Broadcasting, Ltd. Sibbald, new prexy, is former mayor of Prince Albert. . . . Myles H. Johns has sold WTMV, East St. Louis, Ill., to the Curtis Radio-Casting Corporation of Indiana. Price was \$320,000 plus "other considerations worth \$50,000." Johns retains 55 per cent of WOSH, Oshkosh, Wis., and has entered an application for an FM station, WMIL, in Milwaukee. . . . Harold Day, for the past four years a member of ABC's advertising and promotion department, has been appointed sales manager of the co-op department, succeeding Larry Surles, who recently resigned to join John Blair Company.

Effective December 5, four New Mexico stations will become affiliated with ABC as supplementary mountain stations. Total number of web stations will be 233. New affiliates are KOAT, Albuquerque; KTRC, Santa Fe; KGAK, Gallup, and KFUN, Las Vegas. All stations will operate full time with 250 watts.

With aim toward co-ordinating the day-to-day activities of the program department at WINS, New York, John Neal has been appointed production manager and John Poindexter has been appointed night program supervisor. . . . Don Lee will try something different in regional net commercials with a new packaged show skedded to break on four Don Lee owned and operated outlets within a few weeks. Airer will be five-a-week half-hour shots, recorded in Hollywood, and including continuity plugs for seven advertisers. Don Lee sales staff is now making advertising drive, basing pitch on fact that regional bank-rollers can buy show on four outlets without having to deal with headaches and production problems of only one airer.

Social event of the season! Borden's announcing the betrothal of Phoebe, the jersey calf, lifted for 227 consecutive days by Pvt. Allen Lafever, USMC, on the CBS *County Fair* program, to a prize-winning jersey bull, Wonderful Royal Carnation. "Wedding" takes place November 25. . . . Bert Mulroy, program director and assistant manager of WEMP, Milwaukee, has returned to the station after two years of service with the U. S. Army. . . . Kenneth N. Strong, merchandising assistant at WCOP, Boston, has been promoted to sales representative post.

One of the biggest radio station promotion contests ever staged under automotive sponsorship has been launched by Hastings Piston Rings and Castle, sponsors of *The Adventures of Michael Shayne* on MBS. Open to promotion managers of all MBS affiliated stations, contest offers more than \$1,500 worth of merchandise as prizes. . . . Course of instruction designed to help some 88,000 ex-G.I.'s now drawing unemployment allowances in Massachusetts to find work is being given by WEEL, Boston. Weekly classes advise vet on how to rate own capabilities, how to approach prospective employers, how to select a job suited to his capabilities and how to conduct himself on an interview. . . . WNEW, New York, sponsoring veterans' writing contest in co-operation with American Theater Wing. Awards totaling \$500 to go to vets writing three best quarter-hour scripts inspired by title of pic, *Best Years of Our Lives*. . . . James L. Stirton, assistant to the vice-president in charge of ABC's central division, has taken on additional duties as co-ordinator of sales for web's television activities in Chicago.

NIGHTTIME TALENT COST INDEX



Based on "FIRST FIFTEEN" HOOPERATINGS for Evening Programs and the "FIRST FOUR" Sunday Afternoon Segs.

In the absence of continuous data on non-telephone home listenership, The Billboard takes the liberty of projecting telephone home-based radio audience measurements to total urban population.

Vol. III No. 19E (Report October 30, 1946)

Program Sponsor, Agency, Net & Stat.	Hooper-Rating	Length and Weeks to Date	Opposition	Talent Cost	Cost Per Point	Talent Cost Per 1,000 Urban Listeners
FIBBER MCGEE AND MOLLY Floor Wax N. L. & B. NBC 143	26.8	1/2 Hr. 460	Hollywood Players—CBS N.S.N.P.—ABC N.S.N.P.—MBS	\$10,500	\$ 891.79	*
EDGAR BERGEN Standard Brands Chase & Sanborn Coffee, Royal Desserts and Blue Bonnet Margarine J. W. T. NBC 144	24.6	1/2 Hr. 394	Adventures of Sam Spade—CBS N.S.N.P.—ABC N.S.N.P.—MBS	\$20,000	\$ 818.01	\$.87
BOB HOPE Peppodent Div. Lever Bros. Various Products F. C. & B. NBC 129	24.4	1/2 Hr. 364	Upton Close—MBS N.S.N.P.—ABC N.S.N.P.—CBS	\$20,000	\$ 819.47	*
BING CROSBY Philco Radios and Refrigerators Hutchins ABC 208	24.0	1/2 Hr. 3	Academy Award Thea—CBS N.S.N.P.—MBS Frank Morgan—NBC	\$20,000	\$ 833.84	*
FRED ALLEN Standard Brands Tenderleaf Tea and Shefford Cheese J. W. T. NBC 142	23.9	1/2 Hr. 498	N.S.N.P.—ABC Crime Doctor—CBS Spec. Investigator—MBS	\$18,500	\$ 774.06	*
WALTER WINCHELL** Jergens Co. Dried, Jergens Lotion L. & M. ABC 200	23.8	1/2 Hr. 723	Hildegard—CBS Exp. the Unknown— MBS Manhattan Merry-Go- Round—NBC	\$ 6,000	\$ 252.10	\$.29
RED SKELTON —C.H. B & W Tobacco Corp. Rafelghs R. M. S. NBC 145	23.3	1/2 Hr. 200	N.S.N.P.—ABC N.S.N.P.—CBS N.S.N.P.—MBS	\$ 8,500	\$ 407.73	\$.47
RADIO THEATER Lever Bros. Lux Soap and Flakes J. W. T. CBS 152	22.5	1 Hr. 551	N.S.N.P.—ABC Gabriel Heatter—MBS Spotlight Bands—MBS Telephone Hour—NBC Borge-Goodman—NBC	\$16,000	\$ 711.11	\$.80
JACK BENNY** Amer. Tobacco Co. Lucky Strike Cigs. F. C. & B. NBC 151	22.0	1/2 Hr. 537	Draw Pearson—ABC Mon. Morn. Headlines— ABC Gene Autry—CBS N.S.N.P.—MBS	\$22,500	\$1,022.73	*
BANDWAGON Fitch Co. Various Products L. W. R. NBC 151	19.6	1/2 Hr. 678	N.S.N.P.—ABC Blondie—CBS N.S.N.P.—MBS	\$12,500	\$ 637.76	*
MR. D. A. Bristol-Myers Vitalls, Sal Hepatica D. C. & S. NBC 132	18.6	1/2 Hr. 377	Pot o' Gold—ABC Ford Show-Dinah Shore—CBS Spotlight Bands—MBS	\$ 4,500	\$ 241.94	\$.29
GREAT GILDERSLEEVE Kraft Foods Co. Parkay N. L. & B. NBC 125	18.6	1/2 Hr. 340	Fishing and Hunting Club—ABC Dr. Christian—CBS It's Up to Youth—MBS	\$ 6,500	\$ 349.48	\$.39
AMOS 'N' ANDY Lever Bros. Rinso R. & R. NBC 148	18.3	1/2 Hr. 667	N.S.N.P.—ABC Vox Pop—CBS Gabriel Heatter—MBS	\$ 8,000	\$ 481.80	*
SCREEN GUILD PLAYERS Lady Esther Blow CBS 149	16.9	1/2 Hr. 270	Doctors Talk It Over— ABC N.S.N.P.—MBS Contented Program— NBC	\$10,000	\$ 591.72	\$.70
TAKE IT OR LEAVE IT Eversharp Blow CBS 156	16.4	1/2 Hr. 340	Theater Guild on the Air—ABC Brighter Tomorrow— MBS Don Ameche—NBC	\$ 4,500	\$ 274.39	\$.30
ONE MAN'S FAMILY Standard Brands Fleischmann's Yeast, Royal Desserts J. W. T. NBC 144	9.9	1/2 Hr. 210	Samuel Pettengill—ABC N.Y. Philharmonic—CBS N.S.N.P.—MBS	\$ 4,500	\$ 454.55	\$.58
THE SHADOW Carey Salt Co. McJunkin Del. Lack. West Coal Co. Blue Coal R. & R. G. Barr Div. Balm Barr Hand Lotion and Shampoo Meyerhoff MBS 209	9.4	1/2 Hr. 270	Darts for Dough—ABC Family Hours—CBS N.S.N.P.—NBC	\$ 2,500	\$ 265.96	*
COUNTERSPY Universal Match Co. Schutter Candy Div. S. & S. ABC 193	8.4	1/2 Hr. 210	Hoagy Carmichael—CBS Wm. L. Shirer—CBS Quick As a Flash—MBS N.S.N.P.—NBC	\$ 3,500	\$ 416.67	\$.47
QUIZ KIDS Miles Labs, Inc. Alka Seltzer and One-A-Day Vitamins Wade NBC 136	8.4	1/2 Hr. 210	N.S.N.P.—ABC N.Y. Philharmonic—CBS House of Mystery—MBS	\$ 6,000	\$ 714.29	\$.84

* Insufficient data. ** Includes Second Broadcast on Pacific Coast.

L. & M.—Lennen & Mitchell, F. C. & B.—Foots, Cone & Belding, Y. & R.—Young & Rubicam, W. & L.—Warwick & Legier, W. & C.—Williams & Cleary, L. W. R.—L. W. Ramsey, J. W. T.—J. Walter Thompson, McK. & A.—McKee & Albright, R. & R.—Ruttsauff & Ryan, D. C. & S.—Doherty, Clifford & Shenfield, S. & S.—Schwimmer & Scott, R. W. & C.—Roche, Williams & Cleary, A. M. & W.—Audrey, Moore & Wallace, W. H. W.—William H. Weintraub, McC.E.—McCann-Erickson, P. & R.—Pedlar & Ryan, D. F. S.—Dancer-Fitzgerald-Sample, N. L. & B.—Needham, Lewis & Brorby, R. M. S.—Russel M. Seeds.

Average evening audience rating is 9.8 as against 9.1 last report, 9.0 a year ago. Average evening sets in use are 29.7 as against 28.2 last report, 28.1 a year ago. Average available homes is 78.7 as against 77.6 last report, 77.6 a year ago. Sponsored network hours reported on were 69 1/2 as against 70 last report, 81 1/2 a year ago.

N.S.N.P.—No Sponsored Network Program.
C.H.—Computed Hooperating.

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Alternate Segs Reply to E.T.? Mull Every-Other-Week Idea

(Continued from page 5)

stance, that Edgar Bergen is very amenable to the idea of a two-week stretch between shows and intends to suggest same to Fred Allen. Also, it's known that one bankroller prior to Philco's pacting of Bing Crosby was attempting to sign both Crosby and Bergen on an alternate program arrangement.

Quality Is a Problem

Tied in with the entire problem is difficulty of producing a top show every week. Not only talent but many producers also are tired of the constant strain. Many maintain that radio is such a tremendous user of material that a program cannot maintain a high level of programing on a week-to-week basis. And along the same line of thought is the fact that not one comedy star in the business will have the temerity to claim that his show is socko every week. Bob Hope, for instance, on the *Author Meets the Critics* seg, admitted it was very tough indeed to throw together a weekly script.

In the same vein, it's claimed, too, that the top shows are always those on which the producers and talent have spent more than one week of time. Example is Fred Allen's *Brooklyn Mikado* buffoonery—which the humorist worked over during his entire summer vacation. Allen now and then knocks around an idea a very long time before it takes shape. As an example, he's been working on a script tying in with the opening of the Metropolitan Opera season for months. But these examples of long-

range planning in radio are few and far between, and the usual routine is a hurried slapping together week to week.

Situation is not only very tiring to the talent involved but also is figured as being detrimental in an indirect way to the development of talent. For instance, Goodman Ace, CBS exec in charge of variety programs, maintains that if script quality could be improved, talent development would naturally follow.

From the agency and sponsor point of view, however, there are some drawbacks to the general idea of alternate programs. Chief of these, it's argued, is the possibility of interrupting the listening habit—one of radio's carefully built up sales points. As against this, however, it's pointed out that many programs are able to maintain listeners over a long period, even tho the audience does not listen every week. *Lux Radio Theater*, for instance, is regarded as having this discriminatory type of audience, with people listening selectively, depending on the play and cast.

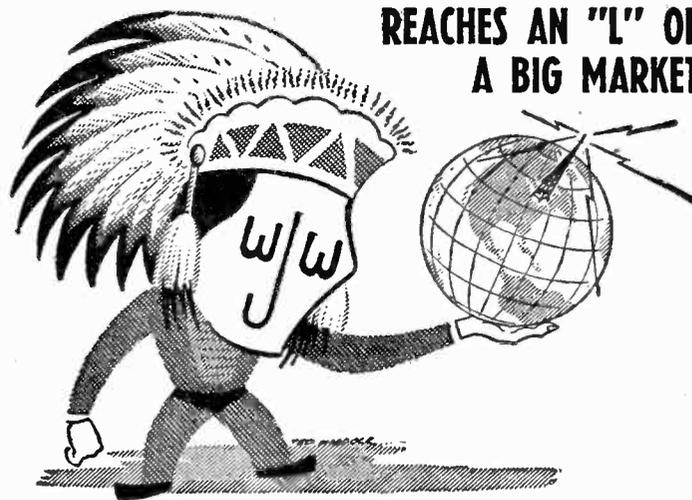
Another angle is price, inasmuch as stars may not be willing to work for less on an alternate basis. Agencies figure that stars might be pacted on year-round deal which would obviate summer replacements. This would also aid in maintaining summer listening. In other words, even tho the higher in cost, the sponsor would be getting more of a run for his money.

Idea of using alternate producers in order to build better programs consistently is being used in television by J. Walter Thompson. Show in question is *Hour Glass*, and producers are Ed Rice and Harry Herrmann. Each does a two-week stretch to do the program, theory being that they can do a better job this way in rounding up talent and material.

There is no Daytime Talent Cost Index this issue because World Series baseball broadcasts interfered with regularly scheduled network programs.

CLEVELAND'S Chief STATION

REACHES AN "L" OF A BIG MARKET



WJW's Local programming means Leadership in a Locale where Listenership is a strong Link between the nation's 5th great market and Lasting sales.

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CBS SEES RED AT RCA COLOR

Hefty Battle Seen Due Over Rival Systems

FCC Hearings as Next Round

NEW YORK, Nov. 2.—RCA's demonstration of electronically produced color television at Princeton Wednesday (30) officially joined the long due battle over color tele standards. Battle to the end is now foreseen between black-and-whiters and RCA on one side, and CBS on the other, with the main joust centering on electronic versus mechanical systems. Considering the RCA dem as Round 1, Round 2 may be expected December 9 when the FCC opens its long-awaited tele hearings.

CBS response to RCA's Princeton exhibition was immediate and somewhat acrid. CBS spokesman told *The Billboard*, somewhat sardonically, that the web was glad to see "anything happen that will promote color television." CBS attitude seemed to be that after its long and insistent campaign for color video it had succeeded finally in "smoking out" RCA. Significance was attached to the fact that the RCA demonstration preceded by a scant five weeks the FCC Washington hearings. Unofficial reaction also was that the RCA shindig might hamper CBS in getting commish approval for a color outlet.

Since CBS is making its big pitch for color television via the color wheel or rotating disk system, observers point out that the web will go all the way in pushing its system, especially since there's a heavy investment involved. Trade also is mulling over the possibility that RCA's electronic system will have a very decided effect on CBS's hearing.

Conflicting Claims

Another focal point concerns color's commercial chances. CBS claims that commercial television can be operated successfully by next year. RCA, on the other hand, says that color is at least five years away. David Sarnoff, RCA prexy, hit the color clan with the statement that "no color system in television is now available for the public and anyone who says color television is now here is talking bunk."

Another question which long has been a controversial subject is whether present-day black-and-white video sets would become obsolete if FCC moved television upstairs for color. In this regard, RCA claims (See CBS SEES RED on page 14)

Chi Tribune Gets Tele OK

WASHINGTON, Nov. 2.—Continuing its policy of letting newspaper-controlled outfits get the lion's share of television grants, as revealed last week by *The Billboard*, Federal Communications Commission made its one video grant of the week to *The Chicago Tribune* owned station, WGN.

Construction permit calls for ops on Channel No. 9, 186-192 mc, with 18.4 kw. visual and 11.4 aural power. In Chicago, it was learned that antenna for the station will be atop the Tribune Tower, 500 feet above ground level. Since WGN already has some remote equipment on hand, there is a possibility that if other necessary equipment is forthcoming, the station will begin airing of remote, experimental shows before next summer.

Scophony, Ltd., Wins Dismissal: Appeal Planned by Gov't

NEW YORK, Nov. 2.—Move to quash service of summons and dismiss the government's anti-trust suit was granted Scophony Ltd., of England, by Federal Judge Edward A. Conger Wednesday (30) here. Scophony had sought dismissal on the ground that court lacked jurisdiction, inasmuch as Scophony is an English corporation and does not do business in the United States. Complaint charged Scophony with conspiracy to monopolize and restrain interstate and foreign trade in products, processes, patents and inventions useful in tele and allied industries.

In dismissing the suit, Judge Conger found that the company in 1940 —after British Broadcasting Corporation stopped telecasts, sent equipment to this country and maintained offices here during 1940 and 1941 and up to July, 1942, and that at that time Scophony's business was in the United States. But, the court stated, "There is no doubt that these business activities ceased prior to the entry of alleged 'basic agreements.' These agreements were entered in 1942 and provided for the formation of a new corporation."

Court stated that the government contended that the agreements referred to provided for division of world markets for products covered by Scophony inventions, limited retaining the Eastern Hemisphere, including England, as exclusive territory, and Scophony Corporation of America the Western Hemisphere, including America.

"However," said the court, "it is well settled that a parent corporation does not 'do business' in a given jurisdiction merely because of the presence there of its subsidiary, without some further factual basis for concluding that the parent has injected itself into the jurisdiction by its conduct in relation to its subsidiary."

Judge Conger added: "I can only conclude that Scophony Limited was not found within the jurisdiction of this court at the time of service of process, therefore the motion to quash the service and dismissal of the complaint is granted."

When informed of the decision, Joseph B. Marker, government anti-trust attorney, stated that the case would probably be appealed. In the meantime, he added, preparations are under way for trial of the anti-trust suit against other defendants

Chi Ad Agencies Organize City-Wide Tele Symposium

CHICAGO, Nov. 2.—Two important meetings which could produce major progress in the many-faceted plan for the promotion of Chicago television were held this week. Meetings were those of the advertising agencies which have become one of the four major groups backing the campaign, and of the television and radio manufacturers, another of the major segments. Other two major segments are the broadcasters and telecasters and the radio-television dealers and distributors. At the advertising meeting Tuesday (29), which was attended by representatives

from nine major Chi agencies, it was decided that on December 10 Chi agencies will hold a major television symposium to be attended by representatives from all Chi agencies interested in getting into video and planning television programs for clients. Agency committee also elected three new vice-chairmen, Holman Faust, v.-p. of Mitchell-Faust agency and president of the Chicago Radio Management Club; Dave Dole, assistant radio director of Henri, Hurst, McDonald agency, and Ken Craig, radio director of McCann-Erickson. They will work with Fran Harris, chairman of the agency committee and television director for Ruthrauff & Ryan here, in steering the activities of the agencies in promoting video here. It was R. & R. which held the first agency symposium here a few weeks ago. Its success prompted the decision to hold one that could be attended by execs and clients of all the interested agencies here.

Agency meeting indicated that 15 per centers here are definitely interested in moving into video. Many plan shows. One reason given for the upswing in agency interest is the fact that there is a realization that WGN, ABC and NBC will have stations in operation here within nine months and that it will behoove the agencies to get into video programming at these three stations as well as at WBKB, which has been in commercial operation for months.

At the manufacturers' meeting, held Wednesday (30), a subcommittee was appointed to study means to establish a school, underwritten by all the manufacturers, aimed at giving dealer and distributor personnel technical video knowledge. One hazard facing the industry here and elsewhere has been the problem of who was going to train maintenance men. Chi plan, which is in operation nowhere else in the country, will call for a school which will be principally maintained by the financial support of all the manufacturers in the video promotion plan here, and that means all the major radio-television receiver manufacturers in the country. There are 14 major manufacturers represented, including Zenith, opponent of "video now." Eleven of the companies had reps at the meeting Wednesday. A. B. Rodner, of the Commonwealth Edison Company, which is assisting the electric association in promoting the over-all Chi video hyping plan, was appointed chairman of the school subcommittee.

At the manufacturers' meeting Ernest H. Vogel, vice-president in charge of sales for Farnsworth and head of the manufacturers' group, stated that there would be over 1,000,000 video sets sold in this country during 1947 and that 20 per cent or 200,000 would be sold here. All the other manufacturers at the meeting agreed with the Vogel statement.

British Video Ahead of U. S. Sez BBC Exec

Cites Web's Daily Schedule

WINNIPEG, Nov. 2.—British television "is far ahead of the United States," W. Vaughn Thomas, head of BBC's special events department declared here this week. Thomas is visiting both the U. S. and Canada to study radio techniques.

British tele is no longer experimental, Thomas asserted, and has a definite program underway. Oddly enough, he admitted that technically, U. S. may be ahead of Britain, but noted that "we in Britain are running definite and regular television programs every day. . . . They take in a radius of 40 miles."

More than "50,000" homes within this (London) radius, Thomas said, have tele receivers. He predicted a terrific receiver sale once they're available again.

Colonna Lams Tele Show; Nixes Panto Chore, Small Role

NEW YORK, Nov. 2.—Jerry Colonna backed out of *Tonight, Fair and Warmer* on WABD, DuMont video station, Wednesday night (30), a few hours before show was skedded to go on the air. According to spokesman connected with program, Colonna blew after rehearsal because his part was too small and was to have been done in pantomime. Four-grand Westinghouse sponsored production used Arthur Page, burly actor, in Colonna's place. Colonna was to have worked cuff.

Another last-minute mishap in production was sudden switching of director just before show time. Russ Johnston, vice-president in charge of television for McCann-Erickson, Westinghouse agency, was reported to have called a DuMont official after the afternoon rehearsal demanding that Lou Sposa, DuMont director and program head, replace Bill Vance as director of show. Vance scripted the production. Consequently, Sposa took over director's chores. Program, as aired, is reviewed in the Television Department of this issue of *The Billboard*.

involved in the case, including Scophony Corporation of America, Television Productions, Inc., Paramount Pictures, Paul Raibourn, Earl G. Hines and General Precision Equipment Corporation.

U. S. A.'S LARGEST REPRODUCTION HOUSE

GENUINE GLOSSY PHOTOS 5 1/2¢ EA. 8" x 10"

Unsurpassed in Quality at any Price

NO NEGATIVE CHARGE—NO EXTRAS OF ANY KIND

100, 8" x 10", \$6.48 MOUNTED ENLARGEMENTS
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Fan Mail Photos 20" x 30" \$2.50 EA.
1000, 5" x 7", \$34.00
1000 Postcards, \$22.00

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WE DELIVER WHAT WE ADVERTISE

Smog Control

Reviewed Thursday (31), 8:45-9 p.m. Style—Interview and demonstration. Sustaining over W6XYZ (Paramount), Hollywood.

Paramount hit on a timely topic in this public service seg. Currently hogging space in the local newspapers, town's smog problem was presented in an interesting manner. Problem, its cause and effects, was brought home in a commentary illustrated with film-slide scenes of hazy skies, etc.

What is being done to combat this was explained in interview and demonstration form, with Jack Latham firing questions at two health department reps. Graphs were shown as well as lab tests for checking polluted air. What could be a dull topic was made interesting by Latham's informal manner, plus "here's how" technique used in demonstrations. Not-too-difficult lensing chores were handled smoothly.

Tonight, Fair and Warmer

Reviewed Wednesday (30), 8-8:30 p.m. Style—Comedy skit. Sponsored by Westinghouse Electric & Manufacturing Company thru McCann-Erickson, New York, over WABD (DuMont), New York.

For a show that was backed to the tune of \$4,000, this was a pretty bad job. Practically every rule for good video was violated. There was no talent value, scanning didn't measure up, and technique was that of a radio show, not a visual program. Reason may have been that the director was changed at the last minute or that the entire show hung on Jerry Colonna, who backed out after a dry-run rehearsal reportedly because his part was too small and in pantomime.

Production itself was ambitious. Six full sets, four model sets, short film sequences and slides were used. Program was a legit producer's dream or a Hays' office nightmare; practically every scene included a bed—with someone either getting in or out of bed. Even a colonial-day bundling bed scene was used.

Skit, written by Bill Vance, of McCann-Erickson, traced the development of household heating from prehistoric days to the present. Entire production looked like one long over-done commercial—which, in effect, it was. Commercial tie-in was promotion of Westinghouse's Electric Heating Blanket.

Wendell Niles was background narrator. Cast included Arthur Page, Phil Kramer, Gil Mack, Tom Ewell, Patricia Kelly, Mary Cooper, Johnny Gibson and Melville Galliard, Page replacing Colonna.

Playing the Game

Reviewed Tuesday (29) 8-8:30 p.m. Style—Charades with home-viewer participation. Sponsored by Alexander's Department Store, New York, thru Cherno Advertising Agency, and produced by the American Broadcasting Company over WABD (DuMont), New York.

Richard Goggin, ABC video director, and Harvey Zorbaugh, originator and emcee of this show, came thru with an offering that was not only interesting but a lot of fun to watch. *Playing the Game* has been developed into a good all-round program that doesn't allow time for boredom. Charades used were fairly easy, giving viewer more than an even chance to win a \$5 award by calling studio with correct answer.

Format consisted of five permanent guests and one guest star who pantomimed various song and book titles, poetry or quotations from books. Since some of the participants really let their hair down, (See *Playing the Game* on page 14)

Minor Opinion

Reviewed Thursday (31), 8-8:15 p.m. Style—Juvenile audience participation. Sustaining on WBKB, Chicago.

Even tho an inexpensive simple telecast, this show was much better than many more expensive segs presented on WBKB. It was good because it had human-interest, naturalness and an air of spontaneity that cemented interest. Cast consisted of one professional radio actor and Announcer George Menard, and about 10 children between the ages of 6 and 9. Reason program had top quality was because the children, with their honest, frank and sincere answers to questions about how they were going to spend a safe and sane Halloween, had more appeal than self-conscious actors who over-try and thus become hamy. This is not an implication that Menard wasn't good; he, too, did a top job.

Program was the first in a new series produced and directed by Pauline Bobrov, in which grade school children of the Gary, Ind., public school system will discuss cur- (See *Minor Opinion* on page 14)

Dons Vs. Yankees

Reviewed Sunday (27), 2:15-5 p.m. Style—Football remote. Sustaining over W6XYZ (Paramount), Hollywood.

Remote-minded Paramount gave home viewers an exciting tele treat with this scanning of the grid tiff between the Los Angeles Dons and New York Yankees, area's first pigskin pick-up. Lenses shot from the 50-yard line with two side-by-side cameras located halfway up the grandstand. From this vantage point, lads could easily cover the field, taking in plays with smooth and steady sweeps. Boys were on their toes thruout, turning in a fine example of tele-eye wielding. Director Klaus Landsberg was paid off in full measure for having his cameramen attend recent football games played here, so that they could study grid clashes from the lenser's angle.

Outlet got a tough break from the weatherman. Despite efforts by the chamber of commerce, the California sky was heavily overcast with black clouds, cutting down light to the minimum. Armed only with Ikes (See *Dons Vs. Yankees* on page 14)

Saturday Revue

Reviewed Saturday (26), 8-8:30 p.m. Style—Variety. Sustaining over WCBW (CBS), New York.

Paul Belanger's show starts off with a Continental atmosphere and winds up as a Wild West show, with a fashion stint thrown in for good measure. *Saturday Revue* has a little bit of everything but most of it is bad. Show opens with a newscast, which did everything but put the viewer into the proper frame of mind for a snappy revue. Program was done in vaude style.

Jean Sablon's entrance after the newscast was made so fast that viewer had barely time to appreciate his appearance. Since there was some delay before he began to sing, he just stood still and grinned like a moon-struck cow. His songs were well done, however, but when it comes to being video-wise, Sablon makes better listening than viewing.

Gal terper followed, while another fem, off-stage, sang. Stint was nothing to get excited about. Belanger tried a number of superimposed shots (See *Saturday Revue* on page 15)



Almost miraculous the speed with which the word grapevined around Washington (and those densely-populated neighboring counties of Maryland and Virginia) that Art Brown was coming back to WOL. Art Brown—the local idol (11 years on WOL) who traipsed off to New York last year to become WHN's star morning man.

Long before Art's return was announced, listeners and sponsors began calling up. *Two weeks* before he was due back, Art's "Musical Clock" (6:00-9:30 A.M., Monday through Saturday) was sold out solid, and a thirty-minute Art Brown Sunday night package had been tailor-made to satisfy a local sponsor.

Local advertisers know that the combination of a good show and 5000-watt WOL—Washington's most economical major network station—is the key to sure advertising success. They know that WOL is *delivering* one of the nation's top ten markets at base rates lower than those of any station of comparable power in any comparable market in the United States

Wish we could sell you a share of Art Brown. Since he's sold out, how about one of our other equally-effective program packages or participations? Ask Katz.

BASIC MUTUAL

A COWLES STATION

WOL

"THE VOICE OF WASHINGTON"

Represented nationally by
THE KATZ AGENCY, INC.

CBS Sees Red At RCA Color; Battle Looms

(Continued from page 12)
that a converter, costing about \$25 or \$30, will make it possible to introduce the all-electronic color video system without making black-and-white video sets obsolete. Pictures would be black and white.

In addition, RCA says its new system also makes it possible for electronic color television sets to receive black-and-white broadcasts.

Done With Mirrors

Color slide video camera used in the RCA demonstration produces signals from 35 mm. Kodachrome slides. Transmission of the picture on the slide is achieved when a light beam from a kinescope is focused thru the slide and separated into component colors by mirrors and photo-electric cells.

Each of the three transmitted images—red, blue and green—is of the same number of lines; that is, 525; also the same horizontal scanning rate and the same picture repetition rate of 30 pictures a second as in present commercial television.

Receiving set is equipped with three three-inch kinescopes which separately receive the red, blue and green signals which are optically combined into one colored composite picture on a 15 by 20-inch screen. When seen, picture appeared free of flickers, color fringes and break-up of color.

RCA officials pointed out that a station owner can begin with a black-and-white service, may operate a monochrome transmitter on low frequencies and also an electronic color transmitter on ultra-high frequencies, using the signal of the color camera to operate both transmitters. With such a dual arrangement the problem of obsolescence for the broadcaster as well as the viewer is reduced.

Dr. C. B. Jolliffe, executive vice-president in charge of RCA laboratories, disclosed that the RCA timetable for future demonstrations of color television is divided into three stages, the first of which was the demonstration of still pictures televised from color slides and electronically produced. Remaining stages were outlined as follows: Motion picture films within three

RCA Picks L. A. Dealer Locations By Reception Test

HOLLYWOOD, Nov. 2.—RCA Victor has been quietly conducting video reception tests this past month, sampling tele pick-ups in retail dealers' stores, to determine basis for granting sales franchises in the Los Angeles area. Over 20 locations have already been okayed, and other prospective dealers must get RCA nod before distributors will give okay to sell receivers.

Both Television Productions, Inc. (W6XYZ), and Don Lee (W6XAO) are co-operating with RCA in providing test material. Tests are conducted Tuesdays or Thursday, since W6XYZ airs regular video shots those evenings. For daytime tests Don Lee has gone on the air for one hour with test pattern films and an occasional live shot.

In cases where reception is found to be poor prospective dealers will be required to add proper additional equipment to improve picture quality. If technical corrections can't be made, dealer's franchise request will be nixed.

ATS Starts Tele Course

NEW YORK, Nov. 2.—American Television Society's training course for video production starts Thursday (7) at the Yorkville branch of the New York Public Library, with Bud Gamble, tele consultant for Farnsworth Radio & Television Company, in charge. Sessions will be held Thursday at 7:30 p.m. Complete studio equipment has been installed at the library.

months, live-action studio scenes by the middle of 1947, outdoor action scenes by the latter part of 1947 and large-screen theater-size pictures in 1948.

Jolliffe stated that RCA needs time only to produce such necessary equipment as cameras and tubes so that a demonstration may be held in about one year to include all stages at the same time.

HOLLYWOOD, Nov. 2. — RCA's demonstration of all-electronic color video this week will result in a stepped-up program of color research, started several months ago by Don Lee television outfit, W6XAO. Don Lee engineers, according to Television Director Harry Lubcke, undoubtedly will find many short cuts in their own research which is being conducted along closely allied lines. "The fact that the new RCA process is the simultaneous method of color video rather than the sequential (CBS) method, establishes a close tie between RCA and Don Lee research," Lubcke stated.

Lubcke now believes that his original three-year research program can be shaved down to two years or less, since Don Lee researchers admittedly were aiming at many of RCA's accomplishments. Lubcke predicted further that when Don Lee's color video is finally demonstrated, technical achievement will be such that tele receivers will be able to receive color broadcasts using either Don Lee or RCA systems, or both.

RCA's unveiling of a color system may throw a monkey wrench into CBS's request for commercialization of its mechanical color system, skedded for FCC hearing December 9. Don Lee obviously will be in RCA's corner when the two big interests fight it out before the commission.

Latin - American Radio Men Plan Tele News Web

NEW YORK, Nov. 2.—A network of television stations thruout Latin America linked by newsreels was foreseen this week by Emilio Azcarroga, leading Mexican film and radio exec. His country and 15 other Latin-American nations are set to get into television within a year, Azcarroga told *The Billboard* yesterday here, where he is winding up a two-week stay after attending the NAB Convention in Chicago.

At a meeting held here Tuesday, Azcarroga and Eneas Machado De Assis, Brazil; Dr. Alfredo Perez and Manuel Masllorens, Argentina; Goar Mestre, Cuba, and Marco Gandasequi, Panama, set preliminary plans for the proposed newsreel tele set-up. These men, with representatives of 16 Latin-American nations met three weeks ago in Mexico City and formed Associated Television, purpose being to exchange ideas relating to establishing video in Latin America.

According to Azcarroga, AT, which he likened to the Associated Press, will not lose time with extensive productions, elaborate sets and actors handicapped by having to learn lines and rehearse constantly. Org, instead, plans to concentrate solely on newsreels. Same show would be repeated all day over at outlets, said Azcarroga. Local or branch stations would have cameramen assigned to shoot local events for their own stations, with clips of national import exchanged among all stations.

Tele in Latin America would probably pay for itself within two years after the proposed set-up, said Azcarroga. Latin-American radio people interested in television must make up their minds that video is a new form of newsreel theater, he added, and must treat the new industry accordingly.

Azcarroga, head of Mexico City's XEW, is also president of Churubusco Studios, motion picture plant affiliated with RKO on bilingual film productions. As to Mex radio, of the total revenue spent by sponsors for Mexican time, 50 per cent was U. S. money, he said.

PLAYING THE GAME

(Continued from page 13)
many of the charades were screamingly funny.

Guest was Jinx Falkenburg. Permanent participants, in addition to Zorbaugh, included Charlotte Adams, food editor of Associated Press; Willard Mullin, sports cartoonist of *New York World-Telegram*; Irene Wicker, radio singer; Victor Hammer, art gallery prexy, and Alan Chidsey, book designer.

Alexander commercial was presented abruptly and so caught viewers completely off guard. It wasn't offensive, however. Plug had a young couple in the process of setting up housekeeping, with the wife telling the husband about the "wonderful bargains at Alexander's."

MINOR OPINION

(Continued from page 13)
rent topics. Programs on subsequent weeks will deal with such subjects as elections, housing and the high cost of living.

Remarkable way in which the kids are able to apply straight-to-the-point logic to problems and not get themselves lost on extraneous mental paths is one reason rest of series can be expected to be as good as the first show.

Format was simple. There were

Follow-Up

After viewing the *Hour Glass* program on WNBT (NBC) one can easily see why the Television Broadcasters' Association selected show as the best entertainment program of the year. There have been relatively few shows, if any, to measure up to the standards of the weekly half-hour show sponsored by Standard Brands thru J. Walter Thompson.

Thursday's show (31) had a top-talent lineup which featured Joey Faye and Pat Rooney. Also in the vaudeville-style bill were Del Casino, Sid Stone, Roberta and Aida, Betty Leonard, the Four Cantons, Jack Mann, James D. Meglio, Mike Kennedy, Dr. and Mrs. Weiss and a line of pretty chorus chorus girls.

It was a short and snappy show, well put together and with some excellent camera shots. With Joey Faye terping with the chorus girls and showing yesteryear hoof-steps, one couldn't help being reminded of the good old days of vaude. This kind of a show will easily find itself among top programs in video. Helen Parish, as usual, did a good job of emseing and introducing the acts. She's a natural for scanning. Show was produced by Ronald Oxford and A. Protzman was technical director. Bob Wade handled the scenery.

Disney's Tele Character

NEW YORK, Nov. 2.—Walt Disney Studios has created Dr. Stork, a special character for use in the video film, *Bathing Time for Baby*, to be sponsored November 12 over WBKB, Chicago, by Johnson & Johnson, baby products manufacturers. Stork is expected to be followed by a flock of such characters created for specific use in video.

DONS VS. YANKEES

(Continued from page 13)
(Image orthicons have as yet to bless Coast tele), outlet was forced by insufficient light to work sans telephoto lenses. For the most part, pic quality was good. Ball was visible when on the ground, yard markers could be read easily and action was distinguishable until growing darkness forced cameras to fadeout the latter part of the fourth quarter.

Patter chores were adequately handled with Michael Roy, calling plays, and Keith Heatherington for in-between-quarter gabbing. Roy had little to say, sticking only to naming gridmen, replacements, etc., obviously banking on pic to do the rest. While danger of overdescription exists, interpretation of football strategy would have added to scanning's enjoyment. Heatherington went to the other extreme, describing events that were clearly visible on the screen. Crowd mike also would have helped.

All in all, tho, seg was top eye material and a definite tele booster. Above mentioned minor, but important, details should clear up after tele crew gets a little more football under its belt. Considerable credit should go to outlet for its current remote spree. Taking cameras out into the football stadium gets public tele minded, shows 'em the airpic medium is here and indicates type of program coverage possible.

only two scenes. Program opened with the kids having a Halloween party, which was interrupted by Menard as a hypothetical teacher who got them to leave to return to school. Second scene was in school room, where the kids answered the safe-and-sane questions.

A promising, more than satisfying tele series.

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MULSON STUDIO BRIDGEPORT 8, CONN.

Competing Sponsors Plug Each Other in 45G ABC Promotion

CHICAGO, Nov. 2.—Unique promotion plan in which three Midwest and one Eastern sponsor will chip in \$30,000 of a \$45,000 campaign to hypo the hour-long afternoon kid show seg on ABC will start November 11 and will run thru December 6. Promotion, a contest in which kids are to tell which of the four shows ABC broadcasts from 5 to 6 p.m. (CST) they prefer is unique, because competing advertisers are working together to promote the network they are using and also each others shows.

Four companies are Quaker Oats, sponsors of *Terry and the Pirates*; Derby Foods, sponsors of *Sky King*; General Mills, sponsors of *Jack Armstrong*, and Ward Baking Company, *Tennessee Jed*.

Originator of the idea was Ted Oberfelder, ABC's assistant director of advertising and promotion. Network is providing \$15,000 of the \$45,000 budget.

Foreign Air Trend Seen to Commercial

NEW YORK, Nov. 2.—Trend in other countries toward commercial as against government-controlled radio operation is pointed up by Dorothy Lewis, co-ordinator of listener activity for NAB, in her current tour of schools and civic groups. In a talk titled *Five Freedoms for American Listeners*, Miss Lewis states that "to meet a growing discontent on the part of their listeners, several foreign countries have opened up portions of their time to commercial interests. . . . They could not delay this conversion longer."

Indications that the dollar sign is attracting radio interests in other countries have appeared recently. South African radio, for instance, is expected to go commercial in 1947. In India, too, development of commercial operations to supplement BBC is planned also. This development is being hampered, according to Peter De Peterson, manager of the Calcutta office of J. Walter Thompson Company, Ltd., by the fact that radio owners are widely scattered thruout India in widely separated language areas.

Thus far, fully commercial operation on the continent is present only on Radio Luxembourg, Radio Andorra and Monte Carlo, according to Dr. Anro Huth, international radio consultant.

CBS White Collars Picket, NBC, MBS

NEW YORK, Nov. 2.—Radio Guild of the United Office and Professional Workers of America (CIO) staged its scheduled demonstration Thursday (31) outside the offices of National Broadcasting Company, and Friday (1) the pickets carried on a similar demonstration outside the joint offices of Mutual Broadcasting System and WOR. Demonstrations, as reported in *The Billboard* last week, were motivated by alleged argument of Columbia Broadcasting System that it could not agree to certain of the union's proposed demands because of "industry pressure."

Negotiations between CBS and the union are at an impasse on points of job security, union security, discharge and layoff procedure. No date for resumption of negotiations has been set yet, stated a union spokesman Friday (1).

Thus far, the matter of wage levels has not even entered the discussions. Union has been asking a 35 per cent hike for the 800 CBS white collarites.

Chi Originations

To the Editor:

October 26 issue of *The Billboard* states "ABC now carries more than twice as many shows as any other web from Chicago," etc. "Tain't so. NBC Chicago currently originates 20 programs for the network, eight of which are commercial. With an eye as to how we stack up with our erstwhile junior network, NBC in 1945 spent \$600,000 in producing sustaining shows for the network in Chicago and this year will spend \$725,000.

JACK RYAN, Manager of Press Relations, NBC—Central Division.

Nostalgia Keynotes Call-Letter Change

(Continued from page 6)

except for Fred Allen and Bergen, dropped in interest, as was inevitable. It was no easy chore following that superb first half. Even so, the second portion started well. With Dewey, who had previously paid tribute to American radio in general, making like a staff announcer to introduce Niles Trammell, who in turn made the first official station break. Business of reading congratulatory telegrams, showing listeners how the WNBC metropolitan news rounds up, a brief street interview, and a few other spots made for dull listening, but nothing could have clouded the luster of that which had preceded. NBC and all concerned with *Hail and Farewell* can take a bow for a noteworthy radio program.

Much less can be said for Columbia's offering, and none of that can be laudatory. Chief reaction to the WCBS show was in the form of two questions: "What's happened to Columbia's showmanship?" and "CBS, how could you?" Program took the form of an interview with an average listener getting the lowdown on what makes a radio station from Arthur Godfrey. It was prolix, a straight half hour of windy talk, talk that continually patted CBS and WABC on the back. Brief mention thru use of their respective theme songs was made of some on the early CBS luminaries: Kate Smith; Arthur Tracey, the Street Singer; the La Palina program, which led the Paley interest into radio; Crumit and Sanderson and Dinah Shore. Only thing approximating a sock in the CBS blur was its no brief dramatized commentary on government-owned radio system as practiced abroad. It was an obvious bite at BBC. Otherwise, the program served only to recount some of WABC's more notable public service ventures, discussed extensive 50,000-watt coverage during which atrociously hokey listener interviews were aired thru tape recordings; winding up with some street interviews classic old hat.

It's okay to take a bow, fellers, but not for half an hour straight, undiluted. In every competitive network field, CBS showmanship has never before been so glaringly absent. What goes on?

NBC, B&W, Seeds Seek Hunter Suit Dismissal

CHICAGO, Nov. 2.—Dismissal motion will be filed jointly Monday (4) by NBC, Brown & Williamson Tobacco Company and the Russel M. Seeds ad agency, in a suit brought against them by John Hunter. Damage suit was based on the alleged misuse of his name, without permission, in *Wings of Destiny* in 1941. Hunter claimed violation of privacy.

Attorneys for the defendants in filing the motion to dismiss will argue that Illinois—the program originated in Chi—has never recognized the right of privacy. Court is expected to set a date for hearings.

Hefty Bally Hails WJJD's New Jockey

CHICAGO, Nov. 2.—Another indication that stations are concentrating on their disk jockey programs in a big way was furnished this week when a socko pitch for a disk jockey show in Chi was made by Art Harre, general manager of WJJD here. Effort is a strenuous attempt to grab early-morning listeners away from such segs as ABC's *Breakfast Club*, early soap operas on other webs and also early-afternoon dial twisters between 1 and 3.

Show will run from 8 to 10 in the mornings and 1 and 3 in the afternoons, starting November 5. It will feature Ernie Simon, disk jockey formerly of WITH, Baltimore, and previously a vaude comedian. Harre also set Bob McLain's novelty ork to back up. Nut is in excess of \$2,000 a week.

Promotion for the disk jock was big. A 10-week newspaper pitch in all five of the city's dailies tallies up to \$2,600 a week. Promote is of the zany type—same as the program itself—running ads warning the Chi fire, police and sanitation departments that Simon was on the way to the Windy City. Ads finally made a pitch to listeners not to tune in to the seg.

Show has already attracted sponsors. Half of the morning and half of the afternoon segs have already been sold, and of 20 agencies offered the show, 18 bought time.

Yes, Yes, Virginia, There Is a Kilroy

BOSTON, Nov. 2.—New England listeners met Kilroy in person this week, when the "Kilroy Was Here" tagline became a reality over WCOP. Bill Wood, station's special events man, located the original Kilroy and set him up for an interview. In person, Kilroy is the Everett, Mass., army air forces sergeant who was responsible for the penciled message which became a gag line for G.I.'s everywhere.

Only thing is that now WCOP listeners are a bit sorry. Materialization of the erstwhile legendary Kilroy has shattered a dream.

SATURDAY REVUE

(Continued from page 13)

during the show, but for some reason they didn't click. A couple of trick rope spinners, Berrwick and Brady, were next, but they too were lost because there were too many close-ups and rope tricks were missed. Ended up by chasing 10 cowgals, who suddenly popped onto the set.

Next in line was a dull fashion preview which seemed out of place. Emsee Martha Percilla is easy on the eyes but her voice fell flat and made the stint hard to watch. Mike-booms also missed much of her gab. The fashion stint, entirely too long, could have been jacked up considerably if gal with good voice had been used and if there had been some background music.

Dance team of Ellsworth and Fairchild was fairly good, but again Belanger missed by allowing them to dance out of camera range. Production finished off with plugs and tip-offs on current Broadway legit and night clubs.

Belanger is a good director and has done some fine work, as evidenced by his winning one of the TBA awards recently, but he missed the boat completely in this production. Show needs a lot of working over before viewers will stay home on Saturday nights to see what is supposed to be a good revue.

City College of N.Y. Jan. 31 Deadline For Award Entries

NEW YORK, Nov. 2.—Deadline for the submission of entries for awards given by the City College of New York in conjunction with its Third Annual Radio and Business Conference is January 31, 1947. Plaques and certificates of merit will be given for outstanding skill and craftsmanship in creation of radio shows and promotion campaigns. Competition will include seven divisions: Class A, comprising sponsors, ad agencies and program producers; B, 100-250-watt stations; C, 500-1,000-watt stations; D, 5,000-10,000, watters; E, more than 10,000; F, regional or intrastate webs, and G, national networks.

Committee on national radio awards is chaired by Dr. John Gray Peatman, associate dean, City College of New York. Judges include M. H. Shapiro, *Radio Daily*; Bruce Robertson, *Broadcasting*; Reginald Clough, *Tide*; George Rosen, *Variety*; Joe Koehler, *Sponsor*; Lawrence M. Hughes, *Advertising Age*; E. W. Davidson *Sales Management*; Victor Dallaire, *Printers' Ink*, and Paul Ackerman, *The Billboard*.

FCC STILL ANTI-PUB

(Continued from page 5)

open a 10 kw. daytime, 5 kw. nighttime outlet.

Meanwhile, three gazettes took a beating in this week's application decision. In one proposed decish, FCC decided a three-way fight for a new 250-watter in Augusta, Ga. Against *The Augusta Chronicle and Voice of Augusta, Inc.*, of the same city. FCC ruled against the paper on the ground that it already controlled a communications medium and against the latter because of insufficient diversification of ownership. Winner was Georgia-Carolina Broadcasting Company, which got a c.p. on 1340 k.c. subject to usual engineering conditions.

FCC made previous decisions in two 250-watter cases, deciding against newspaper-owned outfits in both instances. H. C. Winslow, Meadville, Pa., was granted a construction permit for a new standard broadcast station on 1490 k.c. over *The Meadville Tribune*. Commish awarded the other grant to Nathan J. Cooper, Morgantown, N. C., over Beatrice Cobb, owner, publisher and editor of *The Morgantown News-Herald*.

HOWARD STUDIO

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Effective immediately, Howard Studio (specialists in Photo Reproductions) has become a division of J. J. K. Copy-Art, Photographers. As the largest producer in America of all types of Photo Reproductions, J. J. K. Copy-Art has an unimpeachable record for "DELIVERING WHAT WE ADVERTISE AT THE PRICE WE ADVERTISE." Howard Studio, in keeping with its own high reputation, subscribes anew to this policy of honest service.

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LONGHAIR PULLS LONG GREEN

Hollywood's Composer Kick To Hypo Classic Platters; Grieg, Beethoven, Rimsky Due

Film Link Boosts Disks to Best Seller List

(Continued from page 3)

sical album chart is held by Rachmaninoff's *Concerto No. 2*, played by Artur Schnabel, with the same composition holding the second position, performed by Rachmaninoff himself. The *Concerto* is featured in Republic's *I've Always Loved You*, with Rubinstein at the piano. George Gershwin's *Rhapsody in Blue*, as played by Oscar Levant, with Eugene Ormandy batoning the Philadelphia Symphony Orchestra, is in third position on the album chart. Altho a long-time fave, its waxings are hitting new highs in sales since release of Warner Brothers' film version of Gershwin's life, *Rhapsody in Blue*.

Richard Addinsell's *Warsaw Concerto*, a contemporary composition, has been regularly registering on the classical best seller list since it was first introed in the British-made flicker, *Suicide Squadron*, released in this country by Republic. Andre Kostelanetz's cutting of *Warsaw* holds third spot in the single disk list.

Swing to Longhair

The *Billboard's* survey of flicker factories reveals a definite swing to longhair in the new pix crop. Studios say overseas film fans turn a chill ear to American hot stuff but eat up film fare wrapped in highbrow musical trimmings. As an outstanding example of this, they point to Columbia's *Song To Remember*. Its successes abroad seem to have set filmdom on a classical kick. Flicker has played to record b. o., hitting new highs in London and Paris, breaking all records in Mexico City and now playing its 52d consecutive week in Melbourne, Australia. New pix will either follow the biog line of *Song*, to emphasize the classical theme, or else will feature longhair music in other ways.

Tschaikowsky's Life Coming Up

Following the biog pattern, Hal Wallis will produce *Life of Tschaikowsky* for Paramount Pictures. This will be Wallis's highest budgeted production for release in 1947. Its recently completed script was flown to London, where pix will be produced. Wallis is using *Tschaikowsky* to tee off his European film invasion.

Tschaikowsky's life will be milked for still another flicker to be distributed by Monogram. Producers Benjamin Glazer and Nat Finston have formed Symphony Films Corporation, which will devote itself exclusively to pix based on great symphonic works. Company's first product will be tagged *The Tragic Symphony*, with plot to be built around *Tschaikowsky's* life. Sidney Buchman will film *The Life of Beethoven*, with violinist Jascha Heifetz and pianist Vladimir Horowitz taking the spotlight in the music-making department. Boris Morros and William LeBaron will also do a Beethoven opus entitled *My Immortal Beloved*.

Rimsky-Korsakoff Biog Due

To go before Universal-International's cameras first part of the year

will be pic version of Rimsky-Korsakoff's life, titled *Song of Scheherazade*. Story deals with Korsakoff's penning *Scheherazade*, giving ample excuse for his symphonic works on the sound track. Miklos Rosza has been assigned the music chores.

In a lighter vein but still based on a composer's life is U-I's *Song of Norway*, to go before the lenses in January. Screen treatment of the life of Edvard Grieg will be patterned after the Broadway musical and will contain a number of Grieg's works. The insanity-tortured existence of composer Robert Schumann is being fashioned into a movie by 20th Century-Fox and will go to the screen under the title *A Love Story*. Pic will, of course, emphasize Schumann's works, climaxed by his *Concerto in A Minor*. Jose Iturbi will do the dubbed-in Steinwaying.

Meller's Longhair Touch

Other technique being stressed is the spotlighting of classical compositions in dramatic flickers. In 20th Century-Fox's *Undercurrent* Brahms' *Third Symphony* will be played in its entirety, with work injected into pix as integral part of (See *LONGHAIR PULLS*, page 18)

Publishers Mull Increase In Price of Sheet Music, But Worry About Volume

Steadily Rising Costs May Eventually Force Move

NEW YORK, Nov. 2.—Music publishers in recent weeks have been seriously mulling the advisability of jumping the price of sheet music from 22 cents to 25 cents a copy to the jobber, with the idea of having the dealer sell the sheet for 40 cents instead of 35 cents. Opinion of publishers on wisdom of the move is mixed at the present time, with some holding that in the face of rising costs there's nothing else to do, and pointing out that sheet music is one of the few items on the American scene which hasn't gone up in price in many years. Opponents of the idea, however, point out that sales of sheet have been down since the beginning of the summer and that a jump in price now might cut even deeper into the volume.

There is no question that the publishers, along with practically every industry, have experienced severe increases in costs of operation. Paper has gone up steadily since the early part of the war; printers are currently mulling a price hike; pay-rolls skyrocketed during the war; arrangers, copyists, etc., are due to get a jump in their scales as a result of present negotiations between Local 802, AFM and the MPPA committee. In addition to all this, most publishers feel that when the new Songwriters' Protective Association contract is finally worked out, it will represent an additional bite into the publishers' take. Scattered reports have been heard that here and there a publisher is upping the price on sheet music, but the situation is by no means widespread.

Woody and Duke Set for String of Midwest Concerts

KANSAS CITY, Mo., Nov. 2.—Johnny Antonello, who heads the band department of A. & N. Presentations here, has booked Woody Herman and Duke Ellington for a series of concert appearances in the Midwest this month.

Dates on Herman's circuit will be Wichita's Forum (15), Kansas City Municipal Arena (16), Des Moines Radio (KRNT) Theater (17) and Kiel Auditorium, St. Louis (19). Herman will have a troupe of about 30 including Alexis Haieff, who will guest-conduct Igor Stravinsky's *Ebony Concerto*.

Ellington will play Des Moines (14), then move to Omaha (16) and to Kansas City (17). Ellington's crew of about 25 also will play a race dance at the K. C. Muny Auditorium (18).

Cugie Fair 3½G at Detroit

DETROIT, Nov. 2.—Xavier Cugat and his orchestra drew a modest-size house of 1,658 people out of a potential house capacity of 1,981 in a one-night stand Sunday (27) at Detroit Music Hall. Gross was \$3,500, with a scale of \$1.20 to \$3.60. Higher priced seats went begging, indicating that the conditions of the past three years, when the top prices went best, have been reversed by post-war readjustments. Cugat was heavily advertised.

Dailey Trips Stir Sale and Assn. Rumors

Terrace Yanks Wires

NEW YORK, Nov. 2.—Frank Dailey's recent trips to Chicago, Baltimore, Pittsburgh, Buffalo, and his jaunt to Boston this week have stirred trade talk that the Meadowbrook, Cedar Grove, N. J., operator is huddling with dance promoters and operators of other terperies in an effort to find some of the answers to the sharp slump in the ballroom business. Some gossipers even have Dailey cooking up a working agreement to the effect that all ops will set a ceiling price on what they'll pay bands (figure tossed around is \$2,500) for terperery appearances. Third group of speculators say that Dailey is doing field work for the oft-rumored but never-formed Eastern Ballroom Operators' Association. Still a fourth guess-mob says he is trying to find a buyer for the Meadowbrook.

In the meantime the Terrace Room in Newark is said to have taken a close-to-\$15,000 beating on its four-week Glen Gray stretch (Gray was in for 4G weekly), and a somewhat lesser shellacking with Sam Donahue, who was drawing \$2,250 every seven days. Regardless of the amount of dough lost, operator Simon LaFarge has yanked all remote radio wires out of the spot, thus cutting about \$500 weekly from the nut. LaFarge also brought in low-priced George Barry band (ex-Arcadia, N. Y.), and is said to have made up his mind to play a short-dough, non-name policy. Ben Murray is no longer manager of the Terrace Room.

Cosmo Sesh Halted By AFM in No Dough No Date Arrangem't

NEW YORK, Nov. 2.—American Federation of Musicians' spokesmen here were muttering again this week about Cosmo Records' failure to have on hand a certified check for some 30-odd musicians and fronter Harry Sosnick for a session of four sides which the band was to cut yesterday (1). The union officials were reluctant to go into details, they did state that the arrangement they had with the plattery was for it to pay in advance, via certified check, all moneys due tootlers for dates, and when the men showed up for the session yesterday, Cosmo just didn't have the check. Union delegate is said to have busted up the session just before the men started to play. AFMers also refused to state what action, if any, would be taken.

Cosmo has been going thru a series of struggles in recent months, having had difficulties with its Masapequa, L. I., plant, an occasional "situation" with its artists and other aches.

Bdgpt. Musickers Seek Raise

BRIDGEPORT, Conn., Nov. 2.—Local 63, American Federation of Musicians, voted at a meeting this week to raise the scale for all local niteries and ballrooms, effective November 18. Bridgeport scale has been the lowest of any Connecticut city for many years.

Berlin, Miller in Suit

Against Conn. Roadhouse

NEW HAVEN, Conn., Nov. 2.—Irving Berlin Music Company and Miller Music Corporation have filed suit against Sunset Inn in Waterford, Conn., alleging infringement of copyright. They ask \$250 each in royalties and an injunction against any further infringements.

Suit filed here in U. S. District Court alleges that Sherwood A. Jones, of Manchester, owner of the inn, infringed on plaintiffs' copyrights by playing *They Say It's Wonderful* and *Once in a While* on July 20 without release or permission of the owners. Jones has 20 days in which to file his reply.

"Scare" Backlog Is New Disk Problem

"Other Guy" in Bad Shape

HOLLYWOOD, Nov. 2.—What to do with the backlog of sides built up during the hectic pre-AFM-Record company contract days was pondered by Coast waxeries. Spurred on by rumors that James Petrillo would demand a prohibitive wage hike, diskeries here as elsewhere worked feverishly to build up stockpiles of masters that could see them thru a possible musicians' strike.

Some Coast platteries can't afford to let sides gather dust, since companies must realize a quick turnover to exist. To stop recording now and release disks just cut means they would miss out on possible pop tune toppers. Also, those who follow this solution will be releasing standards (since that's what nearly all cut to be on the safe side) in competition with other firms which will keep up with coming hits. Alternative of releasing both new tunes and backlog would result in flooding the market and a loss for all concerned.

It's the "Other Guy"

Some, who but a couple of weeks ago cried about hypoed cutting skeds and all-night recording sessions will now only admit that they have "a few extras", but insist that they're not as bad off as the other guy who really got stuck. Many say it's no problem, but change the subject when queried as to their solution. Others indicate they have given the matter considerable thought and have worked out a plan to absorb platter backlog.

Capitol, Coast's biggest, appears to emerge the least affected. Recording sked will remain unchanged as will its number of releases. Waxery intends to use up stockpile slowly by occasionally throwing in a standard for a second side. Also, backlog will be gradually absorbed into future albums using sides as fillers for other disks to be cut at a later date.

Some Solutions

Indies, however, are in a different spot. Indicative of their solutions, Black & White, for example, emphasized race sides during the B.C. (before Chicago) days, keeping pop tunes down to a minimum. Diskery can now take it easy on race sessions, releasing from its backlog and at the same time keep in step with new pops. It's used large bands, such as Earl Spencer on originals (timely whenever released) and had Al Sack stick to standards, which can go into albums. Aladdin, concentrating on race selections, says it wasn't caught with filled shelves since it didn't overcut. Label uses small combos, hence the little that would be saved in cutting ahead wasn't deemed worthy of the effort. Anyway, they knew Petrillo wouldn't be unreasonable—so they say. Modern Music, also sticking to race items, expects to take it easy until present stock is moved.

"Supper" Renews Como & Jo

NEW YORK, Nov. 2.—Beginning with the December 9 show, *Chesterfield Supper Club* program will be renewed for 26 weeks. Perry Como and Jo Stafford have been renewed as well. Como shows originate in New York Mondays, Wednesdays and Fridays, while chirp does stints from Hollywood Tuesdays and Thursdays.

Add Tough Terp Tales: Best Crowd, 286, at 96c Each

NEW YORK, Nov. 2.—Following letter to *The Billboard* from a promoter in Union City, N. J., is another indication of tough sledding dance men are currently experiencing:

"To the Editor:

I read with much interest your story, "One-Nighters Off in a Sad Philly Season." Being 10 minutes from Times Square, outside the Lincoln Tunnel, I promoted Wednesday night dancing in Hudson County's largest and best ballroom, with the intention of opening Friday and Sunday night also.

From opening night, October 2, the top draw we had was 286 people at 96 cents, including tax. I introduced an ex-G.I. ork of 15 men, called Wally Martin and His Orchestra. I had a half-hour air shot over WAAT, 10:30 to 11 p.m. I advertised the dances over Hal Tunis's *Band Revue* daily, plus newspaper advertising in advance, and also had guest stars from various night clubs appear in person.

With conditions as they are, it seems that weekly dances won't draw as soon as the price gets near a dollar. I am closing October 30 unless some sort of a miracle happens.

Sincerely,
ERNIE PEIA,
901 Central Ave.,
Union City, N. J."

ARA To Go Piece by Piece as Going-Going Gone-Guys Take Over

HOLLYWOOD, Nov. 2.—Final disposition of bankrupt ARA records has been placed in the hands of auctioneers, following approval by Bankruptcy Referee Hugh L. Dickson of proposal made by auctioneers Milton Wershow and David Weisz.

Decision to turn plattery over to auctioneers came after open court bids failed to satisfy trustees with a top bid of \$255,000 for the entire works considered too low. Proposition made by Weisz and Wershow, and approved by the court, will guarantee Trustee Francis Quittner at least \$225,000 net sale price, excluding masters, protection copies, artists' contracts, accounts receivable, cash on hand, leases and other intangible assets. Shellac, valued at \$186,000 (at 70 cents a pound market price) is included in \$255,000 price. Plattery will probably be sold piecemeal, insiders admit.

Would Prolong Bankruptcy

Attorneys Max Fink and Cy Levant, representing trustee, indicated that Apollo Records' offer of \$255,000 for the complete waxworks was way out of line with appraised value of \$690,000. Apollo head, John Klein, has further offered to run ARA after reorganization and to put working capital into the firm. This proposal was nixed by Bankruptcy Court Referee Dickson who held such operation would only prolong bankruptcy rather than expedite liquidation.

Meanwhile, Phil Harris' attempt to acquire masters previously made for ARA and also to break contract on grounds that plattery is kaput has been temporarily shelved by the court until the remains of ARA are satisfactorily disposed of. (*The Billboard*, November 2.) Other ex-ARA artists are reportedly eying masters of their waxings with similar eager eyes, awaiting the outcome of the Harris claim.

Krupa Economy Moves Seen As a Cue to Similiar Action By Other Name Bandsmen

Skinbeater Slashes Sidemen's Salaries, Folds N. Y. Office

CHICAGO, Nov. 2.—Among the first name orksters to take definite action in the tough struggle bands are having today making their nut is Gene Krupa, who this week launched a sweeping economy move. Krupa is closing his New York office and has put thru substantial salary slashes thruout the band. Reports had the skinbeater setting a \$100 top figure for sidemen, but this seems patently ridiculous, since scale for the men on many jobs played by orks of the Krupa caliber is well over \$100 today. It is certain, however, that a number of Krupa men have been cut to just above the higher scales.

Gluskin Denies Split

Pay slashes and particularly closing of the New York office led to reports that Krupa and his personal manager, New York attorney John Gluskin, were splitting. Gluskin told *The Billboard* that there was no foundation to these rumors, but confirmed the remainder of the economy story. Gluskin further maintained that the days of \$250 to \$350 per week sidemen salaries were over—at least temporarily.

Competent trade observers say that the Krupa dough-saving move is only among the first and that the next several months will see numerous name leaders slashing pay rolls and parting company with higher priced and featured sidemen who refuse to tootle for less than the \$250 to \$350 they've been accustomed to getting.

Decca, Inc., Ltd., in New Foreign Deal

NEW YORK, Nov. 2.—Decca Records, Inc., under terms of a new pact signed with Decca Records, Ltd., London, will take over some of the latter's foreign distribution points. London firm previously had handled all of Decca's international distribution, and this will mark the first time that such distribution will emanate from the United States. New American Decca export division will be directed by Hubert Stone, former general manager of Argentine Odeon diskery.

Plans are being made to reach foreign markets which Decca had never before tried to sell. Contract also provided that American Decca will distribute in the United States a series of the London firm's classical and pop releases. Among English pop artists who will reach American counters under this plan will be Ambrose Anne Shelton, Vera Lynn and Ted Heath's ork.

Avodon Terp, L. A., For Sale; Asks 500G

HOLLYWOOD, Nov. 2.—Avodon Ballroom and building is for sale for \$500,000. Downtown Los Angeles swank dancery opened May 8 and was caught in the general bad biz streak that's plagued this area. Jack D. Rogers, Avodon Corporation prexy, is asking \$350,000 for the ballroom and \$150,000 for the building. Understood he expects to break even at that figure, but will continue to operate if he has no takers.

Three groups are said to be mulling purchase. One is a Chicago Negro syndicate which wants the spot for a colored terperery. Others are a local Negro group seeking Avodon for same reason, and an L. A. Mexican group.

Bob Crosby opens Tuesday (12), with Count Basie set for December 10 and Stan Kenton for February 4. January 7 date is still open, with possibility of Basie staying over. In event of sale, contracts will go to new owner.

Gabbe-Lutz Gets Ramirez

HOLLYWOOD, Nov. 2.—Carlos Ramirez was signed to a personal management pact by the newly formed Gabbe-Lutz office this week. Ramirez is the first act to come under new org's wings since Dick Gabbe (former Casino Gardens Ballroom manager and ex-GAC, New York, band booker) and band Personal Manager Sam Lutz teamed up last week. Pair now handles nearly a dozen attractions, counting p.m. deals made by Gabbe and Lutz when they were operating separately.

Musicraft's Shosty SymphBow; Shakeup Rumors Are Flying

NEW YORK, Nov. 2.—Musicraft Records is going to make its first plunge into the symphonic field next month. Indie firm, which already boasts a small classical catalog, will wax Shostakovich's *Leningrad Symphony No. 7* for release just after the first of the year. Lengthy and highly publicized work has never before been recorded.

Performance will be by the Buffalo Philharmonic Symphony ork conducted by William Steinberg, with the initial waxing date set for December 5. Meanwhile, rumors continue to persist about major changes in the Musicraft executive line-up. Firm neither denies nor confirms rumors while informed sources believe that the changes will be extensive in nature, but are not able to say when they will take place or which posts will be affected.

Mpls. Bistros, Musicians Set Play Hike Compromise

MINNEAPOLIS, Nov. 2.—New pact between Minneapolis Musicians' Union and Minneapolis Liquor Dealers' Association was set last week granting musicians a 15 per cent pay hike without trimming the work week. Deal is for a 90-day trial period. Agreement requires bars to maintain same number of men now employed, working same number of hours. If at the end of three months employers find business off they may cut number of musikers to minimum of five, reduce work week to 25-hour minimum or cancel out live music entirely.

New pay asked raises leaders from \$2.50 to \$2.87½ an hour and sidemen from \$2 to \$2.30 an hour. Union originally had asked a straight 50-cent hourly hike to \$3 for leaders and \$2.50 for sidemen.

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Avodon Op Attacks Leaders' Own Plugs; Cites Donahue, Wood

HOLLYWOOD, Nov. 2.—Altho a general slump has taken place thru-out the entertainment industry, Avodon ballroom manager Barney McDevitt attributes light terperery attendance at least in part to dance bands' repetitious libraries and exhaustive plugging of recorded tunes tied in with the maestros' own publishing houses. McDevitt says that other dancery ops join him in the opinion and that dancers feel name bands should broaden their musical books and cease constant plugs of tunes which the leader has written or published.

Expecting to be accused of being the patron saint of song pluggers, repping major publishers, McDevitt adds that he feels the spot might just as well make the bands pay for broadcast remote time charges since band leaders' tunes and recorded versions get 90 per cent of air attention and terperery a lucky remaining 10 per cent in nightly duplicating song arrangements on airings.

As illustrations McDevitt points to Al Donahue constantly injecting a tune he recorded called *And Two Is Eight* and to Woody Herman's repeated *Surrender* version which he cut for Columbia. McDevitt said that proof of his point is shown in weekly broadcasts by Frank Sinatra, Dick Haymes, Jo Stafford and Perry Como, who cater to the same type of crowd frequenting ballrooms and who make a consistent effort to feature new tunes and arrangements and don't push to an excess tunes recorded or re-issued.

TD Concert Hits 9G At Des Moines House

DES MOINES, Nov. 2.—Popularity of concert dates by dance bands was given a strong shot in the arm at Des Moines with Tommy Dorsey grossing \$9,340 (tax included) at the KRNT Radio Theater (formerly Shrine Auditorium) Wednesday (30).

It was the first concert-type performance at the Radio Theater, and with others to follow, the Dorsey gate makes it look like the boys here have something to offer the Des Moines public. Other combos skedded include Cugat, Woody Herman and Duke Ellington.

What makes the Des Moines set-up a bit puzzling to the trade, however, is the fact that Dorsey had failed to click heavy at other Midwestern stops including Kansas City, Mo., and Lincoln, Neb., and Omaha on previous nights. The 3,600 spectators who paid as high as \$3.66, tax included, to hear the Dorsey music was reported the largest mob to catch his present concert tour. Audience was mixed as to age, alto majority were bobby-soxers.

Thornhill Band, Sans III Leader, Nabs 2G in Bdgpt.

BRIDGEPORT, Conn., Nov. 2.—Claude Thornhill orchestra, in at the Ritz Ballroom here Sunday (27), drew 1,205 persons. With admission at \$1.60, gross totaled \$1,928. Thornhill failed to appear because of illness.

Johnny Bothwell also played a one-nighter here October 20, filling in for Stan Kenton, whose date was switched to December 29. Bothwell drew a fair crowd of 1,138, and with ducats scaled at \$1.30, grossed \$1,479.40.

Art Mooney is due in tomorrow night (3), followed by Ray McKinley, Hal McIntyre and Elliot Lawrence.

Longhair Pulls Beaucoup Gelt, Booms Platters

(Continued from page 16)

the plot. Warner Bros.' *Humoresque* will lend itself well to a long haircut, featuring numerous violin selections and excerpts from *Tristan and Isolde* and *Carmen*. WB's *Deception*, starring Bette Davis as a pianist, Paul Henreid as a cellist and Claude Rains as symphony ork batoneer, includes Beethoven's *Appassionata Sonata*, a couple of Hayden piano sonatas and features *Concerto for Cello*, by Eric Wolfgang Korngold. Handling pic's scoring thruout, Korngold enjoys a prominent position among present-day longhair clefters and has quite a following in Europe. Korngold had already gained a name on the Continent when he was brought to Hollywood for *Midsummer Night's Dream* pic's scoring. He's returning to Europe shortly.

Concert Names Used

In an effort to please both pop and highbrow pix followers, flicker factories are increasingly turning to the system of using concert name personalities in musical comedies. By having them do one or two numbers in a flicker, filmsters can put top-drawer concert-hall names on the marquee. Pix, straddling the musical fence, attract longhair ticket buyers both here and abroad, and yet pack plenty of b.-o. pull for lighter music fans. Example of this is Jose Iturbi getting star billing for the first time in Metro-Goldwyn-Mayer's *Birds and the Bees*, soon to be released. Wagnerian tenor Lauritz Melchior will follow up his appearance in *Thrill of a Romance* with vocal walk-on in 20th Century-Fox's *This Time for Keeps*.

No matter what sugar-coating device is used, longhair music will be sold to ticket buyers on a scale never before reached, and those close to the pic-music scene say Columbia Records, RCA-Victor, Decca and other diskeries will experience unprecedented mass sales of classical disks and albums. Among the strong spokesmen for this school of thought is Iturbi, who told *The Billboard* that judging by the way disk sales have skyrocketed after a classical composition was performed on the screen, the current longhair pix activity will hypo the highbrow platter biz to heretofore unbelievable heights. If trade prophets are right, a new twist can be expected in the latter biz. In the past, waxeries looked to pop disks for quick money turnover, while classical cuttings proved solid investments since they never become outdated and the dough can trickle in thru the years.

Decca Sets Deal With Mooney Foursome

NEW YORK, Nov. 2.—Joe Mooney Quartet capped all of its publicity build-up by signing a recording contract with Decca Records yesterday (1). First Mooney disk will be ready for distribution in mid-January. The terms of contract were not disclosed, it was intimated that the group received unusually high guarantees for a new group. Mooney Quartet is now in its fourth week at Dixon's Steak House, New York.

New Bdgpt. Terperery Opens

BRIDGEPORT, Conn., Nov. 2.—Bridgeport's newest dance hall, Pleasant Heights Country Club, in the north end of town, opened Sunday (27). Luis Russell was the opening band on a one-nighter. Present plans call for operation on Sunday nights under direction of Granville Smith.

Martin Mfrs. Own "Limited Edition" Disks for la Mart

HOLLYWOOD, Nov. 2. — Orkster Freddie Martin will enter the indie record field with the release next week of four new sides. Platters will bear the Ambassador label and will feature Martin ork under moniker of Felix Figueroa.

For a starter Martin has pressed 2,500 each of four sides and will confine distribution to his music shop in Hollywood's Ambassador Hotel. No plans will be set for national distribution pending local sales results. Platters will retail at 75 cents.

Martin's contract with RCA Victor is personal deal; hence, band leader can use sidemen under a different name for his own plattery. Figueroa sides will be Latin-American sambas, etc., not considered in direct competition with tunes Martin waxes for Victor. First platters cut have localized flavor aimed specifically at Southern California trade.

Band Jump Hits Two Harlem Hotteries; Appeal to Union

NEW YORK, Nov. 2.—First niteries expected to feel the pinch as result of new AFM scales are Small's Paradise and Club Baron, both in Harlem. Paradise, operated on \$3,000 talent nut for Chris Columbus 10-piece ork and six-act show line, had been paying out \$45 per man which was upped to \$60 in August and to \$75 October 1. New Class A demand effective November 1 would bring hike to \$90.

Club Baron, with Sabbie Lewis eight-piece ork and six acts, has a \$3,500 talent budget and has also been notified by 802 re a similar hike. Both spots appealed to union yesterday to retain present scale at their clubs and union was to announce decision Monday (28).

Bands and shows have been given two weeks' notice, which expires Monday and both operators were considering closing. Gene Tyler, Paradise manager, said that if union doesn't grant relief and spot managers to remain open, talent nut would have to be slashed to bone, resulting in cutting room down and using small combo only.

Dedham Terpery Off to Good Start; Maybe Names Later

BOSTON, Nov. 2.—The Moseley's Ballroom in Dedham, Mass., has proved a solid click with dance "fans" in the suburbs. The redecorated and shined-up old ballroom has been given a strong hypo by plenty of advertising, promotion and general ballyhoo. Plans at present call for only a three-night-a-week schedule, but operation will undoubtedly be pushed up in the early spring. Meanwhile, the management is making good use of holiday dance stints in addition to the regular schedule. Karl Rohde and his band opened the spot and look good to be the resident band for a long stint. Name-band policy is planned, but not in the immediate future.

Cattle, Free Show Hurt TD, Bob C

KANSAS CITY, Mo., Nov. 2.—Local music impresarios are shaking their heads and moaning over one of the roughest week ends they've seen in a long time. It was simply a glut on entertainment (October 25-27) with American Royal Livestock Show. Tommy Dorsey, Bob Crosby and the Ballet Russe De Monte Carlo battling each other for paying customers against a free show sponsored by the local Katz Drug chain, of the K. C. Philharmonic, with Rise Stevens and Alec Templeton. Stevens and Templeton were the only ones doing turn-away biz.

Crosby chalked up a comfortable \$3,660 at Pla-Mor Ballroom (26), Manager Will Wittig reported. Crosby headed for Lincoln, Neb., from here, and he is due to open at the Avadon, L. A., tomorrow (3). Dorsey's concert, also booked by Pla-Mor into the big municipal auditorium (11,000 capacity), took the worst beating on crowds, comparatively. Sentimental Gentleman, with his 20-girl string section, Ziggy Elman and full vaude show, pulled only 2,500 at a \$3 top. Others featured were Stuart Foster and Dorothy Claire, vocalists; Charlie Shaver; Tommy Wright, tap dancer; Willie Pratt, and the Stuart Morgan Dancers.

Merc Cuts Edwards House Party Package

CHICAGO, Nov. 2. — Mercury Records Berle Adams deal with Ralph Edwards, emcee of NBC's Saturday eve *Truth or Consequences*. Edwards was recorded on three-record album called *Let's Have a Party*, adding up to a 20-minute session of Edwards' emseeing, with sound effects and music, games at a house party.

Sides contain games such as musical chairs, the *Banana Game* and Dixie cup race, together with seven other house party gimmicks. While album will promote Edwards, he'll do vice versa by plugging album as a give-away on his consistently above-average Hooperating ainer. Mercury execs are trying to work out deal with Duz, sponsor of the show, for retail store promotion.

O. Tucker for McIntyre At Casino Gardens

HOLLYWOOD, Nov. 2.—Altho Casino Gardens' manager, Kermit Bierkamp, intends taking matter to the union (*The Billboard*, October 5), Hal McIntyre has definitely eased out of his supposedly set booking into dancery starting November 15. McIntyre has offered Bierkamp a counterproposal via an option to be picked up by next February for a Casino Gardens date for band between next May thru August. Bierkamp feels this arrangement unsatisfactory according to original set-up and that McIntyre is just pressing for a juicy plum since dates stipulated cover Casino Gardens' choice season.

Meanwhile, as a replacement for McIntyre's four-week stretch originally set to start November 15, Bierkamp will bring in Orrin Tucker's band. An erroneous report from the Palladium's outside flackery brought about trade talk several weeks ago that Orrin Tucker was skedded for a fall Palladium run altho Tommy Tucker was actually set. Now "a musical battle of the Tuckers" is expected to take place with simultaneous local ballroom engagements by Orrin and Tommy Tucker.

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CAROL and VENTURA**

WITH CHARLIE VENTURA'S ORCHESTRA

'Either It's Love or It Isn't'

'Misirlou'

NATIONAL
#7013



BILLY ECKSTINE

THE BRONZE BALLADEER AND HIS GREAT ORCHESTRA

'I've Got to Pass Your House'

'It Ain't Like That No More'

NATIONAL
#9020



JOE TURNER

ALL-TIME GREAT BLUES SINGER!

'MAD BLUES'

'Sunday Morning Blues'

NATIONAL
#4009



GATEMOUTH MOORE

SWINGIN' THE BLUES!

'Bum Dee Da Rah Dee'

'Walkin' My Blues Away'

NATIONAL
#4004



PETE JOHNSON 'King of Boogie-Woogie'

with OUTSTANDING INSTRUMENTAL STARS

'Pete Johnson's Housewarmin'

4 - 10" RECORDS • ALBUM 1001 • LIST PRICE — 3.91



'1946 STOMP'

'I MAY BE WONDERFUL'

NATIONAL #4001

'ATOMIC BOOGIE'

'BACK ROOM BLUES'

NATIONAL #4003

Music---As Written

NEW YORK:

ASCAP banquet in honor of International Confederation of Societies of Authors and Composers Tuesday (29) featured an address by Representative Sol Bloom urging solid internationalism in order to protect artistic creations under the various societies' jurisdictions. . . . Famous-Paramount Music signed a two-year pact for the publication of their music in England by Chappell, Ltd., in London.

RCA-Victor Veepee James Murray in Dallas for a special preview performance of the Dallas Symphony ork. . . . George Engles returned to the concert field as prexy of new Consolidated Concerts Corporation. . . . Vocalist Jack Leonard will make pic debut in Columbia flick *The Guilt of Janet Ames*. . . . Carlos Gastel, Stan Kenton p.m., back to Coast after two-week NYC visit. . . . Norman Granz Jazz at the Philharmonic will be in Brooklyn's Academy of Music November 13. . . . Columbia issued 1947 disk catalog. . . . Bob Thiele on Coast to record Skinny Ennis ork and to hunt for talent for his Signature label.

Stan Kenton added fifth trombone to ork, Skippy Layton, who recently appeared in legit *Hear That Trumpet*. . . . Educational division of Decca Records added Dr. Remsen DuBois as consultant. . . . J. C. Heard ork renewed at Cafe Society Downtown for six months. . . . Rumors have Eddy Howard ork going into Hotel Commodore to follow Vaughn Monroe.

Ginny O'Connell is new chirp for Tex Beneke-Glenn Miller ork. . . . Apollo diskery will issue an album of records dedicated to hoboos. . . . Mr. Mercury, midget representing trade marke of disk firm of same name, in New York for promotion gimmick. . . . Ex-Ray Herberk trumpeter, Benny Stabler, preparing new band to debut around first of year under Frederick Bros. aegis. . . . Arvin Dale and Phil Levant orks transferred from MCA to Frederick Bros. stable.

Bob Johnson, of Paul Whiteman Philco airshow, joined Benny Goodman ork as vocalist after 400 Restaurant opening Thursday (31). . . . Django Rhinehardt, French guitarist, feted at welcoming cocktail party given by Duke Ellington and William Morris Agency Wednesday (30) after his arrival in the United States by plane from France. . . . Lo, house organ for Loew's, Inc., carried a feature story on the organization of MGM diskery. . . . Columbia Records will issue a Kate Smith album of Irish Songs. La Smith is now an MGM waxer.

Henry Busse into Palace Hotel, San Francisco, in January following Del Courtney. . . . Dottie O'Brien leaving Red Nichols to join Bob Crosby for band's opening at L. A.'s Avodon Tuesday (12).

CHICAGO:

Mezz Mezzrow, clarinetist, turned author of *Really the Blues*; Sidney Bechet, Jimmy Dudley and Ray Dixon headline Paul Eduard Miller's jazz bash December 1 at Kimball Hall, Chi. . . . Marl Young, Negro ork fronter, released his first waxing, *Water Boy and The Lord's Prayer*, by Robert McFerrin, on the new Suhbeam label. . . . Milt Salstone, prexy of M & S Distributing Company, Chi, major race label distributor thru Indiana, Wisconsin, Illinois and Iowa, will make his own records under Contract label, a race and hill-billy catalog. . . . Dom Peters and the Pipers, 18-piece swing crew with a nucleus of the Pied Pipers, navy vet band, have found a financial angel and are rehearsing locally.

Henry Brandon inked to Central Booking office pact by Fred Williamson and Roy Johnson, with Jim Roberts remaining as p. m. . . . Elliot

Lawrence slated for one-nighter November 6, opening of the Midwest ballroom ops at the Tromar Ballroom, Des Moines, where 400 ops will get chance to hear ork in a body. . . . Cab Calloway making independently produced short, *Hi-De-Ho*, in New York week of November 16. . . . Ray McKinley set for Commodore, New York, December 19 for six weeks. . . . Bill Barth, CBS producer in charge of Chi band remotes, became father of a daughter, Lynne, born October 25. . . . Frank Sinatra collabing with Jules Styne and Sammy Cahn, tune cleffers, on a folio of kids' stuff. . . . Donna Dae, ex-Waring chirp who quit solo when she married, has decided to return to singing as single. . . . Terp Ballroom, Carl Fox's Austin, Minn., spot, which burned last year, will reopen November 5 with territory and name one-nighters. Taps Miller, the tap dancer who inspired the Basie-penned tune of the same name, forming an 18-piece band now in rehearsal.

KANSAS CITY:

Don McGrane's band (14) comes into the Hotel Muehlebach's Terrace Grill November 6 for a four-week stand, replacing Don Reid. McGrane outfit, which has played Diamond Horseshoe and Latin Quarter, features seven strings. Reid crew opens at Trocadero Club, Evansville, Ind. (15), for two weeks then skips back southward to Wichita's Blue Moon for another two-weeker opening December 17. Gwen Parke, of Memphis, is the new singer with Reid, replacing Doris Donovan, who joined Jan Garber.

McConkey office reports Dick Morton is doing a nice return stand at Herring Hotel, Amarillo, Tex. Opened there June 1. . . . Johnny Engro's band opens at Omaha Legionnaire Club (31) for four weeks and options replacing Jack Bailey's crew. . . . Jimmy Tucker opened (25) at Hotel DeSota, Savannah, Ga. . . . Glen Williams wants to give his men a rest when they close at the French Lick Springs Hotel, French Lick, Ind. Present date runs to November 15.

HOLLYWOOD:

Xavier Cugat not expected to make definite plans regarding USA music publishing tie-up until he returns here from current concert tour in mid-December. Meanwhile reported BMI deal and also pub tie with orkster Emil Coleman waits. Cugy has puberies in Porto Rico, Havana and Mexico City which are used to scout south of the border songs for his crew. Personal Manager Bob Diamond, with Cugy for over 15 years, has dropped biz activity. . . . Musicroft Records going overboard on artist dubbing, having Artie Shaw play with band section on initial date and then returning several days later to cut solo portions by donning ear-phones and hearing playback.

Miguelito Valdes and his sextet waxed sequel to his *Rumba Rhapsody* for Musicroft with *Tambomba*, to be released in native Afro-Cuban album. . . . Jack Beekman, of Danny Winkler talent agency, starting "hucksters" plattery to tie in with book exploitation. First two sides, featuring Artie Wayne, will hit market November 4.

Black & White will release Al Sack's fourth instrumental album in January. . . . Dorothy Claire waxed four sides for Enterprise, with Claude Sweeten's ork. . . . Spike Jones will start "corn concert" tour November 21, playing 21 Midwest spots. . . . John Payne making his West Coast bid next week at Billingsley's new Bocage. . . . Billy Eckstine bows out early from Club Alabam stint as result of government action against club's owner for tax violations. . . . Louis Jordan set for Billy Berg's in January.

NATIONAL Records

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Coast Indies Push To Lift Disk Quality

More Plant Attention

HOLLYWOOD, Nov. 2. — Hollywood's mushroomed indie record outfits, which sprouted like uncut weeds during the war years to flood the consumer market with a fantastic array of platter labels, have slowed down to a walk and are now concentrating on solidifying their position in the West Coast's competitive market. When majors failed to gang up on indies at war's end (as predicted by those in the know) indie operators settled back with an air of semi-security and turned to avenues for improving product as a means of insuring continued biz on a national scale.

Indies for the first time are facing the fact that competition from majors will be licked only if quality of product is on par or better than output of top waxeries. Result has been a slow but steady upgrading of recording, processing and pressing, with promise of better and more products in the offing.

Few Failures

There have been few failures or bankruptcies among Hollywood firms (ARA is a notable exception), altho many of the lesser labels have become "inactive." Still retaining their AFM license, these smaller outfits have practically ceased recording except for sporadic releases. Companies such as Aladdin, Black & White, Cadet, Enterprise, Jewel and Pan American still produce a consistent number of new platters monthly and show no signs of cutbacks at this time.

Spearheading demand for upgrading has been research and development work of major waxeries spurred on by wartime shortages of shellac and other critical materials. As result of expensive research findings majors are reportedly readying shellac substitutes said to be as good or better than shellac.

To meet the challenge of the majors, therefore, California indies last fall attempted to form an org which was to include in its membership distributors, pressers, biscuit makers, recording studio operators and label owners and set up to fight competition from majors. Attempt to organize was abortive, however, since indies then lacked foresight to standardize manufacturing and operating procedure and thus enable industry to produce records comparable in quality to majors.

Second Org Attempt

Late this summer a second attempt to organize was made, this time with strong support coming from pressers and millers. Org, as yet unnamed or formally set up, intends to follow thru on standard procedures. First step will be to increase shellac content, eventually standardizing shellac content at about 25 per cent as compared to present average of 7 per cent. Indies, thru own org, will also insist on standard pressing procedures to insure uniform quality. This includes standardization of dies, patterned after "Johnson Die," considered by many to be best all-round die.

Spark plug of org is engineer Karl Winter, of Radio Recorders, one of city's most active recording studios. Winter's firm naturally favors the indie waxer, since the small guy provides Radio Recorders with bulk of its biz.

Pressing facilities, lack of which

Group Push

CHICAGO, Nov. 2.—Trend toward more vocal groups with bands continued last week, with Johnny Long replacing departing chirp, Francie Lane, with a foursome (three gals and a boy), as yet unnamed. Sonny Dunham joined the parade two weeks ago with the Sunny-Siders (three gals and a boy), who were featured on his last week's Vogue recording session. Louis Prima added the Toon-Timers (three gals and a boy) a month ago.

Stan Kenton, who lost Gene Howard when the crooner decided to leave singing and take up flack duties ahead of the Kenton crew, has definitely decided to drop a boy crooner, what with Ray Wetzel, trumpeter, and Red Dorris, sax, to handle any assignment.

once threatened to kill indie biz, is now more than ample to take care of all needs. While town had approximately 18 pressers in 1944, estimate today runs into the hundreds, with companies controlling from one press to as many as 40 or 50 semi-automatic and automatic presses. This is exclusive of pressing capacity controlled by four majors. (RCA has 60 presses, 45 of them automatic.)

"Self-Contained" Is Goal

Indies give a great deal of credit to Los Angeles engineer Hank Fine, who has developed new types of semi-automatic and manual presses, both of which are said to surpass any in previous use. Los Angeles pressing capacity, now estimated at five times the total capacity of any other city, is geared to handle all the biz of indie labels, with plenty to spare.

Only a handful of producers are now self-contained (processing, milling and pressing facilities under one roof), which means that label owners must farm out masters to several subcontractors. This "farm out" system, label owners admit, has resulted in a poor quality product, therefore trend is to build more self-contained plants which will permit supervised production all the way thru. Efficiency under such set-up is expected to be reflected in product quality. Allied, Superior and 20th Century are among handful of self-contained plants now servicing indie labels.

Still another fear which never materialized was threatened price war which majors were said to be readying in drive to kill indies. Price battle fizzled, however, when majors found they could not afford prices asked at this time. On the other hand, majors have increased cost of cheaper labels from 50 to 60 cents. Some indies fearfully cut prices early this year, but those who stuck it out have been vindicated. Cost of pressings, altho down from 1945 prices, have risen 20 per cent since January, 1946. Average pressing cost in January was 15-18 cents and is now up to 18-21 cents. Price cutting, at least for the present, is out.

New Syndicate Gets Hotel

DENVER, Nov. 2.—Sale of Troutdale-in-the-Pines, plush mountain resort hotel near here, to a Midwestern syndicate represented by H. B. Raskin and J. L. O'Keefe, has been announced. Sale price of the 26-year-old hotel, built at a cost of \$600,000, was around \$400,000. Spot will open Decoration Day with a name-band policy for the summer. Present plans call for development as a year-round resort. Raskin, a Chicago attorney, is president of the corporation and will be manager-director.

JOHNNY MOORE'S
3 Blazers

"SUNNY ROAD"
backed by
"BE FAIR WITH ME" #233

- #226 "I Want You, I Need You"
"Hard Tack"
- #224 "My Silent Love"
"Googies Boogie"
- #221 "It Ain't Gonna Be Like That"
"With My Heart in My Hand"
- #214 "C. O. D."
"There Is No Greater Love"
- #205 "You Taught Me To Love"
"Johnny's Boogie"

on EXCLUSIVE RECORDS only

Exclusive RECORDS
SUNSET AT VINE HOLLYWOOD
ORDER FROM NEAREST DISTRIBUTOR

A Zipper... and how!



THE MODERNAIRES

WITH

PAULA KELLY

Singing

Zip-A-Dee-Do-Dah

from the Walt Disney Technicolor Production

"SONG OF THE SOUTH"

Backed with

TOO MANY IRONS IN THE FIRE

COLUMBIA 37147



-and coming up for November 25th release!

HOW DO YOU DO

from the Walt Disney Technicolor Production "SONG OF THE SOUTH"

Backed with

MISSION OF THE ROSE

COLUMBIA 37170



Personal Representative — THOMAS P. SHEILS

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GENERAL ARTISTS CORPORATION

THOMAS G. ROCKWELL, President

NEW YORK • CHICAGO • HOLLYWOOD • CINCINNATI • LONDON



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 November 1



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 Position Last Week

1. RUMORS ARE FLYING *By Bernie Benjamin and George Weiss Published by Oxford (ASCAP)* 1

Records available: Andrews Sisters-Les Paul, Decca 23656; Hal Brooks Ork, BellTone BT-7012; The Brown Dots, Manor 1040; Billy Butterfield, Capitol 282; Frankie Carle, Columbia 37069; Harry Cool, Signature 15043; Saxie Dowell Ork, Sonora 3026; Tony Martin, Mercury 3032; Betty Rhodes, Victor 20-1944; The Three Suns, Majestic 7205; The Two Tones (Benny and George), Cosmo 504. Electrical transcriptions: Les Brown, World; Billy Butterfield, Capitol; Norman Cloutier, NBC Thesaurus; Joe Reichman, Standard.

2. FIVE MINUTES MORE *By Sammy Cahn and Jule Styne Published by Melrose Music (ASCAP)* 3

Records available: Tex Beneke-Glenn Miller Ork, Victor 20-1922; Phil Brito, Musicraft 15086; Bob Crosby, Decca 18909; Skitch Henderson Ork, Capitol 287; Curt Massey, Cadet CR-205; Frank Sinatra, Columbia 37048; The Three Suns, Majestic 7197. Electrical transcriptions: Chuck Foster, Lang-Worth; Curt Massey, Standard; Eddy Oliver, MacGregor; Joe Reichman, Standard; Charlie Spivak, World.

3. TO EACH HIS OWN *By Jay Livingston and Ray Evans Published by Paramount Music (ASCAP)* 2

Records available: Don Byas Quartet, Savoy 640; Ople Gates Ork, 4 Star 1131; The Fiesta Four, Emerald 101; Marie Greene, Signature 15053; Eddy Howard Ork, Majestic 7188 and 1070; Freddy Martin, Victor 20-1921; Tony Martin, Mercury 3022; The Modernaires-Paula Kelly, Columbia 37063. Electrical transcriptions: Nat Brandwynne, World; Chuck Foster, Lang-Worth; Dick Jurgens, Standard; Freddy Martin, Standard; Curt Massey, Standard; Novatime Trio, NBC Thesaurus; Silver Strings, MacGregor.

4. OLE BUTTERMILK SKY *By Hoagy Carmichael and Jack Brooks Published by Burke-Van Huesen (ASCAP)* 5

From the Universal film "Canyon Passage," sung by Hoagy Carmichael. Records available: Connee 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.

5. SOUTH AMERICA, TAKE IT AWAY *By Harold Rome Published by Witmark (ASCAP)* 4

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; Monica Lewis, Signature 15055; 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.

6. YOU KEEP COMING BACK LIKE A SONG *By Irving Berlin Published by Berlin (ASCAP)* 7

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 15089; Jeannie McKeon, Black & White BW-790; 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 Published by Mutual (ASCAP)* 6

Records available: Joan Brooks, Musicraft 15023; Perry Como, Victor 20-1857; Bob Chester Ork, Sonora 3011; Dick Haymes, Decca 18590; Claude Thornhill, Columbia 37092. Electrical transcriptions: Joan Brooks, Lang-Worth; Norman Cloutier, NBC Thesaurus; The Coronettes, Standard; Frankie Froeba, World; Dick Jurgens, Standard; Claude Thornhill, Lang-Worth.

8. THE WHOLE WORLD IS SINGING MY SONG *By Mann Curtis and Vic Mizzy Published by Robbins (ASCAP)* 6

Records available: Les Brown, Columbia 37066; Harry Cool, Signature 15043; Dennis Day, Victor 20-1978; Jimmy Dorsey, Decca 18917; Morton Downey, Majestic 1061; Jack Smith, Capitol 300. Electrical transcriptions: Norman Cloutier, NBC Thesaurus; Jimmy Dorsey, World.

9. THIS IS ALWAYS *By Mack Gordon and Harry Warren Published by Bregman-Vocco-Conn (ASCAP)* 8

From the 20th Century-Fox film "Three Little Girls in Blue," sung by Vivian Blaine. Records available: Bobby Byrne Ork, Cosmo 496; Harry Cool Ork, Signature 15038; Joan Edwards, Vogue R-767; Jan Garber Ork, Black & White 787; Dick Haymes, Decca 18878; Louanne Hogan, Musicraft 382; Harry James, Columbia 37052; George Paxton Ork, Majestic 7195; Betty Rhodes, Victor 20-1885; Jerry Sellers, Sonora 3013; Ginny Simms, ARA 154; Jo Stafford, Capitol 277; Anson Weeks Ork, Continental C-1194. Electrical transcriptions: Vivian Blaine, NBC Thesaurus; Les Brown, World; Elliott Lawrence, Associated; Joe Reichman, Standard; Jo Stafford, Capitol.

10. THE OLD LAMPLIGHTER *By Charles Tobias and Nat Simon Published by Shapiro, Bernstein (ASCAP)* 8

Records available: Hal Derwin, Capitol 288; Saxie Dowell Ork, Sonora 3026; Morton Downey, Majestic 1061; Anita Ellis, Mercury 3033; Sammy Kaye, Victor 20-1963; Kay Kyser, Columbia 37095; Hal McIntyre, Cosmo 502.

BENEKE!

Tex and the Miller Orchestra put everything into

OH, BUT I DO

Vocal by Artie Malvin
and

A GAL IN CALICO

... a catchy arrangement with vocal
by Tex and The Crew Chiefs

(both from Warner Bros. picture "The Time, Place and the Girl")

RCA Victor 20-1991

KAYE!

Swing and Sway with Sammy Kaye

AND THEN IT'S HEAVEN

... a ballad that will sell itself over and over,
with vocal by Don Cornell

and

WHY DOES IT GET

SO LATE SO EARLY?

a tricky new one, with vocal by Don Cornell
and Betty Barclay

RCA Victor 20-2000

MONROE!

The singing maestro clicks again on the "dreamy" side,
with "Vaughn Monroe's Dreamland Special." Vocals by
Monroe, the Norton Sisters and The Moonmaids. Album P-160.

I'LL SEE YOU IN MY DREAMS

(from M-G-M picture "Keep Your Powder Dry")

and DRIFTING AND DREAMING

(Sweet Paradise)

RCA Victor 20-1964

MEET ME TONIGHT IN DREAMLAND

and MY ISLE OF GOLDEN DREAMS

RCA Victor 20-1965

DID YOU EVER SEE A

DREAM WALKING and

I'VE GOT A POCKETFUL OF DREAMS

RCA Victor 20-1966

DREAM and

MY DREAMS ARE GETTING

BETTER ALL THE TIME

RCA Victor 20-1967

...AND

BUDDY SAGER

and The Bluebonnet
Serenaders

I TIPPED MY HAT

(And Slowly Rode Away)

and

NOT SO LONG AGO

RCA Victor 20-1977

ETTA JONES

with J. C. Heard and his Orchestra

AMONG MY SOUVENIRS

and

BLUES TO END ALL BLUES

RCA Victor 20-1998

INTERNATIONAL:

MISCHA BORR

and his Continental Orchestra

MY PRAYER—Tango

"Avant de Mourir"

and

SERENADE—Beguine

(Toselli)

RCA Victor 25-0070

SACASAS

and his Orchestra

MAMBO—Guaracha Son

Vocal by Ruben Gonzalez

and

I CHERISH A MEMORY—Bolero

(Guardo Un Recuerdo)

Vocal by Walfredo de las Reyes

RCA Victor 26-9002

THE STARS THAT MAKE THE HITS ARE ON



RCA VICTOR

RECORDS





Phil Brito

15095
**YEARS AND YEARS AGO
SOONER OR LATER**

(From Walt Disney's "Song Of The South")
Orchestra—WALTER GROSS

15096

LIFE CAN BE BEAUTIFUL

(From Universal Picture "Smash Up")
Vocal—ORRIN TUCKER

HOLD ME, HOLD ME, HOLD ME
Vocal—SCOTTEE MARSH

ORRIN TUCKER and His Orch.

429

**LITTLE
BROWN
JUG**

WOULD YOU LIKE TO SEE
A PICTURE OF MY BABY

Vocals—
DAVE DENNEY

**Musicraft
RECORDS**
NEW YORK · HOLLYWOOD

DISTRIBUTED THROUGHOUT THE ENTIRE WORLD

The Billboard
MUSIC POPULARITY CHARTS
PART II
Sheet Music
Week Ending November 1



BEST-SELLING SHEET MUSIC

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

Weeks to date	Last Week	This Week	POSITION	SONG	REMARKS
8	1	1	1.	RUMORS ARE FLYING (R)	Oxford
13	3	2.	2.	FIVE MINUTES MORE (R)	Melrose
17	2	3.	3.	TO EACH HIS OWN (R)	Paramount
6	4	4.	4.	OLE BUTTERMILK SKY (F) (R)	Burke-Van Heusen
12	12	5.	5.	IF YOU WERE THE ONLY GIRL (R)	Mutual
4	5	6.	6.	YOU KEEP COMING BACK LIKE A SONG (F) (R)	Berlin
10	6	7.	7.	SOUTH AMERICA, TAKE IT AWAY (M) (R)	Witmark
1	—	8.	8.	THE OLD LAMPLIGHTER (R)	Shapiro-Bernstein
2	14	9.	9.	THE WHOLE WORLD IS SINGING MY SONG (R)	Robbins
3	12	10.	10.	THE THINGS WE DID LAST SUMMER (R)	E. H. Morris
8	7	11.	11.	THIS IS ALWAYS (F) (R)	Bregman-Vocco-Conn
5	—	12.	12.	PRETENDING (R)	Criterion
18	9	13.	13.	SURRENDER (R)	Santly-Joy
2	10	14.	14.	THE GIRL THAT I MARRY (M) (R)	Berlin
7	11	15.	15.	I GUESS I'LL GET THE PAPERS (And Go Home) (R)	Campbell-Porgie

ENGLAND'S TOP TWENTY

Weeks to date	Last Week	This Week	SONG	ENGLISH	AMERICAN
5	2	1.	LET IT BE SOON	Francis Day	*
20	1	2.	BLESS YOU FOR BEING		Shapiro-Bernstein
6	9	3.	ALL THROUGH THE DAY	Chappell	Williamson
18	4	4.	PRIMROSE HILL	Lawrence Wright	*
15	3	5.	DOWN IN THE VALLEY	Leeds	Leeds
5	5	5.	SWEETHEART, WE'LL NEVER GROW OLD	Strauss-Miller	*
13	8	6.	THERE'S A HARVEST MOON TONIGHT	Strauss-Miller	*
6	10	7.	TO EACH HIS OWN	Victoria	Paramount
8	6	8.	SO WOULD I	Chappell	Burke Van-Heusen
5	7	9.	YOU KEEP COMING BACK LIKE A SONG	Chappell	Berlin
18	11	10.	LAUGHING ON THE OUTSIDE (Crying on the Inside)	Campbell-Connelly	BMI
7	14	10.	THE 'AMPSTEAD WAY	Chappell	Burke-Van Heusen Main Street Songs
1	—	11.	SOMEDAY (You'll Want Me To Want You)	Irwin Dash	Songs
3	18	12.	MAKE BELIEVE WORLD	Strauss-Miller	
9	16	13.	JOHNNY FEDORA	Leeds	Leeds
12	17	14.	DO YOU LOVE ME?	Chappell	Bregman-Vocco-Conn
1	—	15.	TILL THEN	Chappell	*
3	15	15.	PRETENDING	Bradbury Wood	Criterion
5	15	16.	SIOUX CITY SUE	Chappell	E. H. Morris
15	—	17.	YOU ALWAYS HURT THE ONE YOU LOVE	Bradbury Wood	Sun
1	—	18.	TOO MANY IRONS IN FIRE	Campbell-Connelly	Marks
1	—	19.	IT'S ALL OVER NOW	Campbell-Connelly	BMI
10	17	20.	ONE-ZY, TWO-ZY (I Love You-Zy)	Bradbury Wood	Martin

*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.

AND THEN IT'S HEAVEN (Remick), sung by Phil Brito in Monogram's "Sweetheart of Sigma Chi." National release date—November 16, 1946.

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.

OLE BUTTERMILK SKY (Burke-Van Heusen), sung by Hoagy Carmichael in Universal's "Canyon Passage." National release date—July 26, 1946.

ON THE BOARDWALK (In Atlantic City) (Bregman-Vocco-Conn), sung by Vivian Blaine in 20th Century-Fox's "Three Little

Girls in Blue." National release date—October, 1946.

SEPTEMBER SONG (Crawford), in United Artist's "Knickerbocker Holiday." Released in 1944.

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

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

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

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

"TAKE A GOOD LONG LOOK AT THESE NEW DECCA HITS!"



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JUDY GARLAND and **DICK HAYMES** AREN'T YOU KIND OF GLAD WE DID? BOTH WITH GORDON JENKINS and HIS ORCHESTRA Both From 20th Century-Fox Picture "The Shocking Miss Pilgrim" Both Vocal with Orchestra DECCA RECORD NO. 23687 . . . 75¢



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Hit Tunes for November

(On Records)

BEST MAN, THE

(Vanguard)

Les Brown—Col. 37086 • King Cole Trio—Cap. 304
Romo Vincent—Dec. 23749 • Sunny Skylar—Mercury 5004
Opie Cates—Four Star*

COFFEE SONG, THE

(Valiant)

Louis Prima—Maj. 7191 • King Sisters—Vic. 20-1943
Frank Sinatra—Col. 37089 • Dorothy Claire—World Wide*
Andrews Sisters—Dec.*

EV'RYBODY LOVES MY BABY MY BABY

(Goode)

Tex Beneke—Vic. 20-1914 • Pied Pipers—Cap. 279
Three Suns—Maj. 7180 • Gene Krupa—Col. 37078

(I LOVE YOU)

FOR SENTIMENTAL REASONS

(Duchess)

Eddy Howard—Maj. 1071 • Charlie Spivak—Vic. 20-1981
Ella Fitzgerald—Dec. 23670 • King Cole Trio—Cap. 304
Frankie Carle—Col. 37146 • Dinah Shore—Col.*
Fran Warren—Cosmo 514 • Deek Watson—Manor 1041
Dave Denny—Musicraft* • Art Kassel—Vogue*

I GUESS I'LL GET THE PAPERS AND GO HOME

(Campbell-Porgie)

Mills Brothers—Dec. 23638 • Les Brown—Col. 37066
Hal Derwin—Cap. 288 • Hal McIntyre—Cosmo 507
Shep Fields—Vogue 764 • Tommy Ryan—Famous 7004
Herbie Fields—Vic. 20-1962 • Ray Herbeck—Four Star 1132

IT'S ALL OVER NOW

(BMI)

Peggy Lee—Cap. 292 • Charlie Spivak—Vic. 20-1981
Russ Morgan—Dec. 18922 • Three Suns—Maj. 7205
Orln Tucker—Musicraft 15091 • Vera Massey—Diamond 2039
Frankie Carle—Col. 37146
Connie Haines—Mercury 3034 • Harry Cool—Sig.*
Artie Wayne—Bel-Tone* • Herb Kern—Tempo*
Jack McLean—Coast* • Jimmy Palmer—Arvid*

IT'S MY LAZY DAY

Vaughn Monroe—Vic. 20-1892 • Evelyn Knight—Dec. 18902
Smiley Burnette—ARA 4002

RICKETY RICKSHAW MAN, THE

(Peer)

Eddy Howard—Maj. 7191

TOO MANY IRONS IN THE FIRE

(Marks)

Curt Massey—Cadet 205 • Mills Brothers—Dec. 23638
Tony Pastor—Cosmo 498 • Ginger Snaps—Vic. 20-1960
Modernaires—Col. 37147

VEM VEM

(Pemora)

Jose Morand—Apollo 1007 • Don Jose—Gotham 101
Enric Madriguera—Vogue 776 • Pancho—Dec.*
Noro Morales—Maj.*

WHEREVER THERE'S ME THERE'S YOU

(Republic)

Betty Hutton—Vic. 20-1915

WHICH WAY DID MY HEART GO?

(Chelsea)

Dean Martin—Diamond 2035
Teddy Walters—Musicraft 15075 • Dick Stabile—Coronet 21

WHO TOLD YOU THAT LIE?

(Stevens)

Connee Boswell—Dec. 18881 • Vaughn Monroe—Vic. 20-1892
Phil Brito—Musicraft 15073 • Harry Cool—Sig. 15031

WITHOUT YOU

(TRES PALABRAS)

Andy Russell—Cap. 234 • Desi Arnaz—Vic. 20-1058
Jayne Walton—Mercury 3002 • Noro Morales—Maj. 5000
Jack Carroll—Music Art 750 • Chucho Martinez—ARA 5006
Randy Brooks—Dec. 18874 • Tony Martin—Mercury 3019
Elsa Miranda—Alpha 12205 • Kaye Brothers—Stork 1014
Monica Lewis—Sig. 15055 • Frankie Carle—Col. 37069

* Soon to be released.



BROADCAST MUSIC, INC.
550 FIFTH AVENUE, NEW YORK 19, N. Y.
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The Billboard

MUSIC POPULARITY CHARTS

PART III

Radio Popularity

Week Ending November 1

TRADE SERVICE FEATURE

SONGS WITH GREATEST RADIO AUDIENCES

(Beginning Friday, October 25, 8 a.m., and ending Friday, 8 a.m., November 1)

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

under the "Weeks to Date" column, but only those making their appearance in the list on or after November 29 are tabbed. Other tunes have been on Peatman before but this information is not available. The music checked is preponderately (over 60 per cent) film. (F) Indicates tune is from a film; (M) indicates tune is from a legitimate musical; (R) indicates tune is available on records. In each instance, the licensing agency controlling performance rights on the tune is indicated.

Wks. to date	TITLE	PUBLISHER	LIC. BY
12.	And Then It's Heaven (F) (R)	Remick	ASCAP
1.	Anybody's Love Song (R)	Miller	ASCAP
11.	Blue Skies (F) (R)	Berlin	ASCAP
11.	Five Minutes More (R)	Melrose	ASCAP
5.	For You, for Me, for Evermore (F) (R)	Chappell	ASCAP
23.	I Got the Sun in the Morning (M) (R)	Berlin	ASCAP
3.	I Guess I'll Get the Papers (And Go Home) (R)	Campbell-Porgie	ASCAP
14.	I'd Be Lost Without You (R)	Advanced	ASCAP
17.	If You Were the Only Girl (R)	Mutual	ASCAP
6.	It's a Pity To Say Goodnight (R)	Leeds	ASCAP
14.	Linger In My Arms a Little Longer, Baby (R)	Bourne	ASCAP
6.	My Sugar Is So Refined (R)	Capitol Songs	ASCAP
5.	Ole Buttermilk Sky (F) (R)	Burke-Van Heusen	ASCAP
5.	On the Boardwalk (In Atlantic City) (F) (R)	Bregman-Vocco-Conn	ASCAP
2.	Pretending (R)	Criterion	ASCAP
8.	Rumors Are Flying (R)	Oxford	ASCAP
6.	September Song (F) (R)	Crawford	ASCAP
11.	Somewhere in the Night (F) (R)	Triangle	ASCAP
15.	South America, Take It Away (M) (R)	Witmark	ASCAP
20.	Surrender (R)	Santly-Joy	ASCAP
7.	That Little Dream Got Nowhere (F) (R)	Famous	ASCAP
6.	The Coffee Song (R)	Valliant	BMI
6.	The Girl That I Marry (R)	Berlin	ASCAP
4.	The Old Lamp-Lighter (R)	Shapiro-Bernstein	ASCAP
3.	The Things We Did Last Summer (R)	E. H. Morris	ASCAP
5.	The Whole World Is Singing My Song (R)	Robbins	ASCAP
11.	This Is Always (F) (R)	Bregman-Vocco-Conn	ASCAP
16.	To Each His Own (R)	Paramount	ASCAP
8.	Why Does It Get So Late So Early? (R)	Harms, Inc.	ASCAP
9.	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 throughout 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	Weeks		TITLE	Lic. By
	Last 1 to date	This Week		
7	1	1	1. RUMORS ARE FLYING	Frankie Carle (Marjorie Hughes)..... Columbia 37069—ASCAP
19	2	2	2. TO EACH HIS OWN	Eddy Howard (Eddy Howard) (Issued with two different "B" sides: Cynthia's in Love..Majestic 7188—ASCAP Careless.....Majestic 1070—ASCAP
15	3	3	3. FIVE MINUTES MORE	Frank Sinatra..Columbia 37048—ASCAP
4	6	4	4. OLE BUTTERMILK SKY (F)	Kay Kyser...Columbia 37073—ASCAP
12	4	4	4. SOUTH AMERICA, TAKE IT AWAY (M)	Bing Crosby-Andrews Sisters..... Decca 23569—ASCAP
2	—	5	5. OLE BUTTERMILK SKY (F)	Hoagy Carmichael...ARA 155—ASCAP
2	—	6	6. RUMORS ARE FLYING	Billy Butterfield (Pat O'Connor)..... Capitol 282—ASCAP
14	5	6	6. TO EACH HIS OWN	Freddy Martin..Victor 20-1921—ASCAP
1	—	7	7. RUMORS ARE FLYING	Three Suns.....Majestic 7205—ASCAP
7	8	8	8. THE COFFEE SONG	Frank Sinatra...Columbia 37089—BMI
11	14	9	9. SOUTH AMERICA, TAKE IT AWAY (M)	Xavier Cugat...Capitol 37061—ASCAP
1	—	9	9. FOR SENTIMENTAL REASONS	King Cole Trio.....Capitol 304—BMI
1	—	10	10. OLE BUTTERMILK SKY	Paul Weston-Matt Dennis.....Capitol 285—ASCAP
4	13	11	11. PASSE	Tex Beneke-Glenn Miller.....Victor 20-1951—ASCAP
1	—	11	11. YOU KEEP COMING BACK LIKE A SONG (F)	Dinah Shore ..Columbia 37072—ASCAP
8	—	12	12. FIVE MINUTES MORE	Tex Beneke-Glenn Miller.....Victor 20-1922—ASCAP
4	12	12	12. RUMORS ARE FLYING	Betty Rhodes (Charles Dant Ork).....Victor 20-1944—ASCAP
2	—	12	12. THE THINGS WE DID LAST SUMMER	Frank Sinatra (Axel Stordahl Ork).....Columbia 37089—ASCAP
12	9	12	12. TO EACH HIS OWN	The Modernaires-Paula Kelly.....Columbia 37063—ASCAP
1	—	13	13. YOU KEEP COMING BACK LIKE A SONG (F)	Jo Stafford.....Capitol 297—ASCAP
3	—	14	14. RICKETY RICKSHAW MAN	Eddy Howard.....Majestic 7192—BMI
3	7	15	15. RUMORS ARE FLYING	Andrews Sisters-Les Paul (Vic Schoen Ork).....Decca 23656—ASCAP
2	—	15	15. THE OLD LAMP-LIGHTER	Sammy Kaye (Billy Williams-Choir).....Victor 20-1963—ASCAP

Coming Up

PASSE.....Margaret Whiting (Jerry Gray Ork).....Capitol 294—ASCAP



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I HAVE BUT ONE HEART
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THE CAT AND THE CANARY
WALKIN' WITH MY SHADOW

SIG. 15042

BLUE AND MELANCHOLY MOOD
I GOT THE SUN IN THE MORNING

SIG. 15028

FOR YOU, FOR ME,
FOR EVERMORE
AU REVOIR

SIG. 15046

SHOULD I TELL YOU
I LOVE YOU

SIG. 15029

WITHOUT YOU
SOUTH AMERICA, TAKE IT AWAY

SIG. 15055

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GOODMAN CARLE
and his orchestra and his orchestra

**FOR YOU, FOR ME,
FOR EVERMORE**
(From "The Shocking Miss Pilgrim")
Vocal by Eve Young

A KISS IN THE NIGHT
Vocal by Art Lund
COLUMBIA 37149



**PUT THAT KISS BACK
WHERE YOU FOUND IT**
Vocal by Art Lund

MY BLUE HEAVEN
Vocal by Art Lund
COLUMBIA 37091

**EITHER IT'S LOVE
OR IT ISN'T**
(From "Dead Reckoning")
Vocal by Marjorie Hughes
and Gregg Lawrence

IT'S ALL OVER NOW
Vocal by Marjorie Hughes
COLUMBIA 37146



RUMORS ARE FLYING
Vocal by Marjorie Hughes

WITHOUT YOU
(Tres Palabras)
(From "Make Mine Music")
Vocal by Marjorie Hughes

COLUMBIA 37069

Columbia Records

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The Billboard MUSIC POPULARITY CHARTS
PART IV
Retail Record Sales
Week Ending November 1

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 *italics*.

Weeks to date	POSITION Last Week	POSITION This Week	Record
7	1	1	RUMORS ARE FLYING...Frankie Carle...Columbia 37069 <i>Without You</i>
14	4	2	FIVE MINUTES MORE...Frank Sinatra...Columbia 37048 <i>How Cute Can You Be?</i>
2	5	3	OLE BUTTERMILK SKY (F) Kay Kyser...Columbia 37073 <i>On the Wrong Side of You</i>
17	3	4	TO EACH HIS OWN...Eddy Howard... <i>(Issued with two different "B" sides): Cynthia's in Love, Majestic 7188; Careless, Majestic 1070.</i>
15	2	5	SOUTH AMERICA, TAKE IT AWAY (M)...Bing Crosby-Andrews Sisters... <i>Route 66</i> Decca 23589
10	7	6	TO EACH HIS OWN...Ink Spots...Decca 23615 <i>I Never Had a Dream Come True</i>
10	6	7	FIVE MINUTES MORE...Tex Beneke-Glenn Miller Ork. <i>Texas Tex</i> Victor 20-1922
3	10	8	RUMORS ARE FLYING...Andrews Sisters-Les Paul... <i>Them That Has—Gets</i> Decca 23656
2	9	9	RUMORS ARE FLYING...Tony Martin...Mercury 3032 <i>And Then It's Heaven</i>
2	—	9	SOUTH AMERICA, TAKE IT AWAY (M)...Xavier Cugat...Columbia 37051 <i>Chiquita Banana</i>
1	—	10	RUMORS ARE FLYING...Betty Rhodes...Victor 20-1944 <i>How Could I?</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 Last Week	POSITION This Week	Record
8	1	1	Ink Spots Album Ink Spots...Decca A-477
55	2	2	Glenn Miller Glenn Miller and Orchestra...Victor P-148
2	4	3	Blue Skies Album Bing Crosby, Fred Astaire and Trudy Erwin, John Scott Trotter Orchestra and Choir...Decca A-481
13	3	4	Twilight Time Three Suns...Majestic 1041
1	—	5	Merry Christmas Album Bing Crosby-Andrews Sisters, John Scott Trotter Orchestra, Vic Schoen Orchestra, Max Terr's Mixed Chorus...Decca A-403

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 Last Week	POSITION This Week	Record
57	2	1	Clair de Lune Jose Iturbi...Victor 11-8851
72	1	2	Chopin's Polonaise Jose Iturbi...Victor 11-8848
30	5	3	Jalousie Boston Pops...Victor 12160
46	3	4	Warsaw Concerto Arthur Fiedler, conductor; Leo Litwin, pianist, Boston Pops...Victor 11-8863
23	4	5	Warsaw Concerto Andre Kostelanetz...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 Last Week	POSITION This Week	Record
8	1	1	Rachmaninoff Concerto No. 2 in C Minor Artur Schnabel, pianist, NBC Orchestra; Valdimir Golschmann, conductor...Victor 1075
64	2	2	Rhapsody in Blue Oscar Levant, Philadelphia Orchestra; Eugene Ormandy, conductor...Columbia X-251
38	3	3	Rachmaninoff Concerto No. 2 in C Minor Rachmaninoff, Philadelphia Orchestra...Victor DM-58
22	—	4	Kostelanetz Conducts Andre Kostelanetz...Columbia M-574
3	5	4	Tchaikowsky Nutcracker Suite New York Philharmonic Symphony Orchestra, Rodzinski, conductor...Columbia MM-627
9	4	5	Music of Jerome Kern Andre Kostelanetz...Columbia MM-622

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MAJESTIC RECORD 7207
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MCKINLEYS "HOODLE ADDLE" THATS IT. DEALERS AND OPERATORS
ORDERS TREMENDOUS
POCOCK COOPER PHILADELPHIA

WESTERN UNION (11)
947A
MAJESTIC RECORDS INC
29 WEST 57 ST

HOODLE ADDLE IS IN BUT BIG STOP OPS AND RETAILERS ARE HEP
AND THE PUBLIC DIGS MCKINLEY HAS A WINNER
MAJOR APPLIANCE CORP. BOSTON

WESTERN UNION
N68 50 CHICAGO ILL 25 954A
LOU SURITZ MAJESTIC RECORDS INC
29 WEST 57 ST

FIRST REACTION FROM DEALERS ON RAY MCKINLEYS "HOODLE ADDLE"
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The Billboard says:
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JB512
TIDDLE DE WINKS
Vocal by Ed Harris

SHANGHAI STOMP
Vocal By Cal Lucas

TIDDLE DE WINKS is one of those clever spicy novelty tunes that sustains interest with its continuous lyrics and lilting melody.

SHANGHAI STOMP—if you have ever been to St. Louis, you'll know the tempo and mood that this tune sings about. It's good jumpy rhythm.

ALSO IN THE BIG HIT RACE FIELD

CAL LUCAS and his ORCHESTRA are now the featured attraction at the San Pedro Club where they have been playing for the past six months. Cal Lucas began his career with the famous "KID LIPS" HACKETT back in Chicago when Hackett had the town talking.

Around Southern California Cal Lucas is known for his style where he set the pace for 6 months in the Rose Room of the Morris Hotel in Los Angeles and his sensational engagement at the Paradise Club in Pasadena.

The gentry around St. Louis will recall Cal Lucas for his excellent radio work on WIL and WEW prior to the war.

- JB 504 R. M. Blues & Rhythm Blues Roy Milton & His Solid Senders
- JB 503 Milton's Boogie & Groovy Blues Roy Milton & His Solid Senders
- JB 502 Voo-It Voo-It & Crying Blue The Blues Woman with Buddy Banks Sextet
- JB 505 Not On The First Night & The Laziest Gal In Town Frankie & Her Boys
- JB 506 Pine Top's Boogie Woogie & Eccentric Rag The Bailey Swing Group
- JB 508 Fat Boogie Woogie & Loved & Lost By Ollie Jackson and His Band
- JB 509 Baby Got To Have It & You'll Miss Me When I'm Gone By Ollie Jackson and His Band
- JB 510 Take Your Big Hands Off & He's Got A Punch Like Joe Louis Vocal by Alberta Hunter
- JB 511 Don't Want No Man That's Lazy & Your Bread May Be Good, But It Ain't As Good As Mine Vocal by Alberta Hunter

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The **Billboard** MUSIC POPULARITY CHARTS
Juke Box Record Plays
PART V
Week Ending November 1

MOST-PLAYED JUKE BOX RECORDS

Records listed are those receiving the greatest play in the nation's juke boxes. List is based on The Billboard's weekly survey among 3,204 operators in all sections of the country. Listed under the title of each of the most played records are other available recordings of the same tune. Unless shown in this chart, other available records of tunes listed here will be found in the Honor Roll of Hits, Music Popularity Chart, Part I.

Weeks to date	POSITION		Record
	Last Week	This Week	
8	1	1.	RUMORS ARE FLYING—Frankie Carle (Marjorie Hughes) Columbia 37069
14	3	2.	FIVE MINUTES MORE—Frank Sinatra (Axel Stordahl Ork) Columbia 37048
18	2	3.	TO EACH HIS OWN—Eddy Howard (Eddy Howard) Decca 23615(Issued with two different "B" sides): Cynthia's in Love...Majestic 7188 Careless.....Majestic 1070
6	5	4.	OLE BUTTERMILK SKY (F)—Kay Kyser.....Columbia 37073
14	6	5.	SOUTH AMERICA, TAKE IT AWAY (M)—Bing Crosby-Andrews Sisters (Vic Schoen Ork).....Decca 23569
11	8	6.	TO EACH HIS OWN—Ink Spots.....Decca 23615
4	7	7.	RUMORS ARE FLYING—Andrews Sisters (Vic Schoen Ork).....Decca 23656
11	4	8.	FIVE MINUTES MORE—Tex Beneke-Glenn Miller.....Victor 20-1922
13	9	9.	TO EACH HIS OWN—Freddie Martin (Stuart Wade).....Victor 20-1921
15	11	10.	TO EACH HIS OWN—Tony Martin.....Mercury 3022
5	11	11.	RUMORS ARE FLYING—Betty Rhodes (Charles Dant Ork).....Victor 20-1944
3	14	12.	RUMORS ARE FLYING—Tony Martin.....Mercury 3032
2	13	13.	OLE BUTTERMILK SKY (F)—Paul Weston-Matt Dennis.....Capitol 285
11	15	14.	SOUTH AMERICA, TAKE IT AWAY (M)—Xavier Cugat.....Columbia 37051
11	10	15.	CHOO CHOO CH'BOOGIE—Louis Jordan and His Tympany Five.....Decca 23610
6	—	16.	I GUESS I'LL GET THE PAPERS (And Go Home)—Mills Bros.....Decca 23638
9	14	17.	FIVE MINUTES MORE—Three Suns.....Majestic 7197
1	—	17.	THE OLD LAMPLIGHTER—Sammy Kaye (Billy Williams-Choir).....Victor 20-1963
3	14	18.	FIVE MINUTES MORE—Skitch Henderson.....Capitol 287
4	—	18.	SHANTY IN OLD SHANTY TOWN—Johnny Long.....Decca 23622
4	13	19.	OLE BUTTERMILK SKY (F)—Hoagy Carmichael.....ARA 155
1	—	19.	RUMORS ARE FLYING—Three Suns.....Majestic 7205
2	—	20.	THE COFFEE SONG—Frank Sinatra.....Columbia 37089
4	13	20.	PRETENDING—Andy Russell (Paul Weston Ork-Vocal Group).....Capitol 271

Coming Up

OLE BUTTERMILK SKY—Connie Boswell.....Decca 18913

MOST-PLAYED JUKE BOX FOLK RECORDS

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

Weeks to date	POSITION		Record
	Last Week	This Week	
8	1	1.	DIVORCE ME C. O. D.—Merle Travis.....Capitol 290
11	2	2.	WINE, WOMEN AND SONG—Al Dexter.....Columbia 37062
5	4	3.	THAT'S HOW MUCH I LOVE YOU—Eddy Arnold.....Victor 20-1948
4	3	4.	HAVE I TOLD YOU LATELY THAT I LOVE YOU?—Gene Autry.....Columbia 37079
2	—	5.	WHEN YOU LEAVE DON'T SLAM THE DOOR—Tex Ritter.....Capitol 296

MOST-PLAYED JUKE BOX RACE RECORDS

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

Weeks to date	POSITION		Record
	Last Week	This Week	
13	1	1.	CHOO CHOO CH'BOOGIE....Louis Jordan and His Tympany Five.....Decca 23610
4	2	2.	AIN'T THAT JUST LIKE A WOMAN.....Louis Jordan.....Decca 23669
19	—	3.	STONE COLD DEAD IN THE MARKET (He Had It Coming).....Louis Jordan-Ella Fitzgerald.....Decca 23546
2	—	3.	TANYA.....Joe Higgins.....Exclusive 231
2	—	3.	SO GLAD YOU'RE MINE....Arthur (Big Boy) Crudup.....Victor 20-1949
11	4	4.	THAT CHICK'S TOO YOUNG TO FRY.....Louis Jordan and His Tympany Five.....Decca 23610
1	—	4.	ETHEL MAE.....Arthur (Big Boy) Crudup.....Victor 20-1949
1	—	5.	I DON'T KNOW WHAT I'D EVER DO WITHOUT YOU...Andy Kirk Ork-The Jubilaires.....Decca 18916
5	—	5.	SUNNY ROAD.....Roosevelt Sykes and His Original Honeydrippers...Victor 20-1906

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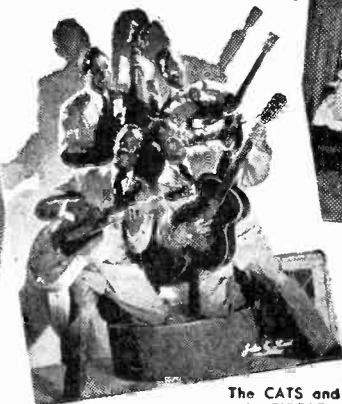
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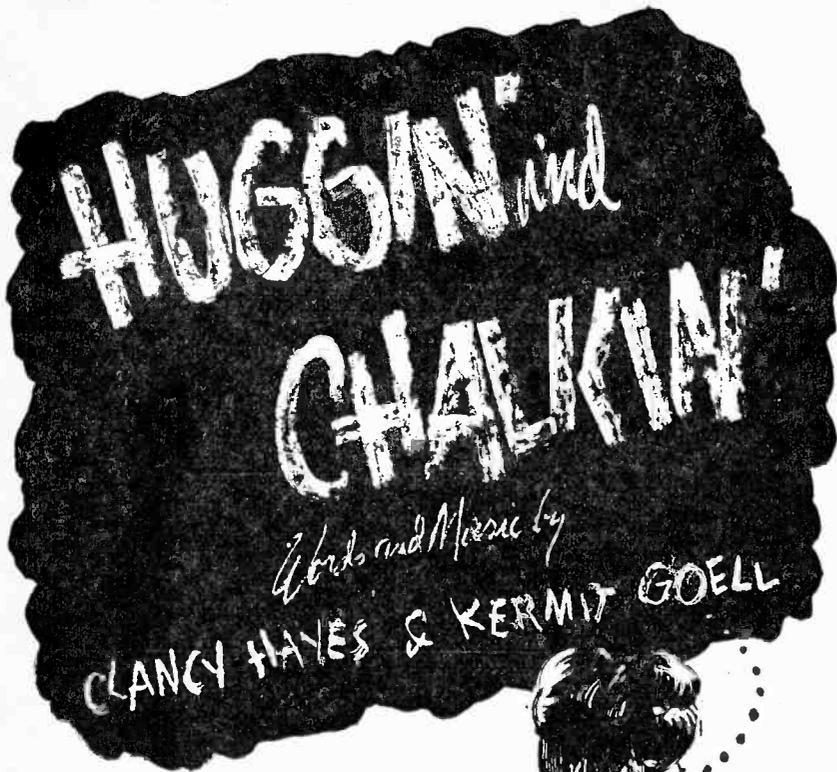
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The **Billboard** MUSIC POPULARITY CHARTS
PART VI
Week Ending November 1

Record Reviews and Possibilities

RECORD POSSIBILITIES

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

IT'S ALL OVER NOW Frankie Carle's Orchestra, with vocal by Marjorie Hughes ... Columbia 37146

A bright and breezy rhythm ditty packing plenty of contagion, promising to chalk up another tune click for Sonny Skylar. It's a rollicking melody with matching lyrics, expertly interpreted by Maestro Frankie Carle thru his piano sparkle and his band, as well as by Songbird Marjorie Hughes. Plenty of rhythmic attraction in the Carle setting, making it all the more easy to catch on. Mated is an equally attractive Carle setting, creating the same impression, for "Either It's Love or It Isn't," with Gregg Lawrence joining Miss Hughes to sell it strong for the chant.

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.

LARRY GREEN (Victor 20-2009-10)
For You, for Me, for Evermore—FT; VC.
Sonata—FT, VC.
Either It's Love or It Isn't—FT; VC.
I Haven't Got a Worry in the World—FT; VC.

In search of a Steinway-squatting maestro, the label has bagged Larry Green out of Beantown. Lad fingers the 88's clean and sparkling in octave melody style, a familiar fashioning long identified with the smart supper salons. And with his pianology overwhelming the efforts of his society-styled band, emphasizing fiddle figures, sustained sax harmonies and muted brasses and the rhythm rich in toe-tapping appeal, spinning falls easy on the ear and the hoof. However, there is no particular distinction in Green's keyboarding knuckling as good and as clean as it is. And with less distinction in the musical fashioning of the band itself, it's a brand of plattering long associated with the hotel dining rooms and smart society spots, lacking in real musical substance or flavor that reaches out for maximum appeal. Baritoneing of Gilbert Phelan for each side of these preem platters is the conventional chant, singing as pleasantly as the band plays but without creating any undue enthusiasm. Piano scintillates thruout, but without any of the distinguishing characteristics that created an Eddy Duchin, a Joe Reichman or some of the others from the same school. "For You, for Me, for Evermore," from the "Shocking Miss Pilgrim" screen score, is an attractive ballad tune with a brighter beat for "Either It's Love or It Isn't," from the movie "Dead Reckoning." A bright tempo also spins for the "Sonata" mood melody, with lively keyboard capers for the Richard Rodgers show ditty, "I Haven't Got a Worry in the World."

Class locations will make the most of these sides, particularly with the movie tunes.

FRANKIE CARLE (Columbia 37146)
It's All Over Now—FT; VC.
Either It's Love or It Isn't—FT; VC.

Another piano-playing maestro, Frankie Carle's keyboard individuality spins to advantage for both of these rhythm tunes. Moreover, there's real musical body and rhythmic urge in the efforts of the band itself. And with strong song selling the spinning registers in the top drawer. Packed with plenty of instrumental and vocal contagion is Sonny Skylar's "It's All Over Now," with Marjorie Hughes giving lyrical meaning to the rollicking melody. And it's just as bright and breezy for "Either It's Love or It Isn't," with Gregg Lawrence joining Miss Marjorie on the chant to make it a fetching boy-belle team.

Both sides ring the bell for coin catching.

THE FOUR KING SISTERS
(Victor 20-2018)
It's a Pity To Say Goodnight—FT; V.
Divorce Me C. O. D.—FT; V.

Without frills or fuss, the Four King Sisters harmonize in an easy-flowing rhythmic fashion that is easy to take without causing any undue attention. And since it's the tune itself that counts for most, gals spin it pleasantly in stride without any vocal coloration for Billy Reid's bluesy and rhythmic "It's a Pity To Say Goodnight," with Buddy Cole's music adding to the music's peppery appeal. Mated side finds the gals singing it lively for a rhythm novelty, "Divorce Me C. O. D.," which adds up lyrically and tunelessly as another one of those things.

If the song takes hold, ops can collect

dividends for "It's a Pity To Say Goodnight."

EVELYN KNIGHT (Decca 18906)
Passe—FT; V.
Land of Dreams—FT; V.

Packing plenty of pleasanry and intimacy in her expressive singing style, Evelyn Knight makes both of these sides count. Strikes a sympathetic note in her needling of the "Passe," and with equal effectiveness, sings it easy and infectiously for Don Reid's tuneful blues ballad, "Land of Dreams." Studio band, accenting a string bank, provide adequate support for the songbird.

Gal's intimate singing style will make these sides count more for the home phonos.

SAMMY KAYE (Victor 20-2000)
And Then It's Heaven—FT; VC.
Why Does It Get So Late So Early?—FT; VC.

Two of the top tunes of the day are whipped together in tip-top fashion, spinning smoothly all the way in the familiar Sammy Kaye way. It's sweet music with sugar-coated balladeering by Don Cornell for "And Then It's Heaven." And joined by Betty Barclay for the chanting, with the band providing an infectious bounce beat, it's effective boy-belle singing for "Why Does It Get So Late So Early?" for which the sax section swirls attractively.

Both sides count for coins.

FRANK SINATRA (Columbia 37145)
Silent Night—FT; V.
Adeste Fideles—V.

Majestic musical backing provided by Axel Stordahl, it's highly effective Christmas carol chanting by Frank Sinatra for both of these sides. With the Ken Lane Singers adding vocal body, and the spinning in tempo, Sinatra soothes as he sings "Silent Night." And he brings out all the liturgical appeal of "Adeste Fideles" as he sings the English lyric with full tempo liberty. Couplet is easy a holiday sales click.

For the home phonos.

PERRY COMO (Victor 20-1968)
That Christmas Feeling—FT; V.
Winter Wonderland—FT; V.

Perry Como sings it with much feeling for a new plaintive and pretty holiday ballad by Bennie Benjamin and George Weiss, "That Christmas Feeling." With Russ Case accenting the string section for the musical bank, Como sings the verse at liberty, dipping into the slow ballad tempo to sell the chorus. The Satisfiers supplying vocal assist, it's a livelier holiday spirit as Como chants the familiar "Winter Wonderland."

Will bring holiday coinage to both sides.

FREDDY MARTIN (Victor 20-2011)
Once Upon a Moon—FT; VC.
You Are Everything to Me—FT; VC.

It's an attractive gloss that Freddy Martin gives to the shellac as he spins out two new attractive ballads. With a colorful fiddle bank and the sweet tones of his own tenor sax, Martin gives contagion to the mood melody of "Once Upon a Moon," with Stuart Wade's chant clinching the impression. Equally effective is the Martin manner for "You Are Everything to Me," heightening the attraction with a pizzicato fiddle effect as Wade sells the Latin melody.

If the ballads build big, Martin's entry should have both sides paying off.

(Continued on page 96)

The Billboard
MUSIC POPULARITY CHARTS

PART VII

Advance Information

Week Ending
November 1



ADVANCE RECORD RELEASES

Records listed are generally approxi- supplied in advance by record companies.
mately two weeks in advance of actual Only records of those manufacturers vol-
release date. List is based on information untarily supplying information are listed.

- ACUERDATEMartha Triana (Abel Dominguez Ork) (INJUSTICIA)Peerless 2422
- AGUINALDOS PUERTORRIQUENOS...Juanito Sanabria Ork (SEIS ZAPATEOA)Decca 50003
- AIN'T I LOSING YOU?Ben Holton (CASTLE IN).....Queen 4153
- AMERICAN SONGS ALBUMHelen Traubel (Male Chorus-Charles O'Connell)Columbia M-639
- A Perfect Day
All the Things You Are
Carry Me Back to Old Virginny
Home, Sweet Home
- I Love You Truly
Long, Long Ago
Oh, What a Beautiful Mornin'
Old Folks at Home
- AMONG MY SOUVENIRSFrank Sinatra (Axel Stordahl Ork) (SEPTEMBER SONG).....Columbia 37161
- ANOTHER NIGHT LIKE THISDick Haymes-Gordon Jenkins Ork (MI VIDA)Decca 23731
- ANYBODY'S LOVE SONG.....Tex Beneke-Miller Ork (Artie Malvin) (UNCLE REMUS)Victor 20-2017
- JAN AUGUST ALBUMJan August and the Rhythm Stylists
Diamond D-5
- A Pretty Girl Is Like a Melody.....Diamond 2010
Make BelieveDiamond 2030
Melancholy BabyDiamond 2030
Ole' Man RiverDiamond 2031
Some of These DaysDiamond 2031
Tea for TwoDiamond 2010
- BEETHOVEN: SONATA No. 8 IN C MINOR, Op. 13 (Pathetique) ALBUM
Rudolph Serkin.....Columbia M-MM-648
- BELLINA: NORMA: ACT I: CASTA DIVA (Queen of Heaven) (12")...Frieder Weissmann, Dir. (PONCHIELLI: LA)Victor 11-9293
- BENDITA TUAna Maria (Rafael De Paz Ork) (POR DESGRACIA)Peerless 2420
- BESAME MUCHOJan August and the Rhythm Stylists (DARK EYES).....Diamond 2029
- BLUE, BLUE EYESThe Plainsmen (HERE TODAY).....Coast 240
- BLUE SKIESJohn Laurenz (Fidgy McGrath) (BLUE MOON).....Pan-American Pan 069
- BLUEBERRY LANEThe Moore Sisters (The Big Euckaroos) (MISSOURI)Sonora H7028
- BODY AND SOULToni Arden (D'Artega Ork) (NIGHT OF) National 7014
- BOBBY BLOWS!Lenny Lewis (GOOD LOVIN').....Queen 4152
- BOBBY SOX BLUEST-Bone Walker (I'M GONNA) Black & White BW-110
- BROWNIE'S BOOGIELee Brown, "The Heartbreaker," and His Barberton Boogie Woogie Cats (NEW LITTLE)Queen 4157
- BROWN EYES A'CRYIN' IN THE RAIN
Chester Atkins and the All Star Hillbillies (GUITAR BLUES)Bullet 617
- CASTLE IN THE STARSBen Holton (AIN'T I)Queen 4153
- CATTIN'Earl Warren Sextet (RIKA JIKA)Diamond 2033
- CELL NO. 13 BLUESBig Bill (YOU GOT).....Columbia 37164
- CHRISTMAS ISLANDAndrews Sisters-Guy Lombardo (WINTER WONDERLAND)Decca 23722
- CININNATI VOUTEarl Warren Sextet (I'M A).....Diamond 2034
- COMO SE PIERDE SE GANAEsmeralda (Abel Dominguez Ork) (DEUDA)Peerless 2417
- CRAZY 'CAUSE I LOVE YOURed Egner (HIDE YOUR).....King 569
- DARK EYESJan August and the Rhythm Stylists (BESAME MUCHO).....Diamond 2029
- DARLING, WON'T YOU LOVE ME NOW?
Grandpa Jones (HEART STEALIN').....King 575
- DAYS ARE LONG, NIGHTS ARE LONELY
Dewey Price and His Carolina Hillbillies (RAINBOW AT)Arista 6000
- DEEP IN MY HEARTRudy Greene Trio (NO GOOD).....Bullet 261
- DEUDAEsmeralda (Abel Dominguez Ork) (COMO SE)Peerless 2417
- DIGGIN' FOR DIZDizzy Gillespie Sextet (TRUMPET AT)Dial 1005
- DOES YOUR HEART BEAT FOR ME?.....Dorothy Claire (The Smart Set-Emmett Carl Ork) (THE COFFEE).....Enterprise 228
- DOIN' THE BOOGIE WOOGIEJohnnie Barfield (I HOPE)Bullet 620
- DON'T YOU FEEL MY LEG.....Danny Barder Sextette (Blu Lu Barker) (THAT MADE)Apollo 376
- DUST ON THE BIBLEWade Mainer (LITTLE PAL).....King 574
- DOWN THE OREGON TRAILThe Plainsmen (IN THE).....Coast 239
- DRIVIN' NAILS IN MY COFFIN.....Dick James (The Coast Ranch Hands) (ROLL 'EM)Coast 241
- DRY YOUR TEARS FOR ME, DEAR...Johnny Blowers Ork (Jimmy Brown-The Blentones) (FOREVER IN).....Ca-Song CS-4
- DVORAK: LARGO, FROM SYMPHONY NO. 5 (From the New World) (12")
Sigmund Romberg Ork (LONDONDERRY AIR)Victor 11-9223
- EASY STREETTab Smith Ork (Deborah Murphy) (TOO LATE)Hub 3036
- EL DINERO VALE NADAAlejandro De Montenegro (QUE LINDO)Peerless 2419
- EL LUCEROTrio (EL TECOLOTE)Peerless 2418
- EL TECOLOTETrio (EL LUCERO)Peerless 2418
- EL TUMBAITOConjunto Ritmico De Cuba (UNA, DOS)Peerless 2395
- EVERYBODY HAS A LAUGHING PLACE
Johnny Mercer (The Pied Pipers-Paul Weston Ork) (ZIP-A-DEE-DOO-DAH)Capitol 323
- FAIRY TALES ALBUM (2-10").....Frank Luther.....Decca C. S. No. 3
Cinderella.
1. Sleeping Beauty; 2. Little Red Riding Hood
The Donkey, Dog, Cat and Rooster
1. The Ugly Duckling; 2. Jack and the Beanstalk
- FAMILIAR OPERAS FROM The Cincinnati Summer Opera Company
FAVORITE OPERAS ALBUM.....(Fausto Cleva, Dir.)Decca A-491
- Faust—Act II: WaltzDecca 23725
Fedora—Act II: Elhte WaltzDecca 23724
La Traviata—Act I: Parisian WaltzDecca 23724
Mefistofele—Act I: Peasant WaltzDecca 23725
Romeo and Juliet—Act I: Juliet's Waltz SongDecca 23726
Tales of Hoffman—Act I: Doll WaltzDecca 23726

(Continued on Page 34)

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SR105 Pluckin' the Bass & I'm Gettin' Sentimental Over You Roy Eldridge and Orchestra

SR106 St. Louis Blues & Time for Jookin' Judy Canove

SR107 I Need a Girl Like You & Evening Blues Monte Easter and his Orchestra

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LET'S PLAY



**MERCURY
RECORDS**

(Continued from Page 33)

- FIVE MINUTES MOREHomer and Jethro (RYE WHISKY).... King 574
- FOREVER IN YOUR HEARTJohnny Blowers Ork (Jimmy Brown-The Blentones) (DRY YOUR) .. Ca-Song CS-3
- FUNNY HOW YOU GET ALONG Four Knights-Billy Kyle Trio (WALKIN' WITHOUT ME)..... Decca 48014
- GAY NINETIES POLKABobby Gregory and His Cactus Cowboys (MONTANA IS)Checkered 7002
- GIT Johnny Blowers Ork (Jimmy Brown-The Blentones) (RAINBOW SERENADE) Ca-Song CS-2
- TOM GLAZER SINGS OLDEN
BALLADS ALBUMTom GlazerKeynote K-131
1. Black-Eyed Susie; 2. Go 'Way From My Window.....Keynote K-552
1. Green Sleeves; 2. Waly Waly.....Keynote K-551
1. Hush, Little Baby; 2. Sixteen Come Sunday.....Keynote K-551
The Sheeling SongKeynote K-550
Twelve Days of ChristmasKeynote K-550
1. Uncle Reuben; 2. Blow the Candles Out.....Keynote K-552
- GOOD LOVIN' BLUESLenny Lewis (Harold Tinsley) (BOBBY BLOWS!)Queen 4152
- GUITAR BLUESChester Atkins and the All Star Hillbillies (BROWN EYES)Bullet 617
- G'WAN HOME, YOUR MUDDER'SThe King's Jesters (SEPULVEDA)..... Vogue 766
- HEART STEALIN' MAMAGrandpa Jones (DARLING WON'T)..... King 575
- HERE TODAY AND GONE
TOMORROWThe Plainsmen (BLUE, BLUE).....Coast 240
- HIDE YOUR FACERed Egner (CRAZY CAUSE).....King 569
- HOLD ME, HOLD ME, HOLD ME.....Vaughn Monroe (Vaughn Monroe-The Moon Maids) (LIFE CAN).....Victor 20-2015
- HONEY IN A HURRYLaurel Watson (Tab Smith Septette) (KANGAROO BLUES)Apollo 375
- I HOPE I BREAK YOUR HEARTJohnnie Barfield (DOIN' THE).....Bullet 620
- I KNOW THAT I HAVE LOST
YOUR LOVEPete Pyle (LOVE TURNED)Bullet 626
- I SURRENDER DEARJohn Laurenz (Joe Venuti All Star Ork) (YOU CALL).....Pan-American Pan 064
- I'LL CLOSE MY EYESRay Anthony Ork (Billy Johnson) (MARGIE)Sonora 3034
- I'M A LUCKY GUYEarl Warren Sextet (CINCINNATI VOUT).....Diamond 2034
- I'M FREE AT LASTSouthern Sons (ONE DAY).....Victor 20-2014
- I'M GONNA FIND MY BABYT.-Bone Walker (BOBBY SOX).....Black & White BW-110
- IN THE HILLS OF OLD WYOMING.....The Plainsmen (DOWN THE).....Coast 238
- INFLATIONZeke Manners Band (Zeke Manners-The Singing Lariateers) (MISSOURI).....Victor 20-2013
- INJUSTICIAMartha Triana (Abel Dominguez Ork) (ACUERDATE)Peerless 2422
- ISN'T THIS BETTER THAN
WALKIN' IN THE RAIN?.....Ray Anthony Ork (Billy Johnson) (PLEASE BE)Sonora 3037
- IT'S A SIN TO LOVE YOUMoon Mulligan and the Showboys (THE LIKE I DO)King 565
- JEROME KERN ALBUMBing CrosbyDecca A-485
A Fine Romance (Dixie Lee Crosby) (Victor Young Ork).....Decca 23681
All Through the Day (Camarata Ork).....Decca 23680
Dearly Beloved (Camarata Ork).....Decca 23679
I've Told Ev'ry Little Star (Camarata Ork).....Decca 23679
Long Ago (And Far Away) (John Scott Trotter Ork).....Decca 23680
O! Man River (Camarata Ork).....Decca 23678
The Way You Look Tonight (Dixie Lee Crosby) (Victor Young Ork).....Decca 23681
Till the Clouds Roll By (Camarata Ork).....Decca 23678
- JUST A DREAMLittle Sam Ork (YOU GOT)Hub 3023
- JUST ONE MORE CHANCEDud Bascomb Ork (Merle Turner (NOT BAD)Sonora 103
- KANGAROO BLUESLaurel Watson (Tab Smith Septette) (HONEY IN)Apollo 375
- LA OLA MARINAXavier Cugat (Del Campo) (YO TE).....Columbia 37163
- LA RASPADon Alfredo and His Latin-American Ork (PERIQUITO)Pan-American Pan 067
- LIFE CAN BE BEAUTIFULVaughn Monroe (Vaughn Monroe) (HOLD ME)Victor 20-2015
- LINVILLE SCHOTTISCHECharlie Linville and the Fiddlin' Linvilles (WHAT A)King 568
- LITTLE PALWade Mainer (DUST ON)King 574
- LONDONDERRY AIR (12").....Sigmund Romberg Ork (DVORAK: LAR-GO)Victor 11-9223
- LOST LOVEHenri Rene Ork (RAINBOWS END)Victor 38-2010
- LOVE MAKES THE WORLD
GO ROUNDDorothy Claire (The Smart Set-Emmett Carl Ork) (SOONER OR).....Enterprise 230
- LOVE TO YOU IS JUST A GAME.....Ozie Waters (The Plainsmen) (REMEMBER ME)Coast 239
- LOVE TURNED TO HATEPete Pyle (I KNOW)Bullet 626
- LUKE, THE SINGING DUCK ALBUM David Kurlan (National Salon Ork) (2-12")National C-1
- MA (He's Making Eyes At Me).....Eddie Cantor (Victor Young Ork) (MARGIE)Decca 23723
- MAKE BELIEVEJan August and the Rhythm Stylists (MY MELANCHOLY)Diamond 2030
- MANHATTAN AT MIDNIGHT
ALBUMDiamond D-7
A Lady With a Parasol (Jan August-Vera Massey).....Diamond 2039
All of Me (Nat Brandwynne) (Dean Martin).....Diamond 2035
Baby, Play It Straight (Brooks Brothers).....Diamond 2005
Everyone Is Looking for the Rainbow (Nick Lucas).....Diamond 2022
I'm In Love With Two Sweethearts (Brooks Brothers).....Diamond 2005
It's All Over Now (Jan August-Vera Massey).....Diamond 2039
My Blue Heaven (Nick Lucas).....Diamond 2022
Which Way Did My Heart Go? (Nat Brandwynne) (Dean Martin).....Diamond 2035
- MARGIEEddie Cantor (Victor Young Ork) (MA)Decca 23723
- MARGIERay Anthony Ork (The Ensemble) (I'LL CLOSE)Sonora 3034
- MASNET: HERODIADE: ACT II: Robert Merrill-Victor Ork-Jean Paul Morel, Dir. (THOMAS: HAMLET).....Victor 11-9291
- VISION FUGITIVE (Fleeting Vision) (12").....Victor 11-9291
- MEYERBEER: L'AFRICANA: ACT IV; O PARADISO (O Paradise!) Jan Peerce-Victor Ork-Frieder Weissmann, Dir. (VERDI: UN).....Victor 11-9295
- MI VIDADick Haymes-Gordon Jenkins Ork (ANOTHER NIGHT).....Decca 23731

(Continued on page 102)

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ON THE STAND

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

Charlie Ventura

(Reviewed at the Spotlight, New York, October 30. Personal Manager, Don Palmer. Booked by Harry Moss Agency.)

TRUMPETS: Skeets Reid, Jack Palmer, Norman Faye, Fern Caron.

TROMBONES: Leo Cecchi, Bob Ascher, Nick Gaglio.

SAXOPHONES: Murray Williams, Danny Cappi, Tony Scott, Nick Jerrett, Tony Perina.

RHYTHM: Tony Aless, piano; Clyde Lombardi, bass; Stan Levey, drums.

VOCALS: Marianne Dunne, Jack Palmer.

ARRANGEMENTS: Neil Hefti.

LEADER, TENOR AND SOPRANO SAX: Charlie Ventura.

Reviewing a band at a club like the Spotlight makes things doubly difficult. A 20 by 50-foot room, with a low ceiling and pestiferous drunks thrown in for good measure, does not lend itself to good listening. In addition, band has to play stuff suited to the hip 52d Street crowd, especially since spot has no dancing. Under these conditions, Charlie Ventura, ex-Krupa, and his new ork were heard.

Outstanding factor in favor of the young ork is a modern and well-written book by Neil Hefti, ex-Herman trumpet and clogger. Arrangements of tunes like *Misirlou*, *Please Be Kind*, *Can't Help Lovin' That Man* and the scoring of Hefti originals in the be-bop spirits are certainly well conceived. Band hardly got around to playing present plug pops, tho the band book does have them.

Ventura's tenor pipe is the musical feature of the band. Leader plays fine jazz tenor and takes the major portion of solo spots. Plays numbers he did with Krupa that helped build his name, such as *Dark Eyes* and *Yesterdays*. Ventura also plays soprano sax with section on several ballad arrangements. Good tenor piping is a good sales point for any band, but too much of it might hurt more than help. At the present there is too much.

Band is a powerhouse unit with a biting, if not exacting, brass section and a driving rhythm section. Group certainly is too young to expect perfect precision performance and it wasn't there on the night caught. Brass, particularly trombones, need to work more together, while saxes could use stronger guidance. All told tho, band's enthusiasm for Hefti's arrangements and leader's tootlings have the sidemen blowing for keeps. Sidemen soloists include fine jazz clary of Tony Scott, excellent 88-ing of ex-Hermanite, Tony Aless, and Norman Faye's be-boppish trumpeting. Vocalist Marianne Dunne (gal is billed as Mary Ann) has a strong set of pipes, good delivery and good appearance, but goes nasal at times.

Hefti's scoring, band's enthusiasm and a moderation of Ventura's sax efforts will give this unit a good kick-off. Question of its success lies in its booking and handling. If it is to prove a commercial success, band certainly can't do it on 52d Street. More time together as a unit and choicer bookings should determine which way the wind blows for Charlie Ventura's ork.

Herman Trumpet Changes

NEW YORK, Nov. 2.—Woody Herman trumpet section underwent several changes last week when Pete Candoli, high-note specialist, and Shorty Rogers left the ork before it embarked on its tour of the Texas Interstate Circuit. Chuck Peterson, former Herman herder, is in band to replace Candoli, while no replacement has been announced for Rogers. Herman concert series set for early part of next year will wind up in New York's Carnegie Hall some time in April.

Charlie Spivak

(Reviewed at Cafe Rouge, Hotel Pennsylvania, New York, October 27. Booked by William Morris Agency. Personal manager, Louis Zito.)

TRUMPETS: Danny Zannelli, Russ Montcalm, Paul Fredericks, Buddy Yannon.

TROMBONES: Frank D'Annolfo, Jimmy Williams, Herb Harper, Rossi Nichols.

SAXOPHONES: Charlie Russo, Allen Fields, Alex Massey, Bunny Bardach, Al Walters.

RHYTHM: Plano, Abe Logan; guitar, Ted Bergren; drums, Bobby Rickey; bass, Jack Jacobson.

VOCALISTS: Tommy Mercer, the Stardreamers (Margaret Manning, Naomi Mann, Frank Pine, George Carr, Chick Gallico), Rossi Nichols.

The saccharine qualities of the Spivak trumpet and orchestra make this aggregation a natural for location dates as it has proved in any number of spots. At the Hotel Pennsylvania this trip the ork is dispensing set after set of soothing ballads, with an occasional jumper thrown in. Latter type tunes do not suit the band's definitive sweet talents. Points in favor of the Spivak ork are the leader's melodic, sweet and commercial trumpetooting; a good new boy vocalist, Tommy Mercer, and an effervescent, if not musically satisfying vocal group tagged the Stardreamers. Spivak horn requires no lengthy discussions; it is distinctive in sound and easy on the ears. Band's book, of course, is built around the horn. Tommy Mercer's chirpsichores with the band on the night of this review were his first publicly with the group. He has great and not unwarranted confidence in his own capabilities. He owns a strong set of pipes and an unaffected delivery that is uncommon in this day of Crosby, Como and Sinatra mimics. Vocal group is a young and well-trained quintet who seem to kick off fairly well together. Occasional novelty vocals, a la Butch Stone, are handled by tram man Rossi Nichols in a crowd-pleasing manner.

Spivak book is loaded with newest ballads and bouncers, with a few holdover Spivak successes from past years, a few standards arranged especially for the trumpeter, such as Massenet's *Elegie*, and a few unoriginal jumpers thrown in for obvious spicing of the sugary menu. Band certainly does not show self off in its jumpers, and if it must do them should get better and more modern arrangements. On the jumpers the brass section could certainly stand a good deal more discipline than it displays. Spivak ork never has been a group of personality kids, and it still lacks that certain zing that helps to please crowds. Spivak is not built along glamour lines, but compensates with his, for the most part, customer-satisfying music.

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Eastern Countersuit Vs. Regis Is Dismissed

NEW YORK, Nov. 2.—Federal Judge Rifkind dismissed Eastern Music Sales, Inc., counterclaim suit against Regis Record Company last week. Eastern had sued Regis for \$3,000 damages claiming loss of profit by cancellation of orders under an alleged exclusive distribution contract for an area of New York territory. Counterclaim was made after Regis firm had asked for a summary judgment on a suit which it had originated in June and had asked for \$4,686 from Eastern for goods sold and delivered, for which payment had not been made.

Summary judgment was refused on the basis that there was a doubt in the judge's mind about Eastern firm's defenses. Trial of the Regis suit will be held at a future date.

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TD Band Break Now Definite

HOLLYWOOD, Nov. 2.—Immediately following his final concert tour date, November 23, Tommy Dorsey will break up his band even tho he will have to reorganize within a month in order to play a previously booked minimum four-week run at the Capitol Theater, New York, starting December 26. Definite announcement came after many weeks of pro and con grapevine talk in the trade about T. D. exiting from baton waving. Reported as primary reason for Dorsey's band leading bow out is his long standing feud with his bookers, Music Corporation of America, altho exact reasons remain unknown. Understood that Dorsey's contract with MCA still has over four years to go.

Tommy may do as Horace Heidt is doing (Heidt ceased band leading due to MCA booking controversy and is concentrating on operation of his Trianon Ballroom here, and hotels in Palm Springs and Las Vegas) and devoting his time completely to other biz interests including his Casino Gardens dancery here. A Rio de Janeiro vacash is supposedly being mulled over by T. D.

Meanwhile Dorsey's manager, Arthur Michaud, is arranging for trumpeter Ziggy Elman from Tommy's crew to finally go out with his own band sometime early next January. He also has several other properties under his control. Michaud's contract with T. Dorsey still has over three years to go.

Granz Jazzfest to Philly

PHILADELPHIA, Nov. 2.—Norman Granz's *Jazz at the Philharmonic* concert jam will invade the local scene for the first time, coming in Armistice Day (11) for a matinee swingfest at the Academy of Music. Concerts will be a two-horn affair, featuring a battle of tenor saxes with Illinois Jacquet, Lester Young and Coleman Hawkins in the corner, and a battle of trumpets with Roy Eldridge, Buck Clayton and Rex Stewart pairing off. In between, Helen Humes will come on for vocals.

Sonora Buys Pressing Plant

CHICAGO, Nov. 2.—Sonora Records has boosted its platter output with the acquisition of the Reko-Plastik, Inc., facilities, located at Meriden, Conn. Plant, which hereafter will be operated as the Reko-Plastik Division of Sonora Records, is currently producing disks at rate of 12,000,000 per year and expects to jump to 20,000,000 in the spring of 1947.

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1947 bookings already are solid.

On the juke boxes he has a public too and disks for RCA Victor. This year he was the feature of the grandstand entertainment at the Florida State Fair in Tampa.



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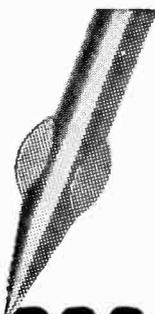
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One-Night Biz For Unknowns In Fadeout?

Territorial Dates Way Off

CHICAGO, Nov. 2. — The major agency one-night bookers are wailing plenty about recent decline in biz, heaviest lament is stemming from territory band booking offices, a survey of the Midwest area revealed this week. Like steel in big biz, territory band situation is oft considered barometer of band booking, for it's here that first indications of any real changes are felt.

When one-nighter field shows any decline, territory band skedders immediately feel the pressure, for their bands, booked on smaller guarantees, need six or seven nights of work per week to get out of the red. Small amount of profit accrued from each date means that orks must be busy every evening; an off-night may mean the difference between profit and loss.

Brokers have seen many lush wartime locations fold recently and, in other cases, go to a fewer night-per-week schedule. Besides the AFM's recent revision of scale and contract has almost erased many other locations. Ops, after receiving AFM edict, have told territory bookers that if they are forced to pay such demands they'll cut down their weekly schedule, putting more money into week-end dates with name attractions.

Six Agencies' Biz Off

Six booking offices, Vic Schroeder Agency, National Orchestra Service and Howard White Orchestras, all of Omaha; Collins Booking Service, Grand Island, Neb.; Jimmy Barnett, Sioux Falls, S. D., and Francis Bigley, Mankato, Minn., approximate 90 per cent of the territory ork tabbing in the hinterlands. When contacted this week only one of the six said his biz was even average.

A few months ago prices showed signs of advancing for 1947 dates, for territory skedders, unlike major offices, set up their routes about four to seven months in advance. In the last two months bookers agreed they've been getting arguments whenever they asked \$150 to \$165 for late midweek (Thursday and Friday) dates, and even \$175 to \$225 for a week-end date. Problematical status of the future, as far as dance music goes, has proved further hardship for territory ork handlers, for ops are reticent to book several months ahead when they feel that the next couple months are blanked out by a big question mark.

The bands have not reached the folding stage as yet, three wildcat crews, booked independently, have folded since the first of the year. One band, Leo Pieper, a former Vic Schroeder chattel, has just gone into semi-name class and transferred to location work booked by McConkey, Inc. Bookers aver that it doesn't appear that any more territory orks will join the location fold and that only alternative will be disbanding of less promising newcomers. With scales raised all over, bookers report that when tax, mileage money and commission is taken out, amount left for lesser knowns will drive them out.

Survey of their field by bookers brings comment that the decline seems just at its start and there's no telling where bedrock lies. Harry Collins, of Collins Booking Service, indicated that a recent trip thru Kansas and Nebraska showed that decline has been felt for two months and several spots have shuttered completely. One booker said part of recent decline can be laid to ballroom ops and promoters themselves,

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Dealers and Disk Jockeys Pan And Toss Posies at Record Mfrs.

NEW YORK, Nov. 2. — Typical missives from *The Billboard's* music mailbag are the following letters from dealers in Bremerton, Wash.; Memphis, Tenn., and Houston, Tex., and from disk jockeys on Stations WJW, Cleveland, and WNAX, Yankton, S. D.

Distrib Run-Around

To the Editors:
I do not know whether you can help us, but we will appreciate any suggestions you have to offer. We have recently improved our phonograph record section and have now ARA, Musicraft, Black and White, Continental, Sonora and Majestic records among our lines. However, we only get the "run around" when we see the Seattle distributors for Decca, Columbia, Capitol and Victor. Each says that later on he might be able to send us some, but in the same breath says that should we get rid of two or three of the other lines he would go along with us.

But each says the same thing, so we are on the merry-go-round. We would like to know if you can tell us of any distributor or jobber, preferably on the Coast from the freight problem but east of us if necessary, who might be able to supply our needs.

It was suggested that possibly there might be a juke box supplier who would sell to us. Another store here had the same trouble and after "importing" from back East, now has three of the four lines from Seattle. We will also have Signature records soon.

I really pore thru *The Billboard* and I can see why the various record salesmen so highly recommend it.

Thank you for any possible help.
Yours very truly,
MODERN HOME STORE,
Lillian C. Johnson.

Grocery Sales Hurt

To the Editors:
With much throat-cutting and duplicity involved in the record business today, many of us are thinking of and searching for ways of creating a more harmonious field that would be of great benefit to everyone. Your inquiry regarding department popularity in your own publications gave me an idea. You could add to your present regular run columns a record dealers' forum which would publish any important matter that might come up in the record business in the various parts of the country. Exposures have a tendency to hasten correction, and in that *The Billboard* is a permanent must to most record people, I actually believe we could solve many difficulties simply by allowing them to be known.

Here in Houston, for instance, despite the fact there are any number of excellent record shops, certain distributors are selling "pops" to a man who in turn sets them in a local grocery chain to be sold self-service. This is ridiculous. It does the industry a great deal of harm since the popular records are the major "draws" to get buying customers into record shops, and increased sales depend on the suggestions of the record clerks.

The big companies cannot hope to move the better items in their catalogs, and the smaller orgs are one step nearer non-existence since no one of the grocery record buyers gets a chance to hear some of the fine stuff on off-label records. This correspondent is kicking up considerable dust locally and feels that the situation may soon be altered.

Billboard—please put a stop to any such move with national intentions. Give the thing a little thought and you can readily see how easily the

whole industry could be greatly harmed by such a move.

Got my griping done early.
Very truly yours,
BERNARD RIGGS,
Houston, Texas.

Unsatisfactory Deliveries

To the Editors:
Quite a few new record labels have added Memphis distributors this year. Orgill Bros., local hardware jobbers, took on the ARA line a few weeks ago; Adair Appliance Company (Stromberg-Carlson radio distributor) took on the Black & White and Mercury lines in the summer, tho expect to drop the B&W line soon; Stratton-Warren Hardware Company has the Musicraft line for some time, but deliveries have been very unsatisfactory. Majestic has also fallen behind on deliveries the last few weeks, running several weeks behind its releases, and has made no deliveries of Eddy Howard's *To Each His Own* for three weeks now.

Sincerely,
LEON FERGUSON,
Ferguson's Radio-Music Center,
Memphis, Tenn.

Pub-ASCAP-BMI

To the Editors:
To the record collector, radio listener or average record bug the mention of ASCAP and BMI means nothing, but to the disk jockey and music librarian ASCAP and BMI are of prime importance. Without knowing the publisher of a new tune, or whether it is ASCAP or BMI, the tune will never get on a show. I know, because this problem has faced me many, many times.

If the record companies would like to ease this ASCAP-BMI problem for the disk jockey all they need do is insert the publisher's name and the copyright agency (ASCAP or BMI) on the record label. This would clear the way for the disk jockey to play all of the new releases as they arrive at his desk rather than wait for information on the tune. I am sure this problem plagues other disk jockeys.

In directing this to the disk manufacturers I might direct a hearty "thank you" for the great service they have given to the nation's platter spinners. The money spent in shipping disks, in furnishing information on recording artists and in maintaining public relations with the fellas is not lost.

Sincerely,
JOE MARTIN,
Station WNAX,
Yankton, S. D.

Wants Kidisks

To the Editors:
I have a show which I call *Story-book Merry-Go-Round* and to date it has received an overwhelming response. It's based 100 per cent on children's records and certainly provides a new medium of entertainment for youngsters.

Now can *The Billboard* do me a favor? Question: Besides Victor, Columbia, Capitol, Decca and Cosmo, who has made record-stories for children? I'd like a list of same, to contact them for latest releases and a little of the stuff that has been collecting dust on distributors' shelves.

As far as I know, this is the first venture of this type. (Ed. note: There are several other children's record programs but very few. The idea is a comparatively new one.) I only hope this is a new means of exploiting the record companies' juvenile material. We certainly owe them a debt of gratitude for the swell way they come across with new releases, making it possible for us to highlight disk shows with material that hasn't even hit the record counters.

And thanks a million to *The Bill-*

board for keeping us so well posted on what's cooking here, there and everywhere. It's a service that can't be surpassed.

Radiocordially,
WALTER KAY,
Disk Jockey,
Station WJW,
Cleveland, Ohio

Wald To Switch to Sweet

HOLLYWOOD, Nov. 2. — Jerry Wald is set to revamp his present ork at the completion of his current Hollywood Palladium stint November 18. Fronter will change to a sweet band. Wald will play a lone one-nighter following the Palladium date and then dissolve current crew.

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Midwest Cocktaileries Change To Tax Policies as Biz Hypo

CHICAGO, Nov. 2.—In an effort to rescue their biz from the current descending decline, Midwest cocktail ops are generally switching from the no-dancing-or-singing policy to the 20 per cent fed tax, talks with ops and bookers disclosed this week. While plenty of spots have used shows for some time, ops who persistently shunned this policy are now starting to advise entertainers to sing and dance, even if it means upping the price of bottled merchandise. The Martin chain, Chi lounge circuit numbering four bistros in the Loop and agents that they are ready for vaude-type units to open within the next three weeks. With Al Martin, op of the chain, deciding to throw in the sponge, bookers see the Schwartz-Greenfield combine, which runs three rival Loop lounges, getting into the 20 per cent act to keep up with the competitish. Plenty of others will follow suit, it's figured.

Minneapolis, which had ops split about 50-50 on the tax, is going over to tax in a big way. Music Box and several other lounges are slapping on an additional 20 per cent so that they can bring in vaude-type combos and singles.

Ops feel that tho the tax will mean larger charge per drink and may discourage some customers, the turn to better entertainment policy will more than counterbalance any loss by bringing more people thru the door. Boys say it won't hurt to try switch; other hypo tries have failed.

With outlook good for more lounge entertainers who sing and dance, bookers aren't too hepped up because they feel that the current supply of units that carry a vocalist will meet the demand and no shortage seems apparent. Ten-percenters point out that plenty of the units, currently in no-tax brighteries, will remain there when ops put on an additional fee because they have plenty of lyrics in their books which they have been forced to keep under wraps until op gave in to the feds. Since close of the war, skedders report, units have been rehearsing for vocal needs, since rumor has been strong at different times that the administration was prepping to eliminate showbiz taxes or at least lessen them.

Noisy Audiences

To the Editor:

... A friend comic and I have been getting quite a kick out of your reviews lately where the writers have enough perspicacity to realize that sometimes the audience is at fault. An occasional panning is all right (if taken in a constructive light), but it is much better if the audience gets a panning once in a while, too. Our thanks to the writers who criticized the audiences at the Embassy, New York, and the Walnut Grove, Baltimore, just to name a couple of good ones.

BERT BOYER and
HARVEY BRAEMER.

L. A. Club Brazil Sold for 50G

LOS ANGELES, Nov. 2. — Club Brazil, Latin-American night club, will soon change hands, going to Marguerita Valencia and Ernest Oshoa for \$50,000. Deposit has already been made, with the dough moving into escrow Monday, according to Paul Mirabel. Mirabel purchased the local Brazil Club several years ago for \$6,000.

Brazil, which has played top Latin names, will feature food rather than entertainment under the new management. Mirabel will continue to operate Club Babalu, Algiers, Cobra, and Club Brazil on Catalina Island, along with a chain of liquor stores. Policy of the Babalu will be changed from a cocktail lounge to that of a night club, with Latin-American artists to be featured.

La Boyer Powders U. S. For Paris, Flicker Date

NEW YORK, Nov. 2.—Lucienne Boyer, French chantoosy, has been released by the William Morris office and is now on her way back to Paris. Gal was originally slated to appear in South America, but dates were canceled when prior Paris pix deals came up.

Singer, now handled by Arthur Lesser, will come back to this country in December or thereabouts and is slated to preem at a New York spot. Last time she was submitted in New York, asking price was \$3,500.

Binghamton, N. Y., Reopens After 15 Years; Split Week

BINGHAMTON, N. Y., Nov. 2.—Revamped Binghamton Theater here, dark since 1931, relighted October 14 with a split-week stage policy and feature pix. Reported that over \$100,000 was laid out in modernizing the 2,000-seat house to include new marquee, air-conditioning system, p.-a. system and an improved stage.

Pit band, under Donald Grey, local concert pianist, has 10 pieces. Opening bill, well received by triple city patrons, included Grace Drysdale, Peggy Taylor Trio, Tom Kay and Lorraine Karol, and Harry Holley, with comic Fred Morgan emseeing. Pic, *White Tie and Tails*. House is operated by Comerford.

IN SHORT

New York:

Johnny Pineapple ork and floor-show bowed into Hawaiian Room, Lexington Hotel, October 30. . . . Kip Hale, current at Village Barn, was "unearthed" recently at a discovery night at Embassy Club. . . . Lee Castle ork off on one-nighters. . . . Mello Dees into Merryland, Washington, November 12 for indef stay.

Hildegard starts fifth straight season at Persian Room, Plaza Hotel, November 7. Room ork will be fronted by Hal Kanner, ex-Fred Waring arranger-pianist and member of Two Bees and a Honey trio. . . . Ted Straeter's ork bows into Bowman Room of Biltmore December 5. Originally scheduled to open September 18 tee-off was held up by delay in delivery of new kitchen equipment for room. Meanwhile, Straeter is filling four-weeker at Saratoga Hotel, having opened October 31.

Jayne Manners opened at Club Cairo, Washington, this week, replacing ailing Suzanne Miller. . . . Benny Baker and Pat Harrington getting together on a cafe act. Baker is in *Front Page*, closing November 9. . . . Enric Madriguera moves to the Mocambo, Miami, December 13. . . . Vic Perry has recovered from his leg injury and is now at Peacock Club, Jacksonville, Fla. Also slated for Kitty Davis's Airliner, Miami.

Gaye Dixon into Latin Casino, Philadelphia, with Jackie Miles, December 2. . . . Charlie Low, new addition to CRA staff, working with Peggy (The Hat) Loeb in night club department for Southern Bookings. . . . Holloway Sisters, Hal Thornton and Wally Wanger Girls made bow Wednesday (31) at Dinty's Terrace, Cohoes, N. Y. . . . Pat Rooney and Congaroo Dancers into Victory Theater, Bayonne, N. J., November 15-17. . . . Paul Duke goes into Weber's Hofbrau, Camden, N. J., November 7 and opens at El Rancho, Las Vegas, Nev., November 20.

Chicago:

Irv Benjamin, who inaugurated no-cover no-minimum policy last week at Colosimo's, reports biz is on way up. He's decided to use Larry Ross, comic, as a fixture, keeping him on, while he changes other acts monthly. . . . Jo-Ann Whitney, sister of Marvin Boone, tap-emsee, replaced Pat Adair in current Chez Patee revue. . . . Lena Horne set for week at the Chicago Theater November 23, with Tony Martin headlining same December 5. . . . "Woo-Woo" Stevens replacing Whitey Roberts at Blackhawk November 6.

Jeanne Shirley, ex-Harry Cool and Claude Thornhill chirp, getting big build-up from MCA locally. She's set as feature of new buttery of Ambassador West show for mid-November. . . . Copa Room, of Rio Cabana, intends to put in tele set so that night-lifers can catch sports events. . . . Jack Crawford Quartet opens at the Maples, Peru, Ill., November 5. . . . Charley Chaney set for Stan Weidner's Plantation Club, Moline, Ill., opening November 15.

Phil D'Rey, Mickey Sharp, Marie Lawler, Bill Samuels Trio and Jose Rosadols Quartet set for Silver Frolics November 8. . . . T/5 Jack Kelly, son of Al Kelly, straight man for Willie Howard, back in U. S. at Fort Dix (N. J.) Hospital, recovering from injury. . . . Paul Gray back in Midwest after seven months in East, starts at Lake Club, Springfield, Ill., November 13. . . . Dale Evans, fem star of Roy Rogers' rodeo, suffered fractured ankle at Chi Stadium Monday (28). . . . Martinis close 18-weeker at Hotel Bismarck November 13.

St. Louis:

Sonny Mars new Zodiac Cocktail Lounge comic. . . . Professor Lamberti topping show at Crystal Terrace of

Park Plaza Hotel. . . . Denny Beckner, fronting a band again after a try as a single, at Casa-Loma. . . . The Master Keys due at Club Plantation. . . . Al Zimmie new addition to Top o' the Town Show. . . . Raymond Scott and Ina Ray Hutton newest bookings at Tune Town. . . . Henry Busse ork opened a two-weeker at 400 Club November 1. . . . Tommy Dorsey set for one-nighter November 5 at Kiel Auditorium. . . . Jack Waller and Doryce Drew went from St. Louis to Olympia Theater, Miami.

Milwaukee:

Bill Myers, former WGN singer, will join the Amusement Mart org here as cocktail combo booker. . . . Ray Herbeck's ork opens at Empire Room, Schroeder Hotel, November 4 for four-week stay.

Detroit:

Joel Nash doubling at the Brass Rail. Works afternoons at the Adams Avenue spot and evenings at the Woodward Avenue nitery. . . . Jerry Carman is organizing a new unit, Carman's Midgets, for nitery and theater dates. . . . Glenn W. Jacobs is moving the Gus Sun office to new quarters in the Park Avenue Building. . . . Sligh & Pheasant, Chicago bookers, opening branch office here, to be managed by Morton Sultan, head of Sultan Recording Company, indie record manufacturer.

Philadelphia:

Piccadilly Pipers set for return to Lou's Chancellor Bar. . . . Earl Warren Sextet new at Giro's. . . . Gus Howard to Roman Grill. . . . Nick and Molly Miachio, who ran a bistro in Paris, readying Paris Cafe here.

Johnny Cahill restoring floorshow policy to 212 Club next month. . . . Jimmy Grand Trio at DeLeon's Cafe. . . . Lili St. Cyr an added starter at Kaliner's Rathskeller. . . . Three Peppers reorganized and will return to Giro's in December.

Pittsburgh:

Slate Brothers into Club Belvedere for two weeks beginning November 8. Gypsy Rose Lee will follow. . . . Mary Lou Williams set for Mercur's Music Bar November 11. . . . Band Box Lounge now only open Saturday nights. . . . Biz in town continues off with no end in sight for either hotel or beer bottlers strikes.

West Coast:

Comic Phil Silvers heads new show at Slapsy Maxie's opening last of the month. . . . Three Lind Brothers also go to Slapsy's for eight weeks beginning November 18. . . . De Castro Sisters set to open at a new nitery, as yet unnamed, in Stockton, Calif., some time this month. . . . Martha Davis, pianist-singer, held over at Billy Berg's, Hollywood, for another four-week stint. . . . Les Lamarr and Poppy, recently returned from nine-month USO tour in the South Pacific, off again on an Alaskan jaunt.

Joe Frisco, now at Charley Foy's Supper Club, San Fernando Valley, inked by Frank Borzage for role of race track tout in film *Gallant Man*. Foy, incidently, back at work after 14-week illness. . . . Juan Rolando, Hindu organist-pianist, held over for another eight weeks at Lyon's English Grill, Sherman Oaks, Calif. . . . Frankie Laine doing return stint at Billy Berg's Club, Hollywood.

WANT

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A Dumb Act

NEW YORK, Nov. 2.—Jack Kalcheim sent his contract on Hank Sieman and Jerry to Artists' Representatives' Association to be registered. Kalcheim got a letter back from ARA stating that since this is a two-person act "it required the full name of the second person before the contract could be registered." Jerry is the dummy in the vent act.

Club Beats OPA In "Cover" Case

PORTLAND, Ore., Nov. 2.—First of OPA's six night club "cover charge" cases to be tried here has been decided in Federal Court in favor of the Clover Club. OPA sought to collect \$176,271 in treble damages on the ground that the nitery had not filed a list of its cover charges in accordance with price control regulations.

In its six cases filed here against downtown clubs, OPA has asked for treble damages totaling \$453,000.

OPA contended Clover Club collected \$48,155 in cover charges. Club counsel, while admitting the amount had been collected, argued that a list of food and drink prices had been filed but that the regulation was not specific enough to define the need for filing special prices such as cover charges.

It was pointed out that the club had not increased its cover charges or its food and drink prices, which makes the case different from many other OPA treble-damage cases in that no charging of above ceiling prices was involved.

Other clubs against which OPA has filed similar complaints are the former Gold Room, Jax, Nob Hill, Tropics and the former New Yorker.

Travel, Exchange, Snafu Foreign Acts Eyeing U. S. Dates

PARIS, Nov. 2.—Despite extreme scarcity of plane and ship priorities and the tangled French money exchange, which are combining to crab bookings of European acts for Yank dates, several transatlantic acts have been inked for American showings. Latest is the Three Craddocks (sons of the famed French comedy troupe, the Fratellinis), who are due at Lou Walters's Latin Quarter, Miami, December 4, for a four-week stay. They follow with a New York Latin Quarter date on or about January 20, 1947. Another act heading for U. S. is Waro Asti, juggling chef, preeming in the States with Ken Murray's *Blackouts* on the West Coast December 17.

Both acts were set by Matt Duffin, American associate of the Albert Travel Agency here, Craddocks date in co-operation with the Miles Ingalls office here.

With these exceptions, tho, booking biz has been badly hit by lack of travel facilities and stringent regulations as to money taken out of this country. Recent maritime strike on (*Foreign Acts Snafued on page 44*)

Joe Louis & Co.

Up for \$12,500

NEW YORK, Nov. 2.—Package vaude show built around heavy-weight champ Joe Louis is being submitted to theaters by MCA. Unit consists of Louis, four other acts and a band for \$12,500.

SLUMP HITS TEN-PERCENTERS

Chi South Side Gets New Lease On Night Life; Five New Bistros

CHICAGO, Nov. 2.—The South Side after-dark rialto, until several months ago only a few scattered bistros, only one of which was in the nitery class, has suddenly mushroomed into a fertile field for talent. This week two more visitors were added to the list. The Sherry Hotel, outer-drive hostelry, opened its newly enlarged and renovated lounge and dining room, with Don Orlando's four-piece society crew and one act, Esterbrooks and Ferrar. Spot now holds 250 in lounge and dining room. Bee-Hive, at 55th and Harper, expects to open November 10, with op Sol Tananbaum, who has run two other minor spots on the South Side previously, sinking \$35,000 into outfitting a 150-person bistro. Opening talent is Johnny Label, singer; Margie Little and the Vocalites, a sextet.

Waldorf Special; Sinatra for 5G

NEW YORK, Nov. 2.—Frank Sinatra will open at the Waldorf-Astoria November 29 on a three-week deal. Booking is part of the original deal made in 1943 when singer first played the spot. This time Sinatra will get \$5,000 plus living quarters. Latter has been maintained by him at the hotel for some time.

For his first date at the hotel The Voice got \$1,500. In 1945 he received \$5,000, but out of that he paid for extra sidemen and Dick Stabile. This left him with \$2,750.

Last of the options call for a straight \$5,000, with the hotel paying for what extra men will be necessary.

Medics Prescribe Shelvey Lay-Off

NEW YORK, Nov. 2.—Matt Shelvey, AGVA topper, back in his office after his return from the Mayo clinic, has been told to lay off for a month or six weeks to avoid a nervous breakdown. He plans to follow medical advice after he sets up the agenda for the coming AGVA convention. Shelvey will meet with the Four A's this week to discuss the conclave and issue information for delegates.

Peacock, Jaxville, Opens Big; Bob Russell Emsees

JACKSONVILLE, Fla., Nov. 2.—Joe Williams's Peacock Club, two miles out from town, preemed October 15 to turnaway biz. Opening show featured Ricardo and Norma, the Whirlwinds, Buster Burnell, Emsee Bob Russell, a June Taylor line and Sonny Dunham's ork. Buddy Waples's ork took over music chores Tuesday (29). Cocktail lounge features Pianist Marville. Talent is booked thru Charlie Low.

Peacock opening coincided with the relighting, after a two-year lapse, of the Camellia Room of the Hotel Roosevelt, which reopened October 14. Show has Harvey Bell, emsee; Marine and Devoll, terpers; Al Robinson, ventriloquist, and Roger Van Duzer's ork.

There's Always a Pulmotor

VIRGINIA BEACH, Va., Nov. 2.—Ocean Club, which dug in hopefully for fall and winter operation after the rest of the resort's clubs closed in September, is now ready to quit. Customers have been so few as to be almost unnoticed during the last two months, and management decided to give up after two name bands, Vincent Lopez and Tony Pastor, drew attendances of 220 and 140 respectively at one-nighters.

Personnel Trims Showbiz Unrest

(Continued from page 3)

out. Rule Freeman, who was in one-nighters with Hal Howard, has left. Mae Johnson opened her own office in Canada.

GAC's Changes

General Artists also has had its changes. Harry Santley, in cafes; Mort Davis, in records, and Ben Bodec, in radio, left for varying reasons. Frederick Bros. reportedly has had a tough time of it for months, hit by adverse conditions before its big competitors began feeling the pinch. Decision to open a Pittsburgh office is an example of an attempt to get back into the territorial band field and leave the name bands in the East to somebody else. Office is still looking for men to replace Charlie Yates, Bill Foster and others who recently exited.

Consolidated Radio Artists also has its problems. Hattie Althoff, theater department head, is reported considering a change. With Bill Peterson and Charlie Busch, cocktail heads, slated to open their own office, CRA will have a real job on its hands.

Only major office which doesn't contemplate any personnel shifts is William Morris, but it, too, is feeling the money pinch as well as its competitors and is by no means certain to maintain the status quo.

Actors meanwhile are running around yelling that their offices are not representing them satisfactorily. More and more performers are seeking releases. Agents, however, claim that if the acts are out of work it is often their own fault. They claim many of them have been living in ivory towers, where prices are high, and that they refuse to take smaller money. Cafes and theaters say they can no longer afford to pay steep prices for no-name acts. They claim that in many cases even name attractions are no longer pulling their weight at the box office.

Industry admits that some of the fault lies directly on its own shoulders. When demand was big, agents weren't too careful of how or what they sold or how much they asked. They kept hiking salaries to such heights that it became inevitable that a point would be reached where only a few spots could afford such salaries and few acts could get them.

When the stock market broke a few weeks ago it indicated trouble ahead. Signs of this trouble have piled up since and the break had to come. How soon showbiz conditions will stabilize no one pretends to know.

Meanwhile offices are pulling in their belts in anticipation of more storms ahead, and it is likely that before it's all over more heads will roll.

HOLLYWOOD, Nov. 2. — Sam Rosey, act and concert booker who recently left the local MCA office, is setting up his own agency and will open his Sunset Strip office December 1. Rosey left yesterday for Chicago and New York, where he will make tie-ups with indie agents to handle their attractions on the Coast. He will also scout Eastern dates for Selso Hurtado, longhair marimba pounder.

Ernie Venuto will work with Rosey in the new booking set-up. Before joining MCA three years ago, Rosey had his own indie office in San Francisco.

Chi Nitery Sets \$100 N. Yr's Rap

CHICAGO, Nov. 2.—The financial experts are blaming general biz slump on fact that the average person isn't as flush as a year ago, the Cameo Room, new Walton Street chi-chi brightery, hopes the heavier income bracket hasn't been too heavily hit.

Bill Burke, Cameo op, said this week that the rap for New Year's Eve at his bistro will be \$100 per. Menu will feature pheasant, together with all you can eat and drink. Spot, which ordinarily uses stringed trio without vocals, has inked Phil Regan at \$1,750 for that one night. Other local niteries haven't announced New Year's policies as yet.

Conflict Cancels H. Marks Det. Date

NEW YORK, Nov. 2.—Harpo Marx date for the Bowery, Detroit, November 8, has been snafued by a prior booking given to Harvey Stone for the same date. Bowery offered to set Marx back, but he refused to accept a later date. Differences over dates arose because no written contract exists. Deal was verbal and not confirmed by wire or writing.

In the past AGVA, which has been called in on the Marx matter, has ruled that in the absence of any written or substantiating verbal evidence, it cannot recognize deals.

Mayfair Room, Blackstone Hotel, Chicago

(Wednesday, October 30)

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

The amiable headwaiter Emile helped put Georgie Price over 100 per cent here when he stepped out in front of the mike and proceeded to mimic in his best Scandinavian accent Price, who has aped others for years. Bit, done jocularly with Price's own tagline, "You're getting more for your money," killed the house and sent Emile and Price off to huge mitt. Price worked about 35 minutes, doing all his standard impresoes and the *Figaro* tax return parody. Only new bit, and it was extremely well received and pertinent here because of folk singer's p. a. in this room, was his impresoe of Burl Ives, done with a beat-up banjo and 20-gallon sombrero. Routine, a parody on Kipling's *The Ladies*, was a new and potent addition to the Price library.

Vogue Terrace, Pittsburgh

(Tuesday, October 22)

Talent Policy: Dancing and floorshow at 12. Owner, Bill Householder; manager, Clark Hamilton. Prices: \$1 cover.

This large 1,000 seater is answering the challenge of the new Club Belvedere with its finest show of the season. Headlining is Jackie Coogan, who has tightened his act considerably since he opened at the Chicago Latin Quarter last August. His turn now is socko all the way thru and he had to beg off after his dramatic skit which had the room rocking with applause. Opened with song parodies that deal with his court trials, screen career and love life. Some lines were a little blue but fitted in okay in the nitery set-up. Dramatic skit that closes was written by Coogan and Ben Blue especially for this tour. He gets a great assist from a young comic named Harry Howe. Does a terrific Chaplin.

Harold Barnes in his wire act topped the show cold.

Anne McCormack, next to closing, did three very well delivered songs. She did one encore and begged off. Girl is beautiful, has a fine wardrobe and sells a fine song. Park Avenue Debutantes (8) did three well executed chorus numbers during the show.

Baron Elliot's ork (16) cut the show in top manner and did an excellent job on the dancing. Elliott also emceed the show in a pleasing manner.

NIGHT CLUB REVIEWS

Wedgewood Room, Waldorf-Astoria Hotel, New York

(Thursday, October 31)

Talent Policy: Floorshow at 12:30. Owner-operator, Waldorf-Astoria; publicity, Ted Saucier. Prices: \$2 cover after 10:30 p.m.

When Jean Sablon gets himself into the right chanting groove he's tops, far and away the best chirping importation from Paris around. But he doesn't ease into this groove right away. Opening night here was typical. In his preem number, *Chanson Des Rues*, an atmospheric little ditty showing how street singers plug songs on the boulevards, he missed, and instead of using showmanship, pressed too hard in the charm department and became coy, thus spoiling the number. Next, *Blue Skies*, was not Sablon either. Tried to sell it in the Yank croon-swoon manner and got very little out of it.

A Chopin *Etude*, with French lyrics, was the turning point. After that he was in his element, combining comedy and swoon deftly, and putting each ditty over with a bang. First of these, *Pigalle*, got a big hand, and when he jived the old French classic, *Sur Le Pont D'Avignon*, the palms whacked even louder. From here on Sablon was playing recalls and could have sung another dozen numbers before the crowd would have called it quits. His audience participation number, *Bois De Boulogne* was another seller, as was his *J'Attendrai*. Begged off after this one. Sablon, like his predecessor on the floor, Paul Draper, is right for this room and the plush audience proved it opening night.

Emil Coleman's ork did a swell background job for the show, as well as doing okay in the lulls, sharing them with Mischa Borr's group.

Show Boat, Milwaukee

(Friday, October 18)

Talent Policy: Dancing and floorshows at 9:30 and midnight. Owner, Nick Gentile; publicity, M. O'Brien. Prices: \$1 cover.

Show is top-notch entertainment. Diosa Costello, with her Latin-American songs and hot rumbas, went over big and she was kept on the stage by insistent applause. Chucho Martinez, her drummer, rates plenty of credit for the perfect timing of the act.

Jimmy Ray's soft-shoe dancing highlighted a cavalcade of imitations and encored to *Darktown Strutters' Ball*. Had to beg off with *Whispering Rhumba*, an original.

Neal Stanley, young comic, did well, particularly on imitations of Sydney Greenstreet, Peter Lorre and Donald Duck. His dialect gags were clean and clever. Finished his act with an imitation of James Cagney as George M. Cohan, discussing democracy with president of the U. S.

Modelaires, dance line, did their usual smooth work. Kay Hughes, at her piano, and the Wally Miller ork rounded out a good show.

Tic-Toc, Milwaukee

(Sunday, October 27)

Talent Policy: Dancing and floorshows at 10 and midnight weekdays, week-ends at 9, 11 and 1. Owner, Al Tusa; operator, A. J. Weinberger. Prices: 50 cents cover.

Mildred Bailey stars in this week's show and sings three numbers that get her called back for two more. She clicks as always.

Show would have been improved by shuffling around of acts, for three laugh-getters were on in succession. Hank Seimon and his dummy, Archie, came on first to light titters, followed by emsee Jackie LeMaire, and Magician Tung Pin Soo, all aiming for

Diamond Horseshoe, New York

(Thursday, October 31)

Talent Policy: Floorshows at 8 and 12. Owner-operator, Billy Rose; publicity, Charles Washburn. Prices: \$2.50 minimum.

New show is geared strictly for tourist trade. It has six showgirls, 12 line girls and four boys. Gals are well stacked, beautifully costumed, do their routines with skill and have been blended into gorgeous productions by John Murray Anderson which show imagination and ingenuity.

Show consists of four scenes starting with *Mount Olympus* and ending with the *Wedding of Venus*. Opener has plenty of flash and dazzle and acres of bare skin to make firemen whistle. Rose's latest fem exhibit is billed as Siri (Betty Maud) a blonde, tall and nifty.

Atlantic City follows with the usual bathing beauty contest. Next is the *Boudoir of Venus*, in which Siri does a reverse strip, out in undies and dressing onstage. As clothes are brought out, every shop in town comes in for credits. Finale is the *Wedding of Venus*, ending with a couple of specialty acts.

Costumes range from the dramatic to the exotic, at times reminiscent of Ziegfeld. Lighting was excellent and sets were in keeping with the general lavishness. Basically, show consisted of novelties, beautifully framed by girls and then more girls. Its commercial potentialities are apparent. Book is simple, but no more so than top musicals playing to top dough. Tunes and lyrics by Rose and music by Dana Suesse are catchy with at least one, *A Perfect Love Match*, having whistle value.

Renald and Rudy, slow-motion muscle boys, on in the first scene, did a nice job. Boys look like Bernarr Macfadden hopes he did and pulled a big hand.

The Borrah Minevitch Rascals, with Johnnie Puleo, did their customary sock act. Johnnie's panto and slapstickery pulled yocks practically all the way.

Frank Libuse, working with Margo Brander, finished the third act. Libuse started off great. His waiter bits in front of the house and heckling drew lots of guffaws and some embarrassing giggles. When he went on stage for his regular stint it was soon apparent that his best act was in the audience. Stayed on too long and lost his audience.

Finale brought on Bobby (Tables) Davis for his hoofery and tooth lifts. Boy started with one chair and ended with four chairs and two tables. Hal Hunter's drumstick beating which ranged from skins to floor to chairs, etc., was well done and got nice palming.

Singing chores were handled by the Turner Twins, pretty brunettes. Male chanting was done by Jack Mathers, a handsome well-built bary. Four boys, Laurens Anderson, Stephen Douglass, Alfred Homan and Everett Gammon, form a competent quartet. Billy Banks, who goes with the lease, garnered sock mitts with his medley of Rose tunes.

Rose still has his four-girl beef trust. They're here again doing an elephantine lurch, and one gal, as usual, lost her pants.

Music by Noble Sissle ork and Syd Strange band was handled skillfully. Everybody was on cue and cues came right on the button.

laughs. LeMaire wisely cut his jokes short and concentrated on playing a boogie guitar. Swell job.

Eleanor Christian did two good tap dance numbers that went over well.

Bill Oger Trio and Johnny Davis's ork played for the show and dancing.

Helsing's Vodvil Lounge, Chicago

(Friday, November 1)

Talent Policy: Dancing and floorshows at 9:30, 11:30 and 2. Owner, Bill Helsing; manager, Frank Helsing; publicity, Betty Rogers. Prices: No cover or minimum, drinks from 50 cents up.

Revue comes up with two acts, Buddy Moreno and Gil Robinson, who are just right for this intimate nabe bistro and will probably become repeaters here.

Robinson, young comic, suits patrons, for he's able to work in between acts as emsee and still hold down own slot. He's got plenty of original material, which he sells well. He is best on impresoes, especially Ted Lewis and Groucho Marx. But he can even put across a service reminiscing bit at this late date.

Moreno had no trouble from minute his name was announced, for he was at near-by Aragon for several years with the Dick Jurgens ork, and plenty of his old terp fans were in opening night. Presented wide variety of tunes, with novelties, such as *Coffee Song*, most aptly suited to his style. Will build patronage here as soon as word gets around he's back in town. The Vocalites combo, pared from six instrumentalists and singers to four singers for this job, do wide range of tunes, with old and almost forgotten standards such as *All Thru the Night* standouts. Two guys and two gals make nice appearance but need more animation if they want to work in niteries.

Sid Fisher, house leader, has two new men in his foursome and boys are doing best job yet of show-backing. Denny Miles, piano single, does first-rate job of intermission entertaining with lyrics and 88-ing that excite because of his swell phrasing.

Billy Berg's Hollywood

(Wednesday, October 30)

Talent Policy: Continuous entertainment. Owner, Billy Berg; manager, Eddie Weber. Prices: No cover or minimum.

Room has been completely re-done and shifted from straight cocktail entertainment to a continuous show, featuring three acts. Singer Frankie Laine holds top slot on the bill and displays plenty of top vocal showmanship. Crooner, currently climbing to popularity via Mercury Records, has plenty of style and bounce to his pipings, offering *Don't Blame Me, I Think You're Wonderful* and *September in the Rain*.

Trenier Brothers, twins, register as comedy song and dancers. Duo opens with novelty entrance, in which one of the twins does a brief tune and dashes off stage, while other twin prances on from opposite side, giving effect of running completely around the rear of the stage for repeat offering. Team does this gimmick several times before taking double bow. Lads have plenty of style and sock personalities. Material can stand tightening and re-vamping to make act a standout.

Pianist-thrush Martha Davis, red hot mama, pleases with ivory tickling and vocalizing. Primarily a cocktail entertainer, Miss Davis should have no trouble making the grade as a featured act.

Music is dished out by Edgar Hayes and His Stardusters and the Bobby True Trio (guitar, accordion and bass) do a smooth job all the way around. Stardusters hold down slots between the acts well.

Apache dance act, Mazzone and Abbott, inked into the Latin Quarter, Miami, December 20.

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Loew's State, New York

(Thursday, October 31)

There isn't much inspiration or originality in the new bill. It's strictly a band show and a couple of singers with Bob Williams thrown in for the heft.

The Charlie Ventura band had some moments of excitement. Unfortunately, these were few and far between. Most of the time the gang worked like a lot of guys called Joe who never met each other before. Part of the fault was due to Ventura's fronting. Leader is a top sax man, but he shows little leading ability and tended to hog the spot most of the way. As a fronter Ventura was out of his element. He looked and acted scared. Tunes chosen were pops, tho after an eight-bar intro, they were no longer recognizable. The same thing happened with his jazz sextet (drum, bass, clary, sax, trumpet, piano) went to work on *Dark Eyes*. There was no melodic line, even tho it had interesting passages. But even these were lost in a welter of arrangements. Super-super jazz can be tuneful if listened to carefully. Theater audiences, however, want to be entertained. They don't come into a theater to concentrate, or to try to figure out what a band is trying to do.

Mary Ann Dunn, band canary, did two numbers in okay fashion, and that was about all. Closer was another canary, Lilyann Carol (ex-Louis) in her first Stem job as a single. Result was not impressive. Styling was bebop, same as Ventura's singer, only the tunes were different. A duet between the gal and Ventura on sax started out with an idea but lost it when Ventura backed away after a couple of bars, leaving the singer to go it alone. Canary isn't strong enough to hold up by herself.

Best thing on the bill was Bob Williams. His standard dog act, his high squealing giggles and boyish enthusiasm received an enthusiastic reception from customers who apparently were suffering from cold hands.

The Fountaines, acro-dance act (two boys, one girl) did well considering the dull house. Gal is the understander in practically all the tricks, sometimes holding both guys up at the same time. Team finished with nice hands.

Sunny Rice, cute hooper, showed a lot of nice taps with and without music. Footwork was clear and distinct and pulled a fair spattering of hands. However, her cleating sans music was stretched out way beyond the interest point. Adding some drum or other rhythm instrument for at last part of the routine might help.

Pic, *Monsieur Beaucaire*.

Olympia, Miami

(Wednesday, October 30)

Fair entertainment on this bill, which presents good entertainers, albeit no names. Opener, Doryce Drew, hoofs to a good mitt, showing neat tap work. Deucer goes to the Dennis Sisters (2), here on the double from the Famous Door. Chantoosies do parodies for good results.

Ladd Lyon has a reasonably novel hand balancing acro turn and manages to inject some comedy thru use of an audience stooge for a bit in which he balances a chair on beer bottles.

Headliner is Rex Weber in his familiar no-dummy ventriloquist turn. His dead pan and good voice changes score well. Could have done more, clicking very well.

Emsee chores are handled by Jack Waller, whose patter is on the corny side. Material improves later on, tho, and he gets off well. His reliance on a fiddle prop is reminiscent of Benny and Youngman.

Pic, *Badman's Territory*. Trade good.

VAUDEVILLE REVIEWS

Oriental, Chicago

(Thursday Afternoon, October 31)

Current two-weeker, a straight vaude bill featuring Joan Leslie, with Willie, West and McGinty; the Marshall Brothers and the Libonati Trio never really got rolling.

Libonati Trio opened with eight minutes of their top-notch xylophoning on college and Latin medleys and their pipe organ impres, but their work lacked animation and fire needed for a curtain breaker. Act closed stronger when boy and girl from trio dropped their mallets and did a j-bug acro bit, warming up pew-sitters.

Marshall brothers, two good-looking youngsters, did a fine job of delivering impreses of radio commercials and some of the better known stars. Boys rate high for original material. Pulled plenty of yocks, but audience, which wasn't properly warmed, wasn't normally responsive.

Joan Leslie, working in third slot in one to speed up bring-on following house-wrecking production, did a nifty job of thrushing, followed by some realistic mimicking of fem stars. Gal didn't get good response because of weak material. Socked home in her burlesque of Margaret Sullavan in *Voice of the Turtle*. Gal, a winsome looker, should have strong comedy material she deserves.

Willie, West and McGinty pulled continuous yocks with Olsen and Johnson's revue here, but found it hard to get audience into their zany groove. Despite handicap, pulled okay laughs and good mitt.

RKO Albee, Cincinnati

(Friday Afternoon, November 1)

Louis Prima, solidly backed by a 15-man crew, heads up the current offering, and his expert interspersings of his trumpet tootlings and raspy-voiced throatings, plus his general horseplay put it above the average band-show layout. He knows all the tricks and employs them deftly to run off with a click emsee job.

With *White Cliffs of Dover*, Prima sends proceedings away to a slow, but humorous start. He gives 'em ace tonal trumpeting and more vocalizing on *Angelina*, with a neat assist from sidemen, and then brings on Perry Franks and Janyce, tappers, whose difficult steps and fast-moving ballet routining are a standout.

Pacing suffered a lull with the Toontimers' efforts on *South America, Take It Away*, but the mob was with them all the way. On the recall, three gals and lad fared much better with a specialized treatment of *A Flea and a Fly in a Flue* with Prima incorporating slick mimicry for laughs. Jimmy Vincent came thru with the necessary lift, beating the skins to a fare-thee-well with a riveting rhythm on *Sing, Sing, Sing*.

Jack Powers, ork vocalist, had 'em making with the hands for his ace baritone of *Sorrento* and *The Gypsy*.

The Nonchalants, comedy-acro trio, ring in clever patter and humorous situations with some neat hand-to-hand and balance work. Blow-off, with the lads standing atop each others shoulders and crumbling to neat somersaults was sock.

Prima really hits the groove with *Robin Hood* and *Deacon Johnson*, riding out with terrific barrelhousing and effective tonsiling. Judy Lynn, eye and ear appealing canary, scored with *Begin the Beguine*, which sequed into a cute duet with Powers on *I Dont Want To Be Loved by Anyone Else But You*. Prima could dispense with his *Sing and Spell Contest*, audience participation seg used at the wind-up.

Pic, *Shadow of a Woman*. Biz, good.

Million Dollar, Los Angeles

(Tuesday, October 29)

Deviating from its name band policy, current show finds Sally Rand, complete with personal paraphernalia and supporting acts, fanning the payees with her usual routine. Show is generally dull and void of sock performers, with efforts to build a production falling flat.

Seven-gal line opens with an uninteresting dance routine, with gals looking bored with the whole deal. Tracy and Clair, two recruits from the line, do okay with several featured terp routines. The Trojans, male acro team, get mild mitting for their efforts.

Attempt to build production number falls short of mark, altho dancers Curt Johns and Roxanne Reed are smooth and entertaining. Background singer, planted to create atmosphere for an "interpretative" dance has little or no voice and hurts terp efforts.

Tapster Charlie Aaron displays more than an average amount of hoofing talent. Kid tries to be funny, however, with tired gags which get only a few scattered titters. Aaron has plenty in the terp department and should stay in his own back yard.

Miss Rand, in her fan and bubble routines, works hard to please the payees and does a fairly good job of it. Much of the punch is lost, however, by corn dished out by preceding acts.

Added attraction is comic team of Benny Ross and Maxine Stone. Duo gets good hand and fair amount of laughs altho material is just run-of-the-mill.

Pic, *Below the Deadline*. Biz poor.

Chicago, Chicago

(Friday Afternoon, November 1)

House has sprightly bill to follow Danny Kaye's record-breaker revue, with current fare starring Phil Regan, with Elizabeth Talbot-Martin, Al Gordon and His Pals and the Acromaniacs.

Lou Breese uses *Blue Skies* to open show. Tune has been getting heavy plugs locally and Crosby starrer will open here soon. Featuring the leader's trumpet, Charles Hrudicka's tram and Joe Nelson's gut-scraper, number pulled a good response.

Acromaniacs, who played here just a year ago when trio had reorganized after service discharges, have polished their work to a high gloss. Kid-looking threesome packed terrific enthusiasm and vitality in their work to win a walk-back.

Elizabeth Talbot-Martin, whose only previous personal appearance was at the swank Mayfair Room, proved that her smart satires on the biggies will sock home to vaude payees. Gal's impreses of celebs doing *Oh, Where Has My Little Dog Gone?* pulled yocks continuously. Animated aping of nitery chirps was a sharp closer and she took a long bow.

Chi is high on dog acts, so Al Gordon had a ready-made audience for his frustrated pooch-trainer bit. Guy's mutts come up with plenty of original tricks and he does consistently clever patter to win a solid salvo at closing.

Phil Regan, perennial headliner in local bistros and theaters, had little difficulty getting mitts from the start. Mixed up Irish standards with pops to stay on and satisfy for 14 minutes.

Strand, New York

(Friday Afternoon, November 1)

With the Lionel Hampton band constituting the major portion of the bill here this week, there are stretches when the payees get all the show dough can buy, but there are also lulls. When Hamp's gang plays powerhouse there isn't an audience anywhere (hip or otherwise) that can remain unaffected by the outfit's wild, penetrating rhythms. And the powerhouse stuff when caught (notably *Flying Home*, which closes) got show-stop mitting.

It was in the effort to develop a change of pace (doing ballads between jumpers) that the bill fell apart. Ork's gal vocalists, Winni Brown and Madeline Green (former doing a throaty *Passe* and latter a thin-voiced ineffective *To Each His Own*) are strictly letdowns. In la Brown's case it isn't the gal's fault as much as that of the arrangement, which is played in a tempo that drags sadly. The Green gal sells a song that way and hasn't the voice to do better even if she weren't quite as unripe as a showman.

Like most Negro name ork packages (Calloway, etc.), other two acts on the bill are dance turns. Spotted early are Red and Curly, boy tap duo, whose terpsichore is nimble enough, but whose patter is somewhat indigo. Went off to mild applause. Stronger are next-to-closing Chocolateers (three boys). Their knockabout dancing is loaded with better-than-average spins, flips and general whirling dervishness to draw one of the bill's solidest hands. It might, however, be time for acts of this type to drop the zoot-suited Harlem hipster routine, with which the Chocolateers (along with a jillion other turns) slow up their routine.

Hamp's personal drumagic and viber sorcery is dished out in small enough doses thru the bill to leave the customers wanting more. He hidebeats thru a rhythm-section arrangement of *Hey! Ba-Ba-Re-Bop* and works his rich-toned vibes over Gershwin's *Embraceable You*. While Hamp's performance here leaves nothing to be desired, the arrangement which has the entire band plus two aforementioned chirps doing a choral background is pseudo-art and detracts from rather than rounds out the maestro's terrific job. Mild mitting the number pulled was the result.

Pic, *Nobody Lives Forever*.

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New York:

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NEW YORK, Nov. 2.—Stem vaude-film biz held up this week, tho the aggregate take for the six houses dropped considerably from the previous week. Total gross for the group was \$480,000 against a big \$540,000 the previous week. Radio City Music Hall (6,200 seats; average \$110,000) saw \$131,000 for its third week with the *Jolson Story*, Nip Nelson and Rudy Tone. Second frame's take was \$135,000 against a preem of \$142,500. Paramount (3,654 seats; average \$75,000) was the next in line for a big income, tho it also tapered off. Second week's gross for Stan Kenton band, King Cole Trio, Dean Murphy and *Blue Skies* was \$120,000, compared with opener of \$140,000. (King Cole Trio was inadvertently omitted from the talent line-up in last week's gross report).

Capitol Wobbly

Roxy (6,000 seats; average \$75,000) polled \$100,000 for its second stanza of Frances Langford, Jon Hall, Al Bernie and *Margie*, against a preem of \$112,000.

Capitol (4,627 seats; average \$72,000) dropped 10G when it polled \$69,000 for its second frame of Les Brown band, Henny Youngman and *No Leave, No Love*, against a first week of \$79,000.

Strand (2,770 seats; average \$45,000) moved out with \$35,000 for its fourth and final week with Alvino Rey band, Jean Carroll and *Cloak and Dagger*. Show teed off with \$58,000, followed by \$57,000 and \$45,000. New bill, reviewed this issue, has Lionel Hampton band and *Nobody Lives Forever*.

Loew's State (3,500 seats; average \$25,000) saw \$25,000 for the *Star and Garter* unit with Herman Hyde, Chaz Chase and Elaine Jarrow, with *Cockeyed Miracle* as the flicker. Previous week's take was \$29,000. New bill, reviewed this issue, has Charlie Ventura band, Bob Williams, Lilyann Carol and *Monsieur Beaucaire*.

Chicago:

J. Pluvius Sinks Kaye to 74½G on 2d; Carle Off

CHICAGO, Nov. 2.—Three days' rain put the damper on vaude grosses locally, with Danny Kaye dropping from last week's all-time record \$96,500 at the Chicago Theater to \$74,500 for past week. Total two-week gross of \$171,000 indicates that Kaye, in on a \$25,000 guarantee plus 50 per cent of gross over \$60,000, will take with him approximately \$74,000. Georgia Gibbs and Tip, Tap and Toe were supporting, with pic, *The Bachelor's Daughter*.

Oriental, rival Loop house, with Frankie Carle registering only \$40,000, in comparison to \$49,000 he did for first six days at house. Supporting were Helene and Howard and Johnny Morgan, with flicker, *Mr. Ace*.

Boston:

Truant Officers Stymie Rooney's Record Bid; 60G

BOSTON, Nov. 2.—Altho Mickey Rooney failed to break Dick Haymes's August all-time gross record at the RKO-Boston, the pint-sized movie star racked up a sock \$60,000 gross for his week's stint ending Wednesday (30). Fact that bobby-soxers were pinned down by stiff school sessions and careful truancy inspection at the box office reduced the take. Pic, *The Bamboo Blonde*. Rooney was in on a 50 per cent deal.

Current stagemat, featuring Barry Wood and Patsy Kelly, is solid entertainment, and a big ballyhoo given the pic, *The Killers*, should keep grosses up high.

Indianapolis:

Pix Names Boff Idpls. Circle 22G

INDIANAPOLIS, Nov. 2.—Circle Theater, with 2,800 seats, did smash biz last week with a power-packed stage layout. Bill had filmsters George Brent, Lucille Ball, Mischa Auer and Vera Zorina, plus Lorraine Rognan and her new partner, Pat McCaffrie. As tho that weren't enough, theater, which scales at 74 cents, also offered the Tommy Tucker ork. Week's nab was \$22,000.

Pic, *Lover Come Back*.

Los Angeles:

Sally Fans in Fair 23G; Beneke-Miller Hit Neat \$30,600

LOS ANGELES, Nov. 2.—Sally Rand's packaged show is expected to fan up an average \$23,000 this week at the Million Dollar. Pic, *Below the Deadline*.

Tex Beneke-Glenn Miller band did a healthy \$30,600 last week. Pic, *Dangerous Business*.

CHI SOUTH SIDE PERKS

(Continued from page 41)

cocktail entertainers up to \$2,500 weekly, take South Side from barren entertainment to some pretty solid dough for talent.

Reaction of bookers and ops alike is that biz on the South Side will probably remain at least normal (in these times when others are reporting heavy drops) because the South Side is entertainment-starved, having had only a couple spots using live talent. Ops when contacted reported that currently biz is okay, and Martinique, which has both food and drinks in addition to a big band, reported near-capacity biz all week.

Libuse Opens, Folds In Same Night at Diamond H'seshoe

NEW YORK, Nov. 2.—Frank Libuse bowed out of the Diamond Horseshoe after two shows, both on opening night, even tho his deal called for 12 weeks. Argument arose out of two factors. Libuse claimed he conflicted with the Minevitch Rascals (who are in for two weeks) and that his act was one man shy.

Originally Libuse was a three-person act and his agent, Al Grossman, claimed that when Billy Rose caught and bought him he agreed to supply the third man. Libuse opened with Margo Brander and charges that absence of a third man slowed up his act. Rose, according to Grossman, told Libuse that if he wanted another man to hire him and pay him. Libuse insisted that Rose pay instead. Heated words followed and Libuse pulled out of the show. Ross and La Pierre went in instead.

Broder in Chi for ARA

Midwest Expansion Confab

CHICAGO, Nov. 2.—Chicago ARA branch will mull its coming expansion program thru Midwest and series of grievances here Tuesday (5) with I. Robert Broder, legal counsel of ARA. While officers and board of directors of ARA locally are silent on details to be discussed, it is known that Broder will talk over details of ARA's exploration of Midwest States which have goodly numbers of agents and bookers. Local boys indicate that Broder will probably act as trail-breaker, going from city to city campaigning for new membership in the national agents' org.

Record Miami AGVA Bond

MIAMI, Nov. 2.—Ned Schuyler, operator of the Beachcomber, has given Jerry Hirsch, AGVA rep here, a bond for 10G, largest ever put up by any night spot in this area, and highly indicative of what salaries will run to during the season.

FOREIGN ACTS SANAFUED

(Continued from page 41)

the U. S. East Coast added to the difficulties. There are now more than 12,000 passengers awaiting berths to sail to the U. S., many of them show-folk. Until normal passenger service can be resumed, the U. S. Government has created a priorities board and only the most urgent or emergency requests are getting special consideration.

Show people with French passports traveling to the U. S. are permitted to take out only their fare, plus \$50 payable upon debarkation. Application for additional travel and living expenses must be made to the French exchange office, and is granted only when deemed absolutely necessary for biz, or in the interests of the French government. Those traveling with other than French passports may take out 4,000 francs, plus all foreign money declared upon entering France.

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LEGIT GETS MORE HAZARDOUS

Plea for 'Park' Pay Cut Nixed by Equity

NEW YORK, Nov. 2.—Actors' Equity has denied the plea of Max Gordon, producer of *Park Avenue*, to dock the cast of his show for one-eighth of their past week's salaries. Demand was made by Gordon because of the illness of Leonora Corbett, fem lead, which postponed play's opening from tonight to Monday night. Gordon claimed cancellation of a preview performance on Thursday (31) lost dough for him.

However, Equity's decision was based on the fact that the producer did not lose a regular performance. Instead, he was under obligation to pay cast for the week even tho they were laying off and waiting for the show to open.

Equity Sets Revival Of Experiment Stage

NEW YORK, Nov. 2.—After a lapse of five years, Actors' Equity Council has reactivated the contract for the Experimental Theater. Okay by the actors means project only needs the support of the Dramatists' Guild to get under way full steam immediately. DG will consider the plan at its next meeting.

Project will be operated from the Princess Theater, and plans call for 10 new scripts between January-June, 1947, and at that house. The productions will be done on a minimum budget, subscriptions to shows will be sold in two series of five plays each. Cheryl Crawford will head the subscription committee.

Experimental Theater contract provides that no scenery be used, four weeks of rehearsals and three performances, probably on weekends. Two per cent of gross and 5 per cent of subsidiary rights, if a show is successful, will be paid to the Experimental Theater. Project will be wide open to anyone with a script; actors, directors and designers, altho plays optioned will not necessarily be staged. Supporting the project are the Theater Guild; Theater, Inc.; Playwrights Company, American Repertory Theater and American National Theater and Academy.

Wobblers Sign Long Term Lease for Geary, Frisco

SAN FRANCISCO, Nov. 2.—A 99-year lease of the Geary Theater to the Wobber brothers was signed this week. Both the Geary and the Curran Theater, adjoining, are operated by the Wobbers and Homer Curran. Curran is owned jointly by them.

According to William P. Wobber, spokesman for the group, long-term lease of the Geary site was negotiated with the idea of continuing operation of the house. Improvements will be made within the next five years at an estimated cost of \$1,000,000.

L. A. "Nanette" Canceled

NEW YORK, Nov. 2.—George Schafer's proposed production of *No, No Nanette*, skedded to open at the Biltmore, Los Angeles, is off. Production was canceled because no theater was available.

D. C. Jim Crow Policy Brings "Joan" Storm

WASHINGTON, Nov. 2.—Picket line was thrown around Lisner Auditorium this week at the opening of Maxwell Anderson's *Joan of Lorraine*. Southern Conference for Human Welfare manned the picket line, while American Veterans' Committee passed out leaflets attacking racial discrimination.

Cast of the show, produced by Playwrights Company, met Sunday night and voted to send a protest to Equity. Ingrid Bergman, star of the play, complained that "Washington is a bad place to open a play because it has race discrimination." She said she would not have opened with the play here had she known of the Jim Crow policy.

Robert E. Sherwood kept the kettle boiling by writing a letter to *The Washington Post* in which he called for a boycott by actors, playwrights and producers. Anderson said he had asked the Dramatists' Guild for a ruling canceling runs in theaters discriminating on either side of the footlights.

Meanwhile Actors' Equity Association already is taking a look-see into the situation, with its representative, Alfred Harding, here to survey public response to possible rescinding of the Jim Crow ban. Owners and managers of both the National and Lisner theaters, Washington's only legit houses, are standing pat on the plea that the community is not prepared to receive a changeover. Anderson and Sherwood have vowed to keep future productions "out of Washington until the ban is abolished." Civic groups, meanwhile, are getting out and gauging public opinion before taking any action, tho comments from individual local luminaries have deplored the incident and the situation in general.

2-Year-Old 'Harvey' Finds Cabbage Patch Still Green

NEW YORK, Nov. 2.—*Harvey* celebrated his second birthday with a party at Sardi's Restaurant after the Friday (1) evening performance. Brock Pemberton office announced that New York troupe in two years had racked-up a tidy gross of \$1,915,097. Claim was made of a consistent sell-out during first 18 months of run and only exceptions to an unbroken s.r.o. record were a few matinees during last summer's hot spell.

Chi company, featuring Joe E. Brown and Marion Lorne, has grossed \$994,926.31 over 39 weeks. Bigger house capacities obviously account for higher weekly averages at b.-o. Total take to date for both troupes is \$2,910,023.31.

Grips, Scene Designers, Reach Accord on Set-Ups

NEW YORK, Nov. 2.—Set designers and the stagehands' union, battling over so-called intrusions on the part of the designers, have made their peace. Squabble resulted from designers' practice of handling finished scenes in setting up shows for preems.

Peace was made at a confab between Richard Walsh, IATSE prez, and Rudy Karnolt, business agent of the scenic artists' union. SAU agreed to warn its members not to handle sets and the IA agreed, should any violations occur in the future, to notify SAU before taking any action.

Yellin' for Jelin To Pay Rent, Refunds

NEW YORK, Nov. 2.—Legal demand for \$6,718 in back rent was slapped on Max Jelin, lessee of the Belasco Theater, by owners of the house Thursday (31). Jelin has until Tuesday (5) to fork over or get out.

In addition he has to pay some \$9,000 to customers who bought tickets in advance to *Lysistrata*, Negro show which he co-produced. Theater has been closed this week, making it impossible for ducat buyers to recover their dough.

New clause in contract with producers of *Bal Negre*, due to open at the Belasco Thursday (7), will allow only 30 per cent of the dough, Jelin's take, to be lifted. Provision has stopped union's cries for bonds.

Taxes, Script Snafu European Managers

PARIS, Nov. 2.—High rate of show taxes here is causing theater managers to talk up a strike. Present government bite is 48 per cent of the ducat sales. This is a little less than night spots, which have a 65 per cent rap.

Elsewhere legit is hampered by monetary muddles. Several shows playing G.I. theaters and clubs in Germany have been canceled due to invalidation of the Allied mark and the issuance of scrip. Shows had been booked from Paris, London and Brussels.

No Dough, No Daub Cry Set Designers

NEW YORK, Nov. 2.—Painting of legit sets at scenic contractor shops stopped Friday (1). Set daubers refused to continue work at the old wage figure and are now out on the streets. Sixteen shows in rehearsal or about to try out are affected.

Altho Scenic Artists' Union conferred yesterday afternoon with the League of New York Theaters and Contractors to try to settle the wage question, no agreement was reached at the time *The Billboard* went to press. SAU is asking \$4 an hour for a 35-hour week, and contractors are offering \$3.50 an hour for the same time. Union will continue to negotiate with employers on Monday and will report progress to their members the same evening.

Ballet Wrangles 10G Vs. Terrif Competish

KANSAS CITY, Mo., Nov. 2.—Bucking an unusually competitive week-end, the *Ballet Russe de Monte Carlo* netted \$10,000 on five performances (25-27), including two matinees in the Music Hall.

Ballet ran against American Royal stock show, a Tommy Dorsey concert, a Bob Crosby one-nighter and a free K. C. Philharmonic concert featuring Rise Stevens and Alec Templeton.

Next up at the Music Hall is *The Lute Song*, second Theater Guild-American Theater Society show of the season (October 31-November 2). Jimmy Nixon, Music Hall booker, reports advance sales "very good." But *Voice of the Turtle* (14-17) is showing the heftiest advance sale yet, he says.

One-Lung Nut Now 50G as All Costs Advance

Expenses Up 25% Over '45

NEW YORK, Nov. 2.—It's dollars, not sheep, producers count these sleepless nights, worrying over whether the take will balance the nut. Today's inflation, in legit, as elsewhere, makes this a king-size problem, for 1946 production expenses have skyrocketed over last year by anything from 25 to 40 per cent. And last year's expenses were plenty steep. Producing today is more than ever a rich man's biz. Minimum needed to launch a one-set production this year is \$50,000 as against the 40G required last, producers say.

Hike can be attributed to two main factors—labor and material—according to Max Allentuck, general manager for Kermit Bloomgarden, whose production of Lillian Hellman's *Another Part of the Forest* prems November 20. "All unions have gotten raises," Allentuck said, "and altho we don't pay all increases directly, we eventually do bear them." Showman points out that his show is already 20 per cent above the budget.

Widespread Pay Boosts

Study of labor situation in legit shows that practically every union in the trade has received a jump in wages since September, 1945. Some have had more than one boost. Stagehands' union won 33 1/3 per cent hike for 40 per cent of its members; the rest received a 15 per cent hike. Take is also increased for heads of departments because they get 50 per cent more when they work on repertory. Grips working for the American Repertory Theater benefit from this ruling.

Scenery painters were raised from \$2.50 per hour to \$3 last year, with the work week cut five hours to 35. Current contract demand calls for \$4 per hour. Treasurers and their aides are now getting \$110 and \$90 per week, respectively, instead of the \$90 and \$70 they drew previously.

Musicians, too, recently won a 20 per cent increase. Actors' minimum went from \$57.50 to \$60 per week under a contract which has another year to run. But in spite of small minimum increase many actors, according to one producer, are asking and getting producers to pay their withholding taxes.

Altho they haven't signed their new pact with managers, legit flacks accepted an 18 1/2 per cent increase. But negotiations are still deadlocked because of difference of opinion about laying off local p. a. when show hits road. Porters also recently were granted a 10 per cent hike from producers.

Materials Up, Too

There is ample justification for Allentuck's complaint that prices of legit materials are hitting new highs. Abbie MacDonald, of MacDonald Construction Company, says that lumber prices have gone up as much as 85 per cent in the last year; 300 per cent since before the war. "Wood that was 24 cents a foot last year is now 32, 34 and 36 cents a foot," he (See *Legit Hazardous* on page 46)

OUT-OF-TOWN OPENINGS

JOAN OF LORRAINE

(Opened Tuesday, October 29, 1946)

LISNER THEATER, WASHINGTON

A play in two acts by Maxwell Anderson. Direction, Margo Jones. Sets, lighting and costumes, Lee Simonson. Presented by The Playwrights' Company (Maxwell Anderson, Elmer Rice, Robert E. Sherwood, Kurt Weill and John P. Wharton, directors).

Jimmy Masters, the Director (The Inquisitor) Sam Wanamaker
Al the Stage Manager Gilmore Bush
Mary Grey (Joan) Ingrid Bergman
Abbey (Macques D'Arc) (Cauchon, Bishop of Beauvais) Lewis Martin
Mrs. Kay Barnes (Isabelle Romee) Lotta Palfi
Jo Cordwell (Jean D'Arc) Bruce Hall
Dollner (Pierre D'Arc) Kenneth Tobey
Charles Elling (Durand Laxart) Charles Ellis
Farwell (Jean De Metz) (the Executioner) Arthur L. Sachs
The Electrician (Bertrand De Polteny) Peter Hobbs
Noble (La Hire) Martin Rudy
Sheppard (Alain Chartier) Berry Kroeger
Les Ward (the Dauphin) Romney Brent
Tessie, the Assistant Stage Manager (Aurore) Timothy Lynn Kearse
Jeffson (Georges De Tremolle) Roger De Koven
Kipner (Regnault De Chartres, Archbishop of Rheims) Harry Irvine
Long (Dunois, Bastard of Orleans) Kevin McCarthy
Quirke (St. Michael) (D'Estivet) Brooks West
Miss Reeves (St. Catherine) Ann Coray
Miss Sadler (St. Margaret) Joanna Albus
Champlain (Father Massieu) Joseph Wiseman
Smith (Thomas De Courcelles) Stephen Roberts
Marie, the Costumer Lotte Stavisky

Ingrid Bergman could hardly have found a better play than Maxwell Anderson's *Joan of Lorraine* in which to debut on the stage after several years of Hollywood preoccupation. Nor could Playwright Anderson have wished for a better Joan for his new Broadway-bound drama which opened here for a three-week run.

Anderson justifies the re-telling of the familiar Maid of Orleans story by presenting it as a "play within a play." Thru this technique and with Miss Bergman's superb acting, the story gains fresh meaning in the light of contemporary human problems such as labor strife, government corruption, and the shadow of science across man's destiny.

Washington Critics' Tab

Received a three out of four nod for a 75 per cent score. Yes: Tom Donnelly (Daily News), Don Craig (Times-Herald), Nelson Bell (Post). No: Jay Carmody (Evening Star).

Play opens with a group of Broadway troupers "on stage" for rehearsal of a new Joan drama. La Bergman in the part of a star, Mary Grey, is cast as Joan. Action moves across a simple stage with makeshift "props" and without benefit of elaborate costumes. Between scenes in the "rehearsal," the players energetically discuss the meaning of the new "Joan" role. Performance gathers intensity as Mary Grey finds herself in sharp disagreement with the play's "director," Jimmy Masters, on whether the new Joan script errs in portraying the Maid as a girl resigned to compromise with corrupt government. Mary Grey insists that the original Joan was not a compromiser with life. Masters contradicts her urbanely and often cynically, but always with respect for her idealism. The denouement is reached thru the final scene of the "play within the play," in which Bergman gives new vitality to the oft-told story of how a simple peasant maid chose death at the stake rather than compromise with duplicity.

The over-all question of the play, "why do we believe what we believe?" remains unanswered specifically, but the impression is vaguely left that the bedrock foundation is faith in a principle. Play reaches moments of exquisite beauty and tenderness thru Bergman's sensitive portrayal. Her acting is so convincing that absence of elaborate stage scenery is of no moment. Because of the "play within a play" structure, Anderson's new *Joan* is unique

ANOTHER PART OF THE FOREST

(Opened Friday, November 1, 1946)

PLAYHOUSE, WILMINGTON, DEL.

A play by Lillian Hellman, staged by the author. Settings and lighting, Jo Mielziner. Costumes, Lucinda Ballard. Original music, Marc Blitzstein, assistant to the producer, Coby Ruskin. Casting consultant, Jane Broder. Assistant to Mielziner, John Harvey. General manager, Max Allentuck. Press representatives, Richard Mane, Anne Woll. Production stage manager, Richard Beckhard. Presented by Kermit Bloomgarden.

Regina Hubbard Patricia Neal
John Bagtry Bartlett Robinson
Lavinia Hubbard Mildred Dunnoek
Coralee Beatrice Thompson
Marcus Hubbard Percy Waram
Benjamin Hubbard Leo Genn
Jacob Stanley Greene
Oscar Hubbard Scott McKay
Simon Isham Owen Collp
Birdie Bagtry Margaret Phillips
Harold Penniman Paul Ford
Gilbert Jigger Gene O'Donnell
Laurette Sincee Jean Hagen

Those nasty Hubbards of *The Little Foxes* return to the foots 20 years younger in Lillian Hellman's latest. Locale of *Forest* is, of course, the Alabama town of Snowden in the summer of 1880. Despite its slow pace, the play holds interest because of the skill with which Miss Hellman has written the character motivation. Production's greatest asset is in the acting with fine jobs by an able, sincere and convincing cast.

Mielziner's two sets are exterior and interior views of the charming home which the Hubbards have acquired thru predatory dealings during the war between the States. Both the side portico and the living room are authentically and effectively represented.

Big weakness is opening act, an overlong time being consumed in establishing the selfish motives of each member of the family. The plotting and scheming of Ben, Oscar and Regina Hubbard to secure some of the money from their dominating father don't begin to unfold until the second act. Most of the high action comes in Act III, where the tense situation culminates in a crashing climax.

Top honors go to Mildred Dunnoek, who scores heavily as the deranged mother. Percy Waram, as the father, is convincingly capable. Leo Genn gives an able delineation of the developing character of brow-beaten Ben. Scott McKay, as the weakling son, and Patricia Neal, as Regina, the scheming sister, handle their roles deftly.

among the many dramatic interpretations of the old story, and for that reason it would be inaccurate to compare the latest efforts with Shaw's eloquent one.

Miss Bergman, always the shining light, is admirably supported. Sam Wanamaker does an excellent but sometimes over-boisterous job as Jimmy Masters, the "director." His performance is better in the subdued role of an inquisitor in the "play within a play." Romney Brent, as the debauched dauphin, Berry Kroeger, as a dandy, and Harry Irvine, as the Archbishop of Rheims, deserve special mention. Stage direction and lighting effects are tops.

Likely that there will be some trimming of overlong dialog before the show reaches Broadway. Possible that a minor tempest may develop among New York critics over some of the techniques used by Anderson, such as permitting the "director" to roam up and down the theater aisles at times during the "rehearsal." Possibly, too, some might wonder just what the fate of the play would be without Miss Bergman. Nevertheless, the new *Joan* cannot help but be regarded as a special event in the American theater.

TOPLITZKY OF NOTRE DAME

(Opened Thursday Evening, October 31, 1946)

SHUBERT THEATER, BOSTON

A musical comedy, with book and lyrics by George Marion Jr. Book directed by Earle McGill. Music by Sammy Fain. Dances and musical numbers staged by Robert Sidney. Settings, Edward Gilbert. Costumes, Kenn Barr. Musical director, Leon Leonardi. Production assistant, Harriet T. Kaplan. Production stage manager, John Efrat. Company manager, Harold C. Jacoby. Press representatives, Ivan Black, Henry Senber, Horace Greeley McNab. Presented by William Cahn.

Army Angel Phillis Lynne
Recording Angel Candace Montgomery
Lionel Harry Fler
Mrs. Strutt Vivienne Segal
Angelo Warde Donovan
Beverly Alma Kaye
Roger Walter Long
Monsignor McCormack Gus Van Dodo
Toplitzky J. Edward Bromberg
Bobby Margaret Phelan
Mailman Bob Bay
Leary Frank Marlowe

MALE QUARTET: Oliver Boersma, John Frederick, Eugene Kingsley, Chris Overson.
GIRLS: Priscilla Cailan, Ann Collins, Helen Devlin, Cece Eames, Jessie Fullum, Joan Kavanaugh, Pat Marlowe, Mollie Pearson, Frances Wyman.

BOYS: George Andrew, Gene Banks, Charles Dickson, Casse Jaeger, Thomas Kenny, Anthony Starman, Rodney Strong, Joe Wagner, John Wilkins.

Toplitzky of Notre Dame should have gone to South Bend, Ind., for its trial spin. It might have lasted longer there than it will in the hard-boiled show towns. As the record stands now, *Toplitzky* is good for about five minutes on Broadway.

First act totters and staggers and barely stands on its feet, until towering Frank Marlowe enters the proceedings and falls flat on his face, thereby neatly reversing an old line. But after the evening has creaked along to a late close, *Toplitzky* winds up as a poor kind of Halloween gag.

Given *Toplitzky*, a Fifth Avenue tavern keeper, whose den faces St. Patrick's, a football fan who prays in the synagogue for the success of the Fighting Irish of South Bend—given a battery of angels who intercede for the Irish when the going is tough—given an enthusiastic monsignor from the Old Country—given a host of other good ideas, one might conceivably turn out a diverting book for a musical. But George Marion's invention flags right after the starting gun has sounded. His ideas run thin, his lyrics are pale and Sammy Fain's tunes hardly can be called serviceable. Another promising idea gone to pot. What's more, the girls are not particularly striking. The dances are full of movement but seldom get anywhere and the majority of the principals are generally ill at ease. And well they might be, with so little to do.

Vivienne Segal, with top billing, nearly gets lost in the rush. J. Edward Bromberg struggles manfully with a large, lean part. On the other hand, Walter Long and Estelle Sloan contribute some neat dancing. Her second act solo, with some of the fastest, most startling twirls ever seen on the stage, stopped the show cold. It was already dead, but she certainly woke up the audience. Frank Marlowe, an unknown here, turned up as a loose-limbed comic with an unlimited future. His first act specialty and song, *I Wanna Go to City College*, shook the audience out of the first-act lethargy just as Miss Sloan's dancing did in the second stanza. He has nothing else to do in the rest of the show and is utterly wasted. (But watch him, boys, he's going places.) Gus Van, of fond memory, showed his true colors as a skilled vaudevillian but pitching every minute he had anything to do. His one good song, *McInerney's Farm*, was tops and he made it count. Leon Leonardi's orchestrations are fine and his baton wiggling is about the best seen here in a long while.

There's nothing more to say about *Toplitzky* except that it will be hammered, badgered and coaxed into some kind of shape. But the hope is slim.

Legit Hazardous As Costs Zoom 25% Over 1945

(Continued from page 45)

claims, "and hard to get." Pre-war price was eight or nine cents a foot. MacDonald pointed out that before the war builders could pick and choose lumber but now must take whatever they can get. Costume outfits, similarly, are plagued by a shortage of material, made more difficult since mills aren't anxious to sell 'em because of the limited quantities they buy. Costume workers, in keeping with all others, have also been given pay hikes lately. Rugs, furniture and other stage dressings also come higher than ever before.

House Guarantees

Cost of getting a theater in which to showcase a production is up over '45. Producers are now being called on for guarantees averaging \$4,000 against 65-35 on 10G, with 70-30 over that. In 1945 guarantees ran around \$3,500. Producers have also been given the business on stop clauses, boosted from last year's \$12,500 to \$14,000. In view of the house scarcity, this makes it tough on in-betweeners which can make money at \$10,000 a week or thereabouts, but can't get located. Correspondingly, this has an adverse affect on actors, grips and other legit help.

Producers' woes don't end there, tho. Heretofore, they generally were assigned a minimum number of stagehands by theater owners and if other grips were needed, the cost was shared. Now, producers get only the minimum number and if more are needed, managers must take the whole rap. Display advertising, similarly, was split between house and managers, but now, while advertising costs up to \$1,000 are split, producers foot the bill for any additional space.

Box-office scales have increased somewhat to compensate for these increased costs. *Annie Get Your Gun*, the town's hottest musical, has a \$6.60 top. Time was when musical top was \$4.40. *The Iceman Cometh* charges \$5.40 for ork seats. Tickets to straight legit were \$3.30 not so long ago. Even with high price, the O'Neill play only made \$1,600 playing to a capacity house on Theater Guild subscriptions. Subscribers get a 25 per cent discount on tickets. Net profit will come closer to \$5,000 with a capacity house when the sub-audience is thru.

Legit producing always has been a gamble, with long odds against success. However, the income of a hit made the gamble worth while, especially as takes from Hollywood skyrocketed. However, just how hazardous a legit venture is today may be seen in the problem confronting Joseph Hyman and Bernie Hart with their production of Moss Hart's *Christopher Blake*. At a \$4.80 scale and capacity, it will take 30 weeks to clear the \$150,000 production cost and cover the weekly nut.

Producers are also bedeviled by the fact that b.-o. scales can't get too high, since the higher the scale, the quicker audiences are exhausted. Additionally, producers fear criticism on "gouging" should they raise tariffs.

It ain't easy, McGee.

Serlin Adds Red Cross Aid

NEW YORK, Nov. 2.—Oscar Serlin office added Barna Ostertag to the production staff this week. She recently returned from the Pacific after three years' service with the American Red Cross.

HAPPY BIRTHDAY

(Opened Thursday, October 31, 1946)

BROADHURST THEATER

A comedy by Anita Loos. Directed by Joshua Logan. Sets and lighting, Jo Mielziner. Costumes, Lucinda Ballard. Company manager, Harry Essex. Stage manager, Ruth Mitchell. Press representatives, Michel Mok, Abner Klipstein and Isadora Bennett. Presented by Richard Rodgers and Oscar Hammerstein II.

- Gail Margaret Irving
- Glorious Musa Williams
- Dad Malone Thomas Heaphy
- Gabe Charles Gordon
- Bella Florence Sundstrom
- Herman Jack Diamond
- Myrtle Jacqueline Paige
- June Jean Bellows
- Addie Helen Hayes
- Maude Lorraine Miller
- Don Dort Clark
- The Judge Ralph Theodore
- Paul Louis Jean Heydt
- Policeman Phillip Dakin
- Tot Enid Markey
- Emma Grace Valentine
- Manuel Phillip Gordon
- Margot Eleanor Boleyn
- Bert James Livingston
- Mr. Bemis Robert Burton
- Mr. Nanino Harry Kingston

When such theater-smart minds as Anita Loos, Joshua Logan, Jo Mielziner and Lucinda Ballard team up to turn out a play, when Rodgers and Hammerstein produce it, and Helen Hayes is the star, an event of importance can be expected. That Anita Loos's flimsy little fantasy about a modern Cinderella on a binge is no more than a theatrical bubble doesn't matter in the least. *Happy Birthday* is still an event. It brings back Helen Hayes in a rollicking comic role with an opportunity to turn on all the old charm. Hayes is as cute as a button as an inhibited little librarian on the loose in pursuit of her man. She'll be pursuing him and catching up with him for a long time to come at the Broadhurst.

The Loos fable packs little or no plot. It's just the old formula in reverse: Girl meets boy, girl loses boy, girl gets boy. As an ad for John Barleycorn as a prop to romance, it's a winner. A staid little bookworm has fallen in love with a bank-teller. She follows him to a saloon and finds him mixed up with a tart. Aided and abetted by the local gentry, she decides to get plastered and put her own noose on him. In the process she loses all her repressions and forgets she's an ugly duckling. It works out fine and she winds up with the boy and a hangover.

It is all silly and impossible and except for some smart cracks here and there the dialog is neither too inventive nor funny. But Logan evidently has deliberately spiced it with satiric overemphasis, and Hayes—at least in one reporter's book—can read the phone book and make it sound like poetry. Also, everybody in the show seems to be having a helluva good time, which throws a pleasant impression across the foots. Incidentally, the Hayes chanting of *I Haven't Got a Worry in the World*, the new Rodgers-Hammerstein number, is quite hilarious, altho the tune is no candidate for the *Honor Roll of Hits*.

Rodgers and Hammerstein have given *Birthday* everything on the production side. Jo Mielziner's interior of a flashy Newark (N. J.) bar and grill, replete with talking bottles and lilies popping out of chandeliers, is just right for the wacky, bibulous nonsense which goes on in it. Lucinda Ballard's costumes are ditto. The cast has been hand-picked, and if some of them overplay a bit, it's because *Birthday* is the sort of thing which cries out for it. Louis Jean Heydt does pleasantly by the dumb bank clerk who is the gal's dream prince. Jack Diamond registers solidly with a bit as the bartender. Next to the star, however, top honors go to Enid Markey and Grace Valentine, who give the show most of its laugh lifts as a couple of old bags.

But from curtain to curtain *Birthday* is Helen Hayes in capitals. She likely can play it as long as she wants.

BROADWAY OPENINGS

DERRYOWEN

(Opened Monday, October 28, 1946)

BLACKFRIARS' THEATER

A comedy by Michael O'Hara. Staged by Dennis Gurney. Set, Avril Gentles. Company manager, Robert Hayward. Stage manager, Joan Bates. Presented by the Blackfriars' Guild.

- Michael James O'Callaghan... Seamus Maloney
- Moira O'Callaghan Andree Wallace
- Timothy Aloysius Keough... Gerald Buckley
- Dan Kilcoyne P. X. Donovan
- Donagh McNamara Dennis Harrison
- Constable McGovern Burke McHugh
- Ann Travis Mabel McCallum
- Alternate for Mr. McHugh... Edward Gibbons

As the opening salute for their 1946-'47 season, the Blackfriars' Guild has picked something called *Derryowen*, by Michael O'Hara. A program note says that O'Hara resides in County Sligo, Ireland. In any event, it is obvious that O'Hara is not too familiar with the requirements of a Broadway stage. Up on 57th Street *Derryowen* is an amusing enough, thick-brogue experiment, but definitely not for professional competition.

It is slightly confusing as to whether O'Hara is underlining the angles of Irish neutrality during World War II or is bent on scripting a folksy comedy. The mixture certainly doesn't jell clearly. His background is an inn on the Irish seacoast and the action concerns the romance of a nice young veteran of the RAF and the landlord's daughter, ditto a pair of male and fem Yank newshounds, and the conniving of the proprietor and a pal to cook up a spy scare. The latter almost land in the clink, but results are happy all around in the romance department.

However, while O'Hara's acquaintance with American reporters must be based on B pic exports, and while he has a lot to learn about writing love scenes, he does manage to work in considerable chuckles via some earthy, amusing dialog. Standout character of the script is a "Joxer Daly" type who makes matters pick up whenever he gets center stage.

Director Dennis Gurney has got together a competent non-Equity cast. He is lucky to have snared Gerald Buckley for the top comedy slot. Buckley is good all the way and would be smart casting in a revival of *Juno and the Paycock*. Andree Wallace makes an attractive colleen. The rest of them do well by what has been given them. Incidentally, Avril Gentles's Irish taproom is one of the best designed sets seen at the little Blackfriars' Theater.

ROUTES

Dramatic and Musical

- Anna Lucasta (Cox) Cincinnati.
- Apple of His Eye, with Walter Huston (National) Washington.
- Blackstone (Lyric) Allentown, Pa., 6; (Playhouse) Wilmington, Del., 7-9.
- Bloomer Girl (Cass) Detroit.
- Blossom Time (Ford) Baltimore.
- Born Yesterday (Wilbur) Boston.
- Carmen Jones (Hartman) Columbus, O.
- Central Park (Lyceum) Minneapolis 5-7; (Auditorium) St. Paul 8-9.
- Come On Up, with Mae West (Shea) Jamestown, N. Y., 6; (Shea) Erie, Pa., 7; (Colonial) Akron, O., 8; (Park) Youngstown 9.
- Dear Ruth (Playhouse) Newark, N. J.
- Dream Girl (Selwyn) Chicago.
- Dunham, Katharine (Chief) Pueblo, Colo., 6.
- Family Affair (Erlanger) Buffalo.
- Fatal Weakness, with Ina Claire (Colonial) Boston.
- Follow the Girls (Shubert) Chicago.
- Glass Menagerie (Geary) San Francisco.
- Hamlet, with Maurice Evans (Hanna) Cleveland.
- Harvey (Harris) Chicago.
- Haven, The (Locust St.) Philadelphia.
- I Remember Mama (Studebaker) Chicago.
- If the Shoe Fits (Shubert-Lafayette) Detroit.
- Life With Father (Mayfair) Fortland, Ore., 6; (Auditorium) Sacramento, Calif., 8-9.
- Lute Song (American) St. Louis.
- Magnificent Yankee (Court Square) Springfield, Mass., 6; (Shubert) New Haven, Conn., 7-9.
- Mary Had a Little (Royal Alexandra) Toronto.
- Musical Repertoire (Nixon) Pittsburgh.
- Oklahoma (Erlanger) Chicago.
- Pygmalion (Shubert) Philadelphia.
- Song of Norway (Forrest) Philadelphia.
- State of the Union (Blackstone) Chicago.
- State of the Union (Carran) San Francisco.

PRESENT LAUGHTER

(Opened Tuesday, October 29, 1946)

PLYMOUTH THEATER

A comedy by Noel Coward. Staged by John C. Wilson. Setting, Donald Oenslager. Costumes by Castillo, supervised by Sylvia Saal. Company manager, William Tisdale. Stage manager, Earl Brisgal. Press representative, Willard Keefe. Presented by John C. Wilson.

- Daphne Stillington Jan Sterling
- Miss Erikson Grace Mills
- Fred Aidan Turner
- Monica Reed Evelyn Varden
- Garry Essendine Clifton Webb
- Liz Essendine Doris Dalton
- Roland Maule Cris Alexander
- Morris Dixon Gordon Mills
- Hugo Lyppiatt Robin Craven
- Joanna Lyppiatt Marta Linden
- Lady Saltburn Leonore Harris

Noel Coward has dug deep into the grab-bag for tinsely left-overs with which to bedeck *Present Laughter*. Just what he was aiming at is hard to say, since his approach varies between drama, farce and comedy. There is the usual overlay of Coward smart-cracks, but the old master of verbal venom has slipped badly and the laughter is not as present as it should be. *Laughter* sums up to a brittlely artificial contrivance and it shouldn't take the customers long to find it out.

For a long time Coward has taken delight in juggling up unbelievable characters and making most of them amusing via smart verbal window-dressing and outrageous situations. This time the boys and gals are a hammy, middle-aged actor with a yen for amorous dalliance, and a quartet which wants to straighten out his sex life. Well-wishers include a backer, a producer, his manager, ex-wife and a secretary. There's an odd mistress or two also in the picture and a pathological lad who could well be left out of it altogether. With these ingredients Coward concocts a stew which is long and tedious in coming to a boil—and then only bubbles fitfully.

The brew isn't worth the impressive production and careful direction John Wilson has given it, the fine set which Donald Oenslager has designed, or the excellent playing of a fine cast. Clifton Webb turns on all the old technique and timing for what amounts to a tour de force as the star who never stops acting. *Laughter* is a Webb field day in a variety of handsome dressing gowns. Such good players as Doris Dalton, Marta Linden, Evelyn Varden, Robin Craven, Jan Sterling and Cris Alexander abet or check his amorous didoes, as the case may be. It is a handsome, top-drawer production all the way, and everybody connected with it shoots the works to make it stand up. But it's a prediction that *Laughter* will toboggan when it runs out the string on advance sales. Coward hasn't come up with another *Blithe Spirit*.

"Kiss and Tell" To Tour

NEW YORK, Nov. 2.—*Kiss and Tell* will make the rounds of the tank towns. Show, which will be produced by Gerald Rado, of Cleveland, is due to hit out for the hinterlands the middle of this month. Consolidated Radio Artists is lining up bookings for the production. Casting now.

- Student Prince (Opera House) Boston.
- Tobacco Road (English) Indianapolis.
- Toplitsky of Notre Dame (Shubert) Boston.
- Voice of the Turtle (Center) Norfolk, Va.
- Voice of the Turtle (KRNT Radio) Des Moines, Ia., 6; (Coliseum) Sioux Falls, S. D., 7; (Auditorium) Yankton 8; Aberdeen 9.
- World of Christopher Blake (Plymouth) Boston.
- Years Ago (Copley Square) Boston.

Another Legit Review Appears on Page 4 of this issue.

BROADWAY SHOWLOG

Performances Thru November 2, 1946

New Dramas

	Opened	Perfs.
A Flag Is Born.....	9- 5, '46	68
(Music Box)		
Anna Lucasta.....	8-30, '41	924
(Mansfield)		
Born Yesterday.....	2- 4, '46	318
(Lyceum)		
Deep Are the Roots ...	6-26, '45	461
(Fulton)		
Dream Girl.....	12-14, '45	299
(Coronet)		
Harvey.....	11- 1, '41	859
(48th Street)		
Iceman Cometh, The ..	10- 9, '46	22
(Martin Beck)		
Life With Father.....	11- 8, '39	2,928
(Bijou)		
Loco.....	10-16, '46	21
(Biltmore)		
Made in Heaven.....	10-24, '46	12
(Henry Miller)		
O' Mistress Mine.....	1-28, '46	262
(Empire)		
Playboy of the Western		
World, The.....	10-26, '46	9
(Booth)		
Critics split five to four in favor of Sygne revival. Yes: Ward Morehouse (Sun), John Chapman (News), Howard Barnes (Herald-Tribune), Richard Watts Jr. (Post), Louis Kronenberger (PM). No: Brooks Atkinson (Times), Robert Coleman (Mirror), Robert Garland (Journal-American), William Hawkins (World-Telegram).		
State of the Union	11-13, '45	407
(Hudson)		
Voice of the Turtle, The.	12- 3, '43	1,069
(Morosco)		

REVIVALS

Cyrano De Bergerac ...	10- 8, '46	31
(Alvin)		
Duchess of Malft, The...	10-15, '46	23
(Barrymore)		
Front Page, The.....	9- 4, '46	70
(Royale)		
Lady Windermere's Fan.	10-14, '46	24
(Cort)		

Musicals

Annie, Get Your Gun ...	5-16, '46	186
(Imperial)		
Call Me Mister	4-18, '46	229
(National)		
Carousel	4-19, '45	647
(Majestic)		
Oklahoma!	3-31, '43	1,548
(St. James)		
Three To Make Ready.	3- 7, '46	276
(Adelphi)		

REVIVALS

Gypsy Lady	9-17, '46	55
(Century)		
Red Mill, The.....	10-16, '45	440
(46th St. Theater)		
Show Boat	1- 5, '46	345
(Ziegfeld)		

ICE SHOW

IceTime	6-20, '46	193
(Center)		

BALLET

Ballet Russe	9-29, '46	32
(Metropolitan Opera House)		
Ballet Theater	9-29, '46	38
(Broadway)		

OPENED

Present Laughter	10-29, '46	7
(Plymouth)		
Received five to four negative from critics. No: Brooks Atkinson (Times), John Chapman (News), Richard Watts Jr. (Post), William Hawkins (World-Telegram), Louis Kronenberger (PM). Yes: Ward Morehouse (Sun), Howard Barnes (Herald-Tribune), Robert Garland (Journal-American), Robert Coleman (Mirror).		
Happy Birthday	10-31, '46	4
(Broadhurst)		
Miss Hayes, not the play, walked off with crux bouquets for this one with only one dissenting voice. Yes: Atkinson (Times), Barnes (Herald-Tribune), Watts (Post), Chapman (News), Morehouse (Sun), Hawkins (World-Telegram), Coleman (Mirror), Kronenberger (PM). No: Garland (Journal-American).		

COMING UP

(Week of November 4, 1946)

Bal Negre.....	11- 7, '46	
Henry VIII	11- 6, '46	
(International)		
Park Avenue	11- 2, '46	1
(Shubert)		
What Every Woman		
Knows	11- 4, '46	
(International)		

Burlesque

By UNO

State, Mahanoy City, Pa., a new three-day spoke in the Midwest wheel, opens November 11 with Muriel Asche girls in the line-up. Preceding stop is Casino, Boston. . . . June St. Clair mourning the death of her mother. . . . Stone and Pillard name still adorns bar and grille in Baldwin, L. I., with Etta Pillard, wife of the late George Stone, newly partnered with brother Jack (Sonny) Pillard, both former burly and legit aces. . . . Charlie Allen has formed a new comic-straight combo out of Harry J. Conley and Jack Coyle. Team opened November 3 at the Gayety, Montreal. . . . Danny Evans, straight, has linked up with his former teammate, Joe Morris, comic. Both now on WOR's *Gold and Silver Minstrels*, sustaining Saturday night program. . . . Bob Collins, comic, and Stella Gold were parted by friends to celebrate their recent marriage. . . . Carol Lord set Rita D'Marco for featured spot at the Gayety, Montreal. . . . Nadine is now the feature of the Frank Silk-Irving Selig unit on the Hirst circuit. . . . Babe La Tour, ex-burly feature, is doing character comedienne work in Baltimore niteries.

Sam Cohn, manager of the Hudson, Union City, presented with a traveling bag and scroll and the first honorary membership in Vets of World War II at a testimonial dinner tendered him at Bamboo Gardens, Union City, October 25. Recognition was for kindnesses toward members in the boro. Attending were Harry Oakene, Marty Knoff and Ernie Brown, of Cohn's out-front theater staff. . . . Dave Cohn has Sammy Smith and Al Murray in the Hi-Way Casino, Fall River, Mass., starting November 11. Also for Jacques, Waterbury, a new cast starting November 11, including Al Golden, Anita Marie, Herbie Barris, Sherry Shannon and Charles Phipps. . . . The Marions, Alice and Harry, son of the late Snuffy, celebrated their 25th wedding anniversary last week in

Sweden To Eliminate Agents; Will Book Thru Music Union

NEW YORK, Nov. 2.—By 1950 Sweden will have no flesh peddlers. They'll be forbidden by law. Instead, the Swedish Federation of Musicians will handle all bookings, acts and salaries for all of Sweden. Exception will be the State-owned folk-park actors' union headquarters, which will continue to book its own acts and shows. No one will charge a fee for booking.

Under the new regulation, according to an article in the Swedish showbiz mag *Echo*, the musicians' union will take over and will hold auditions for acts, much as the practice is today in Russia. Result of this action by the government is that many Swedish showbiz outfits are employing agents outside the country to get their talent for them. The musicians' union and its affiliate, the Swedish Federation of Artists, which really began to function in 1945, within five years will be the most powerful showbiz force in the country, except for the government.

Echo poses a question as to whether toolers can rightfully pass on the merits of talent and whether the union is sufficiently show-wise to be able to evaluate acts in terms of salary.

New York. . . . Colleen (Wash.), of the Walter Brown unit, and Ann Connors, chorine at the Hudson, Union City, suffered injuries in an auto accident in Union City recently. Colleen, with medical treatment, was able to return to the show, but Ann was forced to lose several days. . . . Lois Defee, attended by her new private secretary, Charles Vaughn, to head her own revue now in formation for London and Paris.

Knickerbocker Theater, Columbus, O., will not open until November 22, as unshuttering has been delayed two weeks by materials shortage. . . . Cliff Cochran closed Midwest Circuit last week on account of illness. . . . Arthur Clamage, co-owner of Avenue, Detroit, recovering from throat operation. . . . Richard Dana, former burly straight man, in cast of *Follow the Girls*, currently at the Shubert, Chi. . . . Nanette Hymenson assisting Frances Abrams in the Milt Schuster office. . . . Bobby Faye and Irma Lee building a six-flat apartment building in Santa Monica, Calif., where they'll reside when they close Midwest Circuit. . . . Mitzi Brown feature at Empress, Milwaukee, November 8, with Renee Andre opening same date at Rialto, Chi.

Charles Rothstein, co-owner of the Avenue Theater, Detroit, is returning to the theater after several months' absence recuperating from an accident.

Miami Burly Starts Dec. 6

MIAMI, Nov. 2.—Charlie Lewis has leased the Frolic Club for four years and will open December 6 with burly similar to his shows in Norfolk, Cleveland and Chicago. Last time this was tried was some years ago when Minsky used the Pier Theater at Miami Beach. Frolic was once run by Maxie Rosenbloom. As a nitery it never was a money-maker.

Magic

By Bill Sachs

DELL O'DELL and Charles Carrer wind up November 14 at the Brown Hotel, Louisville, and move into Alpine Inn, Cleveland, for a fortnight's stand. . . . Roy Kissell has joined the staff of the Abbott Magic Shop, Detroit, as assistant to Karroll Fox. . . . Marquis the Magician posts from Nashville: "The jinx that joined us last season has made itself scarce and we are now enjoying smooth sailing in the South. We head for Mexico in November." Marquis's roster includes Col. Harry Miller, general agent; Charles McDowell (Carlos the Magician), company manager; Marcella Clayton, principal fem assistant; Bruce Barton, chief assistant; Scheigel Brothers, midget clowns, and Wax-E, mechanical man. . . . Bob Ungewitter, Al Zink, Arthur J. Whelpley, Dr. Zina Bennett, Dr. B. William McDougall and William C. (Silent) Smith, of the Society of Detroit Magicians, journeyed to Dearborn, Mich., recently, to entertain at Veterans' Hospital there. . . . Myron Scott, former editor of *The Linking Ring*, has developed a new card and electric trick which he labels "Electro-Cute." . . . Bill Baird is one-nighting it after closing at the Schroeder Hotel, Milwaukee, and November 15 begins a two-weeker at the Latin Quarter, Newport, Ky. Baird says Milwaukee was loaded with magi during his recent engagement there, with Tung Pin Soo (Al Wheatley) at the Tic Toc, Jack Pyle at the Palm Garden, Rabell at the Town and Country Club, and Magic Rudy at the Vienna Club. . . . Maurice Holtzman, Cincinnati magish who recently changed his billing to Dr. Murray Holt, has school dates in Ohio to keep him busy until February, 1947, at which time he will hop westward to Arizona to wind up the season. He plans eventually to settle on the West Coast. Holt is assisted by his wife, Faye.

AL DELAGE AND SHIRLEY, after a week at Loew's Capitol, Washington, have hopped to New Orleans for a week, with Louisville to follow. . . . Sir Edwards and Connie have concluded two weeks at the LVL Club, Indianapolis, with their mental turn and moved into the Theater Bar, Terre Haute, Ind., for a three-week stand. On December 2 they open in Mason City, Ia., on a good-will tour for the Pioneer Hi-Bred Corn Company, a repeater for them. . . . The four Admire-Maurer magic units, piloted by the vet agent J. C. Admire, have just invaded South Carolina, where, according to Admire, each unit will continue to do three shows a day in high-school auditoriums, three days a week, all under auspices. Writing under date of October 27, Admire says: "Virginia was okay. The hill schools in North Carolina are big and have large enrollments. Most of the schools want an animal act; not one of those bird-animal things that go for 5 cents, but a performing animal unit running about 45 minutes. Cotton towns are only so-so. I will only take 36 schools in South Carolina and 11 in North Florida, and now have our contracting agents in Alabama and Georgia. It's our intention to work our units thru to the West Coast by spring. Found only one county closed so far this season, Roan County, North Carolina." . . . Milton Kardo, youthful sleight-of-hander, is working private clubs and churches in the New England area under the guidance of Joe Martone, Waterbury, Conn., booker. . . . Nicola Stone, of Akron, info that he has rented a seven-room suite on South Main Street there and that he will soon launch a new magic shop and lounge to be known as Stone's Magic Sales and Supply.

Macon Theaters Return to Flesh

MACON, Ga., Nov. 2.—Flesh has come alive in Georgia, with Macon getting more stage attractions than at any time in more than a decade. In this city of approximately 100,000 population, there's something on local stages several nights of each week.

Municipal Auditorium (4,000 seats) is playing most of the bigger attractions and name bands, but movie theaters are bringing in stage shows regularly, often with day-and-date opposition. Last week, for instance, the Grand, Lucas & Jenkins' house, played Linton DeWolfe's *Show Time* unit, while Bibb, opposition house, had the *Dead End Revue*. *Show Time* had the Graysons, Jackie Harvey, Berkeley Sisters, Hal Parker, Slim Williams and Hollywood Syncopators ork. Huntz Hall and Gabriel Dell headed *Dead End Revue*, with Dorothy Murray, Sheila Harrington, Bo Adams and Margaret Bond. Biz n. s. h.

Guy Lombardo ork at the Auditorium October 22 drew an estimated 2,000 at \$2.50. Next day the Auditorium had *New Orleans Minstrels*, all-colored cast, which had a break-even date. Following day the navy band played afternoon and night concerts for a gross of about \$2,000.

Ballet for America, first of series of attractions to be brought to Auditorium by Eddie Lippman, of Montgomery, Ala., grossed little better than \$1,000. Negro Drama Group, New York, gave one performance of *Claudia* to fair biz. Ritz, another L. & J. theater, is doing okay with a hillbilly stage unit for one or two days every week.

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THE FINAL CURTAIN

ARNTE—Harry, brother of Billy (Diamond Tooth) Arnte, in Toledo recently. Burial in that city October 19.

AULGER—Mary, wife of Addison Augler, of the former Augler Bros.' Stock Company, tent show, recently in Kansas City, Mo., of cancer. Deceased appeared with the Augler company and other rep orgs under the name of Mary Brandt.

BARLOW—Mrs. Jessie A., 79, Woodside, L. I., in that city October 27. Survived by two sons, Gordon A., of *The New York Times*; Carl H., concessionaire, Washington, and two daughters, Jessie and Maude. Burial in Woodside.

BENNETT—Albert B. (Bert), 84, retired 24-hour circus man, in Good Samaritan Hospital, Vincennes, Ind., October 27. Bennett was with Hagenbeck-Wallace and Sells-Floto circuses and was also former agent for the Al G. Field Minstrels and other road attractions. At one time he was assistant manager of old Lakewood Park, Vincennes. Burial in Fairview Cemetery, Vincennes, October 28.

BONFANTI—Mrs. Leona M., 78, mother of Charles A. (Curly) Bonfanti, former carnival trouper, in Lady of Lake Hospital, Baton Rouge, La., September 16 of a heart ailment. Burial in Roselawn Cemetery, Baton Rouge.

BRULATOUR—Jules E., 76, former theatrical agent, one of the organizers of the Universal Film Company and distributor of raw motion picture film, in New York October 26. He married Hope Hampton, actress, in 1923.

CALVERT—Septimus H., 75, for 10 years president of Moosomin, Sask., Agricultural Society, at Winnipeg, Man., recently.

DEWEY—George, 51, juggler, recently at his home in Long Island, Mass.

FINNEGAN—Gerald E., 25, manager of the Plymouth Theater, Worcester, Mass., and former manager of the Court Square Theater, Springfield, Mass., in that city October 21. He was also former executive secretary of the Playgoers, Springfield.

GETTMAN—Matilde, 54, wife of Henry Gettman, promotion and picnic manager of Celoron Park, Jamestown, N. Y., October 17, at Wellman Nursing Home, that city. Burial from Glenn Funeral Home, Zelinople, Pa., October 19. She also leaves a brother, Evan Thomas, Lisbon, O., and a daughter, Mrs. Melville Van Dyke, Buffalo, whose husband is a roller skating rink owner and operator.

GILLELAND—William J., 75, electrician, in New York October 31. He retired recently after 50 years in show business and had worked in all the *Ziegfeld Follies* productions at the New Amsterdam Theater, New York.

In Loving Memory of Our Dear Husband and Father

MATT. (DOC) HARLAN

Who passed away Nov. 12, 1945.
The days are long, the nights are too.
Only God knows how we miss you.
MAXINE—BRUCE—LUCILLE.

GUNNING—Harrison H., 86, former advance man with the Barnum & Bailey Circus and Buffalo Bill Wild West Show, at his home in Toledo October 18. Gunning began his circus career about 1892 as a lithographer on the No. 1 advertising car with the Barnum & Bailey Circus and was later promoted to car manager. He also served in that capacity with the Buffalo Bill show. For one year he headed the advertising staff of the Pawnee Bill's Wild West Show in Europe, where he was affiliated with circuses for 11 years. After leaving the road he was with the Dayton and Youngstown, O., branches

of the Bryan Billposting Company. He retired 10 years ago because of ill health. Survived by two sons, Harison Jr., former reporter with *The Toledo Times*; Frank B., and a sister, Mrs. Frank E. Wood. Burial in Willow Cemetery, Toledo, October 19.

HEBERT — Mrs. Helen, 73, former stage and screen actress, in Hollywood October 27. Survived by her husband, Henry.

MCCAULEY — James C., 76, vet candymaker, concessionaire and originator of fish candy, suddenly October 24, at his shop in Madison, Ind. Survived by his widow, Lula; two daughters, Mrs. Minnie Lynch and Mrs. Lulabelle Wilkins, of Indianapolis; a son, Chester; a sister, Mrs. Maude Spratt, Evansville, Ind., and three brothers, Everett, Cincinnati; Jasper, Wyoming, and Henry, New Albany, Ind. Burial in Madison October 27.

MARKUSH—Fred, 63, Hungarian composer, in New York October 31. He wrote the scores for about 30 operettas and 30 motion pictures. His song, *Take Me in Your Arms*, was popular here in 1931. General manager of the Hungarian Society of Authors, Composers and Publishers, he was in America to attend the recent congress of the International Confederation of Performing Rights Societies in Washington.

ROYER—Robert C., 63, a leader in civic, theatrical and sports activities, in Roanoke, Va., October 20. As head of the Civic Academy Association since 1909, he was instrumental in bringing to the Roanoke Academy of Music many of the best of theatrical and concert attractions. During the war Royer organized a group of amateur entertainers which toured camps and hospitals.

RYAN—Edward J., veteran burlesque show operator and general manager of the Howard Theater, Boston, October 23 in Roxbury, Mass. Survived by his widow, Irene L. (Franklin) Ryan, former principal lady.

SUNOL—Abbot Gregoric Maria, 67, president of the Pontifical Institute of Sacred Music, in Vatican City October 28.

OUR HEARTFELT APPRECIATION

And deepest thanks to Mr. Zack Terrell and the employees of Cole Bros.' Circus for beautiful flowers and expressions of sympathy in the passing of Eugene G. Tolliver.
MRS. JACKLEN TOLLIVER and DAUGHTER.

TICHENOR—Col. Carl M., 59, former general manager of the Brunswick Radio Corporation, in Syracuse October 30.

TRUDA—Angelo, member of the

Worcester (Mass.) Theater orchestra, and former director of the Aletheia Grotto band, in Worcester October 19.

WELLS—Burt (Burtino), 68, slack wire performer, October 24 in Manhattan Hospital, New York. At one time he appeared with the Ringling circus. Survived by his widow, Marie.

VINCENT — Frank, 61, actors' agent, in Hollywood October 27 following a kidney operation. He was formerly general manager of the Orpheum circuit and vice-president of the Radio-Keith-Orpheum circuit. He opened his own agency in 1932. Survived by a daughter, Mrs. Lorraine Goodrich, and four brothers, Walter, president of the Actors' Fund, New York; Howard George and Ernest.

WHITWORTH — Violet (Violet Marsden), former wife of Ed C. Nutt, of the tent-rep organization of that name, October 22 in Vermontville, Mich. Burial in Woodlawn Cemetery, that city, October 26.

Marriages

GREGORY-BUCK—Ernest Gregory and Elizabeth Irene Buck in Lancaster, Pa., October 12. Bride is the sister of Mrs. Justin Van Vliet, of the B. & V. Shows.

HAGEN-PATENT—Eddie Hagen, talker on Pete Kortess's Side Show, and Thelma Patent, one of the Albino Twins, in Homersville, Ga., October 19.

HASSELBECK-KELLY — William Hasselbeck and Dorothy Kelly, member of the sales promotion staff in the Cincinnati office of *The Billboard*, in Covington, Ky., October 30.

HUBER-PARROFF—Fritz Huber, of the Sensational Kays, and Betty Parroff, formerly of the Parroffs, high act, October 18 at Miami.

JOHNSON-HALL — Raymond (Ray) Johnson and Ruby Hall, bingo operators with the H. B. Rosen Amusements, October 10 in Hahira, Ga.

JONES-BUCK — Ernest Gregory Jones, bingo caller, and Elizabeth Buck, daughter of Michael Buck, co-owner of the B. & V. Shows, in St. Mary's Catholic Church, Lancaster, Pa., October 12.

LA RUE-KLAUS—Esco La Rue, featured comic of *Ice-Capades* of 1947, and Trixie Klaus, juggler, in Cleveland, recently.

MASTROIANNO-ROSEN — Frank R. Mastroianno and Pearl Rosen, assistant manager at Loew's Lyric Theater, Bridgeport, Conn., in that city October 12.

McGEE-ROGERS — Lester McGee, legal adjuster for the Wonder City Shows, and Norma Rogers, daughter

of the late R. W. Rogers, circus owner, in Warren, Ark., October 17.

NELSON - HIGGINS — Frank M. Nelson and Margella Higgins, both with the C. R. Montgomery Circus, October 4, at Ozark, Ark.

NEWBURY-HAMELIN—Waldo S. Newbury, organist at the Heublein Hotel, Hartford, Conn., and Florence G. Hamelin in Washington, Conn., July 8, it has just been revealed.

NUTT-SNYDER — Ray William Nutt and Jonnie Mae Snyder, both with the C. R. Montgomery Circus, in Marksville, La., October 18.

OLIVER-CONDER — Vic Oliver, comedian, and Natalie Frances Conder, in London October 7.

PALUMBO-MITCHELL—Anthony Palumbo Jr., who assists his father in the operation of the Cove, Philly nitery, and Thelma Mitchell, of the club's service staff, in Philadelphia October 20.

RAMAGOSI - EDWARDS — James Ramagosi, associated with his father, S. B. Ramagosi, of Casino Arcade Park, Wildwood, N. J., and Joan Edwards in Plainfield, N. J., October 13.

RETTNER-PERKINS—Dezzo Retter, vaude performer, and Peggy Perkins, former secretary to Boyle Woolfolk, Chicago attraction booker.

RIGGINS-GEISKOPF—Frank Riggins, assistant house carpenter of the Ziegfeld Theater, New York, and Betty Jane Geiskopf, dancer, in Teaneck, N. J., October 13.

ROSS-BROWN—H. C. Ross, formerly of W. G. Wade Shows, and Mrs. Belva Brown, in St. Louis October 25.

SMITH-STONE—Paul Smith, engineer of KQW, San Francisco, and Leslie Stone, in Palo Alto, Calif., recently.

SWANK-HENDERSON — Harry Swank and Ruth Henderson, both with Bailey Bros.' Circus, at Newberry, S. C., recently.

UHNHOT-GREER—Walter Uhnhot and Jo Mae Greer, equestrienne, both with the Ringling circus, recently at Houston.

VARGA-McCOY—Jerry Varga, singer, emcee and fieldman for AGVA, and Selma McCoy, of the office staff of WXYZ, in Detroit, October 16.

WAYNE - MYERSON — Allan Wayne, doll manufacturer, and Bess Myerson, 1945 Miss America Beauty contest winner, in White Plains, N. Y., October 19.

WIERNICK-STOWE — Isadore Wiernick, manager of the Strand Theater, Philadelphia, and Elvira Stowe, nonpro, in Philadelphia October 20.

Births

A son, Richard Ricton, to Mr. and Mrs. Robert Corbin September 2. Parents are well known in the rep field.

A daughter, Patricia Jo, to Mr. and Mrs. Erroll Joe Cantlin recently in St. Joseph Hospital, Kansas City, Mo. Father was formerly with the Al G. Barnes and Polack Bros.' circuses.

A son, Allan Girard, to Della and Hank Lewis, in Dameron Hospital, Stockton, Calif., September 26. Father is associated with Acme Productions, Stockton.

A son, Albert Lee, to Mr. and Mrs. Fred Lee Nash in Tri State Sanitarium, Shreveport, La., September 24. Father is a mechanic on Cavalcade of Amusements.

A daughter, Mary Ann, to Mr. and Mrs. Floyd Sheaks in Homeopathic Hospital, Wilkes-Barre, Pa., recently. Parents were concessionaires with Happy's Attractions.

A son, Richard T. II, to Mr. and Mrs. Paul Ringling. Father is the son of Aubrey Ringling Haley and the late Richard T. Ringling.

A daughter, Sandra Victoria, to Mr. and Mrs. Leonard Smith, in Detroit, October 3. Father is a musician and bandmaster of the Detroit Federation of Musicians' band.

FOR MY LATE PARTNER AND BEST FRIEND

MAX LINDERMAN

FRANK BERGEN

WORLD OF MIRTH SHOWS

George M. Cohan

(1878-1942)

JERRY VOGEL

BOOKERS EYE EUROPEAN MART

Hefty Fun Dollar Begging For New Talent, Material

America's youth fails to fill gaps in ranks depleted by wartime measures — Continental artists, working and eating, not going for U. S. bait unless it's tremendous

By Jim McHugh

NEW YORK, Nov. 2.—An anxious campaign, which had its beginning soon after the end of the war, is being waged by bookers and circus representatives in an effort to tap the European talent market. The ever-present need for new talent grew during the wartime act importation drought until now it represents not only the necessity for something new but also the filling of depleted ranks. America's youth never has filled the gaps and now with the promise of continuous work and top incomes originality is still lacking and interest is torpid. Unless the available talent can be supplemented soon the picture, come spring, will be a gloomy one. Bookers, now winding up outdoor activities and launching indoor shows, pronounced the past season the best in history. Fairs, parks, carnivals, sponsored events, circuses, etc., provided such a good market that the budgeted talent dollar in some cases went begging because there weren't enough good acts to go around. Coincidentally the market expanded and talent requests, backed by cash on the line, came in from isolated committees anxious to embellish a local celebration. In some instances per capita cost for a hinterland frolic approximated a buck a head. The seers forecast a few ditto years ahead.

Europe has plenty of variety talent, altho its availability is questionable. The dreamy logic of some bookers who thought foreign acts would fight each other to sign first for appearances in this land of plenty has been dissipated. European returnees and correspondence files tell the story. Continental acts are eating well and working regularly, and the American dollar and a full stomach are not too strong a lure.

Meanwhile *The World's Fair*, English show trade paper with Continental circulation, has urged circus acts to demand top dough when dickering with American agents. Only top acts were likely to be solicited, it was pointed out, and if regarded in this category then the danger of underselling talent should be avoided.

They Eat in Europe

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Dough Demand Heavy

There is and has been plenty of USO overseas dates for foreign acts, according to American talent returning now after lengthy stays. Foreign acts are paid well and fed army rations. Even without the USO many acts are booked on the Continent for a year in advance. Their idea of money to be earned in this country puts the threat of inflation here on a par with a run on a kiddie's bank. Before the war the better European acts could be signed for \$500 a week. Now they are asking up to \$2,000 and more. Circuses traditionally offered the smallest figure embellished with the lure of 30 consecutive weeks and no-cost living. Whatever gives, (See *Bookers Eying on page 60*)

Augusta, Ga., Packs 'Em in at 24th Run

AUGUSTA, Ga., Nov. 2.—Record-breaking crowds have been turning out all week for the 24th Annual Exchange Club Fair here. Good weather and convenient city location of the annual have boosted crowds.

Kids turned out in droves Tuesday (29) for their special day and came back again in sizable numbers Friday (1). Special reduced fair transportation facilities were in effect.

World of Mirth Shows are again on the midway. Shows' main entrance is used by the fair. Free acts, booked thru George A. Hamid, are Berosini Troupe, high wire, and Klara Torina, high pole.

Julian Fiske, Exchange Club president, is general chairman of this year's annual. Board members are E. C. Mertins, J. W. Weltch and W. T. Edmunds. S. E. Wall headed the hospitality committee.

Fort Meyers Gets Brown

MIAMI, Nov. 2.—Johnny Mack Brown will be the main attraction at the Fort Myers Rodeo November 2-11. Two other spots, New Smyrna Beach and Arcadia, plan rodeos November 10-11.

Des Moines Proves Nerve Center For Varied Showbiz Activities

DES MOINES, Nov. 2.—This city can properly lay claim to being the most active act-selling center of any city of 200,000 population in the country.

For some time six booking offices have been doing business here—and business has been reported as better than okay. Only recently the Boyle Woolfolk Agency, Chicago, announced that F. M. Shortridge would represent that office here. Shortridge, the announcement said, would continue to represent Central Show Printing Company.

Ernest (Rube) Liebmann, of Barnes-Carruthers office, Chicago, is also making a strong bid for business here and in the outlying sectors of

Detroit Boat Show Holds to 55c Gate

DETROIT, Nov. 2.—Prices on the 1947 Sports and Boat Show will remain at 55 cents, William Pfau, general manager, told *The Billboard* this week. Move marks a reversal of the general trend in show prices across the country, with similar sports shows in other cities now scaled at \$1.20, according to Pfau. He originally considered raising to 74 cents, but has dropped even this raise, to meet public reaction to price scales.

Pfau said that public reactions indicate that people are no longer willing to spend big prices for special events of this type, altho they are as anxious as ever to go to them. Observation is right in line with recent reversal in indoor shows, where the higher priced seats may go begging locally, and the cheaper seats sell out.

The sports show will be held January 25-February 2 at Convention Hall. All space for exhibits has already been sold, Pfau said. Similar shows under his management will follow in Indianapolis and Buffalo.

Fort Lauderdale Clamps Down on All Board Stands

MIAMI, Nov. 2.—Neighboring town of Fort Lauderdale has put a complete ban on signboards for outdoor advertising. City building inspector was instructed to issue no more permits.

Owners have been given a time limit, September 1, 1947, to remove existing boards. Ban which covered boulevards for past six years is extended to cover entire city.

Holland Wins Finale

MECHANICSBURG, Pa., Nov. 2.—Bill Holland, Bridgeport, Conn., won the 50-lap "Annual National Championship Trophy Race" for big-car dirt-track drivers at Williams Grove Speedway October 27. Gate of 36,726 was announced by Roy E. Richwine, promoter. Races marked closing of season at this spot.

the State. Rube has placed ads, asking for acts to contact him here.

Thrillers Presented

City also ranks high as operations headquarters for others in the outdoor showbiz. Leo Overland, who represents the Jimmie Lynch Death Dodgers, and Jerry Marlott, of Frank Winkley's thrill unit, work out of here.

Carnivals are represented by R. L. Sinderson, who recently sold out to his partner, Frank Ward; by the owners of the Whitney and Scott Shows and by the title-holders of the Twin River Shows. Both orgs winter here.

Among concessionaires who have

Boston Rodeo Start Strong

BOSTON, Nov. 2.—Opening night (30) of the World's Championship Rodeo at Boston Garden drew an enthusiastic crowd of 8,000 payees, or 4,000 under capacity. Biz has been off badly around town and the Garden turn-out rated as a big one due to expensive pews being jammed.

Highest money-winner on opening night of the 13-day stand was Wag Blessing, 25-year-old California navy vet, who pulled down \$4,000 in prize money during the New York stand. Vet knocked off the Brahma bull riding contest in record time, setting a new mark for Brahma bull events at Boston Garden.

Heat Gives Coney Post-Season Play

NEW YORK, Nov. 2.—Thursday (31) marked the end of the warmest October in the New York area since 1871, with five days of the month breaking all heat records. Thus the month brought a modest post-season boom to the Surf Avenue section of Coney Island, with smaller rides, eateries and arcades operating thru-out the week as well as over the week-ends. While afternoons brought out the largest attendances, there were sufficient after-dark visitors to justify operation of Merry-Go-Rounds, Penny Arcades, bingo parlors and a lone miniature golf course.

Feltman's big eatery is set for winter operation with temporary partitions erected to reduce its floor area.

Rogers' Chi Stadium Rodeo Takes 382G

CHICAGO, Nov. 2.—A gross of \$382,000 was piled up by the Roy Rogers World's Championship Rodeo in its 18-day, 24-performance Chicago Stadium stand, which closed here October 27. Big play was scored over three week-ends, with the matinees Saturdays and Sundays drawing either near-capacity or capacity crowds.

Called by the stork, Rogers planed out of here after the final performance for Hollywood, but the stork beat him there. A son was delivered by Caesarian operation to Mrs. Rogers October 28.

Sale Draws Showmen

PADUCAH, Ky., Nov. 2.—Attending a sheriff's sale of attached show property here Monday (28) were Floyd King, of King Bros.' Circus; Jack and Jake Mills, of Mills Bros.' Circus; Art Miller representing the Al G. Kelly-Miller Bros.' Circus, and Oscar Bloom, of the Gold Medal Shows. Only one of this group who made a purchase was Floyd King. He is reported to have paid \$1,800 for a Ford tractor and semi. The title lettered on this and other units sold was Circus Tent Theater. One thousand folding chairs brought \$1.45 each.

HERE COME THE ELEPHANTS!

K. C. Shrine Opens Strong With Young-Built Program Heavily Laden With Talent

Opening Night Fumbles Corrected for Smooth-Running Bill

By Justus Edwards

KANSAS CITY, Mo., Nov. 2.—Before the doors opened on the first performance of the Ararat Shrine Circus here Monday (October 28), Promotional Director George W. Pughe's books showed almost \$60,000 already in the till, and before the end of the week Ararat Recorder George Saunders estimated the gross would run between \$125,000 and \$150,000. Show opened strong and the first matinee Tuesday was a ready-made sellout of underprivileged children. Rain was credited with cutting the attendance Thursday, both matinee and night, but box office indications pointed to a big week-end. Matinees were skedded for Saturday and Sunday.

A look-in at the show Monday night revealed that Producer Ernie Young and General Chairman L. Fred Stein had rounded up some very choice talent for the most ambitious program yet offered by Ararat. The opening-night flaws that slowed the performance were for the most part forgivable and were accepted with good grace by the customers. They gave audible expression, however, to their impatience over Archie Gayer's overlong announcement of the "frozen alive" concert. But this, our scouts inform us, was corrected the next day, and so was the confused lighting that dulled the effect of the posing acts of Bella Olsen's 24 silver girls.

Effective Setting

The main arena of Kansas City's lush Municipal Auditorium, with its leather upholstered seating, furnished a well nigh perfect setting for the circus. (An unseen defect is lack of dressing rooms; cubicles have to be improvised in the corridors.) Flanges of steel, bolted to the floor, six inches high and 45 feet square, held the dirt for the center ring, where all animal acts but the seals were worked. The end "rings" were squares, formed with six-by-sixes. All the rest of the floor was covered with sawdust.

The show's one tournament, costumed by Lanquay in the familiar international motif, was all but overshadowed first night by the parading of the Shrine's uniformed bodies and drum corps. Elephants but no horses were used in the spec because of the uncertain footing for the latter. Advertising banners were displayed on the bulls to overcome a building regulation which bans the hanging of them.

Terrell Jacobs and His Wild Animals gave the show a solid start. The cats appeared to this observer to be in excellent condition and after a period of idleness, were in a scrappy mood at the premiere.

Strong Wire Display

While the steel was being struck, the customer's attention was drawn aloft by Ethel d'Arcy's highly assorted aerial feats, climaxed by her iron-jaw slide. The clown number which followed did not allow enough time for clearing and setting the center ring, with the result Monday that only two of the three wire acts billed appeared—Leo Gasca and Flordelina Ortega. Next day this situation was solved by putting Mario Iwanow's rigging on the back track.

(See K.C. Shrine Show on page 54)

Dialog by Miller

NASHVILLE, Nov. 2.—The Nashville Tennessean assigned 12-year-old Sara Floyd to review the Ringling Bros. and Barnum & Bailey Circus when it played here. This was her prize line:

"As the performance started everything grew quiet, except for the yelling of the popcorn, peanut and balloon men. They didn't stop the whole time."

Stevens Buys 4 at 5G Per

Will Hill, animal trainer, gets one—excessive heat causes death of another

BOSTON, Nov. 2.—Five of six elephants, the first to be imported since before the war, arrived here from India this week. The sixth bull died en route due to excessive heat.

The animals were consigned to Harry Rimberg, International Import & Export Company, New York, and marked the consummation of his first venture in the animal importing business.

Four of the bulls were purchased by Bob Stevens, Bailey Bros.' Circus, and the other was bought by Will Hill, animal trainer. Stevens had contract for three, sight unseen, and purchased an additional elephant upon arrival. A market price of \$5,000 per elephant was reported.

Three elephants arrived last Saturday (26) and the others Wednesday (30). Three are said to be three and one-half years old and stand less than four feet. Two are five years old and somewhat larger. All are cows. The dead elephant was covered by insurance.

High cost of pachyderms was said to result from the record cost of \$2,250 at the source, Ceylon, India. Added to this was a \$200 import duty fee for each animal plus feed and shipping costs and the round-trip fares and salaries of three mahouts who cared for the animals in transit.

Mac McDonald, Bailey Bros.' elephant trainer, was here for the unloading. He will start framing a new elephant act immediately in the show's winter quarters at Newberry, S. C.

Prospective buyers included Walter Brown, of Boston Garden, and Benson's Wild Animal Farm, Nashua, N. H., and representatives of the Detroit Zoo.

Rimberg first announced his intention to import elephants in *The Billboard* last spring and was swamped with queries.

Representatives of Henry Trefflich, Meems Bros. & Ward and Louie Ruhe, all New York animal dealers, were here. Each received a shipment of small animals.

Amar Bros., French Biggie, Heads for Algerian Tour

MARSEILLES, France, Nov. 2.—Amar Bros.' Circus, largest of the French tent circuses, left here this week for Algeria to start a winter tour of the principal cities of French North Africa. The Amars, veteran tent circus showmen and pre-war operators of the Empire Music Hall in Paris, have their own horses, elephants and other big animal acts.

Show has been out under canvas in France during the past summer.

returned to the performance after a week's layoff in order to get an extension on their immigration visas, and Polack announced that Hubert Castle will end a four-year run with the show at the completion of the Little Rock engagement Sunday (3).

Sun Launches Indoor Season

Springfield, O., first date under McCarthy-Guertin promotion—others follow

SPRINGFIELD, O., Nov. 2.—Sun Bros.' Sawdust and Spangles Circus made its indoor debut here this week with a four-day engagement, Wednesday thru Saturday, under auspices of Khana Shara Grotto. Its operators are George McCarthy and Jack Guertin, in association with the Gus Sun Booking Agency of this city. Acts were booked by Bob Shaw, of the Sun office, and advance promotions are handled by McCarthy and Guertin.

A long string of indoor dates will follow, according to McCarthy, the majority of them with Grotto sponsorship.

Altho the local stand had a promotion of only two weeks, McCarthy declared it was off to a good start and, with promise of a strong finish today, would yield a nice profit for both the producers and sponsors. The program, he said, grossed \$3,450. Show is in Memorial Hall, with matinee and night performances scheduled all four days.

An army searchlight is used for outside bally, and special lighting effects are used inside. Show is to carry its own electrician and sound system.

The line-up of acts includes the Joe Hodgini Troupe, bareback and trampoline; Harry Haag's dogs and elephant, Judy; Lady Barbara's dogs and ponies; Corrine Dearo, aerialist; Bert Dearo, slack wire; LaBlonde Troupe, comedy bars; Eric Philmore, juggler; the Silverlakes, Roman rings and clowning; the Anzacs, three-people cycle act; Joe Franklin and Company, acros; Morris Troupe, teeterboard, and an aerial ballet of ladders and webs. Bozo Harrell is producing clown and Joe Makin, of Columbus, O., has the band.

Polack Nets 10G In Okla. City Run

CHICAGO, Nov. 2.—A net profit of \$10,000 was around for the split between the management and the Shrine auspices at the completion of Polack Bros.' Circus's annual run here, Irv J. Polack revealed today. Run was the most successful in the history of the engagement.

Polack also announced that his org opened strong last Thursday at Little Rock, Ark., in spite of "wait" ads used by Cole Bros.

Adreanne and Charley, trampoline,

Detroit Shrine Goes to 3 Wks. Jan. 27-Feb. 16

DETROIT, Nov. 2. — Traditional Detroit Shrine Circus, sponsored by Moslem Temple, will go to a three-week stand for the first time in its history this winter, the dates of January 27-February 16 having been approved by local city council Tuesday (29). Event will be staged in the Coliseum of the State Fairgrounds, where the Shrine show has been housed for 20 years.

Shift to a three-week stand points the way to an all-time high gross. A new record was set by the Shrine last season when it drew 370,000 people in two weeks, with capacity at practically every performance.

New show will mark the 42d year since the Shrine started holding shows but, because of the cancellations forced by two World Wars, will be the 35th actual presentation. Event again will be under the direction of Tunis (Eddie) Stinson, who has headed it for 30 years.

Headline acts have already been booked, Stinson told *The Billboard*, including Clyde Beatty, the Cristianis, Hollywood Sky Revue, the Konyots and Les Kimris. Bookings as usual are being made thru Orrin Davenport.

Prices will remain the same as last year, Stinson said, despite a general upward trend in show admission rates.

Clyde Off 1st Half Week at Des Moines

DES MOINES, Nov. 2. — Clyde Bros.' Circus got off to a slow start at the Coliseum here under Hapac Grotto sponsorship this week.

An estimated 2,000 turned out for the opening Tuesday (29) and disappointing attendance Wednesday and Thursday were attributed to Beggars' Night and Halloween respectively. However, the advance sale had been such that a heavy week-end was expected.

Kay Hanneford was back in the family's acts here after a week's lay-off, due to an ankle injury sustained at Marshalltown, Ia.

Business was reported as satisfactory at Cedar Rapids, Ia., October 24-27. Date there was sponsored by El Kahir Shrine.

Dailey To Close At Llano, Tex.

CHICAGO, Nov. 2.—Dailey Bros.' Circus will end its 1946 season at Llano, Tex., Saturday, November 16, R. M. Harvey, general agent, revealed here this week. He reported the show's tour thru Arkansas has been highly profitable, even when the weather has not been the best.

A Sunday run will be made from Hope, Ark., to Marshall, Tex., and the final two weeks will be played in the Lone Star State. The closing stand is 230 miles from the show's winter quarters at Gonzales, Tex.

3 Shows for King At Natchez, Miss.

NATCHEZ, Miss., Nov. 2.—It was necessary for King Bros.' Circus to give two matinee performances here Monday, October 28, and the night was a sellout, with hundreds turned away. A local ordinance prohibited the seating of people on the ground. Weather was unusually warm, unsettled in the afternoon but clear at night. Next day at Brookhaven, Miss., the show played to two overflow crowds in perfect weather.

Big matinee business here was largely due to an effective promotion arranged by J. W. (Doc) Simpson. Schools were closed half a day and 2,055 kids turned up with special tickets, bringing along plenty of their elders.

Norman and Edwin Lawrence, local fans, aided in various departments during the day, especially on the front door. Norman also did a broadcast over Station WMIS, assisted by Benny Cristiani and Darryl Davis, of the show. He reported the Cristianis were the real sensation of the performance and had high praise for Lee Hinkley's band. Other visitors included Hugh Breighaupt, Hartman Moritz, Mr. and Mrs. H. M. Case, J. W. Lidell, and Joe and Norma Gardner.

First circus to play Natchez this season, the show came here from the little town of Port Gibson, Miss., where it had a straw matinee and three-quarter night house Saturday (26). The management also reported two big crowds the previous day at Vicksburg and three shows Thursday at Forest, Miss.

UNDER THE MARQUEE

Going indoors?

Jack Thomas, billposter, whose last engagement this season was at the Bellefontaine, O., fair, has left for Fort Myers, Fla., where he will spend the winter with his brother.

Earl Shipley is playing the Houston Shrine Circus after closing a 20-week season with the Jimmie Lynch Death Dodgers. He also will make the Orrin Davenport dates.

Gene McLaughlin, 16-year-old trick roper of Fort Worth, was featured in the syndicated cartoon, *Teen-Age Triumphs*, during his appearance with Gene Autry's Madison Square Garden Rodeo.

Boon companion is one who nightly carries his pal to the coaches.

Roy Barrett is enjoying trouping with the E. K. Fernandez show in Hawaii and, thanks to air mail, receives *The Billboard* promptly each week. He reports the October 26 issue arrived in Honolulu October 24.

Milt Herriott reports from Wabasha, Minn., that he recently made a trip to Centerville, Ia., where he purchased some Palamino ponies for Cole Bros.' Circus from Evans & Stark.

Ringling-Barnum will be the fourth circus to play Greenville, S. C., in a little more than two months. Previously there were Sparks, E. N. Williams for the Lions Club, and Clyde Beatty.

Worst trouble with a wave of circus prosperity is that so many people think they want in it.

The *Red and Black Revue* of Jefferson High School, La Fayette, Ind., is billed like a circus. Reason is that H. J. Wills, of the faculty, is an old circus bandman and Supt. Morris E. McCarty is a circus enthusiast.

George Durst, of Jamaica, N. Y., thinks the United Nations should round-up all "at liberty" circus musicians in a big concert band "to sell sugar-coated peace pills to a world filled with gloom and chronic mental constipation."

Eddie Vaughn, former legal adjuster for the Big One, is leading the life of a Texas native son. He is in the railroad commissioner's office and active in State politics. Mrs. Vaughn is recovering in the Campbell Hotel, Dallas, from a serious three-month illness.

After examining a manager, a circus doctor advised him to avoid starches, ragweed and attachments.

"Same ol' Ben," writes R. G. (Doc) Felmet, general agent for the Mighty Page Shows, who renewed his acquaintance with Ben C. Davenport, of Dailey Bros.' Circus, at Stuttgart, Ark. Felmet returned a year ago from the Aleutians, where he served with the army engineers.

Naida Miller Perez, formerly with the Naida and Perez perch act, recently won in Ohio Supreme Court reaffirmation of a verdict awarding her a \$20,000 judgment in her suit against Statler Hotels, Inc. She was injured January 8, 1941. Her case was handled by attorney Forrest E. Wilson, Cleveland.

After closing with Bailey Bros., H. H. Fitch, accompanied by his wife and son, John, returned to Aransas Pass, Tex., for the fishing and hunting. John will kill time there until next April, when he is to enter Bradley University at Peoria, Ill. Fitch

attests that the fish really do bite every day at Aransas.

Those were the days: When an old-time talker suffered thru an opening with a piece of celery stuck in his store teeth.

Sinon D. J. Collins recently played the Interstate Fair at Pensacola, Fla., and is currently at the Houston Shrine Circus, with Fort Worth and New Orleans to follow. . . . L. E. (Roba) Collins, back home in Patterson, Mo., after closing with the Side Show of the Buck Owens Circus, plans to play theaters and schools with his magic show, *A Night in Wonderland*, after a lapse of three years.

The Hollywood Animal Actors, owned by Coonie McLoone and booked by T. D. Whitten, have been playing schools in Indiana since September 15 and recently made a round of Gary's schools under board of education sanction. Unit carries four people and gives a 45-minute dog, pony and monkey circus. Whitten writes that he and McLoone together have been in showbiz an aggregate of 90 years.

Charles E. Post, who recently closed as musical director of Polack Bros., No. 2 Unit, returned to his home at North Hollywood, Calif., to tend his olive ranch. . . . Chief and Tillie Keys, who had the concert on the Kelly-Miller show, went home to Fort Towson, Okla., at the close of their 24-week season. Mrs. Keys, accompanied by Mary and Whitey Thorn, then went to Iowa to visit her sister while Chief made ready for the deer season.

Lou Walton, clown, following the close of the Clyde Beatty show, played the Shrine Circus, Kansas City, Mo.

"Sugar Foot" Williams caught Dailey Bros.' Circus in El Dorado, Ark., October 28, reporting a good matinee and turnaway at night. He also tells of meeting Billy Todd, whom he had not seen since 1927 when they were on the Lasses White Minstrels together.

"Seat butcher is a person who loves to make his patrons happy," advised a swinging-ladder gal, who evidently has led a sheltered life.

Richard O. (Dick) Scatterday, hot-footing bannerman for Cole Bros., reports a fellow has to know more tricks than the late Harry Houdini in order to be assured of a room nightly—and that goes for the tanks as well as the cities.

Bob Levin reports from Denver that the Kelly-Miller elephants have been signed to feature the Junior Chamber of Commerce Circus in that city, first offering of the recently organized Colorado Circus Corporation.

Otto Zange, of McKees Rocks, Pa., caught Hamid-Morton at Pittsburgh. . . . When Mr. and Mrs. Herbert A. Douglas, of West Chester, Pa., caught the final date of Hunt Bros. at Newark, Del., it was the third consecutive closing of that show they had attended and their 78th visit to outdoor shows in 1946. . . . Joe and Wally Beach, of Springfield, Mass., recently received a letter from Maurice Marmolejo, who is with E. K. Fernandez in Hawaii. Joe also visited Arthur LeFleur, human top, at the Court Square Theater, Springfield.

Charlie Walker, a workingman with Ringling-Barnum, suffered the loss of his left foot during loading at Chattanooga. He was taken to a local hospital. At Roanoke, Va., Alex Facel, a Negro workingman, was res-

101 Ranch in Barn At Venice, Calif., After Long Season

VENICE, Calif., Nov. 2.—The 101 Ranch Wild West Show has been stowed away in winter quarters at 4118 Del Ray Avenue here after closing October 24 at Monrovia, Calif. Previous stands were at Oceanside, Downey and East Los Angeles following an 11-day engagement at San Diego.

Jimmie Wood has been ill since closing night and is reported under a doctor's care.

Wood launched his show under the revived 101 Ranch title at Santa Monica, Calif., March 11 and was out 32½ weeks. The season's tour extended thru California, Oregon, Washington, Idaho, Utah, Wyoming, Colorado, Kansas, a little of Missouri, Oklahoma, New Mexico and Arizona.

The show had more than its share of grief from polio in several States and was harassed by considerable opposition.

Sparks Biz Spotty In Galveston Area

BRYAN, Tex., Nov. 2.—The Sparks Circus had a good day here Monday, October 28, with the night crowd reported at capacity.

Show played a two-day stand Wednesday and Thursday (23-24) at Galveston, Tex., but gave only three performances. The move there from Beaumont was made by ferry across the bay, and no matinee was scheduled the first day due to the possibility of delay. However, the show reached Galveston early and was up by 1 p.m.

One-day stands followed at Conroe and Huntsville, where fair business was reported.

Show is scheduled to close Monday (4) at Tyler, Tex.

Frank Buck Suffers Eye Cut in Taxi-Car Mishap

CHICAGO, Nov. 2.—En route to the Chicago Airport in a taxi, Frank (Bring 'Em Back Alive) Buck suffered a cut over the right eye Thursday, October 31, when the taxi in which he was riding collided with two automobiles at 14th Place and Union Avenue.

Buck, along with three other men who were slightly injured, was taken to Presbyterian Hospital where his wound was dressed. He left a short time later.

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Ringling-Barnum

With Sunday off in Roanoke, Va., the movie houses received a big play from the showfolks as there was nothing else to do. After our week in Virginia, a trek thru the Carolinas soon will have us back in Florida. Everyone is on edge as the season draws to a close. We've been having some real Indian summer weather so far, which suits us all fine.

Bill Day, Jim Hoyer and Norman Bigelow, CFA, of Connecticut, spent the week with us in Virginia. The Repensky family had a reunion at Roanoke. Bobby Hasson, of the Side Show, received a surprise visit from his mother and brother at Richmond. Everyone was glad to see Frank Torrence back for a visit. Other visitors: Mrs. Charley Bell; Con Colleano's sisters, Kathryn and Winifred, and the latter's husband; Lorena Carver and Col. Charles Con-solvo.

Reggie Bogart celebrated her birthday. Word has been received that Margery Naitto is the proud mother of a five-pound baby girl. Judge Duval is on the sick list. Dan McCarthy left for New York. Murray Fein left for Sarasota.

Around the lot: Melvin Hildreth, CFA, of Washington, cutting up jackpots at the silver wagon with Jim Haley and George Smith. . . . The Ramdoodle Club welcoming Henry Kyes back by presenting him with a new beret to replace the Canadian one he lost. . . . Paul Jung and Paul Jerome are now a song-writing team. Their latest hit, *Ode to a Midget* in honor of Prince Paul, is a classic. . . . The latest fad in the backyard is the wearing of U. S. Wac hats. Seems as if everyone has one. . . . Mike Healy and Lou Trosey rejoined after making the rodeo and report good biz for the bug department. . . . Bill (Cocky) White, the zircon king, looking downhearted. Could it be because of the little fat man with his brown beret and Canadian ice? . . . Newest nominee for busiest man on the lot: Joey Amico, dividing his time between the custard machine and the backyard grease joint.—**DICK MILLER.**

K. C. Shrine

George Graf, the well-known circus fan and model builder, of Peru, Ind., accompanied Terrell Jacobs to the Kansas City date. D. T. (Kid) Bartlett, who tramped with Jacobs on the Al G. Barnes Circus, was an opening-day visitor. He is now in the real estate business in Wichita, Kan. Terrell's good man, Haywire, was still using a cane as a result of a broken foot he suffered several weeks ago when a horse fell on him at the Jacobs farm.

L. N. Fleckles Jr., who is booking the 1947 St. Louis Police Circus for the Reginald Voorhees office, was on hand the first half of the week, giving various acts a critical once-over. Lew Henderson, the last two seasons with Bailey Bros., was a frequent visitor. He lives in K. C. Ethel D'Arcy entertained her sister from Denver and her nephew, who is in school at K. C. Other visitors: Rex and Jimmy Rossi, en route from the Roy Rogers Rodeo, Chicago; Tilly Keys, Mary and Whitie Thorn, and Hap Hazard and wife, Mary.

Newlyweds receiving the congratulations of friends were Fritz Huber, of the Sensational Kays, and Betty Parroff, formerly with her dad's high act. The K. C. date was a reunion for a number of acts with Tom Packs last summer, including the Parroffs, Sensational Kays, Leo Gasca, Peejay Ringens, Walter Jennier and John Dixon with their seals, Bill Bushbom with Greer's horses, and Frank Cervone, band leader.

Dores Miller reported the Kelly-Miller elephants have a movie contract to fill in Hollywood later this month.

Dressing Room Gossip

Cole Bros.

This will be Freeman's final column. On the whole, it has been a very pleasant season. The weather has been ideal, with very little rain and few storms. We made the trip to the Coast and back. We had a few accidents in the dressing room, but I'm happy to say all the performers who got hurt are back in the program.

Freeman's corner in the dressing room will be the same next year as this, with Harold Voise, Otto Griebing and yours truly. Yes, Howard Bryant, Otto is coming back with Mr. Cole.

Here are the destinations of some of our folks; if I have forgotten any, I am sorry:

Front Door—Mr. and Mrs. Zack Terrell, Mr. and Mrs. Noyelles Burkhart, Lorne Russell and Herbert Leeman, Louisville; Mr. and Mrs. Frank Orman, Cecil LaBelle, Ft. Lauderdale, Fla.; Golda and Eddie Gray, Hot Springs; Frank Loftus, Oswego, N. Y.; Mr. and Mrs. D. D. Monarch, Owensboro, Ky.; Mr. and Mrs. Gus Talliaferro, Louisville; Homer Cantor, Van Nuys, Calif.; Gene Weeks, Peru, Ind.; Harold Hall, Hollywood; Tommy Martin, Louisville; John Neel, Louisville; Eddie Watson, Long Beach; Frank McConnell, Washington; Bobbie Pashoian, Louisville; Bobbie DeLochte, Peru, Ind.; Mr. and Mrs. Curley Stewart, Louisville; Frank Wise, Louisville, to see his new daughter, born two weeks ago; Mr. and Mrs. Bob Morrill, Dallas.

Performers—Cristian and Bogonghi, Sarasota, Fla.; the Orontos, Chicago; Florence Tennyson, Chicago; Ralph Winarski, Chicago; Don Beall, Minnesota; Harry and Nena Thomas, Wichita, Kan.; Mr. and Mrs. Winn Partello, Peru, Ind.; and Bow Lane, Conn.; Maudie Moore, St. Louis; Charles Ralmer, St. Louis; Otto Griebing and Huffy Hoffman, the Famous Barr Store, St. Louis; Pat and Arkie Scott, Louisville; Ace and Bobby Donovan, Louisville; Babe and Bill Woodcock, Hot Springs; Capt. Bill Curtis, Gulfport, Miss.; Irish Deedy, Louisville; Joe Good, Peru, Ind.; Mr. and Mrs. Harry McFarlan, Hot Springs; Mr. and Mrs. Charles Luckie, Denver; Mr. and Mrs. Bill Spaulding, Davenport, Ia.; Horace Laird, Chester, Pa.; Billy Griffin, Princeton, Ind.; Billie Burke, Memphis; Ruth and Paul Nelson, Louisville; the Voise Troupe, Wichita, Kan.; Jack Harris, Santa Monica; Billy and Gee Gee Powell, Hot Springs; Steven Seline, Rosedale, Ind.; Danny Moroz, Terre Haute, Ind.; Lefty Swanson, Denver; Lalo Esqueda and son, Monterey, Mexico; Max, George and Johnnie Chamberly, Wichita, Kan.; Del Murlis Bros., Mexico City; Capt. John E. Smith, Alabama Campbell and John Macraw, Louisville; Mr. and Mrs. Jimmie Wilson, Los Angeles; Alex Duncan, Chicago; Nick Liski, Chicago; Pat Lyon, Chicago.

Ballet—Rae Brownell, Louise Hall, Mildred Shepherd, Viki Kernan, Louisville; Jean Moore, Fort Knox, Ky.; Siva Phillips, Greeley, Colo.; Patsy Essex, Santa Monica, Calif.; Alberta Voise, Detroit; the Caudillo Sisters, Mexico City; Kitty Sita, Tacoma, Wash.; Janet LaPisque, East Chicago, Ind.

Big show band—Eddie Woekener, Peru, Ind.; Dorian Eberly, Lansing, Mich.; Donald Schneider, Coxsackie, N. Y.; Charles Fournier, Chicago; Larry Ganyard, Miami; Frank Tonar, Fort Leavenworth, Kan.; Tommy Comstock, Jackson, Mich.; then Orrin Davenport's winter dates; Joseph Fiore, Buffalo; Lloyd Massey, Chicago; Elton D'Orio, New York City; Clarence Swager, Gadsden, Tenn.; Elvin Luddig, Richland Center, Wis.; E. R. Guilford, Milwaukee; Salvatore Caudillo, Mexico City; Ernest Colby, Cheyenne, Wyo.

Side Show—Arthur Hoffman, Greenwood.

(See Cole Bros. on page 65)

Hunt Bros.

A baby llama was born in quarters a few days after the show returned. There is more activity here than usual at this time of year. Trucks are being overhauled and house trailers painted. Roy Bush is keeping the bulls in trim with a workout each day. He will take them to Orrin Davenport's indoor date at Rochester, N. Y., and Frank Wirth's at Portland, Me. Welby Cooke will be equestrian director for Wirth.

Mrs. Ethel Small left for her home at York, Pa., and Marvin and Hazel Case went to Providence for a vaude tour. Tex Clark, electrician, has gone home to Bridgeport, Conn., and Ed Bohn, mailman, to Stamford, Conn.

Hal Christy, of Trenton, N. J., formerly with this show, was a recent visitor. Jimmy Stutz Jr., with the Phil Wirth riding act the past summer, is at quarters, working out daily.—**JIM STUTZ.**

101 Ranch

Now that the season is over, I'd like to say something about the seasoned performers and the first-of-Mays who made the season possible. As a whole, I think we made a pretty happy family.

We all pulled together, and whenever bad luck hit, we'd do what real showfolks should do—grin and bear it. Those who were new in the business did mighty well, and those who added a little extra when it was needed were the ones who kept the show going.

Grace and Jack Fairburn, Koko and Loko, Lew Kish and Fay Avalon played to fair houses just as if they were straw houses, and Lew and Fay would step into the cookhouse and take over when in a tight squeeze. Anna and Joe Metcalf proved themselves fine performers and real folks. Mr. and Mrs. Landon and the midgets were pleasant people to be with. Even when it was raining buckets, Landon could make one see a rainbow.

Dorothy Sky Eagle and hubby, Smokey Chism, were the same every day, with a good word and smile for all. Fred Bowery and Cecilia were always willing and ready, and both equally well thought of. Don McLennan and Hope were among the best. The Sugar Brown Family really got into step with our happy family with the iron fist and the chuckle. The Mark Smith Troupe were good people to be around. It was hard to figure out who could tell the best tale—Mark or Col. Zack T. Miller.

To Walton DePellaton and Ova and Bob Thornton, it was swell being with you. To Jimmie and Ruby Wood, we all did our best and—well, we made it, didn't we? To all these and any I may have overlooked, lots of luck, and may we be together another season.—**TONI MADISON.**

Buck Owens

Thomaston, Ga., is the home of Shoo Fly Foster, manager of the Side Show, and the home folks gave him a royal welcome. The Crawford's joined the Side Show with their musical act, and Roba Collins, magician, closed.

Walter Jennier, with Buddy, the seal, stopped on our lot at Barnesville, Ga., on his way north for indoor dates. Al and Lee Rock visited Buck Owens at Fort Valley, Ga. It was Alta Mae's birthday, and the band gave her the usual greetings. There was plenty of hot water that night. Charley Russell, of the old Haag show, was a visitor at Montezuma, Ga.

As this is written, we hear the elephants have gone 400 miles out of the way and will join us soon as they can catch up with us. Yep! We, too, hear all kinds of rumors about the closing. When it comes I'll believe it.—**NORMAN HANLEY.**

Mills Bros.

Getting meat for the cookhouse keeps Arthur Leonard busy, but he gets it. Kermit Heddrick is chef. The show has a new bunkhouse that is clean and warm.

Roy Howze and the writer are breaking two Liberty acts and high-school horses since their return to quarters with new ring stock. Harry Cone is assisted by Albert Rose and Tommy Sheur keeping the horses in shape, while Patty Shay is doing a good job on animals and Floyd (Shorty) Bowman on dogs.

Several of the boys are on vacation but will be back. Charles Brady is still in Arkansas.—**HELENE HOWZE.**

Clyde Bros.

Some difficulty was experienced in finding a place to park the show's equipment and trailers in Des Moines. Due to former circuses and rodeos leaving the lot uncleaned and blowing so many light fuses, the owner was reluctant to let us use it, but after much persuasion we are hoping to prove some of us do have respect for the property of others.

Happy Kellems left to fulfill his previously contracted engagements at the Houston and Fort Worth Shrine shows. Being from the South, I feel at home when I say, "Hurry back, Happy."

Our first day in Des Moines reveals the following observations from my desk: Elly Schenck and Helen Rademer headed for town with that shopping look in their eyes. Art Henry and Mrs. George Hanneford headed for the laundry with the Henry Buick stacked with clothes. George Hanneford and Jimmy Conners visited with Lawrence Cross and Jack Klippel. Robert Henry looking for candles for Halloween jack-o-lanterns for his two youngsters. Josephine Barth walking her two very tiny and talented dogs. Cloyd Harrison doing a bit of private investigation as to who moves his trailer around when he leaves the lot.

A special vote of admiration for Capt. Harry Pickard, the most even-tempered person the writer has encountered in a long time. The nattily attired gentleman often referred to as Mr. Clyde is none other than John (Shorty) Lynn, who does his job well as general superintendent. Kay Hanneford received a painful injury to her ankle during trompoline and has been out of the program the past week. Buzzy Potts received a jolt in Marshalltown closing night when at the last minute he discovered he had no place to sleep. (The room (See Clyde Bros. on page 65))

Dailey Bros.

Forrest City, Ark., is Tommy O'Brien's home town, and he and his wife, who recently joined with their infant daughter, had a busy day shaking hands. Tommy was featured in the concert before a large crowd of admirers.

The sheriff at Batesville, Ark., is now possessor of our bulldog, which got too tough on the working dogs and had to have a new home. Juneau, the Alaskan husky, presented us with six puppies as compensation for two of her mates that succumbed to summer heat. Freddie Fredericks worked industriously for days on a black and white roll to trim his saddle blanket, but when it assumed the appearance of one of those big clown gag snakes he put it away for another day and a new inspiration. Jean Williams, circus prima donna of the days before mikes, lies seriously ill in a Toledo (O.) hospital.

Recently joined: Mr. and Mrs. Bill Cody, balancing act and Wild West; Bill Vining, Paul (Tenn.) Dairs, Stiles and Betty Gibreath, and Earl Hamil, trombone in the band.

Visiting relatives: Dot and George Quinton and son; Robert Dowdy and son. Friends: Roland family, Eleanor Groves, Mama Hunt, Father Lane. Noma Davenport's Aunt Ethel Stock brought daughter, Rosemary, for a two-day stay as a birthday gift.

Other visitors: Edith Weaver, visiting her husband; Evelina Rossi, her mother, Mary, and the latter's sons, Jimmy and Benny; Dutch and Lois LeBlair, Mrs. Don Trueblood and daughter; Mrs. Carl Larson and daughter, Jean, Stacio and Billie; Mr. and Mrs. Melroy, Memphis Zoo, with Bill Fields Sr. and Jr.; Dave and Rickey Midget and two sons, Harry and Frieda Haag.

Thomas Francis Heney, contracting agent, spent a few days back on the show before leaving for San Francisco.—**HAZEL KING.**

K. C. Shrine Show Starts Big With Young-Built Program

(Continued from page 51)

The three wires made a strong display.

Next of the several high acts spotted thru the program were the Rooneys in impressive gymnastics on their swinging perch. Three displays predominated by femininity followed. A dozen gals appeared in the concert line-up (and then sold concert tickets in the seats). Next were the silver posing acts. Then came Elevina Rossi making what might be termed her big-time debut. Presenting an altogether competent routine on single traps, this gal has looks, class and great promise.

Greer's Holds Favor

That Greer's Liberty Horses had appeared in K. C. the previous weeks (at the American Royal) did not lessen the circusgoers' appreciation of this magnificent twelvesome worked by Bill Bushbom. The clowns turned out en masse for a revival of the old buffons' wedding, complete to strip finish (a little late coming off at the opener). Spotted at the halfway mark instead of in the traditional closing position were the flying acts of Roy Valentine's Romas and Wayne Larey's Covets.

The center ring became active again with the satin-smooth menage riding of Dorita and Alex Konyot. Eyes were cast upward once more while the Parroffs produced their usual quota of thrills on the lofty ladders. A newcomer with Harry Parroff and Don Edwards was Lois Powell, very blonde and very trim.

The teeterboard acts of the Carqvas, the Bedells and the Ervings were populated mostly by youngsters and, while hardly up to the standard expected of more mature groups, made a nifty flash. The clowns were augmented by half a dozen Shriners in piling out of a new Frazier. A novel touch was added when the last to emerge wheeled out a baby carriage. Sawdust on the arena's slick

wooden floor was like snow on ice and made going a bit difficult for the car.

Elephants Work Well

The six Kelly-Miller elephants showed up to good advantage in their first indoor appearance after a season on the road. They actually were two three-acts, facing front and back in the same ring. One was worked by Dores and Isla Miller, the other by Frank and Virginia Noel. The show's animal acts were rounded out by two highly entertaining single seals—Walter Jennier's perennially popular Buddy and John Dixon's saxophone-playing Bobby.

Topmost among the applause getters perhaps were the Sensational Kays, two clever boys on the high wire. Otto Kuhnert, with subtle costuming and no make-up, has a gift for natural comedy. The trampoline acts of Larry Griswold and Bob Parry were next to last the opening night, but later were moved forward and given some judicious trimming. You'd have to search long and far to find two trampolines that match so perfectly, reason being, of course, that both are produced by Griswold and have identical routines.

Ringens Socks 'Em

Peejay Ringens, the report of whose retirement last summer seems to have been vastly exaggerated, brought the folks to their feet at the finish with his spectacular bicycle ride, flight thru space and dive into a tank of water. The water was fresh out of a fire hydrant and, therefore, must have been very cold.

Bill Bentlage was producing clown and, with his wife, Sophie, rounded out and even dozen in clown alley. The others: T. G. (Smokey) Rouse, George Barnaby, Art Cooksey, Lou Walton, Joe Lewis, Whitey Harris, Jim Cogswell, Lawrence Anderson, Nick Francis and Frankie Little.

Frank Cervone waved his baton with vigor over a band of 20 Shriners with entirely satisfactory results. Dave Malcolm's announcements were skillfully conceived and pleasingly delivered, but to this auditor's ears were too long and too frequent (even the clown numbers were announced). Strictly in the night club manner, they not only preceded but followed the acts ("very nicely done," etc.) and then begged outright for applause ("now give them a nice big round of applause. . . . Oh, come on, up there, you can do better than that.") We say let the folks decide for themselves how much mitting an act deserves.

This was George Pughe's second promotion for Ararat. Even the cover design of the 48-page souvenir program was his. His staff consisted of Calvin Hicks, C. V. Badger, George Vanderheid, Bill Morgan, C. J. Dunn, Wally Reams, Chuck Renner, Lee Bounds, Bill Hudson, Chuck Brooks and Frank Millen. Mrs. Pughe handled the office. Fred L. Spear, of the committee, did a swell job with the press, the copy, however, bearing the unmistakable Pughe touch. Cal Hicks landed three-column art in *The Star* Monday thru a deal for the elephants with Republican headquarters.

Cole Packs 'Em At Abilene and San Angelo, Tex.

TEMPLE, Tex., Nov. 2.—Cole Bros.' Circus started off the current week to excellent business in West Texas. Crowds were big at Abilene Monday, October 28, and two packed houses turned out next day at San Angelo. Train did not reach San Angelo until 10 a.m., and it was 11:30 when the first wagon hit the lot, yet thanks to another marvelous job by Noyelles Burkhart and the working crews, the matinee was not enough late to mention. The afternoon was windy, but the night was calm and clear.

For more than two weeks, *The Standard* and *Times* at San Angelo had turned down all display advertising. Reason was that 12 carloads of newsprint had been tied up by the maritime strike in Corpus Christi harbor since October 9. Tho refusing the show's paid ads, the papers carried some art and stories.

Wednesday's crowds at Brownwood were about three-quarters of capacity. Temple produced a big matinee Thursday, but the night crowd did not measure up to it.

The previous week ended with a near-capacity house at Sweetwater Saturday night, October 26, after a fair matinee. Night crowd was a surprise, considering opposition from a college football game.

Forepaugh Estate Funds Go to Charity in Philly

PHILADELPHIA, Nov. 2.—Approximately \$135,000 from the estate of Adam Forepaugh, referred to as "showman" in his will dated one day before he died here January 22, 1890, is to be shared by four charitable institutions under an Orphans' Court accounting adjudicated recently. Awards were made to Temple University Hospital, Friends' Home for Children, Philadelphia Bureau of the Children's Aid Society, and Morris Animal Refuge.

The accounting was filed because of the death last February 27 of Mrs. Lily Deacon Forepaugh, 87, widow of Adam Forepaugh Jr., whom she married in 1883 while performing in his father's circus.

Cole Bros. Car Closes

LITTLE ROCK, Nov. 2.—The No. 1 advertising car of Cole Bros.' Circus closed here today, with the crew members departing as follows: James A. Gephart, manager, Louisville; C. S. Primrose, contracting press agent, Oak Park, Ill.; Earl De Glopner, manager of brigade, and J. D. McNeeley, Louisville; J. D. Harrison, Los Angeles; Frank Coursel, New York City, then Detroit; H. H. DeLotel, Columbus, O.; Fred Pyne, Brantford, Ont.; Jack Smith, Knoxville, then Dayton, O.; Phillip Marcus, Cincinnati, then Springfield, Mass.; William Dean and Walter Olson, New Orleans; Harry Gordon, Flint, Mich.; C. Sowash, Osceola, Ia.; Charles Thornton, Little Rock, then Lakeland, Fla.; George Carron and J. Marcus, Springfield, Mass.; Harry Price, Grand Rapids, Mich.; Larry Wilcox, Rochester, N. Y.; J. C. Clark, Kokomo, Ind.; J. E. Haddon, Houston.

WANTED CATCHER

For Flying Return Act. Good indoor season and long outdoor season. Good salary. Wire immediately.

THE FLYING ROMAS
Dakota City, Nebraska

Big One's Biz Slumps in Va.

Richmond not up to last year—Roanoke okay, but Lynchburg, Bristol light

RICHMOND, Va., Nov. 2.—Business for the Ringling Bros. and Barnum & Bailey Circus here Wednesday and Thursday (October 30-31), in face of unfavorable weather, failed to match that which greeted the Big One last year. With the first day better than the second, the combined attendance was perhaps a little better than one day of sellout business. Temperature was in the high 80's.

A 5 o'clock matinee at Lynchburg Tuesday was extremely light and night house was about two-thirds of capacity. Weather was fair and hot in the afternoon and cool at night.

Best recent stand was Roanoke. Matinee, on time due to Sunday arrival, drew a better crowd than usual, and night house approached capacity. Mild weather prevailed there, too.

Saturday's crowds at Bristol, on the Tennessee-Virginia line, were not as good as Roanoke, tho better than Lynchburg.

Friday, the last day at Knoxville, was rough. A steady rain turned the old airport lot into a sea of mud and called for plenty of straw and shavings both inside and out. Business suffered in proportion.

BARGAIN PRICES

MONKEYS AND OTHER ANIMALS

- One Pair African Monkeys \$50.00
 - One Pair Giant Rhesus Monkeys 50.00
 - One Pair Golden Rhesus Monkeys 50.00
 - 1 Only Java Monkey 40.00
 - 1 Only Mona Monkey 40.00
 - 1 Young White-Nose Congo Monkey 40.00
 - 1 Golden Ringtail Monkey 40.00
 - 1 Pair White-Face Ringtail Monkeys 75.00
 - 1 Black Spider Monkey 35.00
 - 1 Exceptional Fine Golden Spider Monkey 60.00
 - 1 Swell Large Annabus Male Baboon 100.00
 - 1 White-Collared Peccary 40.00
 - 1 Pair Kangaroos 75.00
 - 1 Coat-i-Mundi 25.00
 - 1 Lg. Extra Fine Pet Coon 10.00
 - 1 Nice Red Fox 10.00
 - 1 Gray Fox 10.00
 - 1 Big-Horned Owl 10.00
 - 1 Monkey-Faced Owl 10.00
- All of these animals are clean and healthy. Most of Monkeys are collar and chain broke. One 25 by 60 foot Khaki Top, complete with Side Walls, Poles. This Tent was used a short season only—\$350.00. Would sell complete Show, including Cages, for \$1000.00.

CAPT. E. HUGO
c/o Midwest Mdse. Co.
1008 Broadway Kansas City 6, Mo.

WANTED CIRCUS ACTS

For Indoor Circus Unit playing Southern territory. Must do two or more acts. No Animals. State salary for winter season in first letter. Gallagher Family and Clowns, contact me. Address:

WILL H. HILL CIRCUS
General Delivery COLUMBIA, S. C.

APPLICATIONS RECEIVED

For employment with Sparks Circus for season of 1947. Addressed to winterquarters in Sarasota, Fla. Will be answered as soon as possible after the close of the present season.

JAMES EDGAR, Mgr.
SPARKS CIRCUS

SMOKEY

Wire or come to Medora, Ind.
HARRY HAAG

RHINESTONES

In stock. 20-size with settings, \$2.00 a gross. 30-size, \$3.50 gross. Rhinestone Setting Punch, \$5.00. Silver Bugle Beads, 75¢ a hank. Metal Spangles, all sizes and colors.
C. GUYETTE
346 West 45th St. New York 19, N. Y.
Phone: CI-cl-6-4137

—FOR TOURS OF—

CUBA—MEXICO—CENTRAL AND SOUTH AMERICA

WANTED—Circus Acts of all descriptions—Features, Troupes, Novelty Acts and others doing more than one act for immediate and later time with reliable Shows. Transportation paid both ways, also during entire period of contract. Write, stating full particulars and name salary in American money. Address:

Chas. L. Sasse, 18 Kennedy Road, Morris Plains, N. J.
SPECIAL: Wish to buy PONIES, trained or not; state age, height and price. Also LITHOS, half and one sheets, comprising Riding Acts, Group, Carrying, Principal Acts, Flying Trapeze, Acrobats, Animal Acts, Clowns, etc.

Triangle Shows End Season at Greenville, N. C.

GREENVILLE, N. C., Nov. 2.—Triangle Shows, owned by Jake Shapiro, wound up the 1946 season at the Pitt County Fair here October 26. Equipment was moved into winter quarters here and personnel scattered for various spots for the winter.

Gate attendance here was 28 per cent ahead of 1945, which made for a real closing for the show. The season as a whole, according to Shapiro, was highly satisfactory.

Dick Keller, winter quarters superintendent, and 15 workmen will remain here for a spell getting equipment stored. Following a short vacation they will return, along with other workmen, about January 10 to get things in shape for the 1947 season.

Shapiro plans additions to the fleet for next year and also has many other improvement plans scheduled.

Majestic Benefit Nets Clubs \$250

WASHINGTON, N. C., Nov. 2.—A net profit of \$250, to be divided between Miami Showmen's Club and the Michigan Showmen's Association, was realized from a show and dance in the Armory here October 25, sponsored by Sam Goldstein, owner-manager of Majestic Greater Shows, and promoted by Harry E. Wilson, assistant manager.

Goldstein and Wilson disposed of tickets to personnel of the Kirkwood, Marks and Triangle shows, as well as the Majestic org.

Preceding the entertainment, talks were given by Goldstein, Ralph Decker and Tommy Carson. Vaudeville program, with Wilson as emcee, included Betty Hilton, rag pictures; Renee Bryant, dance of the moon; songs by the Domino Queen; Crawford and Wilson, burlesque; Joe Hilton, the mad magician; Betty Areanaless, dance of the lovers, and a pie-eating contest. Music was furnished by the Domino Five, local Negro ork. Following the entertainment, dancing was held until 4:30 a.m.

Special guests included Mr. and Mrs. Decker, Mr. and Mrs. Carson, Mickey and Happy Hawkins, Johnny Areanaless, Dallas Duncan, Buster Morgan, Art Spencer, Gus Markley, Mr. and Mrs. Morris, Mr. and Mrs. Bill Wheatley, Mr. and Mrs. Bill McHugh, and Al Palitz, of John H. Marks Shows, and Harry Basil, Triangle Shows.

Nolan Org Arrives In Denver Quarters

DENVER, Nov. 2.—Closing the season at Limon, Colo., the Nolan Shows arrived here in winter quarters and the crew, after a few weeks rest, will start preparations for next season. Roy Shaffer will be in charge.

Mr. and Mrs. Larry Nolan, owners, announce that Scott, Pete, Tommy, Marie and Billie Lamb, Roy and Alta Shaffer, Joe Edwards, Frank Napper and Pop Marks will winter here. The Nolans are busy getting their photo studios set and plan to attend the Chicago meeting as well as vacation in Albuquerque, N. M.

Nolan reported he was satisfied with business this season. Org was out only five weeks but will get an early start next year. The 1947 route, for the most part, will be confined to Colorado.

Jimmy and Louis Madison, after (See NOLAN TO BARN on page 64)

Hot Stuff!

MONTGOMERY, Ala., Nov. 2.—Maybe the heat felt good, or maybe it was because he was used to it. At any rate, John (Tater Chips) Bridges, 68-year-old Negro dishwasher on the Cavalcade of Amusements cookhouse, slept peacefully under the cookhouse counter October 18 while fire destroyed one-third of the tent above him.

Fire was discovered by two *Mobile Advertiser* reporters who were hunting for Bill Naylor to take them to Hattie Wagner's birthday party.

They spread the alarm and Guy West, bingo op, garbed in pajamas, and Dee Thompson succeeded in putting out the blaze.

Tampa Greets Royal American

TAMPA, Nov. 2.—Royal American Shows returned here Thursday to begin a 10-day showing today under auspices of Egypt Shrine Temple. The mayor, president of the chamber of commerce, and heads of the uniformed bodies of the Shrine were on hand to extend a civic welcome to Carl J. Sedlmayr and the shows' entourage.

Of particular interest was the shows' pie car, which is painted with a tropical motif and bears the inscription, "This Year Visit Tampa, Hub of South Florida's Gulf Coast."

Nominate Oscar Bloom For League's Third V.-P.

CHICAGO, Nov. 2.—An independent ticket, headed by Oscar Bloom for third vice-president, was officially entered in the Showmen's League of America annual election at the regular meeting Thursday, October 31. In addition to Bloom, 18 were entered for the board of governors. The annual election will be held Monday, December 2, in the Sherman Hotel.

Bloom will run in opposition to Lou Keller, the nominating committee's choice for third vice-president. The nominating committee had selected Bloom for the board of governors.

Names placed in the running for the board of governors by the independent ticket Thursday were Oscar C. Buck, James E. Strates, James P. Sullivan, Sunny Bernet, Gene Berni, Larry L. Hall, Frank B. Joerling, W. R. Hirsch, Lou Leonard, Harry A. Illions, Frank Bergen, Nat D. Rodgers, Maxie Herman, Neil Webb, E. Lawrence Phillips, Max Goodman, Andy Markham and H. A. (Whitey) Lehrter.

Fire Laws Eliminate All Lobby, Hall Displays at Sherman During Meetings

The Billboard's Directory Will Be Established for Info

CHICAGO, Nov. 2.—There will be no display of banners, cards and papers advertising carnivals, attraction offices and outdoor supply houses in the lobby and corridors of the Hotel Sherman here the first week in December during the conventions of the International Association of Fairs and Expositions and the National Association of Parks, Pools and Beaches. J. A. Jones, vice-president and general manager of the hotel, was emphatic in his statement to that effect this week. Reason behind the rigid clamp-down on advertising matter is the fire regulations, now enforced to the letter as a result of the disastrous La Salle Hotel fire here last year.

The little "big top," which in the past has served as the registration desk for the Showmen's League of America, Jones pointed out, would be barred because of the canvas. Arrangements are being made by the SLA for a booth or similar set-up which will be in conformance with fire regulations.

Once again *The Billboard* will have a directory in the lobby. This directory will list all carnivals, attraction offices and supply houses who wish to be listed for free. Representatives of the latter organizations are to determine their hotel room numbers upon their arrival here and to convey this information to *The Billboard* so that when the directory is set up the morning of Monday, December 2, it will be complete.

Organizations wishing to be listed are asked to either see Sid Jessup, who will handle SLA registrations in the lobby, or to contact any of *The Billboard's* representatives at the conventions or call *The Billboard's* office at 155 North Clark Street, directly opposite the hotel's entrance.

Crescent on Rails Out, McHenry Says

MARION, S. C., Nov. 2.—L. C. McHenry, owner of the Crescent Amusement Company which winds up a stand here tonight and moves to Waltherboro, S. C., today spiked rumors the show will go on rails next year. "Definitely, this show will not be on rails next year," McHenry said. "I do have plans for enlarging it as a motorized show next season, but rumors about us going on rails are entirely without foundation."

McHenry said the show will head for winter quarters at the Camden (S. C.) Fairgrounds when the season closes November 16 at Sumter, S. C. This will be the second successive year the org has wintered at Camden where three large exhibit buildings have been leased to store equipment.

Rumors of the Week Dept.

CHICAGO, Nov. 2.—Here are some of the things the boys in the carnival business are discussing that have not been confirmed nor denied:

E. Lawrence Phillips is set to sell or lease his interest in the Johnny J. Jones Exposition.

Shan Wilcox is considering an offer of \$85,000 for his Shan Bros.' Shows, and is mulling over the idea of building a railroad org.

Artie Lewis may not get another lease at Virginia Beach, Va., and is casting an optic on equipment for a railroad show.

Bill Cowan, legal adjuster and concessions boss with the Cetlin & Wilson Shows, will not be with that org next season.

Oscar Bloom is seriously considering railroading his Gold Medal Shows next season.

Lou Leonard, concessionaire exclusive, will play more than two spots in 1947.

There they are, lads—take your best hold!

Gastonia Okay For Strates Org

GASTONIA, N. C., Nov. 2.—Despite two days of rain, business for the James E. Strates Shows at Gaston County Fair here, ending October 26, added up okay. Opening night, October 21, a slight drizzle kept the crowd down. Next three days the weather was okay and business was good. Friday night, however, a heavy downpour sent the crowd scurrying for home early. Final night weather was okay and business was excellent.

Clyde Bentley's new aluminum trailer was delivered here as was Rocky Marolett's new semi and Mrs. LeWorth's new Tilt-a-Whirl, which enjoyed big business. Lempke's Monkey Circus and Harry Hooper's Animal Show and iron lung joined here.

Mrs. Percy Morency and Mrs. Ernest Dellabates raised more than \$100 for various showmen's clubs with a bingo party.

Visitors recently included Harry I. and Walter I. Tong; Walter Sibley, of the National Showmen's Association; Max Cohen, American Carnival Association; William Frampton, representing the Charleston (S. C.) Fair, and Pat Purcell, outdoor editor of *The Billboard*.

Cavalcade Safely In Winter Quarters At Mobile, Ala.

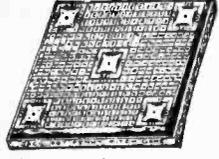
MOBILE, Ala., Nov. 2.—Headed by Nate Worman and Johnny Beam, a skeleton crew is at work at the winter quarters of Cavalcade of Amusements here getting things stored and doing some minor repairing.

Org came here after its finale at Tuscaloosa last week where business was pronounced satisfactory by Owner Al Wagner, the latter part of the week being especially good.

In reviewing the season Wagner said Montgomery, Ala., was one of the surprise spots. Business opened strong and continued all week, with the final day being the best kiddie day of the year.

Wagner expects to spend a few days in Hot Springs before visiting Chicago.

Notes: Mr. and Mrs. Tom Bush visited in New Orleans en route to their home in San Antonio. . . . Destinations of other personnel include: Harry and Rita (Smiley) Smaglick, Cleveland; Ross Troutman, Fountain City, Tenn.; Herman (Greenie) Pluda, Jacksonville, Fla., first and then Chicago, where Tom Sharkey also will winter; Joe S. Scholibo, Houston; W. B. (Bingo) Jones, Del Rio, Tex.; Cliff and Betty Bammel, Johnny Shea and Leo Mullvey, Miami; Sparkey and Evie Belew (See Cavalcade in Quarters, page 64)



PENNY PITCH GAMES
 Size 46x46", Price \$35.00.
 Size 48x48", With 1 Jack Pot, \$42.50.
 Size 48x48", with 5 Jack Pots, \$50.00.

PARK SPECIAL WHEELS
 30" in Diameter. Beautifully Painted. We carry in stock 12-15-20-24-and-30-number Wheels. Price\$22.50

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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¢.
HOW TO WIN AT ANY KIND OF SPECULATION, 24-p., Well Bound 25¢
PACK OF 75 EGYPTIAN F. T. CARDS, Answers All Questions, Lucky Numbers, etc. 50¢
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 Graphology Charts, 9x17. Sam. 5¢. Pgr 1000 \$6.00
MENTAL TELEPATHY, Booklet, 21 P. 25¢
"WHAT IS WRITTEN IN THE STARS." Folding Booklet, 12 P., 3x5. Contains all 12 Analyses. Very Well Written, \$5.00 per 100; Sample 10¢. Shipments Made to Your Customers Under Your Label. No checks accepted. C. O. D. 25 Deposit. Our name or ads do not appear in any merchandise. Samples postpaid prices. Orders are P.P. Extra.

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 Astrology Writings, 1947-1948, by practicing Astrologer (now writing for Billboard advertisers). Rush orders if interested, many contracts.

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FOR SALE
 A Plaster Factory fully equipped, doing a good business; also 50x50 two-story brick Building. Reason for selling, poor health.

JOE W. STONEMAN
 REDGRANITE, WIS.

MIDWAY CONFAB

On a take-home basis trouping doesn't always pay.

Frank Capell, of NSA, was operated on Thursday (31) at West Side Hospital, New York.

Roy Kissell, guess-your-weight concession at Eastwood Park, joined the Abbott Magic Shop staff in Detroit.

J. Lee (Buck) Smiles, who closed the season with Cavalcade of Amusements at Mobile, Ala., is en route to Washington where he will winter.

Charlotte, annex attraction on the Crane Side Show, left for Washington after closing the season with the unit at Batesburg, S. C.

News Flash: "Laundry labor shortage eased with closing of gal shows."



J. S. (TEX) EANES, mail and The Billboard agent on the Bullock Amusement Company, writes that he has had a good season with his hoop-la, which Mrs. Eanes operates.

William E. Snyder, legal adjuster with the Wonder Shows of America, is a St. Louis visitor. He is headquartered at the International Association of Showmen.

Pat and Evelyn Templeton recently visited friends in St. Louis, en route from Dallas to their home in Cobden, Ill. They reported a good season with E. S. (Ted) Webb, operating frozen custard.

William B. Naylor, publicity director of the Cavalcade of Amusements, passed thru St. Louis en route from Tuscaloosa, Ala., where the shows closed, to Chicago and thence to Canada.

Gate & Banner Shows are so country-fied that all they need is a rustic accent and a theme song.

J. C. McCaffery will be among those present when Notre Dame tears into the Army in New York Saturday (9), with an Irish pennant waving in both dukes, cheering for his alma mammy.

John Francis, owner of the John Francis Shows, has returned to St. Louis from a trip south. He visited Wonder Shows of America, Barney Lamb and Imperial shows. He also purchased a Caterpillar.

Bessie Besette closed her Side Show on Jones Greater Shows and plans to winter in Florida. She recently spent a week visiting Mr. and Mrs. Cash Miller on Endy Bros.' Shows.

General agent didn't know it was so close to fair meeting time until his boss sent him to town to get a hair cut.

J. C. Corbett cards he is a patient in Pine Camp Hospital, Richmond, Va. . . . Kenneth Adams writes that James Quinn, general agent for the O. C. Buck Shows, is seriously ill in the Troy, N. Y., Hospital.

Sam Gordon, concessions manager on the Royal American Shows, was presented with a diamond-studded watch at the Louisiana State Fair by the front-end gang "in appreciation of his loyalty and leadership."

Harry E. Wilson, who does the mouthpiecing for the Majestic

Greater Shows, says he didn't send in a report on the org's stand at Washington, N. C., because business was lousy.

Heard on a midway: "The guy who wrote your opening must have written it to accommodate your loose upper plate."

With Mr. and Mrs. Lloyd Soules and Mr. and Mrs. Joe Martin as hosts, a shower was held in Washington, N. C., October 25 for Mrs. Mae Bradley. The Bradleys are members of Majestic Greater Shows.

Edward C. Andrews, veteran side show performer with many circuses and carnivals, is a patient in the Veterans' Hospital in Dayton, O. He writes he will be there for several months.

Mike Prudent, Patchogue, L. I., is enlarging his shows for next season, recently acquiring four new rides to add to the 10 Prudent's Amusement Shows have been operating on Long Island territory.

A. Hymes, concessionaire, visited The Billboard New York offices Tuesday (29) and reported banner business at the initial indoor circus dates. He will have the novelties at Hamid-Morton Shrine circus dates in Portland, Me., and Baltimore.

Roy Johnson, concessionaire, is back with Crescent Amusement Company after a two-year absence. . . . Mr. and Mrs. George Lambert, of the R & S Amusements, recently visited Crescent Shows and were guests at a seafood dinner given by Mr. and Mrs. L. C. McHenry, Crescent owners. . . . Mr. and Mrs. Lottridge, ride owners with

My Friend Tony

Sam R. Childers, of the Johnny J. Jones Exposition, contributed this one:

"Tony, a roll-down agent, would never think of setting up or tearing down a joint, because he is a 'gentleman agent.' After the joint is flashed, counter dusted and awning raised, Tony walks in.

"There must be a coat hanger, a whiskbroom, and a clean box to protect his hat. There must also be a mirror, so that he can see himself smoking a cigar, and his hair must be just right at all times.

"His fingernails must be polished, and there must be clean towels, water and 'sweetheart soap' in the joint so he can keep his hands clean. His ring is polished daily.

"His shirts, pants and ties must never be worn more than one day of every two weeks, and if the pants show a slight wrinkle they must be rushed to the presser.

"At closing time Tony tells the 'ruffy' to close, and heads for his awaiting taxi and his hotel two blocks away to tell his lobby friends of his big scores.

"Yes, Tony is the gentleman agent. I have known him for years. In fact, we wintered in the same town for years.

"Speaking of winter, what do you plan to do this winter?"

"That is something that never worries Tony. He has security. I know this, and wish I had something dependable year after year like Tony.

"Do you know the lucky stiff has driven the same coal truck for the same coal company every winter for the past six years!"

WHEELS OF ALL KINDS
 Tickets—Paddles—Laydowns
 Complete BINGO Outfits
CARNIVAL SUPPLIES AND EQUIPMENT GAMES, ETC.

ALUMINUM MILK BOTTLES
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The Show With a Future
 Complete small Show with good established route & good reputation. 36-ft. small Merry-Go-Round, good organ, new electric motor; Kiddie Auto Ride, electric motor, several new spare wheels and tires; Big Mixup, 30 seats, gasoline motor; six Concessions, Transformer Trailer, new 37 1/2 K.V.A. Transformer and plenty of Cable; one '39 Model International L.W.B. Truck, one '34 Model Chevrolet L.W.B. Truck, one '36 Model V-8 Truck with 22-foot Semi Trailer; one '39 Cab Over Chevrolet, van type body, L.W.B.; one '42 Plymouth House Trailer, used as office; Tools, Light Bulbs, everything complete. This equipment is all up in running condition. Just put in the barn Oct. 19th. Will not sell piecemeal. \$10,000.00 cash. K. E. (JELLIE) VANDERFORD, Route 4, Edmond, Oklahoma.

FLYOPLANE FOR SALE

1942 Model with inside loading cars, very good condition. Can be seen with Royal American Shows, Tampa, Fla., Nov. 1 to 12. Immediate delivery.

J. LEE CUDDY
 470 N. E. 52 St. MIAMI, FLA.
 Phone 7-4115

WINTER CARNIVAL MANAGERS NOTICE AT LIBERTY FOR WINTER TOUR

COL. A. L. SYKES-McRORIE
 Carnival Assistant Manager, Lot Engineer. I know the score. Write P. O. Box 542. Phone 4-6523. Call 215 Jackson St., Trenton, N. J.

FOR SALE

Super-Large SOUTH AMERICAN POPCORN. This Corn is positively the finest Popping Corn we ever grew. \$10.00 per 100 lbs., while it lasts. Must vacate crib for new crop.

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Want Rides, Concessions and Shows of all kinds, only one of a kind booked. Route thru Ohio and Pennsylvania. Season starting early May. Want to hear from Sound Outfit and Free Act.

MANAGER
 90 W. 43rd St. Ashtabula, Ohio

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For winter season, certain outstanding Live Bird Exhibits. Best of care (cages available).

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WANTED

Can use any Ride. Will book or lease for 8 weeks in heart of Arkansas cotton. Will book any Concession not conflicting.

K. C. ROGERS SHOWS
 Madison, Ark., this week.

WANT

Clothes Pin Agent, Six Cat Agents, all kinds 10-Cent Stock Stores, Sit-Down Grab. Out all winter around New Orleans.

MIGHTY PAGE SHOWS
 Gretna, La., this week.

FOR SALE

One KW 15—Delco Light Plant, mounted on Lincoln Truck and pulled by Lincoln Motor.

DR. E. M. THOMPSON
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WANT TO BUY

2-Abreast Merry-Go-Round, Tilt-a-Whirl, any Rides priced within reason. Want Ride Help, Concessions and Shows. Will book for 1947 season Shows of all kinds.

OMAR'S GREATER AMUSEMENTS
 Farmerville, La., Nov. 4-9.

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Immediate delivery on Star Popcorn Machines, both Super Star and Silver Star, in cabinet models only. Also a very good assortment of Stars and Cretors used Counter Models at reasonable prices. Let us know what you need and we will be glad to submit quotations.

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OCTOPUS ROLLOPLANE FLY-O-PLANE

World's Most Popular Rides

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Nifty Sales Talk

It happened at a State fair. A rustic stopped at a novelty booth and purchased a bright red ace-deuce hat, an "Oh! You Kid" hat band, a cane and a "Looking for a Wife" button. "Are you entering the contest?" asked the agent. "What contest?" asked the rustic. "Didn't you hear?" replied the agent, "the governor is giving a \$200 cash prize for the best decorated man on the grounds." He left decorated like a Christmas tree with every piece of merchandise on the stand.

the Crescent Shows, plan to be in Chicago for the fair meetings. Also planning to attend the meetings are Lyle Richmond, motion picture house owner of Senath, Mo., W. H. Lefort, in the real estate business in East Peoria, Ill., and Louis Bright, of the Crescent Shows.

Solly Kann went to a lot of effort to figure out one of those A, B, C things about personalities on Royal American Shows, but it was too hot for even a professional heat score merchant to print.

Reason a manager gave for not contracting his general agent for the entire season was, he might still be around at closing time.

Rube Liebman authored the crack: Dull life that Bob Parker lives, Delavan Lake, Wis., in the summer and Miami in the winter. It sure beats working. Rube's speech-making enlivened the sessions at the Atwell Luncheon Club considerably the past week.

Abe Rubins and Ike Harris, concessionaires of Asbury Park, N. J., are hibernating at Clifford's Springs, N. Y. . . . L. I. Thomas, concessionaire on Joyland Shows, is in Miami for the winter. . . . Jack Hornfeld wound up his season with the Caravella Amusements and has returned (See Midway Confab on page 64)

NOW AVAILABLE FOR PROMPT DELIVERY

The Finest LIQUID and SOLID

POPCORN SEASONING

Place Your Standing Order at Protected Prices.
 Delivery Throughout the Year.

BEE HIVE HYBRID

is still setting new expansion and popping records. Don't waste precious seasoning on inferior corn. Better-tasting BEE HIVE will enable you to maintain your popcorn profits in the face of rising seasoning costs.

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Special News
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 NOW AVAILABLE

PLACE YOUR ORDER HERE FOR THE

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RB BRAND HYBRID POPCORN

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Scientifically developed to pop out \$125 and up from 100-lb. bag. Try a bag for bigger profits.

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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.

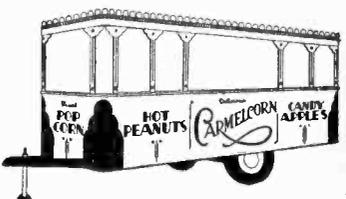
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We have an exchange offer to all owners of Concession Supply and Dietz Company Floss Machines of interest and benefit. Write in for details. Floss Machine Rheostats. Heavy duty construction. Engineered for Floss Machines by men who understand the business. May be used for single or double spinnerheads. \$22.50. Single Bands, ribbons, \$5.00 each. "Original" Double Bands, \$13.00 each. Coloring, flavoring, cone papers. Many other concession items.

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DEPT. B SHAMOKIN, PA.
 Send Cash With Order. Stock Tickets, \$17.00 per 100,000.

100,000

\$21.50

10,000 \$7.25
 20,000 8.75
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Jacksonville, Fla., Fair

Bear Hoop-La, newly framed Cat Rack, Ball Game and Balloon Joint. Amateurs and boozers stay away. All winter's work in Fla. If you are capable, wire

BILLY B. MACK

Western Union, Jacksonville, Fla.

WANT

Cook House, Corn Game, String Game, Snow Cones and Candy Floss, Country Store. Any Concessions not conflicting.

American Eagle Shows

Moorhead, Miss., Nov. 4-10.

WANTED TO BUY

50 Single Barrel Shot Guns, also .22 Rifles. WHAT HAVE YOU? State Price and Condition.

TRADING POST

DUBLIN, GA.

FROM THE LOTS

John R. Ward

BATON ROUGE, La., Nov. 2.—Shows arrived here Tuesday (29), a day late after climbing out of six-inch mud at Eunice, La., where the midway had a good week at Tri-Parish Fair. Jump of 120 miles was made without a mishap. Ray Cramer reported that hundreds of kids stood in three inches of rain water under his canvas to see his 10-in-One Show the last day at Eunice. Shows' lineup here included 16 shows, 14 rides and only 30 concessions, off from a peak of 60 in early fall.

Shows had to cancel all food concessions about which screens could not be placed. This is Owner Ward's home town and he had visits from several members of his family. Shows may end season here and go into quarters at Memphis. A recent death was that of Charlie Clark, who operated the Funhouse.

Getting the biggest play here opening night was Strange Girl Show, Funhouse and Caterpillar. Shows are using two huge navy searchlights for the first time. Mr. and Mrs. Bill Starr left for Jacksonville, Fla. Charles Goss is running the Glass House and Fly-o-Plane.

Prell's Broadway

ROCKINHAM, N. C., Nov. 2.—Last two weeks of the season saw shows greeted with rain and cold weather with the result that stands at Fayetteville and Lancaster, N. C., were only fair. On the days that the weather made it at least 50 per cent profitable for shows to operate townfolk came out in good proportions and spent heavily.

Local stand started out well. Merchants tie-up was an excellent piece of business and Cotton Queen contest with 80 participants savors well for the rest of the stand. Sam Prell, who had been away on a trip to Charleston, reports that the date should prove a winner and that the committee in Charleston is looking forward to the best fair in its history.

Rolling stock was increased to 34 pieces with the purchase of three new trucks and trailers. Ten more trucks are on order. A Tilt-a-Whirl has been ordered for spring delivery. Owner Prell is mapping his winter quarters building program.—ALLAN A. TRAVER.

Night Owl

KEISER, Ark., Nov. 2.—Local date marked the opening stand of the winter tour and business was good. October 25 Owner N. E. Davis was guest of honor at a surprise birthday party. Guests included Dorothy and Bill Conway, Eddie Drew, Robert Collins, Jim Davis, Mr. and Mrs. Johnnie McCain and Mr. and Mrs. Davis. Party was held in the trailer home of Mr. and Mrs. McCain. Refreshments were served and pinocle was the evening's pastime.

Mrs. McCain is back after being hospitalized. Personnel of the shows includes Mr. and Mrs. Davis, owners, Ferris Wheel and seven concessions; Mr. and Mrs. McCain, slum spindle; Johnnie McCain, electrician and Ferris Wheel foreman; Eddie Drew, milk bottles; Robert Collins, darts; Dick White, penny pitch; Dorothy Conway, over-and-under; N. E. Davis, beat the dealer; Jim Davis, cat rack; Bill Conway, Ferris Wheel second man; Mr. and Mrs. Otto Schieck, popcorn and candy apples, and Mr. and Mrs. Cecil Burns, mug joint.

Pryor Amusement

LINEVILLE, Ala., Nov. 2.—Week ended October 19, location, downtown; weather, fair; auspices, American Legion post; business, fair.

Org moved her from Centre, Ala., trip being made without mishap. At Centre, visitors included Fred Tillman and Stacy Johnson, friends of Manager Jake Pryor.

Highlight of the week was a birthday party for Jacob Pryor, given by his wife.

Stanley Jones, bingo op, who had closed the season and was visiting here, put up his top. Mr. and Mrs. W. W. Jones, brother and sister-in-law of the writer, closed here and returned to their home in Indianapolis.—STANLEY JONES.

J. R. Leeright

CROWELL, Tex., Nov. 2.—Despite bad weather business here was okay. With the season at an end, work will start immediately in winter quarters at El Paso, Tex.

Personnel at closing: J. R. Leeright, owner; Dixie Walker, bingo, assisted by Idaho Shorty and Eddie Bollig; Clarence Bollig, diggers; Mr. and Mrs. Oran Jones, popcorn; Mr. and Mrs. G. E. Gage, mug joint; Delbert Gamblin, cookhouse; Mr. and Mrs. Derango, percentage; R. L. (Red) Bishop, two girl shows; Texas Slim, 10-In-1; Dr. Hon, magic; Abe Long,

Mighty Page

COVINGTON, La., Nov. 2.—Week ended October 26; location, fairgrounds; auspices, American Legion; weather, fair; business, none.

Taking them all into consideration, and there were some bad ones this season, this spot will be remembered as the complete blank of the season.

Business (that's a joke, son) was slow opening night and grew steadily worse as the week progressed. Whatever the interest of the natives, it certainly wasn't carnivals and local press was hostile. Concessions did not work here.

Closing here were Ben Rogers, Edward Stark Pond, Walter Harris and Lillian Stark.

Business the previous week at Columbia, Miss., was better than here, altho it did not live up to expectations.

Roy Horn, mechanic, has the fleet moving nicely. Frank Zorda, Side Show op, closed and returned to his home in Atlanta. Isobel Zorda visited New Orleans and other points.—ROBERT L. OVERSTREET.

Golden West

FIREBAUGH, Calif., Nov. 2.—Org closed here October 20 after a week of excellent business. The double Loop-o-Plane wound up with its biggest week's gross of the season. All other rides and concessions registered big profits. Altho it was cold for the first part of the week, crowds came early and stayed late.

There is plenty of electioneering going on around the lot. Everyone is interested in the balloting for officers for Show Folks of America, San Francisco. General Manager Fisher is unopposed for third vice-president, but the battle for places on the board of directors and other offices is hot.

A new Mickey Mouse Show joined recently in Riverbank, Calif.

Show came in for some publicity in San Francisco recently when the White House, one of the city's largest department stores, featured Golden West Shows in an art exhibit in its windows during Art Week.

Minstrel; Virgil Rosenberg, ride superintendent; Mary Rosenberg, snow cone; Buck Jones, Wheel foreman; Nebraska Slim, Merry-Go-Round; California Ralph, two kiddie rides.—R. L. (RED) BISHOP.

Advertising in the Billboard Since 1905

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Above prices for any wording desired. For each change of wording and color add \$3.25. For change of color only, add 55c. No order for less than 10,000 tickets of a kind or color.

STOCK TICKETS
 1 ROLL.....75c
 5 ROLLS.....@.....60c
 10 ROLLS.....@.....50c

WELDON, WILLIAMS & LICK

FORT SMITH, ARKANSAS
 Tickets Subject to Fed. Tax Must Show Name of Place, Established price, Tax and Total. Must be Consecutively Numbered from 1 up or from your Last Number

FOR SALE

Penny Arcade, price \$6,500, with lots of parts and stock; \$10,000 with 32-ft. special-built Freuhoff Semi-Ford Tractor, Neon Front.

Mirror Maze, \$2,500; \$4,200 with 15-ft. Steel Body 1942 Chev to haul same.

30-ft. Walk-Through Fun House, \$2,500; \$3,500 with 1940 Chev Panel to pull same. Prefer keeping trucks. Can be booked on show for 1947. Show will furnish wagons.

Will buy No. 5 or 12 Eli for cash. No junk.

C. A. STEPHENS

Care James E. Strates Shows, Charleston, S. C., November 4-9.

MID-CONTINENT EXPOSITION CAN PLACE FOR AMERICAN LEGION FAIR

8 Days, November 9 to 16, Patterson, Louisiana. Downtown City Park.

WANT Rides not conflicting. SHOWS—Girl, Jig, Snake, Monkey, Life or Pit, CONCESSIONS—Bingo, Cookhouse, Grab, Photos, Fish or Duck Ponds, Dart, String, Hoop-La, Jewelry, Novelties. Midway open, deposit holds space. Can place General Agent and Special Agent. Out all winter. Patterson, then per route. Contact

Jim Moran, bus. mgr., or Ted Woodward, gen. mgr.

PHONE MEN WANTED!

Four good deals, work all winter.

PETE HENRY

Room #302, Bellvue Court Bldg. Philadelphia, Pa.
 Phone Kingsley 56210

BISTANY'S GREATER SHOWS WANT

For the Entire Winter in Florida, Six Weeks in and Around Miami and for 1947 Season. RIDES—Octopus, Roll-o-Plane, Spitfire or any other major Ride. SHOWS—Side Show, Monkey Show, Fun House, Minstrel with own equipment; will give liberal percentage. CONCESSIONS—Any kind legitimate Concession except Bingo, Pop Corn and Cook House. No racket of any kind. Wire or write

LEO M. BISTANY
 PALM BEACH, FLORIDA

WANT TO BOOK

FISH POND, PAN JOINT, HIGH STRIKER, GUESS YOUR WEIGHT, PHOTOS, POPCORN and SIDE SHOWS; ALSO MITT CAMP. Going South — Playing Southern Texas. WANT SKILLO, ROLL DOWN AND RAZZLE DAZZLE AGENTS. (Ray Barbee and Bonham "Red" Hilton, contact Bob Lack.)

Wire or Call

NORMAN OLSON SHOWS

Nashville, Ark., Nov. 4-11; then per route.

Royal Amusement Co.

Can use legitimate Concessions. Popcorn and Bingo open. Due to disappointment can use Tilt; other Rides that don't conflict, wire. Will sell exclusive on American Palmsistry. Photo. To play Southern Fairs sponsored by the American Legion. Out all winter.

MACK GERMAIN, Owner.
O. F. (BLACKIE) GILMAN, Manager.
 Address all wires to
 Jeffersonville, Ga., Nov. 4th to Nov. 9th.

Florida Amusement Co.

CAN PLACE

Bingo Counter Man. Joe Marlow, get in touch with me at once.
 Madison, Fla., week November 4.

J. A. Gentsch

NATCHEZ, Miss., Nov. 2.—This was the third successive year shows have played Adams County Old Territorial Fair and gross was about the same as preceding years.

Visitors included Rita Holmes, secretary to F. M. Sutton, owner of Great Sutton Shows; Joe Gardner and Deputy Sheriff Charles C. Bahin.

Weather, for the most part, was ideal. It rained only one night, and that just at closing time. Next day the sun was out bright again. Org was open one afternoon, October 26, when children from three orphanages were entertained.

Owner J. A. Gentsch plans to keep the shows out until December 14. Winter quarters will again be located here.—NORMAN LAWRENCE.

Virginia Greater

DILLON, S. C., Nov. 2.—Week ended October 26; business, fair; weather, fair; location, new athletic field; auspices Volunteer Fire Department.

Shows arrived here from Bennettsville, S. C., where business was satisfactory. We broke in a new lot here. Business the first part of the week was slow, due to cold weather. Committee was very active, Chairman W. Page co-operating all the way, and newspapers and radio gave excellent publicity.

Visitors included Mr. and Mrs. Harry Biggs, former troupers now in business here, and Harry's sister, Rome Harris, ride owner, whose winter quarters are located here.

October 24 Manager Roco Masucci was host at a spaghetti dinner. Guests included Mr. and Mrs. W. Pate and Mr. and Mrs. Biggs.

Joining here were R. Palmateer with photo gallery, Eustace Copanas, novelties, and Clifford Kerhan, shooting gallery.

Mrs. Noel Bass spent a few days visiting at her home in Burlington, N. C. Freddie Hasler returned after spending a few days in Miami.—RONALD PRUE.

"BATHING IN CREAM"

Marlanna, Ark., this week; then the big one, first carnival in seven years, follows. Wait Penny Arcade or any clean Family Show.

DYER'S GREATER SHOWS

GATE CITY SHOWS

WANT FOR BAXLEY, GA., ARMISTICE CELEBRATION AND G.I. HOMECOMING REUNION

NOVEMBER 11TH THRU 16TH

Everything must be ready for operation 11 A.M. November 11. Parades, Bands, Speaking, 11th and 14th, which is official G.I. Welcome Home Day. Other big ones to follow.

WANT—Legitimate Concessions, all kinds except Popcorn and Bingo.

WANT—Motordrome with own transportation.

WANT Funhouse.

Cannot use Rides of any kind as we have contracted all Rides for winter season and 1947.

WANT—A-1 Canvas Man, Scenic Artist and Sign Painter.

WANT—Musicians and Chorus Girls to strengthen Minstrel Show.

This show positively out all winter. Have some open time in December and January for Celebrations. Florida or South Georgia.

J. E. BAXTER, Mgr.

Our address Waynesboro, Ga., this week; Baxley, next.

ROYAL EXPOSITION SHOWS

WANT

For American Legion Festival, Clearwater, Fla., Nov. 15th to 23rd, inclusive, followed by the first Negro Fair ever held at Belle Glade, Fla., Nov. 28th to Dec. 7th, then Ft. Myers, Fla.

RIDES—Can use Spitfire and Octopus, also Kiddie Autos. SHOWS—Have complete 20x40 new Tent Banners and Front, will furnish some showman that has several acts to put in same. Want a few more legitimate Concessions, such as Long or Short Range, String Game, Novelties, Cotton Candy, etc. Have interesting route beginning third week in January, 1947, that will be announced soon. Address: This week, Pelham, Ga.; then as per route above.

ROYAL EXPOSITION SHOWS

P.S.: Have 8-Car Lindy Loop, A-1; also Fairbanks-Morse 49½ K.V.A. 110-220 Diesel Light Plant, A-1, for sale. Delivery after December 15th. Come and see them in operation.

WANTED

Wheel Foreman, join at once. CONCESSIONS: Bumper, Floss, Slum Spindle, Striker, Cork Gallery or any Stock Store not conflicting.

FAY'S SILVER DERBY SHOWS

EUFAULA, ALABAMA

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CHAIRPLANE — KIDDIE AIRPLANE SWING

NO MIDWAY IS COMPLETE WITHOUT THEM PLACE YOUR ORDER NOW FOR 1947

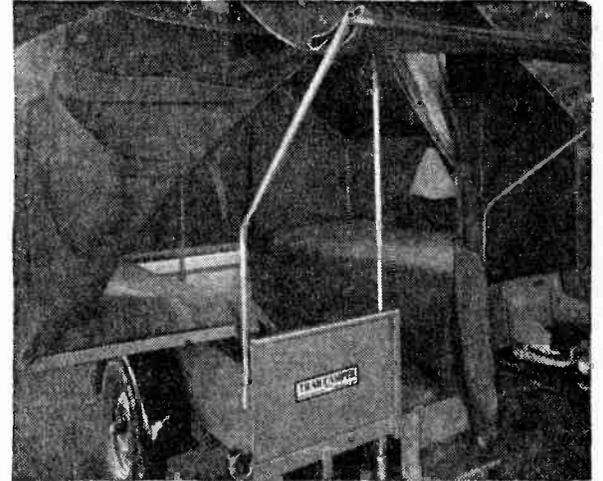
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Offers These Outstanding Advantages to the Road Show or Carnival Man—

- Complete living quarters or dressing room.
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- Extra load capacity up to half a ton.
- Only 60 pounds weight on auto.
- Long life—all steel body.
- Travels anywhere your auto can go—no side-sway at high speeds.
- Distinctive and attractive.
- Low cost—To Buy—To operate.



TRAILCAMPER is a folding trailer, with a steel body 46"x96" that opens into a tent room 8 ft. by 10½ ft., 7 ft. high. Two beds, springs and mattresses, table, chairs, stove, ice box and food storage. Weather-proof, fire-proofed, bug and fly-tight top. Screened windows and doors. Takes but 10 minutes to set up. And TRAILCAMPER has the lowest first cost, lowest operating cost, lowest upkeep of any road home—no worries about accommodations.

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SPITFIRE RIDES

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NOW SCHEDULING 1947 PRODUCTION

FRANK HRUBETZ & CO.

Front and Shipping Sts.

Salem, Oregon

J. L. (JIMMIE) HENSON SHOWS

WANT FOR ALL WINTER'S WORK

Foreman for #5 Wheel, drive semi. Morris Baker and Billy Allen, reply; other Ride Help. No lusers. Legitimate 10¢ Stock Concessions that don't conflict; no flats. Can place capable Advance Agent that knows Georgia and Florida. If you drink don't answer. Will buy 25 or 50 Kw. Transformer. For Sale—#5 Eli Wheel, good condition, \$4500 cash. Have two.

J. L. HENSON

Reynolds, Ga.

Bookers Eying European Mart For New Talent

(Continued from page 50)

the acts won't come over for peanuts.

Reportedly, German acts are the only ones anxious to hop a boat or a plane, but if they happen to reside in any of the occupation zones, as most of them do, the deal can't be swung. On the other hand, German nationality is no bar if they happen to be outside of occupation jurisdiction, as are some working the Scandinavian countries. Pre-war Germany always provided the best and most talent. France, Belgium and Holland followed in that order, with the latter two contributing mostly grounded talent.

Mail, Cable Confabs

Because bookers know the talent they want, contract negotiations are being carried on by mail and cable, with not more than a couple of scheduled expeditions in the offing. Mail hasn't been very satisfactory, partially because of delays, some of which have resulted in an act re-booking in Europe because assurances of a set deal mailed from this country were sidetracked.

Even with the signing, and some bookers report the inking of several acts, the big push is still to come, with the acts making a bid for entry to this country on a visitor's visa. Visas can be had, at least there is no ban, but the contingencies involved make the securing of one a super-duper headache. Aid coming from this side of the pond offers an unknown quantity. Ringling circus rostered the only three to arrive since the war's end. The Therons, cyclists, from Belgium; the Eriksons, balancers, from Sweden, and Los Arriolas, Spanish trampoline act, were hardly representative.

Acts which happened to be here on a visitor's visa are now faced with deportation as their stay was legalized only thru numerous extensions of their visas. If they desire to remain, and most of them do, their only salvation is to swing a deal to be included in current immigration quotas which in turn would offer them the privilege of citizenship, as it isn't possible to become a citizen while in the country on a visitor's visa. Competition for the honor can be tough because of a continuing backlog of applicants.

WANTED

Merry-Go-Round at Fairbury, Nebr., for three days, Dec. 5-6-7, for free rides. What's your price?

F. W. SHIPMAN

Fairbury, Nebr.

UNDER THE MARQUEE

(Continued from page 52)

cued from the Roanoke River after he fell in while scuffling with some of the boys at noontime. Show had a Sunday arrival, which accounts for their idleness at that hour of the show day. Lot was alongside the river. Unable to swim Facel was in the water eight minutes and had to be resuscitated with a pulmotor. Altho hospitalized, he was able to rejoin the show at Lynchburg next day.

Colored stake driving crew on the Charoit & Tableau Circus has become so proficient in playing drum rolls with sledges on stakes that they are hunting for orchestrations.

Chick Yale is playing the Houston Shrine Circus with his rocking tables and barrels, and is also set for the Fort Worth date. He previously made several dates for E. N. Williams. . . Cecil Eddington, last summer with Mills Bros., played the Milwaukee Food Show last week and will open November 9 in toyland of Gimbel Bros., Milwaukee. . . When Bill (Yo-Yo) Alcott and A. J. Duffy played the street fair at Steamboat Rock, Ia., the latter's wife served a fried chicken dinner in honor of the occasion. The two clowns, who played together 20 years ago, also put on a show at the State Boys' Training School at Eldora, Ia.

Dick Sullivan, who has been handling publicity and exploitation with Larry Sunbrock's combination rodeo and thrill show, stopped off in New York recently, en route from Cincinnati to Boston, for a visit with the "never a dull moment" kid just before the latter's departure for Central and South America. Sullivan says he got a kick out of the fact that Sunbrock was taking dance lessons from Arthur Murray in preparation for his trip.

Charles (Kid) Koster, the veteran circus agent and biller, is this season handling the billing duties for the legit show *Up in Central Park*, currently in the Midwest.

Arthur R. Hopper, general agent and traffic manager for Ringling-Barnum, left Chicago last week for Miami. He is to remain there until the Big One arrives before going to Sarasota for the winter. Babe Boudinot, back in Chicago for a couple of weeks, also returned to the South to complete his season's duties. . . R. M. Harvey, general agent for Dailey Bros., was in Chicago last week en route to his home at Perry, Ia. He expected to return to the show in Texas, however. He is working on a season route book. Tom Heney, contracting agent, returned to his home in San Francisco. . . E. W. (Slim) Somers, of Waterbury, Conn., brigade agent this season for Hunt Bros., was in Chicago October 26 for a wedding. He expected to catch up with the Big One in the South.

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.)

A-1 Am. Co.: Charlotte, Tex., 4-8; North Pleasanton 10-15.

Alamo: Gonzales, Tex., 4-11.

American Eagle: Moorhead, Miss. B. & H.: Allendale, S. C.

Bistany's Greater: Riviera Beach, Fla.

Blue Ribbon: Gainesville, Fla.

Boswell's Am.: (Fair) Boykins, Va.

Brewer's United: Madisonville, Tex.

Capital City: Blakely, Ga.; Cuthbert 11-16.

Central Am. Co.: Tabor City, N. C.; Andrews, S. C., 11-16.

Cetlin & Wilson: (Fair) Sumter, S. C.

Crescent Am. Co.: (Fair) Walterboro, S. C.; (Colored Fair) Sumter 11-16.

Crystal Expo: Cairo, Ga.

Delta State: Hermitage, Ark.

Denton, Johnny J.: (Fair) Walhalla, S. C.

Dudley, D. S.: Paducah, Tex.; Stamford 11-16.

Dumont: South Hill, Va.

Dyer's Greater: Marianna, Ark.

Endy Bros.: (Shrine Fair) Jacksonville, Fla.

Exposition at Home: Jesup, Ga.

Fay's Silver Derby: Eufaula, Ala.

Fleming, Mad Cody: Brunswick, Ga.; Jesup 11-16.

Florida Am. Co.: Madison, Fla.

Folk's Celebration: (State Fair) Phoenix, Ariz., 8-17.

Gate City: Waynesboro, Ga.; Baxley 11-16.

Gay Way: (Fair) Rochelle, Ga.; (Fair) Ashburn 11-16.

Gem City: El Dorado, Ark.

Gentsch, J. A.: Liberty, Miss.

Great Southern: Waycross, Ga.

Greater United: (Rodeo) Beeville, Tex.

Groves Greater: Bunkie, La.

Hennies Bros.: Clarksdale, Miss.; Greenville 11-16.

Henson, J. L.: Reynolds, Ga.

Hill's Greater: Velasco, Tex.

Jones Greater: (Fair) Wrightsville, Ga.; season ends.

Keystone Expo: De Funiak Springs, Fla.

Kirkwood, Joseph J.: (Fair) Fayetteville, N. C.; (Fair) High Point 11-16.

Lamb, L. B.: Haleyville, Ala.

Lankford's Overland: Leary, Ga.

Lawrence Greater: Abbeville, S. C.

Leeright, J. R.: Munday, Tex., 4-7; Rule 9-11.

Lion's United: San Bernardino, Calif., 4-10.

Madison Bros.: St. Martinville, La.

Magic Empire: Wesson, Miss.

Magnolia Expo: Carbon Hill, Ala.

Majestic Greater: Burlington, N. C.

Marion Greater: (Colored Fair) Lancaster, S. C.; (Fair) Newberry 11-16.

McKee, John: Gould, Ark.

Mid-Continent Expo: Lake Charles, La., 4-6; (Fair) Patterson 9-16.

Mighty Page: Gretna, La.

Olson, Norman: Nashville, Ark.

Omar's Greater: Farmerville, La.

Page, J. J.: Tifton, Ga.

Paul's Am. Co.: Beebe, Ark.

Prell's Broadway: Bennettsville, S. C.; (Colored Fair) Charleston 11-16.

Pryor's: Evergreen, Ala.

Regal Expo: Port Gaines, Ga.; Valdosta 11-16.

Richman & Carpenter: Tucson, Ariz.

Rogers, K. C.: Madison, Ark.

Rogers Greater: Clarksdale, Miss.; Greenville 11-16.

Rogers & Powell: Sumrall, Miss.

Rosen, H. B.: Am.: Grove Hill, Ala.

Royal Am. Co.: Jeffersonville, Ga.

Royal Expo: (Fair) Pelham, Ga.

Rupe's Midway for Fun: Gorman, Tex., 4-7; Baird 9-11.

Shan Bros.: Atlanta, Ga.

Shipley's Am.: Morganza, La.

Siebrand Bros.: Phoenix, Ariz.

Smith Am. Co.: (Fair) Mexia, Tex.; Whitney 11-16.

Smith, Casey: Wright City, Okla., 4-11; season ends.

Southern States: Dade City, Fla.

Sparks, J. P.: (Fair) Live Oak, Fla.; (Fair) Gainesville 11-16.

Strates, James E.: Charleston, S. C.; (Fair) Jacksonville, Fla., 11-23.

Sunflower State: Stephenville, Tex.

Tassell, Barney: Winter Garden, Fla.; Ocala 11-16.

Tidwell, T. J.: Lamesa, Tex.; Snyder 11-16.

Tip Top: Flora, Miss.

Tri-State: Rosedale, La.

Turner Bros.: Pine Bluff, Ark.

United Expo: Jacksonville, Tex.

Victory Expo: McAllen, Tex.; Harlingen 14-24.

Wallace Bros.: Cleveland, Miss.

West Coast: Porterville, Calif., 4-11; season ends.

Zacchini Bros.: Hogansville, Ga.

Circus Routes

Send to 25 Opera Place, Cincinnati 1, O.

Clyde Bros.: Ottumwa, Ia., 4-6; Muscatine 7-9; Galesburg, Ill., 10-13; Kankakee 14-16.

Cole Bros.: Corpus Christi, Tex., 5; Victoria 6;

Bay City 7; Beaumont 8; Nacogdoches 9;

Shreveport, La., 11; Texarkana, Ark., 12;

Hot Springs 13; Little Rock 14.

Dailey Bros.: Longview, Tex., 5; Mineola 6;

Terrell 7; Greenville 8; McKinney 9; Mexia 11;

Waxahachie 12; Cleburne 13; Dublin 14;

Lampasas 15; Llano 16; season ends.

Hamid-Morton: Atlanta, Ga., 11-17.

King Bros.: Evergreen, Ala., 5; Greenville 6;

Luverne 7; Troy 8; Union Springs 9; Ozark 11;

Elba 12; Florala 13; De Funiak Springs, Fla., 14;

Chipley 15; Panama City 16.

Montgomery, C. R.: Church Point, La., 5;

Ville Platte 6; Lake Arthur 7; Sulphur 8;

Jasper, Tex., 9.

Owens, Buck: Bainbridge, Ga., 5; Cairo 6; Camilla 7; Moultrie 8; Sylvester 9; Cordale 11.

Polack Bros.: (Agricultural Hall) Salina, Kan., 6-9;

(High School Aud.) Austin, Minn., 14-16.

Ringling Bros. and Barnum & Bailey: Goldsboro, N. C., 5;

Durham 6; Greensboro 7; Winston-Salem 8;

Charlotte 9; Greenville, S. C., 11; Columbia 12;

Savannah, Ga., 13; Waycross 14;

Jacksonville, Fla., 15-16.

Misc. Routes

Send to 25 Opera Place, Cincinnati 1, O.

Abbott's Radio Show: Mt. Sterling, O., 6; Circleville 7; Newark 8-9.

Annon's Tent Show: Stillmore, Ga., 4-9.

Campbell, Loring: Bristol, Pa., 6; Upper Darby 7; Mendham, N. J., 8; Summit 12;

Wharton 13; Madison 14; Yardley, Pa., 15.

Couden, Doug & Lola: School assemblies, Lawrenceburg, Tenn., 4-9.

Curtis, Rube & Robert (Shrine Circus) Houston, Tex., 4-12; Fort Worth 14-24.

Darrell's Sirens in Silk Revue (Fairbanks) Springfield, O., 6-7; (Cliftona) Circleville 9-10;

(State) Greenville 11-12; (Hipp) Marietta 13; (Liberty) Zanesville 14.

Eddington, Cecil (Gimbel Bros.' Toyland) Milwaukee, Wis., Nov. 9-Dec. 24.

Francis, Leo (Teamsters' Union) Columbus, O., 9.

Geddis, George & Bessie (Fair) Luverne, Ala., 4-9.

Green, John C.: Wynyard, Sask., Can., 7-8;

Leroy 10-11; Humboldt 12-22.

Holiday on Ice (Music Hall Arena) Cincinnati, O., 4-10.

Hubbard, Paul & Betty: Schools in Dayton, O., thru Nov. 15.

La-Mar: Plain City, O., 11; Roseville 13;

Toronto 15.

Layne: La Follette, Tenn., 6; Lake City 7;

Norris 8; Clinton 9.

Leckvold: Blaine, Wash., 7; Lynden 8; Du Pont 13; Lacey 14; Tumwater 15.

Long, Leon: Hattiesburg, Miss., 6; Gulfport 7-8;

New Orleans, La., 9-11; Mobile, Ala., 12-15.

Magrum, C. Thomas: Fond du Lac, Wis., 6;

Wausau 7-8.

Miller's Irvin C.: Brown-Skin Models (Morocco Club) Roanoke, Va., 7-11; (Auditorium) Knoxville, Tenn., 12; (Tennessee) Johnson City 13;

(Carolina) Spartanburg, S. C., 15.

Montague, Duke: Portales, N. M., 6; Hereford, Tex., 7; Vega 8; Amarillo 9-10.

Plunkett's Stage Show: Granger, Tex., 4-6;

Thorndale 7-9; Rockdale 11-13; Georgetown 14-16.

Rellim, Blondin (Cow Palace) San Francisco, Calif., 15-24.

Sellers, Jackie: Burlington, N. C., 4-9.

Texas Benny's Vaude Circus: Harden, Ala., 6-8;

Hartselle 9; playing schools.

Virgil, Great: San Francisco, Calif., 6-12;

Burlingame 12-13; Sunnyvale 14; San Jose 17-18.

DES M. NERVE CENTER

(Continued from page 50)

their homes here are Edwin Deitz, who was with the Merriam-Robinson Shows this season; Doc Withous, who had all the concessions on the Greater Rainbow Shows the past two years, and Pat Patterson, who once had the privileges on the Dodson Shows, have homes here.

Old-Timers Around

Among old-timers here are Sam Mitchell, actor, who operates a rooming house; Bert G. Bragg, for many years a legit agent, now in the county auditor's office; Cliff Carl, one of the tent operas, now with radio Station WHO; Bob Dudley, former park and theatrical press agent, now with the chamber of commerce; Eddie DeBordy, for several years with the Ringling-Barnum advance, now handling billing for local promotions, and Izzy Bernstein, one-time minstrel end man, now in the jewelry business.

Mr. and Mrs. Harold Eutah, of the Tivoli Exposition shows, passed thru St. Louis en route from Joplin, Mo., winter quarters of the shows, to Indiana. Eutah made a donation to the furnishing fund of the International Association of Showmen while in St. Louis.

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Available in Florida from Dec. 1, 1946, to April 19, 1947. Playing St. Petersburg Fair, February 18-March 1, 1947. Apply to

JOHN C. WEHRLEY

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LAST CALL

LAST CALL

FOR

KINGDOM OF SUN FAIR

WEEK NOVEMBER 11, OCALA, FLORIDA

CAN PLACE Ridee-O, Spitfire, Tilt, Flyplane, Octopus or any other Ride not conflicting.

SHOWS of merit, including 10-in-1 or organized Minstrel with own top.

CONCESSIONS of all kinds; everything open except grift. Have some space open in exhibit buildings and tops. Write or wire this week, Winter Garden, Florida.

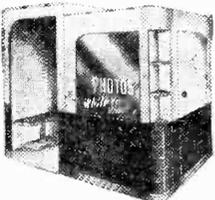
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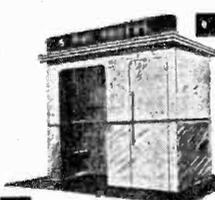
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NEW WATERPROOF FLAMEPROOF
 Made in following finished sizes, complete with Grommets. Made of double filled No. 12 Duck.
 6'x100'..\$54.56 9'x100'..\$80.00
 7'x100'.. 63.04 10'x100'.. 88.48
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 Made in any length at the above rate per running foot.
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 To Buy for Cash—Chairplane, 2-Abreast Little Beauty Merry-Go-Round, Kiddie Rides of all kinds, small Bingo, Concession Joints, Race Horse Wheel, Chuck Cage or any useful Show Equipment. No junk considered or wanted.
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CANDY BUTCHERS and NOVELTY AGENTS
 for week of November 18-24
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 When they won't run any longer don't junk 'em, sell 'em to us. ALSO WURLITZER BAND ORGANS. R. T. WADE, 16845 Lindsay, Detroit 27, Mich. Phone: VErmont 8-5232.

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 ONE OR FIFTY, ANY CONDITION. STATE CONDITION AND PRICE. CASH WAITING.
LEE MOSS
 122 PINEWOOD AVE. HOT SPRINGS, ARK.
 Must Be Erie Diggers

Central Amusement Company
 Wants for Andrews, S. C., Armistice Celebration, November 11-16; Summerville, S. C., Chamber of Commerce Fair, November 18-23, and balance of season.
 WANT CONCESSIONS—Want Stock and Percentage Concessions that grind.
 WANT SHOWS—Any worth-while Shows with own outfit and transportation, contact us immediately. Make your money here while people are spending freely. "We know the Carolinas." All address
Sherman Husted, Mgr. Central Amusement Company
 Tabor City, N. C., this week.

CAPITAL CITY SHOWS
 WANT
 for
BLAKELY, GA., PEANUT FESTIVAL, Nov. 4th to 9th
CUTHBERT, GA., FAIR, Nov. 11th to 16th
 Legitimate Stock Concessions of all kinds. Shows with own equipment. Show stays out till December 1. All replies
CAPITAL CITY SHOWS, Blakely, Ga.

WANTED TO BUY—CONCESSION FRAMES
 Will buy 10 Concession Frames with or without tops. Size 18x10 or 16x10. Must be in good shape. Also want three 12x12 with or without tops for Percentage Games. Will buy complete Bingo Unit, 30x40. What have you? Write full details; do not wire.
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CARL H. BARLOW, Mgr.
 2126 36th Place, S. E. Washington, D. C.

RIDES FOR SALE
 One 1946 Spit-Fire, used 15 weeks, same as new, with Truck to haul same. Ride and Truck perfect in every respect. Complete, price \$10,000.00. One Smith & Smith 24-Seat Chair-o-Plane, 22 ft. towers, all gearing new this year. Ride in perfect condition, almost new Le Roi motor. Complete \$2,500.00. One Single Loop-o-Plane, in first-class condition. Complete, less motor, \$750.00. One Snake Show, complete; 20x30 Top and Wall, very good; 5 new Banners, 60 ft. Banner Line, beautiful Pit and Ticket Box. All for \$250.00. Two Trucks, one 1934 and one 1935 Chevrolet, long wheel base, new motors and tires, \$600.00 each.
 All equipment can be seen and inspected by appointment only.
 All replies to
W. R. GEREN Phone 289-W Paris, Ky.

FOR SALE FOR SALE FOR SALE
COMPLETE CARNIVAL—\$20,000 CASH
 Four Rides, all very good condition; one new sixty days ago. Two Shows, new Canvas Marquees, Transformer Wire, Ticket Boxes, Office Truck, Ride Trucks. Everything complete, now operating. Thirty-five Concessions booked. Health the reason for sale. Can be taken over Saturday night. Wire
CARNIVAL OWNER, Care of Western Union, Columbus, Ga.

WANT WANT
 For 3 Big Cotton and Peanut Festivals and All Winter South.
 Owing to disappointment place Wheel and Chairplane immediately. Mrs. R. L. Wade, wire. Good opening for Pit Show, Wild Life, Platform and Walk-Thru Shows. Showmen with own outfits, wire. Legitimate Concessions of all kinds open. Will sell exclusive on small Cook House, Corn Game and American Palmistry only. Positively no racket. Address all mail and wires:
W. C. McKINNEN or BILLIE C. MARTIN
 CAMILLA, GA.
 P.S.: Small Free Act, wire.

FUN HOUSE FOR SALE
 1946 Factory Built by King Amusement Co. Built on 26-ft. Fruehauf Trailer, 50-ft. Front with Panels. Very flashy. This is a real money-getter. Westinghouse High Pressure Blower at exit. Will sacrifice with brand new 1946 Dodge Tractor, driven less than 1,000 miles. Ready to go. Come and get it.
 PRICE, \$5,500.00 CASH.
PAUL MATTLE, Phoenix, New York

FOR IMMEDIATE DELIVERY!
OIL
 AVAILABLE IN
FIVE GALLON CONTAINERS OR LARGE DRUMS BETWEEN 350 AND 450 LBS.
 NO CHARGE FOR DRUMS NON-RETURNABLE
PHONE WRITE WIRE NOW!
POPPERS BOY PRODUCTS CO.
 60 E. 13TH ST. CHICAGO 5, ILL.
 PHONES HAR. 0997—HAR. 9327

WANT
 Ride Help on Jenny and Ferris Wheel. Have frame-up for Girl Show open to someone with wardrobe. Want Concessions and Concession Agents. Mexia, Texas, Fair, Nov. 4th to 9th; Whitney, Texas, Bridge Opening Celebration, 11th to 17th; then going South. We will be out all winter.
Smith Amusement Co.
Roland Smith, Mgr.

Wanted Acts and Shows
 FOR AMERICAN LEGION
ARMISTICE DAY CELEBRATION
 Pensacola, Fla.
 Heavy advance ticket sale. New Plymouth given on gate.
JIM PARKER
 San Carlos Hotel

BREWER'S UNITED SHOWS
 MADISONVILLE, TEX., Nov. 4-11
 Want Concessions of all kinds, Bumper, Scales, Clothes Pins, Fish Pond, Candy Floss, Snow, Bowling Alley, Novelty Joint, Pea Pool. Girl Shows, Monkey Show and Novelty Show. Must have neat frame-up. We carry 7 Rides, 2 Shows, 25 Concessions. Book or buy Octopus or Tilt.
R. D. BREWER

FOR SALE
 10 Cases **.22 SHORTS**
\$80.00 PER CASE
 10 Cases of "Kantsplash" at \$90.00 Per Case.
 Wire 1/4 Deposit.
 5 Cases of Long Rifles at \$90.00 Per Case.
PEERLESS VENDING MACHINE CO.
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 Tel.: WILsonin 7-6178

3000 BINGO

No. 1 Cards, heavy white, 5x7. No duplicate cards. 35 cards, \$3.50; 50 cards, \$4.00; 75 cards, \$4.50; 100 cards, \$5.50; 150 cards, \$8.25; 200 cards, \$11; 250 cards, \$13.75; 300 cards, \$16.50. Remaining 2,700 cards, \$5 per 100 for cards only—markers or tally omitted. 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 rows across the cards—not up and down. Light weight cards. Per set of 100 cards, tally card, calling markers, \$3.50.

LIGHT WEIGHT BINGO CARDS
White, Green, Yellow, Black on White, postal card thickness. Can be retained or discarded. 3,000, size 5x7, per 100, \$1.25. In lots of 1,000, \$1 per 100. Calling markers, extra, 50¢.
Ping-Pong Balls, printed 2 sides . . . \$30.00
Replacements, Numbered Balls, Ea. . . .50
3,000 Jack Pot Slips (strips of 7 numbers) per 1,000 . . . 1.25
M. W. Cards, 5x7; White, Green, Red, Yellow, per 100 . . . 2.00
3,000 Small Thin "Brownie" Bingo Sheets, 7 colors, pads of 25. Size 4-5, per 1,000 . . . 1.25
3,000 Featherweight Bingo Sheets, 5 1/2 x 8, loose, per M . . . 1.40
Cork Markers, 3 sizes, 8/16, 12/16, 14/16 diameters; any size, per M75
Nickel Wire Cage, with Chute, Wood Ball Markers, Master board; 3 piece layout for . . . 15.00
Thin Plastic Markers, brown color, M. . . 2.00
All above prices are transportation extra. Catalog and sample cards free. No personal checks accepted. Immediate delivery.

J. M. SIMMONS & CO.
19 W. JACKSON Blvd., Chicago 4, Illinois

CLUB ACTIVITIES

Showmen's League of America

400 So. State St., Chicago

CHICAGO, Nov. 2.—Past President J. C. McCaffery presided at the regular meeting Thursday, October 31, in the absence of President Fred Kressman. Also on the rostrum were Treasurer Walter F. Driver and Secretary Joe Streibich.

Applications for membership of E. O. Brafford, B. W. Benson, Orville Gardner, Morris W. Schwartz, Henry Frødenberg, Jack Norman, William McLaughlin and William Ritchie were presented.

Arthur Hopper, who is on the sick list, reports he is much better and that he will leave soon for Florida. Past President Edward A. Hock still is in serious condition. Eddie Conners, recently discharged from a Milwaukee hospital, is recuperating in Chicago. William Meyers is out of the hospital and Maxie Herman writes he has been discharged from the hospital and is recuperating at his home. William J. Coultry, H. D. Wilson and John U. Fefebre are still confined.

Banquet and ball reservations continue to pour in. Date is Wednesday, December 4, in the grand ballroom of the Hotel Sherman. Committees for the president's party and memorial service are active.

Bill Carsky reports the servicemen's committee is still functioning with five members still in service. Christmas packages are now being prepared for those members. Mustering out checks recently were mailed to Leo J. Mulvey, George W. Hill, Russell L. Cooper and Roland Royer. Some discharged members have not as yet sent in their discharges. The committee urges these members to do so at once so that books may be brought up to date.

Harry Wonnacott and Steve Mandrick, Canadian members, were present at Thursday's meeting. New members presented were Harry G. Chernal, Homer Braun and Frank McDermott. Regulars back for the winter include Nat D. Rogers, Lou Leonard, Jack Andrews, Al Kamm, E. Courtemanche, Ned Torti, Eddie Gamble, Rube Leibman, John Courtney, Israel Eizen and Sunny Bernet.

The new p.-a. system, donated by Rube Leibman, has been installed in the meeting room.

Ladies' Auxiliary

A large crowd attended the social at which Mrs. Nan Rankin and Mrs. Lillian Woods were hostesses. Prize winners were Esther Meyers, nylon hose; Rose Page, a cake donated by Mrs. Rankin; Mrs. Henry Belden, purse, and Lillian Lawrence, perfume. Lena Schlossberg was the winner of the donation sent in by Harold Kirkpatrick, patient in the sanitarium at Black Mountain, N. C.

Members present after long absences included Bernice Doolan, Hattie Hoyt, Ida Chase, Cora Yeldham, Margaret Filograsso and Rose Page.

Letters were received from Frances Keller, who has been on the sick list and who is recuperating at Hot Springs; Viola Fairly, first vice-president, also at Hot Springs; Etta Henderson, who is en route to her home in Texas; Jean Davis, Myrtle Beard, Esther Weiner, Mary Cresson, Maud Geiler, Grace Goss and Gertrude Seitzer.

A donation was received from Josephine Quinn. Ida Chase recently gave birth to a daughter. Lucille Perry, of Happyland Shows, is the guest of Mrs. E. Sopenar in Chicago. Mrs. Rankin made a plane trip to Denver to visit her son, Lawrence.

Mrs. Al Miller and Cleora Helmer are reported ill.

National Showmen's Association

1564 Broadway, New York

NEW YORK, Nov. 2.—Annual banquet promises to be a sellout. Guests of honor will again be delivered as per Tickets arranged for by Thomas A. Brady.

Visitors included Jack Gallagher, Morris Levi, Irving Pearlstone, Abe Rapps, Justin Van Vliet, Rudy Dressler, Jack Capria, Sam Robbins, Sam Spitz, Benny Merson, Lou Lange, Moe Elk, Herman Cohen, Leo Lasalle, Martin Byrnes, Barney Walker, Murray Zand, Eli Guralsky, Allie Frank, Joe Dubin, Louis Rosshandler, George Regan, Louis Elias, Saul Eichner, Sam Finkel, Sam Torres, Irving Mee-son and Jack Hornfield.

Mail is being held for Francis W. Murphy, Louis Light and Edward Turbin. Scroll winners include Louis (Stretch) Rice, Jeff Harris, Jean Delabate, Fred Fournier, Vincent Hamblin, Claude Bentley and Mrs. Harry Agne. To date 188 membership applications have been approved and 30 are on file. Pat Martino has already sponsored 50 members, enough to entitle him to a gold life membership card. Other leaders in the membership race are R. C. McCarter, James E. Strates, Harry Kaplan and Ross Manning.

A special meeting will be held Wednesday (6). A nominating committee will be appointed at the Wednesday (13) meeting. Refreshments will be served.

Missouri Show Women's Club

415 Chestnut St., St. Louis

ST. LOUIS, Nov. 2.—Meeting of October 24 combined business with pleasure. The work of decorating and furnishing the club is going forward steadily and the date for open house will be announced soon.

A donation of \$150 from members of the John K. Maher Shows was divided between the International Association of Showmen and the Missouri Show Women's clubs.

An addition was made to the organization in the form of a junior members group. First to join were Arline Sidenberg and Delores Maher.

After the business was concluded a surprise party was tendered Vice-President Lee Belmont in honor of her birthday. The decorations were in the Halloween spirit. There was a birthday cake which was served with coffee made in the new urn. Mrs. Blanche Maher, of Cleveland, sister-in-law of President Mrs. John K. Maher, was a visitor. Also present were Lucille Donahue, Florence Guth, Mildred Laird, Ethel Hesse, Theresa Sidenberg, Alice Belmont, Lorraine Belmont, Ida McCoy, Estelle Regan, Gertrude Lang, Dorothy Williams and Betty Proper.

Michigan Showmen's Association

3153 Cass Avenue, Detroit

DETROIT, Nov. 2.—Regular meeting October 28 drew more than 100 members. Presiding was President Harry Stahl, assisted by Leo Lipka and Jack Dickstein, past presidents; Ben Morrison, second vice-president; Robert Morrison, third vice-president; Louis Rosenthal, treasurer, and Bernard Robbins, secretary.

Dave Picard and F. L. Townsend were elected to membership.

Clarence McCoy, patient in Harper Hospital, is reported improving.

The house committee's weekly prize for the worst card player went to Harry Levine. His partner in the pinochle game, George Harris, cast a hearty vote for Levine. For the fifth consecutive week Irving Borker was named knock rummy champ.

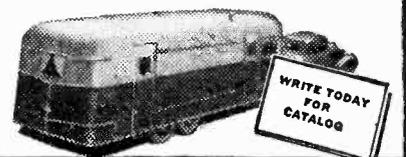


● In a Schult Luxury Liner you'll have every facility of a sturdy, 2-bedroom heated home, insulated for year-round comfort . . . and you can take it wherever you need it!

COMPLETELY FURNISHED

The modest cost includes built-in bed, convertible sofa-bed; kitchen with oven range, refrigerator, double sink; ample food storage space. 3 wardrobes; plenty of drawers and closets. See your Schult dealer, or send for latest catalog featuring the 1946 Schult Luxury Liner.

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DROME RIDER

WANTED

Capable of managing and operating Drome. Silodrome used part of one season, complete, ready to operate, will turn over to responsible party to operate in park all winter, take on road in 1947. Park and 1947 season virgin for Drome. Reply

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Write, Wire, Phone for Prices.
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Want Slum Stores that work for 10¢. No P.C., no Grift. Small Cookhouse, nut in tickets, that caters to Show People. Grind Store Agents for Office-Owned Concessions. We move in South Carolina next week, out all winter. All wires

THOMAS H. BOSWELL
BOYKINS, VA.

P. S. Will buy or book Tilt. We have Merry-Go-Round, Chair-o-Plane and Ferris Wheel.

Albert J. Edwards

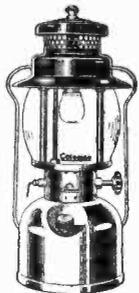
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BOB HUTCHINGS

ST. LOUIS, MISSOURI

WANT MAN AND WIFE, also two ladies wintering here to demonstrate a toy item in best Ten-Cent Stores here. Open Nov. 18. Stores booked. PLENTY OF MERCHANDISE ON HAND. Address:

BOX 445, c/o BILLBOARD
380 Arcade Bldg. St. Louis 1, Mo.

Coleman FLOODLIGHT LANTERN



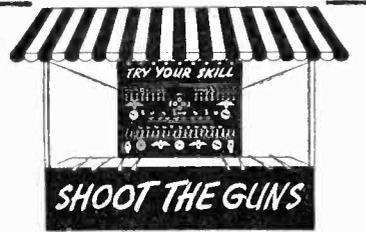
Dependable, powerful light for every outdoor night job. Floodlights 100-ft. area. Safe, can't spill fuel even if tipped over. Write nearest office for prices and information.

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Handy Gas Plants, Burners and Repair Parts

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SHOOTING GALLERIES

Complete line of portable and stationary galleries for immediate delivery. Have beautiful streamlined truck and semi-trailer bodies with built-in galleries. Guns and parts now available. Write for catalog.

King Amusement Company
82 Orchard Street Mt. Clemens, Michigan

LIGHT UP!

WITH A UNIVERSAL LIGHT PLANT

Brighten up for more business! Make your own electricity at less than city rates. Universals are reliable, economical—handle from 10 to 500 bulbs. Light in weight, compact, low in price—a Universal will pay for itself in short time. Get free literature!



Universal LIGHTING PLANTS

UNIVERSAL MOTOR COMPANY
426 Universal Drive Oshkosh, Wisconsin

P. AND B. AMUSE. CO.

WANTS Merry-Go-Round and Chairplane, or any Rides that do not conflict. Want Agents for Office-Owned Concessions, Slum, Skillo, Buckets and Blower Agents that work for a quarter and a half, also Slum and Ball Game Agents. Scotty and George Santos, come on. Want Side Show People, acts of all kinds; Tex Vaughn, answer. Also want Geek, Minstrel and Girl Show. Sally Winters, contact O. C. Bristow. Shows contact W. R. (Happy) Wood, Concessions, Frank Presti, and Rides, O. C. (Dutch) Bristow. This Show will be out all winter and 1947 season. Do not write; wire, come on. Lexington, Tex., this week; then as per route. F. PRESTI and O. C. BRISTOW, Owners and Managers.

Pacific Coast Showmen's Association

623 1/2 S. Grand Ave., Los Angeles

LOS ANGELES, Nov. 2.—Vice-President Charles Walpert presided at the October 28 meeting, assisted by Vice-Presidents Bill Hobday and Harry Suker, Treasurer John T. Backman and Secretary Ed Mann.

Mrs. Mabel Crafts presented the club with two \$500 checks for the Christmas dinner fund and general fund. Walpert presented a \$632.50 check to the building fund from the West Coast Victory Shows.

Application of Leslie Borinstein was accepted. Initiated were Lawrence White and Oscar Hollander. Ceremony was conducted by Walpert and Hobday.

Members present after absences were Texas Davis, Hunter Farmer, Jack Dyke, C. F. Norris, Spot Ragland, Ted Wright, Blackie Stein, Marshall Brown, Dan Congdon, Paul Trent, Doc and Ivan Gilligan, Red Crimmins, Ben Beno, Gus Smith, Charles Schneider, Bob Bell, George Duran, Tommy Bailey, Jack Lee, Fred Newman, G. C. Loomis, Roy Rasmussen and Capt. Eric Kelly.

Past President Harry Seber was a visitor, coming here from San Francisco to be chaplain at Roy Barnett's funeral.

Telegrams were sent five members who are ill. They are Roy Ludington, Jack Hughes, Clyde Gooding, George Jessup and Hugh Weir.

Ladies' Auxiliary

Seventy-five members were present October 28 to greet President Betty Coe, who had been on the road since March. Margaret Farmer and Edith Walpert, past presidents, attended, driving down for the night with a group from the West Coast Shows, which will remain out until November 11.

Past President Mabelle Crafts, present after a long absence, presented the club with a \$500 check from members of the Crafts Shows. Barbara Trent, a new member from that organization, was introduced. Bobbie Bronson, Bee Stein and Freda Brown sent in cash donations for the bazaar.

Called to the rostrum, Carol Kesterson was presented with war stamps to start a book for her son, Robert Allen, now five weeks' old. President Coe was presented a bouquet of flowers by Nina Rodgers and Edith Hargrave, past presidents.

New members are Glenna Hartzell Hale, Nellie Borinstein and Grace Merkle. Mrs. Marcella Belles, a New Zealand war bride, was introduced. Tillie Planateer, Lee Sturm, Ruth McMahon, Emily Freidenheim, Lillian Shue, Dora Rosen, Marie Stone, Jessie Loomis, Rose Compton, Ming Toi Right, Genevieve Crimmins and Cheryl Mueller were called on for a few words.

Marge Chipman and Isobel Myers were reported on the sick list. Bank award went to Mabelle Bennett and door prize, donated by Betty Coe, went to Peggy Bailey.

International Showmen's Association

515 Chestnut Street, St. Louis

ST. LOUIS, Nov. 2.—With a crew of painters putting on the finishing touches, coupled with night workers from the Ladies' Auxiliary, the clubrooms were ready for the formal opening October 31. Visitors coming thru St. Louis and visiting the new clubrooms have expressed great surprise at the unique manner in which it has been planned, the facilities it offers and the wholesome color scheme that has been carried out.

With the support given by two recent benefits, the furnishing fund

Show Folks of America

San Francisco

SAN FRANCISCO, Nov. 2.—Regular meeting October 21 was called to order by Pdesident-Elect Harry Seber. Mr. and Mrs. Hunter Farmer were guests on the rostrum and gave short talks. Farmer is second vice-president of the Pacific Coast Showmen's Association and Mrs. Farmer is a past president of the Ladies' Auxiliary.

Letters were read from Regular Associated Troupers, the Choctaw Chamber of Commerce, Hugo, Okla., inviting Show Folks to its party Thursday (14), and Kathleen May, Chicago blind girl, who enclosed a picture of herself. It was voted to hang the picture in the clubrooms.

Voted to membership were Mrs. Luella Johnson, Mr. and Mrs. Tom Thomas, Dewey Michaud, and Louis Ristick.

Introduced were Nellie Baker, recently discharged from the hospital; Mary and Teddy Texeira, Pat and Blanche Treanor and Moe and Rose Ginsberg.

A vote of thanks was given Bill Kindel for installing our clown's head and a letter of thanks was ordered sent him.

President Sammy Corenson, who planned up from Los Angeles, presented a check to the Cemetery Fund for \$560.75, the gift of Mike Krekos' West Coast Victory Shows.

Larry Rodgers invited members to attend his weekly broadcasts over KWBR each Saturday from 1 to 3 p.m.

Fred Weidmann reported on the meeting of the board of directors. Les Hart was asked to draw up an insurance policy for Show Folks and it was voted to give the board full power to act on such a policy. It was also voted to allot not more than \$100 from the general fund to the refreshment fund.

Nate Cohn won \$22 in the pot of gold drawing and donated \$5 to the Cemetery Fund. Remainder went to the refreshment fund.

Rocky Mountain Showman's Club

1421 Araphoe, Denver

DENVER, Nov. 2.—First meeting of the winter season was held October 26 and a large crowd was on hand. President Jack Williams reported the club is in the best financial condition since organization.

A. G. Goldberg was cited for bringing in the largest number of new members. Roy and Alta Shaffer, of the Nolan Shows, were among those filing applications.

Mrs. Tom Beary and Mrs. Louis Burton are on the sick list.

Clubrooms are open daily. Meetings are held the second and fourth Friday of each month. Annual banquet will be held after the January stock show. Louis Burton will furnish the Christmas tree this year.

Frank Swartz was on hand and reported his bingo and other concessions did big business this season. Also turning in favorable reports were Ted Kimpel, Ralph Smith and Messrs. Rose and Wells. Fred Haliburton reported all his popcorn equipment, damaged when his car and trailer turned over, has been replaced.

is sufficient so that every minute detail can be carried out.

Recent visitors were R. L. Lohmar, W. E. Snyder and James Ferron, of Wonder Shows of America, whose season closed at Little Rock October 20.

All members are asked to send their dues in for 1947 and an invitation is extended all showmen to visit and inspect the new home when in St. Louis.

Regular Associated Troupers

106 E. Washington, Los Angeles

LOS ANGELES, Nov. 2.—Three members were honored with seats on the rostrum. There were Harry Seber, president-elect of Show Folks of America at San Francisco; Charles Theo Marshall, present for the first time since his return from overseas, and Ruth McMahon, in from Crafts 20 Big Shows.

Reports were given by Moe Eisenmen, anniversary booklet chairman, and Herb Sucher; Vivian Gorman, bazaar chairman who is being assisted by Martha Levine, Elsie Suker, Mora Bagby and Helen Smith; Ruth McMahon, entertainment; Violet Sucher, ways and means; Ted LeFors and Ruth McMahon, membership; Harry Quillen, publicity, and Mora Bagby, sick and relief.

Donations of articles for the bazaar were received from Emily Friedenheim, Lillian Shepherd, Tillie Palma-teer and Clarence Allton.

Voted to membership were Laura Crafts Hoyte, Lena M. Marshall, June Allton, Dee Brooks and Hal F. Eifort. Talks were given by Harry Seber, Ruth McMahon, Mr. and Mrs. Charles Marshall, Laura Hoyt, Edward Mann, Dee Brooks, Jack Keck, Joyce Copeland, George Burmaster, Max Kaplan, Blackie Stein, Minnie Pounds, Dick Kanthe, Sis Dyer, Dave and Emily Friedenheim, Dan Meggs, Bee Stein, Pat and Mabel Monzo, Ray and Daisy Marrion, Bill McMahon, Winono Morehead, Joe Duran, Julia Smith, Mrs. Mead, Florence Lusby, Mrs. Davis and E. J. Rose, the latter being given a standing vote of thanks for his work on the clubrooms.

Lights were dimmed and a silent prayer offered for the late Leroy Barnett.

Guests included Mrs. Stevenson, Marguerite Ragland and Mr. Markham, nephew of Spot Ragland.

TENTS

SOMETHING NEW!

FOR IMMEDIATE CONSTRUCTION
Forest Green Flameproofed Canvas,
Bright Orange Trim.
FOR CIRCUS AND CARNIVAL SHOWTOPS
PROMPT DELIVERY!
BERNIE MENDELSON—CHARLES DRIVER

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SHOW CIRCUS CONCESSION MERRY-GO-ROUND TENTS

CENTRAL Canvas Company

HARRY SOMMERVILLE—FOREST GILL
121 West 8th Street Kansas City 6, Mo.

CARNIVAL TENTS

All sizes.
Also 20x30, 20x40, 31x45, 40x70.

SIDE WALL

ORDER NOW FOR NEXT SEASON.

D. M. KERR MANUFACTURING CO.
1954 W. Grand Ave. Chicago 22, Ill.

OCTOPUS

\$5,000.00 Cash

New Winch Trailer, \$1,000.00

A. O. TAYLOR

c/o GREATER UNITED SHOWS
Beeville, Texas.

RIDES AND SHOW EQUIPMENT FOR SALE

All in fine condition and can be seen in operation in Florida. Will sell only as a whole and will not consider selling otherwise.

7 FACTORY-BUILT RIDES, 6 PIECES OF TRANSPORTATION, 4-WHEEL OFFICE TRAILER, 18-FT. VAN SHOP TRAILER (no tractor), SWITCH BOXES, WIRE, CONCESSIONS AND MUCH OTHER EQUIPMENT THAT CAN BE USED ON A SHOW.

RIDES ARE: Portable Park Type Two-Car Loop, 16 adult capacity; late #5 Eli Ferris Wheel, used four seasons; Smith & Smith Large 24-Seat Chair-o-Plane; 7-Car Tilt-a-Whirl; Double Loop-o-Plane; 10-Car Allan Kiddie Auto Ride.

BEST OFFER OVER \$27,000.00 TAKES ALL

(Half Cash, balance can be arranged)

EDDIE LE MAY P. O. BOX 14 GIBSONTON, FLA.

PHONE: TAMPA Y5761 (ALL TELEGRAMS TO EAST TAMPA, FLA.)

For Sale—Beautiful Tourist Camp and Tavern—For Sale

Known as "Eddie's Hut" at Gibsonton, Fla. 300-ft. Frontage on Main Highway, Tampa to Miami, 10 Cabins, 8 Hotel Rooms, Bath and Heat; space for 40 or more Trailers. Modern Home, Garage and Shop; beautifully landscaped.

\$55,000.00. (Half Cash, Balance can be arranged).

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(Phone: Tampa Y-5761). (All Telegrams to East Tampa, Fla.)

CIRCUS DAY IN DIXIE

Concessions, here it is! Greenville, S. C., November 4 through 11—7 days. Day and date on same lot with Ringling Bros. & Bailey, November 11. Have space for a few legitimate Concessions on exclusive.

JOHN T. TINSLEY

American Carnivals Association, Inc.

By Max Cohen

ROCHESTER, N. Y., Nov. 2.—The 13th annual association convention opens December 2 in Hotel Sherman, Chicago. Counsel meets at 2 p.m. that date, followed by the board of directors and officers meeting at 5 p.m. Membership meets December 3 at 1 p.m.

Was Assets Administration advised that a large quantity of cartridge is for sale.

OPA furnishes a list of 33 industries now eligible to take advantage of a repricing formula inaugurated by OPA.

NOLAN TO BARN

(Continued from page 55)

storing their equipment here, left for Los Angeles. Others going to the West Coast included Vernon and Sis Harper. Larry Marks and family went to El Paso, Tex.; Deb and Rusty Brenton, Hot Springs, and George Banks and Sam Gates will winter in Denver.

Recent visitors here were Maj. George Woods, chief of the Englewood Fire Department, Sailor and Mildred Oliphant; E. D. McCrary, co-owner of Anderson Greater Shows, and Mr. and Mrs. Vince Johns, owners of Standard Shows.

Find Broken Vertebrae

In Ralph Clawson's Neck
CHICAGO, Nov. 2.—Ralph J. Clawson, general manager of John R. Ward's World's Fair Shows, was informed that he has been working for several years with a broken vertebrae in his neck.

Clawson, here last week for medical attention, reported that X-rays revealed an old break has been the cause of his illness the past year and he will have to wear a special neck brace 15 hours daily for at least 30 days.

He has returned to Baton Rouge, La., to supervise the closing of Ward's show and to start winter quarters work before returning to Chicago for the convention and for further medical attention.

CAVALCADE IN QUARTERS

(Continued from page 55)

and Archie Bromley, Tampa; Whitey Weiss, Paterson, N. J., and Hot Springs; Mr. and Mrs. Ernie Wenzle, Mr. and Mrs. Mike Farino and son, Mr. and Mrs. Guy West and daughter, and Irene Bernstein, sister of Al and Archie Wagner, who will join brother Archie, Hot Springs.

Mr. and Mrs. Nate Worman and Mr. and Mrs. Johnny Beem, along with Leo Hout, electrician, will be active around quarters this winter. . . . Joe Pearl, *The Billboard* sales agent and mail man, got out a route card at Tuscaloosa for the folks who wanted to remember the spots the show played. Joe was in charge of the music at the front gates.

MIDWAY CONFAB

(Continued from page 57)

to New York. . . . Mr. and Mrs. Lou Lange back in New York after a good season on World of Mirth Shows. . . . Al Dorso, of Dorso and Goodman, bingo operators, are wintering in Miami. . . . Louis G. King is back in New York after a season with Lawrence Greater Shows.

A. J. Budd, Side Show operator on the West Coast Victory Shows, will leave that org November 16 for a trip to New York and Boston. . . . Cowboy Murphy, who closed the season October 18 with Pine State Shows, is in Birmingham, preparing free acts for next season.

L. G. Chapman, with Foley & Burk Shows since 1914, was the subject of an interesting interview in *The Fresno (Calif.) Bee* recently. . . . When Ernie Farrow put his Wallace Bros.' Shows in the barn recently, he reported the season's gross was 16 per cent better than 1945, his banner year.

Bill Lynch Shows, which operate in Canada's maritime provinces, were featured in a four-page article written by Fred H. Phillips in the August issue of The Maritime Advocate and Busy East. Article was profusely illustrated with midway scenes.

C. W. (Chick) Franklin, for the past several months publicity director of the James E. Strates Shows, has been signed by Owner James E. Strates to serve in that capacity with his show for 1947. Franklin will be in Chicago with Strates and his executive staff for the meetings.

Never thought we'd see the day when a housing shortage would make our behind-the-midway trailer camp seem like an exclusive residential development to towners.

Mrs. Hattie Wagner entertained some 350 of the Cavalcade of Amusements personnel at a buffet luncheon served in her private car at Montgomery, Ala., October 18 on the occasion of her birthday. Most guests came laden with gifts.

L. G. King infers he left Lawrence Greater Shows as general agent and is headed for New York. . . . Thelma Patent, one of the albino twins, and Eddie Hagen, front talker on Pete Kortess's Side Show, were married October 19 at Homersville, Ga., en route to Victoria, Tex., with the shows.

Mr. and Mrs. Eddie J. LeMay returned to their home in Gibsonton, Fla., after a tour which took them to 24 States. They visited many amusement parks and carnivals. In outdoor show business 45 years, Eddie has rides on the Florida Amusement Company and at Danceland Park in Tampa. He also operates Eddie's Hut in Gibsonton, a tourist camp and hotel.

Lost, Strayed or . . .

CHICAGO, Nov. 2.—The following telegram was received at *The Billboard* office here from Dumas, Ark.:

"I have located Loop-o-Plane on Ford truck. Been stored three months and no one knows anything about it. I believe someone lost one about that time. Do you have information on it? Wire."

(Signed) SAM BURCH.

So, if any of you guys were lost what probably is a Loop-o-Plane, better wire Sam.

James M. Gripp, former trouper now working in Mobile, Ala., writes he and Eddie Fitzsimmons, Glass House man on Hennies Bros.' Shows, enjoyed a visit in Mobile. The two trouped together before the war. During the visit they discovered they both were on the same island in the Pacific theater, but did not meet.

Shortly before leaving the J. F. Sparks Shows to join Florida Amusement Company, Billy Logsdon received his new 100-foot fireproofed Side Show tent from the O. Henry Tent & Awning Company, Chicago. Tent is a special job in five brilliant colors. Logsdon also received double-decked banners from the Nieman Studios.

Billy Wingert, who closed a successful season as inside lecturer on Sid and Judy Crane's Side Show at Batesville, S. C., cards that he will finish the season with James and Louise Crane on Crescent Amusement Company. Wingert and his wife, the former Bobbie Ann Mel-Roi, left for Walterboro, S. C., November 4.

Mrs. Verna Davis, who was with L. J. Heth Shows until forced to enter a hospital in Meridian, Miss., for medical treatment, has been discharged from the hospital and is recuperating in her trailer home in Meridian. . . . Tim and Jeanette Waters closed with Gold Medal Shows in Grenada, Miss., and joined Gentsch Shows with three concessions.

Mr. and Mrs. Lester Smith and daughter Audry, traveled from Mount Vernon, Tex., to Shreveport, La., to attend Carl J. Seldmayr's birthday party. . . . Folks around Endy Bros.' Shows are still talking about the song and dance skit offered by Gertie Barr and Homer Simons at the jamboree at Staunton, Va. . . . Mabel E. Clarkson, 134 St. Lukes Road, Birmingham 5, England, is trying to locate her uncle, Delno Fritz, a sword swallower.

After a 32-week season, the Sky High Alcidos closed in Greenville, S. C., October 19 with Tinsley City Rides and joined the James E. Strates Shows for a three-week engagement. They plan to play indoor dates during the winter. . . . During a recent visit to their home in Selma, Ala., Marie and Smokey Jones, of Mighty Page Shows, lost their dog, Sharkey. . . . Wilson A. Barkman visited *The Billboard's* Cincinnati offices October 28 en route from New York to Miami.

HARRY CRAIG HEART OF TEXAS SHOWS

NOW CONTRACTING FOR SEASON OF 1947

Would like to hear from Minstrel Show with Band, Side Show Manager that can produce, Fair Committees, Free Acts.

BOX 158, BROWNWOOD, TEX.

WANTED TO LEASE OR BUY

Small Motorized Carnival or Equipment. Located Midwest or Western States. All details first letter.

ANDY CARSON

6336 S. Hoover Los Angeles, Calif.

WANT KIDDIE RIDES

Armistice celebration downtown and all winter, Camilla, Ga.

LANKFORD OVERLAND SHOWS
Leary, Ga.

— THIS IS IT!!! —
COME ONE!! . . . COME ALL!!!

THE GREAT CHARLESTON FREE COLORED FAIR

CHARLESTON, S. C., NOVEMBER 11 TO 16

FIRST FAIR HELD HERE SINCE 1941. The Year's Biggest Colored Fair. 100,000 Attendance or More Expected.

GET YOUR WINTER'S B. R. YOU CAN'T MISS



WANT COLORED GIRL SHOW OR WELL ORGANIZED MINSTREL SHOW—YOU BRING THE ATTRACTION—WE WILL FURNISH ALL INCLUDING TOP, SEATS. THE BEST SPOT IN THE COUNTRY FOR A GOOD COLORED SHOW. COME AND GET YOURS.

WANT HALF AND HALF OR FREAKS TO FEATURE. DON'T WRITE BUT WIRE SIDE SHOW MANAGER AT ONCE. ALSO NEED WORKING ACTS.

NO EXCLUSIVES EXCEPT BINGO.

WANT NOVELTIES, JEWELRY, BOWLING ALLEY, HOOP-LA, BALL GAMES, FISHPOND, DUCKPOND, STRING GAME, SHOOT TILL YOU WIN, GUESS YOUR AGE, WHEELS AND SKILLO, GRIND STORES.

WANT EATING AND DRINKING STANDS, CRAB, FLOSS.

WANT TILT, FLY-O-PLANE, LOOP-O-PLANE OR ANY OTHER RIDE THAT DOES NOT CONFLICT WITH WHAT WE HAVE. WHAT HAVE YOU?

SHOW CARPENTERS, MECHANICS, MEN WITH ORIGINAL IDEAS, CONTACT ME NOW FOR WINTER QUARTERS. BUILDING A BETTER AND GREATER SHOW FOR 1947.

SHOWMEN SHOWMEN SHOWMEN

WHAT HAVE YOU? CAN ALWAYS USE GOOD ATTRACTIONS. WILL FINANCE ANY SHOW WITH MERIT. CONTACT ME. CONTACT ME ABOUT 1947.

SAM E. PRELL Week NOVEMBER 4TH TO 9TH, BENNETTSVILLE, S. C. Then Per ROUTE.

BLUE LANTERN AMUSEMENT PARK

DE LAND, FLA.

Just opened a new park. Will stay open the year around. An ideal spot for all-winter work. Will book Bingo, Ball Game, Cigaret Gallery, Hoop-La or any other legitimate Concessions. Will book Auto Kiddie Ride, \$15 per. NO GRIEF. This park is located on main highway from Jacksonville to Tampa, Fla. Rt. 17. Free gate and parking.

J. SHALER, Owner and Manager

BOX 99-A, FT. 1, DE LAND, FLA.

SPONSORED EVENTS

Veteran, Lodge and Other Organization Festivities

Communications to 155 No. Clark St., Chicago 1, Ill.

Joyce Swan, Pub, Heads Mpls. Aqua; '46 Shows Profit

MINNEAPOLIS, Nov. 2.—Joyce A. Swan, newspaper publisher, was elected president of the Minneapolis Aquatennial Association at its annual meeting here at the Nicollet Hotel. Vice-president last year, Swan succeeds Frank J. Collins as top man of the Aqua association. Gerald L. Moore, 1946 general chairman, was elected vice-president. W. N. Dickson and D. W. Onan were renamed secretary and treasurer, respectively.

Association directors chosen were H. H. Haupt, Neil R. Messick, Frank J. Collins, W. N. Dickson, Tom Hastings, P. B. Juster, James B. McHugh, Donald R. McReavy, Gerald L. Moore, Charles S. Pope, Warren McFarlane Jr., Paul Johnson, Lyman Wakefield, David Silverman and Charles Pyle. Rita Vaux continues on as executive secretary.

Onan reported a net income for the 1945 Aqua of \$900. The association policy provides that income from paid events be used to pay the costs of events free to the public during the festivities, he said.

Dates for the 1947 Aquatennial were set as July 19-27.

100,000 at Detroit Products Expositish

DETROIT, Nov. 2.—New post-war products exposition, first of several to be held in different cities under the management of William Pfau, of Detroit, drew an estimated 100,000 people in nine days, closing October 27 at Convention Hall. Show was exceptionally well publicized by the newspapers, with television demonstration and household equipment as the dominant interests.

Reports from exhibitors were that buying was slow, despite the good attendance, with the public more ready to look than to buy. All four halls of the building were used, with exhibit space sold out.

Among major amusement centers were a photo center of several machines operated by Sam Siegel, and a complete Arcade operated by Earl Russell and Phil Scully, of Macomb Music Company.

CLYDE BROS.

(Continued from page 53)

situation is still a bit critical.) Buzzy contemplated everything from sleeping under the stars to unloading his trunk and going home, until finally Manager Suez was called from circus headquarters and arrangements were made for Buzzy to get his 40 winks.

General Agent Ted Edlin was back on the show in Marshalltown for a brief visit. Other recent visitors included Mr. and Mrs. Larry Griswold, Mr. and Mrs. Bob Parry, George Nissen, Fred and Ed Ward and Orrin Davenport. Visiting the Henrys were Mrs. Beeler, of Beeler's Bears; Laurence Cross, Jack Klippel, Kuel's Fun Show troupe and the Lowells, Canadian balancing act, who were with the Henrys on Garden Bros.' Show in Canada. MAURINE HENRY.

COLE BROS.

(Continued from page 53)

S. C.; Rusty Randall, Los Angeles; Joe Carvallo, Phoenix; Pat Oliviera, Fall River, Mass.; Juanita Andrews, Miami; Genevieve Wright, Spartanburg, S. C.; Josephine and Frances O'Connor, Long Beach; Rose Westlake, Sarasota; Fred Manlio Harris, Gaffney, S. C.; Mr. and Mrs. Goldie Fitts, Philadelphia; Mr. and Mrs. Joe Haworth Jr., honeymooning, but they won't say where; Mr. and Mrs. Joe Haworth Sr., the Haworth Mansion in South Carolina; Francisco Rolar, Mexico; Ben Osborn, New York City; Billy Dick, Los Angeles; Carlos Ricol, Mexico City; June Carter, Honolulu; Leocadia Feodoro, Calcutta, India; Capt. Frank Phillips, Los Angeles; Prince Del Rio, Louisville; Patty Latkowski Carr, Key West, Fla.

Side Show band—R. V. Lewis, leader, and wife, Owensboro, Ky.; Pat Sheldon, Cleveland; William May, Cleveland; Bol Mills, Valdosta, Ga.; Henry Grundy, Detroit; Hooks Tilford, Louisville; Tiny Glass, Cleveland; Noah Robinson, Cuthbert, Ga.; Shuffin' Sam House, Birmingham; Billy Dee, New Orleans. (The entire Side Show band and minstrel troupe were entertained by the popular Dr. Chatman, owner of the colored hospital at Lubbock, Tex. Our boys report the last word in equipment and efficiency. They were treated to a swell chicken dinner. I hear Shuffin' Sam House thought he was in George Davis's cookhouse and went back for thirds. Hats off to Dr. Chatman.)

Also bound for Louisville—Bill Zastrow, Bill Bush, George Davis, Fred Walker and Walter Rice. For Los Angeles—Joe Lewis Richardson and Karl Knudsen.

Yours truly and squaw will go to Freeman's Manor, Cartersville, on R. R. 2, Peru, Ind., for a little rest, then to London, Ont., to visit the heir to the Freeman millions, F. E. Jr., then to Orrin Davenport's winter dates. To our show personnel and my fellow workers, au revoir. It's been a pleasure working with you and for you. Hope to see you in the spring, and I will see you this winter, Pat Purcell.—FREDDIE FREEMAN.

LAFF-LAND FUN HOUSE

Portable for Carnivals Movable Sections for Parks

Biggest and most successful Walk-Thru Show ever built. 42 wonderful laff-making stunts. Most of them new and changeable. It should not be confused with little cheap shows having half dozen features. Laff-Land's 42 features puts them all in hysterics. It is a riot of laughter and fun. Patrons come back time and again.

At the New York World's Fair Laff-Land often grossed more than the Cyclone Roller Coaster which cost seven times as much. It often handled 23,000 patrons in one day. Many said it was the best thing at the fair.

LAFF-IN-THE-DARK RIDE

This is the famous dark ride for either carnivals or parks with all those funny laughing surprises. Laff-in-the-Dark has done a wonderful business at Kennywood Park, Pittsburgh; Euclid Beach, Cleveland; Coney Island, Cincinnati; Riverview Park, Chicago; Playland, Rye, N. Y.; Savin Rock, New Haven; Chicago Century of Progress; N. Y. World's Fair; Brussels Exposition, and many other places. Now available in portable form. It packs in a small space for a carnival. It goes into any old building in a park.

THE BUG RIDE

This is a standard money getter in 150 leading parks and fairs thruout the world. Only two of these can be furnished for 1947.

DELIVERY

We have materials now on hand for a few outfits. To those who can place their orders immediately we can guarantee delivery for next season. Those who order later must take a late delivery.

Harry Traver is now back in the Ride Business, ready to give his amusement friends the same good service that he gave them for years with his previous successes—the Caterpillar, Aeroplane Swing, Cyclone Roller Coaster, Bug Ride, Merry Mix-Up, Laff-in-the-Dark, etc. Over 2,000 Traver Rides are operating all over the world.

If you want a sensation for next season, and want it delivered in time, order right now. Full data on request.

TRAVER ENTERPRISES, INC.

3 Tuxedo Place, Cranford, N. J.

Cranford 6-1553

BILL HAMES SHOWS

WANT FOR THE TWO GREATEST WINTER DATES IN THE SOUTHWEST

Houston, Tex., Fat Stock Show, January 29-Feb. 9

Fort Worth, Tex., Fat Stock Show, March 5-16

LEGITIMATE CONCESSIONS OF ALL KINDS

Can place Train Help and Ride Help, also capable and sober Electrician.

ADDRESS

BILL HAMES

P. O. Box 1377

Ft. Worth, Texas

WANT ELEPHANT MAN

To Take Charge. Must Be Capable of Working Acts and Handling Men on Railroad Circus. Write

IRA WATTS, CLYDE BEATTY CIRCUS

Nacogdoches, Texas

The TILT-A-WHIRL Ride

On Midways All Over America

Its Grosses Are Getting Better All the Time

—Manufactured by—

SELLNER MFG. CO. Faribault, Minnesota

TENTS

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 Blue, Olive Green and white.

UNITED STATES
TENT & AWNING CO.
215-21 W. Huron CHICAGO 12
Chicago's Big Tent House Since 1870

CARNIVAL WANTED

Good clean Carnival for 4th July Celebration for Martin, Tenn., 1947. 27th Annual to be held in the heart of town in City Park. No gate. One of the biggest celebrations in the South. Any other entertainment for inside during the coming winter. Sponsored by the Y. M. B. C. All replies to

JNO. M. MORGAN

P. C. BOX #207 MARTIN, TENN.

FOR SALE 11 FT. B.B. SHOOTING GALLERY

Complete with 30 Rifles, mounted on 1935 Dodge 1 1/2-ton Truck, in perfect condition, 6 new tires. Price, \$2,000.00. Can be seen in operation at Jacksonville Fair, Nov. 11-23. Contact

BUD LAVIGNE

c/o Northeast Florida State Fair,
JACKSONVILLE, FLA.

WANTED

SMALL CARNIVAL WITH TWO RIDES

For Iroquois, Ill. Fourth of July Celebration. 2 Days. This is a good spot. Address

CLINT OWENS

IROQUOIS, ILL.

GRANDSTANDS POSE BIG IFS

3 Majors on Seatless Spot

Toronto, Syracuse, Springfield, Mass., must get pews before resuming activity

By Herb Dotten

CHICAGO, Nov. 2.—Three of North America's major expositions, forced to the sidelines thruout the war, have a big hurdle to jump—the construction of new grandstands or the use of portable stands—before their resumption in 1947.

The three events, with a combined draw in the past of more than 2,500,000 persons, are the Canadian National Exhibition, Toronto; the New York State Fair, Syracuse, and the Eastern States Exposition, Springfield, Mass.

Fire razed the greater part of the sprawling stand at Toronto within the past year. Elwood Hughes, top man for many years at the Canadian National, has been working with architects on plans for the reconstruction of the stand, but as yet no announcement has been made as to whether the Canadian National would be able to execute its required reconstruction in time for resumption in '47. A definite decision, however, is expected shortly.

Most Losses Covered

The Toronto fire occurred while the under portion of the stand was occupied by the Canadian Army, and it is expected that the Canadian expo will recoup much of its losses from insurance and from the Canadian government.

Horse races have been out at Toronto for many years. The afternoon grandstand attraction for the immediate years prior to the wartime suspension was the late Lucky Teter and His Hell Drivers and the night attraction was a lavish spec, so large that scenery was mounted on standard railway wheels and moved on regulation railroad tracks.

N. Y. Studies Annual

The 7,500-capacity grandstand at Syracuse, N. Y., was ripped down during the war years while the plant was used as an army air forces supply depot. A high wind ripped the roofing off and wrought other damage, rendering it unsafe and forcing its demolition.

Much thought has been given to (See Fair Grandstands on page 72)

Afflerbaugh Names Aids For Grand National Show

SAN FRANCISCO, Nov. 2.—C. B. Afflerbaugh, general manager of the Grand National Livestock Exposition to be held in San Francisco's Cow Palace November 15-24, has named four deputy superintendents for the event.

They are Lindsay Jewett, Lodi, Calif., formerly head of the swine division of the California Polytechnic School, San Luis Obispo, in charge of the swine division; Lyman Benning, chief animal husbandryman of the California Polytechnic School, beef cattle division; Boyd Bell, dairy cattle, a division he has headed at the Los Angeles County Fair, Pomona, and Bob Shreve, formerly agricultural instructor at the Kern County H. S., Bakersfield, Calif., sheep division.

Winnipeg To Vote on \$1,500,000 For Annual Expo - Rec. Center

WINNIPEG, Nov. 2.—Taxpayers of Winnipeg will vote on the \$1,500,000 plan for an exhibition and recreation center in honor of the city's war dead in the elections to be held late this month. If they give their approval, construction will begin as soon as building materials and labor can be spared from housing projects.

A committee, which has been at work for several months, is aiming at providing in Winnipeg a show window for Western Canada in the agricultural and industrial field thru the promotion of an annual exhibition that may well become the Canadian National Exhibition of the West.

J. N. T. Bulman was appointed president of the newly formed Greater Winnipeg Exhibition and Recreation Association at an organization meeting here recently. Other officers include W. H. Carter, honorary president; Ruth M. Robertson, secretary, and R. B. Hunter, director.

Exhibition will be owned lock, stock and barrel by the city of Winnipeg, Organization Director Hunter

Return of Annuals In Northeast Canada Forecast for 1947

ST. JOHN, N. B., Nov. 2.—More fairs will operate on a full-scale basis in Northeast Canada in 1947 than at any time since 1939, according to present indications. Actual number hinges upon the availability of materials and, in some instances, upon the acquisition of grounds.

Drop-off in the number of annuals was first felt in '39, but became severe as the war progressed. The army occupied some of the plants in the intervening years, fire damaged others and some of the annuals were conducted on a modified basis, usually as an old-home-week celebration.

St. Stephens, N. B., and Charlottetown, P. E. I., continued operations with old-home-week programs. At both horse races were presented along with other doings.

Moncton, N. B., appears headed to resume next year. The stadium was used by the Canadian Air Forces, but it has since been turned back to the city. A new race track has also been made available.

Halifax, N. S., plant, including the Forum, has been released by the Dominion government. Temporarily, some of the war buildings are being used for emergency housing.

New sites are being studied here, as the Dominion government has announced its intention of retaining the fair plant into the peace years for use by the army. Fredericton, N. B., may have a fair next year if necessary buildings can be erected to replace those destroyed by fire early in the war.

Amherst, N. S., Winter Fair returned to operation this fall.

Maine Society Sells Grounds

NEW GLOUCESTER, Me., Nov. 2.—Androscoggin Agricultural Society, of Lewiston, Me., has sold the fairgrounds here to Howard and Lillian J. Small of Bath, Me. Sale price was said to be about \$7,500.

Ownership would be in the city's name and anticipated grants or buildings from federal and provincial governments would be made to the city. Association membership will cost \$10 per share, he said. Money from the shares would be utilized as an operating fund, but would not entitle any shareholder to dividends or to participate in any earnings or profits of the association.

Pari-Mutuels Play Big Part in \$8,744 Topsfield Profit

TOPSFIELD, Mass., Nov. 2.—Topsfield Fair, held here in August, cleared a profit of \$8,744, the annual report of the directors shows. Paid attendance was reported as slightly over 70,000, a new record.

Income from pari-mutuels, used for the first time in the history of the 122-year-old event, played a major part in building up the profits, it was disclosed.

James R. Reynolds, Wenham, was re-elected president of the association. Other officers are Ellery Metcalf, Saugus, secretary; Harley L. Cole and Harlan P. Kelsey, both of Boxford, and Ralph H. Gaskill and Dudley P. Rogers, both of Danvers, vice-presidents.

Nine N. H. Annuals Share \$88,372 From Pari-Mutuels

CONCORD, N. H., Nov. 2.—State treasury checks totaling \$88,372 have been sent to nine New Hampshire fairs entitled to share in the pari-mutuel betting percentage from the summer race meet at Rockingham Park. Under the law, 1/4 of 1 per cent of all pools go to the fairs, and is pro-rated on the basis of cash premiums paid.

Amounts of benefits are Plymouth, \$15,641; Lancaster, \$9,489; Rochester, \$8,463; Cheshire County, \$6,473; Deerfield, \$6,176; Hopkinton, \$4,877; Canaan, \$4,492; Sandwich, \$3,749, and Pittsfield, \$3,386.

Name Wilkinson President Of Moose Jaw, Sask., Event

MOOSEJAW, Sask., Nov. 2.—J. G. Wilkinson, of Tuxford, Sask., has been elected president of Moose Jaw Exhibition Company, succeeding Fred Jones, who has served in that position for the last three years.

Other officers are M. E. York and George N. Smith, vice-presidents, and J. C. MacDonald, secretary-manager.

Dates for 1947 have been set for June 30-July 3.

Fire Damages N. H. Plant

ROCHESTER, N. H., Nov. 2.—Fire of undetermined origin recently caused damage estimated at several thousand dollars to the first floor of the annex of the main exhibition building at Rochester fairgrounds here. Damage will be repaired as soon as materials are available, fair officials said.

Indiana State Returns 223G Record Profit

Plant Improvements Pushed

INDIANAPOLIS, Nov. 2.—The 1946 Indiana State Fair netted a profit of \$223,758.37, an all-time high, Lieut. Gov. Richard T. James has announced.

The previous peak profit was \$101,832.67, established in '41, the last year of operation prior to the annual's wartime suspension. A record-breaking attendance of 628,000, up from 500,000, together with increased gate, grandstand and midway prices, accounted for the record profit.

To Spend Million \$'s

A vast plant improvement program has already been launched. Projects call for an outlay of close to \$1,000,000. Carry-over profit from '40 and '41 and proceeds from this year's event, along with part of the \$464,000 settlement received from the Federal Government for the wartime use of the fairgrounds, will be used for the program.

In addition, debt outstanding on the Coliseum will be amortized by (See Indiana Profit Record, page 72)

Street Event Draws 50,000

PHILIPPI, W. Va., Nov. 2.—Recent three-day Barbour County Street Fair here drew an estimated turnout of 50,000. Good weather prevailed except one afternoon, when intermittent showers forced some of the events indoors.



MEETINGS OF ASSNS. OF FAIRS

International Association of Fairs and Expositions, Hotel Sherman, Chicago, December 2-4. A. L. Putnam, Chippewa Falls, Wis., acting secretary.

Fair Managers' Association of Iowa, Des Moines, December 9-10. E. W. Williams, Manchester, secretary.

Kansas Fairs' Association, Hotel Jayhawk, Topeka, January 7-8. Raymond M. Sawhill, Glasco, secretary.

Wisconsin Association of Fairs, Hotel Schroeder, Milwaukee, January 7-8. Douglas J. Curran, Black River Falls, secretary.

Illinois Association of Agricultural Fairs, St. Nicholas Hotel, Springfield, January 21-22. C. C. Hunter, Taylorville, secretary.

North Carolina State Fair Association, Carolina Hotel, Raleigh, January 24. Dr. A. H. Fleming, Louisburg, secretary.

Virginia Association of Fairs, Hotel John Marshall, Richmond, January 27-28. C. B. Ralston, Staunton, secretary.

INQUIRIES are being made and secretaries of associations of fairs should send in the dates of their annual meetings.

DETROIT SET TO RUN IN '47

Rec. 750,000 Free - Gaters In Shreveport

Previous Marks Eclipsed

SHREVEPORT, La., Nov. 2.—Powerful three-day finish sent Louisiana State Fair, which closed here Monday (28), to a new all-time high attendance of 750,000 for the full 10-day run. Previous record total, established last year, was 500,000. Attendance is estimated, as the front gate is free.

An 80,000 turnout thronged the grounds closing day, Negro Day. Big lure was a football game between two unbeaten Negro teams, Tuskegee Institute and Wiley College, which was won by Tuskegee, 21-6, as 15,000 looked on.

Gov. James H. Davis was included among the 70,000 who attended the previous day. The governor, who toured the livestock and agricultural exhibits, praised the excellence of the show as a whole. He expressed keenest interest in the proposed youth recreation center, which will be built on the grounds as soon as materials are available. Motorcycle races drew 6,000.

Saturday (26) brought out a crowd of 80,000. Program combined an advance observation of Navy Day and a grid contest between Louisiana Tech and Louisiana Normal College. Game drew 14,000, including high-ranking navy brass.

Weather, excepting one day, when rain washed out program, was spring-like and sunny. Barnes-Carruthers grandstand show accounted for the biggest night gross in history. Only one performance was lost by the weather.

Many of the pre-war features were back on the program. Included among these was the Boy Scout Jamboree. Buildings, closed during the war, were jammed with exhibits.

Royal American Shows registered a new midway record, the take from rides and shows being reported as 22½ per cent higher than in the previous peak year.

Cattle Sale Nets \$9,371

SANTA MARIA, Calif., Nov. 2.—Final tabulation shows the cattle auction conducted by the FFA and 4-H clubs at Santa Barbara County Fair here netted \$9,371.63.

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.

NOVEMBER 10-16

ARIZONA

Phoenix—Arizona State Fair. Nov. 8-17. Paul Jones.

FLORIDA

Jacksonville—N. E. Fla. State Fair. Nov. 12-23.

SOUTH CAROLINA

Bowman—Bowman Community Fair. Week of November 11. George W. Oliver.

Around the Grounds

Suggests Tampa Plant as Mart; W. R. Hirsch Honored at Dinner

Maintaining that Tampa has the opportunity of becoming the merchandise mart of the Southeast if it will develop the Florida fairgrounds into a permanent, year-around show-place, Eugene Richardson, Tampa gift and art show manager, urged that action at a recent civic dinner in that city. In two years of inspecting sales centers thruout the country, Richardson said, he had never seen such a perfect physical set-up for a goods display. "Lots of manufacturers would like to have just such a place in the South, and you could get plenty of them with the stipulation that they move out each year during the time you hold the fair," Richardson declared.

W. R. Hirsch, veteran secretary-manager of Louisiana State Fair, was honored at a testimonial banquet October 22, in the Washington-Yource Hotel, Shreveport, when representatives of Louisiana State University and its agricultural extension services, parish agents, and business, civic and political leaders, gave public recognition to his more than three decades of service with the annual. Banquet was sponsored by the Louisiana Chain Stores Council, Inc.

Coronet magazine is readying an article on fairs for a future issue.

M. Fonck, co-ordinator of all U. N. functions at Flushing Meadows, operated the 1935 World's Fair at Brussels, Belgium.

Mary K. Sarlow, sister of Rose Sarlow, secretary of the Ionia (Mich.) Free Fair, wrote the lyrics for a song titled, *That Is What Would Be Merry*

Wilbur, Drake Open New Booking Office in Omaha

OMAHA, Nov. 2.—A new booking office, known as the Wilbur & Drake Fair Booking Office for fairs and other outdoor events and as the Tom Drake Agency, of Omaha, for indoor bookings, has been opened here. Announcement was made by Colonel Wilbur, partner, and general manager of both agencies.

Tom Drake office will continue to operate in Kansas City, Mo.

23d Term for Witcover

COLUMBIA, S. C., Nov. 2.—D. D. Witcover, Darlington, was re-elected president of the South Carolina State Fair for his 23d term here October 22. Gov. Ransomme J. Williams was re-elected vice-president.

Cooke Invades New Orleans

LANCASTER, Pa., Nov. 2.—The Harry Cooke Theatrical Enterprises here has opened a branch office in New Orleans to service Southern fairs and parks, Harry Cooke announces. J. M. Cooke will supervise the new office, with Harry remaining here.

Christmas for You, which was featured recently over WJR, Detroit, by the Don Large Chorus. Izzy Cervone has composed music for several of her patriotic numbers which were used for finales in *Let Freedom Ring* in the musical production of the same name, presented in 1943 and 1944.

Frank and May Wirth hurried to Miami Beach for a vacation as the fair season nears its end and purchased a 40-foot cabin cruiser to play around in.

Death Dodger Execs Plan '47 Campaign at Meeting

TEXARKANA, Tex., Nov. 2.—Forty-two members of the Jimmie Lynch Death Dodgers held their 1947 pre-season round-table meeting at the Jimmie Lynch 1,500-acre ranch, 10 miles out of this city October 27. After playing Beaumont, Houston and San Antonio, the show closed at Louisiana State Fair to record crowds for days allotted, Friday and Saturday (25-26).

Managerial heads at the get-together included Jimmie Lynch Sr., Jimmie Van Cise, Earl Newberry, Aut Swenson, Leo Overland and Jimmie Lynch Jr. Others were Duke Hannaford, announcer; Al Gross, Walt Ruth, Jack Fryberg, Al Snowden, Bill Williams, Phillippe Resta, Chance Hawley and Crash Wallis, stunters. Earl Shipley and Percy Rademaker represented clown alley.

Grading, Paving Contracts Awarded at Chico, Calif.

CHICO, Calif., Nov. 2.—Improvements to the Third District Agricultural Fairgrounds here, which will result in the property being available the year around for city, county and State activities, has finally gotten under way.

Contracts have been awarded to a firm of Sacramento general contractors to do the contour and slope grading and pave the fairground roadways. Actual work will begin immediately, it is reported.

Standard Bred Birds May Now Be Shown in Pennsy

HARRISBURG, Pa., Nov. 2.—Public exhibitions of live poultry, banned in Pennsylvania September 1 due to Newcastle Disease, now may be held under certain supervised conditions, the State Department of Agriculture ruled Friday (1).

In a modification order, displays of what are known as "standard bred" birds will be permitted.

Kelley Acting As Secretary

Decision as to who gets manager's post withheld until after election

DETROIT, Nov. 2.—One thing is now definite about the Michigan State Fair. It will be resumed in '47 after a six-year wartime lapse.

Dates have been set for the traditional Labor Day week, with the expo to open Friday, August 29, and run thru Sunday, September 6.

A new organizational set-up, created this week, fixed the dates. Charles J. Figy, State Commissioner of Agriculture, is chairman of the operating committee, and Harry B. Kelley, secretary of the Hillsdale Fair, who had been named secretary of the State Fair several months ago, is secretary of the committee.

As yet, no permanent manager has been named for the job, which pays \$6,000 a year. At the organizational meeting of the committee, Figy opened the discussion by proposing Kelley for the job.

Manager Not Named

No action was taken, however, inasmuch as members of the fair board urged that decision be delayed until after the November 5 gubernatorial election because of the possible effect that might have on the appointment.

Eddie Stinson, member of the board and manager of the Shrine Circus, said that the previous week "Governor Kelly asked me to accept the appointment as fair manager. I declined because I did not think the post should be filled before the new governor is consulted. We should not act until we learn November 5 who that man is to be."

Lester Schrader, of Centerville, contended that a manager should be named as quickly as possible so that a contract can be signed with a carnival company.

Turmoil of 1941

Schrader recalled that there was a change of governors immediately prior to the last pre-war fair (1941), and that the incoming governor designated a different one than that which had been first contacted. In the resultant litigation, it was recalled, the attorney general upheld the new governor's action, holding that the outgoing administration in this instance could not make a binding carnival contract.

It is understood that under the (See *Detroit Runs in '47* on page 69)

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CUTHBERT, GA. — NOVEMBER 11

Peanut Harvest. No Fair Within Fifty Miles.
WANT SHOWS, RIDES AND CONCESSIONS

Wire FAIR MANAGER

Harry Simmons, Advertising Expert, on NAAPPB Program

CHICAGO, Nov. 2.—A. B. (Brady) McSwigan, president, and Paul H. Huedepohl, secretary, of the National Association of Amusement Parks, Pools and Beaches went into a huddle here last week-end over the program for the association's annual convention here in December. While they didn't come up with a completed program, they did iron out several quirks, and both voiced the opinion that this year's convention should be one long remembered. First of all, the two NAAPPB execs announced they had received word from Ed Carroll, program chairman, that Harry Simmons, New York writer and speaker on business subjects, had accepted an invitation to speak at one of the association's sessions.

Two nationally known speakers in the field of recreation also will be on the program, it was said, but absolute acceptance has not been received from them by Carroll. Once Carroll receives definite word of their acceptance the announcement will be made, Huedepohl said.

Covers Three Fields

Carroll informed the NAAPPB executives that Simmons's talk will cover advertising, public relations and merchandising. Pointing out that Simmons is well versed in those fields, McSwigan said.

"During World War I Simmons was secretary in Europe for the late Franklin D. Roosevelt when the late President was Assistant Secretary of the Navy. Upon his return from France he did secretarial work for President Woodrow Wilson. Previously he had been a reporter for Presidents Theodore Roosevelt and William Howard Taft.

"Following his governmental career Simmons was sales and advertising manager for a number of nationally known concerns. Later he established the Harry Simmons Advertising Agency in Chicago. He authored eight books, wrote articles for *Printer's Ink* and *Sales Management* and his *Practical Course in Successful Selling* was used by the government in the U. S. Armed Forces Institute.

Trade Show Pleases

McSwigan was particularly pleased with the outlook for the trade show.

"The trade show, with more than 100 booths already reserved, certainly figures to be the greatest exposition of amusement equipment ever staged by our organization," the NAAPPB prexy said. "Except for the lush year of 1928, when there were 110 displays, when materials were available without limitation and ride manufacturers were not beset with the problems confronting them today, this year's show will be tops. It is not impossible that the sale of booth space this year will even exceed that of 1928."

Huedepohl reported the heavy demand for rooms from NAAPPB members continues and he expects registration this year to run far ahead of previous years.

East Concess Ops Cash in on Weather

HAMPTON BEACH, N. H., Nov. 2.—Unseasonably warm weather has resulted in a profit to beach concessionaires who reside in this area and who have been available for business on week-ends since Labor Day.

Hampton Beach authorities say crowds in excess of 35,000 have been on hand several week-ends. Neighboring Salisbury Beach, Mass., also reports Sunday parkers and sightseers have crowded the beach area.

York Beach, Me., which was damaged by a cloudburst and flood 10 days before the Labor Day week-end, reports all repair work completed.

John Mullins In Chi Looking For Equipment

CHICAGO, Nov. 2.—John C. Mullins, president and general manager of Crystal City Park, Tulsa, Okla., breezed into Chicago Thursday (31), accompanied by one of those brisk Chicago breezes, and calmly announced he was "in the market for equipment and attractions for Crystal City Park."

Mullins was in a talkative mood. He talked about the season just past, about plans for the coming season, and, most of all about equipment and attractions.

"You know I sold my park in Phoenix, Ariz., but right now I'm thinking about going back into business there. Don't get me wrong. It won't be in the park business but it definitely will be the amusement business. That's my big reason for being in this neck of the woods. I'm looking for equipment for Crystal City Park and attractions for my new enterprise in Phoenix."

Anent Rides

Asked what he learned about the ride situation, Mullins said:

"It's going to be tough getting new rides for next year. I believe it will be a trifle easier than last year, but don't fool yourself that all you have to do is order a ride and expect delivery in a month or so."

There was no drawing the Crystal City Park owner out on his plans in Phoenix, only that it won't mean opening a new park. "Don't dwell too much on that phase," he said, "because I don't want anyone to get the idea I'm even considering opening a park in Phoenix."

Mullins says business at Crystal (See J. Mullins in Chi on opp. page)



HARRY SIMMONS, New York writer and speaker on business subjects, will be one of the featured speakers at the annual convention of National Association of Parks, Pools and Beaches in Chicago December 2-5.

George Long, Dreamland Get Newspaper Puff

ROCHESTER, N. Y., Nov. 2.—Patrons of Dreamland Park, Sea Breeze, N. Y., near here, like the way Owner George Long runs his establishment, and one in particular, Adelaide Gallery, took time out to write Howard C. Hosmer, conductor of the column, *It's This Way*, in *The Rochester Times-Union* about it.

From that puff, Hosmer went on to trace the history of the funspot and devoted his entire column to Long and Dreamland Park.

"What Miss Gallery and her friends like about the Long regime is that it has made the place more of a community asset than a liability. Long has kept it clean, respectable and prosperous, and he intends to keep it that way," Hosmer wrote.

"George Long, who is a hardware merchant among other things, has been associated with the amusement set-up for many years. His father was a concessionaire and, from about 1935 to the first of this year, the son had leased Sea Breeze from the Ro- (Press Lauds Dreamland opp. page)

N. Y. Figures To Push Beach Front 6.1 Mi.

Public Supports Proposal

NEW YORK, Nov. 2.—Park Commissioner Robert Moses urged the completion of six new city beaches by 1950 in a report submitted to Mayor William O'Dwyer Monday (28). When completed the program would add 6.1 miles to the city's 13.5 miles of public beaches and 215 acres to the present 390 acres. Parking facilities would be increased from 20,000 to 49,200 cars and bathhouse facilities from 19,000 to 42,000.

Proposed beaches are Great Kills Beach, Staten Island; Plumb Beach, Plumb Island; Marine Beach, Marine Park; Carnarsie Beach, Jamaica Bay; Clearview Beach, Clearview Park, and Ferry Point Beach, Ferry Point Park.

Extend Coney Island

Extension of facilities at beaches now in use was also urged. Plans include the extension of Coney Island to include the new park at Manhattan Beach. Also parking space to care for 600 additional cars will be added, as will six playgrounds, maintenance building, comfort stations and the Oceanarium. The New York Zoological Society will contribute to the building of the Oceanarium which, Moses said, "will set the pace and standard for an entirely new Coney Island." This work is scheduled for 1948.

Rockaway Beach is slated for additional parking space to care for 2,000 cars, 12 playgrounds, comfort stations and a maintenance building. Construction is to begin in 1947. At Jacob Riis Beach bathhouse facilities will be increased by 1,000 and a wimming pool, bleachers and concession building will be constructed.

Public Supports Plan

Work is already under way on additions to Orchard Beach in the Bronx. Included are the adding of 10 acres, three miles of beach, a picnic area, playgrounds, comfort stations and concession building.

The New York Times, approving the plan editorially, pointed out that the average attendance at existing beaches averaged 2,100 bathers per acre, with Coney Island catering to as many as 4,800 per acre.

Plan is sure to receive plenty of public support since the overcrowding of the city's beaches has become more apparent each year. In his report Moses berated city officials for their delay in conveying needed property to the park department. Comptroller Lazarus Joseph said that the city had many other requirements to meet even tho the beach program was laudable.

Rosenthals in California

PALISADE, N. J., Nov. 2.—Irving Rosenthal, who with his brother Jack operates Palisades Park here, has left with his wife for an extended trip to California. The Rosenthals headed for San Francisco, where Joe McKee, together with the Palisades management, is building a ride at Playland. From San Francisco the Rosenthals will journey to Palm Springs for a two-week vacation.

Lincoln Zoo Adds Two Apes

CHICAGO, Nov. 2.—First post-war addition of apes to Lincoln Zoo here was made Thursday (31) when two Gibbons arrived from Sumatra.



THIS IS A SECTIONAL VIEW of the 127,562 people who attended the recent Southeastern World's Fair at Atlanta. Photo was taken in the concession area of Lakewood Park.

Opposish Seen For Extension Of Ocean Drive

ROCKAWAY BEACH, N. Y., Nov. 2.—Official announcement this week of plans to extend the now partly completed Ocean Drive from its present termination at Avene to Far Rockaway, a distance of about 2½ miles, sent the citizenry of this resort into deep study of the plan. Indications are that property owners will band together to block such a move.

Architecturally, the scheme will affect the entire community because it would be necessary to demolish several hundred residences and amusement properties in the strip, which will run approximately 200 feet in width and 2½ miles long. Estimated cost is \$10,000,000.

Razing of the property for the project would leave virtually no amusements fronting Rockaway's 5½-mile Boardwalk, the longest promenade of its type in the country. It would mean many of the amusements affected would have to move into another zone, not, however, closer to the beach, which is the prize location.

Property owners are against the proposition at this time, because, they say, it comes in the most prosperous era the resort has known in history. Money that would be awarded for confiscation of the properties would be given on the basis of assessed valuation, which, they maintain, is nowhere near what owners hold its value to be today.

A move to defer the action as long as possible is definitely on the way.

Timely Publicity Hit

NEW YORK, Nov. 2.—A series of feature stories last week in *The New York World-Telegram* coincided with a week of warm weather to form a perfect combination as an attendance booster for the municipal zoos.

J. Mullins in Chi on Buying Expedition

(Continued from opposite page) City Park this season held, its own with 1945. "And that's remarkable," he said, "when you consider we were hard hit by the polio scare." The Tulsa resident said there was no law barring kiddies from public places of amusement, but the newspapers and radio kept harping on the polio subject so long that parents naturally got worried about it and kept their children home. "Naturally, we felt their decision, and business dropped," he said.

Car Give-Away Okay

For the first time, Crystal City Park tried the giving away of an automobile as a promotion stunt and business lure. It paid big dividends. During a certain period of time, customers for rides, shows, concessions, swimming, etc., were given with the purchase of a ticket for the ride, show, etc., a number for the car, and business during those days was excellent.

Picnics played a bigger part in the finances of the funspot this year than ever before. Mullins, assisted by George B. Davidson, assistant manager; Pat Hedrick, office manager, and Jack Eldridge, publicity director, really went after the picnic business and their efforts were well rewarded.

Dancing went over big both at the park and at Mullins's Pavillion at the fairgrounds. Using name bands at both spots, business boomed. Among the name bands used were Ted Fio Rito, Russ Morgan, Sammy Kaye, Spike Jones and Ina Ray Hutton, to mention a few. Mullins also booked local orks at both places but says it's the name bands that really have the drawing power.

"I'll be back in December for the park convention," Mullins hollered as he prepared to take off. Then he started mumbling something about equipment and attractions, Crystal City Park and Phoenix.

Could he be headed for a ride manufacturer to see if the delivery situation had changed overnight.

Illions' Two Rides Grab 22 Grand at Dallas Fair

DALLAS, Nov. 2.—When accounts were audited for the recent State Fair of Texas, it was revealed that the Bozo and Rapids Rides, owned and operated by Harry A. Illions, grossed slightly more than \$22,000 for the 16 days.

Illions's two rides were featured at the park during the entire season, which makes the huge fair take all the more impressive.

DETROIT RUNS IN '47

(Continued from page 67) new committee set-up created this week, contracts will be entered into for attractions by that committee.

Open Stock Competition

The committee has already made other moves. Livestock competition will be open to the world for the first time, it was decided. Kelley, who directed the livestock exhibition at the fair for many years, pointed out that the fair at various times in the past restricted livestock entries to Michigan exhibitors, and at other times compromised by having two classes, one for Michigan and one for general exhibitors. Widening of entries is expected to boost the competition.

Repairs of buildings and grounds is already under way under direction of the State Building Commission, who have charge of the disposition of the \$410,000 paid by the army for damages to the grounds. The commission, it is understood, is working closely with the fair committee to assure that reconstruction work fills the fair's needs.

PRESS LAUDS DREAMLAND

(Continued from opposite page)

chester Transit Corporation.

"Long has made many improvements, built a lot of first-rate concessions and established the rule that a good amusement park is no place for rowdyism. It is his enforcement of his own rule that has won him a lot of friends among Sea Breeze area residents.

"Long bought the place outright from the transit company around the first of this year. From here in it's going to be his baby, and from what we can gather he has many plans for it," Hosmer went on.

"Running an amusement park is no picnic.

"To succeed, a man has to be a restaurateur, impresario, barker, manager, policeman and showman. He has to create the carnival atmosphere but keep it at a level acceptable to the Sunday school crowd.

"He has to know where fun stops being fun and gets to be rowdyism and hoodlumism. He has to be an arbiter and a meanie when the occasion arises. If he's like George Long, he gets a big kick out of the

San Diego Zoo Gets 2 Ocellated Turkeys

SAN DIEGO, Calif., Nov. 2.—There'll be turkey at the San Diego Zoo this Thanksgiving, but it won't be of the eating variety.

Recently arrived here are two Ocellated turkeys, which are found in the jungles of Yucatan, Guatemala and the British Honduras. In form the birds resemble the common wild turkey but in coloring are more like the peacock. The black plumage is tinged with green and copper iridescence and each tail feather is tipped with an "eye-spot" of brilliant purple.

The Ocellated turkey is seldom imported and has not previously been exhibited west of the Mississippi.

Other new specimens here include a Greater Kudu from Central Africa, three blesbok antelope from South Africa and nine infant cobras.

business and makes it both successful and respectable."

Hosmer wound up his article with: "This is the wrong time of the year to help his business with a boost, but we thought we'd let him know how his neighbors feel, anyway."

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AMUSEMENT PARK IN CENTRAL PENNSYLVANIA IN OPERATION AND DOING GOOD BUSINESS

49 acres ground with stream running through Park, concrete and wooden bridges, well located on main highway 2 miles out of a flourishing town of 16,000, with 10 smaller towns within 15-mile radius, and a drawing population of 70,000; nearest park, 4 1/2 miles.

49 acres ground—75x200 concrete swimming pool in fine condition, fully equipped with steel divers, ladders, etc., and large bathhouse equipped with steel checking baskets, lockers, showers and office; restaurant building at pool. 8-room modern residence, good heat, Rock Wool insulation; ballroom and skating rink 50x160, heated, indoor toilet facilities, refreshment stand fully equipped, handstand, Lumeline lighting, color wheels, skate room with 150 pairs Chicago Skates, fully amplified with good system, large restaurant building with dance floor, kitchen, toilets and park office; caretaker's house, large building housing five concessions and tool and workroom; 1 large building formerly used for Dodge-Em; 1 Herschell-Spillman 3-abreast Merry-Go-Round in building equipped with electric motor and Wuritzer organ; miniature railroad complete, hauls 18, powered by Model A Ford motor, shed for same; 8-car Kiddie Auto Ride and Top; 30x100 Picnic Shelter with 10" concrete floor and 1 20x20 Shelter, outdoor stage equipped with lights and radio broadcasting line; large picnic area with outdoor stoves, many tables and park benches, folding chairs; large monkey pen and house; stable; ballground and parking facilities, good driveway, right on main highway, beautiful scenic area.

Large assortment of tools and other smaller items too numerous to mention. This Park is worth \$80,000.00. WILL SACRIFICE FOR QUICK, IMMEDIATE CASH SALE.

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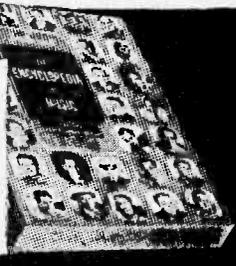
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The Billboard 1946-'47

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Letter Writer Puts Both Associations Over Barrel And Lays On With Hickory

Demands Showdown on Olympics Question, Kids' Rights

CINCINNATI, Nov. 2.—Announcement in last week's issue of *The Billboard* of a world roller skating contest to be conducted in 1947 by the United States Amateur Roller Skating Association and a report of a similar championship to be sponsored by the Roller Skating Rink Operators' Association of the United States has brought a sharply worded letter from a well-known man who spares neither organization in his criticisms. The contributor, who wishes to remain anonymous, asks some pertinent questions on the matters of Olympic participation and what amateur skaters may expect in the future. Publication of the letter is no indication that *The Billboard* endorses or disapproves the views expressed therein. It is presented as the opinion of a veteran rink man who has the right to be heard.

Editors *The Billboard*:

I am enclosing a clipping from an October 23 newspaper in which the United Press reports that the USARSA, at the invitation of the Federation Internationale de Patinage a Roulettes, will hold a world's amateur roller skating championship in this country in 1947. I am at a

loss to understand why the associations (USARSA and RSROA) continue to hand out this stuff. Personally, I do not approve of it.

In the first place, if the recent report is correct that the International Olympics Committee has rejected the application that roller skating be included in the 1948 London games (and I have no doubt that it is correct), why must they hold a championship when it will be four or five years before that championship can be used. Frankly, the whole affair looks off-color to me.

What Caused AAU Break?

As far as the writer knows, there has been no explanation as to what caused the break with the Amateur Athletic Union. The AAU controls the majority of sports in this country, and only amateurs affiliated with it are eligible to compete in the Olympics. The members of the Schmitz organization were assigned the AAU membership and, as far as we know, were practically assured that roller skating would be in the next Olympics. Then comes the news that this was canceled, along with a statement that roller skating might be represented in 1952.

Now, here is something to shoot at. It has been drilled into skaters for several years that they were aiming for Olympic honors, and because of that they have spent thousands of dollars for admissions to rinks. They also went to the expense of lessons (*Reader Puts Both Orgs, opp. page*)

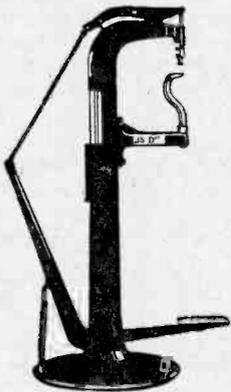
DeVineys Prep Big Events Sked at Morey's Riverview

PENNSVILLE, N. J., Nov. 2.—Grace and Ed DeViney, formerly of Natick, R. I., who are now managing and teaching at Ben F. Morey's Riverview Roller Rink here, are planning a hefty schedule of events for the fall and winter.

On October 15 the rink club made a bus trip to Ventnor Rink, Atlantic City. While there, the DeVineys; Mrs. Emma Ellis, pro at Great Leopard Rink, Chester, Pa., and Mr. and Mrs. Young, Ventnor pros, laid plans for a November 6 trip to Chester and discussed RSROA nights, shows and parties.

Recently renovated, Riverview held a Halloween party October 31, featuring the award of prizes for games and costumes. Lou Weiss is at the organ, and the management reports class work progressing satisfactorily.

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THERE IS A REASON

IDEAL LOCATION

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Seltzer, Morelli Get Chi's Arcadia Gardens for 53G

CHICAGO, Nov. 2.—Arcadia Gardens here, once a dance hall but in recent years a roller rink, was sold for \$53,000 October 28 thru a Federal Court order to Leo A. Seltzer, rink operator and former lessee of the building, and Fred A. Morelli, First Ward Democratic committeeman. Sale was ordered after an auction failed to attract bidders.

Last August the building was struck by fire which destroyed much of the interior and the roof. The owner, the Chicago Rapid Transit Company, will also receive \$24,600 in fire insurance. The company, thru David Watts, attorney for the trustees, recommended the sale, ordered by Judge Michael L. Igoe, who is supervising financial affairs of the company in its receivership.

It is understood that the new owners plan to repair the building and continue to operate it as a rink. Phil Hays has been associated with Seltzer in the Arcadia operation.

Brett New Rollercoade Op In Flint; Class Work Set

FLINT, Mich., Nov. 2.—Flint Park Rollercoade, recently taken over from Louis H. Firestone and Howard M. Oviatt by George Brett, formerly with Rouge Park Rollercoade and Arcadia Gardens Rink, Detroit, has been opened after a complete reconditioning.

Rink operates nightly except Mondays, with Saturday and Sunday matinees. Class work is being conducted by Brett, who is assisted by his wife, Billie, who also acts as club secretary. Beginner classes are conducted Tuesdays from 7 to 8 p.m. On Thursdays advanced skaters take over from 7 to 8 p.m., with the speed club meeting from 10 a.m. to 12 on Sundays and the club from 5:30 to 7:30 p.m. the same day.

USARSA Accepts 7 Clubs

NEW YORK, Nov. 2.—Seven clubs were recently accepted as members of the United States Amateur Roller Skating Association, it was announced here recently at USARSA headquarters. They are: Moonlight Dance and Figure Club, Pasadena, Calif.; Reading (Pa.) Roller Racing Club; Rainbow Figure and Dance Club, Bergenfield, N. J.; Shamrock Rollers, Paterson, N. J.; Milford (Conn.) Dance and Figure Club; Bridgeport (Conn.) Dance and Figure Club, and the Merry Rollers, Benicia, Calif.

AOW Offers Sock Novelty Program For Hallowe'en

ELIZABETH, N. J., Nov. 2.—America On Wheels rinks went all-out in the matter of novelty stunts at October 31 Halloween parties.

As usual, the affairs were costume parties, each rink offering six prizes, including two pairs of shoe skates, for the best get-ups. In addition, there was a "preacher" at each rink to help couples get "hitched," a set of costume jewelry going to the "most-married" gal. Each rink, however, was overrun with "sheriffs" who, on the slightest provocation, tossed skaters into temporary jails erected in the rinks. There were also the usual distribution of novelties, grand marches and prolonged skating periods.

Watsonville Awarded Annual CARSA Meet; Plan Skating Show

MARTINEZ, Calif., Nov. 2.—Anthony Callahan's Civic Auditorium Roller Rink, Watsonville, was chosen as site for the annual convention of the California Amateur Roller Skating Association on November 17, reported Paul J. Gilbert, Western division publicity director for the United Rink Operators.

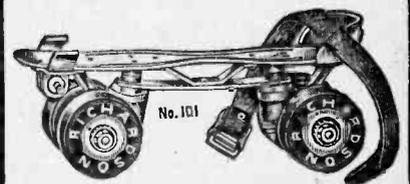
Decision was made at an October 20 meeting in Mrs. Hazel G. Barker's Skateland here, attended by representatives of 12 member clubs of the United States Amateur Roller Skating Association.

In anticipation of a record convention, association members and California members of the URO turned attention to plans for a large skating show for which each club is to contribute acts. Proceeds will go to the CARSA championship fund.

RSROA Takes in 2 Members

DETROIT, Nov. 2.—Mr. and Mrs. John B. Guyton; operators of Skateway, Albany, Ore., and Edward Ferris, owner of Joyland Roller Rink, Woonsocket, R. I., have become members of the Roller Skating Rink Operators' Association of the United States, it was announced by Fred A. Martin, secretary.

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AOW's Champ Fund Drawing Offering Nifty Prize Outlay

ELIZABETH, N. J., Nov. 2.—William Schmitz, operator of the America-on-Wheels chain of rinks, is offering skaters six classy prizes in a drawing that closes November 6 in his new Hackensack (N. J.) Arena. Proceeds of the drawing will be used to send AOW skaters to the national and world championship contests to be staged by the United States Amateur Roller Skating Association in 1947. Tickets sell for a dime.

This year's offerings include one year's free skating at any AOW rink or a \$100 U. S. Savings Bond, first prize; second, combination radio-phonograph; third, woman's or man's wrist watch; fourth, a pair of Chicago Velvet-Tread or Liberty skates complete or a \$50 bond; fifth, a table radio, and sixth, a pair of Chicago shoe skates complete or a \$25 bond.

Correction

CINCINNATI, Nov. 2.—Fred A. Martin, RSROA secretary, has called *The Billboard's* attention to an erroneous statement in the November 2 edition carrying announcement of the RSROA world championship going to Oakland. In that story it was stated: "In a previous announcement (*The Billboard*, September 14) it was reported that the world contest would go to a Canadian city."

"This is incorrect," says Martin, and a check of the September 14 issue proves him to be correct. The write-up in that issue referred to the North American meet which was awarded to Canada and which will be held in Toronto or Niagara Falls, Ont.

Referring to the awarding of the North American meet to Canada, Martin says: "This was in full agreement with that body. The world meet site is also in agreement with that body and with the balance of our affiliates. The British RSROA is intensely interested in the American site and date. They have pledged themselves to give us their utmost assistance in the world meet. The North American meet is proposed to be held between the skaters of Canada and the United States and is an entirely separate affair."

Reader Puts Both Orgs Over Barrel

(Continued from opposite page)

from professionals, hired by the rinks. They have given their services, appeared in various rinks for various affairs, bought and made costumes and expensive skate equipment, etc., and in a good many cases have had to foot their own expenses or donate their services to the skating club that staged a show to raise money to pay their expenses to contests. I am wondering who is really getting the break.

Skater Getting Run-Around?

Of course, the rink is entitled to something; but at the same time—even at a reduced admission rate for club members—I think everyone will agree that all this points to the fact that the skater is getting a run-around and getting nowhere fast.

I fully understand that it is a great honor to win in the Olympics. Also, I know of several big shots whose ever-mentioned background is based entirely on the fact that they are former Olympic champions in some sport. This has boosted them into money and positions of influence. As I understand it, the ice skaters get a different break, and I cite a case I know:

This man became a speed skater and had the assurance that if he qualified for the Lake Placid events he would be placed on the Olympic team, with all necessary expenses being met by his home rink. Well, he qualified and the home rink ran out on him and would not meet the expenses. Thus, after spending his own funds, he lost his big chance. He became so disgusted that he switched from ice to rollers and became a star at it—so good that he made some money at it. Incidentally, the party I refer to is today a noted auto racer and could have qualified for the Indianapolis event this year but for the fact that he was unable to obtain a car.

Wants a Showdown

Anyway, I think there should be a showdown as to what caused the mess in the first place. What is the trouble that is causing all this "off again, on again, Finnegan" stuff regarding the Olympics? Why not give the skaters some kind of a break? They certainly pay plenty into rink coffers, and there seems to be little for them to look forward to.

The trip of RSROA officials to Europe at this time seems to me to be an exhibition of poor judgment by reason of their own statement. Europe has only 30 rinks operating. During the war they had no contests. There were no contests scheduled during the RSROA tour, I know, but with only 30, or at the most 50 rinks operating, what kind of a showing will our skaters make? We paid plenty to get an English team over here for several months, but I don't believe the English are donating anything for this tour.

Special Events at Hartford

HARTFORD, Conn., Nov. 2.—Hartford Skating Palace offered a number of special events at its October 31 Halloween party which drew an excellent crowd. In addition to a door prize, there were awards for costumes and a voodoo game. Other high spots of the program were free cider and doughnuts and novelty numbers that included a spotlight skate and clothesline and wheelbarrow races. Two parties in one will be staged November 10 when Armistice Day and Sadie Hawkins Day is celebrated. Voodoo parties are held every Friday night.

Proceeds of a Halloween party staged October 29 by Martinez (Calif.) Figure Skating Club of Skateland went to the club's championship fund. Highlights of the party were a show, awarding of a door prize and prize costume contest.

Dance, Figure Tests Passed By Martinez Skateland Club

MARTINEZ, Calif., Nov. 2.—Martinez Figure Skating Club of Skateland here has been concentrating on tests, seven skaters passing USARSA dance and figure tests October 27, reports Manager Paul J. Gilbert. Tests were judged by the U. S. Figure Skating Association.

Faith Benedict, State junior ladies' figure champ, who passed her silver dance test last December, passed her fourth figure test to become California's first skater to become a silver medalist in figures and dancing. Other results: Barbara Ziem, third figure test; Joy Marlar, second figure and bronze dance; James Hutchins, first figure and bronze dance; LaMar Williams and Opal Jordan, first figure, and Vivian Bohanon, junior bar.

Thompson's Remodeled Spot At Saginaw Draws in Debut

SAGINAW, Mich., Nov. 2.—M. B. Thompson reported a good crowd at the recent reopening of his Saginaw Roller-arcade which was remodeled during the summer. Skating area has been lengthened, the lobby and service section rebuilt, and a new amplifying system installed.

Eileen Steigler, Detroit pro, is again handling classes on Wednesdays and Thursdays. Monday nights are devoted exclusively to beginners. Thompson reports patronage of many older skaters plus a number of ex-servicemen, and for the first time since 1940 he expects his Saginaw skaters to offer stiff competition in the State RSROA meet.

Capacity Biz for Biltmore

ASHEVILLE, N. C., Nov. 2.—Charles C. Ellis's Biltmore Roller-drome here, in operation since June 3, has been skating to capacity crowds nightly. Skate dance classes, launched August 26 by Mr. and Mrs. Charles A. Sharp, Biltmore pros, have been drawing excellent attendance, and more classes are in the offing as soon as the skaters are ready, according to Ellis. Many operators have visited the Biltmore since its opening.

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Minstrel Veterans Participate In Columbus Firemen's Show

COLUMBUS, O., Nov. 2.—Annual minstrel show presented by the Columbus Firemen's Benevolent Association at the Hartman Theater here, October 24-27, with matinees on Saturday and Sunday, attracted good crowds. Staged and produced by John Hardgrove, the burnt-cork opry featured a number of pro minstrel vets.

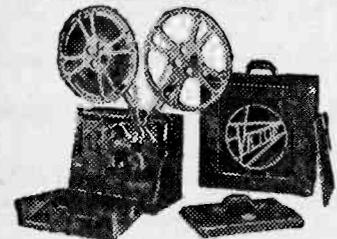
Circle had Fred Hawkes as inter-locutor; Ed Hart and Al Kerns, endmen, and Albert Justus, Tom Edgington, Charlotte Echnieder, Elo Gasbarro, Harry Masters, Homer Meachum, Conrad Stoll, Dewey Martin and Fred Washburn, soloists and specialty performers.

In addition there were the Fire Fighters' Quartet, the Hippo Chorus of 16 male voices, the Fire Fighters' Chorus of 66 and the 34 Stella Becker Dancers.

Masters Writes Novel

HOLLYWOOD, Fla., Nov. 2.—Kelly Masters, for 30 years with stock, rep and circle orgs in the Midwest and who turned writer four years ago, has written his first novel, *Pull Down to New Orleans*, by Zachary Ball, his pen name. He collaborates with Frankie-Lee Wee, whose nom de plume is Saliee O'Brien. Masters has had articles accepted by a number of national mags.

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Rep Ripples

HARRISON AULGER, of the former Aulger Bros.' Stock Company, tent show, spent an hour in Cincy last Saturday (26), between busses, and in a phone call to the Rep Desk advised that he was en route to Miami where he and Mrs. Aulger would put in most of the winter resting. He has visions of resuming with his old meller, *Adrift in New York*, in hotel rooms at the conclusion of his Miami vacation. . . . John L. Donnelly has a 16mm. pic show playing auspice dates around Springfield, Mass. . . . E. M. Leighton's film show is in the Lewiston, Me., area. . . . West Coast Players, A. L. Warren, manager, will operate around Fort Myers, Fla., later in the season. . . . Gibbs and Milton, who have a religious picture show around Flemington, N. J., will go to Florida the middle of November. . . . Frank Waldron has finished the season with his *Lost Souls* film at fairs, and with wife and another performer will play schools with a flesh dramatic bill. He has bookings in Ohio and Pennsylvania. . . . Lake Players, three people playing auspice dates, now around Herkimer, N. Y., will soon move into Pennsylvania.

HAROLD REANY opened his vaude-pic show at Omro, Wis., October 16 and will operate in Winnebago County, that State, the next month. . . . G. W. Tucker is working his 16-mm. show around Oxford, Me. . . . Vernon's Pic Show is operating out of Veradale, Wash. . . . Charley McCusick, former rep performer, is framing a film show to play under auspices out of Boston. He had a pic show in Maine thru the summer. . . . Brandywine Players, four people, are readying to operate around Washington for the second season. Crayell Players, colored, will operate in the Vicksburg, Miss., area after November 1. . . . Lem Daly recently purchased a 16-mm. outfit and will operate out of Pawtucket, R. I. . . . Jack Sweetman, rep and minstrel performer, on his way from Keeneland race track, Lexington, Ky., to Circleville, O., stopped off in Cincinnati October 29 for a visit to *The Billboard* offices. He will remain in Circleville until bookings in the South come thru. He visited Al Tint in Chicago recently after closing with Boyle Woolfolk's Revue.

Film Group Takes Shape; Offices in Springfield

SPRINGFIELD, Mass., Nov. 2.—Organization of Film Group, Inc., specializing in educational shorts, public relations specials and television shows on film, has been announced at the main offices here. Sales offices will be set up soon in New York, Chicago and St. Louis.

First-year operating schedules call for four films to be selected by the board of directors. Corporation officials say the television films will not be produced until 1948.

Officers include: President, Edwin H. Kasper, head of Kasper-Gordon, Inc., Boston electrical transcription and radio production studios; secretary, Attorney James P. Moriarty; treasurer, Laurent A. Angers, and assistant treasurer, Kendall Brigham. Directors include Kasper, Moriarty, Angers, William Shearer III and Eugene C. Zack.

Executive producer for Film Group is Harry Bliven, associated for two years with Bay State Film Productions, Inc., of Springfield, as production manager, director and writer. Brigham has been named production manager.

Fair Grandstands Pose Big Problem

(Continued from page 66)

reducing the Syracuse track from a mile to a half-mile track. No decision, however, is likely until a special fair study commission, created by an act of the State Legislature this year, reports, probably after January 1.

Syracuse in pre-war years was a member of the Grand Circuit, and at one time was the site of the rich Hambletonian Stake. Year-in-and-out Syracuse also was the scene of a 100-mile AAA-sanctioned national championship auto race, which drew the cream of the Indianapolis drivers and offered purses second only to that put up for the annual 500-mile Hoosier Memorial Day race.

Nash Ponders Problem

High winds and floods decommissioned the stand at Springfield, Mass., and Charles A. Nash, veteran secretary-manager of the expo, is weighing what to do, not only about the stand but about the track, a half-miler.

There is a strong possibility that temporary stands may be erected. And there is a possibility that the track may be transformed from clay and dirt to macadam. The decision at Springfield is expected to be made by the time of the Chicago IAFE convention.

Many other large expos are mapping extensions to their grandstands. Indiana State Fair is going to push a project which will raise the stand's capacity from 8,000 to 10,000.

Wisconsin Cashes In

At Milwaukee, Ralph Ammon this year more than doubled the seating capacity, not of the stand itself, which seats 14,000, but by the erection of permanent and temporary bleachers. The addition of these raises the seating capacity to more than 30,000 for a football game, but some of this capacity is lost for other events, because the track is a mile around. Ammon says that he may reduce the track's size to a half-mile. This done, the entire capacity could be used effectively during the fair.

In addition to a mile track, Milwaukee has a fifth of a mile track, and this met with notable success for midget auto racing thruout the season.

The Milwaukee plant is frequently used when the fair is not in operation. Besides weekly night midget and motorcycle races, the race track is used for frequent Sunday auto races and thrill show still dates. And the policy, pushed by Ammon, has paid off, income from such uses as these this year netting the fair approximately \$185,000, this, of course, in addition to the regular fair income.

Constant Use Trend

The trend towards using fairgrounds, State-owned, as well as those owned and operated by either non-profit associations or corporations, is expected to become general in the pre-war years, many fair men agree.

The Ohio State Fair this year went into it. Altho the plant, particularly the grandstand and the race track, was returned by the army to the State in a much-damaged condition, within a few months the Columbus plant was leased for midget auto races, and these netted the State a substantial profit.

Along with the trend for wide use of a fair plant, it is expected that salaries of fairs' secretary-managers will be put on a salary plus incentive basis.

Such a system is now in effect in some instances, usually where the fair is operated by a private group. In California the State has established a salary-incentive basis for the operation of a fair. In years to come, it is believed, many fairs will adopt a salary scale providing incentive for a secretary-manager to take

West Coast Briefs

By Ted North Sr.

HOLLYWOOD, Nov. 2.—Earl and Joey Gregg, formerly with Midwest rep orgs, recently visited at the home of Ralph and Hazel Moody here. They are now back in Topeka, Kan., where they operate a night club.

Recent guests of the Ted Norths here were Art Holbrook and Hilton Hodges. The former, who trouped with the McOwen Show, is station manager of WIBW, Topeka. Hodges is general sales manager of the station.

Mildred and Billy Baucom, formerly with the North Players and Ray Howell Show, also were recent guests of the Norths. Billy is in the sales department of WIBW and KCKN, Kansas City, Mo.

Ralph Moody, former operator of the Hazel McOwen Players and until recently in the dramatic department of WLW, Cincinnati, and his wife have bought a home in North Hollywood. Ralph is on several radio shows.

Betty Mack, now Betty Yoehellem, former ingenue leading woman with the North and McCall Bridges players, is located in Hollywood and recently produced the stage production, *Holiday Lady*, which ran 16 weeks at the Beaux Arts Theater before moving to the Belasco.

Genevieve Russell North, who has been in ill health the past year, is recuperating at the home of Ted and Mary North Sr.

Ted North Jr., an officer in the Navy during the war, was recently divorced from Mary Beth Hughes, of the films. He has been under contract to RKO studios the past six months and recently completed the picture *The Devil Thumbs a Ride*. James Blaine, former Midwest leading man, recently discharged from the army, is again working in pix.

Billy House, who for many years headed his own tab shows in Oklahoma, Kansas and Texas, is playing in RKO pictures.

Charlie Archer rejoined the Chick Boyes Players in Kearney, Neb., as character man and pianist.

Virginia Cullen, former ingenue with the North Players, and daughter, Patty Ann, have left California to make their home in Wichita, Kan., where Virginia will operate her own gift-shop business.

INDIANA PROFIT RECORD

(Continued from page 66)

the payment of approximately \$160,000. Latter sum will come from the State levy (3½ mills per \$100 of assessed valuation) for fairgrounds building purposes.

Many Changes Mapped

Included among plant improvement projects expected to be completed before the '47 event are the addition of 300 pens to the swine building, the construction of a new paddock, the addition of 250 stalls to the horse barn, extension of the grandstand's east end to provide for an additional 2,000 seats for a total capacity of 10,000, raising and resurfacing the mile race track from five to eight inches, rehabilitation of the women's building, and the erection of a cyclone fence, both outside and inside, around the track.

on the added responsibilities and duties that go with the staging of events other than the fair.

Many annuals, it is known, plan to build when materials become available and when it is felt that construction prices are reasonable. Most of these are giving attention to the construction of a track or tracks and a general layout which will permit use thruout the time when the fair is not in operation.

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18" Cubby Mary Lou Doll. Soft flannel body, cotton stuffed. Cellophane wrapped. Clever painted unbreakable face. Swell prize number. Asst. colors. (See Billboard ad, Oct. 5th.)

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16" Rich Silky Plush Animals. Goo-goo eyes. Bright neck ribbons. Cotton stuffed. Good board or stock items. Sample \$2.75.

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B16X157—Brown and Gold Bear. PER DOZ. \$30.00

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13 Inch Cuddie Dolls 1.20
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#80 Mirror Vanity & 1-lb. Choc. 2.35
#9 Maple Chest, Mir. in Lid & 1-lb. Choc. . 2.49
#10 Cedar Chest, Mir. in Lid & 1-lb. Choc. . 2.59

#86 15 1-lb. Fancy Fruit Cakes \$ 9.00
#87 45 1-lb. Fancy Fruit Cakes 25.85
#84 Mirror Vanity & 1-lb. Fruit Cake . . . 2.18
#83 Maple Chest, Mir. Lid & 1-lb. F. Cake . 2.34
#82 Cedar Chest, Mir. Lid & 1-lb. F. Cake . 2.44

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Will go to press on **WEDNESDAY** instead of Thursday. Classified Ads for November 23 issue must reach our Cincinnati office by **WEDNESDAY, November 13**

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SEVERAL SCARLET FINGER-TAME MACAWS from \$188.00 up. Tame male Emu, 6 feet tall, \$275.00. Peacocks from \$15.00 or trade. Parrots, Cockatiels, Finches. Rare Bird Farm, Box 100, Kendall, Fla. no23

SYRIAN OR GOLDEN HAMSTERS—MAKE rare pets or attraction. Males, \$2.00; Females, \$2.50; Pairs, \$3.50. Arthur Came, Dover, N. H.

VERY TAME BEAR CUB, WILDCATS, BADGERS, Coyotes, Albino Raccoon, Baby Coatis, Pacas, Agoutis, tame African Green Monkey, Golden Eagles, Porcupines. Charone Animal Ranch, Burlington, Wis.

BUSINESS OPPORTUNITIES

BIG MONEY—MAKING RUBBER STAMPS. In demand everywhere. Simplified Instructions, \$2.00. Steele, 296-B New Main, Yonkers, N. Y. no23

COMPLETE PENNY ARCADE OUTFIT FOR sale. Price, \$6,000.00. F.O.B. All you need is location to place same. Box 841, Billboard, New York City.

DUDE RANCH—CAMP PROPERTY, FARM, Estate Lake George. 60 acres. Bargain \$13,500.00 for immediate sale. Box C-17, Billboard, Cincinnati 1, O.

FOR SALE—LARGE 140x30 FT. HOUSEBOAT, excellent condition, has heating, refrigerating, water systems, suitable for showboat or nite club. Box 256, Parkersburg, W. Va. Phone 656.

I SCORED TREMENDOUS MAIL ORDER SUCCESS from only \$100.00 start that soon brought up to \$1,000.00 daily in cash orders. By all means investigate this amazing plan. Write G. H. Evans Enterprises, Box 982, Beverly Hills, Calif. no16

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NEW HOT SANDWICH—FAST SELLER. NO smoke, no grease, no special equipment needed. Wonderful opportunity for cafe and sandwich shop operators. Write today for free particulars. Haskell D. Boyer, P.O. Box 1486, Fort Worth 1, Tex. de21

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SUREFIRE PROFIT MAKER—WRITE US TODAY for free information on what sells, who buys, and how to reach them. Rennolet, 1022B 9th St., Rock Island, Ill. no9

WE OFFER FRANCHISE WISCONSIN, MICHIGAN to capable, responsible man. Nev. Different. Non-gambling game. Investment required. Port Products, Box 53, Port Washington, Wis.

YOUR OWN BUSINESS SHOWING TALKIES Theaterless Communities. No investment. We rent Sound Equipments, Programs, reasonable. Remarkable possibilities. Earn \$50.00-\$200.00 weekly. 2200 RKO Bldg., Radio City, New York. no16



GORGEOUS

Positively the Best Salesboard Christmas Seller!

- Full Cut Dress
- Rayon-Satin Flash Colors

\$37.50 Doz.

Samples, \$3.25 each

Packed Two Dozen to a Carton. 25% Deposit With All Orders, Balance C. O. D., F. O. B. N. Y.

WE ALSO HAVE:

- BUDOIR DOLLS
- FUR ANIMALS
- OUTSTANDING PLUSH TOYS
- OTHER BINGO ITEMS

JOE END & CO.

Catering to Concession Trades

MIKE TISSER, Gen. Mgr.

799 BROADWAY, NEW YORK 3, N. Y.

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BEAUTIFUL AC-DC PLASTIC MODEL

RADIO

6 TUBES INCLUDING RECTIFIER

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ONE BAND

REGULAR BROADCAST

List \$30.75

Samples ... 21.54

12 OR MORE ...

\$20.81

EACH

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TWO BAND

SHORT WAVE & BROADCAST

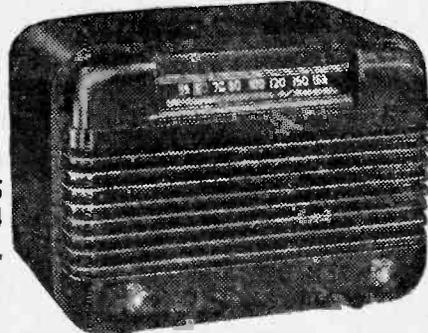
List \$35.95

Sample ... 25.19

12 OR MORE ...

\$24.34

EACH



A new table model radio gives console performance . . . powerful superheterodyne with six RCA licensed tubes (including rectifier) . . . built-in aerial . . . tremendous volume handsome in appearance . . . most efficient in operation . . . built into a durable plastic cabinet with slide rule illuminated dial . . . 5-inch P.M. speaker . . . FULLY GUARANTEED!

All prices O.P.A. approved—All taxes included. F. O. B. New York City. Send only 25% with order, balance C. O. D.

CARTER RADIO & APPLIANCE, INC.

43-45 43D ST. DEPT. BB-3 LONG ISLAND CITY, N. Y.

SALESMEN—JOBBER'S ATTENTION!

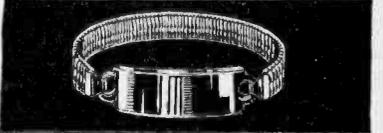


EXPANSION CROWN BRACELETS

All Stainless Steel Studded with 25 Glittering Stones—Gold or White.

\$18.00 DOZ.

Samples \$1.75 prepaid.

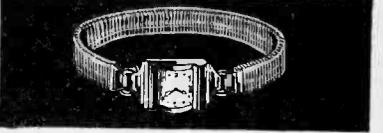


NEW! — DIFFERENT!

Expansion Identification Bracelet, Stainless Steel —Will not tarnish or rust. Nameplate of soft stainless steel, engraves easily.

\$7.20 DOZ.

Samples 80¢ ea., prepaid.



WOMEN'S EXPANSION WATCH BANDS

Non-Tarnishable, in pink or yellow gold plate and white.

\$12.00 DOZ.

SPECIAL PRICES IN GROSS LOTS. Samples, \$1.00 ea., prepaid.

25% WITH ORDER, BALANCE C. O. D.

Riel Manufacturing Co.

819 Windsor St. Dept. B Chicago, Ill.



BERTRAM'S NEW 1946 CATALOG

TOYS—PARTY GOODS GIFTS

Crammed with values and illustrated with detailed descriptions of Dolls, Animals, Games, Toys, Ornaments, Books, Tree Trimmings, Giftwares, etc. A Complete Holiday Line at New Low Wholesale Prices.

Catalog will be mailed on receipt of 50 cents, refundable on first order of \$25.00 out of this catalog. You will also be able to order hard-to-get items not listed in catalog. Only a limited number available. **ORDER YOURS NOW!**

BERTRAM NOVELTY CO.

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FUR COATS

LOW PRICES JACKETS CHOKERS • SCARFS

ALL GENUINE FURS

Our new 1947 Line is our greatest variety of best sellers for you! Latest styles. All sizes. Write for FREE NEW COMPLETE CATALOG! Satisfaction guaranteed or money refunded. Prompt deliveries.

H.M.J. FUR CO.

150-B W. 28th St., New York 1

BINGO

SPECIALS ★ CARDS TRANSPARENT MARKERS

Write for Bulletin

AMUSEMENT INDUSTRIES, Box 2, DAYTON 1, OHIO

AGENTS JOBBERS STORES

HERE'S A RED HOT ITEM FOR YOU



MEN'S PERSONALIZED SIGNET RINGS

IN EXTRA HEAVY SOLID STERLING SILVER

Set with a small-Czecho-Brite Imported Imitation Diamond.
Highly polished to look like White Gold. Initials are heavy solid Sterling Silver raised block letters.
Built to last 100 years.
Make your customer a Ring with any two initials in one minute. Initials are easily installed by anyone. No special tools required.
A \$20.00 Retail Value!
We will ship you the proper assortment of initials per order.

CLOSE OUT PRICES—WHILE PRESENT STOCK LASTS.

\$9.00 DOZ. Including any two initials with each ring. Not installed.	GROSS LOTS \$7.20 DOZ. Including any two initials with each ring. Not installed.	EXTRA INITIALS, 10¢ Each, with order.
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LET US ASSORT PROPER INITIALS FOR YOU

MINIMUM ORDER, THREE DOZEN—\$27.00.
NO CATALOG. ORDER FROM THIS AD.
TERMS: 50% with all orders, balance C. O. D., or full amount with order. No open accounts at this time.

KALIN Import & Mfg. Co.
1567 Point View St.,
Los Angeles 35, Calif.

COIN-OPERATED MACHINES, SECOND-HAND

NOTICE—Only advertisements of used machines accepted for publication in this column.

AAA BUYS—STAMP MACHINES FOR SALE. Single Columbus, \$6.95. Doubles, \$21.50. Triple, \$35.00. Write U. S. P., 100 Grand St., Waterbury 5, Conn. no23

A-1 CIGARETTE AND CANDY VENDING MACHINES. All makes, models, lowest prices. What have you to sell? Mack Postel, 6750 N. Ashland, Chicago. de21

A.B.T. CHALLENGERS (USED), \$37.50. A.B.T. Targets or Kicker-Catchers (perfect), \$29.50; 4 for \$110.00. B. Gould, 541 S. Dearborn, Chicago 5, Ill.

ARCADE MACHINES FOR SALE—SIX 7-FT. POKERHOES. Make offer. C. S. Nowak, 78 Littlefield Ave., Buffalo 11, N. Y. no16

BARGAINS—PEANUT MACHINES, A-1 CONDITION, filled with Peanuts, ready for location, \$7.50. Peanuts bring \$3.00. Cox Vending Co., 302 E. Euclid, San Antonio, Tex. no9

BELL PRODUCTS CO. IS BADLY IN NEED OF all types of equipment. Therefore we will pay top dollar for any amount of Pin Games, Consoles, Phonographs, Slots and Arcade Equipment. We will buy equipment on or off location. Write, wire or phone. Bell Products Co., 2000 N. Oakley, Chicago 47, Ill. de14

COMPLETELY RECONDITIONED COLUMBUS Peanut Vendors with 5 pounds Salted Peanuts, \$8.50 each. 1/2 deposit. Wanted: Ball Gum. S. Robertson, 530 E. 54, Savannah, Ga.

EVANS IN THE BARREL, \$75.00. GOTTLIEB Skeeballette, \$75.00. Mutoscope Career Pilot, \$125.00. Set 3 Exhibit Hearts, on stands, \$100.00. Electric Defense Gun, \$22.50. Advance Shocker, \$12.50. Kicker-Catcher, \$20.00. Mutoscope Bag Puncher, \$150.00. Shoo! the Chutes, \$85.00. 1/2 with order. McKee Sales Co., 243 S. Main, Los Angeles 12, Calif.

FLORIDA SPECIAL—WURLITZER 24 (3) Marbled and Perfect, \$250.00 each. Also Marbled 16, lite-up top and bottom, \$195.00. 1/2 with order. Broward Amusement Co., P.O. Box 388, Dania, Fla. Phone Hollywood 386-J.

FOR SALE—4 EVANS "AUTOMATIC" BOWLING Alleys, 48' long, with Score Stands, Counter, and 2 Benches, like new. If interested, write Mike Russolillo, 611 S. Terrace St., Columbus 4, O.

FOR SALE—1c JENNINGS IN-THE-BAG Peanut Vendors; 1c Masters, porcelain; Northwest Model 39 Bell; and Victor Model V, porcelain. Any @ \$7.50. Mercury Cig. Reels, \$20.00. 1c Walzer Hershey Machines @ \$1.00. Al Hoff, 1918 Rose, Baltimore 13, Md.

FOR SALE—20 USED DOUBLE NUGGETS 1c Merchandisers, \$14.00 each. 20 Stewart McGuires, 1 and 5c Merchandisers, \$4.00 ea. Hennen, 2647 Middle Rd., Davenport, Iowa.

FOR SALE—SEEBURG JAP AND SEEBURG converted to Coinex, working, \$85.00 each. Haier, 51 1/2 B Montague St., Charleston, S. C.

FOR SALE—USED MILLS BLUE AND BROWN Front Bells, 15 5c, 11 10c, and 4 25c. Original, not rebuilt, good condition, knee action. Sell in one lot only at \$125.00 each. 1/2 certified deposit, balance C.O.D., C. Barnett, 9 N. Summit St., Akron, O.

FOR SALE—44 SCALES, ALL ON OLD established route, all the low type scales, Watling and Rock-Ola, some latest. Best location in Idaho and Washington. Complete route with extra parts, \$4,500.00. A. T. Condon Sales Co., 1424 Main St., Lewiston, Idaho. no16

GET STARTED—ONE THOROUGHLY RECON- ditioned Peanut Machine and 5 pounds best salted Spanish Peanuts, \$7.50. 1/2 with order, balance C.O.D. Thomas Novelty Co., Paducah, Ky. no30

GLOBES—FOR "ADVANCE" P 35, STANDARD size, very reasonable. Bergen Vending, P.O. Box 322, Englewood, N. J.

HOLD & DRAW P.O. CONSOLE, A-1, \$75.00. Royal Flush P.O. Console, \$65.00. Want Pinballs and VP's. F. Shafer, Washington, Ind.

MECHANIC—MARRIED, SOBER, TEN years' coin machine experience. Pin games, consoles, phonographs, Mills slots, four Bells, three Bells Amplifiers and remote. Expert. References. Will accept good offer anywhere. Box C-23, Billboard, Cincinnati 1, O. 76-11-9

MECHANIC WANTED—EXPERIENCED ON music, arcade and games. Year-round job. Write or wire. A. B. Amusement Co., Margartevilla, N. Y.

NICKEL CHERRY AND MELON BELLS, \$100.00 each. Bonus, \$150.00. Yankee Mint Co., 891 Crescent St., Brockton 34, Mass.

ONE PANAMA DIGGER—IN GOOD CONDI- tion. 1c or 5c operated. Operated by hand crank. First \$100.00 takes it. Glenn Smock, Box 32, Winchester, Ill.

PANORAM FOR SALE—2 PANORAMS, FIRST class condition, \$500.00 each. Write Charles Dobbs, Box 281, Hazlehurst, Miss. no9



B. B. 100—10K Yellow Gold Ring, \$4.10
set with fine Diamond. Each

B. B. 101—3 Diamond Wedding
Ring to match. Each 4.50
Sizes 5 to 7

ROHDE-SPENCER CO.
223-225 W. MADISON STREET
CHICAGO 6, ILLINOIS

FLUORESCENT FIXTURES

GOING BIG WITH DEALERS—
AGENTS—CONCESSIONAIRES

NEW LOW 1946 WHOLESALE PRICE

Equipped for 2 20W. Bulbs
\$4.25 each Less Bulbs

List Price—\$12.50 Each With Bulbs

EASY INSTALLATION
JUST PLUG INTO SOCKET
USED IN:

- Stores
- Bathrooms
- Kitchens
- Factories
- Garage
- Concessions
- Board Premiums

ALSO AVAILABLE

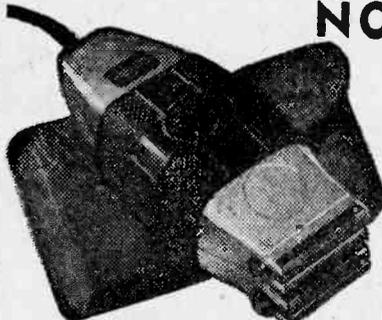
Industrial Desk Lamps	Channel Strips
Commercial Desk Lamps	Chrome Brackets
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Write, Wire, Phone for Sample Order. Ask for Catalogue on Complete Line.
25% Deposit With Order, Balance C. O. D., F. O. B. Phila.

ABRAMS FLUORESCENT LIGHTING
Manufacturers
Dept. B, 118 N. 7th St. Phila. 6, Pa.
Walnut 2-6787

NOW AVAILABLE!

CASH IN ON THIS FAST SELLING HARVARD DOUBLE HEAD Electric Dry Shaver



NOTE THESE OUTSTANDING FEATURES:

- Fully Guaranteed.
- Two 1947 Deluxe Shaving Heads.
- New Post-War Non-Slip Rubber Grip.
- Self-Starting.
- Self-Sharpening, sharpens as you shave.
- Distinctive Streamlined Design.
- Ground & Lapped Steel Outting Blades.
- No Radio Interference.
- 110-120V, 60 Cycle A.C. Operation.
- Precision Built Vibrator Type Motor.
- Available in Ivory Plastic.
- No Oiling Necessary.
- Complete with Leatherette Case.
- Packed in Attractive Counter Box.

MANUFACTURED EXCLUSIVELY FOR MUTUAL DISTRIBUTING CO.

SUGGESTED RETAIL PRICE—\$7.50

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GUNS & CAPS

Real profits for those in the South selling Fireworks.

REALLY LOW PRICES—FREE CATALOG AVAILABLE.

LOOK AT THESE ITEMS!

- No. 8 Sparklers, 15¢ Box \$ 8.16 Gr. Boxes
- No. 10 Sparklers, 30¢ Box 19.80 Gr. Boxes
- No. 20 Sparklers, 15¢ Ea. 9.90 Gr. Pieces
- 2-Inch Salutes, 8 for 15¢ (Packed 2000) \$11.00 Per 1,000
- 40-40 Chinese Flash Crackers (Nov. Del.) \$12.35 Bd.

TOYS—GIFTS—SEASONAL GOODS
Very low wholesale prices in a complete Christmas Catalog, complete with Toys, Greeting Cards, Electric Items, Xmas Tree Ornaments, Dolls, Stuffed Toys. CATALOG MAILED FOR 60 CENTS, REFUNDED ON FIRST \$25.00 ORDER.

STANDARD SPECIALTY CO.
Oostburg, Wisconsin

BEAUTIFUL ELGIN and WALTHAM WATCHES

WHOLESALE

RECONDITIONED AND GUARANTEED

Attractively engraved 10k r.g.p., stainless steel back.

7 JEWEL ELGIN \$15.50

15 JEWEL—\$17.95

Sample Orders, \$1.00 Extra.
25% with Order, Balance C. O. D.

Write for New 1946 Catalog

LOUIS PERLOFF
737 Walnut St., Dept. C
PHILADELPHIA 6, PA.

MYSTERY DRINKING BIRD

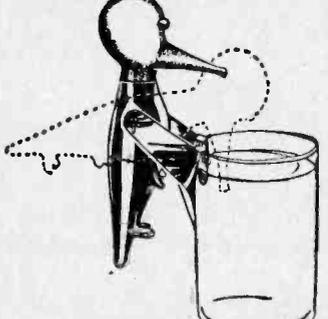
NO WIRING NO WINDING NO MAGNETS

DRINKS CONSTANTLY
Display one in any store or window and see the crowds gather.

\$30.00 a Dozen
Sample prepaid, \$3.00.

REYNOLDS ROCKET PEN
15 Years Without Refilling.
\$27.72 Dozen.
Sample prepaid, \$2.85.

DELUXE SALES CO.
BLUE EARTH, MINN.



TARGET BALLOONS

- 40 In. Special Workers, heavy, red. Ea. \$.20
- 40 In. Asst. 4 colors. Per 100 15.00
- 8 ft. Pure gum color. Ea.70
- 6 ft. Red, White & Black. Ea.25

TOY BALLOONS

- #418, Per Gr. \$ 4.00
- # 7, Per Gr. 4.50
- # 9, Per Gr. 7.00
- #524, Per Gr. 7.00
- Squawkers, K.D. Per Gr. 6.50

WATER PISTOLS

- Large Bulb, Per Doz. \$ 2.00
- Small Bulb, Per Doz. 1.75

Send \$2.00 for Samples of Target Balloons and Water Pistol. Positively only one set of samples to a customer.

All Prices F. O. B. Washington, D. C.

CHAS. PETERS
428 Sixth St., N.W. Washington 1, D. O.

LADIES' 15 J. SWISS WRIST WATCHES

HARD TO GET! AND HOW!

You'll have to go far and mighty to duplicate this amazing offer. With ladies' wrist watches critically scarce, we urge you to order immediately while the supply lasts. Cash in now for Xmas!

A truly beautiful ladies' 15-jewel Swiss Wrist Watch. Factory rebuilt to look and work like new. New cases, new parts, etc. Exactly as illustrated. Gold plated cases with silk cords.

Your cost only \$13.50 each, any quantity.

TERMS: 1/3 Deposit with Order, Balance C.O.D., F.O.B. MONTGOMERY, ALA.

AMERICAN MERCHANDISING CO., INC., Dept. B-RW
12 ADAMS AVE. MONTGOMERY 4, ALA.



COMIC CARDS

Over 35 Cards and Folders, all in 4 to 6 colors. Cost as low as \$20.00 a thousand with envelopes. All are fast 10¢ sellers. Send 25¢ for sample cards and folder.

M & M CARD CO.
1083-1085 Mission St., San Francisco 8, Calif.

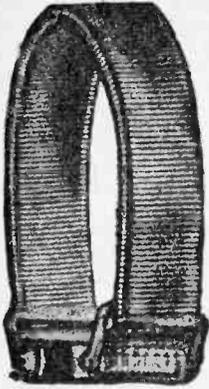
GORGEOUS Pin and Earring Sets

SELL ON SIGHT!

\$2 Retailers—50 styles, all set with popular colored stones, some with pearls. Profitable line for dealers, concessionaires, etc. Selections from \$5.00 to \$30.00.

COSTUME JEWELRY MANUFACTURERS
264 Fifth Avenue NEW YORK 1, N. Y.
Cable Address "SACKSIRVIN"

Men's Expansion Bands

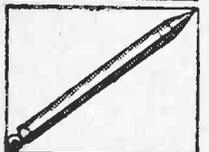


New, Improved,
Stainless Steel.
\$4.00 Dozen
\$42.00 Gross
\$125.00 for 500

Long Life, Smart,
Gold Plated.
\$6.00 Dozen
\$66.00 Gross
\$208.00 for 500



Ladies' Flat
Ground, Stainless
Steel in All
Colors.
\$12.00 Dozen
\$108.00 Gross
\$350.00 for 500



Arkon 15-Year
Ball-Bearing
Pens.
\$2.50 Each
\$6.00 for 3
\$21.00 for Doz.
\$230.00 Gross



Aluminum
Coasters.
Set of Eight with
Holder, Boxed.
90¢ Each
Postpaid
\$7.20 Doz. Sets
\$80.00 Gr. Sets

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Art Specialties

Dept. B-10, 820 W. Sheridan Rd.
Chicago 13, Ill.

PHONOGRAPHS—WURLITZER 500, \$350.00; 24, \$250.00. 71 Counter Model with Stand, \$175.00. Twin-Twelve Buckley Cabinet and Adapter, complete with Pickups and Motors, Wurlitzer Amplifier and Speaker, \$150.00. Twin-Twelve Buckley Cabinet and Adapter, less Pickups, Motor and Amplifier, \$75.00. Seeburg Hitone, \$375.00; Hitone ESRC, \$400.00. Georgia Music Co., Brunswick, Ga.

SPECIAL FOR NEW OPERATORS—ONE REBUILT, refinished, Peanut Vending Machine, including 10 lbs. of Spanish Salted Peanuts, \$9.50; with orders of 5 or more, \$9.00 each. Free instructions. 1/2 deposit. National, 4243 Sansom, Philadelphia, Pa.

STAMP MACHINES—20 VICTORY DUPLIX, 10 Shipman Triplex. Brand new and still in crates. Also 4 used Victory, \$700.00 takes all. Mesarik, 922 Lincolnway E., South Bend, Ind.

USED STAMP MACHINES—ACCEPTED IN trade on new Shipman Triplex. Stamp Machine Operators Supply Co., 312 Asbury Ave., Evanston, Ill. no16

VENDEX PENCIL PRINTING MACHINE—Holds 500 Pencils, 5c slot, good condition, needs back. First \$40.00 gets it. F. Clarici, 519 Roebling Ave., Trenton, N. J.

WANTED—ERIE DIGGERS, HAND OPERATED, without bases, any quantity, any condition. National, 4243 Sansom, Philadelphia, Pa.

WANTED—IN ANY CONDITION, AS LONG as parts are all there. A.B.T. Targets, all kinds; Grippers, one and 3-way, Stands, Counter Machines. Also Texas League and Watling. Fortune and Guess-Your-Weight Small Scales, Western Baseball, etc. W. S. Topping, 1260 Elm St., Stratford, Conn.

WANTED—BALLY CUP VENDORS, NEW OR used. State shipping. R. McFarlane, 67 E. 121 St., New York 35.

WURLITZER 61, COUNTER MODEL, GOOD condition. Will sacrifice for \$110.00. \$25.00 down, bal. C.O.D. Ralph Weaver, 715 N. 4th St., La Fayette, Ind.

1 BALLY VICTORY DERBY, USED 10 DAYS, \$425.00. 1 Genco Follies of 1940, \$20.00. 2 Paces Races, rebuilt by H. C. Evans, used 2 mo., \$225.00 each. 1 25c Mills Blue front Mystery pay, \$140.00. All in first class condition. 1/2 deposit, balance C.O.D. Mid-State Distributors, 712 Locust Ave., Fairmont, W. Va.

COSTUMES, UNIFORMS, WARDROBES

ALL-BRAIDED CELLOPHANE WAISTBAND
Hula Skirts with Leis, \$7.50. Rhinestone G-Strings, \$7.50. Rhinestone Bras, \$2.50. Chorus or Strip Net Pants, \$1.35. C. Guyette, 346 W. 45th St., New York 19. Tel. Circle 6-4137.

ASSORTED BUNDLES OF COSTUMES, GOWNS, Trimmings, etc., \$5.00. Chorus Costumes, \$1.50 each. Evening Gowns, \$5.00. Other costumes and accessories. C. Conley, 308 W. 47th St., New York.

EVENING GOWNS AND WRAPS—\$6.00, \$8.00 and \$10.00. Previously rentals. No catalog. Send wants. Braverman, 912 8th Ave., New York 19.

MEN'S SUITS, \$7.00 UP; DRESSES, 25c; Coats, \$1.50 up. Uniforms, Hats, 100 (good) Ladies' Shoes, \$25.00. Write for circular. J. Brenker, 1568 Fulton St., Brooklyn, N. Y.

SINCE 1869—COSTUME BARGAINS. CHORUS dollar up; Principals, three up. No catalogue. State wants. Guttenberg, 9 W. 18th, New York 11, N. Y.

FOR SALE SECOND-HAND GOODS

ALL AVAILABLE MAKES POPPERS—FIFTY All Electric or Gas Heated Machines, cheap. Burch, Advance, Creators, Dunbar, Kingery, Peerless, Rosster. Candy Corn Equipment, 120 S. Halsted, Chicago. no30

CHICAGO ROLLER SKATES—ABOUT 35 pair. Good condition. Best cash offer takes them. Write P&G Amusement, 109 N. 15th St., St. Louis, Mo.

COLEMAN HANDY GAS PLANTS, BURNERS, Tanks, Tubing, Fittings. Complete line, 20% discount. Northside Sales Co., Indianapolis, Iowa. de7

FOR SALE—FOUR-WHEEL TRAILER, Enclosed body, 7x14x6', \$250.00. Ellingers, Sheboygan, Wis.

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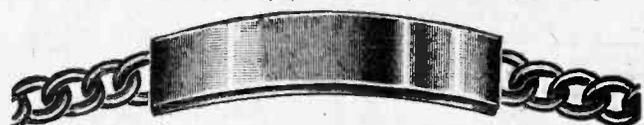
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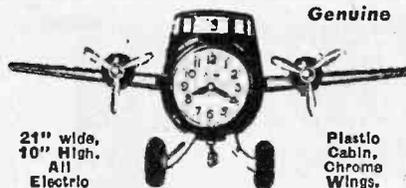
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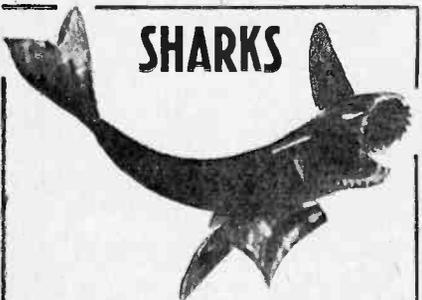
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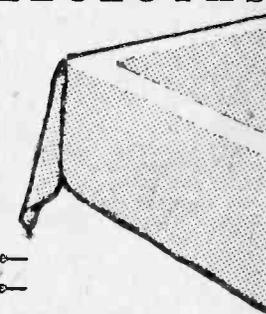
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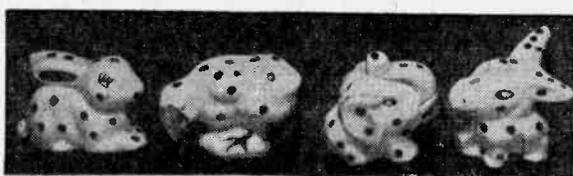
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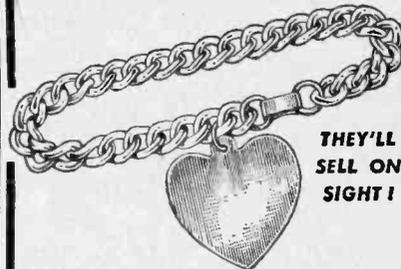
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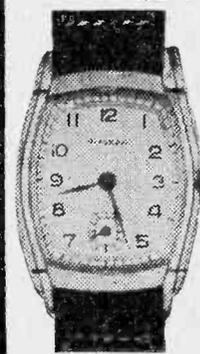
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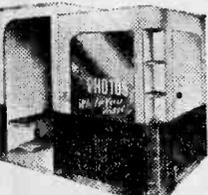
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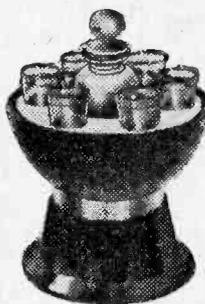
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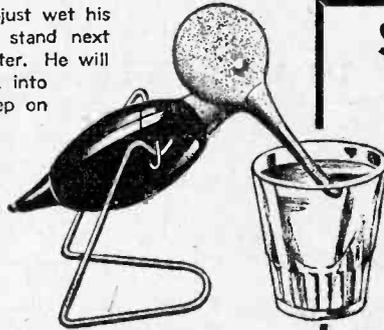
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Nothing to wear out—just wet his head, set him on his stand next to a small glass of water. He will bend and dip his beak into the glass, and will keep on dipping as long as you keep the glass filled.

No Springs—No Wires
—No Winding.

Bird measures 4 inches long, has bright red head and black body, set on copper-color wire stand.



\$18.00 per doz.
25% Dep. With Order, Balance C. O. D.
Samples \$2.00
Ea. Postpaid Bird Retail for \$3.98

W. NELSON

3800 N. 8TH STREET

PHILADELPHIA, PA.

TOY PIANOS!!!

8 KEY—FULL OCTAVE

\$15.00 per dozen

The toy most in demand for Holiday gift giving. Sturdy teakwood case beautifully finished in stippled red. Individually boxed. Packed 2 dozen to carton. Retail for \$2.19 up.

8 KEY CHIME TONE PIANOS

\$19.80 per dozen

Velour finish. Colors—Red and Blue. Individually boxed. Packed 2 dozen to carton. Retail for \$2.98 up.

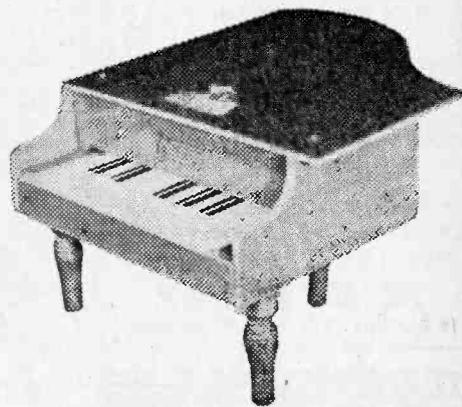
IMMEDIATE DELIVERY!

Write for FREE CATALOGUE.

ARISTA ASSOCIATES

Distributors—Factory Representatives

446 Dean Street Brooklyn 17, N. Y.



BIG PROFITS
On Smart Looking
Table and Boudoir

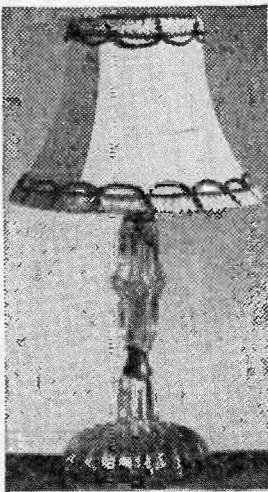
LAMPS

Expensive looking lamps priced right to give you a neat profit. Buy now for Xmas selling.

25% with Order, Balance C. O. D.
Write for Illustrated Folders on Lamps, Radios, Electrical Appliances.

SHEFFIELD
RADIO & APPLIANCE CO.
WHOLESALE
DISTRIBUTORS

916 W. Belmont Ave., Dept. B-9, Chicago 14, Ill.



No. 101B "The Utility" Table Lamp
The newest combination base of statuary metal, marble and crystal. Invisible wiring. 19 inches high. Complete with silk shade.

\$6.40 Ea.

No. 300 "The Crystal" Boudoir Lamp
The popular all-crystal lamp with invisible wiring. Complete with 8 inch silk shade in white and pastel colors.

\$6.80 Pr.

SPECIAL

ELGIN AND WALTHAM
WRIST WATCHES
\$12.50

SWISS WATCHES
LADIES OR GENTS
\$11.50



POCKET WATCHES
In Chrome or 10K. Rolled
Gold Plate Cases

Specializing in Trade Work.

JOHN IEZZI, 802 1/2 Sansom St., Philadelphia, Pa.

Sensational Newcomer that SELLS on SIGHT!



24 KARAT
GOLD PLATED

**MEN'S 4-PIECE
JEWELRY SET**

- ★ Key Chain
- ★ Collar Pin
- ★ Tie Slide
- ★ Money Clip

Four Essential Items Combined Into a Strikingly Handsome Maroon Gift Box

\$21.75
Dox.

A complete men's jewelry set, ideal for personal monogramming, priced for instant sales, with a big profit margin for YOU. The outstanding gift set of the year! To retail at \$4.98 Each. Sample only \$3.50. Order now... don't delay.

We ship as soon as your order is received, postage extra.

CHARMING JEWELRY COMPANY 12 WEST 27TH STREET
NEW YORK 1, N. Y.

MUSICAL BOWLING BALL BAR

THE MOST TERRIFIC ITEM IN THE MERCHANDISE FIELD



\$18.45 EACH

8 OR MORE, \$17.70 EACH

25% With Order, Balance C. O. D., F. O. B. Cincinnati, Ohio.

Nothing like this ever before. An actual bowling ball set on a beautiful bakelite base trimmed with an attractive engraved metal band colored in gold. The bowling ball is fitted with a stainless steel tray containing six gold trimmed glasses and a ten pin shaped crystal decanter (capacity one pint). Lift the decanter and the tray revolves. **PLAYING A BEAUTIFUL TUNE.** Fully guaranteed. The hottest board item in years.

PEERLESS DISTRIBUTING CO., INC.

302-304 WEST FIFTH ST.

CINCINNATI 2, OHIO



BIG VALUE ENGAGEMENT and WEDDING RING ENSEMBLE . . .

Ensemble of solid gold diamond Engagement Ring and solid gold Wedding Ring set with three genuine diamonds in gift box.

6 PER SET

NO. 7 ENGAGEMENT RING. Only \$3.25 Ea.
NO. 7X WEDDING RING. Only \$3.25 Ea.

25% Deposit With C. O. D. Orders.

KIPP BROS.

117-119 SOUTH MERIDIAN STREET
INDIANAPOLIS 4 • INDIANA

FOOTBALL CATALOGUE NOW READY

- CHENILLE FOOTBALL DOLLS. ALL COLORS. PER DOZEN \$ 2.00
- 12 INCH FUR MONKEYS. BRIGHT COLORS. PER DOZEN 7.50
- #14 Cat Balloons. Per Gross 10.50
- J-30 Heavy Target. Per 100 16.00
- #9 Print Balloon. Per Gross 9.00
- # 16 Balloons. Per Gross 18.00
- # 11 Balloons. Per Gross 7.50
- # 9 Balloons. Per Gross 6.50
- # 8 Balloons. Per Gross 5.50
- # 7 Balloons. Per Gross 4.50
- # 6 Balloons. Per Gross 3.50
- # 5 Balloons. Per Gross 3.00
- #312 Balloons. Long. Per Gross 3.00
- Heavy Maple Walking Canes. Per Gross 68.00
- 4 Inch Plastic Tooter. Per Gross 13.80
- 4 Inch Comic Buttons. Per 100 10.00
- 46 Ligne Comic Buttons. Per 1,000 10.00
- Spanish Mats. Per Gross 27.00
- Chola Mats. Per Gross 26.00
- Robin Hood Mats. Per Gross 13.50
- Dinky Mats. Per Gross 10.80
- Seller Mats. Per Gross 22.50
- Birds. Per Gross 12.00
- Whips. Per Gross 13.50

- Balloon Sticks. Per Gross \$ 1.00
- Composition Dolls. Per Gross 18.80
- Feather Dress for Dolls. Per Gross 9.00
- Swords. Per Dozen 3.50
- Metal Gun & Holster. Per Gross 15.00
- Miniature Gun Holster. Per Gross 7.80
- Large Hawaiian Lels. Per Gross 6.50
- Small Hawaiian Lels. Per Gross 3.25
- Western Boot. Saddle, Steer Pins, etc. Metal. Per Dozen 1.85
- Decorated 12 Inch Metal Trumpets. Per Gr. 15.00
- 12 Inch Metal Horns. Per Gross 15.00
- Lead Squirt Guns, small. Per Gross 21.00
- Plastic Police Whistles. Per Gross 4.50
- Plain Rabbit Feet. Per 100 4.00
- Key Chain Rabbit Feet. Per 100 5.50
- Darts. Per Gross 12.00
- Red, White & Blue Ribbon #9. 50 yd. Roll 4.00
- Red, White & Blue Ribbon #5. Per 50 yd. Roll 2.25
- #5 Ribbon, all colors. Per 100 yds. 3.50
- 70-L. Buttons—Circus, Comic, Rodeo. Per 1,000 35.00
- 70-L. Autry and Roger Buttons. Per 1,000 40.00
- 50-L. Buttons—Comic, Circus, Rodeo. Flag, Wolf. Per 1,000 (\$1.75 per 100) 15.00
- 50-L. Autry and Roger Buttons. Per 1,000 20.00
- Lead Slum. Per Gross 1.50
- Tricky Dogs. Per Gross 18.80
- Large Bullet Key Chains. Per Gross 9.00
- Swagger Sticks. Per Gross 10.50
- Buttons for Parks, etc. 1/3 Deposit with All Orders.

KIM & CIOFFI

916 Arch St.

Philadelphia 7, Penna.

EXPANSION WATCH BAND

SENSATIONAL NEW LOW PRICES!

LADIES' EXPANSION WATCH BRACELET . . .

1/20th 12-Karat Pink or Yellow Gold-Filled and 1/20th Platinum-Filled Top, Stainless Steel Back \$3.75 Each

STAINLESS STEEL BRACELET . . . \$2.75 EACH

1/20th 12-Karat Gold Filled on Sterling Silver.

\$3.50 Each



These flexible expanding men's watch bands STAY flexible! Choice of pink, yellow or sterling.

FULLY GUARANTEED

SAMPLES 25¢ EXTRA POSTPAID

PRITT NOVELTY CO., Dep't B-3, 12 W. 27th St., New York 1, N. Y.

HARD TO GET MERCHANDISE

TOYS • ELECTRICAL APPLIANCES • NOVELTIES • GIFT WARE SPECIALTIES • PREMIUMS • SALES BOARDS

OVER 1000 ITEMS: Please State Your Requirements CATALOGUES FREE

DIVERSO PRODUCTS CORP. Dept. 1 510-512 N. WATER STREET MILWAUKEE 2, WISCONSIN

MUSICIANS

HOE DOWN FIDDLER WOULD LIKE PLACE with string band. If you want Hoe Down Fiddler answer this, if not, don't. Earl Joslin, 811 E. Main, Du Quoin, Ill. no9

★ IDEAL COMBO MAN AVAILABLE—TENOR, Clarinet, Vocalist, Arranger. Fine Musician and Showman. Lou Lindholm, 5234 79th St., Elmhurst, L. I. HA 6-5170. 68-11-2

PIANIST — AVAILABLE NOV. 20. TWO years on present job. Union. Reader. Married. Location only. Prefer hotels. Give details. Larry Scheben, 430 Orange, Hot Springs, Ark.

SAD ALTO, SADDER CLARINET—WANT TO join modern band, no mickey. Feel if given chance can latch on. Years of theory. Feel strongly about orchestration and that ideas about same can be of help. Some with bad hearing say I have a fair voice. Jerry Duke, 153 N. 35th St., Milwaukee, Wis.

STRING BASS AND VOCALIST—NAME AND semi-name bands, desires change. Age 30, sober and dependable. Can read and fake. Locations preferred. Must give two weeks' notice. Box C-19, Billboard, Cincinnati 1, O.

STRING BASS — AVAILABLE AT ONCE. Union. Age 24. Chord knowledge, precise intonation. Experience large, small units. Read, fake. Cut or no notice. Musician, Box 8, Endeavor, Pa.

TRUMPETER DOUBLING BASS DRUMS—Wants employment in town that maintains concert or industrial band. Union William F. Brooks, 109 Lake Morton Dr., Lakeland, Fla.

TRUMPET—2D OR 3D. AGE 19. SINGLE. Experienced. Can play go. Sober and reliable. Will travel. Ventan Jordan, Lincoln, Kan.

VIOLINIST—DINNER MUSIC. SOCIETY ORchestra. Young. Good reader. Fine tone. Write, wire. Frankol, 171 W. 97th St., New York City.

★ VIOLINIST — VET. ARRANGER. LOCAL 802. Rare talent, years of experience. Dance, radio, show, musical comedy. Location or travel. Section or combo cocktail. Play other instruments. Swing, sweet, symphonic. Photo on request. Speak five languages. Welcome proposition to foreign countries. Single. Box C-24, Billboard, Cincinnati 1, O. 77-11-0

PARKS AND FAIRS

E. R. GRAY, 2000 HARDING AVE., EVANSVILLE, Ind. Outstanding acts for indoor and outdoor celebrations. Young lady doing Single Frames, Swinging Ladder, sensational Rolling Globe and Contortion. Two young men doing Comedy Acrobatic and Triple Bar. no23

OUTSTANDING TRAPEZE ACT—AVAILABLE indoor events. Flashy silvered paraphernalia. Real act. For particulars, address Charles La Croix, 1304 South Anthony, Fort Wayne 4, Indiana.

VAUDEVILLE ARTISTS

HAPPY MACK AND PETE THE MULE ARE available for best offers. Box 110, Billboard, New York City.

OUTSTANDING MUSICAL ACT—MOTHER, son. Adults. Old-time, modern, etc. Fiddle and guitar, electric Hawaiian duo, singers. Clean comedy. No parts, but large repertoire our own. Radio gang, schools, vaude-pie, etc. Salary or commonwealth. Car. Go anywhere if reliable. Desire change. Address: Vaughns, 701 N. Vine St., Harrison, Ark. (Bookers note.)

VOCALISTS

★ BARITONE SINGER (POPULAR MUSIC) — 4,000-song repertoire. Age 24. Radio Stations WKAX, WTNB (Birmingham); KMOX, KNOK, KWK (St. Louis); KGB, KFSD (San Diego); WJPA (Washington, Pa.); WCFL (Chicago). Carbon copy of Crosby, Arthur Lee Drake, 7210 Emilie St., St. Louis 17, Mo. 74-11-9

EXPERIENCED MALE VOCALIST DOUBLES on Bass (have new Kaye 5-string). Would like combo or band steady work. Married, 24, willing to travel. Must have one week's notice. State salary. Contact Musician, 1920 Third Ave. Moline, Ill.

VOCAL MAN—EXPERIENCED, OWN STYLE. Desires radio, stage, screen work. Former Purple Heart veteran, 96th Div. Carmeu Monda, Thomas, W. Va.



The Billboard's VETERANS' RE-EMPLOYMENT FREE ADVERTISING SERVICE

IF YOU ARE AN HONORABLY DISCHARGED VETERAN SEEKING A POSITION AND HAVE SHOW BUSINESS QUALIFICATIONS OR EXPERIENCE HERE'S HOW YOU MAY SECURE A FREE "AT LIBERTY" ADVERTISEMENT.

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

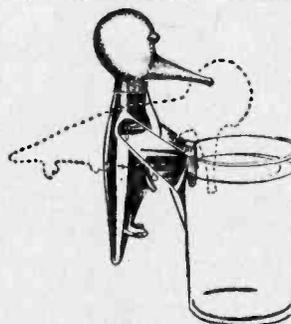
work and your qualifications for a position of that kind. Mention salary expected or required if you wish.

There will be no charge made for writing or publishing your ad and you will be obligating yourself in no way.

Address your letter (and be sure to enclose the photostatic copy of your discharge papers) to The Billboard's Veterans' Re-Employment Service, 25 Opera Place, Cincinnati 1, Ohio.

EMPLOYERS: For Your Convenience in Selecting These Ads They Are Preceded by a Star (★).

LOOK WHO'S HERE! PENQUIN PETE



The Mystery Drinking Bird!

AMAZING! Pete drinks, yet there are NO springs, wires or gadgets! Biggest novelty item in years! Kids go wild over it; great for favors, gifts, premiums, etc. Dealers report HEAVY sales. Comes complete with stand and glass—individually boxed.

IMMEDIATE DELIVERY!
We are shipping daily to all parts of the country

\$30.00 DOZEN

Retail Price, \$3.95

Trial Order of 6 Only \$15

(Sample, \$3 Postpaid)

Deposit With Order, Balance C. O. D.

LARAE INDUSTRIES, Box 12, Pittsburgh 30, Pa.

MIRROR VANITY

\$24.00 DOZEN SAMPLE \$2.25

NEW REYNOLDS ROCKET PENS ASSORTED COLORS, \$2.40 EACH

ELECTRIC KITCHEN CLOCKS

Retail Price—\$6.95.

YOUR COST—\$4.17 EA.

Limit Six Clocks.

SYLVAN CO.

154 E. ERIE

CHICAGO 11, ILL.

**AMERICA'S LATEST CRAZE
YOUR NAME
IN RAISED CORAL LETTERS
ON A GENUINE TROPICAL**

SEA-SHELL BROOCH

Flash, color, plus name appeal. Fastest selling novelty in years. Getting a fast 25¢. Takes 1/2 minute to assemble any name. Cost 4¢ with printed brooch card.

PRICE LIST

Sunset Shells. Per Gr.	\$ 2.35
Sunset Shells. Per Thousand	13.00
Metal Brooch Pins. Per Gr.	2.50
Metal Brooch Pins. Per Thousand	16.00
Printed Brooch Cards. Gross 60¢	
Thousand	4.00
Coral Letters, 8000 to a Pound. Lb.	.60
Transparent Plastic Cement. Tube	.15
50% Cash With Orders, Balance C.O.D.	

Sample Postpaid 25¢

CLOSE OUT

20,000 Tropical Shell Necklaces, assorted colors and designs. Regular \$4.50 value. To close, \$1.80 Per Doz. in 5 Doz. Lots.

5000 pair Beveled Lucite Modernistic Earrings hand made, shell rosette, trimmed metal, ear screws. Gift boxed. Regular value \$12.00 per doz. To close, in 5 Doz. Lots—Per Doz. \$5.40.

ALL GOODS SOLD WITH MONEY-BACK GUARANTEE

**Whyteson
Merchandise Mart**

LITTLE RIVER, MIAMI 38, FLA.

**Pipes
For Pitchmen**

By Bill Baker

RED HUTCHINSON . . . well known in pitch circles, is clicking off some neat takes working balloons and trick dogs in Lenoir, N. C. He also has a number of football games in the vicinity booked with novelties.

Delivery problems are a minor worry with pitchmen. Getting the merchandise is the toughie.

WILSON A. BARKMAN . . . en route from New York to Miami, stopped off in Cincinnati October 28 and visited the Pipes Desk, where he reported that while passing thru Philadelphia recently he met several pitchmen working Halloween items to good results.

SUNNY MACK . . . and Ted Regan continue to plug sheet music to big returns in Long Island.

We know lots of pitchfolk who make many a trip before they get a successful tip.

BEN (HOBO) BENSON . . . is reported en route to Los Angeles for the winter after a successful run with his sketch act in Tucson, Ariz.

HAVEN'T HEARD . . . from Chief Gray Fox, Diamond Joe Gould, Al Wilson, Doc and Joyce M. Reynolds, Tom Kennedy, Eddie Diebold, Art Cox, Wayne Garrison, Bob Posey, Eddie Kiehl, Hoot McFarland, Harvey Bond, Slim Murphy, George Silver, Doc DeMills, Eddie Gillespie, Joe Morris, Emmett Smith, William Sullivan, S. A. Shipman, Bill Carty and H. L. Smalley in many a moon. Come on, boys and girls, let's have some pipes.

We have had a number of requests recently that this column carry direct communications from one pitchman to another. Sorry, boys and girls, we are unable to do it. If you are interested in contacting a friend, address your letters to *The Billboard's* Mail-Forwarding Department, which is set up for that purpose.

HARRY J. MILLS . . . letters from Grants Pass, Ore., that he will make his home there for the winter after a successful summer with balloons in Wisconsin. He says he'd like to read pipes here from

Johnny Barber, Slim McKnight and the Bluestein brothers.

BIG AL WILSON . . . continues to work white mice in the heart of Miami to click turns.

It's about time you boys and girls unlimber the inksticks and shoot with some pipes, isn't it?

STILL STARRING . . . at Hubert's Museum on West 42d Street, New York, is Sailor Jim White.

Good merchandise and a real pitchman are the best sales combination we can think of at the moment.

WHAT HAS HAPPENED . . . to Ken and Greta Reynolds? Last heard from they were garnering plenty of long green carving watches in Falmouth, Ky.

Are you satisfied with the takes you are currently getting?

LET'S HAVE . . . a report on business prospects on the West Coast from Al Freeman and the rest of you pitch exponents out that way.

Famous Last Words: I'm the most affable and gentlemanly person who ever visited a town.

IT'S ABOUT TIME . . . that Ross Dyar leaves his Columbus, O., domicile for the sunny climes of Florida, isn't it?

Slipshod methods bring you nothing but slipshod results.

STEVENS AND MACK . . . currently operating in Sikeston, Mo., report that there's a surprising number of talented personages hitting the city. Business for them, they say, has been fair.

**OAK
HYTEX
BALLOONS**



**No. 9
FAVORITE
Assortment**

Back again to get big money for you. This famous Oak assortment includes Sunbeam, Zig Zag, Star, Circus and Animal prints. We are supplying jobbers in all sections on an equitable basis. Be sure you get OAK-HYTEX in the Blue Box with the Yellow Diamond Label.

**The OAK RUBBER CO.
RAVENNA, OHIO.**



KIPP BROTHERS
Distributors for Oak-Hytex Balloons.
117-119 S. Meridian St., Indianapolis 4, Ind.

**"GOOD 'N FRESH" FAMOUS PENNY CANDIES
AGAIN AVAILABLE**
1¢ 120-Count Boxes and 4 for 1¢ 480-Count Boxes. Good ass't. 69¢ per box net F. O. B. Chicago. No limit on quantities at present. 48 Boxes for \$33.12. Terms: Full net cash with order. No C. O. D.'s. Also available—5¢ and 10¢ Candles and Specials. Write for full details.
CASTERLINE BROS.
Dept. F
2030 Sunnyside Ave. CHICAGO 25

BALLOONS
No. 14 Cat Head Balloon, three colors, packed in one gross boxes, \$11.50 per gross. No. 13 Paddle Balloon, three colors, packed in five gross boxes, \$9.00 per gross. No. 13 Cat Face Balloon, face on both sides, three colors, packed in five gross boxes, \$10.00 per gross. All three items come in red, orange and blue. Shipment immediately. Deposit of one-third required with order and the rest C. O. D.
PETER HERMAN
118 W. Burnside St. Portland, Ore.

MEDICINE-MEN!
THERE IS NO SUBSTITUTE FOR QUALITY
WRITE TODAY for new wholesale catalog on toilet, oil, salve, soap, tablets, herbs, etc. **LOW PRICES—RAPID SERVICE!** (Products Liability Insurance Carried). We are MANUFACTURING PHARMACISTS established 1934.
GENERAL PRODUCTS LABORATORIES, INC.
17 E. SPRING ST. Dept. X COLUMBUS 3, OHIO

PAPER MEN
We have good publications for the rural areas in most all States. Plenty of up-to-date maps in stock.
ED HUFF & SON
5411 GURLEY ST. DALLAS 10, TEXAS

MEDICINE MEN
Write today for prices on our Laxative Tonics, Herbs, Liniments, Salves, Corn Medicine, Tablets, Soaps, etc. 1 day service. (Products Liability Insurance Carried.) Manufactured by a Registered Manufacturing Pharmacist.
CELTONSA MEDICINE CO.
1016 Central Ave. Dept. B-9 Cincinnati 2, O.

Salesmen! Agents! Demonstrators!
**HANG-IT-HOT
IRON RACKS**
A sure, fast-selling item! Heavy gauge steel electric iron racks that sell on sight to every woman. Special Low Price. Per Dozen \$7.20
Convince Yourself—Send for Sample—75¢ Each. Discount on Quantity Orders. 25% With Order. Balance C. O. D.
CLARK PRODUCTS
3924 No. Clark St. Chicago 13, Ill.

FIREWORKS
Lowest prices. Can make prompt shipments. Have **BALLOONS, CAR BOMBS**, etc. Send self-addressed stamped envelope for price list.
PETERS SALES CO.
114 W. 2nd St. SEDALIA, MO.

**FAST SELLING JEWELRY for
FAIRS, ENGRAVERS, RESORTS, STORES!!
IMMEDIATE SERVICE!! LOW PRICES!!**
Latest in **SIGNET RINGS, WHITSTONE RINGS, IDENT. BRACELETS, Fillagree Pins, Lockets, Anklets, etc.** Send \$5.00 or \$10.00 for Samples!!
MAJESTIC BEAD & NOV. CO.
307 Fifth Ave. NEW YORK 16, N. Y.

PEARL NECKLACES
Exquisite Simulated Pearl Necklaces—Sterling Silver Clasp. Gift Boxed. Manufactured by a nationally advertised firm. Warranted \$10 value.
YOUR COST, \$36.00 Doz.
QUEENS SALES CO.
1265 Broadway New York 1, N. Y.

LUMINOUS
SANTA CLAUS, 7 1/2". Entirely new item \$12 Doz. **FLOWERS, RELIGIOUS and NOVELTY STATUES.** Statuary finished in high gloss. Washable. Write for Photographic Booklet.
NITE GLOW PRODUCTS CO.
106 W. 48th St. New York 19, N. Y.

WESTERN HORSES
WANTED: Gift shop dealers and Jewelry dealers. You make over 100% profit. Sells on sight. Last a lifetime. Book Ends of bronze plating. A beautiful gift or Holiday Present. Prices, \$15.00 Doz. to \$86.00 Doz. Free catalog.
FRANK BONOMO
860 Broadway Brooklyn 6, N. Y.
Phone: Evergreen 7-5066

**SWISS CHALET
Novelty Radio**
**IT'S NEW!
IT'S SENSATIONAL!
IT'S A MONEY-MAKER!**
110-120 volts, AC-DC, 50-60 cycles, range 545-1630 KC, 5-tube, 5-inch speaker, beautiful colors, finely made.
\$24.86 Each IN LOTS OF 4 OR MORE
25% Deposit With Order, Balance C.O.D., F.O.B. N. Y.
RICHARD TRENT, LTD.
25 La Salle St. New York 27, N. Y.
Phone: Monument 2-7373

WANT
For 3 Big Cotton and Peanut Festivals and All Winter South. Owing to disappointment place Wheel and Chairplane immediately. Mrs. R. L. Wade, wire. Good opening for Pit Show, Wild Life, Platform and Walk-Thru Shows. Showmen with own outfits, wire. Legitimate Concessions of all kinds open. Will sell exclusive on small Cook House, Corn Game and American Palmistry only. Positively no racket. Address all mail and wires:
W. C. McKINNEN or BILLIE C. MARTIN
CAMILLA, GA.
P.S.: Small Free Act, wire.

BALLOONS!

IMMEDIATE DELIVERY

First Quality	Assorted Colors
No. 5. Per gross	\$3.00
No. 6. Per gross	3.50
No. 7. Per gross	4.85
No. 8. Per gross	6.35
No. 9. Per gross	7.65
No. 11. Per gross	8.80

AIR SHIP BALLOONS

No. 312. Per gross	\$3.00
No. 315. Per gross	3.50
No. 418. Per gross	4.00
No. 426. Per gross	5.75
No. 524. Per gross	7.85

BALLOON STICKS

18 Inch. Per gross \$1.00

ORDERS SHIPPED SAME DAY RECEIVED.
Write today for our low prices on Imprinted balloons with name of your business, carnival, fairs or special events.

25% Deposit with Order, Balance C. O. D.

Established 1932 **NATIONAL SALES CO.** Wholesalers and Distributors
2805 E. 79th St. Chicago 49, Ill. Dept. B

WHOLESALE ONLY

PLEASE STATE YOUR BUSINESS

GENUINE DIAMOND

14 KT. GOLD Sweetheart Sets



SENSATIONAL OFFER

10 KT. YELLOW GOLD \$25.25 Pair, Boxed \$2.50 Each, Unboxed

14 KT. YELLOW GOLD \$6.25 Pair, Boxed \$3.00 Each, Unboxed

More profit with Sweetheart Sets!

Beautiful heart designed Engagement Ring with a Genuine Chip Diamond, Matching Wedding Band with 3 Genuine Chip Diamonds. In individual jewelers plush lined gift box.

1/2 Deposit With Order—Balance C. O. D. Slight Extra Charge for Sizes over 7 1/2. Special Discount for quantity.

FREE! Price Lists of Great Ring Values

ROBERTS

JEWELRY MFG. CO., INC.

11 West 42nd St., New York 18, N. Y.

A "MUST" BUY

A \$5.00 U. S. Government GAS MASK. Each in a bag and individual box. Bag with strap, value \$1.00, can be used for Shopping, Beach, etc. MASK as a \$1.00 TOY. It's a GIGANTIC value. 1,000 complete, \$150.00. Sample, 50¢ prepaid. 100 COMPLETE \$20.00

HELMETS. Steel, adjustable. Hundreds of uses, man or child. Can be converted for Hanging Flower Bowl, Bucket, Camping, etc. 10 in a carton. 1,000 pieces, \$150.00. Sample, 50¢ prepaid. 100 HELMETS 20.00

TOY DEAL. Stuffed washable Toys, also Pull Toys, mechanical motion. Assorted, 8 styles. Gross Assorted, \$72.00. 100 DOZEN ASSORTED 6.50

TOY DEAL. Stuffed washable Toys, also Wagon Block Sets. 2 sizes. 100 DOZEN ASSORTED 7.20

MEN'S HOSE. Regular length. Extra fine mercerized. First quality. Sizes 9 1/2, 11 1/2, 12 1/2, 13. Dozen \$3.45. 10 DOZEN 29.50

25% Deposit With Order—ACT FAST.

MILLS SALES CO.
Cut-Rate WHOLESALEERS Since 1916
901 BROADWAY, New York 3, N. Y.

FUR COATS

JACKETS - SCARFS
LOWEST FACTORY PRICES
Complete line of BEST SELLERS for you. All price ranges. Latest styles. Immediate shipment. MONEY-BACK guarantee.
Also AGENTS WANTED to sell to neighbors, friends and following.
WRITE TODAY for 1947 FREE Illustrated Catalog and Price List.



KENT FUR CO.

350 7th Ave., Dept. B-1, New York 1, N. Y.

NEW AND IMPROVED HE-GO GAME

Profits are limitless. Pays as much as 5 for 1. Cheat and fool proof. Sample free to distributors. All others \$1.00 each. All prices F. O. B. Chillicothe, Mo. Unconditionally guaranteed.

HE-GO MFG.

CHILICOTHE, MO.

LETTER LIST

Letters and packages addressed to persons in care of The Billboard will be advertised in this list two times only. If you are having mail addressed to you in our care, look for your name EACH WEEK.

Mail is listed according to the office of The Billboard where it is held, Cincinnati, New York, Chicago and St. Louis. To be listed in following week's issue mail must reach New York, Chicago or St. Louis office by Wednesday morning, or Cincinnati office by Thursday morning.

MAIL ON HAND AT CINCINNATI OFFICE

25-27 Opera Place, Cincinnati 1, O.

Parcel Post

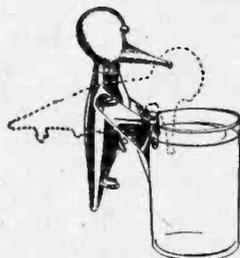
Alexander, E. S. Hoffman, Joey 15c 40c

- Abbott, Chas. (Promoter)
- Abbott, Russ
- Abercrombie, Jean
- Ackley, Wm. & Pearl
- Adams, Guy M.
- Aelxa, Harold
- Allan, Jimmie
- Allen, Ben Y.
- Allen, L. T. Tip
- Alto Shows, Mgr.
- Amy, Ray
- Anderson, Virginia
- Andrews, Russell B.
- Andrews, Mrs. Bunnie
- Andrews, Mrs. Robt.
- Angers, Mrs. Nell
- Annin, Jimmie
- Anthony, Jack
- Applegate, J. R.
- Arbogast, Harry
- Archer, Leo
- Arzer, Mrs. Vona
- A'auld, Mrs. Bonnie
- Arthur, Mrs. Ann
- Asbury, Fay
- Asbury, Lyn
- Ashley, Thos. L.
- Bacon, Jean
- Bailer, C. W.
- Baker, Sunshine
- Baldwin, John F.
- Balles, Biff
- Rammel, Mrs. Cliff
- Barber, John
- Barclay, Robt. Lee
- Barress, Anthony
- Bargeron, Al
- Barfield, Emmitt
- Barfield, Flonnie
- Barnes, Floyd
- Bartley, Julius L.
- Batt, Wm.
- Battease, John E.
- Baughner, Elmer S.
- Bayless, Mrs. Alma
- Bealart, Robt. Lee
- Beck, Bob
- Becher, Mrs. Jean
- Bennett, Eddie
- Bennett, Fred K.
- Bentley, Mrs. H. J.
- Bernstein, Barbara
- Bernstein, Lew
- Berryhill, Leo
- Berryhill United Shows
- Berryville, Louise
- Rettie, L. B.
- Billet, F. E.
- Billings, L. E.
- Bitner, Horace A.
- Blackburn, Mrs. E. J.
- Bladridge, Ned
- Bluestein, Morris
- Bluestein, S.
- Bockman, Fred
- Boden, Arthur
- Boley, James Edw.
- Borders, Gordon
- Bouillion, Wm.
- Bowden, Jos. Thos.
- Bowers, Emerson
- Bowen, Roy
- Bowlds, Geo. Carl
- Boyetto, Mr. Marion
- Braconnier, Henri
- Bradley, Lee
- Braswell, Jimmy
- Britt, B. H.
- Brockway, Kenneth
- Brown, Herbert
- Brown, Mrs. Jess
- Brown, W. B.
- Brownell, Ralph H.
- Brumbelon, Marvin
- Bruney, H. E.
- Bryant, Howard
- Buck, Stephen B.
- Buley, Paul
- Burgdorf, Sam
- Burgen, Mrs. Benny
- Burke, Patricia
- Burnes, John J.
- Burns, Bobby
- Burrill, Jerry
- Burto, L.
- Butch, Geo. Theo.
- Butter, Donald
- Calkins, Fred
- Campbell, Dorothy
- Candrea, Elsie
- Carland, Buck
- Carpenter, James
- Carroll, Mrs. Bobbie
- Carroll, Wm. A.
- Carter, Mrs. Bertha
- Carter, Marcus C.
- Chan & Margo
- Chapman, Mrs.
- Chapman, Mrs. May L.
- Charles, Wesley D.
- Chase, Mrs. Frank
- Chayter, Wm. E.
- Chilton, Bob
- Chism, Robt. E.
- Cibull, F.
- Clark, Chas. A.
- Clark, R. C.
- Cohen, Betty
- Cohen, Philip
- Colleano, Winifred
- Collins, Mrs. Gene
- Coleman, Pete
- Conn, James Drew
- Connataro, Mrs. Thelma
- Cooke Players Dramatic Co.
- Cooper, Cecil "Scotty"
- Cornell, John
- Cornett, Edgar
- Cortez, Haywood
- Courtney, Rabbit & Jessie
- Cox, O. C.
- Cox, Walter B.
- Crawford, Mrs. Claude
- Crawford, E. V.
- Crawford, John
- Crete, Romeo Jos.
- Crocker, Lee
- Crocker, Lela
- Cronin, Dennis J.
- Crossman, Robt. P.
- Cruz, F. M.
- Cruz, Nido
- Cummings, C. F.
- Dabney, M. P. (Show)
- Danley, Whitey
- Danney, Tom
- Dare, Virginia
- Dave, Betty Jane
- Davis, Mrs. Clarence D.
- Davis, Mrs. Connie
- Davis, G. H.
- Davis, Gene H.
- Day, Thelma
- DeCenzio, Peter A.
- DeCize, Ford
- DeCorlet, Rhule
- DePazio, Mrs. Julla
- DeRocco, Ralph
- DeWald, Frieda
- DeWitt, Mary
- Dearo, Mrs. Bert
- Deering, Walter
- Delano, Louis
- Denger, Pvt. Geo.
- Devlin, Robt.
- Dickerson, W. H.
- Dill, Mary Louise
- Dillman, Mrs. N. W.
- Dillon, John J.
- Disnukes, Mrs. James
- Dodson, E. L.
- Doerr, Mrs. Kittie
- Dogeschel, Roy E.
- Donnelly, Chas. R.
- Duckworth, Mrs. Fern
- Duffy, Mrs. Fern
- Dugan, Daniel
- Duke, Ralph Jelly
- Dumas, Wm.
- Dundee, John
- Edlin, Ted
- Eldridge, Jerry
- Ellison, Jimmy
- Ena, Lady
- Etheridge, Robt. Lloyd
- Eule, Art
- Eversole, Mrs. Keith
- Evitts, Mrs. Geo. L.
- Farr, Mark B.
- Farrow, Eugene
- Felmet, Bob
- Fernandez, Bob
- Ferrando, Louis
- Ferrir, Mrs. Betty Jane
- Field, Edw. L.
- Fisher, John (Doc)
- Fitzgerald, Willie
- Flaunigan, Jackson
- Flaunigan, Ralph P.
- Ford, Fred
- Ford, Grady
- Fortune, Leonard
- Foutz, Mrs. Jack B.
- Fox, Benny
- Fraker, Harry
- Francis, Geo.
- Francis, Mrs. Olive
- Frank, Geo.
- Franklin, Eddie & Orch.
- Fredette, Geo. Arthur
- Fredrick, R.
- Frick, Artis M.
- Frick, Jack
- Furlge, Miss Jean
- Gaines, Al Mgr.
- Gallagher, Gladys
- Gardner, Wm. (Wild Bill)
- Garey, Wm.
- Gem Vending Machine & Sales Co.
- Gibson, Geo.
- Gillespie, Eddie
- Gillis, S.
- Gillmar, Mrs. Margie
- Glandfield, Florence
- Gloden, Marion
- Goss, Charley
- Grace, Chester
- Hamilton
- Gray, Clifford H.
- Green, Alfred (Alligator Man)
- Greaves, Ernest
- Morton
- Green, James
- Green, Thoburn O.
- Greenlee, Gladys
- Greer, Ed.
- Gregory, Mrs. Gladys
- Gregory, Mrs. Rescua
- Gregory, Mrs. Zola
- Griffin, Seaborn
- Grifford, Fred
- Groffo, John
- Groscurth, C.
- Guinnip, John E.
- Gunter, Bill
- Haines, Fred
- Hale, Walter
- Hallgood, R. G.
- Hammond, Clyde O.
- Hammond, Russ
- Hansford, Bob
- Hansterfer, Alan
- Hannigan, Mrs. James
- Harding, Lloyd
- Harley, Otis
- Harms, Russell
- Harper, Mrs. Martha
- Harr, Geo.
- Harrington, Ethel
- Harris, Mrs. C. H.
- Harris, Harry B.
- Harr, S. L.
- Hastings, Wm. B.
- Havas, Laughing
- Healy, J. S.
- Henrich, James E.
- Hensen, Mrs. J. B.
- Hernes, The Magician
- Higginbotham, Jack
- Hindman, John L.
- Hindes, Bobby
- Hoffman, Faye T.
- Hoffman, Harry N.
- Hoffman, Peasey
- Holston, Mrs. Jack
- Hooks, Royal
- Hooper, Mrs. Walter
- Horman, Wm.
- Horn, James
- Horton, Mrs. Mildred
- Houseman, Mrs. Vanie
- Houser, W. D.
- Houston, J. Sam
- Houston, Lee
- House, Mrs. Eunice
- Hudson, Miss Buddy
- Howard, Johnnie (Howard's Museum)
- Huddleston, Mary
- Hudson, Charlie
- Hull, Mrs. Josephine
- Hunt, W. S.
- Hurley, Jos.
- Hutto, Frances
- Ives, Burl
- Jackson, Mrs. Thelma
- Jacobs, Dolly
- James, C. C. (Jimmy)
- Jameson, Eddie
- Jarder, J. E.
- Jason, Fred
- Jennings, Minnie
- Jennings, Mrs. W. Pearl
- Jennings, Mrs. W. J.
- Jennings, Wm. Jos.
- Jeter, Myrtle
- John, Miller
- John, Nido
- Johnson, Eddie
- Johnson, Rutherford
- Johnson, Mrs. H. W.
- Johnson, Harry W.
- Johnson, Hershel
- Johnson, Mrs. Mary
- Johnson, Robt. Allen
- Johnson, R. H.
- Johnson, R. H.
- Johnson, Rutherford H.
- Johnston, John G.
- Jones, Mrs. Ann "Bam"
- Jones, Lew
- Jones, Mrs. Marie F.
- Jones, Roy
- Jordan, Don
- Jordan, Jess
- Joseph, Wm.
- Jurden, O. E.
- Justin, Melvin
- Justus, Ralph
- Kalbaugh, William D.
- Kanthe, Cecelia
- Kaufman, Elmer Leon
- Keeler, Johnnie
- Keffer, Donna
- Keilman, Edna M.
- Keller, L. C.
- Keller, Richard B.
- Kelly, Edith
- Kemp, Allen
- Kernes, James A.
- Kerver, Joe
- Kettle, Captain
- Keyes, Mrs. Jackie
- King, Mrs. James
- King, John Francis
- Kirby, W. H.
- Kiser, Mrs. G. B.
- Kiser, Jeff
- Kjos, Marvin O.
- Klein, Denver
- Klein, John P.
- Klein, Nathan
- Klempeter, Pat
- Knight, Richard
- Knight, Robert
- Knudsen, Celloud
- Knudsen, Henry
- Koelzer, Emma
- Kohler, Guggs
- Kohler, Norman
- Kohler, Albert
- Koker, Bill
- Kolb, Jessie
- Korke, Jack
- Kortjes, Peter
- Kortjes, Mrs. Peter
- Kosher, Vick
- Kovalski, Paul E.
- Kranick, Andrew J.
- LaBrake, Helen
- Lackie, Frank
- LaRue, Ted
- Lake, Vyron
- LaMar, John
- Lane, Lois
- Langford, Harry
- Langster, Barbara
- Langford, Louise
- LaPaige, Bertie
- Larson, Irene
- Lee, Bonnie
- Lee, Floyd M.
- Lehr, Jack
- Leiber, Mrs. George
- Leist, Helen L.
- Leonard, Harry
- Leloy, Charles
- Lester, Penny
- Lewis, Mrs. Robert
- Lieber, George W.
- Lindley, C. A.
- Lindsay, Hazel
- List, Dorothea
- Littlejohn, Frank
- Littlejohn, Melba
- Litzenburg, John
- Lock, Bobby
- Lockhart, Mrs. W. F.
- Logan, Scotty
- Logsdon, Billy
- Lombard, Malia
- Long, Frank S.
- Long, Mary Helen
- Loch, Al
- Lozana, Medaro
- Low, Glen
- Lowry, Fred
- Lucas, Horace E.
- Lundquist, Leonard
- Lundson, Marcelyn
- Luther, Walter
- McAler, Norman
- McCabe, Ruth
- McCain, Martin
- McCrory, Betty
- McCrory, Hazel
- McCulley, Erma
- McDaniels, Mickey
- McDonald, Ed
- McGarry, Floyd
- McGarry, Sylvester
- McGee, Lester
- McGimpsey, Don
- McGinley, Pauline
- McGonigal, Fern
- McIver, Dan C.
- McLaughlin, Mrs. W. G.
- MacLennan, Margaret
- McNatt, Jimmy L.
- McVary, Mickie
- Mace, Herbie
- Mandell, Tommy
- Manhardt, Wm. Bill
- Manley, H. A.
- Mandrake, Leon
- Manzanares, Mike
- Margolis, Louis
- Maricle, R. A.
- Marshfield, Artie
- Mark, Mitchell
- Marks, Dewey
- Martin, Danny
- Martin, Harry P.
- Martin, Jack
- Mason, Velma
- Matthews, W. L.
- Meetz, Max L.
- Mcinerth, Viola
- Mendes, Grover
- Mercer, Jean
- Meredith, Mrs. Jack
- Merlino, Tony
- Meyers, Mrs. G. J.
- Meyers, Joe
- Michael, Stanford
- Miles, Frank
- Miles, Jack
- Miller, Mrs. C. M.
- Miller, Ernest G.
- Miller, F. W.
- Miller, James R.
- Miller, Joe
- Miller, John F.
- Miller, Juanita
- Miller, Katherine
- Miller, L. H.
- Miller, Leon Venero
- Miller, Marilyn
- Miller, Martha
- Miller, Paul O.
- Miller, Rudolph
- Mills, C. B.
- Mills, D. A.
- Mintz, Mrs. Jesse B.
- Mitchell, Charlie
- Mitchell, Larry
- Mitchell, Lawrence
- Mitchell, Marjorie
- Mitchell, Miller
- Mitchell, Pat
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- Mitchell, Waso
- Mitchell, Willoms J.
- Mitchell, W. W.
- Monroe, Jimmy
- Mooney, Mrs. Joseph
- Moore, Archie
- Moore, Janice M.
- Moore, Kittie
- Morales, Pedro
- Morgan, Charlotte
- Morris, Elmer
- Morton, Carlton
- Mosi, Mrs. Michael A.
- Moushon, Mae
- Mundry, Peter
- Mullins, Margaret
- Munroe, Mrs. F. H.
- Munroe, Jack
- Murphy, Walter M.
- Myers, Fred
- Myers, Mae
- Nazar, Nick
- Navarre, N. M.
- Nelson, George Jo
- Nelson, Harold A.
- Ness, Bill
- Nicholas, Johnny
- Nimmo, Dave
- Noakalani, Dan
- Noble, Art
- O'Connell, Nig
- O'Day, Pat
- O'Hara, Steve A.
- O'Riley, Jimmie
- Olson, Milo E.
- Osborne, Bill & Peggy
- Osborne, Frederick L.
- Osborne, W. E.
- Overman, Wally
- Ozmon, Nat
- Pacen, Trieste
- Padgett, Eugene
- Palmer, Buck
- Parriash, Katy
- Parshall, Dr. Eugene
- Paulus, Buck
- Payne, Carl
- Pence, Walter
- Perrot, Bertie
- Persly, Charles
- Peterson, James
- Peterson, Theodore
- Phillips, Connie
- Phillips, Mrs. H. E.
- Phibbin, Richard Wm.
- Pickens, Patricia
- Pickens, Rachel
- Plummer, Leo
- Pogel, William C.
- Poling, Charles H.
- Pollock, William
- Poole, C. S.
- Preston, Glenn
- Privo, Frank
- Predmore, Thomas A.
- Prokop, Lillian
- Purvi, Cecil B.
- Putegnat, J. E.
- Pyne, R. C.
- Radtka, Arthur V. & Andy
- Rae, Eunice M.
- Razan, Madeline/E.
- Ragsdale, Irving J.
- Rainbo Shows
- Raviera, Carmen
- Rave, Ardena
- Re, John J.
- Reagan, James
- Reed, Mrs. Milt
- Reese, Bill May
- Reeves, Fouts
- Regan, Dolly
- Reidy, P. R.
- Rhinehart, Jack R.
- Riccardi, Ernest
- Richardson, Jack
- Riley, C. E.
- Riley, Mrs. F. A. Pat
- Riley, Henry
- Ristick, Annie
- Robbins, Rocky
- Robbins, William
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- Robinson, M. K.
- Robinson, Malcolm
- Rochman, Mrs. Al
- Rogers, Duke
- Rogers, Bob
- Rooks, Harry
- Rosania, Patsy
- Robt, Charles
- Roy, Rita
- Royals, Splinter
- Rubin, Harry
- Russell, Leonard
- Sable, Jack D.
- Sager, Frank
- Sakobia, Myrtle
- Sakobia, Mrs. James
- Salisbury, Mickey
- Sammons, Don
- Sanders, Mrs. Rex
- Sanfilippo, Frank R.
- Satchel, Happy
- Saulsberry, Robert
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- Scheiman, Wm.
- Schomburg, Vaughan
- Schultz, Frances
- Schuyler, Mike
- Schwetzer, Frank G.
- Scott, Blackie
- Scott, Paul
- Scott, Richard J.
- Seate, James J.
- Sexton, Albert & Ruth
- Shafer, C. Jack
- Sharp, Ray W.
- Shippard, Frank R.
- Shriver, C. H.
- Siecert, William R.
- Sicried, G. W. Co.
- Signor, Art
- Simms, J. W.
- Simms, Betty
- Simms, Frank

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Mystery drinking bird

No Wiring - No Winding - No Magnets



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JUMBO
ALL PLUSH
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Assorted
Colors, 35
Inches Tall,
Cotton
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\$3.50
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Balloons #7	Gr.	5.00
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Balloons (8-10-14 Seconds)	Gr.	7.50
Cap Pistols (Long Tom & Shooter)	Doz.	15.90
Caps (Disc for Long Tom)	Carton	4.50
Cap Pistols (Ranger-Repeat)	Doz.	10.80
Caps (Roll for Repeating Pistols)	Carton	4.50
Exploding Book Matches	Gr.	2.90
Mexican Jumping Beans (2 Dz. Pkgs. on Card)	Card	1.50
Snake Matches	Gr.	3.25
Blowouts (18 In.)	Gr.	8.00
Comic Hat Bands (30 Kinds)	Gr.	2.89
Razors (Bronx Cheer)	Gr.	8.25
Bean Shooters	Gr.	4.50
Squirt Cans (Brand New—\$5.00 Retail)	Gr.	3.00
Jiffy Coin Trick	Doz.	1.60
Svengeal Decks (Best)	Doz.	5.50
Syco See—Knows All—Tells All	Doz.	15.00
Drinking Penguin, \$2.80 Each	Doz.	30.00
Noisemakers (All Metal)	Per 100	8.50
Snake Nut Cans	Doz.	2.00
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Mickey Mouse Magnetic Animals, 2 Dz. to Box	Box	4.00
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Looks Impossible.
With a 3-Foot Long, Nice Cord
AMAZE YOUR FRIENDS WITH CORD TRICK
Hold cord at each end tightly in both hands, make a knot in the middle of the cord without removing your hands from the cord.
50¢ Seller—Sample, 20¢.
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Attractive, dependable. Polished Chrome. "A Twist of the Prop and It's Lit." 3 1/2" high, 6" long, wing spread 5". Sample \$3.50. Dozen \$37.50. Liberal discount to distributors. 25% Deposit, Balance C. O. D.
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Manufactured to retail for \$1.00, \$2.00, \$3.00.
Send cash or money order for Sample Gross.
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Stanko, Charles
Staples, Thomas
Statzler, Richard
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Stevens, Bob
Stevens, Bonham
Stevens, George
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Stevens, Wanda
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Stiles, Snake Oil
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Strahl, Edward J.
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Tatum, Madge
Swank, Harry
Talcot, Mrs. E. E.
Talcot, L. A.
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Tan, Gus
Tankersley, Vaden
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Tarbes, Maxie
Tassilo, Joseph
Tatum, Madge
Teague, Jimmie
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Terry, Sol
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Thomas, Mrs. J.
Thomas, James E.
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Thuman, Fred W.
Tomaini, Al
Toyes, Tommy
Tritt, Richard
Trucllood, Marvin
Uncapher, Robert
Urch, John
Utter, Dick H.
Utter, Vivian
Vaughn, Tex
Vaught, Pearl
Verdi, Frank
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Walker, Geo. E.
Walker, Madam
Walker, Sweetie
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Wallace, Burt
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Walters, Geo.
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Ward, John C.
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Watson, Tommy
Watts, Frances V.

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Welsh, Pearl
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Wheelock, Ray
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White, Mickey
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Williams, Dorothy
Williams, Miller
Williams, Ruth
Williams, Roy M.

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Yancey, Betty
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Zeldman, William
Zimmerman, C. C.
Zimmerman, Tiny
Zubel, Frenchy

Willison, Charlotte
Willander, John M.
Wilson, Al
Wilson, Dime
Wilson, Herbert
Witt, Paul F.
Winslow, Jack
Winters, Rags
Winters, T. J.
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Barro, Theodore
Bawen, Lefty
Beach, Harry M.
Blaine, Lefty
Boda, Paul
Bradley, L. P.
Branson, John T.
Brown, Miss Jane
Burto, L. H.
Campbell, Glenn
Chapman, Johnny
Cbastain, Charles
Clark, Albert
Clark, William J.
Clarkson, Al
Coble, Belis H.
Cooksy, Arthur W.
Coe, William
Cofe, Buford Lee
Coley Jr., Jefferson
Colleano, Winifred
Cunningham, James
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Davies, Mrs. Audrey
Davis, Edward E.
Davis, Mrs. Evelyn
Davis, N. E.
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Dowling, Elmer
Drake, Joe
Duckworth, George
Edwards, Glenn R.
Edwards, J. D.
Edwards, J. W.
Ellenburg, Chief
Emery, John
Fildes, Harry S.
Forster, Gus
Frenzel, Thelma
Gabbard, Miss Dolly
Gray, Fred
Green, Charles D.
Gullette, William
Hand, Leonard
Harper, J. O.
Hastings, Carleton
Heron, Mrs. Marian
Heth, Robert L.
Hinkston, Charles
Howard, John J.
Hughes, Marie
Hutton, Betty
Imperial Shows
Irish & Leslie
Johnson, Mrs.
Johnson, Wm. F.
Johnston, Stony
Kelley, Jack
Knight, Mr. & Mrs. Bob

Sasso, Alfred
Scoville, Carl
Shipley, Carl
Smith, Russell E.
Snyder, Bill
Sweeney, Al
Tann, Roy
Toum & Jomy

Thomas, Cecil M.
Waite, Kenneth
Wall, Janet
Warbritton, Clyde
Ward, Dr. George
Weaver, Raymond
Worman, Jack W.

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Dever, Harold A.
Dixon, George
Eberstein, Rita
Fleekles Jr., K. M.
Golds, V.
Goldstein, Nate
Goody, Ray
Hart, Kenneth
Hart, Raymond
Jones, Joy
Jovien, Harold
Knocht, J. C.
LaVern, La Vern
Lee, Jennie
Lime, L. O.
Lippert, Oscar S.
Luckie
March, Curly
MacKay, Neva
Marcus, Mrs. Robt.
Martz, Mrs. Margie
Princess Marquita
Mack, Irene
Macker, Joseph
Nash, Larry
Powell, Walter
Ranspot, W. R.
Rhanah, Ernest
Rogers, L. H.
Rogera, Della
Ross, Harry

Kimler, Jack R.
Lack, Bob
Lantow, Harvey E.
Latta, Norman
LaVine, Mariola
Lewis, Edith M.
Long, Mrs. Mae
Lunquate, Mary
McClain, Albert
McCumber, Realie
McGregor, Harold
McPherson, Ralph
Mackey, Michael
Majjeski, Mrs. Polly Joe
Majjeski, Walter
Mansur, S.
Meck, Harold
Miller, Bill
Miller, Jimmy
Miller, Springball
Miller, Mrs. Martha
Miller, Mrs. Mae
Miller, Paul O.
Milligan, Theodore
Morgan, Hister
Morgan, Mae
Morrison, Babe
Murray, Robert M.
Nottingham, Rex
O'Laughlin, Mr. & Mrs. J. J.
Patrick, T. H.
Pearl, Walter J.
Parker, Mrs. Aaron
Riley Jr., A. B.
Riley Jr., Eddie D.
Robt, Mr. & Mrs. Fred W.
Schaeffer, O. L.
Schemel, Miss Ann
Schmidt, John J.
Scott, Elaine
Seitz, Martha C.
Shedden, W. D.
Shores, Edgar R.
Smith, James G.
Smith, Martin O.
Smith, William
Speroni, Mrs. Esther L.
Steck, Hazel W.
Steck, Ray
Stratton, Clarence
Sundstrom, John E.
Sweeney, John J.
Thompson, Earl A.
Vining, Bill J.
Walker, George
Walton, Lou
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WRITE FOR CATALOG OF FAST SELLERS

WHY HIGH-PRICE MACHINES?

Hidden Costs In Shortages

Purchasing agents of coin machine makers reveal how substitutes breed expense

CHICAGO, Nov. 2.—Story behind the high cost of coin machines today unfolds in all of its complexity when manufacturers' production men and purchasing agents tell their tale of woe, as they did this week in a survey of firms here.

While all are fully aware of the effect outright shortages of many materials have had on deliveries to operators, they feel that a more important point remains to be made: That is, the by-products of these same shortages in the form of higher costs of production and higher price of machines.

Pyramided on straight materials price hikes will be accelerated as government decontrol progresses, they say, are all of the added expenses involved in using substitutes, in reworking available materials and in the round-about scramble for them.

Costs Are Multiplied

These additional costs are multiplied in a long list of vital materials used in the manufacture of coin machines. Among those listed by various firms are steel, lumber, electrical wire, coils, transformers, electric lamps, rubber, locks, glue, nails, crates, and, in another sense, labor.

B. C. Gremak, assistant purchasing agent for Rock-Ola, turned from a telephone conversation which had netted a small but essential purchase of screws, and selected this sundry item as a typical example of his problems. Screws, he said, are short because of the shortage of wire, which in turn is scarce because of steel shortages.

Often, the purchaser must take the wrong size of wire in order to get any at all, then go to the expense of having it drawn down to proper size for screws. Or he must take unplated screws and have them plated himself. Some screws which he is able to get have the wrong plating, and must be stripped and replated. In a pinch, he even buys brass screws for a price treble that of steel. It may seem like an insignificant item, said Gremak, but juke box manufacturers use hundreds of thousands of pounds of them.

Others Cite Examples

Similar examples—many of them—were cited by other firms. And, as in the case of screws, most involve steel. Doryn V. Edgar, purchasing agent at Mills Industries, Inc., described steel as a basic material, with supply and cost problems duplicated in all of its many satellite products used in making coin machines.

Edgar pointed to finished steel as an example in itself. Altho he said his firm had been lucky in getting substantial quantities of sheet and other forms in sizes and types desired, it often happened that the only available materials were in wrong sizes and finishes, an experience

Calendar for Coinmen

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.

December 8—Alabama Music Operators' Association, Montgomery.

December 12—Annual meeting, Arcade Owners' Association of America, Village Barn, New York.

January 19-24—Canning Machinery and Supplies Association Exhibit, Atlantic City.

January 27-31—Electrical Engineering Exposition, 71st Armory, New York.

January 27-31—Society of Plastic Engineers, Coliseum, Chicago.

February 3-6—Coin Machine Industries, Inc., convention and exposition, Sherman Hotel, Chicago.

February 17—Chicago World Trade Conference, Stevens Hotel, Chicago.

News Digest

COSTS—Operators of all types of coin-controlled equipment are actually aware of the increased cost of doing business. Not only do their machines cost more, but operating expenses are now considerably inflated. Some light was thrown on the reasons behind the increased cost of the equipment itself in a survey conducted by *The Billboard*. Manufacturers' purchasing agents pointed out that shortages, which make it necessary for them to use substitute materials, are expensive. The manufacturer must adapt new material, reshape and reprocess this material for his own use. And all of this adds up to increased production expenses and increased cost of equipment. For complete details see the story elsewhere on this page.

SUGAR RATIONS—Vending machine trade is looking to the easing of sugar in 1947. A committee has been appointed to study sugar and make rationing suggestions. Relief should be forthcoming as soon as the 1947 Cuban sugar crop prospects are confirmed. By the end of next year most candy bar and soft-drink makers believe sugar ration will be nearly normal.

MINORS—Question of what to do about underage youths buying cigarettes from vending machines has been raised again, this time in Milwaukee. Legally, responsibility for who makes purchases at a vender belongs to the location owner or manager. But vending machine operators are lending a helping hand to curb youthful smokers by impressing this obligation on the minds of location owners.

PLAY TREND—Coin boxes tell the story of the nation's economic problems. Where local conditions are

which leads to wasted material and higher costs.

Tony Gasparro, vice-president, Williams Manufacturing Company, also headlined steel among short materials where use of substitutes hikes (See *Why High-Price* on page 128)

good, play is up; where they are bad, operators report play down. This is especially true of music boxes and amusement games; true to some extent of vending machines, tho that business remains more constant. Every operator has long known that business in the location itself largely determines business on the machines. But only lately have general business trends been reflected startlingly in coin machine play.

ICE CREAM—New ice cream vending machines are likely to be produced to accept dimes instead of nickels. Ice cream cones and bars, traditionally 5 cents, have long since increased to 6 and 7 cents, with some ice cream retailers cutting out cone sales entirely. To meet the increased cost and offset decreased profit margins, ice cream vending operators seem to have little choice but to charge a dime.

OPA RECORDS—The order removing price ceilings on candy, effective October 23, does not mean candy men can dispose of their books. Firms must retain records for a period of one year. In these records are included invoices, price lists, notifications of price changes and the like.

SURPLUS SALES—War Assets Administration has released a definition of small business to be used by those who desire to buy surplus property. But briefly, WAA says a small business is one under common ownership, independent, not dominant of size or standing and not financially controlled by another enterprise which has a dominant position in its field of business activity.

COIN THEATERS—Plans are moving ahead for establishment of coin-operated motion picture theaters. One Chicago firm has blue-printed a newsreel theater, completely automatic, which will offer 24-hour-a-day service. Customers enter the theater thru a coin-controlled turnstile, while projection equipment is self-winding and automatic.

Trade Items Up in U. S. Tax Report

Cigs Jump 2 Billion

WASHINGTON, Nov. 2.—Bureau of Internal Revenue report on September tax receipts shows substantial increases over those of a year ago for many items directly or indirectly involved in the coin machine trade.

Gains are in contrast to an overall drop in receipts of \$510,511,000, from September of a year ago. For taxes affecting coinmen, the increases probably reflect rising sales and production, altho spiraling prices may be partially accountable.

Federal taxes on cigarettes, for example, brought in \$94,070,264.30 during September, 1946, as compared with \$92,267,271.38 during the same month of 1945. Since the tax rate has not increased during the period, the gain of nearly two billion dollars mirrors expanding sales, which vending machines have shared with other retail outlets.

Phono Records Gain

Phonograph record taxes showed a gain of \$118,342.27. Total receipts from this source were reported as \$281,977.33 for last September, compared with \$163,635.06 for the same month a year ago.

Taxes on admissions to theaters, cabarets and concerts—representing important coin machine locations—jumped a whopping \$8,969,916.44, rising to \$38,559,484.73 in September, 1946.

As reported previously, tax receipts for coin-operated devices also showed a healthy increase. Revenue from these sources—all amusement machines—amounted to \$1,095,790.65 in September of this year, compared with \$761,573.13 in September, 1945.

New System To End Patent Office Red Tape for Canucks

OTTAWA, Nov. 2.—Indication was received here this week that the federal government of Canada is moving to correct the present bottlenecks in the patent office. New system, which will be a benefit to coinmen, will be comparable to that employed in the United States.

Hint of the new system was given in a statement made by Secretary of State Paul Martin, who addressed the annual meeting of the Patent Institute of Canada. Effort, according to Martin, will be made to reduce the backlog of unfinished business.

Martin declared that 10 additional examiners have already been advertised for. Also considered, according to Martin, was a system of printing patents to make them available to the public. Moves would involve an increase in fees and additional funds to be drawn from taxpayers.

K. C. Ops at Loss To Tell Why Play Jumps Up, Down

KANSAS CITY, Mo., Nov. 2.—After a brief upturn early this fall, play of jukes and pinballs in Kansas City is sagging again and operators generally are at a loss for an explanation—unless it is inflation.

Play still is pretty well above the midsummer slump, most operators agree, but the general estimate was that it is running 25 to 30 per cent below the levels of last spring and even farther below the wartime peaks.

"When meat and beer were so scarce and many locations were closing up either part of each day or one or two days a week, I could understand a pretty sharp decline in play," one large music and games operator here said. "But now most of the places are getting plenty of meat and beer to keep going, but our collections have come back up only a fraction of what they should have. The only explanation I can see is just plain inflation. Prices have gone up so much that a lot of people don't have the money."

This operator reported that in some of his spots collections have dropped as much as 45 per cent from last spring's levels.

Suburban Play Lower

Another puzzling development is that play in some of the smaller suburban communities around Kansas City has dropped more than in the city proper. Still another operator reported that revenue from his pinball games is holding up better than his music machines, but a third said the drop in play on his pins was sharp.

One of the largest operators in the city reported that the installation of new jukes has had no effect whatever in boosting play, but another said that installation of new boxes had stimulated play as much as 50 per cent in some spots and resulted

Buchanan Returns as Star's Factory Rep

ST. LOUIS, Nov. 2. — J. W. Buchanan has rejoined the Star Manufacturing Company here, it was announced this week by the firm. He will hold the post of factory representative, his previous position with the company.

"Buck," as he is known among food equipment and popcorn dealers, left Star Manufacturing Company in 1941 when the company's production fell off due to the war. He then went to Sheffield Corporation, doing work for them as a service engineer and was also engaged in the training of men.

Firm manufacturers food-serving equipment and popcorn machines. Altho the different lines are handled by divisions of the company, Buchanan has had experience in both fields.

Slice Ore. City Pin Tax From \$20 to \$1

EUGENE, Ore., Nov. 2.—Protests made here have finally resulted in action scaling down the city's pinball license fee from a proposed \$20 monthly to \$1 per month. Higher fee was actually in an ordinance, duly passed by the city commission and signed by the mayor, but the ordinance never became operative.

After weeks of debate another ordinance repealing the other one and providing the \$1 monthly fee was enacted and became effective November 1. City is having application forms prepared and license stickers printed.

in increases in most others.

Only conclusion that it seems possible to draw from these conflicting reports is that coin machine trade is suffering from the same confusion of the times that is affecting other businesses in this period, which one economist has described as "profitless prosperity."

Blames Uncertainty

As one operator declared, "It's the uncertainty. People don't know what's going to happen next. They see the prices of food and clothes going up and up, and yet a lot of them are working only two or three days a week because their plant can't get certain materials."

Night spot operators also are feeling the effects of the uncertain conditions. Along Kansas City's ordinarily sporty 12th Street, they report trade is off about 20 per cent in spite of the temporary hypo business received from the recent American Royal, which attracted nearly 200,000 visitors.

Fete Morris Hankins On 25th Anniversary

ATLANTA, Nov. 2.—Friends in the coin machine industry joined with relatives Tuesday (29) evening at the Mayfair Club here to celebrate the 25th wedding anniversary of Sadie and Morris Hankin, H. & L. Distributors. List of visitors included some from New York, Chicago and Los Angeles.

Dance music was featured during the evening along with champagne to keep the group in a festive mood. The complete camaraderie spirit was an evident testimonial that all were sincere in wishing the Hankins many more anniversaries to come. Wind-up of the affair was a giant cake, baked especially in honor of the event, that was cut by the couple.

COINOGRAPHY:

Gilmore Gears Up

The February Coin Machine Industries convention at the Hotel Sherman in Chicago promises to be a colorful coin carnival destined for success thru the efforts of James A. Gilmore, secretary-manager of the association. Show manager of CMI since 1938, Gilmore's splendid record in this field inspired the rewriting of CMI by-laws to allow him to hold the elective position of secretary and director, altho he is not commercially connected with any one phase of the industry.

Faced with the gigantic task of handling the first CMI show since the war's end—and probably the largest ever held—Gilmore is more delighted than distraught. He enjoys the shows and has a flair for clever management. His strictly business sense is matched by a keen sense of showmanship that harks back to a youthful predilection for county fairs.

Bicycle Racer

Thanks to a tolerant father who doubled as his employer, the young assistant cashier of the First National Bank of Plymouth, Ind., visited many of the fairs in neighboring counties to enter the amateur bicycle races. Young Gilmore and his geared-up Columbia bicycle rode to victory in event after event in Indiana, Michigan, Ohio and Illinois. And the home folks watched a steady stream of

Gottlieb Writes Open Letter For Coin Machine Industries

(Dave Gottlieb, president of Coin Machine Industries, Inc., has released the following open letter to the industry, directing his comments to the new CMI Public Relations Bureau which is now actively functioning.)

By Dave Gottlieb, President
Coin Machine Industries, Inc.

Did you ever sell a dream?

To convince a modern business man, even a dream must have a blueprint. To sell a sharp production expert, even an ideal must come out of the clouds and present a brochure of its advantages.

It isn't easy to make a group of intangibles sound like a solid investment. But now it's been done and my dream is sold—my home of a public relations program to insure the nation's good will toward Coin Machine Industries.

Down to Earth

Now our Public Relations Bureau is out of the "vision" department and operating as a down-to-earth business. Now we of Coin Machine Industries have a tangible tie to bind us together—we have an efficient outfit devoting its time to our welfare.

I appreciate the opportunity to thank the members of Coin Machine Industries and the trade papers for the encouragement and concrete support that our proposed program received. The journals long ago recognized this need in our industry for a unification of policy and approach to the public. Their editorials vigorously proclaimed that need.

It has taken at least 10 years of arduous point-by-point convincing to win the understanding of disinterested members. But once confident that public relations was a necessity to the interests of the industry, they, too, swung firmly into line. Now

the membership is 100 per cent for the new publicity program.

Committee Meets

On October 9 a coin machine industries' public relations committee, including Walter Tratsch, A. B. T.; Herb Jones, Bally; DeWitt Eaton, AMI, Inc.; J. W. Coan, Coan Manufacturing; Grant Shay, Bello-o-Matic; James A. Gilmore, secretary, Coin Machine Industries, Inc., and myself presented to a representative group the first blueprint of our dream. This committee spent months in research on the project, bringing into focus previously undefined problems and merits of publicity.

The logic of the report was undebatable, and a unanimous vote authorized the new bureau to be formed by James T. Mangan.

I should like to again express my pleasure in the loyal support received in this effort to appoint one forceful voice to speak for all of us, one authoritative method to present us to the public. My gratitude, however, is equaled by my trust that within the year the Public Relations Bureau will reward our confidence with results both visible and effective.

S. C. Revenue From Mch. Levy

COLUMBIA, S. C., Nov. 2.—State tax receipts for music, amusement and vending machines totaled \$101,723.25 in the fiscal year 1945-'46, according to a report published by the South Carolina Tax Commission.

Receipts stem from a \$15 license fee on music and amusement machines, and a \$10 levy on all vending machines with the exception of those dispensing merchandise priced at less than 5 cents.

Report does not break down into income from the two taxes, but it is possible to arrive at an approximate estimate of the number of coin machines for which tax was paid by striking an average of \$12.50 per machine. On this basis, taxes were paid for 7,139 machines of all kinds. Location owner pays tax in all cases.

Exclusion of penny venders leaves only candy bar, cigarette and soft-drink venders as important taxable types of vending machines. Interesting sidelight on the soft-drink trade is the report of \$2,855,424.10 received thru tax on bottled soft drinks.

Tax commission's tabulation gives month-by-month collections on coin machines. Reaching a peak in the first and last months of the fiscal year, the monthly count is as follows: July, \$18,620; August, \$2,330; September, \$2,295; October, \$3,285; November, \$2,065; December, \$1,520; January, \$1,915; February, \$2,245; March, \$2,505; April, \$3,450; May, \$2,748.25; June, \$58,745.

Arcades Go in for Jewelry and Hose

NEW YORK, Nov. 2. — Sale of costume jewelry in amusement arcades here has been so successful that one arcade is now trying women's hosiery as a sideline, while others are trying novelties and candy.

Cutting of prices for the larger game machines to 5 and 10 cents, from 10 and 25 cents, is being forecast by arcade owners here. Some arcade proprietors also predict that a few of the nickel game machines will be cut to 2 cents per play.



JAMES A. GILMORE

prizes stack up—bike tires, lamps, handlebars and other shiny equipment.

A member of the National Bicycle Club, a sturdy group addicted to century runs, Gilmore ran up a score of 116 trips, each 100 miles long. He topped this distance achievement by turning in a speed record of 100 miles in 4 hours and (See COINOGRAPHY on page 130)

Set Plans for AOAA's Annual Party Dec. 12

NEW YORK, Nov. 2.—Arcade Owners' Association of America will meet November 7 to work out final details for the annual affair of the organization, as well as nominate officers for the new season. Meeting will be held at 8:30 p.m. in the Park Central Hotel here.

Sam Holtzman and Al Meyers will present the plan for the annual affair which is set for Thursday evening, December 12, in the Village Barn on 8th Street. Tickets for the affair will be \$10 each.

Plans for a veteran's training program, sponsored by the association, will also be discussed at the meeting with Frank Sweda, member of the Veterans' Administration, on hand to answer questions. Al W. Blendow, president of AOAA, is also slated to address the group.

Churvis Note for Mangan on Letter Defending Trade

CHICAGO, Nov. 2.—Open letter from James T. Mangan, chief of CMI's Public Relations Bureau, printed in these columns last week, drew comment from Mac Churvis, head of Churvis Advertising Company, Chicago. Churvis sent the following day letter to Mangan. Letter is reprinted in full:

"Your open letter to Robert Z. Greene has just come to my attention, as I was out of town at the time of its publication. Jim, may I congratulate you on a very fine retort to an unprecedented, foolhardy and unwarranted attack on a great industry.

"I have been associated with coinmen for over seven years as a seller of coin machines and now as a publicist for many of my clients in the coin machine industry. I am proud of my association with these fine men and shall continue to take exception as you do to adverse criticism on the part of men who owe their very existence to an industry you and I are proud to represent."

Gene Barron New on Amalgamated Staff

CHICAGO, Nov. 2.—Ken Wilson, Amalgamated Distributors, announced the appointment this week of Gene Barron, who joined the firm October 28. He will work thru Chicago and Illinois as a salesman for the company's products.

Barron has a background of selling experience with distributing organizations and was formerly active in the coin machine trade paper field. His headquarters will be in Chicago, where he makes his home.

Jack Lingner Dies After Long Illness

DAVENPORT, Ia., Nov. 2.—Jack Lingner, who was head of the Jack Lingner Amusement Company here, passed away recently following a lingering illness. At one time he owned and operated a downtown route of juke boxes and pinball games. Lingner was active in boating activities, belonging to two local boat clubs and operating his own speedboat.

Trade Directory

Following tabulation of trade reports received during the week of October 26 and November 2 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

Bulk Vender (Model G De Luxe), Hawkeye Novelty Company, 1754 East Grand, Des Moines.

Coin-Rad (coin-operated radio). Coin-Radio Corporation of New Hampshire, 24 Pearl Street, Manchester, N. H.

Coradio (coin-operated radio). Coradio, 60 East 42d Street, New York.

Jack Rabbit (amusement skill game). Amusematic Corporation, 4556 North Kenmore, Chicago 40.

Hi Fly (baseball game). Central Manufacturing Company, 652 North Walnut Street, Chicago 6.

At-Your-Service-Radio (coin-operated). Firestone Enterprises, Inc., 1604 Chestnut Avenue, Brooklyn 30.

Musical Minutes (telephone music). Musical Minutes, Inc., 453 West 47th Street, New York 19.

Vendo Coin Changer. Vendo Company, 7400 East 12th Street, Kansas City, Mo.

Opportunity (pinball game). Marvel Manufacturing Company, 2837 Fullerton Avenue, Chicago 47.

Rock-a-Barrel (bowling game). Wisconsin Novelty Company of Milwaukee, 3734 North Green Bay Avenue, Milwaukee 6.

Personnel Notices

William Carsky, head of Casey Concession Company, has announced the retirement of Louis Keller, his partner.

Judson Horrell has been appointed advertising manager of Queen Anne Candy Company, Hammond, Ind.

Harry Berger has succeeded Stanley Arnold as president of the Coin Diathermy Corporation, New York.

Bernie Shapiro has resigned from Alfred Sales, Inc., Buffalo.

E. Ralph Haines has been appointed sales manager of Aero Needle Company, Chicago.

George Solar has been appointed

Tuharskys, Tanase Open New Operating Co. in East Detroit

DETROIT, Nov. 2.—Ace Recreation, new East Side operating firm, has been formed by the Tuharsky brothers, John and Joe, and Tom Tanase. Headquarters have been established at 6204 Marcus Avenue. Partners are concentrating on amusement-type machines, and present route is made up of pinball games exclusively, but skeeball equipment will be added shortly. The latter is already on order. Approval to operate in Mount Clemens is sought by the new firm.

Tom Tanase, formerly an operator on the West Coast, was also active in Detroit at one time before joining the present firm. Active manager of Ace Recreation is John Tuharsky, recently out of the navy.

List 37,000 Enemy Patents Mechanical and Electrical

WASHINGTON, Nov. 2.—Office of Alien Property announced this week that it will sell a 4,000-page summary of the 37,000 mechanical and electrical patents seized from enemy nations. Most of the patents are available for license on a royalty-free non-exclusive basis. Summary will sell for \$10.

sales manager of James H. Martin & Company, Chicago.

Frank Feldman, H. Schreiber and Leo Simmons have been added to the sales staff of David Lowy Company, New York.

New Firms

Automatic Sales Company, Louisville. (Will deal in amusement vending machines.)

ABC Music Company, 11 Moss Avenue, Detroit.

Concession Supply Company, Secor Road, Toledo. (Will manufacture candy and popcorn machines and kettles.)

Launderette, 14 West 26th Street, Minneapolis.

Automatic Laundry Service, 1711 Fourth Avenue South, Minneapolis.

Concessionaire, Inc., 3315 Main Street, Kansas City, Mo. (Will operate cookie venders.)

Launderette, 29th Street and Girard Avenue, Philadelphia.

Branch Offices

American Distributors, 1349-51 Fifth Avenue, Pittsburgh, has opened a branch office at 800 West Avenue, Miami Beach, Fla.

Active Amusement Machines Company, 900 North Franklin Street, Philadelphia, has opened a branch office at 1120 Wyoming Avenue, Scranton, Pa.

Purchases

John A. McIlhenny has purchased the Hamel Distributing Company, 1096 Commonwealth Avenue, Boston, and has changed the firm name to McIlhenny Distributing Company.

Name Changes

Maryland Coin Machine Company, 4445 Belair Road, Baltimore, has changed its name to Novelty Sales Company.

Distributors Appointed

Edelman Amusement Devices, Detroit, has named the following distributor for its Bang-a-Fitty game:

Kingpin Distributing Company, 3004 Grand River, Detroit, and 826 Mills Street, Kalamazoo, for Michigan.

Ad Campaign To Lure Tourists to Florida

MIAMI BEACH, Fla., Nov. 2.—Advertising campaign to lure tourists to Florida will be initiated soon, it was announced this week by Tom Smith, Miami Beach news and convention director. Campaign is designed to reach 60,000,000 readers in the United States, he said.

Ads will be placed before the readers in 51 U. S. papers, with a combined circulation of 21,000,000, according to Smith. Cost of the campaign was estimated by Smith at \$17,082.

Feature of the advertising will be the slogan "Its Smart To Come Early." Effort is being made to encourage tourists to come early to obtain lodgings during the present shortage.

P. R. Bureau Of CMI Going Concern Now

CHICAGO, Nov. 2.—James T. Mangan, chief of CMI Public Relations Bureau, said this week that the bureau is in operation, with offices in Coin Machine Industries' suite at 134 North La Salle Street. Mangan also said three new members have been added to the full-time public relations staff. They include Gwendolyn Desplenter, who for 10 years was associated with Mills Novelty Company and Mills Industries, Inc., in publicity, public relations and promotion. For the past two years she has been with the firm Mangan & Eckland. Prior to entering the coin machine industry she was active in hotel promotion and publicity.

Alice Carey and Mrs. Dorothy Ellis are the other two members of the CMI Public Relations staff. The former spent several years in advertising agency work in Chicago and during the war served with the Marine Corps in a public relations capacity.

Mrs. Ellis has had wide experience in public relations, having been associated with Frank Block, who handled public relations for the Steel Institute and the paper industry.

License Bells Now, Urges Mayor Before California Tax Men

FRESNO, Calif., Nov. 2.—Proposal for licensing of bell machines by California cities was submitted at a recent hearing of the State Senate interim committee on local taxation problems.

D. H. James, mayor of Bishop, introduced the plan, stating that a civic group in his city was urging legalization of bells as a new revenue measure.

Citing the overflow tourist trade from Nevada, where gaming devices are legal, he said that machines are popular with visitors and that a sizable income could be gained by cities if they were legalized. In his own city, James predicted, an estimated \$8,000 annually would be realized.

Proposal came as part of a discussion of the general problem of discovering additional sources of income to pay for heavier expenses being experienced by city governments.

Third of New Firms Doomed to Failure

NEW YORK, Nov. 2.—Only 35 per cent of the 400,000 Americans who go into business for themselves succeed—the other 65 per cent fail within two years in the opinion of Nelms Black, Oklahoma business man and writer.

In an article published by the University of Oklahoma Press, Black gave two reasons for the failures: lack of experience and the high cost of error. "There is no margin for error in the formative months of a new business," Black said.

"The point to remember," Black continued, "is that without training, experience and ordered planning your chances are one in ten. With them your chances of success become nine in ten." Black said his estimate is based on actual experiences in training independent dealers.

At least 50 per cent of small business men do not keep records. Seventy-five per cent make no effort to learn even the elementary phases of business management, according to Black.

Bottles Cloud With Decontrol

NCA Predicts More Variety For Bulk Ops

Gives Decontrol Credit

WASHINGTON, Nov. 2.—Decontrol of confectionery prices by the Office of Price Administration is going to mean an available supply and greater variety of medium-priced bulk candies in the near future, according to a prediction by the National Confectioners' Association.

Prediction, which is being hailed by operators of bulk candy vending machines, was made following decontrol action. NCA says it represents the opinion of a group of leading candy manufacturers called together in Washington by the special committee on decontrol. John Rote, Cambridge, Mass., is chairman of that committee.

Rote pointed out that quantity will still be limited by the sugar shortage, but that manufacturers, who abandoned lower-priced lines because OPA ceilings made the business unprofitable, will now resume production of these items. Rote said these candies will return to the market at prices higher than the 1942 frozen prices, but at lower prices than candy now on sale which incorporates more expensive ingredients.

NCA added that the easing of the sugar shortage in the latter part of 1947 should further encourage the return of confections of all types, including more varieties of bulk candy.

Rote's Views

Said Rote: "Moderate price increases in some standard trade name candies may result from the decontrol action, because the industry, to the time of decontrol, had been unable to secure price relief on approximately 50 per cent of its products, while the cost of ingredients increased 63 per cent. At the same time, the opinion prevails that most candy manufacturers, as well as suppliers and distributors, will increase prices only in line with actual increase in costs and will guard against excesses which might be inflationary in character."

During the same Washington meeting, candymakers pointed out that the cost of corn sirup to manufacturers has risen 122 per cent since 1942, milk chocolate is up 76 per cent, cocoa beans 77 per cent, peanuts 31 per cent, cocoa butter 68 per cent, condensed milk 86 per cent, pecans 129 per cent. Cane sugar, they said, shows the smallest increase in cost over this period.

Of immediate drastic changes in prices of candy, Rote said, "Industry members will prefer, I believe, to keep their eyes on a long-range promotion program and avoid short-sighted moves which may adversely affect the anticipated expansion of the industry when sugar becomes more readily available."

Hollywood Adds Dime Bar

CENTRALIA, Ill., Nov. 2.—New 10-cent candy bar has been added to the line of the Hollywood Candy Company here, it was announced this week. New bar, Big Time for a Dime, is a chocolate-coated combination of caramel and roasted almonds.

Insurograph Inventor's Home-Town Paper Has Success Story

COLUMBUS, O., Nov. 2.—Insurograph, the coin-operated machine which vends trip policy insurance, has been receiving a great deal of newspaper publicity thruout the country. Machine has already been installed in New York at an airlines office.

Device is the invention of Ralph W. Brown, Columbus, and Ernest Woods, Birmingham. Following is a feature article on the machine which appeared in the October 30 issue of *The Columbus Dispatch*, and was written by Jayne Flasher.

Complete article reads:

"Legal slot machines which give a \$5,000 insurance policy for 25 cents are being manufactured at 97 North Sixth Street.

"The machines will offer speedier service than the current method of sale by airlines personnel, according to the inventor. Ticket and reservation clerks will no longer be required to fill out the insurance blanks by hand.

"Ralph W. Brown, 2270 Arlington Avenue, has already installed the machine at two New York City airports. They will be placed in all airline terminals as fast as machines are completed.

"Mr. Brown, who came to Columbus in 1940 from Wichita, Kan., began working on his invention in 1937.

"A man came around with a device which sold a \$1,000 insurance policy for a nickel," Mr. Brown said. "I bought him out and my partner, Ernest Woods, Birmingham, and I started working on this other idea.

Lease Machines

"The future looks very bright. We own the machines and lease them to the insurance companies."

"According to Mr. Brown, his insurographs will be installed in Columbus and other Ohio cities within a few months.

"The purchaser, who can insure himself up to \$25,000 for one trip by air, spends 40 seconds getting a policy. He drops in the coins and the machine stamps the contract with time, date and amount. The contract is then pushed into a signing position.

"After pushing a button on the right the contract comes out. It is printed on a thin sheet about the size of a piece of typing paper. The machine retains a duplicate for the insurance company and slips the

Vend Dime Bars In Kansas City

KANSAS CITY, Mo., Nov. 2.—With 10-cent candy bars becoming more numerous daily on candy counters here, at least one vending machine operator has switched some of his machines to dime operation.

L. P. Donohue, of Confection Service Company, reports that he has set some of his candy venders to 5 and 10 operation and that he has changed a few to exclusive dime play. Donohue's firm operates in industrial plants, ten-age clubs and restaurants.

Other operators queried here, however, said they were sticking to 5-cent bars at least for the present. Donohue's firm is a distributor for U-Select-It venders.

original to the buyer.

"Policyholders are protected for seven days for injury or death while waiting at airports, while in transit and when a passenger on other specified airline conveyances. Mr. Brown has completed 15 machines, but believes that several hundred will be necessary to service airports in the United States."

Bloom, Solomon Launch Vender Re-Fit Service

CHICAGO, Nov. 2.—Robert Bloom and Larry Solomon have announced the opening of a new firm, Vending Machine Service Company, which will specialize in reconditioning of all types of vending machines, with headquarters at 5351 West Belmont Street.

Bloom said that an unusual service of the firm will be application of hammerloid finish to old machines in addition to mechanical reconditioning. Instead of the dry-spraying operation, machines are routed thru infra-red drying and baking ovens after being sprayed. Result, according to Bloom, is a hard, metallic finish such as is seen on automobiles.

Both partners have previously been engaged in cigarette machine operation, and both were associated with DuGrenier, Inc., for several years as road servicemen for the manufacturing firm.

Solomon, a veteran of three and a half years in the navy, has been engaged more recently in operation of cigarette routes here. Veteran of World War I, Bloom missed the second. Prior to coming to Chicago seven years ago he operated machines in New York.

Firm's quarters occupy 3,500 square feet of floor space, and facilities have been arranged for mechanical refitting shops, paint rooms and a large parts department.

Candy Ops Must Keep OPA Data

WASHINGTON, Nov. 2.—OPA order removing ceilings on candy and most other food that went into effect at midnight, October 23, was accompanied by a provision which business men should be careful not to overlook, C. M. McMillan, executive secretary of the National Candy Wholesalers' Association, Inc., stated this week.

Provision states that firms must retain in their files, for a period of one year, all price records required under OPA, such as invoices, price lists, notification of price increases received from manufacturers and many other things, McMillan explained.

"If there is any doubt about some records—keep them," he said. "Without much to do right now, OPA might decide to spend some time checking up on some of the practices of recent months. Play safe and save your records," the NCWA official said.

Shortage May Grow Sharper

CPA claims supplies near normal, but soft-drink men find bottles still scarce

WASHINGTON, Nov. 2.—Venders and soft-drink bottlers this week watched with apprehension as the Civilian Production Administration eliminated all restrictions on the manufacture and design of glass containers despite their protests.

Move by the industry was considered unusual in these times when most industries want government controls lifted. CPA acted over their objections. Agency revoked Order L-103 which had restricted glass bottle and jar shapes and sizes to the patterns made in 1942.

Reason for Decontrol

Removal of the control, according to the CPA, was ordered because a reasonable balance of supply and demand has been achieved thruout the country, with manufacturers reporting backlogs of orders at normal.

Protest by the industry was made, it is said, in the belief that the freedom from the restrictions would bring about a complication and the introduction of new designs.

Protests were recognized by the CPA, according to John D. Small, administrator for that agency, and the industry was asked to police (See BOTTLES CLOUD on page 126)

Coan Machine Bar Sales 12 Mils in Year

MADISON, Wis., Nov. 2.—Despite the serious candy bar shortages, the more than 600 operators of 40,000 U-Select-It candy bar vending machines are still supplying the public with nearly 12,000,000 candy bars every year, according to J. W. Coan, president, Coan Manufacturing Company.

Coan in a summary of the firm's activities said he attributes this to the fact that candy bar producers have become more and more conscious of the tremendous merchandising possibilities in the automatic vending machine. He said his firm has anticipated a slow market for its machines and had hoped to recover from a backlog of orders brought about by wartime steel shortages.

But in spite of this precaution, Coan added, his company has not been able to keep production up to demand. He said that his new candy venders are now coming off production lines at the rate of 800 each month. "This will be increased to about 2,000 a month," Coan said, "when promised relief from the present raw material shortages has been effected."

New models of the candy venders are in process of development, Coan announced. He said the largest his firm intends to manufacture will include a built-in cooling system to keep candy at proper "eating temperature."



BULK VENDOR
Built for the Operator!

Miscellaneous lot of thoroughly re-conditioned and refinished peanut machines. Perfect working order and ready for location with 5# Spanish Salfed Peanuts for \$7.50.

\$2.00 Deposit
Balance O. O. D.

THOMAS NOVELTY CO.
1572 Jefferson St. Paducah, Ky.

Schosberg To Open Candy Supply Firm

NEW YORK, Nov. 2.—Raymond Schosberg resigned this week as assistant manager of the candy sales department of the Paramount Theaters Service Corporation after five years in order to enter the confectionery supply business in Pittsburgh.

A farewell luncheon was held recently at the Astor Hotel, with Leonard Goldenson, Paramount's vice-president in charge of theater operations, attending.

Edward Hyman, Leon Netter, M. F. Gowthorpe, Walter Gross, Max Fellerman, Joseph Deitch, Max Schosberg, Evan Perkins, Hal Pereira, Erwin Treusch, C. L. Oswald, Robert Weitman, Jerry Zigmond, Fanny Elman, Fred Mohrhardt, Arthur Israel, Bob Powers, Robert Shapiro, Harry Royster and Loyal Haight were among those attending.

Noisy Bags

CHICAGO, Nov. 2. — Vendors may now eliminate movie theater owners objection to noisy popcorn bags. A Chicago concern has perfected chemically treated paper bags to make them so soft they will not crackle. Seams are lightly glued so that the bags will come apart if youngsters try blowing them up to pop. Idea may also be applied to candy bar wrappers, etc. Increased number of theater lobby vendors may be possible because of this silencing idea.

Vet Sues Coin Laundry Firm

MINNEAPOLIS, Nov. 2.—An ex-serviceman here has instituted a \$225,000 suit under the anti-trust laws against an automatic washing machine manufacturer and 15 Minneapolis firms.

Suit asks treble damages, with the allegation that firms have conspired to refuse to service or sell machines for use in a coin-operated laundry store project planned by the veteran.

Named with the manufacturer are a service company which installs and services the machines in this area, together with six department stores and eight electrical appliance stores, all of which sell the product here.

Complainant alleged that he had purchased 15 of the automatic washers from 12 firms here, intending to install them in a laundry store to which housewives could bring soiled clothing and use the machines on an hourly fee basis. When the service company learned of his plan for a store, he said, installation and servicing was refused. He also contended that all dealers for the product had been instructed to sell him no more machines on threat of losing their franchises.

Attorney for the veteran stated that demand for a monthly royalty on each machine in use and requirement that laundry store operators install their own coin devices on machines constituted a violation of the Sherman and Clayton anti-trust acts. Once the veteran has paid full purchase price for machines, he claimed, they should be his property to do with as he pleases.

It was said that the complainant has been prevented thru these practices from setting up a number of laundry stores in this area.

P. Lorillard Has New, Neater Design For Old Gold Packs

NEW YORK, Nov. 2.—Attention of coinmen was drawn this week to the announcement from P. Lorillard Company, manufacturer of Old Gold cigarettes. Company has again added something new—this time a new package.

Package has new design, chosen by the manufacturer after long study. New design is used to clean up the appearance and yet not impair customer recognition of the product.

General appearance of the new package is a neater, cleaner look. Company slogan on the cover is given more attention, and reduction in the size of the coin featured and the word cigarette were also made.

Change was also made in the carton container for packaged "20s." Both designs were accepted after consideration by the company of new themes. Package labels were introduced at the beginning of the year and were used in conjunction with the old label.

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.

THE NATION'S FASTEST SELLING CARD VENDOR



Novelty CARD VENDOR

FAST PENNY GETTER BUILT FOR THE OPERATOR

ABT Coin Slots
Separate Locked Cash Box
Natural Oak Finish
Compact and Legal
No Federal Tax

EXCEPTIONAL PROFIT REPEATER

Price **\$29.50** F. O. B. Brooklyn

1/3 Deposit With Order

1,000 Cards Free With Each Machine

Distributor Territory Available

Write—Wire—Phone

Barney Kahn

METROPOLITAN COIN MACHINES, INC.

203 Sands Street

Main 5-4369

Brooklyn 1, N. Y.

EXHIBIT'S 'IDEAL' CARD VENDER



NEW FEATURES

EXHIBIT CARDS

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.

2950

WITH 1000 CARDS NO FEDERAL TAX

EXHIBIT SUPPLY CO. 4222-30 WEST LAKE ST. CHICAGO 24, ILL.

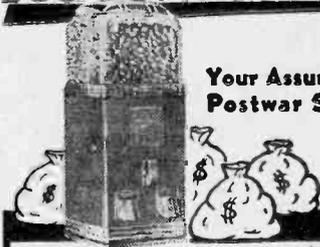
NEW HAWKEYE MODEL "G" DELUXE



Modern Vendor with Slug Ejection. Contact your nearest distributor or us direct.

HAWKEYE NOVELTY CO.
1754 East Grand Des Moines, Iowa

Northwestern



Your Assurance Of Postwar Security

Time and time again Northwestern bulk vendors have proved their worth as steady, dependable money-makers under any and all conditions. That's why so many operators, and others interested in a permanent income, are looking forward to the time when these machines will again be available. To make sure of your postwar success, plan now to invest in Northwesterns—vendors built for operating. In the meantime, keep in touch with activities through our free monthly paper The Northwesterner.

THE NORTHWESTERN CORPORATION
5 EAST ARMSTRONG STREET, MORRIS, ILLINOIS

Vend Men Back Milwaukee Anti-Minor Smokes Drive

MILWAUKEE, Nov. 2.—As a campaign to stop sales of cigarettes to minors got up steam here, cigarette vending men were working to help location owners prevent minors' use of their machines.

A police official was quoted as saying that many storekeepers had telephoned to say that they could not keep a constant guard on machines to see that children under 18 do not use them.

He said that all proprietors of establishments having cigarette venders in operation were warned that they were responsible for the ma-

chines. Covering law, he declared, applies to any person who shall by himself, "by any device," sell any minor any cigarettes.

Venders Concerned

Vitally concerned over the matter, vending machine trade members nevertheless pointed out that under the law the proprietor of the location is responsible. Such sales carry a penalty for proprietors of not more than \$100 nor less than \$25 for first offense, and of not more than \$200 nor less than \$25 for second or subsequent offenses. Additional fine or imprisonment is provided for those guilty of permitting a minor under 16 to smoke in a public place.

Another State law imposes a fine of not more than \$5 on children who refuse to give information of the source of cigarette or cigarette papers found in their possession.

Problem of keeping children away

from cigarette venders has troubled operators in many cities. Only solution found to be practical has been to place the entire responsibility on the location owner. If he is willing to accept profits and other benefits evolving from machines in his establishment, he also must accept the obligations, according to this view.

Trade's Envidable Record

However trade members have built up an enviable record in co-operating with authorities to discourage smok-

ing by minors. In Milwaukee, as in other cities where the problem has arisen, operators are expected to back wholeheartedly moves by police and schools to inform youths of injurious effects of smoking during their years of growth.

Here principals of high schools told of educational programs in progress toward this end, but said that the chief responsibility lay with homes, churches and schools rather than with the police.

Colorado Story Shows Confused Cig Tax Status

PUEBLO, Colo., Nov. 2.—Illustrative of what complications arise from varying local cigarette taxes is Pueblo's experience. In this case operators of cigarette venders may benefit—temporarily anyway.

As a result of the recent price hike put into effect by most cigarette manufacturers, the city stands to collect about twice as much thru a recently enacted tax as originally estimated.

Scheduled to go into effect January 1, new tax provides for a 1-cent levy on smokes selling for 15 cents a package or less. A 2-cent levy is placed on those selling for 16 cents or more.

Time Marches On

At the time, 15-cent cigarettes were in the majority, and it was assumed that only a 1-cent tax would be collected in most cases. Total annual revenue was estimated at approximately \$55,000. However, since the wholesale price increase 16 and 17 cents have become the most common, and a 2-cent tax would become almost the rule. This would bring prices to the consumer up to 18 or 19 cents.

If vending machine operators keep a cent ahead of the retail level, this would bring vended cigarettes to 20 cents and eliminate the overhead costs of inserting penny change in packages.

There has been some discussion regarding a change in the legislation to return the city's tax to the general 1-cent level originally intended. J. R. Altaffer, manager of Corkish-Flaks, large jobbing concern, went on record as favoring an amendment to provide a flat 1-cent tax. Present plans, according to the city council president, do not contemplate such action.



AIRBORNE SERVICE is getting hard plugging by A. H. Shannon (left) and M. R. (Jesse) James, co-owners of Coin Machine Sales Company, of Houston. Firm uses its own plane to send servicemen quickly to operator trouble spots, also to ship replacement parts to operators.



COLUMBUS VENDORS

IN STOCK—FOR IMMEDIATE DELIVERY

	Peanut	Gen. Pur.	Ball Gum	5¢ Vender
48 & Up	\$ 9.50	\$ 9.90	\$10.00	\$10.50
12 to 48	10.00	10.40	10.65	11.00
Under 12	10.50	10.95	11.15	11.50
Sample	11.50	11.95	12.00	12.50

WRITE FOR CIRCULARS

Complete Stock of Columbus Parts and Globes.
Terms: 1/3 Deposit, Balance C. O. D., F. O. B. Cleveland.

MARKEPP SALES CO.

4310 CARNEGIE AVE. CLEVELAND, OHIO

Just Say "THE NEW DuGRENIER"

DISMAY



Here's a hard-working operator—busy at all hours repairing machines. Then WHAM! A tax or price change knocks things haywire.

DISPLAY



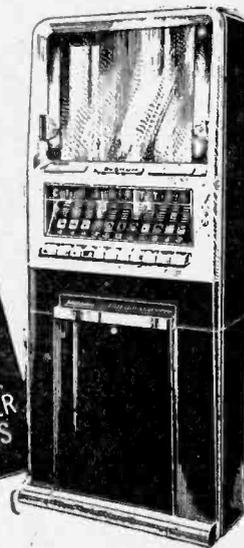
He sees the new, DuGrenier Challenger on display and likes its rugged, modern design; its new patented coin mechanism.

HOORAY



Now he is operating exclusively with DuGrenier Challengers — and cheering. Cheering for easier, happier work, and BIGGER profits.

The
DuGRENIER
Challenger
America's Foremost
Cigarette Merchandiser
THE ONLY CIGARETTE
MERCHANDISER THAT
OPERATES ON NICKELS,
DIMES AND QUARTER
IN ALL COMBINATIONS



DuGRENIER, INC. 15 HALE ST., HAVERHILL, MASS.

America's Foremost Manufacturer of Automatic Merchandisers



**ADVANCE
Ball Gum
Machines**

Order now and have your priority number in when shipments begin to move in regular order.

SAMPLE
\$13.25
2-11 \$10.85
11-49 \$10.35
50 and up \$9.95

It won't be long now until all ADVANCE will be ready for Everybody. Neat, light, clean, trouble free; one of OLDEST.

BALL GUM IS STILL HARD TO GET, BUT WE CAN STILL SUPPLY

**COLCRED MARBLES
AGATE — GLASS — ALL COLORS**

BARREL of 50,000, size 9/16 \$54.50
BARREL of 30,000, size 5/8 52.50
KEG of 21,000, size 9/16 23.50
KEG of 17,000, size 5/8 21.05
SOLID-COLOR, CHERRY RED to use as a prize MARELE, \$4.00 per thousand.

**WE ALSO HAVE A FINE SELECTION OF
CHARMS**

ALL CUT — NO STRINGS

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, 25¢.

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, 1,000 3.75

THOMAS NOVELTY CO.

1572 Jefferson St. Paducah, Ky.

**State Council
Members Named
In NCWA Vote**

WASHINGTON, Nov. 2.—Results of the run-over election for State Councilman of the National Candy Wholesalers' Association were announced here this week. Run-over was for States in which there was a tie vote at the original balloting.

Elected State Councilman for the District of Columbia was Joseph Zupnik, Edward Zupnik & Sons, Washington. Robert W. Lowe, Betts Tyler & Brown, Inc., of Richmond, was elected for Virginia; William Amelung, Amelung Candy Company, St. Louis, for Missouri; Cliff Jewell, Jewell Wholesale Company, McCook, for Nebraska; George J. Severin, A. C. Courville & Company, Detroit, for Michigan.

Balloting for Iowa was not complete, according to C. M. McMillan, association secretary, but returns indicate a possible tie vote in the contest between S. M. Kiser, Capital Tobacco Corporation, Charles City, and Berkely Smith, Smith Candy Company, Waterloo.

Advisory Committee

Named to the advisory committee of NCWA were M. R. Bernstein and Harold P. Rudolph, for the District of Columbia; C. R. Starkey, Frank S. Weisel, Donald A. Miller, C. C. Johnson, Roy Ramsey, F. E. Munden, Julian Gilliam and Aubrey S. Barnett, for Virginia.

For the advisory committee of Missouri J. C. Moore, Pauline Schmeckbier, T. E. Powers and J. A. Zidell were named. W. H. Karnett and R. J. McBride were named for Nebraska, and V. N. Kalbandian, John C. Klosterman and C. E. Horn for Michigan.

Survey is being made of the membership of NCWA by McMillan which will show the percentage of membership which sells merchandise thru vending machines and the percentage of total sales thru those machines as compared with sales made by the firms thru other channels.

Queen Anne Brokers Confer

CHICAGO, Nov. 2.—First post-war sales meeting of the Queen Anne Candy Company was held here this week with the entire selling organization, including brokers from all parts of the country, present. New sales methods, part of company's expansion program, were outlined by William H. Foote, sales manager for the company.

New Vender

KANSAS CITY, Mo., Nov. 2.—Peerless Sales Company here is distributing a vender which dispenses a carton containing a tube of face cream and facial tissue to use with it, according to A. L. Mergen, owner of Peerless.

Packet, which he says has been found a good item in ladies' restrooms, is vended for a dime. Machine is sold under the trade name "Princess Pat."

**Auto Vend Says
Bottle Vender
Ready in Jan.**

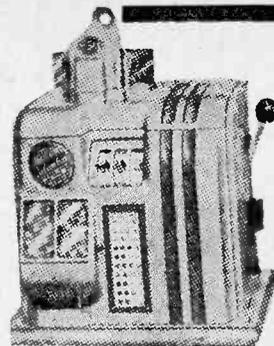
KANSAS CITY, Mo., Nov. 2.—S. Q. Noel, of AutoVend Company, reported that his firm expects to have its bottle beverage vender into production shortly after January 1.

Noel, who had just returned from trips to Detroit, Dallas and Fort Worth, where he was seeking factory facilities, said that the bottleneck is the shortage of small electric motors resulting from the lack of copper wire.

"But we believe we have that procurement problem whipped now," he added. "We have a model made and we hope to get into production by the first of the year."

Vender will dispense either soft drinks or milk, he said. It will be an electric type with push-button operation offering customers the choice of four drinks or flavors. Capacity is 200 bottles, with 100 in the vending line and 100 in the pre-cooler. It will handle any size of bottle, Noel said.

AutoVend Company was formed about a year ago here with Noel and J. D. and J. V. Harrington as partners. J. V. Harrington is a well-known automobile dealer in Kansas City. The Harringtons, who are cousins, formerly were associated in the manufacture of the Roulette and Rotoflow vending machines in Kansas City and Chicago. Noel said the patents on the present machine, which are now pending, were developed by the Harringtons and himself. Company has offices and an experimental shop here, but the vender will be manufactured elsewhere, probably in Detroit.



**COLUMBIA
BELLS**

Twin jackpot. Changeable on location to 1¢, 5¢, 10¢, 25¢ play.

Lots of 6
\$139.50
Single Unit
\$145.00

SHIPMAN

Triplex Stamp Machine. Brand New! Vends 1¢, 3¢ and New 5¢ Air Mail Postage Stamps. Slug-proof, compact, foolproof. Immediate Delivery. Operator's Price
\$39.50

STAMP FOLDERS

For Shipman, Victory, Shermack, Advance.

10M—\$5.25
25M—\$12.75



VICTORY

Duplex Stamp Machine. Brand new! Vends 1¢ and 3¢ Postage Stamps. Can be used inside or outside. Guaranteed weather proof. Returns Slugs and 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

1/3 Deposit With All Orders.

Parkway Machine Co.

823F W. North Ave. Baltimore 17, Md.



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THE MASTER VENDOR

A favorite with many Operators. Thousands in operation since 1920 are making money every day. Takes pennies and nickels in same slot. Gives five times the amount for a nickel as for a penny.

PRICE \$15.00.

THOMAS NOVELTY CO.

1572 Jefferson St. Paducah, Ky.



BRAND NEW

Globe Type
Model V. 5 lbs. Capacity. For Bulk Merchandise or Ball Gum.

\$11.75 EA.

Model V. DeLuxe Cabinet Type
\$13.75 EA.

Orders Filled In Rotation.

Terms: 1/3 Certified Deposit, Bal. C. O. D.

AUTOMATIC AMUSEMENT CO.

1000 Pennsylvania St. Phone 3-4508
EVANSVILLE, IND.



FIVE-FIGURE CHECK CHANGES HANDS as Cliff Blake (left), president of Blake Sales Company, Los Angeles, makes advance payment for carload of cigarette venders. Recipient is Hal Meeks, sales manager for Eastern Electric Vending Machine Corporation, with S. Duane, of firm's advertising agency, an interested witness.

ATTENTION!

OPERATORS OF SANITARY FOLDER-TYPE POSTAGE STAMP MACHINES

You can now order your folders already filled with stamps at only \$1.50 per thousand folders. This does not include cost of stamps. All folders are filled with either 4 1¢ stamps or 3 3¢ stamps. Only orders for 1000 or more folders are accepted. All orders must be accompanied with money order or check for stamps and service charge. F. O. B. New York.

POSTAGE STAMP MACHINE CO.

33 W. 60 St. New York 23, N. Y.
Columbus 5-6484

PLASTIC CHARMS

**FOR YOUR SLUM PRIZES
FOR YOUR VENDING MACHINES**

We manufacture and sell more CHARMS than anyone else in the whole world.

Charms in Bulk—\$4.00 per thousand
Charms on Gift Cards—\$6.50 per thous.
F. O. B. New York

\$1.00 deposit with order, balance C. O. D.
Made in U.S.A. by

SAMUEL EPPY & CO.

333 Hudson St. New York 13, N. Y.

**CIGARETTE MACHINES
REAL BARGAINS**

READY FOR LOCATION

National 9-30 \$62.50
DuCrenier W's, 9 Col. 55.00
DuCrenier 7 Col. Mod. S. Ea. 27.50
Rowe Aristocrats, 6 Col. Ea. 22.50
Postage Stamp Mach., 2 Col. Ea. 14.50
Cigarette Sales Registers, Ea. 1.00
Penny Pusher, Foot Model, Large
Size, New 47.50
DuCrenier 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.

MAKE MONEY

With a ROUTE OF PEANUT VENDORS FULL TIME—PART TIME INTRODUCTORY OFFER



1 Peanut Machine, 10 lbs. of salted peanuts and complete operating instructions regarding where to place machines, commissions to pay, how to adjust and set machine, plus other important information.
 \$15.00 QUANTITY PRICES
 2 to 11—\$10.50 Ea.
 12 to 47—\$10.00 Ea.
 48 and up—\$9.50 Ea.
REFILLS
 Salted Spanish Peanuts, 30 Lb. Ctns. \$6.30
 Salted Virginia Peanuts, 30 Lb. Ctns. \$9.00
 Chermis, Assc. Per Gr. \$4.00
 Sassy Buttons. Per Gr. \$4.00

VICTOR MODEL V
 Globe Type \$11.75
 De Luxe Cab. Type 13.75
 1/3 Deposit With Order. FULL Payment With Order When Ordering Refills Only.
FRANK DIST. CO. 535 N. 8th St. Phila. 23, Pa.

Nat'l Products New Venders To Be Out in 1947

KANSAS CITY, Mo., Nov. 2.—National Products Company, pre-war makers of the Selector milk and soft drink vending machine, probably will not resume production of its vender until late in 1947, D. M. Kitterman, owner of the company, reported.

Kitterman said he thought it would be about a year before supplies of materials would be adequate to make vender manufacturer profitable. His company, which made 20-millimeter ammunition and other ordnance parts during the war, now is making injection-molded plastic parts including components for juke boxes and pinballs. Firm is also turning out parts for its pre-war venders, he said.

Company's operations, which during the war were expanded to two plants, one in Kansas City, Kan., and the other in Missouri, have been consolidated in the Missouri plant, Kitterman said.

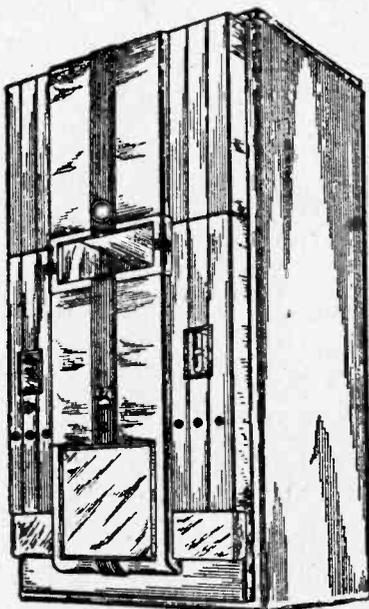
H. Berger Handles Cigar Vender Sales

NEW YORK, Nov. 2.—Announcement was made this week by the Automatic Distributing Corporation of America, national sales agency for the Amity Manufacturing Corporation, Perth Amboy, N. J., that Harry H. Berger, West Side Distributing Corporation, would handle sales of the firm's new 10-cent cigar vending machine in the States of New Jersey, New York and Connecticut.

"Subdistributors and jobberships in the three States are now being considered," Berger states.

Cookie Maker in High Gear

NEW YORK, Nov. 2.—Cookie operators who have been troubled by shortages received good news this week from the announcement that National Biscuit Company has resumed capacity operation in all plants. Company had been operating on reduced schedules due to a lack of shortening. Outlook for the coming weeks, according to the company, is good.



SKETCH SHOWS ornamental design for a vending machine, as pictured in The Official Gazette of the U. S. Patent Office. Design was patented by Arthur R. Constantine, and Melvin H. Boldt, South Bend, Ind., and is assigned to Bendix Home Appliances, Inc. Listing in The Gazette is 145,710.

★ SEE RAKE FOR VENDING MACHINES COUNTER GAMES—SALESBOARDS ★

IMMEDIATE DELIVERY

NEW *Northwestern* VENDORS

WORLD'S FINEST BULK VENDORS

DELUXE		MODEL 39	
Less Than 25	\$22.60	Less Than 25	\$12.75
Less Than 100	22.35	Less Than 100	12.30
100 or More	21.85	100 or More	11.90
MODEL 33		MODEL 40	
Less Than 25	\$10.95	Less Than 25	\$8.60
Less Than 100	10.75	Less Than 100	8.35
100 or More	10.60	100 or More	8.10

COUNTER GAMES WITH TOKEN PAYOUT		CONSOLES	
Sparks G/A, Sport Reels	\$22.50 Ea.	3 Silver Moons	\$99.50 Ea.
Champion G/A, Fruit Reels		2 Jumbo Parades	
Liberty, Sport or Fruit Reels		3 Big Tops	
Mercury, Cig. Reels	\$19.50 Ea.	3 Big Games	3 or More \$95.00 Ea.
Ginger, Cig. Reels		1 Harvest Moon	
American Eagles, Fruit Reels		2 Bobtails	
Marvels, Cig. Reels		1 Triple Entry	
		1 Fast Time	
		1 Cigarola	

NEW IMPS		RECONDITIONED PIN GAMES	
EITHER 1c or 5c	\$15.00 Ea.	Sink The Japs	\$49.50 Each
BELL, FRUIT OR CIG. REELS		Stratoliner	
NEW YANKEES		Flicker	
EITHER 1c or 5c	\$29.50 Ea.	Four Roses	
COMB. FRUIT AND CIG. REELS		Big League	
NEW BUDDY'S		Moniker	\$59.50 Each
EITHER 1c or 5c	\$33.00 Ea.	Smack The Japs	
1c CIG. COUNTER GAME WITH DIVIDER		Horsoscope	
		Ten Spot	\$69.50 Each
		Four Diamonds	
		Velvet	
		Gun Club	
		Legionnaire	
		Bolaway	

SLOTS	
3 Watling Rotatops, 5¢	\$79.50
1 Watling Rotatop, 10¢	89.50
1 Jennings Silver Chief, 5¢	99.50
1 Jennings Chief, 5¢	79.50
1 Mills Blue Front	125.00
1 Mills Q. T. Giltier Gold, 10¢	99.50
12 Mills West Pockets B/G	49.50
3 Goozenecks, 5¢	35.00

NEW PACE DELUXE CHROME BELLS	
5¢	\$290.00
10¢	310.00
25¢	330.00

NEW MONEY-MAKER CARD VENDOR	
INTRODUCTORY PRICE	\$29.50

A route of these Card Vendors will earn a steady income for you. Tax free.
 • 1,000 Cards Free!
 • Legal Everywhere!

READY FOR DELIVERY
NEW GOTTLIEB 3-WAY GRIP SCALE \$39.50 EA.

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

COLUMBIA BELLS

Twin Jackpot 1946 Models

LOTS OF 6
\$139.50 EA.

Single Unit \$145.00

Changeable to 1¢, 5¢, 10¢, 25¢ Play

IMMEDIATE DELIVERY—NO WAITING! IMMEDIATE DELIVERY—NO WAITING!
 All prices listed above are for a limited time—order now!
 We have a large stock of all kinds of coin operated equipment on display—come in and see us!
 ALL ORDERS MUST BE ACCOMPANIED BY 1/3 DEPOSIT
 SEND FOR COMPLETE LIST!

RAKE COIN MACHINE EXCHANGE

609 SPRING GARDEN STREET PHILADELPHIA 23, PA.

CIGARETTE MACHINES

Penny-Pusher, New. Ea. \$32.50

What Have You For Sale?

N. Y. VENDING MACHINE EXCH.
 418 Broadway BROOKLYN, N. Y.
 EVergreen 8-7870

FOR SALE

200 5c SILVER KING NUT VENDORS
 In Original Cartons. Priced Right. Write

L. A. Salmore
 1874 Raymond Ave. Los Angeles 7, Calif.

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", 5/8" and 3/4" ball-gum.
 Model V Wall Bracket, 65¢ Ea.
 Combination 1¢ and 5¢ Coin Counter. \$1.50 Postpaid.

Orders Filled In Rotation

Model V Globe \$2.00 Deposit. Type, \$11.75 Ea. Balance C. O. D.
THOMAS NOVELTY CO.
 1572 Jefferson St. Paducah, Ky.

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.

NORTHWESTERN VENDORS DE LUKE 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.

SALESMEN DISTRIBUTORS

Can place two Route Salesmen. Must be first class experienced men, with stamp machine or similar experience. Our 1¢ combination vendor has unusual appeal. Excellent earnings, up to \$3,000.00 monthly. Complete information, first letter.

BOX D-334
 THE BILLBOARD CINCINNATI 1, O.

BALL GUM

Is still scarce and will be for the coming year; better order Marbles now, the best substitute!

CAN STILL SUPPLY

Glass, Agate, Assorted Color Marbles.
Barrel of 50,000 \$54.50
Keg of 21,000 23.80
Solid Color, Cherry Red for Prizes.
Per Thousand \$4.00

BRAND NEW! PROMPT DELIVERY!

Victor Model "V" 1 1/2 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" DeLux Cabinet (as pictured), Each \$13.75

YOU HAVE TRIED THE REST — NOW TRY THE BEST.

NEW "BELL" CHARMS

ASSORTED COLORS

10 Gross \$ 9.00
100 Gross 85.00
Samples — 25¢ Parcel Post Paid

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, 85¢ Ea.
Combination 1¢ and 5¢ Coin Counter, Plus Postage, \$1.25 Ea.

Orders Filled In Rotation
1/3 Dep.; Cert. Check or M. O.; Balance C. O. D.

Model V Globe Type, \$11.75 Ea.

We are now taking orders for the De Luxe Cab. Type Model V \$14.75

PIONEER VENDING SERVICE
Exclusive Victor Distributor in N. Y.
461 Bockman St. Brooklyn 12, N. Y.

FLORIDA OPERATORS

There is a

Northwestern

Office right in your own territory ready to serve you with Northwestern Venders and Parts. Call or write

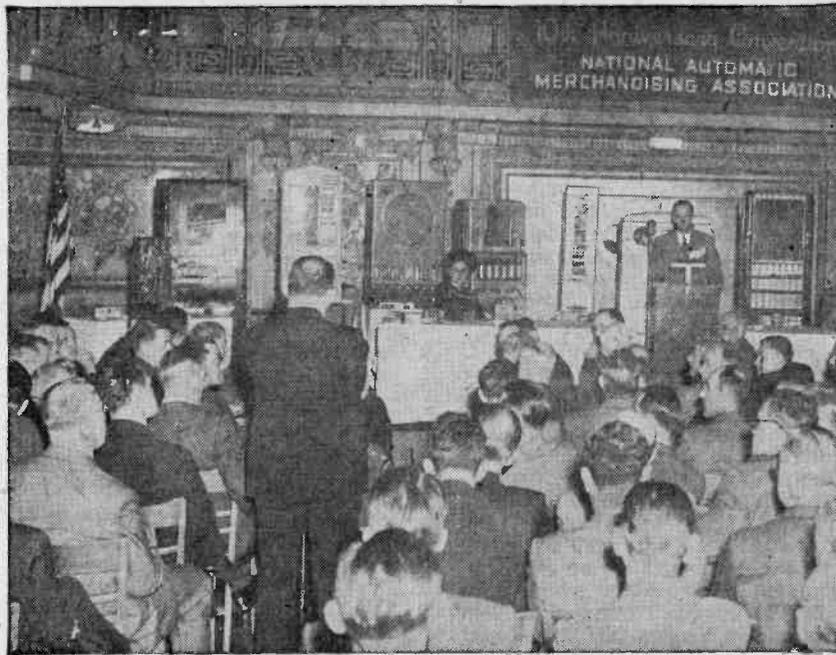
AMERICAN DISTRIBUTORS

800 West Avenue
Miami Beach, Florida
Phone 5-1095

PROVEN Money Makers!



TOM THUMB PENNY VENDERS ARE AVAILABLE AGAIN FOR IMMEDIATE SHIPMENT. They are time-tested, die-cast, precision-built, neat and attractive—Just the thing for booths, taverns and restaurants where large machines are barred. Thousands on location—Good profits for you—We'll match Tom Thumb against any low-priced vender. Vends P-nuts—Candies—1 1/4" or 3# sizes available—Identical mechanism.
DON'T WAIT — ORDER WHILE AVAILABLE — MONEY BACK GUARANTEE.
Write now for prices and bulletin with full information.
FIELDING MANUFACTURING COMPANY
258 W. Pearl Street JACKSON, MICHIGAN
Department BB-44



TYPICAL SCENE at recent 10th Anniversary Convention of National Automatic Merchandising Association in Chicago catches one of four workshops in session. B. W. Scheuer, newly elected member of NAMA's board of directors, is seen at mike presiding over discussion of candy prices.

Two New Ice Cream Flavors Announced

ATLANTA, Nov. 2.—New taste thrills for the customers of ice cream venders were seen in the future following the announcement this week by the University of Georgia that it has made scuppernon and peanut-butter flavors, a reality for ice cream. New flavors have been described by F. W. Bennett, a dairy professor at the university, as hard to beat.

HARD TO GET STANDS for Merchandise Vendors

Solid Steel Base
Total Weight 40 Lbs.

PRICE \$4.00
F.O.B. Phila., Pa.

Will Support Any Type Vendor.

VEEDCO
2113 MARKET ST. PHILADELPHIA, PA.

PEANUT MACHINE OPERATORS

Double Your Profits!!

By using CHARMS and SASSY PICTURE BUTTONS with Boston Beans or Spanish Peanuts, FREE SAMPLES AND DETAILS.

CHARMS:
55¢ Per Gross in 70 Gross Lots
60¢ Per Gross in 7 Gross Lots
SASSY PICTURE BUTTONS:
75¢ Per Gross in 70 Gross Lots
80¢ Per Gross in 7 Gross Lots
Full Cash with order. We pay postage.
L. M. BECKER VENDING SERVICE
105 Dewey St. BRILLION, WIS.

Deny Request To Put Vender Into Taverns

SAN FRANCISCO, Nov. 2.—Request made by a local firm to install a hot-dog vending machine in bars here to comply with a recent State Supreme Court decision that taverns must serve meals at all times has been denied. Denial came from the State liquor control division.

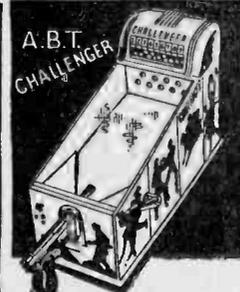
In its denial an official of the division said that the court had decided each tavern must also be a restaurant—which, in his interpretation, meant a kitchen, cook and waiters and substantial meals.

Manager of a vending machine company here had asked for the ruling on his device. He told the liquor division that his machine has 50 packaged hot dogs complete with mustard and pickles and that after the coin is inserted the machine cooks and delivers a hot dog within 16 seconds.

Re-Elect Josephson Head NY Candy Club

NEW YORK, Nov. 2.—Abe Josephson was re-elected president of the New York Candy Club during the association's recent meeting in the Park Central Hotel. It was the first time in 14 years that a president has been re-elected.

Other officers elected include George Kunz, vice-president; Robert M. Kelly, secretary; Herman Eitelberg, treasurer; Jack Dubin, board of governors; Henry C. Goldenberg and Martha Weinberg, welfare commission. Smith H. Cady, Council on Candy director, talked on activities of the council.



IMMEDIATE DELIVERY!

Single Lots \$65.00 each

*Send for Free Booklet.

NO BATTERIES, NO ELECTRICITY

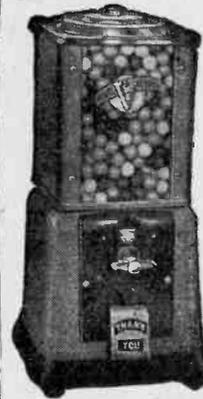
BRAND NEW! PROMPT DELIVERY!

Victor Model "V" 1 1/2 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" DeLux Cabinet (as pictured), Each \$13.75

Terms: 1/2 Cash With Order, Balance C. O. D.

R. H. ADAIR CO.
6924-6926 Roosevelt Rd., Oak Park, Ill.



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

FOR SALE

DuGrenier and Uneda Pak Candy Machines

Q AUTOMATIC SALES CO.

10-12 NO. RIVER ST.
AURORA, ILLINOIS

GREATEST TIME SAVING PENNY WEIGHING SCALE

CAPACITY \$10.00
SPRINGS ARE PRECISION CALIBRATED
HEAVY SHEET METAL BASE
DIAL IS GLASS COVERED WHICH PROTECTS POINTER WHEN IN USE.

TIN SCOOP

Skilled Hand Workmanship Is Employed in Building This Scale To Assure Reliability and Accuracy. There Is a Sturdiness of Construction More Durable Than Is Generally Found in Scales. Finish Is Black Crinkle. Carrying Case Is Made of Strong Black Fibre To Meet the Hard and Constant Use That It Is Subjected to.

\$18.50 1/3 Dep., Bal. C.O.D., F.O.B. N. Y.

J. SCHOENBACH Distributor of Advance Vending Machines
1647 Bedford Ave., Brooklyn 25, N. Y.

CONTACT US AT ONCE

FOR A WONDERFUL OPPORTUNITY

We're the world's largest manufacturers of the beautiful "Eppy" Plastic Charms—the Charms you want. We also supply the metal Sassy (Wise-Crack) Picture Buttons and the new Plastic Initials, which are guaranteed to fit all your penny vending machines. We do a terrific volume business in your field.

We're in the process of appointing territorially protected distributors for our items to vending operators. You must be a recognized distributor. Contact us with full information. We'll answer.

Samuel Eppy & Co., Inc.
333 Hudson Street NEW YORK 13, N. Y.

BARE CHALLENGE FINANCES

Automatic Co. To Show Juke

CHICAGO, Nov. 2.—Music machine operators who have not seen the new AMI juke box were offered another opportunity this week in the announcement from the Automatic Distributing Company here that they have completed preparations for another showing to be held in their showrooms November 6-7.

Announcement was made by Mike Spagnola, who said the machine was the AMI, Model A, 40-selection juke box. Spagnola also announced that refreshments and a buffet will be served from 10 a.m. to 10 p.m. on the two days of the showing.

Elmer Brady Heads Webb Service Force

CHICAGO, Nov. 2. — Irving H. Webb, owner of the Webb Distributing Company, recently announced the appointment of Elmer Brady as service manager.

Brady came to the phonograph distributing firm with a background of 10 years as head of the repair division of the Rock-Ola Manufacturing Corporation. He has a reputation among operators as being one of the ablest men at instructing newcomers in the servicing of juke boxes.

Webb distributes Rock-Olas in this area.

Capitol Announces Coin Slot Theater

NEW YORK, Nov. 2.—Capitol Projector Corporation here is planning production of 500 Aeeco theaters, coin-operated 16mm. projectors, according to Charles Shankman and Ralph Hotkins. Machines are designed to hold 400 feet of any 16mm. silent film—four 100-foot subjects or eight 50-foot subjects.

Running time of a 100-foot film, Shankman says, is approximately two minutes. News and cartoons are among more popular subjects being used in machines delivered to date, he said.

70 Members At Alabama Assn. Meeting

Juke Ops Hear Gilmore

MONTGOMERY, Ala., Nov. 2.—Attended by some 70 members, a one-day business meeting of the Alabama Music Operators' Association was held recently at the Whitley Hotel here, according to an announcement by Claude Hall, of Jasper, president of the association.

Carrying out the slogan of the association—Good Music in Pleasant Places—operators discussed the many problems facing the industry in the State and heard a report from Col. Robert L. Choate. Highlight of Col. Choate's report was the statement that over 50 per cent of the operators in the State are members of the association.

Hear Gilmore

Featured speaker of the session was James A. Gilmore, secretary-manager of Coin Machine Industries, Inc., who discussed the importance of the Alabama association, ways of building good will in its relations with other trade organizations and efforts that should be made to raise standards in the music machine industry.

In referring to the advantages of a trade association Gilmore said:

"Any trade association, national, State or local, that is not founded on the basic principle of mutual profit or common benefit for its members has no right to exist and is sure to fail in the long run. Every member of any industry should belong to its trade association and support it, both morally and financially.

"Aims of the Alabama association are co-operation and better entertainment in Alabama—a worthy goal, and it can only be obtained by every music operator in the State joining the association and giving his wholehearted support to the program of this group."

A second one-day session of the group will be held December 8.

Like It Hot

STOCKHOLM, Nov. 2.—Over 200 records of torrid American jazz are played daily at the Cafe Flammon (Flame Cafe) here. Hot coffee and hot jazz (both canned) emanate from the kitchen of the coffee shop from 9 a.m. until well after midnight. When there is a two or three-minute silence between records, it is said, customers complain. Records come from one of the cafe owner's friends in the United States and include many Duke Ellington, Count Basie, Benny Goodman, both of the Dorseys, Artie Shaw and Glenn Miller disks.

Audit Shows Juke Status

Inventory omits juke box, vending mfg. equipment— coinmen creditors listed

CHICAGO, Nov. 2.—Full audit of books and records of Batavia Metal Products, Inc., including those of its subsidiary, U. S. Challenge Company, was filed by new owners with the referee-in-bankruptcy here this week.

Throwing additional light on vending machine and juke box developments of these firms, the audit was conducted by H. R. Hurwitz & Company, certified public accountants of Chicago. Stated purpose in firm's report of examination was to ascertain from books and records the financial condition of Batavia and its subsidiaries as of the close of business August 15, 1946.

While the coin machine trade has had its contacts with this organization largely thru U. S. Challenge Company, the report emphasizes that this firm is a non-profit service company and that all costs of operation were divided between manufacturing companies in proportion to amount of sales completed by Challenge.

List Assets and Liabilities

For this reason, the trade must seek enlightenment first from books of Batavia Metal Products, Inc. Final balance sheet of assets and liabilities for this firm, as presented in the audit, show the following totals: Assets, \$3,593,295.06; liabilities, \$2,389,660.39. Excess assets, thus, are listed at \$69,215.69. These figures, however, are subject to numerous comments which tend to deflate any favorable picture presented in the balance sheet. It also is stated that figures shown represent book values (Bare Challenge Finances, page 104)

Atlas School In Des Moines

CHICAGO, Nov. 2.—First of a series of Seeburg service schools being conducted by the Atlas Novelty Company in its Des Moines branch was held this week, according to an Atlas announcement.

Ed Feldmann, factory representative, and Sid Schneider, of Atlas, conduct the classes. Project will be held every month for the benefit of operators and servicemen.

With Phil Moss, Atlas' Des Moines manager, in charge, initial session was attended by the following Iowa operators: Ella Kurth, Mabel Reinhart, Clair Davis, Carroll Johnson, Oscar Hopka, Walt Hugeback, Arnold Jurjeson, Lee Hedded, Jack Jeffreys and Homer Prior.

Settle Dispute With Cafe, Recall Picket

NEWARK, N. J., Nov. 2.—A picket line, put out by the International Brotherhood of Electrical Workers, Local B-1477, was removed from its position in front of a local cafe this week when the cafe owner decided not to go ahead with his plan to buy a juke box of his own and have the one on location removed.

Telotone Firm In Toledo Has Locations Set

TOLEDO, Nov. 2.—Toledo Telotone, Inc., expects to begin installation of the Musicales System of telephone music in some 30 contracted locations on November 30, according to Norman H. Stokes, firm vice-president and general manager. Company was recently chartered as an Ohio corporation.

Stokes, a newcomer to the coin machine industry, has a background of 35 years in the entertainment field here. Norman A. Fetzer, also affiliated with the Eagle Music & Novelty Company, is president of the new corporation.

Toledo firm, according to Stokes, will operate in Northwestern Ohio and Southern Michigan, supplying telephone music to locations under franchise of Telotone Corporation, Chicago. Offices and studios, located at Erie Street, are expected for occupancy this week.

Musicales is a new system of individual low volume music boxes, coin-operated from selections announced by operators in a central studio.



HAPPY CROWD POSES FOR PHOTOGRAPHER during ninth annual entertainment and dinner dance of Automatic Music Operators' Association, Inc., held in October at the Waldorf-Astoria Hotel, New York.

HAWKSHAW HAWKINS (King 557)
I Ain't Goin' Honky Tonkin' Anymore—V.
I'll Never Cry Over You—V.

Mountain music in the strongest folk vein chalks these two sides up for counter sales in the Bible Belt. Jukes might use *Honky Tonkin*. It has a degree of bounciness. *I'll Never Cry Over You* is a lachrymose waltz, marred by some fuzzy engineering. Backing is two guitars, one playing melody—the other rhythm chords. Both ditties are Ernest Tubbs compositions and Tubbs will probably be out with his own versions.

Slight juke possibility for *Honky Tonkin'*.

JOE TURNER (National 4009)
Mad Blues—FT; V.
Sunday Mornin' Blues—FT; V.

The earthy and gutty blues shouting of Joe Turner is about tops in this drawer. Singing his own race blues, with Billy Moore's Lucky Seven providing jam-up support instrumentally, Turner shouts it violently for *Mad Blues* as he tells of his woman going off with another man, and in a slower tempo *Sunday Mornin' Blues* tells of his making up with his maker.

Both sides geared for maximum race location play.

ETTA JONES (Victor 20-1998)
Among My Souvenirs—FT; V.
Blues To End All Blues—FT; V.

Even-tempered in her soft mumbling of the wordage and without sultry expression or persuasion in her piping, Etta Jones creates no undue attraction to this race spinning. In the race register it's Leroy Williams' *Blues To End All Blues*, singing it slowly that she's mad at her man and doesn't want any more lovin'. But while the material is there, it's never sold. Nor does Miss Jones fare any better for the song parody on a lover's quarrel set to the *Among My Souvenirs* pattern—a parody that is being kicked around the nitery circuits, where it belongs. J. C. Heard's small band provides support as unimpressive as the songbird.

Hard to whip up any phono interest for these sides.

BILLY FORD (Hub 3031)
Cynthia's in Love—FT; VC.
Miss Stackhouse—FT; VC.

Small rhythm band that spotlights a torrid tenor saxer, but all in the mill run category. Nor is there any striking quality in the ballad baritone of Ed Curry for *Cynthia's in Love*. *Miss Stackhouse*, an original Harlemese rhythm novelty, finds the piping of Billy Ford much more effective for the saga of a "debu-tramp."

Miss Stackhouse may bring in some coins at race spots.

KING COLE TRIO (Capitol 304)
For Sentimental Reasons—FT; V.
The Best Man—FT; V.

Lullabying in smooth-as-silk fashion, Nat Cole's easy-voiced styling of *For Sentimental Reasons* rings the disk bell. Keeping his captivating ivory dusting well in the background, Oscar Moore's guitar and Johnny Miller's bass blend for a soothing mood background. Flip is on a bright rhythmic kick as Cole tells the clever wordage of the guy who is best in all love departments and ends up *The Best Man*, with plenty of fine instrumental work adding to the interest.

They'll crowd around the jukes for *Sentimental Reasons*.

CARLOS MOLINA (Capitol 307)
I'm Learning To Speak English—R; V.
Palabras De Mujer—R; V.

Appeal is centered on the reverse side of this rhythmically contrasting couplet, with Bobby Rivera easily warbling the melodic Augustine Lara ballad to Carlos Molina's soothing mood setting. Since Rivera sticks only to Latin wordage in *Palabras*, listener attraction is somewhat limited. Rumba beat is plenty pronounced for the briskly paced novelty topside, but the instrumental arrangement reveals little imagination. Altho Rivera's rhythm vocal on *I'm Learning To Speak English* is listenable, lad shows up to better advantage in slower tunes.

Pairing may nudge nickels.

RECORD REVIEWS

(Continued from page 32)

JACK McLEAN (Coast 8001)
My Adobe Hacienda—FT; V.
Walkin' With My Shadow—FT; V.

Label, which heretofore devoted itself to folk music, takes its first step into the pop field with the hotel-styled ork of Jack McLean. Reed-heavy ork's smooth syncos make for relaxing listening for those who like it sweet. Sticks to melody line at all times, emphasizing an easy, terpsable beat. Vocal group, the Melody Laners, pleasingly blend in *Hacienda*, with Wayne Gregg adequately supplying the lyrics to *Walkin'*.

Those who take two lumps of sugar will take to this couplet.

TOMMY TALBERT (Paramount 112)
Stop Your Knockin'—FT; V.
I've Got You Under My Skin—FT; V.

Tommy Talbert's arrangements have a refreshing originality that invites replays. Group tears off a contagious rhythm novelty on the topside, with sidemen shouting the wordage to emphasize the beat and turn in some sharp blowing between choruses. Reverse holds a highly effective arrangement of the Cole Porter standard. Opens with ork providing staccato beguine beat, with Billy Shuart's smooth bary slurring the lyrics. Later dropping staccato support, ork builds various harmonies and rhythmic patterns in the background without nearing the melody line.

Stop Your Knockin' packs phono appeal; flip's standard will attract initial tries, but arrangement is too radical to do repeat biz.

THE ROBINSON BROTHERS
 (Black & White 107, 108)
I Got To Go—FT; V.
Come Back to Me, Baby—FT; V.
Hurry, Hurry, Baby—FT; V.
L. C. Boogie—FT; V.

For the race blues, the shouting is thin and the music monotonous as the Robinson Brothers (A. C. and L. C.) blend harmonicas, with R. L. Daniels' keyboard pounding to accompany their solo vocal efforts. Voices are colorless, at times flat. Singing style is expressionless. Slow blues top-sides are paired with brisker mates.

Race phono addicts won't miss anything here.

BILLY BUTTERFIELD (Capitol 305)
Sooner or Later—FT; V.
Star Dust—FT.

Billy Butterfield puts a fancy dress on *Sooner or Later*, his ork holding an easy danceable beat and his trumpet pouring in the sugar. Pic tune (from Walt Disney's *Song of the South*) doesn't give Pat O'Connor too much with which to work lyrically, but lass handles corny wordage as well as can be expected under the circumstances. Butterfield blows a mellow horn for *Star Dust*, displaying a clean tone and fine phrasing to make it come up as one of his best wax offerings to date.

Ops may want to take a chance on pic tying coaxing coinage for *Sooner or Later*, but will find *Star Dust* standard a better bet.

RALPH BLANCHARD WITH NICK PELICO'S ORCHESTRA (Hollywood International 901)
That Woman of Mine—FT; V.
Deal 'Em—FT.

Ralph Blanchard convincingly interprets Ben Ellison's *That Woman of Mine* to kick off the Coast's new label entry. Nick Pelico's ork neatly defines the moderate beats to make the accompaniment count. Harry Rodger's instrumentation leans on the sax section punctuated by flashes from the brass wing. Rhythmically brighter instrumental flip, a Rodgers' original, starts out on a catchy riff that pegs its interest only on a bouncy beat since the pattern is not developed fully.

Some race phono fans may take to these sides.

ESQUIRE TRIO (Memo 7006)
You're Something To Write Home About—FT; V.

You Can Have the South Pacific—FT; V.
 With Stan Stone handling the lyrics to the accompaniment of accordion, bass and piano, Esquire Trio's offerings are pleasant. Playing and singing style, tho, is reminiscent of the flapper era with song selections not helping any. *You Can Have the South Pacific*, contrasting the comforts of life at home with that in the South Seas, may have some appeal to ex-G.I.'s. *You're Something* doesn't encourage replays.

South Pacific may catch some coins.

THE PIED PIPERS (Capitol 306)
Either It's Love or It Isn't—FT; V.
Walkin' Away With My Heart—FT; V.

Voice blenders' honeyed harmonies fall easy on the ears in *Either It's Love*. Pic tune, from Columbia's *Dead Reckoning*, is a pallid ballad showing little that's outstanding in melody and less in words. Foursome, capably backed by Paul Weston's ork, give it big-time treatment to make the most of the tune. Flip is a moderately paced rhythm ditty, with Pipers' swiny styling making it count.

Pic link may give *Either It's Love* nickel attraction.

JULIA LEE (Capitol 308)
Gotta Gimme Whatcha Got—FT; V.
Lies—FT; V.

With plenty of bounce to the beat, Kansas City's Julia Lee turns a contagious sample of race chanting in *Gimme Whatcha Got* for her first bow on this label. Accompanying herself at the keyboard, she is joined by Geechie Smith's muted trumpet, Henry Bridges' sax and a rhythm section that helps keep the spinning at a lively pace. *Lies*, race oldie, gets an expressive voicing from Miss Lee as the jazz combo holds the slow beat.

A bright entry in the race sweepstakes.

MARIO ALBERTO RODRIGUEZ
 (Peerless 2318)

Traicionera—B; V.
Dejame en Paz—B; V.

Mario Alberto Rodriguez pours heart and soul into these Latin ballads. His sugary tenor voice is adequately framed in moderate bolero tempi by Federico Baene's ork. Its arrangements are of the typical south-of-the-border stock variety, showing little imagination.

For language locations.

FRANKIE LAINE (Mercury 5003)
Ain't That Just Like a Woman—FT; V.
September in the Rain—FT; V.

An off-beat bit of phrasing in the jump-off of *Woman* has a jarring but pleasant effect, making the listener sit up and take notice. Rest of side doesn't live up to expectations, but it's not bad. Melody is in the blues idiom. Off-beat trick is repeated for *September in the Rain*, Dubin and Warren's old hit of 1937. Laine's gravelly voice gives up the lyrics, and Mannie Klein's all-stars play around with the melody. Best effort is Babe Russin's tenor saxophonistics. This is the superior side.

Jazz fans and collectors will have the most use for this platter.

JAN GARBER (Black & White 788)
Tho I Tried—FT; V.
Gotta Get Me Somebody To Love—FT; V.

Preferred play here goes to the "B" side, with Tommy Trajnor smoothly voicing the Western-flavored *Somebody To Love* (from big ballyhoo pic *Duel in the Sun*) to the danceable sugary setting of Jan Garber's ork. Gene Autry's catchy *Tho I Tried* comes up as sugar corn in the decidedly dated singing style of Ernie Mathias and Kitty Martin, supported by vocal group, the Foursome. Ork holds to a brisk swiny tempo smacking of late '20s vintage.

Somebody To Love will spin for profit when flicker ditty climbs the tune ladder,

JUAN ROLANDO (Cocktail Hour 115, 116)
Linda Mujer—FT.
Right as the Rain—FT.
Temptation—FT.
Chiu, Chiu—FT.

With one hand on the Steinway keyboard and the other on the Hammond manual, Juan Rolando works his nimble fingers in vain. For the most part, constantly switching from one instrument to the other doesn't register well with the listener. Trouble is, effect created by one instrument is neutralized when the other takes over. Since the tonal colorations possible with an electric organ are almost limitless, there appears little reason for his bringing in a piano. He achieves a painless, and at times pleasing, combination of the two only in *Right as the Rain*, where the right hand carries the melody on the piano as the left keeps the organ harmonies in the background. Latin-spiced remaining sides hold little that hasn't been heard before from the Hammond.

Ops have better from which to choose.

AMOS MILBURN (Aladdin 159)
After Midnight—FT; V.
Amos' Blues—FT; V.

Race chanting, piano pounding Amos Milburn scores solidly in his initial bow on this label. Assisted by a slow rhythm background, he knuckles the ivories in a lowdown manner as he warbles *After Midnight* in righteous Harlemese fashion. Building on a fast blues riff, sax joins in on the flip as Milburn shouts the wordage to his bright keyboard grooving.

Race phonos will spin after hours with *After Midnight*.

GURNEY THOMAS (King 552)
Who's Taking My Place?—V.
To Love Until I Die—V.

Gurney Thomas and His Hillbilly Pals turn out a fairly musical job of playing the tunes here, but Gurney gets off the main road when he takes over the vocal chores. Guitars are pretty and melodic, but the effect is completely spoiled by Gurney's own phrasing and sour tones.

Not for the boxes or counters, until Thomas gets someone else to do his singing.

FRANCES LANGFORD (Mercury 3031)
I Like Mike—FT; V.
My Wonderful One—Waltz; V.

A beautiful new ballad is *I Like Mike* from the pic *Three Little Girls in Blue*. Unfortunately, Helen Forrest carves Frances on this one despite all her efforts, the fine work of Earle Hagen's ork in the background and the harmonizing of the Starlighters. Paul Whiteman-Ferdie Grofe's oldie is retained in its old waltz form, given lush treatment by the Hagen ork, sung with depth and feeling by Frances Langford, and the chimings-in of the Starlighters show brilliance on the part of some arranger. Whole side is a perfect showcase for this gal oriole and she makes the most of it.

A one-gal revival of *My Wonderful One* could be effected by this platter. Three-quarter tempo is only drawback.

IDAHO CALL WITH BOOTS FAYE
 (Coast 230, 232)

You Can't Break the Chains of Love—FT; V.
Just Hangin' On—FT; V.
I'll Keep On Loving You—FT; V.
I Can't Fool My Heart—FT; V.

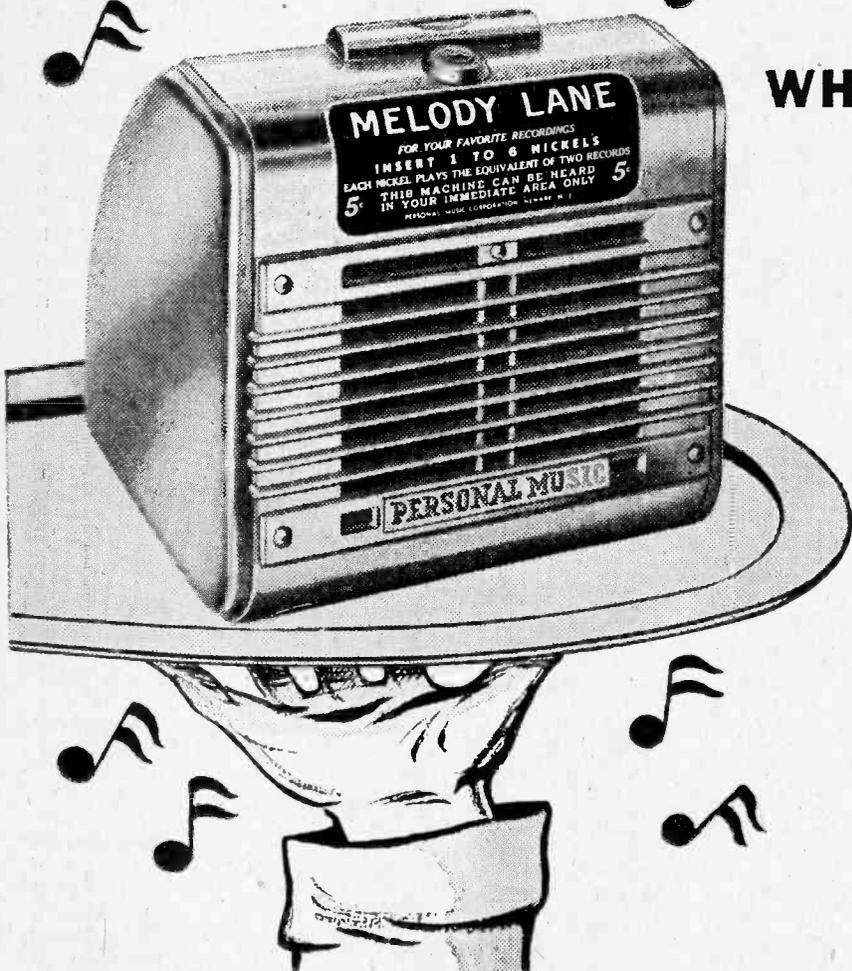
Idaho Call's sincerity and easy singing style makes his Western warblings register well with the folk fan's ear as he pleads *You Can't Break the Chains of Love*. Holding a moderate beat for the topside, fiddles and guitars work up a tootempting rhythm for his voicing of *Just Hangin' On*. Idaho Call and company lend instrumental support to Boots Faye as she puts a tear in her pipes to confess *I Can't Fool My Heart*. There's a snappy beat for her version of *I'll Keep on Loving You*. Gal puts songs across in true Western fashion with occasional flat notes easy to overlook.

Country phonos will find bright spinning here.

THERE'S A BAKER'S DOZEN REASONS

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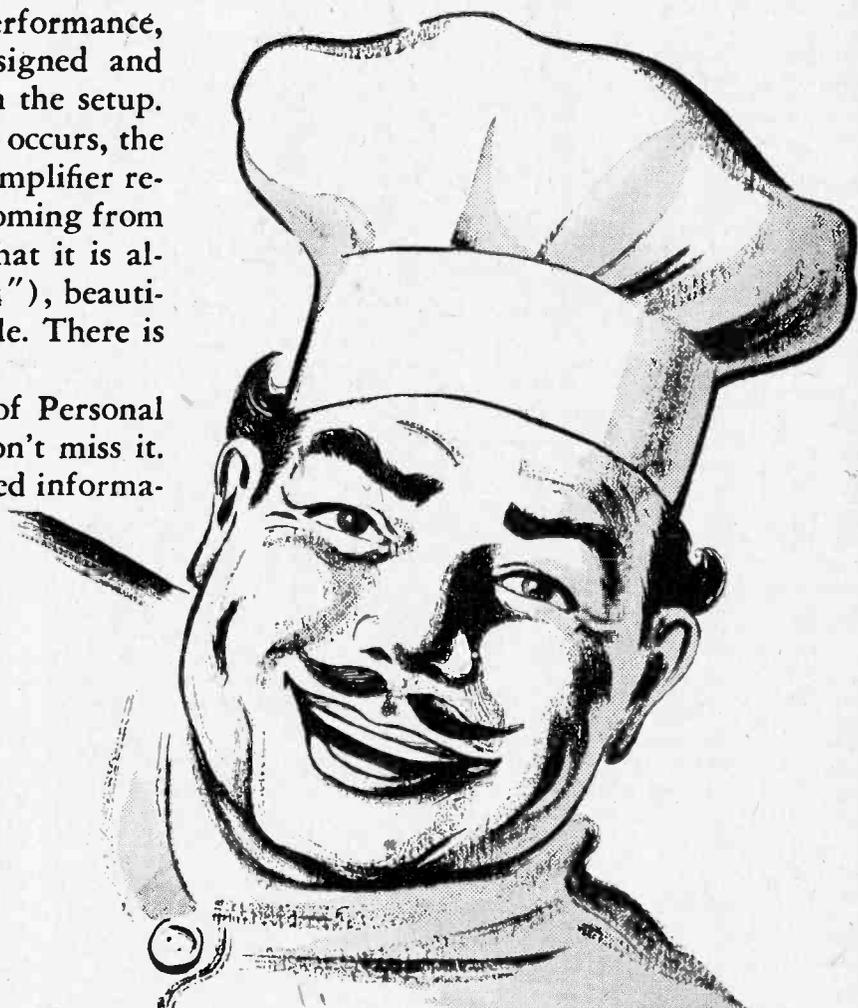
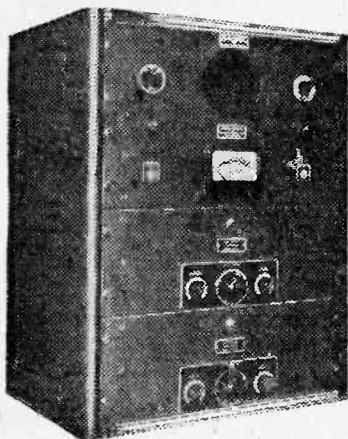
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Lee Fan Club

Ernie Lee, of the Goodwill Billies, heard over radio Station WJR, Detroit, has a fan club now. President is Alta Steiner, of Lawrenceburg, Ind.

WMOH, Hamilton, O., has several folk-song programs on the air daily and on Saturday nights. Entire group presents the *Butler County Barn Dance* at Fenmont Center in Hamilton. The entertainment has proved popular with WMOH listeners.

Marty Licklider and His Missouri Fox Hunters will record the numbers *In Our Little Home Sweet Home* and *I'll Never Believe You Again* for Blue Ribbon Records soon. Marty will do the vocalizing. The latter song is one of Marty's own compositions. Ted Krause and His Lone Star Wranglers have recorded *I Believe I'm Entitled to You*, backed by Red Fortner's new *You Can Bet Your Boots on Me, Little Darlin'*. Blue Ribbon Records is the company.

Jake Taylor, well-known former WWVA radio entertainer, who was badly wounded overseas, is now back in the States and is planning on starting on his radio career again. Doc Williams and Jake will have a new songbook published soon. And Taylor is planning on selling Doc's Guitar Course over the air soon as he starts.

Pee Wee King, star of the WSM *Grand Ole Opry*, opened the Texas Prison Rodeo before a crowd of 36,000

people the week of October 7. The same night Pee Wee and his band played in the prison auditorium for 800 life-termers who were not allowed into the open arena to see the earlier show. Paul Howard, also of WSM, has just recorded two numbers for Columbia, *Oklahoma City*, backed by *Somebody Else's Trouble*, soon to be released.

Buddy Starcher, of the All-Star Round-Up, radio Station WMMN, Fairmont, W. Va., had a swell visit down in Hollywood recently and also made some recordings while he was there. Among the numbers recorded on this trip were *Darling, What More Can I Do?*; *You Can't Break the Chains of Love*; *I Will Miss You Tonight, Little Darling*; *They Say, Memories of Halloween, Wildwood Flower, I'll Still Write Your Name in the Sand* and a re-recording of *Bless Your Little Heart*. Buddy is leaving WMMN around January 1 and intends to drop radio for a while to make transcriptions and recordings for the next six or eight months.

Organist Sings

Harry Cooper, organist over WHOM, who used to be organist at the Roxy Theater, recently played the tune *Don't Give Up Hope, Little Darlin'* and recited the words, dedicating it to the hospital patients and shut-ins. The song went over so well that it was repeated, with a singer doing the words.

The song, *Somebody Else Is Sharing Your Kisses*, by Elsie Mae Barton, Lew Barton, George Calder and Chaw Mank, will be in the new Lew Barton Guitar Course, published by Blue Ribbon Music Company.

Uncle Dave Macon, one of the most popular stars of the *Grand Ole Opry*, WSM, Nashville, is known as the *Grand Ole Man of the Grand Ole Opry*. Uncle Dave started on the *Opry* back in 1925. And he has been with them ever since. He is 74 and for 43 years he has been following the entertainment path. Along with his Saturday night radio work he also travels with the tent-show units in the summer. Uncle Dave has three banjos, a million-dollar smile and the loudest voice in radio.

Eddie Snyder, the Plainsman, rode his last rodeo for the year Sunday, October 13. Eddie will be back on the air soon.

One of WWVA's latest acts, Shorty Fincher's *Prairie Pals*, consists of the following entertainers: Shorty himself, who plays the banjo, the harmonica and sings; Rawhide, comedian, who sings solo, duets, trios and quartets. Plays guitar, bass and five string banjo; Bob, who sings, plays the fiddle, mandolin, banjo, bass fiddle and any stringed instrument; Clyde Fogle, a former schoolteacher, who plays the fiddle; Johnnie Boy, who sings, yodels, plays guitar, mandolin and bass fiddle, and Lonesome Valley Sallie, who sings and yodels.

Floyd Davis, is promoting a jamboree in Oklahoma City and has garnered the most popular bands in the Southwest, and is negotiating with Al Dexter to headline the show.

Gov. Jimmy Davis was in Dallas for a short stopover in his private car and said that as soon as his political duties were taken care of they were starting his Monogram picture and then he would announce his future plans which promises good entertainment after the first of this year for the fans of the Southwest.

College Lad

Buck Benson, featured folk singer and guitarist with Uncle Jack and the Minex Gang on WEEU, Reading, Pa., believes that radio stars should have brains as well as musical talent. So during the winter season when the

Minex Gang leaves the airwaves temporarily Buck goes to school. He began his junior year at Albright College this fall and is majoring in English. Trying to improve his Western drawl?

Country Music is plugging such recorded numbers as *I Just Don't Know Why But I Do*, a Victor, by Bill Boyd; *You Walked Away With My Heart*, Victor, by Bill Netties; *Talkin' the Blues*, Bullet Record; *No One To Love Me*, a Continental waltz ballad, on Skatin' Toons Records; *I'm Living in a Lonely World* and *You Walked Away With My Heart*, on Capitol transcriptions. Several other Country Music songs are being recorded on three different labels.

Nancy Lee, WOWO and ABC Hoosier Hop program, is featuring the kiddy novelty ditty *Cho'late Ice Cream Cone*, written by KDAL's singing cowboy, Famous Lashua. Country Music published a second edition of it, with Nancy Lee on the cover.

Indiana State Composers' Associate, Inc., held its fifth annual song recital Sunday afternoon, November 3 at the public auditorium, New Castle, Ind. Members only of this chartered organization had featured numbers on the program. Songs consisted of popular Western folk tunes and sacred. Bob Levell was chairman.

Old Home Week

This is old home week for hillbilly and Western folk tunes at the State Fair of Texas, what with the Light Crust Dough Boys, Men of the West, Texas Bucaroos, Texas Round-Up, Jim Boyd and his group, Bill Boyd and the Ramblers, Ray Barrie, Bob Manning and the Cotton Choppers all working on the State Fairgrounds, originating their shows from the various exhibit buildings.

Leo Landolt, the Texas beauty contestant who disbanded her band to go with U. S. O., has reached the Orient and is now entertaining G.I.'s in Japan. She said she was scared all the way over, but the trip was worth while, and that the G.I.'s loved American folk music with her special Texas accent.

Miss Ludy and her Crazy Gang have changed the style of their show and have gained new listeners on the 12:45 spot over KRLD, Dallas, Columbia outlet. Leroy Jenkins, the blind ballad singer with this group, is very happy over the two numbers he sold Roy Acuff, the first one to be released this week under the Columbia label, *Tell Me Now or Tell Me Never*.

Hal Horton, emcee of the popular *Hillbilly Hit Parade*, spend a few days in Nashville, and it looks like Dallas is going to originate some big name shows. Metro Music, Dallas, has had two numbers accepted for publication, with a promise by some of the big stars to air them. *I'm a Jukebox Cowboy* was bought by Acuff-Rose for a special exploitation. *I Got My Gal* and a new tune by Tommy Dillbeck and Hal Horton, *You Couldn't Be True If You Tried*, were accepted by the Fowler Publication.

Jim Boyd, the Texas Mockingbird, is passing cigars on the birth of a new daughter.

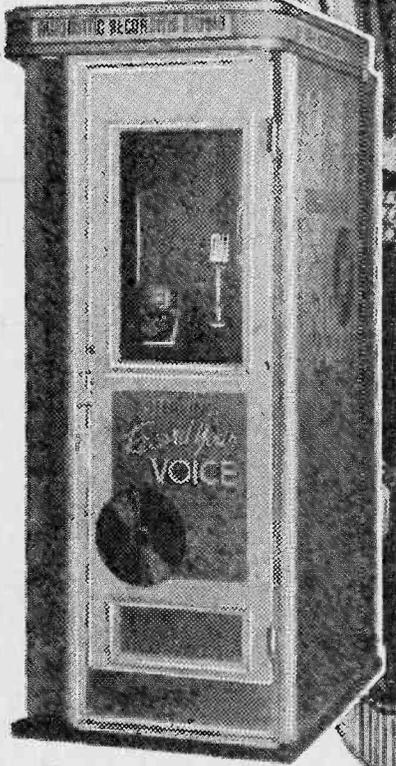
Al Dexter and Zeke Clements have left California and are barnstorming east. They are due in Texas for personal appearances and guest spots on the original *Hillbilly Hit Parade*.

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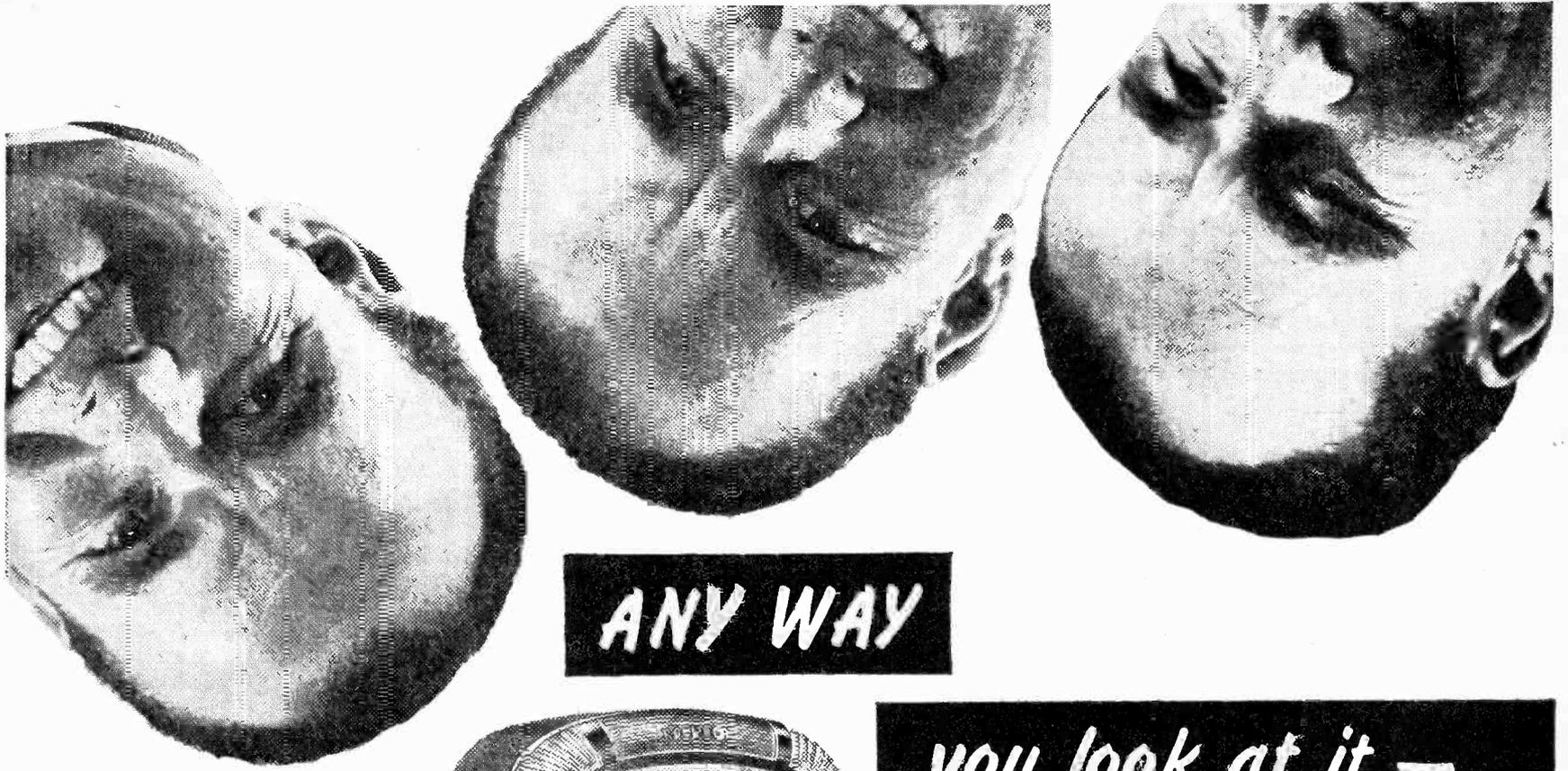
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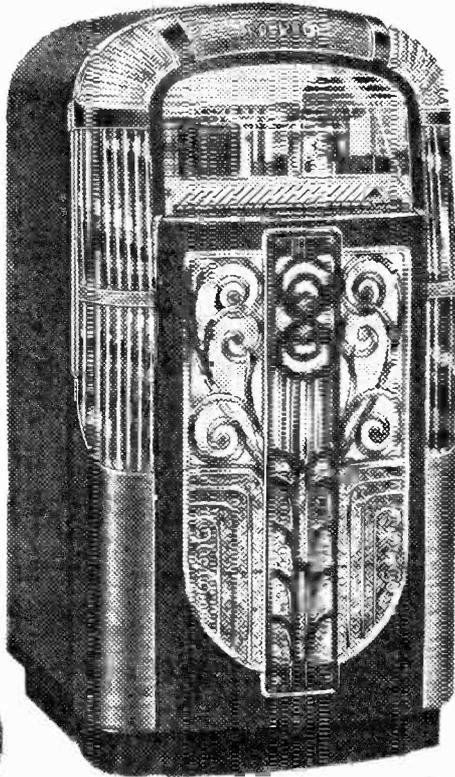


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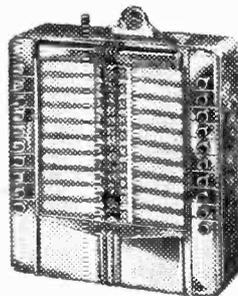
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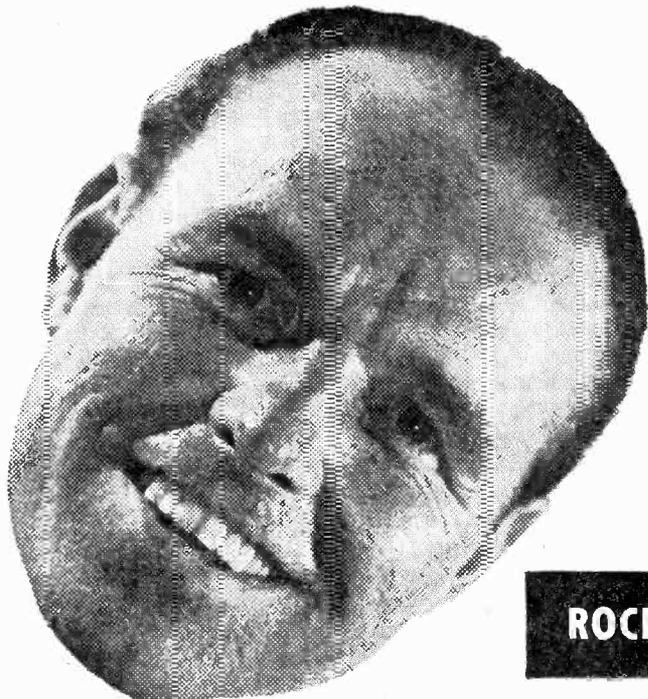
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Suggests Dime for Hit Disks, Nickel For Average Tune

CHICAGO, Nov. 2. — Seymour Schwartz, Schwartz Music Company here, comes up with a unique idea for merchandising juke box music. Suggestion grew out of current discussion of 10-cent play, three for a quarter, instead of the 5-cent play price.

Schwartz, who is in the record retailing business with a background of seven years' experience, asks why the first 10 selections—the 10 best tunes on the machine—shouldn't call for a dime instead of a nickel. It's a principle of merchandising after all, he says, that the better product (in this case the most popular records) sells for more money.

From his own experience Schwartz believes that if juke box operators started out converting their equipment to dime play, only the best, most popular disks on the juke would get played. He points out that every music machine usually has a definite percentage of top tunes, while the remaining selections are merely average.

"Why not give the customer the average or mediocre disk for a nickel and ask a dime for the hits?" Schwartz says. He believes that a change of this kind would be acceptable to the public, if the mechanical problems involved in converting jukes to such a price schedule weren't prohibitive.

Eaton on Tour To Scan Dime Juke Prospect

CHICAGO, Nov. 2.—A one-week survey of dime play on juke boxes in the East is taking DeWitt Eaton, vice-president and general sales manager of AMI, Inc., on a tour of Detroit, New York and Newark. After a brief stop in Detroit Eaton said he planned to go to New York, where he would spend a week surveying installations of music machines now operating on 10 cents, three for a quarter.

On his survey trip Eaton said he planned to talk to location owners and to the public, getting first-hand reactions on upping the juke per-play price. He also plans to address groups of operators and jobbers on the subject.

Commenting on dime, three for a quarter play, Eaton said: "Ten-cent play on phonographs is, in my mind, the greatest boon to operating profits yet proposed. There have already been countless instances of where this type of operation has more than satisfied the public and the location owner."

Of the opposition some associations, operators and distributors have voiced to any proposal calling for hiking play price, Eaton said this was to be expected. He added that, "I have found that, where a 10-cent play or three for a quarter has been installed and where the operator and location have stuck to their guns, in a few weeks things achieved normality, the public no longer shows any objection, and the profits to all concerned are more than twice as much as formerly. Every day," he concluded, "more smart operators are embracing this type of operation."

Four New Firms In Kansas City

KANSAS CITY, Mo., Nov. 2.—Four new music and pinball operating companies have been established here and in Kansas City, Kan., in recent weeks.

They are: Star Music Company, 1927 Mersington, headed by Roy Pittman, veteran coin machine serviceman.

Harlem Amusement Company, 1008 Brooklyn, partnership of Eddie Smith and W. E. Wright.

Bronze Distributing Company, 436 Minnesota, headed by Elmer Jackson. Melvin Reed, who formerly was a partner of Jackson in the Reed-Jackson Music Company, is reported to have launched an independent operation.

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Seeburg 9800, ES	\$395.00
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Seeburg Classic	325.00
Seeburg Regal	275.00
Seeburg Factory R.C. Special (Wireless)	295.00
Seeburg Rex, Cellar Job	225.00
Seeburg Regal, Conversion	275.00
Rock-Ola Commando & 6 Dial-a-Tune Boxes	575.00
Wurlitzer Spectravox & Playmaster	325.00
Rock-Ola Master Rock-a-Lite	300.00
Rock-Ola '39 Standard	295.00
Rock-Ola 12 Record	115.00
Wurlitzer 950	550.00
Wurlitzer 750E	550.00
Wurlitzer 500	350.00
Wurlitzer 600K	340.00
Wurlitzer 24 (Revamped)	315.00
Wurlitzer Victory 700	275.00
Wurlitzer Victory 500	325.00
Wurlitzer Victory 24	300.00
Wurlitzer 616, Illuminated	150.00
Wurlitzer 616, Plain	125.00
Wurlitzer 81 with Stand	215.00
Wurlitzer 71 with Stand	195.00
Wurlitzer P-10	75.00
Seeburg Bar Brackets	3.00
10,000 Title Strips	3.75

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284 Turk Street San Francisco 2, Calif. Phone: Prospect 2700



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Wurlitzer Coin Motors for 800-850	22.50
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(Continued from Page 34)

- MISSOURI The Moore Sisters (The Big Buckaroos) (BLUEBERRY LANE)..... Sonora H7028
- MISSOURI Zeke Manners Band (The Singing Lari-ateers) (INFLATION)..... Victor 20-2013
- MONTANA IS CALLING ME HOME... Bobby Gregory and His Cactus Cowboys (GAY NINETIES)..... Checkered 7002
- MOTHER GOOSE SONGS ALBUM**
(2-10") Frank Luther..... Decca C.S. No. 1
1. Fiddle Dee Dee; 2. Three Blind Mice; 3. Three Little Kittens; 4. Pussycat, Pussycat; 5. Hey, Diddle Diddle; 6. Hark! Hark! The Dogs Do Bark; 7. Ding Dong Bell
1. London Bridge; 2. Little Tommy Tucker; 3. Hot Cross Buns; 4. See Saw, Margery Daw; 5. Mistress Mary, Quite Contrary; 6. Georgie Porgie; 7. Ring Around a Rosy
1. Mother, May I Go Out to Swim?; 2. The Farmer in the Dell; 3. Little Bo-Peep; 4. Mary Had a Little Lamb; 5. Baa! Baa! Black Sheep; 6. Little Boy Blue; 7. Pop Goes the Weasel
1. Simple Simon; 2. Pease Porridge Hot; 3. Jack Spratt; 4. Tom, Tom, the Piper's Son; 5. The Mulberry Bush; 6. A.B.C. Tumbledown D; 7. Sing a Song of Sixpence
- MY MELANCHOLY BABY** Jan August and the Rhythm Stylists (MAKE BELIEVE)..... Diamond 2030
- MY O'DARLIN', MY O'LOVELY, MY O'BRIEN** Morton Downey (OH, BUT)..... Majestic 1085
- MY SHAWL** Jan August and the Rhythm Stylists (WITHOUT YOU)..... Diamond 2032
- NATCHEZ BALL** John Kirby (SAMPSON AND)..... Apollo 762
- NEGRA TRITE** Vicentico Valdes (Tropical Ork) (TAM-BO)..... Peerless 2414
- NEW LITTLE GIRL** Lee Brown, "The Heartbreaker," and His Barberton Boogie Woogie Cats (BROWNIE'S BOOGIE)..... Queen 4157
- 1947 BE-BOP JAZZ ALBUM** Dial D-1
Be-Bop (Howard McGhee Quintet)
Bird Lore (Charlie Parker Septet)
Confirmation (Dizzy Gillespie Sextet)
Curbstone Scuffle (Sonny Berman Big 8)
Dialogue (Ralph Burns Quintet)
Lover Man (Charlie Parker)
- NIGHT OF MEMORIES** Toni Arden (D'Artega Ork) (BODY AND)..... National 7014
- NO GOOD WOMAN BLUES** Rudy Greene Trio (DEEP IN)..... Bullet 261
- NO SE VA A PODER** Angelina Y Tono (UN FAVOR)..... Peerless 2421
- NOT BAD, BASCOMB** Dud Bascomb Ork (JUST ONE)..... Sonora 103
- OH, BUT I DO** Morton Downey (MY O'DARLIN')..... Majestic 1085
- OLE' MAN RIVER** Jan August and the Rhythm Stylists (SOME OF)..... Diamond 2031
- ONE DAY WHEN THE LORD WILL CALL ME** Southern Sons (I'M FREE)..... Victor 20-2014
- PANNA W OBRAZKU** Walter Dombkowski Ork (POLKA NA)..... Victor 25-9171
- PARDNERS** Bobby Gregory and His Cactus Cowboys (WESTERN POLKA)..... Checkered 7001
- PERIQUITO (The Parrot)** Don Alfredo and His Latin-American Ork (LA RASPA)..... Pan American Pan 067
- PETER RABBIT AND OTHER TALES ALBUM (2-10")** Frank Luther..... Decca C. S. No. 2
1. The Elves and the Shoemaker; 2. The Little Red Hen
The Tale of Peter Rabbit
1. The Three Bears; 2. The Ant and the Grasshopper
1. The Three Little Pigs; 2. The Tortoise and the Hare; 3. The Fox and the Grapes
- PLEASE BE KIND** Ray Anthony Ork (DEE KEATING) (ISN'T THIS)..... Sonora 3037
- POLKA NA PARADZIE** Walter Dombkowski Ork (PANNA W)..... Victor 25-9171
- PONCHIELLI: LA GIOCONDA: ACT IV: SUICIDO! (Yes, Suicide)** Zinka Milanov-Victor Ork-Mixed Chorus-Frieder Weissmann, Dir. (BELLINI: NORMA)..... Victor 11-9293
- POR DESGRACIA** Ana Maria (Rafael De Paz Ork) (BENDITA TU)..... Peerless 2420
- POTS AND PANS** Charlie White Ork (Ducky Rice) (TAKIN' UP)..... Queen 4158
- PRETENDING YOU'RE MINE** Jimmy Dodd (Claude Sweeten Ork) (WHERE THE)..... Enterprise 226
- PRISONER'S FAREWELL** Delmore Brothers (SWEET SWEET)..... King 503
- QUE LINDO ES MI AMOR** Alejandro De Montenegro (EL DINERO)..... Peerless 2419
- RAINBOW AT MIDNIGHT** Dewey Price and His Carolina Hillbillies (DAYS ARE)..... Arista 6000
- RAINBOW AT MIDNIGHT** Stu Davis (The Northwesters) (THE BOTTOM)..... Sonora H7021
- RAINBOW SERENADE** Johnny Blowers Ork (Jimmy Brown-The Blentones (GIT)..... Ca-Song CS-1
- RAINBOW'S END** Henri Rene Ork (LOST LOVE)..... Victor 38-2010
- REMEMBER ME** Ozie Waters (The Plainsmen) (LOVE TO)..... Coast 239
- RIKA JIKA JACK** Earl Warren Sextet (CATTIN')..... Diamond 2033
- ROCKIN' CHAIR MONEY** Bill Carlisle (WHEN SNOWFLAKES)..... King 567
- ROLL 'EM OVER** Dick James (The Coast Ranch Hands) (DRIVIN' NAILS)..... Coast 241
- ROMANCE IN THE DARK** Woody Herman (Mary Ann McCall) (UNCLE REMUS)..... Columbia 37162
- ROOSEVELT'S WAR ADDRESS (F. D. R. Address To Congress December 8th, 1941) ALBUM** Diamond 3103
- RYE WHISKEY** Homer and Jethro (FIVE MINUTES)..... King 571
- RUSSIAN OPERATIC ARIAS ALBUM (3-12")** Alexander Kipnis - Anna Leskaya - Ilya Tamarin - Victor Ork - Nicolai Berzovsky, Dir. Victor M-1073
Borodin—Prince Igor, Act I: Prince Galitsky's Air (I Hate a Dreary Life)
Dargomijsky—The Roussalka, Act I: Miller's Aria
Moussorgsky—Boris Godounoff, Act I, Scene 2: Come Now, Comrades, Fill Up Your Glass (Varlaam, The False Dmitri and the Hostess at the Inn)
Moussorgsky—Song of the Flea (From Goethe's "Faust")
Rimsky-Korsakoff—Sadko, Scene 3: Song of the Viking Guest
Tchaikovsky—Eugen Onegin, Act III: Prince Gremin's Air
- SAMPSON AND DE-LIE-LAH** John Kirby (NATCHEZ BALL)..... Apollo 762
- SEIS ZAPATEAO** Juanito Sanabria Ork (AGUINALDOS PUERTORRIQUENOS)..... Decca 50003
- SENTIMENTAL MOON** Fred Du Bois (The Cutters) (SWEET-HEART OF)..... Rhapsody RR 115
- SEPTEMBER SONG** Frank Sinatra (Axel Stordahl Ork) (AMONG MY)..... Columbia 37161
- SEPVLEDA** The King's Jesters (G'WAN HOME)..... Vogue 766
- SERENADE TO LOVE** Nat Brandwynne (Jan Martel) (SHHH! DON'T)..... Diamond 2054
- SHHH! DON'T WAKE THE BABY** Nat Brandwynne (Jan Martel) (SERENADE TO)..... Diamond 2054
- SHUT THAT GATE** Dewey Price and His Carolina Hillbillies (SO WORRIED)..... Arista 6001
- SINGING ON THE TRAIL** Carolina Cotton (Three Miles)..... King 572
- SO WORRIED, SO BLUE** Dewey Price and His Carolina Hillbillies (SHUT THAT)..... Arista 6001
- SOBRE LAS OLAS** Pedro Infante (Noe Fajardo Ork) (VIVA MI)..... Peerless 2416
- SOMEBODY'S ROSE** Tex Atchison (YOU DON'T)..... King 573
- SOME OF THESE DAYS** Jan August and the Rhythm Stylists (OLE' MAN)..... Diamond 2031
- SOMEDAY (You'll Want Me to Want You)** Bob Eberly-Frank Froeba Trio (YOU ARE)..... Decca 23732
- SOONER OR LATER (You're Gonna Be Comin' Around)** Dorothy Claire (The Smart Set-Emmett Carl Ork) (LOVE MAKES)..... Enterprise 229
- SWEET, SWEET THING** Delmore Brothers (PRISONER'S FAREWELL)..... King 503
- SWEETHEART OF SIGMA CHI** Fred Du Bois (The Cutters) (SENTIMENTAL MOON)..... Rhapsody RR 115
- TAKIN' UP WHERE I LEFT OFF** Charlie White Ork (Ducky Rice) (POTS AND)..... Queen 4158
- TALES OF ANCIENT HEROES ALBUM** Law Ayres..... Majestic M-9
Daniel..... Majestic 5007
David and Goliath..... Majestic 5005
David and the King..... Majestic 5006
Noah, Part 1..... Majestic 5005
Noah, Part 2..... Majestic 5006
Shadrach, Meshach and Abednego..... Majestic 5007
- TAMBO** Vicentico Valdes (Tropical Ork) (NEGRA TRITE)..... Peerless 2414
- TANGUITO** Juan S. Garrido Ork (TOREROS MEXICANOS)..... Peerless 2415
- THAT MADE HIM MAD** Danny Barker Sextette (Blu Lu Barker) (DON'T YOU)..... Apollo 376
- THE BOTTOM FELL OUT OF THE SKY** Stu Davis (The Northwesters) (RAINBOW AT)..... Sonora H7021
- THE COFFEE SONG** Dorothy Claire (The Smart Set-Emmett Carl Ork) (DOES YOUR)..... Enterprise 227
- THE LONESOME HEARTED BLUES** Moon Mullican and the Showboys (IT'S A)..... King 565
- THOMAS: HAMLET: ACT II: CHANSON BACHIQUE (Drinking Song) (12")** Robert Merrill-Victor Ork-Jean Paul Morel, Dir. (MASSENET: HERODIADE)..... Victor 11-9291
- THREE MILES SOUTH OF CASH (In Arkansas)** Carolina Cotton (SINGING ON)..... King 572
- THROUGH A THOUSAND DREAMS** George Olsen Ork (ZIP-A-DEE-DOO-DAH)..... Majestic 7204
- TOO LATE** Tab Smith Ork (Deborah Murphy) (EASY STREET)..... Hub 3036
- TOREROS MEXICANOS** Juan S. Garrido Ork (TANGUITO)..... Peerless 2415
- TREASURY OF GRAND OPERA ALBUM (4-12")** Victor M-1074
Bizet—Carmen, Act I: Habanera L'Amour Est Un Oiseau Rebelle (Love Is Like a Wild Bird) (Gladys Swarthout-Victor Choral and Ork-Erich Leinsdorf, dir.—Robert Shaw, choral dir.)
Gounod—Faust, Act IV: Soldier's Chorus (Victor Choral and Ork—Robert Shaw, dir.)
Leoncavallo, Act I, Prologo, 1 Pagliacci (Si Puo? Un Nido Di Memorie) (I May? A Song of Tender Memories) (Leonard Warren-Victor Ork—Frieder Weissmann, dir.)
Mozart—Don Giovanni, Act II: I Mio Tesoro (To My Beloved) (James Melton-Victor Ork—Paul Brelsach, dir.)
Verdi—Aida, Act I: Ritorna Vincitor (Return Victorious) (Zinka Milanov-Victor Ork—Frieder Weissmann, dir.)
Verdi—La Traviata, Act I: Un Di Felice, Etere (One Day, a Love Ethegeal) (Licia Albanese-Jan Peerce-Victor Ork—Frieder Weissmann, dir.)
Wagner—Act I: Prelude, Lohengrin (Arturo Toscanini-NBC Symphony)
- TRUMPET AT TEMPO** Howard McGhee Jam Band (DIGGIN' FOR)..... Dial 1005
- UN FAVOR** Angelina Y Tono (NO SE)..... Peerless 2421
- UNA, DOS Y TRES** Conjunto Ritmico De Cuba (EL TUMBAITO)..... Peerless 2395
- UNCLE REMUS SAID** Tex Beneke-Miller Ork (Tex Beneke-Lillian Lane-The Vocal Group) (ANYBODY'S LOVE)..... Victor 20-2017
- UNCLE REMUS SAID** Woody Herman (Woody Herman-The Blue Moods) (ROMANCE IN)..... Columbia 37162
- VERDI: IL TROVATORE: ACT II: ANVIL CHORUS (12")** Victor Choral and Ork—Robert Shaw, Dir. (Wagner: LOHENGRIN)..... Victor 11-9294
- VERDI: OTELLO: ACT II: CREDO IN UN DIO CRUDEL (Iago's Creed), (I Believe in a Cruel God) (12")** Leonard Warren-Victor Ork—Frieder Weissmann, Dir. (Verdi: UN)..... Victor 11-9292
- VERDI: UN BALLO EN MASCHERA: ACT III: RECITATIVO: FORSE LA SOGLITA ATTINSE (Haply the Step Once Taken); ARIA: MA SE M'E FORZA PERDERTI (But Though for Aye From Thee I'm Torn) (12")** Jan Peerce-Victor Ork—Frieder Weissmann, Dir. (Meyer-Beer: L'AFRICANA)..... Victor 11-9295
- VERDI: UN BALLO UN MASCHERA: ACT III: ERI TU? (Was It Tu?) (12")** Leonard Warren-Victor Ork—Frieder Weissmann, Dir. (Verdi: OTELLO)..... Victor 11-9292
- VIVA MI DESGRACIA** Pedro Infante (Noe Fajardo Ork) (SOBRE LAS)..... Peerless 2416
- WAGNER: DIE GOTTERDAMMERUNG: ACT I: ERZAUHLUNG DER WALTRUTE (Waltrute's Narrative) (12")** Blanche Thebom-Victor Ork—Frieder Weissmann, Dir. Victor 11-9296
- WAGNER: LOHENGRIN: ACT II: BRIDAL CHORUS (12")** Victor Choral and Ork—Robert Shaw, Dir. (Verdi: IL)..... Victor 11-9294
- WALKIN' WITH MY SHADOW** Four Knights-Billy Kyle Trio (FUNNY How)..... Decca 48014
- WESTERN POLKA** Bobby Gregory and His Cactus Cowboys (PARDNERS)..... Checkered 7001
- WHAT A SHAME** Charlie Linville and the Fiddlin' Linvilles (LINVILLE SCHOTTISCHE)..... King 568
- WHEN SNOWFLAKES FALL** Bill Carlisle (ROCKIN' CHAIR)..... King 567
- WHERE THE BLUES WERE BORN IN NEW ORLEANS** Jimmy Dodd (Claude Sweeten Ork) (PRE-TENDING YOU'RE)..... Enterprise 225
- WINTER WONDERLAND** Andrews Sisters-Guy Lombardo (CHRISTMAS ISLAND)..... Decca 23722
- WITHOUT YOU** Jan August and the Rhythm Stylists (MY SHAWL)..... Diamond 2032
- YO TE AMO MUCHO AND THAT'S THAT (I Love You Very Much and That's That)** Xavier Cugat (Del Campo) (LA OLA)..... Columbia 37163
- YOU ARE EVERYTHING TO ME** Bob Eberly-Frank Froeba Trio (SOME-DAY)..... Decca 23732
- YOU CALL IT MADNESS, BUT I CALL IT LOVE** John Laurenz (Joe Venuti All-Star Ork) (I SURRENDER)..... Pan-American Pan 064
- YOU DON'T DO RIGHT BY ME ANY-MORE** Tex Atchison (SOMEBODY'S ROSE)..... King 573
- YOU GOT THE BEST GO YOU GOT TO PLAY YOUR HAND** Big Bill (CELL NO)..... Columbia 37164
- YOU SHOULD HAVE TOLD ME** Little Sam Ork (JUST A)..... Hub 3023
- YOU'LL SEE WHAT A KISS CAN DO** Nat Brandwynne (Jan Martel) (YOU'LL SEE)..... Diamond 2053
- YOU'LL SEE WHAT A KISS CAN DO** Nat Brandwynne (Jan Martel) (YOU SHOULD)..... Diamond 2053
- ZIP-A-DEE-DOO-DAH** Johnny Mercer (The Pied Pipers-Paul Weston Ork (EVERYBODY HAS)..... Capitol 323
- ZIP-A-DEE-DOO-DAH** George Olsen Ork (THROUGH A)..... Majestic 7204

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Whether you are switching from some other music system to Solotone . . . or are setting up new Solotone locations for the first time, you've got a new, money-making experience in store for yourself.

Solotone can double . . . or even treble your former take!

Maybe that sounds like magic to you, but to hundreds of other Solotone operators from coast to coast it's the real McCoy—and they will tell you just that.

Solotone's got everything with which to *make you more money*: 1. Numerous boxes in every location, with each box earning its own revenue. 2. Double coin chutes for both nickels and dimes that can pay you up to 30% more than any individual music system. 3. Eye-appeal that attracts more attention and collects more money, and 4. Outstanding tone that gives customers an honest nickel's worth and brings 'em back for more.

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Solotone boxes are installed in booths and along the counter, all of them wired into a central music source. For each 5c any one of the boxes will play 6 minutes of low volume music which can only be heard in the immediate vicinity of that particular box. Any number of boxes can be playing at once but each one requires a 5c or 10c deposit.

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We Will Pay 7c a Pound, F. O. B. Pasadena, Calif., for
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**WE DO NOT WANT Laminated, Glass, Aluminum
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Shipping Instructions

Mark Bill of Lading, "Talking Machine Record Scrap"

Ship **FREIGHT COLLECT ONLY**, via truck or rail freight
through a Carloading Co.

This is the least expensive way of shipping. For example, the
rate from New York is only \$2.97/cwt.

We will weigh your shipment, deduct shipping cost and
mail you a check for the difference.

No other arrangements necessary. We will buy—any quantity
—until further notice in these pages.

Nelson Milling Co. under new ownership

4 STAR MILLING CO.

295 South Fair Oaks

Pasadena 2, Calif.

Bare Challenge Finances; Audit Shows Juke Status

(Continued from page 95)

and do not purport to show realizable assets.

Physical inventories, an important asset, totaling \$784,757.17, do not include any equipment assigned to the music or vending machine enterprises, nor for a miniature washing machine which Batavia was producing. These items, according to the report, have been removed from inventories because they can be considered obsolete following discontinuance of their manufacture. Written off is \$37,678.44 worth of drink vending machine equipment, and \$55,493.63 in music machine equipment.

Considerable attention is paid to financial dealings concerning firm's cup beverage dispenser. On May 17, 1946, it is said, Batavia agreed to sell to Western Vending Machine Corporation all of its rights, title and interest in the vender. Report indicates uncertainty over whether agreement ever was executed, but consideration was said to be \$150,000.

Payments by Western, both to Challenge and Batavia companies, are set at \$95,500, after \$2,000 is deducted for actual delivery to Western of one sample model of the vender. As has been reported previously, amounts paid by Western were really deposits by customers of Western advanced toward deliveries of machines. Auditors say they have no record of these parties—who are assumed to be vending machine operators—except a New York firm said to have advanced \$15,000 thru Western.

Latest information supplied by officials of Western Vending indicated plans to continue sales and produc-

tion of the vender. Sherman E. Traver, president of the firm, then said he would make every effort to see that customers who had made deposits would receive full payment by Batavia. His suggestion that these parties be made preferred creditors has not been acted upon to date.

Balance sheet of assets and liabilities also is given for U. S. Challenge Company, known as the sales organization for juke boxes and, originally, the drink venders.

Total assets are placed at \$1,501,414.87, with corresponding liabilities. However, all accounts receivable under assets, amounting to \$560,532.34, have been assigned to General Finance Corporation toward payment of notes, and as received are being held in a special bank account against which only General Finance can draw.

One other important asset listed is amount due from Batavia Metal, totaling \$938,947.05. This, apparently, is the only possible source from which Challenge creditors may receive payment. Creditors listed in the liabilities column of the Challenge balance sheet include those making deposits of \$10,000 on the drink vender, and of \$22,000 on music machines. Additional alleged deposits on drink venders, totaling \$87,500, would be an obligation of the Batavia company.

Company's audit was available for the first time in bankruptcy court here October 31, when Referee Wallace Streeter resumed the hearing after a continuance from October 22. Before any final reorganization plan for the Batavia group can be completed, however, federal government's audit must be completed.

Coin Machine

Acceptance Corporation

**A SPECIALIZED CREDIT AND
FINANCING AGENCY FOR MAN-
UFACTURERS AND DISTRIBUTORS
OF COIN-OPERATED MACHINES**



**ONE FINANCING AGENCY THAT KNOWS
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New York:

List of those heading south for a rest is starting to grow. Les Boyd, Ace Distributing Company, Bronx, left early last week, while Lou Hirsch, Silvertone Music Company, left later in the week for Florida. . . . James W. Soğh, Bell Aircraft Corporation, is leaving shortly for Florida—but for another reason. He will exhibit the new Bell Aircraft coin changer at the national convention of ABCB in Miami November 19-21.

Sam Holtzman, Coney Island arcade owner, and Al Meyers, Rockaway arcade owner, report that the annual affair of AOOA will be held December 12 in the Village Barn. . . . Death of the son of Harry Morrison, Morrison Music, took place early in the week. . . . Harry Trieber, owner of Globe Music Company, was injured this week in an automobile accident. . . . Dave Rosen, of the Philadelphia distributing firm of the same name, spent some time in New York last week on biz.

John W. Hall, Amity Manufacturing Corporation, has just returned from trips that took him almost all over the country, but leaves again shortly for Florida on business pertaining to the firm's cigar vending machine. . . . Harry Berger, West Side Distributing Corporation, was named last week as a distributor for Amity. . . . Harold Saunders, Atlantic New York Corporation, reports that he is getting married shortly. . . . Dan Cohen, New Orleans, visited many of his old friends on the avenue.

James J. Pressler, Automatic Music Company of New Jersey, had a little trouble with a location buying a juke. After a picket was in front of the spot for a few hours the club owner decided to return to operator-owned music machines. . . . James W. Murray, RCA Victor vice-president in charge of record activities, left the city for Dallas Wednesday (30) on organizational biz, but will return shortly. . . . Raymond Schosberg, Paramount candy sales executive, resigned last week to open up for himself in Pittsburgh, servicing theaters.

Among those in town last week were John Plotnik, Lakewood, N. J.; E. L. Johnson, Grand Rapids, Mich.; John Simpson, Waterville, Me.; W. B. Willis, Winifred, Mont.; Jake Reily, Chicago; Larry Fishner, Denver, and Juan Serrano, San Juan, Puerto Rico. . . . Bob Charles, Binghamton (N. Y.) Amusement Company, spent some time in the city as a guest of Jack Fitzgibbon, Musical Minutes, Inc. . . . Ben Smith, DePeri Advertising, spent three days this week in Atlanta attending the 25th wedding anniversary party of Morris Hankin, H. & L. Distributing.

Ed Ravreby, Associated Amusements, Boston, and an arcade owner in Times Square, was guest of honor at a dinner given for him by the Brotherhood Lodge, A. F. & A. M., Monday (4). . . . Charles Shankman and Ralph Hotkins, Capitol Projector Corporation, report that production of Aece theaters will hit 500 per week. . . . Ops and arcade owners are eyeing the new beaches planned by the city.

Nick Gallo, Ray Engineering Company, reports the firm is ready with a new play boosting machine. . . . Ed Hartman, Allied Electronics, Brooklyn, is about ready to break with the firm's new music box. . . . Jack Hylton, Hylton Juke Boxes, England, is in the city for a while. . . . Lou Brown reports operator interest in his "Coradio," new coin-operated radio. . . . John I. Marge has been appointed record and radio buyer of the Times Square Stores Corporation. . . . Bert Lane, Atlantic New York Corporation, left for Chicago on his regular monthly biz trip.

Interest in the export field for coin machines is growing each day among the distributors and jobbers in the city. . . . David R. Hochreich, Electro Appliance Manufacturing Corporation, has been out of the city most of the (See NEW YORK on page 106)

COINMEN YOU KNOW**Milwaukee:**

Local coinmen at the recent NAMA convention included Herb Geiger, of Geiger Automatic Sales; William Orenstein, Freidman Tobacco Company, and Nick Novasick. Geiger firm, incidentally, has completed consolidating all departments under one roof and somewhere along the line found time to add Gordon Haig and Bill Shier as route salesmen. Along the personal side, the Geiger family just returned from vacationing in the Dakotas.

Mike Klein, United Vendors attorney, recently traveled to Clark, S. D., for some pheasant hunting. He made the jaunt from Janesville, Wis., where he also had a bout with the birds. . . . Other pheasant hunters reported in the Dakota area are W. Rakow, of the Canteen Company, and Peter Samster.

Badger Novelty recently sent Harold Reimer, route salesman, and Orville Carnitz, shop superintendent, on a tour of the upper peninsula of Wisconsin and Michigan. Men reported that operators there were both congenial and receptive. Gerald Carstens and Claire Allen, veterans, and Adele Meer are new members of the Badger firm.

Coinmen were sorry to learn that Michael Chesnick Sr., father of Mike and John Chesnick, of Alamo Amusements, died recently. Navy vet Raymond Schwitan is Alamo's newest employee. . . . Ray Rischman, of Wisconsin Novelty, who recently sold a juke route, is doing jobbing and repair work.

Art Slade, Coin Arts, is expecting a big crowd for the unveiling of his Shine-a-Minit machine at the Schroeder Hotel in December. He recently began a tour of the country to call on distributors concerning his new product.

Randall Rakow, five-year-old son of W. Rakow Canteen Company, has a modern approach to the apple-for-the-teacher theme. He recently came home and asked his dad for some chocolate bars to give to the teacher. Daughter Sandra, altho less than four years old, can make the Rakows' 115-pound dog do tricks.

Indianapolis:

Proud father of a boy this week was Bryce Grey, of the Southern Automatic Music Company. Baby was born October 22 in the St. Francis Hospital here and weighs 7 pounds and 4 ounces. . . . Tex Holly, operator of the Coin Machine Exchange, has just returned from a business trip to Birmingham.

E. E. Duncan, Anderson operator, spent the day here this week buying parts and equipment. . . . Frank Banister, Banister & Banister Distributing Company, purchased several new pinball games on his recent business trip to Chicago.

Peter Stone, Indiana Automatic Sales Company, has just returned from a sales trip in Southern Indiana. . . . Bob Hiatt, Noblesville operator on coin row, was buying this week. . . . Fred Flough, of the Plymouth Novelty Company, and Dale Wiley, operator at Columbus, was also seen along coin row this week.

Portland, Ore.:

Jess Fee, juke box and pinball operator, plans to sponsor another basketball team this year. Fee claims that Chuck Patterson and Morrie Stromich will spearhead the new quintet. Last year his club, Fee's Music Makers, reached the semifinals at Denver, scene of the national semipro tournament.

New Orleans:

"Bootlegging" of coin machine equipment is a big topic of discussion among distributors and operators in Louisiana. Business, the coinmen say, has been brisk, but price cutting puts a big question mark behind the future well-being of the industry.

Julius Pace has completed plans to take in Mills preview showing at the Continental Hotel, Chicago, February 3-6. Expects to take several mechanics along. Visiting the Paces, after six weeks' vacation in Mexico, was John J. Bertucci, United Novelty Company, Biloxi, Miss. . . . F. A. Blalock, of Wurliizer, returned to the city after a Chicago business trip.

Katherine Sherlock, Bell-o-Matic Corporation, is visiting here. . . . A. M. Pla-Mor Sales here, Louisiana distributor for the equipment, has received substantial quantities of Packard Hideaway models. Firm is now awaiting delivery on the floor model, says Andrew P. Monte.

Dan Cohen, of Crescent Cigarette Service, has sold his phonograph business and is moving into a large building at 1051 Baronne Street here. Cohen was in Dallas over the week-end on a business trip.

Detroit:

James De Monaco has taken over sole ownership of the Belle Isle Amusement Center. Henry Lemke, who was a partner in this concern, has withdrawn to devote his business elsewhere. . . . Eddie Clemons, Modern Music Company, reports his juke box activities are running smoothly.

Batter-Up Company is making plans to extend to the outdoor field next year, according to Bruce Bryan. . . . James Bianco, of the B & G Candy Company, reports his vending business is going well.

Kansas City:

Jerry Page, former partner of Noel Fields, has bought back into Fields's firm, Independence Amusement Company, which is located out in President Truman's home town. Page sold out his interest in the firm when he went into the navy in 1942. Fields is going to Detroit on a business trip and plans to stop over in Chicago and Springfield, Ill., on the return trip.

L. P. Donohue, head of Confection Service Company, distributor of U-Select-It candy vender, came back from NAMA convention in Chicago quite pleased with the new magazine Vend. He will be in St. Louis and Southern Illinois next week calling on operators. . . . Ray Cole will be in charge at Confection Service during Donohue's absence.

D. M. Kitterman, of National Products Company, has just returned from a trip to the West Coast looking over his interests in a plastic firm out there. . . . Louis Heiman, of Selector Products Company, was a recent visitor at the National Products plant here, and Kitterman reports that Heiman still is prodding him to hurry up production of National's Selector drink vender.

Clark Doty, who bought Missouri Vending Company, a cigarette vender operation, early this year from Marie Mitchell, is making plans for a deer-hunting trip into Southern Missouri. . . . Buford Strader is the new serviceman at Missouri Vending. . . . John and Beryl Masters, brothers who operate Missouri Valley Amusement Company, are keeping very busy with their music and pin route. They now have their offices in a new building at 2554 Gillham Road.

Clarence B. Smith, president of Apartment Maytag Rental Service Company, was heading south to Louisville, Ky., for a week of vacation. Lacy Wolfskill, manager of (See KANSAS CITY on page 106)

Chicago:

Tony Gasparro, at Williams Manufacturing Company, would give his all for a respectable supply of crates. Amid all of the other shortages plaguing the amusement machine firm, the five-week-old strike at its crate supplier's plant has stopped deliveries. Now, says Spagnola, it's a problem to ship machines unless buyers call with their own truck facilities.

Jack Kelner, Kelner Vendors, has temporarily taken over duties of his route man, James Patrick Fleming. Jimmy has been away from his vendors for 10 days because of illness. . . . Emil Churan, operator from Union Pier, Mich., was in town equipment shopping. . . . Another Michigan visitor was A. A. Paul, looking for bowling machines. Paul gave a good report on play in St. Joseph, his home town.

Ed Heath, whose Heath Distributing Company, of Macon, Ga., is well known in the South, dropped in on manufacturers here during the week. . . . Harry Miele, who heads Williamsport Amusement Company, Williamsport, Pa., was around town for several days. He did his best to speed delivery of new equipment promised.

Jimmy Martin reported pleasant visits with two cigarette machine operators who came to town. Louis Jacobs was here from Stevens Point, Wis., and Irving Levy was up from Indiana Harbor to look over the DuGrenier machine, for which Martin is distributor here. Levy heads Calumet Tobacco Company in Indiana Harbor.

Two brother partners who have joined Tom Heneley in his Central Illinois Music Company, Peru, Ill., received some nice compliments from Pat Wilson out at the Kelner office. Eddie Cosgrove and his brother, she said, will handle the cigarette vender operation which Central has added to its juke box routes. Young and very personable, was Pat's description.

Smitty Smith got the lowdown on coin machine news from South America when S. R. Gold, representative of a Brazilian distributing firm, came out to the plant. Other visitors included Sam Tridico and Bob Buckley, who have renamed their Louisiana firm Console Distributing Company, now distributing the Buckley line in Southern Mississippi and Louisiana. They spent a day here last week, got a chance to see Nils Peterson, who happened to be in the plant between visits to his Pennsylvania territory.

Illinois operators visiting coin machine firms during the week were Randolph Knott Jr., Galesburg; Fritz Burgeson, Barrington; R. W. Barker, Manteno, and the Clanin brothers from Toluca. . . . Mickey Anderson, amusement machines distributor, was another in the Pennsylvania delegation of out-of-town coinmen. . . . Harry Heiman, of National Coin Machine Exchange, has put aside traveling for the time being to concentrate on new music distributing activities being started, according to Joe Schwartz, firm's head.

Robert Bloom and Larry Solomon have opened a vending machine reconditioning service at 5351 West Belmont Avenue here and announce that they will handle cigarette, candy and other types of machines.

Maurice Sykes, a distributor for Mar-Matic Sales, of Baltimore, was out at the Globe Distributing Company last week while in town. . . . Howard Peo, of the Valley Sales Company, Rochester, N. Y., dropped in also for a short visit, as did Art Haas, one of the crack operators from Waukegan.

Marge O'Brien, of Exhibit Supply Company, returned to her job this week after a three-week vacation spent in going down the Mississippi to New Orleans. . . . Joe Rothkopf, of the (See CHICAGO on page 106)

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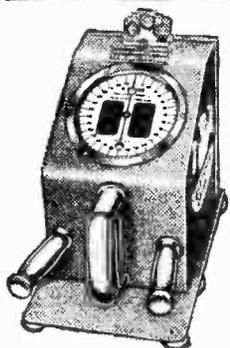


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COINMEN YOU KNOW

New York:

(Continued from page 105)

week paving the way for his new juke box, coin radio and drink dispenser. . . Stanley Gersh and Sam Garber, Perfect Games, will announce a new coin machine within the next two weeks. . . Matty Forbes, Cigarette Merchandisers' Association manager, is back in town. . . Alterations on Mike Munves's headquarters have made it one of the show spots on the avenue.

Another Telecoin location is slated for 10th Avenue, this one near 48th Street. . . Bob Jacobs, Amusement Games, Inc., has high hopes of early installation of a telephone in his automobile. . . Joe Eisen is looking for the early arrival of the Packard phonograph. . . Chicago NAMA convention two weeks ago must of been "some affair"—stragglers are still due back. . . Irving Fox, Fox Games Company, has just returned from Jacksonville, Fla., where he spent two weeks with his brother Morris, a coin machine operator there.

Joseph Henkel is secretary-treasurer of the new Allied Electronics Corporation. . . Abe Green and Mike Munves, Runyon Sales, are slated to return next week from Hot Springs. . . Dick Gills, Rock Hill, S. C., is due in town this week. . . Sam Sachs, Acme Sales, claims money isn't important to him, but . . . "Bip" Glassgold, DuGrenier, is quietly building production schedules. . . Robert Rollins Jr., Bronx operator, is taking next week off to attend the wedding of his brother, Alan, in Birmingham, Mich. Alan is a former arcade owner. . . Dave Lowy, of the firm of the same name, has added some more game machines to his showrooms.

Chicago:

(Continued from page 105)

Joe Rothcopf Distributing Company, came in from Omaha to see conditions and friends here. . . E. J. Farr was in from Gilman, Ill.

Harold Eisenbieng, of the Maple City Music Company, paid a brief visit to the Automatic Distributing Company while in town from Lanark, Ill. John Gleske, of McLane, Ill., was in town for a short stay. . . H. F. Dennison, president of the Personal Music Corporation, came in to the Automatic Distributing Company office to talk over reception of their equipment.

"Jack Rabbit Warren No. 1" is a new and exclusive club out at Amusement Corporation, according to Vince Connors. Vince, together with partner Ted Kruse, sales manager Gus Brieske and shop foreman Marty Bussert, compose the four-member group. Their organization is dedicated to mastering firm's new amusement game with a dog-catch-rabbit theme. In first joust Marty was top man, Gus second and Vince third. As low man Kruse was stuck for coffee and.

American Amusement Company's front door swung open repeatedly for visitors, including Henry Fox, of New Orleans Distributing Company; Eddie Correston, Palisade Amusement, New York, and Joseph Bear, of Mexico.

O. D. Jennings, at the personal invitation of Missouri's Gov. Thomas Baily, will attend the important import-export activities being held in Jackson, Mo., November 4-5. . . Dave Lovitz informs us Jennings is starting to increase production.

Visitors at Empire Coin Machine, its Shirley Corush said, included Morris Zicman, a four-day visitor from Buenos Aires; Jack Rosenfeld, St. Louis; Irbin Blumenselb, Baltimore; Gordon Mickelson, Manistee, Mich., and Lou Wolcher, San Francisco.

Kansas City:

(Continued from page 105)

Smith's coin-operated washer route and his appliance store at 5100 Independence Avenue, will be in charge while Smith is gone. Wolfskill reports that coin washers in apartments are getting a steady play, but business has dropped off some from the wartime peak when commercial laundry service was so snared up.

Warren Doud, Kansas City representative of Telecoin, coin-operated washing machine distributor, has opened new offices at 1317 Westport Road. . . Charles Burdsal, owner of the Automatic Hostess Company here, says that a lot of West Coasters coming thru town express surprise when they put a dime in his phone music machine and the operator asks, "And what other tune did you want?" after their name only one selection.

A. L. Mergen, owner of Peerless Sales Company, reports that ball gum and peanut machines are coming thru in better supply now, but ball gum still is a very scarce article. His firm also is distributing a face cream and tissue vender. . . Ed Nettle and his partner in Music Service Company, Frank William Murray, finally have been able to get their service staff back up to full strength, and Nettle reports that new machines are coming thru steadily, but wall-boxes still are hard to get.

Lindsey W. Ashbrook, Lawton, Okla., music and games operator, is reported to have sold his routes there and to have bought a home in Kansas City, Mo., during a visit here last week. He is said to be planning to re-enter the coin machine trade up here if he can find the spot he wants. He has returned to Lawton to wind up the sale, but is expected to return in about three weeks.

S. Q. Noel, of the AutoVend Company, beverage vender maker, is just back from trips to Detroit and Dallas seeking facilities to speed up manufacture of his firm's bottle vender.

Bell-o-Matic's Vince Shay and Charlie Zender took off on a hunting trip to South Dakota, while visitors were Fred Davis, New Castle, Ind.; George Coleman, Rockford, Ill., and two distributors, Harry Hilliard, of Kokomo, Ind., and Howard Peo, Rochester, N. Y. . . Webb Distributor welcomed as guests L. A. Loudon, of Galesburg, Ill. (one of the oldest music operators in Illinois); Bill Gousset, Kankakee, Ill., and L. S. Smith, operator from Burlington, Ia.

Plan Ice Cream Mch. Routes for Florida

ATLANTIC CITY, Nov. 2.—Possibility of an influx of ice cream vending machines in Florida was seen this week when Harry Rosenfield, a Miami vending machine operator here for the Dairy Exposition, stated he had formed a new concern and had placed an order for ice cream venders.

Rosenfield indicated that he plans locations in Miami and Miami Beach, Fla., and may expand to Fort Lauderdale, Coral Isles and Hollywood, Fla. He declared that he expects competition in the other Florida resort towns.

Veeder-Root Exec Elected

HARTFORD, Conn., Nov. 2.—Austin D. Barney was elected to the presidency of the Hartford Electric Light Company, it was announced here this week. Barney was formerly vice-president and council for the company and had at one time served as a director of Veeder-Root, Inc., manufacturer of counting devices for coin machines.

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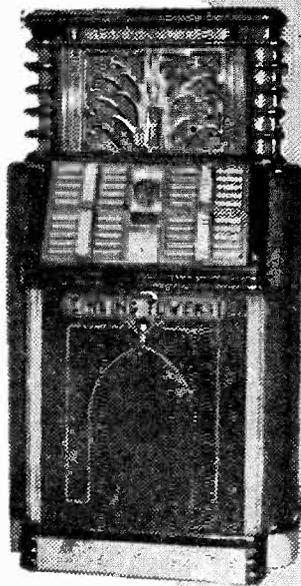
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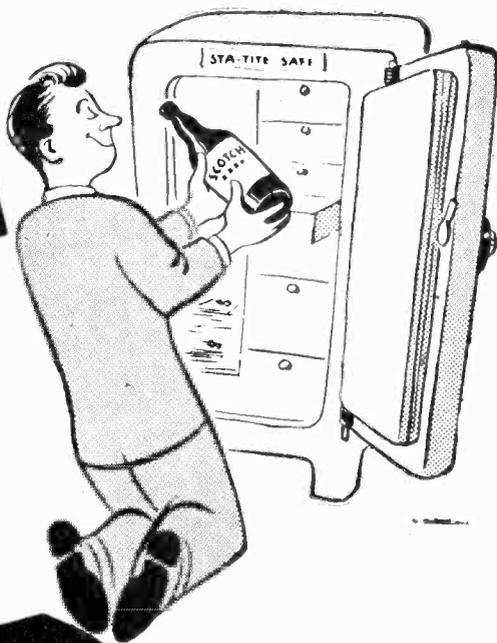
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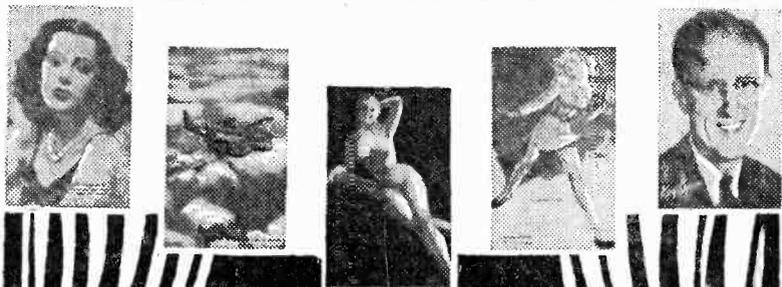
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Vogue, E.S.	335.00	616 Marble-Glo	155.00
Charm, R.C.	195.00	412 Marble-Glo	115.00
Concert Grand	265.00	616 Hideaway Adapter	95.00
K-20	215.00	24 Hideaway Adapter	195.00
Crown	195.00	Twin 16 Hideaway Adapter	145.00
Hideaway Wireless Adapter	195.00	32 Selection Wall Box, 2 Wire	6.95
Rex	165.00	#120 Wall Box, 2 Wire	7.95
Royale	145.00	#320 Wall Box, 2 Wire	6.95
Plaza	265.00	#335 Bar Box, 2 Wire	5.95
5c Wireless Wall Box	19.50	#310 Chrome Wall Box	4.95
Wireless Stroller	14.95	New Stepper & Adapter, Both	19.95
Bally Undersea Raider	\$199.50	Packard Wall Box, Like New	\$ 29.50
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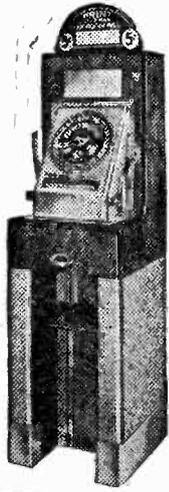
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Games, Juke Music Spur Spuds Harvest In Maine, Canada

ST. JOHN, N. B., Nov. 2.—Playing an important role in the harvesting of potato crops on both sides of the boundary are coin-operated machines, it was revealed here this week.

Particularly on the United States side in Northeastern Maine, claimed to be the biggest spud territory in the world, do coin machines such as music, pinballs, bells and amusement games aid in providing entertainment for about 20,000 workers who are harvesting the crop.

Workers are at present picking the potatoes from the ground and packing them in barrels for trucking to storage warehouses at potato farms and at railroad sidings. Potatoes must be stored or they will become frozen in the fields and a heavy loss will be suffered.

In many cases coin machines are the only source of entertainment for the workers. Machines are located in the homes of employing farmers and in buildings used to house the workers.

In Northern Aroostook County and in paralleling Madawaska County and Victoria County, on the Canadian side of the boundary, there is little interference with the games operated and no objections made to money and merchandise games.

Dancing in the workers' house and those of their employers has been chiefly to juke box music. Operators of those machines as well as the other types have found business excellent due to the steady play. Harvesting will end about the middle of this month.

New Super-Sweet Chemical Hailed By Candymakers

CHICAGO, Nov. 2.—Coinmen and candy manufacturers, concerned with the shortage of sugar, listened with interest this week to an announcement of a new chemical which is 40,000 times sweeter than cane sugar and costs only \$4 a pound to produce.

New chemical was described by Professor Pieter Eduard Verkade, a Dutch scientist who perfected the preparation, in an address before the Chicago section of the American Chemical Society here.

Sweetest Substance Known

A benzene derivative, the substance is so sweet that a small pinch placed on the tongue can be tasted for half an hour. Known as l-n-propoxy-2-amino-4-nitrobenzene, the compound is powder-like and is, according to Professor Verkade, the sweetest substance known to man.

Saccharine, a coal derivative, is by comparison to the new sweetener, only 200 to 700 times as sweet as cane sugar and dulcine only 70 to 250 times as sweet.

Substitute, according to Professor Verkade, promises to achieve far-reaching economies in the food, candy and beverage industries. New product can be used at the dinner table if diluted with suitable preparations such as lactose to cut the sweetening power down to about 500 times as sweet as sugar.

Dollar a Year

One pound of the new substitute, it was disclosed, would last a family for about 10 years, costing about a dollar a year. This would cut the needs of the average family of four persons from 400 pounds of sugar a year to one-tenth of a pound of the new substance.

Preparation is being manufactured in the Netherlands. Application has already been made for an American patent to produce the sweetener in this country.

McCoy Chairman NCA Ed. Committee

WASHINGTON, Nov. 2.—Edgar J. McCoy, Canton, O., has been named chairman of the educational committee of the National Candy Wholesalers' Association, C. M. McMillan, executive secretary, stated this week. Committee was named at the request of James F. Mulcahy, NCA distribution director, who is now in the city working with the U. S. Department of Education on the review of a set of manuals being offered for the study of sales and merchandising training.

Other members of the committee are I. L. Saffer, Newark, N. J.; William Barron, Oakland, Calif.; Peter Kramer Jr., Boston; Rogar A. Corey, Hqstun; Harry J. Awe, Oshkosh, Wis. Prior to printing, the manuals will be submitted to the NCWA educational committee for criticisms and suggestions.

Public Relations Is Theme In Speech by Fred M. Bowes

HARTFORD, Conn., Nov. 2.—That public relations must begin at home was the theme of a talk given here this week by Frederick M. Bowes, publicity director of the Pitney-Bowes Manufacturing Company, of Stamford, Conn., at the annual dinner of the West Hartford Chamber of Commerce.

Bowes declared that "public relations must be sold to a company's workers to be effective." He added that actions speak louder than words in public relations.

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PLAIN (1000 Hole—10 Section) .85

We have a complete line. State your requirements.

25% deposit required with order. Balance C.O.D.

Pacemaker Sales Co.
BOX 94, ARLINGTON HEIGHTS, ILL.

BRAND NEW EQUIPMENT

IMMEDIATE DELIVERY

JENNINGS SLOTS, 10 & 25c Denominations

Standard Chiefs and Blackhawks Grey Finish

AMUSEMATIC'S JACK RABBIT

EXHIBIT'S FAST BALL

BALLY'S BIG LEAGUE

GOTTLIEB'S SUPERLINER

GOTTLIEB'S 3 WAY GRIPPERS

BEST USED EQUIPMENT

AVAILABLE TODAY

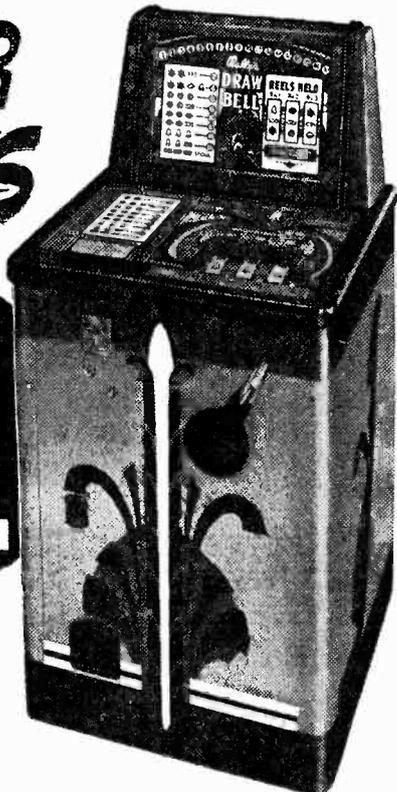
- 10 1941 Columbia Bells, 5¢ & 25¢ denominations. J.P. Bell Fruit, used 30 days. Price, each . . . \$ 89.50
- 10 Choice 1941 Galloping Dominos. Out of storage. Light Cabinets, J.P. All ready for location. Ea. 289.00
- 2 Revolve-Around Dble. Safes. Ea. 125.00
- 2 1941 Jennings Bobtails, F.P. Ea. 110.00
- 3 1941 Jennings Combination, Auto or Free Play Bobtails. Ea. . . 185.00
- 10 Champion Hockeys (New), in original factory crates. . . Make offer.

Richmond Sales Company

803-5 W. Broad St. Richmond 20, Va. Phone: Dial 5-0942.

FASTER PROFITS

WITH *Bally's* **DRAW BELL**



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 cuts your service cost to the bone . . . insuring lowest operating costs and highest profits in the console class. Order DRAW BELL now. Convertible Replay or Automatic Award. Specify Nickel or Quarter play.

TRIPLE BELL

Triple Coin-Chutes insure triple profits 1000 Super Special Award insures continuous repeat play

O'CONNOR VENDING MACHINE COMPANY

2320 W. MAIN STREET
624 CRAWFORD STREET

VIRGINIA

RICHMOND, VIRGINIA
PORTSMOUTH, VIRGINIA

ARCADE OUTFITTERS SINCE 1912

- 2 Pilot Trainers
 - 3 Photomatics
 - 1 Photo Machine, Semi Automatic, 3 for 50¢
- Stoner Races \$165.00
Bally Races 150.00
Mutoscope World's Fair Card Vendor, 1¢, 2¢, 2 for 5¢. Ea. 40.00
- FREE—ILLUSTRATED PRICE LIST OF MACHINES, PARTS AND SUPPLIES**

MIKE MURPHY
510-514 W. 34th St.
N.Y. 1, N.Y. (Bryant 9-6677)

NEW 46 MODEL BUCKLEY TRACK ODDS

JP Twin Tube used three weeks. Guaranteed exactly like new. \$875. Each lot of four, \$3,400.

Heath Distributing Co.
317 3d Street Macon, Ga.

1-2-3-

"GO"

THEY ALL **GO** FOR KEENEY BONUS SUPER BELLS!



ANY COMBINATION

TWO-WAY

Nickel-Nickel

Nickel-Quarter

Dime-Quarter

Nickel-Dime

Dime-Dime

Quarter-Quarter

THREE-WAY

Nickel-Dime-Quarter

- ★ 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.

IMMEDIATE DELIVERIES

WRITE, WIRE, PHONE YOUR ORDER TODAY

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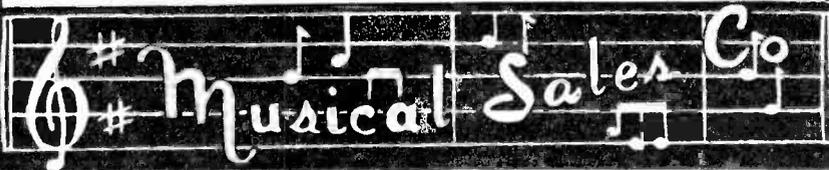
1513 Oak St. KANSAS CITY, MO. Victor 8404-8405

Exclusive KEENEY Distributors in Illinois, Iowa, Missouri, Nebraska and Kansas

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Customer-appeal means profits, BIG profits. One of the many customer-appealing features of the popular Seeburg Symphonola is the PUSH-A-TUNE ELECTRIC SELECTOR.

- PUSH-A-TUNE selection made by simply pressing on easily read, magnified title strip.
- Illuminated red arrow points to SINGLE DROP nickel, dime and quarter coin chute.
- Instructions, Record Credit Dial and Record Playing Dial easily read because of excellent illumination.



EXCLUSIVE SEEBURG DISTRIBUTORS

FOR MARYLAND—WASHINGTON, D. C.—VIRGINIA
140 W. MT. ROYAL AVENUE
415 W. BROAD STREET

BALTIMORE 1, MARYLAND
RICHMOND 20, VIRGINIA

BIGGER PROFITS

With NEW-IMPROVED-ARTISTIC

BLACK LITE Scenery

AVAILABLE in the FOLLOWING SCENES

SHOOT THE BARTENDER for CHICKEN SAM GUN

SHOOT THE WOLF for CHICKEN SAM GUN

THE BLACK BOILER for CHICKEN SAM GUN

TRUSTIN' TORREADOR for SHOOT THE CHUTES GUN

SEA MONSTER for RAPID FIRE GUN

AFRICAN SPLASH for RAPID FIRE GUN

PRICE \$49.50

For ANY Scenery listed above, COMPLETE with BLACK LITE unit—Ready for immediate installation and operation. Easy to understand. Instructions with each unit.

PLAIN SCENERY in ANY scene listed above, \$14.75 each.

1/3 DEPOSIT WITH ORDER, BALANCE C. O. D.

ATTENTION, DISTRIBUTORS: WRITE FOR SPECIAL DEAL

SCENIC ART PRODUCTS

2511 MILWAUKEE AVENUE

CHICAGO 47, ILL.

★ WEST SIDE FOR QUALITY AND SERVICE ★

PHONOGRAPHS

Wurlitzer 24	\$275.00	Wurlitzer 44 Keyboard	\$375.00
Wurlitzer 616 Plain	195.00	Wurlitzer 61	165.00
Wurlitzer 616 Lite-Up	225.00	Wurlitzer 750	575.00
Wurlitzer 500	375.00	Seeburg Classic	350.00
Wurlitzer 600 R	350.00	Seeburg Vogue	350.00
Wurlitzer 600 K	395.00	Seeburg Hi Tone, ES	375.00
Wurlitzer 44 Rotary	350.00	Seeburg Hi Tone, ESRC	425.00
Wurlitzer 800	550.00	Mills Throne	265.00
Seeburg Casino	265.00	Mills Empress	295.00
		Seeburg Wireless Cellar Job	\$295.00

WALL BOXES

Seeburg Wireless 24 Sel. Perf.	\$ 24.50	Seeburg 5-10-25¢ Bar-o-Matlo, 3 Wire	\$45.00
Seeburg 20 Sel. Wireless	35.00	Packard Boxes, like new	32.50
Seeburg 20 Sel. 3 Wire	32.50	Rock-Ola, All Types	Write
Seeburg 5/10/25¢ Baromatlo Wireless	52.50	Wurlitzer 120	19.50
Seeburg 5/10/25¢ Wireless	52.50	Wurlitzer 125	17.50
		Buckley Lite-Up	\$14.50

ORIGINAL AMPLIFIERS WITH TUBES

Rock-Ola	\$ 27.50
New Universal	39.50
Seeburg Classic	44.50
Wurlitzer 800-500	44.50
Wurlitzer P-12	25.00
Wurlitzer 412	27.50

MOTORS

Wurlitzer Counter Model	\$ 22.50
D.C. Wurlitzer, Seeburg & Rock-Ola	9.50

ORIGINAL SPEAKERS

New 12" P.M.	\$ 8.75
Wurlitzer 412	16.50
Mills	27.50

STEPPERS AND ADAPTERS

Wurlitzer 145	\$ 35.00	Wurlitzer 130 Adaptor	\$ 27.50
Wurlitzer 304	15.00	Wurlitzer 300 Adaptor	22.50
Wurlitzer Remote Transmitter with Tubes 305-306	9.50	Seeburg USR1 & USR2	57.50

WE ARE EXCLUSIVE DISTRIBUTORS IN NEW YORK, NEW JERSEY & CONNECTICUT

NOW DELIVERING "AMITY" CIGAR VENDOR NEWEST POST-WAR MODEL

\$44.50 EACH

NEW STANDS, \$11.50

WE HAVE A SUPPLY OF CIGARS

NEW MACHINES

Firestone's Tally Roll	\$469.50	ABT Challengers	\$ 65.00
Firestone's Skill Roll	379.50	Waiting Slots, 5-10-25-50¢	Write
		Firestone's Bonus Roll	\$479.50

COMPLETE LINE OF GUARANTEED PLASTICS, NEW AND USED PARTS

All mdse. subject to prior sale! 1/3 dep., bal. C.O.D., F.O.B. Warehouse
All equipment guaranteed in perfect condition. We pride ourselves on our clean reputation! WRITE—WIRE!

WEST SIDE DISTRIBUTING CORP.

612 TENTH AVENUE PHONE: CIRCLE 6-7533 • NEW YORK 18, N. Y.

TUBES and NEW ACCESSORIES

Complete Line of Phonographs and Parts

LOOK AT THESE PHONOGRAPH VALUES!

WURLITZER 412's	\$115.00	WURLITZER 24's	\$275.00
WURLITZER 616's	175.00	WURLITZER 616, Complete Life-Up	235.00

COUNTER MODELS--Better Machines for Less Money!

WURLITZER

5 41s. Each	\$125.00
8 61s. Each	140.00
4 71s. Each	185.00

ROCK-OLAS

2 With 5-10-25¢ Coin Chutes Re-vamped (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. Each	25.00

SEND FOR TUBE CATALOG—OUR PRICES ARE LOWER THAN LOWEST O. P. A. PRICES!

Deposit Required With All Orders!

ALBENA SALES CO.

587 10th AVE., NEW YORK 18, N. Y. • LOngacre 5-8334

EVERY MACHINE GUARANTEED UNCONDITIONALLY FOR 10 DAYS—CLEAN AND MECHANICALLY PERFECT—READY FOR LOCATION.



MEMBER

NEW FIVE-BALL FREE PLAY		NEW COUNTER GAMES	
Gottlieb SUPERLINER	\$322.00	Gottlieb GRIP SCALE	\$ 39.50
Exhibit FAST BALL	330.00	A.B.T. CHALLENGERS	65.00
Bally BIG LEAGUE	239.50	WIND MILL	22.50
P. & S SHOOTING STARS	249.50	SMILEY	20.00
Marvel CATALINA	145.00		
Pioneer BUBBLES	145.00		
USED FIVE-BALL FREE PLAY			
ACTION	\$ 95.00	JEEP	\$ 95.00
ALL AMERICAN	40.00	KEEP 'EM FLYING	125.00
ARIZONA	150.00	KNOCKOUT	95.00
ARGENTINE	80.00	LIBERTY (Gottlieb)	150.00
BIG CHIEF	40.00	MAJORS, '41	65.00
BIG HIT	199.50	MIDWAY	75.00
DEFENSE (GENCO)	90.00	SHANGRI LA (Gottlieb)	125.00
FIVE-TEN-TWENTY	90.00	SKY CHIEF	115.00
FLAT TOP	145.00	TOPIC	70.00
GRAND CANYON	150.00	VENUS	70.00
GUN CLUB	60.00	VICTORY	65.00
HI HAT	80.00	YANKEE DOODLE	75.00
HOLLYWOOD	105.00		
USED ONE-BALL FREE PLAY			
OLUB TROPHY	\$160.00	FOREIGN COLORS	\$ 75.00
		SKYLARK	125.00
USED ARCADE EQUIPMENT			
CHICKEN SAM	\$ 90.00	PLAY POOL	\$ 75.00
SHOOT THE CHUTES	90.00	KEENEY SUBMARINE	80.00
REBUILT SLOTS			
BLUE FRONT, 5¢	\$ 95.00	VICTORY CHIEF, 10¢	\$ 85.00
BLUE FRONT, 10¢	115.00	SILVER CHIEF, 5¢	95.00
BLUE FRONT, 25¢	135.00	FOUR STAR CHIEF, 5¢	75.00
BLACK CHERRY BELL, 5¢	170.00	RED SKIN, 5¢	60.00
BLACK CHERRY BELL, 25¢	195.00	VEST POCKET BELL Bl. & Gold, J.P., 5¢	47.50
VICTORY CHIEF, 5¢	75.00		
USED CONSOLES			
JUMBO PARADE, Cash Payout, 5¢..	\$ 97.50		
MISCELLANEOUS			
Twin 16 Wurlitzer with Adapter	\$150.00	Single Safes (No Locks)	\$ 37.50
Mills Throne of Music	250.00	Jennings Scales	25.00
Buckley Wall Box, 32-Wire	5.00		

1/3 Deposit, Balance O. O. D.



OLIVE NOVELTY CO.

2625 LUCAS AVE., ST. LOUIS 3, MO.
(Phone: Franklin 3620)



Begin First VA Coin Mach. Mechanics' School In N. J.

NEWARK, Nov. 2.—The first Veterans' Administration coin machine mechanics' school in the country was started here Monday, October 28, by the Music Guild of America in co-operation with the New Jersey Board of Education, thru the facilities of the Essex County vocational schools. Course is limited to 12 veterans and will run for a period of 12 weeks. The theory of mechanics, electricity, electronics and, particularly amplification will be followed by a practical application of the subjects pursued by the students. The course is divided into three departments to cover public relations, under the direction of LeRoy Stein, executive director of MGA; theory, under the auspices of the Essex County vocational schools, and practical servicing under the direction of representatives of Atlantic Distributing Corporation (Seeburg), Emby Corporation of New York (Wurlitzer), Studio Equipment Company (remote control and studio equipment), Runyon Sales Company (A. M. I. and Telomatic Music Equipment) and Seacoast Distributors, Inc., (Rock-Ola).

Name Clark to NCA Council Committee

CHICAGO, Nov. 2. — Charles T. Clark, treasurer and advertising manager of the D. C. Clark Company, Pittsburgh, has been appointed to the council committee of the National Confectioners' Association, Philip P. Gott, NCA president, said this week.

Clark, also a member of the NCA board of directors, has long been one of the council's most active supporters. He has served as council campaign manager for Western Pennsylvania and West Virginia for the past two years.

In the first lecture Monday, Stein stressed particularly the importance of keeping abreast of the trade news in *The Billboard* and some of the other trade journals. Each student will be required, as part of the course, to memorize a list of the top tunes of the week and to predict probable hit tunes as released by the record firms. Course involves eight hours of classes, five days a week. Upon completion of the course certificates will be issued by MGA qualifying veterans as maintenance mechanics of coin-operated reproduction equipment.

The Veterans' Administration announced that it has received requests from various parts of the country to institute similar courses, but that it will withhold action until this test course has been completed. VA officials state that this is an example of practical vocational training in a combined theory and practical course of study under the auspices of a trade association, a vocational school system and independent trade distributors. The Arcade Owners' Association of America has a course of study similar to MGA's under consideration by the VA at the present time.

Candyless Christmas Seen Unless Makers Receive More Sugar

NEW YORK, Nov. 2.—A near-famine in sweets and an almost candyless Christmas, unless sugar supplies improve, was the recent forecast by Harry Lustig, secretary of the Association of Manufacturers of Confectionery and Chocolates. Suspended operations on the part of almost all the candy manufacturers in the New York area within a week was also predicted by Lustig. Already one-third of the 250 manufacturers in this area are closed. Cessation of shipping and trucking services was blamed by Lustig for the sugar supply shortage.

Only 60 per cent of the scheduled sugar allotments was received by manufacturers here before the transportation problem brought an end to deliveries. As a result, Lustig claims they have been unable to build a supply for the holiday season. Even if supplies should begin moving immediately, he said, it is unlikely that manufacturers can supply the full current demand, much less build the customary backlog for the holiday trade.

Vending machine operators here report that conditions, as far as candy bars for their machines are concerned, are mostly negative.

PACE
The **BIGGEST**
NAME in BELLS

Deluxe
Chrome Bells
5¢ - 10¢ - 25¢ - 50¢ - \$1

PACE
MFG. CO. INC.
2909 INDIANA AVE. CHICAGO, ILL.

GOLDEN GATE NOVELTY CO.
701 GOLDEN GATE AVE. SAN FRANCISCO (2) PHONE: MARKET 3967

SAN FRANCISCO	USED CONSOLES		SAN FRANCISCO		
	KEENEY SUPER BELLS			JENNINGS	
	5-5-5-25 P.O.	\$495.00		Silver Moon, F.P.	\$ 99.50
	5 & 5 Comb.	495.00		Bob Tail, F.P.	99.50
	5 & 25 P.O.	349.50		PACE	
	5¢ Comb.	249.50		Races	\$249.50
	MILLS			Saratoga, Comb. 5¢	119.50
	Three Bells	\$795.00		Saratoga, P.O., 5¢	89.50
	Four Bells	350.00		Reels, Comb. 5¢	119.50
	Jumbo Parade, P.O.	119.50		Reels, Comb. 10¢	169.50
	Jumbo Parade, F.P.	109.50		WATLING	
	BALLY			Big Game, F.P.	\$114.50
	Club Bell Comb.	\$239.50		NEW PIN GAMES	
	Sun Ray, F.P.	124.50		Chicago Coin Spellbound	
	Royal Draw, P.O.	89.50		Gottlieb Superliner	
Big Top, P.O.	89.50	Exhibit Fast Ball			
EVANS		Cenco Whizz			
Lucky Lucre, 5-5	\$199.50	Bally Big League			
Jungle Camp, P.O.	89.50				

Complete Line of Used Phonographs in Excellent Condition!
Write for Price List or Watch for Next Week's Ad!

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!
"Another Peach From Georgia"
HEATH DISTRIBUTING COMPANY
217 THIRD STREET MACON, GEORGIA

BRADLEY DISTRIBUTORS
1650-52 N. Damen Ave.
Chicago, Ill.

EXCLUSIVE **TRADIO** DISTRIBUTOR
in
ILLINOIS

SEE **TRADIO** AD
PAGE 150



'JACK RABBIT' JUMPS PROFITS

AMUSEMATIC introduces a fascinating new, all-animated game — "JACK RABBIT" that will MULTIPLY YOUR CASH LIKE RABBITS!

This game of action and coordination invites a constant customer replay and corners amusement coins. Pin Game Operators and Arcade Operators live your amusement center, multiply your dollars and CASH IN ON "JACK RABBIT"!

This all-animated thrilling game is operated on a two-button principle—one button to increase speed of Dog—the other to make Dog leap for Rabbit.

\$475.00
1/3 DEPOSIT
BALANCE C.O.D.

KING-PIN

EQUIPMENT COMPANY
KALAMAZOO 21, MICH.
826 Mills Street Phone 2-0021

DISTRIBUTING COMPANY
DETROIT 1, MICH.
3004 Grand River Phone TEmple 2-5788

FOR IMMEDIATE DELIVERY!

GAMES		ROCK-OLA	
Twin Six	39.50	Monarch	\$169.50
Clover	39.50	40 Super	425.00
Three Score	39.50	Commando	424.50
Play Ball	39.50	Imperial	175.50
Towers	39.50		
Four Diamonds	34.50	SEEBURG	
On Deck	49.50	Rex	\$229.50
Snappy	59.50	King	239.50
Hi-Hat	54.50	Cadet	99.50
Showboat	59.50	12	
Wild Fire	89.50		
Knockout	49.50	WURLITZER	
Cun Club	59.50	700	\$439.00
Four Roses	49.50	61	149.50
Captain Kidd	49.50	412	139.50
		500	339.50
		71	189.00
		Mills Throne	229.50

ALL ITEMS GUARANTEED

UNITED INDUSTRIES
525 PARKER ST • CHESTER • PENNA.

Phone Chester 9283

WRITE OR WIRE



MAX BROWN Offers

FOR IMMEDIATE DELIVERY
William's sensational new game "SMARTY" and all the other new games as soon as they are released. Write today! Max Brown has some surprises in store for you!

YOU'LL LIKE THE WAY WE DO BUSINESS

Phila. COIN MACHINE EXCHANGE
844 N. BROAD ST. — PHONE PO 5-4772 — PHILA. 30, PA.

PHOTOMATICS

Mutoscope factory reconditioned Photomatics. Good as new. Price \$1,095.00 f. o. b. New York City; \$395.00 cash with order, balance C. O. D. Limited quantity. Immediate delivery. Act today.

NATIONAL PHOTOMATIC CORPORATION
Care Greyhound Capitol Bus Terminal
245 West 50th Street New York, N. Y.

Look To Monarch for Greater Values!

"SCORE A BARREL"
\$399.50, 10'6" Model

Sorry we had to disappoint so many of our customers but now due to increased production we can now make IMMEDIATE SHIPMENT of this sensational bowling game. IF YOU ARE USING BOWLING GAMES—THIS IS THE BEST OF THEM ALL.

BRAND NEW FACTORY RELEASES

5 BALL FREE PLAY PIN GAMES

Big League (Bally)	\$299.50
Fast Ball (Exhibit)	330.00
Opportunity (Marvel)	249.50
Spellbound (Chicago Coin)	325.00
Superliner (Gottlieb)	322.00
Dynomite (Williams)	334.50

CONSOLES

Bally Draw Bell, 5c Comb.	\$477.50
Bally Draw Bell, 25c Comb.	497.50
Bally Triple Bell	895.00
Evans Bangalls, 5c, J.P., C.P.O.	671.50

LEGAL EQUIPMENT

Goatee (Chicago Coin)	\$525.00
Whizz (Genco)	189.50
Red Ball (Hirsch)	189.50
Jack Rabbit (Amusematic)	395.00
Gottlieb 3 Way Grippers	475.00
ABT Challengers	39.50
ABT Target Stands	65.00
Silver King Peanut Vendors	12.50

ACE COIN COUNTER
Most inexpensive unit on the market today. Precision built, light as a feather. **\$139.50**
1 YR. GUARANTEE.

MILLS BLACK CHERRY BELLS, 5c, 10c, 25c WRITE
JENNINGS STANDARD & BRONZE CHIEFS, 5c, \$299.00; 10c, \$309.00; 25c, \$319.00
JENNINGS SUPER DELUXE LITE UP CHIEFS, 5c, \$324.00; 10c, \$334.00; 25c, \$344.00
GROETCHEN COLUMBIAS, STANDARD, \$145.00; DELUXE GOLD FINISH, 209.50
MILLS VEST POCKETS, \$74.50 DAVAL "FREE PLAY", 75.00

BRAND NEW DELUXE REVOLVAROUND SAFE STANDS

Single	\$175.00	Double	\$250.00	Triple	\$295.00
--------	----------	--------	----------	--------	----------

Made of extra heavy gauge steel—specially weighted—attractive finish.

Brand New Single, Lock Box Type Slot Stand 27.50

THOROUGHLY RECONDITIONED 5 BALL FREE PLAY PIN GAMES

Actions	\$129.50	Hi Dives	\$ 89.50	Second Front	\$109.50
Arizona	179.50	Horoscopes	79.50	Shangri La (Gott.)	149.50
Big Parades	125.00	Idaho	189.50	Streamliners	179.50
Brazils	179.50	Keep 'Em Flying	149.50	Strip Tease	109.50
Eagle Squadrons	89.50	Knockouts	129.50	Sun Valleys	129.50
Five-Ten-Twenty	109.50	Marvel Baseball	89.50	Victory	89.50
Flying Tigers	139.50	Miami Beach	89.50	Wagon Wheels	189.50
Four Aces	109.50	Midways	129.50	Wild Fires	79.50
Gobs	119.50	Mystics	69.50	Yankee Doodle	135.00
Grand Canyons	179.50	Oklahomas	179.50	Yanks	109.50

WRITE—WIRE—PHONE FOR SPECIAL PRICES ON:
BALLY VICTORY DERBIES — BALLY VICTORY SPECIALS — 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: "MOCOIN."

TERMS: 1/3 DEPOSIT, BALANCE C. O. D. OR SIGHT DRAFT

MONARCH COIN MACHINE CO.
1545 N. FAIRFIELD AVE., (PHONE ARMITAGE 1434) CHICAGO 22, ILL.

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.

Phila. CALVERT NOVELTY COMPANY
COIN OPERATED EQUIPMENT

708 N. HOWARD ST. . VERNON 3034 . . BALTIMORE-1, MD.

Kentucky Operators
 Now Taking Orders and Delivering
 Williams Dynamite
 Packard Pla Mor Hideaway Phonograph
 Packard Boxes & Other Accessories
 Spellbound
 Surf Queens
 Big League
 Fast Ball
 Superliner
 Victory Derby
 Victory Special
 Bally Draw Bell
 A. B. T. Challenger
 Champion Hockey Goalee
 Lite League
 Mills Black Cherry
 Golden Falls
 Mills Vest Pockets
 Columbia Bells
 Evans Products
 Safe Stands

Terms: 1/3 Certified Deposit, Bal. C.O.D.

STERLING NOVELTY CO.
 669-671 S. Broadway, Lexington 20, Ky.

Tell Surplus Sales Policy To Small Biz

Vets Have Priorities

WASHINGTON, Nov. 2.—Of interest to coin machine operators, distributors and manufacturers is the interpretation the War Assets Administration issued this week regarding its definition of small business, at the request of its regional directors and zone administrators. Agency's standard definition of small business is not changed, but the interpretation gives out certain rules to be used when factors other than the number of employees are required in order to decide whether an enterprise is small business.

WAA's standard definition of small business is: "Any commercial, industrial or group of such enterprises under common ownership or control which does not have, at the date of purchase of surplus property, more than 500 employees, or any such enterprise which by reason of its relative size and position in its industry is certified by WAA to be a small business."

New interpretation sets the following standards for size and position: A small business may be defined as an independent enterprise or groups of such enterprises, under common ownership or control, which is not dominant because of its size or standing in its specific field of business, and is not financially or otherwise in any way controlled by another enterprise which occupies a dominant position in its field of business activity.

Definition of small business is important to wholesalers and to small businesses purchasing surplus property. Wholesalers buying without priority are permitted to purchase surplus goods at lowest prices if they sign an agreement to resell it only to small business as defined by WAA.

Only two classes of small business may buy war surplus goods with priorities: 1. The veteran who is establishing himself in a small business (this group has No. 2 priority). 2. Small business buying thru the Reconstruction Finance Corporation. (This group has No. 3 priority.)

Denverite Wants To License Bells

DENVER, Nov. 2.—Letters From the People, a column which appears in The Rocky Mountain News, recently carried a letter from a reader who suggests the licensing of bell machines. Letter, as it appears in the daily, follows:

"Why not make a slot machine law?"

"Let's license every owner of slot machines and keep a record of each machine the same as autos. Make the owners take out a license in whatever county they are in, which is all of them, I guess, and have them pay the county clerks of each county a license of \$450 per year; \$300 going to the county and \$150 to the State.

"Each machine should have a serial number which would correspond to the license, which should be placed above each machine so that any State, county or city official could check it. Any operator found with a different machine than he had a license for should be prosecuted. We should make this law with teeth in it.

"Income would take a burden off of so many other things being taxed to death. Why let the owners and proprietors reap the harvest 50-50? Let's all get some good out of them."

DandyCandyCreed Voices Poet's Need To Do a Good Deed

MOUNT VERNON, N. Y., Nov. 2.—S. Quaranta, of Forty Vendors, Inc., Mount Vernon, N. Y., dreamed up a poem in answer to the candy coinmen's present-day problems. Poem reads as follows:

For candy fine and dandy,
 Tho's it's scarce and not handy;
 Fervently, I beg and plead
 To continue my good deed—
 Give my patrons what they need.

Candy! Candy! That's my creed!
 Truly sir, you will concede,
 Candy to them, I must feed,
 To maintain vim, conserve health,
 Keep them on the road to wealth.

Sugar, sirup, labor, too,
 A tense problem proves for you—
 'Tis, I ken, a bug-a-boo!
 But my plea is just and true,
 For the many—not the few.

Iron man! Inanimate!
 Yet with humans, high, I rate.
 Please, my shortage now abate,
 In your hands, you hold my fate.
 Honor, do not desecrate!

Candy! Candy! To me send!
 My distress, oh, comprehend!
 So that I at least can vend,
 And to humans' wants attend.
 Then my heartbreak you will end.

Of my welfare now beware—
 Harken to my fervent prayer,
 Grant it, please, with speed and care.
 Patrons' blessing you will share,
 With which naught else can compare.

Jack Brandt Is New Partner of Taksen

PHILADELPHIA, Nov. 2.—Jack Brandt has announced this week as purchaser of a partnership with Leon Taksen in Leon Taksen Company, coin machine distributor here, as part of an expansion of the firm's activities in this area. Extensive modernization of the organization's headquarters is also planned.

Taksen is one of the old-timers in the distributing field in this city, while Brandt is a former operator in the city.

American U. Sponsors Two-Week Federal Tax Session

WASHINGTON, Nov. 2.—An institute on federal taxes is sponsored by the American University in the U. S. Chamber of Commerce Building each weekday starting at 5:30 p.m. Program began October 30 and will continue until November 12. Institute is under the direction of F. K. Mann.

Corporation Capital High

PHILADELPHIA, Nov. 2.—American corporations, exclusive of banks and insurance companies, now have a net working capital of 54 billion, a new high, according to an estimate by the Securities and Exchange Commission. In the first half of 1946 net working capital rose 1.4 billion, or about half the 2.7 billion gain during the first half of 1945.

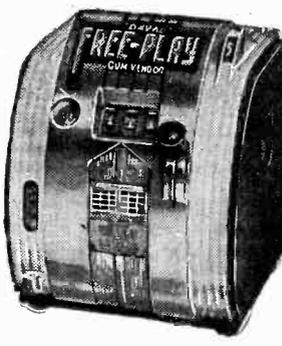
Leibman, Vet Coinman, Dies

NEW YORK, Nov. 2.—Harold J. Leibman, 56, Bronx cigarette vending machine operator, died yesterday at his Brooklyn home. Leibman, who had been suffering from a heart ailment for some time, leaves a wife, Marie, and a 17-year-old son, David. He has been in the coin machine field as an operator and jobber for the past 12 years.

SAM STERN SAYS



DAVAL'S "FREE PLAY" COUNTER GAME



IS JAM-PACKED WITH PROFITS @ ORDER TODAY!

SCOTT-CROSSE COMPANY
 1423 Spring Garden St., Phila. 30, Pa.

PRODUCTION ENGINEERING CO.
 201 Denmead St. Marietta, Ga.

EXCLUSIVE TRADIO DISTRIBUTOR in GEORGIA

SEE TRADIO AD PAGE 150

BRAND NEW GG GRIPS

None Better
 Sample \$22.50;
 2 to 4, \$20.00;
 5 to 9, \$18.50;
 10 up, \$17.50.
 \$5.00 deposit per machine, balance C. O. D. RECONDITIONED Holly, CT S, Western, GG or Gottlieb Grips: 1 to 4, \$17.50; 5 and up, \$17.50.



THOMAS NOVELTY CO.
 1572 Jefferson St. PADUCAH, KY.

IF YOU WANT REAL ACTION on NEW AND USED EQUIPMENT

Get in touch with us IMMEDIATELY

WE BUY—WE SELL SLOTS—CONSOLES PINS—ONE BALLS

Write, Wire, Phone Today!

H. Rosenberg Co., Inc.
 625 Tenth Ave., New York 19, N. Y.
 LOngacre 3-2479

PIN GAMES

1 Exhibit Big Hit, M. & F. P.	\$300.00
1 Exhibit Big Hit, F. P.	220.00
1 Belle Hop	50.00
1 Surf Queen	175.00
1 Stagedoor Canteen	185.00
1 Bolaway	60.00
2 Lite Leagues	298.00
1 Baker Target Skill	35.00
1 Dixie	25.00
1 Hollywood (Rev.)	145.00
1 Big Top (Rev.)	125.00
1 Suspense	239.00
1 Sea Hawk	40.00
1 Air Circus	80.00
1 Four Diamond	37.00

MUSIC

1 Rock-Ola De Luxe, 1939	\$290.00
1 8200, Seeburg	550.00
1 9800, Seeburg	550.00
1 Regal, Seeburg	250.00
7 Seeburg 3-Wire Wall-o-Matics (Used), Ea.	30.00
6 Wurlitzer 125 Wallboxes, Ea.	15.00
10 AMI 20 Selection 30-Wire Boxes, Ea.	10.00
2 616, Wurlitzer, Ea.	125.00

MISCELLANEOUS

29 New Regal 16 Vending Machines, Ea.	\$ 5.00
20 Used Peanut Machines (as is), Ea.	1.00
1 Windmill Jp.	125.00
1 Mills Vest Pocket (Like New)	50.00
3 Mills Jumbos, C. P.—Fruit Reels	100.00

TRI SALES
 Box 167 Parkersburg, W. Va.

SPECIAL THIS WEEK!

1 Microscope Photomatic, Pre-War	\$495.00
2 Photomatics, Semi-Automatic	395.00

COMPLETE—IN WORKING ORDER

2 Mills Panorams	\$355.00
2 Solo-Vues	375.00

CRATING \$10.00 EXTRA . . . WE CARRY A FULL LINE OF PARTS

MARCUS KLEIN
 577 10th Ave., New York 18, N. Y.

FOR SALE!

6 Exh. Rotary Merchandisers, Ea.	\$210.00
2 Drivemobiles, Each	175.00
2 Photomatics (Late Models), Ea.	485.00
1 Photomat	375.00

F.O.B. Norfolk, Virginia
ALL MACHINES IN EXCELLENT CONDITION
PEERLESS VENDING MACHINE CO.
 220 W. 42nd St. New York 18, N. Y.
 Tel.: Wisconsin 7-6173

FASTER PROFITS

WITH *Bally's*
DRAW BELL



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 cuts your service cost to the bone . . . insuring lowest operating costs and highest profits in the console class. Order DRAW BELL now. Convertible Replay or Automatic Award. Specify Nickel or Quarter play.

UNITED NOVELTY CO.
DE LAUNEY & DIVISION STREETS
BILOXI, MISS.

MISSISSIPPI

TRIPLE BELL

Triple Coin-Chutes insure triple profits 1000 Super Social Award insures continuous repeat play

UNITED DIXIE CO., INC.
617 W. CAPITOL STREET
JACKSON, MISS.

EAGLE PLASTICS
Unconditionally Guaranteed

YOUR MONEY BACK IF NOT COMPLETELY SATISFIED

COLORS SOLID—through and through—not sprayed or painted!

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 (onyx).....	4.00
600, 500 Top Corners.....	4.50
700 Top Corners.....	7.50
700 Lower Sides.....	9.50
700 Back Sides.....	8.50
750 Top Corners.....	8.75
750 Lower Sides.....	8.75
750 Top Center.....	4.25
750 Middle Sides.....	2.00
850 Top Corners.....	9.50
850 Lower Sides.....	8.75
850 Top Center.....	11.00
850 Peacock Glasses.....	3.50
950 Lower Sides.....	10.50
24 Top Corners.....	1.00
24 Lower Sides.....	4.00
41-61-71 Top Corners.....	4.50

ROCK-OLA Each

Standard, Master, Deluxe or Supers:	
Top Corners (Solid Red, Yellow or Green).....	\$12.75
Lower Sides (Red or Yellow)...	12.75

SEEBURG

"Hi-Tone" Model 9800, 8800, 8200:	
Lower Sides (Solid Red, Yellow or Green).....	14.50
"Hi-Tone" Grille Pilasters.....	2.25
"Classic"—"Colonel" Top Corners (Solid Red, Yellow or Green).....	6.00

SHEET PLASTICS

20" x 50"—Pliable—Per Sheet.	
50 Gauge, Red, Yellow, Green or Clear.....	\$12.50

New Clear, Transparent PLASTIC WINDOWS for your Model 850 program holder . . . \$5.00 per set

If You Don't See What You Want . . . Ask For It! We May Have It In Stock!
EAGLE COIN MACHINE CO.

1514 N. Fremont Ave. • Chicago 22, Illinois • Phone: Michigan 1247

Wanna Play?

Wanna Play? 960 Holes R. M. Thin 5c Play Takes in.. \$48.00 Ave. P. O. . 21.50 PROFIT . . \$26.50 No. 9040

TWO 'MISSES' that are POSITIVE HITS!

BLACK 'N' BLUE 840 Holes G. L. Sp. Thick 5c Play Takes in.. \$42.00 Ave. P. O. 19.27 PROFIT ... \$22.73 No. 18160

Wanna Play? 960 Holes R. M. Thin 5c Play Takes in.. \$48.00 Ave. P. O. . 21.50 PROFIT . . \$26.50 No. 9040

Immediate Delivery!

HARLICH MANUFACTURING CO.
1413 West Jackson Boulevard
Chicago 7, Illinois
We'll be in our new home SOON!

MILLS BLACK CHERRY BELL, 5-10-25¢ PLAY, 2/5 OR 3/5 \$ 74.50
MILLS VEST POCKET, F. O. B. FACTORY 80.00
ABT CHALLENGER TARGETS—SAMPLE, \$65.00; LOTS 10 169.50
AMERICAN SCALES, MODEL 403

USED PHONOGRAPHS

1 Seeburg Vogue	\$350.00
1 A.M.I. Top Flight	225.00
4 A.M.I. Singing Towel	275.00
1 Wurlitzer Victory Md.	375.00
1 Wurlitzer 24	300.00
2 Wurlitzer 950	825.00
1 Wurlitzer 600	350.00
1 Rock-Ola Commander	485.00
1 Rock-Ola Standard	337.50

USED FIVE BALL FREE PLAY

2 Knockout	\$100.00
1 Shangri-La	169.50
1 Play Ball	78.50
1 Exhibit Leader	89.50
1 Monicker	69.50
1 Bally Reserve	20.00

MOSELEY VENDING MACHINE EX., INC.

00 Broad Street Office Phone: 3-4511—3-4512 Richmond, Va. Residence Phone: 5-5328

SALESBOARDS— All Orders Shipped Same Day Received

Holes	Play	Description	Average Profit	Net Price
400	5¢	LUCKY BUCKS, DEFINITE PROFIT	\$ 7.00	\$.85
520	5¢	EASY ACES, DEF. PROFIT, SLOT SYMBOLS	13.00	1.25
520	25¢	EASY FINS, DEF. PROFIT, SLOT SYMBOLS	55.00	1.25
720	5¢	BABY BELL, SLOT SYMBOLS	17.37	1.75
1000	25¢	ALL OUT CHARLEY, DEFINITE PROFIT	60.00	3.25
1000	\$1.00	JACK POT CHARLEY, THICK & PROTECTED	185.30	2.50
1000	5¢	OUT DOOR SPORTS, THICK, JUMBO HOLES	28.40	3.25
1000	5¢	SPOT OF GOLD, THICK, JUMBO HOLES	28.14	3.25
1000	10¢	BIG DIME DOUGH, THICK, JUMBO HOLES	42.75	3.25
1200	5¢	TEN BIG FINS, THIN, JUMBO HOLES	35.20	2.50
1200	5¢	VICTORY BELL, THICK, JUMBO HOLES	38.57	3.60
1200	50¢	TEXAS CHARLEY, THICK & PROTECTED	152.75	8.00

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.

McCALL NOVELTY CO.

READY FOR LOCATIONS—RUSH YOUR ORDERS

PHONOGRAPHS

Wurlitzer, Model 950	\$595.00	Seeburg Model Classic	\$350.00
Wurlitzer 24, Victory Model	385.00	Rock-Ola, Model 39 (Aristocrat Cabinet)	325.00
Seeburg Model Casino	300.00	Rock-Ola Model Standard	325.00
Seeburg Model Colonial	375.00	Rock-Ola Model '39 De Luxe	345.00
Seeburg Model Mayfair	375.00		

1/3 Deposit, Balance C. O. D.

3147 LOCUST ST. ST. LOUIS, MO.

★ MUSIC MACHINES ★
READY FOR
IMMEDIATE LOCATION
WURLITZER

750E	\$560.00
800	525.00
700	525.00
600K, Remodeled Cabinet	400.00
600R	325.00
500	350.00
24/42 V	295.50
618, L.U.	215.00
618	185.00
61, C.M.	150.00
430 Speaker & Box	70.00

SEEBURG

8800, E.S.R.C.	\$375.00
8800, E.S.	335.00
8200/V.	295.50
Classic	350.00
Crown, Acme Remodeled	325.00
Regal	299.50
Casino, Acme Remodeled	325.00
Gem	299.50

ROCK-OLA

Super	\$350.00
Master	310.00
De Luxe	295.00
Standard	295.00
Monarch, Newly Remodeled Cab.	250.00

MILLS

Throne	\$225.00
Empress	295.00

We Carry a Full Line of Boxes, Speakers, Plastics, Tubes and Parts.

1/3 Deposit, Balance C. O. D., F. O. B. New York.

ORDER TODAY!

DAVE LOWY & CO.
584 10th Ave. New York 18, N. Y.

Battle On To Oust
Chi's Coin Phones

CHICAGO, Nov. 2.—Of interest to coinmen is the news this week that Attorney General Barrett has asked the Illinois Commerce Commission to deny the Illinois Bell Telephone Company the right to replace coin-box phones with other types.

Plea was based on the contention that such phones are necessary in many homes. Phone company has declared that this type of equipment is no longer being manufactured.

Barrett made his request in behalf of the Commercial Telephone Workers' Union, which asks the company to continue to replace worn-out coin phones with similar equipment. Union states that the manufacturing company is a subsidiary of the Bell organization.

World Trade Conference

CHICAGO, Nov. 2.—Chicago World Trade Conference, sponsored by the Chicago Association of Commerce and the Export Managers' Club, will hold its 1947 meet February 17 at the Stevens Hotel here, Harry Salinger, chairman, announced this week.

Florida Winter
Rush May Hypo
Coin Mach. Biz

ST. PETERSBURG, Fla., Nov. 2.—This Gulf Coast resort, grown rich selling sunshine, is about to be trampled in the greatest winter tourist rush in its history, according to the Chamber of Commerce here.

Altho coinmen were rubbing their hands together in anticipation, the good news affected landlords and business men differently—where would they put them? they asked.

Already tourist registrations are running 60 per cent ahead of last year and inquiries about accommodations are pouring in from all over the country. Last year this city saw 275,000 visitors and, experts say, this year will be the biggest.

Population Up 40 Per Cent

Position of the city is similar to that of the innkeeper who found his family was so large he couldn't take in any paying customers. In the years between 1940 and now, the city's permanent population jumped 40 per cent. Now there are fewer housing units than during the war.

Hotels and apartments are the hardest hit. Some have had to turn down requests for rooms because "they simply are not available." Says Otho Fowler, secretary of the Hotelmen Association here, "We hate to tell these people that we can't take them, but that's the situation and we can't help it."

There are some rooms, however, in hotels and guest houses, according to the Chamber of Commerce. In answering requests for information the Chamber does not disguise the situation but suggests that advance reservations be made.

Sleeping space for all who will come to this city is a question to which there is no single answer. In the opinion of pioneer realtors, who have witnessed booms, depressions and regressions, private homes will be able to absorb the overflow.

Rent Spare Bedroom

"There are many homes here with a spare bedroom that can be rented," says Paul Boardman, president of the Board of Realtors and a resident here since 1910. Whether sunshine and hospitality will be enough to hold those tourists is another question.

Tourists who come here willing to take their chances on finding a place to stay will be given aid by the Chamber of Commerce. A rooming bureau has been set up in their building with a branch at the Union Bus Station.

Since last winter new construction has added little to present accommodations. Continuing gain of the city's population has absorbed what was produced. Present population is estimated at 91,000, which compares with the 85,154 shown in the 1945 census.

Private homes are already setting up rooms and listing them with the Chamber bureau at \$10 to \$25 per week.

Speed Production on
Foil for Gum, Candy

CHICAGO, Nov. 2.—With the release of aluminum foil from WPB's prohibited list, Reynolds Metals here has been manufacturing great quantities of thin aluminum sheets for use in wrapping candy bars and chewing gum.

Sheets vary in thickness from .00025 to .008 of an inch. According to the company, the sheets shut out light, moisture and helps retain the product's aroma.

Okay Chattanooga
Sports Locations

CHATTANOOGA, Nov. 2.—Billiard and recreation halls here may still be the location for other businesses in spite of increased city control over such establishments. Chattanooga coinmen received good news when the city commission refused to pass the grand jury's recommendation that the sale of soft drinks, tobacco, candy and sandwiches be prohibited in such locations.

Operation of cocktail bars, however, was banned by the commission. A cocktail bar is defined by the commission as "any public place where ice, soda or other ingredients are furnished by the owner for the mixing of drinks." Violations of the new cocktail ordinance will result in a fine of not less than \$2 or more than \$50 for each violation.

Cadet Record Opens
KC Wholesale Firm

KANSAS CITY, Mo., Nov. 2.—Cadet Record Company, of Hollywood, has established a wholesale outlet here to handle its disks and three other labels in the Missouri-Kansas-Arkansas territory.

New firm is sharing space with the Jack Riley Music Company. Riley Music is headed by Jack Riley Sr., father of the Riley who owns the Cadet label.

Ralph Shepard is handling outside contacts for the new distributing outfit, which also handles the Maestro, Mastertone and Corax labels in this area. First step of the firm was a selling campaign among juke box distributors and operators.

K. C. Telequiz Showing

KANSAS CITY, Mo., Nov. 2.—Irvin Weiler, of Consolidated Distributing Company here, announced today that beginning Tuesday (5) his firm will hold a three-day showing of two models of the new Telequiz machines at the company's offices at 1910 Grand Avenue.

NEW GAMES
IMMEDIATE DELIVERY

Bally VICTORY DERBY	Genco WHIZZ
Bally VICTORY SPECIAL	Marvels FRISCO
Bally BIG LEAGUE	Chicoin SPELLBOUND
Bally SURF QUEENS	Gottlieb SUPERLINER
Marvels OPPORTUNITY	

FIVE BALL FREE PLAYS

Alr Circus . \$115.00	Gun Club . \$ 69.50	Sea Raider (Capt. Kidd) \$85.00	Snappy, '41 . \$ 65.00
All American 49.50	Hollywood . 150.00	Seven Up . 65.00	Stars 79.50
Big Top . 150.00	Home Run, '42 79.50	Shangri La (Gott.) . 139.50	Star Attraction 67.50
Bolaway . 69.50	Idaho . 139.50	Shangri La (P. & S.) 79.50	Stratoliner . 67.50
Catalina . 165.00	Invasion . 89.50	Show Boat . 72.50	Strip Tease . 115.00
Contest . 85.00	Jeep . 92.50	Sky Blazer . 79.50	Ten Spot . 55.00
Defense, Genco 79.50	Keep 'Em Flying . 139.50	Slap-the-Jap . 67.50	Texas Mustang 62.50
Dixie . 49.50	Knock Out . 125.00	South Paw . 62.50	Velvet . 55.00
5-10-20 . 125.00	Majors, '41 . 65.00	Sport Parade . 67.50	Venus . 79.50
Four Aces . 99.50	Marines at Play 79.50	Spot Pool . 62.50	Victory . 79.50
G. I. Joe . 69.50	Mills Owlis, FP 62.50		Wings . 44.50
Glamour Girls 69.50	Monicker . 69.50		Yankee Doodle 150.00
Gobs . 95.00			Yanks . 79.50
			Zig Zag . 69.50

ONE BALL FREE PLAY

Blue Grass . \$150.00	'41 Derby . \$200.00	Pimlico . \$239.50
Contest . 75.00	Dark Horse . 150.00	Sport Special . 150.00

BELL MACHINES

Mills Chrome Bell 3/5 \$200.00 | Mills Vest Pocket (Blue & Gold) . . . \$ 45.00

SPECIAL — Groetchen Columbia, D.J., 5c . . \$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.R.) \$19.50	Liberty Bells, 5¢ (F.R.) \$19.50
Mercury, 1¢ Cig. Reel 18.50	Heads or Tails, 1¢ to 25¢ Play 9.50

1/3 deposit with order, balance C. O. D.

Mid-State Co.

2369 MILWAUKEE AVE., CHICAGO 47, ILL.
Phone: Everglade 2545

USED GAME VALUES!

HERE ARE REAL MONEY-SAVING BUYS

CONSOLES

Keeney 5 & 25	Paces Twin Reels, 5 & 25 P.O. \$200.00	Exhibit Races, 5¢ P.O. \$ 60.00
Twin Super Bell \$850.00	Jumbo Parades, 5¢ P.O. 60.00	Bally Club Bells, 25¢ P.O. 200.00
Silver Moon, F.P. 70.00		

SURF QUEENS — NEW IN ORIGINAL CRATES — \$225.00

5-BALLS		1-Balls
Anabel \$40.00	Victory \$50.00	Mills 1-2-3 \$30.00
Boomtown 30.00	Hi Hat 60.00	Fortune 45.00
Defense 35.00		Sports Pages 20.00

Wurlitzer #850 . . . \$675.00

COMPLETE STOCK OF BALLY PARTS

1/3 Deposit With Order, Balance Sight Draft
EXTENDED FINANCING TO YOUR NEEDS

COVEN DISTRIBUTING CO.

3181 ELSTON AVE. CHICAGO 18, ILL.
INDEPENDENCE 2210

COIN MACHINE PARTS

28-VOLT BAY BASE BULBS
20c EACH

28-VOLT BAY BASE BULBS

Bally Rapid Fire Gun Castings. Each	\$10.50
Leg Levelers (Set of 4). Each55
Anti-Split Leg Reinforcements. Ea.06
Live Rubber Rail. Per Foot10
Large Size Suction Cups. Per 100.	3.75
Plunger Tips (Large or Small Hole). Per 100	3.00
Bell Timer Clocks	1.50
Bally Shooter Assemblies (Specify Bally, Exhibit or Gottlieb)	1.25
Bally Left Assemblies (Specify Bally, Exhibit or Gottlieb)55
Genuine Gun Bulbs, No. 1489. Ea.49

GLASS CARTRIDGE FUSES

	Per 10	Per 100
1/4, 1/2, 3/4 Amps	\$1.45	\$9.75
1, 1 1/2, 2, 2 1/2, 3 Amps40	3.25
5, 6, 7 1/2 Amps35	2.25
10, 15, 20, 25, 30 Amps.30	2.00

SEND FOR OUR LATEST
COIN MACHINE PARTS LIST

DAN GOULD ENTERPRISES

5049 W. Fullerton Chicago 39, Ill.
Phone Berkshire 3012

MILLS NEW POST-WAR MACHINES

ORDER TODAY
IMMEDIATE
SHIPMENT

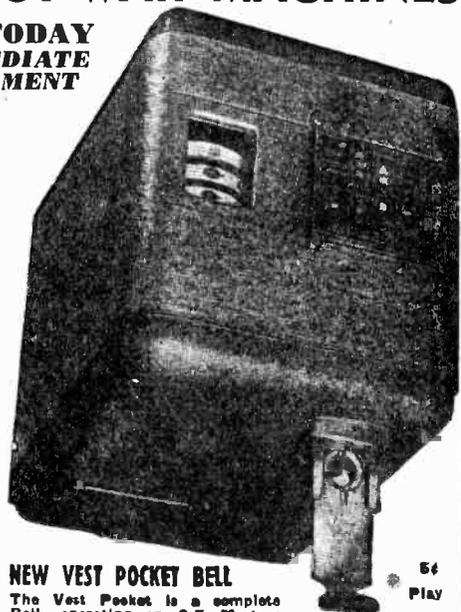


BLACK CHERRY BELL

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. BLUE & SILVER or GOLD & SILVER.

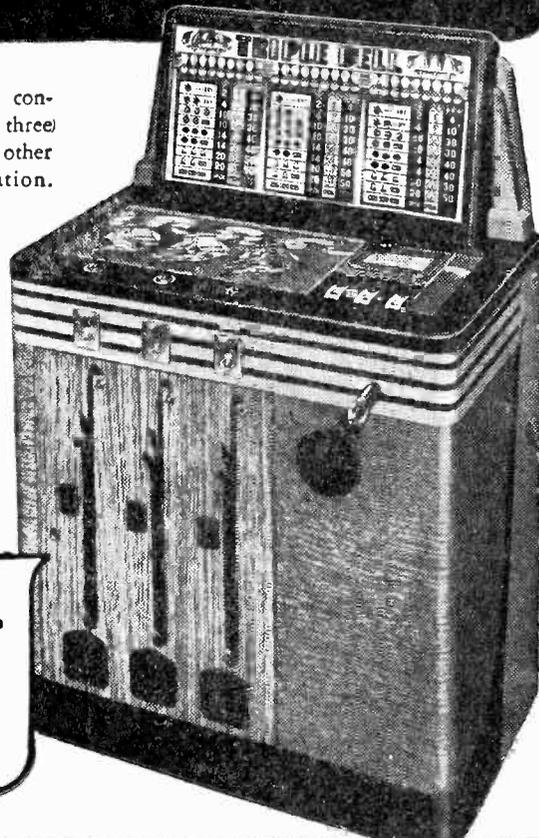
\$74.50

SICKING, INC. 1401 CENTRAL PARKWAY, CINCINNATI 14, O.

Bally's TRIPLE BELL TRIPLE PLAY! TRIPLE PROFIT!

BALLY TRIPLE BELL consoles actually earn two to three times top earnings of all other consoles now in operation.

Triple Coin-Chutes permit three players—or three coins—every spin of the reels. 1000 Super Special award insures continuous repeat play. Convertible automatic or replay. Any combination of nickel, dime and quarter chute.



DRAW BELL

Bell-fruit flash plus new HOLD-AND-DRAW feature—guarantees big repeat play.

WALBOX SALES COMPANY

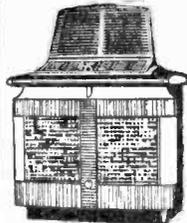
1503 YOUNG STREET DALLAS, TEXAS
NORTH TEXAS

Machines READY For Locations

MUSIC	
WURLITZER 61	\$140.00
WURLITZER 600 K	350.00
WURLITZER 600 R	325.00
WURLITZER TWIN 12 PACKARD ADAPTER In Metal Cabinet	175.00
ROCK-OLA MASTER 40 WALNUT	\$300.00
ROCK-OLA STANDARD 39	300.00
SEEBURG A-1 Refinished HI-Tone 8800	525.00
SEEBURG COLONEL R.C.	400.00
ARCADE EQUIPMENT	
CHICAGO COIN HOCKEY	\$139.50
KEENEY TEXAS LEAGUER	39.50
GRANDMOTHER PREDICTIONS	500.00
AVIATION STRIKER	\$ 75.00
PLAY BASKETBALL	39.50
MUTO-SCOPE COUNTER, 1¢, with Picture Reel Complete	17.50
GUNS	
ACE BOMBER, A-1	\$199.50
BALLY DEFENDER, A-1	175.00
EVANS TOMMY GUN	\$99.50
BALLY RAPID FIRE	\$127.50
EVANS SUPER BOMBER	225.00
PIN GAMES	
DEFENSE	\$ 89.50
SLUGGER	89.50
CANTEEN	165.00
POLO	35.00
LANDSLIDE	49.50
THREE SCORE	\$ 37.50
MIDWAY	95.00
GUN CLUB	65.00
WILD FIRE	55.00
BOSCO	79.50
HIGH DIVE	\$89.50

SALESBOARDS

Bingo Refills—Jack In Barrel—Pluggy Back—Golden Boy—Charley—Three Bar Jack Pot—Nylon Mangle—Sweet Pickins Goldie—Pipparoo. Regular Operators' Discounts. Write for descriptive folder. Complete line. Exclusive Distributors—Western Half Missouri—Eastern Half Kansas for



Aireon

AUTOMATIC PHONOGRAPHS

Invite inquiries from Music Box Users. Learn about the World's fastest money making, low cost operating Automatic Phonograph with its beauty of design and play appeal. Immediate delivery. Every spot a money maker.

ADVANCE MUSIC COMPANY

1606 GRAND AVE.

KANSAS CITY, MO.

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
BELLE 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
BRITE 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				

TEN STRIKES

Rebuilt—Refinished in TWO-TONE VENEER GRAIN CABINETS **\$149.50**

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.	35.00
PREAKNESS, F.P.	39.50
SPORTSMAN, P.O.	115.00
THISTLEDOWN, P.O.	49.50
WAR ADMIRAL, P.O.	85.00

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 Head. \$ 99.50
BALLY CLUB BELLS, Comb. 165.00
SILVER MOON, F.P. 99.50
GALLOPING DOMINOS, 2 Tane, J.P. 225.00

WESTERN BASEBALL PITCHING BOX FLAPS 75c

WE ARE NOW EXCLUSIVE DISTRIBUTORS FOR SCENIC ART PRODUCTS

FOREIGN TRADE CORDIALLY INVITED TO WRITE TO US
1/3 Deposit With Order, Balance C. O. D.

AMMCO distributors

2513 N. MILWAUKEE AVE. • CAPITOL 1111 • CHICAGO 47, ILL.

Speedier Action with CHARLEYS

HALF FREE CHARLEY
1200 holes . . . 25¢ per sale . . .
Number tickets . . . Takes in \$150.00
Pays out . . . 120.00
Definite PROFIT . . . \$30.00

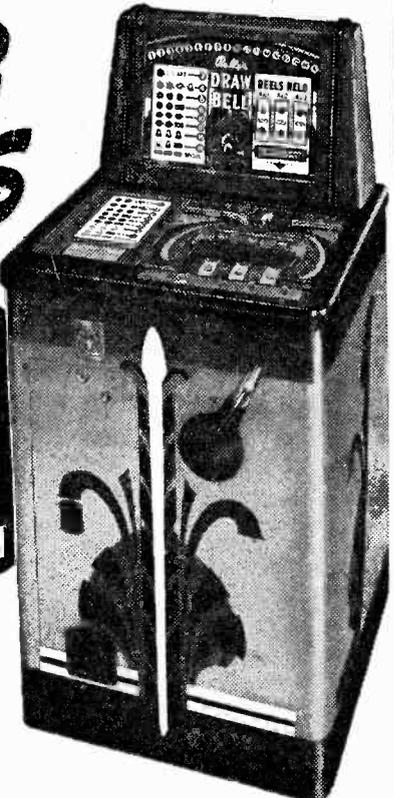
FLORIDA CHARLEY
1200 holes . . . 25¢ per sale . . .
Number tickets . . . Takes in \$300.00
Pays out . . . 180.00
Definite PROFIT . . . \$120.00



SUPERIOR PRODUCTS INC. 14 N. PEORIA ST. CHICAGO 7, ILL.

FASTER PROFITS

WITH Bally's DRAW BELL



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 cuts your service cost to the bone . . . insuring lowest operating costs and highest profits in the console class. Order DRAW BELL now. Convertible Replay or Automatic Award. Specify Nickel or Quarter play.

TRIPLE BELL

Triple Coin-Chutes insure triple profits 1000 Super Special Award insures continuous repeat play

JONES DISTRIBUTING COMPANY
 127 EAST 2ND, SOUTH UTAH, NEW MEXICO, WYOMING SALT LAKE CITY 1, UTAH

Urge Single U. S. Small Biz Agency

WASHINGTON, Nov. 2.—American Association of Small Business is campaigning for a "strong, integrated government agency to take over all government activities concerned with small business." It would replace present divided authority resting in the Department of Commerce and the Reconstruction Finance Corporation, according to Robert R. Hellyer, AASB president. "Small business is aware that no longer can a man succeed completely cut off from his government," Hellyer said. A centralized small business agency would place small business on a par with big business and industrial enterprises, an AASB representative claims.

Hellyer charged that the RFC and the Department of Commerce are not giving proper emphasis to small business enterprises. Financial phases of the present government program for aiding small business are concentrated in RFC's blanket program wherein up to 90 per cent of private bank loans to small business men are guaranteed.

Supreme Court decisions in the last 50 years, Hellyer said, had enabled big business, big industries and big financial pools to be the big bull in business rather than the big brother.

Tourist Trade Left 44 Million \$, Says West Va. Director

CHARLESTON, W. Va., Nov. 2.—State's 1946 tourist income should exceed \$44,000,000, W. C. Handlan, director of the industrial and publicity commission, announced last week. Figure was based on spot traffic counts and returns from questionnaires.

West Virginia coinmen undoubtedly realized a good share of these tourist dollars. An average of \$4.62 per day was spent by each tourist, or, as the visitors usually traveled by automobile and averaged over three persons to a car, \$15.50 per day for the group and \$66.55 for their average four-day stay in the State.

Study was made with the co-operation of the road commission, the conservation commission's division of parks, State's hotel association and local offices of the American Automobile Association. In addition some 5,000 tourist parties receiving questionnaires returned them with valuable information.

BUY THE BEST AND LATEST K-80 ASTROLOGY SCALE
 Expertly rebuilt
\$169.50
 Includes 18,000 (6 Sets) ASTROLOGY TICKETS
 1c Coin Chute

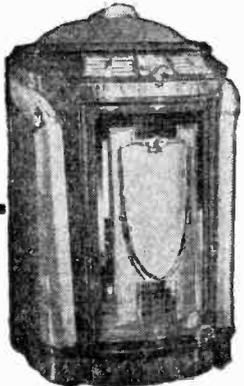


ARIES
 MARCH 21 to APRIL 19
 4. LOVE NATURE No. 1. During this period your love nature adjusts itself and becomes more stable and practical. You should not push yourself socially during the first twenty days of this period. After that you will become more positive. Be more sincere and idealistic. You will be wise to, (continued on next Card No. 5 about MARRIAGE AND BUSINESS PARTNERS), 1

Tickets for
ASTROLOGY SCALE \$5.00
 for Set of 3,000
 1/3 Deposit With Order

The VENDING MACHINE CO.
 FAYETTEVILLE, NORTH CAROLINA

FLORIDA'S MOST PROGRESSIVE DISTRIBUTOR



Seeburg

1902 • DEPENDABLE MUSIC SYSTEMS • 1946

Scientific Sound Distribution for Better Music Merchandising



Exclusive Seeburg Distributors in Florida

"ECONOMIZE WITH ECONOMY"
PARTS and SUPPLIES
 FOR
COIN-OPERATED MACHINES
 SEND FOR 1946 CIRCULAR
ECONOMY SUPPLY COMPANY
 2015 Maryland Ave. Baltimore 18, Mo.
 Phone: Chesapeake 6812

SPEED IRONS
 Special price on brand new Weller Speed Irons, \$10.50 each
 Lots of 100—\$950.00
Heath Distributing Co.
 217 Third St. Macon, Ga.

H & L DISTRIBUTORS
 708 Spring St., N.W.
 Atlanta, Georgia
 EXCLUSIVE TRADIO DISTRIBUTOR
 in
ALABAMA
 SEE TRADIO AD
 PAGE 150

STILL FLYING HIGH!
Gottlieb SUPERLINER
 GET YOUR ORDERS IN NOW!
 Exclusive Gottlieb Distributors in Florida and Cuba

FLORIDA AUTOMATIC SALES CORP.
 839 WEST FLAGLER ST.
 MIAMI, FLORIDA

All Phones: 3-6221

JACKSONVILLE, 60 Riverside Ave. Phone 3-0611
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smarty
 for smart operators

NEW! IN STOCK!
MILLS BLACK CHERRY BELL . . . WRITE

DAVAL FREE PLAY, Counter Game \$75.00
 GENCO WHIZZ, Free Play, with stand. \$189.50
 ABT CHALLENGER \$65.00
 GOTTLIEB GRIP SCALE \$39.50
 BALLY VICTORY DERBY WRITE
 BALLY VICTORY SPECIAL WRITE
 EXHIBIT FAST BALL \$330.00
 CHICAGO COIN SPELLBOUND \$325.00
 GOTTLIEB SUPERLINER \$322.00
 METAL BOX STANDS FOR MILLS OR JENNINGS \$27.50
 UNIVERSAL DOUBLE REVOLVE-A-ROUND SAFE WRITE

PARTS

ABT F.P. Coin Chutes \$3.75	PARTS FOR YOUR MILLS SLOTS
Coin Chutes for Mills V.P. Bell. 3.50	Main Clock Gears (Owl 75-B) \$2.50
Cartridge Fuses, 2-3-5-10-15 Amp. 4.00	Short Pinion Idler Gear (279GSP) 1.50
Nos. 40-44-46-47-55 Bulbs, 6V.80	Jackpot Glasses 1.00
Box of 1080	Reel Glasses50
Nos. 81-1455-1456-1458.1.00	Escalator Glasses50
Box of 101.00	Handle, Clock, Main Springs. Ea.25
Jackpot Glass for Jennings 1.00	

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

A TRIPLE THREAT TO ALL SALES RECORDS

ANOTHER NEW AND TIMELY WALSH "TWIN JACKPOT" SMASH HIT BOARD THAT HAS LOADS OF PLAYER APPEAL

\$25.00 TOP PAYOUT
\$39.00 PROFIT

We can supply you regardless of size, style, number of holes, payout or purpose. Write us your requirements.

FOR THE FASTEST SELLING, NEW IDEA BOARDS AND ALL THE OLD RELIABLE NUMBERS - SEND FOR WALSH CATALOG SHEET AND PRICE LISTS TODAY!

THOS. A. WALSH MFG. CO.
 201-207 SO. TENTH ST. OMAHA, NEBR.

UNITED DISCONTINUES CONVERSIONS

Watch For Announcement of First Brand New Game

Write at once . . . get your name on our MAILING LIST for early announcement.

UNITED MANUFACTURING CO.
 5737 BROADWAY CHICAGO 40, ILLINOIS

Bally's TRIPLE BELL
TRIPLE PLAY! TRIPLE PROFIT!



Triple Coin-Chutes permit three players—or three coins—every spin of the reels. 1000 Super Special award insures continuous repeat play. Convertible automatic or replay. Any combination of nickel, dime and quarter chute.

DRAW BELL
 Bell-fruit flash plus new HOLD-AND-DRAW feature—guarantees big repeat play.

SICKING, INC.
 1401 CENTRAL PARKWAY CINCINNATI, OHIO
 SOUTHERN OHIO, KENTUCKY, WEST VIRGINIA

NEW, FAST SELLING DEALS
 Place Orders at Once—Now in Full Production

All Coins Go

- A Sure Fire Hit
- Exciting Play
- Definite Profits
- Winners Hand Stamped and Concealed
- Heavily re-inforced and easel backs for display
- Tickets in bundles of fives create faster play

TEN HIGH

New Different Wonderful New Idea of Play Guarantees Complete Sell-out Compact and Complete Avoid unnecessary tie-up of cash by inserting coins as you use the deals Coin easy to insert

Jobbers and Distributors—Write for Quantity Prices
 Always enough money to lure players to complete the deal. 19 winning numbers receive choice of coins except for Ten High Section. No. 1,000 receives one coin in Ten High Section which contains 1—\$10.00, 1—\$5.00, 1—\$1.00, 1—50c. Remaining 3 coins go on last sale.

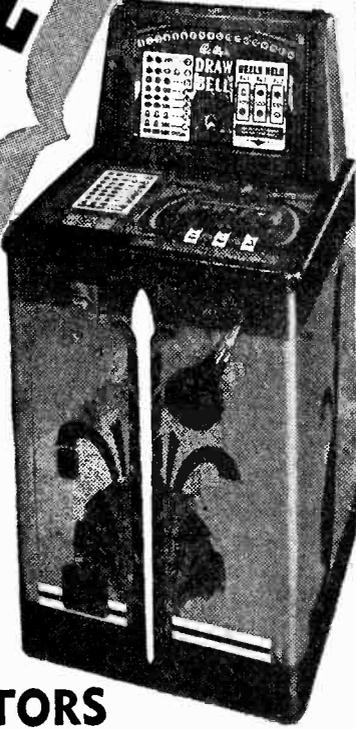
1,200 Tickets @ 5 for 25c	\$60.00
Payout under coins	\$26.75
Coins in display	4.50 31.25
DEFINITE PROFIT	\$28.75

Priced at \$4.85 Single -- \$48.75 Dozen -- Prompt Delivery

MUNCIE NOVELTY CO., INC.
 P. O. Box 823 Muncie, Indiana

Bally's DRAW BELL

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 cuts your service cost to the bone . . . insuring lowest operating costs and highest profits in the console class. Order DRAW BELL now. Convertible Replay or Automatic Award. Specify Nickel or Quarter Play.



TRIPLE BELL
Triple Coin-Chutes insure triple profits. 1000 Super Special Award insures continuous repeat play

UNITED DISTRIBUTORS
513 E. CENTRAL WICHITA 2, KANSAS
SOUTHWESTERN, KANSAS

Candy Vending To Play Bigger Part In Future Market

CHICAGO, Nov. 2.—Sales of candy thru vending machines, greatly increased during the war years, are expected to play an even more important part in the highly competitive market, the early return of which is anticipated by candy manufacturers and wholesalers.

Details of a nationwide plan for training of wholesalers' salesmen were revealed to candy executives, at meetings held in New York and Boston recently, by James F. Mulcahy, merchandising director of the National Confectioners' Association.

Program, planned for 40,000 to 50,000 salesmen across the nation, is aimed at increasing wholesale selling by training salesmen to stress reselling problems of the retailers with whom they do business.

Effectiveness of the training classes was illustrated by Mulcahy from results of a survey of selling methods of 18 confectionery wholesalers in Detroit. It was shown that salesmen who made fewer calls and made special efforts to help their clients resell merchandise, doubled their volume. Training classes will be under the joint sponsorship of NCA and the U. S. Department of Education.

Assign Co-Ordinators

Assignments of training area co-ordinators for New York City and State were announced by Clarence O. Matheis, chairman of NCA distribution committee.

Manufacturers named for the New York City area were Samuel D. Fried, Up-to-Date Candy Company; Charles D. Payne, Wallace & Company, and William H. Maichle, of the Beech-Nut Packing Company, who will also assist thruout the State. Wholesaler co-ordinator named for the New York City area is Irving Cohen, of Bard & Margolas, Brooklyn. State co-ordinator named was Donald F. Crane, Fairy Play Caramels, Inc., Johnson City, N. Y.

Massachusetts co-ordinators named following the Boston meeting were Henry W. Van Gestel, Walter Baker & Company, Boston, as the manufacturing representative, and Albert M. Pierce, of Gillman Moffatt Company, Worcester, as wholesaler representative.

WE HAVE THEM ALL!



- KEENEY'S 3-WAY BONUS SUPER BELL
- KEENEY'S TWIN BONUS SUPER BELL
- DAVAL'S "FREE PLAY"
- GOTTLIEB'S SUPERLINER
- GOTTLIEB'S 3-WAY GRIP SCALE
- CHI. COIN SUPERSCORE
- P & S SHOOTING STAR
- A. B. T. CHALLENGER

Now on display:

GOTTLIEB'S DAILY RACES
Sensational new one ball!

Coming soon:

GOTTLIEB'S NEW 5-BALL BAFFLE CARD

Available again about Nov. 10:
KEENEY'S SINGLE BONUS SUPER BELL

Come in and learn about
Personal Music!

All other current machines also available. Contact us for your requirements.



TRIMOUNT COIN MACHINE CO.
40 WALTHAM ST. BOSTON, MASS.
Tel. LIBerty 9480

USED PIN GAMES

Reconditioned—Ready for Location

5-BALLS	
AIR CIRCUS	\$ 89.50
BIG HIT	169.50
BIG PARADE	89.50
CANTEEN	169.50
COVER GIRL	169.50
HOME RUN '42	45.00
KNOCK OUT	79.00
OKLAHOMA	169.50
SKY CHIEF	89.50
SEVEN-UP	30.00
WHIZZ	129.50

1-BALLS	
THOROBRED	\$275.00
LONGACRES	275.00

If you don't see your favorite, WRITE, WE HAVE THEM.

— SPECIAL —

USED PACKARD 30-WIRE WALL BOXES—'46 MODEL, LIKE NEW—\$32.00

NEW GAMES

Write for Prices

Give Us Your Best Offer
For All Types
Used Phonographs

ROCK CITY AMUSEMENT CO.

125 SIXTH AVE., N.

NASHVILLE 3, TENN.

SKEE BALL ALLEY PARTS REPAIRS

WE HAVE PARTS FOR WURLITZER SKEE BALLS AND NATIONAL SKEE ROLLS

REWIND ARMS	CONNECTION CABLES	CORK CARPET	COILS
QUADRANT GEARS	HIGH SCORE GLASS	CLAMPS	MOTORS
ROCKER ARMS	WURLITZER DROP	SPRINGS	GEAR UNITS
MAPLE BALLS	COIN CHUTES	GEAR UNITS	NETS

COIN MACHINES AND NETS FOR LARGE 36 FT. SKEE BALL

WRITE FOR ILLUSTRATED PRICE LIST.

If Your Alleys Need Overhauling or Remodeling Write to

J. M. SEIDEL

741 E. 42D STREET, BROOKLYN, N. Y.

Phone: BUckminster 7-5434

Specializing in Skee Balls for Almost 20 Years.

COMBINATION MUSIC AND GAME ROUTE

A Route consisting of about 40 Music Units including remote, and approximately 100 Games of all descriptions on location, now offered for sale for the first time to eligible buyers.

This Route will gross for your share over \$1,000.00 per week, with room for expansion. Present qualified help will remain on job. Route all located within a radius of 10 miles from office. Located in large industrial town in central Ohio.

Service Truck, Records, Parts, Lease on Building and Goodwill.

The price is reasonable considering the actual take on this Route which will stand the most rigid investigation. Reason for selling is the actual illness of the owner.

Please do not answer this advertisement unless you are prepared to handle a deal in the neighborhood of \$100,000.00.

BOX D-391, THE BILLBOARD, CINCINNATI 1, OHIO.

- SELL SEACOAST
- YOUR USED
- EQUIPMENT AND . . .
- SEE SEACOAST
- FOR THE FINEST
- IN USED
- EQUIPMENT

SEACOAST DISTRIBUTORS, INC.

415 Frelinghuysen Ave., Newark 5, N. J.
Phone: Blgelow 8-3525
627-829 10th Ave., New York 18, N. Y.
Phone: Longacre 3-0740

10 WURLITZER SKEEBALLS

Refinished to look like new.

PERFECT OPERATING SHAPE.

\$285.00

SKEEBALL PARTS AND REPAIRS.

C. STUTZ

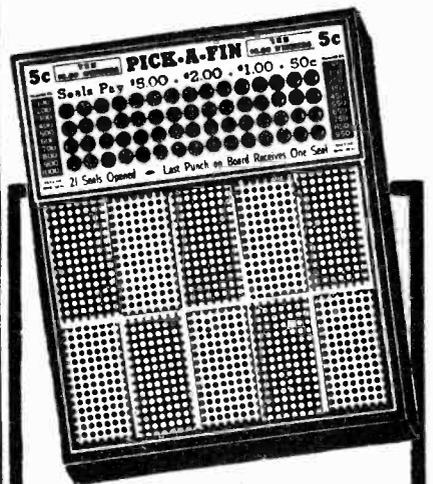
1848 E. 23D ST. CLEVELAND, O.
Phone: CH 1058.

FOR SALE

5 Brunswick Bowling Alleys installed new in 1943, Automatic Pin Setter, 22 Bowling Balls, Floor Polisher, 6 two-tube 4" fluorescent lights, Counter Seats, Flooring for front. In fact, have everything complete for 5 Alleys, from lumber for foundation to the ceiling. Write

E. C. LYNN

BOX 582 DOUGLAS, ARIZ.



1200 Holes—Avr. Profit. \$33.05
60 Sewed Seals

Ten Spots 5c
1200 Holes—Avr. Profit. \$31.16

\$25 Special \$25
1200 Holes—Avr. Profit \$137.07

SUPER CHARLEY 25c
1200 Holes—Avr. Profit. \$84.50

CROWN PRODUCTS
322 E. COLFAX AVE.
SOUTH BEND 24, INDIANA

OPERATORS, ATTENTION

- 1 Rock-Ola Commando \$450.00
- 2 Rock-Ola DeLuxes, Ea. 350.00
- 2 Rock-Ola Standards, Ea. 350.00
- 2 Wurlitzers #816, Ea. 200.00
- 1 New Rock-Ola Model #1422 728.00
- 5 New Seeburg Model #146M Write
- 3 New Penny Grip Scales, Ea. 30.00
- 16 Penny Cigarette Machines, Ea. 5.00

All Machines Subject to Prior Sale. Send 1/2 Deposit, Balance C. O. D. Write or Wire
A. M. McCrory Music Co.
119 Flood St. Tel. 5613 Montgomery, Ala.

NEW MACHINES NOW BEING DELIVERED

GOTTLIEB SUPERLINER	\$322.00
BALLY BIG LEAGUE	299.50
DRAW BELL, 5c COMBINATION	477.50
DRAW BELL, 25c COMBINATION	497.50
DAVAL'S GUSHER, JP & BONUS	54.00
CHICAGO COIN SPELLBOUND	325.00
EXHIBIT'S NEW FAST BALL	330.00
GENCO WHIZZ	189.50
SILVER KING NUT VENDORS	13.95
BALLY TRIPLE BELL	895.00
GOTTLIEB Improved DeLuxe GRIP SCALE	39.50
A. B. T. CHALLENGER, Beautifully Designed	65.00
VICTORY SPECIAL	WRITE
ACE COIN COUNTER	139.50
NEW SLOT STANDS	27.50
GROETCHEN DELUXE COLUMBIA	209.50
SMILE-A-MINUTE CAMERA, DOUBLE UNIT	295.00

BELLS

Mills 5c Blue Front	\$125.00
Mills 10c Blue Front	139.00
Mills 25c Blue Front	149.00
Mills 5c Brown Front	139.00
Mills 10c Brown Front	149.00
Mills Jumbo Parade, late, Com.	150.00
F.P. & P.O.	175.00
Mills Glit. Gold, 10c	175.00

CONSOLES

Mills Q.T., Glit. Gold, 5c	\$ 79.50
Mills Q.T., Glit. Gold, 25c	110.00
Pace Saratoga, 5c	79.00
Pace Reels	79.50
Keeney Super Bell, 5c	210.00
Bally Club Bell	185.00
Jennings Silver Moon, F.P.	110.00
Fastime	65.00

USED PIN GAMES

7-Up	\$57.50	Marines at Play	\$119.00
10-Spot	64.50	Cobs	119.50
Spot A Card	72.50	Big Parade	129.50
Spot Pool	74.50	Midway	129.50
Belle Hop	79.50	Four Aces	129.50
Texas Mustang	79.50	Hollywood	135.00
Bolaway	79.50	Shangri-La	140.00
Gun Club	89.50	Keep 'Em Flying	149.00
Topic	89.50	Flat Top	149.00
Invasion	90.00	Liberty	164.50
Jeep	90.00	Sky Chief	165.00

ATTENTION

EXPORT TRADE!

Just Off the Press—
Our New 1946 Coin Machine Catalog! Contains Reconditioned Phonographs and all other types of Coin-Operated Equipment. Send for your FREE copy. Excellent service again available for our old and new customers!

NATIONAL COIN MACHINE EXCHANGE

1411-13 DIVERSEY BLVD. (Phone: BUCKINGHAM 6466) CHICAGO

This is IT!

A New Sensational DAVAL Counter Game

"Free Play" ... with a FREE PLAY Feature!

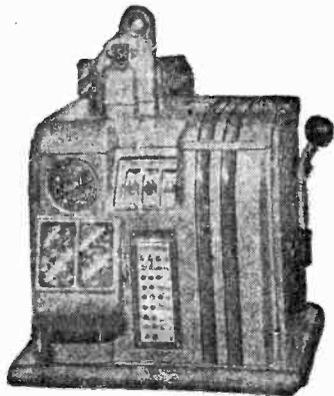
Like a Pin Ball Game, pays out only Free Plays. Accumulated Free Plays can be played off or cancelled & registered on inside. This new All Mechanical, Precision Built Daval Counter Game will make you the biggest, quickest, profits on the smallest investment in the entire Coin Machine Field.

Don't Wait! Don't Delay! Order Today!



PRICE
\$75.00
F. O. B. CHICAGO

COLUMBIA BELLS



Columbia Twin Jack

THE GREATEST LITTLE MONEY-MAKER YET!

—CHANGEABLE TO 1-5-10-25c PLAY RIGHT ON LOCATION

\$145.00 Each

Write for quantity prices

ROANOKE VENDING MACHINE EXCHANGE, Inc.

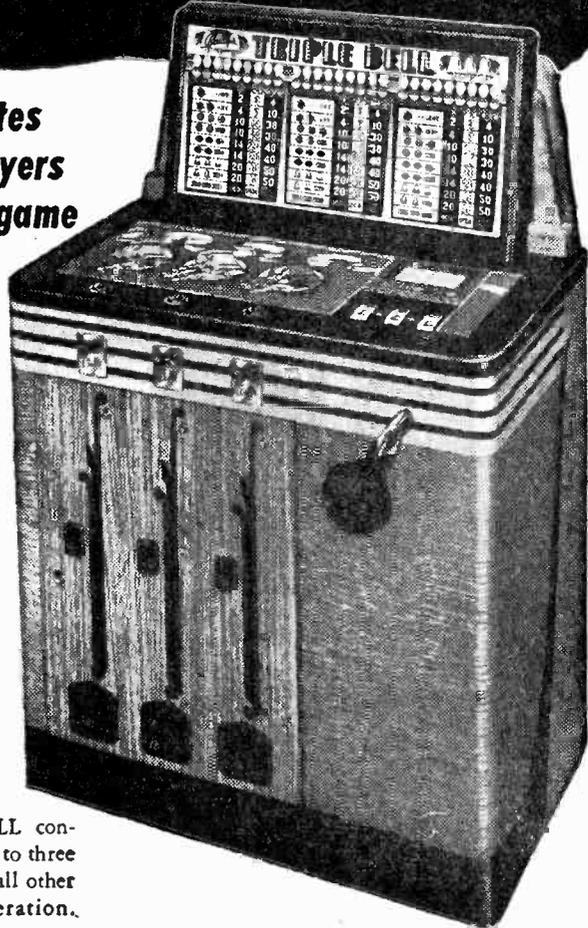
13 So. Jefferson St.

Roanoke, Va.

Bally's **TRIPLE BELL**
TRIPLE PLAY! TRIPLE PROFIT!

3 Coin Chutes permit 3 players to play each game

Changing Odds on big light-up back-box. 1000 Super Special plus plenty of other big awards and single-cherry awards. DeLuxe Cabinet in rich blonde wood-grain finish. Simple Trouble-Proof Mechanism. Quickly convertible replay or automatic award. Any combination of coin-chutes — nickel, dime and quarter.

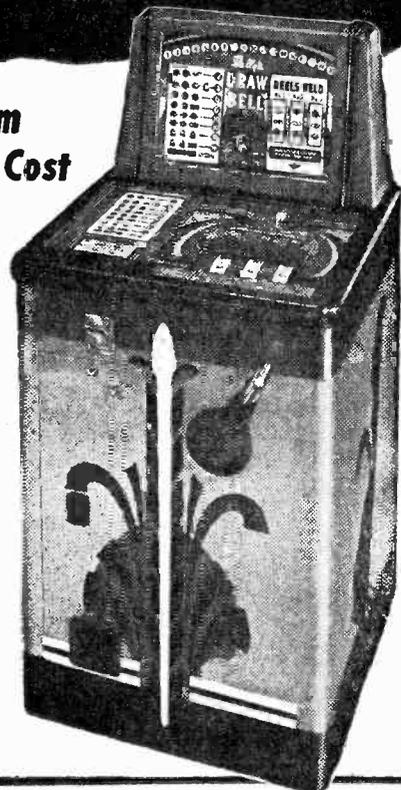


BALLY TRIPLE BELL consoles actually earn two to three times top earnings of all other consoles now in operation.

Bally's **DRAW BELL**
OLD FAVORITE BELL-FRUIT FLASH PLUS NEW "HOLD AND DRAW" FEATURE

Trouble-Free Mechanism Insures Lowest Operating Cost

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 cuts your service cost to the bone . . . insuring lowest operating costs and highest profits in the console class. Order DRAW BELL now. Convertible Replay or Automatic Award. Specify Nickel or Quarter play.



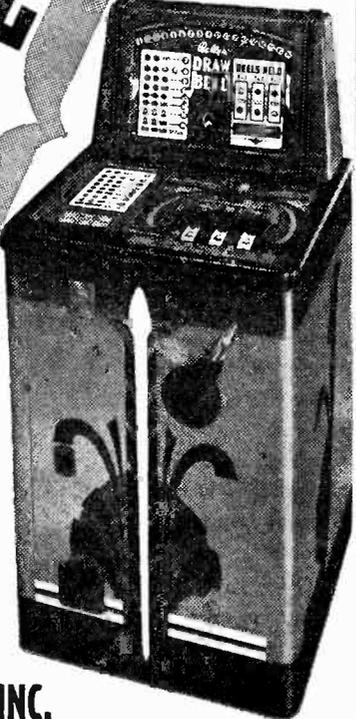
UNITED AMUSEMENT COMPANY

3410 MAIN STREET
WESTERN MISSOURI, KANSAS AND COLORADO

KANSAS CITY 2, MO.

Bally's DRAW BELL

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 cuts your service cost to the bone . . . insuring lowest operating costs and highest profits in the console class. Order DRAW BELL now. Convertible Replay or Automatic Award. Specify Nickel or Quarter Play.



TRIPLE BELL
Triple Coin-Chutes insure triple profits. 1000 Super Special Award insures continuous repeat play

ASSOCIATED AMUSEMENT, INC.
846 COMMONWEALTH AVENUE BOSTON, MASS.
NEW ENGLAND

New York's Beach Project Potential Location Spot

NEW YORK, Nov. 2.—Prospect of six miles of new beaches here, with many concession houses and amusement centers as potential coin machine locations, became more immediate as Park Commissioner Robert Moses proposed a speed-up program for this project.

Moses proposed to the mayor that beach work should be accelerated in order to complete all planned improvements by 1950. All of the new beaches, with the exception of one, already have been provided for in the capital budget. When completed they will represent an approximate 50 per cent expansion of the city's present 13.5 miles of beaches.

Change at Coney

Included in the improvement plan, and also in the budget, are extensive changes in Coney Island facilities. Work is now under way on additions to Orchard Beach in the Bronx. There a third of a mile of beach and 10 beach acres are being added. Concession building, picnic area, playground and comfort stations will be incorporated.

At Jacob Riis Beach, bathhouse facilities for an additional 1,000 people are planned, as well as swimming pool, bleachers and a concession building. Improvements for Jones Beach include parking facilities for 2,000 more cars, stadium, music shell and underpass.

With expansion of facilities at Rockaway Beach and on Staten Island's Great Kills Beach scheduled for 1947, Coney Island improvements will follow in 1948. Here attractions which make the resort a great location for arcades and other coin-operated equipment will be further enhanced. Six playgrounds, new maintenance building and comfort stations, an oceanarium and additional parking space are among the projects. Also, according to Moses' report, Coney Island should be extended easterly along esplanade to include the new park at Manhattan Beach.

Coinmen Eye Beaches

New beaches being eyed by coinmen include Plumb Beach, along Shore Parkway at the west end of Marine Park; Marine Beach, at the Marine Parkway Bridge; Canarsie Beach, at Jamaica Bay; Clearview Beach, on Little Bay, and Ferry Point,

in the Bronx. Work on these is expected to begin in 1949.

Altho the scope of new opportunities for coinmen which will come with completion of these new playgrounds is not entirely clear now, trade members are evincing great interest. Several are reported to be looking over likely buildings and land in adjacent areas.

At Coney Island and Rockaway Beach where arcades and other coin machine businesses are well established, plans are being made for remodeling and expanding locations to take care of the upsurge of play expected with completion of the Moses program.



MILLS SALES CO., LTD.
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MILLS COIN MACHINES
ARIZONA, CALIFORNIA, NEVADA AND OREGON

"JACK RABBIT" JUMPS PROFITS



AMUSEMATIC introduces a fascinating new, all-animated game — "JACK RABBIT" that will **MULTIPLY YOUR CASH LIKE RABBITS!**

This game of action and coordination invites a constant customer replay and corners amusement coins. Pin Game Operators and Arcade Operators live your amusement center, multiply your dollars and CASH IN ON "JACK RABBIT"!

This all-animated thrilling game is operated on a two-button principle—one button to increase speed of Dog—the other to make Dog leap for Rabbit.

\$475.00
1/3 DEPOSIT BALANCE C.O.D.

KLEIN DISTRIBUTING CO.
2606 W. FOND DU LAC AVENUE, MILWAUKEE 6, WISCONSIN, Telephone: KILBOURN 2032

LOOK AT THESE PRICES!

Reconditioned and Ready for Location

1 Dark Horse (1 Bl.)	\$84.50
3 Blue Grass (1 Bl.)	84.50
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1 Argentine (5 Bl.)	60.00
1 Blondie (5 Bl.)	15.00
1 Sporty (5 Bl.)	15.00

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COIN-OPERATED AUTOMATIC SALES BOARDS
Deals of all kinds
Write for particulars
R. C. WALTERS
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TO ALL OPERATORS

YOUR ELECTRONICS PROBLEMS OUR SPECIALTY
Modernize Your Old Amplifier, Good Tone, High Volume, Dependable.
Completely Rebuilt to Universal or Your Personal Requirement.

MOORE ELECTRONICS LAB. Plant City, Fla.

WE ARE NOW DELIVERING BRAND NEW EVANS BANG TAILS, FREE PLAY, CASH PAY and COMBINATION P. O. and F. P. CONSOLES
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COIN MACHINE DISTRIBUTING CO.
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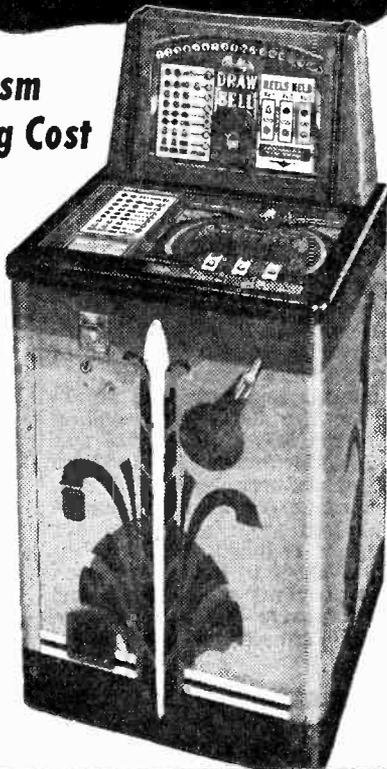
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MILLS VEST POCKET CHROME BELLS
\$49.50 EACH
1/3 Deposit, Balance C. O. D.
WE BUY, SELL AND EXCHANGE
Phone: Jefferson 1644
3147 Locust St. ST. LOUIS 3, MO. **MY CALL NOVELTY CO.**

Bally's DRAW BELL

OLD FAVORITE BELL-FRUIT FLASH PLUS NEW "HOLD AND DRAW" FEATURE

Trouble-Free Mechanism Insures Lowest Operating Cost

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 cuts your service cost to the bone . . . insuring lowest operating costs and highest profits in the console class. Order DRAW BELL now. Convertible Replay or Automatic Award. Specify Nickel or Quarter play.

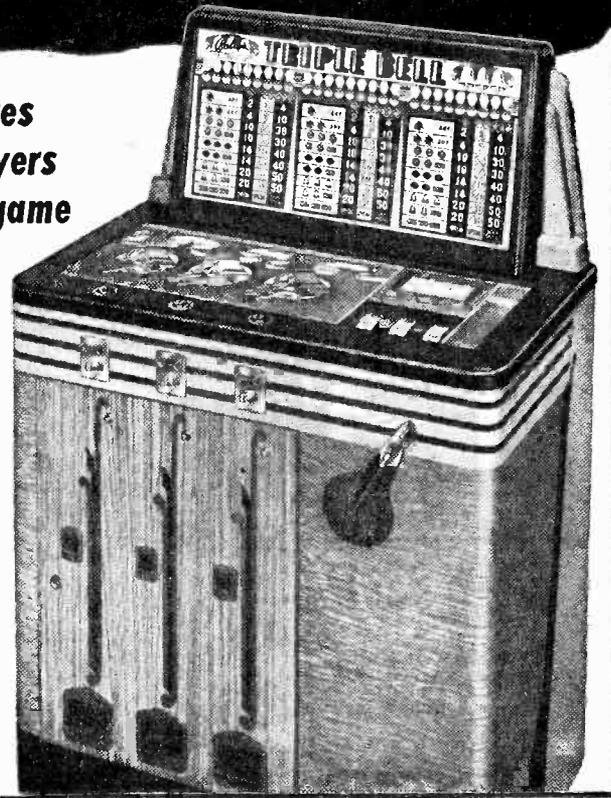


Bally's TRIPLE BELL

TRIPLE PLAY! TRIPLE PROFIT!

3 Coin Chutes permit 3 players to play each game

Changing Odds on big light-up back-box. 1000 Super Special plus plenty of other big awards and single-cherry awards. DeLuxe Cabinet in rich blonde wood-grain finish. Simple Trouble-Proof Mechanism. Quickly convertible replay or automatic award. Any combination of coin-chutes — nickel, dime and quarter.



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1615 S. W. 14TH AVENUE
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SEATTLE, WASH.
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348 SIXTH STREET
SAN FRANCISCO, CALIF.

THE COLONEL SAYS



"Try these, boys—you'll be glad you spent your money down South. Just pick up your phone—or wire—or write."

HERE THEY ARE:

- 7 BIG HIT, Like New. Ea.....\$195.00
- 10 SURF QUEEN, Like New. Ea..... 195.00
- 2 AM"SEMATIC Life League, F. S. Ea.... 245.00
- 6 OKLAHOMA, Nice and Clean. Ea..... 125.00
- 12 KEEP 'EM FLYIN', You Can't Beat This. Ea..... 129.50
- 11 SKY CHIEF, Another Money Maker. Ea..... 129.50
- 9 ARIZONA, One of the Best Conversions. Ea..... 125.00
- 4 MONICKER, A Money Maker. Ea..... 74.50
- 5 BIG PARADE, Just as Good as They Come. Ea..... 125.00
- 2 SANTA FE, As Good as a New Game. Ea..... 139.50
- 3 FOUR ACES, These Will Be Snapped Up. Ea..... 74.50

PLEASE SEND TWENTY-DOLLAR DEPOSIT WITH ORDERS

BARGAIN BASEMENT

- 11 TEN SPOT
- 6 BOLA WAY
- 5 SCHOOL DAYS
- 4 SPORT PARADE
- 2 SPOT POOL
- 2 STRATOLINER

\$44.50
EACH

SOUTHERN AMUSEMENT CO.
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MEMPHIS, TENN. PHONE 5-3600



WHAT?

No Free Samples of "TALKING GOLD"!

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.

Save waste! Save money! Buy large roll. Use as needed. IF YOU HAVEN'T ALREADY PLACED YOUR ORDER — WHAT ARE YOU WAITING FOR?

DISTRIBUTORS: Some exclusive territories are still open. Write on your letterhead for our 100% co-operative deal.

SPEEDWAY
PRODUCTS, INC.
502 W. 45th ST.
N. Y. 19, N. Y.

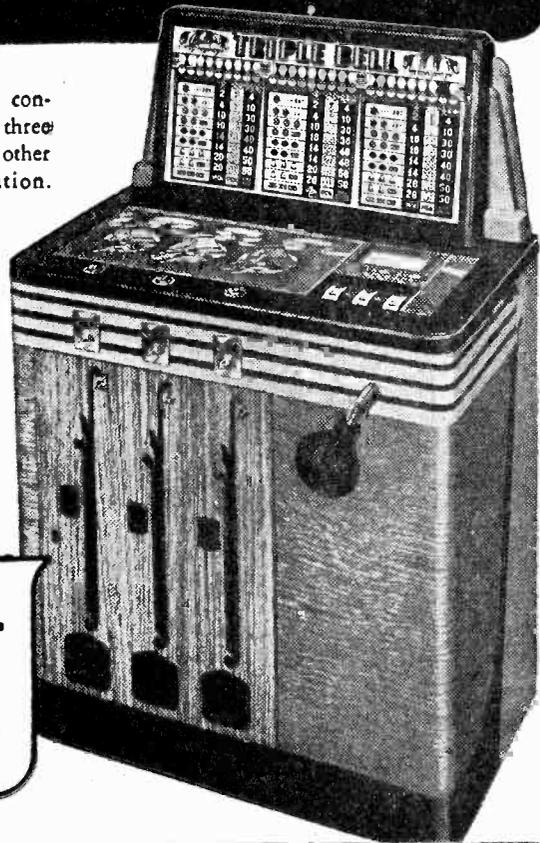
AL BLOOM, President
Tel: LOnacre 5-0371

Bally's TRIPLE BELL

TRIPLE PLAY! TRIPLE PROFIT!

BALLY TRIPLE BELL consoles actually earn two to three times top earnings of all other consoles now in operation.

Triple Coin-Chutes permit three players—or three coins—every spin of the reels. 1000 Super Special award insures continuous repeat play. Convertible automatic or replay. Any combination of nickel, dime and quarter chute.



DRAW BELL

Bell-fruit flash plus new HOLD-AND-DRAW feature—guarantees big repeat play.

ATLAS NOVELTY COMPANY

2217 FIFTH AVENUE

WESTERN PENNSYLVANIA

PITTSBURGH 19, PA.

ROUTE FOR SALE

In a "Wet" County in Texas

Consisting of 185 Phonographs, including 12 '46 Rock-Olas, 8 '46 Seeburgs, 64 Pin Tables, including one and 5 Ball, all of late models; 48 Slots, all '46 models.

Route grosses better than \$3,000 per week. High cash box prices approximately \$130,000. Will finance two-thirds.

BOX D-360

The Billboard

Cincinnati 1, O.

AT LAST! HARD TO GET

BULBS

Available for Immediate Delivery in ANY Quantity

27V	1458	81
44	1130	1456
50	313	1460
63	46	1484
40	55	1457
47	1454	1129
	1455	51
		1459

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

Jacobs Back in Full Peacetime Producing Flow

DETROIT, Nov. 2.—F. L. Jacobs Company here, manufacturer of coin machines, has completely reconverted to peacetime operations and modernized and streamlined its set-up for economical operation, according to Rex C. Jacobs, president. New Indianapolis plant, where the Laundrall (a non-coin operated machine) and the Coca-Cola bottle vending machines are being built, is in substantial production. "We have established a distributor organization whose combined net worth exceeds \$10,000,000 and have appointed 5,000 carefully selected dealers," Jacobs said.

"Delays in completing our building program, plus poor deliveries of essential material, tools and equipment, have hindered realization of our expectations," Jacobs revealed. In his annual report to the stockholders for the fiscal year ending July 31, a net loss of \$1,401,325 was shown. A deduction of \$1,352,182 for the cost of fixtures, tools and dies had been made from income, and a \$6,201,325 loss from operations for the year was reduced, due to a refund of \$4,800,000 in federal taxes on income of previous years, which last was based on carry-back of operating losses and unused excess profits taxes.



DIXIE
COIN MACHINE COMPANY
710-912 POYDRAS ST., NEW ORLEANS 13, LA.
MILLS COIN MACHINES
STATE OF LOUISIANA

BRAND NEW BLACK CHERRY BELLS
5¢ 2x5 P.O. \$248.00
10¢ 2x5 P.O. 252.00
25¢ 2x5 P.O. 258.00
50¢ 2x5 P.O. 400.00

EXCEPTIONAL BUYS IN USED EQUIPMENT
6 5¢ Mills Chromes (Like New) .. \$160.00
3 10¢ Mills Chromes (Like New) .. 170.00
4 25¢ Mills Chromes (Like New) .. 190.00
1 5¢ Black Cherry (Like New) .. 170.00
1 25¢ Black Cherry (Like New) .. 200.00
3 5¢ Blue Fronts .. 125.00
1 25¢ Blue Front .. 160.00
1 5¢ Mills Melon .. 145.00
1 5¢ Brown Front .. 35.00
3 25¢ Brown Fronts .. 160.00
3 5¢ Paxing Sluggproof, Enamel Fin. .. 95.00
3 5¢ Watling Rotatops .. 70.00
1 10¢ Watling Rotatop .. 80.00
1 25¢ Watling Rotatop .. 120.00
1 5¢-10¢-25¢ Columbia (New) .. 95.00
1 Set of Callies, 5¢-10¢-25¢, very clean .. 200.00

MISCELLANEOUS
1 25¢ Golf Ball .. \$165.00
1 10¢ Golf Ball .. 190.00
4 Rock-Ola Moderne Speakers .. 49.50
4 5¢ Rock-Ola Bar Boxes .. 22.50
4 Wurlitzer Model 100, with Brackets .. 15.00
2 Buckley Boxes, with Brackets .. 4.00

GENERAL NOVELTY CO.

521 N. 16th St. Milwaukee 3, Wis.
Telephone West 4242.



HEINZ NOVELTY CO.

664 MARSHALL, MEMPHIS, TENNESSEE
MILLS COIN MACHINES
THE STATE OF TENNESSEE

SPECIALS BY STEWART

4 Mills Panorams, Solo Vue Peeks .. \$285.00
3 Muto. Punching Bags (Like New) .. 80.00
3 Astroscopes .. 55.00
1 Chicken Sam .. 65.00

2 Muto. Photomatic, Late Model \$625.00

1 A.B.T. Six Gun Aromatic Rifle Range, Complete and in Excellent Condition .. \$825.00
1 Bally Bull .. 40.00

STEWART NOVELTY CO.

1361 S. Main St., Salt Lake City, Utah

WANTED CHICAGO COIN GAMES

WILL PAY \$20.00 EACH

Any kind. Don't have to work. All parts must be there. No Cabinets—No Glass—No Legs—No Coin Chutes. SHIP AT ONCE C. O. D. Open for inspection.

FIRESTONE ENTERPRISES, INC.

1604 Chestnut Ave. Brooklyn, N. Y.

Goalie, used only in 3 small towns of less than 5,000, nice, \$329.00; Super Rock-Ola, \$295.00; 5 Balls: Big Chief, \$37.50; Spunky, \$37.50; Rotation, \$20.00; Spot Pool, \$55.00; Hit Jap, \$45.00; Baker Defense, \$37.50; Silver Spray, \$37.50. All working. Deposit, Balance C. O. D.

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UNITED NOVELTY COMPANY

DELAUNEY & DIVISION STS., BILOXI, MISS.
MILLS COIN MACHINES
MISSISSIPPI AND GULF COUNTIES OF ALABAMA

ERIE DIGGERS WANTED

ONE OR FIFTY, ANY CONDITION. STATE CONDITION AND PRICE. CASH WAITING.

LEE MOSS

122 PINWOOD AVE. HOT SPRINGS, ARK.
Must Be Erie Diggers

FIVE DAYS' TRIAL

1 O.D.J. 10¢ Blue Skin, like new .. \$125.00
1 Mills 25¢ Gold Chrome, like new .. 225.00
1 Mills 10¢ Silver Chrome, nice, 2/5 P.O. .. 195.00
1 O.D.J. 5¢ Dixie Belle, like new .. 125.00
2 Mills 5¢ Blue Fronts, 400T, like new .. 125.00
1 Air Circus, nice, A-1 .. 95.00
6 Double Slot Safes, one door, like new .. 75.00
WANTED—Dixie Belle Slots and Do-R-MI P.B. Write us for anything and our list.

NORMAN DEE

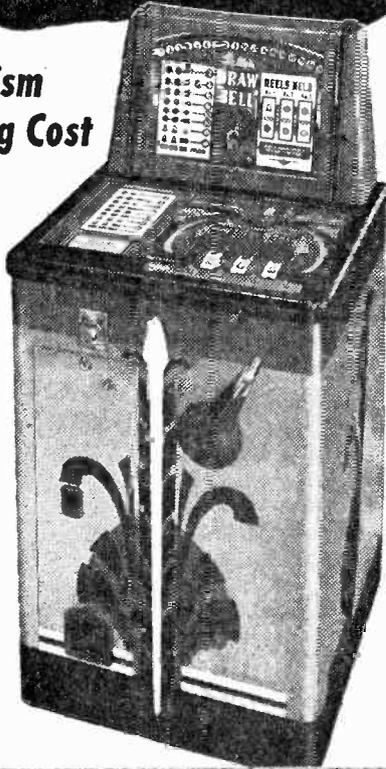
PHONE 800 CUMBERLAND, MO.

Bally's DRAW BELL

OLD FAVORITE BELL-FRUIT FLASH PLUS NEW "HOLD AND DRAW" FEATURE

Trouble-Free Mechanism Insures Lowest Operating Cost

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 cuts your service cost to the bone . . . insuring lowest operating costs and highest profits in the console class. Order DRAW BELL now. Convertible Replay or Automatic Award. Specify Nickel or Quarter play.

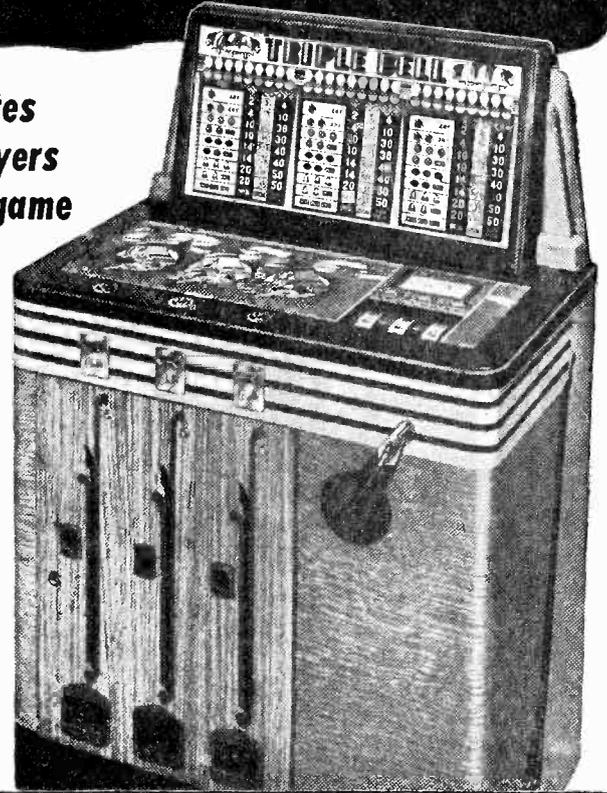


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Changing Odds on big light-up back-box. 1000 Super Special plus plenty of other big awards and single-cherry awards. DeLuxe Cabinet in rich blonde wood-grain finish. Simple Trouble-Proof Mechanism. Quickly convertible replay or automatic award. Any combination of coin-chutes — nickel, dime and quarter.



CHRISTOPHER-LUKER COMPANY

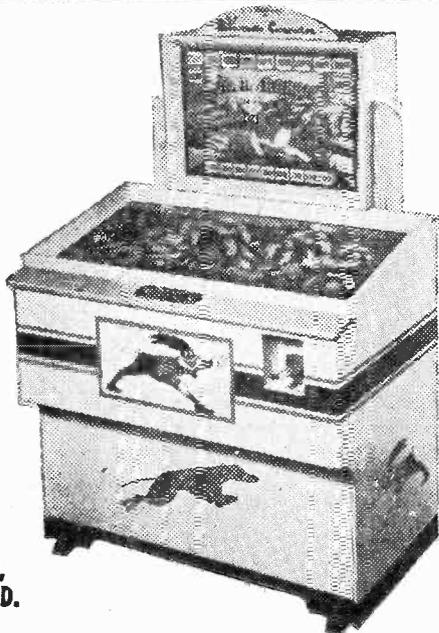
763 S. W. 8TH STREET, MIAMI, FLORIDA
FLORIDA AND ALABAMA

"JACK RABBIT"

A BRAND NEW CONSOLE
5c Play

PRICE
\$475.00

P. O. B.
Chicago
1/3 deposit,
balance C. O. D.



A brand new game of action that you've been waiting for . . . not only new parts, cabinet, mechanism, etc., BUT a brand new idea . . . different from anything you've ever seen . . . a 5c play machine where you press two buttons, one with each hand and the hound chases the rabbit . . . high score of 200,000 . . . playing field of many colors . . . so much fun that players come back for more in this location-tested game . . . a sure-fire cinch to bring in the profits.

Prompt Delivery!

Now on display in our showrooms.

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AMALGAMATED DISTRIBUTORS COMPANY

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Distributors for International Mutoscope Corp.

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.

SHOOT THE BEAR

Ray Gun, Regular Price \$189.50
NOW ONLY \$149.50

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	Follies	\$ 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
Defense	39.50	Landslide	39.50	Victory	95.00
Fleet	49.50	Play Ball	49.50	Yankee Doodle	149.50

1/3 DEPOSIT WITH ORDER, BALANCE C. O. D.

WANTED

SEEBURG CHICKEN SAM AND JAILBIRD RAY GUNS

WILL PAY
\$40.00
Each

WRITE FOR SHIPPING INSTRUCTIONS.

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Telephone GRAceland 0317 · 1346 Roscoe St., Chicago 13, Ill.

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TRIPLE PLAY! TRIPLE PROFIT!

Triple Coin-Chutes permit three players—or three coins—every spin of the reels. 1000 Super Special award insures continuous repeat play. Convertible automatic or replay. Any combination of nickel, dime and quarter chute.

DRAW BELL
Bell-fruit flash plus new HOLD-AND-DRAW feature—guarantees big repeat play.

MULLINIX AMUSEMENT CO.

203 W. VICTORY DRIVE SAVANNAH, GEORGIA
GEORGIA

Detroit's New Products Show Spots Arcade

DETROIT, Nov. 2. — Important part of the amusement activity furnished the 100,000 people who attended the New Post-War Products Exposition here were the arcade-style coin machine exhibits, it was revealed this week when the show's nine-day run closed.

Big arcade set-up by Macomb Music Company was the center of attraction. Handled personally by Earl (Russ) Russell and Phil Scully, partner and son-in-law, who operate the Macomb firm, the arcade was also given assistance by June Waterbury, of their office.

Macomb arcade used 21 pieces of different equipment. Emphasis was placed on electric guns and skeeball alleys. Also installed was an Aireon music box to entertain customers. Machine was kept playing thruout the show.

Near the arcade was a six-machine unit, including a voice recorder and a battery of varied photo machines. This section was handled by Sam Siegel, a local operator.

Third of Hartford's Jukes, Pins Tagged

HARTFORD, Conn., Nov. 2. — Hartford officials said this week that one-third of the pinball games and juke boxes in the city have now been licensed under the city's new ordinance.

Meantime operators of the games and jukes were advised to make application for blanks at police headquarters where they are available in the division of safety and hazards.

VALLEY SPECIALTY CO.
550 CLINTON ST. N, ROCHESTER 5, N. Y.
MILLS COIN MACHINES
WESTERN NEW YORK STATE

WE BUY Salesboards
Odd Lots 1 to 5000
What Have You?
Cash On the Line.
BOX D-363
The Billboard
Cincinnati, Ohio

NORTHWEST SALES COMPANY
3144 ELLIOTT AVE., SEATTLE, WASHINGTON
MILLS COIN MACHINES
IDAHO, MONTANA AND WASHINGTON

FORCED TO SELL
WILL CONSIDER ANY REASONABLE OFFER
45 MILLS GOLD CHROMES
(Still in Crates)
23 Nickel Play.... 3-5 Pay
12 Dime Play..... 3-5 Pay
10 Quarter Play... 2-5 Pay
Write—Wire or Phone
F. B. GOULD
80 S. Pine Ave. Albany, New York
Phone 2-1101

MORE PROFIT with OLD MACHINES!
WESTERN BASEBALLS like NEW again! Now factory rebuilding and refinishing your old Western Baseballs to Work and Look like NEW!
All work done by factory skilled mechanics—and GUARANTEED!
Send your machines in TODAY freight prepaid. Price, \$89.50 (plus parts).
COIN AMUSEMENT GAMES, INC.
1335 E. 47th St. Chicago 15, Ill.

LEADER SALES AND DISTRIBUTING CO.
4116 LIVE OAK ST., DALLAS, TEXAS
MILLS COIN MACHINES
OKLAHOMA AND NORTHERN HALF OF TEXAS

THE SUPER ROLL-DOWN SUPER TRIANGLE
ELECTROMATON, INC.
Manufacturers of Electro-Mechanical Amusement Devices
701-703 Monroe St., Hoboken, N. J.
Hoboken 3-1472

WANTED TO BUY! GENCO
Victory and Defense Games
will pay **\$40.00** Each
Machines must be complete.
AMERICAN AMUSEMENT CO.
164 E. GRAND AVE. Tel.: CAPitol 5300 CHICAGO 11, ILL.

PLAY SMART WITH SMARTY!

KEYSTONE PANORAM COMPANY
2538 W. HUNTINGDON ST., PHILA. 32, PA.
MILLS COIN MACHINES
DELAWARE, EASTERN PENNSYLVANIA AND SOUTHERN NEW JERSEY

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 9800, 8800, 8200, Lower Sides \$14.50
"Cadet"—"Major" Top Corners 2.50
"Classic"—"Colonel" Top Corners 6.00

SHEET PLASTIC

20"x50"—Non-Brittle, Pillable, 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
61-71-41-600-500 Top Corners 4.00
700 Top Corners 7.00
700 Lower Sides 9.50
700 Back Sides 8.50
800 Top Center, Right or Left Red 8.00
800 TOP CORNERS 16.50
800 Back Sides, Green 9.50
800 Lower Sides 13.50
750 Top Corners 8.75
750 Lower Sides 8.75
750 Top Center 4.25
750 Middle Sides 2.00
850 Top Corners 9.50
850 Lower Sides 8.75
850 Top Center 11.00
950 Lower Sides 10.50

MILLS

Available in Red, Yellow or Green
Throne—Empress Each
Top Corners \$14.00
Throne—Empress Lower Sides 14.00

ACME SALES CO. 505 W. 42nd ST. New York 18, N. Y. LD. 3-4138

Bally's TRIPLE BELL TRIPLE PLAY! TRIPLE PROFIT!

3 Coin Chutes permit 3 players to play each game

Changing Odds on big light-up back-box.

1000 Super Special plus plenty of other big awards and single-cherry awards. DeLuxe Cabinet in rich blonde wood-grain finish. Simple Trouble-Proof Mechanism. Quickly convertible replay or automatic award. Any combination of coin-chutes — nickel, dime and quarter.



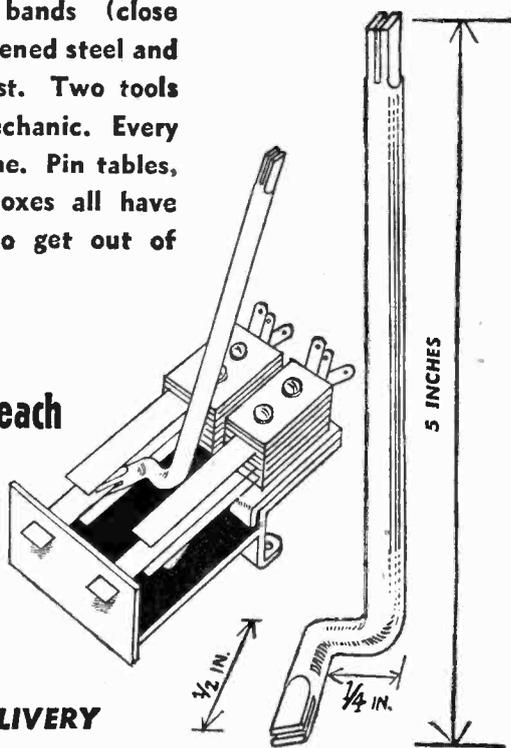
BALLY TRIPLE BELL consoles actually earn two to three times top earnings of all other consoles now in operation.

HEATH CONTACT ADJUSTER

Our own make—designed by mechanics for mechanics. Offset to get between relay bands (close work). Made of hardened steel and plated to prevent rust. Two tools in one. Ask any mechanic. Every service man needs one. Pin tables, consoles and juke boxes all have relays with blades to get out of adjustment.

PRICE: FIFTY (50) cents each \$5.50 per dozen

Jobbers, Distributors and Parts Houses write for quantity prices.



IMMEDIATE DELIVERY

HEATH DISTRIBUTING CO.

217 THIRD ST.

PARTS DEPARTMENT

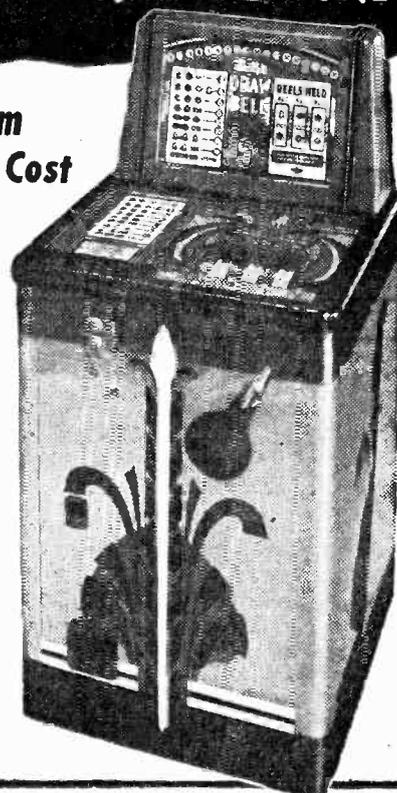
MACON, GEORGIA

Bally's DRAW BELL

OLD FAVORITE BELL-FRUIT FLASH PLUS NEW "HOLD AND DRAW" FEATURE

Trouble-Free Mechanism Insures Lowest Operating Cost

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PAUL A. LAYMON COMPANY
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 SOUTHERN CALIFORNIA, ARIZONA

Bottles Cloud With Decontrol

(Continued from page 89)

itself and keep new designs of glass containers at a minimum.

Effect of the decontrol on the vending trade and soft-drink bottlers. it would seem, will depend on the industry's effort to govern itself from the competition of new designs. If the manufacturers go all out for new designs now, production may slump and operators will suffer.

Production of glass containers, the CPA says, has increased from 70,-000,000 gross in 1941 to 106,000,000 gross in 1945, which it says is sufficient to meet all demands. Estimated production for 1945 was placed at 110,000,000.

Ops Say Bottle Shortage

However, in this country and Canada, reports from operators have complained of a bottle shortage despite the CPA contention. In Minneapolis operators have stated that a bottle bootleg exists. Bootleggers are those, they say, who use another manufacturer's bottles for their products.

Among factors blamed for the shortage is the failure of the public to return the bottle after it has used it and the inability of the manufacturer to fully supply the demand of the beverage maker. Shortage of cardboard containers, used to ship bottles, was also blamed.

Stiff competition from paper containers is expected now, with some operators and bottlers indicating their preference for the fiber product. Two billion of the paper cartons were produced last year and the annual output is expected to hit 10 billion in the next four years.

Fiber Saves Space

For the operator the saving in space with the fiber carton has been a vital factor in his preference for that product. Glass manufacturers have adopted the square bottle to offset this effect. Breakage decrease with the fiber bottles has also been an obvious advantage in cutting costs.

Possibility of the use of fiber and glass containers in other types of vending machines has been suggested. Glass bottle shortage has given some edge to the fiber container in this line.



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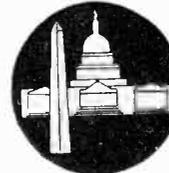
SALESBOARDS

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Holes	Name	Profit	Price
400	1¢ to 5¢ PUT & TAKE	\$ 7.50	\$.59
1000	5¢ Nickel Charley	Def. 17.00	.88
1000	5¢ LULU JR.	Def. 18.00	.90
1800	5¢ Lulu, X Thick	Def. 18.00	1.89
1000	5¢ Double Finn	Def. 24.00	.88
1000	25¢ J.P. Charley	Avr. \$50.00	\$1.15
1000	25¢ J.P. Charley	Avr. \$2.04	1.22
1000	10¢ J.P. Ready Money	Seal. 50.70	1.78
1000	25¢ J.P. Tex. Charley	Seal. 50.28	1.49
1000	5¢ J.P. Home Run	Avr. 27.00	1.80
1200	25¢ J.P. Tex. Charley	Avr. 102.28	2.29
1000	5¢ J.P. Win Finn	Jumbo \$24.80	\$1.78
1184	5¢ J.P. Jumbo Tens	Jumbo 33.00	2.49
1000	5¢ J.P. Beat This Card	Avr. 33.00	2.59
1020	5¢ J.P. Hot Stuff	Girle 27.00	2.79
1000	5¢ J.P. Girle, X Th.	Avr. 27.00	2.88
1020	5¢ J.P. Wanna Dough	Girle 27.00	2.89
1800	5¢ J.P. Lulu, X Thick	32.00	2.89
2170	5¢ Rd. Wh. Blue Singles	36.00	\$1.59
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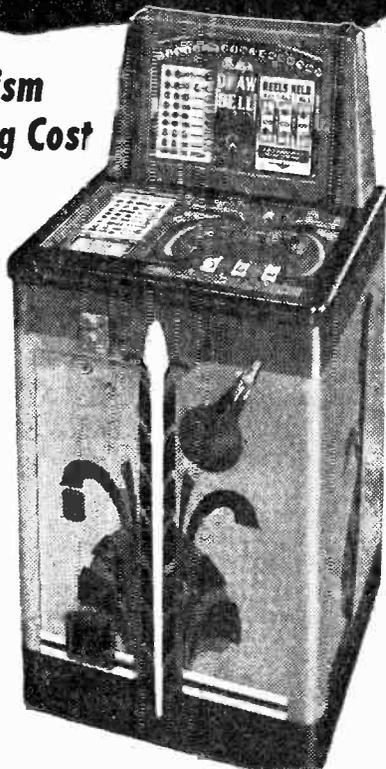
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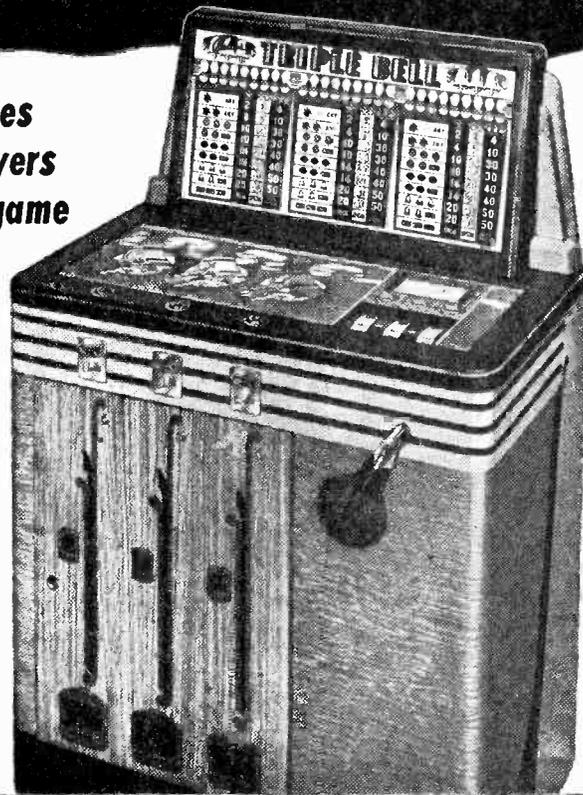


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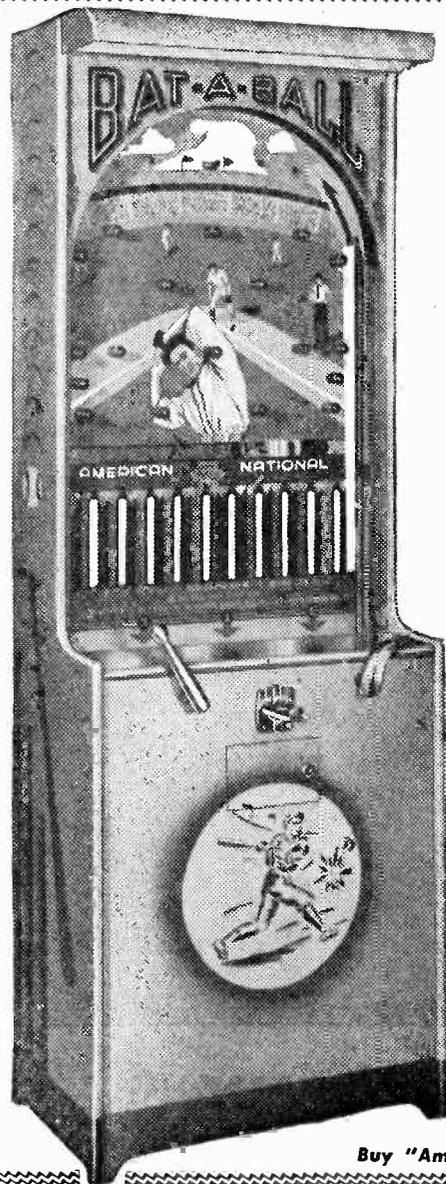
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Why High-Price Machinery? Hidden Costs in Shortages

(Continued from page 86)

costs. Like most other coin machine producers, he said that the only feasible way to get steel today is thru jobbers. And what one receives, owing to bad spots and wrong sizes, comes high when the large percentage of waste is considered. Gasparro told how the same headachy experience runs thru the whole materials situation. Molded rubber bumpers for games, he said, are critical. In order to get them, his firm went to the trouble and expense of having molds made for the processing company. To get deliveries on coils and transformers, the company had to get copper wire first and then supply it to manufacturers in order to get these parts produced, Gasparro explained.

Delays Increase Costs

John Chrest, at Exhibit Supply, pointed to dislocations in production line schedules resulting from shortages as having their inevitable effect on cost of machines. Lack of one component of a machine can stop production entirely, but overhead costs run along whether lines are moving or still, he emphasized. Likewise, after the coin machine producer has waited for months to receive a shipment of materials or parts, need is so pressing that it may have to be shipped air express, opening another notch in costs.

Contributing factor to rising costs is the necessity for anticipating materials needed months ahead, according to several firms. One purchasing agent said that in the cases of steel, electric wire, and many other products, orders had to be placed now for deliveries in the second or third quarter of 1947. With a chaotic price situation, no firm can do this without endangering the whole cost set-up of its organization. Between time of ordering and delivery date, the bottom might have dropped out of the market, or prices may have soared to new heights. Steady prices, not to say low prices, are not in the cards under such conditions.

Labor Comes and Goes

One manufacturer turned the spotlight on labor problems. Agreeing with other coin machine producers that employees are not too difficult to get, he said that labor turnover was the real headache. High percentage of employees stay a few weeks or a few days, and float on to other jobs. Money lost on training these people, combined with lowered efficiency resulting from high turnover, is said to add incalculable costs to the making of machines.

Another manufacturer commented on the difficulty in finding enough intelligent help. While highly skilled people are not needed for many jobs, costs will rise if the workers are not

up to standard in alertness, he said. In all of these things which go into the making of coin machines, producers admit the difficulties stemming from simple shortages, but they see the indirect headaches as even more seriously affecting the industry.



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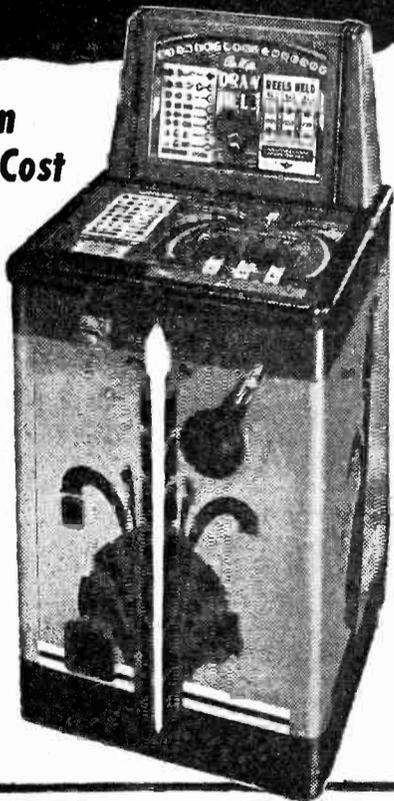
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EASTERN MISSOURI, SOUTHERN ILLINOIS, WESTERN KENTUCKY

Coinography

(Continued from page 87)
45 minutes. As an added fillip to his racing career he agreed to a bicycle versus sulky match, giving the horse an edge of a quarter mile. When the city of Plymouth watched the horse finish the three-and-a-quarter-mile race, the triumphant Gilmore was watching with them in the stands.

Having attracted so much attention in the racing field, Gilmore was approached by George Waller, noted six-day bike champ, who offered to team with him. Arthur Augustus Zimmerman, another champion of the day, challenged Gilmore to a race, but since it would have involved losing his amateur standing, he was forced to refuse.

Trade Executive

Resting on more than abundant laurels, young Gilmore finally settled down to the serious side of life and became director and officer of the Standard Oil Company of Nebraska at Omaha. After remaining with them several years he moved about in the petroleum industry, eventually becoming established as a well-known trade association executive. He now holds an enviable 25-year record in this line.

When war transferred the efforts of CMI into armament channels, show management automatically moved into the background for the duration. Meanwhile Gilmore applied his talents to the National Hardwood Lumber Association membership drive, endowing it with gratifying success. With an ever-watchful eye on CMI interests, he returned to active participation when, with the cessation of hostilities, reopened assembly lines and growing sales touched off the coin machine industry. He resumed his position as show manager and was subsequently elected secretary-manager.

With almost all space allotted for the coming convention, Gilmore has already handled the booth arrangements for 104 exhibitors.

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"Of the coming Coin Machine Show, I want to say this: It will not only be the greatest coin machine show in history but will undoubtedly be one of the greatest trade shows of any kind ever held in America.

"All signs indicate that more coin machine operators will visit this convention than any convention in the past. Everybody is going to have a good time. Everybody is going to find inspiration in the exhibition, and the industry in general will receive an impetus far beyond anyone's powers of calculation."

The February convention of CMI promises to be another tally in a score of successes for James A. Gilmore. Here will be another event sparked by his modern efficiency and flavored with the old county-fair showmanship.

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- WICHITA NOVELTY CO.**
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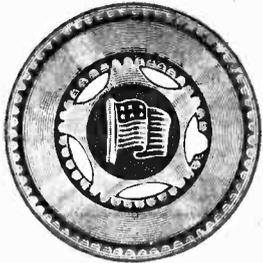


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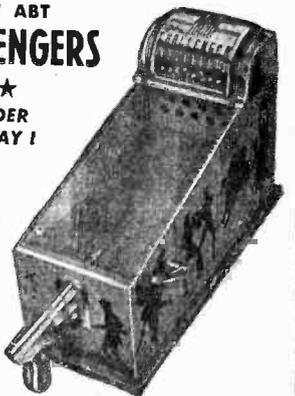
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ANTI AIRCRAFT	39.50	PUNCHING BAG—MUTOSCOPE	134.50
ARCADE THREE-WAY GRIP	5.50	RADIO RIFLE	24.50
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BALLY KING PINS	69.50	SCIENTIFIC BASKETBALL	34.50
BALLY RAPID FIRE	74.50	SCIENTIFIC BATTING PRACTICE	59.50
BALLY SKY BATTLE	69.50	SHOOT YOUR WAY TO TOKYO	58.50
CASINO GOLF	19.50	SKY FIGHTERS	94.50
CHAMPION HOCKEY	74.50	SUPER ZETA	11.50
CHICOIN HOCKEY	94.50	TEXAS LEAGUER	19.50
EVANS SUPER BOMBER	79.50	TIGER PULL	40.00
EVANS TOMMY GUNS	59.50	UNITED NATIONS	39.50
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EXHIBIT KISS-O-METER	59.50	ZETA	9.50
EXHIBIT LOVE METERS (SET OF THREE)	94.50	PANORAM—WITH PEEK CON-VERSIONS)	219.50
EXHIBIT QUESTION GIRL	44.50	PRE-FLIGHT TRAINER (WITH STAND & COIN MEC.)	199.50
GRANDFATHER'S CLOCK	58.50		
GYPSY PALMIST	24.50		

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ARIZONA	\$149.50	KEEP 'EM FLYING	\$ 79.50
ARMY & NAVY (REC. KNOCKOUT)	69.50	KNOCKOUT	89.50
BOMBARDIER (REC. VICTORY)	64.50	LAURA	164.50
BIG HIT	194.50	LIBERTY	48.50
BIG PARADE	89.50	OWL (CONV. 1-2-3)	14.50
CASABLANCA	89.50	OWL	14.50
FIVE-TEN-TWENTY	79.50	SANTA FE	164.50
FLAT TOP (REV.)	94.50	SNAPPY	39.50
GRAND CANYON	144.50	SKY RAIDER	69.50
GUN CLUB	42.50	STAGE DOOR CANTEN	169.50
HI HAT	54.50	STAR ATTRACTION	48.50
HOLLYWOOD	89.50	SUN VALLEY	89.50
JEEP (REV.)	69.50		

PHONOGRAPHS

ROCK-OLA		WURLITZER	
'39 STANDARD	\$249.50	750-M	\$464.50
'40 MASTER ROCKOLITE	279.50	750-E	484.50
'41 PREMIER	387.50	780-M COLONIAL	409.50
COMMANDO	391.50	780-E	409.50
		800	444.50
		850	454.50
SEEBURG		WALL BOXES	
VOGUE, R.C.	\$314.50	SEEBURG BAR-O-MATICS	\$ 19.50
COMMANDER	324.50	WALL-O-MATICS	22.50
HI-TONE 9800	324.50	SELECT-O-MATICS	19.50
HI-TONE 9800, R.C.	427.50	KEENEY	.75
HI-TONE 8800	339.50	PACKARD MODEL #30 PLA-MOR	19.50
HI-TONE 8200	334.50	BOXES	
HI-TONE 8200, R.C.	389.50		

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10c	\$149.50; 25c	Jenn. Silver Chief or Silver Club Special, 10c, \$119.50; 25c	149.50
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10c	\$195.00; 25c	Page Rocket or De Luxe, S.P., 10c	89.50

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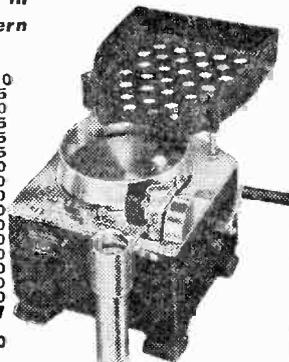
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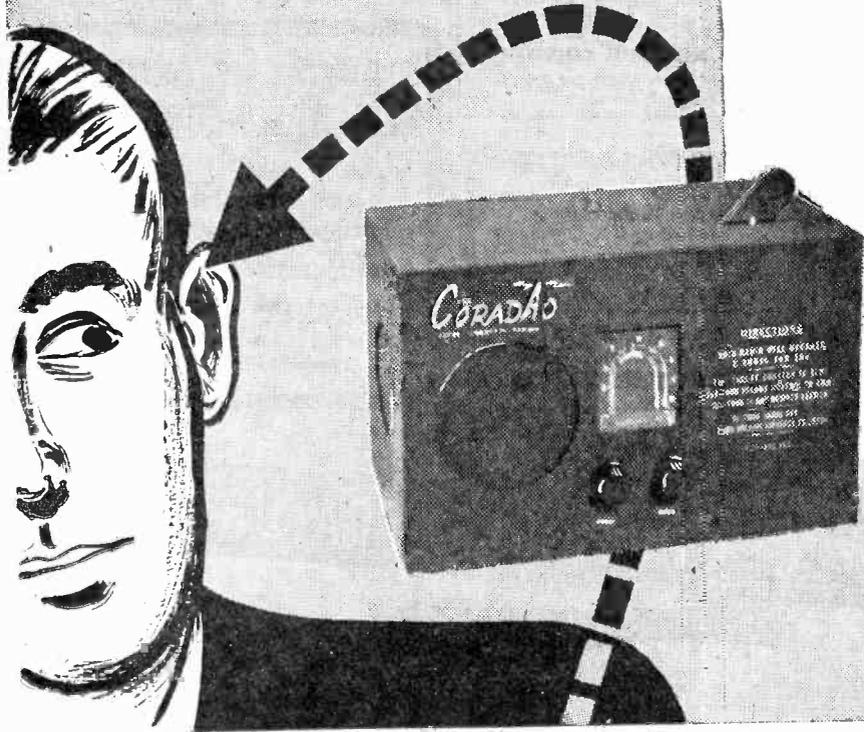
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| Coin starts radio playing—no buttons to push. | |

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400	5¢	Buckaroo	7.00	.86
800	10¢	90 Percentor, Jumbo Holes	10.00	1.05
800	5¢	Gobs of Fun, X Thick	Avg. 22.70	2.50
800	5¢	800 Club, X Thick	Avg. 22.50	2.50
800	5¢	Nuts to You, X Thick	Avg. 22.70	2.50
1000	1¢	Cigarette Boards, All Pack Payout		.75
1000	5¢	Cigarette Boards, 90 or 99 Pack Payout, Nickel Special Half Free		.95
1000	5¢	Nickel Charley	17.00	.95
1000	25¢	178 Winner Charley	50.00	.95
1000	25¢	Golden Boy Charley	45.00	.95
1000	25¢	J.P. Charley	Avg. 51.98	1.22
1200	25¢	Cheerful Charley, X Thick	Avg. 82.65	2.89
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1800	5¢	Lulu Lee, X Thick	18.00	1.95
1800	5¢	Lulu, X Thick	24.00	1.95
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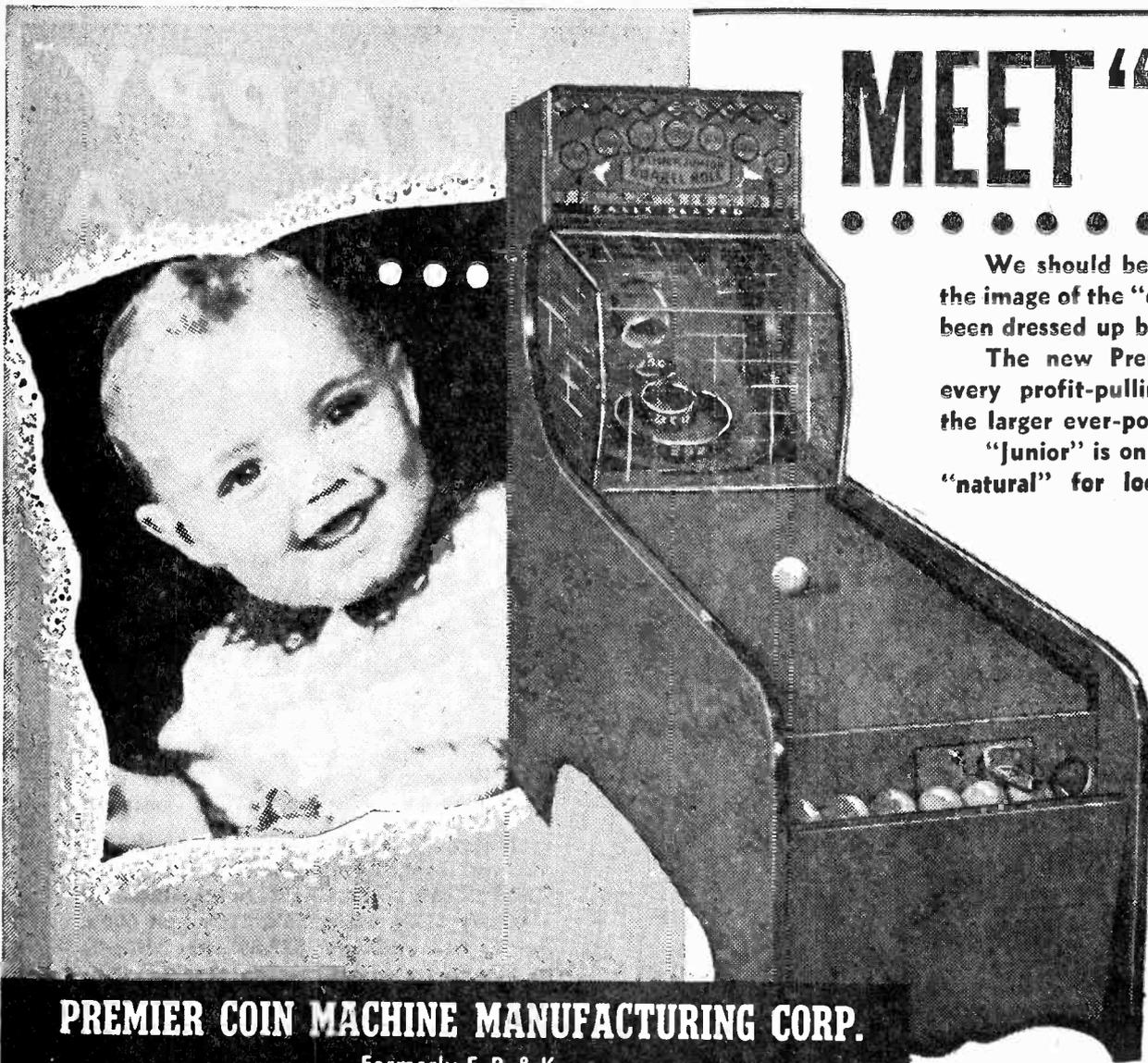
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The new, space-saving Junior Console Barrel Roll is custom-made in our own modern plant, solidly constructed of mahogany and maple plywood. It's built for heavy play—every day!

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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.

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Five-Ten-Twenty	100.00	Home Run, '41	60.00	New Champs	45.00
Flat Top	180.00	Laura	180.00	Play Ball	60.00
G.I. Joe	60.00	Liberty	145.00	Slugger	69.00
Repeater	\$30.00	United Revamps. Each	\$180.00		

NEW

Exhibit Fast Ball	\$330.00	Gottlieb Super Liner	\$322.00
Chicago Coin Spell-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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 107 MEADOWS ST. · NEW HAVEN 10, CONN. · TEL: NEW HAVEN 7-0146

CORRECTION, Please!

It was erroneously stated in our ad last week that we had Genco's STEP UP for immediate delivery. We were misinformed about delivery dates and have not received any shipments of STEP UP as yet. We will make a further announcement on delivery just as soon as STEP UPS are available. A thousand pardons, please.

MAX BROWN

PHILA. COIN MACHINE EXCHANGE

844 N. BROAD ST.

PHILADELPHIA 30, PA.

SEEK INVESTOR WITH SUBSTANTIAL CAPITAL FOR MANUFACTURE OF NEW COIN MACHINE

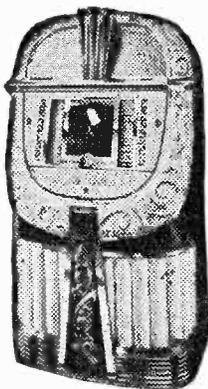
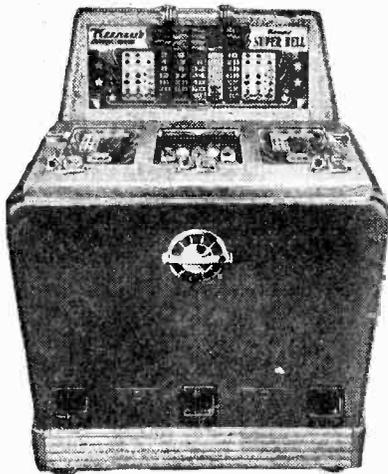
WRITE IN STRICT CONFIDENCE

BOX 112, THE BILLBOARD, 1564 BROADWAY, N. Y.

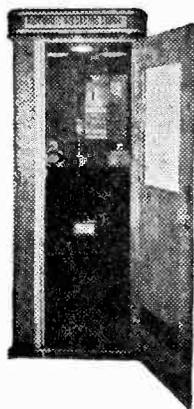
NEW EQUIPMENT FOR IMMEDIATE DELIVERY!

**KEENEY
SUPER BELL**
ONE, TWO
AND
THREE WAY

The best investment
you can make at any
price!



**AMI 40 SELECTION
PHONOGRAPH**
Plays 20 records, 2 sides
**AMI AUTOMATIC
HOSTESS**
Telephone music at its best



MUTOSCOPE VOICE-O-GRAPH
People thrill at the idea of recording
their own voices—and you'll thrill at
the money the Voice-o-Graph can make
for you.



MUTOSCOPE ATOMIC BOMBER
A natural for big profit play.

PLUS THESE FOUR WINNERS!
AMUSEMATIC JACK RABBIT
ACE COIN COUNTER
EXHIBIT FAST BALL
CHICAGO COIN SPELLBOUND

SPECIAL SALE OF USED EQUIPMENT

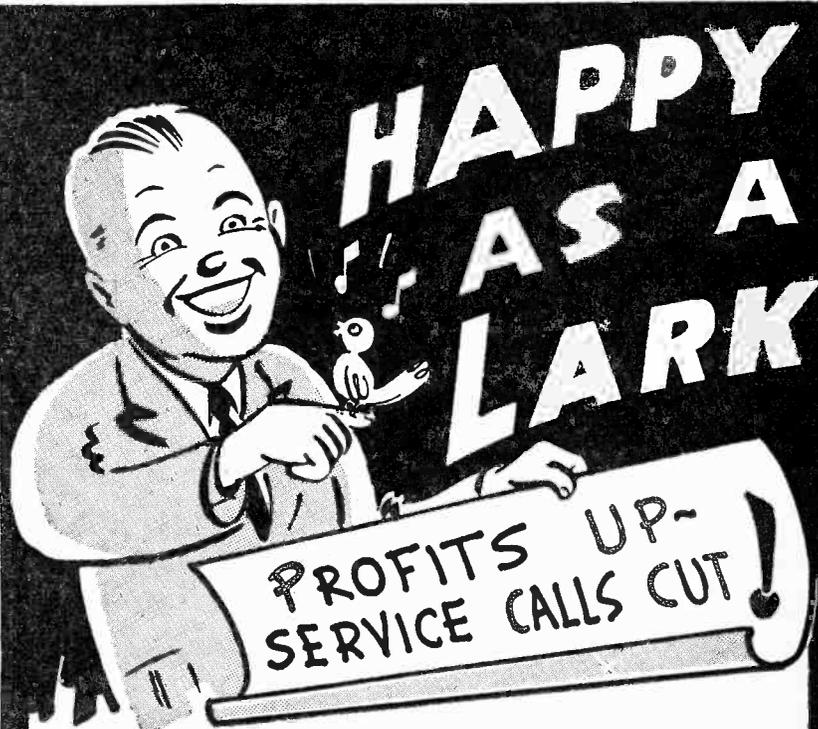
1 Used Goatee	\$250.00	1 Defender	\$110.00
2 Amusement Lite-League. Ea. . .	225.00	1 Keeney Submarine	45.00
4 Exhibit Vitalizers, Foot Ease. Ea. .	69.50	1 Supreme Rocket Buster	95.00
2 Super Skee Roll. Ea.	175.00	1 Batting Practice	65.00
5 Boloscore. Ea.	195.00	2 Tokyo Guns. Ea.	69.50
1 Gottlieb Skee-o-Lette	45.00	1 Set of Two Exhibit Cockeye Circus, With Base	100.00
1 Western Base Ball, Major League	100.00	4 Photomatics (2 With 20¢ Coin Chutes, 2 With 25¢ Coin Chutes), Latest Pre-War Models. Ea. . . .	675.00
1 Kirk Night Bomber	195.00		
1 Super Torpedo	125.00		

WE GUARANTEE ALL EQUIPMENT TO BE IN TOP CONDITION, THOROUGHLY RECONDITIONED AND READY FOR LOCATION!

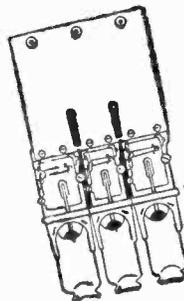
WRITE . . WIRE . . PHONE TODAY!

H&L DISTRIBUTORS, INC.

Morris Hankin Jack Lovelady
708 Spring Street, N. W., Atlanta, Ga.
1524 2d Ave., N. Birmingham, Ala.



Man O Man, after installing Heath's Coin Chute Adapters, I get no more midnight service calls because of old, worn-out coin chutes.



Players say, "It's a pleasure and a joy to play machines equipped with Heath coin chutes—THEY SLIDE SO EASILY." Now available for Wurlitzer 412's, 616's, 24's, 500's and 600's. Specify type machine. \$22.50 each. Distributors, write for quantity prices. Shipping daily from stock.

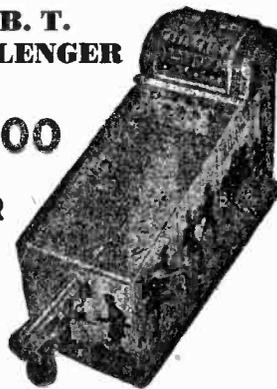
HEATH DISTRIBUTING COMPANY
217 THIRD STREET
MACON, GEORGIA

PHONES 2681-2682

★ BUY FROM MARKEPP *It's Safer!*

**A. B. T.
CHALLENGER**
SAMPLE
\$65.00

WRITE FOR
QUANTITY
PRICES



DAVAL'S NEW
FREE
PLAY
\$75

WRITE FOR
QUANTITY
PRICES



Marvel/Catalina	\$150.00	5-BALL PIN GAMES	
Fleet	47.50	Casablanca	\$105.00
Victory	89.50	New Champ	60.00
Double Play	55.00	5-10-20	110.00
		Owl	49.50

NEW Love Analyst	\$225.00	NEW AND USED ARCADE EQUIPMENT	
NEW Superroll, 10-ft. Skee Ball ..	349.50	CAIL-O-SCOPE Pic- ture Machine	\$ 20.00
SEEBURG Target, Conv.	98.50	CHICAGO COIN Hockey	175.00
EXHIBIT Merchant- man	45.00	BALLY Rapid Fire, Conv.	125.00
		CHICAGO COIN Goatee	325.00

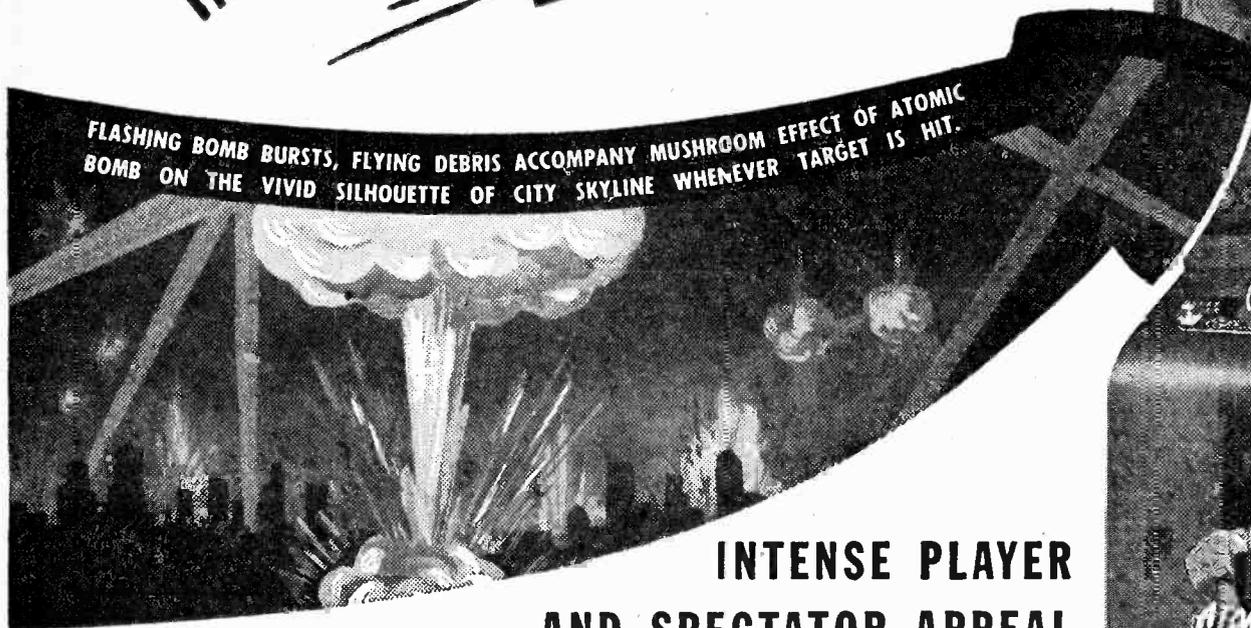
SEEBURG Rex Wire- less Hideaway	\$275.00	MILLS Throne	\$275.00	WURLITZER Vic. 500-K	\$395.00
SEEBURG Hi-Tone 8800, R.C.	495.00	WURLITZER Vic. 24	350.00	WURLITZER 81	145.00
ROCK-OLA Moderne Corner Speaker	45.00	ROCK-OLA Playmas- ter-Spectravox	365.00	WURLITZER 412	150.00
MILLS Empress	295.00	ROCK-OLA '39 De Luxe	350.00	WURLITZER 616	195.00
		WURLITZER 600-R	350.00	ROCK-OLA Std. Dial-a-Tone	350.00

ALL MACHINES CARRY MARKEPP GUARANTEE

4310 CARNEGIE AVE. **The MARKEPP Co.** M.M. MARCUS & SONS CLEVELAND 3, OHIO TEL. HE 1043

FAST BEWILDERING INTRIGUING ACTION

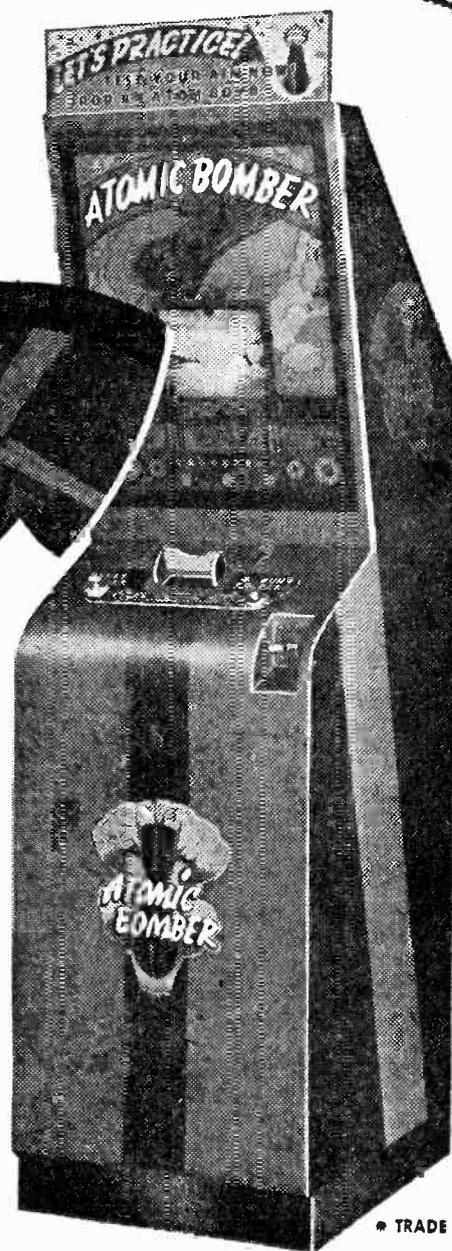
FLASHING BOMB BURSTS, FLYING DEBRIS ACCOMPANY MUSHROOM EFFECT OF ATOMIC BOMB ON THE VIVID SILHOUETTE OF CITY SKYLINE WHENEVER TARGET IS HIT.



INTENSE PLAYER
AND SPECTATOR APPEAL

with MUTOSCOPE'S

* "ATOMIC BOMBER"



TRADE MARK

Who's the man to see for immediate delivery of this great money-maker? Your Mutoscope Distributor, of course. Here's his name and address — contact him about this timely opportunity — now!

• AUTHORIZED ATOMIC BOMBER DISTRIBUTORS •

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AMALGAMATED DISTRIBUTORS CO.
226 W. Randolph St. Chicago 6, Ill.

ASSOCIATED AMUSEMENTS, INC.
846 Commonwealth Ave., Boston 15, Mass.

ATLAS NOVELTY COMPANY
2200 North Western Ave. Chicago, Ill.

AUTOMATIC SALES COMPANY
119 Third Ave., N. Nashville 3, Tenn.

BANNER SPECIALTY COMPANY
1508 Fifth Ave. Pittsburgh, Pa.

DAYTONA BEACH AMUSEMENT CO.
518 Live Oak Ave. Daytona Beach, Fla.

DIXIE COIN MACHINE CO., INC.
910-912 Poydras St. New Orleans, La.

EASTERN SALES COMPANY
1824 Main St., E. Rochester 9, N. Y.

H & L DISTRIBUTORS, INC.
1524 2nd Ave., N. Birmingham 3, Ala.

H & L DISTRIBUTORS, INC.
708 Spring St., N. W. Atlanta, Ga.

HUB ENTERPRISES
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KLEIN DISTRIBUTING CO.
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LEMKE COIN MACHINE COMPANY
131 W. Vernor Highway Detroit, Mich.

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4310 Carnegie Ave. Cleveland, Ohio

MILLS SALES COMPANY, LTD.
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MILLS SALES COMPANY, LTD.
1640 18th St. Oakland 7, Calif.

MILLS SALES COMPANY, LTD.
1325 S. W. Washington Portland, Oregon

MODERN MUSIC SALES CORP.
455 W. 45th St. New York, N. Y.

MIKE MUNVES
510 W. 34th St. New York 1, N. Y.

PHOENIX DISTRIBUTING COMPANY
1211 North 3rd Ave. Phoenix, Ariz.

ROANOKE VENDING MACHINE EXCHANGE, INC.
13 South Jefferson St. Roanoke, Va.

RUNYON SALES
123 West Runyon St. Newark, N. J.

RUNYON SALES
593 10th Ave. New York, N. Y.

SUPREME DISTRIBUTORS, INC.
3817 N. E. 2nd Ave. Miami, Fla.

TORONTO TRADING POST, LTD.
736 Yonge St. Toronto, Ontario, Canada

UNITED NOVELTY COMPANY
De Launey & Division Sts. Biloxi, Miss.

THE VENDING MACHINE COMPANY
205 Franklin St. Fayetteville, N. C.

WALBOX SALES COMPANY
1503 Young St. Dallas, Texas

CLIFF WILSON DISTR. CO.
1121 So. Main St. Tulsa, Okla.

WOOD DISTRIBUTING COMPANY
415 West Main St. El Dorado, Ark.

INTERNATIONAL MUTOSCOPE CORPORATION

WM. RABKIN, President

44-01 ELEVENTH STREET

LONG ISLAND CITY 1, NEW YORK

TELOMATIC



AMERICA'S finest centralized system for supplying superb musical entertainment to restaurants, banks, factories and other individual music locations. Works 24 hours a day... automatically and unattended! Not an experiment — has been in actual, profitable use for over 7 years.

TELOMATIC meets every requirement of all telephone companies throughout the United States.

The TELOMATIC Robot Sound System can supply any type of timed music box!

NOW IS THE TIME TO WRITE OR PHONE For All Particulars Relative to EXCLUSIVE DISTRIBUTING TERRITORIES AVAILABLE

TELOMATIC'S expert technicians make all installations. MUSIC SELECTION IS programmed by reputable music directors.

National Sales Agents
RUNYON SALES CO. OF NEW YORK, INC.
 593 Tenth Avenue, New York, N. Y.
 Longacre 3-4820

Manufactured by
TELOMATIC PRODUCTS, INC.
 Passaic, New Jersey

PLA-BOOSTER THE AUTOMATIC FREE-PLAY STARTER AND TIMER

Unit so compact it fits in the palm of your hand! OPERATORS!



INCREASE YOUR BUSINESS 500%
 Now being used in hundreds of machines.

KEEP PEOPLE MUSIC AND PINBALL CONSCIOUS
 PLA-BOOSTER gives a free play every half hour on all coin-operated music machines, pinball games, slot machines, radios, etc. On pinball machines a bell or light indicates a free game every half hour. Only two wires to connect, only two minutes to install.

LIVEN UP YOUR DEAD LOCATIONS
 Save kick-back money you give to store owners every week for starting machines. This savings alone will pay for this unit in a short time.

Can also be used as Automatic Timer on Radios and other coin-operated machines. Our staff can adapt this unit to your particular need. Write NOW for literature.

Only \$12.50 Per Unit

1/3 Dep. With Order, Bal. C. O. D.

DISTRIBUTORS WANTED

RAY ENGINEERING COMPANY
 805 ATLANTIC STREET STAMFORD, CONN.

VICTORY CONVERSION VALUES

ON DECK for Snappy
GIRLS AHOY for Seahawk
GLAMOR GIRLS for Sport Parade
FOLLIES OF '46 for Hi-Hat
TWIN SIX for Gold Star
BASEBALL for Seven-Up

COSTS YOU ONLY \$12.50 E.A.
 F. O. B. CHGO.

HERE IS WHAT YOU GET . . .

NEW! Flashy 14-Color Score Glass
NEW! Large Size Bumper Caps
NEW! Score Cards

WRITE FOR COMPLETE LIST

NO MECHANICAL CHANGES

RUSH YOUR ORDER TODAY!

VICTORY GAMES

2140-44 Southport Ave. CHICAGO 14, ILLINOIS
 "America's Pin Game Conversion Headquarters"

NOTHING ELSE TO BUY!

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 1-Balls, 3-Balls, Super Bells, Bonus 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 reasonable operator. Owner retiring. Price \$46,000.00. Will take one-half down to responsible buyer.
 BOX D-346, THE BILLBOARD, CINCINNATI 1, O.

UNITED Exclusive Distributors for Wisconsin and Peninsula of Michigan for —

CHALLENGER '47 PHONOGRAPH
EVANS TEN STRIKE AND CONSOLES
THOROLY TESTED AND RECONDITIONED PHONOS

WURLITZER	SEEBURG	ROCK-OLA
412 Lightup \$175.00	Classic \$375.00	12-Record \$ 95.00
616 195.00	Colonel, R.C. 495.00	Imperial 20 225.00
24 295.00	8800, R.C. 575.00	Windsor 275.00
600R 395.00	9800, R.C. 575.00	Standard 325.00
500 425.00	MILLS	De Luxe 350.00
700 575.00	Throne \$275.00	Master 425.00
800 625.00	AMI	Super 475.00
750E 650.00	40-Sel. Hiboy \$375.00	Premier 475.00
Victory Keyboard ... 425.00	20 Streamliner 275.00	Commando 525.00

ALSO A COMPLETE LINE OF NEW AND USED ARCADE AND PIN BALL MACHINES

WANT GENCO PLAYBALLS AND TOTAL ROLLS
 WRITE TODAY FOR OUR PRICE LIST. Terms: 1/2 Certified Deposit.

Wisconsin's Leading Distributors UNITED COIN MACHINE COMPANY

6304 W. GREENFIELD SPRING 8446-8447 MILWAUKEE 14, WISC.

Play Ball \$45.00	Blue & Gold V. Pockets \$ 35.00	Venus \$ 70.00
Limelight 35.00	5¢ Blue Front 100.00	Knockout 99.50
'41 Majors 50.00	5¢ Brown Front 110.00	Liberty 130.00
Sport Parade 60.00	5¢ Jumbo Parade, O.P. 100.00	Air Force 64.50
Genco Defense 75.00	25¢ Jumbo Parade, C.P. 175.00	Miami Beach 69.50
Gun Club 60.00	5¢ Super Bell, Comb. 250.00	Southpaw 60.00
	5¢ & 6¢ Twin Super Bell 300.00	Ten Spot 49.50
		Hollywood 155.00
		Five-Ten-Twenty 85.00
		Spot Pool 60.00
		Kenney Texas League 35.00

WE HAVE ALL MILLS SLOT AND JUMBO PARTS

Lewis COIN MACHINE SERVICE

3924 W. Chicago Ave. • Chicago 51 • Belmont 7005

STEP-UP

Your Profits

with **GENCO'S**

FIRST

POST WAR PIN GAME

LOOK
FOR OUR AD
NEXT WEEK

GENCO BUILDS GREATER GAMES
2621 NORTH ASHLAND AVENUE • CHICAGO 14, ILLINOIS

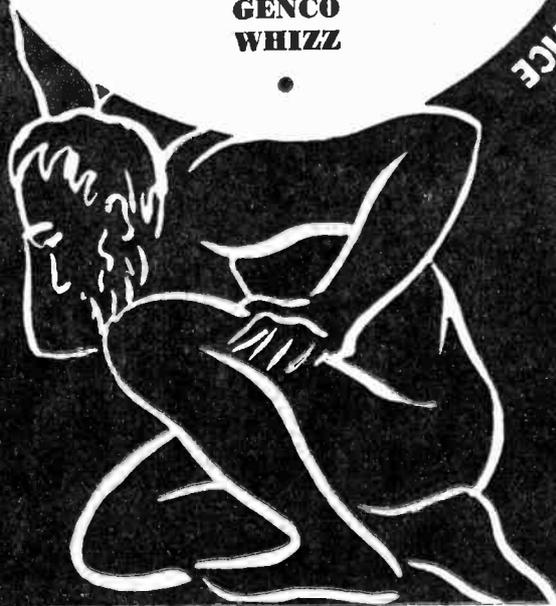
Headquarters for the Finest in New and Used Equipment

FROM THE HOUSE OF **ATLAS** FRIENDLY PERSONAL SERVICE

BRAND NEW GAMES FOR DELIVERY NOW!

Superliner	Victory Special
Spellbound	Total Roll
Fast Ball	Goalee
Big Hit	Bangtails, J.P.
Draw Bell	Big League
Triple Bell	Atomic Bomber
Victory Derby	Bank Ball, 12'

GENCO WHIZZ



Bally's DRAW BELL

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 cuts your service cost to the bone . . . insuring lowest operating costs and highest profits in the console class. Order **DRAW BELL** now. Convertible Replay or Automatic Award. Specify Nickel or Quarter Play.

TRIPLE BELL
Triple Coin-Chutes insure triple profits. 1000 Super Special Award insures continuous repeat play

DAVID ROSEN
855 N. BROAD ST. PHILADELPHIA, PA.
EASTERN PENNSYLVANIA

WORLDS OF VALUE! . . .

NEW SLOTS

Jennings Standard Chief, 5c . . .	\$299.00
Jennings Standard Chief, 10c . . .	309.00
Jennings Standard Chief, 25c . . .	319.00
Jennings Super DeLuxe (Lite-Up)	
Chief, 5c	324.00
10c	334.00
25c	344.00
50c Pace DeLuxe Bell	475.00
\$1.00 Pace DeLuxe Bell	635.00
Groetchen Columbia Jackpot Bell	145.00
Extra Bell Cabinet (Complete)	77.50

COMING SOON Write
Jennings 50c Silver Eagle

Exclusive Distributors for Northern Illinois.

NEW COUNTER GAMES

ABT Challenger	\$65.00
Gotlib 3-Way Gripper.	39.50
Daval Buddy	33.00
Daval Gusher	54.00

DAVAL "FREE PLAY" \$75.00

PHONOGRAPHS

SEEBURG HI-TONE, R. C.	\$495.00
WURL. 600R	350.00
WURL. 600K	365.00
WURL. 950	525.00
WURL. 850	565.00
WURL. 800	525.00
ROCK-OLA COMMANDO	445.00
ROCK-OLA SUPER	395.00

USED EQUIPMENT

VEST POCKET BELL,	
Bl. & Gold	\$ 44.50
BIG GAME, P.O.	109.50
SUPER BELL, F.P. & P.O.	179.50
BALLY CLUB BELLS	149.50
YANKEE DOODLE	159.50
MIDWAY	109.50
BUBBLES	169.50
SEEBURG BAR-O-MATIC.	69.50

All used equipment listed is completely rebuilt and refinished!
Terms: 1/3 Deposit, Balance C. O. D.

ATLAS

NOVELTY COMPANY

2200 N. WESTERN AVE. PHONE ARmitage 5005 CHICAGO 47

ATLAS MUSIC CO., 4704 CASS AVE., DETROIT 1
Assoc. ATLAS MUSIC CO., 2219 FIFTH AVE., PITTSBURG 19
Offices ATLAS MUSIC CO., 221 NINTH ST., DES MOINES 9

FRIENDLY PERSONAL SERVICE

NEW EQUIPMENT BEING DELIVERED

Ace Coin Counter	\$139.50	Novelty Card Vendor & 1000 Cards	\$ 29.50
Bat-a-Ball (Upright Game)	249.50	Gottlieb Grippers	39.50
Superliner	322.50	ABT Challengers	65.00
Spellbound	325.00	Columbia Bells	145.00
Fast Ball	330.00	Daval Free Play	75.00
Shooting Star	279.50	Silver King Peanut Vendors	10.50
Esquire Vendors	\$11.75 & 13.75	Genco Whizz	189.50
Esquire 5¢ Vendors	14.75	Genco Pee-Wee	Write
Advance Vendors	10.50	Genco Step-Up	324.50
Big League	\$299.50	Draw Bell	\$477.50
Victory Special	661.50	Mills Vest Pockets	\$74.50
Victory Derby	648.50	Daval's Cusher	54.00
		3-Way Draw Bell	895.00
		Pack. Wall Boxes	36.95

DUROMATIC—An absolutely amazing Escalator Conversion for MILLS 5¢, 10¢ and 25¢ Escalators. Jam-proof and easy to install, it will eliminate your Escalator troubles and service calls. **WRITE FOR DETAILS AND PRICES.**

MUSIC

Wurlitzer 24	\$310.00
Wurlitzer 24 Victory	375.00
Wurlitzer 61	140.00
Wurlitzer 618	210.00
Rock-Ola '41 Super	395.00
Rock-Ola '39 Standard	375.00
Rock-Ola Imp. 20	
Cellar R.C.	225.00
AMI Singing Tower	295.00
Seeburg Regal, ESRC	385.00
Wurlitzer Twin-12, RC	175.00
Rock-Ola Spectravox & Playmasters	295.00
20 Buckley Wall Boxes, Late	15.00

REVOLVAROUND SAFES—Heavy, Burglar-proof Steel; can hold any slot; has ample storage compartment. **SINGLES** \$175.00 **DOUBLES** \$225.00

18 Slot Cabinet Stands with Locks and Keys, Newly Painted

Will CHALLENGE any counter game for Durability for Play Appeal for Profits



ABT CHALLENGER

EACH 65.00: 10 @ 60.00: 25 @ 55.00: 50 @ 50.00

WANTED TO BUY

KEENEY SUPER BONUS BELLS—

Single and Multiple Head—New or Used

CONSOLES

2 MILLS 4 Nickel, 4-Bells, late heads	\$395.00
1 KEENEY 5¢-25¢ Super Bell	295.00
6 PACES Saratoga Sr. with brass rails	110.00
3 Jumbo Parades, F.P.	85.00
3 Big Tops, F.P.	85.00
2 Paces Reels, Comb.	115.00
2 Sun Ray, F.P.	115.00
2 Paces Races, Fact. Rbit., D.D., C.S.	295.00
1 Big Game, F.P.	85.00
2 Silver Moons, F.P.	95.00

BRAND NEW PACKARD BRACKETS \$4.50

MILLS 5¢ VIOLIN VIRTUOSO IN CABINET WITH ROLLS \$169.50

25 American Eagles, Marvels and Mercurys, token payout

ARCADE

2 Brand New Mutoscope Voice-o-Graphs, Ea.	\$1,495.00
2 Late Photomatics	595.00
6 Panorams	365.00

2 25¢ MILLS GOLF BALL VENDORS

20 WURLITZER SKEE BALLS—Reconditioned, overhauled, beautiful shape. Ea.

50 ROWE 1¢ SHORT TAB, 5 column Gum Vendors

WE INVITE FOREIGN TRADE

Our staff is equipped and able to ship any and all kinds of coin operated machines to any and all parts of the world.

WURLITZER PLASTICS—ALL TYPES, FOR MODELS 500 AND 600.... 1/2 PRICE

ATTENTION!

OHIO COIN MACHINE OPERATORS

If you are an established operator with good bank references, we can arrange to have your purchases financed. Contact us by wire, phone or letter.

WE INVITE TRADE-INS ON ALL NEW EQUIPMENT

TERMS: 1/2 DEPOSIT WITH ALL ORDERS, BALANCE C. O. D.

Cleveland Coin Machine Exchange

2021 PROSPECT AVE. CLEVELAND 15, OHIO
PHONE: PROspect 6316-17



M. S. GISSER, Sales Mgr.

Bally's DRAW BELL

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 cuts your service cost to the bone . . . insuring lowest operating costs and highest profits in the console class. Order DRAW BELL now. Convertible to Replay or Automatic Award. Specify Nickel or Quarter Play.

TRIPLE BELL

Triple Coin-Chutes insure triple profits. 1000 Super Special Award insures continuous repeat play

COIN MACHINE SALES COMPANY
3804 TRAVIS STREET SOUTHERN TEXAS HOUSTON, TEXAS

FINEST EQUIPMENT AVAILABLE AT REASONABLE PRICES

Refinished SLOTS Guaranteed

5¢ Mills Bk. Cherry \$225.00	5¢ Blue Fronts	\$135.00	5¢ Rolatop	\$ 95.00
5¢ Brown Fronts	10¢ Blue Fronts	140.00	25¢ Jenn. Chief	125.00
10¢ Brown Fronts	25¢ Blue Fronts	160.00	5 Chrome V.P. Bell	45.00
4 Double Safe Cabinets, like new. Brown. Each				\$135.00

New Metal Box-Type Slot Stands - - \$27.50 Each

Clean CONSOLES Guaranteed

8 Silver Moons, C.P. \$100.00	1 Big Top, C.P.	\$ 95.00	3 Silver Moon, F.P. ..	\$100.00
3 Jumbo Parades, C.P. 95.00	1 Jumbo Parade Conv.	125.00	1 Jumbo Parade, F.P. ..	90.00
1 Big Game, C.P. 95.00			1 Big Game, F.P.	90.00
1 Bally Club Trophy, 1 Ball Free Play				\$160.00

Close Out — Floor Samples

1 Goalee ..	\$350.00	1 Life League ..	\$250.00	1 Champion Hockey ..	\$125.00
-------------	----------	------------------	----------	----------------------	----------

Reconditioned MUSIC Clean

1 412 Wurlitzer	\$145.00	1 24 Vic. Wurlitzer ..	\$375.00	1 Mills Empress	\$325.00
1 600 A Keyboard Wurlitzer					\$375.00

New A. B. T Challengers

Sample \$65.00	Lots 25—\$60.00	Lots 50—\$55.00	Lots 100—\$50.00
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TERMS: 1/3 CERTIFIED DEPOSIT, BALANCE C. O. D.

AUTOMATIC AMUSEMENT CO.

1000 PENNSYLVANIA ST. PHONE 3-4508 EVANSVILLE, IND.

PEP UP your locations!

USE THE MOST Sensational PROFIT-MAKING SALESBOARDS

A NEW SALESBOARD MANUFACTURER WITH FRESH, SPARKLING IDEAS THAT REALLY Click!

WRITE TODAY FOR FOUR COLOR DESCRIPTIVE CIRCULARS

PRODUCED BY

EMPIRE PRESS, Inc.
637 S. DEARBORN ST. CHICAGO 5, ILLINOIS

WE MAKE IMMEDIATE DELIVERIES

Get on our mailing list for the **"BEST AND LATEST"** In New and Used Equipment. (Pins, Music, Arcades and Slots)

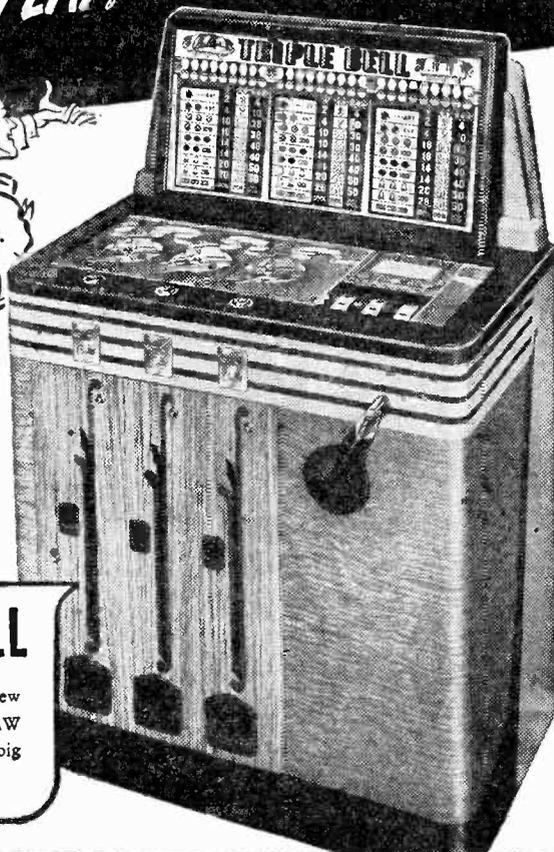
GEORGE NOVELTY COMPANY

1716 WASHINGTON AVENUE NORTHAMPTON, PA.
PHONE 679 GEORGE J. WANISKO, Prop.

"If it operates with a coin . . . we have it"

Bally's TRIPLE BELL

TRIPLE PLAY! TRIPLE PROFIT!



Triple Coin-Chutes permit three players—or three coins—every spin of the reels. 1000 Super Special award insures continuous repeat play. Convertible automatic or replay. Any combination of nickel, dime and quarter chute.

DRAW BELL

Bell-fruit flash plus new HOLD-AND-DRAW feature—guarantees big repeat play.

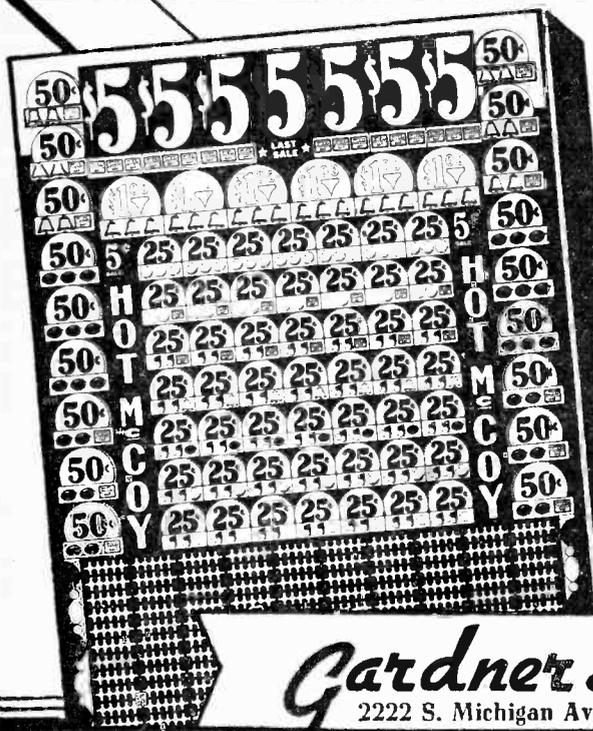
FRANKEL DISTRIBUTING COMPANY

1209 DOUGLAS STREET

NEBRASKA

OMAHA, NEBRASKA

GARDNER'S FAMOUS NEW McCOY BOARDS



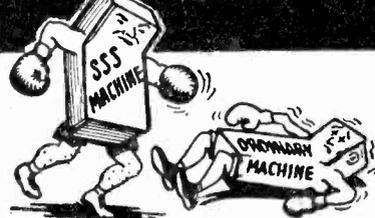
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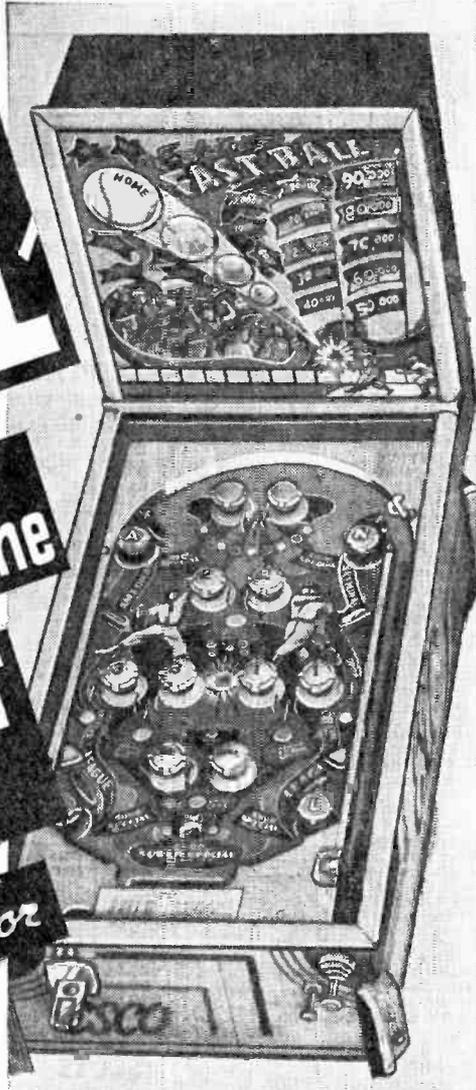


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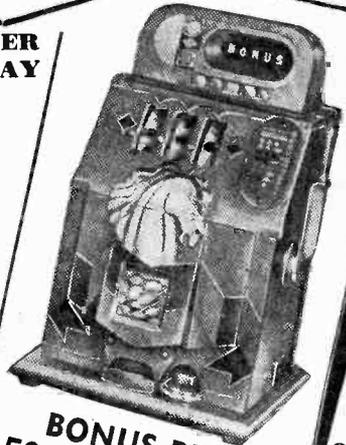
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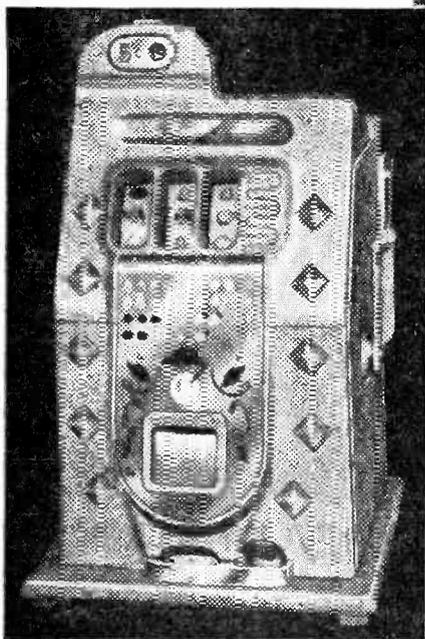
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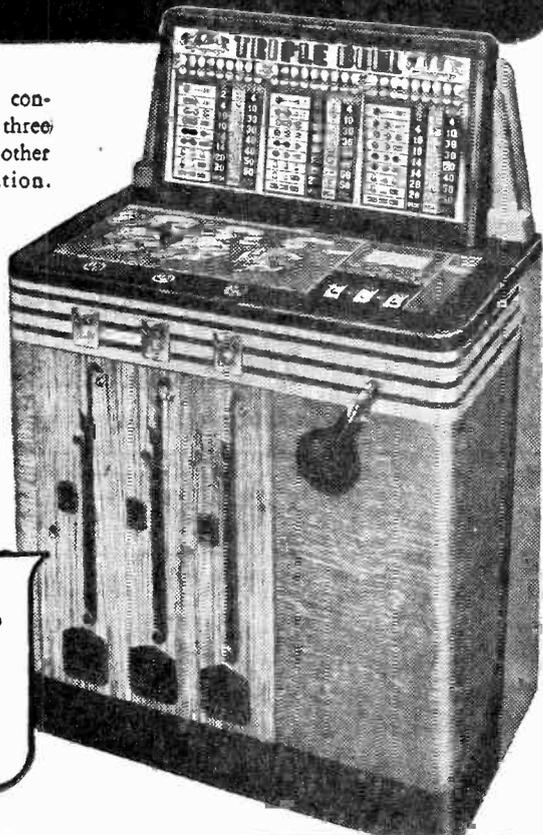
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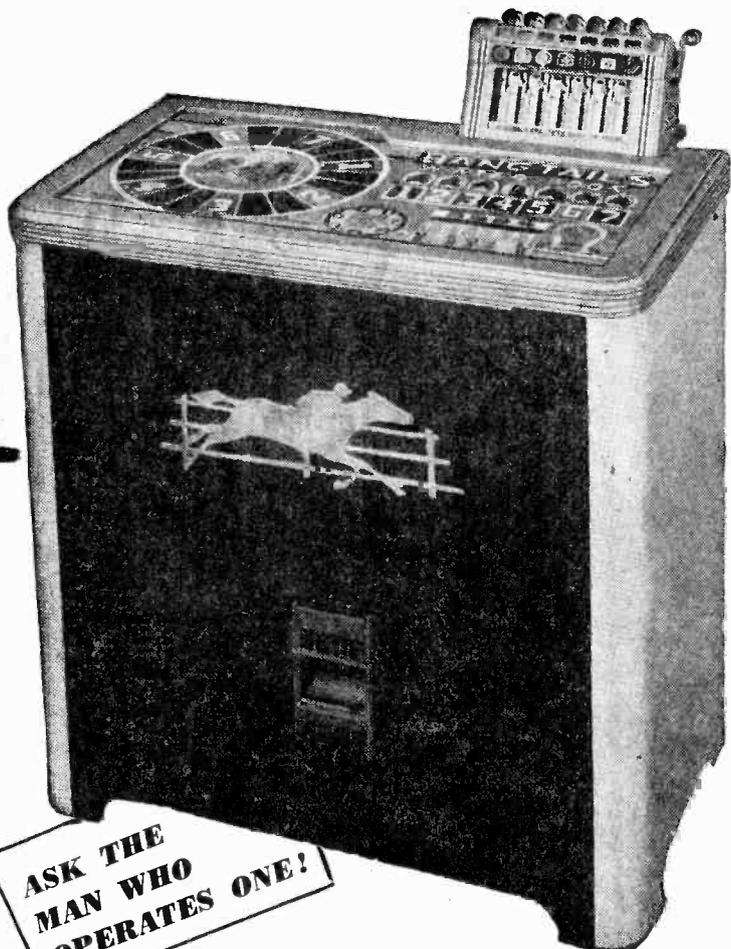
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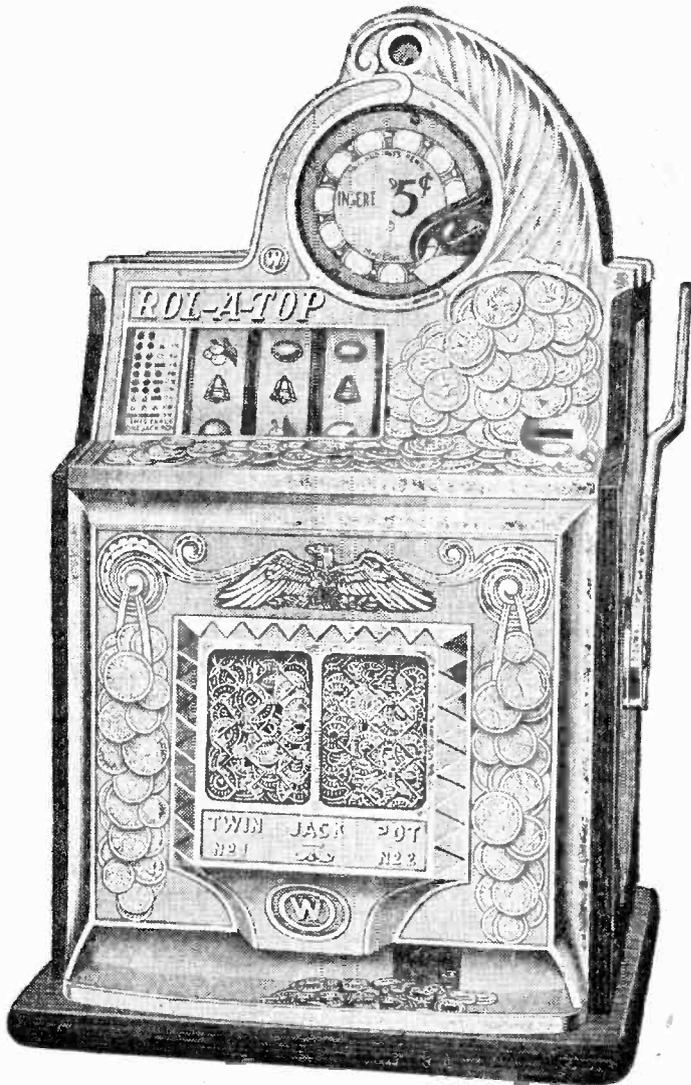
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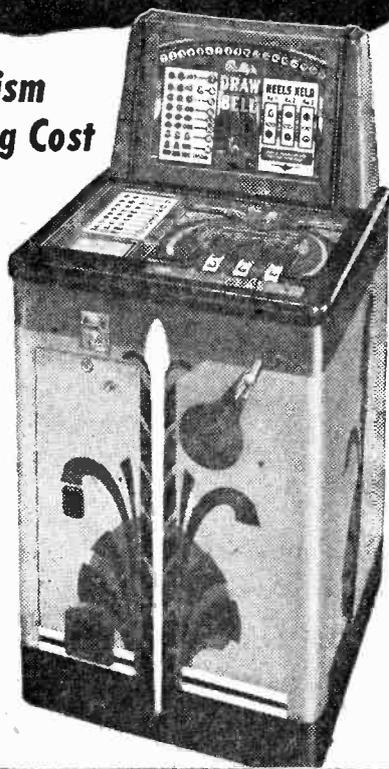


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PLUS NEW "HOLD AND DRAW" FEATURE

**Trouble-Free Mechanism
Insures Lowest Operating Cost**

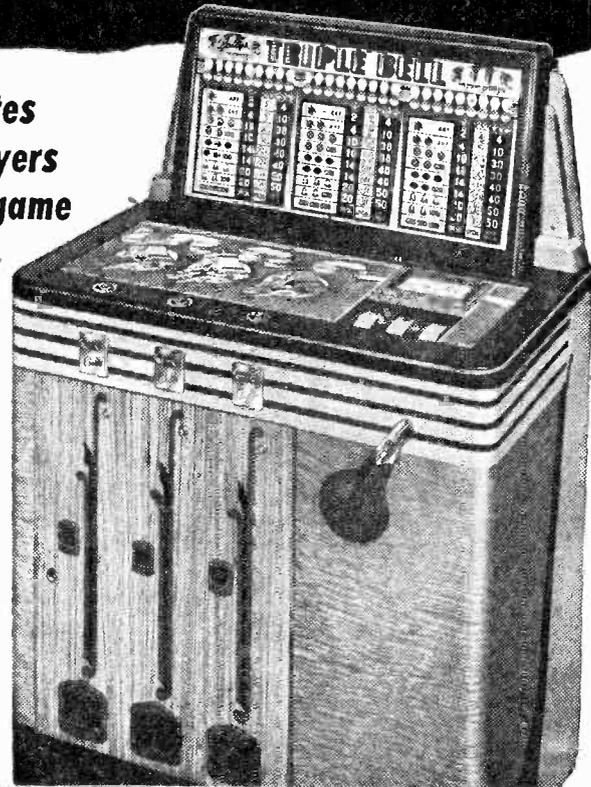
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**3 Coin Chutes
permit 3 players
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5c BOB TAIL	99.50	2-WAY SUPER BELL, 5-5	299.50
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TRIPLE PLAY! TRIPLE PROFIT!**

**3 Coin Chutes
permit 3 players
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Changing Odds on big light-up back-box. 1000 Super Special plus plenty of other big awards and single-cherry awards. DeLuxe Cabinet in rich blonde wood-grain finish. Simple Trouble-Proof Mechanism. Quickly convertible replay or automatic award. Any combination of coin-chutes — nickel, dime and quarter.



BALLY TRIPLE BELL consoles actually earn two to three times top earnings of all other consoles now in operation.

**Bally's DRAW BELL
OLD FAVORITE BELL-FRUIT FLASH
PLUS NEW 'HOLD AND DRAW' FEATURE**

**Trouble-Free Mechanism
Insures Lowest Operating Cost**

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 cuts your service cost to the bone . . . insuring lowest operating costs and highest profits in the console class. Order DRAW BELL now. Convertible Replay or Automatic Award. Specify Nickel or Quarter play.



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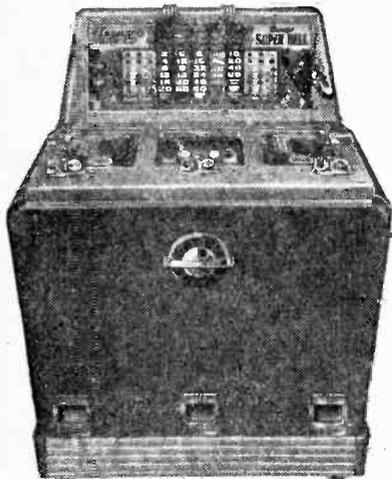
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KEENEY SUPER BELLS, 25c, F. P., P. O.	239.50	MILLS THREE BELLS, 5c, 10c, 5c	595.00
KEENEY SUPER TWIN, 5c-25c, F. P., P. O.	425.00	MILLS THREE BELLS, 5c, 10c, 25c	695.00
KEENEY SUPER TWIN, 5c-25c, P. O.	325.00	MILLS FOUR BELLS, Orig. Heads, 5-5-5-5c (Refinished)	295.00
KEENEY 4-WAY, 5c-5c-5c-25c	450.00	MILLS FOUR BELLS, Orig. Heads, 5-5-5-25c (Refinished)	350.00
KEENEY 4-WAY, 5c-5c-10c-25c	475.00	BALLY CLUB BELLS, F. P., P. O., 5c	159.50
KEENEY 4-WAY, 5c-5c-25c-25c	475.00	BALLY HI HANDS, F. P., P. O., 5c	149.50
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BLACK CHERRY BELLS (Rebuilt), 25c	239.50
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MILLS BLUE FRONTS (Refinished), 10c	169.50
MILLS BLUE FRONTS (Refinished), 25c	189.50
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MILLS VEST POCKET (Refinished)	49.50
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BROWN FRONTS (Refinished), 25c	199.50
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NEW PACE DELUXE BELLS, \$1.00	600.00
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AN OPEN LETTER TO OPERATORS

Not everyone likes to sit always in the same chair at the same table, day after day and year after year. Not everyone likes to look at the same object at all times. Nor does everyone like to play the same Bowling Game at all times.

It is true that we have had Bowling Games in Detroit for the past ten years in the same locations without change. We have had war conditions as an excuse, and factories were not producing new machines.

But with postwar changes, most bars became modernistic, installing booths and incorporating other new decorative ideas. This has caused operators to lose many locations. We simply had to do something about it.

We had to do something to modernize the space allocated to us and the Bowling Game we put in it. We had to give them something to match their modernistic booths and furniture. We had to create something that would add to the playing appeal.

Operating a number of Bowling Games ourselves, we had to do something from the Operators' standpoint. The answer to all these problems is incorporated in our

BANG-A-FITTY

The Game of Today and Years to Come
In Michigan in General, and Detroit in Particular, It Is

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Come to the Show at the Sherman Hotel and Convince Yourself,
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Come and See Our Conception of a Post-War Bowling Game at Booth 71A and 72. In the Meantime, Contact Your Distributors or Write Directly to Us for Information.

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Bally's TRIPLE BELL

TRIPLE PLAY! TRIPLE PROFIT!

BALLY TRIPLE BELL consoles actually earn two to three times top earnings of all other consoles now in operation.

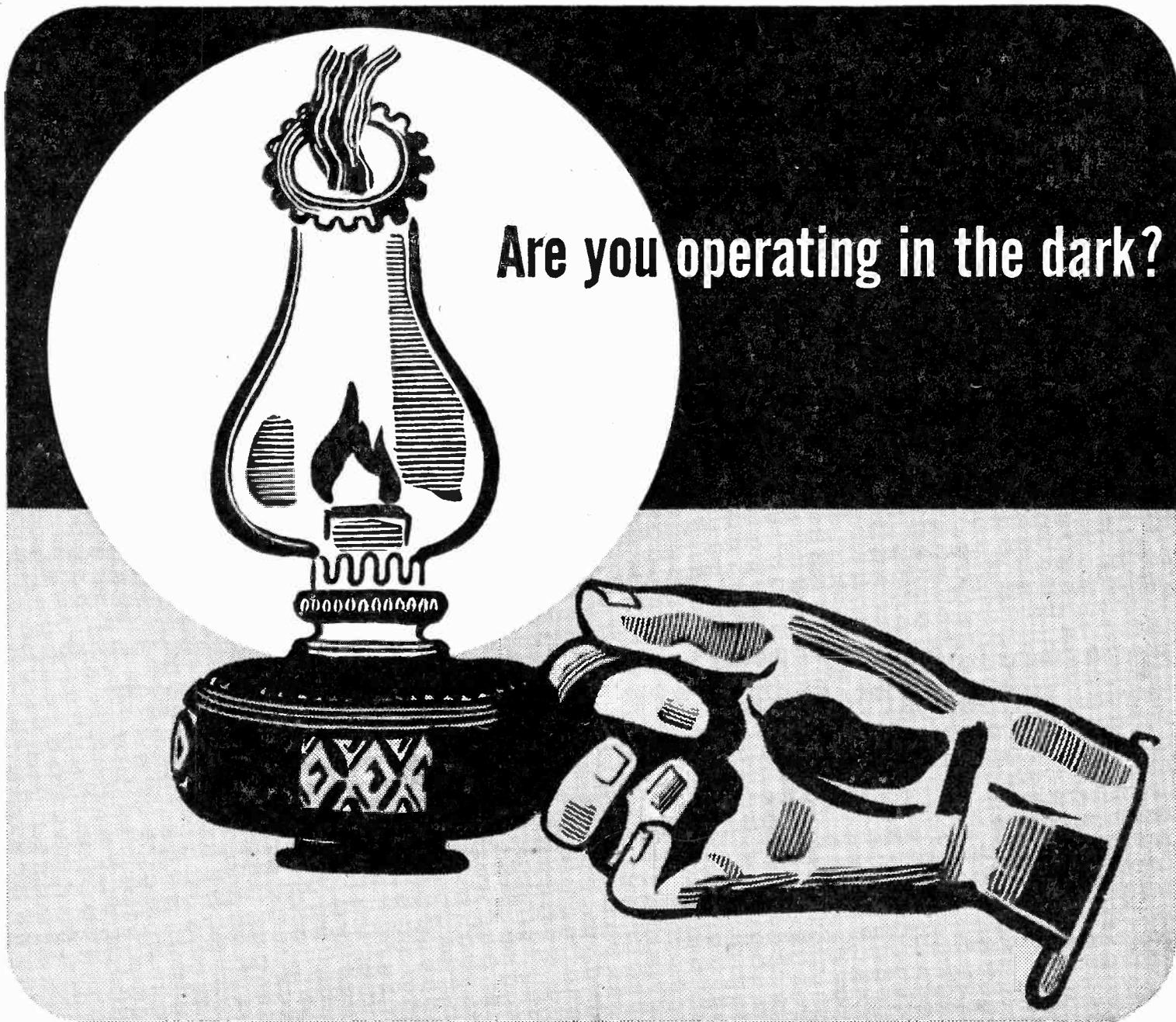
Triple Coin-Chutes permit three players—or three coins—every spin of the reels. 1000 Super Special award insures continuous repeat play. Convertible automatic or replay. Any combination of nickel, dime and quarter chute.



DRAW BELL

Bell-fruit flash plus new HOLD-AND-DRAW feature—guarantees big repeat play.

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 ARKANSAS AND TENNESSEE



Mr. Operator, probably you are wondering if it pays to replace your old Bells with new Mills Black Cherries or Golden Falls. You are probably enjoying a fair revenue from your present equipment, although it is obsolete today. Why should you invest good money in new Mills Bells when your old ones are working fairly well? True, the service calls are mounting and you have lost a few locations to newer units, but just the same you are not doing so badly. No, you're not, Mr. Operator, but as every day passes you may be moving closer and closer to business disaster. Don't operate in the dark; come out into the light; replace those old-timers with new Mills Bells. The extra revenue will soon pay for them, plus the fact that you will hold your present locations and reduce your service calls to a minimum. Order new Mills Black Cherries or Golden Falls today.

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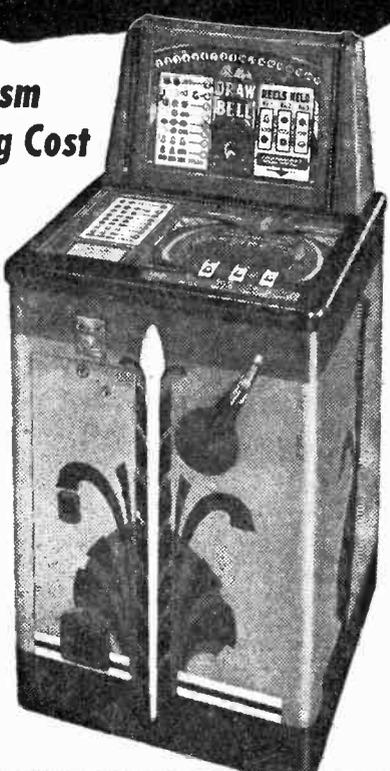
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Bally's DRAW BELL

OLD FAVORITE BELL-FRUIT FLASH
 PLUS NEW "HOLD AND DRAW" FEATURE

**Trouble-Free Mechanism
 Insures Lowest Operating Cost**

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 cuts your service cost to the bone . . . insuring lowest operating costs and highest profits in the console class. Order DRAW BELL now. Convertible Replay or Automatic Award. *Specify Nickel or Quarter play.*

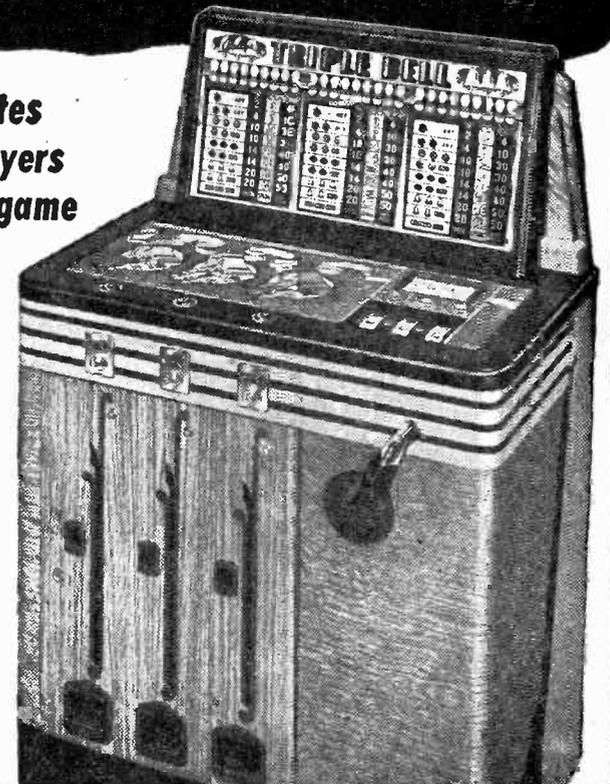


Bally's TRIPLE BELL

TRIPLE PLAY! TRIPLE PROFIT!

**3 Coin Chutes
 permit 3 players
 to play each game**

Changing Odds on big light-up back-box. 1000 Super Special plus plenty of other big awards and single-cherry awards. DeLuxe Cabinet in rich blonde wood-grain finish. Simple Trouble-Proof Mechanism. Quickly convertible replay or automatic award. Any combination of coin-chutes — nickel, dime and quarter.



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"Free Play"

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You know what the Free Play feature did for Pin games! Now you have that same play-compelling, money-making feature in a NEW Daval counter game!

Frequent awards of from 3 to 30 Free Plays and subsequent free plays due the player, shown through a front window beside the reels, keeps players at it for hours at a stretch.

Accumulated Free Plays can either be played off by player or cancelled (by location owner) by pushing plunger on back door, thereby registering all cancelled Free Plays on separate operators meter inside the machine.

DAVAL'S "FREE PLAY" is all mechanical. No troublesome electrical parts of any kind.

All parts are precision built in the usual DAVAL way.

This new 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!
Carried in stock by all wide-awake Distributors.

DAVAL

PRODUCTS CORPORATION

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SMART OPERATORS PREFER WILLIAMS GAMES

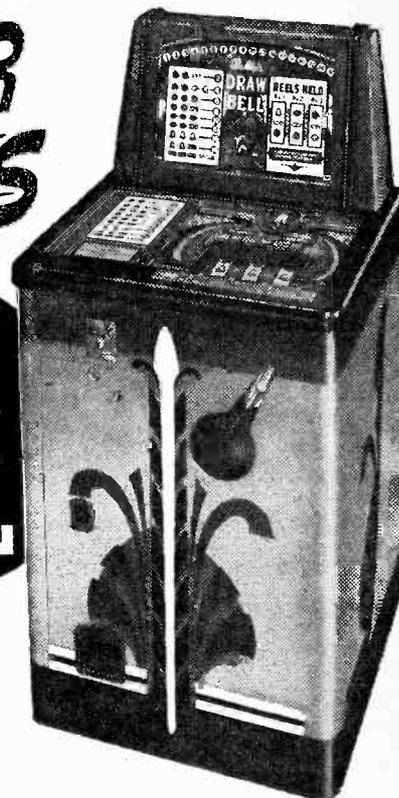


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MANUFACTURING
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FASTER PROFITS

WITH *Bally's*
DRAW BELL



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 cuts your service cost to the bone . . . insuring lowest operating costs and highest profits in the console class. Order DRAW BELL now. Convertible Replay or Automatic Award. Specify Nickel or Quarter play.

TRIPLE BELL

Triple Coin-Chutes insure triple profits 1000 Super Special Award insures continuous repeat play

DIXIE COIN MACHINE CO.

912 POYDRAS ST.

LOUISIANA

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Thanks, Folks!

Yes, thanks much for bearing with us during the strike which closed our plant for nine weeks.

It's all over now, and our employees are streaming back into the plant.

We appreciate your patience during our plant shutdown, and will put forth every extra effort to rush machines to you.

Thanks Again!

O. D. JENNINGS AND COMPANY

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"JACK RABBIT"
JUMPS PROFITS

AMUSEMATIC introduces a fascinating new, all-animated game — "JACK RABBIT" that will **MULTIPLY YOUR CASH LIKE RABBITS!**

This game of action and coordination invites a constant customer replay and corners amusement coins. Pin Game Operators and Arcade Operators liven your amusement center, multiply your dollars and CASH IN ON "JACK RABBIT"!

AMUSEMATIC CORPORATION
4556 N. Kenmore
Chicago 40, Illinois Telephone — Edgewater 3500

Please send additional information to:
Name _____
Address _____
City _____ State _____

\$475⁰⁰
1/3 DEPOSIT
BALANCE COD

This all-animated thrilling game is operated on a two-button principle—one button to increase speed of Dog —the other to make Dog leap for Rabbit.

Keeney's ONE WAY

Keeney's 2-WAY

Keeney's 3-WAY Bonus Super Bell

LEADING THE PROFIT PARADE

Now—you can let yourself go. Stand up and cheer. Rejoice. Keeney's new 3-Way Bonus Super Bell has started a profit march never paralleled in coin machine history. See it. Try it. Buy it for the best investment you've ever made at any price. Place it in any location. Watch it return its original cost faster than you'd ever think possible to put you on the profit side—quick!

- Takes in up to 15 coins every play. (5 coins thru each chute.)
- Available in any combination of nickel, dime and quarter chutes. Standard model equipped with 5¢-10¢-25¢ chutes.
- Three people can play at the same time.
- Triple-scoring—players win on 1 to 3 lite-up rows that flash while reels are in motion.
- Positive odds advance across jumbo lite-up scoreboard for powerful long-distance flash.
- A 500 BONUS to jackpot winner on each of 3 chutes thru which 5 coins are played.

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THE HOUSE THAT JACK BUILT
2600 W. FIFTIETH STREET • CHICAGO 32, ILLINOIS

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NEW KEENEY BONUS SUPER BELL

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NOW DELIVERING TWIN MODELS AND THREE WAY MODELS

NEW EQUIPMENT IN STOCK FOR IMMEDIATE DELIVERY!

Mills New Vest Pocket Bells	\$ 74.50
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Four-Way Super Bell, 3-5¢, 1-25¢ (Excellent Condition)	\$449.00
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ONE BALL, MULTIPLE FREE PLAY	
Keeney Contest	\$ 67.50
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Wurlitzer #750-E	535.00
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Mills Throne	225.00

MILLS NEW BLACK CHERRY BELL

This wonderful new Bell is now ready for delivery in 5c, 10c and 25c play. This machine actually glows and sparkles with brilliant dashes of Silver, Black, Red and Green.



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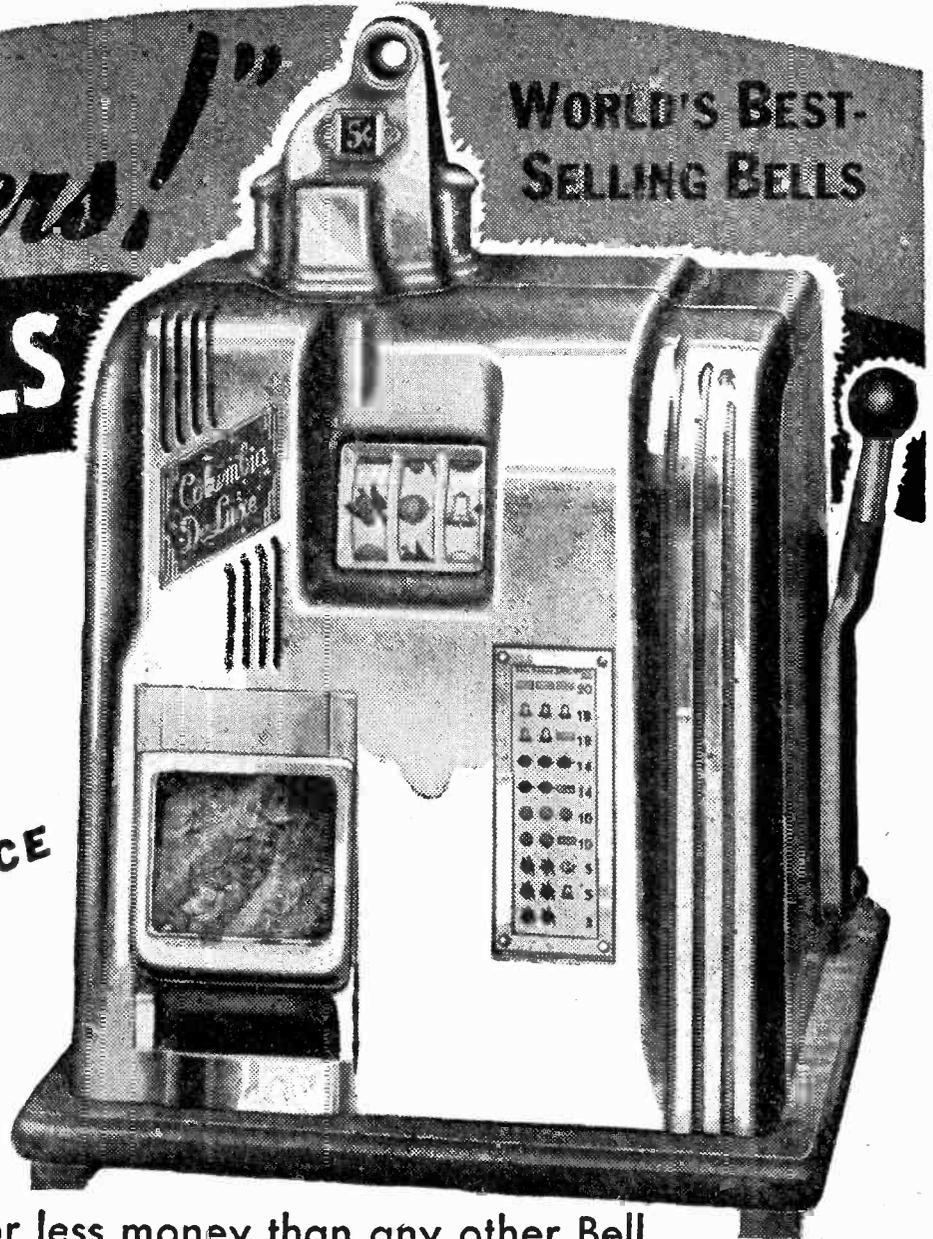
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COLUMBIA De Luxe Club Bell

The big, beautiful new Columbia De Luxe Club Bell offers you much more for less money than any other Bell in the world. More style. More earning power. More mechanical perfection.

And yet, this Bell costs from \$50.00 to \$100.00 less than any other Bell on the market. Featuring the big super size jackpot, this machine will attract more players...without question the Columbia

De Luxe Club Bell offers more per **\$20950** dollar than any other Bell.

All orders must be accompanied by one-half deposit, postal money order or certified check, balance C. O. D.



COLUMBIA Twin Jackpot Bell

The small, light (weight 44 lbs.) Columbia Twin Jackpot Bell is ideally suited for restricted territories. Convertible to four coin play 1-5-10-25c. Double slug proof protection. Smart hammerloid styling.

With a Columbia De Luxe Club Bell and the Columbia Twin Jackpot Bell you have a machine for every operating need No wonder Columbia Bells lead all others in sales. They are "SURE WINNERS" in any territory.

\$14500

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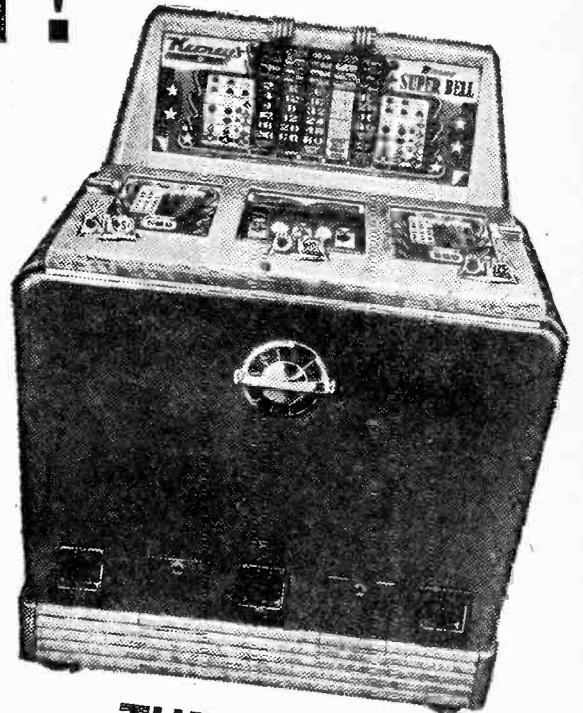
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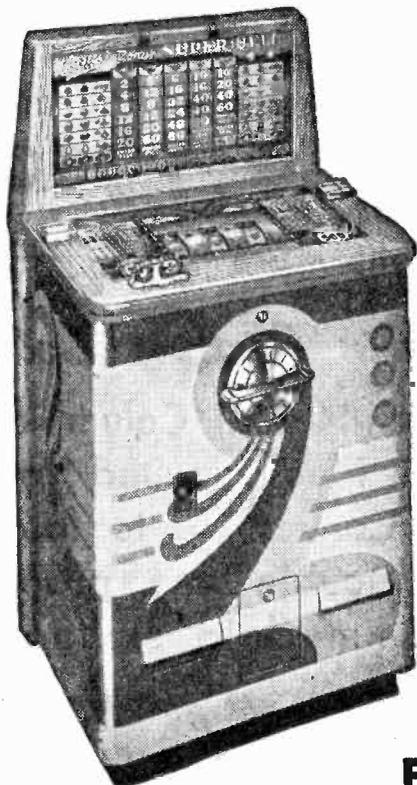
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RAKE IN MORE PROFITS WITH FASTER PLAY!



THREE-WAY

KEENEY'S "BONUS" Super Bells



ONE-WAY

Furnished in 5c-10c or 25c play. Readily convertible — Free Play or Pay Out.

There's more to making profits than just putting a machine on location. That's why more operators are switching to Keeney's Bonus Super Bells.

Faster play . . . raking in 5 coins where you took in 1 . . . adds up to more profits per play and per day. The 3-Way Bonus Super Bell . . . collecting up to 15 coins per play . . . triples revenue (an important profit factor during rush hours). The Player-Appeal of Keeney's 500 Bonus and Triple-Scoring features has been location-proved by every operator who has put Bonus Super Bells on location.

Right now is a good time to give yourself bonus profits with Keeney's Bonus Super Bells. If you operate in Ohio or West Virginia, call, wire or write for a demonstration NOW.



TWO-WAY

Available in any combination of nickel-dime-quarter play. Quickly convertible--Free Play or Pay Out.

EXCLUSIVE KEENEY DISTRIBUTORS OHIO AND WEST VIRGINIA

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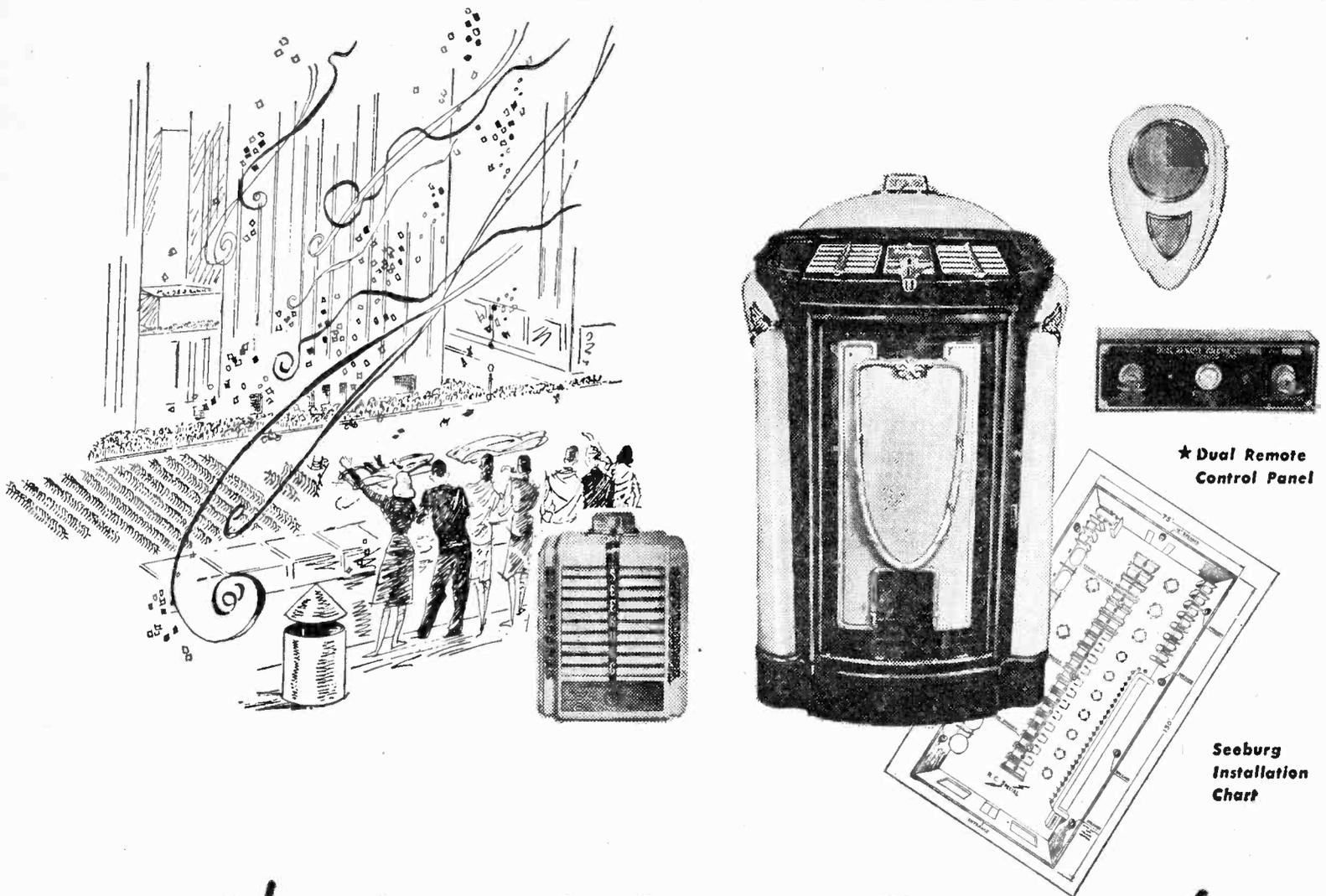
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Hit of the music parade . . . because Seeburg is the finer, new music system that makes possible an even distribution of volume over a large room . . . or a number of rooms simultaneously! As the hum of conversation rises, during peak hours, music volume can be tuned accordingly via the dual remote control panel. Later . . . as crowds thin out . . . volume can be lowered.



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THE PUBLIC

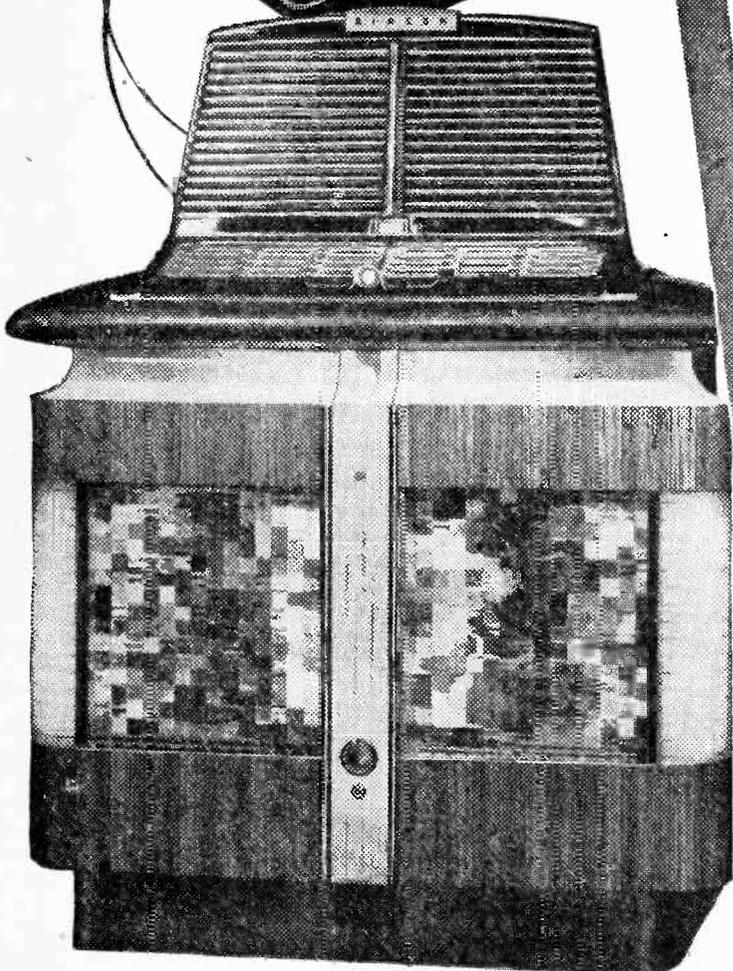
is Raving About the 40 Selections

Up until the introduction of the Model A AMI phonograph, the public took its automatic music as a matter of course. The phonograph was something to be played and enjoyed—and there the matter ended. But in the AMI, the 40 Selection Phonograph, the public got its first real taste of 1947 design, 1947 progress. People marvel at its ingenious mechanism and talk AMI and its features out loud, just as they would enthuse over a marvelous all-new airplane or automobile. This formal and unusual endorsement by the public explains AMI's phenomenal earnings and its ability to command top locations everywhere.

AMI

The 40 Selection Phonograph

"That's what we like about the South"
 With Apologies To
 "Senator Claghorn"



GEORGIA MUSIC COMPANY

Operators of
 Electric Phonographs and Cigarette Machines
 DONALD LEEBERN, Proprietor

From Donald M. Leebern, Owner
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"In our operation of Aireon phonographs, we have found the play appeal and earning capacity tremendous. The Aireon truly is a magnet for those nickels, dimes and quarters."

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 Magnolia Bar and Cafe
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The miracle of modern electronics has made possible the amazing Aireon. Its fascinating beauty and electronic tonal magic have already established AIREON as America's most profitable phonograph... 18% to 36% more "take" wherever AIREON has replaced other machines.

New, patented features, exclusive with AIREON give this exceptional machine many profit advantages over any other phonograph. Just see and hear it! Write or phone your AIREON distributor today.

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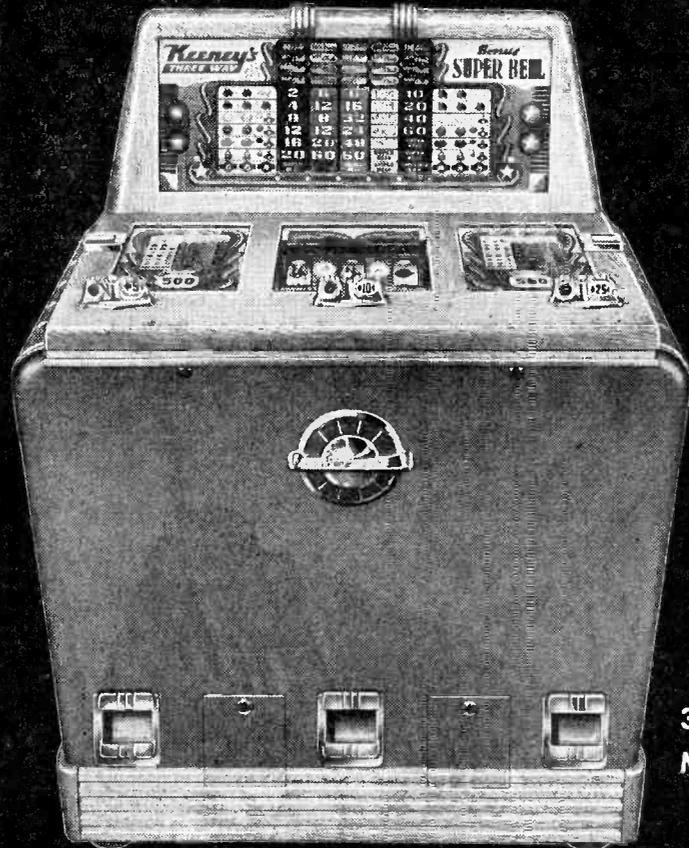


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MODEL**

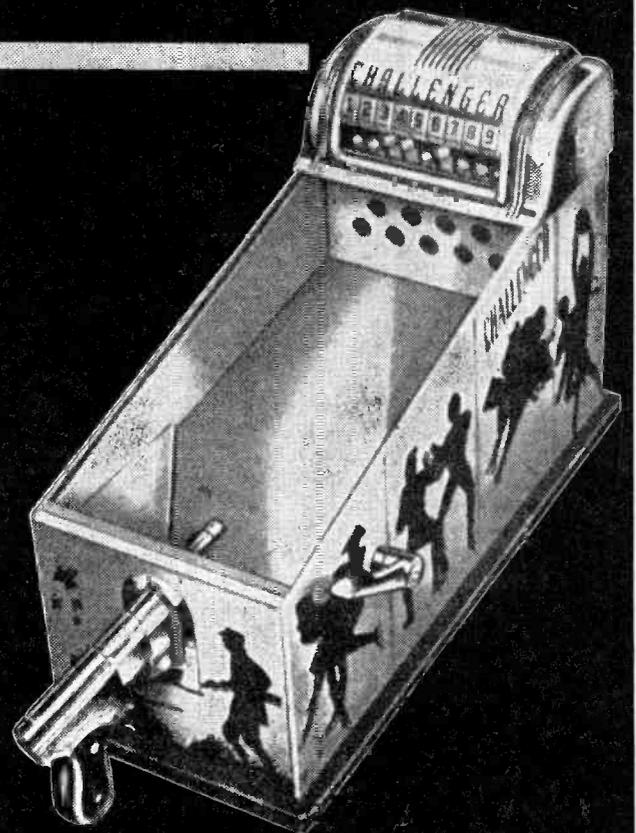
**KEENEY'S ONE-WAY,
2-WAY AND 3-WAY
BONUS SUPER BELLS**

**ABT
CHALLENGER**

**WAY UP ON TOP IN
COUNTER TOP EARNINGS!**

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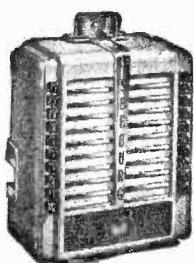
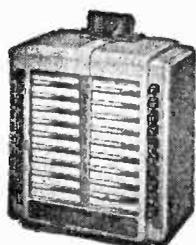
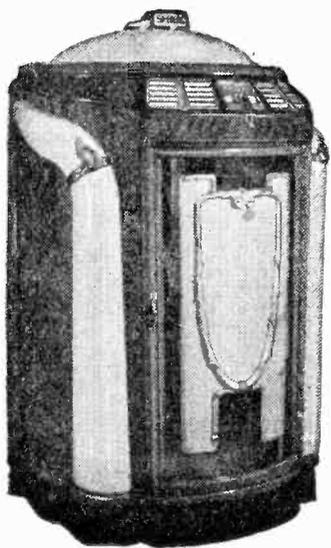
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Because Seeburg Leadership provides everything locations want and everything their patrons desire, you get all you need in over-all operating advantages. For the location, dignified modern beauty of design...reliable mechanical and electronic performance. For you, the unique and adaptable complete Seeburg Line and always available "Southern" Service. These factors offer positive assurance of more successful music merchandising, present and future.

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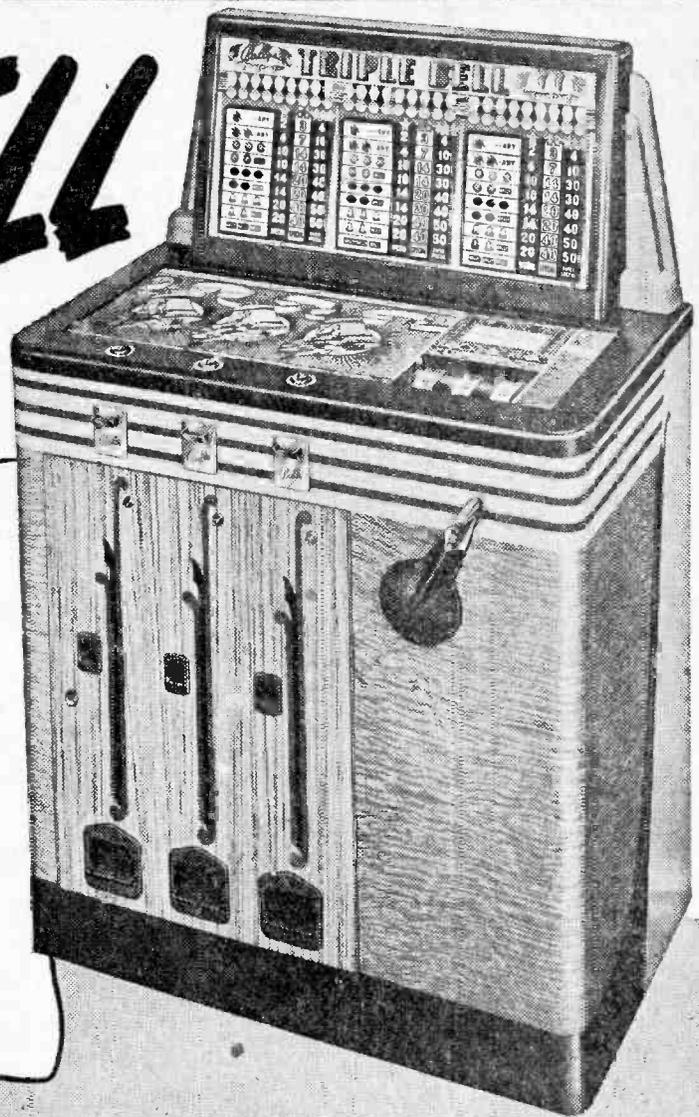
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TRIPLE PLAY! TRIPLE PROFIT!

TRIPLE BELL consoles actually earn two to three times top earnings of all other consoles in operation today! *Triple Coin Chutes* permit three players—or three coins—every spin of the flashy bell-fruit reels. *1000 Super Special Awards*, plus plenty of other big awards and single-cherry awards, insure continuous repeat play. Deluxe cabinet in rich wood-grain finish. Trouble-proof mechanism. Convertible—replay or automatic award. Any desired coin-combination—Nickel, Dime or Quarter. Order TRIPLE BELL today.

CONVERTIBLE: AUTOMATIC OR REPLAY



DRAW BELL

BELL-CONSOLE WITH NEW HOLD-AND-DRAW FEATURE

Fast action of three spinning reels with flashy bell-fruit symbols . . . plus new second-coin feature which permits player to hold any desired reels and second-spin the remaining reels! Every non-winning combination on first spin "comes so close" that players can't resist a quick second coin to hold and draw for a winner—resulting in record-smashing profits. Get your share. Order DRAW BELL now. Specify Nickel or Quarter play.

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VICTORY DERBY

**ONE BALL
MULTIPLE
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VICTORY SPECIAL

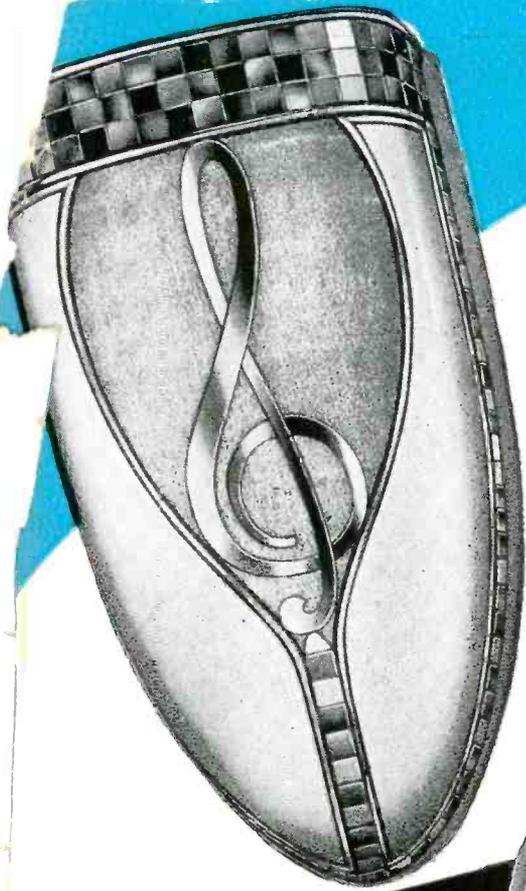
Your profit insurance in replay territory. Quickly convertible to one or five ball play.

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. Order today.



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2640 BELMONT AVENUE, CHICAGO 18, ILLINOIS



12 inch MIRROR SPEAKER

Smartly styled. Molded plastic housing with ivory baked lacquer finish—beautifully trimmed with blue mirrors and chromium. 12-inch impedance matched speaker, ideal for locations requiring additional low frequency response. Complete with individual volume control.

8 inch TEAR DROP SPEAKER

Lightweight, compact. Plastic housing with ivory baked lacquer finish—sparkling chromium trim. 8-inch impedance matched speaker provides scientific distribution of middle register volume. Available with or without individual volume control.



the Right Speaker for Every Installation

Powerful 12-inch Mirror Speakers for locations requiring additional low frequency response—

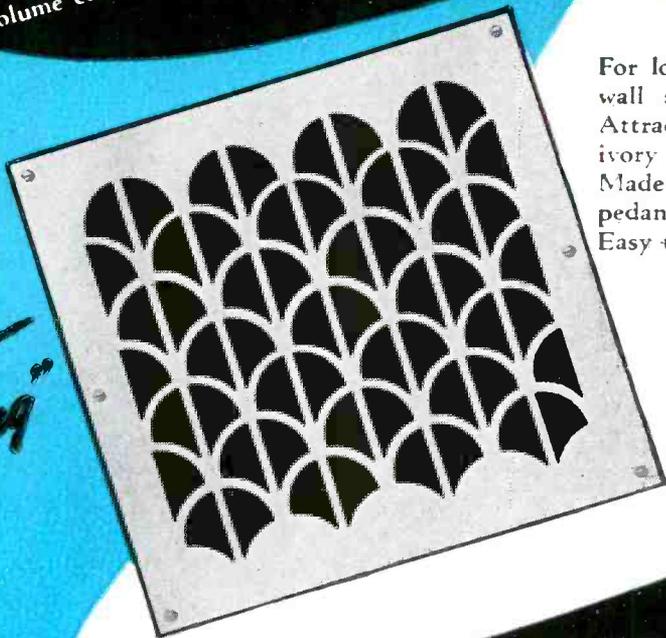
Compact 8-inch Tear Drop Speakers to scientifically distribute middle register volume—

Recessed Speakers for wall or ceiling in 8 or 12-inch sizes.

No matter what the musical requirements of any location may be, you will find everything you need in the complete line of Seeburg Impedance Matched Speakers.

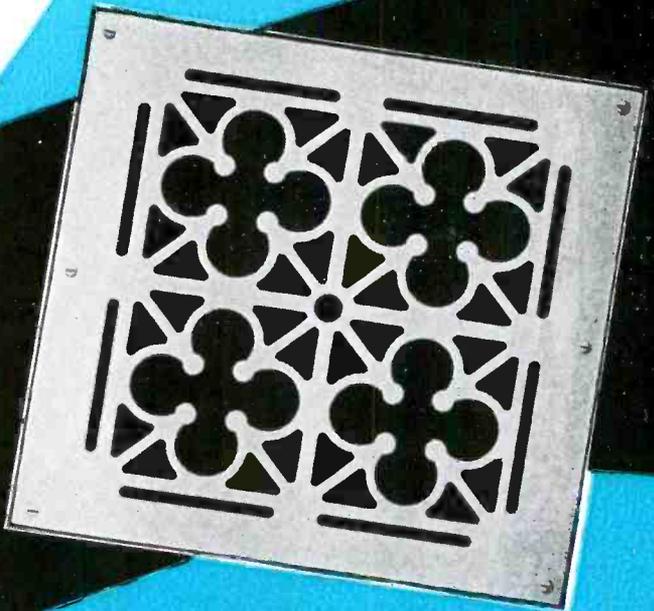
RECESSED WALL SPEAKER

For locations where recessed wall speakers are required. Attractive metal grille with ivory baked lacquer finish. Made with 8 and 12-inch impedance matched speakers. Easy to install.



RECESSED CEILING SPEAKER

Particularly designed for easy installation in ceilings. Attractive metal grille, has ivory baked lacquer finish. 8 and 12-inch speakers. These impedance matched speakers assure utmost fidelity of tone reproduction.



"Be Sure — Buy Seeburg"

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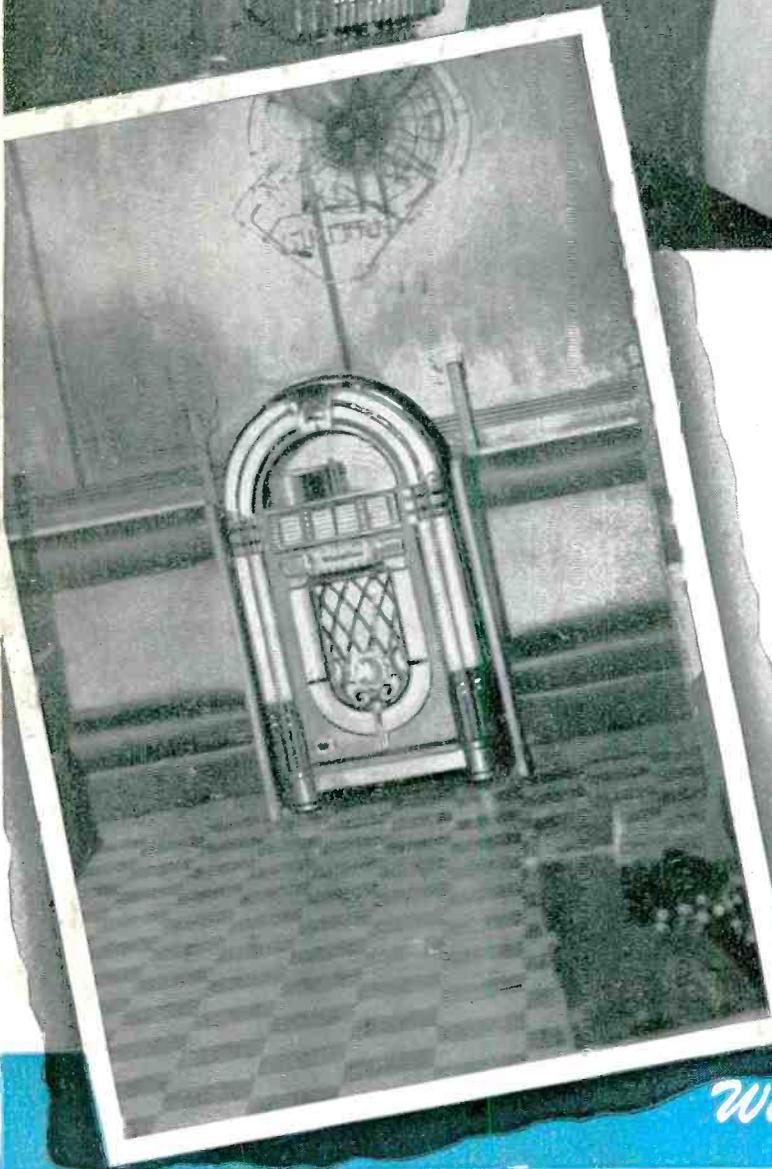
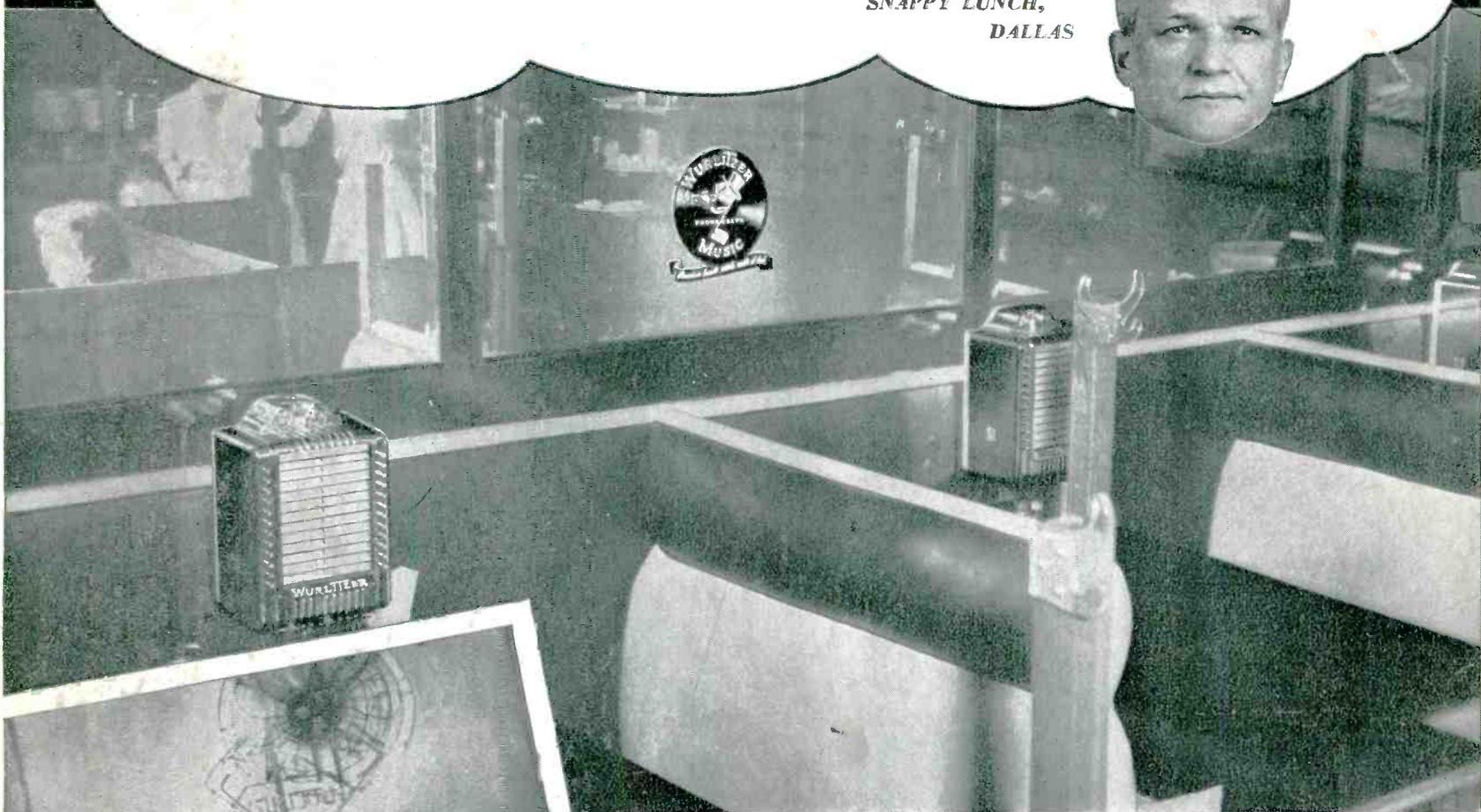
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... NICK STRATTON, *Owner*
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**Dallas Location Owner Testifies
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◆ Says this satisfied Wurlitzer location owner, "No sooner did we put Wurlitzer's *Sign of the Musical Note* on our place than business started to pick up. Wurlitzer Music sure provides Musical Fun for Everyone in this town, and we're getting our share of the business."

All over the country you hear the same high praise for Wurlitzer's national magazine and billboard campaign promoting Wurlitzer's *Sign of the Musical Note*—and—public recognition of it as identifying places where people can have fun enjoying Wurlitzer Music.

It's working wonders for Wurlitzer location owners and in turn, for Wurlitzer Factory-Approved Music Merchants. The Rudolph Wurlitzer* Company, North Tonawanda, N. Y.

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*Wurlitzer Model 1015 in
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Wurlitzer Extends Its Leadership!