

# The Billboard

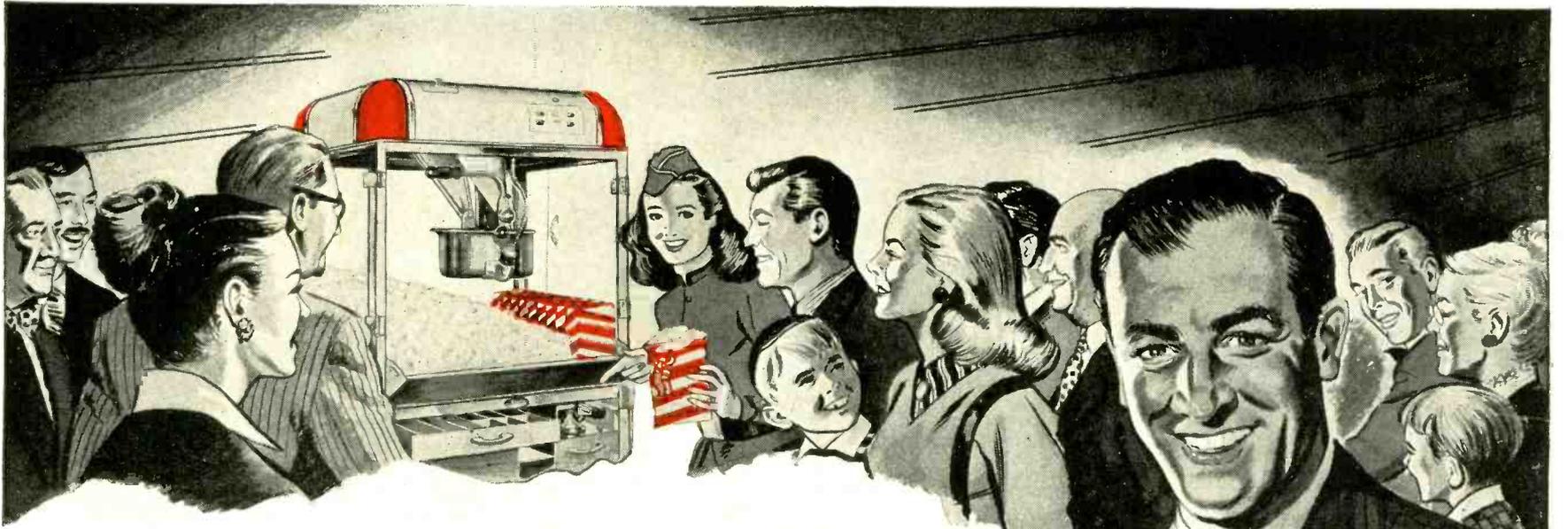


THE WORLD'S FOREMOST AMUSEMENT WEEKLY • 25 CENTS

SEPTEMBER 27, 1947



Lionel Hampton, flanked here by filmogul Sam Goldwyn and Benny Goodman (on the lot during making of "A Song Is Born," new Danny Kaye-Virginia Mayo Goldwyn production), continues among bandom's busiest and hottest attractions. His new Decca disk, "Adam Blew His Hat," backed by "Reminiscing Mood," is already getting a typical Hampton play, and he rolls on at location box offices, doing a current stint at the Golden Gate, San Francisco, to be followed by a stretch at the Million-Dollar Theater, Los Angeles, on the 30th. Ether fans catch the Hampton beat via his Treasury Shows over NBC at 1:30.



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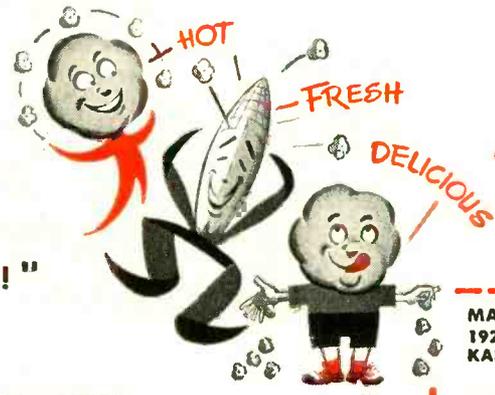
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# SPONSORS SOUR ON STANDARDS

## T-H Court Test Set in N. J.; Injunction on Stand-By Rule Sought by House in Newark

Strong Legal Staffs in National-Bearing Battle

By Bill Smith

NEW YORK, Sept. 20.—The first major test of the Taft-Hartley Law and its application to showbiz, more specifically the question of stand-by bands, will be made in Newark in injunction proceedings being filed next week by the Adams Theater against the American Federation of Musicians (AFM), Local 16.

The significance of the case is seen by the fact that the Adams has hired Arthur Vanderbilt, Newark lawyer and local Republican boss, and is understood to be talking to Fred A. Hartley Jr., co-framer of the T-H Law, and Republican rep from New Jersey, about tactics.

On the other side of the fence, Local 16 is equally well prepared for the coming legal tiff and has the approval of the national, which is desirous of getting a test case rolling. Decision was made by the international board at the Chicago convention last week when Jim Buneo, prexy of the Newark Local, appealed for a ruling. According to Buneo, AFM legal brains headed by Joseph

## Storm Repairs Will Cost Fla. Resorts 2 Mil

MIAMI, Sept. 20.—Owners of hotels, night clubs, cafes and outdoor showbiz are still counting their losses caused by the hurricane which cut a 500-mile swath thru Southern Florida's wealthy resort areas this week. The property loss estimates, which are still being tabbed, range all the way from \$10,000,000 to \$25,000,000 in the six major urban areas struck.

Many spots have not yet opened for the season, but the cost of repairing the damage before the winter rush will be considerable. In Miami Beach it is estimated that \$2,000,000 must be spent to repair hotels, night clubs and beach resorts prior to the influx of tourist trade. At Palm Beach many of the famous royal palms have been felled, and its entertainment spots on the beach completely washed away. Pompano Beach suffered the loss of its famous casino.

Here in Miami the loss, which includes many showbiz resorts, is estimated at \$3,000,000 or \$4,000,000. As yet unaccounted for are the heavy losses in carnivals and other forms of outdoor showbiz playing in this area. And considerable damage has been done to radio towers in the Fort Lauderdale vicinity. Station WGBE, Miami, reported that two or three of its towers had been sent crashing to the ground, altho built to withstand 175-mile winds.

Padway gave him the green light and will support him down the line.

Monroe Date Raises Issue

The case developed out of the Vaughn Monroe date at the Adams set for October 3. Newark local sent a wire to the theater op informing him that a house band must be hired or Monroe would be forbidden to open. Union subsequently notified (See AFM Fights T-H Law, page 19)

## LaGuardia Death Grieves Showbiz

NEW YORK, Sept. 20.—Showbiz this week-end mourned the death of former Mayor Fiorello H. LaGuardia, who had long been a friend of those in the entertainment world and devoted much of his life to encouraging production of drama and music.

As president of the New York City Center of Music and Drama, LaGuardia inaugurated on December 13, 1943, a policy of bringing the best in cultural entertainment to the public at popular prices. He also was an enthusiastic supporter of the summer concerts at the Lewisohn Stadium and the winter programs of the City Center Symphony. Upon occasion, he took up the baton himself as a guest conductor.

The executive board of Local 802, American Federation of Musicians (AFM), unanimously adopted today the following resolution: "The death of Fiorello H. LaGuardia, one of the most valiant of leaders for the liberties of all people, is a sad event to organized labor and the membership of Local 802, AFM. Mr. LaGuardia was an honorary member of our union, a man who understood so well the problems of our union. As he loved and understood the labor movement, so he loved and understood music. The cause of liberalism has suffered a blow with Mr. LaGuardia's passing. Democracy today can ill afford to lose such leaders as Fiorello H. LaGuardia."

## If It's Vaude You Wanted, You Shoulda Caught AGVA

NEW YORK, Sept. 20.—The first local meeting of American Guild of Variety Artists (AGVA) members started in an atmosphere of sweetness and light with about 150 in attendance in Town Hall. The explosion came when the nominations for delegates to the convention began.

First part of the meeting was taken up by election of a chairman for the meeting with Marty Barrett, temporary chairman, getting the nod. Matt Shelvey, national head of AGVA,

## Hillbilly Bash in Carnegie Perks Stem Interest

NEW YORK, Sept. 20.—Staid Carnegie Hall has been rebooped by Lionel Hampton and jived by Woody Herman, but Thursday (18) and Friday (19) it was corn-quered by hillbilly music and the place'll never be the same again. A cornbilly troupe, called *Grand Ole Opry* and featuring many performers appearing regularly on the airshow of the same name which originates over WSM, Nashville, took over the house and proved to the tune of a \$12,000 gross (\$3.60 top) that the big city wants country music, making everybody happy.

Promoters Sol Gold, Abe Lackman and Oscar Davis got more than a kick out of it because they garnered about \$9,500, with a talent nut of about \$5,000. David Miller, WAAT (Newark) disk jockey, and Rosalie Allen, heady waddy of *Prairie Stars* on WOV, New York, proved the drawing power of their shows because it was largely their plugging that brought the almost capacity crowd to Carnegie Hall both nights. Miller got an additional bang out of being called on to make a speech and Miss Allen (See *Hillbilly Bash* on page 21)

## Jingle Writers Plan Own Org For Recognition

By Norman Weiser

NEW YORK, Sept. 20.—Formation of an association of composers and authors of singing jingles which would seek recognition for the jingles as musical compositions, per-performance fees on those jingles cleared thru Broadcast Music, Inc. (BMI), clearance for jingles on all radio stations whether they hold BMI or ASCAP licenses, and copyright protection on jingles which have been composed for commercial use, is now being planned by leading cleffers in the jingle field.

Non-ASCAP Station Block

Initial impetus for the association came after several sponsors complained that jingles which they had prepared for use in specific markets (See *Jinglers Plot* on page 20)

## Say NAB Code Will Force a Re-Evaluation

Some Praise Move

By Sam Chase

NEW YORK, Sept. 20.—Some of the largest radio advertisers are preparing to re-examine their use of radio as against other media in light of the adoption yesterday (19) of the new standards of practice by the board of directors of the National Association of Broadcasters (NAB). Sharp and instant reaction to NAB acceptance of the code found several top sponsors admitting off the record that they have asked their advertising executives to take up future radio budgets with their agencies, should there be no revision of the code's commercial practices section when the NAB board meets again in November.

Prevailing sponsor sentiment seemed to agree with the vice-president in charge of advertising of one of radio's biggest bankrollers, to the effect that "radio is going noble at the expense of the sponsors who have to foot the bills. Radio is in direct competition with newspapers and magazines, and has got to sell those goods. Still it proposes to rob the sponsor of about 10 per cent of his daytime advertising time. Well, if radio is going to go arty and penalize sponsors on the grounds that there is too much commercialization, it should also penalize itself by, say, ending sale of any announcements between programs."

Hitch-Hike Problem

Harvey Manss, vice-president of Sterling Drug, Inc., told *The Billboard* that the adoption of the code "changes the value of radio as against other media very basically to us." (See *Bankrollers Mostly Sour*, page 5)

## Decca Preps Search for Fresh Talent

Spirited Policy Shapes Up

NEW YORK, Sept. 20.—An imminent change in Decca Records' artists policy appeared to be shaping up this week with the waxery, which first slimmed and then retained a status quo performer roster, now reported out on the hunt for new recording talent. Reports late this week indicated that chirp Monica Lewis and Latin orkster Enric Madriguera were heading for the Decca label. The firm admitted to negotiations with these artists and hinted that others were being considered as well, but made it plain that no contracts were signed at press time. A firm exec explained that the diskery was on the (See *Decca Going After* on page 19)

# HINTERLAND EAGER FOR LEGIT

## Biz Is There But Shows Are Too Few

### Season's Outlook Surveyed

NEW YORK, Sept. 20.—Legit on the road this season is blowing hot and cold, according to a survey by *The Billboard* of theater conditions thruout the country. In some towns the outlook is promising, in others it is pessimistic, but nowhere is there a lack of interest in legit.

The main problem seems to be that not enough of the right kind of shows are hitting the road. They want musicals. Production problems and costs, however, make it tough sledding for large song and dancers.

Legit also has uncovered another real hot theater town where no sooner are records set than they are broken. The city—Des Moines—no longer takes one-night stands, but wants and gets one-week dates for its 4,200 KRNT Radio Theater.

Round-up of reports from *The Billboard* correspondents in various key cities follows:

#### Boston

Altho legit bookings here are not as tight as a year ago, for quality and interest the season looks well above the average. Since this is the country's leading try-out town and practically an extension of Broadway, the Hub is sure to get its share of turkeys, but there are plenty of Stem musical hits skedded to come to town, including *Sweethearts*, *Showboat*, *Oklahoma*, *Carousel* and others.

Whatever the new season holds, the (See *Road Asks More Legit*, page 44)

### In This Issue

American Folk Tunes	116
Broadway Showlog	44
Burlesque	43
Carnival	58-76
Circus	48-50
Classified Ads	82-87
Club Activities	64-65
Coin Machines	93-162
Continuing Program Studies	14
Fairs and Expositions	51-55
Fair Lists	55
Final Curtain, Births, Marriages	46
General Outdoor	47
Honor Roll of Hits	22
Legitimate	44-45
Letter List	88-89
Magic	43
Merchandise	52-90
Music	19-34
Music as Written	33
Music Machines	95-121
Music Popularity Charts	22-32
Night Clubs	37-42
Parks and Pools	56-57
Pipes for Pitchmen	90-91
Radio	5-13
Repertoire	74
Reviews: Night Club	38-39
Records	29
Television	17
Vaudeville	40
Hinks and Skaters	80-81
Roadshow Films	79
Routes: Carnival	74
Circus	74
Legitimate	45
Miscellaneous	74
Salesboards	91-92
Sponsored Events	76
Television	17
Vaudeville	37-42
Vending Machines	122-132

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### ICE FOLLIES OF 1948

(Opened Thursday, September 18)

#### PAN-PACIFIC AUDITORIUM, HOLLYWOOD

Twelfth annual edition of the skating review in two parts and 15 production numbers. Directed by Frances Claudet, assisted by Mary Jane Lewis and Stanley D. Kahn. Stage manager, Bert Lindblad, assisted by Clyde Fox. Technical director, Bruce Mapes Sr. Musical director, Walter Rudolph. Announcer and vocalist, Paul Gannon. Costumes designed by Helen Rose and constructed by the Ice Follies Costume Department under supervision of Connie Hogan. Press, Ken Von Egidy. Produced by the Shipstads and Johnson.

PRINCIPALS: Roy Shipstad, Evelyn Chandler, Frick and Frack, Harris and Phyllis Legg, Monica Moran, Jim Hutchinson and Ole Ericson, Marilyn Sahlin, Rasmussen and Cameron, Hazel Franklin, Betty Schallow, Scotvold Twins, Mae Ross and Bill Stine, Les Hamilton and Virginia Morrison, Ted Roman and Genevieve Norris, Carlos Romero Jr. and the Schramm Twins.

Year after year the Shipstads and Johnson appear to reach the peak in ice extravaganza entertainment, but they always return next year to surpass their own high standard of the previous season. The 12th annual edition which premiered here at the Pan-Pacific is no exception and is definitely the greatest blade spectacle ever staged.

Superlative choreography, flawless performance by the principals, graceful ballet and precision work by the line, coupled with glittering costumes, lighting and props. Time has in no way dimmed the brilliance of the blade work of Roy Shipstad and Evelyn Johnson. (See *ICE FOLLIES OF 1948*, page 43)

### SKATING VANITIES OF 1948

(Opened September 4, 1947)

#### FORUM, MONTREAL

Sixth edition of roller skating show. Two acts, 26 scenes. With Gloria Nord, Mickey Meehan, Eileen McDonnell, Melva Moreno, Bobby May, the Three Craddocks, the Rudells, Billy Lee, Frank Foster, Buddy Swan, Tony Mirelli, Rose Piccola, Lillian Schroeder, Terry Taylor, Donnie Davidson, Jay Loader, Bob Ritz, Sis Mueller, Larry Fox, Bruce Towle, Lon Hall, Jim Rush, Bob Grimes, Douglas Brenner, W. Martin Jr., Bill Waldre, Tex Burke, George Petro, Gloria Sigel, Helen Howard, Laurie Bell, Glory Johnson, Jean O'Meara, Norma Behrman, Dot Glazier; line (33 girls, 19 men); production supervisor, George D. Tyson; staged by Russell Markert; costumes, Nat Karson; musical director, Benjamin Schwartz.

Newest thing about current Vanities is that the Russell Markert (ex-Radio City) touch is evident in the production numbers. Albeit the show is basically good, production-wise the numbers are not consistently as good as they were in former years. But there's enough variety and entertainment to make for healthy grosses wherever the show plays.

Best thing in the production line is the *Wooden Soldier* number which (See *Skating Vanities* on page 18)

## Organists Lose Out, But London Looks For More Fleshers

LONDON, Sept. 20.—With curtailment of organ music in London's movie houses, the Association of Theater Organists has been in touch this week with other amusement biz orgs concerning possibilities of expanding live entertainment, which the cinema circuits are expected to seek before the end of the year.

Action of the Odeon group of pic houses (part of the J. Arthur Rank org) in cutting its organist staff in half came as a shock to Jack Courtney, organizer of the organists. Courtney said organ music was very popular with both West End and suburban audiences, even tho the houses required a super-abundance of "sugary" stuff.

## Showbiz Gives Freedom Train Rousing Start

PHILADELPHIA, Sept. 20.—Local show business did itself proud in making the starting point of the Freedom Train a significant patriotic holiday this week (17), and the heavy plugging on the radio, in television, movies and by disk jockeys and juke box operators went a long way in stimulating the interest that attracted hundreds of thousands to the train. Co-operation given by the showbiz branches exceeded the all-out effort during the War Bond campaigns in war years.

General manager pooled the resources of all nine Philly radio stations which added up to over 100 programs. For nine consecutive nights during rededication week and the train's three-day stop here the station took turns in picking up and passing on to the others all the programs originating at Independence Hall. Where a station was unable to carry it alive, the program was recorded and re-broadcast. In addition, the stations pooled for the program pick-up from the three historic churches and synagogues in the city. Also every single event staged in connection with the Freedom Train was picked up by one or more stations. All this was in addition to the excellent coverage by the news rooms and news commentators.

#### Disk Jockeys Help

Radio disk jockeys did their share with a concentrated plugging of the Bing Crosby-Andrews Sisters recording of Irving Berlin *Freedom Train*. In addition, the Phonograph Operators' Association, representing more than 5,000 music machines in the territory, gave the recording a top position on all phono selectors.

WPTZ and WFIL-TV, the two television stations in town, gave generously of their time. Both ran newsreels of the entire celebration, the city parade, the youth rally, and the program staged at the train itself.

#### Stage and Screen Aid

The stage and movies also backed it up. Paramount sent in Alan Ladd and Sue Carol for a woman's rally at Town Hall on Monday, and Warner Bros. brought in Claude Rains for the youth rally at Independence Hall on Tuesday. Also at the youth rally was Bert Lytell, representing the legitimate stage.

Other show business principals taking a prominent part in the train's starting ceremonies here were Jack Kapp, president of Decca Records; song writer Irving Berlin; Barney Balban, Paramount's prexy, and Spyros Skourous, 20th Century-Fox chief.

#### New York Ready for Train

NEW YORK, Sept. 20.—The Decca waxing of Irving Berlin's *The Freedom Train* will be used in the soundtracks of most of the major newsreels next week. Permission to use the wax, which features Bing Crosby and the Andrews Sisters, was obtained from the American Federation of Musicians (AFM) and Paramount Pictures, who had to clear on Crosby. Disking will be used in MGM's *News of the Day*, the Universal reel, 20th Century Fox's *Movietone News* and in the *Paramount News*.

Mayor O'Dwyer this week appointed Spyros Skouras, president of 20th Century-Fox Film Corporation, as chairman of the motion picture committee for New York's week of

## New Orleans Gets Reg. Legit House

NEW ORLEANS, Sept. 20.—The Star Theater here, formerly the old Shubert house, has been leased for five years by Irwin F. Poche, local impresario, and unnamed New York and New Orleans interests to be used for legit productions.

After a complete facelifting, the theater will be renamed and re-opened November 2, Poche said. First attraction will be Morton Gould and ork, Met singer Mimi Benzell and Wilbur Evans in a program titled *American Serenade*.

Poche declared that New Orleans, which supported three houses 30 years ago, has long needed a legit theater. The Municipal Auditorium, which will still be used for large productions, is not available during much of the winter season due to Mardi Gras activities, he pointed out.

Poche will not present his own attractions but rent the house to various groups. Booked for the season are *State of the Union*, *I Remember Mama*, *Born Yesterday*, *Private Lives*, *O, Mistress Mine*; *Chocolate Soldier*, *The Red Mill*; concert artists John Charles Thomas, Victor Borge and Tito Guizar; Rosario and Antonio, the Russian Cossack Chorus, Markova and Dolin and Ballet Theater.

A feature of the season will be *Stars of Tomorrow*, a series booking five unhailed but recognized performers. The Blackstone magic show will be given at Christmas.

rededication to be held in conjunction with arrival of the Freedom Train here next Thursday (25). The train will be here thru September 30. It arrives at Track 30 in Grand Central on Thursday. It will show in Manhattan for two days, then will exhibit the priceless American documents in Brooklyn (27), Queens (28) and Bronx (29).

## The Billboard

The World's Foremost Amusement  
Weekly

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# NAB CODE STIRS A RUMPUS

## Bankrollers Mostly Sour On Standards

### Talk Re-Evaluation of Radio

(Continued from page 3)

Manss declared that his firm is seriously affected by the virtual elimination of hitch-hike and cow-catcher commercials. One product alone, he said, frequently couldn't support a radio show, but by plugging other products of the firm on the same show it has been possible to delve into their appropriations to keep the radio programs going.

In the course of a full hour, Manss said, fully five plugs for various Sterling products will be eliminated by the code. Sterling bankrolls four consecutive daytime serials between 4 and 5 p.m. across the board of National Broadcasting Company (NBC). Manss said, "We have sold a lot of products by hitch-hikers alone, and our advertising budget takes them into consideration. Their elimination raises our costs, so now we may consider using more newspaper space instead." Other firms similarly affected, he noted, were Procter & Gamble.

(See Bankrollers on page 13)

## Wason Spiel Burns NAB

ATLANTIC CITY, Sept. 20.—One of the top surprises of the NAB convention here this week was the anti-Communist, highly reactionary speech delivered Tuesday (16) by Robert R. Wason, chairman of the board of the National Association of Manufacturers (NAM). Wason called for greater commercialism on the part of American radio even though the convention was considering a code of standards intended to eliminate excessive commercialism. He brought in international politics, NAM philosophy.

(See NAB Does Burn on page 18)

### Editorial

## Keep It Constructive

The board of directors of the NAB, in approving the new standards of practices for the radio industry, has taken a notable forward step, one which required courage and vision, and one which, given proper industry-wide support, can serve only to improve radio's relations with the public. That, essentially, is the broadcasters' greatest responsibility, and in serving that responsibility radio also serves its clients best. Notwithstanding advertiser opposition to the code—as pointed out in a story on Page 3 of this week's issue of *The Billboard*—that one fact cannot be obscured.

The simple, irreducible, elemental fact is that the NAB had to approve the code now. It is later than many broadcasters think. Basically, there are two reasons for the need for immediacy in passing the code.

First, such revisions in standards can only be effected when the economy of a business is at a peak or near peak level. Many business men predict a slump, depression, recession—what you will—in the near future. Imagine going to a broadcaster, should this slump materialize, a year or so hence, and asking him to cut his commercial time, or drop some of his accounts, or trim the number of spot announcements on his schedule.

"Nuts," he would say, quite understandably, "I'm struggling to pay my rent. I may be out of business in a few months. And you want me to change my standards."

One reason the time was now.

Another is that radio just cannot go on leaving itself wide open to criticism. Granting, as this paper has contended for years, that much of the criticism has been unwarranted, the fact still remains that the insistent demand, by both government and the public, for a raising of radio's levels and a diminution of commercialization, can no longer be ignored.

Criticism of the code has come principally from independent stations. The important thing to remember tho, is that they have not criticized the code principle, but rather the mechanics of this code as they now stand. The NAB board, in its resolution approving the new standards, has set up a system whereby such revisions as are warranted—and some are, as Code Committee Chairman Robert Swezey publicly acknowledged at the convention—may be made. Now it's up to the independents to follow thru. Talk of secession from NAB, already under way (see story on this page), is outrageously premature.

So, too, are opinions expressed in advertiser-agency circles that the code may ruin radio as an advertising medium. If public respect for radio grows, public respect and support of its advertisers is likely to follow. If time for commercials is cut, better, sharper, punchier selling, in less time, should not be too much of a hurdle for copywriters. Refinements in selling techniques may certainly be regarded as progress.

There is one imminent danger, in view of this first-blush independent station and advertiser reaction. That is that when the most rabid anti-code, status quo elements in these two groups get thru making revisions the code will wind up a hollow, meaningless set of words. This will not do radio, or any one in radio—independents, advertisers or anyone else—any good.

We hope all critics of the code will work in the same constructive direction as those who have passed this original draft. Let all concerned with broadcasting's future remember that the time is now.

## Accepted in Principle But Revisions Due

### Convention Had No Choice

By Jerry Franken

ATLANTIC CITY, Sept. 20.—Altho the board of directors of the National Association of Broadcasters (NAB) yesterday approved the new standards of practice, as the aftermath of the NAB's 25th annual convention, no one in the trade—and very likely the directors themselves least of all—expects the code to go into effect in its present form. But reduced of its elementals, the NAB, in convention, had virtually no choice but to pass a code, and that is what has happened.

Actually, a more exact interpretation of the board's action would be to say the board, backed by practice—(See NAB Code OK'd, page 18)

## Miller Warns Of Increasing Govt. Control

ATLANTIC CITY, Sept. 20.—In his address to the 25th annual convention on the National Association of Broadcasters, Justin Miller, NAB president, warned that unless an unremitting battle is waged, "American broadcasting will be taken over step by step until it becomes a government operation." Miller cited as trends in this direction the operations of the Federal Communications Commission with respect to philosophy stated in the Blue Book, the movement for State systems of radio broadcasting, the arguments for re-examination of the constitutional guarantee of a free press by such groups as the Hutchins Commission,

(See Miller Warns on page 18)

## Indie Code Protests Mounting; Secession Threat Raised Anew

NEW YORK, Sept. 20.—Approval of the new NAB code by that organization's directors in Atlantic City yesterday immediately created talk of secession on the part of some independent stations (see editorial on this page). Claiming that the code would be ruinous economically, indie spokesmen in various sections were firm in their demand for revision of the code's "14:30 principle," arguing that as now constituted, the code

would mean the difference between profit and loss.

At the same time, small market indies were complaining bitterly about certain phases of this week's NAB convention. The beefs centered around three main charges: (1) That the election of new directors at large was illegal; (2) the new code was "railroaded" thru the convention, and (3) that the final meeting, at which the code was whitewashed and the board given full authority to pass judgment on final form, did not have a quorum.

Leaders in the move are Bill Ware, general manager of KSWI, Council Bluffs, Ia., and Fred Fletcher, general manager of WRAL, Raleigh, N. C. Both Ware and Fletcher pulled no punches in presenting their cases.

Relative to the directors-at-large election, they claim that at the first election, Wednesday morning, proxy votes were allowed and members voted without certification. They

(See Protests Mount On on page 18)

## Denny Rumor

ATLANTIC CITY, Sept. 20.—Rumor current during the NAB convention was that FCC Chairman Charles R. Denny was planning to resign to join NBC as veepee in charge of legal matters.

Web says it ain't so. Denny wasn't available for comment.

## The PERFECT CHRISTMAS GIFT

# 9

... to send to your friends

SILENT NIGHT • THE FIRST NOEL • ADESTE FIDELIS • JOY TO THE WORLD • CAROL OF THE BELLS • 'TWAS THE NIGHT BEFORE CHRISTMAS • HARK! THE HERALD ANGELS SING • O LITTLE TOWN OF BETHLEHEM • GOD REST YE MERRY GENTLEMEN

CHRISTMAS CAROLS

by the HOUR OF CHARM

ALL-GIRL ORCHESTRA and CHOIR

under the direction of PHIL SPITALNY



CHARM RECORDS, INC.

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NUMBER OF ALBUMS (\$3.75 PER ALBUM) .....

# NAB'S "FORGOTTEN" MAN

## Petrillo All But Unheard At Convention

### Does Hit at FM Network

By Cy Wagner

ATLANTIC CITY, Sept. 20.—Except for one official action, the passing of two resolutions, and one off-the-floor incident and discussion that brought the American Federation of Musicians (AFM) to the attention of the National Association of Broadcasters (NAB) convention here this week, James C. Petrillo, AFM head, could well have been called the forgotten man of the convention. Heretofore, Petrillo invariably has been a convention storm center.

To those NAB members who had come to the convention expecting plenty of discussion of the all-important pending showdown-fight with Petrillo, lack of attention to the music union came as a complete surprise. To those who realized that radio could not be expected to tip its hand by indicating proposed anti-AFM strategy, the hush-hush made sense. However, even those who saw the need for soft-pedaling could not understand the reasons for the lack of fire in the speech delivered by Rep. Clarence Lea, author of the famed Lea Bill, at a luncheon Tuesday (16). Lea, delivering a talk which was a general commentary on labor in this country today, devoted only one short section of it to Petrillo and the Supreme Court's upholding of the Lea Act.

### Two Resolutions

As far as the NAB officially was concerned, Petrillo did not come in for any attention until the closing session, when two resolutions concerning the AFM were passed. These called for all segments of the industry to work against Petrillo, but nevertheless were worded in generalities and did not specify how the anti-Petrillo warfare was to be carried on. One resolution called for a committee representing all phases of radio to work on the music problem.

NAB execs stated that they did not at this time have any concrete plans for combating Petrillo, but that these would be formulated in meetings of the board and meetings with FM, network, independent AM station and television broadcasters. In the other AFM resolution the NAB officially went on record as favoring a firm policy that would insist upon the right to duplicate live music on AM and FM stations, but did not outline what action would be taken to back this policy.

### Petrillo Thunderbolt

The other occasion on which the AFM was brought to the attention of the NAB convention was marked by a thunderbolt announcement from Petrillo received here Wednesday (17) by Everett L. Dillard, head of the 27-station continental FM network, that effective at once all live music was to be banned on the FM hook-up. The announcement was a two-fold surprise, because (1) the network had received a firm commitment from the Rochester, N. Y., local that the net would be allowed to air a series featuring the Rochester Symphony Orchestra sponsored by the Strom-  
(See Petrillo NAB's on page 16)

## NAB Votes Fight On Mayflower Rule

ATLANTIC CITY, Sept. 20.—NAB officially went on record as favoring radio's right to editorialize at Friday's (19) meeting here when a resolution was passed committing the association to this policy. Up to now this has been the policy of the leaders of the association, but the resolution now makes it an expression of the entire industry.

The resolution stated, in part, that the association did "affirm and commend" the position taken by Justin Miller and other NAB leaders who have been campaigning for a reversal of the Mayflower decision prohibiting station editorializing. It recommended that a full representation of industry views on the subject be properly presented at a forthcoming FCC hearing, and that such steps be taken as may be necessary to secure the revision of said decision.

## NAB Board Gets 2 FM Directors

ATLANTIC CITY, Sept. 20.—Six new directors at large, two of them from FM, were elected to the NAB board at its convention here this week. Election of two representatives from FM stations marked the first time this type of station has had representation on the NAB board. The new directors, elected for a year's term, will serve with the present 17 NAB board members representing geographical districts. Naming of the new board members marked the last time that board elections will take place at an annual convention, since newly adopted by-laws provide for their election by referendum beginning next year.

Newly elected board members and their classifications are Robert Mason, WMRN, Marion, O., small stations; T. A. M. Craven, WOL, Washington,

## NAB Rejects Plan To Pay Salesmen Talent Commish

ATLANTIC CITY, Sept. 20.—The considerable talk at the NAB convention here emphasized the need for better programing, NAB members vigorously attacked and killed a measure designed to improve stations' program schedules. This was a resolution to the effect that stations pay to their staff salesmen commissions on the sale of talent as well as time. Resolution grew out of a report by a subcommittee on sales practices of the Sales Managers Executive Committee (SMEC), delivered by John A. Kennedy Jr., sales manager of WHAM, Rochester, N. Y.

Subcommittee's report pointed out that better programing is essential and that adequate inducements for the sale of talent should be provided—either in the form of commission or a bonus. This, it was pointed out, would encourage the sale of programs as against spot announcements.

Station men took the offensive, one of them acrimoniously stating it

## Kearns Seeks Petrillo Meet On FM Music

### Reported Fighting Ban

WASHINGTON, Sept. 20.—Trade circles here are alive with rumors that Rep. Carroll Kearns, chairman of a House labor subcommittee, will soon arrange another private meeting with James C. Petrillo, president of the American Federation of Musicians (AFM), in an attempt to work out a solution of Petrillo's ban on music duplication over AM and FM stations.

Kearns is known to be disturbed over this week's report that Petrillo has ordered all musicians to cease playing over FM networks. The staff of the House labor committee refused to confirm rumors of an impending Kearns-Petrillo confab, stating merely that Kearns is taking a brief vacation.

### No Answer From Petrillo

At a late hour last night, the FM Association (FMA) had not received an answer to its wire to Petrillo asking whether it was true that AFM had ordered all live music off FM networks.

Rumors that Kearns will confer privately with Petrillo are enhanced by the recollection that they recently met in Kearns' office, after which an agreement on school broadcasts was announced.

medium stations; Paul W. Morency, WTIC, Hartford, Conn., and Howard Lane, Marshall Field stations, Chicago, large stations; John Shepard III, WGTR-FM, Boston, Class B FM stations; Willard Egolf, WBCC-FM, Bethesda, Md., Class A FM stations. Re-elected as board members at large were Clair McCollough, WGAL, Lancaster, Pa., small stations; and G. Richard Shafto, WIS, Columbia, S. C., medium stations.

## Press Coverage For NAB Meeting Sets All-Time High

ATLANTIC CITY, Sept. 20.—Press coverage of the 25th annual NAB convention here this week was the most extensive ever accorded any of the broadcasting industry's yearly powwows. At the same time, this year's meet was the first one which ever saw the NAB go all-out in its efforts to facilitate matters for the working press. In years past, the NAB's treatment of the press always was lamentable, with few of the normal courtesies extended. Turnabout this year is credited to Bob Richards, the association's public relations director.

Convention coverage averaged around 40,000 words a day, filed out the press headquarters set up in Convention Hall. New York dailies repped at the meet were the Times, Herald Tribune and Daily News, with other staffers covering for wire services. As usual, trade papers were heavily represented.

## 26 Million Spots Aired During '46

ATLANTIC CITY, Sept. 20.—Last year there were 26,000,000 spot announcements broadcast over the air, according to a study of radio programing made by Kenneth H. Baker, NAB director of research. Baker obtained his figure by taking the number of announcements in his sample and projecting this upon the industry as a whole. Sample consisted of 100 stations, whose logs for a three-day period, in November, 1946, served as the base.

At the time of the sample there were 1,025 commercial AM station on the air, which means that each station averaged about 520 announcements per week, or between 75 and 80 a day.

Other statistics arrived at by Baker in his studies based on the same sample include the following:

(1) Proportion of sustaining time on an industry-wide basis, 30 per cent or more. Between the hours of 6 to 8 p.m. 24 per cent is sustaining; between 8 to 10 p.m., 30 per cent, and between 10 p.m. and sign-off, 52 per cent.

(2) Networks supply 45 per cent of stations' commercial programs.

(3) On the basis of a broadcast schedule of 18 hours, 13 per cent of the time, or two hours and 15 minutes, is the usual allotment for news and commentary.

(4) Taking the total time on the air as 100 per cent, the sponsorship of program breaks down as follows: Fifteen per cent is consumed by participating and announcement programs; another 16 per cent is sponsored by retail accounts; 8 per cent is sponsored by regional and national spot accounts, and 27 per cent is taken up by network programs. The remainder is sustaining.

Red Thornburgh has rejoined the Crosley Broadcasting Corporation as director of sports for W8XCT, Crosley experimental video in Cincinnati. Thornburgh comes from WKLX, Lexington, Ky., where he held the post of director of sports and special events. He held the same position at WSAI, Cincinnati, before going to Lexington.

# Rap Stations' Promotion Lack

## White Revising His Radio Bill; Ignores NAB

WASHINGTON, Sept. 20.—Chairman Wallace H. White (R., Me.), of the Senate Interstate and Foreign Commerce Committee, is redrafting his controversial radio bill, which, despite important modifications, will contain practically none of the provisions offered by the National Association of Broadcasters (NAB) in a first-draft version of a bill distributed to NAB members at Atlantic City this week.

In rewriting his bill, Senator White is standing pat against NAB's proposal that Federal Communications Commission (FCC) be stripped of wide broadcast authority. The senator is as hostile as ever against NAB's request that FCC be banned from exercising jurisdiction over program content in determining license renewals.

### NAB May Delay Attack

Some likelihood exists that NAB may decide to hold back its main fire until the 81st Congress in order to avoid a final showdown while White is still a member of the Senate. White's current term ends December 31, 1947, and he already has declared he will not run for re-election.

White, it was disclosed this week, is willing to make some minor concessions to NAB in rewriting the bill which was pigeon-holed at the last session of Congress. Chief concession will be a modification of a provision on identification of news sources. The original White Bill required that all news commentators and newscasters identify themselves, their sponsors and their comments as either "editorial" or "news." The revised section will be greatly toned down. However, White is refusing to change any of the original bill's major provisions.

## NAB To Set Basic Agency Standards

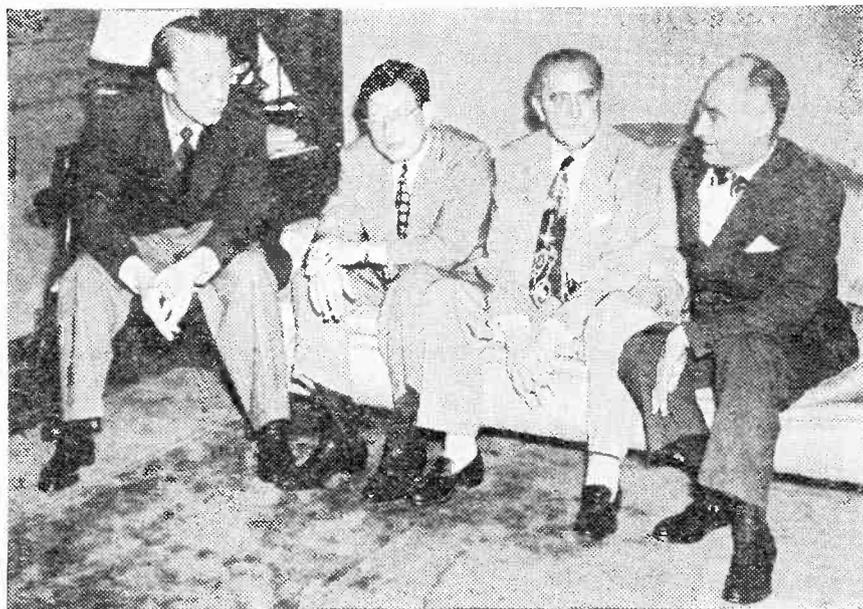
ATLANTIC CITY, Sept. 20.—Recommendation by a subcommittee of the Sales Managers' Executive Committee at the National Association of Broadcasters (NAB) convention here this week that an agency recognition bureau be created was tabled by the NAB. The subcommittee, however, drew up a minimum set of qualifications which agencies should meet. These qualifications included evidence of integrity, financial responsibility, recognized services and freedom of control by media.

Station men at the session approved the suggested minimums, and the sales managers' committee is now expected to prepare certificates of recognition for agencies which qualify.

## C&O Buys 'Info, Pls.' For Four Major Cities

NEW YORK, Sept. 20.—When *Information, Please* begins its career as a co-op show over Mutual Broadcasting System (MBS) this Friday (26) at 9:30 p.m., it will be sponsored in four major cities by the Chesapeake & Ohio Railroad.

The deal was set this week thru Kenyon & Eckhardt Agency with the railroad bankrolling the show in New York, Chicago, Washington and Cleveland.



TOP BRASS OF THE FOUR MAJOR NETWORKS foregathered at the NAB Convention in Atlantic City last week. Left to right: Frank Stanton, CBS president; Bob Kintner, ABC vice-president; Niles Trammell, NBC head, and Edgar Kobak, Mutual's boss man.

## Stress BMB Need For 1,000 Stations

ATLANTIC CITY, Sept. 20.—Support of Broadcast Measurement Bureau (BMB) was urged at the BMB panel here this week by Joseph Allen, vice-president of Bristol-Myers Company, and Leonard Bush, vice-president of Compton Advertising, Inc. Hugh Terry, general manager of KLZ, Denver, chaired the session and described the history of BMB. He reported that 285 stations so far have signed for BMB's new plan.

A report prepared by Paul Morency and G. Richard Shafro, of the NAB Board Committee, and delivered by Shafro, indicated a belief that BMB could not preserve its future existence if it surveyed only 500 stations—or approximately one-third of the operating stations—in the spring of 1949. "At that level," the report stated, "there will be no published and universally accepted data on two-thirds of the nation's stations. Instead of being a survey of all radio audiences thruout the nation . . . BMB will find itself engaged in supplying individual station audience reports to subscribing stations in competition with several audience measurement firms.

"But," added Shafro, "if nearly all broadcasters subscribed to BMB . . . we shall have developed for this industry a wealth of information not made available by any other advertising medium. We shall have informed the advertiser of every station that serves every county in the United States. He will know more about how to effectively and economically reach a given geographical area and its residents by radio than . . . by magazines, billboards or newspapers."

## Lescoulie Gets WOR All-Night Disk Spot

NEW YORK, Sept. 22.—WOR finally has settled on its all-night disk jockey, the spot going to Jack Lescoulie, who starts tonight (Monday). Since Eddie Newman's release a few weeks ago, the station had been conducting on-the-air auditions for a successor.

## FTC Ruling On NAB Code Is in Prospect

WASHINGTON, Sept. 20.—Question of whether the National Association of Broadcasters' (NAB) projected new code can gain governmental recognition is fast developing into a major enigma here. A high-ranking spokesman of the Federal Trade Commission (FTC) told *The Billboard* yesterday that NAB would be required to ask FTC formally for aid in actually drafting a final code before the association could hope to gain "legal enforcement" for any of the code's sections. At the same time, the FTC official revealed that it was "highly uncertain" whether FTC could exercise jurisdiction over a radio industry code without overlapping into the administrative area covered by the Federal Communications Commission, which itself has no statutory power to enforce a code.

The problem is viewed by FTC officials as unique in their experience. They promised, however, that FTC would issue a "high-level" policy ruling on the question "when, as and if the NAB formally comes before the FTC."

## Deals Near Inking For Two ABC Slots

NEW YORK, Sept. 20.—Two more time slots on American Broadcasting Company (ABC) were nearing sale at week's end as the web moved to fortify itself in the tightening competitive situation. Known to be nearing the pacting stage are deals for a 30-minute musical show, skedded for Sunday afternoons, and an ABC 30-minute mystery package, believed to be *Treasury Agent*, to be slotted in the 7:30-8 p.m. Saturday period.

ABC last week sold Bosco milk amplifier the 11:30-12 noon Saturday spot for *Land of the Lost*, a moppet fantasy, and also signed with First National food stores, which will sponsor Ziv Company's waxed Guy Lombardo show at 9:30-10 p.m. Thursday. Bosco will air on 36 key

## Urge Outlets To Increase Bally Outlay

Average Expenditure 3.6%

ATLANTIC CITY, Sept. 20.—Radio stations generally are not spending enough money on promotion. This was one of the recurrent themes at the NAB convention here. It cropped up in sessions of the Sales Managers' Executive Committee (SMEC); it was indicated in speeches delivered during the small-market stations' discussions, and it was inherent in the convention's preoccupation with such problems as increased competition from both within and without the broadcasting industry. Situation was graphically described by John M. Outler Jr., manager of WSB, Atlanta, in a talk which pointed out that the average station's promotion expenditures were less than 3.6 per cent of gross sales.

Outler's figure was derived from a survey on promotion prepared by an SMEC subcommittee. Altho experts vary on just how much money should be spent for promotion, it was indicated at the SMEC session that the 3.6 per cent figure is a completely insufficient amount—particularly in view of the urgent necessity of selling radio against other media.

One session of the SMEC told of plans to promote radio to top level industry execs via a film (see story elsewhere in radio department). Outler mentioned other plans. One of these is a campaign in conjunction with manufacturers to plug sales of additional sets for the home. This type of ballyhoo is figured as likely to combat the decrease in tune-in. Thus, when daddy is listening to the ball game, the missus and the kids could hear their favorite programs on other receivers.

Promotion material on this campaign is scheduled to be ready in October, and it was indicated that stations would be asked for financial support.

The mounting pressure in favor of a heightened campaign of radio promotion stems in part from the increasingly tough retail advertising situation. One of the SMEC execs, talking about the highly competitive situation in this field, stated: "We can see warning signs of a breakdown of local rate cards." He pointed up the need for additional research. The Joske study, he said, was well and good with respect to department stores, but what about jewelry stores, florists, banks, real estate firms, et al? A resolution, stressing the importance of helping stations survive, urged that more research be done.

Lead in the new radio promotion drive is expected to be taken by the hep type of stations which participated in the recently concluded 10th Annual Radio Promotion Competition sponsored by *The Billboard*. Consensus of delegates who visited the exhibit of winning entries at *The Billboard's* convention hall display was that the campaigns on view represented the cream of aggressive radio promotion now carried on by broadcasters.

market stations coast-to-coast, while First National will use 13 Eastern Seaboard stations not used by Dr. Pepper's *Darts for Dough*.

# NAB Offers Bill Limiting FCC to Engineering Body

ATLANTIC CITY, Sept. 20.—Leaders and the legal department of the National Association of Broadcasters (NAB) are definitely in favor of legislation which would end alleged Federal Communications Commission (FCC) jurisdiction over program content, it was revealed at the NAB convention here this week when Judge Justin Miller, NAB prexy, and Don Petty, general counsel for the association, unveiled the text of a new law which is being recommended by the NAB "to amend the Communications Act of 1934, as amended, and for other purposes." Easily the most salient section of the proposed bill is Section 302, (A), which states: "Public interest, convenience or necessity, as used herein with respect to broadcasting, shall mean the securing to the people of the United States of technically efficient broadcasting reception; and wherever in this Act the Commission is authorized or required to do or perform any act or function in the public interest, convenience or necessity, or make any determination that any act or acts will promote the public interest or convenience or serve the public interest with respect to broadcasting, the Commission shall consider only physical, engineering, electrical geographical population density and similar physical and technical factors, and the class of station proposed, as determined under Section 303 (A) hereof, and the citizenship and technical and financial qualification of applicants, permittees, and licensees. . ."

The proposed bill is being submitted to the members of the NAB for suggestions and recommendation, Petty stated. He explained that at the time of the White Bill hearings in the spring of 1947 the NAB had made strong objections to the White legislation, and that as a result Senator McFarland had asked that the NAB draw up its own proposed legislation so that their wishes could be reviewed in the future when hearings on the White Bill were resumed. (See NAB Offers Bill on page 13)

## NAB-ers Find a Way To Forget Petrillo: Just Scan Exhibits

ATLANTIC CITY, Sept. 20. — The delegates to the 25th annual convention of the National Association of Broadcasters (NAB) here this week found one sure way to forget, momentarily, codes and standards, Petrillo and even the flurry of head colds that assailed them. That was to wander about among the 60-odd exhibits in the main arena at Convention Hall, the largest and one of the gaudiest displays of broadcast equipment ever set up in one spot.

Exhibitors used displays of various sizes, from single-booth, 100-square-foot areas, to the 3,000 square feet used by the largest booths. The types of exhibition ran the gamut of broadcasting from the latest in technical equipment to the prize-winning entries in *The Billboard's* 10th Annual Promotion Competition.

### Streets Cross Avenues

Floor plan at Convention Hall had five "streets" of exhibits cutting the arena lengthwise, and three "avenues" crossing sidewise. Largest of the arena exhibitors was Radio Corporation of America (RCA), whose space oc-

## Worry

ATLANTIC CITY, Sept. 20.— One of the funniest lines of the convention here was tossed out by Fred Fletcher, g.m. of WRAL, Raleigh, N. C., during his talk on the proposed code.

Fletcher began by saying he started in radio nine years ago and then, pointing to his egg-bald noggin, commented: "In those days you couldn't recognize me from the back."

# NAB Expects Renewal of ASCAP Pacts

## Streibert Confident of '49

ATLANTIC CITY, Sept. 20.—Radio stations throuth the country will be assured of practically automatic renewal of their present licenses from the American Society of Composers, Authors and Publishers (ASCAP) which come up for 10-year renewal at the end of December, 1949. According to Theodore Streibert, head of the National Association of Broadcasters (NAB) music advisory committee, at recent meetings ASCAP has stated that it would ask for no major change in its present rates, thus assuring automatic renewal.

Still standing in the way of final agreement on this matter, Streibert stated, however, were two requests from ASCAP for minor changes in present rates. These are based on ASCAP's belief that (1) co-op shows be treated as network programs in computation of rates, even tho these shows are sold locally, and (2) that disk jockey and musical clock programs have their charges computed on a per program basis and not on a station's blanket contract. Streibert said that his committee and representatives of ASCAP would meet on October 15 to thresh out these minor problems and intimated that early agreement between ASCAP and his committee is expected.

### Permanent Committee

Streibert also disclosed that a permanent committee of NAB members would be appointed to work out with (See ASCAP Renewal on page 16)

cupied two square arena-type blocks, and was virtually the first thing to meet the eye of the arriving delegates. On view here were all types of television, FM and AM broadcasting equipment, including some not previously shown. These included a new type of combination FM-television transmitting antenna, in which a video antenna was mounted upon a two-section pylon FM antenna. Also on display were a new 5-kilowatt video transmitter, only one of its kind, and a mobile television unit, virtually a complete studio control room on wheels.

On the lighter side was the booth maintained by Standard Radio Transcription Services, Inc., of Hollywood. Standard "tagged" a majority of the delegates with numbered paper badges, since the same number appeared on two different badges, wearers of identical numbers needed only to locate each other to claim a prize of bottled goods. Standard also got around the anti-noise ordinance at the hall, which banned playing (See NABers Find Way on page 16)



IT WAS SCORCHING HOT in Atlantic City last week, and speakers and guests alike got a break in doffing jackets. Here shirt-sleeved RCA President David Sarnoff urges NBC affiliates to get on the television bandwagon. He spoke during the NBC Convention.



SPEAKING AT THE NBC CONVENTION, which preceded the NAB confab in Atlantic City last week, Charles G. Mortimer Jr. (above) urged continued "self-examination" on the part of broadcasters, warning the industry must show improvement. The cigarette smoker is Niles Trammell.



AT THE NBC Atlantic City Convention, left to right: Ed Craney, of the Pacific Northwest Broadcasters and KXLF, Butte, Mont.; NBC President Niles Trammell, and John J. Gillin Jr., WOW, Omaha.



YOU CAN BET the topic was the sweltering heat, when (l. to r.) Henry W. Slavick and J.C. Eggleston, of WMC, Memphis; I. E. (Chick) Showerman, NBC's Midwestern veepee, and Dean Fitzer, of WDAF, huddled at the NBC convention.

**Sales Execs Favor Film To Sell Radio Over Other Media**

ATLANTIC CITY, Sept. 20.—Subcommittee reports of the Sales Managers' Executive Committee at the convention of the National Association of Broadcasters (NAB) here this week expressed alarm at increasing competition from other media. The business outlook was pictured as not too bright, and plans to assure a more vigorous promotion of radio as an advertising medium were outlined.

Subcommittee's suggestion that a film be made for the purpose of selling radio to top-level industry leaders was framed in a resolution and passed. Arthur Hull Hayes, chief of WCBS, Columbia Broadcasting System (CBS) New York key, stated that at the sales managers' committee meeting last May, an "alarm" was sounded because accounts were leaving broadcasting amid increasingly tough competition from newspapers. A survey, said Hayes, ascertained that radio was being sold on a "selfish" basis—that is, nobody sold radio against other media; rather, one station was pitted against another. The survey also indicated, he said, that top-level industry execs were often apathetic or hostile to radio because they had been brought up on newspapers and perhaps had had bad experiences in radio's early days.

Making of the film will cost some moola, it was pointed out—just how much would have to be left to a finance committee. Hayes posed the question of advisability of assessing all facets of the radio industry to make up the cost—inasmuch as all facets presumably would benefit from the film. It was pointed out, for instance, that the film could be re-edited and used by station men at the (See Execs Favor Film on page 16)

**Waxworks Wax Indignant**

**E. T. Firms Ponder 'NAB Seal' System**

**Would Be Station Insurance**

ATLANTIC CITY, Sept. 20.—The a move to form a transcription trade organization couldn't make any headway at the convention here, waxers expressed hope that the NAB might set up a group to work for the betterment of that phase of the industry. What's in the nogginns of some of the e. t. men is the advisability of an NAB's "stamp of approval" on wax programs which meet certain minimum specifications or qualifications. Latter would include such points as recording quality and the financial integrity and stability of the producing company.

Such a list of minimums, it was pointed out, would help the reliable firms and make it tough for fly-by-night competition. Stations, one wax exec stated, would then be assured that the producing company could follow thru with an entire series.

Regarding the trade organization, it was ascertained that such firms as Capitol, Transcription Sales, Teleways, Kermit Raymond, Harry S. Goodman and Kasper-Gordon were in favor.

**Conventionitis**

ATLANTIC CITY, Sept. 20.—This and that on the NAB convention: Universal squawk about the NAB confab, besides the heat, was the fact that holding a meeting in this beach resort is tough on the feet and the social life. Hotels are scattered so far and wide, and the convention hall is so enormous that a pitcher man selling roller skates would have made a fortune. . . . Two fanciest dressers in the joint were Ben Gimbel, WIP, Philly, and John Shepard III, of Yankee. Shepard's quietest ensemble started off with a canary-colored sports jacket, and you can take it from there.

*Exhibs had the usual array of attention-catching gimmicks. Standard Radio had a Scotch whisky giveaway, Kasper Gordon had a rifle range, General Electric doled out pocket knives. But a stunt pulled by WBT, Charlotte, N. C., drew a general razzing. . . . It was quite a sight, watching radio's top guys, including FCC chairman Charles R. Denny, NAB head Justin Miller and Doc Stanton, CBS topper, blowing plastic bubbles at the CBS affiliate dinner. . . . WTAG, Worcester, contingent included Ted Hill, Bob Booth and Herb Kreuger. . . . BMI spotted party gals, with fistfuls of nickels, at hotel lobby juke boxes and kept 'em playing you-know-whose tunes.*

LARRY PUCK, of CBS, drew plaudits for his staging of the annual NAB banquet show, which closed with brass from the four waxes (See Conventionitis on page 13)

**Burns at NAB For Snafus In Auditions**

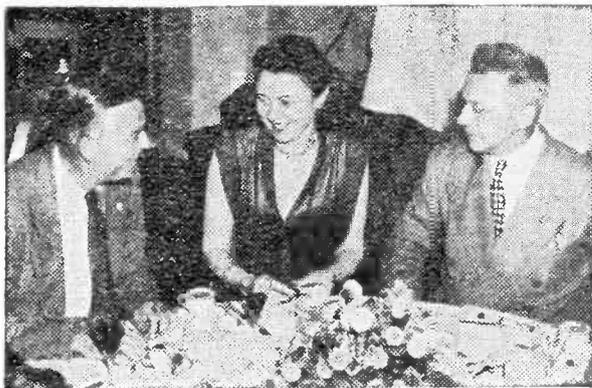
**Sales Off 90% Against 1946**

By Paul Ackerman

ATLANTIC CITY, Sept. 20.—Transcription companies with exhibits on the floor of Convention Hall here were burned up this week over lack of facilities and loss of business therefrom. One exec stated, "We are being manhandled and robbed." He added that sales were off 90 per cent against last year's convention figure. Others expressed anxiety over the convention's failure to consider the special needs of the e. t. companies—such as suitable rooms to hold auditions for clients.

With discussion sessions going on in the main arena, wax merchants were forced to lay off auditions. A couple of companies tried to get around this by using very low volume—but this technique didn't make for successful sales.

Audition rooms for the transcription firms were in the upper sections of the hall. If a salesman wanted to make a strong pitch he had to lug his equipment, plus the client, a long hike up the ramp. But that's not all—once the salesman got to the room he found it useless, the record sounding very boomy owing to the con- (See Waxeries Indignant on page 16)



SELDOM PHOTOGRAPHED, here is Mrs. Frank Stanton, wife of the CBS president, shown at the Columbia dinner for affiliates at last week's NAB convention. She is seated with FCC Commissioners E. K. Jett (left) and newly appointed E. M. Webster.



"DESSERT" AT THE CBS affiliate dinner was a plastic-bubble blower, given to all the guests. Above, some of radio's top brass gets into the balloon-blowing act. Left to right: Frank White, CBS treasurer; Judge Justin Miller, NAB president; Frank Stanton, CBS head, and FCC chairman Charles R. Denny Jr.



ONE OF THE POPULAR meeting places at Convention Hall was The Billboard's exhibit, where the prize-winning entries in The Billboard's 10th Annual Promotion Competition were on view. Network and station promotion execs could usually be found poring over the standout jobs of the past year in that field.



MRS CHARLES R. DENNY JR., wife of the FCC chairman, and Earl Gammons, CBS Washington veepee, in a dinner chat during the NAB convention last week.



THINGS LOOK VERY SERIOUS to FCC Commissioner E. K. Jett (left); Gerald Harrison, WMAS, Springfield, Mass; Robert Donahue, WMAS, and E. E. (Ted) Hill, of WTAG, Worcester, Mass. They're shown at the CBS affiliate dinner.

# WEBS' "SELL-RADIO" PLAN

## Drive To Halt Inroads by Other Media

### Only Mutual Holds Back

ATLANTIC CITY, Sept. 20.—Three of the four networks—American Broadcasting Company (ABC), Columbia Broadcasting System (CBS) and National Broadcasting Company (NBC)—are just about set on a plan to launch an industry-wide presentation to sell radio to all classes of buyers and prospective buyers.

Mutual Broadcasting System (MBS) has not rejected participation in the plan, but Prexy Edgar Kobak told *The Billboard* this week that he simply would not be hurried into it. The industry code, the decision on Broadcast Measurement Bureau (BMB) and other problems, said Kobak, were of first importance and he wouldn't be able to get around to giving a final answer on Mutual's participation in the plan "at least for another week or two."

Kobak added, however, that he considered the basic idea "good," and since Mutual's director of advertising and promotion, E. P. H. (Jimmy) James, is known to be in favor of the plan, it is expected that Kobak's decision will be a favorable one.

### For Big and Small Accounts

Briefly, the idea is to get together an over-all radio sales story which will sell it as the "best" advertising medium for all major advertisers, and beyond that, to sell it as a most effective advertising medium to smaller agencies and advertisers throughout the country or put another way—to sell the latter group the idea that you can use radio effectively as a medium even if you can't afford to buy top network time.

The plan seems to have been originated by NBC, which has long felt far more upset over losing an account (which might not have been able to obtain desired time on the web) to another medium than to another network. CBS, according to spokesmen, feels much the same way about the problem. Frank Stanton, CBS prexy, has already committed his web to the plan. At ABC, Ivor Kenway expressed the willingness of himself and Mark Woods, the net's prexy, to go along, so that the next several weeks should see some definite first steps taken.

Lou Houseman (CBS promotion) and others brought up a similar suggestion at a National Association of Broadcasters' (NAB) meet last May, but the consensus at that confab (See "Sell-Radio" Plan on page 16)

**Real GLOSSY 8x10 PHOTOS**

**\$2.95 FOR 25**

NEGATIVE CHARGE \$1.25 ON FIRST ORDER OF 25. NO NEGATIVE CHARGE ON ORDERS FOR 100-8x10'S FOR \$6.60. 50% DEPOSIT, BALANCE C.O.D. SEND NEGATIVE OR PRINT.

**100 POST CARDS \$7.15**

**MULSON STUDIO**  
DEPT. C. BRIDGEPORT 8, CONN.

## Mad Man Muntz May Blossom Out As Radio Comic

NEW YORK, Sept. 20.—Mad Man Muntz, the very sane auto distributor who has made a hatful by his saturation radio advertising, may soon take to the airwaves personally. Muntz, who handles the Kaiser-Frazer line, is seriously considering turning radio comic for the auto firm in a web show which would feature him in a caricature of a commentator.

Kaiser-Frazer has been casting about for the proper network show for some time and is said to be receptive because Muntz' name already is linked to the auto from heavy spot expenditures. If dry runs prove satisfactory, the deal may jell.

## BMB's MBS Study Up for Evaluation

NEW YORK, Sept. 20.—Broadcast Measurement Bureau (BMB) this week voted to refer to its technical committee the recent "listenability" coverage measurement study of Mutual Broadcasting System (MBS) for evaluation as a possible supplement to BMB station and audience measurements. The technical committee is expected to report on any refinements it believes necessary in the MBS technique.

BMB this week also decided to offer non-members its March, 1946, survey, first released last year, at a reduction of one-third. Basis for the cut price was BMB's belief that the survey, which will be its basic manual until release of the next study in 1949, diminishes about 33 per cent in value each year.

## Argentine Broadcasters Seek To Lift Govt. Yoke; Nation Has 50 Stations; Writers Ill Paid

BUENOS AIRES, Sept. 20.—Argentine broadcasters have instituted a vigorous campaign to lessen government interference in private broadcasting. Broadcasters have been annoyed for some time with government censorship, but recently became incensed when Radio Belgrano (LR3) was suspended for 27 days because of vocal interference during the transmission of a speech by Juan Peron on the departure of his wife, Maria Eva Duarte de Peron, for Europe.

All private stations are at the disposal of the government for official transmissions, which may be broadcast at any time and which have priority over any other program. The government broadcasts are unlimited in length and run at least a half hour daily. At times they are prolonged for several hours. The government also maintains a close hold on broadcasting by issuing only limited licenses, which may be canceled at any time. This creates a precarious situation for broadcasters. The only exception is LR1, Radio El Mundo (The World), which has an unlimited license, fixed for 15 years.

### 50 Argentine Stations

There are about 50 stations operating in Argentina, 14 of them in

## Employee Status Under T-H Discussed at Closed Meeting

ATLANTIC CITY, Sept. 20.—Speculation as to what would be the position of any American Federation of Labor radio union (AFRA, AFM, etc.), if they were to seek recognition for employee representation under the Taft-Hartley Bill now that the executive council of the AFL has voted not to adhere to one of the clauses of the T-H Bill, was one of the principal subject matters which came up for discussion at an NAB convention meeting restricted to station owners and managers. Meeting brought out that under the T-H Bill all unions had to make declaration relative to whether or not they had Communist leaders, and if they did not declare, or did and kept these leaders, they could not get National Labor Relations Board certification to hold elections giving them the right to represent employees. Since the executive committee of the AFL recently decided not to go along with this stipulation, possibility existed that AFRA and other AFL unions could not hold bona fide elections which would have standing in court.

At the NAB meeting, a panel headed by Richard Doherty, director of NAB's employer-employee relations department, advised a wait-and-see attitude before signing any agreement reached while the AFL parent organization was in this position.

### Station Complaints Aired

The same meeting was designed to air complaints and questions from stations confused by present radio labor situation, with a panel including Frank K. White, CBS veepee; C. L. Thomas, general manager of KXOK, St. Louis, and Harold Essex, general manager of WSJS, Winston-Salem, N. C., on hand to give advice and settle problems.

Meeting produced many questions

from station managers and indicated that there is plenty of confusion among broadcasters as to how to proceed with unions with which they have to deal. The managers were advised to be firm, to negotiate in all cases, but to think more than twice before signing any contract. They were specifically alerted to the fact that the Taft-Hartley Bill would allow no closed shop and that if they had closed shops under old contract they did not have to renew.

### Special AFRA Fee Opposed

Many of the managers and owners went on record as being opposed to the "pay within pay principal," which they claim applies when AFRA announcers demand special fees for commercial programs above regular salaries. They were advised by the panel not to sign this type of contract.

Altho this meeting was cloaked in a strong aura of opposition to unions, during a prepared speech presented at an open session on Thursday, Doherty took a more conciliatory attitude. He summarized a long explanation of radio's labor picture today by saying "intelligent understanding and co-operation blended with a sense of fairness and moderation constitute the proper environment for a sound employee relations program. Yet, both employees and management must fully appreciate that one cannot get co-operation unless he gives it."

## AFRA Faction Wins Close Vote

NEW YORK, Sept. 20.—In a turbulent session at the Hotel Capitol here Thursday (28), the local chapter of the American Federation of Radio Artists (AFRA) rejected by 186 to 166 a resolution declaring that existence of the so-called "artists' committee" does not serve the best interests of the union. The factional bloc, said to be organized as an intra-union caucus to control elections and policies, has been under fire since the recent AFRA convention, when its activities first were aired openly. The close vote in a test of strength has led members opposing the organized pressure group to believe they can succeed in passing the resolution in referendum form, and current AFRA talk revolves about possibility of such a move.

The local meeting also passed a resolution authorizing a committee to investigate causes of unemployment among radio actors and suggest remedies.

## Lombardo To Wax 156 Shows for Ziv

NEW YORK, Sept. 20.—Details were revealed this week of the deal pactured recently between Guy Lombardo and the Frederic V. Ziv Transcription Company whereby, as recently disclosed by *The Billboard*, Lombardo will record 156 shows, or a three-year supply, for Ziv.

In his first try in wax packages, Lombardo will receive \$156,000 per year, plus a hefty percentage from sales. Ziv anticipates sale of the platters to a minimum of 300 stations by midwinter.

### Writers Poorly Paid

Radio writers in the Argentine get very little payment for their work compared with American earnings. For a five-minute sketch an Argentine writer is paid from 3 to 10 pesos; for a 15-minute program, 8 to 23 pesos; for one act of a play without music, 15 to 30 pesos, and with music, 19 to 56 pesos. A peso is worth about 23 American cents. For network shows the payment is increased 50 per cent.

# W M M P S

MEMPHIS, TENNESSEE

*Now*

# 68

*On Your Radio\**



**YOU CAN HEAR THE DIFFERENCE**

\*NOW OPERATING ON 680 KILOCYCLES AND DELIVERING TEN TIMES MORE POWER. AFFILIATED WITH ABC. REPRESENTED BY TAYLOR-MOWE-SNOWDEN. RADIO SALES

# CBS To Expand News Coverage

## Web To Stress Reporting of Yank Scene

### Will Keep Int. Emphasis

NEW YORK, Sept. 20.—Columbia Broadcasting System (CBS) is now completing plans calling for a more nearly adequate news coverage of the American scene. According to Dave Taylor, vice-president and chief of the web's public affairs division, this will involve no reduction of emphasis on international coverage. Rather, it will involve a number of policy and program changes in order to portray more accurately what Taylor calls "The American Story." The thinking which motivates the CBS move centers around the belief that greater presentation of the American scene is necessary in view of the United States' pivotal position in world affairs.

Taylor's first move will be the formation of a web of name CBS correspondents in different sections of the country. These voices will be called in on programs in much the same manner as CBS called in its overseas correspondents to report war developments. The first correspondents will go to Detroit and Los Angeles, the former to cover the heavy industry areas of the Midwest and the second to report on the increasingly important influence of the Coast. Other correspondents are expected to cover other regional areas. The web, of course, has news bureaus in San Francisco, Los Angeles, Chicago, Washington and New York, and altho the name correspondents will co-operate with these bureaus they will have a large measure of independence.

The web has already decided to call in the correspondents on the 9 a.m. co-op program which currently uses (See CBS Expands News on page 16)

THERE'S PLENTY OF BUSINESS IN

DAYTON, OHIO

Get Your Share By Using...

WING The Dayton Station

WEED & CO. National Representatives

**REAL PROFESSIONAL**  
8x10 PHOTOS  
\$2.95 FOR 25  
SEND NEGATIVE OR GLOSSY PRINT  
Negative Charge \$1.30 first order  
50% CASH WITH ORDER BALANCE C.O.D.

100 POST CARDS  
2.95

**GLOBE PHOTOS**  
P. O. BOX 71242  
BALTIMORE 3, MD.

## 'Tain't Fair

ATLANTIC CITY, Sept. 20.—A beef against one phase of transcription companies' operations developed at the sessions of the Sales Managers Executing Committee at the National Association of Broadcasters (NAB) convention here this week over the suggested resotion that commissions be paid on sales of talent. Station man pointed out that e. t. companies allowed commissions to agencies on wax sales—but refused to allow commissions to stations. Stations, he pointed out, also had to sell the wax.

Posing of this as an unfair situation brought cheers from assembled station execs, and the chair acknowledged the validity of the point.

## Ex-Sen. Mead Weighs Gabber Bids From N. Y.

WASHINGTON, Sept. 20.—Former U. S. Sen. James M. Mead, of New York, soon will become a radio commentator for a New York State group of broadcasting stations if he doesn't land the job of postmaster general, now held by Robert E. Hannegan. Mead has been asked by more than 30 stations in his home State to prepare a thrice-weekly platter program, airing Mead's personal comments on the passing show in the nation's capital.

The former Senator, who headed the Democratic ticket in an unsuccessful race last November to unseat Republican Gov. Thomas E. Dewey, has been deferring a decision on radio pending outcome of the postmaster general situation. Hannegan, who has been ailing for months, is known to be ready to quit his post as chairman of the Democratic National Committee and is reportedly undecided on whether to yield his cabinet office, too. His intimates say he will stay on as postmaster general if his physician says he is up to the strain.

Hannegan is expected to make known his decision within two months. White House sources say that Mead would be President Truman's top choice to replace Hannegan. Meanwhile, Mead is reported to have had several conferences with the prospective broadcasting clients whose stations are situated in every section of the State.

## Embassy Ciggies Use Spot Plugs

NEW YORK, Sept. 20.—Spot announcements aired several times daily over key radio stations in Buffalo and Indianapolis are accompanying the distribution in those cities of P. Lorillard's new Embassy cigarette. The king-size brand is being plugged by unique platters cut by radio commentators who introduce the smoke with newscast-type pitches. Among those who have made transcriptions are Fulton Lewis Jr., John B. Vandercook, Bill Stern and Robert Trout, besides local radio personalities in each of the cities used.

A series of musical spots also is employed by the agency, Geyer, Newell & Ganger, Inc. Car cards and

## Don Lee Time Sales Up 15% Over 1946

### Regional Revenue at Peak

HOLLYWOOD, Sept. 20.—Don Lee Broadcasting System (DLBS) will earn an estimated \$3,000,000 this year in gross time sales from regional sales (including co-ops), marking a boost of 15 per cent over similar sales last year. Syd Gaynor, Don Lee general sales manager, told *The Billboard* that web's regional sales are currently hitting an all-time high, pointing out that Don Lee is now carrying 54 per cent of all regional business on the West Coast over its 43 outlets. Of the 10 top regional shows listed in the latest Pacific Coast Hooperatings, seven are Don Lee stanzas, he added.

The 3,000,000 bonanza, it was pointed out, does not include revenue from Mutual Broadcasting System, parent org, nor are local or spot sales included in the estimate. Extra revenue totalling over \$4,400 a week is anticipated as soon as regional bankrollers were snagged for *Information, Please; Meet Me at Parky's* and *The Shadow*.

Top time sales earnings for the web comes from Alka Seltzer's two daily news strips, which is good for \$11,000 weekly in air time revenue. Procter & Gamble's *Mystery of the Week* stanza brings in a \$5,500 slice weekly, while Peter Potter's nightly Chesterfield disk jockey stanza and Frank Hemingway's news strip, repeated twice daily, six days a week, brings gross revenue of \$5,000 each. Other big weekly earners include a Pictsweet Foods variety stanza, \$2,500 weekly; *Cisco Kid* (a Don Lee-built package) \$2,100; Erskine Johnson's film commentary, \$2,500, and *Red Ryder*, \$2,000. Walter Winchell's repeat plattering on Don Lee brings a nifty \$1,100 for the prime evening time slot. *Richard Davis, Count of Monte Cristo, What's the Name of That Song?* and *Chevron's Let George Do It*, all established Coast shows, are good for \$1,650 weekly each.

In addition, web will earn \$2,500 in time revenue weekly for its new Kate Smith co-op ainer and another \$2,500 for piping Fulton Lewis' commentary to its regional affiliates. Estimates of skein's lesser web and partial web originations are so small for detailed breakdown, but volume accounts for a healthy chunk of additional business.

Web has been making a strong pitch to agency men and sponsors on the fact that Don Lee can and will build stanzas to fit special merchandising requirements of individual bankrollers. One such gimmick under discussion is introduction of numerous "participating co-ops" over the entire Don Lee net or portions of web. Shows would be designed to include three spots per 15-minute stanza, thus bringing into the picture a maximum of 15 different sponsors per five-a-week, 15-minute stanza. Idea is basically to enable the small merchant to buy a show of net caliber for a little more than local rates. Added hike in time charges would absorb talent costs, with extra revenue being passed on to performers on a graduated scale.

newspaper advertising round out the campaign.

## Low Budget Man

ATLANTIC CITY, Sept. 20.—During his talk to Mutual station managers at the MBS dinner here this week, Ed Kobak, the web's president, commented on Mutual's victory in winning first place in Over-all promotion in *The Billboard's* 10th Annual Radio Promotion Competition. He particularly praised Jimmy James, MBS promotion head, for copping the laurels with a budget so much smaller than those of the other webs.

"Just think," commented Kobak, "what Jimmy could have done if I had given him another \$10,000!"

## 86 California FM Stations Lead U. S. List

WASHINGTON, Sept. 20.—FM broadcast activity in California is the liveliest in the nation, the Federal Communications Commission (FCC) revealed this week in releasing a list of FM stations in operation or authorized.

California has a total of 86 FM outlets now authorized, followed by Pennsylvania with 75, New York with 73, Texas with 64 and Illinois with 56.

New York leads the states with FM stations now on the air. It has 29 in operation. California has 25, Pennsylvania 20, Illinois 15 and Texas 14.

### New York Top City

New York is way out in front in the city list, with nine stations on the air. Philadelphia, Chicago and San Francisco each have five. Another half-dozen cities have four each.

According to the FCC list, there is plenty of room for new FM stations in many states. For instance, Montana has no stations authorized, while Wyoming, New Mexico and Vermont have only one each. Arizona has two and Colorado and Nevada three apiece. Delaware has only four, all of which are in Wilmington.

## Rogers Platter Set for Disking

HOLLYWOOD, Sept. 20.—First audition platter of the highly touted Charles (Buddy) Rogers airshow was skedded for waxing in San Francisco Sunday (21). The amateur talent-hunt package, with Rogers in emcee slot, is reported to be a hot contender for quick sale to Biow Agency for Philip Morris ciggie account. Jack Runyon, Biow's coast exec, will trek to San Francisco to sit in on audition session.

Gimmicks of the Rogers talent hunt outlined by Packager Mal Boyd include weekly trips to resort centers where winners would be engaged for regular professional club or theater stint. In addition, home listeners will vote for their own weekly favorite who will be given a 13-week local radio series in the winner's home town, bankrolled by parent sponsor. Each month, weekly winners will be recalled for another hearing, best one getting a film contract to appear in featurettes produced by Rogers.

Brain trust behind series includes Ray Buffum, writer-producer, and Jack Meakin handling baton. Mary Pickford (Mrs. Buddy Rogers) is skedded to make frequent air appearances during series.

## Bankrollers Mostly Sour On Standards

(Continued from page 5)

Gamble, American Home Products and Bristol-Myers.

J. M. Allen, vice-president of Bristol-Myers, stated that "advertisers in general resent the broadcasters setting up a code telling them how much time they will have." He pointed out that his firm has little stake in daytime radio so his opinion is not shaped by personal interest. He predicted that before the code becomes enforceable in February, 1948, there will be several meetings in which advertisers and agencies will "give their views to the NAB." Allen said advertisers would have no objection to curtailing their commercial time if authoritative research could prove the public wants such action. But the NAB, he said, had no scientific basis on which it relied for its computations. "Besides," he added, "a commercial can be just as irritating and objectionable in 30 seconds as it can in three minutes."

John Gilman, vice-president of Lever Bros., told *The Billboard* that "any limitation of the rights of the sponsor in curtailing his time places a further tax on radio and certainly means a re-evaluation of the medium with those in competition with it."

### Cites Time-Cost Rise

The advertising manager of one of the leading cigarette advertisers declared that "knocking off time is the same as charging more money." He pointed out that he personally had had a survey made covering 10 shows aired between 1940 and this year. In that period, he said, radio sets in use have increased 11 per cent, but time costs have risen 22 per cent and talent charges are up 86 per cent. Waxing furious at the new code, he stated that "radio costs already are far out of proportion to a helluva lot of other media. You can bet that if this is the same as costs going up, we'll see if there isn't another medium we can use instead."

Also riding herd on the commercial aspect of the new code, Advertising Manager Richard Rettig, of American Home Products Corporation, said that "most sponsors don't use their full commercial time now. We police ourselves. We use our maximum time only in premium offers or contests which take longer to explain. We'll have to look into radio again to see what we get for our advertising dollar, even tho we grew up with radio and think it's wonderful."

### Some Favorable Comment

A more moderate attitude was expressed by William G. Werner, of Procter & Gamble. He said that his firm's chiefs "have not had sufficient time for complete study of the radio code, but feel in general that it shows the result of a great deal of good thinking and a constructive attitude toward the medium. Altho we have concurred in the viewpoint that a reduction in commercial time was advisable, we would not have gone as far in this direction as the code proposes." Last week, at the National Broadcasting Company convention, Neil H. McElroy, P. & G. vice-president and general manager, warned against "any restriction" of a sponsor's handling of commercials.

One of the few affirmative voices raised in behalf of the code was that of Robert Healy, advertising manager of Colgate-Palmolive-Peet Company. He said he believed the NAB "approached the problem with a great deal of sense." He added that, like any other new principle, the code would have to be tried to see if it would work. Colgate, he added, is not directly affected inasmuch as it has little interest in daytime radio.

## NAB Offers Bill Limiting FCC to Engineering Body

(Continued from page 8)

These hearings will be resumed early in 1948. In explaining the proposed NAB bill, Judge Miller stated that he didn't believe that any new radio bill would be passed in the next (1948) session of Congress. He intimated that the proposed legislation was intended to be a document clarifying the NAB position, and that no immediate adoption of it would be forthcoming.

Even tho the bill is to be submitted to the NAB membership for recommended changes, there is no guarantee that its final form for presentation to congressional committees will be much different than that now proposed, for the board of directors of the NAB will pass final judgment and give final approval, and it would be contrary to past procedure of the NAB if the board had not already seen the present document. However, as a precautionary measure, the preamble of the bill stated that it "should be considered as a working draft only and does not commit or bind the industry in any respect."

Judge Miller stressed that the NAB bill was an attempt to give radio stations the same "freedom of speech" as that now possessed by newspapers. He explained that the FCC would have no control over programing, and that broadcasters would be free to broadcast what they wanted to as long as they didn't violate criminal codes and other laws.

When the FCC had occasion to pass upon applicants for new stations under the new law, Miller explained, they would not consider planned programing. This, he said, meant that if two applicants were seeking one frequency, and if they were equal in matters pertaining to citizenship, finance and technical equipment, the one who got his application in first would undoubtedly get the license.

Miller admitted that there was a correlation between his new bill and the NAB's new code. He said the bill was an attempt to get jurisdiction over programing out of the hands of the government, and that the code was an attempt to see that if government control were eliminated, some control would be exercised over broadcasters so that they didn't run completely wild.

## Conventionitis

(Continued from page 9)

in a "so you want to lead a band" stunt with Sammy Kaye. And the crowd got a boff laugh via Bill Hedges, NBC veepee, who introduced himself as "vice-president in charge of substitutions." (Hedges filled in for Niles Trammell.) . . . Marty Lewis, who used to be a newspaperman himself and who now handles radio for Paramount Pictures, latched on to a new Cadillac convertible on his way back to the Coast. . . . When Ray Bolger made a crack about FM during the banquet show, diminutive Len Asch, WBCA, Schenectady, perched in the front row, hollered: "Hey, cut that out, I don't like it."

Ad agency turnout included Linnea Nelson, J. Walter Thompson; Frank Kemp, Compton; Beth Black, Katz. . . . Past presidents of the NAB who attended were J. Harold Ryan, Neville Miller, Bill Hedges and John Elmer. . . . Phil Lasky in from KSFO, Frisco. . . . When told that WLW, Cincy, copped a first prize in *The Billboard's* promotion competition, station prexy, Jim Shouse, went into a buck and wing.



## The man who can hand you the fans

A sponsor can buy a slice of  
Stan Lomax if he's fast

**T**O publish the news that Sportscaster Stan Lomax has an opening on his 6:45 PM WOR show may mean that we're soft in the head. Or that we'd better rope off 1440 Broadway. Because Stan has the fans right in his fist.

*What fans? Men, women and children.*

*Baseball, football, basketball fans.*

When Lomax pitches sports news every Monday through Saturday at 6:45 PM — the fans listen. And when a sales message is pitched on his show — the fans catch, swallow and buy. He once steered 11,985 listeners into the salesrooms of Dodge auto dealers. The Jacob Ruppert Brewing Company has been his baby for 9 years.

*STAN LOMAX covers ALL sports; his season is never over.*

*He's idolized by the high, prep and college brotherhood because he covers their meets.*

*He has built up two generations of loyal fans during his 17-year stint on WOR.*

**IN ALL:** we think Lomax is one of the most economical night-time radio buys in New York. Well, wouldn't you, when he has reached 866,711 different homes with radios a week at a total cost of about 1/3rd of a cent per home per week? A quick sponsor can share Stan Lomax with such noble companies as Lever Bros., the New York Telephone Co., The Jacob Ruppert Brewing Co., Oldsmobile, and Curtis Publications. For more fast facts, phone or write . . .

# WOR

MUTUAL

1440 BROADWAY, NEW YORK

Part I

The Billboard



NETWORK PROGRAM Reviews & Analyses

Rating figures used are supplied by the C. E. Hooper organization. Data concerning advertiser expenditures, campaign themes, etc., is compiled by interviews with agencies and advertisers and is based on latest available information.



The Borden Program

Reviewed September 19, 1947

The Borden Company  
Stuart Peabody, Adv. Dir.

Thru Kenyon & Eckhardt, Inc.  
George I. Chatfield, Acct. Exec.

Via CBS

Fridays, 9-9:30 p.m.

Estimated Talent Cost: \$8,000; production supervisor, Clare Olmstead; writer-director, Carl Phillips; Music Director, Mark Warnow; announcer, Marvin Miller.

Current Hooperating for the program (Started September 19).....	None
Average Hooperating for shows of this type (Variety).....	4.6
Current Hooperating of show preceding ("Adv. of Thin Man").....	4.4
Current Hooperating of show following (Sustaining).....	None

CURRENT HOOPERATING OF SHOWS ON OPPOSITION NETWORKS

ABC: "Break the Bank".....	7.8
MBS: Gabriel Heatter (9-9:15).....	3.3
"Real Stories" (MTWTF) 9:15-9:30).....	3.3
NBC: Sustaining.....	None

ABOUT THE ADVERTISER

The Borden Company has been increasing its advertising appropriation annually for the past three or four years, with radio first coming into its own as a medium in 1944. Since that time, the radio funds have grown proportionately with the magazine advertising appropriation, which still is the foundation of the firm's advertising. Last year, Borden's had jumped to 16th among users of magazine space, spending about \$2,400,000. In radio, the dairy firm ranked only 44th, with expenditures of about \$1,200,000. Besides the new Borden program, the firm continues to air its Saturday afternoon CBS show, "County Fair."

To replace the ill-fated *Arthur's Place*, which recently shuttered its microphone, Borden's and Kenyon & Eckhardt Agency has launched a new weekly musical series, *Elsie Presents the Borden Program*. The Elsie mentioned is, of course, the milk company's bovine trademark. K&E seems much more likely to achieve success with its latest endeavor than in its previous try, for it has fallen back upon a well-tested formula which it integrated smoothly into a pleasant little show.

The new Borden show follows the tradition of *Pet Milk's Saturday Night Serenade*, *Carnation's Contented Hour* and others of the same ilk. But it does so with a dash less of saccharin, making the show a bit more digestible. Mark Warnow batoned the ork thru the usual old faves, but did so with imagination and pert arrangements. While Warnow didn't go overboard on odd effects, nevertheless he achieved more than a modicum of freshness in his handling of French horns, woodwinds and strings. A 12-voice chorus filled out the case. The chorus was not quite as full of vitamins as the orchestra, but at least made the words intelligible, in itself no small blessing.

Serviceable Script

Carl Phillips, besides producing, turned out a script with the right amount of flavor to bridge the musical numbers, and Marvin Miller read it well. Program included such

The Life of Riley

Reviewed September 6, 1947

Procter & Gamble Company,  
W. M. Ramsey, Dir. of Radio

Thru Benton & Bowles, Inc.,  
Robert F. Lusk, Acct. Exec.

Via NBC

Saturdays, 8:00-8:30 p.m.

Estimated Talent Cost, \$9,000; director for agency, Don Bernard; writers, Alan Lipscomb, Reuben Ship; announcer, Ken Carpenter; orchestra, Lou Kosloff; cast: William Bendix, John Brown, Barbara Eilers, Tommy Cook, Paula Winslowe, Alan Reed.

Last Hooperating for the program (July 5, 1947).....	8.4
Average Hooperating for shows of this type (Dramatic).....	5.6
Current Hooperating of show preceding ("Curtain Time").....	3.6
Current Hooperating of show following (Sustaining).....	None

CURRENT HOOPERATING OF SHOWS ON OPPOSITION NETWORKS

ABC and CBS: Sustaining.....	None
MBS: "Twenty Questions".....	4.2

ABOUT THE ADVERTISER

Procter & Gamble holds first place among radio advertisers, last year's budget totaling in excess of \$17,320,000. Consistently successful in its use of air time, P&G spends more money in broadcasting than in any other medium. Expenditures in magazines, for instance, approximated about \$5,000,000 in 1946—or considerably less than one-third the sum spent in broadcasting. A similar proportion obtained in 1945.

Unlike many radio advertisers, P&G consistently hiked its budget during the war years, approximate figures being \$11,000,000 in 1943; \$13,000,000 in 1944; \$15,000,000 in 1945, and more than \$17,000,000 in 1946.

P&G's *The Life of Riley* is soundly commercial situation comedy, slickly written, produced and acted. Writers Alan Lipscomb and Reuben Ship have the common touch. Their material is not tailored for a high comedy level, but is rather gauged to draw laughs from the average Joe. Debut show had plenty of boffs.

Central theme had Riley going to school to improve himself and make more dough for the wife and kids. He graduates from a strictly phony alma mater which is a gambling joint in disguise. An old-hat theme, but the verbiage was plenty bright.

Standouts in the cast were Bendix, who as Riley is put thru school by his kids, and Alan Reed, as the dean of the win-place-and-show university. Support was tops, as was the denouement of the plot, which had Riley wrapping his sandwiches in his sheepskin.

Riley used to plug Teel. Now it's doing the same for Prell. The commercials are very much so, including the banal phrases indicating doctors' approval, patented ingredients and letters from users. Ken Carpenter's handling of the plugs is really enough—but an irritating accent is given by the fem singing commercial. Paul Ackerman.

items as *June is Bustin' Out All Over*, *Blue Danube*, *Grand Night for Singin'*, *Chiri Biri Bim*, a Stephen Foster medley, Brahms' *Cradle Song* and five "tune teasers," old tunes whose names were not announced until they were over, a (See *Borden Program* on page 16)

Star Time With Dorothy Kilgallen

Reviewed September 18, 1947

The Drackett Company  
A. H. Boylan, Vice-Pres. in Chg.  
Mktg. & Mdsgr.

Thru Young & Rubicam, Inc.  
George Beyer, Acct. Exec.

Via ABC

Thursday, 10:45-11 a.m.

Estimated Talent Cost: \$1,000; producer-director, Cy Pitts; announcer, Jay Jackson; writer, Dorothy Kilgallen; cast: Dorothy Kilgallen and various guests (this program, Alan Ladd).

Current Hooperating for the program (Started September 18).....	None
Average Hooperating for shows of this type (Miscellaneous).....	2.8
Current Hooperating of shows preceding ("Betty Crocker," MTWTF).....	3.7
Current Hooperating of show following ("Breakfast in Hollywood").....	4.1

CURRENT HOOPERATING OF SHOWS ON OPPOSITION NETWORKS

CBS: "David Harum" (MTWTF).....	2.7
MBS: Sustaining.....	None
NBC: "Joyce Jordan" (MTWTF).....	3.2

ABOUT THE ADVERTISER

Magazines are the principal medium used by the sponsor of the new Dorothy Kilgallen show, the Drackett Company of Cincinnati. To plug its Windo-Spray, Windex, and its drain cleanser, Drano, the firm last year put out about \$550,000. This marked a jump of about \$125,000 over the previous year and \$175,000 over 1944. Radio expenditures in the past have been negligible.

As long as some people are interested in the intimate affairs of others, and particularly of celebrities, there's likely to be a breed of under-the-bed reporters to spill the dirt. Radio has had its share of these, and some are still going strong, but the successful ones can still be counted on one hand. Back in the radio gossiping groove is Dorothy Kilgallen, who this week launched a 15-minute once weekly daytime gossip show over ABC. That web, by the way, with Walter Winchell, Louella Parsons and Jimmie Fidler (all airing on Sunday night) is dispensing this type of information in quantity, as tho it were prime public service material.

Miss Kilgallen, who also writes a newspaper column and is known to radio as half of the Dorothy and Dick breakfast team, is neither better nor worse than the average chatter monger. Her show is divided into two parts. The first delves deeply into the libidos of sundry characters, most of whom are screen folk, while the second half of the show consists of an interview. The latter portion seemed refreshingly normal on the premiere show, by comparison with some of the doings Miss Kilgallen noted in the opening portions.

Typical Trivia

The intrepid Miss Kilgallen revealed, for example, that a comedian's psychiatrist advised the comic to split with his wife, while she blames a baseball notable for the trouble, and the comic himself meanwhile ogles a comedienne. Another mental note crept in when it was disclosed that a ventriloquist no longer has a split personality now that he is a father, and doesn't

Jiminy Cricket

September 8, 1947 (Only),  
9-10:00 p.m.

Sustaining Via ABC

Estimated Talent Cost: \$5,000; Producer, Robert Saudek (ABC's director of public affairs); director, Charles Harrell; associate director, Dick Charles; writers, Lou Hazam and others; music, Bernard Green; cast: Cliff Edwards (Jiminy Cricket), Clarence Nash (Donald Duck), Robert Dryden, James Goss, James Boles, Art Carney, Louis Neistat, John Griggs, Scott Tennyson, Ian MacAllaster.

Hooperating for the program (One Performance only).....	None
Average Hooperating for shows of this type (Dramatic).....	5.6
Current Hooperating of show preceding (Sustaining).....	None
Current Hooperating of show following ("Doctor's Talk").....	1.5

CURRENT HOOPERATING OF SHOWS ON OPPOSITION NETWORKS

CBS: Sustaining.....	None
MBS: Gabriel Heatter (9-9:15).....	4.4
"Real Stories" (9:15-9:30).....	3.3
Sustaining (9:30-10).....	None
NBC: "Telephone Hour" (9-9:30).....	4.8
"Dr. I. Q." (9:30-10).....	7.5

American Broadcasting Company deserves an all-out cheer for its production of *Jiminy Cricket*, a musical documentary based on a scientific tome and purporting to forecast conditions in the United States in the year 1960. Factual material presented in the hour-long program was derived from *America's Needs and Resources*, a work representing the combined effort of 20-odd scientists and economists.

From the standpoint of radio production, *Cricket*, with its use of Walt Disney characters (Donald Duck, Grumpy, et al.) and its musical sequences, represented a distinctly new departure in documentary programs. To convey a serious idea it made use of fantasy and whimsy, and at times it showed a kinship to the work of Gilbert and Sullivan. At its best, *Cricket* had sparkle and freshness. Its songs and chatter considered the state of agriculture, the country's resources, living conditions and population trends. Finally, and cushioned with a number of "ifs" and "buts," the program made some happy prognostications regarding the state of the people in 1960. Cliff Edwards, the narrator, did an outstanding job.

Augurs Well

A pioneering effort is rarely a smoothly-wrought production, and *Cricket* had its bad moments as well as its good ones. The noisy Donald Duck, for instance, was something downright irritating. At other times the program seemed to lose pace. Again, there were occasions when the rosy outlook for the future seemed too contrived and artificial.

By and large, however, *Cricket* proved fresh, enjoyable and educational. More than that, it offered welcome evidence that radio in general and ABC in particular possess imagination and courage of a type which augurs well for the future of radio programming.

Paul Ackerman.

have to carry his dummy with him wherever he goes.

If this type of reporting is what the web's press department meant when it classified the Kilgallen output as "familiar and homey," then one may wonder how it would label Miss Kilgallen's reports that a certain press agent and actress recently "spent three glorious weeks together," or that a fading Hollywood romance has a 50-50 chance to stay alive, because she "didn't redecorate his house just to kill time."

Guest on the first show was Alan Ladd, and he related, in the course of his interview, some of the inci-

(See *Star Time* on page 16)

# Gallup Sets Details of New Research

Announcing Plans This Week

NEW YORK, Sept. 20.—At a luncheon here Tuesday (23), Dr. George Gallup is skedded to reveal full details of the radio research services to be undertaken by his Audience Research, Inc. The new Gallup surveys will cover a national popularity audit of radio personalities, a popularity survey of musical hits, an analysis of program structure, a radio test market plan, a pre-testing technique for new radio ideas, a quarterly evaluation of radio advertising impact and special television research. Gallup's efforts are directed at the qualitative end of radio research, and will be much more all-embracing in scope than the current audience measurement surveys.

Personality popularity survey will give an enthusiasm quotient (e. q.) rating for performers in various categories, including comedians, male and female singers, musicians, commentators, emcees, and special air characterizations. Measurement of e. q. will be the combination of percentage of people familiar with a performer and their enthusiasm for him. Three audits will be made each year and offered on an annual basis, two in the winter and one at the end of the summer. Gallup also will supply special analyses of individual performers.

Music popularity measurement will be made of best liked new tunes, best tunes of the year, best all-time numbers and most popular semi-classics. Program structures will be analyzed by Gallup by means of his patented Hopkins televote machine, which he has used extensively in analysis of simultaneous audience reactions to motion pictures.

Gallup also is setting up a "test market laboratory," in which he will test program ideas and formats and pre-test commercials for impact and effectiveness under actual local broadcasting conditions. This testing also is expected to yield qualitative dope on both program and spot commercials.

Evaluation of new radio ideas from their initial stages of conception also will be part of the Gallup facilities, by which a cross-section of listeners will indicate their reactions from its want-to-hear stage down to actual onset of the show's broadcast. To help the advertiser evaluate value received over 13-week periods, Gallup proposes to summarize results of a cycle with such material as total number of homes reached, characteristics of the audience, effect of advertising, frequency and volume of listening, rating against competitive products on the air, and comparative cost and value analysis of the competition.

Gallup also announced his intention to make periodic research into consumer interest in television, which might anticipate the needs of advertisers in this field.

## Rear Pew?

DETROIT, Sept. 20.—One of the initial press releases from WXYZ's new flack, Jack Cannon, created a bit of a stir at Detroit radio desks this week. Plugging American Broadcasting Company's (ABC) *Bride and Groom* show, Cannon led off his release with the news that: "Most marriages are consummated in church."

## Sloppy Sid

ARLINGTON, Va., Sept. 20.—Mailmen in this suburb of Washington are having trouble with letters addressed to disk jockey Sid Slappy, who took over platter spinning chores at WEAM here recently. Letters arriving bear such names as Sud Slappy, Slatt Slappy, Slid Slappy, Sid Slavy, Sid Slob, Slid Slathy, Sid Slaffee, Sid Snappy, Cid Slackie, Flid Clappy, Sid Schlappe, Sid Schallafee and Sid Slattery.

At present, Slid Slobby or Sloope Slattery, or whatever his name is, is trying to decide whether it is his diction or his name which needs renovating.

## Armstrong Raps RCA for Stance Regarding FM

ATLANTIC CITY, Sept. 20.—Lashing out at the opponents of FM who allegedly are stopping its progress, and specifically charging the Radio Corporation of America with giving out misinformation about the medium, Major Edwin H. Armstrong, FM pioneer, at a special FM demonstration at the Ambassador Hotel here Wednesday (18), accused General David Sarnoff, head of RCA, of issuing allegedly false statements giving "manufacturing companies" too much credit for FM's advancement.

Obviously referring to Sarnoff's speech to NBC affiliates here last Saturday, Armstrong stated, "When I see in the public press that a statement has been made to you that the major improvements in the technical side of the radio art have come out of the laboratories of the manufacturers, then I say such a statement cannot be permitted to go unchallenged."

After tracing history of radio inventions that led up to and contributed to FM, Armstrong accused RCA of having had "an exclusive preview of the FM invention and (having) . . . turned down the opportunity of making it available to the American public."

"In 1936 that same organization inveigled the Federal Communications Commission into one of the worst mistakes of its history, that of assigning five channels only in a workable range to FM. The assignment as of today of 100 channels proves the magnitude of the error."

Summarizing his accusations, Armstrong stated, "It is no wonder that people are questioning whether the concentration of power which permits the withholding of a fundamental improvement in the art from the American people for 10 years is in the public interest. Whether those gentlemen who pretend to learning in the intricacies of the law will ultimately apply the word sinful, non-sinful or perhaps illegal to what has happened to FM during the past 10 years I do not know. What I do know is that the verdict of history will be that a crime has been committed against the radio art."

## Morris Cancels "Crime Doctor"

NEW YORK, Sept. 20.—The choice 8:30 Sunday evening time became available on CBS yesterday when Philip Morris Cigarettes canceled its *Crime Doctor* show. Series had been on CBS in the same time slot for many years.

No reason was given for the cancellation either as concerned the pro-

# Pubserv, Creative Programs Cited as Small Station's Need

ATLANTIC CITY, Sept. 20.—Creative programming and creative sales and public service are necessary to the survival of small stations, the sessions of the Small Markets Committee of the National Association of Broadcasters (NAB) in Convention Hall were told this week. The talks in part emphasized what had already been heard in other NAB meetings—namely, that competition is getting tougher and only the fittest will get by.

For instance, John Meagher, manager of KYSM, Mankato, Minn., said outdoor advertising had come to life and that newspapers were "putting on the heat." He added: "They know how. Remember that last year in local advertising they outsold us nearly 5 to 1."

Meagher also stressed the new competition from within the industry. He advised stations to accent the sale of programs—"and rest assured the spot announcements will take care of themselves."

### Hanna's Warning

The station which does not provide top service on a community level will be hard put to survive, prophesied Mike Hanna, manager of WHCU, Ithaca, N. Y. Pointing out that the seeming paradox that many stations in so young an industry will be faced with the problem of survival, Hanna said: "This is not to ignore the health-giving properties of competition—nor to challenge the claim of increased radio service to millions."

## WCKY Sues Two Unions; AFRA Drops Spielers

CINCINNATI, Sept. 20.—L. B. Wilson, Inc., operating Station WCKY in Hotel Gibson here, has increased from \$25,000 to \$50,000 the amount of damages it seeks from two unions and a group of former employees in an amended complaint filed in U. S. District Court. The suit grew out of a strike last March of technicians and other employees at the station.

The amended petition charges that the defendants "communicated with advertisers and prospective advertisers using the facilities of WCKY and urged them to boycott the plaintiff and withdraw all business therefrom, and willfully conspired with other unions representing employees of advertisers on WCKY to threaten labor trouble for such advertisers if they should continue to utilize facilities of plaintiff's station." As a result, the plaintiff alleges, it lost advertising revenue and had difficulty hiring replacement workers.

The unions named are the Radio Broadcast Technicians, Local 1224; Brotherhood of Electrical Workers, AFL, and the International Brotherhood of Electrical Workers, AFL. John Thompson, representative of the Brotherhood of Electrical Workers, and James Mattox, president of the other local, are among the defendants.

Nelson King and Bill Dawes, WCKY announcers, were informed by mail late Tuesday of their expulsion from the American Federation of Radio Artists (AFRA) for returning to work at the station against the order of the local AFRA executive board. WCKY management said the board's action would not affect their status with the station and that the two announcers would remain on the air.

gram or the time. Account still retains *It Pays To Be Ignorant* on the same web and Milton Berle on NBC. Biow Company is the agency.

He added, however, that a few licenses had already been turned back to the FCC and that where four or five stations existed in areas capable of supporting only three, the indication was "sudden death for one or more licensees."

Skill in administration, business acumen and top programming ability all were indicated, said Hanna—but in the competitive market there would be small hope for the station which did not deliver a high level of community service. Hanna pointed out the financial implications, such as qualified personnel, line costs and remote equipment, transportation costs, talent charges. "The reward," he added, "is not mere survival, but security and real profit."

### Goldman's View

"The program's the thing," stated Simon Goldman, WJTN, Jamestown, N. Y. "Today," he went on, "a station can't forget the necessity of proper sales emphasis, but it can relegate this to its proper place and spend more time on program structure. . . . Program right and you will have the listeners, which in turn will attract the sponsors."

Goldman attributed the greater emphasis on programs to the fact that listeners are more discriminating—a situation brought about by increased competition. He stressed the need for tying in the programming with community needs, the necessity of an active special events department, and the use of showmanship. He also outlined the necessity of instilling into the sales department the philosophy of program sales rather than spot announcements. Goldman advised station men to pay extra commissions or bonuses on such sales.

Station execs attending the sessions were urged to report to the NAB all organizations seeking free time under threat and duress. Wayne W. Cribb, manager of KHMO, Hannibal, Mo., asked the stations to get all such requests in writing. Broadcasters were also urged by Cribb to check with their State utility commissions on any excessive rates charged by phone companies, and report such charges to NAB.

## T-H Anti-Red Test At WARL, Arlington

WASHINGTON, Sept. 20.—First test of the non-communist section of the Taft-Hartley Labor Relations Act was brought this week by International Brotherhood of Electrical Workers representing its members employed at little Station WARL in Arlington, Va.

The union asked the National Labor Relations Board Wednesday (17) to reverse a ruling of the board's Baltimore regional director that he could not handle a union petition for a shop bargaining election because top officers of the American Federation of Labor had not filed non-communist affidavits prescribed by the act. The Brotherhood had asked NLRB for certification as bargaining representative for workers at WARL.

U. S. A.'S LARGEST REPRODUCTION HOUSE

**GENUINE GLOSSY PHOTOS 5 1/2" EA.**

Unsurpassed in Quality at any Price

NO NEGATIVE CHARGE—NO EXTRAS OF ANY KIND	
100, 8" x 10", \$6.73	MOUNTED ENLARGEMENTS
1000, 8" x 10", \$55.00	30" x 40" \$3.85 EA.
Fan Mail Photos	20" x 30" \$2.50 EA.
1000, 5 x 7, \$34.00	
1000 Postcards, \$22.00	

Made By J. J. Kriegsmann, The Man Whose Photographs Grace *Billboard's* Covers

**COPY ART** 165 West 46th St. N.Y. 13  
Photographers Bryant 9-1723 N.Y.

**WE DELIVER WHAT WE ADVERTISE**

## Petrillo NAB's 'Forgotten' Man

(Continued from page 6)

berg-Carlson Company, and (2) because at the recent FMA meeting in New York the association had agreed to co-operate with the AFM. The Continental net had agreed to pay the symphony musicians regular AM commercial rates for the series. The announcement from Petrillo gave no reason for the ruling other than to say that only New York headquarters had the power to make such contracts.

The move was viewed here as a portent of even more stringent action by Petrillo, probably culminating in a move against AM nets. The announcement was interpreted as being a decision of the AFM to give in nowhere at this time to the broadcasting industry, so that when network AM contracts came up for renewal in February, 1948, all facets of the industry would be at the mercy of Petrillo and there would be existing no contracts, FM or otherwise, to which the industry could point as precedent creators.

After the announcement was received here, the FMA sent a wire to Petrillo asking for an explanation. Later Bill Bailey, executive director of FMA, sent another wire to Petrillo reminding him that in recent discussions which the FMA head had with Rep. Kearns, the congressman had assured the FM broadcasters that Petrillo had told Kearns the AFM planned to co-operate with the FM airers. Bailey also pointed out that, at Kearns' suggestion, the FMA had appointed a committee to meet with Kearns and Petrillo for contractual discussions.

At the end of the convention here, the Continental situation was still unsettled, with no answer having been received from Petrillo and with the FMA execs undecided as to future action.

## STAR TIME

(Continued from page 14)

dents in his pre-acting life as a grip in the studios. This had a freshness which tended to blow out the stale air of the earlier portion of the show. But Miss Kilgallen found time to fill the last couple of minutes with some more tidy items along the lines of those used in the program's first half.

Commercials, delivered by announcer Jay Jackson, were in better taste than the gossip. First plugged window-cleaning spray at the half-way mark, and Drano came in for its pitch between the interview and the resumption of the chatter.

Sam Chase.

## EXECS FAVOR FILM

(Continued from page 9)

point of sale, for use at clubs, etc. Talent, Hayes suggested, perhaps would perform on the cuff inasmuch as they, too, stood to gain.

The plan, which must clear the NAB board, was enthusiastically received, with station men suggesting that the film be backed up by other promotion.

## GLOSSY PHOTOS

MADE IN QUANTITY AT 5c

We guarantee our reproductions as good as your original. 8x10's—5c each in quantity. Photo post cards, 2 1/2c each in quantity. \$2.00 negative charge on first order. A trial order will convince you of our QUALITY work and FAST service. Price list and samples on request.

## QUALITY PHOTO SERVICE

Perkins Street, Box 42  
BRISTOL, CONN.

## NBC Bucks Blow

NEW YORK, Sept. 20.—The Florida hurricane occasioned special preparations for emergency this week by National Broadcasting Company (NBC). The web sent two staff reporters, Morgan Beatty and Bob Reuben, to the danger zone to aid local affiliates in providing coverage. Also, to insure communications, Francis C. McCall, manager of NBC news department operations, arranged a special short-wave relay system from Miami thru Havana to New York. Several special broadcasts were aired thru NBC's affiliate, WIOD, in Miami.

## "Shadow" Joins MBS Co-Oppers

NEW YORK, Sept. 20.—Trade reports that Mutual Broadcasting System (MBS) would convert *The Shadow* into a co-op ailer were confirmed this week by the web. B. J. Hauser, MBS co-op director, said the show will be available for local sponsorship in all areas where it is not now bankrolled by the D. L. & W. Coal Company (Blue Coal).

Over 100 stations report sponsors already have exhibited interest in the ailer which just entered its 12th year, according to Hauser.

## New Chiefs To Talk Of Editorializing

NEW YORK, Sept. 20.—A major topic of discussion at the second annual convention of the National Association of Radio News Directors (NARND) will be editorializing on the air. The org, skedded to meet in late October, is expected to take a definite stand on the subject, on which hearings will be held January 12 by the Federal Communications Commission (FCC). The NARND board of directors will select the convention site next week.

John F. Hogan, of WCSH, Portland, Me., president of NARND, already has filed a formal protest against the section of the White Bill which calls for identification of news sources. NARND said the ruling would deprive radio newscasters of statements from men of high office who would not wish to be quoted, while newspapers are free to print such material.

## "SELL-RADIO" PLAN

(Continued from page 10)

seemed to be that NAB was in no position to take on such a project.

### Details Later

Specifics of the plan have not been set. Format, etc., will be determined at meetings in which top advertising and promotion men of the participating webs will kick around details. Probabilities are that a promotion man other than one working full time for any of the webs will head up the project once it is definitely set. Victor Ratner, erstwhile CBS promotion topper who is now doing special work for CBS, has been mentioned as a possibility for the job.

As the project is now set up, each of the participating nets will share the costs evenly, altho there has been some talk that costs should be divided on a "per-builings" basis. Before actual work on the presentation is undertaken, the web committee probably would check key advertisers and agencies for their opinions on the best way to make the presentation, points it should include, etc. The entire project seems at least part of radio's answer to the increasingly bitter battle among major media for the advertisers' buck.

## NAB-ers Find Way To Forget Petrillo

(Continued from page 8)

transcriptions, by hooking six ear-phones onto a turntable.

### Video on Alert

Two video demonstrations repeated with outstanding success a technique previously used at Television Broadcasters' Association (TBA) conventions. This involved aiming a video camera at visitors approaching the exhibit, enabling them to see themselves on a television screen showing the image. This trick was used both by DuMont and General Electric. GE also occasioned considerable interest in one tele demonstration in which a shapely young lady in a bathing suit performed an operation with a piece of dry ice. Camera was focused on the ice, but the spectators seemed more interested in the young lady.

Facsimile displays also attracted much attention, with WAAT, Newark, and WFIL, Philadelphia, featuring fax demonstrations. Former sent regular transmissions, including pictures and listings of winning exhibits in *The Billboard's* Promotion Competition. The WFIL display had *The Philadelphia Inquirer* maintaining a model newsroom, including an editor, two writers, two artists, two electrotypists, one dark-room man and a copy boy.

### The Billboard's Exhibit

One of the major centers of attraction at Convention Hall was *The Billboard's* own exhibit. Executives of virtually every station and network represented at the conclave dropped by to browse over the winning promotion entries, with one exec remaining there six hours making notes on winning entries. The winners of the competition were not announced until the display booth at Convention Hall was opened on Monday morning. A goodly number of promotion men were on hand as soon as the doors opened, seeking to check on the fortunes of their stations' entries.

## ASCAP RENEWAL

(Continued from page 8)

ASCAP problems relating to television and other as yet unsolved matters on which ASCAP and the industry expect to engage in controversy. This committee has not yet been appointed, but possibly will be named after the October 15 meeting.

In reporting on recent negotiations with ASCAP, Streibert stated that ASCAP had agreed to extend dates in which stations now on a per program basis had to change over to a blanket contract basis, with only a notification to ASCAP 90 days before intent to change arrangement. According to latest clarification from ASCAP, broadcasters now have from September 30, 1948 to September 30, 1949, to make this change.

## WAXERIES INDIGNANT

(Continued from page 9)

crete construction of the place—walls, floor and ceiling.

E. t. companies shelled out \$20 per day for use of this room, this sum being in addition to the rental for the booth on the main floor. One disgruntled exec stated he canceled his room contract. Another exec stated he had lost thousands of dollars in sales he couldn't follow thru.

Another stated: "We pay our dues and shouldn't let NAB shunt us around here."

One group of disgruntled exhibitors, including top companies in the radio equipment field, held a conclave here with the idea of drawing up a blueprint for NAB's guidance at future conventions. Blueprint would be aimed at obviating some of the complaints registered by exhibitors here, such as lack of proper facilities, alleged overcharges for construction work, and lack of co-operation by NAB.

## KFBI, Wichita, Sold for 350G To Syndicate

WICHITA, Kan., Sept. 20.—KFBI here, the most powerful station in Kansas, has been sold to a syndicate of Chicago, Washington and Kansas men at a reported price of \$350,000, according to J. Wirth Sargent, attorney for the station.

The station, which was the successor to the one owned by Dr. J. R. Brinkley, one-time Kansas candidate for governor and so-called goat gland doctor, has been owned and operated since 1931 by the Kansas Farmers & Bankers' Life Insurance Company.

The group purchasing the station was announced as R. J. Laubengayer, Salina, Kan., who owns interest in several newspapers in the State; Jack P. Harris, Hutchinson, Kan.; Sidney F. Harris, Ottawa, Kan.; K. W. Pyle, Wichita; Howard Lane, Chicago; Glen J. Randau, Chicago, and Horace A. Lohnes, Washington.

The station operates on 10,000 watts with a frequency of 1,070kc. Purchase, of course, is subject to approval by the Federal Communications Commission.

## Maloy Quits WCOP Hub Program Post

BOSTON, Sept. 20.—Jack Maloy, program director for Boston Station WCOP, has resigned and will announce his plans after a brief vacation.

Maloy, who was assistant production manager of WEEI for several years, has been with WCOP since the Cowles brothers bought it.

## CBS EXPANDS NEWS

(Continued from page 12)

only the voice of Harry Clark. Format will open with a three or four-minute round-up of national and domestic news, followed by the pickups from other cities. This should get underway very shortly. Ed Murrow, on his Campbell's Soup show, will also call in correspondents.

This type of coverage of the American scene will be buttressed by coverage of features—that is, stories which are factual but not straight news. Taylor hopes to get this facet of news coverage under way by early December. He intends to use the 3:55-4 p.m., Monday thru Friday slot.

A third move, not yet set but under consideration, is the use of roving reporters to broadcast color stuff.

The idea of expanding domestic news coverage via voice reporting has other angles. The web figures it is important to have its foreign correspondents known in regional areas of the U. S., where they will make personal appearances, improve station relations and gain a fresher impression of the national scene.

CBS had one of radio's great news orgs some years ago when publishers and press associations refused to sell news to broadcasters. When the press group capitulated, CBS disdanded its correspondent set-up.

## BORDEN PROGRAM

(Continued from page 14)

homey type of gag quite in keeping with the nature of the show.

Commercials at the 10 and 20-minute marks were Grade A. First managed to combine talk about generations of Borden Babies and the coupons on every can without sounding silly while the second announced a \$25,000 contest for a name for Elsie's new bull calf. This commercial also cut back to the local affiliates, with the New York announcer pitching milk as the best food buy, penny for penny.

Sam Chase.

### Jack Steck's Starlight Stairway

Reviewed Sunday (14), 3:10-3:40 p.m. Style—Children's variety show. Sustaining on WFIL-TV, Philadelphia.

Having staged radio shows with kiddie talent for more than a dozen years, and with more years than that under his belt in vaude houses, parks and every other form of show business, Jack Steck finds producing and emceeing a show with talented tiny tots and pre-teen agers almost second nature. For his first show on the new station, the old hand of experience showed up in full force. Working on a cold stage with only a cold cloth curtain banking, and with a camera crew that didn't show any evidence of knowing the angles and displayed even less ingenuity, he really needed individual showmanship to carry it over. Steck, who is also program director of WFIL, had it.

With a note of informality from scratch, and with the juve performers as well as the viewers put at ease by Steck's easy-flowing and light banter, the 30 minutes packed all the charm and cuteness of radio's kiddie shows, with the human interest factor all the more pronounced in view of the fact that the listener could now actually see the kids. Moreover, their performances were something to see, for the most part.

#### Good Build-Up

Giving all the kids a good build-up, with the emphasis on their natural appeal, in his pitch to the viewers, Steck explained that the program is intended to give the youngsters a helping hand up *Starlight Stairway*. He kept them all moving at fast pace, and the offerings were all well-balanced on the variety scale of singing, dancing and playing, with a good touch of homey comedy. The moppets ran the gamut, from a four-year-old shy one, who had to stand on a chair as a bundle of cuteness for the singing, to a 15-year-old tap dancer who was introduced as having first appeared on Steck's kiddie shows at Woodside Park here 11 years ago. For the opening and closing flash, there was a precision dance line of eight "baby rockettes."

His first pitch in television, Steck's stint is an object lesson in what showmanship means in putting on a television show. And his weekly *Starlight Stairway* should easily become as popular as the boxing bouts and baseball games which seem to be the subsistence of burgeoning video.

Maurie Orodener.

## WBKB Builds Heavy College, Pro Tele Slate

CHICAGO, Sept. 20.—Contracts were completed this week, which will make WBKB the leading video outlet for professional sports in the country. Capt. Bill Eddy sewed up the pro football picture Tuesday (16) when he secured the video rights to the Chicago Cardinals' home grid slate, while the Rockets of the All-American Conference were inked a week ago, together with the home games of the Bears, like the Cards, a member of the National pro grid loop. Sponsors have been secured for the Bears' six home games, with Canadian Ace Brewing Company, a heavy video spender, footing the bill, while the Rockets' seven home games, one of which has already been played, will be bankrolled by Keeley Brewing Company. No sponsor has been pacted for the Cards' games since the ink dried four days ago, but Eddy reports a number of bidders, because, at the present time, the Cards look like the most formidable play-for-pay team in the vicinity.

In addition to the heavy pro slate,

### Philco Inaugural Show

Reviewed Wednesday (10), 5:30 to 6:30 p.m. Variety program sponsored by Philco distributors and telecast by WBKB, Chicago.

If Philco or any other television manufacturer expects to hypo the sale of video sets by sponsoring its own show presenting model television programming, they are going to have to bankroll better fare than that offered on this show. The program was strictly run-of-the-mill, average television programming and included a man-on-the-street interview, a news cast, a sports newsreel and a singing duet. It was all passable, but not good enough to be usable by a dealer who wants to say to a customer, "See that's the kind of stuff television can bring you; that's why you should pay good money to buy a set."

Primary reason for the show was to kick off Philco's T-Day here, the day on which it announced it was ready to sell sets here and telecast was aimed at dealers having video sets and press and radio-television bigwigs attending a cocktail party at the Palmer House. Altho Philco might reason that since its dealers did not yet have Philco sets to display and to receive program, this one show was not given as much importance, as, for example, they might give a series to be picked up by their dealers when they have Philco sets to display. But even caliber of guys at the cocktail party warranted a better display of television's programming potentialities.

One part of the show was clever and showed television ingenuity. That was the opening, which was a conversation between Russ Davis and a young gal, Maureen Coughlin. With both seated in front of a new Philco projection model, conversation went on to the effect that the gal wanted to see the set work. Davis said okay, turned it on and then a camera panned up to a full-sized shot of the screen, followed by a fade to next act, giving the impression that show was being seen on set in studio.

Most of the rest was run-of-the-mill. On the street interview was conducted by Jack Fuller and Joan Docherty, who talked to Philco representatives and passer-bys in front of the WBKB Building. Ulmer Turner did the news shot and also interviewed Philco people. Next was the sport newsreel and finally a closing act featuring Betty and Bob Smith, billed as the Singing Smiths. Both have plenty of talent as pop and hill-billy singers, with Bob playing the ukelele for musical accompaniment. Here's a team that should be watched by talent buyers looking for upcoming video entertainers. Cy Wagner.

WBKB will televise all home games of Notre Dame and Northwestern universities, with the ND encounters being relayed to Chi receivers by the station's new relay link from South Bend, Ind. Notre Dame will have three games on video, while NU opponents will be televised in four games. Entire collegiate series is sponsored by the American Tobacco Company.

Eddy has also renewed his tele agreement with the Chicago Black Hawks' hockey squad to air their 30-home games, while Chicago Stadium doubleheaders on Saturday nights during the fall and winter will again be televised. No sponsor has been inked for the puck contests, but the 10 cage doubleheaders will be sponsored by the American Tobacco Company.

NEW YORK, Sept. 20.—Don Ball, formerly assistant director of the editing department of the Columbia Broadcasting System (CBS), has been named manager of the editing division for WCBS, key New York outlet. The post is newly created.

# Cheaper Sets To Popularize Tele and FM Are Scheduled

NEW YORK, Sept. 20.—Popularization of television and FM by early release of new-type lower-cost combination sets was anticipated this week by broadcasters. At least two new models are known to be in production for release later this fall in time for the Christmas trade.

One model, which will be issued by a radio firm not previously in production of video receivers, is said to have a revolutionary aerial device built in which will make an outdoor aerial unnecessary. This will eliminate the biggest problem in installing video in New York apartment houses, many of which refuse to permit aerial construction. The set will have complete AM and FM tuning as well, and will sell for about \$300. The other model, issued by a major video firm, will combine AM, FM and a record player in a table model video set, to retail at about \$400. Most current video models are not equipped to receive full FM.

## Pix Reaffirm Ban On Use of Stars for Tele

HOLLYWOOD, Sept. 20.—Film studios have reaffirmed their standing ban on use of pic players for tele guest shots, declaring that flicker factories will continue to give video the go by until the medium expands commercially. At a meeting of the radio sub-committee of the publicity committee of the Motion Picture Producers' Association (Johnston office) Monday (15), studio radio exploiters reconsidered requests for appearances of film stars on video and turned thumbs down. Feeling among flackers was that with only 3,000 sets in the area, the trouble involved with clearances and work by stars wasn't worth effort. It was stressed, however, that their stand would be reversed as soon as the area is saturated with receivers and video medium can pay dough commensurate with star appearances.

Paramount-owned KTLA is exempt from the ruling insofar as tele use of own pic players is concerned. Also exempt from the current ban are free-lance stars or players not under contract to a specific studio.

## Mullen To Head NBC's Tele Push

NEW YORK, Sept. 20.—Frank Mullen, executive vice-president and general manager of NBC, is assuming the No. 1 spot in that network's drive for a rapid television expansion. Mullen will concern himself essentially with business matters concerned in the web's push, including relations with affiliates.

John Royal, NBC veepee for video, under the new set up, will be concerned primarily with program matters. Some revision in Royal's title is due, but he is not leaving NBC, as had been reported.

Noran (Nick) Kersta, now manager of WNBZ, the NBC TV station in New York, will handle adminis-

NEW YORK, Sept. 20.—A new low-priced line of television receivers embodying several previously unused merchandising ideas was introduced yesterday by the Clear View Television Corporation here. One set has the 10-inch tube built above the set proper on a swivel base so that the screen may be turned in any direction in the room. Another is a twin set combination with one cabinet containing AM, FM radio and a record player, and another of identical design containing the video set with a 10-inch screen. The radio-record player and teletest, may be purchased separately, but when fitted together make one complete unit.

Important factor of all the sets is that the guts are assembled in five separate, easy-to-remove sections (audio, video, etc.) so that searching for and repairing trouble on service calls is cut to a minimum. The company also introduced a 20-square-inch lens which may be set on a stand in front of a 10-inch or smaller screen set, and the viewer sees the picture on the 20 by 20-inch lens with virtually no loss of clarity or brilliance. Viewer must sit directly in front of set to see picture thru lens, however, since picture is lost in a side view.

Company is headed by Irving Kane, who yesterday resigned as prexy of Viewtone Television Corporation. Top management disagreements with stockholders resulted in Kane's resignation from Viewtone and, at this writing, effect of his leaving on that company or on Clear View's future is unknown.

WASHINGTON, Sept. 20.—Production of television receivers set a new monthly record in August, with 12,283 produced, Radio Manufacturers' Association reported today. Previous monthly record was set in June when 11,484 video sets were produced. An anticipated heavy fall output of all types of radio and TV sets was already under way, RMA reported, with the over-all total for the first eight months of the year climbing to 11,031,935. August output of all types of receivers totaled 1,265,835.

## 15-by-20 Screen On New RCA Video

NEW YORK, Sept. 20.—A new RCA Victor large screen video receiver was announced last week by Henry G. Baker, general sales manager of the firm's home instrument department. The set's 15-by-20-inch screen will provide an image nearly as large as a newspaper page, with a brightness of 50-foot Lamberts, about five times as bright as the average movie. Baker said the receiver is intended for use in medium size and large homes, clubs and auditoriums.

trative details under the new arrangement.



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## NAB Code OK'd In Principle, But Revisions Due

(Continued from page 5)

ally all members—even those who criticized the code as submitted—has endorsed the code principle at a time when broadcasting, as an industry, was acutely in need of such a move. The board's resolution, which effectuates the code as of February 1, 1948, and protects contracts in effect as of yesterday, allows ample time for revision. Those revisions will deal almost exclusively with the commercial practices division, storm center at the convention, of all code discussions.

### History Repeats

Thus, history has repeated itself. In 1939, at its annual convention held in this same beach resort, the NAB passed its first code. It, too, produced controversy, mostly because of its clause prohibiting the sale of time to discuss controversial issues. How radio has grown was dramatically illustrated in the new code action, for the new standards hit at a far more critical function of radio—its treatment of commercial time, the one feature of radio which has come in for more criticism and battering than any other facet of radio.

The growth of radio also was illustrated in the physical differences between this year's and the '39 convention. The latter was centralized in one hotel, the Ambassador, with the attendance counted in the hundreds. This year's was scattered thru a half dozen Atlantic City hotels and filled most of convention hall with its exhibits and delegates' meetings.

### Code Dominated Convention

The code dominated the convention. It was Item 1 before the confab, Item 1 during the confab, and will be Item 1 in the radio business for months to come. Even the code's proponents admitted the code wasn't all it could be; even its critics admitted it was a mighty step for the industry's good. More important, none of the code critics attacked the code principle, focusing instead on provisions which, as they presently stand, undoubtedly would work hardship on certain phases of radio and weaken their competitive positions.

Otherwise, it was a standard NAB meeting, notably only for its size—2,000-odd conventioners for an all-time new figure—and the code. The usual schism in the thinking between network leaders and grass roots broadcasters was in evidence. The former pressed hard for improvement, via standards, better programming and increased promotion; the latter fought against such changes which they thought might hurt them economically.

### Indies Ask More Voice

First voiced raised against the code's commercial practices was that of Ted Cott, WNEW, New York, program director, who, in what he termed the "declaration of the independents," argued that indies had not had sufficient representation on the committee which drew up the code. He supported the code principle, but

## Miller Warns Of Increasing Govt. Control

(Continued from page 5)

efforts to play down free speech by radio, and other factors.

In a review of the year, Miller found much in the way of achievement, notably the increase in membership from 846 in 1946 to 1,161 in 1947; favorable federal legislation, and improved morale in the organization.

### Admits Errors

Taking cognizance that radio has enemies "who are willing to destroy the reputation of a great institution just to accomplish their miserable ends," Miller nevertheless affirmed that the industry is by no means above criticism. "The public will be much more impressed, and more kindly disposed toward us, if we frankly admit our errors and give convincing evidence of ability to correct them by affirmative action. . . ."

Miller's talk advocated more active participation in the work of the Inter-American Broadcasters' Association. "Indeed," he added, "all these various operations—treaty making, legislation, the work of bar association committees, of international associations such as the Inter-American Broadcasters' Association, the Inter-American Association of Intellectual Industrial Property, the International Tele-communications Conference, the International High Frequency Broadcasting Conference—tie in together. It is not sufficient that we should have contact by a "voluntary representative at annual conventions. . . ."

said the mechanical provisions of code were based on network operations, not those of indies. Robert Swezey, Mutual veepee and code committee chairman, admitted from the dias, after Cott and other indie spokesmen had aired their views, that they had not had sufficient committee representation.

Other code critics included Fred Fletcher, WRAL, Arlington, Va., and Ed Breen, KVFD, Fort Dodge, Ia., both of whom urged a referendum. This procedure, it was pointed out by Judge Justin Miller, NAB president, was not permitted or necessary, since the NAB membership already had voted the board power to adopt whatever code it deemed fit.

### Other Criticism

Additional criticism was made by Morris Novik, New York radio consultant, who argued that the provisions limiting political broadcasts were unfair and discriminatory. Allen Saylor, radio rep of the United Auto Workers, which expects to have three stations airing soon, took a similar stand, and both made the point that the code, unless reworded or revised, might interfere with free speech. Those who had expected fireworks from Saylor as the result of his comments were disappointed, with Judge Miller's explanations from the chair appearing to satisfy the union rep.

Cott spoke twice, Tuesday and Thursday. He had been asked to appoint and head a committee of indies, but reported Thursday that the problems involved were on such magnitude that he felt Miller himself should make the appointment.

John Patt, of WGAR, Cleveland, and Ted Streibert, of WOR, were two of the top broadcasters who urged adoption of the code, or a code, even though the instrument itself might fall far short of requirements. In effect, both agreed and told the convention that the industry must make a start and that delay would imperil broadcasting in the eyes of both the public and government.

Undoubtedly, FCC Chairman Charles R. Denny's luncheon speech

## Protests Mount On Indie Code

(Continued from page 5)

further claim that one of the newly-elected directors-at-large nominated himself and then proceeded to cast 15 proxy ballots. After representatives of the small stations had beefed about the morning procedure, additional elections in the afternoon of the same day were carried out according to NAB by-laws.

### Small Stations' Charges

Behind this group's complaint about procedure at the morning election is their belief that NAB top rankers were trying to push thru a slate which represented segments other than small stations. They claim that none of the new directors-at-large has the interest of small stations at heart.

After they had made their complaints, Ware and other reps of the small stations were asked to meet with Don Petty, NAB counsel, and Judge Miller and other NAB execs. At this time, according to Ware and Fletcher, NAB execs admitted the elections were not in order and asked that they trust to the integrity of NAB leaders and not make any fuss about elections. They were also promised that future elections for directors-at-large would be held thru referendum of the membership.

Relative to discussion of the code, they claim that they were not given sufficient time to study the measure and that the standards were "railroaded" thru. They admit that formulation of the code by a committee authorized by the board, and permission of the board to pass on final form, was according to permission given for this procedure thru referendum of membership about a year ago.

For the present, representatives of the small stations are going to satisfy themselves with drawing up suggestions for future procedure, as they were requested to do by Judge Miller. They are heated in their insistence, however, that if some new procedure is not adopted to fulfill their request for more consideration of small station representation, they will pull out of the NAB and form their own trade org.

## AP Board To Meet On Air Membership

NEW YORK, Sept. 20.—Associated Press board meeting scheduled for October will consider station applications for associated memberships. According to one AP exec, "hundreds" of stations have applied.

The AP board in April, 1946, approved in principle the granting of associate members to stations and subsequently sent out applications to broadcasters.

had a great deal to do with board's action yesterday. Denny spoke Wednesday (17), warning broadcasters to get "back on the mainline" insofar as code adoption was concerned and noting that the Blue Book was still a basic FCC yardstick. It had not been "bleached," he declared. Denny, quoted in *The New York Times* as saying, in effect, that the code would be a measurement for renewal, had been under fire for committing himself to a code which, as Miller pointed out, after adoption by the NAB, had to be cleared with the Justice Department to make sure it did not violate anti-trust regulations, especially in its provisions excluding certain types of sponsors on the air. Red Cross, of WMAZ, Macon, Ga., called for a move to get confirmation of the *Times* article. Denny supplied that confirmation in his luncheon speech.

Code debate was not acrimonious and, to many, its conduct was a working example of democracy in action.

## NAB Does Burn On Wason Spiel

(Continued from page 5)

phy and even took cracks at the late President Roosevelt, the New Deal, et al.

When he was finished, consensus of network, station and agency execs interviewed was that the speech was entirely out of place, did the NAB no good and injured the reputation of the association just when it was making a major effort to convince the public that it was establishing a code in the public interest.

Complaints also were directed toward Dorothy Lewis, second vice-president of the Association of Women Broadcasters, who booked Wason and at whose meeting he spoke.

Typical of the reaction of those at the convention to the Wason speech was that voiced by a well-known large station manager who said, "It was the most out-of-place speech I have ever heard at a NAB convention. He never should have been booked. It was a big mistake for the NAB to become officially associated with the social and economical philosophies voiced by Wason."

Relative to commercials Wason said, "It is your obligation to guard the liberties of our people by the expansion of your commercials that alone provide the news, the entertainment, the education and the interchange and unification of American ideals."

Espousing NAM thinking, Wason stated, "Radio should join with all other industries to restore freedom of competitive enterprise, to put an end to needless controls, price fixing, subsidies, government trade corporations, government loans and all other devices which result in restricted production output, reduced efficiency, higher costs, allocated markets and other expressions of Statism."

## 'Every Time' Cartoon Offered for Radio

NEW YORK, Sept. 20.—*They'll Do It Every Time*, a situation comedy based on the King Features cartoon, is being pitched to the Biow Agency as a possible replacement for *It Pays To Be Ignorant*. Bill Gargan is on the audition record.

William Morris Agency is handling the package.

## SKATING VANITIES

(Continued from page 4)

gets the show off to a smash opening. In between that and the entertaining *Minstrel Days* at the end, there are plenty of lags and drags. Fortunately, producers have been able to get a lot of top talent to cover up production weaknesses which would be glaring otherwise.

Gloria Nord's work is as great as ever, but there seemed a tendency this year to go in for too much of an arty tone. Miss Nord, whose looks are breathtaking and whose roller-skating technique is superb, is ably aided by Mickey Meehan, but there's just that slight lack of commercial appeal that makes the difference between wonderful and outstanding.

In their individual spots the Three Craddocks score heavily in their tumbling turn, as do the Rudells, both acts ironically enough not using skates. Eileen McDonnell also contributes her solo work, which is refreshing and smartly sold. The production number in the Latin-American tone is socko, with Melva Moreno shining in the hip-shaking sequence. And, of course, there is the usual standout work of Bobby May, Rose Piccola, Frank Foster and all the others.

Line work is strong, music is good and costuming is excellent, sometimes adding all the life to a number that is slated to die. Lighting, too, is effective. Charles J. Lazarus.

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# AFM FIGHTS T-H LAW IN TEST

## Peace Pipe Tabu Lifted as Ditty Changes Hands

NEW YORK, Sept. 20.—Dinah Shore's *Pass the Peace Pipe* disk, storm center of a release date fuss more than a year ago when the RCA Victor Company pulled back record shipments following MGM studios' threat of a suit, was back in the news this week with some cutie wrinkles added on for kicks.

(1) With the Dreyfus group (Chappell-Crawford-Williamson) sending out copies of *Peace Pipe* to mechanical men this week, it was confirmed that the Metro-Robbins pub group had lost possession of the copyright. At the time of the initial disk furor, when *Peace Pipe* was widely touted in the trade, Metro-Robbins owned the ditty. Dreyfus' possession came about because MGM studios decided to drop the song into its *Good News* flicker (due in December). The old *Good News* legit score was owned by Dreyfus and the contract he signed with MGM pix for the film use stipulated that any new song material added to the score automatically reverted to Chappell-Crawford.

(2) Altho Dinah Shore is now a Columbia star, Victor still owns the Shore *Peace Pipe* master and, according to Eli Oberstein, the platter will be released within three weeks. Since the Victor pact with Dinah held usual five-year exclusivity clause, she is prevented from doing the same tune for Columbia. Victor nixed a Columbia request to waive the clause.

(3) Meanwhile other diskers are hustling to take drags on the *Peace Pipe*, with Chappell suddenly reported indicating that release date restrictions were off, thus creating open market for the ditty now that the parent pic is only a few months off.

## National Dance Week

NEW YORK, Sept. 20.—Representatives of most booking agencies in town met last night (19) for an initial conclave to lay the groundwork for the promotion of National Dance Week (*The Billboard*, August 23 and 30). Dance week gimmick, which might serve as an impetus for band and music biz, is going to be worked out as a co-operative promotion venture by the agencies, more than half a dozen of which were represented at the meeting.

The idea already has met with enthusiastic reception by promoters, location owners, disk jockeys and other music biz men. Such ops as Frank Palumbo, of Philadelphia's Click nitery, have volunteered time on their network shots to boost the gimmick as well as plugging the week in local newspaper ads. Midwest Ballroom Operators' Association has offered support, in addition to a number of other similar individual missives of approval.

At the meeting bookers decided to mull a date for the week, with suggestions thus far indicating that it will be one of the two weeks prior to Christmas, which are traditionally bad biz stanzas. They decided to hold another meeting next week and also decided to arrange for a meeting of agency and ork press agents and publicity men, who will prepare a sustained flack drive to begin immediately and build toward the actual event in the hope of stirring one-night and location biz via the resultant ballyhoo.

Watch *The Billboard* for further developments on National Dance Week.

## Kills Monroe Booking Over Stand-By Ban

### Case in Jersey Courts

(Continued from page 3)

fied Monroe to stay away. Theater promptly retaliated by hiring Attorney Vanderbilt to seek an injunction against the local and proceed against it for violating the T-H Act. Theater can't sue Monroe, or any other band leader, for not fulfilling the contract because, under Form B, the musicians owe prior obligations to AFM.

Adams has Dizzy Gillespie, Desi Arnaz, Gene Krupa, Louis Prima and other bands under contract. Ben Frierer, managing director of the Adams, said that if the union edict stands the house will cancel all bands, drop stage shows and stick to a straight flicker policy. Main trouble with that, however, is house's inability to get a steady diet of anything but Grade B films. Grierer admitted that getting first-run pix was a headache, but said that the biggest headache at the moment was getting over the union stand-by hurdle.

### "No Case," Says Bueno

Bueno said, "I don't think the Adams has a case. They must be crazy if they sue us. We haven't a contract with them and there's nothing in the law (T-H) that says we have to work for them without a contract. If the Adams wants a name band, let them buy it as they do any other attraction and use it the same way. The band doesn't have to play for other acts on the bill. It just has to work in its own spot. If other acts on the bill need music, let the house use a pit band.

"Furthermore, we are well prepared for any legal action. We welcome it and have the full backing of the international board of the national. When I was at the Chicago convention last week, I was the only local president there to ask the board for a ruling on house bands. I was told that traveling bands were okay, but if the local orders a house to use a pit band at the same time, the national would back us up, or any other local that makes such a move.

"Joe Padway, who was present, told us that a test case will have to (See JERSEY THEATER on page 37)

## Report Oscar Moore Joining 3 Blazers

NEW YORK, Sept. 20.—Guitarist Oscar Moore, key figure in Nat (King) Cole's trio for almost a decade, late this week was reported leaving the Cole threesome to join his brother, Johnny Moore, and the Three Blazers combo. The poll-winning guitarist man has given four weeks' notice to Cole and is said to be joining the Blazers around October 20, following the Cole trio's stay at the Club Troubadour here but prior to the threesome's skedded New York Paramount Theater date.

Reason for Moore's switch was not divulged, but it is said to be financial, since the Blazers is a co-operative venture unlike the Cole combo. Moore probably will get billing with the Blazers.

## M'Millin Heads Canuck ASCAP

TORONTO, Sept. 20.—Sir Ernest MacMillin, Toronto University mentor and prominent civic leader, was elected prexy of Canadian Authors, Publishers and Composers, Ltd. (CAPAC) at a board of directors meeting here Wednesday (17). At the same meeting William Lowe was named general manager, replacing Henry T. Jamieson, whose resignation was accepted by the Canadian equivalent of ASCAP.

Lowe, w.-k. music publisher and agent in Canada for many New York pubs, will devote all his time to CAPAC. He has made provision to liquidate his other biz activities.

## Craig's WM Tour Marks Latest Disk To Ducat Success

NEW YORK, Sept. 20.—Francis Craig, whose *Bullet* disking of *Near You* is the big record rage currently, comes out of retirement for a theater tour to be set on a non-exclusive basis by the William Morris agency.

Deal was set by Harry Kalcheim for Craig to go out as a single with a vocalist, Bob Lamm. Agency is reported asking \$2,500 per week for the act. Tour will start either October 2 or 9 at the Hippodrome Theater, Baltimore.

# Decca Going After New Talent

## Madriguera, Monica Lewis Possibilities

### Miss Lewis Leaves Signature

(Continued from page 3)

hunt for "new blood" and apparently was trying to fill in vacant slots in its roster. Firm currently has no top pop femme chirp or Latin ork.

### Lewis Quits Signature

The Lewis gal was made available for the Decca deal earlier this week when Bob Thiele, her husband and prexy of Signature Records, for which she has been waxing, announced that by mutual agreement Miss Lewis was going to leave Signature. Thiele and Miss Lewis' personal manager, Eddie Greene, were emphatic in stating that the split was

## Victor's Deal

NEW YORK, Sept. 20.—A story on RCA Victor's purchase of original-cast disking rights to *Allegro* and *High Button Shoes* (*The Billboard*, September 20) may have given some readers a wrong impression as to the costs incurred by the Victor company. The story should have pointed out more clearly that apart from the factory and promotion costs, the entire expense to the company consisted of the \$15,000 advance against royalties paid to the show producers. For the 15G, the producers have contracted to deliver the cast, principals, musicians, etc.; in other words, the producers will absorb the so-called recording costs.

effected for no other reason save betterment of the chirp's career.

Thiele also reported that Ray Block, who is Signature's musical director and conducted most of the Lewis gal's waxing dates, had received a Decca offer to back her under the new deal, but the prexy said that Block had turned down the Decca proposition.

## 75c Pop Label Being Prepped By Commodore

NEW YORK, Sept. 20.—Commodore Records, Decca recording exec Milt Gabler's small waxing firm whose product is handled by the Decca distributing org, soon will branch out into the pop field for the first time with a new 75-cent label. Gabler already has recorded four sides for the new venture with Shorty Sherock's ork and has been fishing around for additional pop talent with the names of Jerry Wald and George Paxton figuring prominently in trade rumors surrounding the Commodore project.

Commodore, in its more than a decade in the biz, has specialized in hot jazz and folk disks which retailed at \$1 for 10-inch disks and \$1.50 for 12-inchers. Plans for the pop invasion are currently being completed by Gabler and Jack Kapp, Decca prexy, who must pass on the Commodore product before Decca distributes the disks. It is felt that choice of pop (See 75-Cent Pop Label on page 34)

# Morris Buys Warock Catalog

## O'Connor Sale May Cue Exit From ASCAP

### "Bell" Song in Deal

NEW YORK, Sept. 20.—Johnny O'Connor's Warock music catalog was sold this week to the Edwin H. (Buddy) Morris publishing combine. Confirmed by Henry Spitzer, general manager of the Morris group, the deal involves outright purchase of Warock, with O'Connor retaining only a small interest. Terms of the purchase were not revealed by Spitzer, altho in answer to reports that 100G was involved he replied: "The actual figure is far off that price, but I prefer not to reveal it."

Sale of his Warock holdings may be the prelude to O'Connor's ultimate exit from the directors' board of the American Society of Composers, Authors and Publishers (ASCAP). One of the original ASCAP founders and a leader in the formation of the Music Publishers' Contact Employees' Union, O'Connor reportedly has indicated that ASCAP duties were taking up too much of his time. Just last week in his capacity as chairman of the executive committee he attended the West Coast ASCAP biz meeting along with Deems Taylor.

Morris grab of the Warock catalog arouses interest not only because of the Joe Young and Bert Grant renewals, as well as other copyrights, but because the selling price was believed to cover what would have been a sizable advance for the new Al Goodhart-Mae Twomey-Al Urbano tune, *Serenade of the Bells*, which was owned by Warock. Sammy Kaye's Victor dishing of *Bells* has focused considerable trade interest on the ditty, the unusually heavy response to the lone Victor platter setting off "sleeper" talk, getting other diskeries on the scent and rousing publisher buying instincts.

Meanwhile Peiner Goodhart gets one of those music biz breaks. While the Morris firm takes over *Bells* from a much smaller firm and marks it for a lead plug, he has another No. 1 tune chalked on the exploitation slate of the Metro-Robbins group: *These Things Money Can't Buy*.

## Loveland Joins WM on Coast; Wagner in Chi

NEW YORK, Sept. 20.—Archie Loveland this week joined the William Morris (WM) agency's West Coast band department and Nev Wagner joined WM's Chicago office in moves to fill vacated slots in the agency's ork booking set-up.

Loveland, former orkster, was with the agency prior to his stint in the navy and will work with Pat Robkin on the Coast as replacement for the recently resigned Jack Archer, who now is in his own booking biz with Milt Deutsch.

Wagner formerly was a one-night booker for Holt Pumpfrey, of Richmond, Va., and will handle that stint for WM in Chi as replacement for Billy MacDonald, who resigned this week after a brief stay with the office. MacDonald resigned because he prefers to work in the California area.

## The Band Box

BLUE BARRON into the New York Strand October 3-23. . . . NAT BRANDWYNNE opening October 2 for an indefinite stay at the Waldorf-Astoria. . . . CARMEN CAVALLARO, closing at the Paramount September 23, will play the Meadowbrook September 24-October 7; Mark Hopkins Hotel, San Francisco, October 14-December 8; Hollywood Ciro's December 29-January 25, and already has been booked for May 17-July 10 at the New York Hotel Astor.

BOB BERKEY plays the Music Box, Omaha, September 23-October 5; Peabody Hotel, Memphis, October 7-November 10; Washington-Youree Hotel, Shreveport, La., December 1-January 25. . . . RUSS CARLYLE set for Indiana Roof Ballroom, Indianapolis, September 26-28 and October 1, 3-5. . . . JAN GARBER closes September 30 at the Edgewater Ballroom, San Francisco, and plays the Biltmore Hotel, Los Angeles, October 9-December 3.

BERNIE CUMMINS closes at the Frontier, Denver, September 30, hops to the Peony Park, Omaha, for October 2, 4 and 5 dates, then to the Indiana Roof Ballroom, Indianapolis, for October 8, 10-12, and the Syracuse Hotel, Syracuse, October 14-November 1. . . . ART KASSEL booked into the Blackhawk, Chicago, January 7-March 2.

EDDY HOWARD closes September 29 at the Ambassador Hotel, Los Angeles, then plays the Aragon Ballroom, Chicago, October 28-December 21, and goes into the New York Commodore Hotel January 2 for 10 weeks. . . . HENRY KING, at the Aragon, Chicago, thru September 28, will play the Plantation Club, Nashville, October 6-19.

Following GENE KRUPA's New York Capitol date, which starts September 25, he plays the Adams Theater, Newark, October 30-November 5; State Theater, Hartford, November 7-9; Hippodrome Theater, Baltimore, November 20-26, and then the Washington Capitol. . . . BUDDY MORROW one-nighting in the Cleveland area this month and set for the Casa Loma Ballroom, St. Louis, October 10-16.

RUSS MORGAN will be at the Los Angeles Biltmore Hotel thru October 8, then will play the Club Seven Oaks, San Antonio, October 26-29; the Corpus Christi naval air station in Texas, October 30-November 2, and the Schroeder Hotel, Milwaukee, December 23-January 11. . . . GEORGE OLSEN wound up at the Club Plantation, Nashville, September 21, and goes into the Schroeder Hotel, Milwaukee, September 30-October 12.

JOE REICHMAN set for the Fairmont Hotel, San Francisco, October 21-November 24. . . . ORRIN TUCKER will be at the New York Roosevelt Hotel thru October 11 and will open October 17 at the Stevens Hotel, Chicago. . . . GRIFF WILLIAMS, who closes at the Schroeder Hotel, Milwaukee, September 28, opens October 2 at the Palmer House, Chicago, for an indefinite stay and is booked into the Mark Hopkins Hotel, San Francisco, for 12 weeks, opening January 27.

LOUIS PRIMA plays the Club 86, Geneva, N. Y., September 23-28; National Theater, Louisville, October 2-8; Liberty, Evansville, October 9-15; State, Memphis, October 16-22; Palace, Youngstown, O., October 27-29; Adams, Newark, November 13-26, and goes into the New York Paramount in December for four weeks.

RALPH FONT at Grossinger's, Ferndale, N. Y. . . . FREDDIE D'ALONSO at the Fox & Hounds Club, Boston. . . . CANEY RHUMBA ork at the Philly Latin Casino. . . . LOUIS (KING) GARCIA opened last week at Oetjen's, Brooklyn. . . . PEPITO at Monte Carlo, New York. . . . RAFAEL at the Patio, Brooklyn. . . . RAUL DE CASTRO at the Parkville, Brooklyn.

## Jinglers Plot Own Association To Tackle Clearance Stymie On the Soap-Selling Ditties

(Continued from page 3)

had been banned from stations because the outlets either did not have an ASCAP license or the jingle had not been cleared thru BMI. Additional fodder for the drive for an over-all organization was provided by ASCAP's decision to credit songwriter-members with jingle performances, while BMI has continued its policy of not logging jingle performances, or paying per-performances, but listing them in their bulletin and clearing them for use on the air. Several of the jingle writers have, from time to time, approached BMI execs with various propositions whereby they would receive per-performance payment, but have not been successful in their attempts, altho BMI officials have carefully considered each proposal.

One of the major planks in the proposed association would be the formation of a central clearing house for all jingles, with the association seeking per-performance royalties based on the actual playing time for the jingle; e. g., if a 4-cent royalty is paid on a two-minute pop tune

performance, a 30-second jingle would receive one-fourth that amount or 1-cent.

### Outright Sale or Lease?

Another question which has frequently entered into the discussion is whether or not jingles should be sold outright to the radio advertisers or leased for a pre-determined period. At present both systems are employed. In the latter instance, the tune and the lyrics revert to the writers at the end of the contract. While the lyrics are tailored to a specific account, they can be changed and a new set can be put to a tune and re-sold.

Jingles running from 30 seconds to one minute usually feature musical themes built to resemble pop songs, and writers have added additional music and peddled the tunes to commercial pubbers. One such jingle written by Lanny and Ginger Grey for a Buffalo department store, has been given an eight-minute arrangement and performed by two symphony orks. Where the jingle is turned over to the advertiser, all (See *Jinglers Plan Assn. on page 34*)

## Tony Martin Disk Revival Headed For Hit Action

HOLLYWOOD, Sept. 20.—With an old Tony Martin platter (Mercury) of *I Never Loved Anyone* pulling one of those West Coast freaks and making some sales stir long after its release, ditty may be headed for hit action. Tune was just sold this week to Dave Dreyer, of the newly formed Dreyer music firm (orkster Frankie Carle is a partner), and is marked for a professional drive.

Purchase was made from Songwriters Publishing Company here, with Dreyer stepping lively to beat out four or five other large pub contenders.

## Jordan Breaks Dixie Record; Knoxville Jam

NEW YORK, Sept. 20.—Louis Jordan's Tympany Five broke its own all-time Southern one-nighter record on its first Ralph Weinberg promoted date of this season in Birmingham Wednesday (17). Topping his earlier mark by several hundred dollars, Jordan grossed \$9,577 for the night. He worked the date at \$1,150 guarantee plus 60 per cent of everything grossed over \$2,300 and took out \$4,851 as his share.

KNOXVILLE, Sept. 20.—Louis Jordan got separated from the rest of his bandmen somewhere south of Evansville, Ind., and arrived here at 11:30 p.m., Tuesday (16), too late for his skedded engagement at the Payne Avenue Recreation Center.

Knoxville promoter, John Henderson, assured stub holders that Jordan would play a return date sometime in October. This, after some of the patrons stormed the box-office, demanded refunds and wrought damages which included disappearance of about \$700 in cash, as well as a \$350 violet-ray lamp belonging to Ralph Weinberg and used to illuminate the invisible-ink identification stamp on customers' hands.

When Jordan finally appeared at entrance to dance hall and saw the police riot squads in action, he decided that the place wasn't for him and worked out deal with Henderson to play the return date.

## Col. Recording To Expand Disk Jock Ad Drive

NEW YORK, Sept. 20.—Columbia Recording Corporation plans to expand its disk jockey ad campaign by buying time thruout the country on leading platter shows aired in its distrib areas. Columbia recently scouted the field with test campaigns on the Rush Hughes program on KXOK, St. Louis, and the Easy Gwynn show on WIBC, Indianapolis, and was impressed by the importance of disk jock shows as an ad medium. Consequently, the firm decided to buy pieces of other platter segs. Freddie Robbins' *1280 Club* on WOV, New York, reportedly is one of the shows on which Columbia already has bought time.

In addition the *Columbia Record Shop*, Robbins' half-hour disk package, bankrolled by Columbia dealers, will continue to be aired over 500 stations this year, but the format of the show will be altered. Instead of featuring new releases only, the program will air hit tunes and old faves recorded by the label.

# Cap's Partial Shift To 75 Cents

## 3 Deuces Gets Ventura Band In 802 Ruling

NEW YORK, Sept. 20.—The Charlie Ventura 52d Street booking squabble got a Local 802-ing this week and the union decided that the band should play the Three Deuces, into which the Harry Moss Agency booked it, instead of the Troubador, into which ork manager Don Palmer booked it. The feelings of the Troubador, which outbid the Three Deuces by a couple of hundred dollars for the band, will be salved with a later date.

The Moss Agency may lose the Ventura property if present negotiations between Harry Moss, who last week joined Willard Alexander as veepee, and Palmer work out. Palmer, who has been handling a good deal of the recent bookings for the band, wants to free-lance Ventura for a while.

Despite the announcement last week that the office would continue to operate with Jack Kearney, Moss's right-hand man, in charge, it is known that two or three other offices, including the McConkey Music Corporation, have made Kearney offers which he is considering.

## Now It's Official: 'Allegro' Release Date Is Lifted

NEW YORK, Sept. 20.—Release date squabble over the *Allegro* score (*The Billboard*, September 13) came into the spotlight once again this week when Williamson Music, the Chappell subsid which handles the score, sent out a wire to waxing firms listing the September 25 record release date. The wire read as follows:

"We find that one or more record companies, without our consent, permission or acquiescence, have violated our release date of September 25 for records of the musical compositions from *Allegro* and have released such records prematurely. We therefore cancel said release date and consent to your release of such records immediately. (Signed) Williamson Music Co."

At press time the wire had caused no vociferous reaction in any of the recording directors' offices.

## Meyerson Fills Four Posts in Musicraft Org

NEW YORK, Sept. 20.—Four previously vacant exec posts at Musicraft Records under the new refinanced org were filled this week by Prexy Jack Meyerson. Edward J. Rogers, formerly of the sales and production departments of the World Broadcasting System, was named assistant to Meyerson. Accountant William Fortgang was appointed assistant treasurer. Robert T. Schomer, former plant engineer for Signature Records, was named plant manager for Musicraft at Ossining, N. Y.

Dan Edelman, who has been the diskery's publicity topper for the past year, was named director of publicity, sales promotion and advertising.

## Hillbilly Bash in Carnegie Hall Stirs Up Stem Talent Scouts

(Continued from page 3)

happily participated in the show by doing three numbers which demonstrated her remarkable yodeling ability and the solid following she has in this area. The house practically tore the roof down for her.

### Plugs for Disks

It must have made Ernest Tubb mighty happy, too, pardners, because the singer and star of the WSM show got a neat 2G per night. Finally, the whole shindig must have brought tears of happiness to Jack Kapp's eyes because the Decca plugs flew fast after every selection and the audience was asked, begged, cajoled and almost harassed to buy Decca recordings of the tunes which, by a strange coincidence, the artists were singing. They didn't raffle off a Decca album or share of stock, but Jimmy Short, one of the singing, guitaring Short brothers, pointedly mentioned a half-dozen times that they weren't making much dough so wouldn't everybody buy, etc. . . . Poor Victor, which had only Rosalie Allen battling for it, came in a poor last.

If nothing else, the hillbilly concerts demonstrated several important things. First, New York is sold on hillbilly music. These weren't just curious onlookers, out for a night of novelty. They were serious, devoted fans, almost rabid in their wild enthusiasm. Such screaming and wild applause during and after each number hasn't been heard in town since Frankie Sinatra brought out the bobby-soxers at the Paramount—but with one great difference. Instead of juveniles vocal-hopping all over the place, these were people beyond their teens who knew all the numbers and entertainers, which is proof positive that they listen devotedly to the shows featuring those performers.

### Effective Merchandising

Another thing shown at these sessions is that, as a method of merchandising hillbilly disks, they're hard to beat. It's not hard to understand the terrific sale of hillbilly disks when you feel the pulse of a receptive audience such as was at those two concerts. Decca got breaks not only out of past releases but out of new tunes which the artists had recorded and which, they announced just before they sang them, would soon be released.

Finally, the concerts conjured up interesting speculation about the possibility of hillbillies on Broadway. Bob Weitman, Sammy Rauch, Charlie Yates, Harry Kalcheim, Maria Kramer, Ted Wallenstein and Steve Sholis were among the showbiz names who sat in on one of the concerts to observe the phenomenon. They couldn't help but be impressed by the drawing power and showmanship of the hillbillies and the staunch following they have. That hillbilly music is becoming universally popular and that its re-intro to vaude is not far-distant is indicated by the fact that William Morris is submitting Ernest Tubb for theaters. Years ago, hillbilly acts were standards in theaters. In fact, Judy Canova first attained fame in vaude with her nasal singing in a family hillbilly act which toured the country for years.

As entertainment, the concert were pure, yellow bantam with the magic touch of showmanship. The hep Broadway mob probably wouldn't go for it, because the gags were obvious

and the sharpies undoubtedly heard them years ago at the Palace. The tunes were typical rural rhythm and all the surefire yock and applause-getters were used to milk the audience for all it was worth. But they loved it.

### Talent Line-Up

In addition to Tubb and Miss Allen, Carnegie's *Grand Ole Opry* had Minnie Pearl, rustic comedienne of the WSM airshow; Jimmy and Leon Short, who guitaried, sang and emceed at various times; the Texas Troubadours, instrumental trio composed of Jack Drake, Hal Smith and Tommy Paige; Radio Dot and Smoky Swann, comedy-harmony team; and George Dewey Hall, "The Solemn Old Judge" and creator of *Grand Ole Opry*, who introed and closed the show. All went over big. Only time the show slowed down was when Radio Dot (fem straight woman) and Smoky Swann (baggy pants comic) came on and this was due largely to imperfect timing, Swann's repeating of Dot's lines in a verse bit, and Dot's continuous and monotonous accenting of Swann's punchlines by swatting him over the head with a roll of paper.

The promoters of the two concerts plan to follow these with a series of similar ones, possibly late in October or in November, which undoubtedly

(See *Scouts Ogle 'Billies* on page 34)

## New Label Upping Some Pop Artists

### Victor Boost Also Seen

HOLLYWOOD, Sept. 20.—Altho Capitol disk execs reserved comment, *The Billboard* learned this week that the diskery's new purple label—75 cents—definitely will be used to implement a price rise for some of Cap's current talent wares. New line, which will institute a 15,000 series, will pop in October and includes initially Gordon MacRae's platterings, a Johnny Mercer-King Cole double feature and a Peggy Lee platter. Latter three artists formerly were spotted on the firm's black label at 60 cents. Decision by Capitol to up some pop artists to the 75-cent price and retain the bulk on 60-cent tallow followed a recent announcement by Columbia of a price jump on its line from 63 to 75 cents, with the manufacturer absorbing the tax.

Meanwhile, altho James W. Murray, RCA Victor veepee in charge of the record division, earlier in the week reported that for the present Victor contemplated no price change, record retailers in the city claimed that they had been sounded out by

(See *Cap's Partial Shift* on page 34)

## TWO SMASH HITS ON ONE RECORD!

# Sarah Vaughan

494

## BODY AND SOUL

## EVERYTHING I HAVE IS YOURS

Musicraft  
RECORDS



**CASH IN**  
with  
**CAPITOL**



**JOHNNY MERCER...**

his sugar used to be "so refined" ...  
but now he's shouting those grand old

**'SUGAR BLUES'**

with **PAUL WESTON**  
and his orchestra

flipover:

**'WHY SHOULD I  
CRY OVER YOU'**

with  
**THE PIED PIPERS**

**CAPITOL RECORD**  
No. **448**

**Capitol**  
**RECORDS**

FIRST WITH THE HITS FROM HOLLYWOOD

Sunset and Vine

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  
September 20



**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.

This Week

Last Week

- 1. NEAR YOU** 4  
By *Kermit Goell and Francis Craig*  
Published by *Supreme (ASCAP)*  
Records available: Francis Craig Ork, Bullet 1001; Larry Green Ork, Victor 20-2421; Elliot Lawrence, Columbia 37838; Alvino Rey, Capitol B-452; Andrews Sisters, Decca 24171; The Auditones, Rainbow 10025; Dolores Brown-Auditones, Sterling 3001; Victor Lombardo, Majestic 7263.  
Electrical transcription libraries: Music of Manhattan Ork, NBC Thesaurus.
- 2. PEG O' MY HEART** 1  
By *Alfred Bryan and Fred Fisher*  
Published by *Robbins (ASCAP)*  
Records available: Buddy Clark, Columbia 37392; Glenn Davis, Skating Rhythms SR-235; Clark Dennis, Capitol 346; the Harmonicats, Vitacoustic 1 & 2; Dolph Hewitt, Dixie 115; Eddie Heywood Ork, Decca 23960; Art Lund, MGM 10037; Ted Martin, DeLuxe 1080; Red McKenzie, National 9027; Glenn Miller Ork, Decca 25075; Miff Mille Nicksieland Band, Commodore C-1518; Danny O'Neil, Majestic 7238; Phil Regan, Decca 25076; Floyd Sherman-the Chickering Four, Signature 15119; The Three Suns, Victor 20-2272; Ted Weems, Mercury 5052.  
Electrical transcription libraries: The Ambassadors, Lang-Worth; The Novatine Trio, NBC Thesaurus; Allen Roth, NBC Thesaurus; Eddie Skrivaneck Ork, MacGregor; George Towne, Associated; Al Trace, Lang-Worth; Paul Martin, Standard; Lawrence Welk, Standard; Russ Morgan, World.
- 3. I WONDER WHO'S KISSING HER NOW** 2  
By *W. M. Hough, F. R. Adams and*  
Published by *E. B. Marks (BMI)*  
*J. E. Howard*  
From the 20th Century film "I Wonder Who's Kissing Her Now."  
Records available: Perry Como, Victor 20-2315; Jerry Cooper, Diamond 2082; D'Artega Ork, Sonora 2012; The Dinning Sisters, Capitol 433; Bobby Doyle, Signature 15067; The Hollywood Rhythm-aides, Hollywood Rhythms 1552; Jack McLean Ork, Coast 8002; Ray Noble, Columbia 37544; The Four Vagabonds, Apollo 1055; Ted Weems-Perry Como, Decca 25078; Foy Willing, Majestic 6013; Marshall Young, Rainbow 10002; Glenn Davis, Skating Rhythms, SR-239; Frank Froeba, Decca 23602; Joe Howard, DeLuxe 1036; Joseph Littau Ork, Pilotone 5132; Ben Yost Singers, Sonora 1084; Danny Kaye, Decca 24110; Larry Vincent, Pearl 15; Phil Reed, Dance-Tone 119; Jack McLean Ork-Wayne Gregg, Coast 8013; Jean Sablon, Victor 25-0101.  
Electrical transcription libraries: Chuck Foster, Lang-Worth; Ozle Waters, MacGregor; Randy Brooks, Lang-Worth; Billy Butterfield, Capitol; Frank Froeba, World; Hollywood Serenaders, Capitol; Music Hall Varieties, NBC Thesaurus; Merle Pitt, Lang-Worth and World; Claude Sweeten, Standard; George Towne, Associated; Al Trace, Lang-Worth; Artie Wayne, MacGregor.
- 4. THAT'S MY DESIRE** 5  
By *Carroll Loveday and Helmy Kresa*  
Published by *Mills (ASCAP)*  
Records available: Ray Anthony Ork, Sonora 2019; Hadda Brooks, Modern Music 147; The Cats and the Fiddle, Manor 1064; Ella Fitzgerald, Decca 23866; Golden Arrow Quartet, Continental C-6048; Woody Herman, Columbia 37329; Sammy Kaye, Victor 20-2251; Frankie Laine, Mercury 5007; Curtis Lewis, Apollo 1058; Art Mooney Ork, MGM 10020; The Scamps, Modern Music, 20-516; Martha Tilton, Capitol 395; Glenn Davis, Skating Rhythms, SR-235; Phil Reed, Dance-Tone 118.  
Electrical transcription libraries: Barclay Allen, MacGregor; Lenny Herman, Lang-Worth; Art Mooney Ork, Associated; The Music of Manhattan Ork, NBC Thesaurus; Charlie Spivak, World; Leighton Noble, Standard; Skinny Ennis, Standard.
- 5. SMOKE, SMOKE, SMOKE (THAT CIGARETTE)** 3  
By *Merle Travis and Tex*  
*Williams*; published by  
*American (BMI)*  
Records available: Johnny Bond, Columbia 37831; Phil Harris, Victor 20-2370; Deuce Spriggins, Coast 263; Lawrence Welk, Decca 24113; Tex Williams, Capitol Americana 40001; Cal Shrum and His Rhythm Rangers, Westernair 101.  
Electrical transcription libraries: Lawrence Welk, Standard.
- 6. FEUDIN' AND FIGHTIN'** 6  
By *Al Dubin and Burton Lane*  
Published by *Chappell (ASCAP)*  
Records available: Tex Beneke, Victor 20-2313; Dorothy Shay, Columbia 37189 (also in Dorothy Shay Sings Album, Columbia C-119); Rex Allen, Mercury 6049; Bing Crosby, Decca 23975; Georgia Gibbs, Majestic 12011; Kate Smith, MGM 10041; Jo Stafford, Capitol B443; Phil Reed, Dance-Tone 133.  
Electrical transcription libraries: The Song Spinners, World.
- 7. WHEN YOU WERE SWEET SIXTEEN** 7  
By *James Thornton*; published  
by *Shapiro-Bernstein (ASCAP)*  
Records available: Perry Como, Victor 20-2259; Mills Brothers, Decca 23627; Dick Jergens, Columbia 37803; Phil Reed, Dance-Tone 120; Herb Kern, Temp TR 1034.  
Electrical transcription libraries: Phil Brito, Associated; Foursome Quartet, MacGregor; Emile Cote, Lang-Worth; Collins Driggs, Standard; Knickerbocker Four, NBC Thesaurus.
- 8. I WISH I DIDN'T LOVE YOU SO** 8  
By *Frank Loesser*  
Published by *Paramount (ASCAP)*  
From the Paramount film "Perils of Pauline."  
Records available: Dick Farney, Majestic 7225; Helen Forrest, MGM 10040; Dick Haymes, Decca 23977; Betty Hutton, Capitol 409; Vaughn Monroe, Victor 20-2294; Dinah Shore, Columbia 37506; Phil Reed, Dance-Tone 120; Carol Gable, Radio Artist 211.  
Electrical transcription libraries: Mindy Carson, Associated; Eddy Howard, World; Lenny Herman, Lang-Worth; Music of Manhattan Ork-Louise Carlyle, NBC Thesaurus.
- 9. THE LADY FROM 29 PALMS** 9  
By *Allie Wrubel*  
Published by *Martin (ASCAP)*  
Records available: Andrews Sisters, Decca 23976; Henry Busse, Vitacoustic 6; Victor Lombardo Ork, Majestic 7250; Freddy Martin, Victor 20-2347; Curt Massey, Coast 8011; Tony Pastor, Columbia 37562; The Pied Pipers, Capitol B460; Phil Reed, Dance-Tone 133.  
Electrical transcription libraries: Eddy Howard, World; Tony Pastor, Lang-Worth; Sweetwood Serenaders, NBC Thesaurus; Vic Damone-Ted Dale Ork, Associated.
- 10. I HAVE BUT ONE HEART** 9  
By *Marty Symes and Johnny Farrow*  
Published by *Barton (ASCAP)*  
Records available: Carmen Cavallaro, Decca 24154; Tex Beneke-Miller Ork, Victor 20-2424; Gay Claridge Ork, Future Music F-105; Monica Lewis, Signature 15130; The Pied Pipers, Capitol B460; Frank Sinatra, Columbia 37554.  
Electrical transcription libraries: Nat Brandwynne Ork, World; Sweetwood Serenaders-Charlie Jordan, NBC Thesaurus.

# SORRY!

No new **RCA VICTOR** release  
 this week!  
 We're busy pressing these big hits:

• **SAMMY KAYE**  
**The Echo Said No**  
 AND  
 An Apple Blossom Wedding  
 RCA Victor 20-2330

• **VAUGHN MONROE**  
**Tallahassee**  
 AND  
 I Wish I Didn't Love You So  
 RCA Victor 20-2294

• **FREDDY MARTIN**  
**The Lady from 29 Palms**  
 AND  
 Cumana  
 RCA Victor 20-2347

**Come to the Mardi Gras**  
 AND  
 Lolita Lopez  
 RCA Victor 20-2288

• **PERRY COMO**  
**When You Were Sweet Sixteen**  
 AND  
 Chi-Baba Chi-Baba  
 RCA Victor 20-2259

• **VAUGHN MONROE**  
**Kokomo, Indiana**  
 AND  
 You Do  
 RCA Victor 20-2361

• **LOUIS PRIMA**  
**Civilization**  
 AND  
 Forsaking All Others  
 RCA Victor 20-2400

• **PHIL HARRIS**  
**The Dark Town Poker Club**  
 AND  
 That's What I Like About The South  
 RCA Victor 20-2471

• **LARRY GREEN**  
**Near You**  
 AND  
 Pic-A-Nic-In  
 RCA Victor 20-2421

• **THE THREE SUNS**  
**On the Avenue**  
 AND  
 Sentimental Souvenir  
 RCA Victor 20-2398

• **EDDY ARNOLD**  
**I'll Hold You in My Heart**  
 AND  
 Don't Bother to Cry  
 RCA Victor 20-2332

**It's A Sin**  
 AND  
 I Couldn't Believe It Was True  
 RCA Victor 20-2241

• **SONS OF THE PIONEERS**  
**Cigarettes, Whusky, And Wild, Wild Women**  
 AND  
 My Best To You  
 RCA Victor 20-2199

• **THE CATS AND THE FIDDLE**  
**I Miss You So**  
 AND  
 THE FOUR CLEFS  
 Dig These Blues  
 RCA Victor 20-2073

• **SPADE COOLEY**  
**Red Hot Polka** AND  
 Who Dug This Hole I'm In  
 RCA Victor 20-2384

## KEEP YOUR EYE ON BERYL!

She's stirred up a storm with her radio guest appearances and her first 2 RCA Victor Records. She's a terrific click with coin ops and disc jocks. Everybody's hearing about Beryl Davis—and waiting for more!

**I Want To Be Loved** AND **If My Heart Had A Window**  
 RCA Victor 20-2268

**You're Breaking in a New Heart** AND **Mother, Mother, Mother**  
 RCA Victor 20-2354

**JUST RELEASED:**

**It All Came True** AND **One Little Tear is an Ocean**  
 RCA Victor 20-2426



THE STARS WHO  
 MAKE  
 THE HITS ARE ON

# RCA VICTOR RECORDS



**RED HOT...  
FROM PREVIEW**

Just released and already  
No. 3 on "MOST-PLAYED  
JUKE BOX RACE RECORDS"

She's got red hair  
But she don't care  
Cause she's a hit  
From here to there!

WEST COAST EAST COAST

**RED  
TOP**

By GENE AMMONS and ROZZ GORDON  
Recorded by GENE AMMONS (Mercury)

**AND BLUE  
FROM PIC**

A sentimental Blues Ballad  
that's winning the nickel!

**CLING TO  
ME BABY**

By DAVE CAVANAUGH  
Recorded by  
JOE ALEXANDER (Capitol)  
HOT LIPS PAGE (Columbia)  
EARL HINES (Vitacoustic)

PIC MUSIC CORP. (ASCAP) PREVIEW MUSIC CO. (BMI)  
EARL MILLS, Prof. Mgr.  
228 No. LaSalle St., Chicago 1, Ill.

The Billboard MUSIC POPULARITY CHARTS  
**Sheet Music**  
PART II  
Week Ending September 20

**BEST-SELLING SHEET MUSIC**

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

Weeks to date	POSITION Last Week	POSITION This Week	SONG	Publisher
10	1	1	I WONDER WHO'S KISSING HER NOW (F) (R)	E. B. Marks
4	7	2	NEAR YOU (R)	Supreme
18	2	3	PEG O' MY HEART (R)	Robbins
11	6	4	WHEN YOU WERE SWEET SIXTEEN (R)	Shapiro-Bernstein
20	3	5	THAT'S MY DESIRE (R)	Mills
7	4	6	I WISH I DIDN'T LOVE YOU SO (F) (R)	Paramount
7	9	7	AN APPLE BLOSSOM WEDDING (R)	Shapiro-Bernstein
7	5	8	FEUDIN' AND FIGHTIN' (M) (R)	Chappell
3	11	9	THE LADY FROM 29 PALMS (R)	Martin
12	8	10	ASK ANYONE WHO KNOWS (R)	Witmark
5	12	11	I HAVE BUT ONE HEART (R)	Barton
2	15	12	YOU DO (F) (R)	Bregman-Vocco-Conn
1	—	13	ALL MY LOVE (R)	Harms, Inc.
4	14	13	THE WHIFFENPOOF SONG (R)	Milner
8	13	14	TALLAHASSEE (F) (R)	Famously
1	—	15	KATE (R)	Berlin

**ENGLAND'S TOP TWENTY**

Weeks to date	POSITION Last Week	POSITION This Week	SONG	English	American
8	1	1	NOW IS THE HOUR	Keith Prowse	Leeds
4	9	2	CHI-BABA, CHI-BABA	Sun	Oxford
16	2	3	COME BACK TO SORRENTO	Ricordi	Public Domain
18	2	4	PEOPLE WILL SAY WE'RE IN LOVE	Chappell	Williamson
7	8	5	THE LITTLE OLD MILL	Irwin Dash	Shapiro-Bernstein
5	4	6	GUILTY	Francis Day	Feist
6	3	7	I BELIEVE	Edwin H. Morris	Sinatra Songs
11	4	8	ON THE OLD SPANISH TRAIL	Peter Maurice	Peter Maurice
10	5	9	MAM'SELLE	Francis Day	Feist
13	4	10	I GOT THE SUN IN THE MORNING	Chappell	Berlin
3	10	11	A GARDEN IN THE RAIN	Campbell-Connelly	Melrose
21	6	12	AMONG MY SOUVENIRS	Lawrence Wright	T. B. Harms
14	12	13	HEARTACHES	Campbell-Connelly	Leeds
12	11	14	THEY SAY IT'S WONDERFUL	Chappell	Berlin
35	14	15	ANNIVERSARY SONG	Campbell-Connelly	Mood
20	7	16	A GAL IN CALICO	Feldman	Remick
23	15	17	TELL ME, MARIANNE	Southern	Southern
15	13	18	OH, WHAT A BEAUTIFUL MORNING	Chappell	Williamson
15	17	19	TIME AFTER TIME	Edwin H. Morris	Sinatra Songs
14	16	20	DEAR OLD DONEGAL	Leeds	Leeds

**CANADA'S TOP TUNES**

Songs listed are sheet music best sellers in Canada. Listing is based on reports received from the two largest wholesalers in the dominion, Canada Music Sales and Gordon V. Thompson. Since both firms are also American publishers' representatives and publish songs themselves (and consequently push different songs), The Billboard presents the song titles and the sales rank order in which each of the two firms rate the song. In other words, while the No. 1, 2, 3, etc. songs as listed by Canada Music and by Thompson may vary, the full list does represent the tunes which are selling best in Canada.

SONG	Rank Order According to CMS	Order GVT	SONG	Rank Order According to CMS	Order GVT
THAT'S MY DESIRE	1	—	ALL MY LOVE	16	—
I WISH I DIDN'T LOVE YOU SO	2	—	APRIL SHOWERS	17	—
WHEN YOU WERE SWEET SIXTEEN	3	5	RED SILK STOCKINGS	—	—
TALLAHASSEE	4	—	AND GREEN PERFUME	18	—
AN APPLE BLOSSOM WEDDING	5	6	STELLA BY STARLIGHT	19	—
PEG O' MY HEART	6	2	JE VOUS AIME	20	—
ACROSS THE ALLEY FROM THE ALAMO	7	3	I WONDER, I WONDER, I WONDER	—	4
FEUDIN' AND FIGHTIN'	8	—	NEAR YOU	—	7
I WONDER WHO'S KISSING HER NOW	9	1	I HAVE BUT ONE HEART	—	8
LINDA	10	—	CHI-BABA, CHI-BABA	—	9
A SUNDAY KIND OF LOVE	11	—	MAM'SELLE	—	10
MY HEART IS A HOBO	12	—	THE WHIFFENPOOF SONG	—	11
ON THE OLD SPANISH TRAIL	13	—	ANNIVERSARY SONG	—	12
AS LONG AS I'M DREAMING	14	—	NAUGHTY ANGELINE	—	13
ASK ANYONE WHO KNOWS	15	—	ALMOST LIKE BEING IN LOVE	—	14
			THE HEATHER ON THE HILL	—	15
			DREAM, DREAM, DREAM	—	16
			THE TURNABLE SONG	—	17
			KOKOMO, INDIANA	—	18
			YOU DO	—	19
			THE ECHO SAID "NO"	—	20

THE "HARMONICATS" ARE HOME *Again!*



**Universal**  
*Recording Corp.*

Instrumental

4 \* **I LOVE YOU**

(Archer-Thompson)

Jerry Murad's

**HARMONICATS**

with

Rhythm Accompaniment

U-850

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**Universal**  
*Recording Corp.*  
**ONTOP**

CIVIC OPERA BUILDING



*Again!*

**A UNIVERSAL HIT!**

Jerry Murad's HARMONICATS and UNIVERSAL RECORDS, the originators of the "PEG O MY HEART" sensation are thanking the nation with their greatest record I LOVE YOU (4)

*Again*

A "million-AIR" record headed for a long stop at the TOP! The CATS are out of the bag... here's the record we've waited for!

*Again*

It's yours, UNIVERSAL-ly!

\* Shhh... "MY GAL SAL" is a sleeper on the back.

# JOCK OF THE WEEK

**BOB GOERNER**

Bob runs the Curfew Club every week night at 11:15 over KQW in Frisco. High light of his stanza is listing of top tunes of the week.



## The Billboard MUSIC POPULARITY CHARTS

PART III

### Radio Popularity

Week Ending September 20



#### SONGS WITH GREATEST RADIO AUDIENCES

(Beginning Friday, September 12, 8 a.m., and ending Friday, September 19, 8 a.m.)  
Tunes listed have the greatest audiences on programs heard on network stations in New York, Chicago and Los Angeles. List is based upon John G. Peatman's Audience Coverage Index. The index is projected upon radio logs made available to Peatman's ACI by the Accurate Reporting Service in New York, Radio Checking Service in Chicago, Radio Checking Service in Los Angeles. Listed are the top 30 (more in the case of ties) tunes alphabetically. The music checked is preponderantly (over 60 per cent) alive. (F) Indicates tune is from a film; (M) indicates tune is from a legitimate musical; (R) indicates tune is available on records. In each instance, the licensing agency controlling performance rights on the tune is indicated.

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

- Ain'tcha Ever Comin' Back? (R).....Sinatra Songs—ASCAP
- All My Love (R).....Harms, Inc.—ASCAP
- All Of Me (R).....Bourne—ASCAP
- Almost Like Being In Love (M) (R).....Sam Fox—ASCAP
- An Apple Blossom Wedding (R).....Shapiro-Bernstein—ASCAP
- As Years Go By (R).....Miller—ASCAP
- Ask Anyone Who Knows (R).....Witmark—ASCAP
- Cecilia (R).....ABC—ASCAP
- Come To the Mardi Gras (R).....Peer—BMI
- Don't Tell Me (R).....Robbins—ASCAP
- Every So Often (R).....Harry Warren—ASCAP
- Feudin' and Fightin' (R).....Chappell—ASCAP
- I Wish I Didn't Love You So (F) (R).....Paramount—ASCAP
- I Wonder, I Wonder, I Wonder (R).....Robbins—ASCAP
- I Wonder Who's Kissing Her Now (F) (R).....E. B. Marks—BMI
- Je Vous Aime (R).....Crawford—ASCAP
- Just An Old Love of Mine (R).....Campbell-Porgie—BMI
- Just Plain Love (R).....E. H. Morris—ASCAP
- Kate (R).....Berlin—ASCAP
- Love and the Weather (R).....Berlin—ASCAP
- On the Avenue (R).....Leeds—ASCAP
- Peg O' My Heart (R).....Robbins—ASCAP
- So Far (M) (R).....Williamson—ASCAP
- Tallahassee (F) (R).....Famous—ASCAP
- That's My Desire (R).....Mills—ASCAP
- The Lady From 29 Palms (R).....Martin—ASCAP
- The Stanley Steamer (R).....Harry Warren—ASCAP
- The Story of Sorrento (R).....Pemora—BMI
- When You Were Sweet Sixteen (R).....Shapiro-Bernstein—ASCAP
- You Do (F) (R).....Bregman-Vocco-Conn—ASCAP

#### The Remaining 23 Songs of the Week

- As Long As I'm Dreaming (F) (R).....Burke-Van Heusen—ASCAP
- Can You Look Me In the Eyes (R).....Mutual—ASCAP
- Christmas Dreaming (R).....Leeds—ASCAP
- For Once In Your Life (R).....Dreyer—ASCAP
- Fun and Fancy Free (F) (R).....Santly-Joy—ASCAP
- I Have But One Heart (R).....Barton—ASCAP
- Kokomo, Indiana (F) (R).....Bregman-Vocco-Conn—ASCAP
- Lazy Countryside (F) (R).....Santly-Joy—ASCAP
- My Future Just Passed (R).....Beverly—ASCAP
- My Heart Is a Hobo (F) (R).....Burke-Van Heusen—ASCAP
- Naughty Angelina (R).....George Simon—ASCAP
- Near You (R).....Supreme—ASCAP
- Oh, My Achin' Heart (R).....Mood—ASCAP
- Old Devil Moon (M) (R).....Crawford—ASCAP
- Sipping Cider by the Zuyder Zee (R).....Bloom—ASCAP
- Tennessee (R).....Stevens—BMI
- The Echo Said "No" (R).....Lombardo—ASCAP
- The Turntable Song (R).....Miller—ASCAP
- What Are You Doing New Year's Eve? (R).....Famous—ASCAP
- You're Not So Easy To Forget (R).....Feist—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 1,200 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.

#### Going Strong

Weeks to date	POSITION	Week	Week	Tune	Artist	Label	By
8	1	1	1	NEAR YOU	Francis Craig	Bullet 1001	ASCAP
13	2	2	2	SMOKE! SMOKE! SMOKE! (That Cigarette)	Tex Williams'	Western Caravan	
					(Tex Williams-Trio)		
7	3	3	3	I WONDER WHO'S KISSING HER NOW (F)	Perry Como-Ted Weems	Decca 25078	BMI
14	7	7	7	PEG O' MY HEART	Buddy Clark	Columbia 37392	ASCAP
2	6	6	6	NEAR YOU	Alvino Rey (Jimmy Joyce)	Capitol B-452	ASCAP
21	—	—	—	THAT'S MY DESIRE	Frankie Laine	Mercury 5007	ASCAP
1	—	—	—	I WISH I DIDN'T LOVE YOU SO (F)	Betty Hutton (Joe Lilley Ork)	Capitol 409	ASCAP
11	9	9	9	THAT'S MY DESIRE	Sammy Kaye (Don Cornell-The Kaydets)	Victor 20-2251	ASCAP
1	—	—	—	I WISH I DIDN'T LOVE YOU SO (F)	Vaughn Monroe (Moon Maids)	Victor 20-2294	ASCAP
5	10	10	10	FEUDIN' AND FIGHTIN' (M)	Jo Stafford (The Starlighters-Paul Weston Ork)	Capitol B-443	ASCAP
5	—	—	—	THE LADY FROM 29 PALMS	Tony Pastor (Tony Pastor)	Columbia 37562	ASCAP
9	14	14	14	THAT'S MY DESIRE	Martha Tilton (Dean Elliott Ork)	Capitol 395	ASCAP
2	14	14	14	I WONDER WHO'S KISSING HER NOW (F)	Ray Noble	Columbia 37544	BMI
2	11	11	11	KATE (Have I Come Too Early Too Late?)	Ray Bloch (Alan Dale-Ensemble)	Signature 15114	ASCAP
					(Tommy Dorsey-The Town Criers)	Victor 20-2363	
					Four Chicks and Chuck (Jack Miller Ork)	MGM 10048	
					Eddy Howard, Majestic 1160; Dick Jurgens (Al Galante), Columbia 37852; Guy Lombardo, Decca 23989; Ted Martin-The Air Lane Trio, DeLuxe 1095; The Starlighters (Earle Hagen Ork), Mercury 3067		
5	5	5	5	THE LADY FROM 29 PALMS	Freddy Martin (The Martin Men)	Victor 20-2347	ASCAP
1	—	—	—	I HAVE BUT ONE HEART	Vic Damone	Mercury 5053	ASCAP
15	4	4	4	PEG O' MY HEART	Three Suns	Victor 20-2272	ASCAP
5	6	6	6	WHEN YOU WERE SWEET SIXTEEN	Perry Como (The Satisfiers-Lloyd Shaffer Ork)	Victor 20-2259	ASCAP

**Johnny Long**  
and his Orchestra

Featuring **Francey Lane** and the **Beachcombers**

Hey, ops!

#### KICK OFF ON THE FOOTBALL TRADE WITH THESE GREAT COLLEGE FAVORITES

- Sig 15153 ROAR, LION, ROAR  
DEAR OLE DUKE
- Sig 15154 WASHINGTON AND LEE SWING  
FAR ABOVE CAYUGA'S WATERS
- Sig 15155 THE EYES OF TEXAS  
FIGHT ON, U.S.C.
- Sig 15156 ON WISCONSIN  
NOTRE DAME VICTORY MARCH

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**The Billboard**  
**MUSIC POPULARITY CHARTS**

**PART IV**

**Retail Record Sales**

Week Ending  
September 20

**BEST-SELLING POPULAR RETAIL RECORDS**

Records listed are those selling best in the nation's retail record stores (dealers). List is based on The Billboard's weekly survey among 4,970 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*.

POSITION	Weeks to date	Last Week	This Week	Record	Label
4	1	1	1	NEAR YOU ..... Francis Craig	Bullet 1001
10	2	2	2	SMOKE! SMOKE! SMOKE! (That Cigarette) ..... Tex Williams Western Caravan (Tex Williams-Trio)	Capitol Americana 40001
5	3	3	3	1 WONDER WHO'S KISSING HER NOW (F) ..... Perry Como-Ted Weems	Decca 25078
15	4	4	4	THAT'S MY DESIRE ..... Sammy Kaye (Don Cornell-The Red Silk Stockings and Green Perfume)	Victor 20-2251
9	5	5	5	WHEN YOU WERE SWEET SIXTEEN ..... Perry Como (The Satisfiers-Lloyd Chi-Baba, Chi-Baba Shaffer Ork)	Victor 20-2259
19	8	6	6	PEG O' MY HEART ..... The Harmonicats-Sid Fisher	Vitacoustic 1
14	6	7	7	PEG O' MY HEART ..... Three Suns	Victor 20-2272
4	9	8	8	FEUDIN' AND FIGHTIN' (M) ..... Dorothy Shay (Mischa Russell Ork)	Columbia 37189
3	—	9	9	SMOKE! SMOKE! SMOKE! (That Cigarette) ..... Phil Harris (Phil Harris-The Crawdad Song)	Victor 20-2370
12	7	10	10	TIMTAYSHUN (I Love You) For Seventy Mental Reasons	Jo Stafford (Cinderella G. Stump-Red Ingle) Capitol 412
2	10	10	10	I WISH I DIDN'T LOVE YOU SO (F) ..... Vaughn Monroe-The Moon Maids	Victor 20-2294

**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 4,970 dealers in all sections of the country. Albums are listed numerically according to greatest sales.

POSITION	Weeks to date	Last Week	This Week	Album	Label
23	2	1	1	Dorothy Shay (The Park Avenue Hillbilly) Sings Album	Columbia C-119
7	1	2	2	Al Jolson Album	Decca A-575
81	5	3	3	Glenn Miller	Victor P-148
14	3	4	4	Carle Comes Calling	Columbia C-129
1	—	5	5	The Three Suns Present Album	Victor P-185

**BEST-SELLING RECORDS BY CLASSICAL ARTISTS**

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

POSITION	Weeks to date	Last Week	This Week	Record	Label
103	1	1	1	Clair de Lune	Victor 11-8851
76	3	2	2	Jalousie	Victor 12160
118	2	2	2	Chopin's Polonaise	Victor 11-8848
92	4	3	3	Warsaw Concerto	Victor 11-8863
19	5	4	4	The Whiffenpoof Song	Victor 10-1313
17	—	5	5	Bluebird of Happiness	Victor 11-9007

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

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

POSITION	Weeks to date	Last Week	This Week	Album	Label
109	2	1	1	Rhapsody in Blue	Columbia X-251
54	1	2	2	Rachmaninoff Concerto No. 2 in C Minor	Victor 1075
10	5	3	3	The Student Prince	Victor P-180
19	3	4	4	Tchaikowsky Nutcracker Suite	Columbia MM-627
1	—	4	4	Strauss Waltzes	Columbia 481
36	4	5	5	Tchaikowsky Nutcracker Suite	Victor DM-1020
1	—	5	5	Kostelanetz Favorites Album	Columbia M-MM-681



"Greetings, Johnnie, and salutations. Listening to your new M-G-M record of 'LAZY COUNTRYSIDE' sure makes me a Johnston fan. And the new ballad 'FORGIVING YOU' completes a winning pair."

**ZIGGY ELMAN calling**  
**JOHNNIE JOHNSTON**

"Thanks Ziggy, and salutes to you, too. My choice for the winning pair is the Elman trumpet playing 'BODY AND SOUL' on your new M-G-M record. It's one of my favorite tunes and one of your finest performances."



**JOHNNIE JOHNSTON**

With orchestra conducted by Dick Jones

**FORGIVING YOU · LAZY COUNTRYSIDE**

M-G-M 10076

**ZIGGY ELMAN**

and his Orchestra

**BODY AND SOUL · I'VE FOUND A NEW BABY**

M-G-M 10071

**ART LUND**

With orchestra conducted by Johnny Thompson  
**IT'S A LONESOME OLD TOWN**  
**AS SWEET AS YOU**  
M-G-M 10072

**BOB HOUSTON**

With orchestra conducted by Hugo Winterhalter  
**CASTANETS AND LACE**  
**A-N-G-E-L SPELLS MARY**  
M-G-M 10074

**OTHER NEW HITS ON M-G-M RECORDS**

**HANK WILLIAMS**

with his Drifting Cowboys  
**FLY TROUBLE**  
**ON THE BANKS OF THE OLD PONCHARTRAIN**  
M-G-M 10073

**HAL McINTYRE**

and his Orchestra  
**MY, HOW THE TIME GOES BY**  
**I STILL FEEL THE SAME ABOUT YOU**  
M-G-M 10075

**M-G-M RECORDS**

THE GREATEST NAME  IN ENTERTAINMENT

VITA *coustic* presents

A NEW RECORD WITH TWO HITS  
 6A "the lady from 29 palms"



will charm millions with the danceable easy to listen to music of

Henry Busse and his famous orchestra  
 famous originator of the inimitable shuffle music

6B "Jalousie"

Outstanding, new, unique arrangement

VITA *coustic* Records  
 "LIVING SOUND"

VITA *coustic* the label that gave you HARMONICAT'S "Peg O' My Heart"

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The Billboard MUSIC POPULARITY CHARTS

PART V

Juke Box Record Plays

Week Ending September 20

MOST-PLAYED JUKE BOX RECORDS

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

Weeks to date	POSITION Last Week	POSITION This Week	Record
11	1	1	<b>GOING STRONG</b> SMOKE! SMOKE! SMOKE! (That Cigarette) Tex Williams' Western Caravan (Tex Williams-Trio) Capitol Americana 40001
4	5	3	NEAR YOU Francis Craig Bullet 1001
7	2	2	I WONDER WHO'S KISSING HER NOW (F) Perry Como-Ted Weems Decca 25078
14	3	4	PEG O' MY HEART Three Suns Victor 20-2272
12	6	5	WHEN YOU WERE SWEET SIXTEEN Perry Como (The Satisfiers-Lloyd Shaffer Ork) Victor 20-2259
18	4	6	THAT'S MY DESIRE Sammy Kaye (Don Cornell-The Kaydets) Victor 20-2251
22	7	7	PEG O' MY HEART The Harmonicats-Sid Fisher Vitacoustic 1
21	10	8	THAT'S MY DESIRE Frankie Laine Mercury 5007
6	9	9	FEUDIN' AND FIGHTIN' (M) Dorothy Shay (Mischa Russell Ork) Columbia 37189
1	—	10	FEUDIN' AND FIGHTIN' (M) Jo Stafford (The Starlighters-Paul Weston Ork) Capitol B-443
1	—	11	I HAVE BUT ONE HEART Vic Damone Mercury 5053
13	10	12	TIMTAYSHUN Red Ingle and the Natural Seven-Jo Stafford (Cinderella G. Stump-Red Ingle) Capitol 412 (Jerry Brent Ork, Modern Music 20-510; Henry Busse Ork, Four Star 1139; Bing Crosby (John Scott Trotter Ork), Decca 23754; Noro Morales Ork, Majestic 1130; Juan Rolando, Cocktail Hour CGE-116)
4	8	13	THE LADY FROM 29 PALMS Freddy Martin (The Martin Men) Victor 20-2347
1	—	14	I WISH I DIDN'T LOVE YOU SO (F) Vaughn Monroe (Moon Maids) Victor 20-2294
9	14	15	TALLAHASSEE (F) Bing Crosby-Andrews Sisters (Vic Schoen Ork) Decca 23885 (Bing Crosby-Andrews Sisters (Vic Schoen Ork), Decca 23885; Ray Dorey, Majestic 7239; Johnny Mercer-The Pied Pipers (Paul Weston Ork), Capitol 422; Vaughn Monroe (Vaughn Monroe-The Moon Maids), Victor 20-2294; Dinah Shore-Woody Herman (Sonny Burke Ork), Columbia 37387; Kate Smith (Jack Miller Ork) (Four Chicks and Chuck), MGM 10028)

Coming Up

NEAR YOU Andrews Sisters (Vic Schoen Ork) Decca 24171

MOST-PLAYED JUKE BOX HILLBILLY RECORDS

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

Weeks to date	POSITION Last Week	POSITION This Week	Record
14	1	1	SMOKE! SMOKE! SMOKE! (That Cigarette) Tex Williams Western Caravan (Tex Williams-Trio) Capitol Americana 40001
6	4	2	I'LL HOLD YOU IN MY HEART (Till I Can Hold You in My Arms) Eddy Arnold and His Tennessee Plowboys Victor 20-2332
15	3	3	TIMTAYSHUN Red Ingle and the Natural Seven-Jo Stafford (Cinderella G. Stump-Red Ingle) Capitol 412
7	5	4	FEUDIN' AND FIGHTIN' (M) Dorothy Shay (Mischa Russell Ork) Columbia 37189
16	2	5	IT'S A SIN Eddy Arnold and His Tennessee Plowboys Victor 20-2241

MOST-PLAYED JUKE BOX RACE RECORDS

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

Weeks to date	POSITION Last Week	POSITION This Week	Record
5	1	1	BOOGIE WOOGIE BLUE PLATE Louis Jordan Decca 24104
16	3	2	JACK YOU'RE DEAD Louis Jordan Decca 23901
2	—	3	DON'T YOU THINK I OUGHT TO KNOW? Bill Johnson and His Musical Notes (Gus Gordon-Quartet) Victor 20-2225
1	—	3	HE'S A REAL GONE GUY Bill Johnson and His Musical Notes Queen 4171
11	—	4	I WANT TO BE LOVED (But Only By You) Lionel Hampton Decca 23879
25	3	5	I WANT TO BE LOVED (But Only By You) Savannah Churchill Manor 1046
13	3	5	NEW ORLEANS BLUES Johnny Moore's Three Blazers (Charlie Brown) Exclusive 240

The **Billboard** MUSIC POPULARITY CHARTS

PART VI

Record Reviews and Possibilities

Week Ending September 20

RECORD POSSIBILITIES

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

**SERENADE OF THE BELLS**.....Sammy Kaye and Orchestra with Don Cornell and Choir.....Victor 20-237

Sammy (Dear Boy) Kaye looks to have another choir-vocal winner with this one, judging by reportedly heavy calls coming in for the platter. Lyrically the tune is the height of cornball simplicity—precious enough to make trained songsters slightly faint—but for mass consumption, brother, leave it to the customers if they wanna be right. At any rate, the melody is the thing to sell the song, and with new-found publisher pushing due to come, look for acceleration. Flipover is "That's What."

**FOR ONCE IN YOUR LIFE**.....Vic Damone with Toots Camarata Orchestra.....Mercury 5065

Beautiful arrangement by Camarata ork. lyrical interpretation by young up-and-coming Vic Damone and an exceptionally pretty ballad combine to make this waxing an attractive juke, jock and home buy. Flip is "Come Back to Sorrento," sung in English and Italian in good taste and fine style which should cop some coin for sentimental reasons in Italian districts and for melodic attraction elsewhere.

**TWO LOVES HAVE I**.....Frankie Laine with Carl Fischer Orchestra.....Mercury 5064

Another oldie given smooth and fetching interpretation by the hot Mr. Laine which might easily catch on. This is one oldie in this revival era which hasn't been tried yet and is attractive enough to mean something. Flip is Laine's own song, co-written with Hoagy Carmichael, "Put Yourself in My Place, Baby," which isn't what it was kicked up to be but should draw coin on the strength of the Laine rep.

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.

**SAMMY KAYE (Victor 20-2372)**  
*Serenade of the Bells*—FT; VC.  
*That's What Every Young Girl Should Know*—FT; VC.

It's the romantic story of a California mission, set to an attractive melody, with Don Cornell and the choir singing sweetly how two lovers made the old bells ring again for "Serenade of the Bells." For the flip, Sammy Kaye sequels his "I'm a Big Girl Now" with "What Every Young Girl Should Know." And while Laura Leslie ditties the droll advice in a provocative manner, the tune isn't as tasty as the earlier click, being special material that might serve better on the nitery floors.

"Young Girl" title might catch the inquisitive for a few coins.

**LIONEL HAMPTON (Decca 24181)**  
*I Miss You So*—FT; VC.  
*One Little Tear Is an Ocean*—FT; VC.

Lionel Hampton rounds out a sextet to bank ballad singing for these sides. Only the singers leave much to be desired. And even with the added assist of sustained vocal harmonies by the Hamptones, there's no vocal quality in the piping of Roland Burton for "I Miss You So" or any warmth in the handling of the wordage for "One Little Tear," by Wendell Cullie. Hampton's vibes space the singing, but with no greater distinction than the dittying.

"I Miss You So" may catch some coins at race spots on the strength of the song itself.

**KAY KYSER (Columbia 37828)**  
*Things Have Changed*—FT; VC.  
*I'm A-Rollin'*—FT; VC.

It's the sweet and tender piping of the wordage on part of Harry Babbitt that arrests the attention to these sides. And with the Kay Kysers clean setting forth a well-modulated harmony background, frames his chanting in attractive fashion. Sings it slowly for a swell bit of nostalgic needling for Hoagy Carmichael's "Things Have Changed" ballad, a sweet trumpet turn spacing his song. For the flip, "I'm A-Rollin'" there's a strong suggestion of the outdoors to the rhythm ditty with the maestro adding hoofbeat rhythms to accentuate the setting, and Babbitt gets assisting vocal gloss in the smooth and strained fem harmonies of the Campus Kids. Spinning is all sedate and restful with a full measure of danceability.

"Things Have Changed" the phono possibility if the ballad takes root.

**LES BROWN (Columbia 37830)**  
*Sentimental Rhapsody*—FT; VC.  
*Jumpy Stumpy*—FT.

Coupling a smooth ballad with a striking jumper, Les Brown at the same time shows off his finely welded band playing with a cohesion that cuts an appealing groove for both the listening and the dancing. For "Sentimental Rhapsody," a slow and sentimental ballad based on the theme from the "Street Scene" show, the mellow tenor sax tones and the blending of the trombone team sets a colorful stage for the

expressive singing of Eileen Wilson. And for "Jumpy Stumpy," the Brown band cuts fancy capers with a riff figure that is built up by the brasses to a solid jump.

**CHARLIE SPIVAK (Victor 20-2373)**  
*It's Witchery*—FT; VC.  
*Stardreams*—FT.

The familiar Charlie Spivak theme, "Stardreams," showcasing the sweet trumpet tones of the maestro for the slow and sweet melody, is no more than enough to carry this couplet. On the mated side, it's a haunting ballad of no special account in "It's Witchery," with the Spivak trumpet and Tommy Mercer's romantic singing carrying the spin in stock pattern. Spivak fans will kick in with a coin or two for the maestro's theme song.

**HARRY JAMES (Columbia 37851)**  
*Too Marvelous for Words*—FT; VC.  
*My Future Just Passed*—FT; VC.

Two ballad faves of an earlier day are dished up in solid rhythmic formation by the James band. And while no attempt is made in providing polish or class to the setting, it all adds up to good dance music. For added measure, there's the flavoring of the James trumpet, as bright as the band's blowing, with Buddy Di Vito giving romantic voice for "Too Marvelous for Words" and Marlon Morgan expressing it expressively for "My Future Just Passed."

For the dance fans, particularly if these evergreens show any sign of blooming again.

**LARRY GREEN (Victor 20-2421)**  
*Near You*—FT; VC.  
*Pic-a-Nic-In*—W; VC.

The Larry Green piano setting forth the off-beat keyboard pattern of the "Near You" favorite, banked by the silky fiddies in the band, gets the spin off to a toe-tapping start in good order. And for the lyrical expression, it's the same degree of smoothness in the dittying of an unnamed male trio, with the Ivory tinklings of the maestro returning to polish off the platter in fine order. For the flip, the agile fingers of the maestro massages the ivory in tinkling fashion for the lilting "Pic-a-Nic-In" waltz novelty with June Robbins joining the trio for the rollicking rhyme.

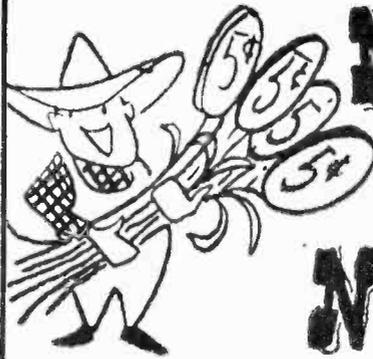
Popularity of "Near You" should attract many nickels to this needling.

**EGON PETRI (Columbia 72163)**  
*Adelaide*—Parts I and II

Playing the piano with the majesty and romantic grace befitting the offering, Egon Petri gives a highly inviting interpretation of "Adelaide," one of Beethoven's loveliest song melodies, which was transcribed by Franz Liszt for the Steinway. Takes both sides of the 12-inch record.

For the piano shelf of records at home.

(Continued on page 30)



NOW OUT TO PICK THE NICKEL CROP



**BAILLES BROTHERS**  
"Whiskey is the Devil"  
Vocal Duet with String Band Acc.  
"We're Living in the Last Days Now"  
Vocal Duet with String Band Acc.  
COLUMBIA 37583



**WILEY AND GENE**  
(Walker) (Sullivan)  
"An Empty Future"  
Vocal Duet with String Band Acc.  
"Don't You Dare"  
Vocal Duet with String Band Acc.  
COLUMBIA 37886

**BILL MONROE**  
and his Blue Grass Boys  
"Blue Moon of Kentucky"  
Vocal by Bill Monroe with String Band Acc.  
"Goodbye Old Pal"  
Vocal by Bill Monroe with String Band Acc.  
COLUMBIA 37888



**THE JOHNSON FAMILY SINGERS**  
LARRY WALKER, Pianist  
"Wait for the Light to Shine" • "The Old Family Bible"  
Singing with Guitar and Piano Acc.  
COLUMBIA 37887

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## An Apple Blossom Wedding

By JIMMY KENNEDY—England's Great Lyricist  
and NAT SIMON—America's Great "Pop" Tune-Smith

(Listed Alphabetically)

KENNY BAKER	Decca—24117
—RUSS MORGAN	Musicraft—15112
PHIL BRITO	Columbia—37488
BUDDY CLARK	Diamond—2081
JERRY COOPER	Capitol—430
HAL DERWIN	Continental—W-3727
JOE DOSH	Majestic—1156
EDDY HOWARD	Victor—20-2330
SAMMY KAYE	Sonora—3044
GINNY SIMMS	

## —AND MIMI

Another Great Song by  
JIMMY KENNEDY AND NAT SIMON

(Listed Alphabetically)

FRANKIE CARLE	Columbia—37819
DINNING SISTERS	Capitol—B466
RAY DOREY	Majestic—7262
DICK HAYMES	Decca—24172
ART LUND	MGM—10082
CHARLIE SPIVAK	Victor—20-2422
MEL TORME	Musicraft—15144

## WHEN YOU WERE SWEET SIXTEEN

By James Thornton

(Listed Alphabetically)

PERRY COMO	Victor—20-2259
AL JOLSON	Decca—24106
DICK JURGENS	Columbia—37803
MILLS BROTHERS	Decca—23267

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MUSIC PUBLISHERS

1270 Sixth Avenue, New York, N. Y.

LOUIS BERNSTEIN  
President

GEORGE PINCUS  
General Manager

(Continued from page 29)

### TOMMY DORSEY (Victor 20-2468)

*The Old Chaperon*—W; VC.  
*L-L-L-L-A*—FT; VC.

Having translated "The Old Lamp-lighter" and "The Old Piano Tuner" on wax, Tommy Dorsey now paints a musical picture of "The Old Chaperon." It's a delightful Mexican waltz novelty, contrasting with a middle stanza in a breezy bounce tempo, with Mae Williams, Stuart Foster and the Town Crier carrying the cutting to make the spin entirely a song story. Spotlight remains on the rhythmic chanting of Miss Mae, with the Criers adding their harmony chanting, for a bright and breezy "L-L-L-L-A" novelty that builds a lyric around Los Angeles. The Dorsey trombone joins with the brass choir to space the singing on this side, and it's all well done.

Tune attraction will condition any coin flow for these cuttings.

### DICK JURGENS (Columbia 37852)

*Kate*—FT; VC.  
*Deep Down in Your Heart*—FT; VC.

With full melodic and rhythmic appeal, it's breezy dansapation that spins out on this disk in breezy toe-tapping fashion. The sections cutting the melody motif with precision with the pizzicato fiddles adding a spark to the syncos, Dick Jurgens pleases most for the tuneful "Deep Down" ditty with Al Galante taking the lyric in good stride. Dance beat is just as pronounced for "Kate," played in stop-tempo style by the clipped horns in the band and with Galante again giving the lyric a smooth sing.

"Deep Down in Your Heart" will satisfy the steppers if the song shows up in pop circles.

### DICK HAYMES (Decca 24168 and 24172)

*What Are You Doing New Year's Eve?*—FT; V.  
*—And Mimi*—FT; V.  
*My Future Just Passed*—FT; V.  
*When I'm Not Near the Girl I Love*—W; V.

The bary romantics of Dick Haymes spin with a pleasant degree of intimacy for all four of these sides, and for each, projects the song story in appealing manner. Heightening the intimacy of his chant for the "New Year's Eve" and "Future Just Passed" ballads is the easy and relaxed rhythmic background flow provided by Les Paul's electric guitar pickings, with bass and piano rounding out his instrumental trio. The same impression is also created by Gordon Jenkins's music for the other two sides in setting forth a subdued rhythmic bank with an all-string ensemble as Haymes has his best vocal inning for "—And Mimi," mating with the show waltz, "When I'm Not Near the Girl I Love," from "Phin's Rainbow," for which he takes tempo liberty to make for fullest expression.

"—And Mimi" brushes against fem ears the right way for coin collections.

### TONY PASTOR (Victor 37839)

*Tira-Lira-Li*—FT; VC.  
*My O'Darlin', My O'Lovely, My O'Brien*—FT; VC.

Tony Pastor whips up two delightful vocal novelties in this needling. And with the band boys laying down a trim rhythm carpet, the cuttings are entirely engaging. Providing a cheerful lilt to "Tira-Lira-Li," the tuneful "Song of the Gondolier," the soft and sweet harmonies of the two Clooney Sisters, with the maestro and the band boys adding their voice makes it all lyrically inviting. Equally pleasing and catching is the "My O'Darlin'" Erin ballad on the mated side. Rose Mary Clooney chants it softly and expressively in Shamrock style to set the stage as a slow ballad with Pastor piping it rhythmically at a contrasting lively clip for a second stanza. The band boys beat it out next in solid formation with the maestro and the Clooney Sisters carrying it out with fine rhythmic spirit in their singing.

Chalk up a double winner in this waxing for coins.

### LOUIS ARMSTRONG (Columbia 37808)

*Star Dust*—FT; VC.  
*Wrap Your Troubles in Dreams*—FT; VC.

For the Armstrong collectors, this is a reissue that dates back to 1931, showing the jazz artistry of Satchmo in fine frame both for his trumpet tootling and for his raspy rhythmic singing. The band boys setting a moderate beat for both sides, the Armstrong trumpet and vocal chords generate more of that genuine heat for "Star Dust," the old master giving little of himself for "Wrap Your Troubles in Dreams."

For the hot jazz fiends.

### CHARLIE BARNET (Decca 25234)

*Skyliner*—FT.  
*West End Blues*—FT.

A reissue of two jazz classics by the Barnett band when the boys swung out with reckless abandon and with an enthusiasm that still holds major interest for the devotees of le jazz hot. Dale Bennett's "Skyliner," which was the theme of the American Forces Network, features the ensemble, laying it on heavy and solidly. And in a slower tempo, "West End Blues" showcases the alto sax sorcery of the maestro.

Jump fans will still find joy in "Skyliner."

### BILLIE HOLIDAY (Decca 24138)

*Easy Living*—FT; V.  
*Deep Song*—FT; V.

In the slow blues mood, singing it easy and sultry as Bob Haggart's music provides a full band harmony background, it's piping as only Billie Holiday can project a lyric for both of these ballads. And with both songs in the indigo mood, they lend themselves exceptionally well to her jazz feeling for the wordage.

For the jazz diskophile's collection of Billie Holidays.

### EDDIE CANTOR (Columbia Archives 2)

*If You Knew Susie*—FT; V.  
*Margie*—FT; V.

For the second of its Archives Series, the first being an Al Jolson reprint, the label brings back an Eddie Cantor cutting that was made only a few years back. Characteristically Cantorial, with his homey humor interpolations of the song lyric, it's a full-scale production presentation for both everlasting song favorites ever associated with the banjo eyed chanter. Jerry Joyce's music sustains a lively rhythmic pace thruout.

While primarily for home play, forthcoming biographical movie, tentatively titled "If You Knew Susie," will make this cutting a coin catcher.

### DOLORES BROWN

(Sterling 3001 and 3002)

*Near You*—FT; V.  
*Can't Help Lovin' Dat Man*—FT; V.  
*I'm Holding Tight to My Love for You*—FT; V.  
*A Good Deal*—FT; V.

A one-time canary for Duke Ellington, the sultry tones of Dolores Brown's chanting spins to best advantage for the rhythm ditties where the ditty makes no real demand for vocal quality. Moreover, gal gets a much needed vocal lift in the assisting harmony blend of the Auditiones, whose rhythm singing spins brighter and with more luster than the soloist. And with Bill Doggett's Music (piano, bass and guitar) sustaining the rhythmic pace, it's passing plattering for "Near You" and a Harlesemese "Good Deal" jive novelty. However, gal sinks under for the mated slow ballad sides.

Popularity of "Near You" may attract some coins to that cutting at race spots.

### BILLY ECKSTINE (MGM 10069)

*The Wildest Gal in Town*—FT; V.  
*On the Boulevard of Memories*—FT; V.

Overbearing in his dramatic force, yet in full romantic frame, the tremulous pipes of Billy Eckstine sustain lyrical interest for the two slow and sentimental ballads plattered for this pairing. And with Hugo Winterhalter's music providing a full harmony background, Eckstine brings out the nostalgic appeal of the wordage in a manner that makes much meaning for his fans.

Eckstine fans at the race spots will try these sides once or twice.

### BERYL DAVIS (Victor 20-2426)

*It All Came True*—FT; V.  
*One Little Tear Is an Ocean*—FT; V.

The soft and dulcet vocal charm of Beryl Davis, languid and lyrical in her ballad chanting, puts it over expressively for both of these songs. And with Russ Case's accompanying music subdued and rhythmically sustaining, la belle Beryl projects herself well into both of these slow-spinning ballads. Her thrushing is tops for the torchy "One Little Tear," putting as much feeling into "It All Came True," excepting that Sunny Skylar listened too much to "I Want To Be Loved" in writing the song melody.

"One Little Tear" will take the phone strip.

### PEARL BAILEY (Columbia 37570)

*St. Louis Blues*—FT; V.  
*Get It Off Your Mind*—FT; V.

The droll dittying of Pearl Bailey is nothing short of dynamite for this disk. Taking the "St. Louis Blues" with a staccato lyric delivery, and with Mitchell Ayres's small band beating out the pert rhythms, la belle Bailey generates real vocal heat for the old classic in a style that is all her own. For the flip, she diverts to her casual dittying, taking it easy as relaxed as she pipes it languidly for "Get It Off Your Mind," a patter song specialty with sophistication that makes for a neat follow-upper to her "That's Good Enough for Me" waxing.

"St. Louis Blues" will bring in the coin pieces.

### BETTY RHODES (Victor 20-2057)

*What a Fool I Have Been*—FT; V.  
*They Can't Convince Me*—FT; V.

Her full and throaty pipes giving it out expressively, with Charlie Dant's music sustaining a full harmonic and rhythmic flow in the background, Betty Rhodes platters it pleasantly for both of these sides. It's an attractive rhythm ballad in "What a Fool I Have Been," singing it even more convincing for the slow ballad on the mated side in "They Can't Convince Me," from the movie "Down To Earth."

Movie should help attract attention to the "They Can't Convince Me" ballad.

(Continued on page 118)

**The Billboard**  
**MUSIC POPULARITY CHARTS**

**PART VII**

**Advance Information**

Week Ending  
September 20



**ADVANCE RECORD RELEASES**

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

**POPULAR**

- AIN'T WE GOT FUN.....Starlighters (Earle Hagen Ork (SCHOOL DAYS).....Mercury 3071
- AIN'TCHA EVER COMIN' BACK...Phil Reed (ALMOST LIKE) Dance-Tone 130
- ALMOST LIKE BEING IN LOVE...Phil Reed (AIN'TCHA EVER).....Dance-Tone 130
- A-N-G-E-L SPELLS MARY.....Bob Houston (CASTANETS AND).....MGM 10074
- A ONE-SIDED AFFAIR .....Delta Rhythm Boys-Les Paul Trio (WHAT WOULD).....Decca 24193
- AS SWEET AS YOU.....Art Lund (J. Thompson Ork) (IT'S A).....MGM 10072
- BLUES IN THE NIGHT.....Phil Reed (NO GOOD).....Dance-Tone 134
- BODY AND SOUL.....Ziggy Elman Ork (I'VE FOUND).....MGM 10071
- BRIDGET O'FLYNN .....Hum & Strum (STEVE O'DONNELL'S).....Stellar SR-1003
- CABIN FOR TWO.....Phil Reed (HONEYMOON) Dance-Tone 138
- CASTANETS AND LACE.....Bob Houston (Hugo Winterhalter Ork) (A-N-G-E-L SPELLS).....MGM 10074
- CIVILIZATION .....The Murphy Sisters (Jerry Jerome Ork) (YOU'RE BREAKING).....Apollo 1059
- DEEP PURPLE .....Bob Hayward-The Melotones (IT'S THE).....Black & White 851
- 8 SHADES OF BLUE ALBUM.....Woody Herman.....Columbia C-147
- Am I Blue.....Columbia 37857
- Between the Devil and the Deep Blue Sea.....Columbia 37860
- Blue Prelude.....Columbia 37858
- Blues in the Night.....Columbia 37858
- I Gotta Right To Sing the Blues.....Columbia 37859
- In the Blue of Evening.....Columbia 37857
- My Blue Heaven.....Columbia 37860
- Under a Blanket of Blue.....Columbia 37859
- EVERY TIME MY PHONE RINGS...Bob Hayward-The Melotones (WAIT'LL I).....Black & White 852
- EVERYWHERE I GO (They Ask About Joe).....Phil Reed (JUST AN).....Dance-Tone 135
- FEUDIN' AND FIGHTIN'.....Phil Reed (THE LADY).....Dance-Tone 133
- FORDHAM "RAM".....Phil Reed (VICTORY MARCH).....Dance-Tone 139
- FORGIVING YOU .....Johnnie Johnston (Dick Jones Ork) (LAZY).....MGM 10076
- FORGIVING YOU .....Phil Reed (YOU'RE REALLY).....Dance-Tone 136
- GOLDMAN MARCHES ALBUM.....The Goldman Band (Edwin Franko Goldman, Dir.).....Sonora MS-497
- Anniversary March.....Sonora 1198
- Birthday March.....Sonora 1198
- Bugles and Drums.....Sonora 1195
- Hail Brooklyn.....Sonora 1197
- Kindergarten March.....Sonora 1195
- O'er Land and Sea.....Sonora 1197
- Victory Day.....Sonora 1196
- World Peace.....Sonora 1196
- HOME IS WHERE THE HEART IS..Ink Spots (SINCERELY YOURS).....Decca 24192
- HONEYMOON .....Phil Reed (CABIN FOR).....Dance-Tone 138
- HORA STACCATO .....Freddy Martin (Gene Conkren) (ON THE).....Victor 20-2476
- I JUST CAN'T GET WITH BABY...Dian & Her Dogs (SOME THINGS).....Whimsy 823
- I STILL FEEL THE SAME ABOUT YOU.....Hal McIntyre (Frankie Lester) (MY HOW).....MGM 10075
- I STILL GET JEALOUS.....Harry James (Buddy Di Vito) (SENTIMENTAL SOUVENIRS).....Columbia 37929
- I'LL HATE MYSELF IN THE MORNING.....Frankie Carle (Marjorie Hughes-Gregg Lawrence) (PEGGY O'NEIL).....Columbia 37930
- I'LL NEVER MAKE THE SAME MISTAKE AGAIN.....Louis Prima (YOU CAN'T).....Victor 20-2477
- IN A LITTLE CHINESE SHOP.....Phil Reed (THERE'LL BE) Dance-Tone 137
- IT HAPPENED IN HAWAII.....Kay Kyser (Harry Babbitt-Dorothy-Trudy-Jack and Max) (PUSHIN' SAND).....Columbia 37925
- 'IT HAPPENED IN HAWAII .....Jimmy Dorsey (Bob Eberle-Helen O'Connell) (TANGERINE).....Decca 25255
- IT'S A LONESOME OLD TOWN.....Art Lund (J. Thompson Ork) (AS SWEET).....MGM 10072
- IT'S THE SAME OLD LOVE (Wherever You Go).....Bob Hayward-The Melotones (DEEP PURPLE).....Black & White 851
- I'VE FOUND A NEW BABY.....Ziggy Elman Ork (BODY AND).....MGM 10071
- JUST AN OLD LOVE OF MINE.....Phil Reed (EVERYWHERE I).....Dance-Tone 135
- LAZY COUNTRYSIDE .....Johnnie Johnston (Crew Chiefs-Dick Jones Ork) (FORGIVING YOU).....MGM 10076
- MAMA'S GONE GOODBYE.....Harry Cool Ork (MY BABY).....Mercury 3070
- MEMORY LANE .....Phil Reed (PUT YOUR).....Dance-Tone 132
- \*MERRY CHRISTMAS ALBUM .....Bing Crosby (John Scott Trotter Ork).....Decca A-550
- Adeste Fideles (Oh, Come All Ye Faithful).....Decca 23775
- Faith of Our Fathers.....Decca 23779
- God Rest Ye Merry Gentlemen.....Decca 23778
- I'll Be Home for Christmas (If Only in My Dreams).....Decca 23779
- Jingle Bells.....Andrews Sisters (Vic Schoen Ork).....Decca 23281
- Santa Claus Is Comin' to Town.....Andrews Sisters (Vic Schoen Ork).....Decca 23281
- Silent Night (Christmas Hymn).....Decca 23775
- White Christmas.....(Ken Darby Singers).....Decca 23778
- \*GLENN MILLER MASTERPIECES VOLUME II ALBUM.....Victor P189
- Bugle Call Rag.....Victor 2413
- Chattanooga Choo Choo.....(Tex Beneke-The Modernaires).....Victor 20-2410
- Johnson's Rag.....Victor 20-2410
- Missouri Waltz.....Victor 20-2411
- My Isle of Golden Dreams.....Victor 20-2412
- Pavanne (Gould).....Victor 20-2411
- Perfidia.....(Dorothy Claire-The Modernaires).....Victor 20-2412
- Rhinnin' Wild.....Victor 2413
- MY BABY JUST CARES FOR ME...Harry Cool Ork (MAMA'S GONE).....Mercury 3070

(Continued on page 32)



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**FRANKIE LANE**

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AND

**'PUT YOURSELF IN MY PLACE BABY'**

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**HARRY COOL**

AND HIS ORCHESTRA

"MAMA'S GONE GOODBYE"  
"MY BABY JUST CARES FOR ME"

MERCURY 3070



**STARLIGHTERS**

"SCHOOL DAYS"  
"AIN'T WE GOT FUN"

MERCURY 3071



**HELEN HUMES**

"I JUST REFUSE TO SING THE BLUES"  
"THEY RAIDED THE JOINT"

MERCURY 8058





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**POPULAR**

(Continued from page 31)

- MY, HOW THE TIME GOES BY.....Hal McIntyre (Johnny Turnbull) (I STILL).....MGM 10075
- NO GOOD WOMAN BLUES.....Phil Reed (BLUES IN).....Dance-Tone 134
- OH! MY ACHIN' HEART.....Phil Reed (ON THE).....Dance-Tone 131
- ON THE AVENUE.....Phil Reed (OH! MY).....Dance-Tone 131
- ON THE SANTA CLAUS EXPRESS..Freddy Martin (Stuart Wade-The Martin Men) (HORA STACCATO) Victor 20-2476
- PAPA, WON'T YOU DANCE WITH ME? Doris Day (Lou Bring Ork) (SAY SOMETHING).....Columbia 37931
- PEGGY O'NEIL.....Frankie Carle (Gregg Lawrence) (I'LL HATE).....Columbia 37930
- PEGGY O'NEIL.....Hum & Strum (THE GANG).....Stellar SR-1001
- PUSHIN' SAND.....Kay Kyser (Harry Babbitt-Dorothy-Trudy-Jack and Max) (IT HAPPENED).....Columbia 37925
- PUT YOUR DREAMS AWAY.....Phil Reed (MEMORY LANE).....Dance-Tone 132
- PUT YOURSELF IN MY PLACE, BABY Frankie Laine (Carl Fischer Ork) (TWO LOVES).....Mercury 5064
- SAY SOMETHING NICE ABOUT ME..Doris Day (Lou Bring Ork) (PAPA, WON'T).....Columbia 37931
- SCHOOL DAYS.....Starlighters (Earle Hagen Ork) (AIN'T WE).....Mercury 3071
- SENTIMENTAL SOUVENIRS.....Harry James (Marion Morgan) (I STILL).....Columbia 37929
- SINCERELY YOURS.....Buddy Clark (Mitchell Ayres Ork) (THE FREEDOM).....Columbia 37889
- SINCERELY YOURS.....Ink Spots (HOME IS).....Decca 24192
- SIPPING CIDER BY THE ZUYDER ZEE Larry Green Ork (June Roberts) (THE OLD).....Victor 20-2479
- SOME THINGS WILL NEVER CHANGE.....Dian & Her Dogs (I JUST).....Whimsy 823
- STEVE O'DONNELL'S WAKE.....Hum & Strum (BRIDGET O'FLYNN).....Stellar SR-1003
- \*TANGERINE.....Jimmy Dorsey (Bob Eberle-Helen O'Connell) (IT HAPPENED).....Decca 25255
- THE CHRISTMAS SONG (Merry Christmas To You).....Tony Martin (Earl Hagen Ork) (BEGIN THE).....Victor 20-2478
- THE FREEDOM TRAIN.....Buddy Clark (Mitchell Ayres Ork) (SINCERELY YOURS).....Columbia 37889
- THE GANG THAT SANG HEART OF MY HEART.....Hum & Strum (PEGGY O'NEIL).....Stellar SR-1001
- THE LADY FROM 29 PALMS.....Phil Reed (FEUDIN' AND).....Dance-Tone 133
- THE OLD FERRIS WHEEL.....Larry Green Ork (June Roberts) (SIPPING CIDER).....Victor 20-2479
- THERE'LL BE SOME CHANGES MADE.....Phil Reed (IN A).....Dance-Tone 137
- TWO LOVES HAVE I.....Frankie Laine (Carl Fischer Ork) (PUT YOURSELF).....Mercury 5064
- VICTORY MARCH.....Phil Reed (FORDHAM "RAM").....Dance-Tone 139
- WAIT'LL I GET MY SUNSHINE IN THE MOONLIGHT.....Bob Hayward-The Melotones (EVERY TIME).....Black & White 852
- WHAT WOULD IT TAKE.....Delta Rhythm Boys-Les Paul Trio (A ONE).....Decca 24193
- YOU CAN'T TELL THE DEPTH OF A WELL.....Louis Prima (I'LL NEVER).....Victor 20-2477
- YOU'RE BREAKING IN' A NEW HEART (While You're Breaking Mine).....The Murphy Sisters (Jerry Jerome Ork) (CIVILIZATION).....Apollo 1059
- YOU'RE REALLY DOING SOMETHING TO ME.....Phil Reed (FORGIVING YOU).....Dance-Tone 136

**FOLK**

- A SMILE WILL CHASE AWAY A TEAR.....Red Foley (The Cumberland Valley Boys) (NEVER TRUST).....Decca 46074
- BEAUTIFUL DREAMER.....Claude Sharpe (The Old Hickory Singers) (COME WHERE).....Columbia 37924
- BITE YOUR TONGUE AND SAY YOU'RE SORRY.....Art Dixon (DON'T LET).....Sonora H-7048
- COME WHERE MY LOVE LIES DREAMING.....Claude Sharpe (The Old Hickory Singers) (BEAUTIFUL DREAMER).....Columbia 37924
- COWBOY BLUES.....Gene Autry (GALLIVANTIN' GALVESTON).....Columbia 37923
- DO YA OR DON'TCHA?.....Roy Rogers (Country Washburne Ork) (SADDLE SERENADE).....Victor 20-2437
- DON'T LET THE LIGHT BURN LOW.....Art Dixon (BITE YOUR).....Sonora H-7048
- DON'T LET YOUR SWEET LOVE DIE (Like Flowers In the Fall).....Mel and Stan (TENNESSEE GAMBLER).....Majestic 11022
- DON'T STAND IN GOD'S WAY.....Willis Meyers and His X Ranch Boys (THE PARLOR).....Cowboy CR-502
- DRIFTWOOD ON THE RIVER.....Jerry & Sky (ORANGE BLOSSOM).....Sonora H-7050
- FAT BOY RAG.....Bob Wills and His Texas Playboys (YOU SHOULD).....Columbia 37824
- GALLIVANTIN' GALVESTON GAL.....Gene Autry (COWBOY BLUES).....Columbia 37932
- GIVE ME TEXAS.....Doye O'Dell (THE LITTLE).....Exclusive EX-22X
- HOLIDAY FOR THE BLUES.....Foy Willing (The Riders of the Purple Sage) (WHERE THE).....Majestic 6015
- I DON'T FOOL AROUND WOMEN NO MORE.....Dan Snyder (RYE WHISKEY).....Majestic 11023
- I'M THE RAGE OF THE SAGE.....Dale Evans (WHEN THE).....Majestic 11031
- I'M WAITING FOR SHIPS THAT NEVER COME IN.....Pete Cassell (JUST A).....Majestic 6017
- I'M WRITING YOU DARLING THROUGH TEARS.....Jimmie Selph (THAT'S WHY).....Majestic 11024
- JUST A MESSAGE.....Pete Cassell (I'M WAITING).....Majestic 6017
- LORD, BUILD ME A CABIN IN GLORY.....Harmoners Quartet (MY LABOR).....Victor 20-2475
- MY LABOR WILL BE O'ER.....Harmoners Quartet (LORD, BUILD).....Victor 20-2475
- NEVER TRUST A WOMAN.....Red Foley (The Cumberland Valley Boys) (A SMILE).....Decca 46074
- ORANGE BLOSSOM SPECIAL.....Jerry & Sky (DRIFTWOOD ON).....Sonora H-7050
- RED LIGHT AHEAD.....Bradley Kincaid (THE MINER'S).....Majestic 6018
- RYE WHISKEY.....Dan Snyder (I DON'T).....Majestic 11023
- SADDLE SERENADE.....Roy Rogers Country (Washburne Ork) (DO YA).....Victor 20-2437
- SWING WIDE YOUR GATES OF LOVE.....Milton Estes and His Musical Millers (WHEN THE).....Decca 46075
- TENNESSEE GAMBLER.....Mel and Stan (DON'T LET).....Majestic 11022
- THAT'S WHY I WORRY.....Jimmie Selph (I'M WRITING).....Majestic 11024
- THE GREAT SPECKLED BIRD.....Willis Meyers and His Bar X Ranch Boys (YOU CAN).....Cowboy CR-501
- THE LEAF OF LOVE.....Fred Kirby (WELCOME BACK).....Sonora H-7046
- THE LITTLE SHIRT THAT MOTHER MADE FOR ME.....Doye O'Dell (GIVE ME).....Exclusive EX-22X
- THE MINER'S SONG (Down, Down, Down).....Bradley Kincaid (RED LIGHT).....Majestic 6018
- THE PARLOR IS A PLEASANT PLACE.....Willis Meyers and His Bar X Ranch Boys (DON'T STAND).....Cowboy CR-502
- WELCOME BACK TO MY HEART WHEN THE FIRE COMES DOWN.....Fred Kirby (THE LEAF).....Sonora H-7046
- WHEN THE ROSES BLOOM AGAIN (For the Bootlegger).....Milton Estes and His Musical Millers (SWING WIDE).....Decca 46075
- WHEN THE ROSES BLOOM AGAIN (For the Bootlegger).....Cousin Ford Lewis (JUKEBOX CANNON-BALL).....4 Star 1187

(Continued on page 120)

ATTENTION PLEASE—  
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**JERRY BAKER**

with Andy Sannella and his orchestra



★ September 9th Release  
**THE OLD FERRIS WHEEL**  
Slingsy  
PLEASANT 103

★ September 23d Release  
**ANYTHING FOR HALLOWEEN**  
In September  
PLEASANT 102

★ October 7th Release  
**MONEY IN THE BANK**  
If You Smile  
PLEASANT 101

★ October 21st Release  
**SOMETHING TELLS ME**  
Hotcha Potcha Peacha  
PLEASANT 104

NICK KENNY, Famed Radio Editor of the New York Mirror, said in his column: "If Jerry Baker is not the favorite Juke Box Discovery of 1947, I'll eat a couple of his wax waffles."

Jerry Baker and Andy Sannella in your juke box means money in the bank for you!

Distributors and salesmen wanted.

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## Decca Re-Issuing "Marine Hymn" In USMC Drive

NEW YORK, Sept. 20.—A three-way drive by the U. S. Marine Corps, celebrating the 100th anniversary of the *Marine Hymn*, opening an all-out campaign for recruits and a drive to build up the reserves, will be hyped by the re-issue of two versions of the *Hymn* by Decca. After a meeting between marine corps leaders and Jack Kapp, Decca prexy, the waxery made arrangements to re-issue Bob Crosby's disk of the *Hymn* as well as one by Dick Powell. Both will be out in time for the start of the drive in January.

According to present plans, the marines will purchase a quantity of both versions of the *Hymn* and will send them to radio stations for use by disk jockeys all over the country. Plans also have been made for the nation's juke box operators to participate in the drive by placing the disks in their machines simultaneously with the start of the radio promotion. In the latter instance, the marine corps office of information is working with music machine associations to arrange for blanket coverage.

Still in the talking stages are plans to have orks feature the song during the campaign and to have a musical short, made some years ago, which portrays the story of the marines "from the halls of Montezuma to the shores of Tripoli" shown in theaters throuout the country.

## Gastel Tries Again To Break Musicraft Hold on Mel Torme

HOLLYWOOD, Sept. 20.—Personal Manager Carlos Gastel is once again making an effort to break Mel Torme's waxing ties with Musicraft Records. Gastel admittedly is seeking to terminate the Musicraft deal on a technicality involving the diskery's allegedly tardy royalty payment.

Technicality dates back to the terms of the new Torme contract, which called for the diskery to pay the singer \$10,450 in back royalties in three installments, a third of which, \$2,450, was due September 1, but did not arrive until September 9. Gastel, sticking to the technical interpretation, maintains that the envelope was dated September 3, two days later than contract specifications.

### Meyerson Discounts

Musicraft's prexy, Jack Meyerson, in New York, discounted the latest Gastel blow-off, claiming that his lawyers are agreed that the p.m.'s claim couldn't stand up. He further reported that Musicraft had, in writing, picked up Torme's option for an additional year of recording with the firm and that the contract ran thru still another year's option.

Gastel for many months has been trying to snip Torme's Musicraft deal in order to bring him into the folds of Capitol Records, where most of the Gastel stable is currently recording.

## Campus Web To Transcribe Showbiz Chatter Series

NEW YORK, Sept. 20.—The Inter-collegiate Broadcasting System (IBS), which consists of about 50 campus radio stations, is starting a new showbiz chatter and disk jockey transcribed series, first of which will be cut next week. Fred Rheinstein will do the emcee chore.

Rheinstein is planning to have weekly interviews with showbiz personalities, first of whom will be orkster Sam Donahue.

# MUSIC—AS WRITTEN

## New York

Mickey Goldsen back from the Coast with the copyright to *My Rancho Rio Grande* clutched in his hand. Tune has been raising a mild Hollywood hubbub on the strength of waxing by the pool-of-indies label, UAR. . . . Redd Evans to Chicago. . . . Famous-Paramount firms released Eddie Richmond in Chi office. Windy City outlet will be manned by Ed Talbot, in charge of Famous, and Lou Butler for Paramount. . . . Jim Bullet now flying those platters of *Near You* into New York. Flack stunt this week had the pilot of a Flying Tiger planing 15,000 disks into Teterboro, N. J., where a helicopter brought them onto the 23d Street dock of the East River. Jack Bregman and Chester Conn, *Near You* publishers, were on hand to guard the shipment.

Perennial *Intermezzo* revival on again with Decca alone skedding a slew of six—count 'em—reissues. Guy Lombardo, Carmen Cavallaro, Tony Martin, Woody Herman, Decca Salon Orchestra and Albert Kerry platters make up the brace. . . . Beryl Davis booked for four weeks, beginning October 7, in the St. Regis Hotel. . . . Johnny Desmond shares spotlight with Skitch Henderson at Frank Dailey's Meadowbrook following Carmen Cavallaro's stand. . . . Vic Damone into Town Casino, Buffalo, week of October 6. . . . George Olsen switched from Music Corporation of America to the William Morris office this week. . . . Morris Agency setting school dates for Hank D'Amico and his ABC network ork featuring the Buddy Weed Trio. . . . Phil Levant handling cocktail unit sales for Mus-Art Agency in Chi. Booker still doubles as club-date orkster at night.

Randy Brooks and Buddy Morrow both in town to re-form orks before going out on road again. . . . Mel Torme set for one week at Hippodrome, Baltimore, starting September 27. . . . Red Ingle commences theater tour early in November with two weeks at Oriental, Chi. . . . Appollo musical director Jerry Jerome to Hollywood for Charlie Barnet record date. . . . Joe Mooney Quartet getting three Mutual wires weekly, marking the intro of remote wires for Raleigh Room of Hotel Warwick. . . . Nellie Lucher, current at Cafe Society Downtown, will be initial star on disk jockey Freddie Robbins's *One Night Stand* jazz concert series which tees off at Town Hall Saturday midnight, October 4. . . . King Cole Trio set for Carnegie Hall concert October 18.

OPENING NIGHT NOTES: Ray McKinley's preem night Thursday (18) at Hotel New Yorker packed 'em in. Trade crowd was all out. GAC table saw Tom Rockwell and Art Weems swapping chatter with New Yorker's Frank Andrews and Ralph Snyder of the hotel chain. Mel Torme, Victor Lombardo, Jerry Wald, Buddy Morrow, Carmen Cavallaro, et al., were on hand for Mac's music. Despite talk of publishers cutting down on first-night expenses, plunger trade with only some exceptions was out in force with sizable parties taking up all available space.

Pelham Heath Inn adds a disk jockey October 1. Programs will originate from the new Pan-American Room. . . . Ella Fitzgerald and Dizzy Gillespie team up for a Carnegie Hall concert September 29. . . . The Song Spinners cut 40 folk tunes for Associated Transcriptions last week. . . . William Reddick's book on performance timings of 2,000 music compositions in the standard concert repertoire, due out shortly. Doubleday will publish.

Personal Manager Jimmy Lamarr has left his post with the Bobby Byrne ork. . . . Ray McKinley's ork set for Paramount Theater here in December. . . . Decca's Dave Kapp is now on the West Coast. . . . Disk jockey Jerry Roberts debuted his *Leon and Eddie's After-Midnight* airer on WAAT Monday (22). . . . Ben Webster all-star group, including Benny Morton, Eddie Barefield, Cliff Leemans, Buck Clayton, Kenny Kersey and Billy Taylor Jr., is now holding down the stand at the Famous Door.

## Chicago

Mercury has purchased 12 Art Kassel masters from Vogue and is releasing two immediately and also has worked out a deal with Kassel whereby they have the right to ink him to a permanent pact if these first sides go over. . . . Saxie Dowell, ex-big band fronter, has dropped his six-piecer for a quartet and is set for the Sky Club, Aurora, Ill., September 30. . . . Jack Olsen and his band have been inked to a McConkey booking pact. . . . Vido Musso in town rehearsing his new ork. . . . Patti Page pulled from the College Inn, of the Hotel Sherman, Chicago, revue unexpectedly and replaced by Jean Williams. . . . *Herald-American*, Hearst daily, has started a Sunday platter review column, making it a grand slam for Chi dailies as far as platter reviewers go.

Bill Barth, ex-WBBM program director, has joined Monroe Passis' Chord distributors here. . . . Look mag doing a profile on Jimmy Petrillo, AFM prexy. . . . Linn Burton, top free-lance jock locally, had a wedding over his own hour show on WAAF September 19, when one of his sponsors, who peddled army surplus parachute silk, worked out deal with the bride to wear a gown made of the G.I. chute cloth and take the vows on Burton's show. . . . Jim Hamilton, WIND jock, bringing back his two-hour afternoon Record Shop with the end of the diamond season. . . . Mark Fisher, Chi band leader and vocal single, joining Danny Thomas in his nitery act because of early favors he did Thomas when Danny originally played Chi at the 51 Hundred Club eight years ago.

## Philadelphia:

Ray Haymes moves into the Warwick Hotel with Herbie Collins, after chalking up a 10-month term, returning to the Hotel duPont, Wilmington, Del. . . . The requests for \$5,000 each from the local musicians' union made by the La Scala Opera Company and the Robin Hood Dell, to help cover deficits, were turned down by the Local 77 membership here. . . . Maestro Joe Frassetto, formerly WIP musical director, heads the radio and television department of the new dance studio and school opened by Jeanne Drew and George Rogers.

Earl Denny back at the Benjamin Franklin Hotel bandstand. . . . Frank Hunter, once with Isham Jones and Larry Clinton, gets the bandstand call at (See Music As Written on page 36)



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## ASCAP N. Y. Biz Meet October 10

NEW YORK, Sept. 20.—First of the customary two annual Eastern business meetings of American Society

of Composers, Authors and Publishers (ASCAP) has been set for October 10 at the Ritz Carlton Hotel here. Session will be an afternoon affair with no evening dinner such as accompanies the year-end general meeting which normally falls at end of February or beginning of March.

## Vita Expanding Into Hillbilly, Race Divisions

CHICAGO, Sept. 20.—Vitacoustic Records is expanding its catalog into the specialized field, with Lloyd Garrett, prexy of the Chi plattery, announcing inking of the first part of a race stable and plans for first release of a hillbilly disk. Vita is issuing its first race disk, a two-sider by Todd Rhodes' ork. Platter was originally released seven weeks ago by the Sensation label, opped by Bernie Bessman and Johnny Kaplan, of Pan-American Distributors, Vita's Detroit outlet. Deal for Rhodes brought his waxing contract and six more masters into the Vita fold. Garrett also inked Marl Young and his orchestra, who previously waxed for Sunbeam, of which Young is prexy, and Joann Thomas, new Chi vocalist. Vita's Negro series will be numbered 1,000 and on.

First rustic release by Vita will be by Judy Canova, radio and movie star, who signed with the label two weeks ago. Label also acquired a new talent and production director, with Maurice Murray, producer-director with American Broadcasting Company in Chicago, adding the Vita job to his present duties. Murray replaces George Tasker, who together with Bill Putnam, cut out from Vita two weeks ago. Art Ward, p.m. of the Honeydreamers, ABC harmony fivesome, joined this diskery as public relations director.

The Vita operation also added its sixth pressing plant with a biscuit bakery in Windsor, Ont. The new Canadian outlet was created to fill the demand for the Harmonicats' *Peg o' My Heart* platter and will continue to press Vita sides for Canuck distribution.

## JINGLERS PLAN ASSN.

(Continued from page 20) claims to the copyright usually are relinquished at the same time.

### Appeal for Over-All Okay?

While the possibilities of another breach between ASCAP and the broadcasters appears remote at this time (the present contract runs thru the end of 1949), the jingle writers are reported to be considering an appeal to BMI officials to clear all jingles for radio, regardless of whether an ASCAP writer is involved or not, in order to protect relations with the sponsors. At least one such proposal is now in the hands of Carl Haverlin, BMI president, for consideration by BMI execs.

Discussions regarding the formation of the association have been held on an informal basis to date, but an invitation to leading writers in the field will be issued shortly to join in a meeting at which time the foregoing objectives will be outlined and a permanent org will be officially launched.

## CAP'S PARTIAL SHIFT

(Continued from page 21) Bruno, New York Victor distrib, on their reaction to a price jump. Dealers asserted they had been asked how they stood either on a pop-label jump from 60 to 75 cents, or a classical boost to \$1.25, or both. Distrib yard-sticking, also reported by West Coast retailers, may augur a not-too-distant Victor fee lift and may mean that virtually the entire disk industry will focus on a 75-cent pop price, altho some companies—Capitol and Decca—also will merchandise a cheaper-price line, Cap offering 60-centers and Decca peddling a whole series of disks ranging from 50 cents to \$2 per.

## Decca Star Medley Disk Re-Issue Due

NEW YORK, Sept. 20.—Decca Records will soon release another of those star-studded, song-laden, double-faced 12-inch disks first cut in the early days of the firm. To be re-issued under the Brunswick label, the disk will feature Bing Crosby, the Boswell Sisters, the Mills Brothers, Frank Munn and Victor Young's ork in songs from George White's *Scandals*.

Tunes on the disk, with three to each side, include *This Is the Missus*, *The Thrill Is Gone*, *My Song*, *Life Is Just a Bowl of Cherries*, *That's Love* and *That's Why Darkies Were Born*.

## 75-CENT POP LABEL

(Continued from page 19) material for Commodore would be limited under the current Decca distrib set-up since Kapp would hardly care to peddle competitive versions of the same tunes which his own diskery might have recorded. Gabler, however, feels that there is a sufficient amount of pop material which Decca doesn't use on which the Commodore pop catalog could be built.

The four Sherock sides were cut with a full-sized all-star sideman ork. Gabler put on wax the Sherock interpretation of *Wabash Blues*, *Organ Grinder's Blues*, a calypso and one current pop tune.

## SCOUTS OGLE 'BILLIES

(Continued from page 21) will be held at the Manhattan Center. David Miller is scheduled to emcee and the promoters say they want Rosalie Allen back again for sure, as well as Roy Acuff, Minnie Pearl, Eddie Arnold and Red Foley. The current offering which has played Atlanta, Savannah and Columbus, Ga., will hit such towns as Baltimore on its way back to Nashville. George Berkowitz.

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## Meadowbrook Scoring With Set-Up of Ork and Name Singer

By Hal Webman

NEW YORK, Sept. 20.—The name singer-name band policy now holding forth at Frank Dailey's Meadowbrook, Cedar Grove, N. J., seems to have passed its "real" test. With Mel Torme and Ray McKinley's ork pulling in a neat 4,900 people for the first week and bettering that mark with 5,000 last week (plus 600 on Tuesday (16)), Dailey figures to have initiated a new trend in the ballroom-dancery circuit. Opening with Perry Como-Sam Donahue three weeks earlier and dragging in a sensational 7,500 terps and diners, the Meadowbrook formula hadn't proved itself in full. The Como name power figured to explain a strong hunk of the gross. But for Torme and McKinley to average close to 5,000, offered more precise evidence that an act-with-band formula might in itself be a box-office catalyst.

All this takes no credit from young Torme, for the other Saturday night the Meadowbrook was stuffed to the gills with people who gladly lay right in young Torme's palm. With little voice, lots of musicianship, plenty of delivery gimmicks and loads of showmanship the kid couldn't beg off and worked 40 minutes for his midnight show. His material, from the raucous *Jamboree Jones* to the hoarsely whispered *You're Driving Me Crazy*, was assembled and delivered with impeccable taste. After his near-disastrous Copacabana debut, the Velvet Fog bounced back at the Meadowbrook where he seemed closer to the element that could readily make him one of the big singing names in the biz.

### Good Backing

And Torme was fortunate in the choice of surrounding attractions. He has pianist Walter Gross, music biz vet and delightful keyboard performer, as his accompanist on the piano and celeste. Gross did a solo stint, a remarkable interpretation of Chopin's *Waltz in C Sharp*, which drew heavy mitting. For orchestral backing, Torme couldn't have asked for more from one of the most promising of the new orks, Ray McKinley's crew.

McKinley's band, in addition to more than suitably cutting the tough Torme backings, displays tremendous versatility on its own. Blessed with a leader who is one of the best showmen in his biz, the ork kept the customers flocking around the bandstand. This is a much improved band commercially since McKinley made room in his original Eddie Sauter book for some of the boogie novelties that made him famous before the war and for some simplified dance arrangements of top pops like *All My Love* and *That's My Desire*. This is a clean, well-rehearsed outfit which features a number of stellar sidemen (most impressive is tramist Vern Friley) and a couple of good vocalists (Lynn Warren and Teddy Norman). This McKinley ork gives the impression that it is just about ready to "hit."

### Latin Terps

To round out the show, the spot used a fine Latin terp team, Los Borranos, with the male half of the two-some showing off some amazing speed and grace.

Summarily, the show was loaded with talent which set off sparks. But more important, it drew the people to the Meadowbrook, thereby conclusively carrying out the Frank Dailey singer-ork idea. And now that the idea is paying off, Dailey is busily lining up suitable attractions for the future with names like Frankie Laine, Andy Russell, Vic Damone and others due along with orks of the Skitch Henderson, Desi Arnez, Carmen Cavallaro stature. With other ops figured to follow up on Dailey, the master of Meadowbrook may have provided the key not only to his own biz problems but to that of the entire band industry. Time will tell.

## Chi Walnut Room Back to Big Orks

CHICAGO, Sept. 20.—The Walnut Room of the Bismarck Hotel, local Loop hostelry, which went off the semi-name band standard early this year and tried a flier at the no-20 per cent concert band of Benno Delson, local fronter, is returning to traveling orks September 26 when Tony DiPardo's 12-piece society band starts an indefinite engagement.

Show policy, which had been lower budgeted since the traveling band policy was dropped, will be upped, it was understood. Spot will again have its WGN-Mutual remote wire. Date marks first Chi appearance for DiPardo's crew.

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**"No. 6" Reissue Restores Bobbie Worth in Pub Biz**  
 NEW YORK, Sept. 20.—Bobbie Worth, who wrote *Please Don't Play No. 6* three years ago and had the tune recorded by Frances Langford on the ARA label which shortly thereafter shut down, has opened his own pubbery as a result of the re-issue of the disk by Mercury, who took over the master.  
 Worth will make his headquarters on the Coast, with Nat Fryer repping in the East.



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# Music—As Written

(Continued from page 36)

**Wagner's Ballroom.** . . . Wild Bill Davidson, Sidney Bechet, Baby Dodds and Pops Foster usher in the weekly Jazz Festival Society concerts at the Academy of Music Foyer on October 15. . . . Flutist Larry Hart joins Ross Raphael's rumba band at the Embassy.

## Hollywood

Film actress Ruth Hussey pacted to do a kidisk album for Majestic. . . . Anson Weeks got release from Frederick Bros. and moved over to Reg Marshall stable. . . . Paula Kelly returns to Modernaires end of month following stork visit. . . . Jack McVee opened Black & White diskery door to move over to Exclusive label. . . . Jeri Mey will be featured vocalist in revitalized Woody Herman aggregation. . . . Tom Sheils, p. m. for Johnny Bothwell, leaves Coast for Chicago to ink the orkster to Vitacoustic recording pact. . . . Local 47 toppers finally settled hassle with Earl Carroll, with both sides signing on the dotted line. . . . Bob Weiss last week added three more clients to his publicity promotion exploitation stable: Frankie Carle, Woody Herman and Eddy Howard.

## Detroit

Sensation Record label, owned by John Kaplan and Bernard Besman, of Pan American Distributors, has been sold to Vitacoustic, but the local company will continue distribution under the old label in Michigan and Ohio. . . . Ario Dixione is taking over as manager of the newly incorporated Dixie Music Company, juke box operators, and plans to enter the record wholesaling field.

## London

Orkster Roy Fox, who returned to England from the United States some time ago and formed a swing ork, disbanded last week to re-form a sweet band. . . . Batoneer and arranger Phil Green will conduct the London company of *Finian's Rainbow*. . . . Arthur Tracy, the Street Singer, will do four recordings for English Decca and is getting bookings for the winter season, including one movie offer. . . . J. Arthur Rank is searching for songwriters from the ranks of British Tin Pan Alley tunesmiths for his proposed Bing Crosby musical.

Ted Heath and his ork into the Casino in mid-November for one month. . . . Alastair Royalt-Kisch inked a two-year pact with Decca. . . . Ralph Moffatt in town from Munich for guest appearances at the Paladium and the Southend Winter Garden. . . . Billy Penrose, pianist, revived his quartet. After cutting several sides for Parlophone, the group will tour the Middle East. . . . Santiago and his Latin-American ork exiting the Milroy to take over the featured spot in Val Parnell's new show at the Hippodrome.

Buddy Clarke, a Canadian, into the Orchid Room nitery, and is set for the Coconut Grove next month. He'll be televised from both locations.

## BURTON BMI VEEPEE

NEW YORK, Sept. 20.—Robert J. Burton this week was elected vice-president in charge of publisher relations for Broadcast Music, Inc. (BMI). He will continue to act as house counsel for BMI. Burton formerly was director of publisher relations for the licensing org.

## Wayne King's One-Nighters

NEW YORK, Sept. 20.—Wayne King, vet orkster, launches a comeback one-nighter concert tour beginning today (20) in Milwaukee. The trek will take him thru 50 cities and wind up in the East around November 8. Marking King's 20th year as a batoneer, his trip has been set by Music Corporation of America.

The itinerary was set to coincide with many of the outlets for King's transcribed ainer which is produced by Fred Ziv (Ziv firm just signed Guy Lombardo in a three-year deal which will net the maestro \$156,000 a year plus percentage of the sales). Ainer also features singers Nancy Evans and Larry Douglas and announcer-narrator Franklyn MacCormack. A field promotional crew has gone out to bring attention to regional airings of the half-hour program and local concert appearances via station, sponsor, music store and merchant window display and advertising tie-ups.

Bookings for the tour are solid, including Sundays, except for four dates as yet unfilled on October 16, 27, 28 and 30.

## BELLE BAKER TO NAT'L

NEW YORK, Sept. 20.—Longtime showbiz fave Belle Baker this week signed a waxing pact with the National diskery. Deal was negotiated by her agent, Jerry Rosen. Same diskery also pacted Negro warbler Warren Evans to a term deal.

## Putnam Sets New Waxery; 'Cats Inked

CHICAGO, Sept. 20. — Milton T. (Bill) Putnam, proxy of Universal Recording Company, local waxing studio, who split with Lloyd Garrett and Jack Buckley in the operation of Vitacoustic label (*The Billboard*, September 6), this week announced formation of his previously reported separate new waxery. The new diskery set-up is an exact copy of the Universal label, which Putnam worked out early in April, previous to his linking with Garrett and Buckley to form Vitacoustic.

Jerry Murad's Harmonicats, who bolted the Vita standard when Putnam left because of a licensing agreement under which Putnam had first chance at their services, are the only announced property of the new label, but other acquisitions for the label will be forthcoming. A spokesman for the group said that the label intends to expand its general catalog slowly. First release out early next week will be *My Gal, Sal and I Love You*. Currently, Universal has only a Midwest pressing plant and only one distributor, Jimmy Martin of Chi, has been named. Other announcements of new plant facilities and distributors are being worked out.

Execs of the firm are: Putnam, proxy; A. B. Clapper, v.-p., and George Tasker, v.-p. in charge of artists and repertoire. The latter two were also originally officials in the Vita set-up, from which they withdrew together with Putnam.

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# JERSEY THEATER IN T-H TEST

## AGVA N. Y. Meet Like Vaude Show

(Continued from page 3)

sell, for the "members who were waiting to hear" stuck around for a few minutes then took a powder for the lobby to grab a smoke.

### Nominations Opened

When the accountant finished to little applause, the members started to flock back and the meeting was opened for nominations—and right away the fireworks started. Barrett up there was lost in a welter of parliamentary procedure trying to answer everyone, and everyone in turn yelling for the floor. Motion was made to name a slate from which 12 delegates would go on a ballot to be voted on by mail by the membership. Actors getting a chance to sound off did so with a vengeance, the most of them blew up in their lines. Only guy who seemed to make sense was Phil Irving, who argued on a point of order on a motion which had Barrett all confused.

At one time, when 23 names had been nominated, somebody made a suggestion that nominations be closed. There were violent objections, with screams of "Steam roller!" shouted all over the room. Votes were taken, first by a show of hands, then by standing count. Final vote was to keep votes open. Barrett, in desperation yelled: "All those who haven't been nominated and wish to be, stand up." Line was terrific and got big yocks.

Meeting adjourned after 45 people were nominated.

## Montreal Spot Gets Clarke Ork

MONTREAL, Sept. 20.—El Morocco ops Eddie Quinn, Yvon Robert and Leo Dandurand pulled a fastie on all the other spots in town Thursday (18) by signing up band leader Buddy Clarke to a year's contract. Clarke, who is closing a year's engagement at the Normandie Roof next Thursday (26), goes into the El September 29.

Normandie, who gave the thumb to Clark in order "to cut down on expenses," will likely find the move backfiring since Clarke is sure to pull away plenty of customers from the Roof where he has been a big draw.

El Morocco also is planning strong shows for the future to tie in with the Clarke box-office potential. Set for October 6 opening are Johnny Coy, Stanley Burns and the Dennis Sisters.

El now does about the top business of any club in town. It's intended to scan all available talent in order to get the best in the semi-name field, big names still being too costly for this spot.

## Damone in Bigtime; 2G for Buffalo Date

NEW YORK, Sept. 20.—Vic Damone will get his first bigtime nitery job since he worked at La Martinique when he opens at the Town Casino, Buffalo, October 6. When Damone worked at La Martinique, about two years ago, he got about \$250. Working for Harry Altman in Buffalo, he will get close to \$2,000.

Harold Russell, the handless ex-G.I. of *Best Years of Our Lives*, will be on the bill with Damone.

## New Bookers Flood Philly; Curb Sought

### Licenses Sold Freely

PHILADELPHIA, Sept. 20.—Alarmed over the increasing number of licenses given out by the State Department of Labor and Industry to entertainment bookers rather than curbing the practices of the newcomers, the Entertainment Managers' Association (EMA) here will seek a modification of the existing regulations. Association officers explain that the EMA polices the percenters for the State, reporting all violations to State authorities. However, instead of curbing the practices of the fly-by-nighters, by checking the EMA complaints, the State sells them a \$100 license fee instead. As a result, every Joe and his uncle, particularly entertainment chairmen of social and fraternal organizations, have been getting a permit for \$100.

EMA points out that State law bans offices-in-the-hat for agents, clearly stating that private homes, apartments or hotel rooms do not qualify as a regulation office. Moreover, no licensed agent can maintain a spot licensed to sell liquor as an office. However, agents for the Department of Labor's Bureau of Private Employment haven't gone beyond getting the yearly \$100 fee, according to the EMA. Not only has the bumper crop of licenses made for close competition, but licensees are booking shows for a few dollars or so to make up the \$100 they had to shell out without any intentions of entering the booking business.

### Showdown Sought

Local EMA will attempt to line up the EMA, Pittsburgh, and bookers in other parts of the State for a full-dress showdown with the State's Bureau of Private Employment to get the present licensing law rewritten and the loopholes plugged.

EMA also is set to crack down on certain night club advertising solicitors on local newspapers who have a booking racket of their own. Practice uncovered has solicitors promising the nitery owner free publicity in the paper if buying their acts from a recommended "friendly" booker. This has resulted in several accounts being lost by regular bookers who claim that the solicitor splits the fees with the friendly booker or gets some cut along the line. Letters have gone out to all the newspaper publishers protesting the practice.

## Miami Copa Signs Jessel for Early '48

MIAMI, Sept. 20.—Local Copa, due to preem mid-October, already has bought George Jessel for either a January or February date. Price was not disclosed, but Jessel asked for \$15,000 and the understanding is that the final deal was made for 10G.

Spot also is dickering for a package carrying Betty Grable and Harry James. So far the matter is still in the feeling-out stage, but price quoted is about \$25,000.

Wally Wanger, who will do the Latin Quarter show here, will also do the Copa show.

## Man of Letters

NEW YORK, Sept. 20.—Latest giggle making the rounds concerns the neophyte nite club operator who became indignant when the AGVA representative agreed to give the spot a C rating.

"Where does he come off giving us Class C?" burned the square to his hep partner. "Either we get A or I pull my money out."

## Stand-By War Takes on New Angle in Mil.

### Martin Date Causes Tiff

CHICAGO, Sept. 20.—The strife, developing over the use of stand-by orks in connection with the appearance of traveling bands in vaude houses, took another twist in Milwaukee during Freddy Martin ork's week's stand at the Riverside Theater.

Hassel started Thursday (11) when Martin was notified by Volmer T. Dahlstrand, prexy of the Milwaukee Musicians' Union (AFM), that he and his band would be suspended by the AFM if they performed at the Riverside before the dispute between the local AFM chapter and L. F. Gran, general manager of Standard Theaters, which handles the Riverside, over use of a stand-by ork was settled.

Gran said the hassel resulted over failure of the theater and union to agree on the size of the local band called for in Martin's pact, while Dahlstrand maintained that the theater reported a band was not necessary under the Taft-Hartley Bill.

Dispute was settled Thursday evening, with the theater agreeing to hire an 11-man pit band, so Martin's band missed no shows.

The Oriental Theater, Chicago Loop house, is operating on a swing-week policy temporarily for Carl Sands' house band. It is understood the house has worked out a deal with the union, whereby the theater agrees to use the number of men in the traveling ork minus the house band personnel in a six-week period after the date of the traveling ork's appearance. In the case of Martin's 16-piece crew new agreement will provide for the use of four extra men during the next six-weeks, four being the difference between Sands' 12-piece and Martin's crew. House, under this agreement, is no longer paying stand-bys, but will augment Sands' crew to make up the difference.

### Weather Hits Boston B. O.

BOSTON, Sept. 20.—Bow back of the heat wave, plus posting of storm warnings, caused a sharp sag in box-office grosses generally in the Hub. The Boston Theater, with Ted Weems and ork heading the stage show and *Kiss of Death* holding the screen for a second week, dipped to \$24,000, or \$3,700 under average.

Current week also started slowly but picked up okay toward the weekend. Sammy Kaye and band head the show. *High Conquest* is the pic.

## Aid of Law's Author Sought By Plaintiff

### Pay Issue Involves AGVA

(Continued from page 19)

be made some time and Newark was as good a place to conduct it as any."

### Claims Contract Expired

Griener said the Newark local's contract with the Adams had expired last spring. "We offered to extend it for another year, but the union refused. While we were dickering, the Taft-Hartley Bill became law, so we did nothing further."

Showbiz is watching the developments with considerable interest. Theater bookers say that over 100 theaters are ready to put in flesh, but have been waiting for somebody to test the law.

Newark case has more implications than the Adams vs. Local 16. It has ramifications that will effect not only all of showbiz but the entire labor movement, attorneys said. The case, when it comes up, probably will be limited to just the "featherbedding" clause, but the widest interpretation of the entire law obviously will be sought.

The question of who pays who has also brought American Guild of Variety Artists (AGVA) into the fracas. Actors' union said that its members work under a pay or play contract. When a band leader buys a package, he is considered the employer. The fact that he has been canceled doesn't relieve him of paying the acts who were ready and willing to work. However, Matt Shelvey, AGVA head, also said that when a sister union was fighting, AGVA would not insist on strict observance of the pay or play regulation.

Shelvey further clarified his interpretation, however, by adding that this leniency in application would not apply to theaters who bought acts individually. Where this was the case the theater would have to pay the actors or be subject to AGVA action.

## Middle East Opens For Novelty Acts; Pancho & Diane Set

NEW YORK, Sept. 20.—The Middle East is opening for acts, tho inquiries are limited to novelties, with dance teams getting the nod. First act to be bought in a long time was Pancho and Diane, who will open in Cairo late in November. Team was bought by Moustafa Gaafar, operator of Les Cairos, the local opera house, and the Cairo Palace, a vaude house doing two-a-day.

Deals for Gaafar's spots call for round-trip plane fares and one show a night at the cafe. If act is asked to work his theater, a separate contract is made. While fares are paid by operator (he supplies the tickets), there is a clause in his contract that says, if act works in the area for another spot, the op of such a spot shall reimburse the first op for the return fare.

Dough is slightly higher than U. S. salary with two weeks' salary placed in escrow in this country with American Guild of Variety Artists.

## Queens Terrace, Woodside, New York

(Wednesday, September 17)

Capacity, 450. Price policy, \$1.50-\$2.50 minimum. Shows at 10:30 and 12:30. Operators, Tony Gerardo and Louis Vulto; booker, Lou Perry; publicity, Frank Law. Estimated cost of present show, \$3,000.

Newly redecorated nabe spot has spent a lot of dough to dress up the room and has hyped its show budget. It has hired a competent flack to do its drum-beating so that opening night it was loaded with Stem actors. It might also have laid out a little dough for lights and a p.-a. system. The show was strictly a turkey and the main fault was the poor lighting and a p.-a. system that could barely reach the ringsiders. When the mob realized it couldn't hear, it began yackety-yacketing all over the place so even the performers couldn't hear themselves.

Mickey Albert, emcee, did a yeoman job. He was gracious and personable, but spent so much time pleading with the crowd to listen that he was beaten to the socks. It was a tribute to Albert that so many people who never get away from Broadway took the trip to be at his opening. Even top showmen like Eddie Davis, Pat Harrington, Jerry Berger and others who got up couldn't get attention.

In the circumstances, the non-cuffo performers worked like slaves and the fact that they did only fairly well was commendable considering the difficulties.

### Alan Dale Shines

Standout of the show was Alan Dale, boy singer. Dale, a youngster displayed a fine bary, nice phrasing, good appearance and a salable routine. With an attentive audience the kid would be terrific. Dale's style is a combo of Crosby and Tony Martin. He started with *Love Is Around the Corner*, added three more numbers and wound up with *Melancholy Baby*. (See *Queens Terrace*, opposite page)

## NIGHT CLUB REVIEWS

### Blue Mirror, Newark, N. J.

(Thursday, September 18)

Capacity, 350. Price policy, no minimum, no cover. Shows at 10:30 and 12:30. Operator, Ben Minkoff; booker, Peggy Loeb. Estimated cost this show, \$750.

Considering that this spot is strictly a nabe room, it has a fairly good show to bring 'em in. The one thing it needs is a band—it has Jack Arnold Press Group—to cut the show. Lighting is adequate and oddly enough the customers behave a lot better than in some neighborhood spots we've caught recently.

Comic-emcee Mack Pepper tied the show up into a knot. Lad isn't a comic as much as he's an entertainer who plays to all sides of the room, taking advantage of local events to highlight his act. Occasionally he turns blue and some of his stuff was distinctly in bad taste; Yiddishisms were also out of order. Actually he doesn't need some of his questionable material or his so-called ad libs. He does an excellent job without it. His appearance was smart and when he didn't step out of line he raised a flock of laughs.

Trudy Richards, girl singer, last caught in Leon and Eddie's, has improved tremendously. She now has a shading and delivery, particularly on torcheroos that show distinct promise. Her main fault was her inability to project sufficiently. Maybe it was the mike, but often it was that band blaring out behind her, with the drummer off in the clouds, which hurt her the most. If gal could work with just a trio, bass, guitar and piano, she'd sell much better.

Mavis Mins, attractive slim hooper, opened the show with a flash tap routine, winding it up with a series of tricky spins. Gal did nicely, but her best was a number without music where she could really get out and hoof without the music fighting her. Bill Smith.

### Cafe Society Downtown, New York

(Tuesday, September 16)

Capacity, 210. Price, \$2.50 minimum. Operator, Barney Josephson. Booking, non-exclusive. Publicity, Marvin Kohn. Estimated budget this show, \$800; previous show, \$1,000.

If there is any doubt about the pull of a record act, it was dispelled with the kind of a business Nellie Lutchter, who records for Capitol, did on opening night. Half hour before show time, doorman refused admission to late comers. Downstairs customers were lined all the way up the stairs. Inside it was a bedlam. And when Nellie Lutchter was introed the greeting was so terrific that she couldn't go on for at least three minutes.

Miss Lutchter, a chick no longer, works somewhat like Rose Murphy. Her piano is skillful and the voice has plenty of sales quality. Despite her newness in New York, gal proved herself a showman able to control her audience with some beautiful phrasing and some of the slickest under-selling seen in a long time. Material was a combo of standards and race tunes into which she managed to get innuendoes into innocent words by intonation. Her deliberate squeals and moans on such numbers as *Brown Frame* and *Hurry On Down* got some terrific reactions. When gal finished, the call back was so loud and sustained she had to come back for a beg off. Main fault was inability to understand her. Enunciation was hurried and with yocks all over the room, even when she was heard she was often unintelligible.

### Sock Team

But if Nellie Lutchter is the big draw, it is the team of Hope Foye and Dorothy Jarnac that ran her a close second in entertainment value. Miss Foye, a slim kid who resembles Hazel Scott of the break-in days, opened as a single with *September Song* and wound up with *I Cover the Waterfront*. She showed a delicate phrasing and a style that sent chills up this reviewer's back. Gal starts slow, builds up and hits hard on the end, showing a shading that hushed the big mob completely. Later the canary came back to do the vocal background for Dorothy Jarnac, who did terp interpretations of pop and standard tunes.

Miss Jarnac, caught before, is still one of the few modern dancers who gives her work a humorous turn almost impossible to resist. There is nothing highbrow about her work. It's as understandable as meat and potatoes and equally commercial.

Stanley Prager (see *The Billboard*, July 29), held over, has the same routine as when first caught. But he has improved his timing, switched his routines and now has much more on the ball.

Dave Martin's ork does a nice job for the dance session. The acts get their assist from the rhythm section, which showed a nice beat. Bill Smith.

### Bowman Room, Hotel Biltmore, New York

(Wednesday, September 17)

Capacity, 400. Prices, \$1-\$1.50 cover after 10 p.m. Shows at 9 and 12. Owner, Hotel Biltmore. Manager, John J. Horsman. Publicity, Estelle Foley. Booking policy, non-exclusive. Estimated budget this show, \$2,500.

Dave Apollon is a master technician of the mandolin. His expert, sure-touch performance on the night caught was class, whether he rendered the *Chopin Waltz in C Sharp Minor*, *Jeanie With the Light Brown Hair* or *How Are Things in Glocca Morra?* The act had flash in the persons of two good looking fems, Lois Bannerman on the harp, and Laverne Gustafson at the keyboard, both of

### Lookout House, Covington, Kentucky

(Monday, September 15)

Capacity, 600. House policy, \$2.50 minimum. Shows at 8:30 and 12:30. Operator, Lookout House, Inc. Manager, Clay A. Rambeau. Booking policy, Frank Sennes, exclusive. Publicity, Betty Kapp. Estimated budget this show, \$4,000. Estimated budget last show, \$6,000.

Altho layout possesses considerable entertainment value, it's going to take plenty of tightening before it can lift the audience from the lethargy that beset it at the opening performance.

Mitzi Bruggen's *Lucky Girls* (8) started with a rush, exhibiting brisk cleating in scant attire to win a solid mitt. Two other turns, one a waltz and the other their familiar acro-gymnastics, hit home and crowd came off its hands to palm them away.

Pacing suffered with the appearance of Doraine and Ellis, lad and gal, whose song presentation needs sharpening. Done up in period costuming, duo possesses good voice and material and hits the high notes well, but lacks perspicacity of selection. Need more bounce in such standards as *Southern Melody*, *Oklahoma* and *Sempre Libre*. Hit the groove with a medley from *Annie*, *Get Your Gun* and *Italian Street Song*, which netted them a sock round of applause, but their *Anniversary Song*, altho competently handled, lost much of its appeal because of the lengthy chatter the lad tossed in to intro it.

Sharon DeVries, well-built brunette, warmed table sitters with anatomy twisting that was good for plenty of laughs. Incorporates some intricately contrived zanisms and works with such enthusiasm that she seems to be all over the floor at the same time. An Indian dance in panto convulsed 'em, as did her take-offs on Beatrice Lillie and Gladys Swarthout. Best of the lot is her operatic prima donna, with exaggerated derriere twisting responsible for most of the laughs.

The 300-pound Jack E. Leonard's comedy lines, sharply presented, are as good as any heard here in some time. It's his emseeing that misses fire. Went thru a lot of time-consuming antics in introing acts that didn't mean much and he didn't lift 'em until he hit his own slot. Then he cut loose with everything in the book to win in a walk. His *I'll See You In My Dreams*, flavored with an Astaire tappery and a whirling finish grabbed the night's top laurels. Begged off.

Bob Snyder's ork did its usual competent show and dance job, with the maestro proving a capable foil for Leonard's buffoonery. Hal Thornton, good-looking youth, has replaced Larry Vincent as 88-er at the Wonder Bar. Bob Doepker.

whom soloed competently. But it was Apollon's show all the way. He picked, plucked and strummed the melody, backed up by first one, then the other of his accompanists or the band. All his numbers won bravos and extended applause. Apollon's tensely drawn, grimaced face, while it did not reflect on his musical ability, served as a detraction and in no way enhanced the presentation.

Violin Maestro Stephen Kiskey introed Apollon. Then with his ork (14) he cut the show and also played for dancing. Most of the patrons came up onto the dance floor for his distinctive, sweet arrangements. Husky-throated, slim-waisted, Pat Whitney was the featured vocalist.

Michael Dunn's band (6) played the relief, with Virginia Boyd and the leader sharing the vocal assignments. Jack Tell.

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**Chez Paree, Chicago**

(Thursday, September 18)

Capacity, 500. Shows at 9:30, 12 and 2. Price policy, \$3.50 and \$5 minimums. Operators, Joe Jacobson and Mike Fritzel. Publicity, Bob Curley. Production, Olive Bernard. Estimated budget this show, \$9,000. Booking policy, non-exclusive.

This major Chi nitery has a double-barreled show, with co-headliners Mitzi Green and Jackie Miles both doing a top-notch job, with capable assistance from two above-average supporting acts.

Opening act was an experiment that jelled well, with blond Bobby Clark working his puppet turn. Clark has a puppet routine that's pointed to nitery crowds, with a little risqué spice added to each bit to make it a winner. Figures are painted with a shiny paint, which picks spot up much better than dull coloring used on most dummies. Used a French cancan, strip and African j-bug, each of which was tops for realism. Figures' joints are covered with skin-colored cloth, which makes the illusion of movement far more real than in other puppet turns.

Lander and Holland, foreign import ballroom team, scored immediately with a set of routines which sparkled because of their freshness. Team, new to this country, does a formal type ballroom turn, with all their material on the original sides. Both the gal and the male seemed intense in their work, with the expression of the mood of the dance mirrored on their faces, and their concentration projected well to diners. Their animated j-bug closer, a cutie because of their European interpretation of the Yank dance, closed them to chuckles and hefty mitt.

Mitzi Green, back in Chi after four years' absence, got attention immediately, coming out in form-fitting black sequined gown which contrasted smartly with her blond tresses. She started slowly with a piece of special material, *It's Great To Be Alive*. Crowd warmed up slowly but surely for her more devastating series of impressions. Went thru her standard routine, doing apings of personalities she did in moppet flickers. Her finale was a strong set of satires on showbiz characters doing bits out of line with their usual work, such as Mae West in *Oklahoma*. Caustic characterizations pulled yocks aplenty and won her a call back.

Jackie Miles is working more confidently than ever before, trying hard and succeeding at being an original comic. With the field full of tumult comics, Miles is one of the meager few who works leisurely and Midwest bistro-goers get a bigger wallop from the slower delivery because it's more akin with their mood of life. Thru clever dialect bits and cute pieces of business, the diminutive comic managed to keep interest even in some five-minute long yarns, majority of which got their first Midwest hearing here. Closer, in which he played jazz piano and drums and then went into a fine soft-shoe turn, carried him off to a salvo after a half-hour's work.

Olive Bernard's 12-girl line contributed a pertinent Hebrew folk dance routine, but two other production numbers showed little. Marty Gould's band played a flawless show.

Johnny Sippel.

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**Hollywood**

(Wednesday, September 10)

Capacity, 200. Price policy, \$2 minimum. \$2.50 Saturdays. Owners-operators, Max Gold and Billy Gray. Shows at 9 and 12:15. Booking, non-exclusive. Estimated budget current show, \$2,500. Estimated previous show, \$2,000.

After nearly a year with the same basic bill, Billy Gray unveiled the newest offering at his intimate club. The spot is an amazing operation in itself, having been enlarged several times and it is still packing them in. In fact, it is a bad night at Billy Gray's when the payees aren't standing four deep behind the ropes waiting to get in. Judging from his latest offering, the cash-register music is certain to continue thruout the winter.

New show is heavily laden with talent and variety, running well over an hour but taken easily with plenty of zip and pace. Show opens with a rib-tickling "production" number, a parody of pop tunes dished out by Billy Gray, Lenny Gale and Dave Barry. Spotlight switches to harmonica virtuoso Leo Diamond, whose intricate work on the lip Wurlitzer easily stacks up against any competition. Recently inked to a recording pact by Vitacoustic, Diamond can bear watching. Technically and from a showmanship standpoint, he's tops.

Newcomer to the club is Lenny Gale, who registered with a novel audience participating stunt. Drawing volunteers from the ringside, he does an old Amos 'n' Andy routine, in which stooges move lips while Gale does voices. As in most audience stunts, effect is funny and gets plenty of laughs. Unfortunately, Gale has only one routine and when repeated for the second show, it fell a bit short of the previous high mark.

Vocal honors are shared by thrush Mae Williams and Bob Carroll in individual slots. Miss Williams, a perennial holdover at Gray's, has shown a vast amount of improvement, having developed a smart style with plenty of show savvy. Lass possesses a lusty set of pipes, but is able to dish out a ballad or bouncing ditty with equal ease. With a likable, warm personality and superior singing style, she's an asset to any show.

As for Carroll, the ex-Jimmy Dorsey band vocalist is loaded with talent and could easily develop into a top male crooner. His voice and appearance bear marked resemblance to Tony Martin, and his singing style is fresh and vibrant. Unlike many balladeers, Carroll's voice is rich and virile, and his salesmanship tops. With proper handling, plus a build-up via the waxworks, the lad should go far.

Comic chores fall on competent shoulders of Dave Barry and Gray himself. Barry is a local fave who has developed considerably since his last appearance at the Band Box a year ago. His routines are fresh and sparked with originality. Talents include mimicry, as well as story telling with a zestful flavor. A year's experience under his belt has sharpened his wit and timing.

Gray's work is as side-splitting as ever. Material is a mixture of the old and the new, flavored with a blueish tint. Ringsiders expect it of Billy and are with him all the way. Gray is unquestionably one of the West's most popular comics and a talented guy as well. He works for more than half an hour at a clip with a swift succession of gags and song parodies. The amazing thing about Gray and his club is that customers come back for more. Ringsiders were caught repeating punch lines and gags along with Gray, yet chuckling as if heard for the first time. It takes a top comic to milk laughs for the umpteenth time, and Gray is just the guy who can do it. All around, the Band Box is one of the town's top entertainment buys.

Alan Fischler.

**Iceland, New York**

(Thursday, September 18)

Capacity, 850. Polley, \$2 minimum. Shows at 7:30, 12 and 2. Operators, Abe Goldstein and Noel Lee. Booking policy, non-exclusive. Publicity, Frances E. Kaye. Estimated budget this show, \$1,500. Estimated budget last show, \$1,300.

Ice having worn out its welcome, this spot has returned to a floorshow policy with a well-knit, carefully rehearsed, fast-paced production. The Guy Martin Chorines (8) were fresh, good looking and flashily costumed. Most commendable feature was the set-up of the finale in which the atmosphere of this vast room was saturated with intimacy—a difficult feat. The fems lured male audience participation to the stage and, while the girls performed straight, the men brought belly laughs doing low-down boogie, the Irish Reel, a Russian dance, a London Bridge effect, spins, cartwheels, lifts and somersaults. Result was a gay closing.

The Skating Whirlwinds (two boys, two girls) did their standard act (reviewed in *The Billboard*, August 2). They've lost none of their sock appeal. Emcee-maestro Lou Menshell, in his 70th week at this cafe, had a rich baritone voice which won big hands with *Peg o' My Heart* and *Basin Street Blues*.

Rose Ellen tapped her way out of the opening chorus number and did a specialty routine which got healthy mitts. Lynn Allison did a handsome acrobatic specialty in front of the Gershwin-medley chorus number. Frankie Frisaura, held over from the last show, repeated his record act and doubled with the band.

Blimpy Blank's ork cut the show. Hal Rose and His Four Roses handled the relief. Jack Tell.

**QUEENS TERRACE**

(Continued from opposite page)

The lad works in the No. 2 spot and is strong enough to close.

Bobby Jordan (ex-Dead End Kids) was given some production assistance but all it did was highlight his inadequacies. After some barely audible chatter about his flicker history, Jordan gave out with some special material plus singing, segueing into take-offs. The fact is that Jordan hasn't got an act that can stand up. A rep can get attention. It can't hold it.

Marlene and Michaels, a nice looking ballroom couple, displayed a routine that was meaningless in this room. A slow Viennese waltz opener was graceful, but not attention-winning. The best was an audience participation gimmick in which customers beat time with swizzle sticks while the team did its number. They wound up with a series of old-time ballroom dances.

**Jo Ann Summer Hoofs**

Jo Ann Summer, hooper, did okay with her clean hard taps as an opener. But outside of her looks and long gams crowd wasn't interested.

Productions using eight girls were conventional, with routines limited to one-two-three kick. Costumes ranged from the bizarre to the beautiful. Finale number showed particularly lovely costumes, white briefies and big feather fans. Unfortunately the lighting was so poor that effect was completely lost.

Joe DeCarlo's band played for the show. A rumba band played loudly, but except for a few couples the floor was empty. Customers here apparently don't know anything about Latin beats. Bill Smith.

**Kathryn Duffy in Honolulu**

LAS VAGAS, Nev., Sept. 20. — Kathryn Duffy, dance producer who took over as talent booker for the Last Frontier Hotel here seven months ago, has gone to Honolulu on a combined business and pleasure trip. While there she will lay out ideas, wardrobe and talent for a lavish Hawaiian revue to be produced at the Last Frontier later in the season.

**MCA Loses Its Canadian Hotels To May Johnson**

MONTREAL, Sept. 20. — Music Corporation of America's (MCA) last bastion was torn loose when ex-MCA booker May Johnson, now running her own agency here, took over the handling of the bands for all Cardy hotels. Chain includes Mount Royal, Montreal; King Edward, Toronto; Royal Connaught, Hamilton, Ont.; Hotel Leonard, St. Catharines, Ont.; General Brock, Niagara Falls, and Prince Edward, Windsor, Ont.

MCA for years had an exclusive booking agreement for acts and music with Cardy. With MCA's ouster also came the ouster of band leader Buddy Clarke, who is tied to MCA by a seven-year contract. Relief band leader Erni Ardi, also still with MCA, likewise got the thumb.

Action will cause quite a dent in MCA commissions locally, since earnings from the bands alone totalled something like \$10,000 a year in Montreal. Previous loss from show commissions could amount up to \$250 weekly.

It is understood that Neil Golden has been booked to open at the Normandie Roof, Mount Royal Hotel, and tho the figure is reportedly lower than Clarke was getting, it will still be a healthy commission slice for the booker of Cardy hotels.

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## VAUDEVILLE REVIEWS

### Loew's State, New York (Thursday, September 18)

Capacity, 3,500. Prices 50 cents to \$1.10. Four shows daily, five Saturdays. House booker, Sid Piermont. Show played by Louis Basli's house ork in the pit.

Debonair John Calvert, surrounded by a covey of curvated calicos, opened with his sleight of hand; a rapid display of everything magical, including pigeons appearing and disappearing, ducks nonchalantly emerging from empty hats, yards and yards of ribbon being pulled from vacant space, flower vases vanishing, lighted cigarettes by the score coming to hand in endless streams, and jewelry from the customers popping up in a seemingly inaccessible location. The middle part displayed lighting effects, entranced models and raised objects defying gravity. Calvert closed with his standard spellbinding, hypnotic powers over audience-participating subjects. The act was entertaining thruout, well flashed and properly presented, with accent on giving enjoyment rather than creating wonderment.

Rapid-fire Paul Regan pattered a quick succession of impressions expertly welded into a semblance of continuity. There were impersonations of Fred Allen, Peter Lorre, Jimmy Durante, Edward Everett Horton, Walter Brennan, Frank Morgan, Cary Grant, Charles Boyer, William Powell, Clem McCarthy, Gabriel Heatter, Hugh Herbert, Winston Churchill and Walter Winchell. Regan's speedball spiel of intelligent wordage and clever portrayals cut the yocks short and passed over the heads of the slow listeners, but the rousing mitt on his bow-off tipped his ability. The Will Rogers-F.D.R. encore in serious vein added prestige to Regan's popularity.

#### Caleb Peterson

Caleb Peterson held the male singing spot with respected authority thru *Great Day*, *Mam'selle* and *Peg o' My Heart*, but he didn't really click until his *Road to Mandalay* brought out the rich tone and smooth quality of his powerful voice. A slight stiffness of delivery, which probably will be eliminated shortly, did not forestall a healthy mitt and an *Old Man River* encore.

Landre and Verna did three neat ballroom numbers, majoring in lifts and spins, for appreciable applause. Jack Holst demonstrated some plain and fancy gymnastics on the parallel

### Million Dollar, Los Angeles (Wednesday, September 17)

Capacity, 2,400. Prices, 55-98 cents. Four shows daily. House booker, Bill McElwain.

On the strength of his zooming Capitol dinking of *Smoke, Smoke, Smoke*, folk tune fave Tex Williams, snagged a lucrative vaude stint to come thru with an entertainment-heavy offering. From start to finish, the bill is fast and pleasant, likely to please both hillbilly followers and those who take their stage fare straight.

Williams is an excellent showman, with a warm, friendly personality which he projects easily. While doing more than his share of the work, Tex leans heavily on his sidemen who display plenty of variety and talent on their own. Supporting acts also register solidly all the way, rounding out a thoroly satisfactory show.

Williams himself handles the vocals on *Miss Molly*, *Old Shep*, *Leaf of Love* and the inevitable *Smoke, Smoke, Smoke*. Williams is backed vocally by Deuce Spriggins and Smokey Rogers, highlighting the tunes. Spriggins and Rogers are spotted at the midway marker in a turned-up duet of *Tim-Tay-Shun* (done a la Red Ingle-Jo Stafford) and *Chattanooga Choo-Choo*, which had crowd clamoring for more. Rogers also holds spotlight with a banjo medley while Spriggins shines with his antics on the bass fiddle.

Instrumentally, ork offers a hillbilly version of *One o'Clock Jump* and *Three Way Boogie*, both of which are Western in flavor but general in appeal. Ork features three fiddles, three guitars, backed up by harp, accordion, piano, and drums for an interesting and different effect.

Supporting acts include comedy jugglers Johnson and Diehl, whose familiar routines with clubs and boomeranging Panama hats score solidly. Armando and Lita's burly routines of serious ballroom dancers, replete with pratt falls and dropping trousers builds swiftly to bring top hand. Newcomer Bob Gentry, holding down solo comedy slot, warmed up slowly with effortless line of patter but had seat-sitters with him, finishing only after two healthy call-backs.

Pic, *Singing in the Corn*. Biz, good. Alan Fischler.

bars to receive an exceptionally strong opening-act hand.

Jack Tell.

### Oriental, Chicago

(Thursday, September 18)

Capacity: 3,200. Price, 95 cents straight. Five shows daily, six on week-ends. House booker, Charley Hogan. Shows played by Freddy Martin's band.

Next two weeks' gross at this house should be way over average, with Freddy Martin's band in after an absence of five years, during which time they've racked up a long series of Victor platter hits. The sleek-haired fronter's musical program was an exceptional one, with Martin able to confine himself entirely to disk hits made within the past 20 months.

Whole presentation job is on a par for smoothness with the Martin music. Bandstand was enhanced plenty by use of Martin's two-colored section long stands, which are a pleasant change from individual stands, and Stage Director Will Harris did a smooth job with backdrop in the shape of huge candelabra over the futuristic band set-up.

While the Martin music is tops for commercial appeal, it's his strong corps of male throaters who win the big mitt. Stuart Wade, an extremely handsome piper, handles the ballads which require a robust voice, while saxman Clyde Rogers comes out of the sax section to fill the lyric portion when a soft, vibrant voice is the needed touch. For novelties, Glenn Hughes does the job in a pleasant Southern drawl. Martin's record hits have made each of the vocalists a name, with the fem pew-sitters giving out with the squeals and sighs when each individual singer is announced.

The band itself stands out for smart society-type arrangements that still pack universal appeal. Saxes, led by Martin's own tenor, play smooth lead most of the time, with brass and fiddles filling in the obligato. Fiddles are given a prominent part in the arrangements, where so many bands today utilize them solely for a touch of color. Standout instrumentalist is Barclay Allen, newest in a line of top 88-ers, including Jack Fina and Murray Arnold, both of whom are now maestros. Allen, a tall, wavy-haired chap, shows real mastery of the 88's, especially in his rendition of his own *Cumana*.

Acts on the bill tie in nicely with the fluid production which Martin heads. Blair and Dean, ballroom team seen locally often, always manage to come up with something new, this time opening with a spicy Castilian routine, followed by a moody *Night and Day* bit. Pulled a good mitt, for they are an adept vaude team, in that they move all over the stage constantly giving all viewers a close-up of their steps. Jean Carroll, seen locally a couple of months ago, pulled the tough assignment of lining up new material for this stand, but did a swell job using 75 per cent new stuff to go over nicely. Even her familiar race-track closer pulled nifty laughs. Johnny Sippel.

### Entertainers Barred From Booker Listing By Philly Phone Co.

PHILADELPHIA, Sept. 20.—Next year's classified telephone directory will restrict the listing of bookers to those licensed by the State in an arrangement made this week by the Entertainment Managers' Association with the Bell Telephone Company and the Reuben H. Donnelly Corporation. Under the new arrangement, all licensed bookers will be classified as "Entertainment Agencies—Bureaus," with a separate classification for "Entertainers."

In the present directory, the EMA complained, the broad classification of "Entertainment" listed bandleaders, entertainers and would-be bookers together with the State-licensed booking agencies. New classification and its restrictions will curb the practice of entertainers acting as bookers.

## Exc. Troubles Cancel Hegira

NEW YORK, Sept. 20.—The all-Negro package built around Earl Warren's band, set for a European tour, was canceled when the exchange difficulties complicated getting money out.

Freddie Fields, of the Abby Greshler office, had a deal with Barney Brown, who fronts for Sol Hurok in London, to buy the Warren package for 14 weeks and 14-week options. The outfit was to have worked for four weeks in Paris, three months on the French Riviera, and then tour other countries. Paris, however, would allow only 25 per cent take-out in dollars, the 50 per cent withdrawal was permitted in the rest of France. The only country which would go for 100 per cent take-out was Spain.

## Hollyw'd AGVA Unit Nominates Delegates To Annual Confab

HOLLYWOOD, Sept. 20. — More than 500 of the 3,500 active local members of American Guild of Variety Artists (AGVA) turned out for the general membership meeting held Wednesday (17) to select a list of 17 prospective delegates to AGVA's first national convention to be held next month. Heading the list of names thrown into nomination to represent the Coast branch was Bob Hope.

Seventeen local nominees will be placed on the general ballot by national headquarters, with seven delegates to be voted on by local membership.

Local membership also took advantage of the general confab to give a strong vote of confidence to Matt Shelvey for his five-year tenure as national director of AGVA. Members recommended that Florine Bale, West Coast head of AGVA, be sent to the convention as a spokesman for local performers.

Those named as possible delegates in addition to Hope include Dick Barclay, Joe Jole, Vince Silk, Jacieila Flour, Maxine Gates, Evelyn Iles, Violet Barlow, Burt Boyer, Jessie Cryor, Mae Williams Le Richmand, Jean Arthur, Ray Bourbon, Harry Jolson, Chinita Marvin and Harry Mendoza.

Miss Bale will conduct similar membership meetings this week-end in Houston and Dallas. The San Francisco local held its confab Monday (15).

## JACK HOLST

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SUN  
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### THANKS, DAILIES

**HERALD TRIBUNE**—"Radio singing star Monica Lewis is as attractive to look at as she is to listen to. The over-all effect is pleasing."

**FRANK QUINN, DAILY MIRROR**—"Monica Lewis is a comely thrush, pleasing to hear and see, sings ballads and rhythmic tunes with ease. Her ballads develop into swoon-bait, a switch having the males squeal."

**NEW YORK POST**—"Blonde and attractive Monica Lewis sings in an easy manner that is pleasant to observe and hear."

**SYDNEY PANZER, DAILY MIRROR**—"Monica Lewis, ravishing blond singer, now co-starring at Loew's State . . . get an earful of this eye-ful."

### THANKS, TRADE PRESS

**BILLBOARD**—"Monica Lewis, making her Stem theater preem, was big-league caliber. Miss Lewis's errorless warbling won show-stopping ovations. The versatile, deep-throated throber, with poise aplenty, delivered with gestures and pleasant grimaces, but she sold with her rich voice. Tip-off on her quality was when she stopped the show with her opening number . . . her encore had clamoring-for-more customers refusing to accept her beg-off."

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BOX D-119, c/o The Billboard, Cincinnati 22, O.

New York:

**MH's Hot 148G Changes Stem  
Loss to Gain; Cap Weak 52G**

NEW YORK, Sept. 20.—While biz  
fell off in the past week at five of the  
six Stem vaude-pic houses, a strong  
rally by the Music Hall brought an  
over-all gross of \$435,500, which was  
an increase of \$17,500 over the pre-  
vious week. The Capitol collected a  
bad \$51,500 for its opener. Early-  
week weather was spotty, but the  
heat wave broke, eliminating tempera-  
tures as an excuse for the off-biz.  
Only other deterrent was the Jewish  
holidays, which fell on Sunday (15)  
and Monday.

Radio City Music Hall (6,200 seats;  
average \$100,000) opened to a big  
\$148,000 for Patricia Bowman, Ru-  
dolph Kroeller, Esther Borja, Brun-  
hilda Roque, Salici Puppets and  
*Down to Earth*.

Capitol (4,627 seats; average  
\$72,000) preemed for a weak \$51,500  
with Enric Madriguera and his ork,  
Georgie Price, Luba Malina, John  
and Rene Arnaut and *The Romance  
of Rosy Ridge*.

The Strand (2,700 seats; average  
\$40,000) stayed on the high road with  
a \$60,000 take for the second chuk-  
ker to total \$130,000 in the two weeks  
with Vic Lombardo's band, Borrah  
Minevitch, the Marshall Brothers,  
Dorothy Keller and *Dark Passage*.

Roxy (6,000 seats; average \$85,000)  
chalked up \$80,000 in the fourth in-  
ning, upping the total take so far to  
\$402,500. Show has Jack Haley, Ella  
Logan, Jerry Murad and Victoria  
Cordova. Film, *Mother Wore Tights*.  
Loew's State (3,500 seats; average

\$25,000) bore fruit with a holdover  
show to the tune of \$26,000 after a  
jackpot \$35,000 opener. The \$61,000  
total take was for Ed Sullivan, the  
Harvest Moon dance winners, Mon-  
ica Lewis, Paul Winchell, the Roberts  
Sisters and White, and *Black Gold*.  
New show (reviewed this issue) has  
John Calvert, Paul Regan, Caleb  
Peterson, Landre and Verna, and  
Jack Holst. Pic, *Cynthia*.

Paramount (3,654 seats, average  
\$85,000) clung to \$70,000 for the sixth  
week and a total so far of \$548,000  
on the run. Carmen Cavallaro and  
ork, Paul and Eva Reyes, Nelson and  
*Welcome Stranger* can be credited  
with the take.

**Busse, Indianapolis, 21G**

INDIANAPOLIS, Sept. 20.—Henry  
Busse and his ork drew \$21,000 at  
the Circle Theater (2,880 seats; 74  
cents) the week ended September 11.  
On the bill were Ish Kabibble, Effie  
Lee, Wally Brown and Anita Martell.  
The featured instrumentalist was  
Arnie Barnet, and vocals were  
handled by Lee Sharon. Pic, *Dick  
Tracy's Dilemma*.

**Duke Hits 25G at L. A. Mil \$**

LOS ANGELES, Sept. 20.—Duke  
Ellington chalked up a healthy  
\$25,000 gross last week at L. A.'s  
Million Dollar Theater, sharing the  
bill with Matan Moreland, Heywood  
Jones, Martina D'Arcy and Jessye  
Scott. Pic was *Too Many Winners*.

**'Harlem on Ice' Tour  
Opens Oct. 5 in Wash.**

NEW YORK, Sept. 20.—Musical  
Entertainment Agency's *Harlem On  
Ice* is skedded for an October 5 preem  
in Washington, followed by three  
weeks of one-nighters thru Penn-  
sylvania, Ohio and Illinois. Three  
weeks of theater dates, beginning  
November 7, will include the Apollo,  
New York, to be followed by a trek  
west, down thru Texas and a swing  
up thru the South.

The same agency's John Brett will  
produce *Ice Tableaux* with Mae  
Hausman, Bobby Harris, Tommy Os-  
bourne, Pearl Joseph, Sally Tepley,  
Marion Lulling and Roslyn Kane at  
the Sheraton Belvedere Hotel, Balti-  
more, October 1.

**40 Strads To Oust  
Horseshoe's Gams**

NEW YORK, Sept. 20.—Billy  
Rose's new formula for his Diamond  
Horseshoe, set to preem some time in  
November, will call for a 40-fiddle  
gypsy ork and 12 girl singers. The  
entire room will be done over with  
soft lights and lush atmosphere.

There's a possibility that Rose will  
use some productions, but if so they'll  
be small. The old formula—big  
girlie shows, standard acts and old-  
timers—will be out.

**Tampa's Carousel  
To Reopen Oct. 16**

DETROIT, Sept. 20.—Local dough,  
part of it from former Vice-President  
Clem Snarr, of the teamsters union,  
will reopen the shuttered Carousel  
Club at Tampa, Fla., October 16. Ork  
leader Benny Resh, after three years  
at the 509 Club, will direct the policy  
and have a piece under the four-way  
partnership which includes business-  
men Norman Karn and Al Burko.

Plans call for a Bowery-style four-  
to-five-act show headed by emcee  
Charlie Carlisle, who has been asso-  
ciated with Resh for 11 years, in-  
cluding seven seasons at the Bowery  
here. Ethel Resh will be hostess.

**Chi AGVA Names Delegates**

CHICAGO, Sept. 20.—In a mem-  
bership meeting, unruffled by any  
dissenting voices, the Chicago local  
of the American Guild of Variety  
Artists (AGVA) Wednesday (17)  
nominated seven delegates to repre-  
sent the local at the as yet undesign-  
ated national convention of the org.  
Nominees included: Jayne McDon-  
ough, Charles and Matty Weaver, Joe  
Wallace, Lucille Carew, Herbert Ho-  
mar and Beatrice Haven. Meeting  
was a surprise, especially after  
threatening rebellion of certain parts  
of the local membership against the  
AGVA central headquarters, which  
brewed here five months ago. After  
the seven nominations were made,  
no dissenting voice was heard. A  
short discussion over the projected  
life insurance program of the na-  
tional headquarters was held and  
the meeting, which drew only a  
small part of the local's membership,  
voted unanimously to boost the plan  
at the national confab.

Lee Henderson Dancers play the  
Capitol Theater, Washington, October  
9 after three fair date weeks.

**Come Get It!**

NEW YORK, Sept. 20.—A  
number of performers who  
worked in two Miami spots,  
Slapsie Maxie's Frolics and Club  
Singapore Sadie, as far back as  
1941, have some dough waiting  
for them if they get around to  
collecting it. The money was set  
aside for them as a result of  
bankruptcy proceedings before  
L. Earl Curry, Miami attorney.  
After hearings, Curry made out  
checks to the following actors:  
W. H. Edward, Ranva L. Tuit-  
amaalelani, Helen Sanford,  
Stephen Cotellis, Major Harrell,  
Lou Gold, Stephanie Cekan and  
Barney Miller.

Curry asked *The Billboard* to  
get these people in touch with  
him to collect their dough. He  
has sent each one of the per-  
formers a letter in care of *The  
Billboard*, where it may be called  
for.

**Old Philly Club Agency  
Dissolves Partnership**

PHILADELPHIA, Sept. 20.—Col-  
lins and Phillips, one of the oldest  
local club booking agencies, dissolved  
its partnership arrangement and  
dropped its trade name after several  
generations. George Phillips Jr.,  
whose late father operated the agency  
for many years after Collins died,  
operates the new agency under his  
own name, with Joe McGraff, one of  
the three partners, remaining as a  
partner. Earl Ball, the third partner,  
stepped out to open an office under  
his own name.

During the war years, McGraff  
and Ball operated the agency while  
the younger Phillips was in the armed  
forces.

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of the titles . . .

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## Burlesque

By UNO

**TIRZA**, Wine Bath Girl, followed Betty Biddle and Petty Dane into the Nipmuk Theater, Mendon, Mass., doing the strip-tease in reverse as the "tease strip," according to a new idea figured out by Manager Brad Angler in compliance with orders from the local board of selectmen that performers must quit peeling. . . . Vernon Hoff, female impersonator, closed with the Kirkwood carnie show to take up four weeks of engagement as featured strip at the Ring Cafe, Dayton, O. . . . Tony Miccio reopened burly stock at his Jacques, Waterbury, Conn., September 15 with Eleanor Sheridan, featured; Al Golden, Anita Marie, Steve Mills, Happy Arnold, Nadine, Lillian Whitmore and Teddy Bacon. Dave Cohn is again producer-booker-manager. . . . Verna Joy, four-year-old daughter of Charles and Vera Raymond, vaude act, is a Conover model. . . . Fred Stone started another season as drummer in the pit at the Howard, Boston, where the principals for the week of September 8 included Stella Mills, Tiny Fuller, Jimmie and Winifred Rooney, Mar Shan, Dick Dana, Mickey Scott, Judy Deering, Max and his Canines and Draper Duo. Featured for the week of September 15 were Marlane, Jack LaMont and Evelyn Knight; September 22, Benny Moore, Harry Bentley and Sigrid Fox.

**IRVING SELIG** and Lois De Fee opened September 19 at the Nocturne nitery, Manhattan, taken over by Mickey Owens who thus launches his first of several prospective burly nitery units. . . . Dolly Malone, formerly of the chorus at the Empress, Milwaukee, is now featured exotic dancer at the Club Milwaukee. . . . Terry King, who has been featured in shows out on the Coast, is now in St. Anthony's Hospital, Woodhaven Boulevard and 91st Avenue, Long Island. Mother, Fay Marcotte, writes it would help toward recovery if friends would drop Terry a line or visit her. . . . Loney Lewis, while awaiting a call for a Broadway legit show, is taking up oil painting in association with Harry Rubin, artist. Clients are to be stage celebs and other showfolk. Dave Ferguson, exec of the Hebrew Theatrical Guild, heads the list. . . . Joe Cowan, comic, was appointed manager of No. 3 unit on the Schuster circuit. Eddie Yubel and Herbie Barris, co-principals, slated for that position, retired in favor of Joe. . . . Angie Circell, operator of the Gem, Chicago, reopened his South State Street house completely remodeled with a new stock cast including Willie Gordon, comic and producer; Sam Mitchell, Betty Via, Henry Roland, Georgia Hamlin and Marquee and Marlys. Ork leader is Jimmie Dolan. . . . Charlie Fox's Empress, Milwaukee, started the season September 12 with Lucia Parks, headliner; Jackie Richards, line dance producer; Paul Williams, house vocalist, and Duke Sheffler, ork leader. . . . Oscar Lloyd has set Frances Dahl, strip; Happy Lewis, emcee; Jerry Pavelle, singer, and Carol Hale Girls for the reopening of D'Jai's, Secaucus, N. J., this month.

## London Pic House Turns to Ballet; Fills 5,000 Seats

**LONDON**, Sept. 20.—The big London suburban cinema, Gaumont-Empire, at Kilburn, has had an immediate success thru its change-over to live entertainment. The house's owner, Gaumont-British, decided that in view of the current restriction on feature films in Britain at least one big cinema should be used temporarily for other purposes (with more houses in the suburbs to follow if the Empire breaks even).

Since last week the International Ballet, accompanied by members of the London International Ork, have given performances of classical ballet nightly and three afternoons a week. The 5,000-seat Empire has been packed each night and by now the rest of the three-week season is sold out. Admission prices are slightly higher than the usual movie charges.

The Gaumont directors were aware that they were taking a big risk in presenting ballet in Kilburn, largely a working class district, but the gamble has come off. Altho the International Ballet's production is quite elaborate and the ballet itself includes some of the top performers of English ballet, the profits will amount to 1,000 pounds a week (\$4,030).

Unless the film supply position here eases soon, more cinemas will go over to live entertainment, even if not as first-rate as the Kilburn Empire's. The whole of English showbiz realizes what it will mean for them if the Empire success is repeated elsewhere.

## Roller Show for Sandusky

**SANDUSKY, O.**, Sept. 20.—The *Hollywood Skating Revels* (roller) has been booked for the night of October 21 at the Junior High School auditorium here, with the Junior Chamber of Commerce sponsoring. The show, which has Walter Kreidt and Ange Grennis among the stars, will use mats over the gym floor. Balcony and bleachers hold about 3,500.

## ICE FOLLIES OF 1948

(Continued from page 4)

**Iyn Chandler**. Shipstad comes on in a brilliantly staged production number, *At the Royal Hawaiian*, surrounded by six blade lovelies in hula garb. Working with the same smoothness and grace that has kept him on top of the ice ladder for more than a decade, Shipstad brings down the house. Miss Chandler's spectacular display of blade skill, as she does cartwheels and leaps, leaves the audience gasping.

The revue as a whole reveals a heavier accent on humor. Comedy department, topped by Frick and Frack, shows its hand in nearly every one of the 15 production numbers. Frick and Frack still rank as the funniest duo to take to runners. Their pantomime is as smooth as their skating. Timing is terrific. Funniest of their routines is their near head-on crashes. Skating towards each other at top speed, one either jumps over the other or executes a slight twist of the blade at the last minute to avoid the crash. Ferdinand the Bull, with Ericson and Hutchinson portraying the fore and hind parts of Ferdinand, figures prominently in the dazzling *Beno Amigos* number, with the skin act leaving the customers in stitches.

Most effective of all the numbers is *Persian Festival*, featuring Mae Ross and Roman and Norris. Use of black lighting here pulls the usual ohs and ahs from the ticket holders. The traditional *Ice Follies* swing waltz this year is framed in the beautiful setting of *Winter Scene* (1805), with petite Marilyn Sahlin winning the hearts and hands of all that see her. *Lee Zhito*.

## Magic

By Bill Sachs

**GEORGE JASON**, vice-prexy of the Magicians' Guild, just having completed engagement at Totem Lodge and other up-State New York spots, is reported readying a new act with greater emphasis on his concert pianistics. . . . Arthur Garinther, well-known Montreal magicker, vice-president and general manager of the Ford Hotel there and president of the Hotel Association of Canada, left Montreal by plane Saturday (20) to attend the international hotel men's meetings in Paris and London. . . . Blackstone, now in his second week at the Royal Alexandria Theater, Toronto, moves from there to London, Ont., for a week, with Hamilton, Ont., to follow. . . . Robert Ungewitter, well known in Motor City magic circles, has been named stage manager for the Dramatic Guild of Detroit. . . . Red North, mentalist-hypnotist, back on the road this season after a seven-year lay-off, is winding up a trek around the resort hotel circuit. North, who lost his hearing seven years ago, claims to be the only deaf mentalist in the world. Partnered with him is Eleanor Babich, also deaf. The two are preparing a new act for the fall to be billed as Zartan and Sandra. The pair recently garnered considerable front-page space when they made a 7,000-foot power dive in a plane in an attempt to regain their hearing. Doctors say it is still too early to judge results of the dive. . . . Bill Neff opened last Thursday (18) at the Hippodrome, Baltimore. Magini preceded him by a week at the State Theater there. . . . Milbourne Christopher is back in his native Baltimore after presenting his nifties at a Del-Mar-Va convention at the George Washington Hotel in Ocean City, Va.

**VERNON COLBERT** is doing his mystifying with a vaude unit which E. K. Fernandez recently flew from the Coast to Honolulu. Troupe, which opened in Honolulu September 15, remains there until September 28 and then plays the other islands in the group. Colbert is dickering with Fernandez to take his full-evening illusion show to Honolulu in December for a three-week stand. . . . Werner C. (Dorny) Dornfield, Nick Nelson, Howard Huntington, John Platt (Hadji Baba), Theodore Bamberg (Okito), Clarence Slyter and John Carson will show their wares at the third annual Midwest Magicians' Conclave to be held September 26-28 at the Paxton Hotel, Omaha, sponsored by Omaha Assembly No. 7, Society of American Magicians. . . . S. R. Patrick (Patricola), who since his discharge from the army has been magicking on a

## Ballet Russe Gets Judgment

**NEW YORK**, Sept. 20.—Universal Art, Inc. (now Ballet Russe De Monte Carlo) was granted a judgment of \$52,250 by Justice John Bright for alleged breach of contract against Col. Wassily De Basil, manager of the original Ballet Russe, in Supreme Court Wednesday (17). Judge Bright also dismissed a counter-claim for 100G as without merit and termed parts of it "fantastic."

Universal's suit was for 100G, claiming violation of an agreement under which Universal and De Basil's companies were to be merged, the former to get complete title to six ballets free of liabilities, including complete scenery, costumes and other rights and also rights to the title Ballet Russe De Monte Carlo.

small scale, typewrites from his native Fairport, O., that he is putting together a show which he hopes will be the best in his 23 years in the magic game. Patrick also takes time to give a boost to a pair of newcomers in magic, the Dellos, whom he caught recently at Lakeside Inn, 30 miles east of Cleveland. "The act is impeccably dressed," writes Patrick, "the apparatus is A-1 and the effects are well chosen. In addition, Dello shines in the personality (showmanship) department. Outstanding bits were the 15-card trick, passe passe bottles, the multiplying bunnies with chafing pan, the snake basket, and the cut-and-restored necktie. There is no harm in repeating that it isn't what you do but how you do it. That's the Dellos." . . . George Searls, youthful Dayton, O., mentalist who formerly billed himself as DeSearl, begins his new season in Columbus, O., next week, using one assistant. Financial details and advance will be handled by his mother, Mrs. Mabel Searls. In addition to his mental offerings, Searls will present two prepared lecture demonstrations, "Escapes of Harry Houdini" and "Final Houdini Seance," especially prepared for him by William Larsen, Los Angeles.

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Eddie Leonard, Hughie Hendrixson, Helen Caldwell, Lovie Meredith, Chad Al Viso, Sammy Allen, Phil Arnold, Dale and Pat Thorpe, J. M. Coffee, Billy Ryan and Jo Jo, Johnny Hughes, Capt. Phil Mathieu, Joe Gruber and Joe Michaels, Mario Allessandro, Smitty Inman, Charlie and Vivian Smalley and all others who know me. Can use a good Trainer and Nurse.

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# ROAD ASKS MORE LEGIT SHOWS

## '48 Clouded By Dearth of Attractions

### Key City Survey Presented

(Continued from page 4)

old cry of the managers still takes precedence. They rally around with, "Give us good shows and we'll do the biz." However, there is an important factor in the road picture which the producers seem to have overlooked. They seem to be counting on the same lines at box offices that formed during the war years, so they continue to send advance instructions for setting maximum price scales. This is particularly bad where shows haven't stars of proven b.-o. caliber to draw in the customers. But producers will learn soon enough that theatergoers won't pay heavy dough for new shows trying out. They want to be mighty sure of what they're getting before they shell out.

Some producers are facing facts. The top price for the Rodgers and Hammerstein production of *Showboat* will be \$3.60 weekdays, \$2.40 matinees and \$4.80 Friday and Saturday. At these scales the show can gross 50¢ a week in the 3,000-seat Opera House, just about breaking even. However, being a fairly sure drawing card at these prices, there's no doubt that the show will make its costs and even turn a little profit.

#### Philadelphia

Labor Day here saw only one of the four local houses lighted up, altho the call board is loaded with attractions to keep things humming at the Shubert, Forest, Walnut and Locust theaters—all operated by the Shuberts.

The *Red Mill*, which finished the past season, staying six weeks at the Shubert, kicked off the 1947-'48 season at the same house, staying for a fortnight. From then on shows open in a steady parade. In the order of their appearance they line up this way: *I Gotta Get Out*, *High Button Shoes*, *The Big People*, *Music in My Heart*, *Alice in Wonderland*, *The Firefly*, *Showboat*, *Carousel*, the Mask and Wig's production of *Julio and Romiet*, *Another Part of the Forest*; *Blackstone*, the Magician; *All My Sons*, *I Remember Mama*, *Medea*, *For Love or Money*, *A Streetcar Named Desire*, *Lady Windermere's Fan* and *Sweethearts*. The last brings the bookings up to mid-November.

#### Washington

Bookings here are no longer arranged far in advance, according to Edmund Plohn, manager of the National Theater, the sole legit house in town. He claims that he has no special troubles with bookings or with getting shows he really wants, but is now dickering for several pre-Broadway unveilings. The house has been playing to good grosses despite an unusually hot summer.

*Voice of the Turtle* closed Sunday (14) after a week's run and *Lady Windermere's Fan* moved in the day after, followed by *The Winslow Boy*, which is booked for October 6. These are the only shows set so far.

Plohn says that he is standing pat on the Washington segregation issue, which will put the house out of biz August 1, 1948, unless Marcus Heiman, the lessee, changes his stand. So far there have not been any new developments on the reopening of the



### BROADWAY SHOWLOG

Performances Thru September 20, 1947

#### Dramas

	Opened	Perfs.
<i>A Young Man's Fancy</i> ... (Plymouth)	4-29, '47	167
<i>All My Sons</i> ... (Coronet)	1-29, '47	270
<i>Born Yesterday</i> ... (Lyceum)	2-4, '46	688
<i>Happy Birthday</i> ... (Broadhurst)	10-32, '46	368
<i>Harvey</i> ... (48th Street)	11-1, '44	1,222
<i>John Loves Mary</i> ... (Music Box)	2-4, '47	263
<i>Voice of the Turtle, The</i> ... (Morosco)	12-3, '43	1,439

#### DRAMA REVIVALS

<i>Burlesque</i> ... (Belasco)	12-25, '46	310
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#### Musicals

<i>Annie, Get Your Gun</i> ... (Imperial)	5-16, '46	564
<i>Brigadoon</i> ... (Ziegfeld)	3-13, '47	220
<i>Call Me Mister</i> ... (National)	4-18, '46	599
<i>Finian's Rainbow</i> ... (46th Street Theater)	1-10, '47	291
<i>Oklahoma</i> ... (St. James)	3-13, '43	1,906
<i>The Telephone and The Medium</i> ... (Barrymore)	8-2, '47	163

#### MUSICAL REVIVALS

<i>Sweethearts</i> ... (Shubert)	1-21, '47	280
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#### ICE SHOWS

<i>Icetime of 1948</i> ... (Center)	5-23, '47	152
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#### CLOSED

<i>Magic Touch, The</i> ... (International)	9-3, '47	13
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#### COMING UP

(Week of September 22, 1947)		
<i>Anna Lucasta</i> ... (National)	9-22, '47	
(Re-Opening)		
<i>I Gotta Get Out</i> ... (Cort)	9-25, '47	
<i>Our Lan'</i> ... (Royale)	9-27, '47	

old Belasco Theater, a hope as a replacement if the National shuts up shop.

#### Detroit

Legit roadshow prospects are highly uncertain here at this time, with future bookings restricted to Tobacco Road, now at the Shubert-Lafayette this week. The Cass Theater has nothing definitely set after *Harvey* leaves.

The situation is much worse than a year ago in actual bookings, it is partly offset by the number of tentative dates for both houses, with the Cass having most of the Theater Guild special subscription series.

David Neiderlander, manager of the Lafayette, is in New York to get some definite dates set. Opinion here is that producers are reluctant to put plays together for the road. However, there is little real pessimism because the feeling is that the situation will clear up if a few theaters can be pledged to take shows. A few dark weeks during the season are to be expected.

Two other houses, the Music Hall and Players Theater, plan extensive seasons this year, but not roadshows. Both will use local companies, with one or two names heading each production. At the Music Hall, Detroit Stage, Inc., which has just completed its first summer season, will produce an eight-play series, each show running two weeks. This may cut somewhat into the b.-o. take of the theaters handling roadshows.

#### Pittsburgh

It doesn't look as tho this town is going to get enough shows to fill

out the season unless some play for extended runs, according to Edwin J. Wappler, manager of the Nixon, the roadshow house here. He said that he has been promised *Harvey* for three weeks and is hoping to get enough shows to equal the 33 weeks he had his theater open last season, which was done by playing *Voice of the Turtle* four weeks and *Oklahoma* three.

Wappler claims there is nothing wrong with the theater that good shows can't cure, but points out that the rising costs of production are responsible for the lack of shows.

#### Los Angeles

Legit conditions out here remain the same as last year, with biz holding up pretty well.

*I Remember Mama*, with Charlotte Greenwood, is hitting an average \$24,000 gross per week, no mean hunk of lettuce.

#### San Francisco

Altho the hottest development in years here is the reconversion of the Tivoli Theater to play "round actors" legit right now has its most unpromising outlook since the war years. The Tivoli will show road stuff and also plans a resident company.

The Geary and Curran managements state that the shows and the enterprises that score with local audiences still require big-league qualities and the over-all reply to the question of why not bring more such productions here produced no satisfactory answer from anyone in the industry. The argument is advanced that all the legit money is in New York. It may come as something of a surprise, but San Francisco is using the same kind of United States currency being circulated in that other city.

The answer to the question of why not more shows may be that the town has only two houses to handle large productions—the Geary and the Curran. However, the town has a residue of good actors and actresses who can thesp with the best of them.

So far only three shows are booked—*The Fatal Weakness*, *O Mistress Mine* and *Another Part of the Forest*. *Alice in Wonderland* also is reported headed out here.

#### Cincinnati

Eighteen shows already have been set for the Cox Theater and Emery Auditorium, legit strongholds here, and by the time bookings are completed by UBO the management expects to have signed about 25, the same number of shows that performed last season at the Cox.

*Voice of the Turtle* opens the season September 21. As in the past, musicals and other large attractions will appear at the Emery, the Cox having limited stage facilities.

#### Minneapolis

The Twin Cities are in for one of their best legit seasons in years if all the shows appear that have been demanded, according to Leo R. Murray, Lyceum Theater manager, and Ed Furni, manager of the St. Paul Auditorium. However, both agree that it is a little too early to say what will show, with few bookings made definitely.

The big problem, as both Murray and Furni see it, is getting shows out on the road from New York and Chicago. They expect that everything from the latter city will come into their towns.

The St. Paul season will run from October thru May, with a dozen shows certain and a half dozen others possible. The Minneapolis season, running the same period, will have at least 15 productions, with more possible, according to Murray.

In Minneapolis a 65¢ remodeling program, half of a much larger project, will be completed at the Lyceum. Seating has been cut from 2,100 to

## Theater League Nominates Slate

NEW YORK, Sept. 20.—The League of New York Theaters has nominated its officers for the coming season. Nominees include Brock Pemberton, prexy; Marcus Heiman, first v. p.; Lee Shubert second v. p.; Herman Shumlin, secretary; Mrs. Louise Beck, Herman Bernstein, Kermit Bloomgarten, Vinton Freeley, Max Gordon, Alfred De Liagre Jr., Lawrence Langner, Herman Levin and Louis Lotito, board of governors.

The opposition ticket will have to be registered before next Wednesday, (24), but indications are that there won't be any.

1,860, main floor raised and theater newly carpeted, new lights installed and acoustics perfected.

#### Kansas City

With 20 shows skedded and six more being dickered for, Jimmy Nixon, partner in A. & N. Presentations, local producing firm, forecast that the 1947-'48 season in the Music Hall should top that of last year's by a good margin. Last season, with 17 attractions, was better than the year before and well above pre-war days when a dozen shows was a large season here, he reported. Nixon conceded he was basing his rosy prophecy chiefly on the very nifty 17G which *Harvey* netted in three sell-out performances in the August heat wave, but he also found some other reasons. First is the poor fare the movies are currently putting out and next is the Playgoers' League, in which he expects to enroll 4,000 members by the end of the season. Last year 3,200 were enrolled. Third is heavier promotion.

Altho *Harvey* more or less kicked off the season, it will be formally opened by *Annie, Get Your Gun*, coming in October 21 for eight performances. This show, incidentally, should put Nixon's predictions to the test because it coincides with the American Royal Livestock Show, which many showmen here regard as a terrific crowd puller.

Nixon said he had no difficulty in bookings except with *Showboat*. On this musical, he and the booking agency haven't been able to agree on either the length of the run or the dates. He is convinced there is plenty of showbiz hereabouts. It's just a matter of getting out the cash customer. "Kansas City always has been a show town, at least in the 28 years that I've been fooling with show business here," he declared. "But you have to let them know you're putting on a show. If there is anything wrong with the road today, it is that during the war promoters got used to opening the ticket windows at 7:30 with half the tickets still in the racks and selling out the performance. Those days are definitely gone. Here we never did make a play for the war-worker trade because we didn't think they would be around forever and a lot of them didn't care anything about the theater. They just went to show they had the money. We kept after the regular season-after-season customers. They keep the business rolling."

"That's the whole idea behind our Playgoers' League. Memberships cost \$1 a year, which goes to pay printing and other expenses and the salary of the secretary. Members pay the regular price for seats, but they get notice of the show dates one week ahead of the first newspaper advertisement. On a big musi-

cal it often happens that 12-15G worth of seats have been sold before the first ad came out. And the regular customers get the best seats in all prices."

Another reason he intends to hit the promotion ball even harder this year is the out-of-town trade, Nixon said. Biz here draws heavily on out-of-towners and he estimated that 40 per cent of *Harvey's* \$17,000 net draw came from non-residents, including 200 who came from Salina, Kan., 200 miles away. On other shows he figures that 20 per cent of the trade is usually from out of town.

Cost of hanging shows has not increased greatly here, Nixon reported, in spite of recent raises to stagehands. But promotion, ushers, program and ticket costs have made noticeable advances in the nut. Hall rent is flat \$250 per performance, for the four walls only.

Last season A. & N. booked 17 shows, including five Theater Guilders. *Oklahoma* led the musicals with a 60G net in nine performances, while *State of the Union* led the straight plays with \$24,000 in six showings during the newspaper strike and below-zero temperatures.

**Buffalo**

There are only a handful of attractions booked here—and those aren't definite—far fewer than the last season at this time. In fact, even prospects for lining up legit look slimmer. Last year the Erlanger, the only theater here, had 30 shows and did exceptionally well at the b. o. to chalk up one of the banner seasons in this city. So far, two shows were on the local boards in August, with nothing else due to hit the town until October, when five attractions are tentatively skedded.

Erlanger management would like to book a few fairly successful large-scale musical available. Shows like *Carousel*; *Annie*, *Get Your Gun* and *Brigadoon* are too large and cumbersome in their current state to be handled easily here. However, there is a large and ready market for this type fare, with plenty of evidence that musicals have clicked in the past. *Oklahoma* played here twice for two-week stints. *Polonaise*, despite its Broadway record, did the biggest b. o. of any show in spite of raises in ducat prices to \$4.20. *Oklahoma's* original two-week stand was the longest single engagement any show had played here in over a decade and its return the following year was equally solid.

Theater intends keeping the prices same as before—\$1.20 to \$3.60 for better shows, lower top for lesser knowns. Musicals probably will run to \$4.20. Many phone inquiries about current bookings indicate the market is still boom.

**Indianapolis**

From inside information this town looks to better last year's legit season. Legit officially opens October 9 with *Another Part of the Forest* at the English Theater. In addition, a new org, *Sunday Music Hall* opens at the Coliseum September 28 with Bill Robinson, Katherine Dunham and Tiny Bradshaw's ork sharing top billing.

**Des Moines**

Bookings here at the KRNT Radio Theater, now used for legit, are 25 per cent more than at the same time last season, with 28 shows already set. Trend this fall is toward playing roadshows for more than one night. However, management is in the dark as to exactly how long to book the show since it is impossible to determine the audience's receptivity beforehand. Apparently, folks here will pack houses for one performance, but the question is how many performances they can take.

Last year KRNT's first in the house, *Oklahoma* set a record by playing for a week and the management would still like to get the show back. *Annie*, *Get Your Gun* comes in this season for the same length of time. Customers also want to know the complete schedule of shows instead of a specific play. Because

the success of the 4,200-seat theater is due in a great measure to promotion by the radio station, its lessee, it is expected that legit bookings will be heavier in this section of the country.

**Wilmington**

Legit picture here is pessimistic, with bookings off from last season. The Playhouse, the lone theater in town, would like very much to book musicals, but has been told that none is available. The season opened this week with *Lady Windermere's Fan* which is being followed by *State of the Union*. Francis E. Cavanaugh, manager of the theater, reports that the demand for shows isn't too unusual and says patronage is normal.

**Atlanta**

The Erlanger Theater here will be completely overhauled with new seats installed by a new syndicate managing the house. New manager will be Harvey Smith, old-time Southern theatrical figure, who plans to bring in outstanding Stem shows—musical and otherwise.

**Louisville**

Tho the same number of plays are scheduled this season (12) as last, William Camp, manager of the Memorial Auditorium, the only legit house here, is pessimistic about the future of legit in this town.

Camp claims: (1) Rising living costs mean less money for entertainment, yet production costs for legit cannot be cut to compete for the dollar. (2) State taxes on theaters are high in Kentucky, biting a 25 to 30 per cent chunk of all admissions over \$1. (3) Louisvillians will only go to successful shows with name actors and by-pass good shows, no matter how well flacked, without names. By the time they find out they were wrong the play has left.

The theater manager also is pessimistic about the booking situation. He points out that travel costs being high, it's the long-jump, short-run towns, namely, Louisville, which are cut out of the itinerary. His theater, being independently owned, also gets hurt when it competes with houses owned by producers.

Last season's Bluegrass Theater, a new legit producing outfit, took it on the chin and closed. The house it occupied—the National—is now a movie theater.

**Piscator To Produce Sartre's "The Flies"**

NEW YORK, Sept. 20.—Erwin Piscator will produce Jean-Paul Sartre's play, *The Flies*, on Broadway this season. Script was first presented by him at the Dramatic Workshop of the New School last year. Piscator is searching for names before he goes into production.

**ROUTES Dramatic and Musical**

- Allee in Wonderland (Boston Opera House) Boston.
- Allegro (Colonial) Boston.
- Another Part of the Forest (Walnut) Philadelphia 24-27.
- Benchwarmer, The (Selwyn) Chicago.
- Big People, The (Locust St.) Philadelphia.
- Blackstone (Royal Alexandra) Toronto.
- Born Yesterday (Erlanger) Chicago.
- Call Me Mister (Blackstone) Chicago.
- Carousel (Shubert) Chicago.
- Chocolate Soldier, The (Rajah) Reading, Pa., 19-20.
- Command (Ford's) Baltimore.
- Duet With Two Hands (His Majesty's) Montreal 24-27.
- Fatal Weakness, with Ina Claire (Hanna) Cleveland.
- Harvey (Cass) Detroit.
- High Button Shoes (Forrest) Philadelphia.
- How I Wonder (Wilbur) Boston.
- I Remember Mama (Biltmore) Los Angeles.
- Lady Windemere's Pan (National) Washington.
- Man and Superman, with Maurice Evans (Shubert) Boston.
- Music in My Heart (Shubert) Philadelphia.
- Oklahoma (Shubert) New Haven, Conn.
- Private Lives, with Tallulah Bankhead (Harris) Chicago.
- Red Mill, The (Erlanger) Buffalo.
- State of the Union (Rajah) Reading, Pa., 23-24; (Lyric) Allentown 25-26; Harrisburg 27.
- This Time Tomorrow (Metropolitan) Providence.
- Tobacco Road (Shubert-Lafayette) Detroit.
- Topitzky of Notre Dame (American) St. Louis.
- Voice of the Turtle, The (Cox) Cincinnati.

**John Golden May Withdraw Backing for Library Theater; Dissatisfied With Standards**

**Equity Council Meets To Discuss Situation**

NEW YORK, Sept. 20.—There is a good possibility that there won't be an Equity Library Theater (ELT) this season, unless the union does its own financing. Reports are that John Golden, the ELT backer to the tune of 40G in the past four years, is ready to put the rubber bands back on his bank roll unless the legit project can manage to raise its production standards. The Equity council meets Tuesday (23) and will discuss the ELT situation then.

Insiders claim that Golden was dissatisfied with most of the shows produced last year and felt that only one in five was worthwhile. His position seems to be that, unless Equity can appoint a responsible committee to administer the details of the set-up, he will back out. There is now

an ELT committee in existence that the union has appointed, but Golden, the trade reports, is dissatisfied with every member of it except Sam Jaffe and wants a new one.

Last year the producing org did 56 shows in four different library branches. During the previous four years, the ELT was responsible for 150 actors and directors getting work on Broadway. At present John Shaughnessy, the director of *Command Decision*, and Peter Cookson, of *The Heiress*, are ELT graduates.

**Equity Meeting Is Sparked by Usual Fireworks**

NEW YORK, Sept. 20.—At one of its best attended meetings in years, Actors' Equity held its quarterly conclave at the Hotel Astor yesterday (19) to the accompaniment of the usual fireworks provided by heated discussions from the floor.

The referendum on junior members, allowing them to qualify for senior membership without as much acting experience on the Stem as before was one issue that kept actors' tempers at boiling point. Alan Hewitt spoke in favor of the referendum. Marjorie Gateson and Elliot Nugent opposed it.

Nugent also took time, in a long speech marked by heckling, to defend his "militant middle" position, saying that he was going to print the speech at his expense and form a party of that group within Equity to see that the union deviated neither to the right nor to the left.

A resolution was introduced by Michael Ellis asking that the attendance and voting record at the council meetings be printed in the union's magazine monthly. Myron McCormick pointed out the difficulty of recording all the issues that the executive organization of Equity considered. However, it was decided to leave ways and means of publishing data and issues up to the council's discretion and the proposal was tabled.

The members voted their approval of a resolution condemning the Taft-Hartley Law. They also voted to donate \$2,000 to the Experimental Theater, Inc.

**New Icer 70G in Montreal**

MONTREAL, Sept. 20.—*Skating Vanities of 1948*, which closed here September 14 after a 10-day run at Forum, rang up a hefty \$70,000 at \$2.50 top. Show ran 10 evenings and three matinees. Usual Forum seating is about 10,000, but cutting away of 2,500 seats was necessary to place setting.

*Vanities'* initial nut is about \$250,000, operating nut \$20,000 weekly. Show moved on to Ottawa after Quebec premiere.

**Dublin's Gate Rep Will Tour Canada**

MONTREAL, Sept. 20.—Dublin's Gate Theater repertory company will open a Canadian tour next January, sponsored by Brian Doherty, who paved the way for the John Gielgud tour last season in Oscar Wilde's *The Importance of Being Earnest*. Like Gielgud, the Gate players are planning a New York run after their Canadian tour.

Canadian audiences will see George Bernard Shaw's *John Bull's Other Island*, Denis Johnston's *The Old Lady Says No*, Michael MacLiammoir's *Where Stars Walk*, the hell scene from Shaw's *Man and Superman* on a double bill with *Apollo in Mourn* by Richard Rooney, and possibly a new MacLiammoir play, *Portrait of Miriam*.

**"Duet" Debuts in Montreal**

MONTREAL, Sept. 20.—*Duet for Two Hands*, a legit by Mary Hayley Bell, will have its North American premiere at His Majesty's Theater September 24. Production will show here for four days before going to Boston, then to New York.

Leading role will be taken by Joyce Redman, seen with the Old Vic last year on Broadway, and Francis L. Sullivan, who played in the screen version of *Great Expectations*.

**Margo Jones To Produce Williams Play in New York**

NEW YORK, Sept. 20.—Margo Jones has just signed contracts to produce Tennessee Williams' new play, *Summer Smoke*, which she originally did at her Dallas theater. The script will not go on the boards before the beginning of 1948, because another Williams script, *A Streetcar Named Desire*, is going into rehearsal and two plays on the Stem by the same author is thought to be too much by Miss Jones.

**Passion Play Tour Booked**

SPEARFISH, S. D., Sept. 20.—The Black Hills *Passion Play* will open its winter road tour January 6 at Rapid City. According to Director Josef Meier, the play will be presented at Kansas City, Cleveland, Baltimore, Boston, Washington and other American cities, plus Quebec and Toronto. The cast numbers 38 persons.

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 Experienced Male Dancer Desires Partner for Ballroom Dance Team  
 Height: 5' 3". Weight: About 105 Lbs.  
 Write or Wire  
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## THE FINAL CURTAIN

**BLAIR**—Mary, 52, former actress, September 17 in Pittsburgh. She had played many leading roles on Broadway and on the road. She was in a number of Eugene O'Neill's works, among them *All God's Chillun Got Wings*, *Desire Under the Elms*, *The Hairy Ape*, *Before Breakfast* and *Different*. Her husband, C. M. Eakin, two sisters and a daughter by her second marriage survive.

**BURTON**—Mrs. Gertrude, 64, wardrobe mistress for Dailey Bros. Circus, in La Fayette, Ind., September 18. (Details in Circus Section.)

**CHANDLER**—Orville (Tex), 47, carnival trouper, pitchman, and med show worker, September 3 in Crile Veterans' Hospital, Upper Sandusky, O., after an operation. The past six years he had operated the Black Horse Medicine Show in Ohio. Survived by his widow, Starr; two daughters and a son. Burial in Marseilles, O.

**CLARKE**—Ernest H., 82, trombonist, September 16 in the Bronx, New York. He played in the bands of John Philip Sousa and Victor Herbert. Later he became secretary of the New York Symphony Orchestra and then a member of the New York Philharmonic. Besides teaching at the Juilliard School of Music for 20 years, Clarke had written many books on trombone playing. A son, a daughter and a brother survive.

**DEISTER**—Lynn, 37, midget auto racer of Newark, Calif., as a result of injuries sustained at Bayshore Stadium, San Francisco, September 5. His car crashed into another machine in a qualifying race and overturned. Pinned beneath the wreck, he was removed to a hospital with fatal head injuries. He was one of the State's first midget race drivers, beginning in 1935. He returned to competition this year after being in retirement since 1940. Survived by his wife, Kathleen.

**DOLAN**—William K. (Wild Bill), former concessionaire with various carnivals, August 29 in St. Louis. Burial in St. Francis Cemetery, Jerseyville, Ill., September 1.

**FINCH**—John L., 65, arcade cashier and assistant manager of Dee Lang's Arcade, St. Louis, September 17 in that city. He was with the Con T. Kennedy Shows for many years and with Dee Lang's Famous Shows for 12 years. He was a member of the International Showmen's Association.

**FLETCHER**—Claude B., 67, of Evans Mills, N. Y., dairyman and a former secretary of the New York State Fair, September 17 in Watertown, N. Y.

**GOULD**—Dan W., 58, operator of the Worth Theater, Fort Worth, September 3 in that city.

**HENSHAW**—Theodore C., 83, who toured the country years ago in the musical comedy, *Dad's Girls*, September 15 in Detroit. At one time he was advertising manager of the Grand Opera House, Chicago.

**HEWSTON**—Alfred H., 65, stage and screen character actor, in Holly-

wood recently. Survived by his widow, Olive. \*Burial in Hollywood.

**ISOLA**—Vincent, 85, veteran showman, recently in Paris. He and his late brother, Emile, began in showbiz with a conjuring act and later became producers at the Folies Bergere, the Sarah Bernhardt and the Opera Comique in Paris.

**JOHNSON**—Mrs. Agnes Lumbard, 43, former legit actress, September 14 in Bronxville, N. Y. After attending Cherry Lane School for the Drama, she had a singing part in the *First Little Show* and the next year in *Loud Speaker*. She also appeared in stock in Boston and Philadelphia. Her husband, two daughters and two brothers survive.

**KALMAR**—Bert, 63, lyricist, September 18 in Los Angeles. He began in showbiz at the age of 10 with a tent show as a magician. Later he teamed with Jessie Brown, whom he subsequently married, in a song and dance vaude act. In 1918 Kalmar and Harry Ruby formed a song-writing team which produced, among others, *Three Little Words*, *This Heart of Mine*, *Three Little Fishes* and *Oh, What a Pal Was Mary*, as well as scores for several movies and Broadway musicals. Surviving Kalmar are his widow, a son, Bert Jr., and a daughter, Margaret.

**La BELLE**—Claude, 54, theater critic of *The San Francisco News*, September 14 in San Francisco. Surviving are two brothers, Rupert, Chicago radio actor, and Maitland, Boston hotel man. Remains were cremated and shipped to his home in New Hampshire.

**LE GALLIENNE**—Richard, 81, poet, essayist, novelist and critic,

September 14 in Menton, France. He was the father of the actress, Eva Le Gallienne, and was considered by many as one of the greats in his field. Also surviving are his widow and another daughter, Hesper Le Gallienne, poetess.

**LEVINE**—Milton S., 44, West Virginia theater owner, September 16 in Holmes Hospital, Cincinnati. A former resident of Cincinnati, Levine owned the Lyric Theater, Williamson; Strand, Kenova, and the Drive-In, Huntington, all in West Virginia. He was a member of the Cincinnati Variety Club, Tent No. 3. Survived by his widow, Gertrude; two daughters, Mrs. Harriet Sheldon, Panama; Gloria, and a sister, Shirley, Washington. Burial in United Jewish Cemetery, Walnut Hills, Cincinnati, September 18.

**MARTINET**—Eugene, 55, founder and director of the Baltimore Civic Opera, September 15 in Baltimore. Besides singing with the Society of American Singers, the Brooklyn National Opera Company and the Montreal Grand Opera Company, he appeared in several Shubert musicals on Broadway.

**MORGAN**—Fred R., 62, artist and cartoonist of New York vaude shows for the *Graphic* and later *The Mirror*, September 14 in New York. His brother, Richard C., survives.

**MORGAN**—Mrs. Ada Jones, 61, concert singer, September 15 in Cleveland. She made concert appearances in many parts of this country, frequently as soloist with Welsh singing societies, and entertained soldiers in Europe during World War I. A son and daughter survive.

**REYNOLDS**—Harry, 50, concessionaire with Foley & Burk, Crafts and other West Coast shows, September 17 in Redwood City, Calif. He was a member of Show Folks of America. Survived by a son, David. Interment in Show Folks Rest, Mt. Olivet Memorial Cemetery, San Francisco.

**RHODES**—Jack, 54, formerly with West Coast Novelty Company, San Francisco, in that city September 12 of a heart attack. Survived by his widow. Burial in San Francisco September 14.

**ROBERTS**—Benjamin, 62, representative for Actors' Equity Association and former Broadway actor, September 13 in New York. He had appeared in *The Vagabond King*, *Hold On to Your Hats*, *The Bat*, *What Price Glory*, *Missouri Legend* and *Yokel Boy*. His acting career began at 19 with the Woodward Stock Company, Kansas City, Mo. His widow and a sister survive.

**SEYBOLT**—Mrs. Eleanor, 62, retired stage actress, September 17 in New York. She had been a member of the Episcopal Actors' Guild for 25 years and was an active member of the American Theater Wing. Her stage appearances included *Blood and Sand* and the original production of *Little Women*.

**SHANN**—William J., leader of Shann's orchestra, which played Ulster County, New York, engagements, September 11 in Kingston, N. Y. His widow, two daughters and a son survive.

**SHELLY**—Harry R., 89, organist and composer, a member of the teaching staff at the Metropolitan College of Music and the American Institute of Applied Music, New York, September 12 in a convalescent home in Short Beach, Branford, Conn.

**SMUTZ**—Lucius B., 74, show owner, aviation pioneer, realtor and insurance broker and one of the founders of the International Showmen's Association, in St. Louis recently. (Details in Carnival Section.)

**WOODWORTH**—Thomas W., 61, former president of the Spartanburg (S. C.) County Fair Association and mayor of Spartanburg from 1937 to 1941, September 14 at St. Joseph's Hospital, Asheville, N. C. He leaves his wife and a son, Thomas Jr.

**WORTH**—Jerry H., 25, son of Mr. and Mrs. Hal Worth, owners of the Dallas Costume Shoppe and the Worth Amusement Enterprises, in Dallas September 1. His parents are well known in show business thru their association in past years with the Chase-Lister, Grace Baird, Clint and Bessie Robbins and Dubinsky Bros.' stock and rep companies. He was a nephew of Mrs. Olga Worth, who for many years had her own stock company operating in Dallas, Houston, Little Rock, Memphis and Milwaukee.

### IN MEMORIAM



### CLARENCE A. WORTHAM

Died September 24, 1922

BECKMANN & GERETY WORLD'S BEST SHOWS  
B. S. GERETY

In loving memory  
of my Husband

### SYLVESTER BOSWELL

Who Died August 31, 1946

NORA

In Memory  
Of My Beloved Wife

### RUTH BARRY

Who Passed Away Sept. 27, 1945.  
I Miss You Always.

JACK

IN LOVING MEMORY OF  
MY WIFE AND BUDDY

### HELEN

Who Passed On September 28, 1944

### HANK SHELBY

Flint, Mich.

In Memory of

### GUY W. SCOTT

Passed Away Sept. 19, 1937

Sadly Missed by

WIFE, MARIE—DAUGHTERS MARIE  
AND GLENDORA

In Loving Memory of

### HELEN SHELBY

MR. & MRS. BENNIE BERNARD

IN LOVING MEMORY  
of My Dear Husband

### JESSE M. SHOAT

who died September 24, 1941  
NORA ANN SHOAT

## WINNIPEG VOTES ON ANNUAL

### Wirtz Buys Interest in St. L. Arena

#### Reported \$2,000,000 Deal

ST. LOUIS, Sept. 20.—Owned and operated by the Reorganization Investment Company for the last 15 years, the Arena and the Forest Park Highlands has been sold in a deal involving a reported \$2,000,000.

The new company, to be known as the St. Louis Arena Corporation, purchased the combined properties, according to Emory D. Jones, Arena manager. New officers and directors are C. D. P. Hamilton Jr., Frank C. Rand and Jones.

Arthur M. Wirtz, Chicago, owner of the Chicago and Detroit stadiums and lessor of arenas in Indianapolis and Omaha, purchased an interest in the St. Louis Arena Corporation. It is reported Wirtz convinced stockholders of the Reorganization Investment Company that he would outbid any competitor, because of his desire to present his attractions, which include the Sonja Henie Ice Review, Barnes Bros.' Circus, rodeos and other events.

Officials refused to divulge the exact sale price. One spokesman for the Reorganization Investment Company said stockholders in the group agreed several months ago to pool all shares in the sale of the Arena and the Highlands.

The Arena was built in 1928 by a group that included the late Henry W. Kiel and Ben Brinkmann. The project tumbled during the depression and was purchased by local interests that formed the Reorganization Investment Company. Sports events, rodeos, circuses, boxing, wrestling and basketball have been leading attractions in the Arena.

It was announced the new corporation did not purchase the St. Louis Flyers, hockey team, or the St. Louis Bombers, basketball team.

### Bonham, Tex., Gives Bailey 2 Full Houses

BONHAM, Tex., Sept. 20.—Bailey Bros. scored with two full houses here Tuesday (16). Les Stevenson, with Bailey Bros., was born in Bonham and the home-town folks gave him a great welcome. Schools were dismissed at 2 p.m. and as a result the matinee was three-fourths children.

Two Arkansas spots, Magnolia and El Dorado, gave good business. Matinees at both places were three-quarters and night houses were full.

### Carver Warns of Animal Diseases in La., Texas

CHICAGO, Sept. 20.—Don Carver, who has high-diving animal acts, writes *The Billboard* from Beaumont, Tex., warning animal show and circus owners planning to play Louisiana and the southern part of Texas. "The livestock is dying off at a high rate from sleeping sickness. Owners may write the board of health at Baton Rouge, La., to ascertain just how serious is the plague," Carver wrote.

### Dubbed in Sound Proves Okay In Building Massive Spectacle

DUBUQUE, Ia., Sept. 20.—A new method of presenting huge outdoor spectacles—the dubbing in of voices and sound effects via recordings while a large cast performs in pantomime—stamped the recent historical production held here recently at the Jean Dubuques Days, and it is being hailed for its effectiveness, its tone of authenticity and also for reducing production effort and costs.

All of the lines and much of the sound effects for the huge show, which had a cast of some 300 persons, were waxed in advance at radio Station KDTH here, with professional actors, singers and comedians used. This eliminated the need for the many people in the production to learn lines and thus reduced the number of rehearsals required. The cast was rehearsed only in pantomime. In actual presentation the entire cast rendered its performance in pantomime while recordings were spun backstage.

A novel treatment for an outdoor spec, it yielded infinitely superior vocal effects flawlessly projected to an audience seated 200 feet in front of the stage. It also enabled a closely knit production, as transition from various segments was made with marked smoothness. The production embraced a 20-minute minstrel flashback to shows of yesteryear.

Credit for the spectacle's effectiveness was due in a large measure to Arnie Stierman, program director of

radio Station KDTH, according to J. Allen Darnaby, the producer. Stierman wrote the script which Darnaby termed "a literary gem."

Darnaby handled the production. He built a stage with a 250-foot background which, with the exception of two small right and left stages, was constructed of wood.

### James M. Cole's Org Top Draw at Mineola Annual

NEW YORK, Sept. 20.—The James M. Cole Circus, grandstand attraction at the Mineola (L. I.) Fair last week, proved the biggest drawing card ever playing that annual. Opening Tuesday afternoon (9), the circus played to near capacity matinees and nights thru Thursday (11).

Friday night (12) the gate was so big that not only the 3,000 grandstand seats were occupied but the overflow filled the four sections of seats in the half of the big top which had been erected on the far side of the race track. Despite this the lines continued to form at the ticket wagon and box-offices and it was decided to put on a second performance which was also a sell-out.

Saturday matinee (13) was also a sell-out and at the final night performance the grandstand, all four sections of seats in the big top and the lawn in front of the grandstand were jammed.

Saturday night's (13) performance was televised by NBC—under unique conditions. As the performance took place under one-half of the big top, with only half the canvas up, it was possible to televise performers and audience under ideal conditions and in such a manner that camera and equipment did not block the view of spectators in the grandstand.

The circus also crashed several radio programs, the biggest break being the guest appearance of seven-year-old James M. Cole II and the baby elephant he handles, on George C. Putnam's news broadcast over Station WOR Thursday night (11). Young Cole and the elephant created a sensation in getting to and from the studio, where they arrived in a comparatively small car.

Cole closed after Saturday night's (13) performance, with stock and equipment going on to winter quarters at Penn Yan, N. Y. Cole is offering his circus equipment for sale but is retaining his performing horses and elephants and will make a bid for indoor and outdoor dates under sponsorship.

### Gould Gets Overflow, Straw at Monticello

MONTICELLO, Ill., Sept. 20.—Jay Gould's Circus scored with a full house at the matinee and an overflow at night here.

At Petersburg, Ill., on a two-day stand, show featured a home-coming celebration and drew straw crowds both days.

### Kewanee, Ill., Gives With Full One for K-M After Light Mat.

KEWANEE, Ill., Sept. 20.—The Al G. Kelly-Miller Bros' Circus played to a light matinee, for good reasons, here Wednesday (17) but it was a different story at night when a full house caught the show.

The org set up on a farm located nearly a mile from town and that alone cut matinee attendance. Another big reason for the light attendance at the afternoon show was that schools had started and children were unable to make the matinee.

At Platteville, Wis., business was tops, matinee playing to a full one and the night show getting an overflow.

### Grand Natl. Rodeo Offers 18G in Prizes

SAN FRANCISCO, Sept. 20.—Grand National Rodeo opens in the Cow Palace November 1 for a nine-day run. Among the top rodeo contenders entered from 30 States is the 1946 world's champion, Gene Rambo.

Harry Rowell, Hayward, Calif., will be rodeo arena director and stock contractor, with additional stock being furnished by Cuff Burrell, Bob Barnby and Jim Millerick. Purses of \$11,250 are being offered by the Grand National, to which will be added the entry fees, making the total moneys up for competition more than \$18,000.

### Boosters Try To Sell Plan

#### Favorable action would mean re-establishment on Western A run

WINNIPEG, Sept. 20.—Voters go to the polls October 15 to decide whether or not the city is to become a show town. If a two-thirds majority favors the proposed \$1,500,000 money by-law for the erection of an exhibition stadium and arena, Winnipeg will return to the A Class Western Canadian fair circuit.

This circuit at present includes Brandon in Manitoba, Calgary and Edmonton in Alberta, and Saskatoon and Regina in Saskatchewan.

This year there will be more than 165,000 persons on the voters list, but usually fewer than half of those registered turn out. To pass a money by-law requires a two-thirds majority of the vote cast.

It is nearly 30 years since Winnipeg was the fair town of the West. In those days, thousands packed the old-fashioned hotels, and those who could not gain admittance slept in (See WINNIPEG VOTES on page 59)

### Swim Circus Opens Soon, Crosby Says

HOLLYWOOD, Sept. 20.—Larry Crosby, head of the Crosby Productions and brother of Bing, announces the Crosby Hollywood Swim Circus will start its tour soon and that bookings now are being made. Swim circus will be staged indoors and outdoors, using portable pools and circus tents. Plans for the use of a plexiglass pool for the spectacular high diving sequences are being developed. These dives will be made from the top of fire department extension ladders.

Among the stars scheduled for the show are Lita O'Neil, water ballerina; Adolph Kiefer, international backstroke champion, and Dutch Smith, comedy diver.

### Lu Lu Temple To Sponsor Hamid-Morton in Philly

PHILADELPHIA, Sept. 20.—For the eighth consecutive year, the Lu Lu Temple Shrine here will sponsor the Hamid-Morton Circus, opening Saturday (27) and continuing thru October 4 in the Philadelphia Arena.

The Rosales Sisters, Adamsons, Les Kimris, Loyal Repensky Troupe, Dick Ciemen's animals, the Sidneys, the Briants and Joe Basile's band, with vocals by Lois Lynn, will headline the cast.

### Aussie Cele Draws 100,000

NEWCASTLE, Australia, Sept. 20.—Week-long 150th anniversary celebration. September 5-11, drew tremendous crowds. Opening day, featuring folk dancing in the streets and the biggest display of fireworks ever put on in Australia, brought out 100,000 people, 20,000 of whom arrived via special trains. City was brilliantly illuminated with 500,000 lights.

## Art Hopper Retires From R-B Dec. 31

### Enters Tourist Court Biz

CHICAGO, Sept. 20.—Arthur Hopper, general agent for the Ringling Bros. and Barnum & Bailey Circus for the past 20 years, has written his resignation, effective next December 31, and will enter the tourist court business in Texas.

Tess Hood, who operates the Stockyards Hotel and the Camp Worth Tourist Court at Fort Worth, recently purchased the Tex Courts, located on U. S. Highway No. 80 between Fort Worth and Dallas, near Arlington, for \$48,500 and has taken over the operation. Hopper will join her in the operation of this property after the first of the year.

A two-day stand in Dallas proved a red one for the Big Show. Org arrived in Dallas a day ahead of time, giving performers and employees a Sunday off, and set up on the fourth different lot here in as many years. This one was north of town on the U. S. Highway to Oklahoma, tho the show unloaded on the rail siding at the Texas State Fairgrounds, the 1945 site. This caused an eight-mile trek thru downtown Dallas Sunday morning (14). A huge crowd caught the unscheduled parade and then watched workers put up the canvas.

Sam Stratton, who did the advance flack here, arrived in town early and got plenty of space in the papers. Weather during the two-day stand was ideal. Opening matinee Monday (15) was three-quarters, with the night a turnaway. Police estimated more than 3,000 persons were unable to get into the show opening night.

Tuesday (16) the show had a full one at the matinee and a turnaway at night. Stand, officials said, was the best the R-B org ever has enjoyed here. Newspaper critics were loud in their praise of the show.

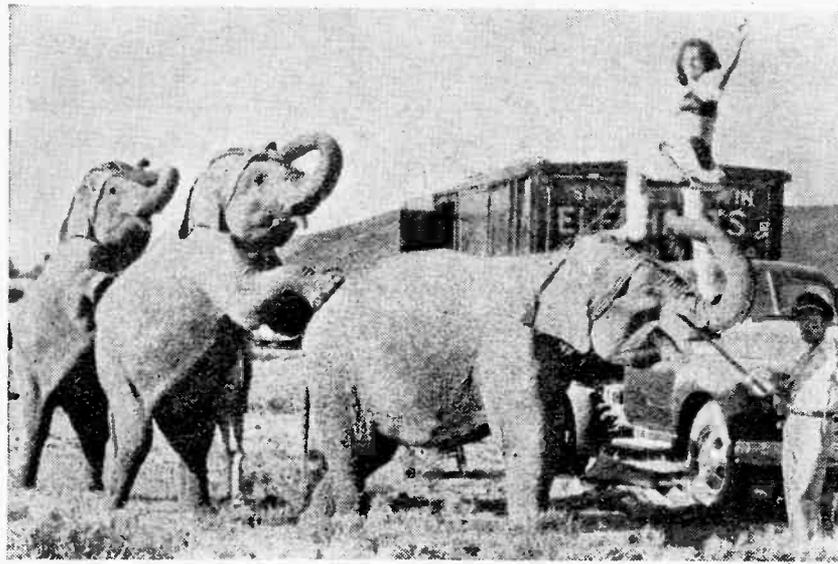
## Polack Portland Biz Big; Extra Show Necessary

PORTLAND, Ore., Sept. 20.—Polack Bros. enjoyed such good business during a seven-day stand here it was necessary to run an extra show the last day, Friday (19). Scheduled for 14 performances, the 15th was put on Friday night, making a matinee and two night shows that day.

Good weather and turnaway business greeted the opening Saturday (13), and the continued heavy patronage soon made it apparent an extra show would be necessary. Rush arrangements were made for printing the extra tickets so that groups working thru the Shrine could handle sales.

Sam Ward, press agent, declared this run the best of the last three years here. Shrine circus headquarters was set up in the Washington Hotel, where the heavy actual work was handled. The Shrine band, crack outfit, paraded each night thru the downtown area, and the elephants were used some nights. This, coupled with the heavy advance work and early promotion, was deemed a significant factor in the big patronage.

At Wenatchee, Wash., cool weather during the three-day stand, September 9-11, cut attendance, altho business was described as satisfactory. Org showed in the ball park at Wenatchee.



MR. AND MRS. MAC McDONALD are proud of the job they have done in breaking Opal, Carrie and Christy in less than 12 months. They do 27 cues in 12 minutes, and Christy, the smallest of the herd, does a 10-minute solo. Mrs. McDonald was formerly Peggy Henderson.

## Pepi Borza Amazes Baseball President Who 2-Bitted Him

WENATCHEE, Wash., Sept. 20.—Ten-year-old Pepi Borza, who with his sister, Anita, presents *Stars of the Future*, balancing and tumbling act with Polack Bros., earned an extra 25 cents during the show's stand here September 9-11.

The circus showed in the city's baseball park. The ball season had ended just a day of two before and Wenatchee Chiefs' baseball president, Joe Brownlow, was busy moving equipment and supplies when the circus people arrived, anxious to move into the concession stands, ticket windows and offices.

Brownlow, hurrying along under a big load of packing boxes, saw a small boy standing around, watching the proceedings.

"How'd you like to help out?" he asked the boy.

The result was a period of hard work for the youngster and when the job was done, Brownlow gave him a quarter.

The baseball man was more than a little amazed, an hour or two later, to see the same boy, agile little Pepi, performing before a delighted circus crowd.

Anita, 11, and Pepi, are children of Adrian and Charley, veteran circus performers.

## Mills Scores At Fayetteville

FAYETTEVILLE, Ark., Sept. 20.—Sponsored here by the Veterans of Foreign Wars, Mills Bros., drew a three-quarter matinee and a full night house. Weather was ideal.

At Rogers, Ark., the show had two strong houses. Stand was under auspices of the Rogers Volunteer Fire Department.

Joplin, Mo., proved a big one for the Mills org. Sponsored by the Eagles Lodge, not for money-making reasons, but, as President Paul Willard put it: "The kids need something like this." Show drew 3,000 at the matinee and 2,000 at night.

### Rain Hurts Rogers

PECOS, Tex., Sept. 20.—A heavy rain forced cancellation of the matinee performance of Rogers Bros. here, but the night show, despite wet grounds, went on as scheduled and drew a three-quarter house.

## Dailey Records Hoosier Biz

Crawfordsville, Frankfort give with full houses—draw at Marion is light

CRAWFORDSVILLE, Ind., Sept. 20.—Arriving here Sunday (14), Dailey Bros. set up on the south edge of the city and drew plenty of sightseers. Rain Sunday night failed to harm the grounds, which were covered with plenty of grass.

Matinee showed to a three-quarter house and it was an overflow at night.

At Frankfort Saturday (13), Dailey, the first railroad show to visit Frankfort in a score of years, drew two full ones. When the train pulled into the city a large crowd of sightseers was on hand.

It was a case of too much opposition at Marion Friday (12), where the show drew two light houses. Opposition included a night parade, a free musical program by Shrine units, a musical concert by radio stars and a night high school football game.

## Bir'ham Proves Beatty's Worst Larry of Season

BIRMINGHAM, Sept. 20.—This one proved the biggest larry of the season for Clyde Beatty. Org in a two-day stand here did less than one day's business and Beatty himself said it was the worst spot of the entire season.

Probably the biggest reasons for the small attendance, despite the fact the show enjoyed a good press, was the mixup over the lot. The State fairgrounds were unavailable because of the opening of the fair Monday (29). The show originally was set for the northside lot and then was forced to change to a southside location. Billboards carried the northside lot as the location, while newspapers said it would play the southside lot. The public was confused no end.

Beatty announced here that his wife, Harriet, is ill in a Houston hospital and will undergo a major operation. Beatty flew from her bedside to show here Tuesday (16).

At Greenwood, Miss., the Beatty show was the first in this season and enjoyed good business. The matinee was an overflow and the night show drew a full house.

## Storm Threat Hits Cole in Jacksonville

### Org Loses One Night Show

CHARLESTON, S. C., Sept. 20.—Cole Bros., in here for a two-day stand, reported they blew the night show the second night of their two-day stand in Jacksonville, Fla., because of storm warnings. Business the first day was light because of news about the storm.

After the matinee the second day, show officials, in the face of weather reports, decided to tear down and pass up the night show. Org headed for Waycross, Ga.

At Waycross, officials said, the storm worry raised havoc with business, both matinee and night attendance being on the light side.

Tallahassee, Fla., gave with only light business, due mainly to the fact the Tallahassee ball club was in a play-off out of town and many people took advantage of special busses to the game. Another reason for the light business done by the circus was the unbearable heat.

Marianna proved only so-so, matinee being light, with the night draw strong.

## Georgia Spots Continue Good For King Bros.

GAINESVILLE, Ga., Sept. 20.—King Bros.' trek thru Georgia, which opened big, closed in okay fashion. Show drew two straws here, it being the first one of any size to play here in several years.

At Americus, Ga., org used a break-in lot and it was necessary for a bulldozer to clear it before the show could move on. James M. Salter, 24-hour man, obtained special equipment for the job and had the lot in good shape. A heavy rainstorm started at 6:30 the night of the show but it cleared by 8 p.m. and the circus-hungry Americus residents swarmed in. Altho the afternoon was one of the hottest on record, the show had a full house at the matinee.

A new elephant, recently arrived from New York, made its bow here. Animal was brought to Americus in a special truck by L. D. (Doc) Hall.

In Rock Hill, S. C., business was good, matinee getting a three-quarter house and the night show a full one.

## Well Known Acts on Cirque d'Hiver Bill

PARIS, Sept. 20.—Indoor circus at the big Cirque d'Hiver Arena presents a new bill tonight, featuring several well-known pre-war acts, including the Spurgatt's posing act, familiar to American circus fans.

Other veterans are the famous clowns, the Fratellinis, as well as the popular joeys, Bilbouquet and Boulicot, assisted by Lulu and Tonio.

Circus acts include the Carre Liberty and high school horses, Miaz's dogs; Two Markas, Japanese bar act; Mickels-Mickels, acro comics; the Danielys, hand-to-hand; Four Rolling Stars, roller-skaters; Niagara Troupe, motorcycle aerial novelty, and the Railys, bike act.

Cirque d'Hiver indoor season is under the direction of Jean Coupan and E. Audiffred. Programs are changed twice monthly.

**Kelley-Miller**

This is a pinch-hitting job for Dana Stevens, who left to return to college, and a salute to Wisconsin and the hundreds of circus fans and newspapers who treated us so royally.

Night performance at Mount Horeb brought plenty of circus fans, including W. L. Jackman, Sen. Clifford Krueger, George E. Finnigan, Mr. and Mrs. Dean Thomas, Mr. and Mrs. Ed Fuhrmann and Marylan, Dr. and Mrs. Earl Hicks, Dr. and Mrs. S. J. Francois, Mr. and Mrs. Clarence Kachel, Mr. and Mrs. S. O. Brother, Robert Zimmerman, Mr. and Mrs. K. N. Henderson, Mr. and Mrs. Fowler, Mr. and Mrs. Mahnke, Mr. Nushwander, Aldred S. Schade, Assemblyman Emil Hintz, Edwin Barlow, Zella Hall, B. J. Dunnwiddie, August C. Pauneck and Roy Godfoy. Tiny Krueger has visited the show 19 days so far this summer.

The Bantas and Jimmy Goodwin left at Galena, Ill. Whitey Thorn, who recently suffered the loss of two fingers, is doing a fine job keeping rolling stock in condition. Ione Stevens has a full crew in the concession department, including Raymond Riley, novelties; Ralph Brewer, cotton candy; Mary Thorn, snow cones, and Jay Harden, juice. Incidentally, Ione Stevens' Tom Collins party was a grand success. Everyone had a big time, except the writer, who was kept busy with the shaker.

Dutch Campbell has the side show crew and is doing a swell job. Red Folker has the big top crew and is ably assisted by Fat Byers.

All the show children have left for school, including Karen K. Miller, who went to Denver, and Jimmy and Benny Rossi, who enrolled in a military school in Bartlesville, Okla. It seems good to see Mrs. Kelly Miller on her feet again after being laid up for seven weeks.

The show had two weddings recently: Mickey Wayman and Frank Chambers, who were wed in the big top, and Betty Pope and Ray Kerr, of the side show.—MEL LEWIS.

**Clyde Beatty**

Note to Harry Dann: Guess who was responsible for that cry of "Help!" which rang thru the darkened coach the other night? Everyone was up in a flash, quickly dressed and on a hunt to see where the cry was coming from. All of a sudden a weary head poked itself out of the curtains of an upper berth and the voice said, "Oh, excuse me everybody, good night." This was Nightmare Alley.

The ability of our working departments to cope with almost any situation was proved in Greenwood, Miss. The show arrived and was practically set up when the local fire department decided danger hovered overhead because of some high tension wires. So down came the show and it was moved about 100 feet and erected again with plenty of time to spare before the matinee.

Sunday (14) was a peculiar day for almost everyone. Because of some difficulty, the show remained in Columbus, Miss., and didn't leave for Birmingham until late afternoon. Some journeyed ahead for the day and others lingered behind, with the paint brush gang brightening up things all over the show.

Of late, monopoly has won high favor as a between-the-show diversion, with Albina Beatty always the winner and Shorty Sylvester generally falling short of his Baltic Avenue mark.

Route cards were left behind for four deserted monkeys. At this point, however, it isn't likely they will catch up.

Recent visitors have included Bonnie Forbes, Bob Sams and Mr. and Mrs. John Staley and daughter, Sue. Sue took part in the show during the Magic City, Tex., engagement. She looked into the mirror and said, "You gorgeous creature." Then the mirror broke. It actually happened, they tell me, in the ladies' dressing room.—DICK ANDERSON.

**DRESSING ROOM GOSSIP**

**Ringling-Barnum**

An early arrival in Dallas and a Sunday off gave everyone a chance to catch up with his sight-seeing and movies. Prince Paul holds the movie-going record, going to three different pictures and sleeping thru *Gone With the Wind* for a total of four.

We broke in a new lot in Dallas and it was an eight-mile haul for the wagons. Nineteen members of the show were initiated into the Elks' Club during our Dallas stand.

Visitors: Ira Millette's sister and family, Nickey and Roddy Bell, Miles Bennett and his father, Eddie Vaughn; Mr. and Mrs. Kellogg, who visited their son, Bob; Ernie White, Art Concello, Ed Raycraft, Lester Thomas, Alice from Dallas, Mr. and Mrs. Jones, Mabel Compton, Al (Shorty) Summers, Helen Leslie, and Mr. and Mrs. J. B. Saylor and members of the Gainesville CFA, who entertained members of our show with an old-time Texas barbecue in the Saylor home.

Around the lot: Udo Kurka, of the red wagon, says in the future he will wait until the train stops. Seems he jumped off the train as it was moving and he did a complete cut-away with a full twister, followed quickly by a three-point layout, face first. For his efforts, Forstall chased him out of the wagon three times before he recognized him. . . . In Texas the blues are called buzzards' roost, never general admission. Matinees are called evening shows. Chicken Charley quips: "A rolling stone gathers no moss and neither do the galloping dominos unless they seven."

—DICK MILLER.

**Polack Bros.' Western**

Wenatchee, Wash., was our last outdoor date of the season and Louis Stern and everyone else on the show are pleased over not losing a show by rain.

Members of the fishing club all took a back seat when Ed Raymond, a novice, went along on one of the trips and caught a hunchback salmon. Kinko, an old fisherman from way back, caught five dog fish which weren't edible.

Dennis Stevens decided to spend a day on the Sparks show but discovered when he arrived in Tacoma, Wash., that he would never make it.

After much discussion and measuring, the flying act got up in the low building in Portland. Joe Siegrist figured it out mathematically. Incidentally, Joe's brother and sister-in-law, Mr. and Mrs. Charles Patterson Siegrist Jr., live in Portland, so Joe and Bebe had quite a reunion.

Billy Barton joined. He's doing his cloud swing and muscle grinds. Dave Murphy, like Barton, formerly with the Sparks show, was with us for a few days but left to do press for another org.

The new fad in the dressing room is bingo.

Celebrating birthdays recently were Flow Ollson, Charlie Borza Jr., and Adrianna Lopez. Mrs. Gene Moore left for California to put Louise in school. The writer will assist Dwight Moore in the dog act.

Visitors included Abe Goldstein, clown cop, and Penny Parker, who broke Kinko into the business.—IRENE LAFFERTY.

**Dailey Bros.**

Logansport, Ind., was old home week, with a number of troupers and ex-troupers coming to look us over. I didn't get the names of all, here is a partial list: Nick and Dorothy Carter, Mrs. Johnson, Joe and Etta Hodgini, Mr. and Mrs. Tommy Hodgini, Irene Brand, Alma Hand, Jimmy and David Meadows, John Riley, June Russell, Terrell Jacobs and party and Pinky Hollis. Jimmy (See Dailey Bros. on page 79)

**James M. Cole**

Season's last long jump caused the anticipated amount of delays and trouble, but we made it and opened on time in each of the towns. Late arrivals in Ephrata, Pa., found Mr. and Mrs. George Barton and Mrs. Barton Sr., mother of Lou and George, awaiting our arrival. At Doylestown a big visitor turn-out included Mr. and Mrs. Elmer Kemp, Mr. and Mrs. Howard Y. Bary, Mr. and Mrs. Herbert Douglas, Mr. and Mrs. Turner, Mr. and Mrs. Charles Kistler, Irvin B. Romig and Roy Romig, grandfather and uncle, respectively, of Irvie; Joseph Conway, Rio Bros.' Circus; James McGinnis, Mr. and Mrs. William Yerkes and Robert.

At Stapleton's Staten Island Stadium we at last found the perfect lot. Uncle Don, of radio note was an added attraction. Bert and Juanita Cole visited, as did Paulette San Marchie and Agnes Maier.

We gave a benefit show at the Hallaran Veterans' Hospital, Stapleton. Tama Frank and Patsy, the Dobas Duo, Irvie Robin and Snafu, Baby Dorothy, the elephant, and the writer made up the program.

Grand finale was at Mineola, N. Y. Fair. Destinations of members: Kay and Ayers Davies return to Illinois before taking out the school show this year accompanied by Tama Frank and Patsy; Tex Maynard (Visengaard) taking out a hillbilly show thru New York; Charles Cuthberg, band leader, has several fair dates to play and then will return to his home in Elmira, N. Y.; Kirk Adams, will play a few fairs with the I. T. Shows before returning to his home in Daytona Beach, Fla.; Oscar Decker, steward, who entertained his mother during our stay in Mineola, will return to Newburg, N. Y. to open a restaurant; Joe Scharoun will join Jim Bagwell's Dorman Bros. Circus; Dave and Gracie McIntosh will visit Dave's father in Nova Scotia and then return to Penn Yan, N. Y.; Annette and Joe (See James M. Cole on page 79)

**Cole Bros.**

At Freddie Freeman's request, I will attempt to write this week's Cole gossip. Main subjects around the show are the heat, which is intense, and the New Orleans date. We made a 188-mile run into the Crescent City, arriving at 4 a.m. Despite a three-mile haul, everything was up and ready for a scheduled 2:15 p.m. matinee.

The three-day stand will be long remembered. The connoisseurs of fine foods had a big time in the many restaurants. The young set had a big time at the many night clubs in the French quarter. In return, the gay boys were our guests at the Sunday matinee.

Visitors were plentiful, including Don Dorsey, aerialist, who was appearing at Pontchartrain Beach; Mickey Markwood, veteran burlesque comic; Wyatt Davies, former clown, and George Snyder, now manager of the De Luxe Laundry, New Orleans.

Gulfport, Miss., is the home of Captain Curtis and many visited his (See Cole Bros. on page 79)

**Bailey Bros.**

Upon our arrival in Texas we were greeted by a terrific storm which blew down the dressing tent.

Bob Steves, Otis Jones, Boots Wacker and Ellis Goe have gone Western with new Stetsons. Bill Hudson left to return to night club work. Laurence Cross, who was with Sparks until that show closed, returned to this org. Kenny Hayes, bass player, returned to his home in Huntington, W. Va.

Red White, side show manager, has a "no quit" motto.—GEORGE L. MYERS.

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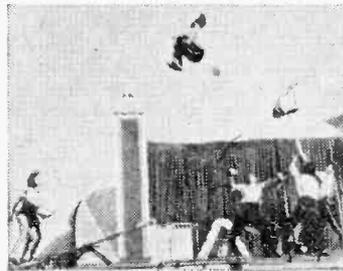
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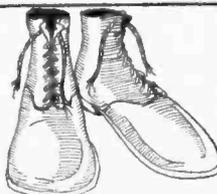
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## UNDER THE MARQUEE

The Four Eltons, flying trapeze, are a feature of the Elks' Frolic at Brockton, Mass., September 19-27.

Wyatt Darres, clown, visited friends on Cole Bros. when that org played New Orleans.

Charles Robinson, formerly with Cole Bros. and now with the Chicago Art Institute, visited *The Billboard's* Chicago office Friday (19).

George E. Foster, bannerman with James M. Cole, is going out with four elephants of the Circus Equipment Corporation, New York, this winter.

The Chambertys, because one of the trio dropped out, quit the Cole Bros.' Circus recently and have returned to Sarasota, Fla., to put together a new act.

Dave Murphy, formerly with Sparks, who worked the Portland date for Polack Bros., is in Cleveland to handle publicity for the Hamid-Morton Shrine Circus.

George Engle, who was forced off the road because of ill health and who is now residing in St. Louis, reports he will go back into the automobile business this fall.

Loretta LaPearl and her dogs recently flew to Honolulu from California with one of E. K. Fernandez's vaude units which is set there until September 28 before invading the rest of the islands for 45 days more.

Hughie Fitz and Witz, clowns, and their dog, Beaty, were in the Coney Island, N. Y., baby parade with 30 other clowns Saturday (13). Parade was sponsored by the chamber of commerce.

Forrest Brown, Delphos, O., visited Dailey Bros. when the show played Van Wert, O. He reports the show played to two full houses and that Owner Ben Davenport was host to newsboys.

Doc Rivers writes that he is out of the hospital after a successful operation and that he and Blanche Palmer have booked their liquid air act in schools for the season, opening in Chicago October 1.

Happy Spitzer, confined to Bellevue Hospital, New York, since early in the season as result of being kicked by a horse, has been discharged and will be back in action soon.

Mr. and Mrs. J. L. Pease went to Bartlesville, Okla., to place Jimmy and Benny Rossi, brothers of Euelina Rossi, of the Al G. Kelly-Miller Bros.' Circus, in the military academy there.

Ira Watts, who resigned recently as general manager of the Clyde Beatty Circus, has purchased a farm near Fort Smith, Ark., and says that he is now retired from circus business for good.

Tommie and Etta Henderson are en route to their home in Paris, Tex., after a successful three months on the West Coast. En route home they visited Madge Buckley and her husband in Walla Walla, Wash., where they were playing the fair.

Ben E. Taylor, veteran bandmaster who some 35 years ago was band leader on the John H. Sparks World Famous Shows, writes from his home in Seattle that he caught the Polack show in Seattle and the Sparks show in Everett, Wash.

Walter D. Nealand, veteran press agent for King Bros.' Circus, got the show plenty of publicity, both pictures and stories, in *The Macon Tele-*

*graph* when the show played there. In addition, Nealand was the feature of a column by Sam Glassman, *Tele-graph's* sports editor.

CBS Television, N. Y., will screen a movie short Sunday (21) of James M. Cole II putting the baby elephant, Dorothy, thru her paces at the Mineola, N. Y. fairgrounds. The seven-year-old lad is the son of James M. Cole, owner of the circus bearing his name.

Mickey Sullivan reports he led the band at the Eastern States Exposition in Springfield, Mass., and enjoyed visits with George Hamid, Sam Crowell and Joe Beach. Other dates on Sullivan's list are the Diamond B Rodeo at Westboro, Mass., and the Stafford Springs, Conn., fair.

Thomas Bryden, who closed recently as advertising car manager of the Sparks Circus at Tacoma, Wash., and trekked east to Springfield, Mass., stopped in Cincinnati to visit Marshall Green, Sparks general agent, who is still confined in Holmes Hospital there. Bryden reports that Green is showing improvement.

Line-up of the Buck Lucas Rodeo contingent, which worked the Indiana State Fair, Indianapolis, recently, included Faith King, Loretta Kern, Sandy Fudge and Wally Fishback, trick riders; Tex Emry, Kit Noble, ropers; Bob Grey, Hank Williams, W. C. Marker, bronk riders; Mrs. Emma Fudge, John Kramer, Johnny Muck and Walter Harris, trick riders, and B. Evans, stock.

When Sparks Circus, which closed for the season Sunday night (7) in Tacoma, Wash., moved equipment into an unused section of the Boeing Bomber Plant at Renton, Wash., Wednesday (10) it rated a picture, showing the elephants lined up alongside bomber fuselages, which was sent out over the Associated Press wirephoto network. *The Chicago Tribune* used a four-column cut on its picture page Thursday (11).

James Patterson, 87-year-old ex-circus hand from Paola, Kan., was on hand to visit the Ringling-Barnum show when it played Kansas City, Mo. Patterson, who has been seriously ill, gave minute instructions to circus officials in the event he should become ill while visiting the show. He got thru okay, however, and reported the next day he was feeling fine. Patterson's visit rated a story in *The Kansas City Star*.

Rubeo and Rubyo, clowns, who recently concluded a successful 10-day contract with the Niederhause Airways on advertising and entertainment, followed by a show at the Eagles' Club, Marshalltown, Ia., have been pacted by *The Des Moines (Ia.) Register* for promotional work. They also have been signed by the Marshalltown Fair Association and Chamber of Commerce for a goodwill tour. A number of school dates also have been lined up, Rubeo reports.

Bennie Fowler, who recently closed a successful season as general agent with Sparks Circus, stopped over in Cincinnati last week while en route from the West Coast to Montgomery, Ala. Following a visit to *The Billboard's* new offices and plant in the Queen City, Fowler visited Marshall Green at Holmes Hospital, Cincinnati, where he found Green progressing satisfactorily. Green has been confined in the hospital since last February from injuries sustained when the auto in which he and Fowler were riding skidded on icy streets near Cincinnati and was wrecked. During that time Green has undergone seven operations.

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## WANT TO BUY

String of six or more Liberty Horses, well broke, with one or two doing menage.

**TOM EWALT**  
Geneva, Nebr.

# EASTERN EXPO GETS HOT TILT

## Rain Clouts Last 2 Days At Brockton

### Attendance Short by 2,090

BROCKTON, Mass., Sept. 20.—Torrential rains which caused the cancellation of night grandstand shows Saturday and Sunday (13-14) and Sunday afternoon also washed out the possibility of this year's nine-day Brockton Fair equalling or surpassing the attendance and gross marks set by last year's seven-day annual. This year's attendance of 205,371 was 2,092 short of last year's 207,463.

Daily attendance was slightly ahead of last year thru Wednesday (10). The remaining days drew less than a year ago but there is no doubt that the closing Saturday and Sunday crowds would have been much larger if better weather had prevailed.

Rain, beginning late Saturday, besides canceling the grandstand show, spoiled the period which annually provides some of the most lucrative midway play. Jimmie Lynch's Death Dodgers were scheduled for a Sunday afternoon performance.

The following comparative attendance figures were released by Secretary Frank H. Kingman:

	1947	1946
Saturday (6).....	17,043	.....
Sunday (7).....	36,050	34,612
Monday (8).....	33,718	33,338
Tuesday (9).....	17,109	16,874
Wednesday (10)...	20,038	26,111
Thursday (11)....	18,963	24,745
Friday (12).....	18,383	23,355
Saturday (13)....	38,450	47,231
Sunday (14).....	5,617	.....
	205,371	207,463

Saturday's rain was also largely responsible for the drop in the pari-mutuel betting handle, since wagering this year on that day was only \$77,783 as compared to \$103,456 in 1946.

Comparative daily figures are:

	1947	1946
Monday (8).....	\$62,955	\$69,702
Tuesday (9).....	71,746	67,835
Wednesday (10)...	80,481	87,019
Thursday (11)....	77,914	90,641
Friday (12).....	67,503	74,975
Saturday (13)....	77,783	103,456

\$438,382 \$493,628

The midway area behind the grandstand and sections of the grounds were inundated Sunday.

## Indianapolis To Run Sept. 3-10 in 1948

INDIANAPOLIS, Sept. 20.—Indiana State Fair has set its 1948 dates for September 3-10, Levi Moore, director in charge of publicity and attractions, announced. Due to the date on which Labor Day falls next year, the entire run of the fair for the first time in several years will be in September.

Final tabulation of attendance at the recent fair shows a total paid gate of 627,573 and an estimated total gate, counting exhibitors, performers and concession passes, etc., of 719,959.

Several execs of the fair are planning to attend the State Fair of Texas at Dallas next month.

### Around the Grounds:

## Kiplinger Magazine Considers Fairs, Calls 'Em Big Business

The September issue of *Kiplinger* magazine in a feature article titled *Industry Goes to the Fair Where its Products are Displayed for 60 Million Customers*, calls the fair business big business. The article makes several conclusions, among them, that "fairs will prosper anywhere in America so long as they keep their mission in mind—to instruct people in the opportunities in their communities," and asserts "much of the emphasis should be placed on young people."

The article also points out that fairs face a tremendous building boom, citing an unnamed authority who thinks that building would total a billion dollars.

Frank Kingman, secretary of the International Association of Fairs and Expositions, is quoted frequently in the magazine's treatment.

Ira Vail, who up until the war was one of the leading promoters of auto races at Eastern fairs, is now a patient at the Nassau Sanitarium at Farmingdale, N. Y., undergoing treatment for tuberculosis. Before becoming a promoter Ira ranked among the nation's foremost speedway drivers and was an idol at many fairs.

*Frank N. Isbey, former manager of Michigan State Fair, Detroit, is being boomed as a candidate for governor by leading political figures. Isbey, who headed Michigan's war bond sales activities, never has run for elective office, but is considered a strong contender in the contests.*

Fire of undetermined origin destroyed the grandstand at the Jefferson County fairgrounds, Watertown, N. Y., September 19.

Carl F. Mantey, who has headed the Caro (Mich.) Fair for several years, is incorporating the Thumb Laundry & Dry Cleaning Company together with the Carl F. Mantey Company to do a general insurance and real estate business.

*Art Briese, of the Thearle-Duffield Fireworks Company, Chicago, and Irving H. Grossman, top man in the Des Moines office of the Gus Sun*

## 'Finest Ever,' Say Cedarville, Calif., Execs of Annual

CEDARVILLE, Calif., Sept. 20.—Modoc County Fair officials, bringing the curtain down September 7 on the second fair held here since the war, termed this year's exposition the "finest ever held" in this northeast border county.

A Sunday crowd of more than 4,000 passed thru the gates to set a record for a single day's attendance and swelled the total receipts to an all-time high.

A parade and rodeo featured the last day's program. A heavy rain Saturday (6) damaged several floats but repairs were made before the pageant took place the next morning. Prizes for the parade totaled \$1,100.

Several new sections were added to the grandstand this year and many improvements to the grounds were made since last year's exposition.

office, have been flying their own planes this year to many of the fairs. Briese continues to put on more travel mileage than any man in the outdoor show business. Grossman this year has planned to 28 fairs in 8 states, he reports.

The recent Skowhegan (Me.) State Fair put out a four-page herald, printed on book stock, that packed powerful selling force. What's more, the eye-catching, attention-holding publicity piece was sponsored and paid for by merchants, manufacturers and business men. Strikingly illustrated with top art and presenting the fair's program in detail, the herald ranks among the best to reach *The Billboard's* fair desk this season.

## New Paid Gate Mark in Sight At Chattanooga

CHATTANOOGA, Sept. 20.—Attendance at the Chattanooga-Hamilton County Inter-State Fair, which opened its six-day run here Monday (15) was running ahead of the record 1946 year thru Friday afternoon (19), and given good weather thru the close tonight, the annual was expected to top the previous all-time high paid gate of 112,000.

Weather since the opening has been ideal, and the folks thronged thru the gates at 60 cents per. The grandstand show, offered for free twice daily, played to capacity. Featured in front of the stands were acts booked thru the Gus Sun Agency.

On the midway, the Endy Bros.' Shows were running ahead of last year's record-breaking rides and shows take.

## Weymouth Picks Up After Rain Slugs Bow Festivities

WEYMOUTH, Mass., Sept. 20.—Weymouth Fair opened Sunday (14), but heavy rains cut down attendance for the day and washed out all outdoor events, including the two scheduled performances of B. Ward Beam's Auto Thrill Show. Ideal weather brought out a crowd of 10,000 Monday (15), and continued good weather Tuesday (16) and Wednesday (17) resulted in excellent gates.

Pari-mutuel racing was one of the big attractions of the fair, Monday (15) thru Saturday (20), proving a good money-maker. Pari-mutuel handle for the first three days of trotting races was \$149,793, slightly under that of last year.

The grandstand show was provided by Eli LaGasse and line-up of acts included the Flying LaMarrs, trapeze; Gordon and Olivia, knife-throwing; Stardusters, high pole; Baletti Troupe, trapeze; Capt. Duncan Farlie, high diver, and Hum and Strum, musical. The LaGasse Amusement Company occupied the midway.

Friday (19), with Governor Bradford on the grounds, was one of the big days of the eight-day fair, which closes tomorrow (21) with a big horse show.

## Sets All-Time One-Day Mark

Political big-wigs gather to let all folks know it is on Nash has it ready

By a Staff Correspondent

SPRINGFIELD, Mass., Sept. 20.—New attendance marks appeared to be in the offing as a fair-hungry populace this week continued to storm the first showing of the Eastern States Exposition since 1941. A record single day attendance of 83,402 persons turned out for the opening Sunday (14) to view the largest number of commercial and cattle exhibits, plus the largest concentration of political big-wigs ever assembled at the fair. Previous single day attendance record was 81,296, set in 1941.

The presence of governors or their representatives from all of the New England States, Pennsylvania, Delaware, Maryland and New York accounted for press notices in quantity throughout the Northeast. Gov. Thomas E. Dewey, a likely presidential candidate, was accompanied by 12 reporters from New York and nine from Boston. The resultant coverage rated Page 1 mention in most dailies with the result that folks can't help knowing that the exposition is on. Harold Stassen, Minnesota's avowed candidate for the presidency, attended the annual Thursday (18) to direct the

(See Eastern Expo on page 54)

## Attendance, Cash Records Tumble at Vernon, N. Y. Fair

VERNON, N. Y., Sept. 20.—New attendance and gross records were set by the 99th Vernon Agricultural Society Fair which closed a four-day run here Sunday (14), it was announced by Charles Warren, secretary.

Joe Hughes, of the George A. Hamid office, emceed the night grandstand shows which played to capacity crowds. A new grandstand was in use this year for the first time.

Lucky Lee Crosby and His Hell Drivers broke all previous fair attendance records by attracting 22,000 persons on one day, Warren said.

## Livestock Execs Organize New Group

FORT WORTH, Sept. 20.—An organization of livestock show execs in Oklahoma, Texas, Arkansas, Colorado and Tennessee was organized here Saturday (13). Meeting was attended by 25 executives of 11 expositions and fairs.

Purpose is to co-operate in the inter-changing of attractions and to eliminate conflicting dates. An effort will be made, whenever practical, to schedule events so exhibitors can go from one to another without loss of time.

W. R. Watt, president of the Southwestern Exposition and Fat Stock Show here, was named president and Amon Carter, publisher of *The Fort Worth Star-Telegram*, was chosen chairman of the board.

# YORK INTER-STATE STANDS UP

## Cash Returns Please Lewis

Attendance slumps 15% but spending soars — Wirth's National Jubilee a click

By a Staff Correspondent

YORK, Pa., Sept. 20.—While the auditors have not completed their tasks, it can be definitely recorded that the York Inter-State Fair, which closed a five-day run Saturday (13) was a decided success and Samuel E. Lewis, president and general manager, was visibly pleased with the results.

Attendance suffered a drop of about 15 per cent less than the peak hit in 1946 due to a polio scare which was given wide-spread publicity, but the spending was generally greater with most departments showing increased grosses.

### Receipts Soar

Concession receipts from all sources hit the \$80,000 mark as compared to the \$64,240 take of 1946. Grandstand receipts were \$87,411 against \$76,753 of last year, and Lewis is of the opinion that these figures constitute a record for fairs of five days duration.

Only the James E. Strates Shows appear to lag in the matter of grosses, it being reported the org was about 16 per cent off, but Owner Strates did not appear at all concerned about it. (Further details in the Carnival Section.)

Huge profits garnered by the fair in the last decade have been poured back into improvements by President Lewis and his board. Elaborate commemorative gates representing an outlay of about \$100,000 and an ornamental iron fence give the plant the appearance of a well-kept park. Midway has been paved to provide a maximum of comfort for fun seekers and to minimize the loss of business because of wet grounds. In the process of erection, with assurance that it will be ready for 1948, is a structural steel stage for which about \$45,000 has been earmarked.

### Wirth Show a Hit

Most talked of feature was Frank Wirth's *National Jubilee Revue*, a colorful, three-hour presentation that nightly kept an enthused estimated audience of 10,000, which overflowed into the paddock, glued to their seats to the very end. Fair officials and patrons alike were loud in their praise. Wirth had a free hand in building the show and as of Wednesday (10) Lewis didn't know what the show was costing him but it didn't seem to matter since he was that pleased.

Box office names, good standard acts, and a host of people to give the whole production magnitude, were skillfully put together by Wirth with the able assistance of John Lonegan and Welby Cook.

### Claghorn Top Name

Top name, Senator Claghorn (Kenny Delmar) appeared Wednesday (See York Inter-State on page 54)

### Motor Speed Round-Up:

## West Coast Spill Kills Deister; 100-Miler for Arlington Downs

SAN FRANCISCO, Sept. 20.—Lynn Deister, 37-year-old midget auto racer from Newark, Calif., was injured fatally here Friday (5) on the sixth lap of the 15-lap Class B race at Bayshore Stadium. He died of head injuries en route to a hospital. Deister's car overturned three times after his left front wheel became entangled with the wheel of a car driven by Bert Moreland. He was one of the State's first midget auto racers, beginning in 1935. He returned to competition this year after being in retirement since 1940. He leaves his widow, Kathleen. The race was won by Jerry Piper, Alnut Creek, Calif. The 25-lap feature race was won by Marvin Burke, Oakland. The time 7:23.96.

### Autos Into Arlington

ARLINGTON, Tex.—Arlington Downs, \$3,000,000 horse racing plant which has been idle since 1937 when pari-mutuel betting was outlawed in Texas, is to be used for big-car automobile races. The track has been leased by Racing International, of Dallas, operated by Babe Stapp, of Los Angeles, and Fred H. Lockwood, of Dallas. First race will be held October 26 and will be a 100-mile national championship AAA-sanctioned event.

### Milne Wins in L. A.

LOS ANGELES.—Cordy Milne won a four-length victory over Lammy Lamoreaux in the motorcycle scratch final at Lincoln Park here Friday (12). Jim Gibb finished third. Time was 56.53. George Feeger captured the handicap final in 58.852.

### Palmer Cops at Gardena

GARDENA, Calif.—Kenny Palmer won the feature big car race at Carrell Speedway here Saturday (13), setting a new track record of 11:28.90, before 4,799 fans. Trailing Palmer were Mac Hellings and Frank McGurk. Art George won the semi-main and the trophy dash went to McGurk.

### Faulkner Pasadena Winner

PASADENA, Calif.—Walt Faulkner swept to victory in the 30-lap midget auto feature race at the Rose Bowl Tuesday (16) before a small group of 3,681 fans. Faulkner's time of 7:30.69 edged out Johnny Garrett and Mac Hellings in that order. The semi-main was captured by Al Sherman while Gib Lilly won the trophy dash.

### Santa Monica Results

SANTA MONICA, Calif.—Bert Lewis romped off with the handicap feature and Jimmy Gibb came home first in the scratch final to highlight the motorcycle races at Municipal Stadium here Tuesday (16) before 3,000 spectators.

### Mantz Scores Win

GARDENA, Calif.—Johnny Mantz drove his Mercury to victory in the 100-lap feature Sunday (7) before

12,500 fans in the stock race at Carrell Speedway. Andy Linden took second place and Hal Cole was third. Jack McGrath won the trophy dash, the only other event of the card.

### Rose Bowl Winner

PASADENA, Calif.—Johnny Mantz won the feature midget auto race at the Rose Bowl here Tuesday (2) before a crowd of 8,000. Mantz was trailed in the 75-lapper by Mac Hellings and Johnny Garrett. Nearly stealing the limelight was the hub-to-hub finish in the semi-main tour won by Roger Ward, who took the lead on the last turn to head Bob Barker and Joe de Hart. Mantz also won trophy dash.

### Wins at Santa Monica

SANTA MONICA, Calif.—Butsy Miller, nabbing the four-lap handicap race, and Pete Coleman, copping the scratch final feature, shared honors in the motorcycle races at Municipal Stadium Tuesday (9).

### Culver City Results

CULVER CITY, Calif.—Johnny Mantz won the 50-lap main event at the speedway here Friday (5) before a crowd of 5,700. Mac Hellings was second and Walt Faulkner, third. Faulkner took the trophy sprint from Mantz.

### Young Wins at Gilmore

LOS ANGELES.—Karl Young took first in the 40-lap midget main event at Gilmore Stadium here Thursday (4) before 10,000 fans. The battle for second place resulted in a win for Ed Hadaad, with Danny Oakes third. Lyle Johnson won the semi-main, while the trophy dash was snagged by Oakes. Heat winners were Bob Kelsey, Fletcher Pierce, Young and Norman Holtkamp.

### First Win for Vineyard

GARDENA, Calif.—Dick Vineyard, coming home first over the 20-lap route, nabbed his first main-event hot-rod victory at Carrell Speedway Wednesday (3) before 3,500 spectators. Roy Prosser was second and Ed Barnett, third. Prosser captured the semi-main and the trophy dash went to Wayne Tipton.

### Bonelli Results

SAUGUS, Calif.—Starting in sixth place, Pat Flaherty worked his way to the fore and annexed the 30-lap main event of the hot-rod races at Bonelli Stadium here Saturday (13) before 4,500 enthusiasts. Bud Van Mannen was second and Dick Vineyard third. Vic Benninger took the semi-main and Flaherty the trophy dash.

### Rose Bowl Winner

PASADENA, Calif.—Taking the lead on the 47th lap after a hot battle with Jack McGrath, Troy Ruttmann captured the 50-lap feature at the Rose Bowl here Thursday (11) before 9,123 spectators. Ed Barnett was third. Semi-main was taken by Roy Prosser, while Barnett won the trophy dash.

## 353,000 Draw Off, Yet Good At Topeka

### Third Best in Its History

TOPEKA, Kan., Sept. 20.—Final estimates of attendance at the Kansas Free Fair (September 6-12) by Secretary Maurice Jencks placed the total gate at 353,000, down from last year's peak of 495,000 but the third highest in history.

Biggest single day was Sunday (7), when an estimated 60,000 turned out despite heat which sent the mercury soaring over the 100 mark. The intense heat in the early days held down attendance from the rural areas.

High winds for the second straight year also played havoc with the aerial show. It forced cancellation of the appearance of a Goodyear blimp. On one day, however, 20 fighter planes and six bombers from the Topeka air base made low swoops over the grounds.

Included among features of the event was the fifth annual barbeque tossed by John Morrell & Company, meat packers, to some 4,000 members. Farm youngsters also were given an opportunity to drive International Harvester tractors around a special course under the direction of tractor technicians.

Plans are now underway for the construction of a new electrical building in time for the '48 event. The structure will house exhibits of all types of electrical equipment. A new fairgrounds entrance also will be built before the '48 fair.

## Northampton, Mass., In Its 130th Year, Sets New Gate Mark

NORTHAMPTON, Mass., Sept. 20.—The 130th annual Three-County Fair closed Saturday night (6) with a paid attendance of 61,107 a new all-time mark. Total was slightly in excess of the previous peak set last year.

A new one-day betting record was established on the closing day when \$22,627 poured thru the mutuel widows and a new one-race record also was registered when \$33,176 was wagered the final event that day. Handle for the week was \$900,947, about \$75,000 over the previous high established last year. The huge handle came as a surprise in view of the fact that betting thruout the country has shown a drop from '46.

Concessionaires reported the biggest business in memory.

Following the fair's success, execs said that next year, if restrictions and material supplies permit, the half-mile race-track will be moved toward the back of the grounds to relieve congestion in front of the stand and along the road from the midway. Other planned improvements include new cattle sheds and pens for hogs and sheep.

## West Plains, Mo., Gets Big Night Play; Heat Hurts Days

WEST PLAINS, Mo., Sept. 20.—Howell County Fair, held here recently, enjoyed big night attendance, which more than offset the daytime gate drop. The mercury ranged from 102 to 105 during the four-day run, and this slashed the daytime counts. Charles Oliver's Mound City Shows

registered excellent business on the midway. Entertainment was furnished by Station KWTO, and it demonstrated strong drawing power at night.

Giveaways featured the event. A 14-foot boat, with a five horsepower engine, and \$700 worth of fishing tackle were given away.

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# PUYALLUP CLOSE TO '46 PEAK

## Nashville, Off From 1946, Heads for 2d Best Gate

NASHVILLE, Sept. 20.—Attendance at the Tennessee State Fair here this week, while not matching last year's record-breaker, is excellent, and execs figure the six-day event will close tonight with a gate in excess of 130,000, which would be the second best in history. Last year's attendance was 210,000, but even the most optimistic here didn't believe the gate this year would equal that. They point out that the event last year marked the fair's revival after its wartime lapse. Thru Thursday (18), after four days in good weather, attendance was announced at 79,300, which is in excess of any similar figure to that point in the past, barring only last year's 110,732 at that point.

## Placerville Annual Back After Hiatus; Honor Studebaker

PLACERVILLE, Calif., Sept. 20.—The first El Dorado County Fair since 1941 opened here Friday (10) under the auspices of the El Dorado Post No. 119, American Legion, whose members constitute the El Dorado County Fair Association.

Virtually abandoned during the war years, the fairgrounds, on Highway 50 two miles west of the city, have been reconditioned and numerous public conveniences added, according to Robert K. Woodward, fair manager.

"We have rebuilt our livestock shed which was destroyed by fire three years ago," said Woodward, "and have installed drinking fountains, comfort stations and benches on the grounds."

The fair awarded \$10,500 in premiums during the three-day showing.

Features of the event were a pageant highlighting county history, a horse show and the Studebaker wheelbarrow race, a traditional feature of the fair. Race consists of a 50-yard dash with a wheelbarrow to a pile of gold-bearing gravel where contestants must shovel at least 75 pounds of gravel into a sack, put it into the wheelbarrow and return to the starting point. Race commemorates the early-day residence here of J. M. Studebaker who worked in a local blacksmith shop making wheelbarrows for miners and later became founder of the wagon and auto manufacturing firm bearing his name.

## Sturbridge, Mass., Annual Draws 38,000 in 5 Days

STURBRIDGE, Mass., Sept. 20.—Total attendance of 38,000 at the recent five-day Sturbridge Fair here surpassed all expectations. Harness races, thrill shows and vaudeville acts comprised the attractions.

Probability is pari-mutuel horse racing will be offered for six days in '48.

**ASSURE SUCCESS**  
WITH

*Selden*  
**THE STRATOSPHERE MAN**  
TRADE-MARK

Patrons demand this act because it is one of the most thrilling and awe-inspiring ever to be performed . . . 138 feet above the crowd on a 35-foot swaying pole that brings gasps from everyone in the stands.

c/o THE BILLBOARD CINCINNATI 22, O.

Excepting today, auto race day, no admission is charged to the grandstand show. The show, booked thru the Ernie Young Agency, Chicago, includes a revue and acts. Latter are Selden, the Stratosphere Man; the Reddingtons, Large and Margner, Charm Sisters, Pape and Rene and Johnny Laddie. Nightly fireworks are supplied by the United Fireworks Manufacturing Company, Dayton, O.

Harness horse races were offered on the first five afternoons. A horse show, offering \$24,500 in prizes, closes its six-night run tonight. Today's auto races are under the direction of National Speedways (Al Sweeney and Gaylord White).

On the midway, the Johnny J. Jones Exposition enjoyed good business, altho the drop in the fair's attendance is reflected in the rides' and shows' take. The Wallendas have been playing to turnaway business. Other shows on the midway have been getting a satisfactory take.

Farm machinery and commercial exhibits are the largest in history. An entire building is occupied by exhibits presented thru the wholesale council of the Chamber of Commerce, which contracted for the structure. Scoring with the folks is a television presentation by Station WSM. Other radio outlets represented on the grounds are WLAC and WSIX.

## Richmond Expo To Use Modernistic Fronts on Tents

RICHMOND, Va., Sept. 20.—The coming Atlantic Rural Exposition here will be housed more adequately and presented more attractively than the '46 event, judging by work now under way.

In addition to the permanent buildings, 15 large circus tents will be used, and these will have modernistic show-type fronts. Latter are being completed by Charles B. Kidder. Illumination will be featured by the generous use of neon and indirect lighting.

Program will offer three days of harness horse races, one of AAA-sanctioned auto races, presented by Sam Nunis, a night grandstand revue booked thru George A. Hamid, New York, and nightly fireworks. Cetlin & Wilson Shows will be on the midway.

J. A. Mitchell, serving his first year as the expo's general manager, heads a staff which includes Mrs. Josephine M. Shepperson, secretary; Ken (Tiny) Heine, publicity director; W. F. Faulkner, superintendent of concessions; W. D. Church, superintendent of commercial exhibits; Mrs. Dorothea G. Brown, secretary to the general manager, and U. M. Bland, chief billposter.

## Mineola Tops 1946

NEW YORK, Sept. 20.—With ideal weather during its five-day run, the Mineola (L. I.) Fair closed Saturday (13) night registering attendance well above that of last year. According to Charles M. Bochert, secretary of the fair, the total attendance will hit close to 320,000, against 275,000 last year. Bochert's figures (approximate) for the five days of the fair were: Tuesday (9), 40,000; Wednesday, 55,000; Thursday, 60,000; Friday, 85,000, and Saturday, 80,000.

## Plymouth, N. H., Sets Exhibit, Grandstand, Gate, Midway Marks

PLYMOUTH, N. H., Sept. 20.—Plymouth Fair, which closed a four-day run Friday (12), broke all records for attendance, grandstand admissions and income from midway and commercial space. Gate admissions were up 10 per cent, grandstand 35 per cent and rentals from commercial space and from the midway topped that of any previous year by 40 per cent. Both commercial exhibit and midway spaces were sell-outs.

Due to extreme heat, daytime attendance was held to that of the previous peak year, but a sharp increase in night patronage sent the total gate to a new high.

A revue and acts, booked thru the Al Martin Agency, Boston, clicked solidly. Acts included LaLage, aerialist; Watkins's Chimps; Rudynoff's Dancing Stallions, Howard and Wanda Bell, Ferrari and DeCosta, the Mighty Mites, the Stardusters; Diana Dare, Boston radio singer; Bill Elliott, singing cop, with Jimmie Lawton, impersonations and emcee.

George M. Cohan Jr. was the headline attraction for one night. Jimmie Lynch's Death Dodgers presented two performances opening day.

Entries of 1,600 head of livestock were the largest in history.

The event received excellent radio and newspaper support. Station WMUR originated several of its programs from a new fair building. The *Laconia Evening Citizen*, nearest daily paper, carried five to seven columns on the fair each day, beginning four days before it opened.

## 400,000 Gate Seen Probable

Attendance put at 13% under record, but midway take runs neck-and-neck

PUYALLUP, Wash., Sept. 20.—Aided by good weather, Western Washington Fair, which opened here Saturday (13), was headed to close Sunday night (21) with attendance not far below last year's record. H. J. McMurray, general manager, estimated attendance would reach 400,000 before closing.

Opening day's gate this year was 36,577, as compared with 36,736 a year ago, and the gate on the other early days this year were close to the corresponding days in '46. McMurray estimated the gate was off about 13 per cent from a year ago, but he reported midway business was closer to that of a year ago. Rides are being operated by Robert E. Bollinger, of Oaks Park, Portland, Ore.; Interstate Amusement, Portland, and E. O. Douglas, Kent, Wash.

### New 4-H Feature

Rain that began as a sprinkle Tuesday afternoon (16) increased by nightfall to a point where the night gate was held down. Otherwise weather thru Thursday (18), after six days of the nine-day run, was favorable.

Exhibits are at the overflow stage and are particularly attractive. Floral exhibits drew high praise, and the cattle barns are especially well stocked with entries. New this year is the 4-H State-wide dairy show which pulled so many entries some herds were turned away.

### Horse Purses Up

Horse race purses this year were increased to \$11,500 for nine days. The fair used new closed magnetic gates, instead of the open ones. Altho State law permits pari-mutuel wagering, the fair does not conduct any betting, with the view of maintaining a 4-H character to the event.

Collapse of a Fly-o-Plane Wednesday afternoon (17) shook up 14 children and hospitalized one, who, observation revealed, did not suffer serious injury. The accident occurred when a cable broke, dropping the planes to the ground.

**BOOKING NOW—CONCESSIONS**

**PENSACOLA INTER STATE FAIR**

— PENSACOLA, FLORIDA —

—NO GAMING—

Others open except Age and Scales.

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# ALLENTOWN EYES NEW MARKS

## See Smashed Gate Counts

**Grandstand acts big draw—races click—seven midways in operation**

ALLENTOWN, Pa., Sept. 20.—Fair officials were hopefully predicting today that attendance and gross records at the Great Allentown Fair would be smashed before tonight's closing. Continuing ideal weather has been predicted, with the result that a negligible decrease in attendance of about 2,000 thru yesterday was expected to be overcome since this afternoon's feature, big car races, annually attracts capacity crowds.

Regardless of the final attendance figures, the over-all gross is expected to surpass last year's record take, since more exhibit and concession space has been sold than ever before. The influx of concessionaires resulted in the creation of additional real estate, with the result that a seventh midway took form. Latter is located in the grove, to the right of the main entrance, and is back to back with another concession line. Seemingly, every available foot of space was peddled. The only way officials could possibly create additional space would be to build elevated structures.

### 39,223 Thursday

Paid admissions on the big Thursday (18) were 39,223, compared with 42,137 a year ago. There were 2,111 cars parked in the track infield. General admission was 50 cents.

Many customers and dollars are undoubtedly lost to the management because of the compactness of the grounds and their location in the heart of a residential section within the city limits. Motorists arriving anytime after mid-afternoon have to park a mile or more from the grounds. Parking lots and all streets near the grounds are jammed. Once patrons get on the grounds on Thursday, or nearly any other day, foot traffic is so congested that all midways, including the main artery behind the grandstand, become largely one-way and customers wanting to stop in front of a show or concession have little choice, since they are swept along in the tide of traffic.

The fair association has long had ground for a new site, but its development has been put off because of the war and the feeling that the public might not favorably regard a new site. Present site, however, does have super trolley car service direct from all parts of the city to the main entrance.

### Night Show Sellout

The night show, featuring George A. Hamid's *Grandstand Follies* and numerous acts, played to capacity houses thruout the week. On several occasions the overflow from the stands jammed the paddock and filled several hundred chairs placed on the track in front of the stage wings.

Featured besides the Roxettes were the Adamsons, perch act; Four Cantons, acrobats; Ben Yost's Cavaliers, vocalists; Robert Cimse & Company, aerialists; Great Francisco, high swaying pole; Gautier's Steeplechase, dog act; Paul Sydell and his trained dog; Bobby Whaling and partner, cyclists; Florida Trio, pantomime, and the Crosby Sisters, vocalists.

Jack Kochman played to sellout

## Eastern Expo Gets Hot Tilt

(Continued from page 51)

public's attention again to the fair. Radio programs with a national audience, including Ted Malone, were regularly aired from the grounds.

An amazing amount of renovation work was accomplished under the direction of Charles A. Nash, general manager, in the four months available between the relinquishing of the plant by the army and Sunday's opening. To save time cattle barns and exhibit buildings were cleared of trash by bulldozers.

Painters and workmen were put to work by the dozens in a refurbishing program costing an estimated \$300,000, most of which was secured from the government for this purpose. Some of the final, dressy touches had to be passed up because of the time element, but the plant appeared to be in excellent shape, especially the Colonial Village of Storrowtown and the Avenue of States.

George Bernert, concession manager, said that all space for concessions and exhibits was sold fully three weeks prior to opening. About 25 per cent more space was sold than ever before to concessionaires. The additional space, not usually available, was created for the emergency.

Even so, Bernert estimated that he could have sold 500 per cent more space had it been available, since inquiries at the rate of 30 to 40 per day arrived at his office for several months prior to opening. About 150 per cent more space could have been sold to commercial firms, most of them national advertisers.

Portable bleachers, seating about 7,000, were used in place of the grandstand which was damaged in the 1938 hurricane and found to be unfit for service this year. The bleachers will be used as extensions for a new grandstand now in the planning stage.

Joie Chitwood and His Hell Drivers on the race track and Edwin Franko Goldman and his band in the Coliseum drew record crowds Sunday. Jack Kockman and His Hell Drivers took over the raceway for performances Monday, Tuesday, Wednesday and Thursday. Big car auto races were featured yesterday and today. Lou Blackmon's Diamond B Ranch Rodeo was a nightly Coliseum feature.

McNally's rides garnered record business on the midway. Units were two Ferris Wheels, Chairplane, Fly-o-Plane, Tilt-a-Whirl, Octopus, Whip, Caterpillar, Kiddie Auto and pony ride.

## Regina Directors Approve Parade for Opening Day

REGINA, Sask., Sept. 20.—Directors of Regina Exhibition Association approved a suggestion that the Travelers' Day parade in 1948 be on the opening day of the fair and the matter will be investigated by a committee.

An annual crowd-puller, the parade always has been staged on the fifth day.

crowds on opening Monday (15) and Friday (19). Sam Nunis promoted big car auto races which were to be featured on the track this afternoon.

The afternoon program of harness racing this year was especially well received, with patrons filling all the 7,000 grandstand seats on several occasions.

## 302,000 Pulled By Quebec Event

**Exposition Provinciale's gate up 29,000 over '46—Skating Vanities big lure**

QUEBEC, Sept. 20.—Final tabulation of attendance at the 36th annual Exposition Provinciale, which closed Sunday night (7), shows a total of 302,000, a jump of about 29,000 over the 1946 total of 273,591.

Biggest single day's gate was 70,392 on Labor Day (1), the largest single day's attendance in the history of the expo.

Total afternoon grandstand for the eight days was 43,239, with the five-mile harness horse race classic on the final day pulling 14,676 into the stands.

The *Skating Vanities* of '48, presented in the Coliseum, lured 37,500 persons and piled up a gross of \$65,000 for 14 performances. It was the first appearance of the roller skating show in Quebec and also its first in its six years existence at any fair. It drew rave notices, and its potent pulling power is cited by expo officials as one of the principal reasons for the annual's big gate.

Another factor cited by expo execs is the event this year emphasized the youth theme, pushing every chance to build up interest among the youngsters. Amusement zone, where the Conklin Shows, directed by Frank Conklin and Jimmy Sullivan, presented rides and shows, drew record crowds, reflecting the heavy attendance by youths.

## Lancaster, Calif., Sets New Records

LANCASTER, Calif., Sept. 20.—Antelope Valley Fair closed here Sunday (14) after a three-day run that broke all previous attendance records. Approximately 17,000 passed thru the turnstiles, topping last year's mark by 3,000. Gate and grandstand receipts this year totaled nearly \$18,000 against a 1946 total of \$9,777.50, fair officials said. Daily breakdown of attendance: Friday (12), 4,500; Saturday (13), 7,000; Sunday (14), 5,500.

A typical county fair with modern trappings, the Antelope Valley Fair, sponsored by the 50th District Agricultural Association, featured old-fashioned exhibits with everything from prize pies to prize porkers. Event opened with a community parade and children's pet parade.

Featured in front of the grandstand were championship hay-loading contests, tractor obstacle races and events where farm machinery operators matched their skills. Contestants in the hay-loading events were all professionals, engaged in moving the great hay crops of the valley to the Los Angeles markets. Since this is the only known contest of its kind in the U. S., the winners are acclaimed national champions.

Fairgrounds have been much improved over previous years. Grounds have been graded, landscaped and several new temporary buildings added. A new steel fence surrounds the property. This year's annual is the third post-war fair for Antelope Valley.

Don M. Jaqua is secretary-manager. Midway was supplied by the Ferris Greater Shows for the third straight

## York Inter-State Stands Up Well

(Continued from page 52)

only, doing a total of 14-minutes of his familiar radio characterization at the matinee and night shows for which he received a nifty \$1,500. The senator was well received but the audience reserved its greatest plaudits for Duncan's Royal Scotch Col-lies, as good a canine act as has ever been exhibited in these parts; the Hertzogs, trapeze; Three Jansleys, Risley; Torelli's Liberty Horses; Shyretto Trio, cyclists, and Ernie Wiswell and his funny Ford, all standard acts in this type show. John Painter's Buccaneers wowed the audience altho not working single until the end of the lengthy show, when many in the audience wanted to stretch their legs.

Other acts were Bert, Bert and Bert, comedy knockabout; Peggy Taylor Trio and Henderson Dancers; Tess Gardella, the original Aunt Jemima; and the Don Henry Trio. An 18-girl line was used in several production numbers. The Apollos were the only high act. The Spring Garden Band played the show.

Tex Beneke and the Glenn Miller ork were featured Friday (12) afternoon and night. B. Ward Beam's Congress of Daredevils gave two performances Saturday (13).

## "Fairman's Fair" Project Under Way By Western Assn.

SACRAMENTO, Sept. 20.—Meeting at a luncheon session in Governor's Hall September 4, directors of the Western Fairs Association membership—State, district and county non-profit fairs—made plans for the laboratory demonstrations of the "Fairman's Fair." Setting of annual meeting dates for November 7-8 in San Francisco Bay area and projection of a demonstration-type "fairman's fair" in the Sacramento area for next spring also were made.

Resulting from the demonstration will be a series of booklets on better fair management.

President E. G. Vollmann, Stockton, manager of the San Joaquin Fair, presided at the meeting, with members from California, Washington, Oregon, Montana, Utah and Western Canada present.

## Doc Shean Prepares For Norfolk Annual

NORFOLK, Va., Sept. 20.—Frank D. (Doc) Shean, recently named managing director of Princess Anne County Fair to be held at the Agricade here September 28-October 2, is now at work preparing for that event. Other officers are S. Blair Myers, Londonbridge, president; W. L. Green, Back Bay, secretary; E. H. Church, Virginia Beach; Marion G. Bright, Pungo; J. S. Ives, Back Bay; John W. Potter, Creeds, and H. W. Ozlin, Princess County agent, directors.

The fair board expects strong cooperation from neighboring counties in Virginia and North Carolina.

year. Owned by Larry Ferris, the motorized org is comprised of 24 concessions, 2 shows and 7 rides.

# Fair Dates



A list of fairs a week in advance, arranged according to dates, States and cities, will appear in each issue. The complete List of Fair Dates was published in the issue dated August 16.

## September 28-October 4

### ALABAMA

Athens—Limestone Co. Colored Fair. Sept. 28-Oct. 4. Mrs. Odell Smith.  
Birmingham—Alabama State Fair. Sept. 29-Oct. 4. R. H. McIntosh.

### ARIZONA

Douglas—Cochise Co. Fair Assn. Oct. 3-5. Jim Barrett.  
St. Johns—Apache Co. Fair. Oct. 3-4. Neda Davis.

### ARKANSAS

Batesville—Independence Co. Fair Assn. Oct. 1-4. Mrs. Thurl Noe.  
Bentonville—Benton Co. Fair Assn. Oct. 1-3. Lester Drake.  
Clinton—Van Buren Co. Fair Assn. Oct. 1-3. Mrs. Mildred M. Thompson.  
Conway—Faulkner Co. Fair Assn. Oct. 1-4. Senator Guy H. Jones.  
El Dorado—Union Co. Livestock Assn. Sept. 30-Oct. 4. Julius Miller.  
Helena—Phillips Co. Fair. Oct. 1-4. David S. Barlow.  
Jasper—Newton Co. Fair. Oct. 2-4. Iris Fern Spencer.  
Lonoke—Lonoke Co. Fair. Oct. 3-5. J. E. Tuil.  
Magnolia—Columbia Co. Fair. Sept. 29-Oct. 6. W. L. Jameson Jr.  
Mulberry—Crawford Co. Fair Assn. Sept. 23-Oct. 4. T. J. House.  
Perryville—Perry Co. Fair Assn. Oct. 2-4. B. E. Turner.  
Piggott—Clay Co. Fair Assn. Oct. 3-4. James Swift.  
Pocahontas—Randolph Co. Fair Assn. Oct. 2-4. O. A. DeClerk.  
Russellville—Pope Co. Fair Assn. Sept. 30-Oct. 3. C. R. Turner.

### CALIFORNIA

Auburn—20th Dist. Agr. Assn. Oct. 3-5. Ray Carlisle.  
Boonville—Mendocino Co. Fair. Oct. 3-5. H. J. June.  
Madera—Madera District Fair. Oct. 2-5. J. T. O'Shaughnessy.  
Watsonville—14th Dist. Agr. Assn. Oct. 2-5. E. P. Johnson.

### COLORADO

Hotchkiss—Delta Co. Fair & Rodeo. Oct. 1-4. Jess Barrow, Paonia.

### CONNECTICUT

Danbury—Danbury Fair. Sept. 27-Oct. 5. John W. Leahy.  
Ellington—Union Agr. Soc. Oct. 1. B. R. Grant, Merlose.  
Harwinton—Harwinton Agr. Soc. Oct. 4-5. M. H. Plaskett, R.F.D. 2, Torrington.

### GEORGIA

Atlanta—Southeastern Fair Assn. Sept. 26-Oct. 5. Mike Benton.  
Decatur—DeKalb Harvest Festival. Sept. 17-20. Dr. C. C. VonGramp.  
Manchester—Tri-County Fair. Sept. 29-Oct. 4. Welby Griffith.  
Sparta—Hancock Co. Fair. Sept. 29-Oct. 4. J. David Dyer.

### INDIANA

Aurora—Aurora Farmers' Fair. Oct. 3-4. Patricia A. Hill.

### IOWA

Waterloo—Dairy Cattle Congress. Sept. 29-Oct. 5. E. S. Estel.

### KANSAS

Auburn—Auburn Grange Fair. Oct. 3-4. Mrs. Ina Cellers.  
Garden City—Finney Co. Free Fair. Oct. 1-3. Herb Clotter Holcomb.  
Hillsboro—Marion Co. Fair. Assn. Sept. 30-Oct. 3. J. W. Herdt.  
Sedan—Chautauqua Co. Free Fair. Oct. 2-4. Carl Ackerman.  
Wichita—Kansas Nat'l Livestock Show. Sept. 30-Oct. 4. Conlee Smith.

### KENTUCKY

Morehead—Rowan Co. Fair. Sept. 29-30. William K. Rouse.  
Smithland—Livingston Co. Fair. Oct. 3-4. Ophelia Martin.

### LOUISIANA

Clinton—East Feliciana Parish Fair. Oct. 1-4. W. D. Magee.  
De Ridder—Beauregard Parish Fair Assn. Sept. 30-Oct. 4. O. J. Hood.  
Haynesville—Claiborne Parish Fair Assn. Oct. 2-4. Charles L. Cook.  
Leesville—Vernon Parish Fair Assn. Sept. 30-Oct. 4. Floyd Jackson, Simpson.  
Marksville—Avoyelles Parish Fair. Oct. 3-5. Earl Edwards.  
Monterey—Concordia Parish Fair Assn. Oct. 3-4. R. W. Kemp.

### MAINE

Fryeburg—Fryeburg Fair. Sept. 29-Oct. 4. S. Myron Kimball.  
Leeds—Leeds Agr. Assn. Oct. 2. J. J. Murphy, North Leeds.

### MARYLAND

Frederick—Great Frederick Fair. Sept. 30-Oct. 3. Guy K. Motter.

### MICHIGAN

Addison—Addison Community Fair. Oct. 2-3. Clare E. Monroe.  
Hartford—Van Buren Co. Fair. Sept. 29-Oct. 4. Paul F. Richter Jr.  
Manchester—Manchester Community Fair. Oct. 2-3. Clyde Hazen.

Saline—Saline Community Fair. Oct. 2-4. Charles H. Osgood.

### MISSISSIPPI

Kosciusko—Central Miss. Fair. Sept. 29-Oct. 4. Ray T. Stennett.  
Meridan—Miss. Fair & Dairy Show. Sept. 28-Oct. 4. W. R. Cannady.  
Pontotoc—Pontotoc Co. Livestock Show Assn. Sept. 16-18. Q. S. Vall.  
Tupelo—Miss. Ala. Fair & Dairy Show. Sept. 30-Oct. 4. James M. Savery.  
Yazoo City—Yazoo Co. Fair Assn. Sept. 29-Oct. 4. J. N. Ballard.

### MISSOURI

Caruthersville—American Legion Fair. Oct. 1-5. H. E. Malloure.  
Vienna—Maries Co. Fair. Oct. 3-4. J. S. Duffin.

### NEBRASKA

Omaha—Ak-Sar-Ben Livestock Show. Sept. 28-Oct. 5. J. J. Isaacson.  
Pawnee City—Pawnee Co. Fair Assn. Oct. 1-3. W. F. Colwell.

### NEW MEXICO

Albuquerque—New Mexico State Fair. Sept. 28-Oct. 5. Leon H. Harms.

### NEW YORK

Trumansburg—Union Agr. Soc. Oct. 1-4. Lorenzo Clinton.

### NORTH CAROLINA

Charlotte—Southern States Expo. Sept. 30-Oct. 4. Mrs. Helen S. Spencer.  
East Bend—Yadkin Co. Fair. Sept. 29-Oct. 4. Hovey Norman.  
Greensboro—Greensboro Fair. Sept. 29-Oct. 4. Norman Y. Chambliss.  
Enfield—Firemen's Agr. Fair. Sept. 28-Oct. 4. George R. Ivey.  
Fayetteville—Cumberland Co. Fair. Sept. 29-Oct. 4. W. Connor Holland Jr.

### OHIO

Ashley—Ashley Fair. Oct. 1-4. J. W. Henry.  
Attica—Attica Fair. Sept. 30-Oct. 1. Carl B. Carpenter.  
Georgetown—Brown Co. Agr. Soc. Oct. 1-3. Luther Kestel.  
Loudonville—Loudonville Free Street Fair. Sept. 30-Oct. 2. Charles Bernhard Jr.  
Ottawa—Putnam Co. Agr. Soc. Oct. 1-4. Joseph L. Brickner.

### OKLAHOMA

Boise City—Cimarron Co. Free Fair Assn. Oct. 2-4. William E. Baker.  
Muskogee—Oklahoma Pres. State Fair. Sept. 28-Oct. 5. Ethel Murray Simonds.  
Woodward—Woodward Co. Free Fair. Sept. 15-18. J. D. Edmonson.

### OREGON

Portland—Pacific Intl Livestock Expo. Oct. 4-11. Walter A. Hoyt.

### PENNSYLVANIA

Lebanon—S. Lebanon Community Fair. Oct. 1-3. A. L. Lamm.  
New Holland—New Holland Farmers' Day Assn. Oct. 2-4. S. O. Zimmerman.  
Shanksville—Stony Creek Community Fair. Oct. 1-4. Edith Giesel.  
Slatington—Upper Lehigh Valley Fair. Oct. 2-4. Mae Jones.

### SOUTH CAROLINA

Manning—Clarendon Co. Fair. Sept. 29-Oct. 4. Larry W. Coker, Turbeville.  
Union—Union Co. Agr. Fair Assn. Sept. 29-Oct. 4. Grover J. Alverson.

### TENNESSEE

Ashland City—Cheatham Co. Fair Assn. Oct. 2-4. Brantley Smith.  
Gainesboro—Jackson Co. Fair Assn. Oct. 2-4. Johnnie Brown.  
Lexington—Henderson Co. Colored Fair. Week of Sept. 29. C. C. Bond.  
Memphis—Colored Tri-State Fair. Oct. 2-4. E. C. Jones.

### TEXAS

Dallas—State Fair of Texas. Oct. 4-19. W. H. Hitzelberger.  
Iowa Park—Texas-Oklahoma Fair. Sept. 29-Oct. 4. Ira A. Campsey.  
La Grange—Fayette Co. Fair. Oct. 3-5. J. R. Jackson.  
Lubbock—Panhandle South Plains Fair Assn. Sept. 29-Oct. 4. A. B. Davis.  
Texarkana—Four-States Fair. Sept. 30-Oct. 5. H. A. Craver.

### WASHINGTON

Cheney—Cheney Community Fair. Sept. 19-20. Mamie Ottomeier.

### VIRGINIA

Chesterfield—Chesterfield Co. Fair Assn. Oct. 1-4. J. G. McKesson, R.F.D. 11, Richmond.  
Danville—Danville Fair Assn. Sept. 30-Oct. 4. B. F. Barr.

### CANADA

Caledonia, N. S.—Queens Co. Fair. Sept. 30-Oct. 3. Robert Smith.  
Acton, Ont.—Acton Agr. Soc. Oct. 3-4. C. B. Swackhamer.  
Alvinston, Ont.—Alvinston Agr. Soc. Oct. 1-2. W. J. Weed.  
Beamsville, Ont.—Clinton Agr. Soc. Sept. 30-Oct. 1. Keith Comfort.  
Beeton, Ont.—Beeton Agr. Soc. Oct. 1-2. F. C. Pierson.  
Brussels, Ont.—East Huron Agr. Soc. Oct. 2-3. Rev. G. A. Milne.  
Burford, Ont.—South Brant Agr. Soc. Sept. 30-Oct. 1. R. A. Templer.  
Caledonia, Ont.—Caledonia Agr. Soc. Oct. 2-4. Reg. M. Hudspeth.  
Chatsworth, Ont.—Holland Agr. Soc. Oct. 2-3. Allan Findlay.  
Gorrie, Ont.—Howick Agr. Soc. Oct. 3-4. W. E. Whitford.  
Markham, Ont.—Markham Fair. Oct. 2-4. R. H. Crosby.  
Marmora, Ont.—Marmora Agr. Soc. Sept. 30-Oct. 1. Vincent M. Lynch.  
Meaford, Ont.—Meaford & St. Vincent Agr. Soc. Oct. 1-2. Walter H. Chapple.  
Odessa, Ont.—Odessa Agr. Soc. Sept. 30-Oct. 1. A. M. Fraser, R. R. 3, Kingston.  
Owen Sound, Ont.—Owen Sound Agr. Soc. Sept. 28-31. E. V. Radbourne.  
St. Marys, Ont.—South Perth Agr. Soc. Sept. 30-Oct. 1. H. B. Mossip.

# Out of Tickets

MARSHFIELD, Wis., Sept. 20.—Central Wisconsin District Fair here, August 31-September 4, surpassed all expectations of its officials. Proof is that after six of the grandstand shows, the fair was without tickets for the remaining four scheduled performances. The White Horse troupe proved a powerful draw, Bill Uthmeier, one of the fair execs, points out, terming it "one of the best attractions our fair ever has shown." Ernie Young's Revue, represented by Lucille Young, also was credited by Uthmeier with being a powerful draw and an excellent show. Snapp Greater Shows were on the midway.

# Foreign Exhibitions Continue To Increase

WASHINGTON, Sept. 20.—Foreign fairs and exhibitions are continuing to hit a high pace with Commerce Department this week announcing plans for three new ones and the successful completion of others.

The Royal Netherlands Industries Fair will open next week at Utrecht with large numbers of U. S. exhibitors expected. Paris will hold the 20th International Farm Machinery Exhibit starting next March 2. Toronto's gigantic International Trade Fair is scheduled May 31. Canadian Customs are co-operating by permitting outside exhibits to be admitted duty-free.

More than 1,000 exhibitors—200 of them from America—displayed products before 2,500,000 visitors at the International Sample Fair which recently closed in Milan, Italy. Biggest attraction was a demonstration of U. S. radio and television equipment. Bordeaux, France, recently closed its International Trade Fair, which featured U. S. automobile and truck exhibits.

# West Union Event Yields 10% Profit

WEST UNION, Ia., Sept. 20.—Final figures for the record-breaking 1947 Fayette County Fair here showed a net profit of more than \$10,000 with the total income placed at \$32,449. Gross expenses amounted to \$22,215. Sum of \$9,428 was spent for music and attractions and \$2,958 for premiums.

Improvements this year cost \$40,957 and included a steel grandstand, with concrete boxes, and a half-mile race track. The fair at the start of the year had a cash balance of \$8,461 and it borrowed \$20,000 to finance the construction of the grandstand.

# Hastings, Neb., in Black, First Time in Six Years

HASTINGS, Neb., Sept. 20.—Adams County Fair, held here recently, is out of the red for the first time in six years.

Fair board members said this year's event made a small profit for the first time since the war forced curtailment of activities.

Teeswater, Ont.—Teeswater Agr. Soc. Sept. 30-Oct. 1. Alex B. McKeague.  
Warkworth, Ont.—Percy Tp. Agr. Soc. Oct. 2-3. Arthur Wartman.  
Waterdown, Ont.—Waterdown Agr. Soc. Sept. 30-Oct. 1. William A. Drynmound.  
Williamstown, Ont.—St. Lawrence Valley Agr. Soc. Sept. 29-Oct. 1. M. A. McLennan, Lancaster.  
Woodstock, Ont.—Woodstock Agr. Soc. Oct. 1-4. J. E. Nephew.  
Zurich, Ont.—Zurich Agr. Soc. Sept. 29-30. E. F. Klopp.

# Wager Clerks Walk; Oregon Track Loses Two Days of Racing

PORTLAND, Ore., Sept. 20.—Pari-mutuel racing, which supplies fairs in Oregon with their revenue, was lost for two nights at Portland Meadows owing to a strike that set the opening back to Saturday (13) from Thursday (11).

Strikes was called an hour before opening time by the AFL office workers union, whose members man the pari-mutuel windows, over a wage dispute. Opening got under way after the management signed a contract with the AFL Automotive Garage and Service Station Employees union to handle the work of the striking window clerks.

# Wide Variation in Tenders For Pomona's New Building

LOS ANGELES, Sept. 20.—Bids for erection of the Architectural Exhibit Building at the Los Angeles County Fairgrounds in Pomona show wide variations on many items, Supervisor William A. Smith points out in reporting on bid studies now being made by the board of supervisors.

On general construction low bid was \$527,740 and high bid was \$787,000. For sprinkler system work estimates ran from \$35,997 to \$59,302; for fixtures and lighting, \$36,873 to \$52,500; for wiring, \$97,698 to \$117,778, and for refrigeration installations, \$20,961 to \$25,824.

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## ALABAMA STATE FAIR

BIRMINGHAM, ALA., NEXT WEEK

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**NOW!** turn to **INSIDE FRONT COVER** for an important story on **POPCORN PROFITS!** **MANLEY INC., KANSAS CITY, MO.** The Biggest name in Popcorn. POPCORN MACHINES AND SUPPLIES

## Lead Gallery Invention May Hypo Interest

### Marksmen Can Play Tune

PHILADELPHIA, Sept. 20.—A melody has been added to the bull's-eyes of the park shooting galleries in the invention of Lewis Bokser, of 5108 North 10th Street here, who has applied for a patent on his invention. The patent provides for tuned musical bull's-eyes, arranged in a full-toned and chromatic scale and so plainly marked, that the average marksman with any kind of ear for music can shoot out a tune to his liking. Intended to hypo interest in shooting galleries, the patent calls for the player to give proof of fine marksmanship to all within hearing, as well as providing a greater number of sales of shells to each customer in order to complete the tune.

Bokser, in his patent, also recognizes that not all persons have a musical ear and several claims in his patent application have made provision for such persons. The targets are arranged in one part of the gallery for such persons in a special sequence whereby the consecutive hitting of the birds, ducks or other animals chosen will ring out a popular melody. For galleries in parks near naval bases, the targets are arranged to ring out *Anchors Aweigh*, the *Army Air Corps Song* for the galleries near air bases, and college songs for galleries located near a campus.

Another group of claims in the patent application provides for the operator pressing buttons which would illuminate the targets in such an order that if the marksman were to fire and hit each one illuminated in the order given by the operator, any popular song could be played. The operator would not need any musical knowledge to do this. Numbers are given the operator for each of any number of well-known tunes. Provisions are also made for mechanical illumination of the song targets.

Bokser either intends to sell the device outright for marketing to parks and concessionaires or may consider placing the gallery on a royalty basis.

## Union Outing Swells Lincoln Attendance

NORTH DARTMOUTH, Mass., Sept. 20.—Lincoln Park went over the top with its three-day Labor Day celebration. The TWUA-CIO, New Bedford and Fall River joint board, held their annual outing here August 31-September 1. Membership totals 45,000 and each member was permitted to bring a guest.

On each afternoon a regular RKO show, circus, aerial act (the Alcidos) and a band concert appeared on the midway. Fireworks were presented each night. On Sunday night a dawn dance, with dancing from midnight to 4 a.m., was a winner. Manny Silvia's ork furnished the music.

According to Roland S. Gamache, public relations director of Lincoln Park, spot plans to be open until October 12.

Earl K. Collins, former circus performer and musical comedy star who was co-starred years ago by Charles Dillingham with Montgomery and Stone in *Jack O'Lantern* and *Chin Chin*, is with the National Chemical & Manufacturing Company as assistant advertising manager.



THE FORMER DEAD END KID of the screen, Bobby Jordan, poses with four wedded beauties during the running of the Ninth Annual Mrs. America Beauty Contest at Palisades (N. J.) Park. Bobby acted as one of the judges during the contest in which there were over 300 contestants from all parts of the country.

## \$350,000 Amusement Center Planned for Wilmington, O.

WILMINGTON, O., Sept. 20.—Plans for construction of the Northside, a \$350,000 recreation center embodying an array of modern recreation facilities just north of the Wilmington corporation limits on Port William Pike, was announced this week by Kroger Babb and J. S. Jossey, who will financially control and supervise the operating corporation.

Babb, who makes his headquarters here, and Jossey, of Cleveland, have for years been partners in the successful production and roadshowing of sex pictures. The partners have financial associates in the new project located in Cleveland, Wilmington and Springfield, O.

Plans for the recreation center, said to be the first of its kind in Southern Ohio, are on the architect's drafting boards. Necessary materials for construction have been procured and construction is slated to start at an early date.

Encompassing approximately 16 acres, the layout will involve three major buildings, surrounded by parking space for 750 cars. The principal structure of 400 feet frontage and a 275-foot depth, to be erected of glazed tile and brick, will provide a 16-lane bowling alley, a de luxe "Howard Johnson" type restaurant, a 120 by 240-foot skating rink that will be convertible for name-band dancing and other indoor sports, two sports merchandising departments, two snack bars, and dressing room, locker and shower facilities.

A large swim pool with sun patios, dressing room facilities and refreshment stand, surrounded by parking space for 250 cars, picnic grounds, steak ovens and playground equipment, will occupy the center of the plot.

A 500-car drive-in theater is the remaining project planned.

The main structure and equipment is budgeted at \$200,000, the pool and theater at \$125,000, and the

real estate, improvements and landscaping at more than \$25,000.

A 27-acre plot of ground, created by the purchase of three residential properties and their adjoining tracts, will afford the site for the center. This real estate was purchased by Babb, personally, this week. Babb will sell to the Wilmington-Northside Corporation the 16 acres required for the center. The remaining 11 acres will be developed later, either as a suburban community shopping center or a residential subdivision.

### Ventnor, N. J., Voters

**To Ballot on Luxury Tax**  
VENTNOR, N. J., Sept. 20.—City council here approved, after public hearings, an ordinance authorizing the placing of a 3 per cent luxury tax on the November ballot. Proposed tax, patterned after the one now in effect in Atlantic City, calls for a two-cent tax on cigarettes and a graduated tax up to 3 per cent on other tobacco products, alcoholic beverages, hotel and boarding house rooms, and all amusements.

The 3 per cent luxury tax in Atlantic City, since it went into effect late in June, has brought the sister resort some \$900,000.

### Cincy Zoo's 72d Birthday Brings Request for Help

CINCINNATI, Sept. 20.—Observance of the Cincinnati Zoo's 72d birthday Thursday (18) brought a reminder from President James A. Reilly that "for the first time in its history the zoo is appealing to the general public for help. A good birthday present . . . would be endorsement of the \$1,500,000 bond issue by voters November 4."

There were less than 100 birds, mammals and reptiles in the zoo when it opened in 1875. There are now about 10,000. At least one of the original employees is alive. He is 98-year-old Sol A. Stephen.

## Agawam Closes Ahead of 1946 Despite Weather

AGAWAM, Mass., Sept. 20.—Despite a dozen rainy week-ends, almost in succession, during April, May and June, Riverside Park closed its season with a substantial gain in over-all attendance as compared to 1946, Harry Storin, public relations director of the spot, announces.

"It really was discouraging at the first of the season," Storin said, "but we went into July holding our own and had a terrific advance in August. The Labor Day week-end drew the greatest crowds in our eight-year history and our final week, which included the wind up of our Mardi Gras, was the best seven days we ever have experienced."

Approximately 150 outings were held at the park this season, many of them of exceptional size. This represents a gain of about 20 per cent over last year, numerically speaking. While the midway is now closed, Edward J. Carroll, Riverside owner, has taken on a few extra clambake and steak roast bookings. Recently Carroll was host at a steak roast in the grove for 356 employees who keep the wheels rolling at Riverside.

Storin said the "winterizing" program is under way at Riverside and a full crew of maintenance men will be kept busy thru the winter breaking down rides for a thoro overhauling, repairing and reconditioning of the vast amount of machinery used at the park, and boarding up of all the buildings which are out of use for the winter and attending other details.

Carroll said the Parkview Restaurant, bowling alleys and skating rink, as usual, will be kept open during the winter and the outdoor motion picture theater will be kept open thru October 12.

An innovation this year will be dancing at the Parkview, which hitherto has catered only to diners, with floorshows an added attraction.

## Conventions Hypo Atlantic City Biz

ATLANTIC CITY, Sept. 20.—Atlantic City is on the threshold of three prosperous convention years, declared Albert Skean, manager of the resort's convention bureau, in pointing out that the convention calendar for 1948 is booked virtually solid, well filled for 1949, and reservations are already in for 1950. He also pointed out that the bumper crop of conventions this year not only helped the hotel, amusement and mercantile interests here during the off-season months, but also helped the city meet the operation costs of the municipally-owned convention hall.

The profitable convention business, said Skean, was a major factor in bolstering the resort's summer business, holiday business and year-round patronage. An interesting example cited by Skean was the Shriner's convention held in the last week in May this year before the big Decoration Day week-end, which resulted in most visitors remaining over for the holidays. The practice of booking big convention dates just before a holiday week-end proved so attractive to the visitors, as well as being profitable for resort interests, that three days after their May gathering, The Shriners decided to return to Atlantic City in 1948, coming next year the week after Decoration Day to make it another big double week-end for the resort and the visitors.

# Eastern Spots Get Favorable Wk. of Weather

NEW YORK, Sept. 20.—Torrid and fair weather the second week of this month was a big break for resorts and amusement parks in the New York area that decided to extend their summer season an extra week. Among those sharing in the post-season jackpot were Coney Island, Rockaway's Playland and Olympic Park, all of which had staged special features for the wind-up of the season.

Coney Island's big Mardi Gras week, including Sunday (14), was estimated to have brought out 2,900,000 visitors, plus all the participants in the nightly parades. Biggest night was American Legion Night, Friday (12), with 600,000 spectators and 2,500 Legionnaires on parade. Baby parade on Saturday afternoon (13), with 225 kiddies in line, and confetti tossing at night, drew 500,000, many of whom remained until early Sunday morning (14). Sunday's attendance was estimated at 450,000. Tillyou's Steeplechase Park ended its season Sunday night, but other ride operators and concessionaires at Coney Island will continue to operate week-ends until cold weather sets in.

Rockaway's Playland wound up the final week of its two-week carnival finale on Saturday (13), but ideal weather brought a Sunday (14) crowd of 85,000 to the Rockaways. Near-by Long Beach drew 40,000 and Jones Beach, 25,000. Jones Beach will remain active until end of October, weather permitting. Concerts will be given by Long Island high school bands in the music shell on Sunday afternoons.

Olympic Park, at Irvington, N. J., wound up its season on Sunday night (14), with big attendances thruout the final week. Peak attendance days were Friday, Saturday and Sunday (12-14). Before bedding down rides and concessions, Owner Henry Guenther, the park's staff and concessionaires celebrated the end of the season with a big clam bake served in the park's picnic grove.

# Sitting 'Round the Table

*(Editor's Note: Altho the discussions regarding a free and pay gate were ended in this column and the new subject, "Do you believe the expense of a first-aid department in your park is financially worth-while?" already has been given its first airing, we are going back to the free-pay gate deal for this one time because Thiebaut Lapp has written his views on the gate topic from France and his letter just arrived. So here's what Lapp has to say and then we'll swing back into the first-aid discussions.)*

### The French Viewpoint

Today I'll try to give you my opinion about the free and pay gate. My opinion is one seen from the French point of view, giving our situation as it is over here.

Probably you have noticed that the problem is a complex one, the solution varying with each park and the people of the city. If there are mostly workers and few well-to-do persons, it would be silly to ask them to pay admission to your park. If they get free admission, at least they are able to enjoy the various sights, etc., if they are not able to pay for rides, shows and games.

People who come to visit a park want to make their own choices about what to spend their money on. When you enter a shop to buy an object, or even just to look around, you are not obliged to pass a "paid gate."

We over here believe the park should be a place where people can come and go at their leisure, without paying a fee.—THIEBAUT LAPP, 4 Rue Walbourg, Strasbourg-Schiltzheim (Bas-Rhin) France.

### First-Aid View

I do not believe there is any question as to the merit and worthwhileness of a first-aid department in any park. Operators of parks of all sizes are becoming increasingly more aware of the welfare and comfort of their patrons. A good, clean, efficiently operated first-aid department only can be an asset to an installation of any size.

However, a clean, well-operated and well-staffed first-aid department is not an inexpensive item. The only remuneration of such a department is the good will created among the patrons and the word-of-mouth pub-

licity as it is passed along by them. There still is one other form of remuneration and that is the self-satisfaction one has after having done something for an appreciative child or patient.

At this writing we maintain a facsimile of a first-aid department in our office. However, the architects have on their drawing board a new office building which we hope to erect

(See *Sitting 'Round* on page 91)

# Park Solons Request City End Zoo Support

OAKLAND, Calif., Sept. 20.—The board of park commissioners has asked the city council to end support of the municipal zoo with the recommendation the city terminate the contract under which it has paid \$4,800 annually for upkeep of the zoo maintained in Durant Park by the Alameda County Zoological Garden.

One argument advanced by the park commissioners and by William Mott Penn Jr., city park director, was that children have to pay admission altho the zoo is supported by city funds.

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# New Refrigeration To Be Put in Convention Hall

ATLANTIC CITY, Sept. 20.—So that the auditorium ice rink in Convention Hall will be ready for Ice Capades next June, the city commission approved an emergency resolution permitting Mayor Altman to contract for new refrigeration equipment to the extent of \$31,000 without advertising for bids.

The present ice-making compressor for the rink is worn out and replacement is needed before the auditorium rink can be put back in operation. The Ice Capades, housed in the Convention Hall for the entire season each summer, is a major attraction for the resort.

# Request Halifax Council Acquire Francklyn Spot

HALIFAX, N. S., Sept. 20.—Recommendation has been made by Mayor J. E. Ahern, of Halifax, that the city council take over the land and buildings of Francklyn Park, on the shore of Halifax Harbor, with plans to improve the property as a recreational center.

The mayor claims he has asked the Nova Scotia Light & Power Company, park owners and operators, to set a price for sale to the city, but there has been no response. The mayor says the city will seize the property and set its own price. A number of new buildings will be erected and some rides installed.

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# WM'S BIZ PARS 1946 COUNTS

## Lack of Space Hurts Layout At Allentown

### Per Capita Spending Off

ALLENTOWN, Pa., Sept. 20.—A final tabulation of spending on the seven midways at the great Allentown Fair which closes tonight probably will show grosses on a par with last year's record takes. Fair officials sold space this year with abandon, with the result that the back grove, used largely as a trailer and automobile park in the past, was turned into valuable real estate harboring nearly every known kind of hanky park and store.

Frank Bergen's World of Mirth Shows had the bulk of the midway area, including most choice footage on the main arteries but, as always, was short of needed space by at least 50 per cent. Bergen bemoaned the need for squeezing a 2,200-foot banner line into about 880-feet. This minor miracle was accomplished only by cutting show fronts until they could be fitted into allotted space, no matter how cramped. This naturally resulted in the loss of most of the shows' glittering eye-appeal features. Even worse, many units, mainly rides, had to be left on the train for want of space.

### Small Spenders

Considering the numbers in which they attend, natives hereabouts spend little per capita as compared to other sections of the country. The rides have little appeal, except for the small fry. Gal shows are tops in appeal and Joe Sciortino, who handles all units of this kind in the World of Mirth, was having a good week.

Notwithstanding a couple of still-dated blanks, due mainly to adverse weather, Bergen's gross for the season to date is about even with last year, the greatest in the history of his org. It should be noted that this year's figures include a better than \$160,000 take at the revival of the Central Canada Exhibition in Ottawa.

The Bergen forces head into the Deep South from here, opening Tuesday (23) in Shelby, N. C. If his biggie down yonder, the North Carolina State Fair, Raleigh, holds up to the estimated phenomenal \$140,000 take of a year ago, the Bergensites will all be well heeled for the winter.

Bucky Allen, concession manager of the World of Mirth, and Carl Barlow had a string of concessions here. Business was obviously good for the lads with the choice locations. However, many of the independents, altho located right smack in the middle of activity, might as well have sloughed their joints since they faced a powerful show line-up and tips viewing ballies backed into the store fronts, killing any possibility of play.

Ralph W. Smith, show treasurer, hasn't lost a day in the money wagon, despite breaking his foot several weeks ago in Maine when he stepped from the wagon late at night and fell to the ground, unaware that the steps had not been set up. F. B. Williams, Richmond, Va., banker and tax expert, was on hand here to help with the auditing. He was accompanied by L. T. (Pete) Christian, special representative of the shows, who will probably make most of the Southern dates.

## Jeepers!

BLUE RIDGE, Ga., Sept. 20.—When the Mad Cody Fleming Shows played the Blue Ridge Fair, business, according to Mad Cody, was "a little ahead of expenses but was way off from last year."

Then, as an after-thought, Cody said: "Oh, yes, I won the jeep in a drawing. We've been running auto drawings for over 20 years and this is the first thing I've ever won."

## Robert Kline Now Gen. Rep. For Ward Org

### Dempsey Aids Vicksburg

VICKSBURG, Miss., Sept. 20.—Robert (Bobby) R. Kline, late of the Cavalcade of Amusements, now general representative for John R. Ward's World's Fair Shows, has been busy since September 15 setting up Louisiana and Texas fair dates for the latter org, owner Ward disclosed here.

Kline joined the Ward aggregation September 15. According to Ward, Kline has rounded up some late fair dates for this year and has begun work on the 1948 route.

"I intend to surround myself with a good, capable staff," Ward said in discussing the recent signing of Kline. He added, "I have a lot of new innovations and surprises planned for 1948."

Ward credits Bill Cowan, who joined the shows several months ago, with doing an excellent job with the front end.

During the org's stand here this week at the American Legion Cotton Carnival, the appearance of Jack Dempsey, former world's champion heavyweight fighter, was helping attendance.

## Strates Flashes Top Power For York Annual With 20 Shows, 33 Rides in Line-Up

### Spending Slumps About 15% With Attendance Drop

By Staff Correspondent

YORK, Pa., Sept. 20.—Preliminary reports on midway spending at the York Inter State Fair which closed a five-day run here Saturday (13), indicate that the take might be off as much as 15 per cent from last year's record, about the same percentage of loss shown in over-all attendance figures. James E. Strates, owner of the shows bearing his name and midway contractor, couldn't muster up a worried look, however. Strates pointed out that a few thousands less than last year's record 70-odd thousand-dollar take would be a negligible drop, and serve only to accentuate a trend observed at his earlier fair dates, several of which dropped an average of 10 per cent.

Final take here still involves big dough, Strates points out. New York fair dates at Cortland and Bath were off about 10 per cent. Hamburg, N. Y., was ahead of last year.

"If I don't do any worse I'll still be okay," Strates said. "A look around the midway is enough evidence that hard times should be a long while coming."

### An Amazing Comeback

The comeback made by the genial owner, following a disastrous winter quarters fire two years ago which wiped out his entire equipment, today rates continued voiced wonderment from those who witness the terrific rebuilding job he's done. All new down to the wagon tongues, the equipment provides unblemished eye-appeal since beat-up units, almost unavoidably accumulated over a period of time by any show, are noticeably absent.

Strates never lost his rank among major shows, even when he was struggling to rebuild and had little to offer contracted fairs other than promises. The shows today are traveling in 104 wagons on 35 cars.

Only now realizing the full extent of what it took to piece his org together in the greatest year of shortages the business has ever known, (See Strates Flashes Power, page 63)

## Pacific Natl. 3 Midways Get 245G in 7 Days

VANCOUVER, B. C., Sept. 20.—Three midways of Pacific National Exhibition (PNE) here grossed approximately \$245,500 in seven days, officials reported.

The three midways include Happyland (permanent area), the Imperial Exposition Shows and independent concessions booked by PNE.

Happyland announced its rides, Penny Arcade and Skee Ball glommed \$45,000, but remainder of concessions operated by Harry Hunt were not reported, altho Hunt claims his take topped the Imperial concessions.

Imperial org, operated by Martin E. Arthur, is said to have topped the \$80,000 mark and Martin was so well pleased he offered to build a modern midway with 50-foot roads. Rumor has it the exhibition directors will accept this offer but no decision will be made until they have their next meeting.

Attendance for the seven days was announced at 585,000, far surpassing any previous exhibition staged here.

## Stepin Fetchit To Join C. & W.

CHICAGO, Sept. 20.—Stepin Fetchit, Negro movie comedian who was made famous by the late Will Rogers, has signed a contract to appear in the Harlem Hit Parade on the Cetlin & Wilson Shows, it was revealed Thursday (18) in a long distance telephone call Jack Wilson made from Hagerstown, Md., to The Billboard office here.

Wilson stated that Stepin Fetchit will join the shows at Trenton, N. J., Monday (22) for the New Jersey State Fair, and will play out the season. The Harlem Hit Parade is managed by Jimmy Edwards, a Harlem theatrical booker.

Wilson also reported that business was excellent at the Inter-State Fair, Hagerstown, thru last Wednesday. Weather was ideal, and shows, rides and concessions were all getting their share. He revealed that only 30 cars of the C-W organization could be located on the tight Hagerstown grounds, so the other 10 cars were sent direct to Trenton as a vanguard for the New Jersey State annual.



CARL J. SEDLMAYR, with the crown, holds the scroll presented by his Royal American Shows to Saul Elkins, Warner Bros.' writer-director, for his work on "King of the Carnival," technicolor featurette which was given a special preview September 11 at the Jayhawk Theater, Topeka, Kan. Left to right: Carl Stewart, manager of the Grand Theater, Topeka; James Martin, manager of the Jayhawk Theater; Anna Stout, who was crowned queen of the carnival for the occasion; Sedlmayr, and Reid H. Ray, president of the Reid H. Ray Film Industries, Inc., whose camera crew handled the location filming of "King of the Carnival" at the Kansas Free Fair last year.

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**Winnipeg Votes  
On Return to  
Class A Circuit**

(Continued from page 47)

the fields, in their wagons or in the bars of days gone by. It was the big agricultural and industrial event of the year. Then, for some reason it died, and the now famous Brandon exhibition took over.

Brandon has continued with great success ever since, as showmen who usually play the A Western circuit will readily testify.

A great many Winnipeggers, particularly those in big business, are keen on having the exhibition re-established in Manitoba's biggest and busiest city.

**Use "Name" Contest**

To attract attention of the citizens to the necessity of getting out and casting their ballots in favor of the exhibition by-law, a "name" contest was arranged. Residents of the province were invited to submit a name—or a score of names, for that matter—for the new exhibition park and stadium. More than 35,000 entries poured in to the bewildered judges.

Whether this interest will survive until election day remains to be seen. This year the elections have been set a month earlier than usual, so that voters will not be able to claim that biting blasts and 40-below zero weather kept them from the polls.

**City Dads Nix Shows**

Winnipeg has been a tough town for carnivals and circuses the past few years. The city council has frowned on them showing here during still dates between fairs on the grounds that they take too much out of the city. If, however, a fair was in progress, they would be welcomed as an attraction to the thousands who would attend.

But the action of the Winnipeg council makes no difference except that the city loses out on taxes they might assess the visiting shows. The municipality of West Kildonan, situated just west of town, welcomes carnivals and circuses, and practically all the attendance is from Winnipeg.

This year Royal American Shows played West Kildonan the week before the Brandon fair opened. They departed in a heavy downpour of two days' duration, leaving the lot in such a rutted condition that Sparks Circus, which arrived a few weeks later, had to shunt their canvas about 25 feet over from the actual circus site.

**Casey Edges In**

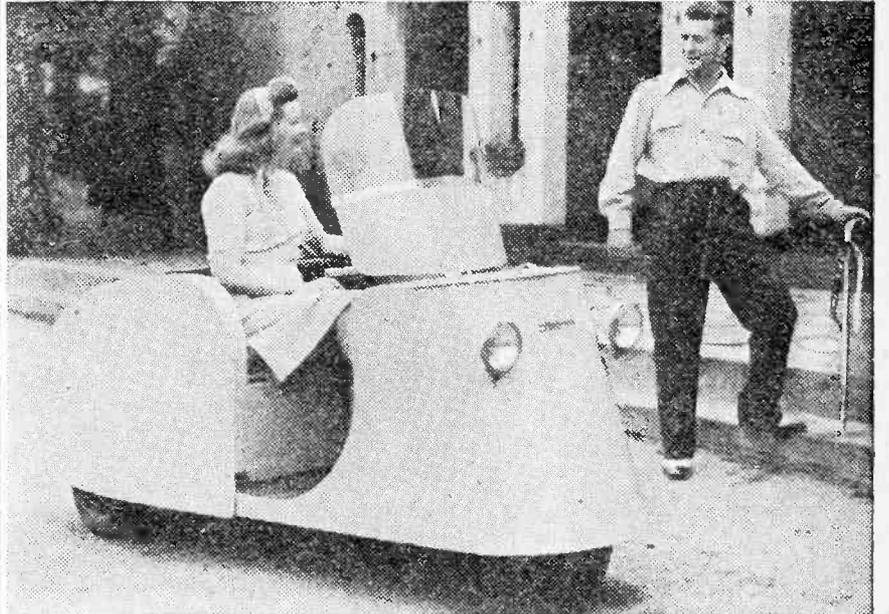
Even the E. J. Casey Shows, with winter quarters in St. Vital, another Winnipeg suburb, cannot play the city. This year they played the C Class fairs and the suburbs. They finally did get one of their units into the city limits to play a church bazaar for a few days, but to do this, a special by-law had to be passed. This drew opposition from several of the aldermen, who feared that such action would open the way for other carnivals.

As Ald. John Blumberg, Winnipeg's senior alderman remarked: "If you let Casey shows in here, you'll have to do the same for Royal American if they want to stop over after the Western circuit." To which Ald. C. E. Simonite, chairman of the finance committee, replied: "We'll have to do nothing of the sort. We can do as we like. We can always amend the by-law."

So there the matter stands. If Winnipeg citizens pass the exhibition by-law October 15, work will probably be commenced early next year and the buildings be in readiness for a big show during the summer of 1949. If, on the other hand, the citizens reject the by-law, Winnipeg may retain its name as a carnival-opposing city for many more years to come.

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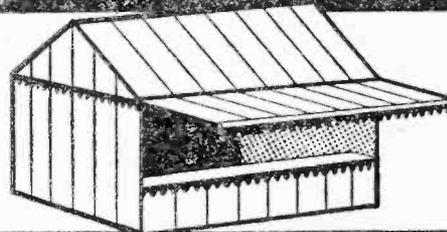


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 30" in Diameter. Beautifully Painted. We carry in stock 12-15-20-24-and-30-number Wheels. Price .....\$22.50

**BINGO GAMES**  
 75-Player Complete .....\$6.00  
 100-Player Complete ..... 8.00

1/8 Deposit on All Orders.

**SLACK MFG. CO.**  
 116-122 W. Illinois St. CHICAGO, ILL.

**ASTRO FORECASTS AND ANALYSES**

All Readings Complete for 1947  
 Single Sheets, 8 1/2 x 14, Typewritten. Per M. . \$8.00  
 4-p. Goldfish Pamphlet, 8 1/2 x 11, 12 Signs,  
 Any Quantity. Each ..... 1 1/2  
 Analysis, 8-p., with White Cover. Each ..... 15¢  
 Forecast and Analysis, 10-p., Fancy Cover. Ea. 5¢  
 Samples of the 4 Readings, Four for 25¢.  
 No. 1, 35 Pages, Assorted Color Covers ..... 85¢

**NEW DREAM BOOK**  
 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 79 EGYPTIAN F. T. CARDS** ..... 25¢  
 Answers All Questions, Lucky Numbers, etc. 50¢  
 Signs Cards, Illustrated. Pack of 36 ..... 15¢  
 Graphology Charts, 9x17. Sam. 5¢. Per 1000 \$6.00  
**MENTAL TELEPATHY**, Booklet, 21 P. .... 25¢  
**"WHAT IS WRITTEN IN THE STARS"** Folding  
 Booklet, 12 P., 3x5. Contains all 12 Analyses.  
 Very Well Written, \$5.00 per 100; Sample 10¢.  
 Shipments Made to Your Customers Under Your  
 Label. No checks accepted. C. O. D. 25¢ Deposit.  
 Our name or ads do not appear in any merchandise.  
 Samples postpaid prices. Orders are P.P. Extra.

**SIMMONS & CO.**  
 19 West Jackson Blvd. CHICAGO 4, ILL.  
 Send for Wholesale Prices.



100 LBS. NET WHEN PACKED

**REYNOLDS POPCORN CO.**  
 OSGOOD, IND.

**COMPLETE POPPERS SUPPLIES**

**READY-TO-EAT POPCORN PRODUCTS**



**NEW FORTUNE**  
 Buddha Papers on  
**NEW WHITE**  
 Paper  
**MASTER OUTFITS**  
 NOW AVAILABLE.  
**S. BOWER**  
 Belle Mead, N. J.

**OHIO SUPER YELLOW**  
 and  
**DWARF WHITE HULLESS**  
**POPCORN**  
 In 50 lb. and 100 lb. moisture-proof bags. Write for catalog.  
**BETTY ZANE CORN PRODUCTS, INC.**  
 638 Bellefontaine Ave. Marion, Ohio

**NEW IMPROVED**  
**CHAIR PLANES**  
 V Belt Drives, Disc Clutch, Steel Cut Pinion Gears, Le Roi Power Units, Steel Tubing Welded Fence.  
**RIDE HI MFG. CO.**  
 PINCKNEYVILLE, ILL.

**POPCORN**  
 1 to 5 bags, 100 lbs., \$8.50. Larger lots price upon request. S. A. Grade A Raw Corn.  
**A & L WHOLESALE COMPANY**  
 45 E. Baltimore St., Hagerstown, Maryland

**FOR SALE**  
**#5 ELI FERRIS WHEEL**  
 INCLUDES ENGINE.  
 Now Operating in Michigan.  
**LEO LIPPA**  
 15458 Ward Detroit 27, Mich.  
 Phone: UNiversity 2-5922

**MIDWAY CONFAB**

C. A. (Whitey) Mulford, of Fay's Silver Derby Shows, is at his home in Moores Hill, Ind., where his mother is seriously ill.

Vernon Hoff left the *Gay New Yorker Revue* on the J. J. Kirkwood Shows to appear at the Ring Cafe, Dayton, O., as the featured strip.

Pole markers for Harrison Greater Shows recently had Baltimore in a dither, worrying the police department and resulting in a feature with pictures in *The Baltimore Sun*.

Karl Synres, scenic artist with World of Mirth Shows, took delivery on a new house trailer while the shows were playing the fair at Brockton, Mass.

Al and Jean Renton, Coochie Renton and Cleo Renee took delivery on new 27-foot trailer home while playing the West Virginia Free Fair at Charleston.

Mr. and Mrs. Charles W. Ali visited in Chicago last week before heading south. They reported a suc-

cessful season with the side show on the Happyland Shows.

Pat Burnett, veteran showman from the States, now operates a rooming house in Honolulu which is the haven for many of the American acts playing there.

Prof. Willie J. Bernard, Hancock, N. H., reports good business at fairs with his wild man grind show. He has purchased a car and house trailer and plans to play Southern fairs this fall and winter.

Henry H. Varner is pleased that his younger son, Don, worked Byers's bingo before school started and is planning to go out next season. "It brings back to mind 1923 when I first started with the Johnny J. Jones Water Circus and Toyland Rides," he wrote.

Joe Gedder writes from Bowden, Ga., that he visited the Eddie Wheeler Shows and renewed an old friendship with Ace Turner, org's secretary and front-gate ticket seller, with whom he trouped as a concessionaire



RICHARD T. JAMES, lieutenant governor of Indiana, who took time out to go visiting on the Cetlin & Wilson Shows' midway at the Indiana State Fair, is seen holding Margie on his lap. In the background are Issy Cetlin, co-owner of the show; Paul G. Moffett, president of the Indiana State Fair Board, and R. C. McCarter, shows' general agent. Midgets are the Baron Singer Troupe and the Del Rio twins.

**POPCORN HEADQUARTERS**

TOP-POP Hybrid Popcorn is backed by a Money back guarantee if you are not completely satisfied in every respect. Send your order in today. Finest quality roasted peanuts—attractive circus bags.

5 sizes boxes—cones—bags—snow cones—floss papers—colors—napkins—spoons—ready-to-use flavors—apple sticks.

Immediate Delivery Star Poppers. Midway Marvel Candy Floss Machines—All-rubber shock-mounted. Stay ahead with Sno-King Ice Shavers—capacity 500 lbs. per hour. Used Popcorn and Peanut Machines bought and sold. Guaranteed trouble free. Big money makers.

**CHUNK-E-NUT PRODUCTS CO.**  
 Serving You From Coast to Coast

<b>MATTY MILLER</b> 231 N. Second St. Philadelphia 6, Pa.	<b>HANK THEODORE</b> 2908-14 Smallman St. Pittsburgh 1, Pa.	<b>JOE MOSS</b> 1261 E. Sixth St. Los Angeles 21, Cal.
---	---	--

**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

**WHEELS**  
 OF ALL KINDS  
 Tickets—Paddles—Laydowns

Complete BINGO Outfits  
 FAIR AND CARNIVAL  
 SUPPLIES AND EQUIPMENT

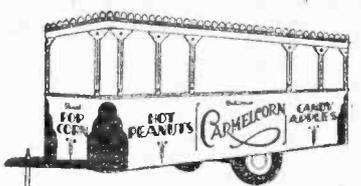
DEVIL'S ALLEY  
 CANDY RACE TRACK  
 JUMBO DICE  
 SKILLOS  
 COUNTRY STORE WHEELS, 42"  
 ALUMINUM MILK BOTTLES  
 CHUCK CAGES  
 WATCH-LA BLOCKS  
 HOOPLA BOXES

Write for Catalog

**H. C. EVANS & CO.**  
 1520-28 W. Adams St., Chicago 7

**HEADQUARTERS**  
 FOR  
 WORLD FAMOUS  
 CONCESSION EQUIPMENT  
 AND SUPPLIES  
**BLEVINS POPCORN CO.**  
 Nashville, Tenn

**CONCESSION TRAILERS**



Write today for illustrated catalog showing 35 new models

**KING AMUSEMENT CO.**  
 82 Orchard St., Mt. Clemens, Mich.

**POPCORN CONCESSION TRAILER**  
**FOR SALE**  
 Used one season—like new. Complete with Cretors popcorn machine, bottled gas, fluorescent lights, own power generator. Ready to roll. Must be seen to be appreciated.  
**\$2,250.00**  
**J. MASTRANGELLO**  
 10 EAST AVE. HICKSVILLE, N. Y.

**FOR SALE**  
**KEEN SHOOTING GALLERY**  
 In house trailer. Can be seen in operation with Folk Celebration Shows at Albuquerque Sept. 28-Oct. 5, and Roswell, New Mexico (Fairs), Oct. 7-11.  
**FRED BEDE**

**MOVED**  
**Baker's Game Shop**  
 8108 Desoto Ave. Detroit, Mich.  
 Phone: UN. 2-0464 No nite calls.

**FOR SALE CHEAP**  
 24-Car Caterpillar, in good condition. Can be seen in operation.  
**GRIFFEN AMUSEMENT PARK**  
 JACKSONVILLE BEACH, FLORIDA

**New ELECTRIC CORN POPPER**



Now you can go into business for yourself and pay for your machine in one week.

We also have complete supplies for you and a grade of hullless pop corn especially adapted for THE EXCEL. Also Seasoning, Boxes, Bags, Cones and Salt.

**LET'S GET STARTED NOW**  
Write—Wire—Phone  
**INDIANA POP CORN CO.**  
MUNCIE, IND.

on the old Hampton Great Empire Shows in 1915.

Bill Sachs, executive news editor of *The Billboard*, did a nifty job of chump educating recently when he wrote a column as a pinch hitter for Leo Hirtl, popular columnist on *The Cincinnati Post*.

Raynell Golden, *Royal American* girl show op, reports her business has been nothing short of phenomenal this season. At Brandon, Man., she doubled any other midway attraction and cracked all girl show records on the Canadian Class A circuit of fairs, and the dough has been rolling in since returning to the States.

Rex M. Ingham and family visited the Kaus Shows at fairs in Leaksville, N. C., and Martinsville, Va. They were entertained by George Whitehead, legal adjuster. While playing Leaksville, the Whiteheads were house guests of the Inghams at Ruffin, N. C., where Leon W. Worsham, former Rockingham County sheriff, now the Clerk of the Court, also was a guest.

Detroit Notes: Leo Lipka, former carnival owner and first president of Michigan Showmen's Association, expects to be fitted soon for an artificial leg. He is eagerly looking forward to visitors at his home here until he is able to get back with it. . . . Ora A. (Pop) Baker, veteran game builder, is opening a new shop on De Soto Avenue. He will retain his old place as a warehouse.

Mr. and Mrs. Clif Wilson were in Cincinnati last week for a visit with Clif's mother, whom they found in tip-top shape. They departed Saturday (20) for Knoxville where they will put in this week visiting Mrs. Wilson's sister and the folks on the Hennies Bros. Shows' midway. Before hopping into Cincinnati, the Wilsons took in the Canadian National Exhibition at Toronto and the Brockton (Mass.) Fair.

R. E. Hackleman, of Rogers Trailer Ranch, advises from Rantoul, Ill., that the following purchased trailer coaches while in the city with the (See *Midway Confab* on page 62)

**WANTED**

HANKY PANKS, no "Ex." Also Scale and Age Operators. For Caruthersville, Mo. Answer as per route: Granite City, Ill., Sept. 22-27; Caruthersville, Mo., Sept. 29-Oct. 5.

WONDER SHOWS OF AMERICA, INC.

**WANT WANT WANT**

All legitimate Concessions that do not conflict. We play the best little towns in the best cotton in West Texas. Mug, Bingo, Hoop-La, Shun Spindle, String, Blower, Bumper all open. Wire or call W. R. RUPE, Mgr. For Sale—One complete Grab, all new, with or without transportation. Call or wire

**JIMMIE TOWNSON**  
RUPE'S MIDWAY  
Knox City, Texas, all week.

**AT LIBERTY**

Sept. 28 for balance of season  
**A-1 TALKER, LECTURER**  
Capable, sober and reliable. 25 years, same man. Season closing, reason this ad. If you can't pay top money, save stamps. Write—wire

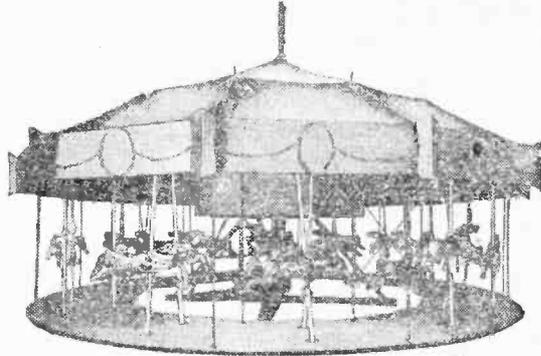
**TEX CONROY**

Slide Show, Gooding Amusement Co.  
Huntington, W. Va.

**!!! FOR SALE !!!**

GOOD AS NEW  
Two new POPCORN machines. 1 DeLuxe Viking, cost \$750.00; 1 Super Star, cost \$590.00. Used one season (3 months), cleaned, overhauled. Will ship to buyer, crated. Write or wire, prepaid for prices. Will ship on deposit, balance C. O. D.  
**Miss Bertie Norwalk**  
P. O. Box 339  
Virginia Beach, Va.

**NEW EWART MERRY-GO-ROUND**



Easily erected and dismantled  
Many new and patented features NEW to Merry-Go-Round construction.

*Improved Post-War Design*



BUILT TO LAST FOR YEARS

- ★ Modern in every detail.
- ★ Precision-built and engineered.
- ★ All steel frame — sturdily constructed.
- ★ Delivery in less than thirty days.
- ★ Write for complete specifications.
- ★ Equipped with gaily and decoratively painted EWART cast aluminum horses.
- ★ Moving parts operate on Torrington Roller or Ball Bearings throughout.

**H. E. EWART CO.**  
4300 LONG BEACH BOULEVARD  
LONG BEACH 7, CALIF.

Get ALL Your Needs From ONE Source of Supply!

**COCONUT OIL**  
White or Colored  
Finest Quality  
AVAILABLE FOR IMMEDIATE DELIVERY  
LARGE QUANTITY PRICES SENT ON REQUEST

**POPCORN BOXES**  
2 OZ. 1 3/4 OZ.  
5c SIZE  
High Grade Board  
★  
**PEANUT OIL**  
Orders shipped within 24 hours  
★  
Also  
Salt Seasoning  
Paper Cones  
Bags

**S. A. YELLOW HYBRID POPCORN**  
Best Quality Corn  
Guaranteed FOR POPPING VOLUME  
LARGE QUANTITY PRICES SENT ON REQUEST

Distributors for **CRETORS** ★ Popcorn Machines  
All Prices **F. O. B. Chicago** ★ Subject to Change

**POPPERS BOY PRODUCTS CO.** 60 E. 13TH ST. CHICAGO

America's Pioneer Manufacturer of Corn-Popping Machines

**CRETORS**

Since 1885

**RIDES WANTED**

Wish to buy the following:  
Racing Derby, also a 12-Car Whip in A-1 condition.

**JACK TIERNAN**  
Savin Rock Park  
447 Beach St., West Haven, Conn.

**1947 PACKARD FOR SALE**

This car is practically new, 165 H.P., 4 door Custom Sedan, aqua color, very fine. Owner will sell.

BOX D-120  
c/o The Billboard,  
Cincinnati 22, O.

**FOR SALE Frozen Custard Machine**

Like new, 20 fluorescent lights, neon sign, on Ford truck, A-1 condition; wash basin, \$4,000.00

**ERNEST DINENNA**  
3003 Pressbury St. BALTIMORE, MD.  
Tel.: Madison 7210-W

**FOR SALE**

7-Semi Trailers . . . . . \$300.00 Each  
Built to haul ride equlpt.  
4 Tractors . . . . . 300.00 Each  
1 Moon Rocket Ride, A-1 shape. . . . . 8500.00  
Terms can be arranged

**MILLER AMUSEMENT ENTERPRISES**  
55th and 5th Ave., La Grange, Ill.  
Phone: La Grange 5044

**LEARN THE AUCTION BUSINESS**

Our next three weeks' term begins Nov. 3, '47. School approved under G.I. Bill of Rights. Send for free catalog.

**BOCKELMAN AUCTION SCHOOL**  
1218 4TH ST. SIOUX CITY, IOWA

**WANTED TO BUY**

Used Merry-Go-Round Horses. Must be medium or large size Jumpers, and in good condition.

**GRIFFEN AMUSEMENT PARK**  
JACKSONVILLE BEACH, FLORIDA

**MAKE THIS YOUR WINTER ADDRESS**  
SALES—REPAIRING—SUPPLIES—PARKING  
DISTRIBUTOR  
**NATIONAL—SPARTAN—M-SYSTEM—DREXLER RAY MYERS**

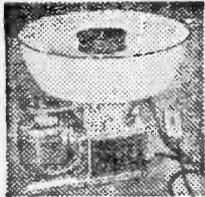
*Trailer Village*

"A Complete One Stop Trailer Service"  
P. O. BOX 9047  
11650 NEBRASKA AVENUE TAMPA, FLA.

**OCTOPUS ROLLOPLANE FLY-O-PLANE**

World's Most Popular Rides  
**EYERLY AIRCRAFT CO., Inc., Manufacturers, Salem, Ore.**

**MAKE \$100.00 A DAY ON CANDY FLOSS**



This is the SUPER WIZARD you hear so much about and see so many places. The most profitable and fastest money maker of all times. Be your own boss—send us your order NOW.

**ELECTRIC CANDY FLOSS MACHINE CO.**  
202 Twelfth Ave., So.  
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**HERALDS**

**THEATRES, CARNIVALS, FAIRS, ETC.**  
Another odd lot purchase of 6,000,000 Sheets 8 1/4 x 12 Yellow Herald Paper, printed F.O.B. Cato, at prices of \$3.95 first thousand, \$2.50 additional thousands. Just send us copy and amount of order. We'll do the rest.

**CATO SHOW PRINTING COMPANY, INC.**  
Cato, New York Phone: Cato 56

**MIDWAY CONFAB**

(Continued from page 61)

Madison Bros. Shows: Carl Herrick, William Jones, C. H. Humphrey, T. R. DeWitt and William G. Butts. "Joe Karr, owner of Wonder City Shows, recently wrecked his trailer," says Hackleman, "and traded it for a new one at the ranch. W. C. Russell, of the same shows, also purchased a new trailer. His son, Leonard, who was with Wonder City Shows, is working at the ranch."

Fred La Reine is handling the booking of the Riveros and their Globe of Death. The South Ameri-

can motorcycle riders, brought to this country by Sam Bakerman, played the Mineola (L. I.) and Bridgeton (N. J.) fairs and are now on Cetlin & Wilson's midway at the New Jersey State Fair in Trenton.

H. (Jockey) Jones, of the M. A. Srader Shows, has given up on the idea of a trip to Hawaii and instead will rest in Hot Springs.

Gerald Snellens, special agent of the World of Mirth Shows, is flashing a ring made up of several diamonds placed in a setting which resembles

in size and color a sunburst used in decorating the wheels of old-time circus wagons. It is hard to tell whether Snellens is prouder of the ring or of the fact that Frank Bergen, owner-manager of the shows, gave it to him in appreciation of a job well done. While playing the Allentown (Pa.) Fair, Snellens, a winter resident, bought a 10-acre farm.

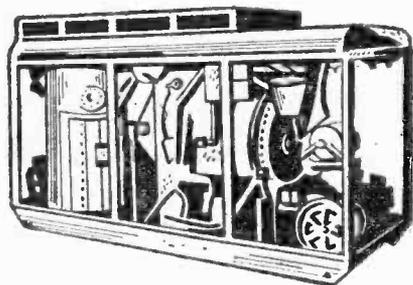
The H. W. Andersons, of the 20th Century Shows, have taken delivery on a de luxe 30-foot trailer equipped with refrigeration, shower, hot and cold running water and rest room.

Arthur Campfield, of Ernest Chandler & Company, tent makers, reports that Charlie Gerard and Ralph Endy had their equipment set up on outcroppings of rock while playing Jackson Avenue in the Bronx. Expressing his amazement at the complicated leveling operation involved in setting up a heavy ride, he was told by one of the foremen that the unevenness of the lot wasn't at all unusual. Campfield later opined that Gerard and Endy could probably lay out a lot in the middle of the Alps.

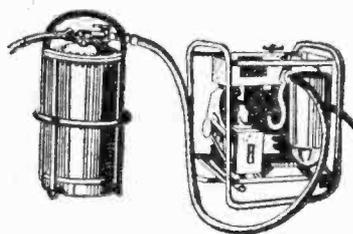
Nettie Smith, wife of Bennie Smith, business agent for Cetlin & Wilson

Army and Navy surplus—some used, some unused. Many sizes and types of Water Purification, Chlorination and Distillation units available at bargain prices.

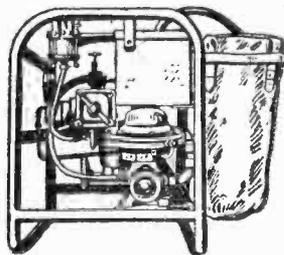
If you have not yet received your copy of the booklet pictured above, send for it today; it contains illustrations and descriptions of many available units other than those shown on this page, and tells where this equipment is located.



**WATER DISTILLATION UNIT**—Some units are trailer mounted, fully equipped with tires, ready to move to the working location; other units are portable—neat, compact and mounted on skid-type frames. Unit consists of a gasoline engine, steam compressor and other parts and necessary piping, all assembled and mounted on a structural steel base.



**PORTABLE WATER PURIFICATION UNIT (MOBILE)**—Consists mainly of a pumping unit and a filter unit. The water is cleaned by harmless chemicals. Forcing water reversely through the filter washes the unit thoroughly.



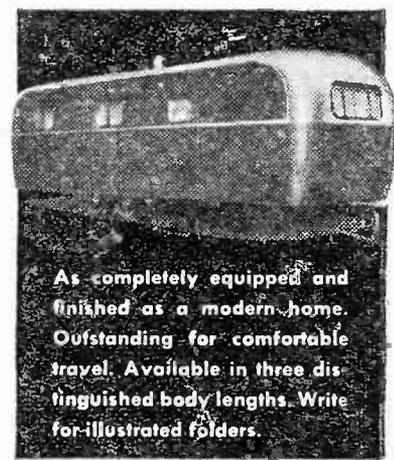
**HYPHO-CHLORINATION UNIT (AUTOMATIC)**—Chlorinates from 2 to 100 gallons of water per minute. Unit consists of hydraulic operated hypo-chlorinator, water meter, pressure regulating valve and manual range adjusting valve.

For copy of booklet and details of current sales address any WAA Customer Service Center, mentioning sales Programs A-78 and A-79.

**WAR ASSETS ADMINISTRATION**

Offices located at: Atlanta • Birmingham • Boston • Charlotte • Chicago • Cincinnati • Cleveland • Denver • Detroit • Grand Prairie, Tex. • Helena • Houston • Jacksonville • Kansas City, Mo. • Little Rock, Ark. • Los Angeles • Louisville • Minneapolis • Nashville • New Orleans • New York • Omaha • Philadelphia • Portland, Ore. • Richmond • Salt Lake City • St. Louis • San Antonio • San Francisco • Seattle • Spokane • Tulsa

Customer Service Centers in these and many other cities.



As completely equipped and finished as a modern home. Outstanding for comfortable travel. Available in three distinguished body lengths. Write for illustrated folders.

*America's Finest Trailodge*

ALMA TRAILER CO. ALMA, MICH.

**TYPE AND PICTORIAL POSTERS CARDS**

Posters and Cards

of every size and description... for every occasion. Exclusive designs created for your show. **LOW PRICES.** Write for Samples! (Union Printer).

24 Hour Service

**METROPOLITAN PRINTING CO.**  
126-34 VINE STREET • PHILA • PA

**SUNSET AMUSEMENT CO. WANTS**

Photo, Novelties, Grab, Ball Games and Hanky Panks for Concordia, Mo., Street Fair. Address No. 1 Show, Norborne, Mo., this week.

**WANT TO BUY LATE MODEL 7 CAR TILT-A-WHIRL**

For Cash. No Junk. Write or Wire BOX 124, c/o Billboard, 155 N. Clark Chicago 1, Ill.

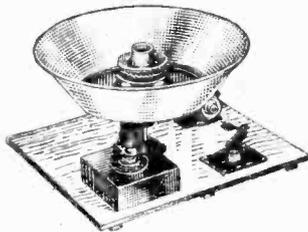
**FOR SALE—AUTO SCOOTER**

40x80 Round End Scooter Building, neon lights all around, 18 Lusse Bros. 1941 Model Cars. Portable. Now operating on Boardwalk, Jacksonville Beach, Fla. Will accept a reasonable offer.  
**SAMUEL D. LIPMAN**  
Flag Park, P. O. Box 596, Jacksonville Beach, Fla.

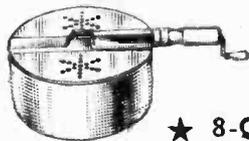
Shows, is recovering from an emergency operation she underwent in Reading, Pa., and expects to rejoin the shows soon. . . Marion Coppola and her two daughters spent two days at the recent Reading, Pa., Fair with her father, Ed K. Johnson, Cetlin & Wilson contracting agent. Mrs. Emil Westerman and her four-month-old son, Chris, of Oklahoma City, visited her parents, Mr. and Mrs. J. A. Logan, in Indianapolis when the C. & W. org played Indiana State Fair.

Among visitors on Capell Bros.' Shows last week, all of whom were entertained by H. N. (Doc) Capell, general manager, were Jimmy Byers, who flew in his plane and took an order from Capell for one of his

**TROUBLE-FREE MONEY MAKERS ALL ELECTRIC CANDY FLOSS MACHINE**

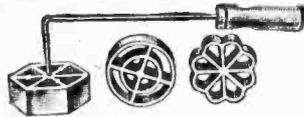


Concession Super Model #111 is extremely easy to operate—even a child can do it. Single Spinnerhead, \$227.50; Double Spinnerhead, \$245.00; Single Bands and Ribbons, \$5.00 each; Double Bands, \$15.00 each. We repair all makes of machines.



**★ 8-QUART LIFETIME POPPER**

A new aluminum popper for making delicious French Fried Popcorn! The only geared 8-quart popper on the market. 1/2" aluminum, closed gear housing . . . gears guaranteed not to jam. Easy to clean. Built to last a lifetime. Also 12-qt. Saratoga Kettle, \$20.00; 35-qt., \$37.50; 6x6 Tops with frames, \$150.00.



**★ FRENCH WAFFLE or ROSECAKE MOLDS "GET THE ORIGINALS"**

Large 4" commercial size of cast aluminum. Light and easy to handle. Made in three designs: round, six-sided, and scalloped. Complete with wooden handles and formulas. \$2.50 each. We've sold these money makers since 1905.

Immediate shipment. Terms: 25% with order, balance on delivery, F. O. B. Toledo.

**CONCESSION SUPPLY CO.**  
BOX 133, STATION B TOLEDO 6, OHIO  
Phone: Kingswood 2408

**SNOOKY LEE SCHNEPEL WANTS**

GIRLS FOR FRENCH CASINO. CANDY BUTCHER TO JOIN IMMEDIATELY.

Address:  
c/o GOLD MEDAL SHOWS  
Columbus, Miss., this week

**FOR SALE**

EZE-WAY FROZEN CUSTARD MACHINE AND TRAILER

New July 10, 1947. Finest Custard on the road. Painted pure white with stainless steel trim. Has all fluorescent and neon lighting. Also has hot running water. Can be seen with the Great Sutton Shows. Price \$5,500.00. Address: KEN MURRAY, c/o Great Sutton Shows, Dexter, Mo., this week; Glendon, Mo., next week.

**FOR SALE**

Dentzel Park Merry-Go-Round, 50 ft. diameter, 50 stationary animals, 2 coaches, in operation at park. A-1 condition, \$4,000.00.

**Island Amusement, Inc.**  
ISLAND PARK, SUNBURY, PA.  
Phone: Sunbury 2063

Pretzel rides; H. C. Mullins, show lot owner of Durant, Okla.; Don Hoyte, secretary of the Chamber of Commerce, Okmulgee, Okla., and Boots Cutler, ex-outdoor showman and now in the automobile business in Oklahoma City. Doc Snow, veteran general agent, joined last week and will pilot the show the remainder of the season, replacing Ray Spencer, who returned to Chicago to get ready for indoor promotions. Ed Whalen, legal adjuster the past two seasons, left last week to retire to his chicken ranch.

Leon Long, magician, visited Jimmy Simpson and Sam Rhodes on the John Marks Shows in Burlington, N. C., September 16.

The father of Mrs. Chaney Mound City Shows; Mabelle Manfredt, Ward's Shows; Alvin Arnold, Mound City Shows, and Mae-Jae Arnold, Snapp's Greater, is seriously ill at his home in Union City, Tenn.

O. J. Butcher, former carnival manager, and his daughter, Betty, recently purchased a home in St. Louis. The Butchers, who have been seen frequently of late around carnival lots, operate a gift shop and factory in St. Louis.

**Strates Flashes Power at York**

(Continued from page 58)

Strates says he could never tackle the job again. The chances are he's right, since that sort of endeavor has all the earmarks of being a once-in-a-lifetime accomplishment.

**20 Shows, 33 Rides**

Midway here sported 20 shows, 17 of which were office owned, and 33 rides, of which 22 were owned by the shows. Extra units were booked thru the fair. The midway was a lengthy, curving, almost too long area which has been entirely paved; a feature show folks would like to see duplicated at all annuals.

Strates has voluntarily cut prices 5 cents on some of his attractions, explaining that the move wasn't instigated because of consumer resistance but because he felt prices were a bit too high to keep faith with the public and insure good will.

The midway was conspicuously empty of swingers, roll downs, buckets, etc., all of which Strates frowns upon.

Smooth functioning of this org is largely attributed by Strates to his show-wise staffers, including Roy Jones, Dick O'Brien, Percy Morency, Jack Wright, Chick Franklin, Starr DeBelle and, in absentia, Bill Fleming, who was away looking things over in the South.

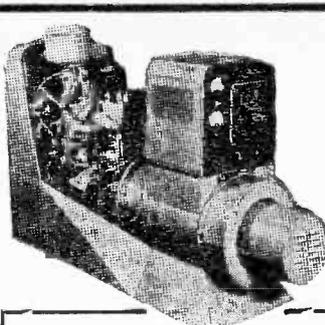
Noted on the independent midway were Fred and Frances Fournier and Benny and Martha Weiss.

**Offers New Boat Ride**

Roger Haney's Speed Boats, presented for the first time on any midway in America, drew plenty of attention and patronage, operating in a circular tank of water 25 feet in diameter.

Shows reporting tops in grosses for the week included Nate Eagles' Hollywood Midget Movie Stars, George Murray's Motordrome, Al Mercy's Charm Hour Revue, Jerry Jackson's Hep Cats, B. W. Bensen's Hawaiian Nights, Claude Bentley's Side Show and Walter McCracken's Monkey Circus.

Visitors included Carl Fleckenstine, Harry Correll and party from the Bloomsburg Fair; Walter K. Sibley, secretary National Showman's Association, and Mrs. Sibley; Bill Carsky, Casey Candy Company; Arthur Canfield, tent manufacturer; Mr. and Mrs. William Glick, of Baltimore; Gerald Snellens, World of Mirth Shows; Earl Purtle, Motordrome operator, and Mr. and Mrs. Cliff Wilson, of the Royal American Shows.



10 KW.—120/240 Volts—60 Cycle—Single Phase—3 Wire  
**NEW JEEP GAS ENGINE GENERATOR SETS**  
(Model GPW-101)

**THESE ARE NOT GOVERNMENT SURPLUS!**

Engine 4 cylinder, 4 cycle L-head, water cooled, rated 30 horsepower at 1800 RPM.

**IMMEDIATE DELIVERY! (Subject to Prior Sale.)**  
These plants are ready for immediate use.

Manufactured by International Diesel Electric Co., Inc., for

**HARRY HAYKIN**

290 Empire Blvd. Brooklyn 25, N. Y.

Have 5 Kw. Plants available for immediate use. Gas and Diesel powered. What are your requirements?



**PLACE YOUR ORDER HERE FOR THE**

- LOOPER
- MOON ROCKET
- CATERPILLAR
- CARROUSEL
- KIDDIE AUTO RIDE

WRITE FOR OUR NEW CATALOG

ALLAN HERSCHELL COMPANY, INC. WILL CONTINUE TO BUILD AND SERVICE ALL RIDES AND EQUIPMENT THAT HAVE BEEN MANUFACTURED BY BOTH ALLAN HERSCHELL COMPANY INC. AND SPILLMAN ENGINEERING CORPORATION.

**ALLAN HERSCHELL COMPANY, INC.**  
NORTH TONAWANDA, NEW YORK

**PORTABLE ELECTRIC RACE HORSE GAME**

LATE MODEL — NEW THIS YEAR

10-Unit, complete with top and frame, 10x20 background, stringers, signs, stakes, step-ladder, and P.A. set—all ready to go. Price, \$1,800.00. (Profits will offset investment in short time.)

**METRO ELECTRONIC CO.**

BANK & TRUST BLDG Phone: 41 GREENSBURG, PA.

**BACK AGAIN ALL ELECTRIC PEANUT ROASTERS**

Roasts 15 lbs. an hour, compact; 25"x18"x24", attractively illuminated. Great for Carnival and Road Shows. Circular on request. \$136.50 — Mail \$36.50 Deposit, Balance C. O. D.

**ATLANTA POPCORN SUPPLY**

145 Walton St. Atlanta, Ga.

**BOOMERANG**

Unlimited Capacity — Repeater — Thriller  
Write for Catalogue

**U. S. RIDING DEVICES CORP.**

298 Junius Street Brooklyn 12, New York

**FOR PROFIT AND FLASH THE SPITFIRE**

IS "SUREFIRE"  
WORLD'S MOST BEAUTIFUL RIDE

FRANK HRUBETZ & CO. SALEM, ORE.



**MODERN CHAIRPLANE AND KIDDIE AIRPLANE RIDE**

WRITE FOR CATALOGUE.

Immediate delivery on Chairplanes. Also on Gears and Clutch Parts.

**SMITH & SMITH, SPRINGVILLE, N. Y.**

**3000 BINGO**

No. 1 Cards, heavy white, black back, 5 1/2 x 7 1/2. No duplicate cards. These sets complete with Calling Numbers, Tally Card, 35 cards, \$3.50; 50 cards, \$4; 75 cards, \$4.50; 100 cards, \$5.50. All cards from 100 to 3000 @ \$5 per 100. Fibre Calling Numbers, 50¢; Wood Calling Numbers, \$1; Printed Tally Card, 15¢. Colored Heavy Cards, #3, same weight as #1 in Green, Red, Yellow @ \$6 per 100. **DOUBLE CARDS**, No. 1, size 5 1/2 x 14 1/2, 10¢ each.

**3000 KENO**

Made in 30 sets of 100 cards each. Played in 3 rows across the cards—out 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. .58. 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, 5 colors, loose only, no pads. Size 4x5, M 1.50  
3,000 Featherweight Bingo Sheets, large size, 5 1/2 x 3 1/2 colors; loose, no pads, M 1.75  
Adv. Display Posters, Size 24x36. Each .10  
Cardboard Strip Markers, 10 M for .75  
Rubber Covered Wire Cable, with Chute, Wood Ball Markers, Master Board; 3 piece layout for 15.00  
Thin Transp. Plastic Markers, Bwn., 3/4 M 1.00  
Red or Green Plastic Markers, 3/4, Square, Round or Scalloped, \$2.50 M; 3/8 the Size \$2.00 M

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

**ATTENTION, CARAVANS**

ARE YOUR DUES PAID?

Member must be in good standing to vote. Ballots will soon be mailed for election of officers for 1948.

**FOR SALE****COMPLETE CARNIVAL OR ANY PART**

2 #5 Eli Ferris Wheels (DeLuxe), with fancy main entrance; 1 32-foot Allan-Herschell Little Beauty Merry-Go-Round, complete with fence, modernistic decorated; 1 16-seat, factory-built Chair-o-Plane, complete with fence and ticket box; 1 10-car Allan-Herschell Kiddie Auto Ride, modernistic decorated; 1 16-foot high, 4 pillars, 30-ft. high aluminum main entrance; 1 50-Kw. Transformer, 110-220 volts, single phase, and 1 30-Kw. Generator, 110-220 volts, single phase plant mounted on truck (aluminum van), 3,000 ft. "O" cable and junction boxes. Also 4 van Semis, 3 tractors, all Chevrolet; 2 straight trucks, all repainted, first-class tires and motors in good condition. All above equipment is in first-class condition and can be seen in winter quarters and will be sold after Sept. 20. Wire, call or come see it.

PRICE \$32,500 Cash or Piece Sold

Phone 136 **REGER BROS. CANTON, MISSOURI**

Winter Quarter Address: 820 N. 7th Street, Canton, Mo.

**TRIANGLE SHOWS**

**CONCESSIONS**—Everything open; come on. Wire Fitzie Brown, Business Manager.

**WANT**—Hanky Panks of all kinds, \$25.00 privilege.

**WILL BOOK** Side Show. We have top. Also want Animal Show, Motor-drome or any Show that does not conflict.

This is a 12-Ride Show, office owned.

**TRIANGLE SHOWS**

This week, Athens, Ala., Fair; next week, Albertville, Ala., Fair.

**JIMMIE CHANOS SHOWS****WANT**

For St. Paris, Ohio, Fall Festival, week Sept. 29 to Oct. 4; one more to follow.

Want legitimate Concessions of all kinds, Mug Outfit, Short Range or Long Range Shooting Gallery or any other Stock Concessions. All replies to

**JIMMIE CHANOS**

**Piqua, Ohio**

**CATERPILLAR RIDE FOR SALE**

Only \$2500. R. E. Chambers make, now in operation, new top, fully equipped. Will need overhauling. Buyer takes apart and removes.

**ROCKAWAYS' PLAYLAND**

BEACH 98TH STREET

ROCKAWAY BEACH, L. I.

**CLUB ACTIVITIES****Show Folks of America**

San Francisco

**SAN FRANCISCO**, Sept. 20.—President Harry G. Seber presided at the September 8 meeting. Harry Hargrave, past president of the PSCA; Dan Meggs and Bill Oberhandsli also were on the rostrum.

Communications included one from P. Charles Camp, who advised he expected to be home soon.

New members elected were Edna C. Rex, Minnie M. Pounds, Edward C. McCue, Vern Martelle, James A. Queen, Frank Murphy, Charles Franks, George W. Sides, Robert G. Hampton, Clarence Bowen and Rose Campopiana.

Harry Hargrave introduced his brother-in-law, Eddie Tait, who has been in the amusement business in the Philippines for the past 40 years. Tait told of being interned by the Japs.

Others called on to speak included Council Raiford, Dan Meggs and Bill Oberhandsli. Members and friends introduced included Joe Lamont, O. W. Peck, Jack Rose, Bill Pearl, Ann Makepeace, Pearl Grant and Harry and Rita Friedman.

Mr. and Mrs. Albert Anderson donated a basket of groceries, which Harry Hargrave auctioned off for the benefit of the cemetery fund. Harry Seber was the high bidder. Dan Meggs won the Pot of Gold.

Ralph Deering was honored by a short program in observance of his birthday. Joe Queen did some coin and card tricks; his wife, Glanna, sang several numbers, and Olivette Malthouse played several selections.

**Showmen's League of America**

400 So. State St., Chicago

**CHICAGO**, Sept. 20.—Just one more week and we'll be on our way into the fall and winter season. The date is October 2 and notices are being mailed. The ways and means committee is in action and books on the auto award are out. If you didn't receive yours, please notify the secretary.

Secretary Joe Streibich visited the Royal American Shows in Topeka, Kan., and Jimmy Sullivan and his Wallace Bros.' Shows at Leamington, Ont. Jim came thru with the applications of John Broderick, William Haller, Dave Murray, Edward A. Murray and Gundy Di Cosomo. Thru the efforts of Sullivan, Frank Conklin and William Levinsky, dues collections were up to par.

Ben Hyman is in action and sends in the applications of Fred Miller, Isador Midanak, Walter Guest, Simeon J. Carrell, Clyde M. Brock and Albert L. Beard. Harry Ross sent in the applications of Louis Baker, George Carrell, Harry Levine, J. Hardman, Mike Petrantis and Rudolph B. Jones. Others received include Ray Smith from John Lempart, Gerald P. Ramsey from Rube Liebman, John R. Bell from Ed Kornrumpf, Chester Wojick from Max Brantman and Sammy Dunovich. (Rube Liebman, please note.)

The nominating committee is being notified and hopes are the October 14 date will be approved.

**Ladies' Auxiliary**

Meetings will resume Thursday night, October 2, at the Sherman Hotel. Nan Rankine, first vice-president, now out with the Happyland Shows, plans to attend the first meeting.

A social will be held Thursday night, October 9, with Elsie Miller, secretary, as hostess.

Dues for 1948 are due and payable. They should be sent to Elsie Miller at 4215 West Fifth Avenue, Chicago 24.

Etta Henderson, now in Grand Forks, N. D., plans to be back home in Texas soon. Evelyn Hock and Mrs. Margaret Hock, past presidents, are busy at Miss Hock's beauty parlor on Chicago's South Side. Mattie Crosby left for a week's vacation in Wisconsin and Maud Geiler, third vice-president, returned from Jackson, Tenn.

The sick list includes Rose Jarboe and Cora Yeldham. Grace Goss, who sprained her ankle and foot, is somewhat improved. Ditto Virginia Kline.

Mrs. Henry T. Belden and Mrs. Ralph Glick, co-chairmen of the bazaar to be held in December, report excellent co-operation.

**Caravans, Inc.**

P. O. Box 1902, Chicago

**CHICAGO**, Sept. 20.—Members attending the meeting Tuesday (16) were President Edna O'Shea Stenson, Lucille Hirsch, Pearl McGlynn, Bessie Mossman, Irene Coffey, Mariana Pope, Rebecca Daniels, Claire Sopenar, Katie Owens, Josephine Glickman, Lorraine Dugas and Lillian Lawrence. Invocation was by Bessie Mossman, chaplain pro tem.

Correspondence was read from Esther Weiner, Frances Keller and Kathleen Gawle.

Elected to membership were Eda Mae Burnett, and Goldie M. Decker. Clara Pollich was reported on sick list, and Agnes Barnes is home from hospital.

Dorothee Bates and Ed and Maude Green are vacationing in Michigan, visiting Mento Everitt and Irene Flexer. Claire Sopenar returned from Canada.

A triple celebration was held in the

**National Showmen's Association**

1564 Broadway, New York

**NEW YORK**, Sept. 20.—Executive Secretary Walter K. Sibley made his usual weekly trips covering, among other places, Worcester, Boston and New Bedford, Mass., where a visit was paid to Harry Prince at Lincoln Park. Also visited the Gerard Shows and the I. T. Shows, in Queens County; the home of Lawrence Tammargo, in Elmont, L. I., and the Vivona Shows, in Montclair, N. J.

Recent contributors to the Monument Fund were Gerald Snellens, Eli N. Lagasse, Sam Levy, L. T. Christian Jr., Henry Guenther, Sam Rothstein, James Corcoran, August Berni and Harry Witt.

The club was agreeably surprised by receipt of \$500 from Prell's Broadway Shows, the product of two jamborees recently staged by this show, one of which took place in Bridgeton, N. J.

Chairman Daddy Simmons, of the president's Testimonial Committee, advises that all arrangements have been completed for the dinner which takes place Monday, November 24, preceding the banquet. Ticket sales are going well. Seating is limited to 250, and the affair is informal.

The Monument Committee, headed by Chairman James E. Strates, is pleased to announce that contributions have passed the \$10,000 mark, about \$1,000 short of the total amount necessary. Dedication of the monument will take place Sunday, November 23.

Recent visitors to the clubrooms were Gerald Snellens, en route to his home in Allentown, Pa.; Frank Miller, in from the Ringling show in Denver; Sam Rothstein, from Saratoga, N. Y.; Jack Zupan, from the Catskills; Jack Harris, Ernest Warner and Al Janpol; Jack Lichter, on his annual vacation and planning to spend part of it in visiting the vets' hospital in Carville, La.; J. N. Zachry, Casper Sargent, Sam Spielman, Sam Torres, Edward McKeon, Bert Bacon, Benjamin Levine, Lawrence Neumann, Leon E. Nelms, Jack Davis, Laz Fink, Robert Crump, Barney Silver, Dave Brown, Al Burt, Lee Lewis, Frank Blatsky, Morris Glass and Neal Carr.

**Ladies' Auxiliary**

President Anna Halpin presided over the first regular meeting of the new club year. Vi and Charlie Lawrence are leaving on a 10-month tour with Mary Martin in *Annie Get Your Gun*.

The membership drive is in full swing. Members are urged to return their bazaar books as soon as possible. Additional books will be sent upon request.

summer home of Past President Jeanette Wall at Delavan, Wis. The Walls celebrated their 20th wedding anniversary and birthday, and a niece from Milwaukee, visiting the Walls, was there celebrating her anniversary, too.

Treasurer Pat Seery is visiting her sister in Buffalo. Katie Owens plans to visit her sister in Milwaukee. A donation was received from Ann Doolin, who left for her winter home in California. Other donations came from Dolly Young, Hattie Wagner and Claire Sopenar.

Announcement was received from Mr. and Mrs. Edgar G. Hart of the arrival of a son August 20th.

Members visited on the lots in Chicago were Isabelle Brantman and Josephine Woody.

The evening awards, donated by President Stenson and Josephine Glickman, went to Josephine Glickman and Claire Sopenar. Next social will be held Saturday (27), with Lucille Hirsch as hostess. Nomination of officers will be held October 7. Members must have dues paid to be eligible to receive their ballot.

**Pacific Coast Showmen's Association**

1106 S. Broadway, Los Angeles 15

LOS ANGELES, Sept. 20.—President Bill Hobday conducted the business session Monday (15) with Executive Secretary Al Flint assisting.

A moment of silence was observed in memory of Nate Miller and Frank R. McMahon, who recently passed away.

New members include E. Pitcock, Eddie Stone, J. E. Mercier, R. H. Searce, John W. Crotty, Bernard Goldstein, Harry Flax, W. B. Baddeley, L. G. Baddeley, J. W. Olgardt, F. T. Norris, Oliver J. Russell, Edward L. Butler Jr., Marion Fine, Bill Cunningham and Jack Ellis.

Members present after absences were Dale Petross, Herb Wachtman, Joe Mead, Tommy Johns, Joe Gass, G. C. Atkinson, Jerry Jackson, Dutch McCarthy.

John Rawlins was a visitor. Fred Donnelly was called to the rostrum and given an ovation for his work in visiting the sick and for his interest in club activities.

C. H. Allton bought \$100 worth of building fund tickets and a check for \$500 was received from the Imperial Exposition Shows, owned by M. E. Arthur. Money was proceeds from a show within a show, given for the club building fund.

Georgé Rosen, Barney Tully, Harry Wills, Jim Gallagher and Whitey Clare are on the sick list.

Harry Taylor, chairman of the banquet and ball committee, reports that everything is progressing well for the annual event to be held December 9 at the Biltmore Hotel.

Drawing was won by Louis Manly. President Trudie Di Santi presided at the Monday (15) meeting. All officers, except Jessie Loomis, first vice-president, who continues on the road, were in attendance.

Present after absences were Fay Prosser, of San Francisco; Fern Redmond and Margery Williams, of San Diego; Lillabelle Williams, who closed recently with Sello Bros., and Vera Selby.

Jenny Rawlings, sergeant at arms, was accompanied by her niece and won the bank night award. Door prize, donated by President Di Santi, was won by Julia Smith, secretary. A reading jacket, also donated by the president, was won by Treasurer Peggy Steinberg.

Vivienne Jacobi, back in town for an indefinite stay, is planning to go on a tour with magician Jacobi. Vacationing Edith Hargrave and her husband are visiting Eddie and Maureen Tait.

Harry and Mary Taylor returned home after a prosperous 10 days at the California State Fair. Bill and Jewell Hobday are spending a few weeks at their Nevada lodge. They, too, were at the California State Fair.

Final escrow papers were signed recently, and the club is now the proud possessor of its own home. December 15 is scheduled as the day of possession.

Babe Miller, who recently underwent a serious operation in the Cedars of Lebanon Hospital, is now at home convalescing. Cecilia Swalm is reported recovering in San Diego.

Members wishing additional building fund books should write the secretary.

**Ohio United Showman's Association**

136 Tuscarawas St., W., Canton, O.

CANTON, O., Sept. 20.—All roads for show people of this area will lead to Tony Diano's Palomino ranch south of the city October 19, when the club will hold its third annual round-up and barbecue, the food to be served ranch-style on tin plates. The place will be decorated with circus posters going back into the 1800's. These were obtained by Jay Myers, club secretary.

The round-up will start at 2 p.m., with entertainment in the afternoon and night, booked by Bill Stewart. Diano's Palomino horses and some Brahman cattle recently brought from Texas will be displayed.

L. A. Huffer, general chairman is being assisted by Diano, Paul McKenna and Bert Crawford. McKenna, Ed Kraft, L. H. McCres and John Haubert are handling publicity. On entertainment will be Diano, Don Hans, Don Wilhelm and Curt McClelland. Jay Myers and Larry Malbaff are handling tickets and Stewart will be the emcee. Von Black, J. L. Harris and Don Mercier will handle refreshments, and Frank Adams, A. M. Church, Harris and Albert McFadden, decorations.

On the prize committee are McKenna, McClelland and Kraft. The ladies auxiliary, of which Mrs. Margaret Lightheimer is president, will assist the committees.

Sign-ups for the club recently include an honorary membership for Walter L. Main, of Geneva. Joining while playing the Stark County Fair were Leslie Grove, props man for Gus Sun; Don Reed, cookhouse operator; Victor Pariano, who had ball games; Charles M. Huth, of Alliance, Penny Arcade; John Megahan, a game operator, and Guy Wilson in the pari-mutuel window. Art Zeer, of Mentor, driver of Carling Ale's six-horse hitch, signed during the summer, as did Charles Ward and Russ Clouston, cookhouse operators.

**Michigan Showmen's Association**

3153 Cass Avenue, Detroit

DETROIT, Sept. 20.—The membership campaign is progressing at a satisfactory rate. Applications of Henry D. Skipper, Ken Davies, David Redisch, Francis Delma Beller and Irving Berk have been received.

Recent visitors included Sam and Jack Segal; Hyman Eisman, Charley Westerman, Adam Spitzer and the Sobel brothers.

Letters have been received from Patty Conklin, Isadore Brodsky and Doc Rivers.

Secretary Bernhard Robbins and Jack Dickstein, first vice-president, plan a trip to Leamington, Ont., to visit the Wallace Bros.' Shows.

Members were saddened by the death of the three-week-old son of Mr. and Mrs. Wauna (Blackie) Jones.

**Show Folks of America**

1839 W. Monroe St., Chicago

CHICAGO, Sept. 20.—Regular monthly meeting was held Tuesday (16), with the entire time devoted to discussion and plans for the annual barn dance. Chairman Warren Warren presented the list of chairmen for the various committees.

Nellie Grosch, welfare chairman, reported that Mme. Pinxy is ill at her home and that Mr. and Mrs. M. A. Hunt and Margie Waite are recuperating after their automobile accident.

Jack Bessey, of the former Hickman-Bessey Shows, was buried in Show Folks Rest with services in charge of our cemetery chairman, Herman Stoike, and our chaplain, Rev. Marcel La Voy. Mabel Lovelridge donated \$45 toward the burial.

**HARRY LOTTRIDGE SHOWS**

"America's Best Amusement Equipment"

FLORIDA — FLORIDA

**RIDES WANT WILL BOOK**

All are Show owned and are NEW, either this year or last year. Can always use good, sober RIDE HELP. Semi Drivers preferred. Top salaries. If married can use Wife as Ticket Seller or Concession Agent.

Fun House, Midget Show, Fat Show, Mechanical City, Five-in-One or any worth-while attraction.

Legitimate Concessions of all kinds. American Palmistry.

**WANT SWAYING POLE ACT — MUST BE HIGH**

NO GYPSIES—NO FLATTIES—NO GIRL SHOWS.

All Replies to

**HARRY LOTTRIDGE, Manager**

Graceville, Florida (Fair), this week; Milton, Florida (Fair), next week; Fairs and Celebrations till closing.

**CENTRAL Amusement Company**  
"DIXIE'S OWN AMUSEMENTS" • YOUR SATISFACTION OUR SUCCESS

**WANTS FOR SEABOARD COMMUNITY FAIR, SEPT. 29 TO OCT. 4**

And 8 more Fairs to follow, Stock and P. C. Concessions, Penny Arcade, any worthwhile Shows. Can use one more Flat Ride, Free Acts, Motor Drome, Fun House. Want Ride Help, especially Ferris Wheel and Roll-o-Plane Men; Red Gerber, Frank Shephard, Happy Boultinghouse, contact me. Have new Ten-in-One Flameproof Tent complete; good proposition for right party. All contact

**SHERMAN HUSTED**

Jackson, N. C., Fair, this week; Seaboard Fair, September 29 to October 4.

**LAST CALL ROYAL LAST CALL**  
Exposition Shows

WANT FOR

**PEACH COUNTY FAIR, FT. VALLEY, GA.**

OPENING SEPTEMBER 29

Shows, Rides and Concessions, especially Octopus, Kiddie Autos, Motor-drome, Penny Arcade, Funhouse, Custard, Long-Range, Diggers, Rotaries, Novelties, etc. No time to write, so communicate by wire. All address, this week, Vidalia, Ga.; then as per route.

CAN PLACE

**LEGITIMATE CONCESSIONS**

For Greensboro, N. C., Fair; Rocky Mount, N. C., Fair; York County Fair, Rock Hill, S. C.; Greenwood County Fair, Greenwood, S. C., and others.

**MORRIS LIPSKY**

**JOHNNY J. JONES EXPOSITION**

Memphis, Tenn., this week; Greensboro, N. C., September 29-October 4.

WANT

**WHITESIDE'S CONCESSIONS**

WANT

FOR ALL WINTER IN FLORIDA

Bingo Caller and Counter Men, also useful Concession Help. Want one Wheel Man and Agents for one twenty-foot Grind Store. Must be neat, sober and reliable; no drunks or chasers or you will not last here. Also have 18 ft. Slum Skillo for right party. FOR SALE—Several new 16-10 and 18-10 Concession Tops and Frames, complete, with or without merchandise. This week and next week, Savannah, Ga.; then Jacksonville, Fla., for two weeks; then as per route.

All Replies:

**A. R. WHITESIDE**

c/o MIGHTY VAN DYKE SHOWS

**TICKETS PRINTED TO YOUR ORDER 100,000—\$24.70**

ROLL — FOLDED — CASH WITH ORDER — SAVE

Minimum Order Each Wording. Price of Color 10,000 Tickets. COLLINSVILLE, ILL. 10,000 Each Additional 10,000. \$8.50. Same Order 1.80. Price Change 3.00. Color Change 8.

**"AMERICA'S FINEST SHOW CANVAS"**

PRACTICALLY NEW!

24x36 BINGO TENT—USED 1 WEEK

IMMEDIATE DELIVERY!

**QUICK CONCESSION TENTS, DELIVERY.. SHOW TENTS AND BANNERS**

The Best Flameproofed Available. Forest Green, Royal Blue, Orange, Khaki

**BERNIE MENDELSON—CHARLES DRIVER**

**O. Henry Tent & Awning Co.**

4862 N. CLARK ST. CHICAGO 40

# INTERESTED PARTIES PLEASE NOTE

Individual Interested in Buying or  
Major Carnival Interested in Booking

the original, the most beautiful and the most practical  
portable dark ride ever built may see the 1948 model of the

## Blackout Taxi

(Reg. U. S. Pat. Office)

on the Endy Bros.' Midway at the Atlanta, Ga., Fair,  
September 26 to October 5, or write to

**S. A. BAKER**

2907 W. Warren

Detroit, Mich.

## MARKS SHOWS

MILE LONG PLEASURE TRAIL

### CUMBERLAND COUNTY FAIR

Fayetteville, North Carolina, Sept. 29th to Oct. 4th Inclusive

### CATAWBA COUNTY FAIR

Hickory, North Carolina, October 6th to 11th Inclusive

and All Fairs Until the Middle of November.

SHOWS: Any good money-getting Grind Show.

CONCESSIONS: Can place all Merchandise Concessions.

RIDE HELP: Foreman for Flying Scooter.

ADDRESS: Albermarle, North Carolina, this week; and then as per route.

## QUICK DELIVERY

### ON NEW AND IMPROVED, BIGGER AND BETTER 1948 MODEL SUNSHINE ELECTRIC CHOO CHOO TRAIN

This isn't a streamliner, but an old-fashioned train with smoke stack and bell—a real flash on any Midway or Amusement spot. Children and adults come miles to ride and re-ride. A proven portable moneymaker that sets up in less than one hour in a thirty-five foot circle. One person operates it from ticket box. Runs on 110 or 220 volt current. All steel, fabricated metal fence, ticket box, light stringer (no bulbs). Complete and ready to run. Will stand years of hard service. It's the hit ride of the year. There's plenty of time to make it pay for itself yet this season.



Three-car 18-passenger, \$1500.00. Four-car 24-passenger, \$1625.00. Five-car 30 passenger, \$1750.00. All F.O.B. Tampa, Fla.

Fast truck delivery and set up for 15 cents per mile one way. Send one dollar for large photograph and complete description.

SUNSHINE MFG. CO., 2105 E. Chelsea St., Tampa, Fla.

Member, Tampa Chamber of Commerce

QUEEN OF THE FLYING RIDES

## FLYING SCOOTERS

**BISCH-ROCCO AMUSEMENT CO.**

5441 COTTAGE GROVE

CHICAGO, ILL.

## FROM THE LOTS

### Lawrence Greater

ROANOKE RAPIDS, N. C., Sept. 20.—Org enjoyed good business here the week ended September 14. Stand was sponsored by the Exchange Club, which assumed sponsorship after the Lions Club, which had been the auspices for 11 years, waived.

Weather was good thruout with the exception of Thursday (11), when rain fell just before opening. The night, however, was not lost, as some 1,100 came thru the gates. The dampness, however, did not encourage spending.

Shows made a slow move in here from Fredericksburg, Va., due to difficulty in getting off a muddy lot there.

Fresh out of a navy uniform, J. F. McDevitt, shows' secretary, was busy between the office and Mrs. McDevitt's cookhouse and what is known as "on the send." Ben Braunstein, who closed as general agent of the Paramount Shows, joined as legal adjuster.

Casey Sens came from the Midwest with a 120-seat bingo. The Taylor brothers joined with four concessions, as did Nora Boswell. Paul (Muscles) Miller, friend of the writer, assumed the job of concession secretary for Mrs. Levy.

Alec and Harry Murphy, sons of Mr. and Mrs. J. Murphy, had birthdays as did Maxine Cyr, org's style-pacer. Louis Thorpe took over the mechanic's job, with wife, Helen, on the front gate tickets.

Seeing is believing, but Hiram Beal and Jack Stern were noted playing checkers. And Scotty Johnson and his assistant, Ray Woods, were working at the same time. Roy McGovern worked three assistants in Mrs. Levy's popcorn and candy apple stand, and the second biggest take of the season was reported. Church Hill lot in Richmond is still tops for Roy.

Cliff and Charlotte Andrews joined with a long range gallery. Bob Deckman has turned commuter for the time being since the fairs started and Mrs. Deckman returned to the shows.

Louis Gueth Jr. visited his dad for a few days. Bob Young has taken over as Caterpillar foreman, relinquishing the foreman's job on the Whip which he had held for seven years.

Recent visitors included Buffalo Jack Perry, Van Dyke Shows; Bob Hallock, Sam Goldstein and Max Kane, all of the Majestic Greater Shows; Lehman Moore, Morris Hannum Shows, and Roy Allen, Kirkwood Shows.

James and Helen Watts, who took over the side show at Newburgh, N. Y., have a smooth running unit.

The writer September 9 completed a 40-week contract as general representative, but will remain as assistant to Mrs. Levy until the shows close—when he will head for Wisconsin for the deer hunting season.—HERB SHIVE.

### Hill's Greater

POTEAU, Okla., Sept. 20.—After playing the Logan County Fair at Sterling, Colo., org moved to Lexington, Neb., where everyone had a two-day rest before the Dawson County Fair and Palomino Horse Show. This spot proved a red one. Attendance was big day and night, especially for rides and concessions.

Mr. and Mrs. Frank Gaskin, Silver States Shows, visited Mrs. Gaskin's sister, Bonnie Hollifield. Janet Kay, Corky, Wayne and Philip Jones, Tommie Jr., Richard and Sally Wells left to re-enter school.

A daughter was born to Mr. and Mrs. George Hershely. Hershely operates the side show.

Bill Barker, shows' painter, has all equipment spic and span.

### Caravella Amusements

GETTYSBURG, Pa., Sept. 20.—Business was better than expected here in view of the fact that two shows previously had played the city. Bingo received a strong play. During the stand Manager Caravella hosted almost 500 junior police.

New faces on the shows include Shorty Moorey, who joined with his Posing Show; Alex Smith, lot man, and Bert Lytell.

Visitors included Mr. Saunders, Norfolk Tent & Awning Company; Chief of Police Robert Harpster, an ex-trouper; Charles Wilcox, Harry Levy, Charles Small and John Lippy.

New canvas arrived and will be in the air for the first time at Kingstree, N. C., Monday (22), when the org opens its Southern fair route. Shows have been getting a paint job in preparation for the Southern fairs.

Harold Johnson purchased a new house trailer. Many of the org's personnel visited the James E. Strates Shows at York (Pa.) Fair, 29 miles away.

Manager Caravella planed to New York on business.—PAT RYAN.

### Golden West

ANDERSON, Calif., Sept. 20.—Org chalked up another red one here at the Shasta County Fair. Fly-o-Plane and Spitfire were added here and won top grosses.

Midway was in its best bib and tucker, with all equipment being freshly painted and plenty of lights added. Harold Long, general manager, Long's United Shows, and many of his employees, visited.



HERE IT IS!

## KOOL-AIDE

THE NEW POSTWAR  
ICE TYPE All Aluminum  
WATER COOLER  
AT A POPULAR PRICE

KOOL-AIDE is all Aluminum, has baked on enamel finish, brass spigot chrome plated, using the finest type refrigeration insulation.

KOOL-AIDE is truly economical to maintain and operate. No installation problem. Place it where you please, fill it with cracked ice, and it is ready to serve you.

KOOL-AIDE attractively displays, properly chills and with its finger tip controlled spigot dispenses any type of non-carbonated beverages.

KOOL-AIDE is easy to ice, easy to clean.

KOOL-AIDE will accommodate practically any bottle or jug. From a gallon to five gallons. KOOL-AIDE is extensively used on bars, back bars, soda fountains, soft drink concessions, etc. No bottle included.

PLACE YOUR ORDER  
IMMEDIATELY FOR  
PROMPT DELIVERY

THE STEEL CITY COMPANY  
Youngstown 9, Ohio

## WANT GOOD CARNIVAL

FOR OPENING OF NEW  
County Fair Grounds at  
Annual Fair in Enid,  
November 3-8

- Ample Grounds
- Good New Buildings
- Outside City Limits

Contact J. B. HURST, Mgr.  
Box 1066 Enid, Oklahoma

## OUTDOOR ORGAN RECORDS

High Undistorted Volume. Used by Carnivals, Merry-Go-Rounds and Outdoor Shows throughout the country.

12 10" Records—\$11.40 (tax already included). These Records guaranteed to satisfy. Send for complete list.

MIDWEST RECORDED SPECIALTIES  
113 LARCH ELMHURST, ILLINOIS

**POPCORN NEWS!**

Exclusive New Popcorn Agitator System  
**UPS SPEEDWAY** Corn Popper Popping  
 Volume to Unbelievable New High!

FIRST US REPORT:

**Raw Popcorn Costs Reduced by  
 21% to 32%**

New System SAVES an average of 15 lbs.  
 raw popcorn per hour per kettle. How much  
 per year would this save YOU?

P.S. World-famous **SPEEDWAY** Popcorns  
 are now offered at **NEW LOW PRICES!**

Get the Sensational **SPEEDWAY** Story

WRITE DEPT. 1  
**POPCORN EQUIPMENT CO.**  
 2301 Main Street, Santa Monica, California

**Peppers All States Shows**

**WANT**

ORGANIZED MINSTREL SHOW WITH  
 SEVEN-PIECE BAND. HAVE OUTFIT COM-  
 PLETE. WILL BOOK COOKHOUSE FOR  
 BALANCE OF SEASON. MUST CATER TO  
 SHOWFOLKS. ADDRESS:

Wallace, N. C., this week; Kinston, N. C.,  
 next week.

**FOR SALE**

**30x50 TOP**

8-foot Wall, used one year, \$300. Wire

**JAMES V. FERENZI**  
 317 High St. Elizabeth, New Jersey

P.S.: Shirt Sakobie or William Roane, get  
 in touch with me.

**WANT**

Cookhouse, clean Concessions. Gilbert  
 Tracey, Mr. Sifton, Mechanical Show, Cattle  
 Show. Answer Corning, Ark., week Sept.  
 22nd, with Piggott Fair, Paragould and  
 Walnut Ridge to follow. Out till snow falls.

**BELL-VINSON SHOWS**

**LAST CALL**

Phillips County Fair, West Helena, Ark.,  
 Sept. 29-Oct. 4.

Want Cookhouses, Grabs, Hunky Panks, Ball  
 Games, Fun House, Caterpillar, Roll-o-Plane,  
 Train Ride Men. Drunks, stay away. Everything  
 must be clean, positively no filth.

**DYER'S GREATER SHOWS**  
 Tiptonville, Tenn., this week.

**CONCESSIONS WANTED**

For King City, Mo., Fair, this week, and Holt,  
 Mo., Fair, next week, and all winter's work.  
 Also Girl Show and other Shows. Have for  
 Sale—Loop-o-Plane, in A-1 condition, \$850.00;  
 '39 Ford Truck and Trailer to haul same,  
 \$1500.00, or both for \$2250.00. Contact about  
 Ride at 1118 Richmond, Kansas City, Kansas.

**ALL AMERICAN AMUSEMENT CO.**

**WANT-BUDDY & DANNY-WANT**

Half & Half to join immediately, good proposition.  
 Miss Alzora, come on. Plenty trade.

c/o J. J. DENTON SHOWS  
 Ft. Payne, Ala., this week, or as per route.

**MINIATURE TRAINS**

Custom-built to order steam or Diesel types, 18" to  
 24" gauges. New, sensational streamliner, \$2,195.00.  
 Portable or permanent. Best buy on the R.R. mar-  
 ket. Photos and details, \$1.00 bill, no checks.  
 Also new 12 lb. rail.

**IRON HORSE MINIATURE TRAINS**  
 3320 GLENWOOD AVE. TOLEDO, OHIO

**FOR SALE**

4 Shetland Ponies, 1 8-Car Kiddie Car Ride, 1 8-  
 Passenger Airplane Swing Kiddie Ride, 1 Miniature  
 Train. Operating at St. Louis Ave. and Goodfellow  
 in St. Louis. Terms: Cash.

**A. TENENBAUM**  
 5715 St. Louis Ave., St. Louis, Mo.  
 (Phone: Mulberry 4061)

**SHOOTING GALLERIES**

And Supplies for Eastern and Western Type Galleries.  
 WRITE FOR CIRCULAR.

**H. W. TERPENING**  
 137-139 Marine St. OCEAN PARK, CALIF.

**Mad Cody Fleming**

JASPER, Ga., Sept. 20.—Org has  
 been getting some good business  
 lately. Nothing to write home about,  
 Owner Mad Cody Fleming says, but  
 enough to come out ahead. Show  
 moves from here to Cumming, Ga.,  
 for the fair.

The rides continue to change back  
 and forth, insofar as top money is  
 concerned. At Jefferson it was the  
 Merry-Go-Round, at Lawrenceville  
 the Caterpillar, at Blue Ridge the  
 Flying Scooter and at Ellijay it was  
 the Ferris Wheel.

Concessionaires recently joining  
 include Whitie Hardman with three;  
 Ed Deibert, bingo; Johnnie Leffler,  
 custard and grab, and Jack Evans,  
 brother of Randall, former speaker  
 of the House of Representatives,  
 agent. The Funhouse was purchased  
 from Mickey Apple and is doing  
 okay.

Tiger Mack's father-in-law suf-  
 fered a stroke and Mack was forced  
 to leave the show. Ginger Schilling  
 returned after a visit with her mother  
 in Pennsylvania. Grenade Dorsey is  
 back doing the painting. George Luc-  
 cas returned to the show. Jack Mc-  
 Carthy has the org arriving in towns  
 early.

Only seven more fairs to go and  
 the season is over. Most of the boys  
 have started to stock up on rods,  
 reels and other fishing equipment.

Org has 39 concessions, 7 rides and  
 a Funhouse.

**West Coast**

YREKA, Calif., Sept. 20.—Business  
 on the midway at the Siskiyou Coun-  
 ty Fair here the week ended Septem-  
 ber 7 topped that of '46 in line with  
 the increased attendance at the fair.  
 Mike Krekos, org's general man-  
 ager, makes his home near by, and  
 this caused what amounted to a  
 home-coming celebration, as Mike  
 spent four months this year in Greece.

Previous week at the Lakeview,  
 Ore., Fair and Rodeo org did busi-  
 ness matching that of previous  
 stands here. Attendance at the fair  
 was up over '46, but per capita spend-  
 ing was off. On the jump in, Hunter  
 Farmer's truck was damaged when  
 it toppled over.

At the Multnomah County Fair,  
 Gresham, the week ended August  
 24, the org enjoyed a highly success-  
 ful stand. Shows were spotted on a  
 large level grassy area almost a  
 block square. Weather thruout was  
 ideal and A. H. Lea, the fair's secre-  
 tary-manager, gave excellent co-op-  
 eration.

Visitors during the Gresham en-  
 gagement included Gov. Earl Snell,  
 Sen. Marshall Cornett; Leo Spitz-  
 bart, manager of the Oregon State  
 Fair, Salem; Earl Douglas, of the  
 Douglas Shows, and the Sussman  
 brothers, show suppliers of Portland.

**Virginia Greater**

WARSAW, Va., Sept. 20.—The  
 stand at the Northern Neck Fair here  
 the week ending September 13 was  
 good. The midway was augmented  
 with many extra concessions. Visi-  
 tors included Sergeant Blackman, of  
 the State police, and Milton Mason,  
 manager of the Keller Fair. Governor  
 Tuck and his staff also were noted,  
 escorted by Fair Manager E. L. Al-  
 taffer and Manager Rocco Masucci.

Suffolk, Va., played the previous  
 week, netted satisfactory business.  
 Stand was auspiced by the American  
 Legion. Visitors in Suffolk were Dr.  
 L. C. Holland, Larry Briggs, Harry P.  
 Taylor, Postmaster Sam Stallings;  
 Lieutenant Fobbs, of the State police,  
 and Sheriff Culpepper.

Keller, Va., the week ending Au-  
 gust 30, at the Eastern Shore Fair,  
 also netted satisfactory business. D.  
 D. (Doc) Hall, manager of the Fun-  
 house, left the show. Visitors in-  
 cluded Harry P. Taylor and Willie  
 Saunders, of Suffolk.

H. W. (Happy) Arnold and his  
 concessions left the show in Suffolk.  
 Arnold was mailman and *The Bill-*  
*board* agent. Taking over those duties  
 is Ronald Prue.

**AMUSEMENT COMPANY**

Dependable Attractions Since 1912

**Union County Fair, Union, S. C., week Sept. 29**

**Irdell County Fair, Statesville, N. C., week Oct. 6**

**Western Carolina Fair, Winston-Salem, N. C.,  
 week Oct. 13**

**Rowan County Agri. Fair, Salisbury, N. C.; Georgetown,  
 S. C.; Waltersboro, S. C., following**

**WANT** Concessions that work for stock and not over 10c. Book flat or  
 percentage; first class Penny Arcade, Jewelry, Ball Games, Age, Scales.  
 Shows with own outfits that don't conflict.

**FOR SALE FOR SALE FOR SALE**

A complete Carnival—12 Rides, 8 Shows, 35 Tractor-Trailers; will sell complete or separate.

- 1 40-Ft. 3-Abreast Merry Go-Round, 2 seasons old, finest Merry-Go-Round on the road; Wurlitzer Organ No. 153.
- 1 No. 12 Big Eli-Ferris Wheel.
- 1 Smith & Smith Chairplane.
- 1 18-Car Streamlined 1946 Caterpillar, good as new.
- 1 1946 Super Roll-o-Plane.
- 1 16-Car 1947 Octopus.
- 1 1947 Fly-o-Plane.

All the above Rides are new and perfect condition.

- 1 Side Show Top complete, 20x180, 18-ft. Banner Line, double deck Banners, all new this spring.
- 1 Girl Show complete, 20x50 Top, Banners 3 weeks old, Stage.
- 1 Snake Show complete, new Banners, 20x30 Top.
- 1 Jig Show complete, 35x76 Top, Stage on Semi-Trailer, Banner Line double deck Banners all new this spring, Bus for people.
- 1 30x60 square end Top, 9-ft. Wall, used 10 weeks.
- 1 Streamlined Bingo, 28x42, 112 seats, blower, blue top, all new this spring, cost over \$4,000, sell for half; transportation for same.
- 1 Cookhouse complete with transportation.
- 1 Transformer Truck with 2 100-Kw. Transformers.
- 32-Ft. Trailermobile transportation for all the above equipment; preference given those want- ing transportation.
- 1 12x12 Pan Game complete, 1 12x12 Top, 1 10x10 Top.
- 1 Popcorn Outfit complete with transportation, Candy Apples, Snow Balls; a fine outfit.
- 1 32-Ft. Office Trailer, three compartments, built this spring; one of the finest Office Trailers in the business.
- 1 60" U. S. Army Searchlight, mounted on Dodge truck.

**DON'T WRITE, come and look this equipment over. Address**

**L. C. McHENRY, Mgr.**  
 Lexington, N. C., this week; then per route.

**WANT WANT WANT**

**GREAT STATE FAIR OF TEXAS**

**COMMENCING SAT., OCT. 4 DALLAS ENDING SUN., OCT. 19**

FREAKS to feature, top salaries paid. Want to hear from A-1 Half and Half. Christine and Phil, salary O.K.; where shall I send tickets? Also Denny and Ethel. Aloha, I sent you transportation, come to Dallas. Tony Marino, can use you and Reta. Want Working Acts of all kinds. Bally Girls, good Candy Man, Ticket Sellers, a first-class Talker. All reply by mail or paid wire to me, care of State Fair Office, Dallas, Texas, now.

Have several good dates to follow, with 3 Shrine Circuses. Then all winter in Museum. All reply:

**RAY MARSH BRYDON**  
 c/o State Fair Office, Dallas, Tex.  
 P. S.—ALL SHOWS CONTRACTED TO PLAY DALLAS CONTACT ME NOW.

**EXPOSITION at HOME SHOWS**

High Class Attractions for Fairs and Celebrations

**WANT FOR BALANCE OF SEASON**

Concessions—Popcorn and Candy Apples, Bingo at once. Come on, will book any Concessions. Want Mitt Camps. "MIKE CATTO" wants Roldown Agents. Want Ferris Wheel Foreman at once. Will book or buy Tilt, Octopus or Ridee-O. Will book on small percentage. Complete Side Show, any others not conflicting.

**ROX CATTO**  
**CAREVILLE, TENN., 22-27; next, COPPERHILL, TENN.** Save your wires, come on.

**WILL SACRIFICE**

IF SOLD THIS MONTH

- 1 Dodge Cab Over Engine with 18 ft. covered stake body, low mileage, guaranteed condition, \$1,295.00;
- 1 Elcar 21 ft., 8 in. House Car, \$1,095.00; 1 12x12 Penny Pitch, frame fly and board, \$80.00;
- 1 12x12 4-Way Frame and Top with 5 ft. awning, \$100.00; 1 14 ft. Ball Game, \$100.00; 1 Air- plane Ride, 65 ft. high, with rocket cars—no better ride made for a park. Will sell for less than half what it cost. Can be seen in operation here this week. All reply to

**JOHN GALLAGAN**  
 c/o FAIR OFFICE, FAIRGROUNDS, OR BOX 1270, KNOXVILLE, TENN.

FAIRS FAIRS FAIRS FAIRS FAIRS

# PENN PREMIER SHOWS

*World's Cleanest Midway*

LARGEST ALL MOTORIZED SHOW IN THE EAST

CAN PLACE

For outstanding proven Southern Fairs (not promotions). Can place for

LEE COUNTY AGRI. FAIR ASS'N  
Sanford, No. Car., September 29-Oct. 4MECKLENBURG COUNTY FAIR  
Chase City, Va., October 6-11

Still featuring the WORLD'S MOST OUTSTANDING FREE ATTRACTION, the GREAT WILNO, HUMAN CANNON BALL

Can place Age, Scales, Novelties, Ball Games, Fish Ponds, Eating and Drinking Concessions, and all Hunky Panks. Will place 1 Swinger and 1 Big Tom or 6 Cat, Pan Game, Over and Under, and other P. C.

Shows—Can place for these outstanding Fairs, Minstrel, with or without equipment, or any Shows not conflicting, especially Wild Life.

Rides—Can place large Merry-Go-Round, Caterpillar or Spitfire only. These are proven spots and bona fide Fairs; ask the people who played them. Address all mail and wires to

**LLOYD D. SERFASS, Gen. Mgr.**  
HOPEWELL, VA., THIS WEEK.

## CONCESSIONS WANTED

for the

### LAGRANGE COUNTY CORN SCHOOL

LAGRANGE, IND., SEPTEMBER 29-OCTOBER 4

This old established Street Fair is one of the finest in Indiana and has a past record of a proven money-getting concession spot.

LEGITIMATE STOCK AND CATERING CONCESSIONS ALL OPEN.

WRITE—WIRE—PHONE.

# W.G. WADE

*Shows*



Kalamazoo (Mich.) Free Fair this week.  
Note!—Lagrange, Ind., closes the operating season of this unit.

# VIRGINIA

## GREATER SHOWS

The Show With The Proud Reputation

### WANT AT ONCE

CANDY APPLES and POPCORN, good territory for same. Also book French Fries, Guess-Your-Age and Scales, Basketball, Grab, String Game, Pitch-Til-Win, Penny Pitches, High Striker, Ball Games. Want Griddle Man, must drive semi. Bob Milligan, will turn over Fun House to you; come on. Answer. We have Wadesboro, North Carolina, Fair; Bennettsville, South Carolina, Fair, followed by big Marion, South Carolina, Fair. All wires and mail for space to

**WM. C. (BILL) MURRAY**  
Clinton, N. C., this week.

## MONROEVILLE, IND., STREET FAIR

OCTOBER 1-4

CONCESSIONS WANTED FOR THIS EVENT

All privileges open except Corn Game.  
Program features: Free acts, big free drawings for prizes nightly, parades, bands, games, contests, etc.

RESERVE SPACE NOW!

# W. G. Wade Shows



UNIT NUMBER TWO

Ligonier, Ind., Street Fair this week.  
Note!—Monroeville, Ind., closes the season for this unit.

## MIMIC WORLD SHOWS WANT

Concessions, Rides and Shows for FAIRS starting at Leesville, La., Sept. 29; then Mansfield, La., Oct. 7; then Ruston, La., North Louisiana State Fair, Oct. 13 to 18, and balance of season. Can place Stock Concessions, no Ex., Bingo, Cookhouse, Grab, Novelties, Photos, Candy Floss, Peanuts, Popcorn, Carmel Korn, Scales, Snow, Lead Gallery, Palmistry (no gypsies), Ball Games, Hoop-La or any legitimate Concessions. Also any good clean Shows for committee fee plus fed. tax. Also can place Ferris Wheel and Kiddie Rides. Also good Percentage Agent and Ride Men that can drive Semi.

Address: L. E. DOYLE, Many, La., till Sept. 27; then Leesville as per route.

## FOR SALE

The Most Beautiful and Complete Long Range Portable Shooting Gallery in the Country

New in June, 1947. Built on 24-foot Van Trailer, pulled by 1942 G.M.C. 6x6 Tractor. Gallery is built on rear 12 feet of trailer, lying quarters on front 12 feet. Gallery has 33-foot steel walls, 7 feet high, steel counter, canvas canopy, 7 new Remington 241 automatic rifles, 50,000 rounds of ammunition. Can be set up in 4 hours, down in 2 hours. Complete—nothing else to buy—ready for the road now. Price \$4,250.00. Phone 23608.

**H. T. URQUHART**  
BOX 1183, MONTGOMERY, ALA.

## FROM THE LOTS

### Page Bros.

WOODBURY, Tenn., Sept. 20.—Week ended September 13; auspices, Cannon County Fair Association; business, good.

The Ferris Wheel topped the rides with the Loop-the-Loop second. The Minstrel Show paced the shows, followed by Eddie Wood's Side Show.

John Stine closed and headed south. Bob Stewart joined with his cookhouse. Rose Lee, armless wonder, went shopping in Nashville and is now sporting a new wardrobe.

Mrs. Don Myers returned from a visit in Scottsville, Ky. Mrs. Herman Emmerton is up and around after a brief illness. Dan Readin added another joint. He is in his 83d year but says he feels like a youngster. Don Myers, ride superintendent, has the rides up by 2 p.m. on Mondays. Doc Felment, of the J. J. Page Shows, visited here.—V. COLLIER.

LAFAYETTE, Tenn., Sept. 20.—Org enjoyed good business in hot weather here the week ended Saturday (6). Engagement was sponsored by the Macon County Fair Association. Two rides, which had been taken to Petersburg for the Colt Show, were returned and in operation the last three days of the local stand.

Many visits were exchanged by shows' personnel and members of Anderson Greater and Lake City shows.

John Ethridge closed to join the Anderson org. Paul Pittman has framed another concession, which gives him a total of 12. W. H. Tandy joined with two concessions.

The Jig Show topped shows, with Eddie Woods Side Show second.

Visitors included Ralph Wilkerson, Hass & Wilkerson Insurance Company, Kansas City, Mo., and C. C. (Specks) Groscurth, manager, Blue Grass State Shows.

The writer returned from a four-day trip to Georgia.—V. COLLIER.

### Ross Manning

NEW YORK, Sept. 20.—Shows opened Wednesday night (17), for a week's run, on a well-located lot in West New York, N. J., directly across the Hudson River from midtown Manhattan. Lot is in a heavily populated section and served by several bus lines. While the lot is a good one it is a bit too small for Manning's shows, there being room for only a portion of his rides.

Rides and shows on the lot were

a Spitfire, Octopus, Ferris Wheel, Merry-Go-Round, kiddie ride, side show, *Paradise Revue*, *Daughters of Sin*, Wild Life Exhibit and an Iron Lung. Rides, side show and games are getting a good play.

Weather was okay and shows started off with a big attendance opening night. Date, under American Legion auspices, was booked by Eddie Elkins.

### Royal Exposition

MILLEN, Ga., Sept. 20.—Show has grabbed considerable publicity recently because of its searchlights, and Owner-Manager J. P. Bolt, a firm believer in advertising, regards the lights as one of the shows' best bally mediums. During a Birmingham stand a few weeks ago *The Birmingham News* carried a page 1 story and picture of the lights, and two weeks ago in Savannah, Ga., a paper carried a picture and front-page story on the same subject.

Show finally got a business break the past two weeks. The first week at Savannah was poor, but after a move to East Broad Street everyone got money. Sylvania, Ga., proved a winner last week, with the biggest grosses of the season. So far the current stand has been disappointing. Monday night was rained out and hurricane warnings kept people away on other nights. However, local interest appears high and good week-end business is anticipated.—H. B. ROYAL.

### M. A. Srader

BROKEN BOW, Neb., Sept. 20.—The 200 mile jump was made here without mishap. Much credit was given Coonie Clark and his assistant, Jim Kearns. Oran Jonesy has remodeled the bingo. Helen Jones reported good business with the pan game the last two weeks. Beatrice and Johnnie Gibson were absent this week, having placed two concessions at Kansas State Fair, Hutchinson. Patsy Srader is looking forward to an enjoyable week at the Red Cloud Rodeo. Seven years of her grade schooling was spent there. Visitors this week were James White and daughter, Georgie, en route to Chicago where she has signed for a winter tour in burlesque, and Mr. and Mrs. Pepper, Wichita, Kan., concessionaires with the Silver States Shows. Weather is ideal and everyone is looking forward to big business.

# BULLOCK AMUSEMENT CO.

*Lean entertainment for the whole family*

### WANTS

Ride Help. Second Men on Eli Wheel and Chairplane who can drive trucks. Want Legitimate Concessions and P.C. Dealers. Want Agent for set outfit. Jimmie Streit, answer. Long season South in heart of cotton and tobacco belt. No racket, no gate.

Have for sale 1947 Sunshine Train, just like new, \$1250.00. All address,

**J. S. BULLOCK**

Rowland, North Carolina, this week.

## ROBERT R. KLINE

IS NOW CONNECTED WITH JOHN R. WARD SHOWS  
AMERICA'S FASTEST GROWING RAILROAD SHOW  
TO ALL MY FRIENDS — I WILL BE SEEING YOU SOON

**NOW!**  
turn to  
**INSIDE FRONT COVER**  
for an important story on  
**POPCORN PROFITS**



**MANLEY INC., KANSAS CITY, MO.**  
"The Biggest name in Popcorn"  
POPCORN MACHINES AND SUPPLIES

**Majestic Greater**

TROY, N. C., Sept. 20.—Despite getting off to a bad start, the week ended Saturday (13) in Richmond, Va., proved satisfactory. Due to many mishaps en route, the 860-mile jump from Newaygo, Mich., to Troy was a slow one.

Staffers Abeloff, Harvey Hudson and Uncle Lud Sterling, of Station WLEE went all out to give the show the greatest publicity it ever had, even going so far as to put on a special program from the lot.

Leonard Gould rejoined with his Moon Rocket and Spitfire after playing the Michigan State Fair. Wasser and his committee were active. Maxwell Kane did a good job of mending. Bob Hallock is off on a business trip. Owner Sam Goldstein arrived tired, but still smiling. Bob and Myrtle Thomas, cookhouse and arcade ops, celebrated their 21st wedding anniversary Saturday (6), with many relatives and friends in attendance.

Visitors included J. A. Mitchell, secretary of the Richmond Fair; Bill Fleming, general agent of the James E. Strates Shows; Mr. and Mrs. John H. Marks, Art Spencer; the Kellers and son; Bill Breesse, Bert Rosenberger, Jim Fair and Mr. Maddox.—**HARRY E. WILSON.**

**Wolfe Amusements**

McCORMICK, S. C., Sept. 20.—First show to play here in 10 years, we have a downtown location and business has been exceptionally good, even in the daytime. Opening night, Monday (15) a heavy rain didn't stop the concessions from opening and most of them got the nut. This spot may prove the best still date of the season.

Tamsey's Monkey Show closed and was replaced on the midway by a Funhouse, owned and operated by Ray Brumley. Mrs. Brumley operates a stock concession. Bill Reed is leading the field with total concessions. He now has seven. Others in the running are Shave, 6; Blondie, 5; Pinky Edgar, 4; and Ernie Sylvester and Halsted, 6.

Word recently was received that our Slim Shropshire, ride man, suffered a broken leg in Greenwood, S. C., and will be laid up about six weeks. His wife will continue to operate the grab joint during his absence.—**ERNE SYLVESTER.**

**San's Funland**

PEMBROKE, N. C., Sept. 20.—Show has been doing okay at North Carolina free fairs. Here for the Indian Fair, attractions were located on the lot next to the theater, at the owner's suggestion.

Show now carries 5 rides, 2 shows and 15 concessions and is booked until Christmas. Newcomers are Mr. and Mrs. Weber and sons, two rides and photos; Doc and Mrs. Carrigan, bingo, and Jack Laikowski, two cookhouses and French fries. Marie Swain and Pat Gilmore are top money-getting concessionaires. Junior Orr, assisted by Mrs. Aycok, is runner-up. Shows have been led by Jack Orr's snake attraction.

Jeff Bryant, assisted by Charlie Shropshire, is ride superintendent, while Bill (Specks) Pruett is electrician. Recent visitors included Bob Works and son, Bob Jr., and Mr. Williams, of the Williams Shows. Several of the folks visited Brownie Smith in Fayetteville, N. C., during the stand.—**SAM SWAIN.**

**D. & P.**

OLIPHANT, Pa., Sept. 20.—D. & P. Shows concluded the season here and folks headed into the fairs. Mr. Davis, with popcorn and candy apples; Ray Everett, high-striker, and Floyd Sheaks, bingo and seven stands, left for Hughesville (Pa.) Fair, after which they will play the Gratz (Pa.) Fair.

West Price and Floyd Sheaks left on a booking trip for fall dates and also for 1948 dates.—**JACK LANG.**

**GETLIN and WILSON**  
WORLD ON PARADE  
**SHOWS**

**THE GREAT FREDERICK FAIR**

Frederick, Md., Sept. 29th to Oct. 3d Inclusive

We will place all legitimate Merchandise Concessions and Eating and Drinking Stands. Nat Mercey wants good Talker for Hillbilly Show. **WANT:—Spitfire Help.** Can also place good Ferris Wheel Men. **WANT:—Sober, experienced Workmen in all departments.**

**ATLANTIC RURAL EXPOSITION**

"Formerly Virginia State Fair"

Richmond, Va., Oct. 6th to 11th Inclusive

With bad weather last fall this was the largest fair in the South. We will place all legitimate Merchandise Concessions and Eating and Drinking Stands. All address: **TRENTON, N. J., this week; then as per route.**

**W. R. GEREN Presents**

**MIGHTY HOOSIER STATE Shows**

FIRST CALL

**WANT!**

**WANT!**

**WANT!**

CONCESSIONS—MERCHANDISE ONLY.

Week Sept. 30 to Oct. 4, Jeffersonville, Ohio, K. of P. Homecoming and Fish Fry. Week of Oct. 7, Red Key, Indiana, Lions' Club Homecoming.

And the BIG one, October 13-18, the Colored Fair, Indianapolis. Sponsored by the Colored Press Club and Federated Builders' and Mechanics' Clubs. This will be mammoth! We will have 12 Major and 3 Kiddie Rides.

Want Shows for Indianapolis. Want several Cookhouses for Indianapolis. Minstrel, Side Show, Drome, Glass, Mechanical, Arcade or any other Show with the exception of a Girl Show.

This Fair will be the biggest celebration ever held in Indianapolis. It will draw thousands nightly. Free Gate. All Replies:

**W. R. GEREN, Owner**

**MIGHTY HOOSIER STATE SHOWS, SEYMOUR, INDIANA, THIS WEEK.**

FIRST CALL

**W. H. (SPLINTER) ROYAL**

Wants Agents for Swinging Ball, Pin Store and Bowling Alley and Roll Down. Bill Moore, get in touch immediately. Red Hart and Jerry Diveley, come on.

Vidalia, Georgia, this week; five consecutive Fairs following, including Savannah, Georgia.

**W. H. ROYAL, ROYAL EXPOSITION SHOWS**

**WANT**

Ferris Wheel Foreman that drives Semi, also Foreman for Mixup. Want Skillo Agents, Grind Store Agents. Want Hanky Pank Concessions, also Hanky Pank Agents. Want Shows of all kinds. Nowata, Okla., week Sept. 22; then the Cotton Country.

**SMITH AMUSEMENT CO.**

**ROLAND SMITH, Owner E. "RED" McFARLIN, Manager**

**FOR SALE**

ONE MOON ROCKET RIDE AND ONE AERIAL JOY RIDE, BOTH IN A-1 CONDITION.

**WANT TO BUY**

A TWO-ABREAST ALLAN HERSCHELL MERRY-CO-ROUND, MUST BE IN GOOD CONDITION. CONTACT

**H. V. PETERSEN**

c/o TIVOLI EXPOSITION SHOWS, JOPLIN, MO., OR AS PER ROUTE.

**SACRIFICE—FIRST \$550.00 TAKES IT**

Rifle Range, manufactured by Davies Novelty Co., complete with seven guns, air compressor, counters, four lines moving targets, two lines still targets, approximately fifty pounds shots, approximately two thousand metal tubes, gun parts, extra targets, motors and all connections, ready to set up. Only used one year. Original cost \$2500.

**W. G. SIMPSON, 418 So. Main St., Anderson, S. C.**

**CAN PLACE**

Hanky Panks, Ball Games, etc., for long season of still dates and fairs in the Heart of West Texas Cotton Country. Have opening for Grind Shows with own equipment. Wire

**CENTRAL STATES SHOWS**

Floydada, Texas, this week.

**WANT**

**FOR FAIRS AND CELEBRATIONS IN THE SOUTH**

Bingo, Jewelry, Basket Ball, Kiddie Auto Rides, High Striker. Also Girl Show. Can use Shows and Concessions not conflicting.

Address:

**DANNY ARNETT**

**AMERICAN EAGLE SHOWS**  
Joiner, Ark., this week.

**HAVE FOR SALE**

**ROLL-O-PLANE RIDE**  
COMPLETE, WITH TRANSPORTATION

**FLY-O-PLANE RIDE**  
COMPLETE, WITH TRANSPORTATION

Ride now this May. Can be seen in operation on **L. J. HETH SHOWS**

**HENRY H. HETH**

Jasper, Ala., now; Carrollton, Ga., next week.

**WANT**

Eli Wheel and a Flat Ride. All year's work. No gate, grift or passes. Join on wire for big soldiers' pay days.

**MGR. AMER. LEGION BEACH-PARK**

Opp. Buena Vista Hotel **BILOXI, MISS.**  
Phone 616

**CLYDE BROS.' CIRCUS**

24 WEEKS LAST WINTER

**CAN USE**

Few more Acts with good doubles to open Des Moines, Oct. 1st. Write

**HOWARD W. SUESZ**

**BLACK HOTEL OKLAHOMA CITY**

**R. W. ROCCO**

**WANTS AGENTS**

For Razzle Dazzle, Roll Down and Bowling Alley. For six South Carolina Fairs. Wire at once. **R. W. ROCCO, c/o Caravelle Amusements, Kingstree, S. C., this week.**

**OUTDOOR CEL. COMMITTEES, READ THIS**

A high class Novelty Trapeze Act available for Outdoor Celebrations, Fairs, etc. Also for Indoor Events. Attractive equipment. Real Act. (Platform required for Outdoor.) For full particulars, address: **CHARLES LA CROIX, 1304 South Anthony Blvd., Fort Wayne 4, Indiana.**

# Morris Hannum Shows

*A tradition at Veterans' Conventions*

## ENFIELD AGRICULTURAL FAIR

ENFIELD, N. C., SEPTEMBER 29-OCTOBER 4

### WANT

Concessions all kinds; no exclusive.

Want Independent Shows. Johnny Riddick wants Musicians and Performers; wire at once; salaries from office.

Can place No. 5 Wheel. Ride Help, come on. All Fairs from now on.

Zebulon, N. C., Fair, now; Enfield, September 29-October 4.

# FANS Silver Derby SHOWS

WANTED WANTED WANTED

FOR THE BEST COTTON COUNTRY IN MISSOURI CONCESSIONS—Popcorn, Floss, Devil's Bowling Alley, Diggers, Pan Game, Bumper, String, Hoop-La, Jewelry, Big Six, Hit and Miss, or any grind store not conflicting. COOKHOUSE that will cater to show people. SHOWS—Can use any show with own outfit. RIDE HELP—First man for Rolloplane and Merry-Go-Round; Second Men on all rides, must drive semis. This show gives you a long season south, Florida all winter. Drunks, flaties, we can't use. Lilbourn, Mo., two Saturdays, until September 27.

## MIGHTY PAGE SHOWS

NOW BOOKING FOR WARREN COUNTY FAIR

Warrenton, N. Car., week Sept. 29th through Oct. 4th, and four more bona fide Fairs, not so-called Promotions, to follow.

Want Eating and Drinking Stands, all legitimate Concessions. Can place Wheels, Grind Stores and one more Skillo. Especially want Custard, Novelties, Floss and Penny Arcade for these Fairs. Will place any Show or Rides not conflicting. Need Tilt Foreman and Second Men on all Rides; Drivers given preference. All replies to

**BILL PAGE**

MIGHTY PAGE SHOWS, WILSON, N. CAR.

P.S.: Don't be misled, carnival operation in North Carolina has not changed.

# HARRISON

## GREATER SHOWS

*a clean modern midway*

### WANT

For Clinton, S. C., Cotton Festival, Sept. 29-Oct. 4; with Hartsville, S. C., V.F.W. White Fair, Oct. 6-11, to follow.

Can place Concessions of all kind. No exclusive. All Percentage and Flat Outfits open. George Keefer no longer with this show. Can place Cook House for balance of season, Grab, Popcorn, Candy Floss and Photos. Will book Roll-o-Plane for balance of season. Want two Girl Shows at once. Have complete outfits for same. Want capable Lot Man that can move show on and off lot and take care of show. All wires to FRANK HARRISON, Mgr.; REID McDONALD, Bus. Mgr., Rutherford Fair Grounds, Forest City, N. C.

## JAS. M. RAFTERY'S SHOWS

Jacksonville, N. C., September 29 to October 4; Littleton, N. C., Fair, October 6 to 11.

Want Cook House Help, Counter Men, Griddle Man, Chef and Waiters. Can place legitimate Concessions of all kinds. Want Girls for Girl Show, also Side Show People and one Freak to feature. Can place Ride Help at all times.

**JAS. M. RAFTERY**

Newport, N. C.

# ANDERSON'S

## GREATER SHOWS

*the fine old show with the grand old name*

Want for Henderson County Fair, Lexington, Tenn.

Followed by Tri-County Fair, Guin, Ala.; Cordova Fair & Horse Show, Cordova, Ala., and six more proven spots in Alabama's Cotton Belt.

Due to disappointment can place Bingo and Diggers, \$35.00 each. Two weeks' deposit required. Have some space left for the Big One at Lexington. Good opportunity for Snow Cones, Floss and Jewelry; Percentage open. Hoppy Chapman, legal adjuster. Want Shows with own outfits, 25 per cent. Have top and banners for Girl Show. Have complete new outfit for Geek Pit Show. Doc Carpenter, contact or join. Want to book Roll-o-Plane and Octopus or any Flat Ride, 25 per cent. Wire, do not phone. NORMAN ANDERSON, ANDERSON GREATER SHOWS, Trenton, Tenn.

# Eddie Young Gets Caught In Huntsville Political Switch and Takes a Jolt

## Battle Between Fair Association and Local Law Costs Plenty

HUNTSVILLE, Ala., Sept. 20.—Madison County Fair officials, city officials and the local police department staged a rousing six-day battle here September 8-13, with Eddie and Dolly Young and their Royal Crown Shows being made the goat of the worst and most unprofitable fair in this city's history. Young figured his org lost \$7,500 on the week's activity. "The Madison County Fair Association did not co-operate as they should have. They stated they would have a children's day and they had none. The schools did not let out and the fair officials and city officials had a fight among themselves, with the city officials, supported by local police, making carnival people the goat," Dolly Young, legal adjuster, told a reporter of *The Billboard*.

### They Pay—Wham!

Monday (8) after the Royal Crown Shows had paid \$6,300 to the fair association, as per contract, the local police chief and almost every Huntsville policeman arrived on the midway and closed everything except popcorn machine and the cookhouse. Tuesday the entire midway had a gross of \$62. Wednesday and Thursday were the same sort of blanks.

Friday the police permitted bingo and a few games giving a prize every time to operate, and approximately 12,000 people gave the org its only break of the week. Due to police action, 35 concessions never were allowed to open, and fair officials were required to pay a city license of \$1,500 for such of the midway that was allowed to operate. For the first time in five years no fish ponds, dart games, penny pitches or diggers were allowed.

Royal Crown planned to open with 14 rides, 12 shows and 65 concessions, and when it was in the air veteran fair-goers said it was a credit to any fair.

### Knockers Take Licks

Radio Station WFUN was liberal in broadcasting events direct from the grounds, but *The Huntsville Times* did not print a line that did not try to create the impression that all amusements at the fair had been closed by police as "games of chance." The local radio station owned by the newspaper blasted all week.

"I certainly recommend that any show thinking of playing Huntsville in the future make certain that local political forces, the fair association and the police department are not at each other's throats before they contract to risk a loss such as was forced on us," Eddie Young declared.

Top money for the "political battle

## NSA Auxiliary Raising Funds for Kiddie Camp

NEW YORK, Sept. 20.—Ladies Auxiliary, of the National Showmen's Association, is going into high gear in its campaign, under the leadership of Mrs. George A. Hamid, to raise funds for the creation of an outdoor camp for underprivileged children.

Prior to the NSA banquet (Thanksgiving Eve) the Ladies' Auxiliary will hold a bazaar, November 20-21, at the Capitol Hotel, on Eighth Avenue, at which one of the highlights will be the drawings, on the final night, to pick winners of five prizes for which the ladies are distributing tickets, proceeds of which will go toward the camp fund.

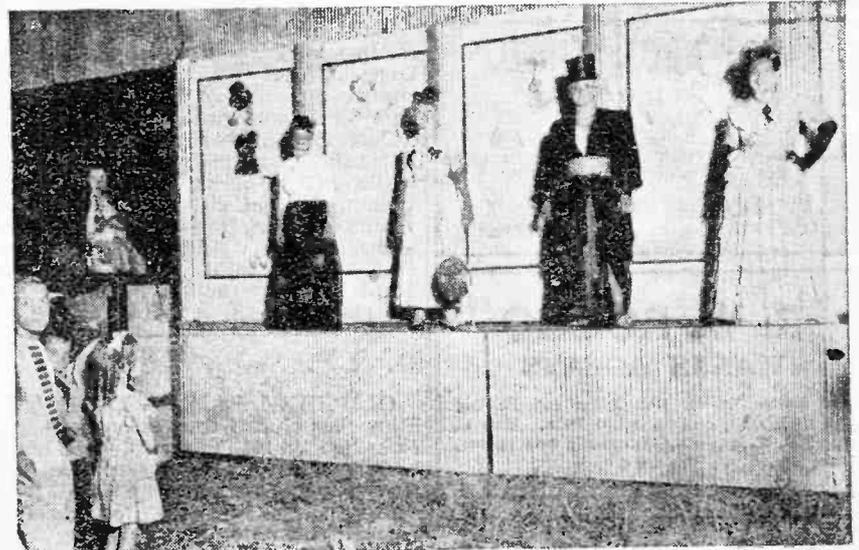
## Jack Greenspoon Reports He Is About To Quit Biz

VIRGINIA BEACH, Va., Sept. 20.—Jack L. Greenspoon, prominent concessionaire for 35 years, reports he definitely has made up his mind to retire. He has been associated recently with Artie and Charles Lewis and Dudley Cooper in the operation of Seaside Park here.

First first step toward complete retirement, he says, was a fishing trip recently with Jack Golden, hotel owner, and Rondo Minton, judge of a Virginia Beach court.

midway" was the side show operated by Mr. and Mrs. Fred Bancroft, with the *Vanities*, operated by Roxie Arnellas, second and the Rocket, contracted from Jake Shapiro, third.

The midway gals and boys had nothing to cheer about but they had only the highest praise and sympathy for the Youngs, who did all in their power to operate.



ONE OF THE BRIGHT SPOTS of the Blue Grass State Shows' midway is Ida Groner's "Top Hat Revue." On the bally platform are Jewel Morgan, at the mike; Ida Groner, Patricia Gray, Jachalin Lopez and Ann Youngblood.

Everyone has the best seat in the house when you use a **LAFAYETTE SOUND SYSTEM**



**Lafayette**  
SOUND SYSTEMS  
RADIO WIRE TELEVISION, INC.  
100 Sixth Ave., N. Y. 13 • 110 Federal St., Boston 10  
24 Central Ave., Newark 2, N. J.

Watch ol' Zeke flip his tin horn away—and all the straining ears settle back—when you sound off on a powerful, bell-clear Lafayette P. A. System. Barkers, pitchmen and showmen from way back know that a Lafayette Sound System has no equal for the midway. Powerful, easy to rig, simple to pack up and go. Maximum outdoor or indoor ranges for every system means bigger spending audiences. Get a Lafayette Sound System now—to save money, to make money.

Greatest P. A. Buy on the Market!

**LAFAYETTE**

**25-WATT INDOOR SYSTEM**

for Audiences Up to 3,000 Indoors

Complete indoor system ready to operate—at amazingly low cost.

MODEL 712S. Complete unit includes 1 Amplifier complete with tubes, 2 G.E. 12-inch PM Dynamic Speakers, 2 Fabrikoid Wall Baffles, 1 Microphone Stand, 1 Turner 22x Crystal Mike, 100 ft. Coil of Cable. Furnished with Instructions, Plugs and 7 ft. Microphone Cable with End Connector attached. Shpg. wt. 85 lbs.

**SPECIAL LAFAYETTE P. A. VALUES!**

**18-WATT INDOOR AND OUTDOOR SYSTEMS**

for audiences up to 1500 indoors—areas up to 5000 sq. ft. outdoors.

MODEL 705S—Complete indoor system. Your Cost ..... only \$75.00

MODEL 710H—Complete outdoor system. Your Cost ..... only 87.00

18 and 25-Watt Systems Also Available With Built-in Record Players

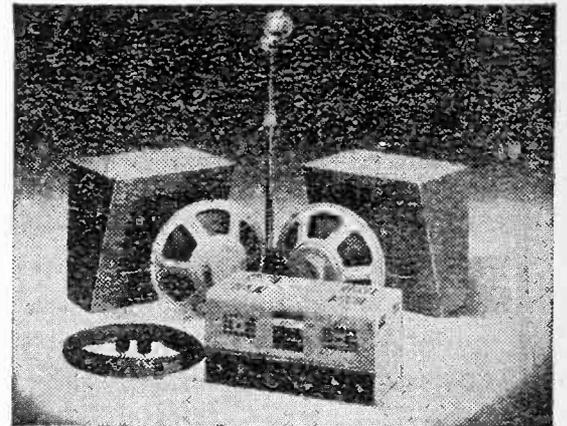
**35-WATT INDOOR AND OUTDOOR SYSTEMS**

for audiences up to 4000 indoors—areas up to 30,000 sq. ft. outdoors.

MODEL 721S—Complete indoor system. Your Cost ..... only \$108.50

MODEL 723H—Complete outdoor system. Your Cost ..... only 151.65

**LOW PRICED P. A. SYSTEMS FROM 8 WATTS TO UNLIMITED WATTS**



YOUR COST, ONLY ..... **\$95.70**

Order Now or Send for FREE Sound Equipment Catalog

Clip Coupon and Mail Now

LAFAYETTE RADIO, Dept. GH-7  
100 Sixth Ave., New York 13, N. Y.

Check enclosed for complete system No. ....  
 Rush FREE Sound Equipment Catalog

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**MAJESTIC GREATER SHOWS**

CAN PLACE FOR

**HALIFAX COUNTY FAIR**

ROANOKE RAPIDS, N. C., SEPT. 29 THRU OCT. 4

**CHESTER COUNTY FAIR**

CHESTER, S. C., OCT. 13 THRU 18, and 5 more weeks of Fairs and Celebrations.

Man Manager and Girls for office-owned Girl Show, Fire and Glass Act. Also Mind Reader for Side Show, Snake Show, Agents for Roll Down. Legitimate Concessions, including Age, Scales, Photos. Opening for few choice Wheels and Grind Stores. Want immediately, Merry-Go-Round and Spitfire Foremen. Address SAM GOLDSTEIN, NEWPORT NEWS, VA., this week.

**JOHNNY T. TINSLEY SHOWS**

"America's Most Modern Midway"

**WANT**

Concessions of all kinds, no exclusive. Want Shows, Side Show, Midgets, Animal, Illusion, Motordrome, etc. Want reliable Ride Help.

Atlanta, Ga., this week; Greenville, S. C., Sept. 29 thru Oct. 4.

**MAGIC EMPIRE SHOWS**

WANT FOR TWELVE BONA FIDE FAIRS IN MISSISSIPPI AND LOUISIANA

Will book, lease or buy Merry-Go-Round, or will book any rides not conflicting. Will book Shows of all kinds and legitimate Concessions. Can place Agents of all kinds.

Fulton, Mississippi Fair, this week; then Bolivar, Tennessee Fair.

OUT UNTIL JANUARY.

**Crystal**  
EXPOSITION SHOWS  
WORLD'S CLEANEST MIDWAY

WANTED — Foremen and Second Men for Chairplane, Ferris Wheel, Merry-Go-Round, Octopus, Legitimate Concessions of all kinds. Want P. C. Agents. Can place two Chorus Girls and Musicians for Minstrel Show. Address all mail to

W. E. BUNTS, Boone, N. C.

**L.B. "JUST A GOOD CLEAN SHOW" FAIRS**  
CELEBRATIONS **Lamb** SHOWS

**WANT FOR 8 ALABAMA FAIRS**

STARTING ATHENS, OCTOBER 1

SHOWS—10-in-1 and Monkey Show. CONCESSIONS that work for Stock. Can use some Agents. Ride Men that drive. Want Merry-Go-Round Foreman. Free Act—Can use High Act for balance of season and 1948. Wire or come on; will place you.

**L. B. LAMB SHOWS**

Athens, Ala.

**LAST CALL LAST CALL LAST CALL**  
**CHESTERFIELD COUNTY FAIR**

CHESTERFIELD COURT HOUSE, VA.

WANT experienced Ride Help. Ticket Sellers, Kiddie Ride Man. WANT Monkey Show, Snake, Fun House or any Show except Girl Show. This is a money spot, get your winter bank roll; not a promotion. Horse Racing, Free Acts, Exhibits, Cattle, etc. (A Real Fair.) WANT Duck Ponds, Fish Ponds, Bowling Alley, Guess Your Weight, Penny Pitches, Cork Gallery, String Game, Clothes Pin Pitch, High Striker, Ball Games; others write or wire. Can place Stock Wheels that work for stock. Other spots to follow out to November. Write or wire

**I. K. WALLACE**

AMHERST FAIR THIS WEEK, AMHERST, VA.

**WANTED**  
AGENT FOR BALLOON DART AND ONE OTHER STORE.  
**FOR SALE**

1940 G.M.C. Truck, 18 ft. van body with tandem (10 wheels, NOT an army truck), perfect condition, \$1250.00. 1946 Superior House Trailer, bought January, '47; used 2 months; bottle gas and oven stove, two rooms furnished complete; will deliver anywhere east of the Mississippi, \$1650.00. One 12x12 Top and Frame, one 14x10 Top and Frame.

**WALTER B. COX**

c/o Fairgrounds, Memphis, Tenn., this week; then Fairgrounds, Birmingham, Ala.

**THE "LUCKY SEVEN" GAME**

FOR THE OUTDOORS

IT'S NEW — IT'S EXCITING — IT'S A MONEY MAKER!

For information write now to

**ANTHONY DISPLAY CO., 26 Gore St., Hamilton, Ont.**  
MANUFACTURERS — WRITE FOR LICENSE — THIS GAME IS HOT!

## 7 MORE BIG FAIRS TO GO

# JOHNNY J. DENTON SHOWS

## CAN PLACE

Fort Payne, Ala., Fair this week, followed by Cullman, Ala. Have opening for A-1 Cook House; must cater to show people. Candy Apples, French Fries, Pronto Pup, High Striker. All other Concessions open except Bingo, Popcorn and Diggers. Johnny Richmond wants Counter Men for Bingo. J. A. Sparks can place Roll-Down Agents and Six-Cat Agents.

WANT High Sensational Free Act for seven weeks of Fairs.

RIDES—Will book Spitfire, Flying Scooter and Flyoplane. Have opening for A-1 Wheel Foreman who can get two \$5 Wheels up and down.

SHOWS—Good opening for Monkey Show, Animal Show and Snake Show. Have opening for A-1 Lot Man.

Wire

JOHNNY J. DENTON

Johnny J. Denton Shows, Ft. Payne, Ala., this week.

## MARION GREATER SHOWS

Will place for the following Fairs:

Horry County Fair, Conway, S. C., Sept. 29-Oct. 4; Pelzer Lions' Club Fall Festival, Pelzer, S. C., Oct. 6-11; York County Colored Fair, York, S. C., Oct. 13-18; Chester County Colored Fair, Chester, S. C., Oct. 20-25; Rock Hill, S. C., Colored Fair, Oct. 27-Nov. 1; Dorchester County Fair, St. George, S. C., Nov. 3-8; Bowman Community Fair, Bowman, S. C., Nov. 10-15; with three others pending. These Fairs are all bona fide Fairs. Now booking legitimate Concessions of all kinds. Will sell exclusive on Custard, also Novelties. Attention Ride Owners: Will book one more Wheel, Tilt, Octopus, Spitfire, Roll-o-Plane, Kiddie Auto Ride. Following Ride Owners, please contact us: Harry Heller, Thompson Bros., Buster Gordon. All of our old Minstrel Show Performers and Musicians, join us at once. Will also book Fun House and Side Shows. Will place Ride Help of all kinds.

## MARION GREATER SHOWS

M. H. SPILLERS, Owner F. E. SPAIN, Business Manager

All replies: Mullins, S. C., this week.

## BRIGHT LIGHTS EXPOSITION

SHOWS  
World's Brightest Midway

Want for Yadkin County Fair, East Bend, N. C., week Sept. 29th; Edenton, N. C., Red Men Celebration, week Oct. 6th, and balance of season till Nov. 20th.

Shows and Rides not conflicting. Place a few more Concessions. Good opening for Hanky Panks, High Striker, Candy Floss, Penny Arcade, Motor Drome. Dannie Donnie wants Count Store Agents. Place Talker and Working Acts for Side Show, Ride Help. Also booking for season 1948. Write or wire

JOHN GECOMA or L. C. HECK  
NASHVILLE, N. C., THIS WEEK.

## PIONEER SHOWS

high class midway attractions

MANSFIELD, PA., GALA WEEK, SEPT. 29 TO OCT. 4

Downtown Location

WANT Concessions, Shows and Rides.

Answer, week September 22, Milton, Pennsylvania.

MICKEY PURCELL

## CRANDELL'S MIDWAY DELUXE

This week Hardeman Co. Colored Fair, Bolivar, Tenn.; next week, Huntingdon, Tenn., Fair.

Can place legitimate Concessions of all types, also Rides and Shows not conflicting.

L. C. CRANDELL, Mgr.

## OMAR'S GREATER AMUSEMENTS WANT

Por-y and other independent Rides, Wild Life and other Shows, 10¢ Concessions, Ride Help. Agents for Haynesville, Farmerville, Arcadia, Louisiana, Fairs; others to follow. Have for Sale—100 Kw. General Electric Transformer, like new; 8-Car Kiddie Ride, 3 Trucks on account of replacing with new. Will sell all Canvas on Show; 7 Royal Blue Concession Tops, new this year; 5 Show Tops. Now booking Rides and Shows for 1948 season. Write or call Homer, La., this week; Haynesville, La., Oct. 1-4.

## American Carnivals Association, Inc.

By Max Cohen

ROCHESTER, N. Y., Sept. 20.—Visitations included Holman's Rides, at the Wayne County Fair, Palmyra, N. Y., where we also visited with Fremont W. Smith, owner of Smith Shows, and H. William Jones concessions at Sea Breeze, N. Y.

War Assets Administration advises it has surplus machine tools and carbon steel bars and iron castings.

We are advised the room situation in connection with the annual Chicago meeting of the association in December will be somewhat difficult. Members planning to attend should make reservations promptly. While the association cannot agree to secure reservations for members, we shall be willing to help.

The Sunshine Shows are using the association emblem in connection with advertising.

In spite of certain aspects of uncertainty, the weekly indicators of business activity still continue optimistic, mainly because factory production, employment and sales are increasing. The picture also is augmented by \$2,000,000,000 in additional money put into circulation thru the cashing of veterans' terminal leave bonds. On the whole, the picture is optimistic, the only doubtful element appearing to be rising prices.

The United States Commerce Department has issued a small business manual which is available at its field offices.

The membership application of Lawrence J. Carr, owner-manager of the Lawrence Carr Shows has been received, bringing total membership to 220.

One personnel membership card was issued to Assistant Manager Dawson.

In addition to personnel memberships previously reported, there also were issued 111 additional cards to Endy Bros., moving that organization into third place. Standings in the annual personnel membership races at present are Penn Premier, 263; James E. Strates, 250; Endy Bros., 112; Gooding Greater, 106, and W. G. Wade Shows, 101. To date, 1,184 personnel memberships have been issued, exceeding all previous years except 1946, when 1,225 cards were issued.

## Noble Fairly Joins Hennies as Manager

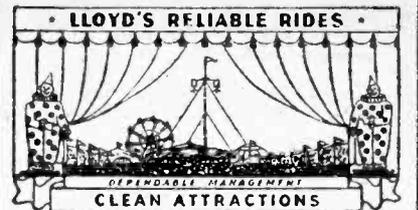
FLORENCE, Ala., Sept. 20.—Noble C. Fairly, veteran carnival manager and operator who distinguished himself as an after-dinner talker while president of the Heart of America Showmen's Club, Kansas City, Mo., took over the position of manager of Hennies Bros.' Shows here this week.

Fairly closed as manager of the World of Today Shows a week ago, and then spent some time with Harry W. Hennies at the latter's home in Hot Springs, Ark. Fairly also operated a Funhouse on the World of Today midway, while Mrs. Fairly had the mitt camp.

John Sheik (Pots and Pans) Lempert, who served as an assistant to Hennies the greater portion of the season, left at the conclusion of the Spencer, Ia., engagement to return to Chicago to look after personal business interests, which includes the unloading of a flock of pots and pans.

## John R. Castle III

SAN DIEGO, Calif., Sept. 20.—John R. Castle, veteran carnival operator, is seriously ill here at the Hotel Lloyd, 1334 First Avenue. He spends 90 per cent of his time in bed.



WANT Photos, String Game, Cane Rack, Basket Ball, Guess Weight or Age, Slum Spin, Knife Rack, Short Range Lead Gallery, one Milk Bottle Game and Grab Outfit. WANT Arcade and a couple of Shows of merit. THORNTON, IND., this week; SUMMITVILLE, IND., next week; other Street Celebrations to follow. We will be out until the last of October. No gypsies, drunks or flaties.

## UNITED EXPOSITION SHOWS WANT

Independent Rides and Shows, Coca-Cola Bottles, String, Fish, Clothes Pins, Photo, Glass, Pitch and Slum Concessions. For Sale — Ten-Seated Ferris Wheel, now operating on show, good shape, first \$2750.00 takes it. Come and get it now.

San Angelo, Texas, Fair this week; Austin next.

## CARNIVAL WANTED FOR DALLAS COUNTY FAIR

Call or Wire

G. W. DeLAUGHTER  
Sparkman, Arkansas

## WANT CARNIVAL For 7th Annual Middle Ga. Colored Fair

MACON, GA., OCT. 20-25. Must have five Rides and at least 25 Merchandise Concessions. Address: FAIR SECRETARY, c/o 8 Washington Block Macon, Ga.

## BILLPOSTER WANTED

Who will put up paper. No drunks tolerated. Will close without notice. Must join immediately. Wire, don't write.

SAM E. PRELL  
PRELL'S BROADWAY SHOWS  
Bennettsville, South Carolina

## WANTED

Connection with Carnival working south. Have new Chair Plane, Sound Truck, Floss. Rates in first letter. Wire, don't write.

ORVILLE SMITH  
c/o Cunningham Shows Ripley, W. Va.

## FOR SALE

Tennessee's Famous Hog

## BIG BILL

Show complete with \$200.00 P.A. Set; all for \$700.00. Can be seen on Dyer's Greater Shows. Tiptonville, Tenn., this week, or per route.

W. T. BROXTON

## OMAR'S GREATER AMUSEMENTS

## FOR SALE

4 Trucks, 5 Show Tops complete with Banners and Fronts, 2 8-Car Kiddie Rides, 7 Concession Tops and Frames, 3 Sound Systems complete; 100-Kw. Transformers, like new. Now booking Rides, Shows, Concessions for balance of season and 1948.

HOMER, LA., SEPT. 27.

## SECOND-HAND SHOW PROPERTY FOR SALE

\$50.00 Wax Hd. Zulu Chief w/war bonnet. Glass case. \$12.50 Wax Giant Hand, 16 in. high. Glass case. \$10.00 Petrified Foot, found ruins Pompeii. \$15.00 Wax Head Duke Windsor when 20 years old. 15¢ Ea. New Pennants on Streamers. Fine decorations.

WEIL'S CURIOSITY SHOP  
12 Strawberry St. Philadelphia 6, Pa.

## FOR SALE

## SMALL COMPLETE COOKHOUSE

Can be seen in operation at Hamburg, Ark., Fair Grounds. Can be booked on show.

WM. BACON

## I. T. Shows Have Flash, Get Cash At Mineola, L. I.

MINEOLA L. I., N. Y., Sept. 20.—Midway at the 105th annual Mineola Fair was occupied by the I. T. Shows of Phil Isser and I. Trebish, with what is probably the largest assemblage of rides, shows and concessions ever crowded on the Mineola lot. In addition to the two units of the I. T. Shows, there were several rides, shows and concessions booked in from independent operators.

Principal novelty was Samuel Bakerman's Globe of Death, with the Rivero Troupe of motorcyclists doing spectacular riding. Show was well set up, with the big steel lattice-work globe mounted on a high platform, visible from all parts of the large tent in which it was housed. Show had a big nut, carrying five riders, three talkers and several assistants. Globe and riders, an importation from South America, played Savin Rock, Conn., all summer and this was its first fair date. Business was fair afternoons and good at night.

Rides on the midway included three Ferris Wheels, two Merry-Go-Rounds, Whip, Octopus, Roll-o-Plane, Caterpillar, Tilt-a-Whirl, Ridee-o, Chairplane and kiddie rides.

James M. Cole's Side Show occupied the back end of the midway and added a big flash with its banner line. Other shows were Cole's baby elephant, Ewing's Indian Village, Big Bertha (fat pig) and a girl show.

Games, refreshment stands and concessions occupied every bit of available space. Business was off to a slow start Tuesday (9) but picked up during the late afternoon and hit a brisk pace when the night crowd hit the midway. Attendance at the fair, topping last year's by a big mar-

## What! No Soap?

YORK, Pa., Sept. 20.—A new building containing shower baths for the exclusive use of carnival personnel was opened at York Interstate Fair last week. James E. Strates, owner of the shows bearing his name, whose members were the first to use the luxury unit, reported some of the bathers voiced their disappointment at not being furnished soap and towels by President Samuel S. Lewis and the fair board.

## Caravella Scores Big Week

GRATZ, Pa., Sept. 20.—The Caravella Shows registered excellent business at the Gratz Fair, which closed here Friday (19), its rides and shows' take topping that of '46. Midway business jumped in line with the increased attendance of the fair.

The Caravella org moved from here to Kingstree, S. C., a jump of 650 miles, to open its tour of Southern fairs.

## King Reid Owner Host

SANDY CREEK, N. Y., Sept. 20.—Reid Lefevre, owner of the King Reid Shows, playing the Sandy Creek Fair, cashed in on a bit of publicity when the fair held a public wedding in front of the grandstand. The couple, Mr. and Mrs. Belden Dawley, were guests of Lefevre on his Ferris Wheel immediately after the ceremony. The newspapers, of course, were on hand to picture the bride and groom on the ride.

gin, increased as the week went on and midway business benefited. Fair closed Saturday (13), with Charles M. Bochert, fair manager, reporting attendance for the week as 300,000.

## NSA Plans Big Banquet Week

NEW YORK, Sept. 20.—Plans practically are complete for the annual banquet of the National Showmen's Association, which is set for Thanksgiving Eve, November 26, at the Hotel Commodore. At a meeting of the banquet committee in the club rooms Tuesday night (9), Chairman Ralph Endy and committee members D. D. Simmons, Sam Rothstein, Joe McKee, Leonard Traube and Executive Secretary Walter K. Sibley appointed the following committees and chairmen:

Reservation: Sam Rothstein, chairman; Bucky Allen, vice-chairman; Joe McKee, Ralph Decker and Justin Van Vliet.

Year Book: Fred K. Murray, chairman (for the third year); Gerald Snellens, vice-chairman, and Leonard Traube, editor-in-chief.

Entertainment: George A. Hamid, chairman.

Speakers and Guests: Thomas A. Brady, chairman.

Publicity: Jim McHugh, chairman; Johnny Kline, Joe Csida, Ted Wolf-ram and Lon Ramsdell.

Tickets and admissions: John McCormick, chairman.

Floor: Louis Rice, chairman.

Reception: D. D. Simmons and Jack Lichter, co-chairmen; Joe Prell, Tom Carson, William Muldoon, Roland Champagne, Jack Perry and William Cowan.

Awards: Jack Guilbert, chairman.

The banquet will be informal. Chairman Ralph Endy promises a bang-up meal, with red meat for the hearty trenchermen. Tickets will be ready for delivery shortly, with table assignments being made at time of delivery. Gerald Snellens has already sold all of the covers on the

## Imperial's Elephant Does an Art Duffy

ALBANY, Ore., Sept. 20.—Imperial Exposition Shows staged an impromptu Frank Buck animal hunt for 12 hours Sunday (14) when the carnival's elephant, Babe, took off down the highway and into the woods after a one-week stand here.

Despite her lumbering gait, she eluded her pursuers until she got mired in the mud of Oak Creek, from which Trainer Todd Henry had her loaded onto a truck.

At last report, Imperial was still hunting a large monkey that escaped Tuesday (9), prowled motor courts and fled across a field before a pursuing cow.

Year Book, as well as several full-page ads.

Banquet week will get under way Sunday, November 23, with the dedication of the NSA monument in Fern-cliff (N. Y.) Cemetery. Monday (24) the president's testimonial dinner will be held at Leon & Eddie's and various other events are skedded for the banquet week.

### WANTED

Legitimate Concessions on streets around Court House.

PONTIAC, ILL.—SEPT. 26 AND 27

HARRY MAMSCH

Phone: PALisades 0780

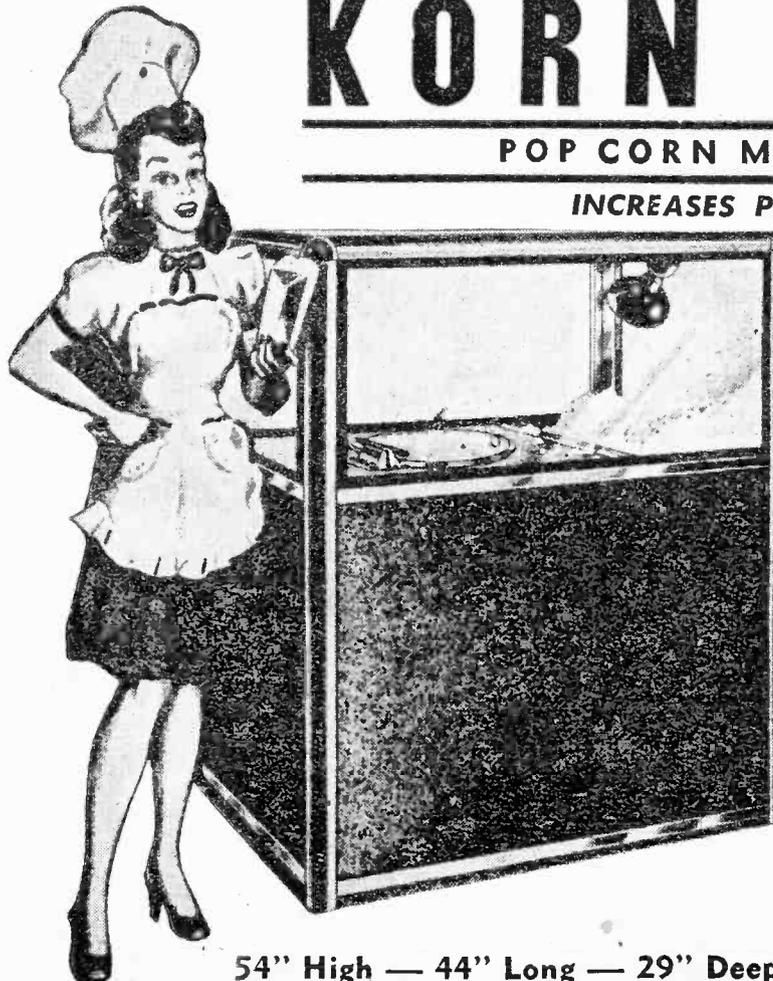
### DENNIS BROS.' SHOWS

Can place any Show, Ride or Stum Concession, Clothes Pin, Fish Pond, String Game or anything that doesn't conflict. Have for Sale—One Ferris Wheel, in good shape. E. Harper wants to sell Popcorn Trailer. All replies: F. B. DENNIS, Levelland, Texas, this week; Sundown, Texas, next week.

IMPROVED  
KINGERY  
1947  
MODEL

EASY TO OPERATE

- 1 lb. Kettle
- Safety Switches
- Large Storage Pan
- Beautiful Cabinet
- Thermostatic Control
- Chrome Plated Moulding
- Removable, Cleanable Parts
- Ball-Bearing Swivel Casters
- Efficient Exhaust Directly From Kettle



# KORN KING

POP CORN MACHINE

INCREASES PROFITS

BEAUTY  
PLUS  
PROFIT

IMMEDIATE  
DELIVERY

54" High — 44" Long — 29" Deep

DISTRIBUTOR TERRITORY OPEN

## KINGERY DIVISION

THE CRESCENT TOOL CO.  
CINCINNATI 14, OHIO

# Carnival Routes

Send to

2160 Patterson St., Cincinnati 22, O.

(Routes are for current week when no dates are given. In some instances possibly mailing points are listed.)

Alamo Expo.: (Fair) Denton, Tex.; (Fair) Bonham 29-Oct. 4.  
 All-American Amuse. Co.: (Fair) King City, Mo.  
 American Eagle: (Fair) Joiner, Ark.  
 American Expo.: Bluffton, Ind.  
 A. M. P.: (Fair) Yadkinville, N. C.; (Fair) Hamlet Oct. 6-11.  
 Anderson Greater: Trenton, Tenn.  
 B. & C. Expo.: Geneva, N. Y.; Trumansburg 29-Oct. 4.  
 B. & D.: Kannapolis, N. C.  
 Bee's Old Reliable: (Fair) Thomson, Ga.; (Fair) Sparta 29-Oct. 4.  
 Bell & Vinson: Corning, Ark.  
 B. & H.: Summerville, S. C.  
 Big State Amuse. Co.: McGregor, Tex.

# FOR SALE

Tent, 35'x55'; 7' side wall, 3-section top, bale ring type, 2 main poles, complete with block and tackle, #6008 Boyles 31" 10-oz. green and white woven awning stripe. Entrance Tent, 8'x10', with 36" side cloths, complete with poles and ropes, vat dyed red awning duck. Tent, 1 month old, used 2 weeks, original cost \$1500, will sell for \$900 F. O. B. Kansas City, Mo. Write

## MINIATURE DISPLAY CORPORATION

R. A. Long Bldg. Kansas City, Missouri

# FLORIDA AMUSEMENT WANTS

Join next week, Palatka, Fla. Slum Concessions, Snow Ball, Dart, Pond, Balloon, Jewelry, etc. Place Diesel Electrician at once. Will book Spitfire, Chair-o-Plane, Kiddie Whip. All address:

## HOWARD INGRAM

Brunswick, Ga., this week.

# BEACON BLANKETS

ONE CASE OR A CARLOAD  
 PLACE YOUR ORDER NOW

No.	Description	Size	Case Lots of 30 Each	Less Than Case Lots Each
No. 140	Toba Indian Hemmed Edge	Size 60x80	\$2.50	\$2.60
No. 144	Midway Plaid Hemmed Edge	Size 60x80	2.50	2.60
No. 145	Magnet Plaid Bound Edge	Size 66x80	3.15	3.25
No. 146	Mingo Indian Bound Edge	Size 66x80	3.15	3.25
No. 141	Curlew Plaid Bound Edge	Size 72x84	3.75	3.85
No. 142	Wigwam Indian Bound Edge	Size 72x84	3.75	3.85
No. 154	Curlew Plaid Hemmed Edge	Size 72x84	3.25	3.35
No. 155	Wigwam Indian Hemmed Edge	Size 72x84	3.25	3.35

Our 1947 catalog is ready. Write for your copy. State business.

NEW LOW PRICES ON BALLOONS. COMPLETE LINE OF PREMIUM MERCHANDISE.

**WISCONSIN DELUXE COMPANY** 1902 NO. THIRD ST. MILWAUKEE 12, WIS.

# POPCORN CARTONS

We have a complete stock of the most popular concession sizes, Large 10¢ Medium 10¢ and Small 10¢ size. All you want, no limit. Stock up now and be all set for the Fair season.

## GOLD MEDAL PRODUCTS CO.

318 E. Third Street Cincinnati 2, Ohio

# MOODY SHOWS

WANT

WANT

WANT

For Sheffield, Ala., V.F.W. Fall Festival, Downtown Location, Sept. 29-Oct. 4.

SHOWS—Will book Fun House, Glass House, Motor Drome. RIDES—Will book Octopus, Tilt-a-Whirl or any Fun Ride for Sheffield and balance of season. Show stays out until Christmas. All Alabama spots with downtown locations under strong auspices. Want Foremen and Second Men for Ferris Wheel and Chair-o-Plane. CONCESSIONS—All Concessions open. Will give good proposition to Fenny Arcade. Will book all Hunky Dunks for \$25.00 per week. Want Man and Wife to take charge of up-to-date Photo Gallery. Want Man to take charge of Popcorn and Candy Apples. Want Agents for Roll Down and Slam Skillo. (Monroe Sanders, get in touch with me.) Will book High Sensational Free Act for Sheffield and balance of season. Address:

LEWISBURG, TENN., THIS WEEK; SHEFFIELD, ALA., TO FOLLOW.

P.S.: Pat McCarthy wants Booster Handler for Broad Mob.

# KING BROS.' CIRCUS

WANTS

Comedy Horizontal Bar Act, Novelty Jugglers, Double Trap and high-class Acts for Big Show, Electrician. Longest season. Accommodations the best. Address:

Greenville, N. C., Sept. 25; Wilson, 26; Smithfield, 27; Raleigh, 29; Reidsville, 30.

Blue Grass State: Conyers, Ga.  
 Bohn, Carl, & Sons United: (Fair) Siloam Springs, Ark.  
 Borderland Shows: Bremond, Tex.; Coolidge 29-Oct. 4.  
 Brewer's United: (Fair) Leonard, Tex.; (Fair) Greenville 29-Oct. 4.  
 Bright Lights Expo.: (Fair) Nashville, N. C.; (Fair) East Bend 29-Oct. 4.  
 Brownie Amuse. Co.: (Fair) Chelsea, Okla.; Broken Arrow 29-Oct. 4.  
 Buck, O. C.: (Fair) Great Barrington, Mass.; (Fair) Danbury, Conn., 28-Oct. 5.  
 Cable Amusements: Crossett, Ark.  
 California Shows: Monterey, Calif.  
 Capell Bros.: (Fair) Okmulgee, Okla.  
 Capital City: Sweetwater, Tenn.; Cornelia, Ga., 29-Oct. 4.  
 Caravella Amuse. Co.: (Fair) Kingstree, S. C.  
 Cavalcade of Amuse.: Columbus, Ga.  
 Central Amuse. Co.: (Fair) Jackson, N. C.  
 Central State: Floydada, Tex.  
 Cetlin & Wilson: (Fair) Trenton, N. J.  
 Chanos, Jimmie: Piqua, O.; St. Paris 29-Oct. 4.  
 Coastal Plain: (Fair) Oak City, N. C.  
 Coleman Bros.: Stafford Springs, Conn.  
 Coleman's State Side: Lake View, S. C.  
 Craft's Expo.: Dinuba, Calif.  
 Crafts 20 Big: Santa Rosa, Calif.  
 Craig's, Harry, Heart of Tex.: Hobart, Okla.  
 Crandell's Midway: (Fair) Bolivar, Tenn.; (Fair) Huntington 29-Oct. 4.  
 Crescent Amuse. Co.: (Fair) Lexington, N. C.; (Fair) Union, S. C., 29-Oct. 4.  
 Crescent Canadian: Kelowna, B. C.; Grand Forks 30-Oct. 4.  
 Crystal Expo.: Boone, N. C.  
 Cumberland Valley: (Fair) Rockwood, Tenn.; Athens 29-Oct. 4.  
 Cunningham Expo.: (Fair) Ripley, W. Va., 25-28.  
 Curl, W. S.: Blanchester, O.  
 De Luxe: Durham, Conn., 26-27.  
 D. & H. Shows: Fountain, N. C.; Bailey 29-Oct. 4.  
 Dennis Bros.: Levelland, Tex.; Sundown 29-Oct. 4.  
 Denton, Johnny J.: (Fair) Fort Payne, Ala.; Cullman 29-Oct. 4.  
 Dickson United: Temple, Okla.  
 Dudley, D. S.: Crowell, Tex.  
 Dyer's Greater: Tiptonville, Tenn.; W. Helena, Ark., 29-Oct. 4.  
 Elliott, D. W., Amuse. Co.: Legro, Ind.  
 Endy Bros.: (Southeastern World's Fair) Atlanta 25-Oct. 5.  
 Exposition at Home: Careyville, Tenn.; Copperhill 29-Oct. 4.  
 Fidler's United: Blytheville, Ark.  
 Fay's Silver Derby: Libbourn, Mo.  
 Fleining, Mad Cody: (Fair) Cumming, Ga.; (Fair) Greensboro 29-Oct. 4.  
 Florida Amuse. Co.: Brunswick, Ga.; Palatka, Fla., 29-Oct. 4.  
 Folk Celebration: (Fair) Tucumcari, N. M.; (Fair) Albuquerque 28-Oct. 5.  
 Franklin, Don: Victoria, Tex., 21-29.  
 Gem: Willow Springs, Mo.  
 Gem City: (Fair) Camden, Ark.; Eldorado 29-Oct. 4.  
 Gentsch, J. A.: Cleveland, Miss.  
 Georgia Amuse. Co.: Woodville, Ga.  
 Gold Bond: Avon, Ill.; Roseville 29-Oct. 4.  
 Gold Medal: (Fair) Columbus, Miss.; Greenwood 29-Oct. 4.  
 Golden Gate: (Fair) La Fayette, Ky.  
 Golden Rule: Riverton, N. J.

# Circus Routes

Send to

2160 Patterson St., Cincinnati 22, O.

Bailey Bros.: Henderson, Tex., 23; Luikin 24; Jacksonville 25; Athens 26; Mexia 27; Bryan 29; Navasota 30.  
 Beatty, Clyde: Talladega, Ala., 23; Anniston 24; Gadsden 25; Chattanooga, Tenn., 26-27.  
 Braly, E. R.: Athens, Ala.; Tupelo, Miss., 28-Oct. 3.  
 Clyde Bros.: Des Moines Oct. 1-5.  
 Cole Bros.: Columbia S. C., 23; Charlotte, N. C., 24; Gastonia 25; High Point 26; Durham 27.  
 Dailey Bros.: Hannibal, Mo., 23; Kirksville 24; Chillicothe 25; Maryville 26; Falls City, Neb., 27; Beatrice 29; Fairbury 30.  
 Gran Circo Americano: Guayaquil, Ecuador, 23-Oct. 26.  
 Gran Circo Flamante: Mountain View, Calif., 23; Oakland 24-25; Sacramento 26-27; Merced 28; Bakersfield 29-30.  
 Jones, Al, Rodeo & Circus: Hamilton, O.  
 Kelly, Al G., & Miller Bros.: Moberly, Mo., 23; Columbia 24; Boonville 25; Marshall 26; Carrollton 27.  
 King Bros.: New Bern, N. C., 23; Washington 24; Greenville 25; Wilson 26; Smithfield 27; Raleigh 29.  
 Mills Bros.: Malvern, Ark., 23; Sheridan 24; Pine Bluff 25; Fordyce 26; El Dorado 27; Camden 29; Arkadelphia 30; Nashville Oct. 1.  
 Monroe Bros.: Gosport, Ind., 23.  
 Polack Bros.: Midland, Tex., 27-28.  
 Ringling Bros. and Barnum & Bailey: Shreveport, La., 22-23; Longview, Tex., 24; Tyler 25; Corsicana 26; Fort Worth 27-28; Waco 29; Austin 30.  
 Roger Bros.: Ballinger, Tex., 23; Eden 24; Brady 25; Mason 26; Menard 27; Kerrville 29.

# Misc. Routes

Send to

2160 Patterson St., Cincinnati 22, O.

Bain's Attrs.: Piedmont, Ala., 22-27.  
 Lawson's Minstrels: Kannapolis, N. C., 25.  
 Miller's, Irvin C., Brown-Skin Models: Atlanta 24-25; Roine, Ga., 26; Chattanooga 27-28; Bessemer, Ala., 29-30.  
 Plunkett's State Show: Ness City, Kan., 22-24; Dodge City 25-27; Perryton 29-Oct. 1.  
 Renfro Valley Folks: Attalla, Ala., 23; Albertville 24; Scottsboro 25; Huntsville 26; Hartselle 27; Russellville 29; Winfield 30.  
 Rutter's Tent Theater: Sumter, S. C.  
 Sadler, Harley, Show: Odessa, Tex., 22-27; Midland 29-Oct. 1.  
 Slout Players Tent Show: Owensville, Mo., 22-27; Hermann 28-Oct. 4.  
 Stephens, C. A.: Grantville, Ga.  
 Strates, James E.: Bloomsburg, Pa.  
 Stumbo, Fred R.: Marshall, Ark.  
 Sunflower State: Bowie, Tex.  
 Sunset Amuse. Co., No. 1: Norborne, Mo.; Holden 29-Oct. 4.  
 Sunset Amuse. Co., No. 2: Coin, Ia.; (Fair) Concordia, Mo., 29-Oct. 4.  
 Tassel, Barney: Appomattox, Va.  
 Tassel, Sam: Roxborough, Pa.  
 Tatham Bros.: Eureka, Ill.  
 Thomas Joyland: (Fair) Parsons, W. Va.  
 Tidwell, T. J.: (Fair) Portals, N. M.; (Fair) Pecos 29-Oct. 4.  
 Tinsley, Johnny T.: Atlanta.  
 Tivoli Expo.: (Fair) Hope, Ark.; (Fair) Bentonville 29-Oct. 4.  
 Triangle Shows: Athens, Ala.  
 Turner Bros.: Rock Falls, Ill.  
 20th Century: Manhattan, Kan.  
 United Expo.: San Angelo, Tex.; Austin 29-Oct. 4.  
 United States: Hinton, W. Va.; Princeton, W. Va., 29-Oct. 4.  
 Van Dyke, Mighty: Savannah, Ga.; (Colored Fair) Jacksonville, Fla., 30-Oct. 10.  
 Van Hooten: Beachburg, Ont., 23-24; Burford 30-Oct. 1.  
 Veterans United: Manson, Ia., 22-24.  
 Victory Expo.: (Fair) Haskell, Tex.; (Fair) Iowa Park 29-Oct. 4.  
 Virginia Greater: Clinton, N. C.  
 Wade, W. G., No. 1: (Fair) Kalamazoo, Mich.; (Fair) La Grange, Ind., 29-Oct. 4.  
 Wade, W. G., No. 2: (Fair) Huntington, Ind.; (Fair) Monroeville Oct. 1-4.  
 Wallace Bros.: (Fair) Corinth, Miss.; (Fair) Yazoo City 29-Oct. 4.  
 Wallace Bros. of Canada: (Fair) Belleville, Ont., 22-24; (Fair) Kingston 25-27; (Fair) Caledonia 29-Oct. 4.  
 Wallace, I. K.: (Fair) Amherst, Va.; (Fair) Chesterfield Oct. 1-4.  
 Wallace & Murray: (Fair) Elberton, Ga.; (Fair) Manchester 29-Oct. 4.  
 Ward, John R.: Vicksburg, Miss.; Meridian 29-Oct. 4.  
 West Coast: Watsonville, Calif.; Madera 29-Oct. 5.  
 White Star Attrs.: Union City, Tenn.  
 Wolfe Amuse. Co.: (Fair) Lincoln, Ga.; (Fair) Abbeville, S. C., 29-Oct. 4.  
 Wonder City: Monticello, Ark.; (Fair) Lake Village 29-Oct. 4.  
 Wonder Shows of America: Granite City, Ill.; Caruthersville, Mo., 29-Oct. 4.  
 World of Mirth: Shelby, N. C.  
 World of Pleasure: (Fair) Nappanee, Ind.; (Fair) Oak Harbor, O., Oct. 1-4.  
 World of Today: Muskogee, Okla.; Dallas, Tex., 29-Oct. 4.  
 Zeiger, C. P.: (Fair) Las Vegas, N. M., 23-26.  
 Ziegler: (Fair) Yakima, Wash.

# CHARLIE GRIGGS WANTS

Two Count Store Agents: Bill Poole, answer. 8 Georgia Fairs to go. We work. No drunks, please; just got rid of a few. Come to Sweetwater, Tenn., this week.  
 P.S.: Jack Hope wants Swinger Agent for Beat the Dealer.

*The Original*  
**"BARNEY TASSELL UNIT SHOWS"**

**WANT**

FOR THE FOLLOWING FALL AND TOBACCO FESTIVALS—"BETTER THAN FAIRS"—  
WEEK OF SEPTEMBER 29 TO OCTOBER 4—BROOKNEAL, VA.;  
WEEK OF OCTOBER 6 TO 11—KENBRIDGE, VA.

**"COME GET YOUR WINTER BANKROLL AT THESE SPOTS"**

Limited number of clean Shows for these dates and our Florida tour. Florida spots are all proven money spots over a period of years. We can always place good Second Men on all Rides. Prefer Semi Drivers. Can place any and all Rides not conflicting with Merry-Go-Round, Wheel, Chair-o-Plane, Spitfire, Roll-o-Plane, Kiddie Autos, Train and Swings. All Concessions open except Custard, Bingo, Cookhouse and Popcorn.

Write or Wire (This Week) Appomattox, Va.  
**BARNEY TASSELL**

**WANTED FOR**  
**JOHNSON'S UNITED SHOWS**

FOR MUNCIE, IND., OCT. 6 TO 11—U. S. DISABLED VETERANS' HOMECOMING AND JUBILEE

Will book four major Rides. Have Spit Fire, Octopus, Merry-Go-Round. Will buy, book or lease No. 5 Wheel. CONCESSIONS of all kinds. Everything open. SHOWS—Ten-in-One, Snake, Minstrel or any money-getting Show with own outfit. Capable Secretary wanted. Johnny Call, get in touch. Want first-class Electrician.

Marlin, Michigan, this week; Fenville, Michigan, next week. All wires to

**C. E. JOHNSON**  
203 N. WESTNEDGE AVENUE KALAMAZOO, MICH.

*Harry Craig*  
**HEART of TEXAS Shows**

**WANT**

Agents for Grind Stores, Slum Skillos, Blower, Clothes Pin, Penny Pitch and Bail Games. Will book some Grind Stores, or what have you? Have changed front end. Want Man to operate Bingo. Want Billposter. Cookhouse or Sit-Down Grab. Also want Girl Show Manager with some stock for same. Will book Grind Shows with own transportation. Want General Ride Help. Hobart, Okla., now, then into Texas.

**NEW REGAL EXPOSITION SHOWS**

**WANT**

Ferris Wheel and Merry-Go-Round Foremen, General Ride Help. Want Manager with people for side show; have new 80 ft. top, used only once. Want Manager for viewing show; Girl Show Dancers, salary from office. Will book Stock Concessions, \$25.00 per week. Want four more Agents for office owned concessions.

Darlington, S. C., this week; Laurens, S. C., next week.

**WORLD of TODAY SHOWS**  
TWO SHOWS COMBINED IN ONE

**WANT**

M. C. and Girls for Dallas Fair. M. C. must be able to handle and put over high-class Girl Show. Girls wanted that can do Specialties; must be young, have looks and not over 135 pounds. Salary your limit. Address

**L. C. REYNOLDS**

Severs Hotel, Muskogee, Okla., September 22-27; The Scott Hotel, Dallas, Texas.

**ATTENTION**

**All Members of Arizona Showmen's Association**  
DUES FOR 1948 DUE SEPTEMBER 30

Club Rooms now open. Please mail your check in.

NOTICE—Membership open to all Showmen, \$10 per year.

Write for applications or contact any member.

**JACK B. AUSTIN**, Secy., Arizona Showmen's Association,  
317 West Washington Street, Phoenix, Arizona

**FOLK'S CELEBRATION SHOWS**

WANT FOR NEW MEXICO STATE FAIR, SEPTEMBER 28 TO OCTOBER 5, ALBUQUERQUE, NEW MEXICO

and SOUTHEASTERN NEW MEXICO STATE FAIR, OCTOBER 7-11, BOSWELL, NEW MEXICO

and other good spots to follow.

Can place one more good sensational Free Act.

WANT FIRST-CLASS RIDE FOREMAN AND SECOND MEN AT ONCE FOR BALANCE OF SEASON AND NEXT SEASON.

Can place complete 10-in-1 for balance of season and 1948 season, Glass House, Hawaiian Show, Monkey Circus or any other good shows that are capable

WANT FIRST-CLASS MOTORDROME AT ONCE.

Want first-class Billposter with truck.

This show opens February 15, 1948, at Tucson, Arizona.

JOIN US FOR A BIG 1948 SEASON.

**FOLK'S CELEBRATION SHOWS**  
BOX 1005, ALBUQUERQUE, NEW MEXICO

**WALLACE BROS. SHOWS**  
*"America's Most Spectacular Midway"*

**WANT**

Octopus, Rolloplane and Kid Rides. All Stock and Percentage Concessions open. Wire Corinth, Miss., this week; Yazoo City, Miss., next week.

**E. E. FARROW, Mgr.**

**SUTTON SHOWS**  
35th ANNUAL TOUR BEST ILLUMINATED MIDWAY IN AMERICA

"AMERICA'S LARGEST AND MOST BEAUTIFUL MOTORIZED CARNIVAL"

**WANT**

**WANT**

Can still place Octopus, Roll-o-Plane or Spitfire. Also Monkey Show with equipment. Can place Fish Pond, Clothes Pin Pitch, Hoop-La, Cork Gallery. For six Fairs and Celebrations in succession. Dexter, Missouri, Street Fair, this week; then Gideon Fall Festival, Gideon, Missouri; followed by long route of Mississippi Fairs. Address:

**FRANK M. SUTTON JR.**  
DEXTER, MO., THIS WEEK.

**LAWRIENCE**  
GREATER SHOWS  
*amusements of to-day plus a bit of tomorrow*

WANT NOW AND FOR 6 MORE FAIRS

Organized Girl Show (Macdonners Streets of Bagdad Show here for you). Talker for Side Show, seasoned Ride Help, all rides. Goldsboro, N. C., now; Oxford, N. C., next week.

**JOHN R. WARD SHOWS WANT**

Talker and feature Strip Dancer for Girl Revue. Want Hillbilly Show and Monkey Show, have complete outfits for same. Also good Grind Shows. Operator for Fun House. Want Ride Foremen for Merry-Go-Round, Tilt and Whip; other good Ride Help answer. Also 2 good Tractor Drivers. Fairs Mississippi, Louisiana and Texas till November 15th.

Vicksburg, Miss., Fair this week; Meridian, Miss., Fair next week.

**MIGHTY MONARCH**  
*Shows*

Want for Donalsonville, Ga., Peanut Carnival

One Flat Ride, Shows of all kind. Place any legitimate Concession. After Georgia dates we play Florida all winter. Address:

**N. P. ROLAND** ARLINGTON, GEORGIA, THIS WEEK.

## UNITED STATES SHOWS

### WANT

Penny Arcade, any Grind Shows; especially need Animal Show.

Also need Ride Help for Spitfire.

Want a few more legitimate Concessions.

Hinton, W. Va., this week; Princeton, W. Va., Heart of Town, Auspices Fire Department, September 29 to October 4.

We are heading south.

## J. J. PAGE EXPOSITION SHOWS

WANT FOR LONG SEASON INCLUDING WILLIAMSBURG, KY., FAIR, SEPTEMBER 22-27

Concessions of all kinds, come on. Fair starts Thursday. Bull Martin wants Dancing Girls, Fire Eater, Tattooer, Ticket Seller and Front Man. Pop Curtis, Peggy Adkins and Julia Meade contact at once. Blackie Hance, get in touch. Everybody address

**J. J. PAGE SHOWS**  
Williamsburg, Ky., this week.

## John R. WARD'S WORLD'S FAIR SHOWS

AMERICA'S NEWEST and FINEST RAILROAD SHOW CAN PLACE

All Merchandise Concessions for string of Southern Fairs in Mississippi, Louisiana and Texas, closing November 15th. Will sell ex. on Novelties, also place Lady Ball Game Agents. Place good Reader to take charge of Temple of Knowledge with Readers. Wire

**WILLIAM COWAN**

Write or wire Vicksburg, Miss. Fair, this week; Meridian, Miss., Fair, week Sept. 29th.

## D. AND H. SHOWS WANT

For Fountain, N. C., Firemen's Fair, Sept. 22 to 27; first show in seventeen years. Bailey, N. C., Tobacco Festival, Sept. 29 to Oct. 4; eight miles from world's largest tobacco market; plenty money here. Ten more Fairs to follow. Out all winter.

Place one or two more Rides. Will book, buy or lease Ferris Wheel. Place few more Stock Concessions. Bingo, \$25 per week. Opening for two or three P.C. Outfits. Can also use Concession Agents for office-owned Outfits. Place any Show that does not conflict. All replies as per route. P.S.: We carry no flats.

**F. E. DICKERSON**

**A. P. HINNANT**

## DUE TO STORM, REBUILDING BOOM HERE NOW

All Rides and Concessions open, Wheel, Merry-Co-Round, Flat Ride and Motor Drome. Bingo, Custard, Pea Pool, Pan Game, Ball Games, Age, Stock Stores. All year's action, seven days per week. No gate, grift or passes. Will open Sept. 30th. Big soldiers' pay day. All replies:

**T. L. DEDRICK, Mgr. American Legion Beach Park**  
BUENA VISTA HOTEL, BILOXI, MISS.

## LAST CALL NEW JERSEY STATE FIREMEN'S CONVENTION

Phillipsburg, N. J., September 29th to October 4th; then American Legion Fair. Want Concessions of all kinds, Shows and Rides not conflicting. #1 unit, Roxborough, Penna.; #2 unit, Boothlyn, Penna. All replies:

**SAM TASSELL SHOWS**

5839 WALNUT STREET, PHILADELPHIA, PA. PHONE: GRANITE 2-5852

## NOTICE

S., call me this week, sure. or let me know how to call you. Important.

**C. MITCHELL**

## FLORIDA AMUSEMENT WANTS

Join Palatka, Fla., next week. Grab exclusive. Place two Miff Camps, Ball Games, Slum Concessions. No racket.

Address:

**HOWARD INGRAM**

Brunswick, Ga., this week.

## St. Louis Showfolk Pay Tribute to Lucius B. Smutz

ST. LOUIS, Sept. 20.—Lucius B. Smutz, 74, wealthy show owner, realtor, insurance broker and aviation pioneer, who died here last week, had one of the largest funerals ever given a showman in St. Louis. Ride owners, concessionaires and ride men rubbed elbows in the chapel with realtors, insurance agents and brokers to pay homage to the deceased. A special detail from the St. Louis Police Department was assigned to escort the funeral cortege from the chapel to the cemetery.

Well known for his donations to various charitable organizations, Smutz also had befriended hundreds of show people. He was one of the organizers of the International Showmen's Association in St. Louis and at the time of his death was a member of the board of governors and chairman of the by-laws committee.

He is survived by his son, Harold; his daughter, Margaret, and his foster sons, Leo Lang, treasurer of the St. Louis Showmen's Club, and Dee Lang, owner of the Dee Lang Famous Shows. Funeral services were conducted September 17 at the Charles F. Stuart & Sons Funeral Chapel, with the Rev. Vincent Scheltinger officiating. Burial was in Showmen's Rest, Memorial Park Cemetery.

Active pallbearers were William (Red) McCoy, John Roth, Harry J. Ewers, Francis Ewers, John Maher and Loren W. Compton.

Honorary pallbearers were E. T. Croft, Leonard Graves, E. J. Cutting, R. H. Kremm, J. P. Murphy, James Howard, Dave Carroll, Sid Sidenberg, Harold Barlow, Austin C. Knetzger, Ed Campbell, Sid Belmont, Frank B. Joerling, Walter Payne, Euby Cobb, Maurice O'Neil, Cy Horwitz, Tony Karowski, John Sweeney, Neil Murphy, Pete Brophy, Orville Van Stratton, Charles K. Klarsch, Raymond Klarsch, Al Donahue, Matt Dawson, Ray Webster, Harvey Lewis, Green Downing, R. E. Waughn, F. H. Mackey, Earl H. Bunting, Floyd Hesse, Roscoe Walkup, John (Red) Kelley, Marshall Dean, Frank Grimm, Dr. James Forsen, Frank Klein, Meyer Katz, Bill Finkle and Dick Leonard.

## Milt Morris Dies Of Heart Attack

MEMPHIS, Sept. 22.—Milton Morris, 61, veteran outdoor showman and since 1943 concessionaire with the Johnny J. Jones Exposition, was stricken with a heart attack while motoring from Nashville to this city late yesterday afternoon. He died at 7 p.m. yesterday in St. Joseph Hospital here. His wife, Iva, was riding with him when he was stricken. He had been in ailing health for the past several weeks.

Known in outdoor show circles from coast to coast, Morris was formerly owner, with John R. Castle, of the Morris & Castle Show. Later he was associated for several seasons with the Rubin & Cherry Shows. He also had been with Al Wagner's Cavalcade of Amusements and other carnival organizations.

Mrs. Morris accompanied the body to Washington where funeral services will be held Thursday (25) from the home of his sister, 1448 Newton Street, Northwest. Besides his widow and sister, he leaves two brothers.

Bev Kelley, director of press and radio publicity for Ringling Bros. and Barnum & Bailey Circus, made *The Denver Post's* Gallery of Fame September 6 for his great job in publicizing the Big One on its three-day stand in Denver. The Gallery of Fame, a weekly feature on Page 1 of *The Post*, carries pictures of the men and women honored each week.

## WANT WANT WANT

Cambridge, Maryland, Colored Fair, 12 days, Sept. 29th to Oct. 11. Concessions all open. Can use Colored Minsirel or Colored Girl Show. Two more colored fairs after this one. All wire Ridgley, Maryland, this week

**GENERAL MANAGER**  
**SUN VALLEY SHOWS**

## RIDE HELP WANTED

All Rides.

## ROGERS GREATER SHOWS

Huntingdon, Tenn., this week.

Kosciusko, Miss., next week.

## Majestic Greater Shows

Can Place for

HALIFAX COUNTY FAIR

ROANOKE RAPIDS, N. C., week Sept. 29, and six more Fairs and Celebrations to follow.

CONCESSIONS of all kinds except Bingo.

Address: SAM GOLDSTEIN, Mgr.

MAJESTIC GREATER SHOWS

Newport News, Va., this week.

## RIDE MEN

Want A-1 sober, reliable Foremen for Ridee-O, Wheel, Smith & Smith Chairplane; also Second Man for Ridee-O. All Rides A-1. Long season, top salary. Wire

**Piedmont Amusement**

731 Beatty Ford Road Charlotte, N. C.

## BORDERLAND SHOW

CAN PLACE

Candy Floss, Popcorn, Coke Bottles, Penny Arcade, Huckle Buck or any Stock Concession not conflicting. No Grift or Miff Camp. Need Agent for Grab.

Bremont, Texas, Sept. 22-27; Coolidge, Sept. 29-Oct. 4. Contact

**HOWARD DEASON, Mgr.**

## C. BLAIR

Please write to Bobby's folks at

Big Rapids. Bad news.

## HARVEST HOME FESTIVAL

SCOTTSVILLE, MICH.

Thursday, Friday, October 2-3.

Concessions Wanted.

**LLOYD STEPHENS, Chmn.**

## WANTED

Carnivals, Rodeo, Thrill Shows or any Acts and Circuses for this coming winter; also Fighting Promoter. Write

**PENSACOLA MOTOR SPEEDWAY**

Pensacola, Florida

## RIDE HELP WANTED

First and Second Men for Octopus and Wheel Concessions, all kind, for Junction City, Ohio, October 1st to 4th. Going south after 3 weeks in Ohio.

**NOLAN AMUSEMENT COMPANY**  
Moxahala Park Zanesville, Ohio

## FOR SALE COMPLETE CARNIVAL

Four Rides, twenty Concessions, A-1 Cook House, two Shows, six Trucks, Light Plant, Transformer. Show up and making money. Plenty of help.

Price \$15,000.00.

J. M. JONES, Monterey, Tenn., Sept. 22-28.

## AGENTS

For Duck Pond, Fish Pond, Watch-La and Dart Store. Must be able to up and down at all times. No drunks. Transportation advanced if I know you. Harold Heppie, Nellie Platz, join on wire for 9 Fairs. H. E. Rody is dead.

**ED BURGESS**

Capital City Shows, Sweetwater, Tenn., this week.

# KANSAS STATE BIG WINNER

## Tulsa Topples Old Gate Mark

Pulls estimated 140,000—grandstand record also set—Victory Expo scores

TULSA, Okla., Sept. 20.—Tulsa State Fair closed its eight-day run here today with new all-time highs for both gate and grandstand admissions.

Paid attendance for the eight-day run was estimated at 140,000, roughly 40,000 better than last year, the previous peak year. No figures were available on grandstand patronage, but Secretary-Manager William K. Gray said that it exceeded "by far that of '46."

Weather was favorable with the exception of Sunday (14) and today. On Sunday rain forced the curtailment of one of the two thrill shows presented that day by Jimmie Lynch's Death Dodgers, and rain today forced the shifting of the scheduled night show from in front of the grandstand to the pavilion.

The night grandstand show consisted of a revue and acts booked thru the Barnes-Carruthers Theatrical Enterprises, Chicago, with Rube Liebman representing that org here during the fair's run. In addition to one matinee by the Lynch unit, six afternoons of harness horse racing were offered.

Victory Exposition Shows registered a midway gross at least equal to that of another show, a railroad org, here last year.

## Winkley Books 12 West Coast Dates On Whirlwind Trip

TUCUMCARI, N. M., Sept. 20.—Frank R. Winkley, owner and producer of the All-American Thrill Drivers and a motorcycle race promoter, arrived here today on the last leg of a whirlwind 4,800-mile trip in nine days to the Pacific Coast on which he contracted 12 dates. Winkley believes this is some sort of record in the booking business.

Winkley's Western tour opens Friday (26) at the Cornit Speedway, Albuquerque, N. M.; Phoenix Speedway, Phoenix, Ariz.; Culver City Speedway, Los Angeles; Last Frontier Speed Drome, Las Vegas, Nev.; Huntington Beach Speedway, Long Beach, Calif.; Benelli Stadium, Saugus, Calif.; National Orange Show Stadium, San Bernardino, Calif.; Murphy's Thunderbowl, Tulare, Calif.; Bakersfield, Calif.; Thunderbowl, Merced, Calif.; County Fairgrounds; Carpinteria Thunderbowl, Santa Barbara, Calif., and a return engagement at Tulare.

## Los Angeles Horse Show Attracts Classiest Field

LOS ANGELES, Sept. 20.—One of the greatest exhibitions of show horses ever to compete before a Pacific Coast audience is being staged at the Horse Palace on Riverside Drive here. Event, tagged the Los Angeles National Fall Horse Show, got under way Tuesday (16) and will run thru Sunday (21).

Entries from all sections of the nation are competing for \$10,000 in cash prizes together with engraved trophies and ribbons.

## Clowns Again Well-Heeled!

### Shoes Now Available, Thanks To Chi Firm's Stumble, Adv.

CHICAGO, Sept. 20.—Circus clowns need no longer walk on their uppers; the shortage of clown shoes, at long last, is at an end.

Lester Essig, president of Lester, Ltd., Chicago stage costumers, says his organization already has turned out some 300 pairs and he expects to raise the total to 1,000 before long.

Until recently, Lester, Ltd., had not been in the clown-shoe manufacturing business. As a matter of fact, the Chicago firm, stumbled, both

figuratively and literally, upon its possibilities.

During the war years, the story goes, clowns, desperately besieged most of the major costumers for performers' shoes, which were then out of production owing to the war. Lester, Ltd., was among the firms thus besieged, but not until a member of the firm stumbled over several pairs among material ear-marked for discard, did it think seriously of the possibilities.

Then, it decided to rent those few pairs. And the rentals—at the rate of from \$2.50 to \$7.50 a week—boomed. One pair, it is reported, netted \$45 in rentals from Thanksgiving Day thru Christmas Day last year. The success of the rentals, together with the fact there was no source from which clowns could quickly obtain new shoes to replace those worn either paper-thin, if not thru, during the war years, induced Lester Essig to give the manufacturing end a whirl.

What appeared to be a comfortable supply was built up. And then an advertisement was inserted in *The Billboard*. And that single insertion yielded 78 sales, with the new shoes priced at from \$18.50 to \$45. Now it seems, Lester, Ltd., is in the clown shoe-manufacturing business for keeps.

## Chattanooga Fair Sets New Records

CHATTANOOGA, Sept. 20.—Aided by perfect weather, Hamilton County Interstate Fair here, September 15-20, set a new attendance record, it was reported by Mrs. Maude Atwood, secretary, and President Joe Engle.

With a fine free act program, daily band concerts and the best of agricultural and livestock exhibits, gate receipts were 30 per cent above the previous record. Endy Bros. Shows, on the midway for the second year with 20 rides and 16 shows, recorded a 20 per cent increase over the record gross of last year.

## Inter-Mountain Chalks Up Record Crowds, Exhibits

McARTHUR, Calif., Sept. 20.—The largest Inter-Mountain Fair of history closed here Labor Day with a new attendance record of 3,000. Sunday (31) drew 1,500.

Management said this year's show was bigger than any other previous event, both from the standpoint of attendance and number of exhibits. A rodeo was the highlight of the entertainment Sunday and a horse show topped the Labor Day program.

## 30,000 Attend Grape Day Fete at Escondido, Calif.

ESCONDIDO, Calif., Sept. 20.—Thirty thousand persons, the second largest crowd in the 35-year history of Grape Day here, witnessed a two-mile parade September 9 as a climax to the two-day celebration.

In addition to the parade there were 4-H Club events and agricultural contests.

Grape Day was first observed in 1908 but was not held during the war years.

## Heisters Snatch \$55,850 on Endy Lot in Chattanooga

CHATTANOOGA, Sept. 20.—Robbery at a midway trailer office on the grounds of the Chattanooga Interstate Fair shortly after midnight Friday resulted in the loss of \$55,850, the largest such loss on police records here, the amount consisting of \$37,500 in currency and silver, \$7,300 in checks and \$11,050 in jewelry.

Police state that at least two men, one armed with a cheap pistol, staged the robbery when they confronted Louis Scherer, bookkeeper employed by J. C. Gilbert, St. Louis, a concession string operator with Endy Bros. Shows, and bound him hand and foot alone in Gilbert's trailer office. Scherer was warned to make no outcry and the robbers taped his eyes and mouth before shoving him under a counter. The bandits then seized H. T. Carson, Houma, La.; J. B. Favro, Fremont, O., and Chester Thornton, Boston, in a cookhouse behind Gilbert's trailer and marched them into the office and tied them up with Scherer.

The loot was taken from a large safe on the floor of the trailer, the heavy outer door being open as Gilbert was out making his final collection for the night. Scherer told police the highwayman emptied a hat box and suitcase belonging to Mrs. Gilbert and used these for removal of the stolen funds and jewels.

Chief of detectives Marion Perkins, of the Chattanooga Police Department, told reporters he was "almost convinced that the robbery was an inside job and perpetrated by persons with carnival connections." None of the trussed-up carnival men was able to give Chief Perkins a satisfactory description of the robbers, but every detective in Chattanooga has been assigned to attempt to recover the missing funds and jewels.

Police have issued pick-up orders for two employees who quit Endy Bros. Shows the day before the robbery.

## 12,000 at Ukiah, Calif., Run; Pays 16G Premiums

UKIAH, Calif., Sept. 20.—More than 12,000 people attended the 12th District Fair which closed its three-day run August 24, according to officials. Prize money exceeded \$16,000.

Features included livestock shows, sheep dog trials, agricultural exhibits and a program of entertainment highlighted by a beauty contest.

## Indie Midway Socks Record

Mitchell so impressed with operation he plans another for '48—BC revue clicks

HUTCHINSON, Kan., Sept. 20.—Kansas State Fair, which closed a seven-day run here Friday night (19), was pronounced a complete success in every way, including the hastily improvised independent midway, by Perry H. Lambert, president, and S. M. Mitchell, secretary.

The success of the independent midway probably was the most surprising, as it was not until last May that the Kansas State Fair officials found themselves without an organized carnival. The Cavalcade of Amusements had been contracted, but was forced to cancel when Al Wagner, owner, discovered it would be impossible to move his huge organization from Louisville in time. Kentucky's dates did not conflict with Hutchinson when the contract was originally signed but later the Louisville dates were set back one week.

Midway figures were not released but Mitchell and his associates were emphatic in their announcement that shows and rides grossed more than any organized carnival that ever played the spot, establishing a new record "by quite a large margin," as Ralph Mitchell, concessions manager, put it.

There were 39 pay attractions on the independent line-up, including 23 rides and 16 shows. Rides made a fine flash but there was plenty lacking in the show sector from an eye-appeal standpoint. In answer to a direct question, Sam Mitchell replied:

"Yes, we are entirely satisfied with the independent operation in view of our lack of experience in such type of organization, and we are seriously considering another independent operation next year."

The majority of the rides were contracted thru Forsythe & Dowis, of Boulder, Colo., and Schrader & Brodbeck, of Kinsley, Kan. The line-up included a Looper, Merry-Go-Round, two Tilt-a-Whirls, two Octopuses, Caterpillar, four Ferris Wheels, Flying Scooter, Spitfire, Double Looper, a steam train, two kiddie trains, two kiddie autos, two kiddie wheels, a donkey ride and a pony track.

Walter Hale's *Pin Up Parade* topped the shows as a money-getter, with Ray Marsh Brydon's *Wonderland* a close second. Brydon also was responsible for the booking of Jack Kories' *Side Show*, *Posing Show* and *Unborn Show*. Other shows were Homer and Jethro, hillbillies; Izzy Wells' *Glass House*, John Lyons' *Funhouse*, Stephenson's *Monkey Auto Drome*; L. Roy Neal, *Nightmare*, big rats and *Illusion*; Webber's *Miniature Circus*, Slinkard's two-faced bull, L. J. Smith's big horse, and Bill Dusin's *Dog and Pony Show*.

Concession space was not as well filled as it was in previous years, but Mitchell stuck to his guns on hankypanks only, a policy which made a terrific hit with the local press and officials declared, helped build the gross for the shows, rides and grandstand.

## Attendance Over 350,000

Mitchell and his associates were obviously amazed at the remarkable attendance. Friday's count wasn't official when Mitchell was interviewed, but the checkers assured him (See *Kan. State Big Winner*, page 78)

## Mike Krekos '48 President Of Showfolk

SAN FRANCISCO, Sept. 20.—Mike Krekos, owner of the West Coast Shows and long a leader in showmen's club activities on the Pacific Coast, has accepted the nomination for the presidency of Show Folks of America for 1948, it was announced today by Harry G. Seber, the incumbent.

Seber declared that Krekos' acceptance of the nomination is tantamount to election, as there is no possibility of an independent ticket.

Krekos is a past president of the Pacific Coast Showmen's Association, of Los Angeles, and he instituted the campaign which resulted this year in that organization purchasing its own home.

## Morris County Sets Gate, Exhib Records

TROY HILLS, N. J., Sept. 20.—The ninth annual Morris County Fair, held here recently, drew close to 100,000 persons during its five-day run for a new high.

Annual received strong radio support. Nancy Craig of WJZ, and Florence Pritchett, of WOR, aired their regular shows from the grandstand. Margaret Arlen, of WCBS, Tom Page, of WJZ and Phil Alampi, of WOR, cut recordings which they subsequently used on their programs.

The two-day horse show proved popular, as did the dog show, staged by the Twin Brooks Kennel Club. Commercial exhibits, which covered two acres and featured farm machinery, automobiles and electrical equipment, proved a big attraction. Commercial exhibits topped those of the previous year by 100 per cent. Livestock entries were up 50 per cent over last year.

## 770 Animals on Hand For Rodeo Opening Wed.

NEW YORK, Sept. 20.—The bulk of 15 carloads of broncos, Brahma bulls, steers, calves and parade horses—770 animals in all—move into Madison Square Garden today for the 22d Annual World's Championship Rodeo, which opens Wednesday (24). Because only 500 head of cattle or horses can be quartered in the Garden at one time, about 100 of the animals were quartered in Chicago and will be brought here as needed. The remainder of the homeless stock will be held in a replacement pool set up in pens at the railroad yards in New York. Horses and stock are from Everett Colburn's ranches in Texas and are chaperoned by 30 cowboys.

Already in town, where they arrived Thursday (18), are this year's six sponsor girls. Line-up of the Western cuties includes Thressa Dean Smith, of Ada, Okla.; Geraldine Farrar, Brawley, Calif.; Helen Ruth Almy, Fort Worth; Martha Ann Graham, Pinedale, Wyo.; Elva Wake, El Centro, Calif., and Bette Smith, Abilene, Tex.

## Dailey Wardrobe Mistress Crushed to Death by Bull

LA FAYETTE, Ind., Sept. 20.—Mrs. Gertrude Burton, 64, wardrobe mistress of Dailey Bros., was crushed to death Thursday (18) when an elephant stepped on her at the circus grounds here.

Witnesses said Mrs. Burton, whose home is in Clinton, Ind., was walking between the two animals when one of them turned suddenly. The elephant's trunk struck her and she was knocked down. The foot of the other elephant came down on her chest.

## Pays To Advertise

CARACAS, Venezuela, Sept. 20.—When Colonel Pee-Wee, 27-inch midget arrived here from Rio de Janeiro to appear in a side show at the El Conde amusement park, he inserted paid advertisements in the newspapers begging the Caracas public to stand clear when they met him on the streets because "I don't want to be crushed."

## Hollywood on Ice Opener Attracts 4,000 in Honolulu

HONOLULU, Sept. 20.—Hollywood on Ice, brought here by E. K. Fernandez, opened under a big top (6,000 seats) for a two-week run, auspiced by the Shriners. The show opened under difficulties because of refrigeration installers failure to construct an ideal skating surface on the stage. Opening night crowd was about 4,000. Admissions are \$1.20 and \$2.40.

The unit is directed by Boris Petroff, the orchestra is under direction of Jimmy Dietrich, and Richard Finney is emcee with Carol Lynne as guest star. Members of the ensemble are Kay Monroe, Pat Mooney, Pat Murphy, Jean Curtis, Sally Simonton, Jackie Dunham, Pat Wagner, Erika Paech, Yvonne Hruby, Louise Lovelace, Betty Ann Ruether and Marolyn Russell.

Other members of the cast are Essi Davis, Fred Wadle, Dick Simonton, Marie Purviance, Dot McCusker and Skee Goodhart, Spic and Span, Valentine, Buff McCusker, the Dotinskees, Evelyn Valentine, Bill Griffin, Bob Styer, Jim Toten and Norman Prunier.

Fernandez is furnishing the rides and concessions along with two side shows and a vaude show. Vaude show is emceed by Renee, and roster includes Barbara Hays, Marybelle Frere, Mary Anne Denny, Janie Cushing, Marylou Gillardo and Donna Ackerman, line; Melba Sparks, Bonnie Brier, Maruth and Tena Gleckler, quartet; Wilbur Hall and Renee, instrumental novelties; Don Darry, tenor; Andriani brothers, mandolinist and guitarist; Leonardi and Anita, vent, and La Pearl and Her Performing Dogs. Members of the orchestra are Aure Sylvester, piano; Dusty Dryer, drums, and Frances Crawfords, violin.

Side show personnel includes W. F. Dutton and Mimi Garneau, sword box and headless; Winifred Hensley, vent; Larry Benner, novelty music; Tenkai and Okinu, magic, and Mendonca Troupe, acrobats.

The Motordrome is worked by Jimmy Wise Jr. and Zola Wise.

## Lack of Accommodations Hits Attendance at Susanville

SUSANVILLE, Calif., Sept. 20.—Lassen County closed a highly successful seven-day fair here August 24, tho no attendance records were set due to lack of accommodations in the city here.

Total attendance figures were not announced but an estimated 8,000 persons attended the final two days, according to officials. Featured were horse shows and a rodeo.

## Postville, Ia., Attractions

POSTVILLE, Ia., Sept. 20.—Grandstand attractions at the four-day Postville Fair, which closed here Labor Day, included Leo Albrights, dogs and ponies; Jake J. Disch, clown cop; Jerry Smith and WHO talent; Joe Krebs, trapeze; Quigley family, trick house and acrobatic; J. J. Lynch, archery; the Musical Vaughns and Ford's Circus Revue.

## Kansas State Big Winner; Midway Gets New Record

(Continued from page 77)

that the paid count would be in excess of 350,000 for a new all-time record. The count for 1946 was 315,000, a terrific turnout considering the lack of urban population.

It was a complete fair in every way, from its 800-populated 4-II Club encampment, thru the commercial and competitive exhibit buildings, the stock barns and the tremendous outdoor display of farm machinery. It is sufficient to say that every major farm implement manufacturer in the nation was represented with the exception of one, and local dealers filled in for that one.

### Grandstand Up 25%

While the outside gate and midway were showing healthy financial increases, the grandstand really went to town with an over-all take 25 per cent greater than the previous record. The Barnes-Carruthers State Fair Revue of 1947 was the night attraction, with M. H. Barnes in charge, and featuring Aida, the Girl in the Moon. It was a solid click from the start and three times audiences overflowed onto the track. The Hutchinson grandstand seats 12,000 without temporary paddock or track occupancy. It was estimated that no less than 20,000 saw the show Wednesday night (17), and a strong 10,000 were on hand for the traditionally light closing night Friday.

That this territory is unusually automotive minded was proven by the support it gave six matinees of gasoline-propelled entertainment. The National Speedways (Al Sweeney and Gaylord White) raced autos Sunday, Tuesday and Thursday to tremendous crowds and John A. Sloan followed with his speed demons Friday for a highly successful day.

Frank Winkley's motorcycle races Monday resulted in a neat profit while the Jimmie Lynch Death Dodgers played to an overflow Wednesday.

## Rain Kayos Sturbridge Chance for Big Stand

STURBRIDGE, Mass., Sept. 20.—The 92d annual Sturbridge Fair, September 11 to 14, drew 8,500 people. The management's hopes to top 10,000 were dissolved by an all-day rain on the last day (Sunday), normally the fair's biggest day.

Attendance figures were Thursday, 1,500; Friday, 2,000; Saturday, 4,000; and Sunday, 1,000. The rain also forced cancellation of the annual's biggest attraction, a water carnival, and shortened the first all-Western horse show ever presented in this area.

Other free attractions were fireworks, a bicycle marathon, pie eating contests and pillow fights. The fair is sponsored by Cedar Lake Enterprises in co-operation with the Sturbridge Agricultural Society.

## Lynch Thrillers Pull Big At Jeffersonville, Ind.

LOUISVILLE, Sept. 20.—Jimmie Lynch's Death Dodgers and Helen Howe, the Dynamite Girl, ran into the tail-end of the Kentucky State Fair and an air show, but still drew 14,000 persons at the Sportsdrome, new midget auto track near Jeffersonville, Ind., only five miles from here, last week-end.

The Lynch engagement was the second thrill show to draw big gates in the Louisville area this summer, Roy Rogers's Thrill Circus grossing 41G at Parkway Field. Wrestling promoter F. A. McDonough Jr. handled the promotion and publicity for both events.

## Outdoor Showmen

CHICAGO, Sept. 22.—Because of disrupted communications it was impossible for *The Billboard* to complete a survey of the damage suffered by parks, carnivals, circuses or fairs in the territory ravaged by the hurricane, or those in the near vicinity.

*The Billboard* is anxious to get complete details of the storm damage, so if your property was damaged, please send the details air mail, special delivery, or by Western Union night letter collect to the Outdoor Editor, *The Billboard*, 155 North Clark Street, Chicago, Ill., as soon as possible.

## Bill Green Resigns His Job With MGM

CHICAGO, Sept. 20.—William H. (Bill) Green, regional exploitation man for Metro-Goldwyn-Mayer, has left that organization to become producer and public relations director for the first Territorial Exposition in Honolulu in November.

Green, first president and organizer of the Chicago chapter of the Tub Thumpers of America, Inc., had been with MGM five years and previously was advertising-publicity director for Music Corporation of America. He also handled advertising and publicity assignments for Casa Manana, Fort Worth; Michigan State Fair, Detroit, and the Jubilesta, Kansas City, Mo.

## All Attendance Records Broken at Evansville Zoo

EVANSVILLE, Ind., Sept. 20.—All previous attendance records have been shattered at Mesker Park Zoo this year, according to Roger F. McGraw, superintendent, who said attendance has been averaging about 25,000 per week.

Recent arrival is a baby chimpanzee, born at the zoo. Zoo has been having a bumper crop of babies, including llamas, guanaco, elk, two deer, six monkeys, one sloth, 16 cottonmouth snakes, three lions, three pumas, six peafowl and numerous ducks and geese. A pair of camels are being shipped here from Oceanside, L. I.

## Les Kimris Duo Unhurt

In Fall at Hagerstown  
HAGERSTOWN, Md., Sept. 20.—Les Kimris and Lee Wallenda, working under the name, Les Kimris Aerial Trapeze act, escaped unhurt Wednesday (18) at the Hagerstown Fair here when their 90-foot pole collapsed after they had ascended only 20 feet.

Fair officials said the two anchor poles gave way, throwing Miss Wallenda and Kimris to the ground. Pole was so badly bent the act had to be postponed indefinitely. The pole supported a crosspiece which had a trapeze at one end and an airplane on the other.

## Bakersfield's New Plant Will Be Ready for 1950

BAKERSFIELD, Calif., Sept. 20.—A new Kern County fairgrounds including a stadium seating 40,000 persons and an enclosed horse show arena seating 15,000 will be ready for the 1950 fair, according to Albert S. Goode, president of the 15th Agricultural District Association.

Division committeemen, who recently met here to complete final details for this year's event, to open Tuesday (23), expect a record attendance. Sam Gilli, division chairman, reported that an entry list of 650 head of beef cattle would probably set a top mark among California fairs this year.

REP RIPPLES

**PHILLIP PINE**, film actor, recently visited the home of Mr. and Mrs. J. Richmond Roy, Kansas City, Kan. . . . Brigg's Family Show has opened its school assembly season and is currently touring Humboldt County, Iowa. . . . Bert Haviland will promote amateur minstrel shows in the St. Louis sector, planning to get his first show going October 1. . . . Gitt's Show is playing halls and schools around Boulder, Colo. Show has short-cast bills and 16mm. films. Albert A. Bedworth, now in New Orleans, infos that he is prepping a six-people colored minstrel trick to play auspice dates. He already has some sponsors set in the area of Vicksburg, Miss., where he will make his headquarters. . . . D. A. (Jiggs) Monahan, getting the trouping urge after being in retirement six years, will put on amateur promotions in the North Philadelphia area. . . . Arthur Bernathy and his brother will have 16mm. pictures around Hartford, Conn., after October 1. . . . L. L. Lawson is testing the sector around Linesville, Pa., for 16mm. circle possibilities. . . . Foster Gray has closed his summer vaude-pic show and will put in a few weeks in Baltimore readying a four-people flesh unit. . . . The Orpheum Players, a new four-people unit, will operate in the Nashville region this fall. . . . James B. Griffin is exhibiting 16mm. pictures in connection with a magic show at fraternal organization meetings around Winnipeg, Man. . . . Doake's Miniature Minstrels, a six-people colored trick, will play colored auspices in the Washington-Baltimore area after mid-September. . . . Al Tint, who in recent years managed a United Cigar store in Chicago, has gone to California. He has bought a seven-room house in Roscoe.

**A HISTORY** of Tom shows, *The World's Greatest Hit*, by Harry Birdoff, is announced by Vanni Publications, New York. It lists over 500 companies and is illustrated with old-time play bills. . . . Allan F. Weiman opened his 16mm. roadshow at Cayuga, N. Y., recently. . . . Turgeon's vaude-pic show is in the Sheboygan, Wis., area. . . . Tri-State Players, with

a five-people cast, will open their season near Monroe, Mich., in early October and then head into Indiana for three weeks. . . . Boyd's Show, playing short-cast bills and pix, was slated to start its school season September 22 in the Freeport, Ill., area. . . . Henry K. Bailey has opened his fourth season with religious pix and will move from Erie, Pa., toward Florida, playing sponsored dates en route. . . . Wilbur Tyler has more than 50 dates booked for his two-people school and college show.

Sadler News

**KERMIT**, Tex., Sept. 20.—Most of the folks over to see the Ringling-Barnum show when it played Lubbock, Tex., some even getting there in time to see the big top go up. We visited with Merle Evans, R-B band-leader, and others on the show.

Photographers took pictures at two Sadler performances in Brownfield. They are to be submitted to *The Saturday Evening Post*, along with the article on tent shows that is being prepared by Vance Johnson, Washington correspondent for *The San Francisco Chronicle*, who was a recent guest of the Sadlers in Leveland.

Harley and Billie Sadler drove to New Mexico the past week-end to visit Harley's brother, F. W., and family.

Mildred Binney, whose home has been open for years to show folks playing Ulysses, Kan., stopped here for a visit with Bush and Trixie Burrichter while driving to the Coast.

Word was received last week that Mrs. Brunk, mother of Charles, Fred, Glen and Henry Brunk, has suffered a stroke and that she is in critical condition.—TRIXIE MASKEW.

DAILEY BROS.

(Continued from page 49)  
O'Connor and his mother, Ruth, entertained Jean Allen at breakfast. Later he and Louis Glaze drove Jean and the writer from Etta Hodgini's tavern, where they enjoyed a chicken dinner, back to the train. We just managed to catch the train which, fortunately, was detained on a siding. Corky and Norma Plunkett were smarter; they stayed all night in the Hodgini home.

The athletically inclined on the show have formed two baseball teams and games are played between shows when the weather permits. Norman Plunkett's dog, Mutt, was the first casualty. Someone accidentally threw a bat and hit Mutt on the head. He was out for 15 minutes.

Joe Rossi added Emilio Pavolucci, trombone, and George Wagner, drums, to his band. They hold a jam session every evening before "doors." Sick list included Walter Schuyler, who was hospitalized a week with poison ivy, and Mrs. Rube Ray, confined with a leg injury. Jimmy Van is okay again.

Visitors: Mr. and Mrs. Fred Timons, Oswego, N. Y., Ena Lang, Frank and LaVerne Allen, Elizabeth and Bette Keller, Clint and Ruth Jameson, musicians, who visited Tommy and Marguerite O'Brien; Madge Snyder's son, Arron, and her sister and brother-in-law, Mr. and Mrs. John Credit; Bob and Nora Coussins, relatives of Bertha Drane, who brought Mildred Pyle back to the show from Clinton; Chief Rolling Cloud and his wife, Bill and Al Lindermann, J. C. Weer, former carnival owner; E. B. Staley,

Slouts Click in Good Weather; Arkansas-Bound in 20th Wk.

**WATERLOO, Ill.**, Sept. 20.—Since termination of early-season rains which hampered business, considerable improvement has been noted by the L. Verne Slout Players Tent Show, now in its 20th week and preparing for a trek into Arkansas to finish the season according to the weather. Equipment will be stored in the Southwestern part of the State.

This stand marked the show's last of six Illinois dates, which were preceded by 13 weeks in Michigan and one week in Indiana. Owensville, Mo., will be the organization's first date across the Mississippi River this year.

Bill Slout, who handled male leads the major part of the tour, left recently to resume his studies at Michigan State College. He has been suc-

ceeded by Bobby Brown, who joined several weeks ago for his fourth season with Toby and Ora Slout, operators of the show.

Personnel includes Ardith Saltzman, leads and vaudeville; Toby Slout, comedy; Ralph Young, stage manager, assisted by William Waldron; Charles Crabtree, sound truck; Red Snider, front door; Oscar Fuller, transportation mechanic; Elvin Fisher, who has charge of livestock on the show, and Ora Slout, comedy and vaudeville, who is assisted on the advance by Snider and Fuller. Vaudeville acts, most of whom also handle parts in plays, include Colley and Rosalea, Jimmie Reynolds, Ralph and Lanya, Bobby Brown; Klink Lemmon, who also officiates on the orchestra platform; the Slout Players Tent Show Choir, and Texas Baby, trained canary. Francis Lemmon, who has the concessions, and her husband have taken delivery on a new Owosso trailer.

Recent visitors included Ardith Saltzman's mother and father, Rock Island, Ill.; Mary Fluhrer and daughter, Davenport, Ill.; Bobby Brown's mother, brother and grandmother, and Jack Sexton, program manager of Station KMOX, St. Louis, who made an appearance on the stage.

Show is transported on four trucks and three trailers. There are four house cars on the organization.

Jewell, Harris Set Plans for '48 Tour With Vaude Tenter

**FORT WORTH**, Sept. 20.—Bobby Jewell and Larry Harris, of Jewell & Harris Shows, Inc., are making preparations here to begin a tour of Texas early in 1948 with a tent show featuring a variety program of magic, comedy, drama and music.

Jewell and Harris, who are airline pilots with previous show experience, will retire from the aviation field this winter. The former will manage the show, while the latter will be in advance. For a number of years Jewell has been presenting two-hour magic shows between flying assignments.

Five trucks and a trailer, the latter to carry a Hammond organ and to be utilized as an orchestra pit, will transport the equipment and tent which will have capacity for 1,500 people. A light plant and concession stand equipped with popcorn and snow cone machines will also be carried.

JAMES M. COLE

(Continued from page 49)

Dobas, will return to their home in Pleasantville, N. J.; Flaradalina (Ortega) will play a few fairs and then visit her son in Santa Monica, Calif.; Charlie and Isa La Bird, who recently purchased a new amplifier, return to York, S. C. to make ready for a winter tour with their movie outfit; Irvie Romig will join Orrin Davenport for indoor dates; Lou Barton, Joe McMahon, Jack Neville and Mac McNeil, as well of other department heads, will go to winter quarters in Penn Yan, while the Duttons plan to stay around New York before going to Texas and sailing to Cuba, November 16, to join the Santos Artigas Circus.—IDA MAE KERLEY.

COLE BROS.

(Continued from page 49)

pecan farm. Mrs. Curtis caught the night show. It was a sleeper jump to the cookhouse and by the time you walked back you were hungry again.

At Mobile, Ala., there was a five-mile haul and a late matinee to only a fair house. We strawed them at night, however. Visitors in Mobile included Mr. Moses, CFA, chief librarian at Carnegie Library and author of the book *Here Comes the Circus*, and Pee-Wee, the clown, now working on a government job.

The Des Moines Register carried a

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# Broom-Ball Hockey Boosts Rose's Biscayne Cash Box

MIAMI, Sept. 20. — Broom-ball hockey on roller skates, credited by Murray L. Rose with doubling business at his Biscayne Roller Skating Palace here, is being offered to Miamins three nights weekly by six teams of boys and six teams of girls. Rose is offering one game during the regular skating session, followed by another game at 11 p.m.

That the game has caught the public fancy is indicated by plans of two newsreel companies to take pictures of the games and considerable local newspaper publicity the events have received. Recently *The Miami Herald* carried a three-column action picture, and a feature article by Sandy Schnier, *Miami Daily News* staff writer, gave the game a great send-off. The article read:

### First Reported

"The honor of being the first reporter in the United States to cover a broom-ball hockey game went to this cub last night when he witnessed the only sport in which you can break a leg and actually enjoy it.

"Broom-ball hockey, the newest

item in the 'what-will-they-think-of-next' category, is played with five boys (or girls) on a team—a goalie, a forward, a center and two guards. Each is equipped with (1) a pair of roller skates, (2) a common ordinary old-fashioned kitchen broom, (3) a brightly colored jersey, and (4) intestinal fortitude.

"The 'puck' used is a football, believe it or not.

"In last night's session at Biscayne Roller Skating Rink those fouls, plus several the rule books fail to mention, gave the games that added touch. Six brooms were demolished in the action, two arms were nearly broken, three spectators got hit, the wire cage goal was turned over and 200 fans got a fill of enjoyable entertainment.

"Originator of the game and rink owner Murray L. Rose says his is the first hockey game in America to employ the skates-broom-football combination and that it's bound to spread.

"He reports teams are being formed in Jacksonville, Tallahassee, Key West, West Palm Beach and Orlando, with a State tournament planned late this month.

"Four teams participate in the Wednesday and Friday night battles, going into the third week of play here. They are the Buccaneers, Wildcats, Ramblers and Tigers.

### Win on Last Play

"In the feature match last night star Perry Kendall of the Ramblers scored the only point against the Bucs on the last play of the game when he snagged the football with his broom at his own goal, zigzagged down the wooden floor, skated past four desperate Bucs and smashed the ball into the cage which Buc goalie Bill Schesler tried hard to defend. Ramblers Roy Schell, Charley Corn, Bob Hanson and Bert Binschadler played good offensive and defensive ball against Bucs' Cecil Seay, Sunny Yeomans, Earl Gent and Louis DeWeese, all of whom were principals

## 70G Spot Prepped In Phoenix, Ariz.

PHOENIX, Ariz., Sept. 20.—Phoenix Rollerdrome, \$70,000 spot which is being constructed on East McDowell Road by Marguerite Gascoigne and E. V. Henderson, is being prepared for a November 1 opening.

Covering 20,000 square feet, with a skating surface of 18,000 feet, the building is being equipped with acoustical material, an electric organ, fluorescent lighting fixtures and a maple floor.

Miss Gascoigne is formerly of Denver. Henderson operated the old Phoenix Rollerdrome which has been closed during the past summer while work on the new building was going forward. Formerly of Cincinnati, he skated at Sefferino Rollerdrome there.

## Hartford Palace Reopens; Free Classes Emphasized

HARTFORD, Conn., Sept. 20.—Hartford Skating Palace began its fall season with a matinee September 7 and a weekly program that places emphasis on free class work offered by the management. The regular schedule calls for operation seven nights weekly with Saturday and Sunday matinees.

One-hour classes from 7 to 8 p.m. will be held Mondays for elementary dancing; Tuesdays, intermediate dancing, and Thursdays, advanced dancing. Graduates of the advanced class are eligible for membership in the Richland Figure Skating Club of the rink. Wednesday is beginners' night, while Friday is voo doo party night. The Palace floor is available for practice Monday thru Friday from 2 to 6 p.m., for a charge of 20 cents an hour or \$1 per week.

in several battering collisions into the brick side-wall.

"The referee, Tommy Grimes, minus any protective equipment, had three close shaves when the wild-swinging brooms swished close to his head. On one occasion he got enmeshed in a pile-up and nearly swallowed his whistle.

"In the other game, Wildcats Bob Locke, Leonard Curd, Norman Scott, Dan Bennett and Gob Styles outshot and outplayed Tigers Allen Campbell, Leslie Bass, Stanley Daniels, Dan Day and Buster Bennett to win a hectic brawl, 1-0, with Curd taking a relay from Bennett to drive one in.

### Girls Play, Too

"Ten comely misses took the floor in the third melee that resulted in the Ramblers winning, two goals to one. Playing for the Ramblers were June Schell, Helen Wilson, Joan Chabot, Lila Mann and Jeni Hodges. The Bucs included Ruth Schesler, Anne Sellers, June Williams, Loretta Cain and Cookie Simmons. Miss Cain got the first score, then Miss Hodges evened the count with a long shot. Center Helen Wilson ended it for the Ramblers with a daring sweep (with the broom, remember?), getting it to slide by the Buccaneer goalie.

"Anyone know where you can buy a cheap plaster cast?"

## Burbank Has New Fire Laws

BURBANK, Calif., Sept. 20.—Two new fire laws requiring flameproofing in certain types of occupancies will be enforced rigidly when they go into effect here September 19, the fire department announced. Hereafter it will be unlawful to operate public establishments such as theaters, taverns and skating rinks unless all decorations and drapes are made of non-inflammable materials.

## Rollery Plans Set For Allentown, Pa.

ALLENTOWN, Pa., Sept. 20. — Plans are completed and construction will begin soon on erection of an air-conditioned roller rink here at the corner of Plymouth and Union Boulevard, it was announced by W. J. Moore, business man of Reading, Pa.

Associated with him in the enterprise will be Edward D. Shain, another Reading business man, and Lee F. Dickinson, retired dining car manufacturer of Silver Creek, N. Y.

Building will measure approximately 130 by 250 feet, according to Moore, with a vitro-light front. Interior will provide for a lobby and carpeted lounging space equipped with metal-trimmed leather furniture.

## LaMay Spot Gets Primping

WHITMORE LAKE, Mich., Sept. 20.—LaMay's Rollerade here has closed for alterations and redecorating, reports Alton W. LaMay. It will reopen September 26 with a new heating unit and a plastic floor.

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## Sefferino Comes Up With Skate Tied to Mass-Production Plans

**I**N LINE with Perry Rawson's push for mass skating, I believe I have something that may prove interesting," writes C. V. (Cap) Sefferino, assistant manager of Sefferino's Roller-drome, Cincinnati.

"Several years ago Perry wrote me regarding my preference of cushion action. I replied that I preferred red rubber because of its extreme flexibility. My reason for this was that prior to introduction of international-style skating the better skaters in this locality skated on an exceptionally flexible action. In fact, our two best skaters, Coonie and Edna Umbach, skated on an action so loose that their skate trucks actually flopped around.

### Couldn't Click

"With the advent of international style I became sold on the idea and worked up quite a few skaters to a competitive pitch, but try as we might, we never seemed to be able to win. First I was told that while I had beautiful skaters, they lacked technique. Later I was told that the Cincinnati skaters were too technical. Then I had a visit from some friends of Dayton, O., who advised me that while I had beautiful skaters, they would never be able to master the intricacies of international style unless I had them tighten the action of their skates.

"I wrote to Perry Rawson about this advice. He refuted the statement and advised me to go along with the flexible action. Mind you, this was seven or eight years ago and at that time Dayton was producing a great percentage of the national champions. This fact prompted me to skip Rawson's advice and string along with Dayton. I proceeded to have figure club members tighten the action of their skates, only to find that the one skater who would not hold still for the tight action, while not a competitor, was probably the best skater of the lot.

"It was at this time that I disclosed that this particular skater could lay loops on the surface with all the wheels on the floor instead of skidding the loop. This statement brought laughs from practically everyone in the game with the exception of Rawson. Perry paid us a visit and saw this accomplished. I understand that he reported this back East. This brought an offer from a prominent Eastern operator to come to his city to prove to me that no skate had been manufactured that would function in the manner required to lay loops without skidding. Again I wrote Rawson and again he refused to budge. So between the three sources of information I found myself very confused.

### Brother Combo

"It has always been my custom at times like this to talk things over with my brother. His idea was that perhaps we could find out for ourselves just who was right. He suggested that since Umbach was our best skater we should start with his skates, and it was here that we found the answer.

Examination showed that the action of skates used by Coonie and Edna was so loose that the slightest lean to either side would place the wheels of their skates in such a position that they were pre-set to ride an edge when they met the surface. This gave them terrific traction and little slipping. It was no mystery to me then why Coonie never worried about how much chalk was on the floor. The action of the skates, however, were so loose, that it would be impossible to hand out a pair of skates so adjusted to anyone but Coonie Umbach, so we decided that the problem was to build a pair of skates with the duplicate action of

what Umbach used and yet be suitable for a beginner to strike off on.

From that time on Bill and I began to tear skates apart, and I can say truthfully that we tore apart every model of skate that was on the market up until last year, and we found what we believed to be the major fault in all skates we dismantled.

### The Answer?

"One can lean only so far and then a binding point is reached, causing the skate and wheels to tilt. We felt that we could now prove that all the skates we worked on depended upon a wedging action and were at this binding point half on rubber and half on metal. Here was the answer as to who was right. The Eastern operator was right. Perry Rawson was, as usual, right as rain. My Dayton friends have since discarded the idea of tight action.

"At this point fishing got the better of my brother and he tossed the whole thing in my lap after suggesting a way to overcome half metal and half rubber action. From then on I kept in constant touch with Rawson, who has been most co-operative, even mailing me measuring gadgets. With his advice and the aid of a friend, Frank Marino, I believe that I have been able to build a skate that will meet all the requirements of the Rawson idea of flexibility.

"I believe that in placing the skater directly over the cushion I have eliminated a binding point and the skate is free from contact with metal at all times. Along with Rawson's advice, I have had the constant help and advice of the one skater who would not listen to tight action, and he has been using the skates for the past two weeks. The skate is still in the experimental stage. At present we are looking for weak spots in construction and it may be five or six weeks before we feel we can turn it over to Rawson for examination. The performance it has shown so far has amazed both the skater and myself and it may be that I have been able to construct just what Rawson has been looking for."

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J-1234, after 11 P. M., or write 717 Eva St., Durham, N. C.  
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**COMPLETE PORTABLE RINK**  
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Rink equipment, 300 prs. Chicago skates, Hammond organ, model "B", 2 B40 Hammond speakers, Solorox, large motor-driven crystal ball, 4 large spotlights, 20-number dance announcing electric sign, outside 8-ft. neon animated girl skating sign, neon roller skating and entrance signs, 1 1/2 railings. All in good condition. \$5,000.00 takes all. Reason for selling, building sold. Equipment is in Pittsfield, Mass. Contact  
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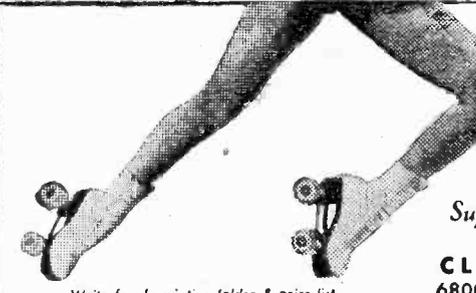
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Write for descriptive folder & price list

**ENROLL NOW**  
**DETROIT SCHOOL FOR ROLLER SKATING TEACHERS**  
"Licensed by the State of Michigan"  
BODY CONTROL SKATE DANCING BUSINESS ADMINISTRATION  
FIGURE SKATING & JUDGING RINK MANAGEMENT  
FREE STYLE MUSIC SHOW PRODUCTION  
For information write Miss Vivian Heard, S.R.S.T.A., affiliated with R.S.R.O.A.  
**ARCADIA ROLLER RINK, 3527 Woodward, Detroit 1, Mich.**

**EXCITING BUYS**  
Prices Cut Very Low To Move Large Stock on Hand

**PAY STATION TELEPHONE BANK.** \$2.00 value. Dozen, \$7.20. Gross \$79.20

**UKULELE.** Biggest flash and value. Plastic, two-tone colors. Individually boxed. Retail \$1.39. Dozen, \$8.25. Gross \$69.00

**CHARACTER FIGURE LAMPS.** A real fine super value. Each \$2.50. Dozen Complete \$39.00

**TOYS.** Assorted. Very big values. Gross \$7.80

**TOYS.** Giant sizes. Gigantic values. Dozen \$48.00

**PERFUME.** Old Acquaintance with Bud Vase. By Karoff. Retail \$1.00. Very exquisite. Dozen complete, \$4.50. Gross \$18.00

**DUSTING POWDER.** Bubble bath salts, baby bath salts, baby talcum powder. Retail \$1.00. Gross \$18.00

**MEN'S TOILETRIES.** Also for milady. 6 oz. to 32 oz. sizes. It's a must. 10 gross, \$144.00. Gross Assorted \$18.00

**SQUIBBS.** Kolynos, 25¢ cans tooth powder. Special price. Gross \$9.00

**KEY CHAINS.** With assorted charms. Carded. 10 gross, \$27.50. Gross Complete \$1.35

**POCKET COMBS.** Terrific value. 1,000 Blades. 5 to a box. 4.00

**GEM RAZORS.** Genuine. With 5 genuine Gem Blades. Retail to \$1.00. Dozen Complete \$3.45

**CIGARETTE HOLDERS.** Assorted. 10 gross, \$25.00. Gross \$2.75

**POKER CHIPS.** 100 assorted colors in pack. Close-out. 100 Racks Complete \$20.00

**WATCH BRACELETS.** Stainless steel. Sensational value. Gross \$19.80

**HUNTING OR FISHING KNIVES.** With Sheath. 100 complete, \$30.00. Ten Complete \$3.50

**MEN'S HOSIERY.** Firsts. 10 Dozen Assorted \$23.50

**LADIES' NYLON AND SILK HOSIERY.** Firsts. Dozen \$9.00

**BOBBY HAIR PINS.** 24 count. Attractively carded. 100 gross, \$350.00. 10 gross, \$37.50. Gross Cards \$3.95

**INK WRITING TABLETS.** 90 pages. Fine cover. Extra special. 10 gross, \$32.50. Gross Tablets \$3.75

**BALLOONS.** Assorted colors. 10 Gross \$9.00

**SACCHARIN TABLETS.** 12 bottle lots. 1000 to a bottle. 1 grain, 90¢. 1/2 grain, 85¢; 1/4 grain bottle \$1.40

**EDUCATIONAL system of the deaf.** Also sit-serve men envelopes with close-out merchandise. Your choice 100 Assortments \$4.50

Deposit or payment with all orders. Act fast. We defy all. Our prices cannot be beat.

**MILLS SALES CO**  
Cut-Rate WHOLESALERS Since 1916  
901 BROADWAY, New York 3, N. Y.

**OPPORTUNITIES**  
A Display-Classified Section of Business, Sales and Employment Opportunities

**RATES:** Display 70c an agate line . . . . . Minimum 10 lines  
Classified 12c a word . . . . . Minimum \$2.00

**IMPORTANT—All Classified Advertisements Must Be Accompanied by Remittance in Full**

**FORMS CLOSE**  
**THURSDAY NOON IN CINCINNATI**  
FOR THE FOLLOWING WEEK'S ISSUE

To insure publication of your advertising in the earliest possible issue arrange to have your copy reach the publication office, 2160 Patterson St., Cincinnati 22, early in the week.

**ACTS, SONGS & PARODIES**

**A GREAT SONG (SURE HIT)—"GEE, I WISH I Had a Man."** Prof. copies free. Liberty Music Co., 612 E. 11th St., New York 9, N. Y. ec27

**HIT PARADE PARODIES—"MY DESIRE."** "I Wonder. "Linda" and others. Eight sure-fire numbers for \$1.00. Hit Parodies, Box 1132, Cincinnati, O.

**NEW SONG PARODIES, DIFFERENT SITUATIONS.** 1947 list on request. Manny Gordon, 819 W. North Ave., Milwaukee, Wis. ec27

**HAVE VERY BEAUTIFUL POPULAR WALTZ** entitled "Dream of Me." Would like to publish on royalty basis. Write Henry P. Withrow, Lumeanwood, Ohio.

**PARODIES, SPECIAL SONGS, BITS, MATERIAL** for any act. 1948 catalogue free. Kleinman, 25-31 30th Road, Astoria 2, N. Y. de13

**600 GAGS, JOKES, \$1.00—12 MONOLOGS,** \$1.00. 12 Talking Skits, \$1.00. Witmark Musical, \$5.00. E. L. Gamble, Playwright, East Liverpool, Ohio.

**AGENTS & DISTRIBUTORS**

**AGENTS, WAGON JOBBERS, PITCHMEN—**"Kwikut" wall-type Can Opener. Sample postpaid, \$1.00. Vigilante, 600 Woodward, Detroit, Mich.

**AGENTS, PITCHMEN AND DEMONSTRATORS:** Super Grip, the hottest big money making item in years. This 3-purpose kitchen utensil is selling fast at \$1.00 apiece in Atlantic City. We sell them for 25¢ each in dozen lots. Special offer sample, 25¢. They sell themselves. Order today and start making big money. Morris Mandell, 131 West 14th St., New York City.

**ASH TRAYS—MANUFACTURER'S CLOSE-OUT** 100,000 available, all metal, assorted colors, \$5.00 gross; 3 samples, 25¢. Wellesley Distributors, 5 Walnut Pl., Wellesley Hills, Mass.

**AMAZING NEW GLOW IN THE DARK** House Numbers, Switch Plates, Details, Pictures, Religious Articles, etc. Factory Representative Wanted. Wonderful opportunity. Free Samples. Madison Mills, 303 Fourth Avenue, New York, N. Y. ec27

**ATTENTION OPERATORS, JOBBERS, AGENTS:** Red hot Premium Deals. Write for details. Precision Novelty, Box 432, Prescott, Ariz. oc11

**CUCKOO CLOCKS—BEAUTIFUL, NEW ITEM.** Red Hot. \$54.00 dozen. Felicia Import Co., 2 East 23rd St., New York 10, N. Y.

**HILARIOUS LAUGH CARDS—FAVORITES,** Bars, Cafes. 100 assorted, \$1.00. Samples, 10¢. Beco, 229 Main, Totenville, N. Y. ec27

**LORD'S PRAYER, TEN COMMANDMENTS, OR** Crucifixion, reproduced on a real penny, individually carded, \$9.00 gross. Sample assortment sent prepaid, \$1.00. Perkins, Dept. B, 1190 Lawrence, Chicago. oc11

**MERCHANTS, DEALERS—TWO DOLLARS** brings five dollar assortment. Fastest sellers in entire joke novelty field. Wholesale prices. Blue Moon Specialty Co., Washington at Walnut St., Ravenswood, W. Va.

**NEW, EXTRA MONEY PLAN—UP TO 100%** profit showing friends unusual Personal Christmas Cards, Box Assortments, Gift Wrappings, Humorous, All Occasion, Religious, Social Notes, Personalized Stationery. Extra bonus. Request free 50 for \$1.00, 25 for \$1.00, 25 for \$1.95 name imprinted Christmas Cards and personalized Stationery Folder. Special offer. Thomas Terry Studios, 60 Union Avenue, Westfield, Mass. ec27

**PURE LINEN HANKIES—FULL SIZE, IN** pastel shades of lime, pink, yellow or blue, with contrasting silk crocheted edge; also all white or white with any color. Christmas orders taken. Price one dollar and stamp. Vi Madison, Box 154, Jackson, Michigan.

**RECORD SIDELINE—DEMONSTRATE AND** sell nationally advertised President Records (swing, religious, hillbilly) to music stores, record shops, juke box operators. Many other prospects. \$1.00 brings unbreakable sample record, our current release HR-10 (Flying Saucers) and details. President Records, 712 Louisiana, Little Rock, Arkansas. ec27

**YOUR BEST BUY!**  
**YOUR BEST SELLERS!**

**#4012**  
\$27.00 Doz.  
14 Kt. Rolled Gold

**#5002**  
\$15.00 Doz.  
14 Kt. Rolled Gold

**#053**  
\$18.00 Doz.  
Gold Filled

**Sterling Silver**  
# 477 \$5. Solitaire  
\$4.75 Doz.  
#B655, Band to match, \$5.00 Doz.

**Gold Filled**  
#477 GF \$6.00 Doz.  
#B6CF . 6.45 Doz.  
May Be Purchased Singly or In Pairs

**RING BOXES**  
Velveteen Lined  
Only 60¢ PER DOZ.

**Free catalog—sample assortment sent for \$10**

**STERLING JEWELERS**  
85 E. CAY ST. COLUMBUS, OHIO

**FOLDING CHAIRS**  
PROMPT DELIVERY  
IN STEEL OR WOOD  
WRITE FOR CATALOG

**J. P. REDINGTON & CO.**  
DEPT. 28 SCRANTON 2, PENNA.

**A sensational bargain in Pottery Miniatures**  
**#5033 K Twelve Piece Miniature Teaset**

**In Assorted Colors** **\$6.00**  
Tray 3x4½ inches, creamer and sugar 1 inch high, cups ¾ inch high, saucers ¾ inch in diameter. Per Doz. Sets

**Agents wanted to sell to storekeepers. Liberal commission on orders and re-orders. Sample sent on receipt of \$1.00.**

**JOBBER'S**  
Ask for jobbers' setup

**LEO KAUL** PORTLAND CEMENT AGENCY INC.  
333 & 335K SOUTH MARKET STREET CHICAGO 6, ILL.

**SLUM**  
(GIVE-AWAYS)  
Novelties, Toys, Brooches, Pins, Kids, Necklaces, Jewelry, Cosmetics, many other items too numerous to mention. 3,000 Pieces, Ass't.

**\$25.00**  
SOME ITEMS RETAIL UP TO 25¢ EACH.

**NEW ITEM!**  
LUCKY NOVELTY  
**PRIZE BOXES**  
ASSORTED NOVELTIES OF ALL KINDS  
**\$4.50 Gr. Boxes**  
5 Gross Lots—\$4.00 Gr.  
25% Deposit, Balance C. O. D.  
**Mdse. Distributing Co.**  
19 E. 16 ST. NEW YORK, N. Y.

**ATTENTION!**  
**GOLD WIRE ARTISTS**  
Square and round rolled gold plate wire, all gauges and qualities. Stone-set and plain bangles as follows: hearts stars clovers crescents beaded hearts wagon wheels crosses, etc. Jewel sets, all sizes, with 1 and 2 holes set with stones and pearls. 3-stone ring top of beaded stock. Beaded band wire. Plain findings, such as crosses anchors bowknot pins springrings jumpings swivels chains plain and twisted hoops earwires earscrews, etc. Hoop earrings for pierced and unpierced ears. Hand-made adjustable bangle bracelets. Wire knot rings of rolled gold plate. Pearl plates of snail shell. Cameos, etc.

Write for \$5 sample order with price list. Deposit, \$2, bal. C. O. D.

**EMROW JEWELRY CO.**  
Box 93, North Station, Providence 8, R. I.  
Buy Direct From Manufacturer and Save

**A SENSATIONAL FLASH... AN IRRESISTABLE VALUE... MAKE A SALE AT EVERY STOP!**

**Goodier's SUPER FLAVOR** Introductory Offer  
An established \$2.00 value of four popular every day used flavors—VANILLA, LEMON, PINEAPPLE, TUTTI-FRUITTI. Concentrated, fortified flavors with a reputation of more than twenty-five years satisfaction to back them up.

Packages of eye appeal and beauty. Labels lithographed in soft, appetizing food colors. These packages instantly suggest an array of delicious desserts, cookies, pies, cakes, candies, ice cream.

**BE SENSATIONAL . . . Offer this \$2.00 value to your customers for only \$1.00 and still more than double your money.** Four standard size bottles packed in attractive display kit. Your cost is 45¢ for complete deal. Packed 6 deals to shipping case. And, we allow free goods to offset transportation charges to any point.

**Sample Deal Postpaid \$1.00**

Send today for our illustrated catalog and information on hundreds of fast-selling household items. The Goodier Line has been synonymous with quality and value in the direct selling field for more than a quarter-century.

**GOODIER COMPANY**  
MANUFACTURING CHEMISTS  
(Division of Universal Laboratories)  
321 N. BISHOP AVE. DALLAS 8, TEXAS

**ENGRAVERS**  
For the best in Engravers' Merchandise use "Morse Finish"; it stands up. Old reliables and new 1947 numbers now ready. New post-war Engraving Machines.

"Always Something New"  
**EDW. H. MORSE & CO.**  
ATTLEBORO, MASS.  
"We Lead, Others Follow"

**ADVERTISING BALLOONS**  
WRITE TODAY for our new low prices and samples on advertising balloons with your name of business. Fairs Carnivals. Special Events.

**NATIONAL SALES CO.**  
2805 East 79th St. Chicago 49, Illinois

**LADIES' FUR COATS**  
LOW JACKETS PRICES CHOKERS & SCARFS  
ALL GENUINE FURS  
Our new 1948 Sure Fire 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

Fine Assorted  
**CHOCOLATES**  
Attractive Cellophane Wrapped, 1 lb. Box, \$4.00 Doz., in 6 Doz. Lots; \$4.50 in 2 Doz. Lots. 25% Cash on C. O. D. Orders.

**Barbara Fritchie Chocolates, Frederick, Md.**

**ENGRAVERS ATTENTION!**  
**WRITE! PHONE! WIRE!**  
**FOR OUR NEW 1947 ENGRAVING JEWELRY CATALOG**  
 IT'S LOADED WITH BIG VALUE FAST SELLING STYLES

- PINS
- ANKLETS
- EARRINGS
- IDENTIFICATION SILVER RINGS BRACELETS
- LOCKETS
- CHATELAINES
- BRASS & NICKEL

**ALSO! 375 BIG SELLING RINGS—WRITE FOR OUR RING CATALOG**

**HARRY PAKULA and CO.**  
 5 North Wabash Chicago 2, Ill.  
 ANDOVER 1320

**PLASTIC BALLOON FORMULA**

Complete instruction for the manufacturing of Plastic Balloons—including the sources of ingredients.

Make your own—yourself  
 Easy to make—big profits  
**CASH IN ON THE HOTTEST ITEM IN THE COUNTRY NOW**

Send \$5.00 to  
**ELM CHEMICAL CO.**  
 1439 ELM ST. CINCINNATI, OHIO  
 Formula and instructions by return mail.

**INTRODUCING**

A brand new item that is destined to be the biggest seller in its field. An unbreakable plastic container with a beautiful engraved screw cap that offers the most convenient way to carry coins, tokens, automobile fuses, vitamins, pills, etc. Attached is an attractive key chain made of stainless metal. A wonderful premium, give away, and sells like wild fire at 15¢. For a limited time we offer the following special to secure dealers.

**ONLY 3c EACH**  
 Quantities of 1,000, \$4.00—100.  
 Display Cards for One Dozen, 7¢ Each.

**JACK GRAY**  
 1303 S. Broad St., Philadelphia 47, Penna.

**NOT SYNTHETIC Pure LATEX Rubber Balloons**

#5 ROUND	\$1.40
#7 ROUND	2.14
#9 ROUND	3.07
#11 ROUND	4.00
#15 AIRSHIP	1.40
#20 AIRSHIP	2.27
#24 AIRSHIP	3.20
#7 PADDLE	2.27
#13 PADDLE	5.67

Shipment must consist of any 5 Gross or over. Deposit of 1/3 must accompany order.

**PARK CITY NOVELTY CO.**  
 39 CANNON ST. BRIDGEPORT 3, CONN.

**SELL MARTIN'S INSECT RIDDANCE BLOTTERS.** New and sensational. Blot out roaches, waterbugs, ants, moths, mites, all other insect pests. Free sample. Martin Products, 126 Lexington, New York 16, N. Y. oc1

**SOCIAL SECURITY WORKERS—WE HAVE** the real Brass Plates. Also Cases. Sample, 25c. Stamps. C. Gameiser, 146 Park Row, New York 7, N. Y. sc27

**XMAS LIGHT BULBS—REPLACEMENT FOR** CG (Series), same except round, any quantity. \$10.00 hundred (assorted colors) made U.S.A. Stanley, 1418 West 50th St., Norfolk 8, Virginia.

**YOU MAKE \$25.00 FOR SELLING FIFTY** \$1.00 Boxes 50 beautiful assorted Christmas Cards, sell for only \$1.00, your profit 50¢. Write today for free samples; 50 and 25 for \$1.00 and other boxes on approval. It costs nothing to try. Cheerful Card Co., 146 West Plains, N. Y. sc27

**ANIMALS, BIRDS, PETS**

**A GOOD STOCK SMALL ANIMALS—RING-**tial. Lemur, Marmosette Monkeys, Agoutis, Pacas, Ocelots, rare Black Tyra. Boas, Iguanas. 40 years reliable service. Snake King, Brownsville, Texas. no22

**AAIS (TWO-TOED SLOTHS), \$50.00; CARA-**caras, \$35.00; Baby Pumas, \$125.00; Bear Cubs, \$75.00; Java Monkeys, \$45.00; Baby Guanacos, \$200.00; Deodorized Skunks, \$15.00; Agoutis, \$25.00; Kinkajous, \$65.00; Coypu Rats, \$35.00; Eagles, Owls, Pheasants, Dingos, Foxes (white, blue, red, gray, silver). Chase Wild Animal Farm, Egypt, Mass. oc4

**ANIMALS, CHIMPS, MONKEYS, SNAKES—**See our advertisement in Circus Section, this magazine. Trefflich's, 228 Fulton St., New York 7, N. Y.

**ATTENTION SIDE SHOWS: HOLSTEIN** Heifer, with heart in throat. Make wonderful attraction. Glenn L. Danforth, Lenox, Ga.

**FOR SALE—ACCOUNT OF OTHER BUSINESS.** Trained Bear Show, simple. Routine any one can work. New Tent. Complete Show, \$500.00 or 2 bears, Display Cases and Arena, \$200.00. Tom Berry, c/o Catlin & Wilson Show, Trenton, N. J. West Newton, Pa., permanent.

**FOR SALE—MALE, RACK SOMERSAULT DOG,** also other tricks. Capt. Ferguson, 1912 Daulton Ave., Huntington, W. Va. Phone 28315.

**FRIENDS IN SHOW BUSINESS ARE AD-**vised that on August 29 I was seriously bitten by a large Rattlesnake, and it will be at least another month before I can return to active business. Correspondence has necessarily fallen behind. Present reptile stock is as complete as any in America today. Our efficient shipping department is making same day delivery, with instructions to give the most for the money on Snake and "Den" orders. Thank you all for the large volume of business offered us this season. Prices are right. Animals are here, and we gain new customers daily. "Brad" Bradford, Davisboro, Georgia.

**PAIR YEARLING CUB BEARS—CINNAMON** female, black male, broke collar and chain, \$140.00 ea. \$150.00 pr. Rockvale Store, Silesia, Montana. oc4

**PLENTY SNAKES, ALLIGATORS, IGUANAS,** Armadillos, Horned Toads, Giant Boas, Raging Terrapins, Male Indian Leopard Cub, Scentless Skunks, Raccoons, Prairie Dogs, Porcupines, Guinea Pigs, Rats, Mice, White Doves, Jungle Rats, Fan-tail Pigeons, Bantams, Peafowl, Monkeys, Agoutis. Wire Otto Martin Locke, New Braunfels, Texas. oc18

**BOAS FROM SOUTH AMERICA—4 FOOT,** \$10.00, 5 foot, \$15.00, 6 foot, \$24.00, 7 foot, \$30.00, 8 foot, \$40.00; Beaded Lizards, \$30.00. Dens of non-poisonous Snakes, \$15.00 to \$50.00. 2 foot Crocodiles, \$6.00 each; Lame Red Fox, \$12.50; Wildcat, \$35.00; King Vulture, \$30.00; 4 "Tree Ducks", \$15.00 each; large Alligators, \$25.00 to \$175.00; Coati-Mundi, \$15.00. Ross Allen, Silver Springs, Fla. sc27

**WHITE FACED RINGTAILS; GOLDEN GRAY,** red, Snider Monkeys, dandies. All with collars and chains, \$35.00 each; two for \$65.00; four for \$125.00. Baby Coati Mundies, Baby Ocelots, Baby Kinkajous, Baby Alligators, priced right. Terms: half cash, balance C.O.D. Don Compton, Box 93, Mount Vernon, Ill.

**BUSINESS OPPORTUNITIES**

**BIG MONEY IN VENDING MACHINES—**Smallest capital start, brings immediate profits that build permanent profitable business. Becker Venders, 105-W. Dewey, Brillion, Wisconsin. sc27

**CARNIVAL WANTED WEEK OCT. 20TH—**Panola-Tate County Livestock Association, S. R. Morrison, Mgr., Tel. 3231. Senatobia, Miss.

**FOR SALE—20 ACRES BEAUTIFUL FIR** Grove on highway 99-W in State of Oregon. Roller skating, dancing, swimming pool, motorcycle race track, picnicing, chair swings, 5-room home, cabins, service station. Year-round business. All or part, reasonably priced; for sale by owner. 40% yearly return on investment. Robert Boger, Benton Lane Park, Junction City, Oregon. sc27

**"HOW TO BUILD YOUR OWN MAIL ORDER** Business," by Walter Greb. 25c postpaid. Elton Services, 53-B Exchange St., Portland, Maine. oc18

**LEARN PIANO TUNING AT HOME—COURSE** by Dr. Wm. Braid White. Write Karl Bartenbach, 1001-C Wells Street, La Fayette, Indiana. sc27

**NOW YOU CAN HAVE AN OFFICE—LEARN** credit-collection business by new home study course. Many earn up to \$5,000-\$15,000 annually. Free Bulletin, Franklin Credit School, Dept. 210, Roanoke 7, Virginia. sc27

**PLASTIC BALLOON FORMULA—COMPLETE** instructions for the manufacturing of Plastic Balloons—including sources of ingredients. Send \$5.00 to Elm Chemical Co., 1439 Elm St., Cincinnati, Ohio. sc27

**RACE TRACK AND AMUSEMENT PARK—**Will sell for \$12,500.00 to immediate buyer. Choice Eastern location. Write Box C-329, Billboard, Cincinnati 22, Ohio.

**RELIABLE OPERATOR—TO PLACE AND** service restroom vendors, on profit sharing basis, in West Virginia, New Mexico, Nevada and North Carolina. Write Modern Sanitary Sales, 620 W. Saratoga, Ferndale 20, Mich. oc4

**SPECIAL—INCH DISPLAY ADVERTISEMENT** "Mail Order World," year, \$24.00. Wood's Popular Advertising Service, Atlantic City, N. J. sc27

**Something NEW in BALLOONS**

**LEE-TEX Hallow'en Punkins**

Yes, here is something brand new—balloons with an all-round pumpkin design and a real Jack-O-Lantern face. It's the Lee-TEX Hallow'en Pumpkin—a can't-miss number that offers you a new way to cash in on the coming Hallow'en season. It's another example of how Lee-TEX is setting the pace—with a complete yet ever increasing line of really lively numbers, and with special manufacturing techniques that make balloons tougher, more uniform, easier to inflate. Ask your jobber for Lee-TEX Balloons.

**LEE-TEX RUBBER PRODUCTS CORP.**  
 2762-92 N. Clybourn Ave., Chicago 14, Ill.  
 321 Jackson St., Los Angeles 12, Cal.

**THE BALLOON PEOPLE**

**THE NEW 1948 MODEL GLUB-GLUB THE GREATEST EVER**

**THE ORIGINAL PERPETUAL DRINK-UP DUCK**

Make big profit selling this best looking of all continuous water drinking birds. The nearest thing to perpetual motion. Mysterious—big and beautiful in bright red and yellow with real feather tail, suede shoes, non-drip bill. The most substantial and attractive drinking bird on the market. Each Duck thoroughly tested before shipping. Attractively packaged in individual boxes. Price protected—Usual Trade Discounts. Send your Order Today!

**DELUXE SERVICE** Dept. B P. O. BOX 5510 CLEVELAND 1, OHIO

**\$1.98 Retail Fair Traded \$14.26 Per Dozen**

**LEVIN BROS.' PRICES ARE LOWER!**

**Order From This List and Save**

2" Jumbo Paper Lels	Gr. \$ 5.50	Plastic Thimbles	Gr. \$ .85
1" Medium Paper Lels	Gr. 3.25	Plastic Animals, Stand-Ups	Gr. 1.00
1" Medium Cellophane Lels	Gr. 6.75	Plastic Toy, Kn., Fork, Spoon	Gr. .85
Chenille Swinging Monkeys	Dz. 2.00	Band Rings, White Metal	Gr. .60
Jumping Frogs	Gr. 9.00	Band Rings, Gold Plated	Gr. 1.65
38" Swaggers, Lancaster	Gr. 9.00	Stone Set Rings	Gr. 1.00
R.W.B. Batons w/Bells	Gr. 16.50	Ash Trays, Metal, Enameled	Gr. 3.00
R.W.B. Batons w/o Bells	Gr. 14.00	Electric Cases, Enam. Metal	Gr. 4.50
6-8" Tails w/Comic Cards	100 9.00	Beacon Mingo Blankets	Ea. 3.25
16-18" Heavy Bushy Tails	100 30.00	Beacon Magnet Blankets	Ea. 3.25
Yellow Whistle Birds	Gr. 9.00	Beacon Toba Blankets	Ea. 2.70
Metallic Whistle Birds	Gr. 12.00	Beacon Midway Blankets	Ea. 2.70
Oak Brand 4" Dart Balloons	Gr. 1.00	Daisy Cork Guns	Ea. 4.95
Worth Baseballs	Gr. 2.15	Armstrong Corks	1000 2.75
Aluminum Milk Bottles	Ea. 1.35	Electric Dice Lamps	Dz. 16.00
Wood Milk Bottles, Plain	Ea. .50	Electric Scotty Lamps	Dz. 7.20
Wood Milk Bottles, Loaded	Ea. .75	Pin-Up Plaque, Round	Gr. 9.25
Plaster Doll, Asst. 1 1/2 to 1 1/2"	Dz. 3.60	Glass Min. Hdie. Mugs	Gr. 3.40
Plaster Plaque, Asst. Fruits	Dz. 3.00	Whiskey Glasses	Gr. 3.25
Chinese Paper Snakes	Gr. 16.00	9" Glass Tumblers	Gr. 3.50
Felt Cholo Hat	Gr. 25.00	Juice Tumblers	Gr. 2.90
Felt Spanish Hats	Gr. 30.00	Glass S & P Shakers	Gr. 4.50
Pin Wheels, Seconds	Gr. 4.25	Glass Candle Holders	Gr. 3.25
Whistle Lash Whips, Rayon Covered	Gr. 16.00	Glass Ash Trays	Gr. 4.25
Plaster Mirrors, Round Cell. Back	100 4.50	Glass Dessert Dishes	Gr. 4.25
Turn-Over Mirrors, Paper Back	Gr. 4.50	Glass Custard Cups	Gr. 4.85
Comic Mirrors, Paper Back	Gr. 1.25	Glass Hdie. Grape Dish	Gr. 4.85
Comic Books, Small	100 3.00	Plastic Brooches, Carded	Gr. 4.50
Comic Books, Large	100 3.00	Plastic Bracelets, Colored	Gr. 4.50

**ORDER IN UNITS LISTED—NO LESS SOLD**  
 25% DEPOSIT REQUIRED ON C. O. D. SHIPMENTS

**LEVIN BROTHERS** Established 1886  
 TERRE HAUTE, INDIANA

**IT'S SMART TO SAVE AT THE BORDER NOVELTY COMPANY**

- Special Balloon Prices in 5 and 10 Gross Lots**
- 10 Gross #4 Balloons ..... \$19.00
  - 10 Gross #5 Balloons ..... 15.00
  - 10 Gross #6 Balloons ..... 17.50
  - 10 Gross #7 Balloons ..... 25.00
  - 10 Gross #8 Balloons ..... 30.00
  - 10 Gross #9 Balloons ..... 35.00
  - 10 Gross #15 Balloons ..... 15.00
  - 10 Gross #18 Balloons ..... 20.00
  - 10 Gross #22 Balloons, Asst. .... 15.00
  - 5 Gross #14 Kat Balloons ..... 42.50
  - 5 Gross #12 Kat Balloons (Oak) .. 42.50
  - 5 Gross #8 Circus Printed Balloons. 28.50
  - 5 Gross #426 Balloons (Oak) ..... 18.00
- PER GROSS**
- Swagger Canes, Best ..... \$11.00
  - American Flags, Gold Top, 12" .. 18.00
  - American Flags, Gold Top, 18" .. 24.00
  - Balloons Stems, 1 1/2" Aluminum .. 1.50
  - Bowling Pin Cigarette Lighters .. 30.00
  - Beer Bottle Cigarette Lighters .. 30.00
  - Child's Wrist and Pocket Watch, Movable Dials ..... 12.00
  - Plastic Dog Puzzle Key Chain ..... 15.00
  - Magic Photo Race, 20 to Pkg. (Retail \$1.25). \$6.00 Doz. .... 60.00
  - Joy Buzzers ..... 39.00
  - Balt Point Pen Key Chain (\$2.25 Doz.) ..... 24.00
  - Reed Balloon Sticks, 24" ..... 1.00
  - Alrship Balloons (Envelopes) ..... 12.00
  - Metal Noisemakers, Asst. (Box of 50) 10.00
  - Xmas Snow, Cellophane Bags ..... 9.00
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  - 3 Barrel Money Changers ..... 18.00
  - 4 Barrel Money Changers ..... 39.00
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  - Crystal Radio (Phillimore) ..... 12.00
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  - Sears-Robuck Farmer Catalog, Large Plainsman Cap Gun ..... 12.00
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  - Xmas Tree Light Sets, #250 ..... 27.60
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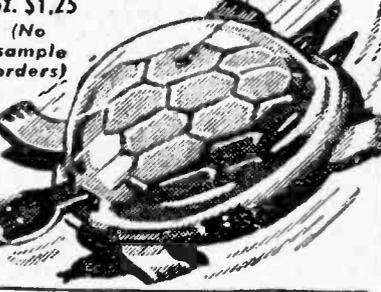
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DATE BOOK

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7 COME 11

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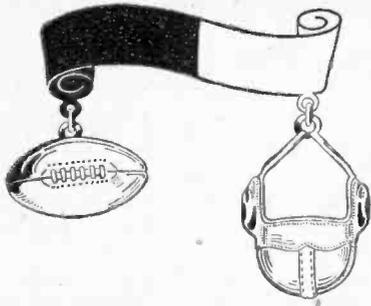
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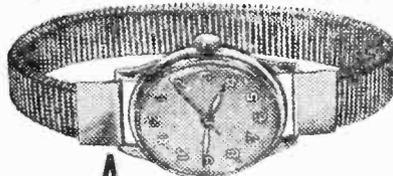
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AVAILABLE — PHONOGRAPH SERVICEMAN and Routeman, age 30. Sober, honest and reliable. References furnished. Prefer locating in southern state. P. O. Box 531, Jackson, Tenn.

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JUKE BOX MECHANIC AVAILABLE—11 years' experience, all makes. Prefer Southern or Western location in U. S. or Mexico or South America. References available on request. Write or wire. Ed Cameron, c/o Billboard, Chicago. oc1

"THE MAN WITH THE MAGIC NOSE"—THE new original and exclusive escape act, for balls, free attractions, parks, fairs, etc. Have truck transportation with sound equipment; will consider partnership with magic or hillbilly show. Do Comedy, Washboards, Drums, Magic. Union act; sober. Wallace, 2211 N. Bellefontaine St., Indianapolis 5, Indiana. se27

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VERNON HOFF, FEMALE IMPERSONATOR—"America's most beautiful male in female attire," state critics unanimously. Write to Vernon Hoff, Billboard, N. Y. City.

MUSICIANS

A-1 HAMMOND ORGANIST—R. S. R. O. A. tempos. Middle aged gentleman; can qualify for manager or assistant. Six years present location. Box C-317, c/o Billboard, Cincinnati. se27

ACCORDIONIST—AVAILABLE IMMEDIATELY. Would like to join combo, popular or Western swing, doing radio work, night club engagements, etc. Play sweet, swing, novelty and Western. Union, read and fake. Nine years' experience. Job Barry, 705 E. Main St., Danville, Illinois. oc4

ALTO SAX, DOUBLING CLARINET, VIOLIN—Fine tone, good reader, union, give references. Not ferritic! Musician, 908 Atlantic Ave., 4-2580 Knoxville, Tenn. oc4np

AT LIBERTY—PIANIST, 24. DESIRES work with combo. Experience in radio, nite clubs. Can't read, fake anything, transpose. Not ferritic! Musician, 908 Atlantic Ave., 4-2580 Knoxville, Tenn. oc4

AVAILABLE—TENOR SAX, NO JAZZ, DOUBLING Clarinet, Flute. Veteran, age 26, single. Also Drummer, age 26, single. Write Frank Prouty, Box 314, Cecil Pa. Phone Bridgeville 4492-R-3.

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DRUMMER—AGE 27, AVAILABLE IMMEDIATELY. Large or small band. Reliable. Wire Musician, 608 N. Jackson St., Albany, Ga. oc4

DRUMMER—AGE 27, EXPERIENCED IN ALL styles, reliable. Prefer hotel tenor band. Other offers considered. Box C-324, c/o Billboard, Cincinnati 22, O. oc4

DRUMMER—SEMI-NAME EXPERIENCE, free Sept. 18th. Name your style. I'll cut. Married, have car. Jimmy Harper, 302 Austin St., Center, Tex.

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FIRST CLASS HAMMOND ORGANIST AT Liberty. Experienced for lounge or rink. Union, library. Write c/o Billboard, Box C-327, Cincinnati 22, O.

GUITAR ELECTRIC, SING BARITONE—READ, fake, good appearance, can adapt to any outfit except hillbilly. Very modern take-off. Prefer Far West. c/o Billboard, Box C-197, Cincinnati 22, Ohio. se27

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GIRL VIOLINIST DESIRES CHANGE—LOOK- ing for opening with small combo doing hotel work. Union. Write Box C-326, Cincinnati, O.

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PIANIST—UNION, VETERAN, SINGLE, SER- ious minded trained musician; all around professional experience. Desires reliable opening. Particulars. Box C-322, Billboard, Cincinnati, Ohio.

PIANIST—LOUNGE, BAR, "NINETIES," feature requests, popular to semi-classics; no boogie. Age fifty-five. New Orleans experience. Dick Tope, Newman, Georgia.

PIANO—AVAILABLE IMMEDIATELY. SMALL band or combo preferred. Desire location without shows. Wire, phone Pinky Cooper, 1608 S. 3rd Ave., Columbus, Miss.

PIANO MAN AND ALTO MAN AVAILABLE— Prefer modern jazz combo. Both sing. Will travel. Hank Gorman, 1101 4th St., Dayton, Ky.

SHOW TROMBONE AVAILABLE—SEASON closed. Union. Winter engagements, Southern proposition. Write. No Carnivals, panics. Box C-314, c/o Billboard, Cincinnati 22, Ohio. oc18

VIOLINIST AVAILABLE NOW—NEW YORK location preferred. See my ad in Music Section, this issue. Dave Hyder, ATWaver 9-9715.

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VIOLINIST—HOTEL SOCIETY, DANCE OR Solo section. Experienced ground up, after musical education. Symphony; no drink. Violinist, 85 Main St., Coraopolis, Pa.

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Direct From Manufacturer

- BIG FLASH SENSATIONAL VALUE
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These are heavy, thickly tufted, beautifully designed spreads with gorgeous multicolors that will attract attention everywhere. All spreads full size. Satisfaction guaranteed.

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AMUSEMENT INDUSTRIES, Box 7, DAYTON 1, OHIO

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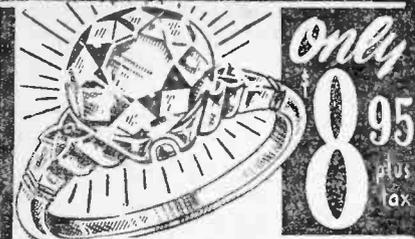
HOT AS A PISTOL

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Parcel Post Lambert, Chas M. 15c Walsh, Mrs. Jean 30c Lowery, Grace 10c

- List of names and addresses for the letter list, including: Gaby, Thos.; Gabe, Mrs. Jos.; Galuppo, Jack; Garrett, Vangie; Gasfill, Ira; Geardino, Mr. Angelo; Geardino, Mrs. Helen; Geiger, W. M.; Gerry, Mrs. F. J.; Gilliam, Dick; Givens, Robt.; Givens, Virgil Robt.; Glass, Ben; Gloden, Edw.; Gloden, Chas.; Goldie, Jack; Gosh, Byron; Gould, Geo.; Graham, Geo.; Gratiot, Merle J. & Frances; Gray, Clifford; Gray, Roy; Gray, Mrs. Ruby; Green, Ann; Green, Johnny; Green, Russell; Gregory, Mrs. Gladys; Gresul, John; Griffith, Connie; Griffith, Mrs. Elsie; Griffith, Pewee; Grosso, Jos.; Groveshoe, Mrs. Fernie; Guen, Johnnie; Guild, R. H.; Gurney, Alfred B.; Gutermuth, Mrs. C. W.; Guyer, Mrs. Jane; Hagen, Mrs. Gladys; Hagen, Orville; Halbrook, Mrs. Bobbie; Hale, Connie; Hale, Mrs. Jean; Hall, Dale; Hamilton, Jack R. & Charlotte; Hamilton, Ethel; Hammond, Carl; Hammond, Mrs. Mildred; Hammond, Mildred; Hammond, Perry (Dog Sled Trainer); Hammond, Texas; Hanford, M. L.; Hanson, C. L.; Hardy, Chas. 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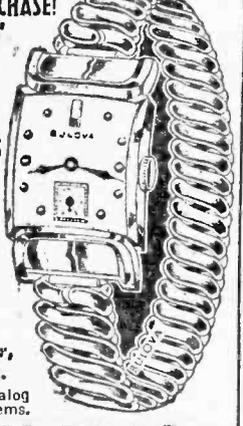
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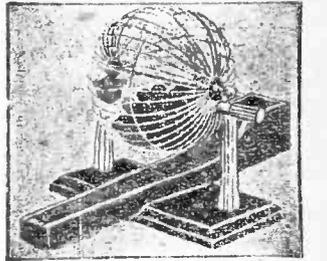
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# Pipes for Pitchmen

By Bill Baker

**M. (JACK) MARTIN . . .** tells from New York that his insect-riddance blotters have been going well.

Noticed any slackening of easy money lately?

**HARRY MAIERS . . .** Mayor of Park Row, is headed for his home in Alabama after a trek thru Pennsylvania.

**REX NORTH . . .** former astrology pitchman, who worked around New York in the days of Doc Perry, Nurse Huxley, Tom Sigourney, Ike and Mike and others, is working theaters and night clubs with a mental-hypnotic act. Rex lost his hearing several years ago and believes he is the only deaf hypnotist in the world. New act is billed as Zartan and Sandra (Eleanor Babich), also deaf. They recently garnered front-page newspaper publicity by making 7,000-foot power dives in an airplane in an attempt to regain their hearing.

The wise thing to do these days is to keep politics out of your pitch.

**LOUISE ROGERS . . .** widely known in the pitch field, letters from San Francisco: "I read with interest Mr. Ragon's recent pipe concerning cleaning up the game and I believe the idea of organized pitchmen and higher standards is a good one. Any pitchman who expects to be in the business in the next 10 years should give it consideration. It might be well to reflect that unscrupulous pitchmen often create conditions they deplore the most."

**IRV MERMELSTEIN . . .** cards from Brooklyn that he and wife, Belle, are hoping that their son, Gerald Carl, who made his appearance in this world June 7, will join their jewelry layout when he's old enough.

Fancy Freddie says: "The successful pitchman never lets one pitch strike him out."

**PHIL J. LANDAU . . .** who has been working county fairs in Ohio with his Lord's Prayer-on-a-penny, reports that business has been fair. "It was not, however," says Phil, "as good as last year. Montgomery County Fair, Dayton, O.,

proved the best spot of the season thus far. I'm waiting in Columbus, O., for the race track to open. It's a 20-day meeting and I've been doing well working race sheets. Following this stand I plan to leave for New Orleans to work the football games there with souvenirs until December 1, when I'll head for Orlando, Fla., where I sell programs at the Greyhound track."

Just about now is the time the early Christmas shoppers turn out. Are you ready for them?

**AFTER 20 WEEKS . . .** with Long's United Shows on the West Coast, Dick and Mary (Ragan) Kanthe decided to take a vacation and are now at Doc's Dude Ranch near Little Rock. "Many of the old-timers," says Mary, "will remember Doc Sam Friedman, med show worker from the East. He is now taking it easy operating his dude ranch and many showfolk stop by and cut it up with him and he enjoys these visits. This is a pitchman's idea of paradise. Doc and wife, Louise, are wonderful hosts."

**GEORGE HEINL . . .** still has his jewelry and dish layout in the Plankinton Arcade, Milwaukee, operating to successful turns.

Pretty soon now the boys and girls will be looking for the good kick-off spots for the winter.

**LEO SAYER . . .** has left Pitchdom and is working for the St. Paul & Pacific Railroad Company at Milwaukee, he cards from the Beer City. Chuck Cady, formerly of the Rubin & Cherry Exposition, is working at the White Tower Restaurant there and he and Leo have been finding time from their chores to cut up the usual number of jackies.

**STOCK SALES . . .** in West Virginia continue to be lucrative for Harry and Lois Maiers.

**HARRY MATSUMAKA . . .** following a successful tour of the East, has returned to Englewood, Colo., where he plans to remain on the pitch indefinitely.

**NICK DeMARTINO . . .** former pitchman, is still at the Knickerbocker Barbershop in New York.

**MARIE RO ZAMPINO . . .** is again associated with the La-Mu Company, Philadelphia, after concluding four months with a beauty firm working beauty shops. She just wound up a six-week booking in Boston to better than average business. Following a two-week engagement in Columbus, O., Miss Zampino moves to Louisville for four weeks. She writes that she's happy to be back in the pitch field again and adds (See PIPES on opposite page)

**SPRIT CRYSTAL BALL**  
 Demonstrated in 10 Seconds. Automatic! Answers thousands of questions, mysteriously **FLOAT INTO VIEW**. Jobbers' Price, \$68.40 Gr., F. O. B. Cincinnati. Send \$1.00 for Sample and Display Card. Wt., 90 lbs. per Gr. Selling like wild! Over 1,000 in a day in a single city.  
**ALABE CRAFTS, Dept.**  
 18, 348 W. 5th St., CINCINNATI 2, OHIO.

**NEW IMPORTED SWISS WRIST WATCHES**

- ★ Precision Built
- ★ Stainless Steel Back
- ★ Genuine Leather Band
- ★ Styled for Beauty
- ★ Built for Accuracy
- ★ Immediate Delivery

**\$3.25** Each  
 In Lots of 6 or More.  
 Sample orders, \$1.00 extra.  
 25% deposit with order, balance C. O. D.

**ALLIED SERVICE CO.**  
 929 Fifth Ave.  
 Pittsburgh 19, Pa.

**NOW!**  
 Turn to **INSIDE FRONT COVER** for an important story on **POPCORN PROFITS**

**MANLEY INC., KANSAS CITY, MO**  
 "The Biggest name in Popcorn"  
 POPCORN MACHINES AND SUPPLIES

**FUR COATS JACKETS**  
 LOWEST WHOLESALE PRICES

Buy direct and save. New 1948 styles. Popular variety of genuine furs. Superior quality. Prompt shipment. Satisfaction guaranteed or money refunded. Also **AGENTS WANTED** to sell to neighbors, friends. Write **TODAY** for illustrated **FREE 1948 Catalog**.

**KENT FUR CO. (Dept. B)** 11 W. 29th St. New York 1, N. Y.

**DELICIOUS SUMMER BOX CANDY**  
 Regular Price 35c  
**NOW CUT TO 23c EACH**

Great big extension edge boxes 10 in. long, 7 in. wide, with glamorous cover girl picture tops. Filled with half pound individually wrapped delicious caramels and English toffees. Looks like a dollar retailer. Packed 36 boxes to case. \$8.28 per case, 5 case lots \$8.00 case, 3 sample boxes postpaid \$1.00. Terms: Cash with order or 1/3 dep., bal. C. O. D. Write for prices on our full line of Candy Bars, Penny Candies and Bubble Gum.

**CASTERLINE BROS.** 2030 Sunnyside Dept. Y, CHICAGO

**MARION FLYER** Fireman's Red & Ivory Trim  
 Sample . . . . . \$10.00  
 1/2 Dozen . . . . . 8.50  
 Dozen . . . . . 7.50

**FREE** with samples. 120 Hole Tip Board, 25¢ play, takes in \$30.00, or 66 Hole Pushcard, 1¢ to 39¢, takes in \$24.15. With larger orders Tip Board, 50¢ extra; Pushcard 10¢.

25% Deposit, Balance C. O. D.

**MARION COMPANY** Wichita, Kansas

**HERE'S YOUR CHANCE**

**RIGADO** IT'S NEW—IT'S NEW  
 Introducing **★ RIGADO ★**  
 Be the first in your locality with this **HOT ITEM!!**  
**\$9.50 Per Doz.**

Each monkey packed in attractive box. Minimum order, one dozen. A 25% deposit with all orders.

**THE S. & P. NOVELTY CO.**  
 428 Sixth St., N. W., Washington 1, D. C.

This 14" rollicking monkey performs the amusing money-shines of a real live monkey.

**UNBREAKABLE RUBBER BANKS**

Snooks is 6 inches high  
 Packed 30 to a Box (SOLD No other way)  
 CASH WITH ORDER  
**\$8.75 PER BOX 30**

Piggie is 5 inches high  
 Send \$1.00 for 2 Samples

**Chas. Demee** 108-E WALKER ST. MILWAUKEE WIS

**OAK-HYTEX RODEO "Prints"**

**BULL DOGGING**  
**BRONC BUSTING**  
**CALF ROPING**  
**TRICK RIDING**

An **Exciting New Series of Wild West "Prints" on OAK-HYTEX BALLOONS**

• "Lasso" yourself some big money with these OAK-HYTEX Balloons decorated with ever-popular Wild West scenes. Big sellers on rodeo days, and all other times.

Be sure you get OAK-HYTEX, in the Blue Box with Yellow Diamond Label.

**OAK RUBBER CO**  
 RAVENNA OHIO

**MAKE BIG MONEY**

**Special Price**  
 We offer a very limited quantity of our two counter displays, **FAIR PLAY** and **SKY-HY**; both have 90 tabs or pulls.

**EQUAL VALUE—NO BLANKS.**

Takes in \$9.00 for dealer. Cabinets in multi-colors. To "live wires" this offers a very unusual profit. 25% deposit with order, balance C. O. D.

**QUICK SHIPMENTS: \$4.00 EACH** (In Lots of 12)

**RUSH ORDER TODAY**

**HOWARD COMPANY**  
 134 West 8th Street, Kansas City 6, Mo.

**This is it! DEMONSTRATORS WOMEN AND MEN**

Spirit Crystal Ball. Leading main floor spots department, variety stores, N. Y. C., Phila., San Francisco, Long Beach, Montgomery, Baltimore, Portland. Stock and location supplies free. Demonstrates 20 seconds. Producers in a ke \$20.00, \$50.00 daily. Write or wire Dept. 19, Alabe Crafts, 348 W. 5th St., Cincinnati 2, Ohio.

**MEDICINE MEN!**  
 THERE IS NO SUBSTITUTE FOR QUALITY

WRITE TODAY for new wholesale catalog on Lomax oil, salve, soap, tablets, herbs, etc. **LOW PRICES—RAPID SERVICE!** (Products Liability Insurance Carried). We are MANUFACTURING PHARMACEUTISTS established 1934.

**GENERAL PRODUCTS LABORATORIES, INC.**  
 137 E. SPRING ST. Dept. X COLUMBUS 4, OHIO

# SALESBOARD SIDELIGHTS

## New York:

Hy Greenglass, of Greenglass Sales Company, reports his new line is ready. . . N. F. Katz, of N. F. Specialties, is on a short vacation. . . Jewish holidays cut a little into sales the past week. . . Graphotype Press reports biz holding up well, taking the season as a whole. . . Frank Martin, Miami salesboard and coin machine jobber, is visiting town.

Otto Goldman, Globe Printing Company sales manager, who has just returned from a nation-wide tour, reports Carl Vreen, of Jacksonville, Fla., has some of the firm's boards made over 20 years ago that he tried to buy at a premium, but Vreen is keeping them as a memento. Some of the other old-timers seen by Goldman on his trip included Mort Cowan, Kansas City, Mo.; Joe Glazier, St. Louis;

Marious Glerup, Pacific Salesboard Company, Seattle, and Anne Mandel, San Francisco.

Irving Fishner, Black Sales, is back from his New England trip, on which he combined biz with pleasure. . . Joseph Rake, of Rake Coin Machine Exchange, Philadelphia, reports his firm is steadily increasing its salesboard division. . . Meyer Fox, of Fox Merchandise, is vacationing with his family in Manchester, N. H.

## Chicago:

Harlich Manufacturing Company's flying sales director, Manny Gutterman, left on his West Coast trip September 20; he'll be gone about three weeks, covering all important spots in that territory. Flying with Manny will be C. A. Robinson, of the C. A. Robinson Company. Robinson came in last week from California to visit the Harlich plant. A stream of new members is promised from Harlich production lines during the big season ahead, Manny states.

Harold Boex, Pioneer Manufacturing Company, reports that William Wollpert, sales manager, left the Chicago office last week for a trip thru Illinois. . . Irving Sax, sales manager of Consolidated Manufacturing Company, says that Chester Sax, firm's general manager, and his wife are parents of a new set of twins, girls, born September 16 in Lying-in-Hospital. Lightning struck twice in Chester's case—first set of twins were born in 1944, a boy and a girl. New arrivals, incidentally, put in their appearance on Irving's birthday.

Superior Products, after a year of preparation, now has completed its first catalog since before the war and is currently making a mailing of the book to its customers. Seymour Trott states the new book is all in color, contains over 200 pages, and illustrates and describes one or two boards to a page. Of the loose-leaf type, it is the first all-color catalog put out by Superior. Page size is 8 by 12 inches. Seymour reports that a new member of the sales force, M. Hollander, took over the territory of Ohio and Kentucky last week.

Irv Padorr, Peerless Products, says that Bernard Kite is off on a good-will trip thru the Midwest. Ben Maltz, the in-again out-again boy (he's always on the move), after a full week in Chicago, took off to New York for

## PIPES

(Continued from opposite page) that it is much more fun pitching than it is dyeing and bleaching. "Of course," says Miss Zampino, "there's more dough in it too. Would like to read pipes here from everybody in the business."

The fellows who won't be going South this winter are those who have blown their dough this summer.

LET'S HAVE . . . some pipes from Frenchy Thibault, Matt and Gertie Harcourt, Paul Haugh, Carl Swanson, Jimmy Collins, Bertha Stebbins, Ralph Costerman and George Brophy.

## SITTING 'ROUND

(Continued from page 57) this winter which has an individual and separate first-aid department which will be staffed by registered nurses working in shifts. All of the operating and maintenance expense of this department will be charged to advertising. I thoroly believe a first-aid department in a park is financially worth-while—HAROLD K. BARR, Lakeview Amusement Company, Michigan City, Ind.

a week of business get-togethers. Irv states that business is purring along like a clock these days and is about the "best ever." . . Reuben Berkowitz, Bee-Jay Products, states that two of the firm's officials are about to "plunge off the blissful board of bachelorhood into the sea of connubial adventure" shortly. Names of the two brave lads are not divulged—they may change their minds! Bee-Jay will introduce a new and different idea in coin seal boards next week.

## JAR DEALS & SALESBOARDS

Write for prices

**Galentine Novelty Co.**  
520 E. Sample St.  
South Bend 18, Ind.

## EMPIRE

FOR THE *Finest*  
in SALES BOARDS

**EMPIRE PRESS**  
637 SOUTH DEARBORN ST.  
CHICAGO 5, ILLINOIS

## PUSH CARDS

All sizes of straight or skip numbers, with all winners, or with one winner under Master Seal. Also regular Cards up to 600 Holes.

FREE Catalog. Write

**W. H. BRADY CO., MFRS.**  
CHIPPEWA FALLS, WISC.

## SALESBOARDS

SPECIALS—25% DEPOSIT

Holes	Name	Max. Profit	Price
400	5¢ Dollar Board, Thick	\$ 7.00	\$ .85
600	25¢ Charley	51.00	.79
1000	5¢ Double Fin	24.50	1.08
1800	5¢ Lulu, X Thick	18.00	1.89

NEW! 6 TICKETS PER HOLE BOARDS!

200	25¢ Kwik Fin	Max. Avr. \$37.50	\$2.92 1/2
200	25¢ 6 in 1	Max. Avr. 37.50	2.92 1/2
1000	25¢ Jack Pot Charley	Avr. \$22.08	\$1.25
1200	25¢ Texas Charley, Seal	Avr. 102.28	1.89
1000	5¢ Win-a-Fin, Jumbo	Avr. 25.20	1.98
1020	25¢ Block Buster, X Tk.	Avr. 84.56	2.89
1000	25¢ J.P. Girls, X Tk.	Avr. 27.00	1.89

2170 Rd. Wh. Bl. Sale. Tickets . . . \$36.50 \$1.67  
120 Tip Ticket Books, Gr. \$19.85; Doz. \$1.89

WORLD'S BEST BOARDS & TICKETS, CARDS

**DELUXE MFG. CO.**  
DeLuxe Building Blue Earth, Minn.

## SALESBOARDS & TICKETS

ATTENTION, OPERATORS & JOBBERS

We carry a complete line of Tickets and Sales Boards. Also Multi Giant Boards. Factory Distributors. Tell what you want. Send for our prices.

**HENRY E. WEISS**  
140 N. 31st St., Belleville, Ill. Phone 530

## TIP-BOARDS

State Your Requirements

**G. & H. NOVELTY CO., Mfg.**  
Wheeling, West Virginia

## READY FOR IMMEDIATE DELIVERY!!

**FIVE SLOT SYMBOL  
TICKETS IN EACH  
HOLE - - ONE TICKET  
IS FREE**

**GOLD BAR SPECIAL**  
FORM NO. 207 MGL

**200 HOLES - - 25¢ PLAY**

**Takes In - - - \$50.00**  
**Average Payout - \$24.18**  
**Average Profit - \$25.82**



1200 N. ROMAN AVE. **HARLICH MFG. CO.** CHICAGO 51, ILLINOIS

## BOARD OPERATORS!!

A PROVEN MONEY GETTER

All cotton stuffed, assorted colors,  
chenille fleece

14" High, 9 1/2" Width

## THE ELECTRIC EYE DOLL

The Eyes Light as You Touch It  
Has Zipper Back for Replace Batteries

SAMPLES \$2.50 EA.  
\$21.00 Per Doz.

25% Deposit  
Balance C. O. D. **ORDER NOW**



**GOTTLIEB-CUTLER, CORP.**  
928 BROADWAY NEW YORK CITY

## MULTI-GIANTS (6 TICKETS IN EACH HOLE)

Holes	Play	Name	Profit	List Price
200	25¢	They All Go (Def.)	\$24.25	\$5.55
200	25¢	Prize Game	26.50	7.47
240	25¢	Sparkling	33.00	8.70
200	25¢	Trial Treat (Def.)	27.00	6.55
200	25¢	Hat Box	25.15	7.47
200	25¢	Striking	28.50	7.47
200	25¢	Hawaiian Honey	25.40	7.37
200	25¢	Play Time	28.00	7.48

"First With the Latest in Quality Boards."  
Regular Discounts Given to the Trade.

**Rake Coin Machine Exchange**  
609 Spring Garden St., Philadelphia 23, Pa.  
Phone: LOmbard 3-2678

Direct Manufacturer's  
Distributor  
Genuine Original  
**JAR-O-DO TICKETS**  
**LA-TA-DO BINGO**  
TICKETS  
See Our Big Display

Make \$250 to \$500 a week

## BE YOUR OWN OPERATOR OF PUSH CARDS

A once-in-a-lifetime opportunity to make \$250 to \$500 a week with little investment. These watches have outstanding, high-priced features. Precision built, imported Swiss watches. Handsome case. Red sweep second hand. Genuine leather band.

**Watches Styled for Beauty  
and Built for Accuracy!**

Place these Push Cards in factories, clubs, taverns and cigar stores. They will sell for themselves. Quick turnover, card sells out in 1 or 3 days. You can trace hundreds of these cards each week.

25% Deposit with Order. Bal. C.O.D., F.O.B. Chicago



PUSH CARD WITH 2  
WATCHES

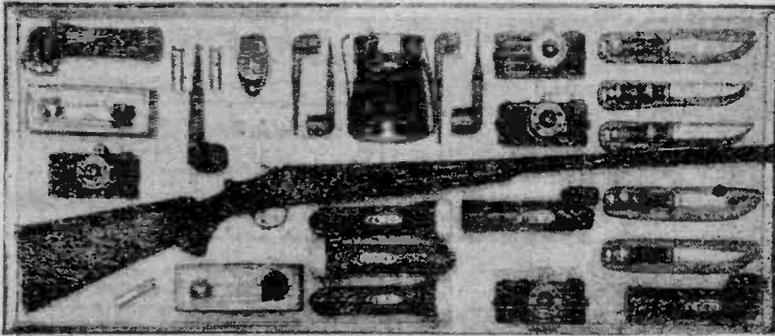
1 Watch to the seller  
and 1 Watch to the  
winning seal.

Push Card Takes in \$21.  
Your Cost . . . . . \$10.  
EXTRA PUSH CARDS 10¢ EA.

*Your  
Profit*  
**\$11.00**

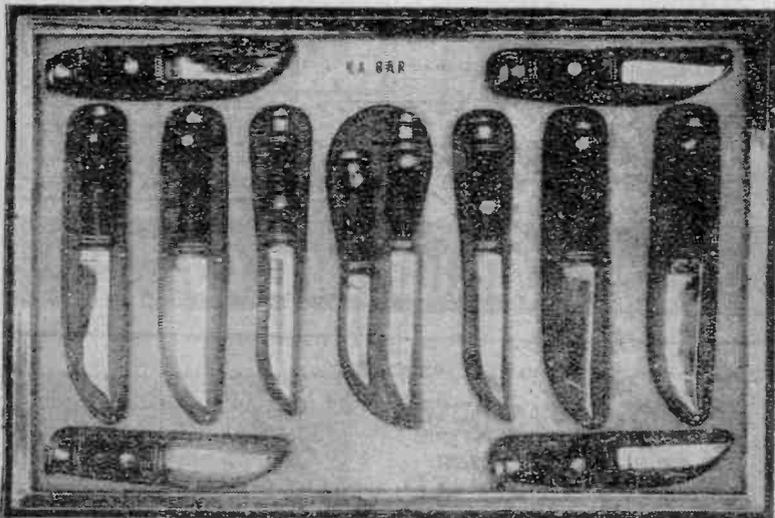
Write **J. & M. SALES CO.** — 708 STATE ST., — CHICAGO 5, ILL.

# SHOOT PROFITS HIGH with the GREATEST GUN and KNIFE DEAL EVER OFFERED!



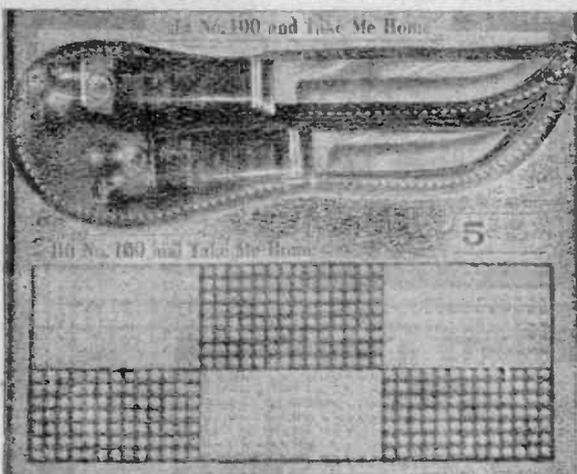
**STEVENS SINGLE & DOUBLE BARREL SHOTGUNS**  
**KABAR HOLLOW & TAPER GROUND HUNTING KNIVES**  
**SINGLE BARREL DEAL #530 WITH 3000 HOLE BOARD TAKES IN \$150.00**  
 With 3000 Hole Board ..... NET PRICE \$ 71.90 — NET PROFIT \$ 88.10  
 With 4000 Hole Board ..... NET PRICE 72.90 — NET PROFIT 123.10  
**DOUBLE BARREL DEAL #531 WITH 5000 HOLE BOARD TAKES IN \$250.00**  
 With 5000 Hole Board ..... NET PRICE \$125.35 — NET PROFIT \$124.65  
 With 6000 Hole Board ..... NET PRICE 126.35 — NET PROFIT 173.65  
**31 VALUABLE PREMIUMS IMMEDIATE DELIVERY**

## MAKE A "KILLING" WITH THE FINEST HUNTING KNIFE DEALS IN AMERICA



**12 KABAR HOLLOW & TAPER GROUND HUNTING KNIVES**  
**DEAL #532 WITH 1500 HOLE BOARD TAKES IN \$75.00**  
 With 1500 Hole Board ..... NET PRICE \$ 34.60 — NET PROFIT \$ 35.40  
 With 2000 Hole Board ..... NET PRICE 35.10 — NET PROFIT 59.90

### THE FAMOUS KABAR TWIN SET HIT & WIN



**HOLLOW GROUND BLADES—HIGH CARBON STEEL—EXTRA HEAVY CHROME PLATE—SOLE LEATHER WASHER HANDLES—SADDLE STITCHED SHEATH**  
**HIT & WIN KNIFE DEAL #534**

Mounted on a 600 Hole Board ..... AVERAGE TAKE IN \$15.00 — PRICE \$7.50  
 Mounted on a 1000 Hole Board ..... AVERAGE TAKE IN 25.00 — PRICE 8.00

**CASH IN ON THIS OUTSTANDING HUNTING KNIFE "HIT & WIN" DEAL**

Send Your Order in Today With \$5  
 Check or Money Order, Balance C. O. D.

Write for complete illustrated catalogue of deals and salesboards

**THIS IS OUR 26TH YEAR IN THIS BUSINESS**

**A. N. S. Sales, Inc.**  
 312 E. Market Street Elmira, N. Y.

## COIN-OPERATED MACHINES, SECOND-HAND

Only advertisements of used machines accepted for publication in this column.

RATE: 12¢ a word . . . Minimum \$2.00

Remittance in full must accompany all ads for publication in this column.

**A-1 BUYS—STAMP MACHINES, SHIPMANS, Victory, Single, Duplex, Triplex, Rolls, Multiplex Folders. U. S. P., 100 Grand, Waterbury (5) Conn. oc25**

**A-1 CIGARETTE AND CANDY VENDING MACHINES.** All makes, models, lowest prices. What have you to sell? Mac Postel, 6750 N. Ashland, Chicago. oc11

**CIGARETTE MACHINES—ELEVEN-COLUMN.** Du Grenier, Champion mechanism, reconditioned cabinets refinished, like new, \$110.00 or best offer. Thomas Andrae, 6351 Hiawatha, Chicago, Illinois. oc4

**DUAL LOOP FOR SALE—NEW CHAIN, MAGNETIC switches, motor in very good condition; come and take it for \$750.00.** Happy Home Amusement, 390 Seaside Blvd., Staten Island, New York City.

**FEDERAL TAX FREE DAVAL MARVEL NON-Coin operated Counter Machine, Cigarette Reels, token payout, \$17.50. Pin Tables: Formation, Champion, Gold Star, Convention, \$19.50; Target Skill, Metro, \$22.50; Spot Pool, Horseshoe, ABC Bowler, Sports Parade, \$27.50. Counter Machines: Ginger, 1c play Cigarette Reels, token payout, \$5.00; Wings, \$5.00. One Arm Electric Machine, \$7.50; Silver King Jr., pellet vendors 1c play, can be changed for peanut or gum, \$3.25. Bruce Ruffing, Wells, Minnesota.**

**FOR SALE—TWO PHOTOMATICS, GOOD RUNNING order.** Walter Brown, Chapel Point Park, Bel Alton, Maryland.

**FOR SALE—ONE 25c EVANS 1946 BANG Tails P. O., used three months \$500.00, terms 1/2 cash with order, Balknee C. O. D. W. B. Reynolds, 829 Polindexter Street, Jackson, Miss.**

**FOR SALE—11 BOWLA-BOMB SKER BALL** Alleys, good condition, all for \$550.00. Happy Home Amusement, 390 Seaside Blvd., Staten Island 5, New York City.

**FREE PLAY CONSOLES—SALE, LEASE OR Consignment.** Standard Scale Co., 4333 Duncan Ave., St. Louis 10, Mo. sc27

**KEENEY'S TWIN 5 AND 25-CENT BONUS** Super Bell TW-1494; used 3 months; excellent condition; has free play connection, \$700.00. Contact C. T. Patton, 239 S. Finley, Athens, Ga.

**MUST SACRIFICE—ONE VOICE-O-GRAPH;** best offer over \$500.00. In perfect condition. R. M. Stuart, 889 Hubbard St., Green Bay, Wisconsin. oc4

**REBUILT POPCORN MACHINES FOR SALE—** Fully guaranteed. Priced from \$150.00. Consolidated Confections, 1314 S. Wabash, Chicago 5, Ill. sc27

**OPERATORS!—WAKE UP THOSE RAY GUNS** to new profits this season. Convert with extra moving Target Units now. Write for complete information today! Coin Amusement Games, Inc., 1335 E. 47th Street, Chicago 15, Illinois. sc27

**OPERATORS ATTENTION—ARE YOUR MACHINES** being beat by drilling? We have a fool proof replacement part for slots that prevents this type of loss. For further information contact Norton Distributing Co., 5812 S. E. Lafayette Street, Portland, Oregon. oc11

**RECONDITIONED AND READY FOR LOCATION:** Northwestern Deluxe Vendors, \$15.00; Columbus #2, \$10.00; Columbus #A, \$5.00; Advance Shockers, \$10.50. M. R. McKernie, Jr., 922 Bridge St., Fayetteville, N. C.

**WANT TO BUY—DU GRENIER "S" MODEL** cigarette machines. L. & H. Vending, 4807 Foster Ave., Brooklyn, N. Y.

**WANTED—ERIE HAND-OPERATED DIGGERS,** Exhibit Rotary; we buy Diggers. J. W. Land, 323 Sanford, Upper Darby, Pa.

**3 A.K.T. LATEST MODEL F. TARGETS AND 2 A.H.T. Challengers,** \$25.00 each. All five, \$115.00. Edford, 541 So. Dearborn, Chicago 6, Illinois.

**8 JUNIOR DIGGERS, HAND OPERATED; 10** Exhibit Iron Claw Diggers; 20 Buckley Treasure Island Diggers; Exhibit Rotary; buy now, as many as you need. Terms extended. National, 4243 Sansom, Philadelphia, Pa.

**13 SOLO-TONE COIN BOXES, 5c AND 10c** play. Like new. Make offer. Coin Machine Mart, 1412 Central Parkway, Cincinnati, O.

**25 TRISELECTORS—UNIVERSAL MECHANISM,** excellent; 40 Univerder stands and wall brackets, Columbia Ball Gum Machines, Snacks and stands. Closing out at rock bottom. Write Roservice, Burlington, Iowa.

**\$99.75 TAKES 20 STAR PENNY PEANUT** Vendors. I. a. b. Richmond. Orris McCartyney, 254-2F S. 5th St., Richmond, California.

**Attention . . . Attention**  
**THIS WEEK'S SPECIAL**  
 25¢ J.P. CHARLEYS, THICK . . . . . \$ .90  
 25¢ TEX-CHARLEYS, THICK . . . . . 1.25  
**GRAND NOVELTY CO.**  
 1304 E. Indianola Ave., Youngstown, Ohio

## Husky PROFITS with this New Giant Hole Boards

**SIX 5¢** **25¢ You Can't Miss!** **25¢**

**SIX 5¢ TWELVE FREE** **BIG FINS** **25¢**

**TWELVE 100%**

**\$5.00**

**AND 50c WINNERS**

50 100 200 300 400 500 600 700 800 900 1000

ANY ONE OF THE GIANT HOLES MAY CONTAIN 2 OR MORE WINNERS

**SIX TICKETS IN EACH GIANT HOLE**

**ORDER No. 200 "TWELVE BIG FINS"**

Giant Holes  
 6 Tickets in each Hole  
 25c Per Hole  
 - Thick -  
 Number Tickets  
**Avg. PROFIT \$28.16**  
**(Maximum) PROFIT \$39.50**

**ORDER No. 200 "YOU CAN'T MISS"**

Giant Holes  
 6 Tickets in each Hole  
 25c Per Hole  
 - Thick -  
 Poker Tickets  
**Average PROFIT \$27.45**

**GARDNER & CO. 2222 S. MICHIGAN AVE. CHICAGO 16, ILL.**

## SALESBOARDS—All Orders Shipped Same Day Received

Holes	Play	Description	Average Profit	Net Price
400	5¢	LUCKY BUCKS, DEFINITE PROFIT	\$ 7.00	\$ 1.85
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	17.87	1.75
1000	25¢	ALL OUT CHARLEY, DEFINITE PROFIT	60.00	3.25
1000	\$1.00	JACK POT CHARLEY THICK & PROTECTED	185.30	2.50
1000	5¢	OUT DOOR SPORTS, THICK, JUMBO HOLES	28.40	3.25
1000	5¢	SPOT OF GOLD, THICK, JUMBO HOLES	28.14	3.25
1000	10¢	BIG DIME DOUGH, THICK, JUMBO HOLES	42.75	3.25
1200	5¢	TEN BIG FINS, THIN, JUMBO HOLES	35.20	2.50
1200	5¢	VICTORY BELL, THICK, JUMBO HOLES	38.57	3.60
1200	50¢	TEXAS CHARLEY, THICK & PROTECTED	152.75	3.00

**WRITE FOR OUR LATEST PRICE LIST**

Large Stock Plain, Tip, Definite, Jackpot Boards and all kinds of Cigarette Boards, 1¢, 2¢ or 5¢, stating your requirements. 25% deposit with all orders—balance C. O. D.

**MICHIGAN CITY NOVELTY CO. BOX 66, MICHIGAN CITY, INDIANA**

Communications to 155 No. Clark St., Chicago 1, Ill.

# CMI CANCER FUND TOPS 100G

## St. Paul Okays Free Play Pins

ST. PAUL, Sept. 20.—The St. Paul city council, after mulling an opinion of the Minnesota attorney-general, has sanctioned the licensing of free-play pin games.

For months the council has held up granting licenses to the machines on the theory, advanced by the city and county attorneys, that even the giving of a free play makes a pinball device a gambling contrivance.

Several weeks ago J. A. A. Burnquist, State attorney-general, handed down an opinion which declared a free-play machine which pays off only in free replays is not a gambling device.

On Tuesday (16) the council received applications from 16 operators for the licensing of 47 pinball games. The applications were approved without a dissenting opinion.

Thursday (18) the city councilmen introduced an ordinance increasing the pinball machine licenses from \$25 a year to \$50 annually, a boost expected to yield \$12,000 additional in revenue.

## NAAMO's School In Feature Story

NEW YORK, Sept. 20.—On the *Backstage With Business* page, the September issue of *Pic* tells of the Coin Machine Mechanics' School of the National Association of Amusement Machine Owners (NAAMO). The story, titled *Coin Machine Mechanics' School*, follows:

"Sponsored by the New York Board of Education, the Veterans' Administration and the National Association of Amusement Machine Owners, a coin machine mechanic school has been set up at the Manhattan Trades Center, New York City. School runs 24 weeks, regularly has two permanent instructors and a guest instructor from different manufacturers. Branches covered: Machine and hand tools, electronics, photography, projection, coin chutes and rejectors, practical problems in service and repair. A second school is planned for the Chicago area later on."

Last part of the story mentioning the Chicago school is wrong now that the association has learned that the Manhattan Trades Center can train 400 mechanics per year, F. McKim Smith, NAAMO president, states.

## Miami Beach Fall Tourist Biz High; Coinmen Profit

MIAMI BEACH, Fla., Sept. 20.—Fall vacationists are keeping hotels here occupied to a greater degree this year, which is an indication of the effectiveness of the State's new all-year-round vacation campaign, according to hotel managers and other spokesmen. Because of such increased tourist activity thru September, October and November, coinmen are finding increased play on their equipment.

During the summer months, Miami Beach hotels reported occupancy between 75 and 100 per cent, a survey of representative hotels showed.

## Big Chicago Restaurant Calls Arcade Pieces Business Hypo

CHICAGO, Sept. 20.—Proprietors of The Ivanhoe, a leading local restaurant catering to between 8,000 and 10,000 Chicagoans weekly, pointed with pride to their arcade, dubbing it "a great business booster."

The Ivanhoe's arcade currently has two photo booths, a novelty love-meter, two peep shows—all coin-operated—and a dart throwing game.

"The photo booths are one of the best advertising mediums," Ralph Jansen, the proprietor, points out. "Guests coming to The Ivanhoe often take as many as 10 pictures in the booths and pass them on to friends, each time giving a boost to our place. They also give a man a good excuse to put his arm around the girl friend," Jansen added.

### Love Meter Popular

"The love meter is a very popular feature," he explained. Not only is piece a great nickel gatherer, but guests gather around and watch it tell others they are anything from cold and clammy to sizzling hot.

Jansen, with a great flare for showmanship, has developed his 27-year-old establishment on Chicago's North Side into a popular spot for both tourists and natives, with many unusual features. The arcade is placed in front of an "elevator" which takes patrons to supposedly great depths and then lets them out on the same

floor at the entrance to a narrow, dimly lit passage leading to The Catacombs.

In the passage three men dressed as skeletons harass ladies and their escorts with antics which keep the guests screaming and happy. The Catacombs itself, is a popular tavern in the basement below the Ivanhoe's main dining and ballroom.

### Happy Guests

As a guest enters the arcade, a comic mirror distorts his or her features and, as Jansen puts it, "gets them laughing and into a fun-loving mood." From there on the arcade takes over.

"I highly recommend such features as the mirror and arcade to any place such as mine," the proprietor said. "Not only does it bring in a healthy piece of revenue, but it keeps our guests happy and has helped a great deal in spreading our fame."

Jansen says that he hopes to have an operator-serviceman on the floor with the machines in the near future. Because of the heavy use they get, they present problems that an inexperienced man can't handle, he pointed out.

But the problems they present far from discourage Jansen. "They're great for our business," he said, "and the troubles they give only indicate how popular they are."

## NAAMO Plans \$100-a-Plate Dinner at Waldorf To Get \$10,000 Coin School Fund

### Committee Includes Industry Leaders Thruout Country

NEW YORK, Sept. 20.—A \$100-a-plate dinner will be held Wednesday Evening, October 15, at the Waldorf-Astoria Hotel by the National Association of Amusement Machine Owners (NAAMO) in order to raise a fund of at least \$10,000 for the coin machine mechanics' school now being sponsored by the association, according to F. McKim Smith, NAAMO president. A committee of 50 coinmen from all sections of the country was named this week by Smith to serve on the fund-raising dinner committee.

"In order to underwrite the expenses involved in making the graduation dinner of the first NAAMO national coin machine mechanics' school and to enlarge and equip succeeding classes with the latest, most modern equipment for instruction, a NAAMO mechanics' school fund of \$10,000 will be established from the proceeds of this dinner," Smith declares. "The special fund will be administered by a special committee composed of those attending the dinner."

All of the 24 veterans attending the graduation dinner on November 6, as well as their immediate relatives, will be given free tickets to the

graduation dinner—also to be held at the Waldorf-Astoria.

"Coinmen wishing to purchase tickets to the first \$100-a-plate dinner held by the coin machine industry that will benefit the training of veterans as coin machine mechanics should write for tickets to the association's national headquarters, 1400 Boardwalk, Atlantic City, N. J.," Smith adds. Those unable to attend the affair are urged by Smith to send \$100 checks to the fund to show their support of the national coin machine mechanics' school.

Committee appointed to sell tickets to the fund-raising dinner and sections of the country for which it is in charge of ticket sales: Joe Ash, Philadelphia; C. F. Albright, California; David Bakerman, Connecticut; Erwin Balbridge, Michigan; Al Blendow, New York; Joseph Broadbent, Alaska; Edward Centa, Louisiana; W. H. Delscamp, Ohio; F. E. Anderson, Hawaii; F. M. Egan, Texas; I. Edelman, Michigan; C. F. Fendrick, Colorado; M. Garfunkel, Arizona; Louis Fox, Brooklyn; Al Goodman, Atlantic City, and Dave Gottlieb, Chicago.

Also Sam Holzman, Brooklyn; Bob Jacobs, New York; Bernard Katz, (See NAAMO PLANS on page 116)

## Donor List Announced

**\$50,000 contribution from  
Lyn Durant swells total—  
263 among donating firms**

CHICAGO, Sept. 20.—Coin Machine Industries, Inc. (CMI) officials this week announced a grand total of \$104,113.10 thus far contributed to the CMI drive to boost the Damon Runyon Memorial Cancer Fund.

Of these contributions, nearly one half was contributed by Lyn Durant, of United Manufacturing Company, Chicago, who presented drive chairman Ray Maloney with two checks—one for \$5,000 and a second for \$45,000. The \$50,000 contribution is believed one of largest individual donations yet given.

Drive, which is now in its third month of six months' duration, will get a special boost tomorrow (21) at a complimentary dinner to be held at the Bismarck Hotel here (*The Billboard*, September 20).

The \$104,113.10 received thus far is well above the expected mark for this stage of the drive, CMI officials say, which indicates the tremendous backing the drive is receiving, they pointed out.

Several special promotions are planned for the duration of the campaign which will end during the CMI convention-show in January. Starting today (20) a week-long push is being made to have operators set aside net profits from play of the United Artists platter *Ella and You're the Sunshine of My Heart* as a special campaign donation.

The CMI public relations bureau today released an advance list of 263 campaign contributions to date. First public announcement of these contributors will be made at the dinner tomorrow night. Contributors are:

\$50,000: United Manufacturing Co., Chicago.

\$1,000-\$5,000: Bally Manufacturing (See CMI CANCER FUND, page 115)

## Australian Banks Have Coin Counter

SIDNEY, Sept. 20.—Coin counting machines have been used by Australian banks for a number of years to test the amount of silver in two-shilling pieces to determine if it complies with the Dominion's standard. Those coins not having the exact amount of silver content, either more or less, are rejected by the machine. It is stated that about 15 in every 1,000 coins are found to be spurious.

The machine, which was designed by a Robert Lyttle and is only made and used in Australia, counts and channels coins at the rate of 800 per minute.

As the silver content of the shilling has now been reduced from 95 per cent to 50 per cent the machines are being redesigned to cope with the new coins.

## Seasonal Pin Play Gain of 10% in K. C.

### Drops Below 1946 Level

KANSAS CITY, Mo., Sept. 20.—Upturn in music and pinball play expected to follow the return of cold weather has not quite measured up to expectations, according to scattered reports from operators in Kansas City, Mo., and surrounding territory.

General report is that play on both music and pins still is between 10 and 30 per cent under the same time last year, and nearly 50 per cent under the wartime levels. In a sampling of reports from operators in Kansas City, Joplin, Topeka and smaller towns of Kansas and Missouri, the largest upturn reported since the first of September was 10 per cent. And one operator reported that with the chill, collections on his machines had dipped nearly that much.

Distributors also said that reports coming to them say play is not picking up as expected, but most operators still are hopeful of a substantial rebound at the coin boxes.

Kansas City operators mostly agreed that there had been "a little increase—perhaps 5 per cent" since the first of the month, but they said play still is 10 per cent under a year ago. Operators from the smaller towns reported their collections hardest hit—down 25 to 30 per cent from last year, with most of them blaming it on the lack of air conditioning in small restaurants. But they also reported the biggest average pick-up—about 10 per cent.

At Joplin the lead and zinc mines are still operating considerably below capacity as a result of the government ending the subsidy on these metals, but collections there were reported up somewhat.

General opinion of operators was that there is still plenty of prosperity in the Midwest in spite of weather setbacks in corn and hog areas during this blistering summer.

## Jennings Holds Distrib - Dealer Meet in Plant

CHICAGO, Sept. 20.—The vast network of distributors and dealers that make up the O. D. Jennings organization convened at the firm plant here Wednesday (17). Event was highlighted by the first showing of the firm's newest coin machine and by a closed business meeting.

New piece of Jennings' equipment was unveiled by O. D. Jennings, company head, who also gave an interesting talk on his many years in the coin machine business before approximately 85 distributors from all parts of the country. This took place in the plant's newly constructed showrooms.

During the business session, J. R. Bacon, vice-president of O. D. Jennings; William Lipscomb, firm's Eastern sales manager, and John Neise, Western sales manager, addressed the distributors and dealers present. Main theme of each speaker was the business plans to be put in effect for the fall season.

At the conclusion of the business session two busses chartered by the Jennings firm carried the distributors and dealers present to the Illinois Athletic Club for a dinner party. Later that evening the group attended the Chicago Bears-Washington Redskins football game.

## Trade Directory

Following tabulation of trade reports received during the weeks of September 6 thru September 20 is made for the convenience of the industry.

### New Machines

Hawaii (pinball game). United Manufacturing Company, 5737 North Broadway, Chicago 40.

Blonde Bombshell (electronic phonograph). Aireon Manufacturing Corporation, 1401 Fairfax Trafficway, Kansas City, Kan.

Tumbler (amusement game). Amusematic Corporation, 4556 North Kenmore Avenue, Chicago 40.

Jockey Special (pinball game). Bally Manufacturing Company, 2640 Belmont Avenue, Chicago 18.

Jockey Club (pinball game). Bally Manufacturing Company, 2640 Belmont Avenue, Chicago 18.

Star Candy Bar Vender (5c Hershey). Precision-Bilt Company, 19 Arlington Street, Boston 17 (Local distributor). Automatic Enterprises, 8200 Beverly Boulevard, Los Angeles (National distributor).

Silver Streak (pinball game). Bally

## Silver Streak New Bally Game

CHICAGO, Sept. 20.—Bally Manufacturing Company introduced its newest five-ball novelty game, Silver Streak, this week. George Jenkins, firm's vice-president and general sales manager, disclosed that the game is convertible for novelty or free-play operation and, altho primarily a five-ball game, it may be operated with only three balls.

Backboard features miniature speed boats and centers around a nautical theme. In addition to high score, the game introduces several new play-features, such as a qualifying feature when the player hits certain bumpers, thus causing the speed boats to advance on the backboard by light action. Bringing a boat across the finish line results in a higher award. Jenkins said the game is being put in production this week.

The new Bally one-ball game, Jockey Special, may also be had as an automatic set-up; in the latter instance being called Jockey Club. The Special is a free play game, and features a new multiple-coin play stimulant called "horse flash." This new feature is a development of the "mystic flash" idea used in two former Bally games. Jenkins explained that "after playing all desired multiple coin for changing odds and selections, a player may press the horseshoe button and deposit additional coins to play for five special advantages."

The special advantages were described by the firm as: (1) Purse section receives win odds; (2) show section receives win odds; (3) show section receives top odds; (4) four is added to lit selections, and (5) three and five are added to lit selections.

## Make First Delivery Of New Abbott Game

NEW YORK, Sept. 20.—Delivery of the first roll-down game machine made by Abbott Specialty Company is now under way, according to Sid Middleman, president. New game, called Buccaneer, has a radio-type assembly.

Game has been location-tested for six months in the New York area. Ed Hartman is in charge of production.

Manufacturing Company, 2640 Belmont Avenue, Chicago.

Mistic Derby (racing game). Shoreline Distributors, 2303 North Eleventh Street, Sheboygan, Wis.

### Personnel Notices

William E. Woodworth has been promoted to production manager of the Packard Manufacturing Corporation, Indianapolis.

### New Firms

New Deal Distributors, Inc., Tenth Avenue, New York.

Midwest Radio Manufacturing Corporation, Kansas City, Mo., (coin-operated radios).

Denver Manufacturing Company, 1225 Washington Boulevard, Baltimore. (Manufacturers of a 5c hot nut vender.)

Automatic Merchandise Distributors, Memphis.

### Purchases

J. G. Graham has purchased the Confection Service Company, Inc., Kansas City, Mo., from L. P. Donohue.

### Address Changes

Aireon Manufacturing Corporation, Room 800, 20 East Jackson Boulevard, Chicago. (Chicago regional office.)

Amusement Enterprises, Inc., 324 Clarkson Avenue, New York.

### Distributors Appointed

Silver-King Corporation, Chicago, has appointed the following firm as its distributor:

Devices Novelty Sales Company, Chicago, for Chicago area.

Lehigh Foundries, Inc., Pennsylvania, has appointed the following distributor:

Fred Stumm, Philadelphia, for Philadelphia, Delaware, Maryland and District of Columbia.

Packard Manufacturing Company, Indianapolis, has appointed the following firm as its distributor:

Roth Novelty Company, Wilkes-Barre, Pa., for part of Pennsylvania and New York.

## Empire Coin Adds Schaefer

CHICAGO, Sept. 20.—Bob Schaefer, well-known local coinman, has been added to the sales staff at Empire Coin Machine Exchange here, Gill Kitt and Ralph Sheffield, firm partners, announced this week.

Schaefer, who has been with various local firms in the coin machine business during the past 10 years, will concentrate on the Illinois-Wisconsin area. He was recently with the sales department of Coven Distributing Company here.

Empire has also added two new mechanics to their staff during the past week. They are Roy Wynn and Dick Mauvehill.

Many pieces of equipment have been moved onto the floor of the new display room at the new enlarged Empire quarters. Altho work is still progressing on the new layout, the machines on the display floor are all set for viewing by customers, firm officials report.

## Sold-Out Tag Readied for CMI's Booths

### 180 Booths Spoken For

CHICAGO, Sept. 20.—James A. Gilmore, secretary-manager of Coin Machine Industries, Inc., (CMI) reported this week that thus far 87 association members have applied for 180 exhibit booths out of a total of 209 available for the 1948 CMI show to be held January 19-22 at Hotel Sherman here.

"It would hardly be a misstatement to say that the show is already sold out," Gilmore declared, "for 10 firms, who have applied for CMI membership, and whose applications await the approval of the next board of directors meeting, have already spoken for the remaining 29 unassigned booths."

"The show committee faces a very difficult task in assigning exhibit booths located to please everyone," CMI's secretary-manager said. "However, they cannot and will not entertain any complaints about locations from members who persist in being dilatory about sending in their applications."

Policy, Gilmore said, will be to assign exhibit space to CMI members only. Several prospective exhibit members are yet to be heard from, he pointed out, adding that their chances of obtaining space are now very limited, due to the membership applications to be acted upon.

## Williams Makes New All-Stars

CHICAGO, Sept. 20.—A field-tested, re-engineered edition of All-Stars, animated base-running baseball game which Williams Manufacturing Company first introduced early in the summer, is now in full production by the firm, Harry Williams, president, announced.

The game, with its batting action and three-dimensional moving players on the backboard, was called in a few weeks after it was released so that the firm's engineers could give the piece a detailed going over to eliminate any structural "bugs," according to Williams. "Now," he said, "I know that the machine is 100 per cent right."

With production under way, the firm launched an advertising campaign for the game which carried the unusual accent of reporting improvements in the game. This, Williams characterized as typical of the firm's intention to tell operators the facts.

All-Stars is built into a cabinet of pin game style, features three-coin drop chutes which accept nickels, dimes and quarters. Player controls pitching and batting on the field by means of a knob, which actuates bat electrically when turned. Ball rises from pitching position and rolls across the field to the batter's box. When player bats a ball into pockets for single, double, triple, home run or sacrifice, three dimensional figures on the backboard register the play by moving around the diamond for the required number of bases. Runs and outs also are registered on the backboard.

### Electric Men in A. C. Meet

ATLANTIC CITY, Sept. 20.—New ideas for coin machine firms will be among hundreds of items exhibited at the National Electrical Manufacturers' Association convention in the Hotel Traymore here, October 27-31. R. J. Blais is conference secretary.

## Court Okays Filben Juke Output Plan

### Rock-Ola Loses Suit

ST. PAUL, Sept. 20.—Position of the National Filben Corporation, as manufacturer of a juke box using certain patents involved in a cross-licensing agreement between Rock-Ola Manufacturing Corporation and the heirs of William M. Filben, was upheld in a decision handed down by U. S. District Judge Robert C. Bell in U. S. District Court here.

Decision was in a suit brought by Rock-Ola against Filben Manufacturing Company, Inc.,—to which the Filben heirs have transferred rights on their license agreement—claiming violation of the agreement. The license agreement, in part, provided that "the license herein granted to Filben shall be non-transferable except to a corporation organized and controlled by Filben or except to Filben's heirs or legal representatives. National Filben Corporation is producing the Filben-type juke box thru contract with Filben Manufacturing Company, Inc.

In the decision against Rock-Ola, National Filben Corporation officials saw the removal of a legal obstacle in its juke box production and marketing plans.

Charles J. Margiotti, chairman of the board for National Filben Corporation and former attorney general of Pennsylvania, issued the following statement: "We were satisfied of our rights under our contract to manufacture a phonograph using the patents involved, and we began manufacturing operations before the case was decided, anticipating that the court would render the decision reached. As far as our company is concerned, we are going full speed ahead in the manufacture of the Filben phonograph."

Speaking for the Filben Manufacturing Company, Inc., its president, Leonard Baskfield, expressed satisfaction over the decision, and said that he felt confident that higher courts would sustain the district court decision.

Thomas H. Sheridan, of the law firm of Sheridan, Davis & Cargill, Chicago, who represented Rock-Ola in the case, said that appropriate action would surely be taken by Rock-Ola, either in appealing the case after a decree is entered, or by other legal means.

"We feel," said Sheridan, "that the court was in error in its construction of the Filben-Rock-Ola contract and appropriate action will be taken in the form of appeal or otherwise."

## Filben Showing By United Coin

MILWAUKEE, Sept. 20.—United Coin Machine Company, Inc., will have a two-day operators' showing of the Filben Mirrocle Music line at the Northland Hotel in Green Bay, Wis., September 28 and 29, it was announced this week by Harry Jacobs Sr. and Harry Jacobs Jr., who jointly head United Coin. Harry Stark will also attend the event as a representative of the distributing firm.

United Coin's Milwaukee headquarters was the scene of the first national showing of Filben equipment which took place June 15, an occasion attended by more than 500 coinmen from all parts of the United States. Most recent showing of the music line by the distributing firm was held in La Crosse, Wis., September 10 and 11.

## AMOA Plans Fete On 10th Birthday

NEW YORK, Sept. 20.—The Automatic Music Operators' Association (AMOA) will celebrate its 10th anniversary with a dinner-dance October 18 at the Waldorf-Astoria. Plans have been completed by Al Denver, AMOA president, with Barney Schlang, manager, and Ruth Nussbaum now handling distribution of tickets and setting up the show, which will feature leading recording artists who are in town.

According to the AMOA execs, visitors from all over the world have sent in reservations for the affair, and the tickets are now just about gone.

## SCAMOA Aids CMI Fund Drive

LOS ANGELES, Sept. 20.—E. Jay Bullock, managing director of Southern California Automatic Music Operators' Association (SCAMOA), reported that a number of member operators will co-operate in the plan to build the Damon Runyon Fund to fight cancer by contributing the proceeds earned by *Sunshine in Your Heart* and *Ella* on United Artists records.

Bullock, who was appointed to head the local drive by James T. Mangan, of Coin Machine Industries, Inc. (CMI), sent out letters to all association members urging them to put the record on their machines and donate the earnings from today thru September 28.

The records as well as other labels are being made available thru the "one-stop" service now offered by the association.

Much publicity is being given the Damon Runyon music box drive. Bullock circularized 400 newspapers in the section as well as the local operators.

United Artists, makers of the record, are donating a portion of their profits from the record to the fund.

## Juke Play Gains in N. Y. Up to 200% as Television Sports Programs Taper Off

### Announce Price Slashes for Public Location Tele Sets

NEW YORK, Sept. 20.—Sudden upturn in juke box play, reduction in number of sports telecasts and slashing of prices for public location television sets were three developments which tied together this week in what the coin machine trade here noted as a new development on the location front. At the same time, sales of juke boxes in the local market as well as for export swung upward.

As juke box distributors, dealers and operators were reporting, for the first time in months, a sudden yet steady increase in biz, locations were gearing for a completely revised tele program at the end of the baseball season two weeks hence. Most locations reported that interest in telecasts had dropped off to a minimum with the end of the arc light games here, and that even afternoon games, with the exception of the games from Brooklyn, where the Dodgers were readying their final flag drive, had failed to pull customers.

With this in mind, location owners figure to use their television only in the evening during the fall and win-

## Introduce 1948 Wurlitzer Phono Line; Zenith Cobra Tone Arm Leading Feature

### Blanket Country With Showings at All Distributors

NORTH TONAWANDA, N. Y., Sept. 20.—The Rudolph Wurlitzer Company this week introduced its 1948 phonograph line and announced that simultaneous showings will be held by all the firm's distributors on Sunday and Monday (21-22) using the theme "National Wurlitzer Days."

Featured in the display of a complete new line of automatic music equipment was the first showing of the new Wurlitzer Model 1100 phono-

graph, which has as its principal new feature the Zenith Cobra tone arm pick-up.

However, many other new features are incorporated into the new Model 1100, including three-point caster suspension, encore program selector, sky-top turret record changer compartment window, crystal clear embossed door plastics, greater cabinet illumination, metal framed door, single coin chute, front door latch for back door of cabinet, and a tray stack dust cover featuring Wurlitzer's "sign of the musical note."

### Other Display Equipment

Theme of the "National Wurlitzer Days" is "new horizons in play appeal and operating economy." On display besides the new Model 1100 phonograph are the former Colonial Model 1080, now offered with the Zenith Cobra tone arm under the designation 1080A, and the Wurlitzer concealed unit 1017, which with the Cobra tone arm is now offered as model 1017A.

Coincident with the showings of the new and changed phonograph (See *Wurlitzer Intros* on page 140)

## Zenith Tells Cobra Policy For Juke Box

### Wurlitzer First User

CHICAGO, Sept. 20.—Zenith Radio Corporation officials announced the first use of the cobra tone arm on juke boxes. Initial coin-operated music machine application of the new pick-up will be in the 1948 Wurlitzer phonographs (see story on this page).

Zenith spokesmen say that they consider the use of the cobra tone arm in juke boxes primarily a means of advertising the product. One of their requirements for use of the product by phonograph manufacturers is that it must be in a position where the general public can view it.

First developed for use in fre- (See *Zenith Tells* on page 140)

## Music Guild Gets Behind Freedom Train

NEWARK, N. J., Sept. 20.—With the Freedom Train teeing off in Philadelphia last Wednesday (17) and moving into Atlantic City today (20), the Music Guild of America (MGA) joined the nation-wide program which has been set up to promote the cross-country tour on the train.

Becoming the first representative of the music machine field to tie in with the American Heritage Foundation, MGA officials late this week were named to the mayor's committee for the celebration to be held in Elizabeth, N. J., Monday (22). Le Roy Stein, executive director of the Guild, told *The Billboard* that all MGA members had been requested to place one of the four records of the Irving Berlin song, *Freedom Train*, in their machines immediately to assist in promoting the appearance of the train in Atlantic City, Trenton, Elizabeth and Patterson during the week.

### Committee Members

Members of the MGA who have been appointed to Mayor James T. Kirk's committee in Elizabeth include Sam Waldor, MGA president; Le Roy Stein, Thomas Burke, David Stern and Harry Pearl. The latter two members of the committee are music machine operators in Elizabeth and already have made arrangements to feature the song in their juke boxes.

Meanwhile, operators in up-State New York, Massachusetts, Delaware and Pennsylvania, who are located on the route to be followed by the Freedom Train (*The Billboard*, September 13) in the near future, are now planning to tie in with the appearance of the train in their home towns. Records which are available, and which were recommended to MGA members, include Bing Crosby and the Andrews Sisters, Decca; Buddy Clark and the Modernaires, Columbia; Robert Shaw, Victor, and Ray Dorey, Mercury.

ter (except during the football season, when Saturday college games and Sunday pro games will be televised) and depend exclusively on the jukes for daytime entertainment.

### Juke Play Up 200%

A survey of operators and locations in the New York area by *The Billboard* this week found that in some cases juke box play had improved by as much as 200 per cent since the end of the night baseball telecasts and with the additional playing time available in the afternoon. Operators reported a renewed drive in all boros to line up locations and to promote juke box play in regular locations.

While the operators will have their jukes in operation during the afternoons in most locations during this period, the valuable nighttime hours will still be restricted for video. In this area the Madison Square Garden basketball games, held twice weekly, will be a greater tele draw than ever because of the restricted number of (See *Juke Play Gains* on page 141)

# C & T Co. New Mills Distrib

CHICAGO, Sept. 20.—C & T Distributing Company, Oklahoma City, has been appointed distributor of the Mills Constellation in Oklahoma,

Charles Schlicht, manager of the music division for Mills Industries, Inc., announced here Wednesday (17). Firm, headed by Bill Terry, is widely known in Oklahoma as a distributor of radio and music equipment. Appointment, however, signals the entry of C & T into the coin-operated phonograph field.

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# First Class Service Is Answer To Direct Sales Threat, SCAMOA Tells Ops

Los Angeles Survey Shows Association Plan Paying Off

LOS ANGELES, Sept. 20.—Southern California juke box operators have a clean-cut answer to the problem of direct sales to locations (*The Billboard*, September 13, 20). That answer, their association, the Southern California Automatic Music Operators' Association (SCAMOA), points out, is service.

A survey made here this week indicated that operators who follow the SCAMOA policy of top service are so well entrenched in their locations that they have no worries of being "sold down the river" by location owners buying their own juke boxes and trying to operate them.

Altho there always is a small group of location owners who get taken in each year by the rose-colored dream of huge profits with a small investment in a juke box, the majority will always stand by an operator who gives first-class service, operators say.

The survey made this week of juke box operators and distributors in the Los Angeles area indicates that sales of juke boxes to locations in this area are evident, but what their source is remains unknown in most cases.

General policy of the majority of local juke box firms is rigidly against any type of direct sales to locations. One distributor reports a standard policy of buying back immediately any machine that is mistakenly sold to a location.

Novice operators with limited capital are cited as the biggest factor behind direct sales here, operators and distributors agree. A new man entering the business with small capital invested finds out that operating is not a bed of roses, it was pointed out. With only a few machines, his capital getting lower and lower each day and

creditors pushing him for payment, the new operator sells to locations in order to consummate a quick deal and perhaps get a higher price than if he sold his equipment to other operators or back to distributors.

All sources surveyed here agreed with the attitude of Chicago tavern men as reported in last week's issue of *The Billboard*: Location-owned juke boxes just don't pay in the long run.

## Rock-Ola Men Demonstrating Training Plan

CHICAGO, Sept. 20.—Rock-Ola Manufacturing Corporation here announced the completion this week of the first 10 visual-aid training programs for servicemen held at Rock-Ola distributor headquarters thruout the country.

Program features the newly-developed Rock-Ola training program (*The Billboard*, August 30). Special demonstrations are being given at all Rock-Ola distributors prior to use of the new program by distributors themselves.

Two Rock-Ola service engineers, Art Janacek and Jack Barabash, are conducting the demonstrations. Thus far, Janacek has conducted demonstrations at B. D. Lazar Company, Pittsburgh; Brilliant Music Company, Detroit; Badger Sales Company, Milwaukee; and Warren C. Deaton Associates, Columbus and Cincinnati.

Barabash's demonstrations have been at General Distributing Company, Dallas; Consolidated Distributing Company, Kansas City; Modern Distributing Company, Denver; La-Beau Novelty Sales Company, St. Paul; Ideal Novelty Company, St. Louis; and S & M Sales Company, Memphis.

Barabash's next demonstration will be at National Association of Amusement Machine Owners (NAAMO) veterans' training school in New York, September 24-25. Janacek will next conduct demonstrations at Southern Music Corporation in Charlotte, N. C., September 22-24.

Firm officials reported that diplomas for those successfully completing the training course will be ready for mailing as soon as a shipment of frames arrive.

## Duotone To Market New Phono Needles

NEW YORK, Sept. 20.—After a series of extensive field tests in all types of juke boxes, Stephen Nester, president of the Duotone Company here, reported that the firm is shortly going to market two types of needles specifically designed to reduce surface noises to the lowest possible point and to provide a 25 per cent increase to the performance life of records.

Equipped with the new osmium-alloy tip, which has been designed especially for juke boxes, the needles will be available in two styles: the standard straight shank and the Duotone curved shank, either of which will fit any type of pick-up arm.

According to Nester, operators who tested the new needles reported that "tests indicate ops have found a new way to cut costs appreciably."

## Storecast Corp. Puts Music in Chain Marts

BRIDGEPORT, Conn., Sept. 20.—Storecast Corporation of America, which was set up to supply recorded music to food stores before the war, has recently included the First National Stores here in its operation. The grocery chain is currently placing full-page newspaper advertisements in local papers proclaiming the innovation.

In June this year, Storecast made its first installation in 15 supermarkets and one service-type First National Store in Hartford, Conn. Recorded music and commercials, as in the present set-up, were piped over Musak Corporation facilities. Storecast's earlier attempt to pipe music into food marts in 1941 was stopped short when the war made leased telephone lines unavailable.

Offering similar service to food stores, two other systems are also in operation; one in Los Angeles, called National Marketcasting Company, is serving 500 of the area's 3,000 food markets (this firm is reported considering use of FM radio instead of leased phone wires). Second company, in San Francisco, is the Suggestone System, and is operated by the E. T. Mape Music Company, with 50 outlets in independent supermarkets and small chain grocery stores.

All three firms realize their profit thru fees charged advertisers buying spot announcements over the systems. Such spot announcements cut in from time to time on the musical program and plug a product of the sponsor carried by the store.

# ★ ★ STAR ★ ★ TRANSLUCENT BLANK TITLE STRIPS

THE FINEST, WHITEST PAPER OBTAINABLE. \$1.50 PER BOX OF 4000 STRIPS . . . AT YOUR SEEBURG DISTRIBUTOR

STAR TITLE STRIP CO., Inc. P. O. BOX 6125 PITTSBURGH 12, PA.



**The Universal Favorite...**  
**ROCK-OLA**  
 THE PHONOGRAPH THAT SELLS MUSIC  
 More COLOR AND ANIMATION, ADVANCED STYLING,  
 EASE OF ACCESSIBILITY, ENGINEERING PERFECTION,  
 DESIGN ATTRACTION, FAITHFUL RECORD REPRODUCTION,  
 OPERATOR SATISFACTION

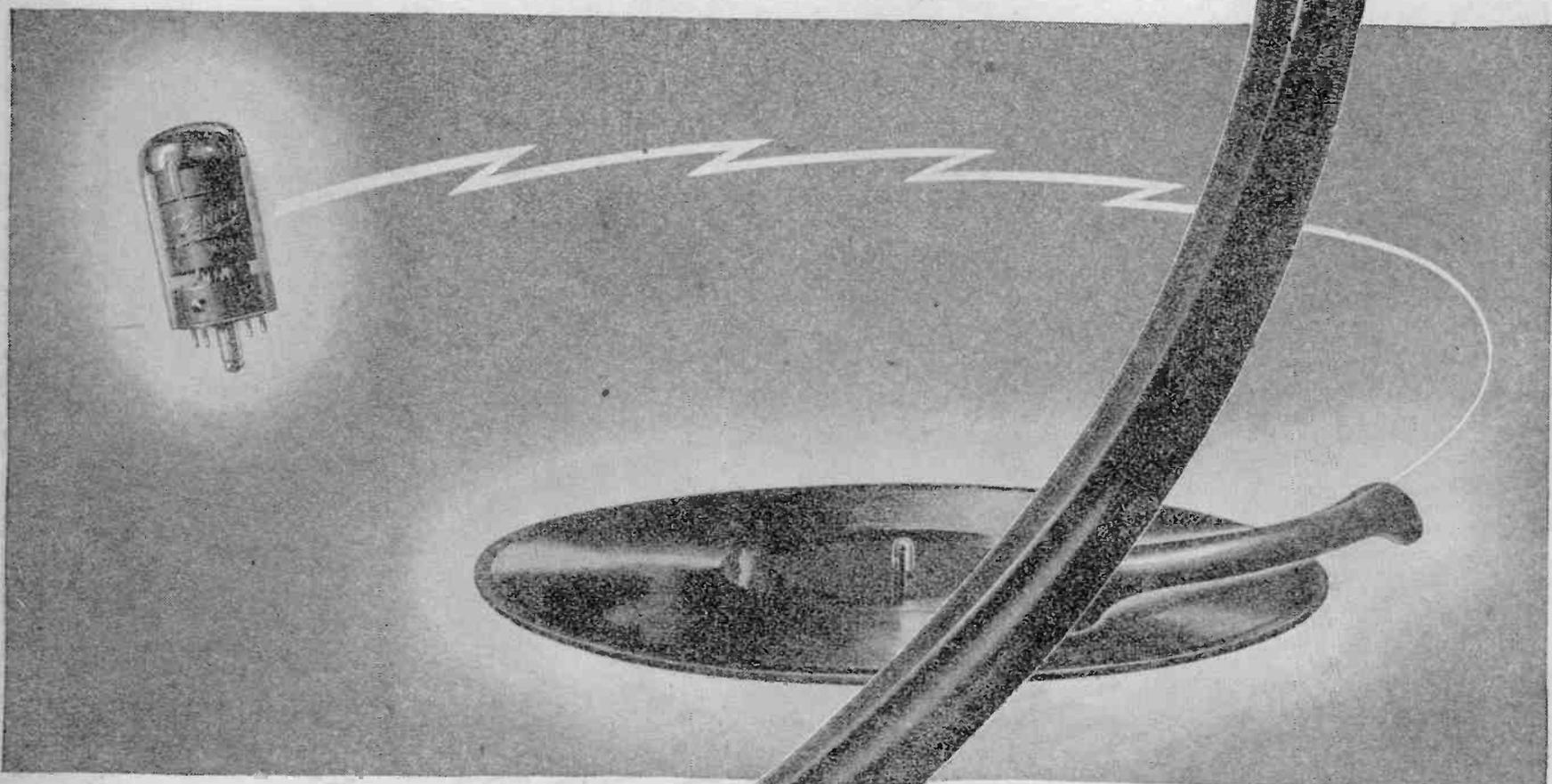


ROCK-OLA Manufacturing Corporation • 800 N. Kedzie Ave. • Chicago 51, Ill.

The New Wurlitzer Phonographs  
Feature the Famous

**ZENITH**  
REG. U. S. PAT. OFF.

# COBRA TONE ARM



## The COBRA Gives Better Tone

The new Wurlitzer will get a bigger play because the COBRA pick-up reproduces records with life-like fidelity, free from needle noise or scratch.

## The COBRA Cuts Record Replacement

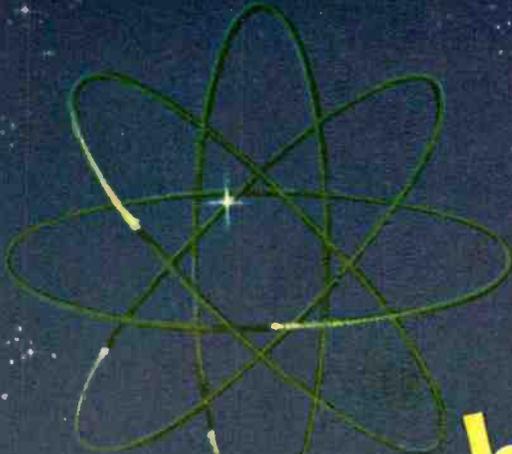
In actual field tests of Wurlitzer Automatic Phonographs COBRA equipped machines give 1,500 to 2,500 plays from a single record which is many times the average of machines with conventional pick-ups. During the tests, one unit equipped with a COBRA carried the current top ten selections of the Hit Parade continuously for two months, *without record replacements*. Record service calls were actually reduced 70%.

## The COBRA Reduces Service and Maintenance Expense

COBRA equipped machines average 1,620 plays per dollar spent for needles and records, in comparison with only 190 to 420 plays per dollar spent for needles and records on machines with the conventional type pick-up. In addition, pick-up repair and service expense is greatly reduced.

*It's the New and Better Way to Play Records*

ZENITH RADIO CORPORATION • 6001 DICKENS • CHICAGO 39, ILLINOIS

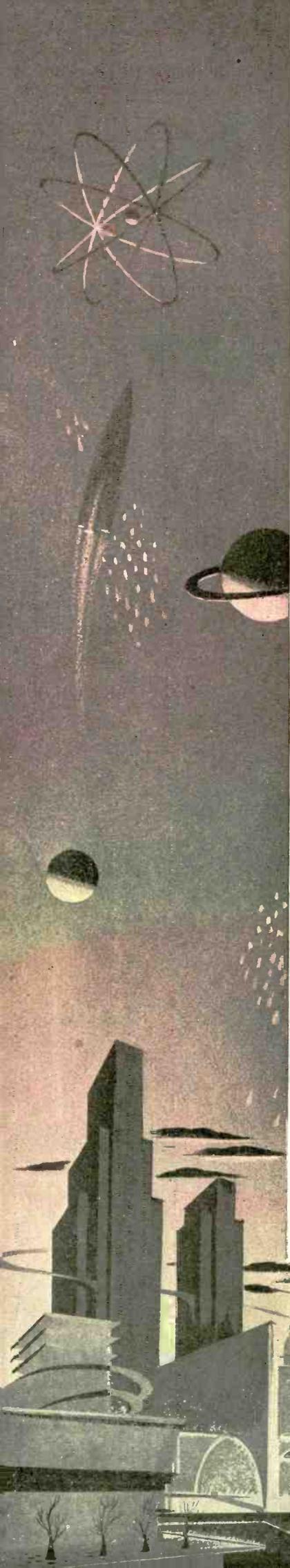


# new horizons

IN PLAY APPEAL AND OPERATING ECONOMY

**WURLITZER**

1948 Phonographs •  
and Engineered  
Music Systems



# THE **WURLITZER** MODEL 1100

never before a phonograph so alive with  
money-making and money-saving features



THE WORLD'S FIRST REAL POSTWAR PHONOGRAPH IS HERE!

*It's the Wurlitzer Model 1100!*

New from top to bottom, from styling to tone, from cabinet construction to program selection, it opens wide new horizons in play-appeal and operating economy.

Look at it! Listen to it! Probe into its innards and marvel at its engineering. Your eyes, your ears and your service men will welcome its breath-taking advancements. It is far ahead of anything ever conceived in this industry. There are literally no standards by which it can be compared.

It's the first commercial phonograph to incorporate the sensational Zenith Cobra Tone Arm . . . first to introduce clear non-fade plastics . . . first to offer a 24-record program with a revolving selector that speeds up selection by serving up eight numbers at a time . . . first to present aeronautical astro-dome plastics in a record changer compartment window . . . first to inaugurate a whole host of service features that make it possible to remove parts for service up to 100 times faster than ever before.

Here, in the Wurlitzer Model 1100, is a phonograph that will plumb new lows in operating cost . . . that will hit new highs in earning power . . . that will offer more *Musical Fun for Everyone* than any commercial phonograph in history.

For Specifications see back page.



Model 1100

# ★ ITS GREAT SKY-TOP TURRET

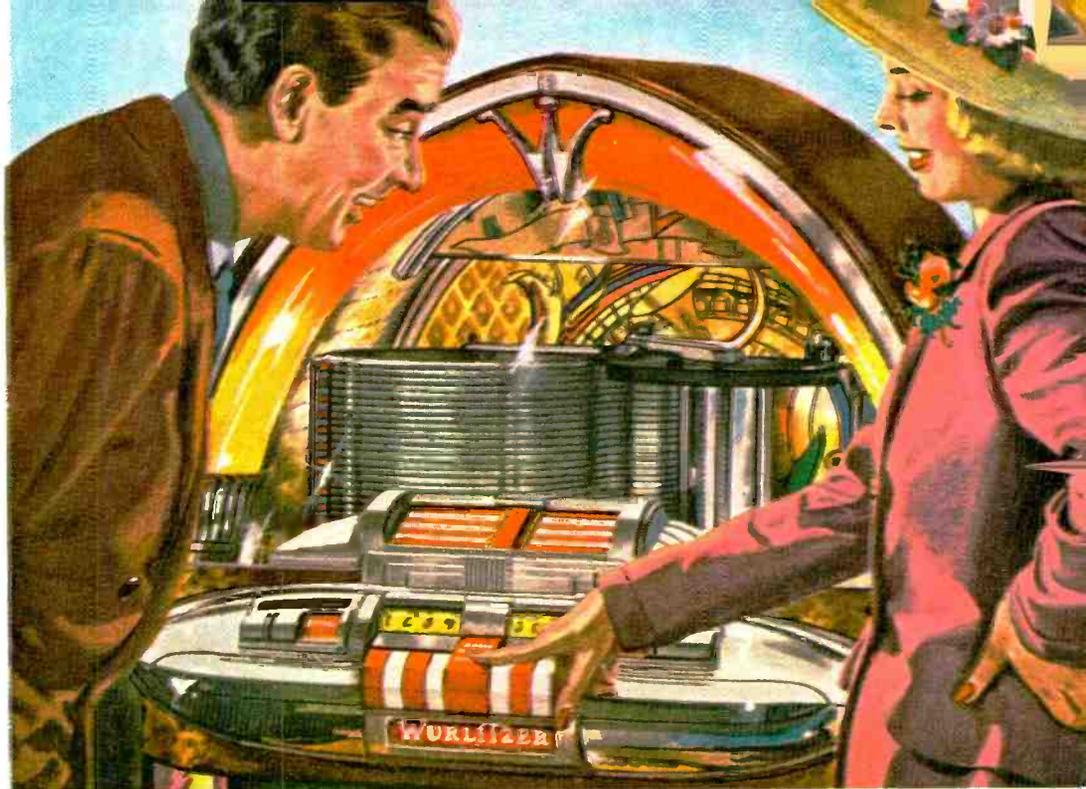
makes it a "sidewalk superintendent's" dream



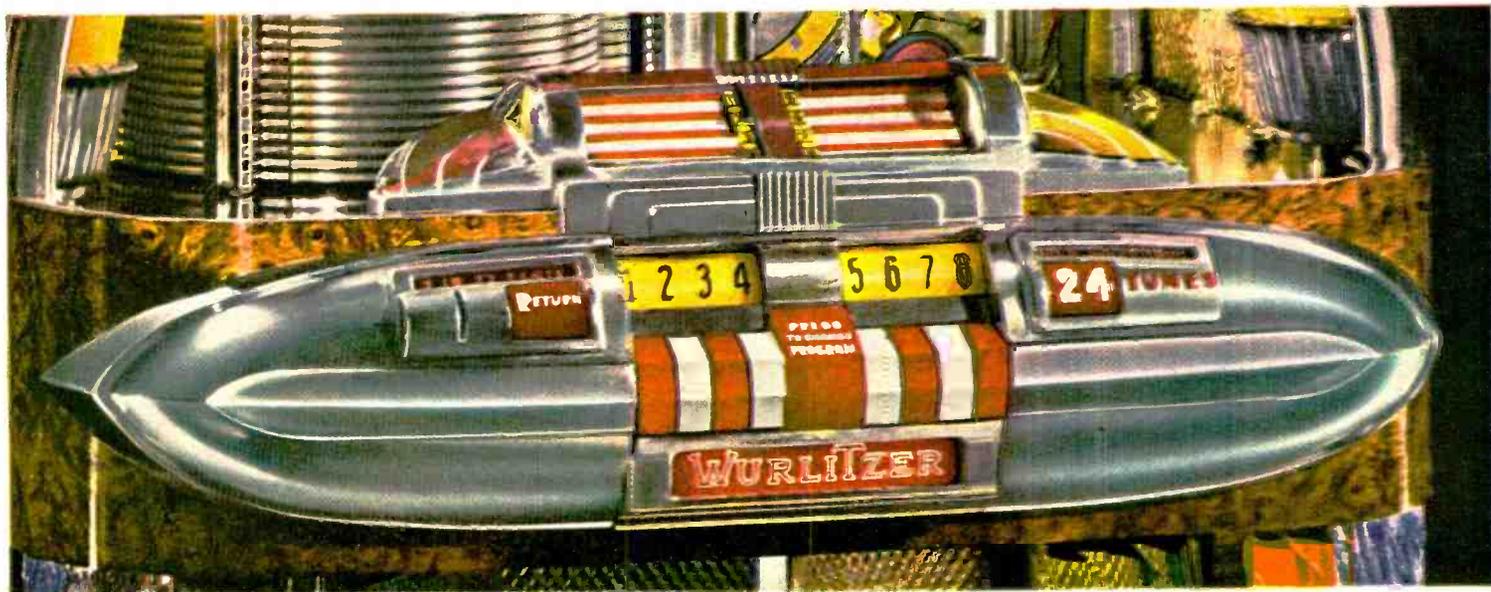
# WINDOW

The greatest eye-appeal of all time! Gorgeous moving, changing illumination through crystal-clear embossed door plastics — an innovation in the industry. No paints to fade. No loss of brilliance even in bright daylight. You actually see the color cylinder through a series of rectangular lenses with the most startling, pleasing, play-promoting color effects on any phonograph.

And, to top it off, Wurlitzer's panoramic SKY-TOP Record Changer Window. Larger than ever, stronger than ever, built like a bomber nose, it's a "sidewalk superintendent's" dream. Gives everyone a



ringside seat as the record changer mechanism works its magic in a dramatic, theatrical setting right before their very eyes.



## Its Fascinating New *Encore* Program Selector Keeps People Playing Again and Again

Another exciting example of Wurlitzer leadership! The new Encore Program Selector. A master stroke in multiplying play-appeal by making record selection faster, easier, more fun.

Divides 24 records into three programs of eight records each. Player makes selection from eight numbers showing on program holder. By pressing the Master Key, the program holder revolves and another selection of

eight different numbers comes into view. New numbers appear above the selector buttons corresponding to the new set of eight tunes, and the color behind these numbers also changes to match the colored program numbers opposite the program slips.

Action, motion, illumination combine in the Encore Program Selector, encouraging people to play the phonograph again and again. More and more profits for you!

**Its scintillating tone brilliance is enhanced by the**

**ZENITH**

## **COBRA TONE ARM**

Wurlitzer sets another precedent. Enhances its long held leadership in tone by being the first commercial phonograph manufacturer to adopt the famous Zenith Cobra Tone Arm.

Less than 2/3 ounce pressure at the "floating filament" stylus point. Extremely low record surface noise. Picks up the finest modulations to reproduce tones never before heard on a record.

The "floating filament" is housed in a retractable cartridge. Therefore, the pickup will stand amazing abuse. Your service man can accidentally drop the pickup on the record, or scrape it clear across the surface. No damage to record or stylus. Any pressure on the tone arm rocks the cartridge upwards . . . raises the "floating filament" point off the

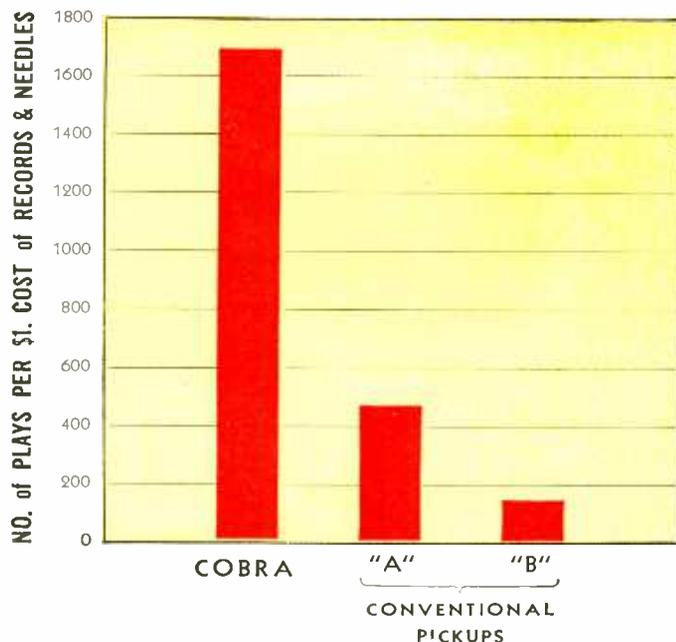


record . . . leaves only a smooth plastic shoulder in contact that will not harm a record.

You can move the phonograph, jolt it, run it on springy floors without injury to record or the "floating filament" stylus.

## **Sensational savings in record wear**

The public plays the average popular numbers on your phonograph from 1500 to 2500 times. With conventional pickups the fidelity of those records starts to fall off at from 50 to 300 plays and, from



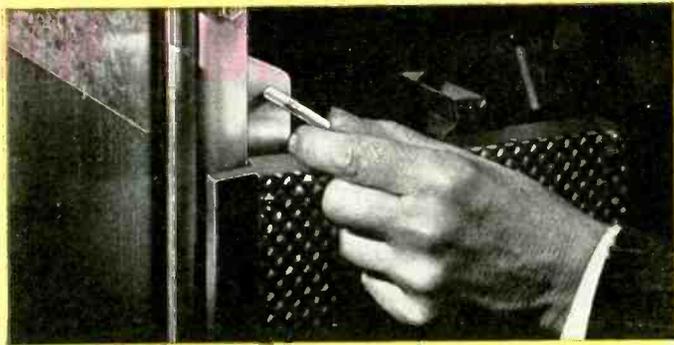
that point, falls off FAST. You have to replace that record 3 or 4 times during the life of that tune.

Not so with the Zenith Cobra Tone Arm! ONE RECORD will play the ENTIRE run. That record will have 95% fidelity after 2000 plays — will STILL be suitable for secondary spots or for resale.

There's a further economy feature, too. Conventional pickups give you from 190 to 420 plays per dollar spent for needles and records. Zenith's Cobra Tone Arm gives you 1620 plays for the same dollar.

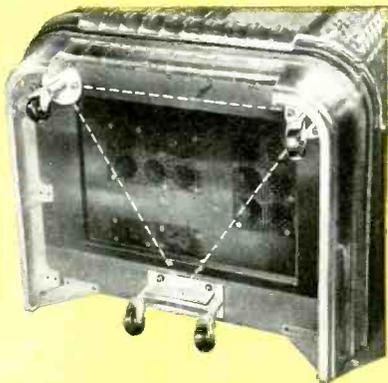
Needles and record costs represent one of the major factors in your operating expense. Now you can conservatively figure a 50 to 75% reduction in those costs, a saving that can represent hundreds of dollars in extra profits on every Wurlitzer Model 1100 Phonograph.

Furthermore, the tone of your new Wurlitzer will always be the type that attracts more and more play — that produces more and more profits for YOU.



**Back door opens from latch in front:**  
Flick a latch just inside the front door. PRESTO! The back door swings open! No reaching through chassis. Cleaner, quicker, far more convenient way of getting at the rear of the chassis.

**3-point suspension for accurate permanent leveling:**



A caster under each front corner. A double caster centered in the rear. A 3-point adjustable suspension that accurately and permanently compensates for uneven floors — prevents sag, saves service.

**Colorful Musical Note dust cover protects tray stack:** A dust cover and an eye-catching ad for Wurlitzer Music combined! Wurlitzer's *Sign of the Musical Note* in full color right where it will be seen by everyone who looks into the record changer compartment.

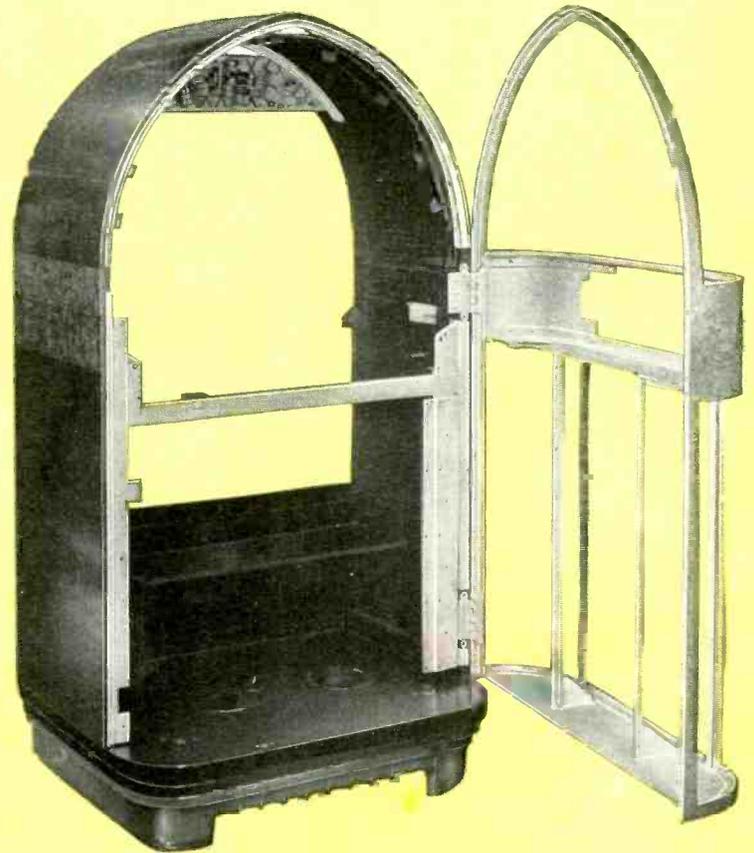


**Greater illumination than ever at lowest wattage on record:**



You never saw a phonograph so gorgeously illuminated, so packed with eye-appeal, yet, thanks to the clarity of Wurlitzer plastics and the reflective power of the aluminum grille, it's accomplished with a total consumption of only 155 watts.

**EVERYWHERE YOU LOOK  
... MORE CONVENIENCE  
AND CONSTRUCTION  
FEATURES**



**Entire cabinet and door are metal framed for extra ruggedness:** Skyscraper construction! Cabinet is metal framed. Door is metal framed. Door is hinged into metal. No warping. No sagging. The Wurlitzer Model 1100 will retain its beauty for years and years to come.

**Jam-proof 3-in-1 coin entry:**



Single 5, 10, 25c coin entry and coin track eliminates any possibility of coins jamming — saves coin mechanism service. 3 in 1 Magnetic Slug Rejector. Positive automatic coin return for off-power conditions.

# WURLITZER SCORES AGAIN! SAVE TIME—MONEY with

**I**N the new Wurlitzer 1100 all mechanical and electrical parts have been so improved and refined that this great phonograph will require *still less servicing* than any of its predecessors.

With the introduction of the "Quick-As-A-Flash" replacement units, Wurlitzer scores another great "first." Realizing that when servicing is required, the biggest time factor is removal and replacement of parts, the Model 1100 has been designed so that all important parts can be removed and replaced with little more effort than is required to insert a plug in a light socket.

The direct result is an amazing saving in time — one that will reflect itself in a substantial increase in profits from every Wurlitzer 1100. No bolts — no screws — no soldered connections to fuss with. Just snap out one unit and snap in the replacement and "Quick-As-A-Flash" the Wurlitzer is again working for you.

## Remove Junction Box 100 TIMES FASTER

Twelve years ago Wurlitzer originated the idea of terminating all electrical connections in a central Junction Box. That feature is retained and improved on the Wurlitzer Model 1100. Today the entire Junction Box lifts out by releasing one latch. 100 times faster than current conventional methods.



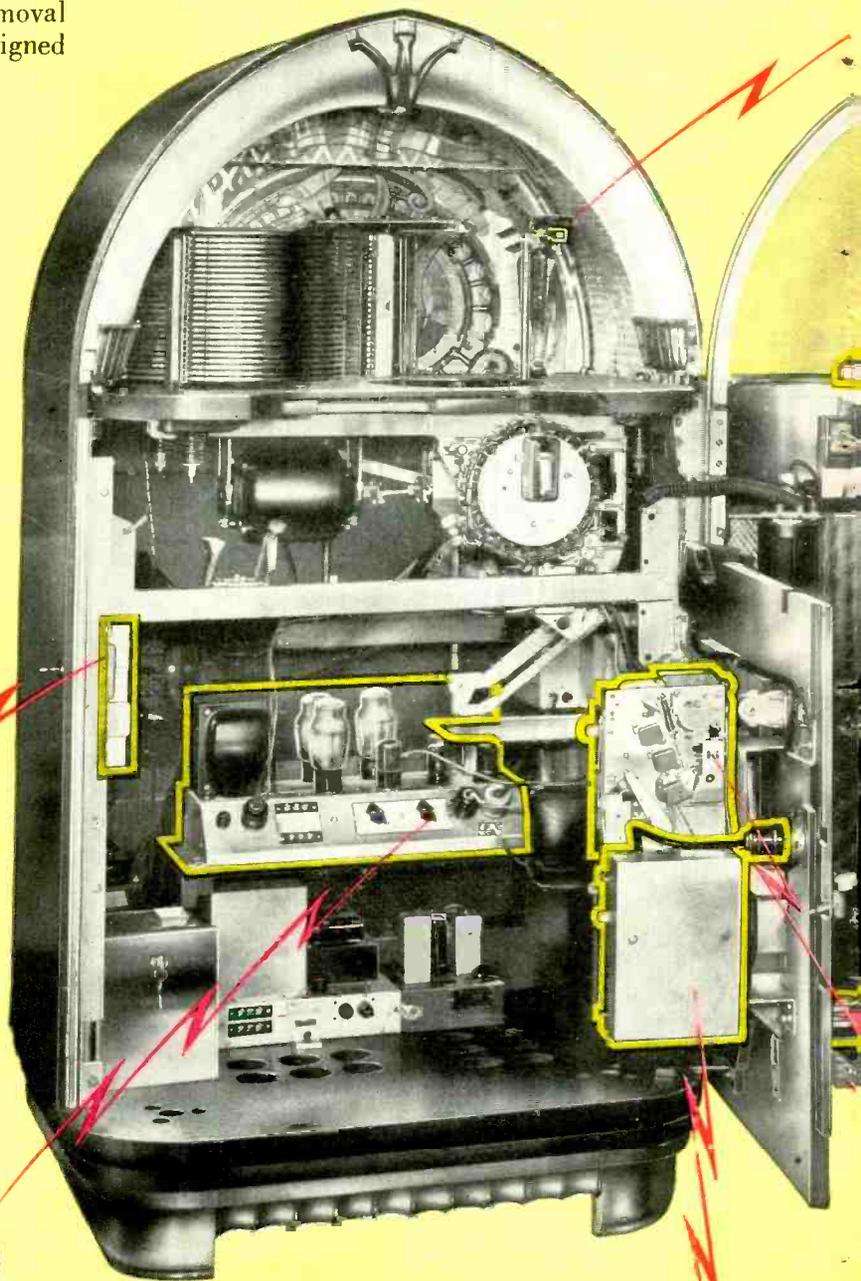
## Remove and Expose Amplifier OVER 100 TIMES FASTER

The Wurlitzer Model 1100 Amplifier is equipped with fader and matching transformers for connecting auxiliary speakers. No additional kits are required. Tube complement increases range and output of amplifier, as well as frequency range of the music. This Amplifier is part of the Wurlitzer Engineered Music System built right into the phonograph — is so designed that you can remove and expose it for service over 100 times faster than you can ordinary amplifiers.



## Remove and Replace Coin Mechanism and Cover NEARLY 3 TIMES FASTER

Mounted on inside of speaker door. Open the door — the mechanism is right in your face and operating where it can be easily and quickly removed. You can remove mechanism and cover nearly 3 times faster and replace it over twice as fast as in the past.



# WURLITZER *Quick-as-a-Flash* REPLACEMENT UNITS

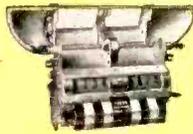
## Replace Cobra Cartridge Nearly **TWICE AS FAST**

You can replace a Cobra cartridge nearly twice as fast as you can replace a needle used with conventional pickups. And, when you replace a Cobra cartridge, you instantaneously bring the tone arm and the pickup to the state of perfection it had when it left the factory.



## Remove Encore Selector **OVER 3 TIMES FASTER**

Another time-saver where time is money. To remove the Electric Selector on the Model 1100, you pull a plug, loosen two latches and it's out. Over 3 times faster than the time it used to take.



## Remove Program Holder, Change Slips and Replace Holder **NEARLY TWICE AS FAST**

Rotating Program Holder lifts out of record changer compartment. Small, compact, you can remove old numbers, substitute either new individual slips or 4-number multigraphed cards and replace Holder nearly twice as fast as on any other phonograph.



## Remove and Adjust Moving Light Motors **OVER 6 TIMES FASTER**

Moving Light Motors lift out as an assembly by the simple removal of 2 screws. You may remove them and adjust them over 6 times faster than in the past.



## Remove Slug Rejector **5½ TIMES FASTER**

Slug Rejector is mounted on inside of speaker door. To remove it you simply open the door, lift out the unit. Actually 5½ times faster than former methods.



**On Top of . . .**  
**Unprecedented Earning Power**  
**THE WURLITZER "1100" CAN SAVE**  
**UP TO 1/3 OF ITS ORIGINAL COST IN**  
**FOUR YEARS OF OPERATION!**

- Never before was a commercial phonograph so packed with earning power — so economical to operate. With its famous ZENITH COBRA TONE ARM and QUICK-AS-A-FLASH replacement units, the "1100" will show such tremendous savings in record cost and service, that during the first four years of use it can reduce your original investment as much as 1/3.



Model 1030A

## THE NEW **WURLITZER** COLONIAL MODEL 1080A

featuring the **ZENITH** Cobra Tone Arm

### SPECIFICATIONS

**DIMENSIONS:** 58 $\frac{1}{2}$ " high x 33 $\frac{1}{2}$ " wide x 25" deep  
**WEIGHT:** 343 Lbs., Crated 400 Lbs.

**COIN EQUIPMENT:** Single Coin Entry—5-10-25c—  
 Three-In-One Magnetic Slug Rejector.

**RECORD CHANGER:** Floating Chassis—24 Records—  
 Electric Selector—Instant Set Back Play Meter—  
 Zenith Cobra Tone Arm.

**SOUND SYSTEM:** Amplifier Model 506. Tube Complement: 1—6SN7GT, 2—6L6G, 1—5U4G, 1—6SJ7, 1—6J5, Pre-amplifier with 1—6SN7GT. Equipped with four position fader switch and multi-matching speaker terminals. **SPEAKER:** 15" Electrodynamic, key type volume control and dual tone control.

**WATTAGE:** Lighting 120. Complete Phonograph 400.

The rousing reception accorded this beautiful and authentic Colonial Model by Music Merchants and Location Owners alike has prompted Wurlitzer to continue it in the line for 1948.

Now known as the Model 1080A, it incorporates Model 1100 sound system and the Zenith Cobra Tone Arm!

Already recognized for its brilliant tone, music by this graceful period instrument becomes even finer than before. No needle noise. No damage to records even if you drop the Cobra Tone Arm on them, or scrape it across the record surface. No damage to the floating pickup either. It's retractable. Any extra pressure forces the needle up off the record, leaving only a smooth plastic shoulder resting on the record.

See and hear the new Colonial Model 1080A. Instantly you'll see its possibilities as a location-holding, profit-producing phonograph.

# NEW **WURLITZER** CONCEALED MODEL 1017A

**Opens the door to locations where it is essential to save space — features the Zenith Cobra Tone Arm**

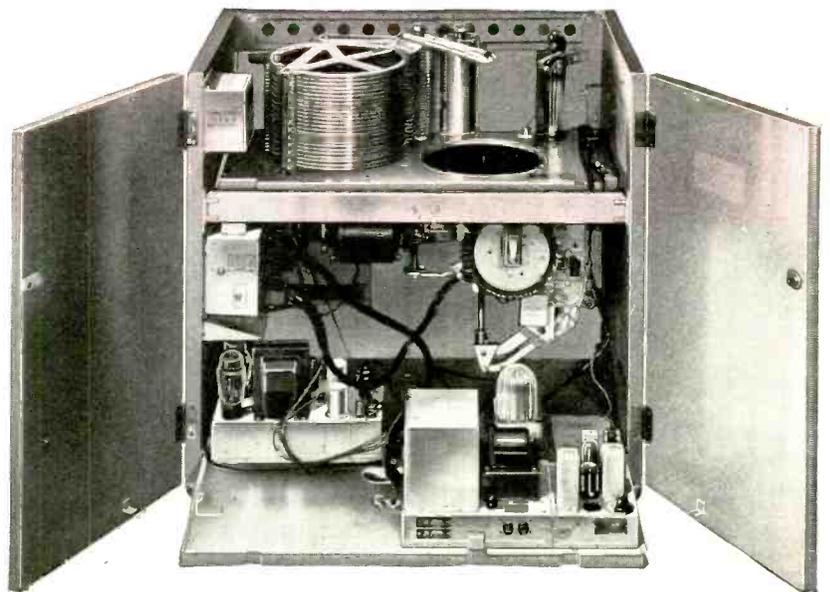
**C**ONTINUED in Wurlitzer's 1948 line as the 1017A, this compact, efficient unit can be placed in basements, store rooms, under counters, bars or other out-of-the-way spots.

It features the Zenith Cobra Tone Arm. It will provide the basis of a Wurlitzer Engineered Music System, rendering brilliance and clarity of tone never before approached.

Front and top doors open wide for easy service accessibility. A small monitor speaker is included for the convenience of the service man.

Here, as with all 1948 Wurlitzer Phonographs, record and needle economy, provided by the Zenith Cobra Tone Arm, will go a long way toward paying for this hidden unit.

For Specifications see back page.



## SPECIFICATIONS

**DIMENSIONS:** 7 $\frac{5}{8}$ " high x 7 $\frac{1}{4}$ " wide x 11-13/16" deep.

**WEIGHT:** 15 $\frac{1}{8}$  lbs. (not packed); about 15 $\frac{3}{4}$  lbs. packed.

**SOUND SYSTEM:** 1—6SN7GT, 2—6L6G, 1—5U4G, 1—6S17. Tube complement.

**WATTAGE:** 100 watts at 115 line.

## NEW WURLITZER AUXILIARY AMPLIFIER MODEL 227

**for use where location size precludes proper music coverage by standard phonograph**

May be used in combination with Wurlitzer Phonograph Models 1100, 1080A and 1017A where location size is too great for phonograph to give proper volume coverage. Eliminates excessive power drain on phonograph amplifier imposed by a large number of speakers. Is equipped with Model 29 Independent Compensated Volume Control. To add Remote Volume Control, simply remove key controls and install in remote station.



## MODEL 2140 BAR BOX IS ONLY $7\frac{5}{8}$ " WIDE, $7\frac{3}{8}$ " DEEP, $5\frac{3}{8}$ " HIGH ABOVE BAR. HAS WURLITZER *Encore* PROGRAM SELECTOR

The smallest selective bar box ever built! An exciting, eye-arresting answer to the demand for a 5 and 10c Bar Box compact enough to be out of the bartender's way, yet attractive enough to stimulate a substantial volume of extra phonograph play at the bar. Extra large cash box. Can be converted to 10 and 25c play by use of kit.

Model 2140 Bar Box features a nickel-plated, streamlined

case, colorful red plastic selector buttons, illuminated program holder, and its own version of Wurlitzer's *Encore* Program Selector. It rotates 24 popular record titles into view in 6 easy-to-see programs of 4 great tunes each.

Model 2140 Bar Box does not extend below bar in back — attaches with simple, inexpensive mounting bracket.

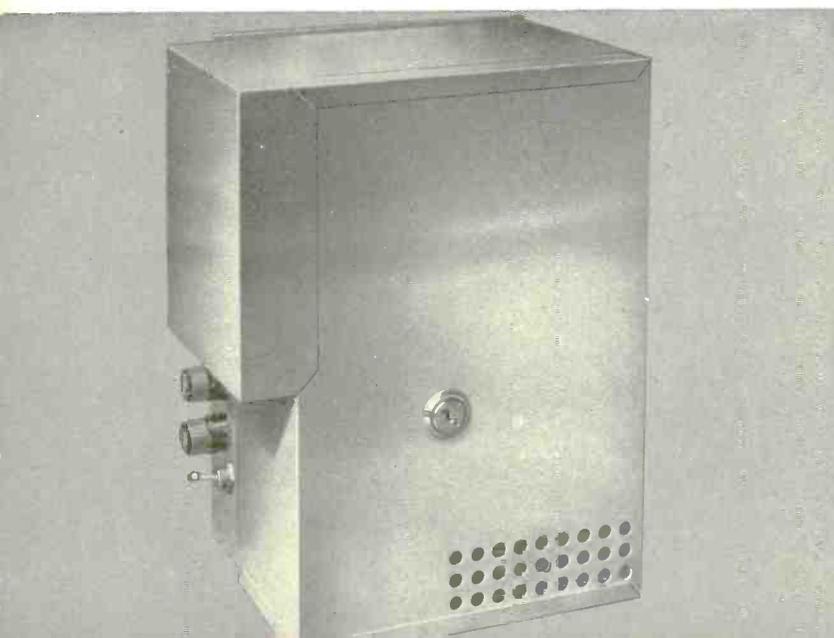
Put a battery of them on every bar in every location on your route. They pay a handsome return in coins you might otherwise never collect.

## MODEL 212 MASTER UNIT

**Mounts Under Bar — Handles 6 Bar Boxes**

Is required for installation of Model 2140 Bar Box. Will handle 6 bar boxes.

Model 212 Master Unit mounts under bar. Will operate in any position. Is bug- and dirt-proof. Wireless to the phonograph, it features Wurlitzer's Crystal-Controlled Transmitter — first and only transmitter of its kind in the commercial phonograph business.



## MODEL 3020 5-10-25c WALL BOX

Retained in Wurlitzer's 1948 line because of its tremendous popularity with Music Merchants. Features highly polished metal case that always looks new. Picks up and reflects surrounding colors for added eye-appeal.

Red Tenite Push Buttons. Illuminated Program Holder. Easily serviced bug and dust-proof mechanism.

Crystal control eliminates frequency

drift when used on a wireless installation.

Shipped as 3 wire unit, but can be converted to 2 wire by addition of line cord, or to wireless system by addition of Model 215 plug-in wireless transmitter and line cord. Wireless system requires installation of Model 216 plug-in radio impulse receiver in phonograph.

### SPECIFICATIONS

SIZE: 8 $\frac{7}{8}$ " wide, 11 $\frac{3}{4}$ " high, 5 $\frac{11}{16}$ " deep.

MATERIALS: All metal case. Working parts accessible and removable as a unit.

COIN EQUIPMENT: Single 5c, 10c, 25c Coin Entry. Magnetic selector convertible to 1 play for 19 cents — 3 plays for 25c with special kit.



## MODEL 3025 5c WALL BOX

For 3 wire installation only. Similar in appearance to Model 3020 except for hammered metal finish painted grey-green. Held in Wurlitzer's 1948 line, like the Model 3020, because of its magnificent record of service-free performance on location.



## MODEL 3031 multi-wire WALL BOX

Another great Wall Box held over for 1948 because of its profit-producing record. One of the smallest, simplest units ever built. Features cheat-proof, dial-type selector, highly polished metal case.

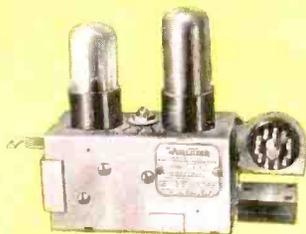
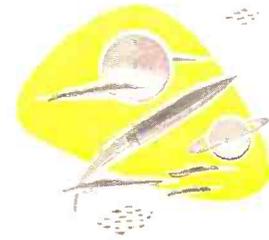
### SPECIFICATIONS

SIZE: 7 $\frac{1}{2}$ " wide, 9" high, 4 $\frac{3}{8}$ " deep.

MATERIAL: All metal case.

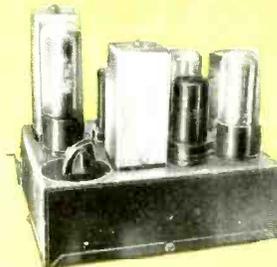
COIN EQUIPMENT: Magnetic coin selector. Single 5c coin entry convertible to 10c with special kit.

MISCELLANEOUS: Requires installation of Model 218 terminal box. Uses multi-wire connecting cable. Model 223 Booster Transformer must be used for each additional 10 wall boxes.



### MODEL 215 TRANSMITTER

Required for use with Model 3020 Wall Box. Wireless Installation. Tube Complement: 1—6V6GT, 1—6X5GT.



### MODEL 216 RECEIVER

Required for use with Model 2140 Bar Box and Model 3020 Wall Box.

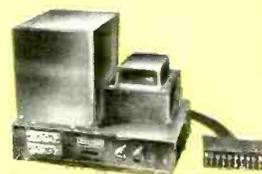
### SPECIFICATIONS

6" High — 5 $\frac{1}{4}$ " Deep — 6 $\frac{1}{2}$ " Wide.  
Packed weight: 4 $\frac{1}{2}$  Lbs.  
Tube Complement: 1—6SN7, 1—6SQ7, 1—6SK7, 1—5Y3GT/G.



### MODEL 218 TERMINAL BOX

Required for use with Model 3031 Wall Box.



### MODEL 219 STEPPER

Required for use with Model 2140 Bar Box and Models 3020, 3025 and 3045 Wall Boxes.

# WURLITZER

## ENGINEERED MUSIC SYSTEMS

From the equipment pictured and described on these pages it is possible for any Wurlitzer Music Merchant to install a complete Music System in any location regardless of size, shape or acoustical properties. Wurlitzer 1948 Phonographs are basically designed to handle auxiliary equipment. All speakers are basically designed for tone, and then styled. Matching transformers match the voice coil to a high impedance line. The results are less line loss, better tone; music at a pleasing sound level at any point in any location. In the final analysis, a Wurlitzer Engineered Music System means music with greater appeal to the public — producing greater profits for YOU!



Model 4006-A Round Mirror Speaker

**MODEL 4006-A** Sparkling, scored mirror face reflects light and color. Bright, easily read lettering advertises "Wurlitzer Music." Permanent magnet speaker and exclusive Wurlitzer "SonoCircle" Tone Chamber assure perfect music reproduction.

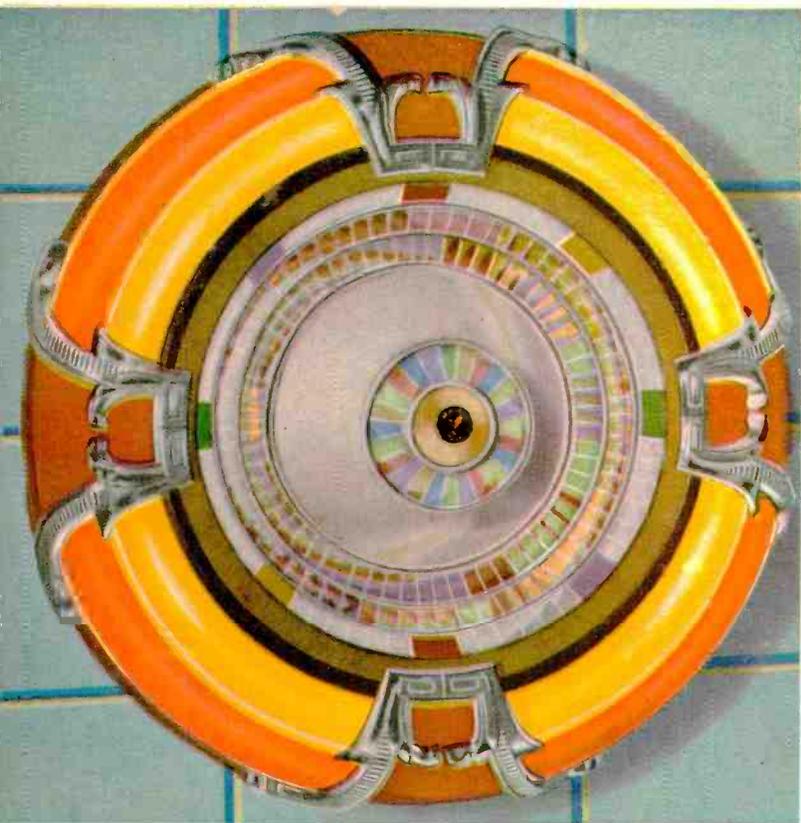
**SIZE:** 19" diameter, 8" depth.

3½ Ohm voice coil.

**MATERIALS:** Walnut veneer cabinet with deluxe mirrored front. Styled "W" on grille cloth over speaker.

**MISCELLANEOUS:** Wall mounting provisions. Terminal strip on back provides for connecting voice coil directly to phonograph or through a 500 Ohm matching transformer.

**SPEAKER:** 8" permanent magnet.



Model 4008 Super DeLuxe Wall or Ceiling Speaker

**MODEL 4008** First 15" Auxiliary Speaker ever offered. Real phonograph tone and output. Strikingly different design combines curly maple veneer, translucent molded plastics, polished metal trim and multi-faceted mirror glass. Fully illuminated, including a positive motor-driven revolving, jewel-like center section that presents an ever-changing array of brilliant colors.

Wurlitzer's new "SonoCircle" Tone Chamber assures musical reproduction never before attained by an auxiliary unit. Perfect for use with concealed phonograph installations. Can be used in conjunction with smaller speakers.

**SIZE:** 32½" diameter, 167/16" depth.

**MATERIALS:** Wood base, reinforced and decorated with highly polished castings.

**SPEAKER:** 15" heavy-duty permanent

magnet and 8 Ohm voice coil.

**MISCELLANEOUS:** Contains wall or ceiling mounting brackets. Terminal strip on back permits connecting voice coil directly to phonograph or through a 500 Ohm matching transformer. 15' light cord with A.C. plug.

**MODEL 4004-A** This attractive wall speaker is finished in black, red and gold. Simulates a phonograph record in motion. Features the Sign of the Musical Note face, illuminated from behind.

**SIZE:** 16½" diameter, 7¾" deep.

Ohm voice coil.

**MATERIALS:** All-wood cabinet with yellow metal disc and colorful Musical Note front.

**MISCELLANEOUS:** Wall mounting provisions. Terminal strip on back provides for connecting voice coil directly to phonograph or through a 500 Ohm matching transformer.

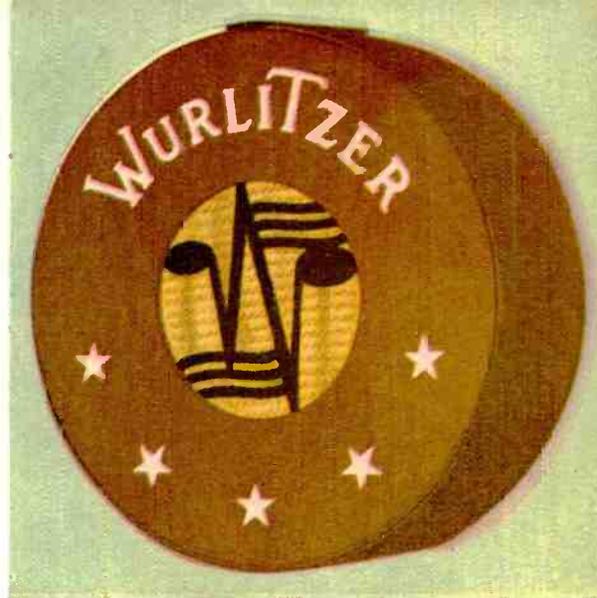
**SPEAKER:** 8" permanent magnet, dust-proof with volume control 3½

Model 4004-A Musical Note Speaker





Model 4007 Oval Deluxe Speaker



Model 4005-A Round Walnut Speaker

**MODEL 4007**

Unique oval design featuring ever-changing colors that play on the sparkling silver grille cloth and mirrored rim. Novel 3-dimensional replica of Wurlitzer's *Sign of the Musical Note*. Combination of heavy duty 12" Speaker and "SonoCircle" Tone Chamber gives increased output, tonal fidelity and frequency response.

SIZE: 30½" high, 22¾" wide, 11⅝" deep.

MATERIALS: Wood frame, Silver grille cloth with red W. Mirror front with revolving colored light cylinder behind Musical Note.

SPEAKER: 12" heavy duty permanent

magnet with 8 Ohm voice coil.

MISCELLANEOUS: Contains wall mounting provisions. Terminal strip on back permits connecting voice coil directly to phonograph or through a 500 Ohm matching transformer. 15' light cord with A.C. plug.

**MODEL 4005-A**

An inexpensive yet attractive genuine walnut veneer wall speaker that harmonizes with any location and reproduces phonograph music with amazing fidelity, thanks to Wurlitzer's exclusive new "SonoCircle" Tone Chamber.

SIZE: 16½" diameter, 6" deep.

MATERIALS: Walnut veneer drum shaped cabinet with stylized "W" on gold grille cloth.

SPEAKER: 8" permanent magnet, 3½ Ohm

voice coil.

MISCELLANEOUS: Wall mounting provisions. Terminal strip on back for connecting voice coil directly to phonograph or through a 500 Ohm matching transformer.

**MODEL 4009**

New and different. Enables you to line up locations and offer them a permanent sound system before construction starts — or easily and conveniently installed in any wall or ceiling. Simple, inexpensive, amazingly high output speaker. Removable from mounting board for servicing.

SIZE: 14" diameter. Recesses in wall 2½".

MATERIALS: Metal frame. Lace Cane Grille complete with mounting board, braces,

etc. Visible flange of speaker easily mounts flush with wall or ceiling with four screws.

SPEAKER: 12" permanent magnet with 8 Ohm voice coil.

**MODEL 4002**

Similar in design to Model 4000 Speaker but constructed of vari-colored plastics. Already a tested play-stimulator in all types of locations.

Multi-colored plastic case illuminated by 60 watt bulb.

SIZE: 8¾" deep by 23¾" diameter.

MATERIALS: All-metal exterior.

SPEAKER: 12" permanent magnet type.

MISCELLANEOUS: Includes wall or ceiling mounting.

**MODEL 4000**

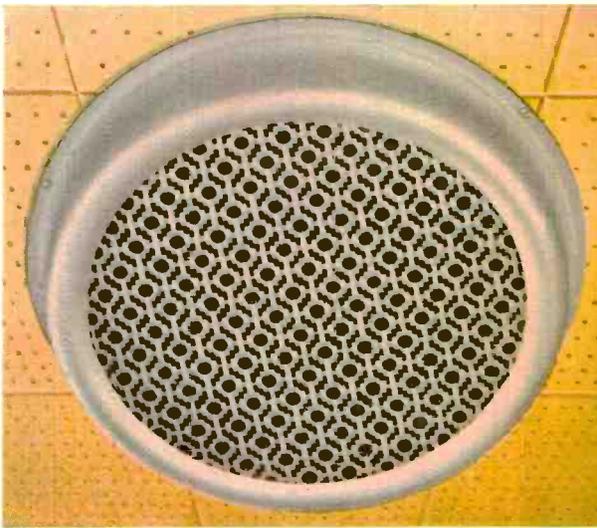
A handsome, all-metal speaker. Illuminated, highly polished metal frame will help sell Wurlitzer Music in any location. Stands away from the wall or ceiling to cast a pleasing pattern of light around it. Picks up and reflects surrounding colors with gorgeous effects in eye-appeal.

SIZE: 8¾" deep by 23¾" diameter.

MATERIALS: All-metal exterior.

SPEAKER: 12" permanent magnet type.

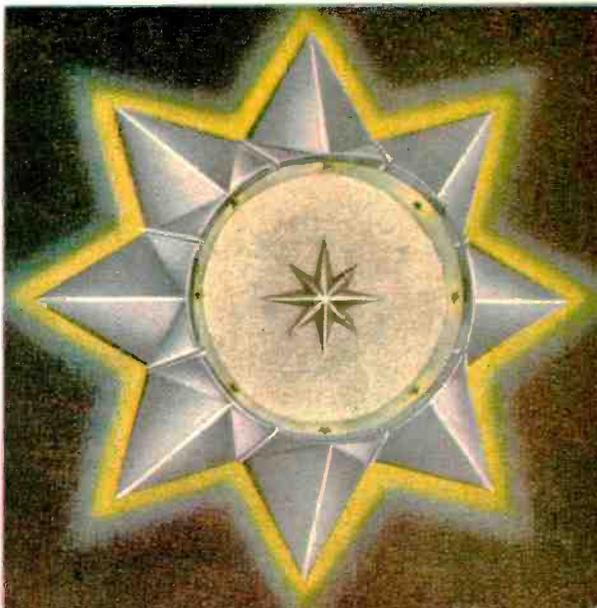
MISCELLANEOUS: Includes wall or ceiling mounting.



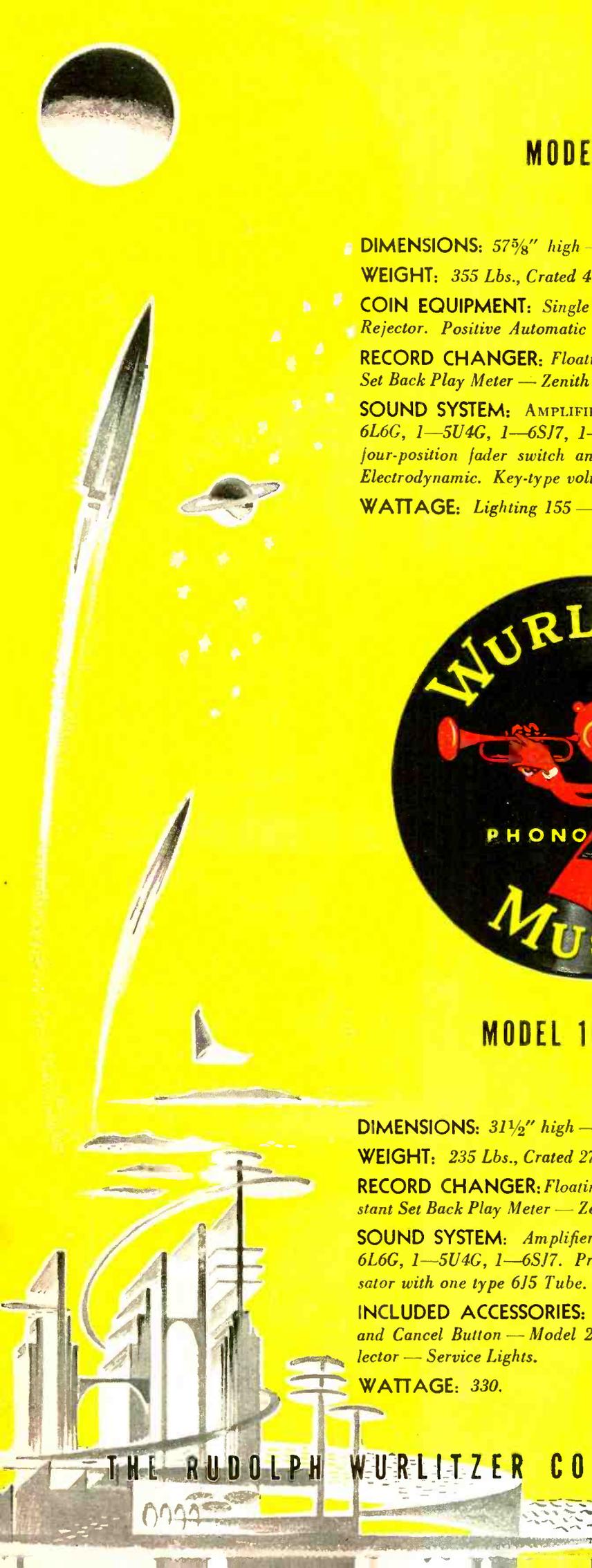
Model 4009 Recessed Wall or Ceiling Speaker



Model 4002 Multi-Colored Wall or Ceiling Speaker



Model 4000 Silver Star Wall or Ceiling Speaker



## MODEL 1100 PHONOGRAPH

### SPECIFICATIONS

**DIMENSIONS:** 57 $\frac{3}{8}$ " high — 30 $\frac{1}{2}$ " wide — 27 $\frac{1}{4}$ " deep.

**WEIGHT:** 355 Lbs., Crated 412 Lbs.

**COIN EQUIPMENT:** Single Coin Entry — 5-10-25c — Three-in-One Magnetic Slug Rejector. Positive Automatic Coin Return for Off-power conditions.

**RECORD CHANGER:** Floating Chassis — 24 Records — Electric Selector — Instant Set Back Play Meter — Zenith Cobra Tone Arm.

**SOUND SYSTEM:** AMPLIFIER — Model 506. Tube Complement 1—6SN7GT, 2—6L6G, 1—5U4G, 1—6SJ7, 1—6J5. Pre-amplifier with 1—6SN7GT. Equipped with four-position fader switch and multi-matching speaker terminals. **SPEAKER** — 15" Electrodynamic. Key-type volume control and dual tone control.

**WATTAGE:** Lighting 155 — Complete Phonograph 400.



## MODEL 1017-A CONCEALED UNIT

### SPECIFICATIONS

**DIMENSIONS:** 31 $\frac{1}{2}$ " high — 31 $\frac{1}{2}$ " wide — 23" deep.

**WEIGHT:** 235 Lbs., Crated 274 Lbs.

**RECORD CHANGER:** Floating Chassis — 24 Records — Electric Selector — Instant Set Back Play Meter — Zenith Cobra Tone Arm.

**SOUND SYSTEM:** Amplifier — Model 227. Tube Complement, 1—6SN7GT, 2—6L6G, 1—5U4G, 1—6SJ7. Pre-amplifier with 1—6SN7GT. Model 1017-A Compensator with one type 6J5 Tube.

**INCLUDED ACCESSORIES:** Remote Control with Volume Control, Off-On Switch and Cancel Button — Model 219 Impulse Stepper — Monitor Speaker — Service Selector — Service Lights.

**WATTAGE:** 330.

THE RUDOLPH WURLITZER COMPANY, N. TONAWANDA, N. Y.

PRINTED  
IN  
U.S.A.

# CMI Cancer Fund Tops 100G; Donor List Is Announced

(Continued from page 93)

Co., Chicago, \$5,000; D. Gottlieb & Co., Chicago, \$5,000; Genco Manufacturing & Sales Co., Chicago, \$5,000; Watling Manufacturing Co., Chicago, \$5,000; Chicago Coin Machine Co., Chicago, \$2,500; Williams Manufacturing Co., Chicago, \$2,500; A. B. T. Manufacturing Corp., Chicago, \$2,500; Westerhaus Co., Cincinnati, \$1,000; Sicking, Inc., Cincinnati, \$1,000; Jack R. Moore Co., Portland, Ore., \$1,000; O. D. Jennings Co., Chicago, \$1,000; Coven Distributing Co., Chicago, \$1,000; Howard Foundry, Chicago, \$1,000.

\$500-\$1,000: Dixie Coin Machine Co., New Orleans, \$600; Advance Automatic Sales Co., San Francisco, \$500; National Sales & Distributing Co., Dallas, \$500; R. F. Jones Distributing Co., Salt Lake City, \$500; Coin Machine Sales, Houston, \$500; the Cash Box, New York, \$500; Inglewood Amusement Co., Fox Lake, Ill., \$500; Trimount Coin Machine Co., Boston, \$500; Jack Rosenfeld, Jack Rosenfeld Co., St. Louis, \$500; Ansonia Electric Div-Noma Electric Corp., Ansonia, Conn., \$500; Southern Automatic Amusement Co., Louisville, \$500.

\$101-\$500: A. J. Sandtner, Seattle, \$400; Atlas Novelty Co., Pittsburgh, \$300; Albert Sales Co., Buffalo, \$300; United Novelty Co., Inc., Biloxi, Miss., \$250; Coin Machine Distributing Co., Pittsburgh, \$250; Associated Amusements, Inc., Boston, \$250; B. D. Lazar Co., Pittsburgh, \$250; the Vending Machine Co., Fayetteville, N. C., \$250; William Cohn, Silent Sales Co., Minneapolis, \$250; Pan-American Sales Co., San Antonio, \$250; John A. Ruggiero, Jack Moore Co., San Francisco, \$250; General Vending Sales Corp., Baltimore, \$200; Sicking Co., Indianapolis, \$200; Southern Oregon Amusement Co., Klamath Falls, Ore., \$200; Distributing Corp. of Illinois, Chicago, \$200; R. C. Burnett, Bedford, O., \$200; Olive Novelty Co., St. Louis, \$200; Cleveland Coin Machine Exchange, Cleveland, \$200; Keystone Panoram Co., Philadelphia, \$200; Hy-G Amusement Co., Minneapolis, \$200; Van Cleef Bros., Chicago, \$150; Production Instrument Co., Chicago, \$150; New Orleans Novelty Co., New Orleans, \$134; Atlantic Connecticut Co., Hartford, \$125; Seaboard Connecticut Corp., Hartford, \$125; Amusement Arcade, Pittsburgh, \$114.60.

\$100: James T. Mangan; American Distributing Co., Dallas; Tradio, Asbury Park, N. J.; Roanoke Vending Machine Exchange, Roanoke, Va.; anonymous; Berteau-Lowell Plating Works, Chicago; O. J. Porter Co., Cape Elizabeth, Me.; Heath Distributing Co., Macon; Quality Hardware & Machine Corp., Chicago; Badger Sales Co., Inc., Los Angeles; Philip Robinson, Los Angeles; Hub Enterprises, Baltimore; Monroe Novelty Co., Toledo; Maurice O. Wells, Chicago; Atlas Novelty Co., Chicago; Advertising Posters Co., Chicago; W. L. Amusement Co., St. Louis; General Distributing Co., Dallas; Sterling Co., Lexington, Ky.; Twin Ports Sales Co., Duluth; Division Lead Co., Chicago; Walbox Sales Co., Dallas; Edelman Amusement Devices, Detroit; Mohawk Skill Games Co., Schenectady, N. Y.; Schork-Schaffer Amusement Centers, New York; King-Pin Equipment Co., Kalamazoo, Mich.; Coin Machine Acceptance Corp., Chicago; National Coin Machine Exchange, Chicago; Atlantic India Rubber Works, Inc., Chicago; Sparks Specialty Co., Soperton, Ga.; Linehan, Inc., Chicago; Cinch Manufacturing Corp., Chicago; the Reproduction Co., Chicago; Friedman Amusement Co., Atlanta; Automatic Coin Machine & Supply Co., Chicago; Indiana Music Co., Terre Haute, Ind.;

Birmingham Vending Co., Birmingham; Austin Sales Co., Austin, Minn.; Edward C. Kennedy Co., Chicago; Electrical Windings, Inc., Chicago; Minthorne Music Co., Los Angeles; Music Machine Co., Brunswick, Ga.; Motor Research Co., Racine, Wis.; Hooker Glass & Paint, Chicago; Standard Transformer Corp., Chicago.

\$50-\$100: W. & V. Music Co., Atlanta, \$78; Aeronautical Electric Co., Chicago, \$75; Revco, Inc., Deerfield, Mich., \$50; anonymous, \$50; R. F. Vogt Distributors, Salt Lake City, \$50; Harry H. Hoke Jr., Washington, \$50; United Distributors, Wichita, Kan., \$50; Max Glass Distributing Co., Chicago, \$50; S. & A. Novelty Co., San Bernardino, Calif., \$50; LeFlore Music Co., Greenwood, Miss., \$50; H. H. Weaver & Co., Inc., Forest Hills, N. Y., \$50; Elbee Co., Fresno, Calif., \$50; E. T. Mape Distributing Co., Inc., Los Angeles, \$50; Bigner, Inc., Cincinnati, \$50; Frank C. Hart, Bloomington, Ind., \$50; V. J. Schwenoha, Lincoln, Ill., \$50; Sacramento Novelty Co., North Sacramento, \$50; Advance Digger Co., Dayton, \$50; Richmond Sales Co., Richmond, \$50; Trico Music Co., Black River Falls, Wis., \$50; Lewis Spring & Manufacturing Co., Chicago, \$50; Standard Steel & Wire Corp., Chicago, \$50; Condo Electric Co., Chicago, \$50; Bell Products Co., Chicago, \$50; Eddy Paper Corp., Chicago, \$50.

\$25-\$50: Joseph Ross, Dennison, O., \$45; J. & L. Music Co., Hampton, Va., \$35; R. Gordon Loosmore, Spokane, \$32; Joe Puccio Novelty, Pittsburg, Calif., \$32; Martin M. Nelson, Chicago, \$25; Stacy L. Lewis, Cambridge, Md., \$25; Ideal Novelty Co., St. Louis, \$25; O. R. Kilburn, Bellows Falls, Vt., \$25; Babe Kaufman, Inc., Highlands, N. J., \$25; Arthur C. Crane, Los Angeles, \$25; Hall Music Co., Milledgeville, Ga., \$25; Maxwell Music Co., Carrollton, Ga., \$25; the Gayer Co., San Bernardino, Calif., \$25; Rutherford Enterprises, Amarillo, Tex., \$25; Domestic Novelty Co., Silver Spring, Md., \$25; J. Bowen Kindred, Ajo, Ariz., \$25; Montana Sales Co., Billings, Mont., \$25; August J. Johnson Co., Chicago, \$25; Earl Stein, Ft. Lauderdale, Fla., \$25; Max A. R. Matthews Co., \$25; Chambers Music Co., Homer, Ga., \$25; Griffin Music Co., Griffin, Ga., \$25; Terminal Arcade, Indianapolis, \$25; Leroy Lambert, Stockton, Calif., \$25; Kromer Bros., Chicago, \$25; Sara Levin, Highland Park, \$25; Lyn Brown Co., Los Angeles, \$25; Hal P. March, Brattleboro, Vt., \$25; A. & F. Stamp Co., Baltimore, \$25; Supreme Novelty Co., Cincinnati, \$25; Rake Coin Machine Exchange, Philadelphia, \$25; A. L. Clark, Jackson, Miss., \$25; Joe Puccio, Pittsburg, Calif., \$25; Joseph E. Lippi, Poughkeepsie, N. Y., \$25; Mikese Amusement Co., Johnstown, Pa., \$25; Miller Vending Co., Grand Rapids, Mich., \$25; Mack's Music Service, Grand Island, Neb., \$25; George Austin Jr., Pasco, Wash., \$25; R. & E. Novelty Co., Decatur, \$25; Paulakos Bros., Johnstown, Pa., \$25; Runzel Cord & Wire Co., Chicago, \$25; Accurate Threaded Fasteners, Inc., Chicago, \$25; California Music Operators' Association, Oakland, \$25; Charles Edson Rose Co., Chicago, \$25; Mills & Co., Huntington, W. Va., \$25; C. J. Dorff Manufacturing Co., Chicago, \$25; Hot Springs Sportsman's Club, Hot Springs, Mont., \$25; North Idaho Sales Co., Wallace, Idaho, \$25; Galveston Novelty Co., Galveston, Tex., \$25; Sandy Yeager, Grand, Colo., \$25; Drake Manufacturing Co., Chicago, \$25; Colonial Kolonite Co., Chicago, \$25; American Spring & Wire Specialty Co., Chicago, \$25; Industrial Pattern Works, Chicago, \$25; Building Trades Council, Vallejo, Calif., \$25; Chicago Gear Works, Chi-

cago, \$25; J. H. Dunham, Racine, Wis., \$25; Nicoud Manufacturing Co., Chicago, \$25; Merchandise Finishing & Printing, Chicago, \$25; Tallman Robbins & Co., Chicago, \$25; C. S. Brainin Co., New York, \$25.

\$10-\$25: Cardinal Service Co., Garnett, Kan., \$20; Sidney Kromer, Chicago, \$20; Stephen R. O'Meara, Wasco, Ore., \$20; Cole & McClure, Paramount Scale Co., Fresno, Calif., \$20; Ed Lowry, Pittsfield, Ill., \$20; Warwick & Warwick, Dayton, Wash., \$20; P. George Kerrigan, Oakland, Calif., \$20; R. B. Schuler, Newport, Ore., \$20; R. S. Lane, Union, Ore., \$15; High Hurwitz, Baltimore, \$15; Burgess Distributing Co., Anacortes, Wash., \$15; Indianhead Novelty Co., Rice Lake, Wis., \$15; Varvil Novelty Co., Eureka Springs, Ark., \$12.50; National Restaurant Association, Portland, \$12; Del Mar Music Co., Chico, Calif., \$11; Broadway Amusement Co., Kansas City, \$10; Soll Enterprises, St. Louis, \$10; Missouri Tavern Supply Co., Springfield, Mo., \$10; Joseph Nester, Homer City, Pa., \$10; William E. Cecchetti, Jeannette, Pa., \$10; Kingwood Wholesale Co., Kingwood, W. Va., \$10; Johnston & Bice Amusement Co., Winter Haven, Fla., \$10; Sprague Novelty Co., Burley, Idaho, \$10; Star Novelty Co., St. Paul, \$10; K. H. Ferguson Co., Stillwater, Minn., \$10; Bullock Music, De Land, Fla., \$10; Bienenfeld Glass Corp., Chicago, \$10; Laniel Amusement Machine Exchange, Montreal, \$10; W. K. Simpson, Red Bluff, Calif., \$10; W. G. Fortner, Carmi, Ill., \$10; M. A. Miller Manufacturing Co., Chicago, \$10; Bell Novelty Co., Akron, \$10; Coleman Novelty Co., Rockford, \$10; Coin-a-Matic Distributors, Chicago, \$10; General Music Co., San Francisco, \$10; Browning-Farber Novelty Co., St. Louis, \$10; Sam W. Clark, Benton Harbor, Mich., \$10; Ernest Magee, Newport, Ore., \$10; Austin Amusement Co., Mansfield, La., \$10; Elmer J. Tiple, Condon, Ore., \$10; M. A. Gemricher, Polk City, Ia., \$10; Fred Obergonner Cigarette & Tobacco Co., St. Louis, \$10; Lindberg Steel Treating Co., Chicago, \$10; Matt Dugan, Willoughby, O., \$10; Caine Steel Co., Chicago, \$10; A. K. Hauser, Hauser Products, Chicago, \$10; Glennon & Kern, Chicago, \$10; National Lock Co., Chicago, \$10; Diebel Dye & Manufacturing Co., Chicago, \$10; Vanadium Alloy Steel Co., Chicago, \$10; Jessup Steel Co., Chicago, \$10; Chas. Bruning, Chicago, \$10.

\$1-\$10: Harold Jones, Nampa, Idaho, \$7; Ralph Alexander, Inc., Seneca, S. C., \$5; J. L. Stivers Novelty Co., Richmond, Ind., \$5; Paramount Amusement Co., Ft. Wayne, Ind., \$5; the Old Fireplace Steakhouse, Lexington, Ky., \$5; Fred J. Lamb, Kansas City, \$5; J. Frank Abell, Mechanicsville, Md., \$5; S. M. Amusement Co., Dayton, Ky., \$5; Cable Lumber & Supply Co., Chicago, \$5; Sterling Vending Service, Sharpsburg, Pa., \$5; Edward W. Schneider, Petaluma, Calif., \$5; Milton Braun, Savannah, Ga., \$5; Co-Operative Amusement Co., Grand Rapids, Mich., \$5; Eagle Novelty Co., St. Louis, \$5; E. O. Sanders, Beaumont, Tex., \$5; Paul H. Ainsworth, Beaumont, Tex., \$5; The Odman Corp., Chicago, \$5; Cook & Riley Co., Chicago, \$5; A. & C. Co., Columbus, Ga., \$4; Silber Bros., Plaquemine, La., \$3; Chas. M. Huth, Alliance, O., \$3; Michael Radonovich, Roslyn, Wash., \$3; Howard E. Tripp, Chattanooga, \$2; Mrs. Parilee Richards, San Francisco, \$2; P. A. Elich, Pueblo, Colo., \$2; Harrison Store Co., Cooley, Minn., \$2; Bill Tucker, Neon, Ky., \$2; Inland Amusement Co., San Bernardino, Calif., \$1; Frank J. Graczyk, Akron, \$1.

**Suit Vetoes Paducah Meters**  
PADUCAH, Ky., Sept. 20.— A suit restraining this city from purchasing 100 parking meters from the Duncan Meter Company, Chicago, has been filed in McCracken Circuit Court by Michael's Art Bronze Company, Covington, Ky.

## FOR JUKE-BOX TUBES

**BIG-SMALL-  
BEST QUALITY**

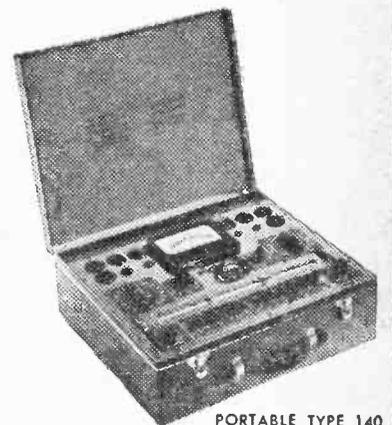
**BUY  
SYLVANIA!**

Any size radio tube (or panel lamp) is available from Sylvania — but only one quality—the best money can buy! Specify Sylvania tubes and play safe every time.

Note below Sylvania's latest development to help service juke sets.

See your Sylvania Distributor!

**AND SIMPLIFY YOUR  
SERVICING JOB  
WITH THIS  
PORTABLE  
TUBE TESTER!**



PORTABLE TYPE 140



**SYLVANIA  
ELECTRIC**

**RADIO TUBE DIVISION, EMPORIUM, PA.**  
MAKERS OF RADIO TUBES; CATHODE RAY TUBES; ELECTRONIC DEVICES; FLUORESCENT LAMPS; FIXTURES, WIRING DEVICES; ELECTRIC LIGHT BULBS

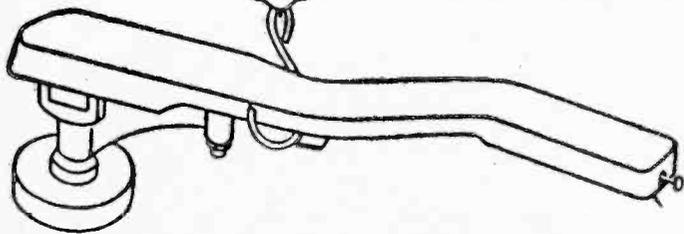
# 1000 GOOD PLAYS ON EACH RECORD

LIGHTWEIGHT  
POSITIVE ACTION  
PERFECT TONE



ADAPTABLE TO ALL MODEL WURLITZER PHONOGRAPHS

NEEDLE PRESSURE 3/4 OZ.



New Design — Extra Long Life  
Medium Priced Needle

Record wear depends on weight of arm as well as needle pressure.

Try one on a late model. It's perfect!

See Your Distributor

JACOBS MFG. CO., INC. STEVENS POINT, WISCONSIN

## AMERICAN FOLK TUNES

Cowboy and Hillbilly Tunes and Tunesters

### Free Lancing

Uncle Ervin Victor, well-known hillbilly platter spinner heard over WJJD, Chicago, on his own show from 4 to 8 a.m. daily, has left that station to do free-lancing and is currently setting up his own show on another Chi station. . . . Rush Hughes, the well-known St. Louis, KXOK, platter pilot, is making a deal to syndicate a prominent rustic spinner on an e.t. series.

Cal Shrum and the Rhythm Rangers, an incorporated combo made up of Alta Lee, Jack Gress, Curly Ross, Stan Boreson, Ben Olsen, Buss Boyk, Jimmy Shrum and Dusty Taylor, plus the leader, have signed and are cutting 52 15-minute shows for Westernair platters. . . . The e.t. series will be written by Anne Herbert, formerly of KIRO, Seattle. . . . Cowboy Jack Patton has joined KGER, Long Beach, Calif., as a staff Western artist and has picked up his first sponsor for a 15-minute show daily.

George Lee Marks and Jimmie Dolan have operated the Foster Park Ballroom, Ventura, Calif., all summer, presenting the top names, such as Tex Ritter, Tex Williams and Eddie Dean to top-notch box-office results. . . . Mercury platters have signed Red and Lige Turner, who are heard over WLW, Cincinnati, regularly. Their first Mercury disk is *Rainbow in the Sky* and *When the Fire Comes Down*. Another new rustic artist for Mercury is Lonnie Glosson, once with the WLS *National Barn Dance* and more recently with the *Renfro Valley Barn Dance*. Lonnie will be featured with his harmonica on *Lost John* and *What Is a Mother's Love?* in his first Mercury cutting.

### Packed House

Buddy Starcher reports from his new location, WPDK, Clarksburg, W. Va., that this new station, after only three weeks on the air, has packed Clarksburg's Carmichael Auditorium to overflowing with its first series of Saturday night radio jamborees. Two shows are held nightly to accommodate the crowds. Cast on the show includes Buddy, Mel Steel, Patsy Jean, Cherokee Sue and Little John, Grandpa Wilson, and the Green Valley Boys, plus Mary Ann Esres, formerly heard over WLS, Chicago.

Ernie Lee, Kentucky country-music balladeer, has been inked to a Victor waxing pact. Ernie first entered radio in 1940, when Red Foley, then starring over NBC's *Plantation Party*, fell ill and Ernie subbed for him. Thereafter, he won a permanent place on the show and he is now heard over his own net spot. Victor also inked Chet Atkins, guitar soloist and vocalist known thru the Denver Rocky Mountain area; Jenny Lou Carson, star of the WLS *National Barn Dance*, and top song writer, and Luke Wills, brother of Bob.

King Records is trying something new on record, by putting three versions of the same number. *Move It On Over*, as done by Grandpa Jones, Fairly Holden and Cowboy Copas on the same disk. . . . Lee Penny, the rustic tune spinner, has bought himself a new car with the first royalties from *Adobe Hacienda*, in which he'll make a trip to his new California home in two weeks.

The WWVA Jamboree was held as an open air rodeo jamboree August 30 on Wheeling Island. Over 5,000 saw Big Slim and his Wonder Horse; Golden Flash and his clown mule; Curly Miller with his trick horse, plus Hallie Miller's Danny Boy and Hawkshaw Hawkins' Palmino. . . . New hillbilly title to end all titles is that of Nashville adman, Al Noble, who has written a new ditty called *I'm Glad I Made You Sorry That You Made Me Make You Cry*, Little Dar-

lin'. Noble says the title makes it easy, for no other lyrics are necessary.

### Real Fan

Paul Howard, of the *Grand Ole Opry*, figured in a story book romance last week when he married one of his ex-fans, Rosella Dean, of Portsmouth, O. Rosella started writing Paul six years ago, eventually meeting and marrying him. . . . Many of WSM's stars, such as Roy Acuff, Red Foley, Rod Brasfield and Eddy Arnold, pulled thousands of fans to the WSM farm show, *Noontime Neighbors*, when it was aired from the fairgrounds of the Tennessee State Fair last week.

Milton Estes, who now has 26 shows per week over WSM, Nashville, is getting air-minded in order to make all his personal appearance commitments. Milt flew his own Luscombe all-metal Silveraire on two dates and now has over 1,000 miles of flying to his credit. . . . Wally Fowler, of WSM, Nashville, and Mercury recording artist, recently lost his mother, who lived at Rome, Ga.

## NAAMO Plans \$100 Plate Dinner for Coin School Fund

(Continued from page 93)

Brooklyn; Ted Kruse, Chicago; Max Levine, New York; Stephen Maroney, Washington; F. C. McFalls, Texas; Al Meyers, New York; Carlisle Miller, Canandaigua, N. Y.; F. D. Munson, Indiana; Mike Munves, New York; Sam Pinkowitz, Philadelphia; William Rabkin, New York; Vernon Raw, Oregon; Ben Rodin, Washington; Al Rodstein and I. H. Rothstein, Philadelphia; Max Schaffer, New York; Perc Smith, Chicago; Lawrence Stone, Massachusetts; Warren H. Taylor, California; Herb Weaver, New York; Sam Wolberg, Chicago; Dave Rosen, Frank Engel and Jack Kaufman, Philadelphia; Dave Simon, New York; Charles Wertheimer, Boston; Bert Lane, New York; Nat Faber, Stanley Gersh and George Ponsler, New York, and William Weinstein, Atlantic City.

Four hundred mechanics can be trained yearly at the Manhattan Trades Center, with the Veterans' Administration and the New York City Board of Education already stating that they are willing for the coin machine school to be doubled or tripled in size at the start of the second class to attend the special course in November.

Nathan Glassman, Milton White, Seymour Uberman and Lloyd S. Krull, all executives on the staff of the Veterans' Administration, met this week with Smith; Joe Ash, NAAMO regional director; Miss E. Vaughn, acting executive secretary of NAAMO, and A. P. Henry, senior instructor at the Manhattan Trades Center. Following the meeting the VA men indicated approval of any plans that NAAMO had within reason regarding instruction at the school, since "they were more than pleased with the present progress of the students," according to Smith.

Max Levine, president of Scientific Machine Corporation, has been named as New York representative of NAAMO in regard to school matters. Levine recently was named to the national executive board of the association.

Coinmen are still sending used coin machines to the school to be repaired, reconditioned and sold by the veterans as another method of raising funds for the school. Pinball machines are acceptable. Coinmen wishing to donate any kind of machine—whether in working order or not—should send them direct to the Manhattan Trades Center, 45 Rivington Street, New York, care of A. P. Henry, senior instructor, Smith adds.



## SAM COHEN

Invites

All the Operators

SEPT. 27 and 28

in GEORGIA

NORTH and SOUTH CAROLINA

To the opening of his beautiful new distributing quarters

**COHEN DISTRIBUTING CO.**  
305 EDGEWOOD AVE., S. E.  
ATLANTA, GA.

**I**ST

Showing

**FILBEN**  
MIRROCLE MUSIC

THE MOST SENSIBLE NEW IDEA IN AUTOMATIC MUSIC!

COME ONE . . . COME ALL . . . AND COME AS YOU ARE

*If it's a Mills, I always play it—*  
**I get more for my quarter!**



*The public prefers*  
**THE MILLS CONSTELLATION**  
*The coin box concurs*



# Eagle

**PHONOGRAPH REPLACEMENT PLASTICS**

**GUARANTEED AGAINST BREAKAGE FOR 3 YEARS**

**PERFECT FIT**

**SOLID COLOR**

## PLASTIC WINDOWS

New, clear, transparent... for your model **\$5.00**  
850 program holder.  
Per Set.....

WURLITZER		ROCK-OLA	
	Each		Each
800 Top Corners	\$16.50	Standard, Master, DeLuxe or Supers:	
800 Lower Sides	15.00	Top Corners (Solid Red, Yellow or Green)	\$12.75
800 Middle Sides	3.00	Lower Sides (Red or Yellow)	12.75
800 Top Centers (Right or Left, Red)	9.50		
800 Back Sides (Green)	9.50		
800 Top Centers (Onyx)	5.50		
800, 500 Top Corners	5.50		
700 Top Corners	3.50		
700 Lower Sides	9.50		
700 Back Sides	3.50		
750 Top Corners	9.75		
750 Lower Sides	9.75		
750 Top Center	5.50		
750 Middle Sides	2.00		
850 Top Corners	12.50		
850 Lower Sides	8.75		
850 Top Center	12.50		
850 Peacock Glasses	4.75		
950 Lower Sides	12.50		
24 Top Corners	1.25		
24 Lower Sides	5.50		
41, 81, 71 Top Corners	5.50		

### SEEBURG

"Hi-Tone" Model 9800, 8800, 8200:  
Lower Sides (Solid Red, Yellow or Green) ..... **\$14.50**

"Hi-Tone" Grille Pillasters (Solid Red, Yellow, Green or Onyx) ..... **2.25**

"Classic"—"Colonel":  
Top Corners (Solid Red, Yellow or Green) ..... **6.00**  
Lower Sides ..... **9.50**

### SHEET PLASTICS

20"x50", Pliable, Per Sheet  
50 gauge, red, yellow, green or clear **\$12.50**

**IF YOU DON'T SEE WHAT YOU WANT—ASK FOR IT!**

### GOLD GRILLE CLOTH

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## Record Reviews

(Continued from page 30)

**CARL RAVAZZA (Decca 24136)**

*Vieni Su*—W & FT; V.  
*Pedro*—FT; V.

The former maestro spins pleasantly for the personality piping here, making it an easy flow of lyrical expression for the familiar *Vieni Su* to which he adds his own English adaptation on the second stanza in the slow ballad frame, with the harmonies of the Song Spinners making his word-slinging all the more attractive. For the flip, Ravazza has a quaint Mexicali patter novelty in his own *Pedro*, with the Spinners singing the catchy jingle and the soloist interpolating dialect stories, adding up to an engaging specialty in the spin. Bob Haggart's music provides full rhythmic support for both sides.

For those who fancy such folderol, they'll take the waxing for home play.

**DORIS DAY (Columbia 37821)**

*A Chocolate Sundae on a Saturday Night*—FT; V.  
*Just an Old Love of Mine*—FT; V.

Doris Day comes into her own on the waxes with her handling of the wordage for both of these songs. Both tailor-made for her soft and intimate sultry feeling for the song lyric, and with Frank Comstock's music laying down a subdued string setting that frames her vocal expressions most attractively, Miss Doris ditties it most engagingly for the catchy *Chocolate Sundae* bit of nostalgia, taking it wistfully in the slower tempo for the melodic *Just an Old Love* melody.

Both sides will satisfy the kids at the coke parlors.

**WOODY HERMAN (Columbia 37820)**

*Somebody Loves Me*—FT; V.  
*Baby, Baby All the Time*—FT; V.

In a happy blue frame, and with the Four Chips laying down a rhythm background at a moderate tempo, Woody Herman is entirely at home in a low-down groove as he sings it low-down for the *Baby* ditty. For the flip, in the slow ballad tempo, he sings it straight and feelingly for *Somebody Loves Me*, adding a lick of his clarinet to the piano and guitar figures spacing his singing. It's Herman at his natural self, but without that enthusiasm that makes the grooving count.

Little here to keep the coin spenders interested.

**BOB EBERLY (Decca 24118)**

*For Once in Your Life*—FT; V.  
*Deep Valley*—FT; V.

Bob Eberly sings it in fine romantic fashion and with a fine measure of intimacy for both of these ballads, the mood sustained by the assisting harmonies smoothly voiced by the (See Record Reviews on page 142)

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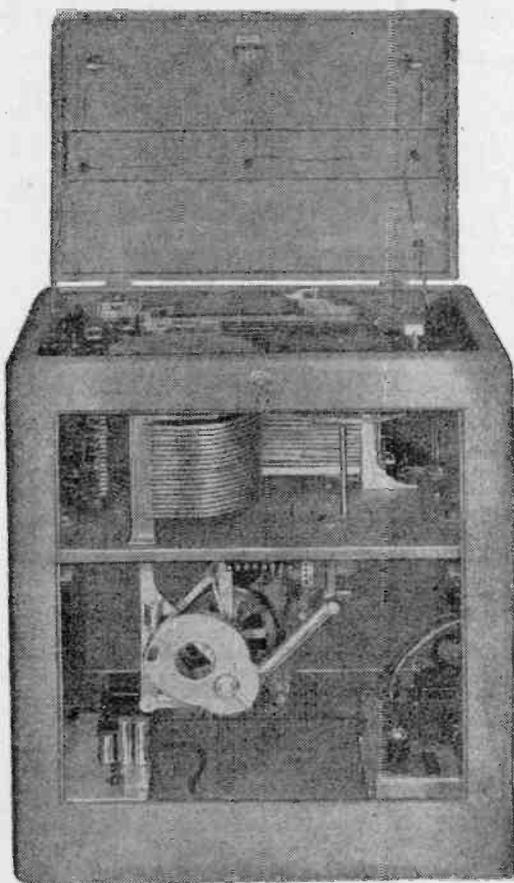
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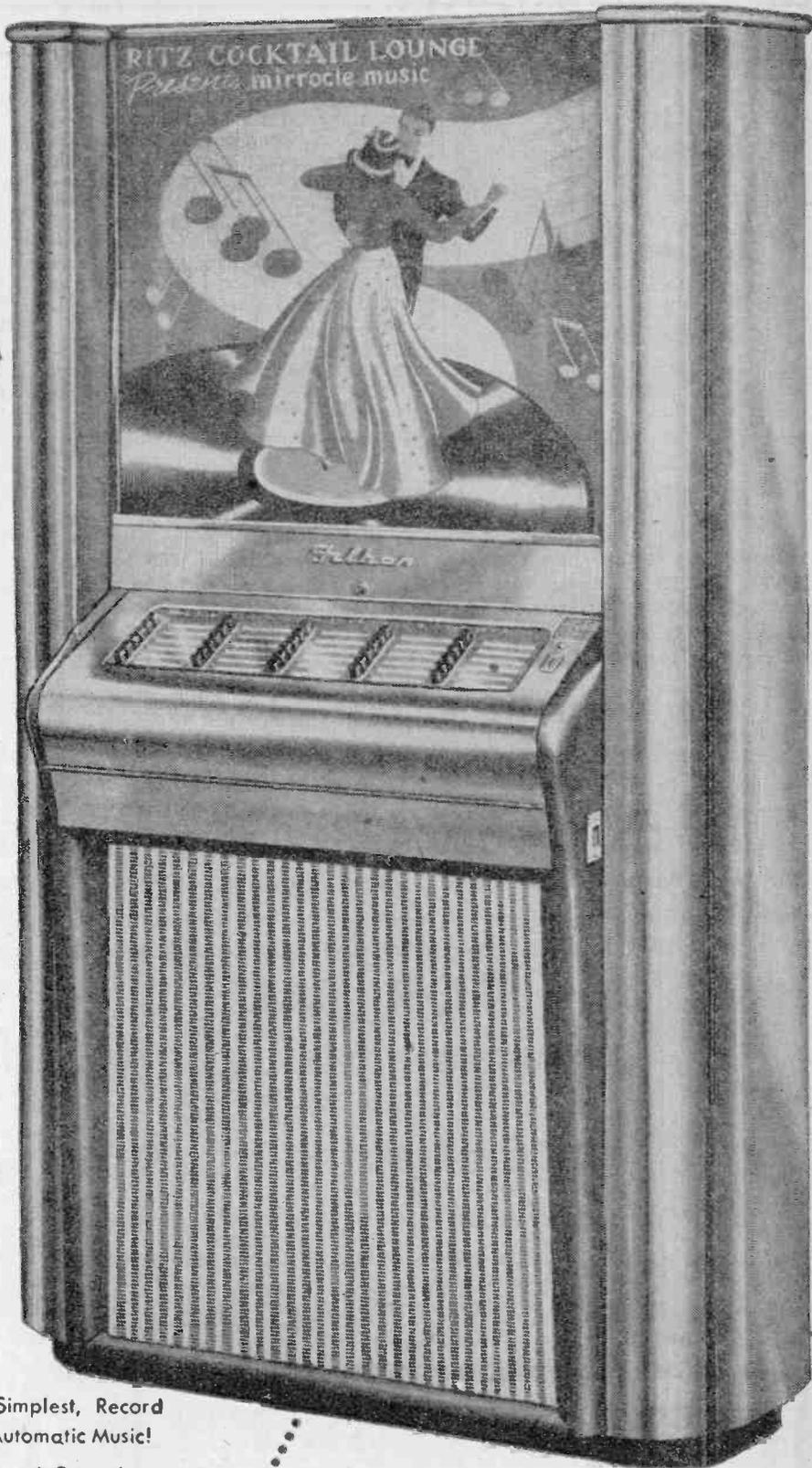
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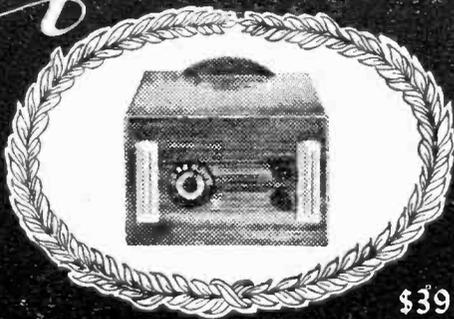
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(Continued from page 32)

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- ALL I NEED IS JESUS ..... Diamond Jubilee Singers (THE PRAYER)..... Sterling 1505
- AMAZING GRACE ..... The Dixie Four Male Quartet (I WILL)..... Tru Tone 1017
- BLUE SHADOWS ..... Stamps-Baxter Melody Boys (WAIT UPON)..... President GS-51
- BREATH OF CALVARY ..... The Bible Institute Quartet (WONDERFUL)..... 4 Star 1180
- CANTORIAL CHANTS ALBUM ..... Cantor Moshe Kusevitsky (Joseph M. Rumshinsky, Dir.-String Ensemble)..... Victor S-50
- DEAR LORD AND FATHER OF MAN-Waneta Montgomery (HE LEADETH)..... Tru Tone 1014
- DIDN'T IT RAIN? ..... Diamond Jubilee Singers (I HAVE)..... Sterling 1504
- ECHOES FROM THE BURNING BUSH ..... Stamps-Baxter Melody Boys (IF WE)..... President GS-52
- EZEKIAL SAW THE WHEEL ..... The Dixie Humming Birds (JUST A)..... Apollo 155
- GLORIOUS THINGS OF THEE ..... The King's Messengers (JESUS, SAVIOR)..... Tru Tone KM-1
- GOING FORTH TO WIN..... John Daniels Quartet (VALLEY OF)..... Bullet 103
- HE KNOWS JUST HOW MUCH WE CAN BEAR ..... Silver Echo Quartet (MOSES SMOTE)..... Manor 1080
- HE LEADETH ME ..... Waneta Montgomery (DEAR LORD)..... Tru Tone 1014
- I HAVE A HOME ON CANAAN ..... Diamond Jubilee Singers (DIDN'T IT)..... Sterling 1504
- I THANK YOU, LORD..... Ernestine Washington-Southern Sons (THE LORD)..... Manor 1084
- I WANT MY CROWN ..... Selah Jubilee Quartet (LET THE)..... Continental C-6059
- I WILL MEET YOU IN THE MORNING ..... The Dixie Four Male Quartet (AMAZING GRACE)..... Tru Tone 1017
- I WON'T HAVE TO CROSS THE JORDAN ALONE ..... The Dixie Four Male Quartet (THERE IS)..... Tru Tone 1015
- IF WE NEVER MEET AGAIN..... Stamps-Baxter Melody Boys (ECHOES FROM)..... President GS-52
- I'LL BE SATISFIED ..... Diamond Jubilee Singers (LORD BE)..... Sterling 1506
- I'LL JUST HOLD ON TO JESUS .. Herbert W. Thompson (THE LOVE)..... Tru Tone 1011
- JESUS, SAVIOR PILOT ME ..... The King's Messengers (GLORIOUS THINGS)..... Tru Tone KM-1
- JUST A CLOSER WALK WITH THEE ..... The Dixie Humming Birds (EZEKIAL SAW)..... Apollo 155
- KEEP ON THE FIRING LINE ..... The Dixie Four Male Quartet (THE GREAT)..... Tru Tone 1016
- LET THE CHURCH MOVE ON ..... Selah Jubilee Quartet (I WANT)..... Continental C-6059
- LORD BE WITH ME (When I Go)..... Diamond Jubilee Singers (I'LL BE)..... Sterling 1506
- GENE LOWERY AND HIS DIXIE FOUF ALBUM ..... Gene Lowery and His Dixie Four..... Tru Tone DF-100
- He'll Understand and Say Well Done..... Tru Tone DF-2
- If We Never Meet Again This Side of Heaven..... Tru Tone DF-1
- Just a Little Talk With Jesus..... Tru Tone DF-2
- Just Beyond the Surging Tide..... Tru Tone DF-1
- On the Jericho Road..... Tru Tone DF-3
- Take the World But Give Me Jesus..... Tru Tone DF-3
- MOMENT BY MOMENT ..... The Bible Institute Choir (ONWARD CHRISTIAN)..... 4 Star 1195
- MOSES SMOTE THE WATER..... Silver Echo Quartet (HE KNOWS)..... Manor 1080
- MY HOME, SWEET HOME ..... Russel Ford (THE HAVEN)..... Tru Tone 1012
- ONWARD CHRISTIAN SOLDIERS ... The Bible Institute Choir (MOMENT BY)..... 4 Star 1195
- SACRED SONGS ALBUM ..... Tru Tone T-2
- I'm Satisfied With Jesus..... Male Quartet..... Tru Tone 1007
- Jesus, Lover of My Soul ..... Choir of Mixed Voices..... Tru Tone 1008
- Let Not Your Heart be Troubled..... Choir of Mixed Voices..... Tru Tone 1008
- Prayer Perfect..... All Girl Choir..... Tru Tone 1006
- Somehow ..... All Girl Choir..... Tru Tone 1006
- The Lord Is My Shepherd..... Waneta Montgomery..... Tru Tone 1009
- What a Friend..... Waneta Montgomery..... Tru Tone 1009
- Wonderful ..... Male Quartet..... Tru Tone 1007
- SENDING UP MY TIMBER..... Coleman Brothers (WHERE SHALL)..... Decca 40041
- THE GREAT REDEEMER ..... The Dixie Four Male Quartet (KEEP ON)..... Tru Tone 1016
- THE HAVEN OF REST ..... Russel Ford (MY HOME)..... Tru Tone 1012
- THE LORD WILL MAKE A WAY... Ernestine Washington-Southern Sons (I THANK)..... Manor 1084
- THE LOVE OF GOD ..... Herbert W. Thompson (I'LL JUST)..... Tru Tone 1011
- THE NINETY AND NINE ..... Herbert W. Thompson (ZION'S HILL)..... Tru Tone 1010
- THE PRAYER WHEEL IN MY HEART ..... Diamond Jubilee Singers (ALL I)..... Sterling 1505
- THE UNCLOUDED DAY ..... Russel Ford (AFTER)..... Tru Tone 1013
- THE WILDEST CREATURE (That Ever Lived) ..... Rev. Frederick Washington (WHAT ARE)..... Manor 1091
- THERE IS A FOUNTAIN ..... The Dixie Four Male Quartet (I WON'T)..... Tru Tone 1015
- VALLEY OF THE MOON..... John Daniels Quartet (GOING FORTH)..... Bullet 103
- WAIT UPON THE LORD..... Stamps-Baxter Melody Boys (BLUE SHADOWS)..... President GS-51
- WE SURE DO NEED HIM NOW..... St. Paul Church Choir of Los Angeles (J. Earle Hines, Dir.) (YIELD NOT)..... Capitol Americana A-40033
- \*WE'LL SOON BE DONE WITH TROUBLES AND TRIALS ..... Royal Quartet (LOOK AWAY)..... Decca 46057
- WE'LL STAND THE STORM ..... Diamond Jubilee Singers (WEEP LITTLE)..... Sterling 1507
- WEEP LITTLE CHILDREN ..... Diamond Jubilee Singers (WE'LL STAND)..... Sterling 1507
- WHAT ARE YOU RAISING YOUR CHILDREN FOR ..... Rev. Frederick Washington (THE WILDEST)..... Manor 1091
- \*WHAT WOULD GIVE? ..... Rangers Quartet (I'M IN)..... Decca 46056
- WHERE SHALL I BE (When De Firs' Trumpet Soun')..... Coleman Brothers (SENDING UP)..... Decca 40041
- YIELD NOT TO TEMPTATION ..... St. Paul Church Choir of Los Angeles (Ruth Black) (WE SURE)..... Capitol Americana A-40033
- WONDERFUL ..... The Bible Institute Quartet (BREATH OF)..... 4 Star 1194
- ZION'S HILL ..... Herbert W. Thompson (THE NINETY)..... Tru Tone 1010

\* Re-Issue.

(Continued on opposite page)

(Continued from opposite page)

CLASSICAL AND SEMI-CLASSICAL

A DREAM	Felix Knight-Guy Lombardo (GIANNINA MIA)	Decca 24188
A WAGNER PROGRAM ALBUM (4-12")	Arturo Toscanini-NBC Symphony Ork.	Victor DM-1135
A Faust Overture		
"Die Walkure": Act III-Ride of the Valkyries		
Siegfried Idyll		
BACH: CONCERTO IN D MINOR TWO VIOLINS AND ORCHESTRA (2-12")	Jascha Heifetz-RCA Victor Chamber Ork.	Victor DM-1136
BAYOU BALLADS ALBUM	Conrad Thibault (Lehman Engel Ork.)	Decca A-583
Ah, Suzette, Dear		Decca 24126
(1) Come Dance Codaine; (2) Berceuse		Decca 24128
(1) Marianne's Loves; (2) Forward March, Grenadiers!		Decca 24127
Pity Poor Mam'zelle Zizi		Decca 24127
Suzanne, Suzanne, Pretty One!		Decca 24216
When Your Potato's Done		Decca 24128
BEECHAM FAVORITES ALBUM (3-12")	Sir Thomas Beecham-London Philharmonic Ork.	Victor DM-1141
Prince Igor: Overture		
The Trojans: Act III		
BEETHOVEN: CONCERTO IN D MAJOR FOR VIOLIN AND ORCHESTRA, Op. 61 ALBUM (5-12")	Joseph Szigeti-Philharmonic Symphony Ork of New York-Bruno Walter, Dir.	Columbia MM-697
BEETHOVEN: SONATA No. 23 IN F MINOR, Op. 57 ("APPASSIONATA") ALBUM (3-12")	Rudolf Serkin	Columbia MM-711
BY THE OLD TURF FIRE	Christopher Lynch (Maximilian Pilzer, Dir.) ("I'LL TAKE")	Victor 10-1316
CHARLES DICKENS: THE ADVENTURES OF OLIVER TWIST AND FAGIN ALBUM (3-12")	Basil Rathbone	Columbia MM-700
CHOPIN: SONATA No. 2 IN B-FLAT MINOR, Op. 35 ALBUM (3-12")	Robert Casadesu	Columbia MM-698
CLASSICAL GUITAR SOLOS ALBUM	Andres Segovia	Decca A-596
(1) A New Irish Tune; (2) Minuet; (3) Jig; (4) Galliard		Decca 24146
Andante		Decca 24148
Gavotte		Decca 24147
Franz Josef Haydn: Minuet		Decca 24148
Jean Philippe Rameau: Minuet		Decca 24146
Romanza		Decca 24145
Sarabanda		Decca 24147
Sonata		Decca 24145
ENCOIRES ALBUM	Jascha Heifetz	Decca A-592
(1) Giant Hills; (2) Moto Perpetuo		Decca 24131
Hungarian Dance No. 7		Decca 24131
Hymn to the Sun		Decca 24129
Masks		Decca 24130
Melodie		Decca 24130
Prelude No. 1 and No. 2		Decca 24129
STEPHEN FOSTER ALBUM	London String Quartet	Decca A-582
Beautiful Dreamer		Decca 24124
De Camptown Races		Decca 24122
Gentle Annie		Decca 24124
Jeanie With the Light Brown Hair		Decca 24125
Oh Susanna		Decca 24122
Old Black Joe		Decca 24125
Sweet Laura Lee		Decca 24123
GIANNINA MIA	Felix Knight-Guy Lombardo (A DREAM)	Decca 24188
GOIN' HOME	Conrad Thibault (THE LORD'S)	Decca 24189
MORTON GOULD: MINSTREL SHOW (12")	Minneapolis Symphony Ork-Dimitri Mitropoulos, Dir.	Victor 11-9654
MORTON GOULD SHOWCASE ALBUM (4-12")	Morton Gould Ork.	Columbia MM-706
Begin the Beguine		Columbia 7579-M
Blues in the Night		Columbia 7580-M
Georgia On My Mind		Columbia 7579-M
Limehouse Blues		Columbia 7580-M
Masquerade		Columbia 7578-M
The Birth of the Blues		Columbia 7577-M
The Peanut Vendor (El Manisero)		Columbia 7578-M
Two Guitars		Columbia 7577-M
PERCY GRAINGER FAVORITE PIANO SOLOS ALBUM	Percy Grainger	Decca A-586
(1) Country Garden; (2) One More Day, My John		Decca 24159
(1) Danse Negre; (2) Cherry Ripe		Decca 24160
Irish Tune from County Derry		Decca 24158
(1) Juba Dance; (2) Excerpt from "Prelude Night"		Decca 24159
Lento		Decca 24160
Molly on the Shore		Decca 24158
I LOVE YOU TRULY	Conrad Thibault (OH, PROMISE)	Decca 24191
I'LL TAKE YOU HOME AGAIN	Christopher Lynch (Maximilian Pilzer, Dir.) (BY THE)	Victor 10-1316
KATHLEEN		
EDWARD MacDOWELL COMPOSITIONS ALBUM	Rudolph Ganz	Decca A-599
(1) A. D. MDCXX (A. D. 1620); (2) Of Br'er Rabbit		Decca 29229
(1) Improvisation, Op. 46, No. 4; (2) March Wind, Op. 46, No. 10		Decca 29228
(1) To a Water Lily; (2) Scotch Poem, Op. 31 No. 2		Decca 29228
(1) To a Wild Rose; (2) Rigadon, Op. No. 2		Decca 29229
EDWARD MacDOWELL: MARIONETTES SUITE ALBUM	Rudolph Ganz	Decca A-596
(1) Prologue; (2) Clowns		Decca 24152
(3) Lover; (4) Soubrette		Decca 24152
(5) Sweetheart; (6) Villain		Decca 24153
(7) Witch; (8) Epilogue		Decca 24153
SHOSTAKOVICH: QUARTET No. 3, Fine Arts Quartet of American Broadcasting Company		Keynote DM-3
SONG OF THE OPEN ROAD ALBUM	John Raitt	Decca A-470
Great Day (Jay Blackton & Male Chorus)		Decca 23578
Song of the Vagabonds (Jay Blackton Ork & Male Chorus)		Decca 23576
Stout Hearted Men (Jay Blackton Ork & Male Chorus)		Decca 23576
The Rangers Song (Jay Blackton Ork)		Decca 23577
The Song of the Open Road (Jay Blackton Ork)		Decca 23577
Without a Song (Jay Blackton Ork)		Decca 23578
SPANISH CLASSIC DANCES ALBUM	Argentinita (Inez Gomez Corrello)	Decca A-597
Andalusa	Decca 2419 El Pandango Del Candil	Decca 24150
Danza Final	Decca 24150 Mallorca, Op. 202	Decca 24149
Danza No. 9	Decca 24151 Zapateado	Decca 24151
THE LORD'S PRAYER	Conrad Thibault (GOIN' HOME)	Decca 24189
TINY HARMONICA AT CARNEGIE HALL	Paul Anderson (Al Rickey Ork)	Willida WR-3
TWEEDLE DE DEE AND TWEEDLE DE DUM ALBUM	Eddie Cantor	Musicraft N-11
VICTORY OF THE VEGETABLES	Bruce Norman (Al Rickey Ork)	Willida WR-5

(Continued on page 140)

### Air Audience Picks Juke Hit Number for Cleveland Operators

CLEVELAND, Sept. 20. — Cleveland Phonograph Merchants' Association (CPMA) announced this week that its hit tune for the month of October will be *You Do*.

Latest selection of CPMA was chosen on the basis of votes sent in by the radio audience that heard the association's Hit Tune Party broadcast over Station WJMO here Sunday (14) from 4:05 to 5 p.m. Howie Lund, one of Cleveland's leading disk jockeys, handled the show and introduced the 12 new releases on which the listening audience voted. New releases had been previously pre-selected from new records submitted by various local distributors.

Disk fans sent in their votes via mail. When the association received the first 500 answers the votes were tabulated. Results showed that *You Do* pulled approximately one-third of recorded vote. By winning the radio poll, this song won the right to be placed in the No. 1 spot on the more than 3,000 juke boxes thruout the Cleveland area during the month of October.

Remaining tunes voted on by the radio fans, tho trailing *You Do* in the poll, also proved popular. In the order of popularity they were as follows: *That's What Your Heart Is For*; *When I Write My Song*; *Body and Soul*; *A-n-g-e-l Spells Mary*; *Down in Chihuahua*; *They're Mine, They're Mine*; *It's a Lonesome Old Town*; *Stardreams*; *Where Is Sam?*; *Peggy O'Neill*, and *Flamin' Mamie*.

WALHALLA, S. C., Sept. 20. — Parking meters, contracted for in February, were installed here early this month. Delay was caused by a shortage of meters, officials said.

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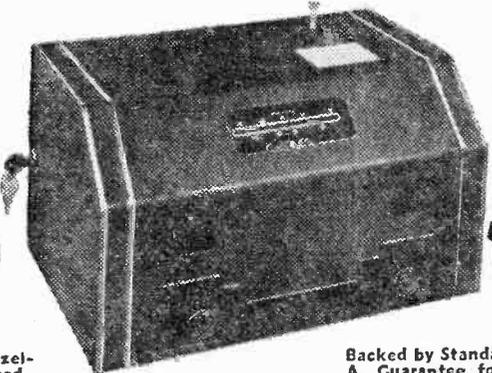
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NOTE: Special hospital model with Telex under-pillow speaker attachment. Currently being used by U. S. Army hospitals.

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CHICAGO 10, ILLINOIS

# CANDY BAR PRICE TREND UP

## Mars 7-Cent Hike Signal

**Comeback for dime bar in making as spiralling cost of ingredients continues**

CHICAGO, Sept. 20.—One top important price announcement and a scattering of inconclusive moves added up this week to a gloomy outlook for the nickel candy bar, and therefore for bar vending machine operators.

These were the developments:

Mars, Inc., solid, conservative bar goods maker which has long held the price line at 72 cents per box, announced Tuesday (16) that prices for all of its 5-cent items would rise to 77 cents per box of 24, effective immediately.

Paul F. Beich Company, makers of two staple venter items, were forced back up to 80 cents per box of 25 from 75 cents.

New England Confectionery Company advanced the price of its Sky Bar from 80 to 85 cents per box of 24.

Querying of a number of other large suppliers disclosed a general feeling that more price rises were coming, but that most of them could be expected from houses which have continued to sell at the bottom level of 72 cents. Strong expectation, too, is for at least a partial restoration of the dime bar, which seemed to have receded in popularity early in the summer.

Increased costs of raw materials, particularly of chocolate, was given by Mars Sales Manager Victor Gies as the reason for the price hike. He said that the company found that it no longer could absorb spiralling costs, and added that the firm's purchasing department possibly had anticipated further increases in ingredient costs before the step was taken. Ten-cent items made by this house will not be increased, he said.

### Operator's Stake

Recognizing the stake which vending machine operators have in the bar price trend, Gies said that his firm's policy is to try to market candy at a price which makes for profitable distribution thru all channels.

"A rising bar price level will narrow the vending machine operator's margin," said Gies, "and perhaps candy operators may be approaching the same position as cigarette vending men already have reached, where they have had to gear machines to variable prices, passing increases on."

Other manufacturers who raised prices told the same story of rising costs which could not be absorbed. The one house which went up to 85 cents on one of its bars, New England Confectionery, gave as the reason for the rise an increase in its chocolate content.

Possible indication that price changes of the immediate future will tend to bring the average bar price just under 80 cents is the wide agreement among manufacturers' spokesmen that prices of makers now selling at 80 cents, for example, will not go up as sharply as those of lower-priced houses.

Reasoning is that many houses selling at 72 cents have been purposefully operating only at a break-even point in the hope that cost conditions might change. Those who have been operating at a higher level believe they can absorb even more cost in (See Candy Bar Price on page 132)

## Tax Facts!

NEW YORK, Sept. 20.—With New York City considering all methods of raising revenue, among them a 10 per cent tax on cigarettes and tobacco products and a general tax on cigarette venders, a committee headed by Eric Calamia, president of the Tobacco Retailers' Circle and chairman of the Greater New York Tobacco Industry Committee, has been trying to get at the facts. Their findings are that New York has dropped the cigarette tax for the present. As for the vending machine tax, the city fathers have decided that the revenue yield wouldn't be worth the effort of collecting it.

## Delay St. Paul License Action

ST. PAUL, Sept. 20.—Action on proposed measure to hike local vending machine license fees has been postponed until Tuesday (23), following divergent opinions offered by St. Paul councilmen here this week.

Present license fee of vending units is \$5 per site. Proposal under discussion at the council meeting was \$10 per site, plus \$25 fee on the operator's shop and 50 cents per machine.

Gaylord Carson, venter op representing other operators in St. Paul, appeared before the council and argued against the proposal. General debate followed and after an hour of oratory the proposal was sent back to Hilary Flynn, council research director, with instructions to reach some agreement with venders and report back next Tuesday (23).

Meanwhile the council has taken no further action on the proposal to

## NAMA Plans Trophy for Attendance

### Award To Top Region

CHICAGO, Sept. 20.—A convention attendance trophy will be awarded by the National Automatic Merchandising Association (NAMA) to the association region having the best representation at NAMA's 1947 convention and exhibit at the Palmer House here in December. Presentation of the silver-engraved trophy at this year's convention will initiate a new annual NAMA activity, according to Convention Chairman George M. Seedman.

Every region, regardless of distance from Chicago, will have a fair chance to win the award, said Seedman. Executive committee for the convention has worked out a system of points whereby membership strength of a given region, as well as its distance from Chicago, will be taken into account. Attendance is not limited to members only, and all guests from each region will be included in the final tabulation.

Winning region will be disclosed at the convention luncheon, Tuesday, December 16, which regional chairmen will attend, and the chairman of the winning region will accept the trophy on behalf of his members.

Seedman estimated that more than 2,000 will attend the convention on the basis of early hotel reservations.

levy a 1-cent cigarette tax in St. Paul. The ordinance was introduced unanimously a week ago.

## NAMA Launches Intensive Six Weeks' Drive for New Members; To Honor Greene

### Make Mailings to All Prospective Members in U. S.

CHICAGO, Sept. 20.—An intensive six-week membership drive will be launched Monday (22) by the National Automatic Merchandising Association, with the first of a series of 10 mailings to all prospective members from NAMA officers, regional chairmen and staff members.

Campaign, to be called the Convention Membership Drive, is built around the idea of honoring the association's president, Robert Z. Greene, before he retires from office at the NAMA 1947 convention and exhibit at the Palmer House here.

C. S. Darling, NAMA's executive director, pointed out in making the announcement that the building of a strong membership has been one of Greene's chief objectives during his two years in office. It is largely thru his efforts, said Darling, that the association has grown from a membership of 275 in less than three years to more than 1,000 operators, manufacturers and suppliers.

During the six weeks between September 22 and November 1, emphasis will be on personal solicitation of

memberships, sparked off by a series of letters to prospective members from President Greene, the regional chairmen, Executive Director Darling and Membership Director Howard I. Olsen.

In announcing the opening of the drive, Darling made the following statement: "I wish to invite every non-member who is eligible for membership in NAMA to send us his application. It is a privilege to be a member. Membership instantly identifies the holder as a merchant of standard, popular items of merchandise or of necessary personal services. Our members know that their progress and profits lie in the observance of the NAMA Code of Ethics and in the total public understanding and appreciation of their ideas and ideals.

"The association's Code of Ethics," Darling explained, "is a creed for business conduct which, among other things, pledges members to provide only fresh, high quality merchandise and service and to operate only (See NAMA Launches on page 129)

## Cool Room Plans For Candy Firms Outlined by NCWA

WASHINGTON, Sept. 20.—Cool rooms are practical and inexpensive for the small jobber or operator of candy vending machines, according to a member of the National Candy Wholesalers' Association (NCWA), who has prepared a complete plan for use of other jobbers. The plan can be had by writing the national headquarters of NCWA here, says C. M. McMillan, association executive secretary.

## Stress Light Weight For Star Bar Vender

LOS ANGELES, Sept. 20.—R. E. Smith and Bob Bell, of Automatic Enterprises, called attention to misinformation which has appeared concerning the Star candy bar vender for which their firm is national distributor.

Misinformation concerned the weight of the vender, which the partners emphasized totals only 4½ pounds.

Machine, with a single-column setup, vends 40 bars, and is designed to handle Hershey bars or other flat bars not more than 5½ inches long, 1¾ inches wide and ¾ of an inch thick. It is pointed out that the light weight of the machine facilitates operators' installations, allowing him to transport it easily.

Automatic also has national distribution for Spin-It, the nut vender manufactured by Shipman Manufacturing Company here.

## N. Y. Ice Cream Men Pick Vending Topic

LAKE PLACID, N. Y., Sept. 20.—Ice cream vending machines were one subject introduced from the floor at the Association of Ice Cream Manufacturers of New York State at its 40th annual meeting at Whiteface Inn here this week (14-18). Discussions had been planned to cover delivery, sales, procurement, merchandising and production, with new questions included as they came from the floor.

While no conclusions were reached by the group on the various phases of vending machine operation as it affected their industry, the subject was regarded by all as worthy of further study. Alfred Ricciardi was chairman of the convention program.

## Report New Rise in Brazil Cocoa Price

NEW YORK, Sept. 20.—Cocoa prices, which play a major part in the wholesale price of chocolate-coated confections and candy bars, are continuing to soar, as was illustrated this week by the new record price received for Brazilian cocoa destined for October-December shipment to the U. S.

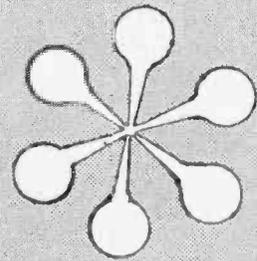
American importers disclosed that 68,000 bags of Brazilian cocoa to be received during the next two months were purchased for 30¼ cents per pound, one-quarter of a cent more per pound than the previous ceiling paid for 170,000 bags last month.

Initial bids of 30 cents a pound for the cocoa, made by U. S. importers, was refused by the Bahia Cocoa Institute, it was reported. The Institute controls the marketing of the cocoa crop.

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**a COOL million**



**DRINK · O · MAT**  
*Coca-Cola* CUP VENDOR

Featuring  
**COOLER · CARB** \* \*



\* . . . A cool million—and more—in profits to wide awake operators looking for the cup beverage dispenser that incorporates the most sensational developments ever included in one machine . . . a cup vendor based on 12 years of manufacturing and operating experience of men nationally known as originators and specialists in the field . . . a dispenser designed throughout from the service man's viewpoint for PERFORMANCE under any and all operating conditions.

\* \* Only DRINK-O-MAT has the exclusive COOLER-CARB unit for instantaneous DRY refrigeration and carbonation. Eliminates the bacteria breeding sweet water bath system.

**FEATURES OF THE FUTURE . . . RIGHT NOW!**

**Changemaker . . .** Accepts nickel, dime or quarter. Gives drink plus change automatically. No lost sales because patron may not have proper coin at the moment. Includes most highly developed slug rejecting devices.

**Speedy Delivery . . .** Requires only six seconds to deliver an ice-cold drink freshly made.

**Trubl-Lyte . . .** Indicates at a glance electronically to the service man what needs attention or service.

**Foam Control . . .** All drinks delivered with proper "head".

**Drink Adjuster . . .** Operator presets volume of syrup and water dispensed. Always constant.

**1000 Cup Capacity . . .** Equal to over 41½ cases of bottles—low overhead.

**Sanitary . . .** The only dispenser that meets ALL rigid health department requirements. All stainless steel tanks and fittings. Any parts not made of stainless steel are BONDERIZED to prevent rust and insure long life.

**PLUS MANY OTHER LITTLE THINGS THAT HAVE SO MUCH TO DO WITH INCREASING PROFITS—ALL BASED ON ACTUAL OPERATING EXPERIENCE.**

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# STEEL PINCH END: MID-1948

## See Unlimited Vender Output

Survey indicates partial increase this fall, full production mark next year

By Dick Hodgson  
CHICAGO, Sept. 20.—By mid-1948 there will be enough steel to keep vending machines rolling off assembly lines just as fast as manufacturing facilities can turn them out, a

**Luxury Candy!**  
CARACAS, Venezuela, Sept. 20.—Local consumers of U. S. candy bars sympathize with Americans who object to the nickel bars which sell for 6 cents. Only difference, they say, is that the bars, which are plainly marked "5 cents," are selling here for 1.25 bolivares (equivalent to 38 cents American money) per bar.

survey of vending machine manufacturers and steel industry sources (See Steel Pinch End on page 130)

## Slant Ex-Cell Cup Vender For Independent Operator

CHICAGO, Sept. 20. — Ex-Cell Products Sales Company was formed here Friday (19), to market the 800-drink dual flavor cup vending machine developed by Ex-Cell Products Corporation. Announcement was made by Bill Perry, who heads the firm.

New company, which is to be sole distributor of the machine, will hold a 10-day showing of the cup dispenser at the Congress Hotel here, September 30 thru October 9. For the present offices of the new selling organization will be at 1233 South Wabash

Avenue, in the same building as those of Ex-Cell Products Corporation, Perry said.

Perry, who is well known in the coin machine industry, said that his firm will form a distributor organization, with first appointments to be announced at the time of the Chicago showing. Enough of the venders are available now to allow shipments to distributors for display purposes, he said, adding that distributors named by the firm will sell the machines to independent operators.

Contract for production of the machines was signed this week, and Perry said he expected that limited output which started last July would be expanded within six months to 400 or 500 a month. At present larger quarters are being sought on the city's North Side which will permit expansion.

Invented and developed over a period of three years by Joe Goldberg, the vender has been on test location for more than a year. It measures six feet high by two and a half feet wide by two feet deep, weighs approximately 700 pounds and has a capacity of 800 six-ounce drinks.

Machine features a unit system which makes possible quick replacement of a part if it needs attention so that the machine can be kept in almost continuous operation. Other points in the vender's specifications include anti-jackpot delivery, all stainless steel construction, controlled carbonation, encased wires.

Pilot model of the beverage machine has been on test location for over a year, during which time a number of minor engineering changes were made. Additional changes have been made since the machine went into production in July.

Goldberg, in describing his invention, said that its design is based upon his experience in the beverage operating field. Pointing out that one of the chief problems in cup beverage vending centered around maintenance, he explained that he has engineered the machine with the objective of making it so simple in design that any operator would understand its mechanics.

## Paul Kimball, NAMA Director, Dies on Way to Va. Meeting

CHICAGO, Sept. 20.—Paul W. Kimball, 68, president of the American Locker Company, Boston, and a director of the National Automatic Merchandising Association (NAMA), died Wednesday (10), NAMA officials disclosed this week. Stricken as he boarded a train in Boston, Kimball was en route to his Jaffrey, N. H., home, preparatory for his departure for a meeting of the NAMA board of directors at Old Point Comfort, Va., the following day.

In 1931 Kimball and the late H. W. Baker organized the American Locker Company as vice-president and treasurer and president respectively. Kimball became firm president following Baker's death in June, 1946. He had been a NAMA director since 1942 and at one time was regional chairman for the association's Region I, which includes Connecticut, Maine, Massachusetts, New Hampshire, Rhode Island and Vermont.

Upon learning of Kimball's death the NAMA board drafted the following resolution:

"It was with sincere sorrow that the NAMA board of directors heard of the death September 10 of our associate and fellow director, Paul W. Kimball, president of the American Locker Company, Inc.

"As a man, Paul Kimball was respected and revered by all who knew him. As a member of the board his advice and counsel was invaluable. As a friend he was sincere and steadfast. His death leaves a void that will be felt by the entire automatic merchandising industry.

"To Mrs. Kimball and members of the family and to Mr. Kimball's business associates, the NAMA board of directors extends its deepest sympathy.

"Be it resolved that the executive director on behalf of the board of directors convey this message of sympathy to Mrs. Kimball."

## U. S. Vending Corp. Distribs Hold Meet

CHICAGO, Sept. 20.—United States Vending Corporation distributors will gather in Chicago Thursday (25) for the first time as a group to witness the first showing of U. S. Vending's new refrigerated candy vender (*The Billboard*, September 13) and discuss sales plans.

Meeting will be held at the Palmer House here.

## Topps in Production For New Bubble Gum

BROOKLYN, Sept. 20. — Topps Chewing Gum, Inc., is now manufacturing bubble gum in addition to its regular gum products, according to an announcement last week by J. E. Shorin, president. New line is being handled by Bubbles, Inc., a newly-formed subsidiary of Topps.

Called Bazooka, the new gum retails at a nickel. The new subsidiary manufactures and distributes the gum, which features as an added juvenile attraction a miniature comic strip in each pack.

**NOW!**  
turn to  
**INSIDE FRONT COVER**  
for an important story on  
**POPCORN PROFITS**  
MANLEY INC., KANSAS CITY, MO.  
"The Biggest name in Popcorn"  
POPCORN MACHINES AND SUPPLIES

*Headline Performance*  
**with UNIVENDOR**  
VENDS CANDY AND ASSORTED MERCHANDISE FROM 5c to 20c

UNIVENDOR heads the sales parade in every location—tempting every customer with a wide variety of assorted merchandise. Simple adjustment sets the columns for items most popular at each location.

- ★ SWINGING DOOR—TREE WHEELING MECHANISM
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- ★ AUTOMATIC "OUT SIGN"
- ★ ATTRACTIVE MERCHANDISE DISPLAY
- ★ ADJUSTABLE BASE

SENIOR 8 COLUMN UNIVENDOR  
Other UNIVENDOR models are available in Junior 6 column, Senior 8 column, and 8 and 16 column Theatre design—and in wall models. Write today—for illustrated literature.

*Stoner Mfg. Corp. Aurora, Illinois*





**1948 IMPS**  
1c or 5c  
Cigarette or Fruit  
**\$12.95**  
Lots of 12  
\$13.75, Lots of 5. Sample, \$14.50. Here's the tiniest Bell in the world. A brand new Three Reel Counter Game that is worth its weight in gold. Finished in brilliant colors.

**SHIPMAN TRIPLEX STAMP MACHINE**

Brand new! Vends 1c, 3c and 5c Air-mail Postage Stamps.  
Sluggproof, compact, foolproof. Immediate Delivery.  
Operator's Price  
**\$39.50**



**STAMP FOLDERS**  
For Shipman, Schermack, Victory.  
10,000 ... \$ 5.75  
25,000 ... 13.95

Distributors interested in selling our advertised machines write for details.

1/3 Deposit on All Orders. Write for Catalog on Bulk Vendors, Games, etc.

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*Popcorn available  
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Everywhere!*



**'POP' CORN SEZ  
AUTOMATIC ELECTRIC  
VENDING  
MACHINES**

POPCORN is big business now that the public buy it everywhere from 'PoP' Corn SEZ modern, attractive vendors.

Big profits in every type of location, including theaters who are accepting 'PoP' Corn SEZ because it is odorless and its design insures cleanliness. People everywhere want popcorn and here it is served fresh, crispy and well seasoned — a big bag for 10c.

*A few exclusive operating franchises available*

**WRITE OR WIRE YOUR ORDER TODAY**

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Exclusive Distributor in  
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**WE LEAD AGAIN WITH NEW LOW PRICES**

**5/8 BALL BUBBLE GUM**  
40c per lb.  
BALL BUBBLE GUM 45c Per lb.  
170 Count, Per lb. 25 Lbs. to Carton  
*The Best in the Nation*

**M & M ASSORTED CHOCOLATES**  
25 Lbs. Per Carton—42c Per Lb.

**LICORICE LOZENGES—30c per lb.**  
App. 530 Count per lb.  
38 lbs. to carton

**ADAMS GUM—All Flavors**  
TAB or CANDY COATED  
Box of 100 ..... 54c

**PISTACHIO NUTS**  
AFGHAN RED—43c per lb.  
App. 800 Count per lb.  
LARGE RED ..... 71c per lb.  
App. 575 Count per lb.

**BOSTON BAKED BEANS**  
35 Lbs. to Carton ..... 25c per lb.

**WRITE FOR QUANTITY PRICES**  
We Buy and Sell New and Used Vending Machines  
All Orders F. O. B. New York  
1/3 Deposit, Balance C. O. D.  
**SUNFLOWER DISTRIBUTING CO., INC.**  
2125 Amsterdam Ave., New York 32, N. Y.

**LOOK FOR MINIT-POP**  
SEE PAGE 127

## SuperVend Firm Readies Output On Cup Machs.

DALLAS, Sept. 20.—SuperVend Corporation here has a new triple-flavor, cup-type soft drink vender now ready to go into production, M. M. Miller, president of the firm, announced.

Machine operates with a single dispensing unit, delivers drinks at 35 degrees F., and incorporates a new patented mixing device which is said to control content of each portion accurately. With all-metal cabinet, the unit weighs about 500 pounds and measures 6 feet high, 3 feet wide and 2 feet deep. Five, 10 and 25-cent slug rejector is standard equipment.

Inventor of the machine is Jack Booth of the SuperVend Corporation, and the design engineer was Robert W. Horton.

Miller said that Texas Engineering and Manufacturing Corporation, of Dallas, would manufacture the machine for SuperVend, and that production would begin shortly. Contract with Texas calls for output of \$1,500,000 worth of machines. Production rate is expected to reach 400 machines a month within two months. First installations of the vender are planned in the Dallas area.

WOODCREST, Del., Sept. 20.—A partnership to operate popcorn vending machines in this State was recently formed by Mrs. Elsie Tompkins, assistant manager of the Crest Theater here, and Charles Keithley, movie projectionist at the same theater.

## Newspaper Plugs Kwik Kafe Vender

NEWARK, N. J., Sept. 20.—Kwik Kafe coffee vending machine recently was the subject of a feature story in *The Newark Evening News*. Machine distributed here by Automatic Stores, Inc., is on location around the city. A refrigeration unit to keep the cream cold in the machine, a new feature that has been added recently, was described in the article.

## Hold Three Regional Meets for Candy Men

CHICAGO, Sept. 20.—Council on Candy, of the National Confectioners' Association (NCA), now in the midst of regional meetings, chalked up three more such meets recently, according to an announcement from NCA headquarters here September 17.

First regional was held in Minneapolis at the Curtis Hotel earlier this month and covered regions in Minnesota, Iowa and North and South Dakota. As in the two following meets, Smith H. Cady Jr., council director, delivered an address on the advertising campaigns conducted by the council and showed the candy film, *Candy and Nutrition*. The 110 persons attending this meeting consisted of suppliers, direct factory representatives, confectionery brokers, wholesale and retail manufacturers.

### NCWA Official Speaks

At the speakers' table were Joe Fritz, board of directors, NCWA; Lee Cahn, president of Gopher Candy Club; J. F. Jarboe, president of Minnesota Tobacco & Candy Jobbers; Paul G. Sandell, Northern Candy Manufacturers president; Oscar Trudeau, Council on Candy vice-chairman, and Walter W. Sandell, campaign manager of the council.

Second meeting took place at Pittsburgh in Hotel Webster Hall, and covered regions in Western Pennsylvania and West Virginia. Chairman for this meet was L. J. Weaver, Weaver, Costello & Company, Pittsburgh. C. C. Larson Sr. presided at the meeting. Also seated at the speakers' table were D. J. Harter, president of Pittsburgh Candy Club, and Charles Clark, D. L. Clark Company.

### Pittsburgh Meet

Before the council meet, the Pittsburgh Candy Club held a meeting during which Charles Dotters was named as Council on Candy chairman to handle the fund-raising drive. Dotters, salesman for James O. Welch Company, succeeds C. C. Larson Sr. as fund chairman.

Third meeting was held in Buffalo, at the Hotel Statler, and covered the Western New York region. Attendance numbered 120 trade leaders. At the speakers' table were chairman Walter W. Zittel, Mary Lincoln Candies, Inc.; F. H. Nethercott, Empire State Candy Club president; A. R. Bixby, National Confectionery Salesmen's Association president; George Kaiser, president of Buffalo Confectioners' Association; Elmer Kreher, Kreher & Shoemaker, NCWA director, and T. H. Merckens, Merckens Chocolate Company, Inc., secretary of the Buffalo Confectioners' Association.

### Coca-Cola Net Up 10%

NEW YORK, Sept. 20.—Coca-Cola Company earnings for the second quarter this year ended June 30, after taxes, were \$7,856,549, or \$1.91 per share. Figure compares with \$7,060,952, or \$1.72 per share, for same quarter in 1946.

Net earnings for the first half of this year were \$11,306,083, or \$2.75 per share, compared with \$10,381,675, or \$2.52 per share, in the corresponding period last year.

## Name Downing U. S. Vending Head Engineer

CHICAGO, Sept. 20.—William J. Downing has been appointed director of engineering of the United States Vending Corporation, it was announced this week by firm officials.

Downing, who left a similar position with Mills Industries to accept the U. S. Vending job, has had 34 years of mechanical and design engineering. Downing was with Mills 11 years, where he supervised design and production of various coin machines.

During World War II years, Downing supervised the manufacture of various types of equipment for the armed forces. He was a pilot in the British Royal Air Forces during World War I.

Prior to his association with Mills, his work included ship building, design and installation of automatic train controls in the United States and England and research in electronics with Westinghouse.

His engineering contributions have been officially recognized by the War Manpower Commission, the Society of Motion Picture Engineers and the British government.

## Jacobs Co. Making New Bottle Venders

INDIANAPOLIS, Sept. 20.—F. L. Jacobs Company this week released details concerning two models of coin-operated bottle beverage vending machines which the firm now has in production here. Both venders handle Coca-Cola bottles only.

Smaller of the two venders is semi-automatic, measures 19 by 26 by 54 inches. Capacity of this vender is 67 bottles, of which 26 bottles are placed in a rotary dispensing unit ready for sale. Remaining 41 bottles are stored in the bottle machine's pre-cooling chamber situated directly under the rotary unit. Dry refrigeration used to cool the vender's products is supplied by a one-eighth horsepower hermetically sealed unit which operates on 110 volts A.C. Vender's cabinet is finished in baked enamel.

Second bottle vender has a capacity of 143 bottles, with a pre-cooling chamber that holds three additional cases. Rotary dispensing unit, on a larger scale, is similar to that described for the smaller bottle machine. For this model the Jacobs firm has developed a special loader which, when placed over the tops of bottles in the pre-cooling chamber lifts and inserts bottles into rotary dispensing unit, eight bottles at a time.

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1. Vends choice of three sanitary stamps directly from U. S. Government rolls!
2. Each unit adjustable to vend 2 to 3 stamps.
3. Stamps are accurately cut off on perforations!
4. Full rolls of 500 or 1000 stamps inserted in a few seconds. Eliminates expense and nuisance of tearing sheets and inserting stamps into folders.
5. Capacity 2 to 3 times greater than folder-type venders. Takes only a few minutes to service.
6. Aluminum cabinet (11" x 11 1/2" x 8" deep), finished in attractive colors and trimmed in chrome. Precision-built mechanism constructed to last a lifetime.
7. Merchants welcome Postmaster because of its compactness, streamlined beauty, time-saving and money-making features.

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See Your Nearest Distributor

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**MERCHANDISE SPECIALS**

140 Count Bubble Ball Gum 38c per lb.  
170 Count Bubble Ball Gum 43c per lb.  
Minimum 100 lbs.

Boston Baked Beans, 35 lb. carton ..... 25c per lb.

Pistachio Nuts, medium, red, 25 lb. carton ..... 60c per lb.

Pistachio Nuts, small, red, 25 lb. carton ..... 49c per lb.

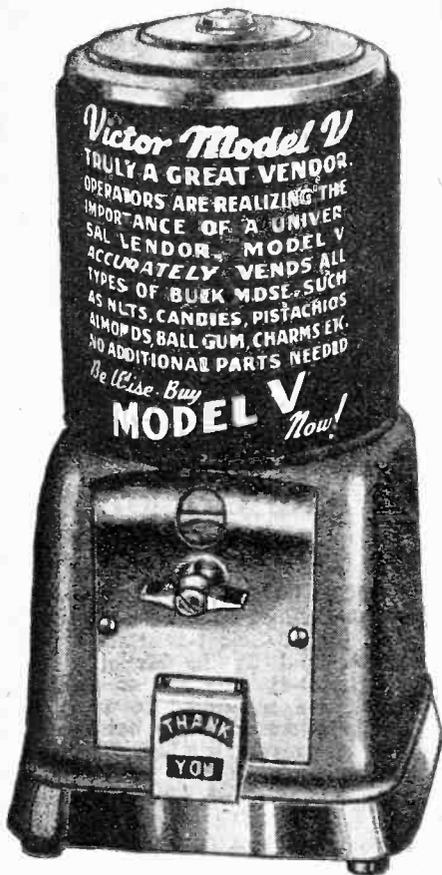
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**Adams-Fairfax Corp.**  
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Los Angeles 16, Calif.

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**Arkey Sales Co.**  
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Port Huron, Mich.

**L. M. Becker Vending  
Service**  
105 Dewey St.  
Brillion, Wis.

**Bernard K. Bilterman**  
1405 Central  
Kansas City 6, Mo.

**Buckman Novelty Co.**  
107 S. Madison St.  
Green Bay, Wis.

**Champion Nut & Choco-  
late Co.**  
1194 Tremont St.  
Boston 20, Mass.

**Cleveland Coin Machine  
Exchange**  
2021 Prospect Ave.  
Cleveland 15, Ohio

**Coswell Novelty Co.**  
202 Washington  
Twin Falls, Idaho

**A. Connors Distributing  
Corp.**  
19 E. Utica St.  
Buffalo, N. Y.

**Co-operative Distributing  
Co.**  
234 Jefferson St.  
Louisville, Ky.

**Eastern Carolina Candy Co.**  
Box 429  
Morehead City, N. C.

**Ellingsworth Nut & Supply  
Co.**  
15 Thirteenth Ave., N. E.  
Minneapolis, Minn.

**Empire Coin Machine Ex-  
change**  
1612-14 Milwaukee Ave.  
Chicago 22, Ill.

**Fielding Mfg. Co.**  
250 W. Pearl St.  
Jackson, Mich.

**Frank Distributing Co.**  
535 N. 8th St.  
Philadelphia 23, Pa.

**General Distributing Co.**  
2812 Main St.  
Dallas 1, Texas

**1906 Leeland Ave.**  
Houston 3, Texas

**3000 Alameda Ave.**  
E. Paso, Texas

**San Antonio, Texas**  
119 So. Walker St.  
Oklahoma City, Okla.

**Arthur Graeff**  
1332 Broadway  
Toledo 9, Ohio

**T. B. Holiday Co., Inc.**  
1200 W. Morehead St.  
Charlotte 1, N. C.

**Miami Valley Vending  
Supply**  
330 W. Norman Ave.  
Dayton 5, Ohio

**Jack Nelson & Co.**  
2320 Milwaukee Ave.  
Chicago 47, Ill.

**Parkway Machine Corp.**  
623 W. North Ave.  
Baltimore 17, Md.

**Penn-Jersey Distributing Co.**  
Stratford, N. J.

**Pioneer Vending Service**  
461 Sackman St.  
Brooklyn 12, N. Y.

**J. Rosenfeld Co.**  
3218 Olive St.  
St. Louis 3, Mo.

**Leon "Hi Ho" Silver**  
760A Hayes St.  
San Francisco, Calif.

**Southern Coin-a-Matlo Dist.  
Co.**  
943 N. W. 7th Ave.  
Miami 36, Fla.

**Southwest Distributing Co.**  
17 N. 7th St.  
Fort Smith, Ark.

**Star Vending Co.**  
510 W. 4th Ave.  
Denver 9, Colo.

**Russ Thomas**  
2189 Central Ave.  
Memphis, Tenn.

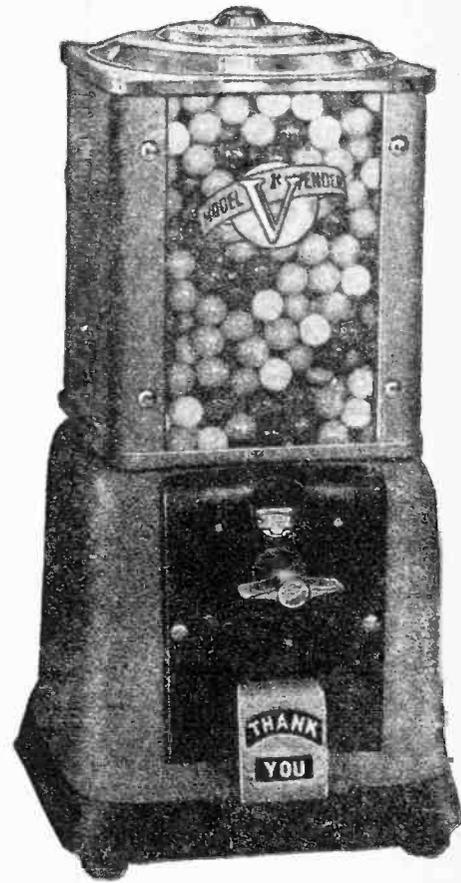
**T. O. Thomas Novelty Co.**  
1572 Jefferson St.  
Paducah, Ky.

**Roy Torr**  
Lansdowne, Pa.

**Vending Machine Co.**  
207 Franklin St.  
Fayetteville, N. C.

**Veterans Vending Co.**  
1304 21st St.  
Port Huron, Mich.

**Wisconsin Novelty Co.**  
3734 N. Green Bay Ave.  
Milwaukee 6, Wis.



MODEL V  
DELUXE CABINET TYPE

## VICTOR VENDING CORP.

5711 GRAND AVENUE

CHICAGO 39, ILLINOIS

TEL.: NATIONAL 0220

## VICTOR'S FAMOUS MODEL V

Recommended, Sold & Financed

You can now buy Model V's on Torr Time Payment Plan. Pay for same over a period of 16 weeks. Interest and finance charges less than 6%. Write today for details and credit application.

### NEW REDUCED PRICES ON BUBBLE GUM

All Sizes — 5/8th 140 count — 1/2 inch 170 count — 3/8th 210 count.  
ALL 40c PER POUND

On orders less 500 pounds, 2¢ per pound additional.

Full cash with order—prompt shipment

**FREIGHT PAID TO YOUR DOOR**

MINIMUM SHIPMENT 100 POUNDS.

ROY TORR

Lansdowne, Penna.



### MINIT-POP

Fully Automatic Coin Operated  
Popcorn Vendor  
Always Hot and Fresh

Don't Overlook This  
Proven Winner

Limited number of County franchises still  
available in North and South Carolina.

Write, Wire, Phone TODAY

**Tri-State Distributing Co.**

248 CHARLOTTE ST. ASHEVILLE, N. C.  
Phone: 3517

SAVE \$16.25

## ALKUNO'S Special All-Together Offer

The famous VIKINOR 5c HOT NUT VENDOR

AND  
VIKINOR 5c BULK CANDY VENDOR

AND  
A COMPACT DOUBLE STAND

PLUS  
ONE THOUSAND FRILLED PAPER CUPS

All for \$79.50

At regular prices this merchandise  
would cost:

Hot Nut Vendor .....	\$45.00
Bulk Candy Vendor .....	41.00
Double Stand .....	7.50
1,000 Cups .....	2.25
	<b>\$95.75</b>

**CASH SAVINGS, \$16.25**

OR TWO HOT NUT MACHINES, PLUS  
DOUBLE STAND AND 1,000 CUPS.

**\$83.50**

**ORDER NOW**

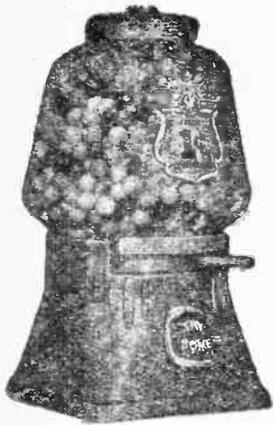
This Offer is Made for a Limited Time Only

**ALKUNO & CO. Inc.**

Mechanical Manufacturing Laboratories

408 Concord Ave., New York 54, N. Y. • Phone: MEloose 5-7757

**TO SUIT YOUR NEEDS**



**SILVER KINGS**

- 1c BALL GUM
  - 1 OR 5c BULK MDSE.
  - TROUBLE-FREE
  - ATTRACTIVE
  - IN OUR STOCK
- SAMPLE .....\$13.95  
 2 THRU 11 .... 11.55  
 12 THRU 49 .... 10.50  
 50 UP ..... 10.30



**ADVANCE**

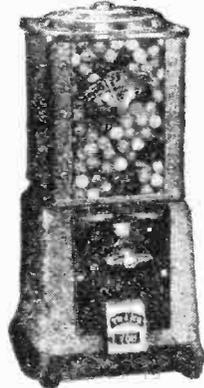
- SLUG PROOF
  - NO CAST PARTS
  - 1c BULK MDSE.
  - IN OUR STOCK
- SAMPLE .....\$13.75  
 2 THRU 11 .... 11.25  
 12 THRU 49..... 10.75  
 50 UP ..... 10.50

**WE HAVE —  
 BRACKETS AND  
 FLOOR STANDS**

**VICTOR MODEL "V"**

**GLOBE TYPE**

- Vends Nuts or Gum
  - Sturdy
  - Profitable
- \$11.75 Ea., Any Quantity



**CABINET**

- Vends Nuts or Ball Gum
- Unbreakable Front
- Attractive

1c Play, \$13.75 ea.  
 5c Play, 14.75 ea.

**WRITE!  
 WIRE!  
 PHONE!**

**We Have —  
 Peanuts  
 Boston Baked Beans  
 Rainbow Peanuts  
 Charms**

**IN STOCK—IMMEDIATE SHIPMENT**

No. 1200 Highest Quality "Toll" 5/8" Bubble Gum, 36c per 100 Balls. You Make 64c per 100. Approx. 3500 Balls per Case.

1/3 Deposit, Balance C. O. D.

**T. O. THOMAS CO.**

1572 JEFFERSON

PHONE: 2131

PADUCAH, KY.

**New York, Philly Subway Systems Buy 2,000 Gum Machines**

NEW YORK, Sept. 20.—Post-war improvements in the Independent Subway System here and in Philadelphia are under way, with 1,000 new, streamlined Adam Gum venders having been purchased recently for each of the systems. The new machines, which will vend Chiclets, Dentyne and other Adam products, were sold to both systems by the Stewart Products Corporation.

BMT and the IRT subway systems here in New York continue to use Wrigley Gum venders exclusively, but also operate Hershey candy venders and nut machines. While no new equipment is being installed at this time, the vending division of the New York Subway Advertising Service reported that with the receipt of additional merchandise, more gum venders are being made operative. However, with full production of Wrigley gum still lagging, a large number of venders located in outlying areas are still plugged, and will not be placed in operation for some time.

**NCWA Councilmen Nominations Start**

WASHINGTON, Sept. 20.—Nominations are now being received for State councilmen of the National Candy Wholesalers' Association (NCWA), according to an announcement this week by C. M. McMillan, executive secretary of NCWA. Last year more than 500 men were nominated, with more than half that number put on the ballots.

The State councilman is the only officer who is elected by all the members from a particular State and is a direct representative of the State in the councils of NCWA. Thru State councilmen go all State problems and responsibility for getting State group action under way.

The NCWA Board of Directors meets in the Statler Hotel here today (20) and tomorrow (21) to work out the year's program.

**Japanese To Get Sawdust Sugar**

TOKYO, Sept. 20.—While the sugar question has been settled for the American home consumer and industrial user, same cannot be said for Japanese consumers. To alleviate the shortage here, sawdust has been pressed into service as a sweetening agent.

Fabrication of sugar from sawdust has been successfully accomplished by the Japanese Forestry Products Chemical Association, it was announced here recently. In confirming the report, the Agriculture and Forestry Ministry described the sugar thus produced from sawdust as "a little less sweet than cane sugar."

A plant for the manufacture of sawdust sugar is now being built outside the Japanese city, the report stated.

**Wakefield, McBride Form Supplier Firm**

JOPLIN, Mo., Sept. 20.—E. H. Wakefield of Joplin, former operator of the U-Select-It Candy Service here, and T. A. McBride, former U-Select-It operator at Springfield, Mo., are scheduled to team up as distributors of candy bars and other confections for the L. S. Heath Candy Company.

Their territory reportedly will include 10 Midwestern and Southwestern States. They are expected to start operations October 1.

Wakefield recently sold his venter operation to John Whitten, owner of the Whitten Candy and Tobacco Company at Carthage, Mo., and McBride sold his candy vending routes to Maurice E. Orchard at Springfield, who also operates a route of cigarette venders.

**S. C. City Gets Auto Wash**

BENNETTSVILLE, S. C., Sept. 20.—First automatic self-service laundry to open here is the Laundrix, owned by Louis H. Smigh. Store has 15 washers and opened for business this week.

**LEADS 'EM ALL**

**Built for OPERATORS BY EXHIBIT**



**Fastest PENNY VENDER MADE Steady Repeater.**

**'Ideal' CARD VENDER**

**\$32.50**  
 WITH FREE CARDS.  
 RE-ORDERS OF CARDS \$3.85 per 1000

Vends our exclusive line of over 40 Different Series of Cards—Movie Stars, Radio Performers, Ball Players, Cowboys, Prize Fighters, Art Models, Fun Cards—Big variety for everybody, young and old.

**SPECIAL FEATURES**

A. B. T. slots. All metal construction. Enamel finish. Improved card Puller. Large cash box with separate lock. Compact—Legal—No Federal Tax.

IMMEDIATE shipment of Machines and Cards. Be first in your locality. Descriptive Circular and Sample Cards upon request.

**EXHIBIT SUPPLY CO. 4222-30 W. LAKE ST. CHICAGO 24, ILL. (ESTABLISHED 1901)**

**CIGARETTE MACHINES**

NEW LEHIGH PX, 10 COLS., 425 PACK CAP., AVAILABLE FOR IMMEDIATE DELIVERY!!!

NEW EASTERN ELECTRIC .....	\$222.50
NEW DU GRENIER CHALLENGER, 7 COLS. ....	\$125.00
NEW UNEEDA, 8 COLS. ....	159.50
NEW UNEEDA, 6 COLS. ....	149.50
ROWE ROYALS, 10 COLS. ....	\$105.00
ROWE, 6 COLS., 150 PK. ....	32.50
DU GRENIER CHAMPION, 9 COLS. ....	92.50
DU GRENIER CHAMPION, 7 COLS. ....	82.50
DU GRENIER MODEL WD, 9 COLS., 385 PACK CAP. ....	\$ 72.50
DU GRENIER "S", 7 COLS., 210 PACK CAP. ....	50.00
DU GRENIER, 6 COLS., 150 PACK CAP. ....	32.50
STEWART-McGUIRE, 8 COLS. ....	35.00
UNEEDA, MODEL 500, 15 COLS. ....	100.00
UNEEDA, MODEL "E", 12 COLS. ....	67.50
UNEEDA, MODEL "E", 8 COLS. ....	57.50
NATIONAL 930, 150 PACK CAP. ....	75.00
NATIONAL 630, 150 PACK CAP. ....	32.50
NATIONAL 950 ....	100.00
NATIONAL 750 ....	90.00



**WEEKLY SPECIAL!**  
 DU GRENIER "W." 9 COLS., 300 Pack Cap. \$62.50

UNEEDA CANDY MACHINES, 5 Cols., 102 Bar Cap., \$75.00  
 ROWE 5c MINT GUM ..... 15.00

**10c CIGAR MACHINES, Cap. 175, 7 Col. .... \$32.50**

**DRINK VENDOR**

SUTTON SODA-MAT-IC CUP DRINK VENDOR, CAPACITY 300 DRINKS ...\$185.00 EA.  
**TOP EQUIPMENT—UNCONDITIONALLY GUARANTEED**

**One-Third Deposit With Orders—Balance C. O. D.**

Parts and Mirrors available, including the 25c vending changeover parts for all makes and models.

**UNEEDA VENDING SERVICE**

"THE NATION'S LEADING DISTRIBUTOR OF VENDING MACHINES"  
 166 CLYMER STREET Evergreen 7-4568 BROOKLYN 11, NEW YORK

## Eastern Electric to Ohio Tobacco Meet

NEW YORK, Sept. 20.—Lou Jaffa, sales manager for Eastern Electric Vending Machine Company, cigarette venter distributors, announced that firm's product would be exhibited in Columbus at the Ohio Association of Tobacco Distributors' convention, to be held at Neil House, September 26-28.

Jaffa will be in charge of the exhibit, assisted by Meyer S. Starr.

At C-Eight Laboratories, makers of the venter for which Eastern Electric is national distributor, President Mario Caruso disclosed that peak output was reached in August, with production figures 20 per cent higher than in any previous month. Caruso also said that a shipment of the company's venders has just been made to Hawaii.

## Chattanooga Kiwanis Sponsors Gum Route

CHATTANOOGA, Sept. 20.—Kiwanis Club here placed 250 ball gum venders in local outlets this week, proceeds of which are to finance youth work carried on by the club in county high school centers. Machines, as do those in other cities where there are Kiwanis sponsored venders, carry the gold seal of the organization and are incorporated in the route of a vending machine operator.

Machines and gum, which arrived by plane from Lockport, N. Y., last week, are from the Ford Gum and Machine Company. Firm has, since 1941, catered only to civic clubs and charity groups, and during the past year claims to have distributed over \$250,000 in commissions to 200,000 sponsoring clubs in the U. S.

## General Candy Co. Dividend

BALTIMORE, Sept. 20.—General Candy Company here declared a quarterly dividend of 25 cents, payable Monday (15) to stockholders of record September 5.

## NAMA Launches Membership Drive

(Continued from page 122) those machines which provide a return of the customer's money if no merchandise is delivered or service rendered.

"Automatic merchandising, thru the efforts of NAMA has earned the right to receive the same consideration and protection as over-the-counter merchandising."

Darling listed two major programs from which NAMA members derive benefits. NAMA's legislative program is designed to provide industry-wide action to combat unjust and discriminatory taxes against automatic vending as a method of retail selling. Its public relations program, he pointed out, promotes public approval of automatic merchandising.

"Any individual, partnership, corporation or any other entity engaged in the business of owning and/or operating machines for vending of merchandise or service in less than five States" is eligible to associate membership, or to active membership if they so desire, Darling stated.

Darling restated NAMA's policy of limiting membership to those who operate merchandise and service machines exclusively. Since it is the association's major function to combat unfair and confiscatory taxes or legislation on this type of equipment, he said, it is the policy not to accept membership of those who operate other types of coin machines.

## N. Y. Bottler Group Covers 87% of Trade

NEW YORK, Sept. 20.—With addition of six firms to Class A membership in the New York State Bottlers of Carbonated Beverages, Inc., and three to Class B memberships, the association states that 87 per cent of all the bottlers in New York State are members of the organization.

New Class A members are Plattsburg Coca-Cola Bottling Company, Plattsburg; Brandt Bottling Company, Binghamton; Tom Collins Jr., Inc., Buffalo; Liberty Bottling Works, Auburn; Gentile's Bottling Works, North Utica, and X-tra Bottling Company, Hoosick Falls.

## Helton to Poppers Supply of Philly

PHILADELPHIA, Sept. 20.—Larry Goldmeier, head of Poppers' Supply Company, popcorn and popcorn machine distributors, this week announced the appointment of Sidney Helton as his assistant.

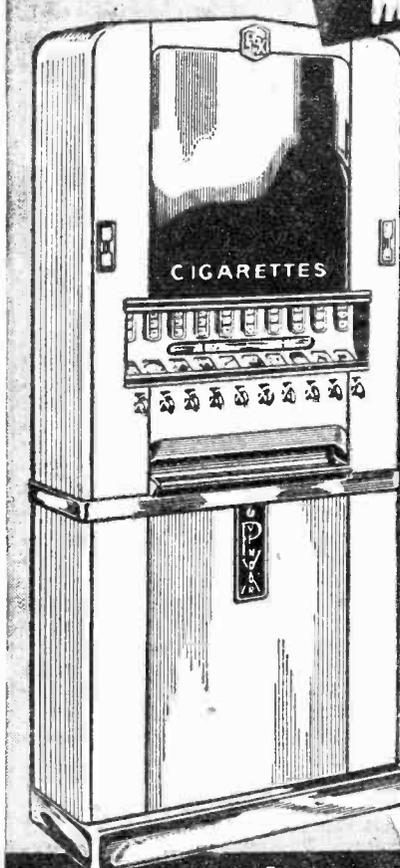
Helton was a motion picture salesman for Paramount Pictures in Australia before the war. During the war he served as an Australian ferry pilot to the U. S.

Goldmeier also announced that the 1948 Viking De Luxe popcorn venter will be displayed at the Poppers' showroom within a month.

## South Carolina Predicts High Fall Tourist Trade

CHARLESTON, S. C., Sept. 20.—State officials here are predicting that South Carolina will host a large number of fall vacationists both on the Coast and in the upper regions of the State. Coinmen operating in those sections expect to benefit should the influx of visitors prove a fact.

The coastal resort town of Myrtle Beach, attracting enthusiasts of deep-sea fishing, surf bathing, sailing, harness and flat and dog racing, should prove a profitable spot, many feel. Attracting additional tourists will be the Fall Festival Tour offered by the State parks department October 16 to 19.



The PX habit is growing and the PX operator is smiling. Why shouldn't he? PX doesn't let the customer down—never holds the operator up. Naturally operators put PX in the best spots—it's dependable—it's a consistent money maker. Why not drop us a line and find out if PX is available in your territory? Address:

STANDARD VENDORS DIVISION  
Lehigh Foundries, Inc.  
EASTON, PENNA.



**PX... the name that means AUTOMATIC VENDING to millions**

**CORRECTION!**  
In our ad last week the 100 or more unit price of the  
**Northwestern Deluxe 1c and 5c BULK VENDOR**  
was incorrectly listed. The correct listings are as follows:  
Single Unit... \$25.00  
than 100 24.75  
or more 24.25  
Charms • Stands • Brackets • Globes (Glass and Plastic) • Used Machines • Send for Free List.  
1/3 Dep. With Order, Bal. C. O. D.  
**NORTHWESTERN SALES & SERVICE COMPANY**  
4105 16th Avenue Brooklyn 4, N. Y.  
Telephone: Windsor 8-3600  
All Quotations Net F. O. B. Brooklyn Subject To Change Without Notice.

**NOW!**  
turn to  
**INSIDE FRONT COVER**  
for an important story on  
**POPCORN PROFITS**  
MANLEY INC., KANSAS CITY, MO.  
"The Biggest name in Popcorn"  
POPCORN MACHINES AND SUPPLIES

**NORTHWESTERN BULK VENDERS**  
MEAN MORE FOR YOUR MONEY

There is a Northwestern machine to meet all of your needs. They're built for profitable operating. Dependable lifelong equipment—easy to service—sales-creating appearance. We are Factory Headquarters for Northwestern machines in the East. See our complete display and let us give you full details on all the popular Northwestern models.

Pistachio Queens, Red, 5 Lb. Bags	72¢ Per Lb.
Pistachio Large, Tulip Red, 5 Lb. Bags	50¢ Per Lb.
Jumbo Peanuts, 30 Lb. Ctn.	31¢ Per Lb.
Spanish Peanuts, 30 Lb. Ctn.	24¢ Per Lb.
Cashew, 480 Count, 30 Lb. Ctn.	56¢ Per Lb.
Squash, Red or White, 25 Lb. Ctn.	20¢ Per Lb.
Boston Baked Beans, 32 Lb. Ctn.	28¢ Per Lb.
Rainbow Peanuts, 32 Lb. Ctn.	28¢ Per Lb.
Cinnamon Peanuts, 32 Lb. Ctn.	28¢ Per Lb.
Licorice Lozenges, 38 Lb. Ctn.	30¢ Per Lb.
M & M, Ass't'd Colors, 16 1/2 Lb.	42¢ Per Lb.
Ball Gum, 1/4, 140 Count, 25 Lb. Ctn.	40¢ Per Lb.
Ball Gum, 1/20 Count, 25 Lb. Ctn.	50¢ Per Lb.
Adams Gum, All Flavors, Tab or Candy Coated. Box 100	54¢

1/3 Deposit With All Orders, Balance C. O. D.

**NORTHWESTERN SALES & SERVICE COMPANY**  
4105 16TH AVENUE Telephone: Windsor 8-3600 BROOKLYN 4, NEW YORK  
ALL QUOTATIONS NET F. O. B. BROOKLYN SUBJECT TO CHANGE WITHOUT NOTICE.

MODEL 39  
Less than 25... \$13.40  
Less than 100... 12.95  
100 or more... 12.55  
Charms • Stands • Brackets • Globes (Glass and Plastic) • Used Machines • Send for Free List.

# Steel Pinch To End in 1948; See Unlimited Vender Output

(Continued from page 122)

this week indicated.

Steel, still the biggest headache for vending manufacturers, should be available in quantity by that time according to predictions of spokesmen for various vender firms and representatives of the iron and steel industry.

Predictions as to the date for the end of the prolonged steel shortage which, according to the survey, is the only remaining shortage facing the majority of manufacturers, varied from January to June of 1948, with increased production assured by the earlier date even if the acute shortage isn't over.

Actually, output of venders is already on the rise, due mostly to the availability of other materials which had been in short supply until recently. Several new models are due to reach distributors and operators this fall.

Full-scale production, however, continues a thing of the future, both the vending machine and steel industry representatives pointed out, with the biggest drawback the continued lack of 11, 18 and 20-gauge cold-rolled steel.

### Mill Output Soars

Makers of vending machines, which generally require large quantities of such metal are at a loss to explain just where the record output of steel mills is going. Mills are currently producing at an 85,000,000 tons-per-year rate, largest production rate in their history.

However, in spite of the vastly increased mill output, all users who were contacted in the course of the survey, claimed a hampering shortage. This was partially accredited to the present requirements of the automobile industry which uses the same types of steel as are needed for the manufacture of vending machines.

Many of the survey manufacturers report that they have been on the short end of the receiving line due to the fact that their demand for the critical item is either new or vastly increased. Pre-war large scale buyers of sheet steel, they said, have first chance at regular sources of supply.

### Black Market Steel

Actually, such steel is not unavailable, for large quantities are to be had from what were described by both vending machine and steel spokesmen as "black markets." The sources, the survey showed, are demanding prices as high as \$220 per ton, over twice the regular market price. Such a price puts it out of reach for most vending machine manufacturers since it would require a prohibitive price be placed on the finished product, it was agreed.

The arrival of an open market for steel will mean not only increased production, authorities said, but in many cases will mean lower prices for the finished vending machines. It will also mean production of many new types of venders that have been awaiting such a day to make their appearance, the survey showed.

### Use Substitutes

Some manufacturers reported that they have been able to meet the problem part way by introduction of steel substitutes, or by raising prices high enough to allow for the purchase of the high-priced steel available outside of regular sources. Makers of smaller sized vending machines, such as penny venders and postage stamp venders, have been particularly successful in applying this method. One successful substitution reported was the use of a cast aluminum cabinet.

Hope was expressed by one of the surveyed vending machine manufacturers that retooling in automobile plants and companion temporary

shutdowns will mean a little more steel for other uses during the period before the market actually becomes open. However, steel is still being sold by mills on the allotment basis, and recent strikes in the steel and allied industries have caused allotments to be shoved back a month in many cases.

### Take '48 Orders

Another factor, which was termed by some as a clear indication that the shortage is breaking, was the recent taking of orders by steel mills for 1948 shipments.

Coal, steel industry spokesmen pointed out, is one of the big "unknowns" in the picture. A large-scale coal shortage at any time during the next year would mean not only a continued steel shortage, but a higher market price, they said.

Other materials, which in the past have presented production problems, are now readily available, vending machine manufacturers say. Steel, they report, is the only shortage holding back full production of developed types of machines.

### Other Problems Ease

Small motors, at one time a big problem for manufacturers of refrigerated venders, are now readily available, it was reported. Skilled labor and production machinery, which up until a short time ago worried many production chiefs, likewise have passed the critical stage and are now available at prices most firms can afford to pay, the survey showed.

No estimates were given as to the time when manufacturers will be able to catch up with the ever-increasing demand. Full production, it was pointed out by manufacturers, will undoubtedly mean increased demand and it will be a matter of time until enough vending machines can be rolled off assembly lines to fill the lag created by the lengthy shortage.

## Sanitary Automatic, Two Other Vending Firms Set in Phila.

PHILADELPHIA, Sept. 20.—Three new vending firms were organized here with special interest in the application of a charter as a corporation filed by the Sanitary Automatic Candy Corporation, a national operating concern.

Its principal office located in New York City, the Sanitary Corporation filed with the Pennsylvania Department of State a petition for a Certificate of Authority to conduct its business in Pennsylvania as well.

According to its petition, the character and nature of the business Sanitary Automatic proposes to conduct is "to sell candy, confectionery and allied products in theaters and similar places of public assembly." The corporation will maintain a registered office in Philadelphia.

The Graham-Elliott Corporation, in petition for corporate charter filed by Robert Boyd Jr., local lawyer representing the new firm, stated that it is being organized "to manufacture, buy, sell, lease, own and operate vending machines; to manufacture, buy, sell and dispense ice cream, food products, dairy products, beverages, confectioneries, tobacco products and any accessories related thereto, and products of a similar nature."

The third new firm will be an operational enterprise, to be known as the Automatic Dispensing Company, with offices at the Lincoln Liberty Building in the center of the city. Represented legally by the local firm of Lipsius and Lipsius, the new operating company is wholly owned by Dave Harrow and Richard Harrow.

**Northwestern**  
WORLD'S FINEST BULK VENDORS  
**DELUXE** 1¢ or 5¢ Combination **\$25.00**



**MODEL 39** ..... \$13.40  
**MODEL 33** ..... 11.60  
**33 BALL GUM** .. 10.40  
**MODEL 40** ..... 9.85

LESS IN QUANTITY

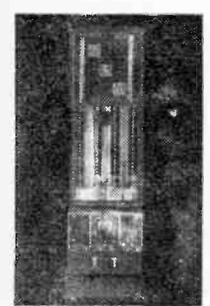
**BRAND NEW IMPS**  
EITHER 1¢ OR 5¢ PLAY Cig. or Fruit Reels  
**\$12.95 ea.**  
LOTS OF 12 OR MORE  
5 or More, Ea. .... \$13.75  
Sample ..... 14.50



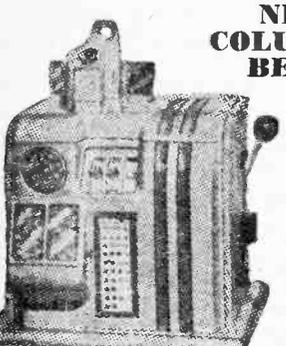
**MILLS VEST POCKET BELL**  
SIZE 8"x8"x8"  
A 5¢ pocket size slot with automatic payout system. Awards from 3 to 20 nickels.  
**OPERATOR'S PRICE \$65.00**



**5¢ ADVANCE SELECTIVE TYPE COOKIE and CRACKER VENDOR**  
Complete display of merchandise given thru glass front. Separate cash box and merchandise locks.  
**\$39.50 ea.**  
STANDS \$5.00 Extra



**NEW COLUMBIA BELLS**  
Twin Jackpot 1947 Models  
**\$99.50 EA.**  
\$95.00 6 or More  
Changeable to 1¢, 5¢, 10¢, 25¢ Play



**COUNTER GAMES**

Kicker & Catcher (New)	\$37.50
Acme Electric Shockers (New)	18.50
Gottlieb Grip Scales (New)	34.50
Amer. Eagles, 1¢, Token Payout	17.50
Marvels, 1¢, Token Payout	29.50
Liberty & Mercury, 1¢	19.50
Victor Home Runs, 1¢	19.50
Champion-Sparks, 1¢ or 5¢, Token Payout	19.50
Klix Blackjack, 1¢	12.50
Bat-a-Ball (New)	29.50
Star Card Vendor (New) with 1000 Cards	19.50
Pop-Up (New)	29.50
Champion Basketball (New)	29.50
Whirl-a-Ball, 1¢ (New)	37.50

**100 CASH TRAYS, ALMOND VENDOR, LIKE NEW SAMPLE, \$6.50 10 OR MORE, \$6.00 EA.**

**SUPPLIES AND ACCESSORIES**

Hard Shell B.B. Beans, 35# Ctn.	\$10.15
Hard Shell Army-Navy Mix, 35# Ctn.	10.15
Hard Shell Rainbow, 35# Ctn.	10.15
Licorice Lozenges, 38# Ctn.	11.40
Pee Wee B.B. Beans, 32# Ctn.	10.64
Pee Wee Rainbow Peanuts, 32# Ctn.	10.64
Pee Wee Cinnamon, 32# Ctn.	10.64
Charms, Large, Per 1000	4.50
Charms, Small, Per 1000	3.50
Bubble Gum, 144 Count, 35 Lb. Ctn.	13.30
Bubble Gum, 170 Count, 35 Lb. Ctn.	14.00
Spanish Peanuts, 30# Ctn.	6.60
Virginia Peanuts, 30# Ctn.	8.40
Deluxe Mixed, 30# Ctn.	14.70

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1/3 Deposit must accompany all orders.  
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**SPECIAL DEAL! VICTOR MODEL V**  
FAMOUS PRE-WAR VENDORS  
10 GLOBE TYPE PLUS 100 POUNDS OF BUBBLE BALL GUM. ALL FOR **\$152.50**  
Mention Deal A When Ordering  
We Accept Trade-ins. We Buy & Sell Used Machines.

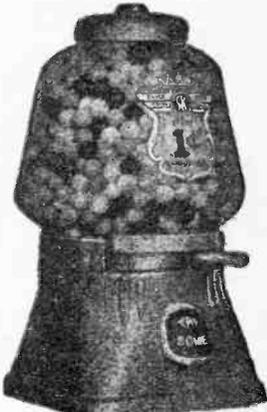


Virginia Peanuts, 30 Lb. Ctns., 28¢ lb.  
**RAINBOW PEANUTS**  
28 Lb. Ctns. .... \$13.75  
Boston Baked Beans, 30-Lb. Ctns. .... 25¢ Lb.  
Quantity, 40-Lb. Ctns. .... 22¢ Lb.  
M&M's, Ass't Colors, Limited Quantity, 40-Lb. Ctns. .... 24¢ Lb.  
Model V Deluxe Cab. Type ..... 40¢ Lb.

**BUBBLE BALL GUM**  
170 Count, 25 Lb. Cartons ..... 38¢  
Ball Gum Orders—Full Cash.  
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**PIONEER VENDING SERVICE**  
Exclusive Victor Distributor in N. Y.  
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**ANNOUNCING ENTIRELY NEW '48 "SILVER KING" BALL GUM VENDOR**

(PATENTS PENDING)  
No missing—no adjustments  
Handles 140, 170, 210 count gum, no breakage, and positive delivery.  
If you want the best trouble-free ball gum vendor, try the new improved '48 "Silver King".



Nut and Ball Gum Vendors, 1¢-5¢.  
U. S. and Foreign Coins  
**AT ALL THE BEST DEALERS OR WRITE SILVER-KING CORP.**  
622 Diversey Parkway CHICAGO, ILL.

**SPECIAL BRAND NEW VENDERS! IMMEDIATE DELIVERY**

Silver Kings (1¢ or 5¢)	\$18.99
Columbus Nut or Ball Gum (1¢ or 5¢)	12.45
Reliable Cash Trays (Almonds), 5¢	9.00
Northwestern Deluxe (1¢-5¢ Comb.)	25.00
Victor Model V (Ball Gum or Nut, 1¢)	11.75

200 5¢ Cash Trays, 1947 Model, used 2 weeks ..... \$7.65 ea.  
California Teeny Almonds (A-F), in 5 lb. cartons ..... 90¢ lb.  
5¢ Ball Gum, 40¢ lb. 170 Ball Gum 45¢ lb.  
Pistachios ..... 60¢ lb. Va. Peanuts ..... 28¢ lb.  
Adams Gum, 5¢ box M & M's ..... 42¢ lb.  
1/3 Dep.—Balance C. O. D.  
**CAMEO VENDING SERVICE**  
432 W. 42nd St. New York 18, N. Y.

**CIGARETTE MACHINES REAL LOW PRICES READY FOR LOCATION**

Rowe Royal, 10 Col.	\$85.00
Rowe 7 Col. Mint & Gum, Ea.	10.00
DuGrenier W's, 9 Col.	47.50
DuGrenier 7 Col. Mod. S. Ea.	27.50
DuGrenier Champs, 9 & 11 Col.	80.00
DuGrenier 7 Col. Challenger, new	125.00
U-Need-A-Pak 15 Col. 500	70.00
Phillips 10¢ Cigar Mach., wall type, coin return, 75 capacity, Ea.	22.50
National 9-30	50.00
Rowe Aristocrat 6 Col., Mills 6 Col., Stewart-McGuire 8 Col. Any One, Ea.	22.50

Half Deposit. Phone BA 9-0608  
**HARRIS VENDING**  
2717 N. Park Ave. Philadelphia, Pa.

**FIRST SHOW OF ITS KIND! 2 GREAT EXHIBIT FLOORS OF MACHINES AND MERCHANDISE!**



Thousands of square feet in exhibits! Scores of display booths! Leading manufacturers of merchandise and service machines, equipment and supplies will be represented at N.A.M.A.'s 1947 show. Operators will find the last word in automatic dispensers for all types of packages and bulk merchandise . . . plus coin changers, sorting machines, slug rejectors, coin counters, locks and lockers; plus candy, gum, nuts, beverages, cigarettes, foods and other supplies.

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**DEC. 14-17 • PALMER HOUSE • CHICAGO**  
**A SELL-OUT!**

**MAKE RESERVATIONS NOW FOR THE N.A.M.A. 1947 CONVENTION**

Learn the newest techniques of your industry . . . Inspect the latest equipment! For the operator, manufacturer or supplier of automatic merchandising equipment or service machines—whether he is an N.A.M.A. member or not, the 1947 Trade Show and Convention is a business must! Ideas, dramatic skits, forums, informal talks . . . A special program for the ladies! Write today for information and hotel reservations.



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- The Northwestern Corporation
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**1ST CHOICE OF ALL EXPERIENCED OPERATORS**

This overwhelming preference didn't just happen—men who know the business and know machines have proved to their own satisfaction that Northwesterns give you the most for your money. Here you get pre-war quality—dependability—bigger earnings—faster servicing—machines that are built for operating—that's what makes the difference. Be sure of your investment—write today for details of the five models now being delivered. You'll want our helpful free publication, too.

THE NORTHWESTERN CORPORATION  
 5 EAST ARMSTRONG STREET, MORRIS, ILLINOIS

**Operators!**

**KUNKEL HOT POPCORN VENDOR**

(Machine Listed by Underwriters' Laboratories)

**PRACTICAL — DEPENDABLE**

- Beautiful Baked Enamel Finish
- Sturdy Steel Cabinet
- 99 1/2 % Slug Proof
- Low Electric Consumption
- Can be refilled without Operator calling
- Easy to Service and Clean
- 16x16" Wide, 62" High
- 67 lbs. approx. Net Weight

**"KUNKEL" for 30 Years Makers of Coin Operated Machines**  
 Some DISTRIBUTOR Territories Available.  
**OPERATORS: Write for Name of Your Nearest Distributor.**

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**SALES STIMULATING VENDOR VALUES**

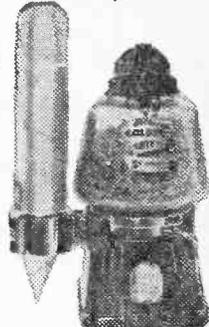
Unsurpassed in PROFIT-MAKING Ability  
**GOLDEN STATE**  
 Favorite of Operators Coast to Coast. Rugged, service-free mechanism. All Purpose—All Product Available in 1¢ or 5¢ Model.



**GOLDEN STATE Hof-Nut Vendor**

Vends All-Type Nuts. HEAT Element Guaranteed Forever. Flashing, Brilliant, Eye-Attracting Beauty.

**\$29.95**



**5c ALMOND VENDOR**  
 Biggest little Money-Maker of all time. Portable, Compact. Sales Arresting Design. High Chrome Finish.

**\$9.85**

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Write for List. Distributors, Write for Quantity Prices.  
**BADGER SALES CO., INC.**  
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LOOK FOR

**MINIT-POP**

SEE PAGE 127

**Columbus Vendors**



The Star Performers in Any Location. Serving the Public for Over a Third of a Century.  
 No. 46, 1¢  
 Peanut \$11.50  
 2 to 11 10.95  
 12 to 47 10.40  
 No. 46Z,  
 1¢ all purpose 11.95  
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Send for Literature and Quantity Prices. 1/3 Deposit Required With Orders. Address All Mail to Dept. BB

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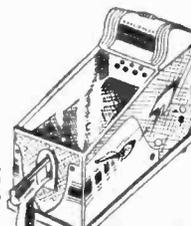


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No. 2 Master, the original penny nickel vendor. Rejects slugs. The most satisfactory and biggest money-maker for operators and locations.

**ABT's New CHALLENGER**

Famous pistol type counter; come with new plastic head, new player appeal, streamlined design. A day in and day out profit producer on location.



**B. D. Lazar Co.**

1635 FIFTH AVENUE  
 Pittsburgh • Phone Grant 7818

**"CHARMS" DOUBLE, TREBLE PROFITS IN BULK VENDERS!**

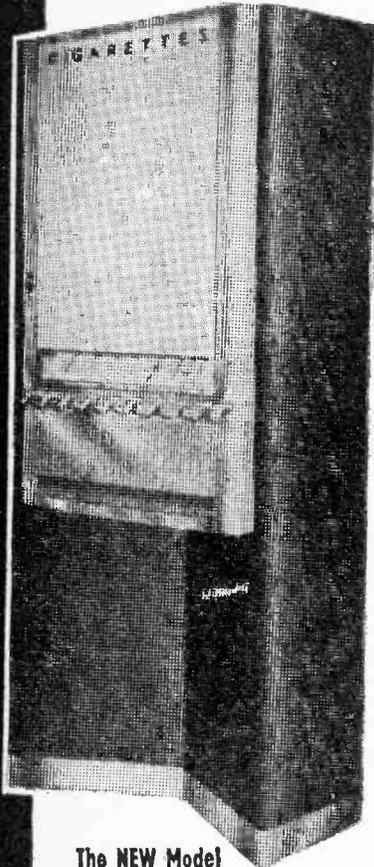
Wise operators all over are switching to the use of charms with candies and even ball gum. Tests quickly prove they double, treble "Take!"

- 1,000 Assorted Flat Plastic . . . \$2.25
- 1,000 Ass. Molded Plastic #1 . . . 3.50
- 1,000 Ass. Molded Plastic #2 . . . 4.50
- 1,000 Ass. Wise Crack Pins . . . 1.75
- 1 Gr. Silvery Skulls . . . 1.50
- 1 Gr. Stone Set Rings . . . 2.25
- 1 Gr. Cameo Stone Rings . . . 1.75
- 1 Gr. Knife Metal Charms . . . 2.50
- 1 Gr. Golden Wedding Rings . . . 5.50
- 1,000 Ivory Charms . . . 5.50

Cash with order, we ship prepaid. Order direct from this ad or write quickly for details, samples and start getting more "take" from CASHABLE COMMODITY "Charms" create in your machines.

**L. M. Becker Vending Service**  
 105-5 DEWEY ST. BRILLION, WIS.

HERE IT IS



The NEW Model  
8 Column  
U-NEED-A  
MONARCH

The Cigarette Machine With the Capacity and Mechanical Perfection That Will Make Money for You.

Smooth working, trouble free, perfect mechanism. Unconditionally guaranteed! Newest National Slug Rejector—single slot coin entry, adapted for 20¢ or 25¢ coin combination.

Capacity—500 Packs.

\$159.50

Greatest Capacity at the Lowest Price.

IMMEDIATE DELIVERY

SCOTT-CROSSE COMPANY  
1423 Spring Garden Street  
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Rittenhouse 6-7712

FAMOUS EPPY  
CHARMS

Series #1 Series #2  
\$3.50 \$4.50  
per M per M

Six other charm and prize items available from us. Write in and ask for free samples.

SAMUEL EPPY & CO., INC.

113-08 101ST AVENUE  
RICHMOND HILL 19, L. I., N. Y.

Candy Bar Price Up; Mars Hiked To 7c

(Continued from page 122)  
increases before further rises are essential.

Typical point of view was that of Howard Roeser, sales manager for Shotwell Manufacturing Company. Roeser pointed out that raw material prices are strong and that his firm might eventually have to adjust its prices upward from their present level of 78 cents for nickel items. He emphasized, however, his conviction that the increase would not be proportionately as great as some of the 72-cent houses would make. This, he attributed to the break-even, or borderline profit policy of some large houses, which he said the average manufacturer could not afford.

Roeser predicted a revival of the dime bar market. He expressed the view that vending machine operators might find this field more practical than a product which could not be marketed profitably except at a price between 5 and 10 cents.

Adding strength to this view was the prediction by a reliable source that one of the best-known single-brand bar houses would soon change its traditional nickel seller to a dime bar.

Chocolate was universally spotted as the sorest point. Four-cent-a-pound increase in price of chocolate coatings announced last week may be the straw which already has broken the camel's back for some firms.

Candy makers, who discounted the corn sirup problem two weeks ago, now are saying that the short corn crop and its effect upon sirup prices may have a serious effect on manufacturing costs during the next few months.

Labor problem, usually mentioned as an element which keeps production down, is also a cost headache for manufacturers. With recent wage increases, and the possibility of more to come, production workers are a key factor in the price picture.

Gott Cites Research Work of Candymaker

BETHLEHEM, Pa., Sept. 20.—Philip P. Gott, president of National Confectioners' Association (NCA), in speaking on need for more research in all phases of American industry before the Production Conference held at Lehigh University here last week, cited the confectionery industry as an example.

The confectionery industry, he said, thru research is improving the quality of its products and new products are being produced as a result of such work by individual manufacturers who operate company laboratories, as well as by NCA thru its own research program.

"For more fundamental research, the confectionery industry has turned to some extent to co-operative projects with educational institutions, with the government and with allied groups," Gott stated. One such instance was the pre-war authorization by NCA's board of directors to establish a grant to the University of Minnesota as a means of joining with others in determining the "physiological changes resulting from a high carbohydrate diet."

"The innumerable tests made by the armed forces in connection with establishment of rations add to our scientific knowledge and should ultimately result in a greater utilization of confections for not only the military forces, but also for civilians," Gott said.

Canadian Soft Drink Biz

OTTAWA, Sept. 20.—Sale of soft drinks in Canada during 1946 returned \$17,488,000, according to a recent announcement by Hon. James J. McCann in the Canadian House of Commons.

Scale Only German Vender Used Today

CHICAGO, Sept. 20.—A description of coin-operated venders and scales still standing in the main railway station in Frankfort, Germany, was given in a recent letter from an American civilian there, who wrote that only the scales were operating.

In one spot, a group of three machines, comprising a scale, match and candy vender, attested that "battery" locations were common in pre-war Germany. The scale operates for 10 pfennings (about 4 cents) and delivers a card giving weight in kilograms (one kilogram is slightly more than two pounds). It was manufactured by the Seitz Works in Kreuznach.

The match vender formerly vended two boxes of matches or three books for 10 pfennings, and also offered the patron a single box for 5 pfennings. It was made by a firm called Sielaff Maschinenfabrik, Berlin.

Third machine, somewhat on the order of the U. S. candy vender, was called Wiener Zuckerbaecker (Viennese Candy Maker) and delivered either one of four types of sweet; marzipan (a kind of candy), strawberry filled wafers, fruit bars, rum bars or candy creams. Merchandise was vended for 10 pfennings.

Scattered thruout the railway station are three additional scales, all in operating order.

Conditions in Germany, the letter concluded, are unfavorable for the vending machine industry. The German only finds consumer goods available in any quantity on the black market, and the few products that can be had thru legal purchase are tightly rationed.

New Lighting System For Electro Venders

NEWARK, N. J., Sept. 20.—New production feature in the manufacture of Electro cigarette venders, which substitutes one thin lumilite tube for many small bulbs previously used in the machines' merchandise window compartment, was announced this week by Anthony M. Caruso, general manager of C-Eight Laboratories.

To incorporate this new lighting system for the venders, it was necessary to develop a light socket which would permit permanent contact, according to Caruso, who stated the bulb is vibration proof and easily replaced because of its simplified socket installation.

Caruso in explaining the firm's innovation said: "This new one-bulb lighting will not only make the Electro more attractive, but will cut down the number of production steps necessary."

Ala. Gas Revenue Up; Stations Good Spots

MONTGOMERY, Ala., Sept. 20.—Indication that service station coin machine locations in Alabama are moving up into the more profitable type of location is given in the recent report from assistant revenue commissioner J. A. Stephens. According to his report, State gasoline tax collections hit a new high in August when \$2,275,437 was received. August receipts on July sales brought the total for the fiscal year to date to \$22,880,371 (for the first 11 months).

Stephens said that collections so far this year exceeded by \$8,194,169 the returns for the same period during 1944-'45. If September collections hold up to the present level the 6-cent State gas tax would produce the \$25,000,000 estimated at the beginning of the year.

Chase Candy Names New Board Members

ST. JOSEPH, Mo., Sept. 20.—Chase Candy Company here has increased its board of directors with the appointment of two new members. Additions are Lloyd Morain, Boston, and J. W. McAfee, St. Louis.

Also reported is the retirement October 1 of \$400,000 of the firm's 4 per cent debentures and reduction to \$2,100,000 of the amount outstanding. Change in the sinking fund indenture has been approved by the stockholders.

**ASCO**  
STANDARD ALL-PURPOSE  
5c VENDOR

Built To Bring You Big Profits With PISTACHIO NUTS  
Salted Peanuts, Mixed Nuts, Cashews, Panned Confections.

IMMEDIATE DELIVERY  
\$19.50 EA.

Established Operators' Quantity Price. 1/3 with order, bal. C.O.D., F.O.B. Newark. Send for new price list of all types of new and reconditioned vending machines!

DISTRIBUTOR TERRITORIES AVAILABLE

ASCO VENDING MACHINE EXCHANGE  
55-57-59 Branford Street Newark 5, N. J.

FOR EVERYTHING IN COIN MACHINE EQUIPMENT and SUPPLIES

CONTACT VEEDCO

2113 Market St. Phila. Pa.

PROVEN Money Makers!

WHY PAY MORE???

BUY DIRECT—SAVE 40%

TOM THUMB Venders are time tested. Thousands in operation. Die cast, precision built—2 sizes, 1 1/2", 3" interchangeable mechanism.

You should be able to earn \$5.00 to \$6.00 a week net per machine.

ORDER FROM STOCK—immediate delivery (money-back guarantee on sample).

WRITE FOR PRICES and BULLETINS. (We distribute Victor Vending Machines.)

FIELDING MFG. CO., INC.  
258 W. Pearl St. Jackson, Mich. Department BB-27

NORTHWESTERN VENDORS

DeLuxe Merchandisers . . . \$25.00  
Model "33" . . . . . 11.60  
Model "40" . . . . . 9.85  
Model "33" Ball Gum . . . 10.40

1/3 Deposit, Balance C. O. D. Subject to change without notice. Liberal credit terms.

CARL TRIPPE  
IDEAL NOVELTY CO.  
"Authorized Northwestern Distributor"  
2823 LOCUST ST.  
ST. LOUIS 3, MO.

SALESMAN  
\$287 to \$1,150

Commissions on initial orders. Steady repeats. Sell exclusive franchise (vending machines and nationally known food product). Write age, recent business experience and references. BOX NY-94, c/o The Billboard, 1564 Broadway, New York 19, N. Y.

NOW!  
turn to INSIDE FRONT COVER for an important story on POPCORN PROFITS

MANLEY INC., KANSAS CITY, MO.  
"The Biggest name in Popcorn"  
POPCORN MACHINES AND SUPPLIES

**New York:**

Juke operators thruout the East are busy lining up behind the promotion for the Freedom Train by featuring the song of the same name in their machines during the appearance of the train in their cities. In many cases, where enough time is available, the operators will install the records as early as possible as pre-promotion. Those in charge of the publicity for the event report the operators have gone all-out to do their part.

Paul F. Beich, president of the candy firm bearing his name, and Charles O'Malley, sales manager of the same firm, attended the council on candy dinner Wednesday (17) at the Hotel Pennsylvania.

Leon Neiburger, Baltimore, has joined National Association of Amusement Machine Owners (NAAMO). Incidentally, Dave Simon, Simon Inc., is donating some machines to the NAAMO mechanics' school in New York. . . . Anthony M. Caruso, general manager of the C-Eight Laboratories, Newark, is in Chicago for the 1947 machine tool show.

The avenue slowed up considerably last week because of the holiday. . . . Max Schaffer reports business is holding strong in his arcades. With the summer heat finally broken, cool breezes are now luring customers to the arcades on week-ends. . . . Joe Ach, Active Amusements, Philadelphia, was a visitor in town.

Hyman Abrahamson, Brooklyn operator, spent the holidays with his family in Pittsburgh. One of the distributors on 10th Avenue is planning to offer two tickets to the World Series with every purchase of a minimum number of machines. The distributor has 18 ducats to the nickel series.

The United States Marines are putting on a big push to celebrate the 100th anniversary of the Marine Corps hymn, and will tie it in with a recruiting and reserve campaign. Ops are being asked to assist in the drive by using Decca's reissues of the Bob Crosby and Dick Powell records of the hymn. Information can be obtained from the marine headquarters in Washington.

The new roll-down machine which is now being completed by Esso will be called the Arrow. . . . Leslie Boyd, (See NEW YORK on page 135)

**Portland, Ore.:**

Arnold Caplan, in charge of the vending division of the A & B Candy Company, reports that a unique type of ice cream vender is being developed here and that, when perfected, his company probably will distribute it. The machine will vend six kinds of ice cream and, so far as is known here, is the only selective type ice cream machine to be marketed.

Ted Miller, head of the music division for the Coast Amusement Company, reports that the firm considers the 10-cent play a dead issue. He said Coast tried it out in isolated spots with fair success but said that the plan was abandoned in the face of inability to get the dime play adopted nationally.

D. A. Estey, head of the vending firm D. A. Estey & Company, reports that the normal hot-weather slump has been offset in part by installation of new machines.

Budge Wright, Portland manager for Western Distributors, notes that when business tightens up a bit the pinball trend is toward five-ball games in that they provide more action for the player. The five-ball is the favorite right now, he said.

Out-of-town operators in Portland recently were Joe Dreher, of Dayton, Ore., and Walt Kier, Toledo, Ore.

**COINMEN YOU KNOW**

**Detroit:**

Joseph Kanterman is establishing the K. Amusement Company in the suburb of Highland Park. . . . Chesla Emerick is starting a route under the name of Pool-o-Game in the suburb of Wayne. . . . Joseph Brilliant is back from a business trip to Chicago. . . . Martin Freese is going into business as the Continental Vending Company on West Grand River Avenue. . . . Hazel Richlin, office manager at the King Pin Distributing Company, is back from vacation.

Morry Kaplan held a house-warming for the new Kaplan Music Sales last week, unveiling the first three record lines he will distribute—Savoy, Black and White and King and Queen. . . . Edwin Burgis has established offices for his Automatic Music Service, specializing in juke box repairs, in the suburb of Dearborn, in addition to his main office in the centrally located Boulevard Building. . . . Edward Stein closed the Playland Arcade on Woodward Avenue on Monday and Tuesday because of the religious holidays.

John N. Germack, wholesale nut distributor, was a Detroit visitor, and may reopen his Detroit branch, which has been closed since the start of the war. . . . James J. Abdella, also a wholesale nut distributor, is looking for a new location to allow expansion of his processing and warehouse departments.

Robinson Sales reports business is picking up now that vacation time is over. . . . Harry Stanton went up north on a business-fishing trip. . . . Vincent Halik is starting a peanut route in the Windsor vicinity. . . . R. B. Murrey, of Branford, Ont., was visiting Detroit recently on a buying trip. . . . Bruce Nichols, of N & N Novelty, Port Huron, has returned from a vacation spent at Yosemite National Park and reports coin business in the West has received tremendous play this summer.

Jack Flannigan, Macomb Specialties, was seriously injured in an auto (See DETROIT on page 136)

**Milwaukee:**

Morry Zenoff's Plankinton Arcade is perking right along these days with more than a ripple of activity both on the customer and staff end of the business. Morry reports that John Voss is back in the fold again after a short stay in Michigan, and that Don Emery is now in charge of the rifle range and does the servicing on all the coin machines in the place. Don's dad, Charlie, comes in daily to relieve Don at about the time when the crowd gathers. Don is replacing Harry Matsunaka, former mechanic, who went to Englewood, Colo., to join his father who has a farm there.

Newest member of the Plankinton staff is Irene Gadzinski. Before going on her vacation, Estelle Lemerond taught Irene the ropes. Estelle is visiting her sister's farm at Lena, Wis. Larry Doener, of the office staff, is planning to return to school to take up accounting under the G.I. Bill of Rights. . . . In charge of the new jewelry bar layout which Morry has set up in the arcade is George Heint. Mary Lee Carroll alternates between relieving George at the "bar" and John Voss at the tobacco and novelty counters. Another staffer, Dollie Mikkelsen, has gone up to Mishawaka, Ind., to be with her sister after latter's recent operation.

The Gesserts, George and Elizabeth, have welcomed their fourth child, a girl, Anna Maria, Wednesday (10) at the Milwaukee Hospital. (See MILWAUKEE on page 135)

**Kansas City:**

Vic Roos, of Automatic Coin Machine Company, came back from vacationing in Canada with the biggest fish stories of the season, and pictures to back them up. His wife, who takes no back seat with rod and reel, landed a 10-pound lake trout and a five-pound walleye, but Vic held up the masculine end of expedition by hooking a 17-pound trout. But fishing, even in Canada, was way below par this year, and the Canadian government had clamped on a rule that fishermen could take back only one day's limit, he said. Result was that he brought his dry-ice chest back almost empty. . . . Fred Lamb, who was in charge of the shop during Roos's absence, reports that his wife, Maryanne, who broke her left ankle last spring while running for a bus, now is able to walk again without a cane and she has relieved him of the cooking and dishwashing, but he still has to do the marketing.

J. G. Martin, who operates Martin Amusement Company at Topeka, has added a new serviceman, David Garretson, whose wife, Myrtle, is handling the office and used record business, which he reports is excellent now. Martin was in town last week, scouting the new machine situation, and he reports play in Topeka, Kan., dipped when the heat ended. It is now running about 30 per cent below a year ago, he says.

Russell Gates, partner of W. J. Stephens in G. & S. Amusement Company here, reports that his firm has nearly tripled the space at its shop on E. 18th Street by taking over the storeroom next door. W. F. Stephens, who is no relation to W. J., is the new serviceman at G. & S., and Paul Polfer, formerly with Muzak here, has been added to the staff as a collector and location checker. . . . John H. Fling, former (See KANSAS CITY on page 136)

**Chicago:**

Mills Industries, Inc., thru Charlie Schlicht, manager of the firm's music division, reports that firm visitors during the week included Vic Manhardt, of the Vic Manhardt Company, Milwaukee, and Harold Dailey, South Coast Amusement Company, Houston. He also disclosed that Bert Molohan is making a business tour thru Central Illinois for the firm. J. Perry Kinzie, Mills' district head in the southwestern part of the country and whose headquarters are in Tulsa, Okla., was in the midst of a business trip thru Texas, Oklahoma, Arkansas and Louisiana, where he is contacting firms that handle Mills equipment. New Mills Constellation distributor in Oklahoma is Bill Terry, of the C & T Distributing Company, Oklahoma City.

Harry Brown, who heads the American Amusement Company, reports the firm headquarters a veritable beehive of activity during the week despite two religious holidays. Among the business callers were Ed Heath, Heath Distributing Company, Macon, Ga.; Dave Simon, of Simon Sales, New York; Sam Stearns, Scott-Crosse, Philadelphia; and Sam Manerino, of the Filben music line, Pittsburgh. Brown also revealed that increased business had dictated the appointment of Harold Perkins, who is the new sales manager for the firm; George O'Keefe and Tom Carey, both road salesmen; Florence Vincent, who will do secretarial work, and Carol Risenger, stenographer.

Lee S. Jones, of the P. & S. Machine Company, flew to St. Louis this week to arrange for shipment of cabinets for a new P. & S. pin game to be ready by the end of the month. After vainly searching the Chicago area for cabinets, Jones finally moved his search to St. Louis and closed a deal there. While in St. Louis he plans to call on his distributor there, Bill Betz, of the W-B Novelty Company.

Paul Glaser and Bob Schaefer, of Empire Coin Machine Exchange, are back in the city after a successful (See CHICAGO on page 134)



**HELP ARREST  
CANCER...  
GIVE TO  
THE CMI  
DAMON  
RUNYON  
CANCER  
FUND**

**Make Your Contribution—Fill in This Form Now—Get Award at Once!**  
**COIN MACHINE INDUSTRIES Damon Runyon Cancer Fund**  
**COIN MACHINE INDUSTRIES, INC. • Room 2206, 134 N. La Salle St. • Chicago 2, Ill.**

Enclosed here please find \$....., my donation to the Damon Runyon Memorial Fund for Cancer Research.

**YOUR NAME** \_\_\_\_\_

**ADDRESS** \_\_\_\_\_

**TOWN** \_\_\_\_\_

**STATE** \_\_\_\_\_

(All donations are deductible for income tax purposes. Make checks payable to Coin Machine Industries, Inc.)



Look To The GENERAL For LEADERSHIP

ONE BALL—Free Play

New — Immediate Delivery  
 Jockey Special—Gottlieb's Daily Races  
**RECONDITIONED:**  
 Special — BALLY VICTORY SPECIALS, with chrome rails, clean. . . . . \$275.00

CONSOLES

**NEW:**  
 JENNINGS CHALLENGER 5-5¢, 5-10¢, 5-25¢  
**RECONDITIONED:**  
 BAKER'S PACERS DD & JP . . . \$175.00  
 GALLOPING DOMINOES, walnut cab., clean . . . 99.50  
 LUCKY LUCRE, walnut cab. . . . 99.50  
 KEENEY PASTIME . . . 150.00  
 KEENEY TRIPLE ENTRY 140.00

SLOTS

**NEW:**  
 5¢-10¢-25¢-50¢-\$1.00 Play Jennings SUPER DE LUXE CLUB CONSOLE  
 Jennings STANDARD CHIEF  
 Jennings SUPER DE LUXE CHIEF  
 Jennings STANDARD CLUB CONSOLE

RECONDITIONED:

BLUE FRONT, 5¢ \$109.50  
 BLUE FRONT, 10¢ 114.50  
 ORIGINAL CHROME, 10¢. 124.50  
 BROWN FRONT, 5¢ 114.50  
 BROWN FRONT, 10¢ 119.50  
 GOLD CHROME, 10¢ 160.00  
 All above are Mills factory originals—no revamps. Completely overhauled, refinished and repainted like new. New reel strips, club handles, new award cards.

TERMS: 1/3 cash with order, balance C.O.D.

• 3 GALLOPING DOMINOES, latest 1947 model, used 1 week, same as new. \$595.00  
 • 4 FOUR BELLS, 5-5-5-5¢, slant heads. Special . . . . . \$125.00

COUNTER GAMES

**NEW:**  
 Gottlieb's DeLuxe GRIP SCALE  
**A.B.T.**  
 CHALLENGER, 1¢ or 5¢  
 Daval's BEST HAND, 1¢  
 Daval's MEXICAN BASEBALL, 1¢  
 Daval's SKILL THRILL, 1¢  
 Daval's FREE PLAY, 5¢  
 Marvel's POP-UP, 1¢ or 5¢

\*\*\*  
 Exclusive distributors in Md., Del., D. C. and Va. for new POST-MASTER STAMP MACHINES.

5 BALLS—Now Delivering

Gottlieb's BOWLING LEAGUE  
 Chicoin's GOLD BALL  
 Williams' FLAMINGO  
 United's HAWAII

RECONDITIONED:

AMBER . . . . . \$129.50	SHOW GIRL . . \$139.50
BAFFLE CARD 150.00	SPELLBOUND . 129.50
BIG HIT . . . . 79.50	STAGE DOOR . . . . .
BIG LEAGUE . . 89.50	CANTEEN . . . . . 89.50
HAVANA . . . . 159.50	STEP-UP . . . . . 129.50
MISS AMERICA 149.50	SUPERLINER . . 129.50
RIO . . . . . 149.50	SURF QUEENS . 89.50
SEA BREEZE . . 99.50	SUSPENSE . . . . 99.50
	SUPER SCORE. 139.50

CHICAGO METAL UNIVERSAL BOX STANDS DE LUXE REVOLVING AROUND SAFE CABINETS—Single, Double, Triple PFANSTIEHL COIN MACHINE NEEDLES. DOWNEY JOHNSON COIN COUNTERS . . . \$217.50

Write for prices on all new equipment. Send for complete bulletin.



STAPLES

**NEW:**  
 BANK BALL, 9 Tt. skee roll ONE WORLD, roll down game

**RECONDITIONED:**  
 ACE BOMBER . . \$150.00  
 AIR RAIDER . . . 69.50  
 PLAY GOLF . . . 99.50  
 TOTAL ROLL . . . 275.00  
 BANK BALL . . . . 250.00  
 PANORAM . . . . . 295.00  
 SKY FIGHTER . . 125.00  
 UNDERSEA RAIDER . . . . 150.00

COINMEN YOU KNOW

Chicago:

(Continued from page 133)

business trip thru Illinois and into Iowa. Paul is madly searching for a 4 by 5 speed graphic camera but so far his efforts have been in vain. Ralph Sheffield, Empire partner with Gill Kitt is still hard at work as the chief engineer in the big remodeling and expansion program there.

It was reunion week at the Buckley Manufacturing Company, with R. E. (Smitty) Smith warmly welcoming Hymie Branson, Louisville distributor, and Hughie Burras, now in business in Oak Park, Ill. At one time all three worked together at the O. D. Jennings firm. Other well-known coinmen who called at the Buckley plant included Speed Miller, who has the Miller Supply Company in Tulsa, Okla.; Steve Sohacki, Gary, Ind.; Nils G. Peterson, Buckley Pennsylvania representative, and Gene Baker, of Automatic Coin Machine Company, Springfield, Mass.

Billy DeSelm at United Manufacturing Company reports that the daughter of Wolf Solomon was married to Bernard Swartz in Columbus last Saturday (13). Solomon, who heads the Central Ohio Coin Machine Exchange, reported that the entire affair, including a big reception at his home, came off in fine shape.

Among visitors at various Chicago coin firms this week were Bill Wolf, of Wolf Distributing Company, Los Angeles; Buster Williams, Music Sales Company, Memphis; Barney Sugarman, Runyon Sales, New York; M. Y. Blum, United Amusement Company, Wichita, Kan.; Sam Taram, Taram Distributing Company, Miami; Chick Murry, Casola Coin, Rockford, Ill.; Ken Wilkinson, United Amusement Company, San Antonio; George Prock, General Distributing Company, Dallas, and Herman Paster, Mayflower Distributing Company, St. Paul.

Joe Kline, Atlas Novelty Company, reports addition of Ray Bianco to the firm's sales staff. Firm's phono serviceman, Sydney Schneider, is due back from Nebraska in a week or so, after contacts with music men in that State. . . . Bob Manning and Bob Gnarro, over at ABC Music Service, are busy making business surveys of their operations. Boys are on their toes when it comes to furnishing locations with tip-top service, and as their firm name implies, they know and offer all spots the A-B-C's of proper music servicing procedure.

Monarch Coin Machine Company greeted a number of visitors the past week, among whom were R. C. (Doc) Howington, Freeport, Ill.; George Olendorf, also from Freeport, and R. T. Rolands, a carnival man, from Michigan. Clayton says the foreign orders still keep coming in and cites recent inquiries from Ceylon and Nicaragua as examples. . . . Coven Distributing Company hailed out-of-towners Dave Waters and W. H. Pickron, both Rock Island, Ill., boys, during the week. Coven's information gal, Sally, is kept busy these days handling phone calls and ushering callers into Ben Coven's office. Sign of a good beginning for the fall-winter seasons, she says.

Murray Rosenthal, Coinex Corporation, hosted a group of visitors this week, including George Bishop, Streator, Ill., and Vic Larson, Indianapolis. Now that the vacation season is over and firm is again full staffed, Murray expects things to snap upward with the approach of fall weather, which he says induces travel and a higher tempo of all-round coinman activity. . . . Ted Kruse, Amusement Corporation, says the big catch of pike Vince Connors brought back from his week-end trip to Prairie du Sac, Wis., made good frying-pan decoration. Ted con-

templates using his boat, the T & T, until at least the end of October; says the Michigan waves are often calmer at that time than in mid-summer.

Vendall Company's sales agent for Michigan, Ohio and Indiana, Chet Hall, and his assistant Lloyd Brenner, left this week for a tour thru the three States during which they will be contacting operators. Bert Riel reports that a new man, William Fuller, has been added to the Vendall sales organization. . . . Tom Forester, Johnson Fare Box Company, sales engineer, who was on a late vacation last week, returns to the plant Monday (22).

Mack Postel, veteran cigarette machine man, flew to New York last week to confer with executives of the Uneda-Pack Products Corporation. Mack was associated with the firm for 16 years before entering his present activities. Trip was made on a matter of business, Mack states, and adds that he may have an important announcement to make to the industry soon.

Silver King Corporation's H. F. Burt states that shipments of ball gum venders to Mexico are on the increase, with some large orders to materialize in the near future. A pair of new machines are scheduled for early introduction, says Burt, and are designed to keep up with the increasing pace of the vending industry. . . . A. A. Dubin, Vendi Freeze Corporation, is back from an out-of-the-city business trip. He states inquiries on Vendi Freeze are being received in increasing numbers from operators.

GENERAL Vending Sales Corp.

BIDDLE & HOWARD STS. Phone: Vernon 4119 BALTIMORE 1, MD

★ BARGAINS OF THE YEAR

BUCKLEY TRACK ODDS  
 SLIGHTLY USED  
 \$750.00

MILLS FOUR BELLS  
 ORIGINAL 5-5-5-5—READY FOR LOCATION  
 \$149.50

BALLY HI HANDS  
 \$39.50

SLOT BARGAINS

Cleaning house! Every machine in first-class condition, ready for location.

MILLS	
Cherry Bell, 5¢, 3/10 . . . . .	\$ 85.00
Cherry Bell, 5¢, BF, 3/10 . . . . .	90.00
Cherry Bell, 10¢, BF, 3/10 . . . . .	95.00
Cherry Bell, 25¢, BF, 3/10 . . . . .	100.00
Brown Fronts, 5¢ . . . . .	85.00
Brown Fronts, 10¢ . . . . .	90.00
Brown Fronts, 25¢ . . . . .	95.00
Blue Fronts, 10¢ . . . . .	85.00
Blue Fronts, 50¢ . . . . .	175.00
Gold Chrome, 5¢, 2/5 . . . . .	\$100.00
Gold Chrome, 10¢, 2/5 . . . . .	105.00
Chrome, 25¢, 2/5 . . . . .	110.00
Chrome, 5¢, 2/5 . . . . .	100.00
Chrome, 10¢, 2/5 . . . . .	105.00
Chrome, 25¢, 2/5 . . . . .	110.00
Melon, 10¢ . . . . .	85.00
Melon, 25¢ . . . . .	100.00
Chrome, 50¢, 2/5 (Rebuilt) . . . . .	200.00

No machines shipped without 1/3 deposit. (Certified check or money order.)

UNION VENDING COMPANY, INC.

BALTIMORE 2, MARYLAND 6 E. LAFAYETTE AVE. MULBERRY 1722

MUSIC LIKE NEW

RENEWED—INSIDE AND OUT—GUARANTEED MECHANICALLY

WURLITZER	SEEBURG HI-TONE, ESRC . . . . . \$275.00
Wurlitzer 616, Platin . . . . . \$100.00	Seeburg Low-Tone . . . . . 300.00
Wurlitzer 500 . . . . . 225.00	
SEEBURG	WALL BOXES—LIKE NEW
Seeburg K20 . . . . . \$149.50	Seeburg 20 Selection Wireless . . . \$22.50
	Seeburg Wireless Bar-o-Matics, 5/10/25¢ 35.00

SEND FOR OUR COMPLETE PARTS AND SUPPLIES CATALOGUE!

1/2 Deposit, Balance C. O. D., F. O. B. Warehouse

WEST SIDE DISTRIBUTING CORP.

698 Tenth Avenue (49th Street) New York 18, N. Y. Phone Circle 6-8464

MYCO AUTOMATIC SALES CO.

Actually Worth \$200.00 More!

PANORAMS  
 \$249.50



Guaranteed To Be A-1 First-Class Condition.

Sensational money-maker for Cafes, Restaurants, Motels, Arcades, Parks, etc. These Moving Picture Juke Boxes are terrific to operate, using Hollywood film in white locations and colored subjects in colored locations. Can be used for home movies . . . or rented to stores, factories, schools. Use any 16mm. film. Has R.C.A. projector and amplifier, which is worth this price alone.

PANORAM WALL BOXES AND ADAPTORS \$7.50 EACH

FILM PARTS, REWINDS, ETC. WRITE

GENUINE "BANG-A-DEER" GUN MACHINES

Shoots Real Bullets in a Real Rifle.  
 • A Real Money Maker for Arcades, Parks, Cafes, etc. . . . \$199.50  
 Bullets—Case 10,000 Bullets . . . \$50.00

Terms: 1/3 Deposit, Balance C. O. D.

347 S. HIGH ST. COLUMBUS, O MA 1600

OPERATORS

SEE THE NEW PACKARD

"MANHATTAN"

before you buy that new Phonograph . . . ALL FIVE-BALL, FREE PLAY AND AMUSEMENT MACHINES AT LOWEST CURRENT PRICES!

ALL TYPE SLOTS AT LOWEST PRICES WHAT DO YOU HAVE TO TRADE?

Write, wire or phone either office!

TWIN PORT SALES CO.

230 Lake Ave. So. Duluth, Minn.  
 Melrose 2888  
 2029 Wash. Ave. So. Minneapolis, Minn.  
 MA. 8522

**It's CONDITION That Counts**  
FOR WINNING PERFORMANCE

**CONSOLES**

Bally Club Bell, FP/Comb.	\$ 42.50
Paces Twin Reels, C-PO, 5/25¢	69.50
Keeney's Super Bell, 5¢ Comb.	69.50
Paces Saratoga, w/ralls, FP/Comb.	32.50
'46 Twin Duo Bell, FP, 5-5¢	99.50
Jennings Silver Moon, Tot., FP	29.50
Jumbo Parade, FP	29.50
Watling Big Game, FP	29.50
Triple Entry (cracked glass)	79.50

**ONE BALLS**

Big Parlay, FP	\$269.50
Record Time, FP (Compl. but needs rpr.)	25.00
Whirlaway, FP	39.50
Fortune, Comb. FP/PO	29.50

**MUSIC**

Rock-Ola Commando (completely overhauled and very clean)	\$199.50
Wurlitzer 700	259.50
Wurlitzer 950	289.50
Wurlitzer 24 w/adaptor fixed as hide-away w/12 Keeney w/boxes	149.50
Wurlitzer 616, 110V, DC	119.50
Seeburg 8200 (completely overhauled and very clean)	159.50
Alreom '46 Super DeLuxe	425.50
Packard w/Boxes, '46	22.50
Ultra-Tone Chandelier Ceiling Speaker	
Barflies 30" (any phono speaker fits)	19.50

**SLOTS**

New Mills Vest Pocket (blue and gold)	\$ 74.50
Mills 25¢ Gold Chrome	99.50
Mills 5¢ Gold Chrome	84.50
Mills 5¢ Copper Chrome	84.50
Mills 5¢ Blue Front	59.50
Mills 10¢ Liberty Bell	29.50
Columbia Bell, DJP '46 (used 5 days)	98.50
Columbia Bell DeLuxe Club (used 5 days)	129.50
Columbia Bell, DJP	39.50
Callie Cadet, 10¢ (white cabinet)	29.50
Jennings 10¢ 4-Star Chief	74.50
Jennings 5¢ Silver Chief	74.50
Jennings 5¢ Bronze Chief, '46	149.50
Daval FP (fruit or cig. reels)	22.50
Daval FP, New (fruit or cig. reels)	32.50

**ARCADES**

Panoram (Viewing Show)	\$239.50
Bally Defender	59.50
Bowl-O-Ball, 6'	149.50
Bowl-O-Ball, 14'	189.50
Atomic Bomber	269.50
Red Ball	149.50
Chi-Coln Goatee (refin. and reb.)	199.50
Stands for ABT Challenger	9.75
Genco Whizz w/stand (brand new)	79.50
Ten Strike, '46, FP	169.50

**COUNTER GAMES**

New ABT Challengers	\$ 44.50
New Whirl-O-Balls	37.50
New Pop-Ups	37.50
New Kickers & Catchers	37.50
New Bouncers	24.50
New 1¢ American Eagle	19.50
New Non-Coin American Eagle	19.50
Used Daval Free Plays	22.50
Used 1¢ Marvel Cig. Reels	17.50
Used 5¢ American Eagle	17.50
Used Wagon Wheels, F/Reels	17.50
Used Hi-Fly	39.50
New Daval Free Plays	32.50
New Daval Gushers, 5¢	22.50

**BRAND NEW**  
30 WIRE CODED CABLE  
1,000 Ft. Rolls @ 19 1/2¢ Ft.  
Less than 1,000 Ft. @ 22¢ Ft.

**SILENT SALES**  
635 "D" St., N. W., Washington 4, D. C.

**FOR SALE**  
EQUIPMENT READY FOR LOCATION

Big Parade	\$ 34.00
Zig Zag	35.00
Streamliner	40.00
Stage Door Canteen	114.50
Surf Queen	79.00
Super Liner	125.00
Amber	129.00
Double Barrel	89.00
Keep 'Em Flying	30.00
Big League	124.50

Terms: 1/3 Cash, Balance C. Q. D.  
**S & S DISTRIBUTING CO.**  
1675 King Ave., Columbus 12, Ohio  
Phone: Kl. 5118

**LOOK FOR**  
**MINIT-POP**  
SEE PAGE 127

**16 SLOT MACHINES**  
5-10-25 cents. 10 are the Mills make, 6 are of the Jennings. All machines in good condition and all communications to be sent to the  
**MARCONI CLUB**  
Warren, Pa.

**New York:**  
(Continued from page 133)  
of Ace Distributing, has returned to his desk after a three-month trip. . . Charlie Lichtman, head of the Hub Distributing Company, is having troubles these days. He has received three tickets from the police because of coin machines which were parked on the sidewalk outside his headquarters.

Nat Goros, of Commercial Amusement Service, is readying a new roll-down. . . Sam Sachs, of Acme Sales, is fishing for tuna off Sheepshead Bay. . . Joe Gage, of Gage Music Company, left for Chicago on a combination business and vacation trip.

Joe Munves, of Mike Munves, Inc., has developed a novel advertising gimmick built around a clock that shakes a pair of dice every minute, and also features advertising display space. . . Hyman Rabinowitz is the latest member of the Automatic Music Operators' Association (AMOA).

Wednesday will find most of the avenue shut down due to Yom Kippur. . . Joe Kochansky, Bay Ridge Music, is planning a trip to the South. . . Jack Fitzpatrick will represent Runyon Sales as guest instructor on AMI music machines at the NAAMO coin machine mechanics' school.

Ed Hartman is handling the production of the new roll-down for Sid Middleman and Chippy Maltz's Abbott Specialty Company. . . Moe Bloom, Crest Music, and his wife are celebrating their 17th anniversary. . . Joe Hirsch reports the membership in the New York Game Machine Association is rapidly increasing.

The Associated Amusement Machine Operators of the New York (AAMONY) met at the Capitol Hotel Thursday night (18). . . John Barabash, Rock-Ola engineer, appears at the NAAMO school this week. John P. Cox, Rock-Ola exec, is in town. . . Charles Engelman, who now lives at Lake Mayopac, made one of his rare appearances in town last week.

Charles Steinberg, of Mayfair Music Company, has expanded his operators with the purchase of a new route. . . Lou Jaffa, sales manager of the Eastern Electric Vending Machine Company, is going to Columbus, O., to display the firm's new vender at the Ohio Association of Tobacco Distributors' meeting.

C. M. Frost, of Frost Vending Machines, Boston; Meyer Silverman, Columbus, O.; Robert Simon, Binghamton, N. Y., and Herbert Tower, Hoosick Falls, N. Y., were visitors in town last week. . . Dave Lowy and Phil Mason, of Dave Lowy & Company, report that juke box distributor sales are improving. . . Matty Forbes, manager of the Cigarette Merchandisers' Association, is completing plans for the association's annual dinner.

**Milwaukee:**  
(Continued from page 133)  
Other little Gesserts are George Jr., Charlie and an older sister, Elizabeth. Also coming in for mention on the Packard Distributing Company staff are Fred Pease, who will now work out of Milwaukee and closer to home instead of in Northern Wisconsin, and Bob Brokelman, who is the newest addition to the service group. Firm's Eugene Shew has left for California where he hopes to make his home. Ed Gessert Jr. is feeling fit again after a recent operation on his ear.

Last week Packard's Tony Hurley was up in Northern Wisconsin working on various installations of jukes there. Tony's three sons are keeping well occupied—John at University of Wisconsin Medical School; George, the chess expert, going to Spencerian College here, and James with the U. S. Navy in China. Rounding out the Hurley family's activity is Tony's wife, Veda, who is working in the Packard office as secretary.

**IMMEDIATE DELIVERY**

**De Luxe & Universal REVOLV-A-ROUND Safes and Stands**

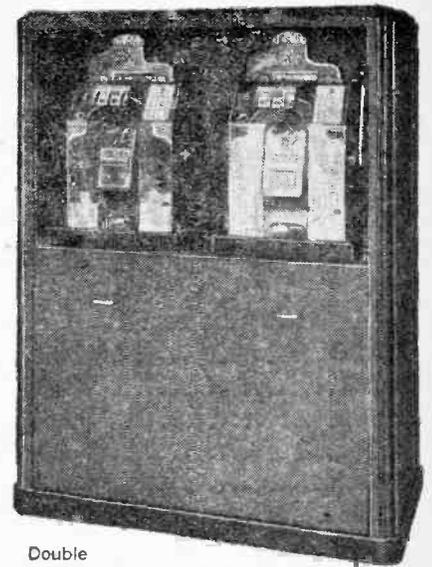
Protected by U. S. Patents

These streamlined units are equipped with the latest and best exclusive safety and convenience features. They hold all machines with a vise-like grip that prevents movement in any direction. De Luxe Safes and Stands and Universal Safes are equipped with Revolv-A-Round feature that permits operator to turn machine on revolving base to empty coin box. Available in single, double and triple units.

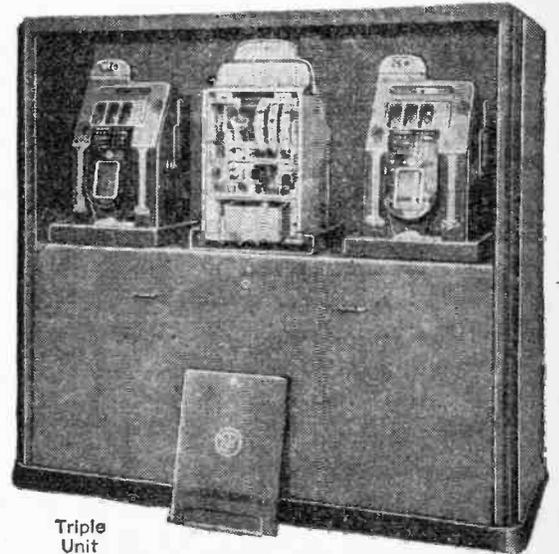
Write for Name of Nearest Distributor.  
**ORDER YOURS TODAY!**

**CHICAGO METAL MFG. COMPANY**

3724 SOUTH ROCKWELL  
Chicago 32, Illinois  
Tel.: Lafayette 5754



Double Unit



Triple Unit

**PRICES SLASHED—GAMES READY FOR LOCATION**

WE WILL ALLOW INSPECTION

ABC BOWLER	\$19.50	GOBS	\$29.50	SANTA FE	\$39.50
ACTION	29.50	GRAND CANYON	39.50	SHANGRI LA	22.50
AIR CIRCUS	32.50	HI DIVE	29.50	SOUTHPAW	24.50
ARGENTINA	29.50	HI HAT	24.50	STAR ATTRACTION	19.50
ARIZONA	39.50	JUNGLE	24.50	STAGE DOOR CANTEEN	37.50
BIG PARADE	34.50	KNOCKOUT	32.50	STRATOLINER	19.50
BOMBARDIER	19.50	LEGIONNAIRE	24.50	STREAMLINER	39.50
EAGLE SQUADRON	19.50	LIBERTY	37.50	TEN SPOT	19.50
5-10-20	29.50	MAJORS	19.50	UMP	19.50
FLAT TOP	39.50	MONICKER	22.50	VICTORY	19.50
FOUR ACES	32.50	OKLAHOMA	39.50	YANKS	29.50

Money back if not satisfied. Terms: 1/4 Deposit. Immediate Shipment. We have all new games in stock — write for prices.

**UNITED DISTRIBUTORS, INC.**

513 East Central Phone: 4-6111 Wichita 2, Kansas

**WE ARE NOW DELIVERING**

Exhibit Co-Ed  
Exhibit Mam'selle  
Gottlieb Bowling League  
United Hawaii

Keeney Hot Tip (1 Ball)  
Gottlieb Daily Races (1 Ball)  
A.B.T. Challenger  
Gottlieb Grip Scales



WRITE FOR PRICES

ALSO SEND FOR OUR COMPLETE PRICE LIST

MEMBER



**OLIVE NOVELTY CO.**

2625 LUCAS AVE., ST. LOUIS 3, MO.  
(Phone: Franklin 3620)



**WANTED**

**EXPERIENCED COIN MACHINE SALESMAN**

Qualified by experience to sell, and handle operators. Liberal drawing account against commissions. Must have car. Unless you are a ten thousand dollar a year man, don't waste time. Give full details and submit photo with first letter.

**International Mutoscope Corporation**  
44-01 ELEVENTH ST. LONG ISLAND CITY 1, N. Y.

AMAZING BARGAINS!  
**TOP QUALITY PIN GAMES**  
 AT UNUSUALLY  
**LOW PRICES**

Reconditioned	Ready for Location
CAROUSEL .....\$174.50	SHOOTING STARS.....\$84.50
HAVANA ..... 169.50	BIG HIT..... 79.50
KILROY ..... 169.50	DOUBLE BARREL ..... 69.50
BAFFLE CARD ..... 164.50	SURF QUEEN ..... 69.50
LIGHTNING ..... 159.50	MIDGET RACER ..... 69.50
CYCLONE ..... 149.50	BIG LEAGUE ..... 69.50
TORNADO ..... 149.50	KEEP 'EM FLYING..... 44.50
AMBER ..... 149.50	SCHOOL DAYS ..... 44.50
SMARTY ..... 139.50	DUPLEX ..... 44.50
RIO ..... 139.50	EAGLE SQUADRON ..... 39.50
SHOW GIRL..... 139.50	VICTORY ..... 39.50
SEA BREEZE..... 134.50	CATALINA ..... 39.50
DYNAMITE..... 134.50	GUN CLUB ..... 34.50
MYSTERY ..... 134.50	JUNGLE ..... 34.50
SUPER SCORE..... 129.50	FOX HUNT..... 34.50
STATE FAIR..... 124.50	SPORT PARADE ..... 29.50
FAST BALL..... 114.50	JEEP ..... 29.50
SPELLBOUND ..... 114.50	LEGIONNAIRE ..... 29.50
SUPERLINER ..... 114.50	SUNBEAM ..... 29.50
STEP UP ..... 114.50	SEVEN-UP ..... 29.50
SUSPENSE ..... 109.50	BOSCO..... 29.50
STAGE DOOR CANTEEN..... 84.50	POWERHOUSE ..... 29.50

TERMS: 50% CERTIFIED DEPOSIT, BALANCE C. O. D.

**SHAFFER MUSIC COMPANY**  
 606 South High St. Columbus 15, Ohio  
 PHONE: MAIN 5563

You'll have fewer  
 out-of-order calls  
 with a Jennings!

**O. D. Jennings & Co.** 4309 W. Lake St. Chicago 24, Ill.

**NEW GAMES**  
 IMMEDIATE DELIVERY  
 HONEY  
 HAWAH  
 SHOOTING STARS  
 HAVANA  
 LIGHTNING  
 MEXICO  
 CARNIVAL  
 RANGER  
 CAROUSEL

**MARVELS & MERCURYS**  
 Equipped With Special  
 Time Clocks  
 WRITE FOR PRICES

**MARVEL'S**  
**'POP-UP'**  
 WRITE FOR  
 SPECIAL PRICES

**SLOTS**  
 1 Mills Brown Ham-  
 merloid, 5¢ .....\$175.00  
 1 Mills Brown Ham-  
 merloid, 10¢ ..... 180.00  
 1 Mills Brown Ham-  
 merloid, 25¢ ..... 195.00  
 1 Mills Chrome, 5¢ 150.00

SEND FOR OUR  
 CLOSEOUT PRICE LIST

**ANY 3 FOR**  
**\$125.00!**

ARGENTINE  
 BOLAWAY  
 DEFENSE  
 5-10-20  
 GUN CLUB  
 SEVEN UP  
 SHOW BOAT  
 SPOT POOL  
 STAR ATTRACTION  
 TEN SPOT  
 VICTORY

1/3 DEPOSIT WITH ORDER, F. O. B. CHICAGO

**Mid-State Co.** 2369 MILWAUKEE AVE., CHICAGO 47, ILL.  
 Phone: Everglade 2545

**COINMEN YOU KNOW**

**Detroit:**

(Continued from page 133)

accident returning from his vacation. He is up and around now, however. . . . Bert Lane, Eastern Genco distributor, visited Detroit recently. . . . Recent visitors to Robinson Sales, all from Flint, included Herb Englehart, of General Amusement; Stan, of Stan Amusement; Al and Jame Kremiski, of Great Lakes Amusement, and Jerry Gillespie, of Ace Amusement.

Bert Barber, of Lincoln Park, one of the oldest operators in the city, is refurbishing his route. . . . Mr. and Mrs. M. B. Bowen, of Thumb Music, Marlette, Mich., report general conditions in the Thumb area as being good. . . . Joe Chlevus, skee ball operator of Michigan, and Harry Stanton are making plans for a duck blind in the Canadian marshes. . . . Marcella Grumbache, office girl at Robinson Sales, has been week-ending at Lake Nepessing with her parents. . . . Bill Sonsara and Anson Dudzinski, ex-G.I.'s, have purchased a skee ball route on Detroit's East Side. . . . Ario Dixione, formerly sole manager of the Dixie Music Company, juke box operators, becomes manager under the incorporation of the company by Hondon Bud Hargrove, Ernest H. Davenport, Emmett L. Bryant and others. Company will also expand its operations into the record field, both retail and wholesale.

**Kansas City:**

(Continued from page 133)

Topeka, Kan., operator who now lives in Kansas City and operates the Central Sales Company at Brookfield, Mo., says the outlook for increased play is not too bright in his area. Floods and heat, which took a terrific toll of the corn crop, has thinned the farmers' pocketbooks in spite of record corn prices. Harley Tripp is the new route man at Central Sales, working with John North.

John Fredlund has been added to the sales staff at Central Distributing Company. Fredlund formerly was with Brent Trabue's Pioneer Music Company. . . . T. C. Crummett, partner in Central, is back at his desk after taking a brief "vacation" at home. . . . Edna Conley is the new office girl at Frankel Distributing Company. It is her first venture into the coin machine industry. Her boss, Charles L. Page, was in St. Louis last week on business.

S. V. Bernsten, factory service manager for Packard Manufacturing Company, was in Kansas City and St. Joseph conducting schools for servicemen and to confer with operators. . . . Art Hamilton, who heads up the coin radio department at United Amusement Company, has added three salesmen to the staff. They are C. C. Crowley, Hubert Little and Mrs. Winona Simpson, who probably has the distinction of being the first saleswoman of coin machines in this area, with the exception of Mildred Nelson at United, who can handle sales just about as well as her boss, Carl Hoelzel.

Jack Jones, who operates Tri-State Coin Machine Company at Joplin, Mo., was in town last week to bring his mother to the hospital here for a check-up. His wife, Letha, handled the office while he was gone. Harvey Lynn has joined Tri-State as a service and route man. . . . Clarence Bevan, who has Bevan's Amusement Company at Brookfield, Mo., is reported offering his route for sale because of the scarcity of good servicemen. But another report is that he has found the man he was looking for and changed his mind about selling. . . . Dick Enloe is the new routeman at

Fairway Distributing Company, Ray Heldstab, president, reports.

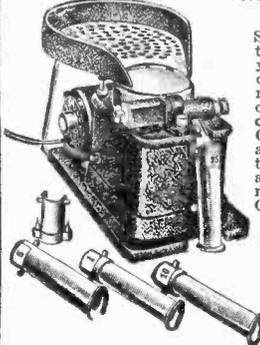
Irvin Weiler, partner in Consolidated Distributing, left last week on a swing across the country, after he succeeded in getting that bonanza plane he likes to fly at the Municipal Airport. He went first to Chicago for a session at the Jennings factory, then he plans to swing down to Indianapolis, St. Louis and Tulsa. . . . J. G. Martin, of Topeka, will tell you that Walter Simon, parts manager at Consolidated, is a quick man with a first-aid kit. Simon came to the rescue when Martin got a piece of steel in a finger while looking over some mechanism in the repair shop. . . . Two cool days in a row, and local coinmen begin talking about the pheasant season. Martin reports that he is already oiling up his shotgun and making reservations up in Western Nebraska. . . . Elmer Butts, of Automatic Music Company here, says the pick-up in play, expected as soon as cool weather returned, has been only slight so far.

William Stephenson, used car dealer who took a flier in the coin machine business, and his partner, Johnny Thomas, are reported to have disposed of their route. . . . O. P. Fadden, former Kansas City music and pinball operator, is reported building a new route in a near-by town.

Kansas operators' shops seen about the local distributors' shops lately include Lee Hughes, of Ottawa; John Wickware, of Pittsburg; Gerald Knost, of Baker & Knost, Pittsburg; Mr. and Mrs. V. O. Hock, of Caldwell; Nobel M. Light, of Paola; H. D. Wadleigh, of Topeka. . . . Guy Melanger was down from Atchison, as was G. L. Adams, who has A. B. Music Service there. . . . H. M. Goulding came in from Garden City with some glowing reports of the wheat harvest out there, and O. J. Prell, of Prell Sales Company, was in from Bremen. . . . Another visitor was Jim Wiegand, who has Midwest Amusement at La Crosse, Kan.

O. D. Simpson has established the Simpson Novelty Company at Springfield, Mo. . . . Missouri operators making the rounds of the local showrooms included Lloyd Bowers, of Sedalia; William Webb, of Independence; Tom Maguire, of Greenfield, and Forrest McGinnis, of Tarkio. . . . Mr. and Mrs. R. C. Boles were up from Springfield.

**WHY COUNT 'EM BY HAND!**  
 Save time, avoid mistakes by counting your coins by machine. Counts pennies, nickels, dimes, or quarters, with just one adjustment. Complete with 4 aluminum stacking tubes, reserve tray, and bagging attachment. **ONE YEAR GUARANTEE!**  
 Model DE (motor driven) \$300.00  
 Model D (hand operated) \$185.00  
**R. H. ADAIR CO.**  
 8924-28 W. Roosevelt Rd. Oak Park, Ill.



**SPECIAL!**  
**ALL PURPOSE RUBBER SERVICE KIT**  
**\$6.95**  
 Includes every type of rubber used in pin games.  
**THIS IS A GREAT BUY**  
**ORDER TODAY**  
**COIN MACHINE SERVICE CO.**  
 1547 N. Fairfield Ave., Chicago 22, Ill.  
 Phone: Humboldt 3476

**FREE! FREE!**

Watch for our full page ad in the next issue of BILLBOARD (Oct. 4)—J. ROSENFELD is going to give away, absolutely free

**100 VALUABLE PRIZES**

LOOK 'EM OVER! YOU MAY WIN!

- BALLY JOCKEY CLUB or JOCKEY SPECIAL ..... \$645.00 value
- New JENNINGS STANDARD CHIEF ..... 269.00 value
- New 1947 U-NEED-A MON-ARCH CIGARETTE MACHINE 159.50 value
- New DAVAL POSTMASTER. 99.50 value
- New VICTOR MODEL V VENDOR ..... 13.75 value

—95 NIX PIX LOCKS—  
"The World's Greatest Pic-Proof Lock"

SEE OUR FULL PAGE BILLBOARD AD (OCT. 4) FOR ALL RULES AND DETAILS OF CONTEST. NO STRINGS ATTACHED!

No Purchase Required To Enter Contest!

NEW 5 BALL PIN GAMES

- BALLY BALLYHOOS ..... WRITE
- BALLY ROCKETS ..... \$179.50
- BALLY DOUBLE BARRELS ..... 99.50
- UNITED HAWAII ..... WRITE

IMMEDIATE DELIVERY ON BALLY'S NEW

- SILVER STREAK
- JOCKEY SPECIAL
- JOCKEY CLUB

TERMS: 1/3 certified deposit, balance C. O. D.

**J. ROSENFELD CO.**

3218 OLIVE ST. ST. LOUIS 3, MO. NE. 1582-3

Direct Factory Distributors

- BALLY • JENNINGS • U-NEED-A VICTOR • DAVAL • MIDGET MOVIES

MAKE US A REASONABLE OFFER ON 60 UNIT AMI HOSTESS OR ANY PART OF IT

- Envoy, R.C. .... \$200.00
  - 500 Wurlitzer ..... 169.50
  - 600 Wurlitzer ..... 149.50
  - 700 Wurlitzer ..... 249.50
  - 750 Wurlitzer ..... 325.00
  - 800 Wurlitzer ..... 300.00
  - 850 Wurlitzer ..... 325.00
- 1/3 Deposit, Balance C. O. D.

**SUPREME DISTRIBUTORS, INC.**

3817 N.E. 2nd Ave. 49 Riverside Ave.  
Miami 37, Fla. Jacksonville, Fla.  
Phone 7-7490 Phone 3-3516

**CLEARANCE PINBALLS**

- CLEAN AND RECONDITIONED
- FLEET OR POLO ..... \$ 29.50
- \$39.50 — 3 FOR \$100.00
- KNOCKOUT CATALINA
- ARMY-NAVY SKYRAIDER
- ALL UNITED REVAMPS ..... \$ 49.50
- 3 FOR \$125.00
- HAVANA ..... 149.50
- KILROY ..... 149.50
- MYSTERY ..... 149.50

**MUSIC**

- WURLITZER 616 ..... \$ 89.50
  - WURLITZER 61's ..... 89.50
  - WURLITZER 24 ..... 124.50
- 1/3 deposit, balance C. O. D.

**Irwin Distributing Co.**

106 S. Grove. Wichita 7, Kansas  
Phone: 5-9697

LOOK FOR **MINI-POP** SEE PAGE 127

# Operators Use Giveaways As Location Advertising

KANSAS CITY, Mo., Sept. 20.—Operators are planning to make wider use of advertising gimmicks, particularly those aimed at location owners, during the coming year, according to reports here.

Most popular items appear to be calendars and book matches, but some also are using or planning to use automatic pencils, letter openers, small table tents, menus and paper coasters for glasses in taverns to carry their advertising messages to location owners and customers. A number of operators also reported that they are planning to resume their pre-war practice of presenting small Christmas gifts to major locations.

J. G. Martin, who operates Martin Amusement Company at Topeka, Kan., reported that he has been using book matches for the past year and has ordered a number of calendars for 1948. Paul Maceli, who has the Kansas Tavern Supply Company at Pittsburg, Kan., already is sending out his 1948 calendars, and Elmer Butts, who operates Automatic Music Company in Kansas City, Mo., said he has ordered calendars to pass out to locations. Gerald E. Vinson, who operates the Vinson Amusement Company at Chillicothe, Mo., and C. J. Troyer, of Troyer Music Company, St. Joseph, Mo., also are users of calendars.

General trend in calendars put out by operators here is toward girl pictures, but Butts said he has ordered a sportsman series featuring wildlife.

Martin said that he has used pencils, but he dropped them in favor of matches and calendars because he felt they did not carry the message as well. "The main thing I want to get across is my firm's phone number," he said. "I want to put it where the location owner can find it easily when he wants to call me, and a calendar will be around all year long while pencils, letter openers other such things are too easily lost or broken. Besides, I think, the location owner actually gets more use out of a calendar."

### Automatic Pencils

Jim Batterson, who has Jim's Music Service in Kansas City, Mo., has been passing out automatic pencils, and he said he had found them quite successful as means of reaching location owners.

Before the war many operators of music and pinball machines in Kansas City and surrounding territory used calendars, matches and pencils as devices for reminding locations where to call for service, but during the war the practice was dropped.

In fact, during the peak of the war days, any giveaways were going from the location to the operator. But in recent months that has been changing, and a few operators report that they have been giving advertising some thought again. Most of those queried, however, said they do not expect to resume any advertising practices before next year. And some think the gimmicks are not worth the expense.

Typical of those more or less on the fence are Russell Gates, partner with W. J. Stephens in G. & S. Amusement Company, and Jack Jones, who has the Tri-State Coin Machine Company at Joplin, Mo. Both are new operators. Both said they had not done any advertising, but said they had been giving the practice some thought.

### Some Discount Idea

But John H. Fling, who operates the Central Sales Company at Brookfield, Mo., said he did not think it worth-while to put out either location advertising or gimmicks aimed at stimulating play, at least in the small towns where he mainly operates.

"The best advertisement that any operator can have is regular, prompt service," Fling declared. "These little handouts don't impress location owners much, and the money is better spent on improving service. As for reminding the location where to call for service, I think a neat, clean business card placed in a conspicuous spot in the machine is much more satisfactory."

Except for a few operators with swankier city spots, most operators of juke boxes and pinballs hereabouts appear to pay almost no attention to gimmicks for stimulating play, such as table tents or coasters for tavern glasses or menus. Most of those queried thought it might be a good idea, and most of those who did cast their votes for restaurant menus as the best of such devices.

Among operators generally, the business card seems to be favored over the decalcomania sticker as a means of identifying the owner of the machine and providing location owners with a ready reference for service calls.

"For the small operator at least, the business card is much more serviceable," one operator declared. "For one thing, you can use it for calling on prospective locations as well as on the machines. Besides, it is easy to put up or remove, and you can tell more with a card and still get a good deal of individuality into it."

**MILLS GOLDEN FALLS BELL**  
Rebuilt by Abco. Looks like new, works like new. Mechanism completely overhauled. Brand new Golden Falls Cabinet. Automatic Load

- 5¢ .. \$145
- 10¢ .. 155
- 25¢ .. 165

Hand Load

- 5¢ .. \$165
- 10¢ .. 175
- 25¢ .. 185

**COLUMBIA DOUBLE JACKPOT BELL SPECIAL**

**\$85.00 Ea.**

Changeable right on location in a few moments' time to 1-5-10-25¢ play. Cabinet rebaked to give new machine appearance. Size: 18 3/4" high, 14 1/2" wide, 12" deep, 50 lbs. wt.

1/3 DEPOSIT—BAL. C.O.D.—F.O.B. CHICAGO  
WRITE FOR FREE CATALOG!  
WE BUY USED SLOTS AND COUNTER MACHINES—WRITE US!  
Send for complete list of Coin Operated Equipment and Counter Games. Complete line of Salesboards and Tickets. We Repair Machines.

NEW SLOTS FOR IMMEDIATE DELIVERY

**PACE**

- 5¢ ..... \$245.00 | 10¢ ..... \$255.00
- 25¢ ..... \$265.00

Write for Quantity Prices.

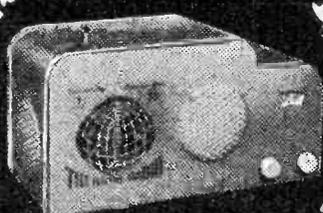
**Abco NOVELTY Co.**  
823 W. RANDOLPH ST. HAYMARKET 9076 CHICAGO 7, ILLINOIS

**TRADIO**

**Best By Test**

ASK FOR TRADIO

The Pioneer Coin-Operated Radio



**TRADIO, Inc.**  
ASBURY PARK  
NEW JERSEY  
Phone  
Asbury Park 2-7447-8-9

## DOWN GO PHONOGRAPH PRICES

FOLLOWING ARE NEW LOW PRICES ON USED PHONOGRAPHS

WURLITZER		SEEBURG	
850	\$269.50	Hitone, R.C.	\$209.50
750M	249.50	Hitone, E.S.	179.50
780	249.50	Commander, Cadet, Maestro, Major	189.50
500	129.50	Plaza	89.50
600K	119.50	Casino	89.50
600	109.50	Concert Grand	89.50
24	89.50	Regal	89.50
24 Cellar Job	69.50	8200 Conversion	79.50
24 Victory	79.50	Royal	69.50
61	59.50	Melody Queen	69.50
616, III.	59.50	Rex 30-Wire Cellar Job	69.50
616, Plain	49.50	1941 Factory R.C. Special, R.C.	169.50
50	39.50	Factory R.C. Special, 30-Wire	139.50
412	29.50		
ROCK-OLA		MILLS	
Commando	\$149.50	Empress	\$ 89.50
Super	139.50		
Deluxe	129.50		
Standard	115.00		
Playmaster & Spectravox	99.50		
Twin Twelve	69.50		
5-Wire Cellar Job	69.50		
Monarch	69.50		

The above prices are for equipment right off location. They will be complete and in working order, but not reconditioned. If you want them expertly refinished, mechanism washed, all parts checked, tone head renewed and talking gold used, add \$35.00 per phonograph. At this price they are UNCONDITIONALLY GUARANTEED.

### WALL BOXES

Seeburg S-24-1Z	\$ 5.95	Wurlitzer 120	\$ 7.50
Seeburg S-20-1Z	5.95	Rock-Ola Dial-a-Tune	5.95
Seeburg Wireless Baromatic	29.50	Seeburg Remote Console:	
Seeburg 3-Wire Baromatic	22.50	Wireless	219.50
WS-2Z Wireless	19.50	3-Wire	199.50
DS-20-1Z 3-Wire	17.50	Needs	Write
		10,000 Title Slips	3.75

### 1946 PHONOGRAPHS—LIKE NEW

Wurlitzer	\$850.00	Aireon	\$349.50
Rock-Ola	395.00	(with new accumulator and coin chute)	
Seeburg	Write		

All Tubes and Miniature Bulbs—40% Discount.  
Terms: 1/3 cash with order, balance C. O. D.

## DAVIS DISTRIBUTING CORPORATION

Seeburg Factory Distributors  
12 Years of Operator Confidence

Buffalo, New York 738 Erie Blvd., E., Syracuse, New York, 5-5194 Rochester, New York

## "Here's the Dope" New Promotion by Music Guild Group

NEWARK, N. J., Sept. 20.—A new promotion piece, printed in three colors and titled *Here's the Dope*, has been prepared for distribution to all music machine locations covered by the Music Guild of America (MGA). Addressed to the customer (location owner) the letter reads as follows:

"A reliable merchant always does business with reliable suppliers.

"Reliable suppliers always give reliable service.

"Reliable service is always dependable service.

"Dependable service assures steady profits.

"You can always get someone to give you something for less, but for how long?

"For steady profits over a long term, always do business with established and reliable suppliers.

"Members of the Music Guild of America are established, dependable and reliable suppliers of the kind of music your customers demand.

"You profit most when you do business with members of the Music Guild of America. Look for the MGA label on your music equipment."

The promotion piece is the latest in a series designed to hit the consumer and the public which is being put out by LeRoy Stein, MGA executive secretary.

## STANDARD METAL TYPERS



NEW AND USED MACHINES

MACHINE PARTS AND SUPPLIES

EXPERT REPAIR SERVICE

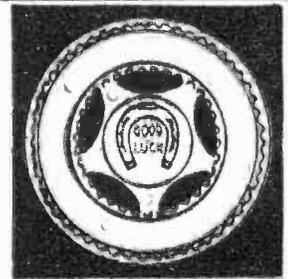
### FINEST QUALITY METAL TYPER DISCS

Priced from \$7.50 Per 1,000

LUMIFRAME LIGHT-UP TOP SIGNS

### NEW COLORED DISCS

NOW AVAILABLE  
Guaranteed to increase your receipts.  
WRITE FOR SAMPLES AND PRICES.



STANDARD SCALE CO.  
4333 DUNCAN AVE., ST. LOUIS 10, MO.

**BUY FROM MARKEPP** *It's Safer!*

### NEW GAMES

Write for Prices

Torchy	Money
Special Entry	Flamingo
Bowling League	Gold Ball
Strikes 'n' Spares	Mam'selle
Mexico	Advance Roll
Hawaii	

### ARCADE EQUIPMENT

Chicago Coin Hockey	\$ 89.50
Lite League	95.00
Bally Rapid Fire Conversion	95.00
Chicago Coin Goatee	195.00
Genco Total Roll	225.00
Socco Ball	225.00
Chick & Sam	65.00
Used Skill Roll	150.00
Super Roll, 10-ft. Alley	195.00
Sky Fighter	95.00
Sportsman Roll	225.00
20 Wurlitzer 14-ft. Skee Ball	

Write for Quantity Prices

### MUSIC

Rock-Ola Std. Dial-a-Tune	\$185.00
Wurlitzer Victory Cabinet 24	149.50
Wurlitzer 412	75.00
Wurlitzer 600R	185.00
Singing Tower 201	150.00
Wurlitzer 816	89.50
Seeburg 8800, RC	250.00

### 5 BALL PIN GAMES

School Days	\$ 44.50
Champ	42.50
Flicker	29.50
Defense (Genco)	49.50
Hollywood	89.50
Catalina	79.50
Wild Fire	39.50
Victory	55.00
Roxy	20.00
Midget Racer	89.50
Double Barrel	89.50
Fast Ball	99.50
Cyclone	175.00
Rocket, Bally	139.50
Kilroy	165.00

4310 CARRIEGIE AVE. **The MARKEPP Co.** M.M. MARCUS & SONS TEL. WEN 1043 CLEVELAND 3, OHIO

## WATCH FOR OUR SPECIALS EACH WEEK. YOU CAN'T AFFORD TO MISS THEM. ALL GAMES READY TO BE PLACED ON LOCATION PRE-WAR GAMES

FLAT TOP	\$35.00	SHANGRI-LA	\$30.00
KEEP 'EM FLYING	30.00	STREAMLINER	30.00
HIGH AT	25.00	SUN VALLEY	30.00
GRAND CANYON	30.00	SKY CHIEF	25.00

ON ANY ORDER FOR 3 OF THE ABOVE GAMES A \$5.00 REDUCTION ON EACH GAME.

### POST-WAR GAMES (WHAT PRICES!!)

VANITIES	\$125.00	SMOKY	\$125.00	HAVANA (With New Motor)	\$157.50
TORNADO	135.00	SEA BREEZE	89.50	FAST BALL	85.00
SPELLBOUND	85.00	SHOW GIRL	124.50	FIESTA	115.00
SURF QUEENS	50.00	ROCKETS	125.00	CROSSFIRE	150.00
STEP-UP	95.00	RIO	129.50	BIG HIT (Single)	54.50
STATE FAIR	100.00	MISS AMERICA	135.00	BIG LEAGUE	59.50
SUPERSCORE	95.00	MAIZIE	155.00	RANGERS	169.50
SUPERLINER	89.50	KILROY	125.00	PLAYBOY	169.50
SUSPENSE	64.50	HAVANA (As Is)	140.00	MIDGET RACES	69.50

KINDLY INCLUDE ONE-THIRD DEPOSIT IN CASH, CASHIER'S CHECK OR MONEY ORDER. STATE METHOD OF SHIPMENT PREFERRED. WIRE! WRITE! PHONE! BETTER STILL, VISIT OUR AIR-CONDITIONED SHOW ROOM.

WRITE US FOR PRICES ON ALL NEW GAMES

### MORRIS NOVELTY CO., INC.

3007 OLIVE ST. PHONE: Franklin 0757 ST. LOUIS, MO.

## Fitzpatrick, Teaches NAAMO Juke Classes

NEW YORK, Sept. 20.—Jack Fitzpatrick has been representing Runyon Sales Company as the guest instructor on AMI music machines this week at the Coin Machine Mechanics' School run by the National Association of Amusement Machine Owners (NAAMO) in the Manhattan Trade Center, according to F. McKim Smith, NAAMO president.

Fitzpatrick instructed Thursday (18) and yesterday (19) at the school as part of the recently approved program of including juke boxes in the NAAMO school schedule. John Barabash, of Rock-Ola Manufacturing Corporation, Chicago, will instruct on his firm's machines next week, September 24 and 25. John Cox, Rock-Ola executive, will accompany Barabash to New York to address the 24 veterans taking the course.

Atlantic New York Corporation will take over October 2 and 3 for instruction on the Seeburg music machine. Elmer Johnson will be guest instructor representing Atlantic.

## Ore. Paper Plugs Coin Amusements

PORTLAND, Ore., Sept. 20.—The amusement phase of the coin machine industry was credited with providing inexpensive enjoyment in these days of sky-high prices and employment for approximately 5,000 inhabitants of this State in a recent Sunday feature spread appearing in *The Oregonian*, a newspaper with State-wide distribution.

Accompanying the story was a series of photographs illustrating the favorable side of the industry. In one picture, Budge Wright, Portland manager for Western Distributors, is pictured playing an amusement game in his firm's showrooms.

Considerable space in the article was devoted also to the industry as a worthy contributor to both local and national revenue.

**Special!**  
**SHOOT the BEAR RAY GUN**  
Completely reconditioned. Fully repainted.  
**\$124.50** Crating \$5.00 extra  
Money-back guarantee  
**SEEBURG RAY GUN**  
Amplifiers, Motors and Rifles Repaired.  
COMPLETE STOCK OF SEEBURG RAY GUN PARTS Write for list.  
**COINEX CORPORATION**  
1346 ROSCOE ST. CHICAGO 13, ILL.  
Gra. 0317

**COUNTER GAMES**  
All A-1 Reconditioned  
MILLS VEST POCKET CHROME... \$49.50  
MILLS VEST POCKET BLUE AND GOLD... 39.50  
MILLS VEST POCKET GREEN... 29.50  
1/3 Deposit, Balance C. O. D.  
WE BUY. SELL AND EXCHANGE  
Phone: Jefferson 1644  
3147 Locust St. St. Louis 3, Mo. **CALL NOVELTY CO.**

WANTED—First-class Pin Ball and Juke Box Mechanic. Must be willing to work long hours, able to install and service, have references as to diligence and honesty. Wages, \$1.25 per hour; location, near Johnstown, Pa. 4-room apartment available for right man. If you are not honest and good worker do not apply. Address reply in care of **BILLBOARD, BOX No. D-121** 2160 Patterson St. Cincinnati 22, Ohio

COME TO HEADQUARTERS FOR THE LATEST MODELS **SLOT MACHINES** BOUGHT, SOLD AND EXCHANGED SEND FOR CATALOG QUICK, EFFICIENT SLOT MACHINE REPAIRS **BAKER NOVELTY CO.** 1700 WASHINGTON CHICAGO 12, ILL.

# OUT NEXT WEEK



# The Billboard's

# FALL COIN MACHINE SPECIAL

One of the biggest . . . surely the most interesting issue of the year for all coinmen. Packed with special articles, lists, features and new game announcements. **THIS IS THE ISSUE YOU CAN'T AFFORD TO MISS.**

## ● YOU MUST READ

### FALL OUTLOOK FOR COIN MACHINES

A survey of opinion among leading manufacturers, operators and distributors in key cities from coast to coast. Read what they think about the business outlook for fall. You'll find their opinions both interesting and thought-provoking.

### EXPORTS CAN GROW

After a six-month study of foreign countries PAT BUCKLEY reports on what to expect in the Export Market. This is a "MUST" reading for every coinman . . . accompanied by a graph that shows the phenomenal growth of the coin machine export market.

### SURVEY OF NEW EQUIPMENT

What about all those new machines everyone is talking about? The Billboard presents some interesting facts revealing what you can expect in the near future in the way of new venders, game and music machines. Read this authoritative article for first-hand facts.

### SUPPLIES GO NORMAL

Adding to the bright future for venders is the return of supplies to normalcy. For the first time since before the war vending machine operators can look forward to a plentiful supply of products for their machines. Don't miss this optimistic report on the supply picture.

### RECORD OUTLOOK

What's the outlook for the record industry? What are their plans for the juke box operators? Billboard's music editor reports on his survey of leading record manufacturers and brings to light some interesting facts.

### REPORT ON CANCER FUND

Jim Mangan, CMI public relations chief, tells about the Coin Machine Industries' drive to raise \$250,000 as its contribution to the Damon Runyon Cancer Fund. Here's a story that will make you proud of your industry.

ALSO . . . The first post-war list of coin machine distributors, classified by manufacturer. This list is important to every coinman. A comprehensive listing to serve as a buyer's guide for the coin machine industry.

**PLUS** last-minute coin machine news developments gathered by on-the-scene Billboard correspondents and brought to you while the "news is still news."

# Wurlitzer Introses '48 Phono Line; Zenith Copra a Feature

(Continued from page 95)  
models, the company also introduced a complete new line of automatic music equipment. In announcing its 1948 remote control units Wurlitzer placed special emphasis on its new Model 2140 bar box. Also offered were a new master unit, model 212; continuance of former wall box, models 3020, 3025 and 3031, and eight speakers.

The use of Zenith Cobra tone arm marks the first use of this post-war development in juke boxes. (See separate story elsewhere in this section.)

### Selection Feature

New encore program selector feature divides the 24-record selection of the new model into three programs of eight records each. Firm officials claim that this makes selection "easier, faster and more fun."

Sky-top turret record changer compartment window is larger than in previous models, said to be stronger, and fashioned like "a bomber's nose." Wurlitzer calls this feature a "sidewalk superintendent's dream," since operation of the mechanism can be seen from wide angles.

Three-point adjustable caster suspension feature allows for accurate compensation for uneven floors, thus preventing sag, advance notices say. The front door latch for the back door of the cabinet enables a serviceman to swing the rear door wide open without reaching thru the chassis.

An additional feature is a new method of removing parts from the cabinet. Bolts, screws and soldered connections have been eliminated and units snap in and out.

### Above Bar Dimensions

The new Model 2140 bar box has above-the-bar dimensions of 7 5/8th inches wide, 7 3/8th inches deep and 5 3/8th inches high. It takes five and 10-cent play and has its own modification of Wurlitzer's encore program selector rotating 24-record titles into view in six programs of four tunes each.

Model 212 master unit mounts under the bar and handles up to six bar boxes. It is wireless to the phonograph and features the Wurlitzer crystal-controlled transmitter.

Eight speakers, including a 15-inch auxiliary, round out the new line.

In connection with the introduction

of its 1948 equipment, Wurlitzer announced that it plans to continue its schedule in national magazine, billboard and point-of-purchase advertising. Included in the 1948 campaign will be a four-color double spread in *Life* introducing the new Model 1100.

### Distrib Showings

National Wurlitzer Day showings will be held by the following distributors: Brady Distributing Co., Charlotte, N. C.; Brandt Distributing Co., Inc., St. Louis and Indianapolis; Central Music Distributing Co., Inc., Kansas City; Central Distributing Co., Inc., Omaha and Oklahoma City; Clark Distributing Co., San Francisco, Los Angeles and Seattle; Commercial Music Co., Inc., Dallas, Houston and San Antonio.

Cruze Distributing Co., Charleston, W. Va., and Knoxville; Emby Distributing Co., Inc., New York; F. A. B. Distributing Co., Inc., New Orleans, Birmingham, Atlanta and Columbia, S. C.; Harvey Distributing Co., Inc., Baltimore; G. & S. Distributing Co., Nashville and Louisville; the Arthur Hermann Co., Inc., Albany, N. Y.; Illinois Simplex Distributing Co., Chicago; Maynor Distributing Co., Richmond.

Paster Distributing Co., Inc., St. Paul, Des Moines and Milwaukee; Redd Distributing Co., Inc., Allston, Mass., and Buffalo; Smith & Fields Distributing Co., Philadelphia and Pittsburgh; Sterling Service, Moosic, Pa.; Taran Distributing, Inc., Miami and Jacksonville; Williams Distributing Co., Inc., Memphis; Wolf Sales Co., Denver, Phoenix, El Paso and Salt Lake City; Young Distributing Co., Inc., Detroit; Young Distributing Co., Inc., Cincinnati and Cleveland, and Clark Distributing Co., Portland, Ore.

## Zenith Tells Cobra Policy for Juke Box

(Continued from page 95)

quency modulation (FM) broadcasting, the cobra arm is now a principal feature of most Zenith record-playing equipment and extensively used in radio broadcasting.

The use of the cobra pick-up in Wurlitzer's 1948 equipment marks the first time this post-war Zenith product has been offered as a specific feature of a new juke box. Zenith claims the following advantages over other types of phonograph tone arms: (1) It reduces record surface noise to a minimum because of its less than two-thirds of an ounce pressure; (2) a serviceman can accidentally drop the pick-up on a record or scrap it across the surface without damage to either the record or the stylus since the cobra arm has a built-in shock absorber, and (3) the savings it makes possible in reduced record and needle wear. One record, it is claimed, can be played 2,000 times and still have 95 per cent fidelity.

New tone arm has been tested in juke boxes on location before now but the use as a standard feature of any model is new.

Firm officials point out that they do not intend to sell the arm for use with used juke boxes or other models currently in production. It requires many changes in present equipment for the cobra pick-up to be used, since it works on an entirely different principal than the conventional pick-up arms, they said.

Altho it has so far been sold only to Wurlitzer for juke box application, Zenith spokesmen said that it will be made available in the future to any manufacturer who meets their requirements for its use.

(Continued from page 121)

### RACE

A FLOWER IS A LOVESOME THING	Johnny Hodges Ork (LONGHORN BLUES)	Sunrise 2005
A GOOD DEAL	Dolores Brown-Auditones (Bill Doggett Ork) (CAN'T HELP)	Sterling 3002
AFTER SUNSET	Clarence "Gatemouth" Brown (GATE-MOUTH BOOGIE)	Aladdin 198
BACK HOME BLUES	Milton Larkin (LARKIN'S BLUES)	Sonora 117
BARFLY BLUES	Jay McShann (PLEASE STOP)	Mercury 8049
BIG CITY BLUES	Wynonie "Mr. Blues" Harris (GHOST OF)	Aladdin 195
BIG LEGS	Gene Phillips Rhythm Aces (JUST A)	Modern 20-527
BIG MAMA JUMP	"Lightnin'" Hopkins (SHORT-HAIRED WOMAN)	Aladdin 204
BRING THE MONEY IN	Milton Larkin (LOVIN' WOMAN)	Sonora 116
CAN'T HELP LOVIN' DAT MAN OF MINE	Dolores Brown-Auditones (Bill Doggett Ork) (A GOOD)	Sterling 3002
*CECIL BOOGIE	Cecil Gant (I WONDER)	4 Star 1159
CHANGEABLE WOMAN BLUES	Johnny Moore's Three Blazers (Charles Brown) (WHY IS)	Exclusive EX-251
CLARINET BLUES	Eddie Barefield (F' TAIN'T)	Sonora 112
*COCKTAILS FOR TWO	Slim Green (I'M GONNA)	Decca 48050
DON'T HESITATE TOO LONG	Ernie Andrews (Maxwell Davis Ork) (HURRY HOME)	Aladdin 195
DON'T TAKE YOUR LOVE FROM ME	Hadda Brooks (HUNGARIAN RHAPSODY)	Modern 153
DOWN HOME BLUES	Joe Liggins Honeydrippers (TEN TOES)	Exclusive EX-250
DRUMMER MAN BLUES	Jo Evans (Maxwell Davis Ork) (I WANT)	Black & White 853
F' TAIN'T ONE THING IT'S ANOTHER	Eddie Barefield (CLARINET BLUES)	Sonora 112
FOOL THAT I AM	The Brooks Brothers (YOU'RE GONNA)	Decca 48049
FOOL THAT I AM	Erskine Hawkins (Laura Washington) (WIGGLE WORM)	Victor 20-2470
GATEMOUTH BOOGIE	Clarence "Gatemouth" Brown (AFTER SUNSET)	Aladdin 198
GHOST OF A CHANCE	Wynonie "Mr. Blues" Harris (BIG CITY)	Aladdin 195
HUNGARIAN RHAPSODY NO 2 IN BOOGIE	Hadda Brooks (DON'T TAKE)	Modern 153
HURRY HOME	Ernie Andrews (Maxwell Davis Ork) (DON'T HESITATE)	Aladdin 195
I BELIEVE THERE'LL BE A FLOOD	Milton Larkin Ork (Milton Larkin) (I'M JUST)	Sunrise 2011
I JUST REFUSE TO SING THE BLUES	Helen Humes (Buck Layton Ork) (THEY RAIDED)	Mercury 8056
I WANT SOMEBODY	Jo Evans (Maxwell Davis Ork) (DRUMMER MAN)	Black & White 853
*I WONDER	Cecil Gant (CECIL BOOGIE)	4 Star 1159
I UNDERSTAND	Joe Medlin Ork (Joe Medlin) (MISTER WORM)	Manor 1090
IF YOU'VE GOTTA GO	Baby Dee (THE LAST)	Sonora 115
I'M IN LOVE WITH A GAL (Who's in Love With a Guy Who Looks Like Me But Ain't)	Delta Rhythm Boys (MY FUTURE)	Victor 20-2436
I'M HOLDING TIGHT TO MY LOVE FOR YOU	Dolores Brown-Auditones (Bill Doggett Ork) (NEAR YOU)	Sterling 3001
*I'M GONNA SIT RIGHT DOWN AND WRITE MYSELF A LETTER	Slim Green (COCKTAILS FOR)	Decca 48050
I'M JUST A ROLLING STONE	Milton Larkin Ork (Milton Larkin) (I BELIEVE)	Sunrise 2011
IS IT TOO LATE?	The Four Tunes (IS IT)	Manor 1093
JUMP, JACK, JUMP	Cecil Gant (SPECIAL DELIVERY)	4 Star 1176
JUMPING AT THE WOODSIDE	Lester Young (ONE O'CLOCK)	Aladdin 200
JUST A DREAM	Gene Phillips Rhythm Aces (BIG LEGS)	Modern 20-527
LARKIN'S BLUES	Savannah Churchill-Four Tunes (I UNDERSTAND)	Manor 1093
LEAVIN' BLUES	Sonny Terry (WORRIED MAN)	Capitol Americana A40043
LONGHORN BLUES	Johnny Hodges Ork (A FLOWER)	Sunrise 2005
MY MOTHER'S EYES	Nellie Lutcher (YOU BETTER)	Capitol Americana A40042
MISTER WORM	Milton Larkin (BACK HOME)	Sonora 117
LOVIN' WOMAN BLUES	Milton Larkin (BRING THE)	Sonora 116
MAKE-BELIEVE LAND	Johnny Moore's Three Blazers (NURSERY RHYME)	Modern 152
MY FUTURE JUST PASSED	Delta Rhythm Boys (I'M IN)	Victor 20-2436
NEAR TO YOU	Joe Medlin Ork (GONE)	Manor 1090
NEAR YOU	Dolores Brown-Auditones (Bill Doggett Ork) (I'M HOLDING)	Sterling 3001
NURSERY RHYME BOOGIE	Johnny Moore's Three Blazers (MAKE-BELIEVE LAND)	Modern 152
ONE O'CLOCK JUMP	Lester Young (JUMPING AT)	Aladdin 200
PAPA TREE TOP BLUES	Albennie Jones-Sam Price Trio (THE RAIN)	Decca 48048
PLEASE STOP PLAYING THOSE BLUES, BOY!	Jay McShann (BARFLY BLUES)	Mercury 8049
SEEK	Coleman Brothers (WE'RE LIVING)	Decca 48051
SHORT-HAIRED WOMAN	"Lightnin'" Hopkins (BIG MAMA)	Aladdin 204
SINCE I FELL FOR YOU	Basin Street Boys-Lucky Thompson Ork (YOU'RE MINE)	Exclusive EX-21X
SPECIAL DELIVERY	Cecil Gant (JUMP JACK)	4 Star 1176
TEN TOES	Dinah Washington (Rudy Martin's Trio) (YOU CAN)	Mercury 8057
THE LAST MAN I'LL EVER LOSE	Baby Dee (IF YOU'VE)	Sonora 115
THE RAIN IS FALLING	Albennie Jones-Sam Price Trio (PAPA TREE)	Decca 48048
THEY ALL SAY I'M THE BIGGEST FOOL	Joe Liggins Honeydrippers (Joe Liggins) (DOWN HOME)	Exclusive EX-250
TRUST IN ME	Rudy Richardson (Rudy Richardson Trio) (TRUST IN)	Manor 1092
WHAT A FRIEND WE HAVE IN JESUS	Southern Harps (DEPENDING ON)	Queen 4173
WHY IS LOVE LIKE THAT?	Rudy Richardson (Rudy Richardson Trio) (THEY ALL)	Manor 1092
WIGGLE WORM	Johnny Moore's Three Blazers (Charles Brown) (CHANGEABLE WOMAN)	Exclusive EX-251
YOU CAN DEPEND ON ME	Dinah Washington (Rudy Martin's Trio) (SINCE I)	Mercury 8057
YOU GOT TO RUN ME DOWN	Jazz Gillum (I'M GONNA)	Victor 20-2405
YOU NEVER CAN TELL THE DEPTH OF A WELL (By the Length of the Handle on the Pump)	Hall Sisters (Jesse Stone Ork) (TROUGH BLE IS)	Victor 20-2386
YOU'VE BEEN A GOOD OLE WAGON	Lil Green Ork (TAKE ME)	Victor 20-2417
YOU'RE GONNA MAKE A WONDERFUL SWEETHEART	Jubalaires (ICKY WACKY)	Queen 4172
YOU'RE GONNA MAKE A WONDERFUL SWEETHEART (For Somebody Else)	The Brooks Brothers (FOOL THAT)	Decca 48049
YOU'RE MINE FOREVER	Basin Street Boys-Lucky Thompson Ork (NEAR TO)	Exclusive EX-21X

(Continued on opposite page)

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**INTERNATIONAL**

(Continued from opposite page)

ALL SLOVAKS (Oj Slaveni)	Josip Batistic (RED MOUNTAIN)	Continental C-217
AMERICAN INDIAN SONGS AND DANCES ALBUM (6-10")		Disc 161
ANI MAAMIN	Palestine Symphony Ork (Children and Adult Chorus) (HATIKVAH)	Disc 6100
BEER BARREL POLKA (Roll Out to the Barrel)	Jolly Jack Robel Band (POINT BREEZE)	Decca 45051
BOWLING ALLEY POLKA	Harry Harden Musette Ork (THE WOODPECKER)	Decca 45053
BRIDGEPORT POLKA	Jolly Jack Robel Band (JITTERBUG POLKA)	Decca 45050
BRILLANTINA	Val-Taro Musette (IN THE)	Columbia 37849
CHARLES, STAY HERE (Karl Bleib Hier)	Karl Weiss Ork (ELSIE POLKA)	Continental C-312
CLINKER POLKA	Frankie Yankovic and His Yanks (John Pecon) (COCKTAIL WALTZ)	Continental 37848
COCKTAIL WALTZ	Frankie Yankovic and His Yanks (John Pecon) (CLINKER POLKA)	Columbia 37848
DOGHOUSE	Babe Wagner's Dutchmen (DUTCH FESTIVAL)	Columbia 37846
DOWN BY THE GLENSIDE	John Feeney (O'DONNELL ABU)	Decca 12265
DUTCH FESTIVAL	Babe Wagner's Dutchmen (DOGHOUSE)	Columbia 37846
DZIKICH STRON (From the Jungles)	Jozef Lazarz Ork (W LEWO)	Standard F-3029
ECHO	Bee Gee Tavern Band (THREE RINGS)	Columbia 37847
ELSIE POLKA	Karl Weiss Ork (CHARLES, STAY)	Continental C-312
EVERYBODY DO BARY (Everybody to the Bar)	Regina Kujawa (B. Witkowski Ork) (TY MNIE)	Standard F-3027
FANTAZJA POLKA	Walter Ossowski Instrumental Quartet (SIEKANA)	Victor 25-9179
GYPSY POLKA	Henri Rene Ork (VALSE VIENNOISE)	Victor 25-0103
IN THE GARDEN	Val-Taro Musette (BRILLANTINA)	Columbia 37849
JITTERBUG POLKA	Jolly Jack Robel Band (BRIDGEPORT POLKA)	Decca 45050
JOLLY LUMBERJACK POLKA	Plehal Brothers (MUZYKY, MUZYKY)	Decca 45052
LA MER	Charles Trenet (Albert Lasry Chorus and Ork) (MARIE, MARIE)	Columbia 4499-M
LINGENBERRY SCHOTTISCHE	"Whoopie" John Wilfahrt Band (GRASS-HOPPER POLKA)	Decca 45046
MARIE, MARIE	Charles Trenet (Albert Lasry Ork) (LA MER)	Columbia 4499-M
MILKMAN POLKA	Jolly Jack Robel Band (ROCK AND)	Decca 45049
MUSIC FROM PALESTINE ALBUM (3-10")	Hazamir Children's Chorus of Tel Aviv-Hazamir Singers of Tel Aviv-Hillel Rabinowitch	Disc 932
Festival Song		Disc 6707
Folk Dance		Disc 6709
Holiday Song		Disc 6708
Horra		Disc 6709
Lullaby Wagon Song		Disc 6708
Spring Song		Disc 6707
MUZYKY, MUZYKY POLKA	Plehal Brothers (JOLLY LUMBERJACK)	Decca 45052
MY DEAR (Moja Mija Polka)	Six Rascals (PACZEK POLKA)	Continental C-763
MY WIFE IS DEAD (E'Morta Mia Moglie)	Sandrino Giglio-E Maggi Ork (THE KISS)	Continental C-606
O'DONNELL ABU	John Feeney (DOWN BY)	Decca 12265
PACZEK POLKA	Six Rascals (MY DEAR)	Continental C-763
POINT BREEZE POLKA	Jolly Jack Robel Band (BEER BARREL)	Decca 45051
RED MOUNTAIN (Crven Fesic)	Josip Batistic (ALL SLOVAKS)	Continental C-217
ROCK AND RYE POLKA	Jolly Jack Robel Band (MILKMAN POLKA)	Decca 45049
SIEKANA (Chopsticks)	Walter Ossowski Instrumental Quartet (FANTAZJA POLKA)	Victor 25-9179
STEFANIA (Stevie)	Adam Nowicki Ork (TITANIC)	Columbia 37845
TARANTELLA BARESE	Rocco De Russo (TONY IN)	Standard F-6032
TAVERN WALTZ	Harry Harden Musette Ork (TINKLE POLKA)	Decca 45054
THE KILL (Il Bacio)	Sandrino Giglio-E. Maggi Ork (MY WIFE)	Continental C-606
THE NEW OKEY DOKEY POLKA	Jolly Jack Robel Band (EVENING ON)	Decca 45048
THE WOODPECKER SONG	Harry Harden Musette Ork (BOWLING ALLEY)	Decca 45053
THREE RINGS	Bee Gee Tavern Band (ECHO)	Columbia 37847
TINKLE POLKA	Harry Harden Musette Ork (TAVERN WALTZ)	Decca 45054
TITANIC	Adam Nowicki Ork (STEFANIA)	Columbia 37845
TONY IN LOVE	Rocco De Russo (TARANTELLA BARESE)	Standard F-6032
TWIN CITY SCHOTTISCHE	"Whoopie" John Wilfahrt Band (TWO CANARIES)	Decca 45047
TWO CANARIES POLKA	"Whoopie" John Wilfahrt Band (TWIN CITY)	Decca 45047
TWO GOSSIPERS	Lawrence Duchow Red Raven Ork (YES-YES POLKA)	Victor 25-1094
TY MNIE JUZ NIE CHCESZ WIECEJ ZNAC (You Don't Want To Know Me Anymore)	Regina Kujawa (B. Witkowski Ork) (EVERYBODY DO)	Standard F-3027
VALSE VIENNOISE	Henri Rene Ork (GYPSY POLKA)	Victor 25-0103
W LEWO I PRAWA OBEREK (Left and Right Oberek)	Jozef Lazarz Ork (A DZIKICH)	Standard F-3029
YES-YES POLKA	Lawrence Duchow Red Raven Ork (TWO GOSSIPERS)	Victor 25-1094

**CHILDREN'S RECORDS**

BOZO AND HIS ROCKET SHIP ALBUM	"Pinto" Colvig (Billy May Ork)	Capitol BBX-65
Sides 1 and 4		Capitol B20122
Sides 2 and 3		Capitol B20123
HALLOWE'EN ALBUM	Lionel Barrymore (Miklos Rosza Ork)	MGM 10A
KANKIE AND THE CONCERTINA (2-10")	David Allen	Columbia MJ-39
ME AND I	Smilin' Ed McConnell and His Buster Brown Gang (Louis Kosloff Ork) (THE BACKWARDS)	Capitol B-464
THE BACKWARDS SONG	Smilin' Ed McConnell and His Buster Brown Gang (Louis Kosloff Ork) (ME AND)	Capitol B-464
THE MIGHTY MAGIC MANDARIN ALBUM	Wendy Barrie (Graydon Thornton) Parts 1, 2, 3, 4	Auto-Photo 1

**Juke Play Gains In N. Y. Up 200%**

(Continued from page 95)

tickets available to the public for the games. Always one of the most popular sports in New York, basketball games this year will be played almost exclusively before student bodies, and the public on the whole will have to be content seeing them thru tele receivers.

**U. S. Tele Drops Prices**

Meanwhile U. S. Television (UST) joined the growing list of manufacturers who were slicing the price of television sets built for public locations. With a combination juke box-tele set to be marketed by Al Bloom, of Speedway Products Corporation, for approximately \$800, and with other firms reporting receivers being marketed for as little as \$290, UST, thru President Hamilton Hoge, announced price cuts ranging up to \$480 on large screen projection models which formerly listed in the \$2,000 price range.

Upswing of the juke box sales was also reflected in a heavy increase in the export of music machines, with Joe Eisen & Son, Runyon Sales, Dave Lowy & Company, Speedway Products Corporation and Acme Sales Company among the firms reporting increased export sales. Buyers in this market are now demanding re-conditioned cabinets in used juke. The volume of orders for new music machines is far ahead of estimates for future business placed on this type of trade in pre-war days, when the price of a new machine was believed to have been prohibitive in the foreign market.

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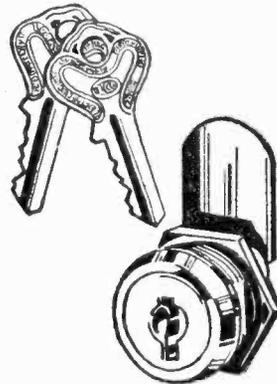
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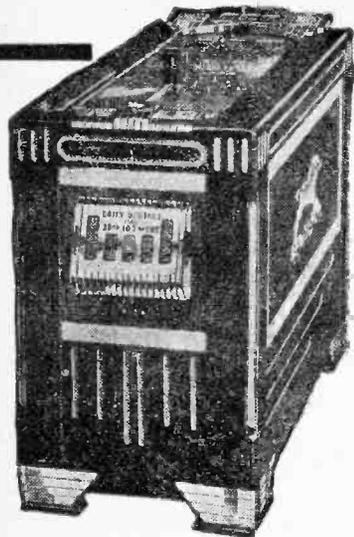
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**RECORD REVIEWS**

(Continued from page 118)

Song Spinners and Bob Haggart's Quartet carrying the rhythmic flow. Takes it at a slow tempo for the tuneful *For Once in Your Life* and just as expressively in the moderate tempo for the *Deep Valley* outdoor mood from the movie of the same name.

Sides may serve the phono ops if the songs take root.

**KENNY BAKER-RUSS MORGAN**  
(Decca 24116)

*On the Old Spanish Trail*—FT; V.  
*After Graduation Day*—FT; V.

With Russ Morgan's band providing sugar-coated syncos to make the spinning easy for the dancing, Kenny Baker's tenor takes it sweetly for both ballads. The hoofbeat rhythms accenting the outdoor flavor of the movie title tune, Baker sings it as a slow ballad for "Old Spanish Trail," and takes a more moderate tempo for "After Graduation Day," nostalgic campus song. Sings both in straightforward fashion without creating any undue attention.

Hardly enough substance in this disk to digest nickels.

**MARY ANN McCALL** (Columbia 37590)

*Money Is Honey*—FT; V.  
*On Time*—FT; V.

Creating a real blues feeling for the race blues, Mary Ann McCall, former canary for Woody Herman, Charlie Barnet and other band names, makes a notable impression in this solo needling. Her torchy and scorchy pipes getting under the race blues lyric, with the small band of Ralph Burns highlighting the musical mood, Miss Mary Ann digs deep down in her dittying for both of these traditional race blues. Taking both at a bright bounce tempo, kicks it convincingly for *Money Is Honey*, a song about her honey, and for *On Time*, in which she asks for a man who will be on time with his loving.

Jazz fans and race spots will lap up both sides of the label.

**NORO MORALES** (Majestic 1144 and 1166)

*Recuerden la Olo Marina*—FT; VC.  
*Wha' Happeen', Baby?*—FT; VC.  
*Mercedito*—FT.  
*Rumba Fantasy*—FT.

The piano sparkle peppering the colorful band scoring, with the rumba rhythms well defined, it's a fine brand of hip-swaying music that Noro Morales dishes out for these two disks. Instrumentally, Morales makes it a sophisticated spin rich in melody and piano flash for a slow beguine tempo *Rumba Fantasy*, embellishing the melodious theme of Rimsky Korsakoff's *Capriccio Espanol*. Using only the rhythm section, the maestro's pianology carries the cutting in good rumba dance style at a lively tempo for his own *Mercedito*. Bringing in Bob Johnstone for the staccato-style rhythm singing of the English lyrics, Morales introduces a catchy rumba novelty in *Wha' Happeen', Baby?*, with the maestro's Steinwaying and a hot flute adding to the instrumental flavor. For the popular *La Olo Marina*, it's a smooth bolero dance rumba with an unnamed tenor voice singing the Spanish lyric in lusty style.

*Wha' Happeen', Baby?* promises to be a real coin catcher.

**MEL TORME** (Musicraft 15109 and 15111)

*Kokomo, Indiana*—FT; V.  
*There's No Business Like Show Business*—FT; V.  
*How Long Has This Been Going On?*—FT; V.  
*That's Where I Came In*—FT; V.

His lyrical phrasing selling the song rather than any measure of vocal quality to his pipes, Mel Torme makes a favorable impression for *Kokomo, Indiana*. Fairly whispering the word-age as it spins in a slow ballad tempo, the intimacy is heightened by the piano and woodwind musical bank provided by the Walter Gross Sextet. And in the same setting, with the same degree of intimacy, established the melodic mood of Gershwin's *How Long Has This Been Goin On?*. For the other two sides, it's a reissue of sides made with his vocal-assisting Mel-Tones. Singing at a lively clip, with Ray Linn's music, it's a spirited song specialty for the *Show Business* show classic. And for *That's Where I Came In*, with Sonny Burke providing the peppery rhythms, Torme and his Mel-Tones have a full inning of scatology for the riff specialty.

For those partial to Mel Torme's piping, *Kokomo, Indiana* will satisfy.

**PARADISE ISLAND TRIO** (Decca 25159)

*Paradise*—W.  
*Across the Sea*—FT.

The label brings back an innocuous pressing by an organ, vibre and steel guitar making up this Paradise Island Trio. However, there is none of that dreamy atmosphere that flavors the music of the islands in this spinning. Merely a straight and conventional run-thru for the familiar *Paradise* waltz. And even less of the hula flavoring in their slow and draggy playing of Johnny Noble's *Across the Sea* ballad.

Nothing here to interest the phono ops.

**JOE MOONEY QUARTET** (Decca 24174)

*Lazy Countryside*—FT; VC.  
*Stars in My Eyes*—FT.

The blend of accordion, clarinet, guitar and bass weaves an interesting rhythm pattern for Fritz Kreisler's *Stars in My Eyes* melody, but at the expense of the lovely melody. The sharply defined rhythmic figures of the foursome also weave an interesting background pattern for the mated side, spinning at a slower tempo, as accordionist Joe Mooney whispers it leisurely and intimately and without voice for *Lazy Countryside*, a lazy mood melody from Walt Disney's *Fun and Fancy Free* movie. It's all interesting musically, but with very little commercial appeal.

Nickel players will pass these by.

**MILLS BROTHERS** (Decca 24180)

*You'll Never Miss the Water Till the Well Runs Dry*—FT; V.  
*After You*—FT; V.

The pleasant harmonies of the Mills Brothers, banking the solo lead and getting in an interlude that has them once again simulating the band instruments, makes it an attractive spin for the attractive rhythm ballad in *You'll Never Miss the Water*. It's also a torch taken in the same moderate tempo and with the same degree of smoothness for *After You*.

*You'll Never Miss the Water Till the Well Runs Dry* is the phono possibility.

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**Business Outlook Sound**

NEW YORK, Sept. 20.—Outlook for retail business thru 1947 and into 1948 is "basically sound," Roy Foulke, vice-president of Dun & Bradstreet, told a meeting of the smaller stores clinic of the National Retail Dry Goods Association here last week.

Foulke said that wholesale prices would be "firm with an upward trend" in the remainder of this year. Prediction of good retail prospects was based on full employment at higher wages, current rising trend in retail prices, unfilled demands of individuals, and the elimination of all consumer credit restrictions November 1.

**HERBIE FIELDS (Savoy 654)**

*Star Dust*—FT.  
*O. K. Sarge*—FT.

Early cuttings, they afford excellent examples of Herbie Fields' alto sax wizardry. With rhythm accompaniment for a slow-spinning *Star Dust*, Fields displays a big tone with technical proficiency in building his wide-ranged improvised phrasings, reaching for ceiling notes that needle crystal clean and clear. For the flip, Fields has a hot five in bassist Slam Stewart, guitarist Al Casey, pianist Johnny Mehegan and an unnamed drum pounder. Boys beat it out rough and furious for Lionel Hampton's *O. K. Sarge* riff. Nothing defined collectively, but the individual riding carries the cutting with Fields fingering a gutty tenor sax for this session. For the hot jazz collections.

**SNUB MOSLEY (Sonora 111)**

*Social Drag*—FT; VC.  
*You Went Too Far and Stayed Too Long*—FT; VC.

Snub Mosley's jump trombone slides pacing his tightly-knit jump sextet devoted to ensemble riff figures, it's a lively spin for both of these sides. Show up best for the slow blues set to a sustaining bounce beat with Mosley's husky vocalizing expressing a satisfactory blues feeling for *You Went Too Far and Stayed Too Long*. It's a more moderate tempo for *Social Drag*, a jive novelty, with Mosley pattering the wordage entirely, but meaning more to the measure when plunging his tram slide.

Race parlors may show coin favor for *You Went Too Far and Stayed Too Long*.

**CHARLIE VENTURA (National 9036)**

*Synthesis*—FT; VC.  
*Blue Champagne*—FT.

Charlie Ventura fits his tenor sax sorcery into a sextet frame that takes in some hot horns of major import, considering that it's the trumpet of Charlie Shavers and the trombone of Bill Harris. And for the rousing rhythmic beats along with their individual hot licks, it's the piano of Ralph Burns, Chubby Jackson on bass, Bill De Arango on guitar and Davie Tough beating the drums. Instrumentally, with Ventura's thoughtful and toneful sax phrasings standing out, it's the *Blue Champagne* ballad. And for the flip, it's an exciting re-bop session in *Synthesis*, with an unusual effect that has Buddy Stewart singing the re-bop riffs in unison with Ventura's playing.

A choice item for collectors of 1s jazz hot.

**BILL JOHNSON (Victor 20-2427)**

*For Once in Your Life*—FT; VC.  
*My Little Red Head*—FT; VC.

The alto sax of Bill Johnson pacing the rhythm section that makes up his Musical Notes, the music is subdued in favor of the singing of Gus Gordon and the assisting quartet. And with tuneful ballad material in *For Once in Your Life*, Gordon gives it sweet and tender word treatment to start the spin, with the four voices contrasting on a second stanza as they pick it up at a moderate bounce tempo. Their singing as light and sure as their playing, the voices sing it with a likable rhythmic lilt for the catchy *Red Head*, giving the alto sax and guitar a chance to cut in with a few hot licks.

The race parlors will be pleased with both sides.

**PAT FLOWERS (Victor 20-2431)**

*Goodbye, Good Luck, Get Lost*—FT; V.  
*Sha-Wa-Wa*—FT; V.

While not as effervescent as the late Fats Waller in his piano pounding or singing, Pat Flowers shows the influence of his teacher in the handling of these two sides with a small rhythm band on the musical assist. Makes his best impression for his own *Sha-Wa-Wa* jive novelty, for which he scampers over the keyboard

with a steady beat and cuts the wordage with a fine rhythmic feel. Clips the treble notes in rippling fashion for the slow bounce on the mated side in *Goodbye, Good Luck, Get Lost*, phrasing the wordage softly and rhythmically. And while he cuts no capers with the wordage, Flowers sells it in good low-down individual style, with the rhythmic figures of the small band keeping it all in a good bounce frame.

Race spots will show interest in both of these sides.

**THE TWILIGHT THREE (Majestic 7242)**

*Soft Lights and Sweet Music*—FT.  
*Emperor Waltz*—W.

The organ, guitar and accordion blending it smoothly and melodically, it's a satisfying spin for the everlasting *Soft Lights and Sweet Music*, taking it at a moderate tempo and making it pleasant enough for the listening and the dancing. For the flip, the Twilight Three taking the Strauss *Emperor Waltz* at a lively three-quarter tempo. Threesome follow the melodic line faithfully, but without any feel for the continental flavor in their playing.

Not enough here to evoke coin interest.

**THE DELL TRIO (Columbia 37591)**

*The One I Love*—FT.  
*Just Around the Corner*—FT.

A newcomer to the needling set, the Dell Trio gives the label an organ-accordion-guitar combination. Taking both familiars at a bright tempo, the threesome play it smoothly and melodically enough, but without any distinction in their blend or scoring to attract any undue attention.

Little promise in this spinning to make for phono play.

**EDDIE BAREFIELD QUINTET (Sonora 112)**

*Clarinet Blues*—FT.  
*F'Taint One Thing It's Another*—FT; VC.

The clarinet of Eddie Barefield, with the rhythm instruments making for the quintet, spins fluidly in the low and high registers for the *Blues*. Plays it with good blues feeling at a moderate tempo, but with hardly enough interest to his phrasings to arrest any great measure of attention for a complete cutting. Piano and guitar get in some of their hot licks for the bounce bit along with the clarinet on the mated side in *F'Taint One Thing*, but again without whipping up any instrumental enthusiasm. And Barefield's attempt to sing a stanza just wasn't meant to be.

Nothing here to interest the nickel spenders.

**THE VOLTONES (Sterling 803 and 804)**

*Tonight My Heart Must Know*—FT.  
*Just One More Chance*—FT; VC.  
*Moonlight on the Ganges*—FT.  
*Should I?*—FT; VC.

The combination of organ, electric guitar and percussion instruments making up the Voltones, make a favorable impression with their smooth and melodic blendings to the rumba rhythms for *Tonight My Heart Must Know* and *Moonlight on the Ganges*. Their intonation falls easy on the ears and their rhythms easy on the hoof. For a second pairing, the Voltones add the sweet and romantic singing of Larry Stewart, heard on the spinning sides with the big bands. Makes his best romantic stand when dreaming the wordage at a slow tempo for the familiar *Just One More Chance*, the tempo being stepped up for the *Should I?* oldie.

Where the organ-paced units collect coins. *Tonight My Heart Must Know* may catch some.

**LARRY ADLER-JOHN KIRBY (Decca 24137)**

*Malaguena*—W.  
*Creole Love Song*—FT.

A reissue that showcases the harmonic wizardry of Larry Adler. Makes the mouth organ sound like a concert instrument in carrying it alone for the lovely *Malaguena* melody. And for the flip, with the John Kirby sextet sustaining a blue and bounce beat background, Adler's playing of Duke Ellington's *Creole Love Song* is entirely in the slow indigo frame.

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### Edelman To Instruct NAAMO School Vets

DETROIT, Sept. 20.—Edelman Amusement Devices will take over instruction of the 24 veterans attending the coin machine mechanics' school sponsored by the National Association of Amusement Machine Owners (NAAMO), the New York City Board of Education and the Veterans' Administration on Monday and Tuesday (29-30), according to an announcement this week by I. Edelman, firm executive.

Two Bang-a-Fitty bowling games are now on the way to the school in the Manhattan Trades Center, for instruction purposes.

## Chicago Becomes Important Port for Juke Box Exports

CHICAGO, Sept. 20.—Chicago is fast becoming the principal port for export of juke boxes to foreign shores, according to Otto O. Mallegg, director of exports for AMI, Inc.

Mallegg pointed out that during the past week his firm alone shipped 32 used juke boxes from the port of Chicago bound directly for Sweden, with 20 to follow soon.

At present four steamship lines

make direct runs from Chicago to European countries and several more are planning such operations in the near future.

Ships leave Chicago via the Great Lakes and the St. Lawrence River, making costly transshipments at New York or other seaboard ports unnecessary.

#### Saves Time and Money

In pointing out the money saved by direct shipments, Mallegg said that besides saving handling and storage changes in New York and costly overland transportation fees, many days are saved as well. "By shipping direct," he said, "we cut down shipping time from as long as two months required by going thru New York to an average of 21 days from Chicago to destination in Sweden."

Another factor which is increasing the importance of Chicago as a primary port of coin machine exports is that certain lines with offices here are offering direct shipments to Central and South America and the Caribbean area. Also these shipments usually go overland to some gulf port, the lines, themselves, take full responsibility for them from the time they leave Chicago until they reach their destination and charge a single fee.

#### Sea Trains Help

A good example of this, Mallegg said, is the use of "sea" trains to move goods directly from Chicago to Cuba. In this case, the goods are loaded aboard box cars here, taken by rail to Florida, and placed aboard large sea-going barges which take the entire train to Havana. Since Cuba is one of the top three foreign markets, and the only one of the leaders that requires water transportation (Canada and Mexico are first and second in coin machine exports totals), this method is of importance.

Most of the direct shipments to the Southern areas, however, are made with transshipment at a gulf port.

A third factor which is increasing Chicago's export importance is increased use of air shipments. Also, in most cases, such shipments are still too costly to be of general use, Mallegg reported one shipment made by his office to inland Cuba which consisted of 10 450-pound juke boxes. The total air freight fees between Chicago and Cuba for this shipment were \$420. Also such low prices are exceptions rather than a rule, they indicate a general trend towards lower freight rates. Mallegg reported that the current Miami-Havana air freight rate is 6 cents per pound, much lower than corresponding rates in the past.

Commenting on the foreign market, Mallegg claims that Mexico has the biggest potential market for American-made coin machines. Also current restrictions are tight, he said, the market can be entered by the establishment of Mexican assembly plants, for parts may move over the border with comparatively few barriers.

Canada continues to be the present top market and has picked up during the last three months, he said.

In Europe, Mallegg pointed out, Sweden presents by far the best market, but other countries, particularly along the Mediterranean, are opening up.

The entire export outlook, according to Mallegg, is optimistic. Anyone who keeps up with what is going on in the countries with buying potential can't help but do a good business in export trade, he said.

Louis Boasberg, an ex-navy physical instructor, has a physical training class for his own children and the neighbors' every Thursday and Saturday afternoon.

## Perk Perkins Joins American Amuse. As New Sales Chief

CHICAGO, Sept. 20.—Harry Brown, who heads the American Amusement Company here, announced Wednesday (17) the appointment of Harold (Perk) Perkins as firm sales manager.

Perkins, who is widely known in coin circles thruout the country, has been affiliated with the industry for many years. He was at one time with the Buckley Manufacturing Company. In 1945 he was a member of the American Amusement sales staff. Just prior to accepting his new post, Perkins was affiliated with the Globe Distributing Company here.

Brown also disclosed that two additional appointments have been made to the American Amusement sales staff. They are George O'Keefe and Tom Carey. Currently, both are making a road trip thru the Western States for the firm.

## Minneapolis Juke Op Gets Free Plug, Sells Token-Slugs

MINNEAPOLIS, Sept. 20.—Front-page publicity, with pictures, something that happens very rarely to a coin machine operator, happened two days running last week to Fred Gates, coinman, arcade operator and record-radio merchant.

Gates, in collecting from his juke boxes located around the Twin Cities area, found hundreds of street car tokens in his machines. Apparently the tokens, with strands of human hair wound around them, had the same effect on the coin chute mechanism of a music machine as a dime.

There wasn't much Gates could do about that, except sort out the tokens from the cash and store them away.

Then a few months ago the Twin City Rapid Transit Lines, operators of the Minneapolis-St. Paul trolleys, petitioned for an increase in token fares. The rate of six chips for 45 cents wasn't enough, they said; they needed a five chips for 45 cents rate.

Immediately word got out that a raise was being sought and speculators bought up tokens by the thousands. The chips sold so fast, in fact, that the trolley firm obtained special permission to limit the sale of tokens to two per customer per ride.

With tokens hard to get, Gates hit upon the idea of advertising them for sale—at the bargain rate of 14 for \$1. He posted a large sign in his record and arcade shops and the rush began. Gates had packed the tokens into envelopes containing 14 each.

News of the "bargain" soon found its way to *The Minneapolis Morning Tribune* and on September 4 a two-picture five-column spread and three-quarter column yarn appeared on page 1.

The publicity had the desired results. The next morning the *Tribune* carried another story—Gates had sold all of his tokens. It was that same morning that it became known the street car company had been given its fare rate increase.

## La. City Park Meter Return

LAFAYETTE, La., Sept. 20.—A revenue of approximately \$100 per day is received from the 500 parking meters which were installed here several months ago, according to P. J. LeBlanc, city trustee of finance.

Meters are given credit for improving the local traffic situation in the business section, according to Lafayette officials.



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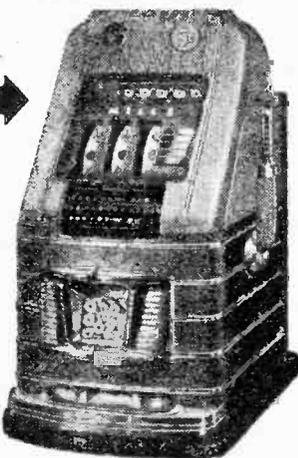
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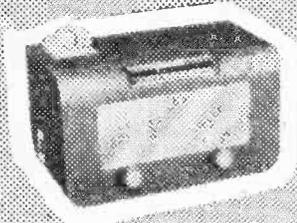
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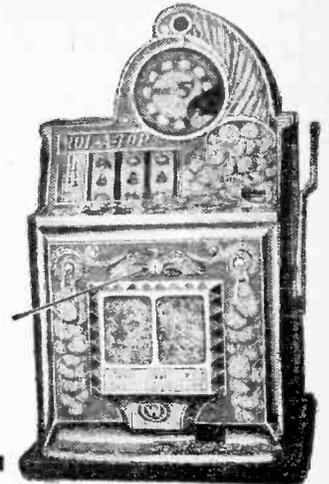
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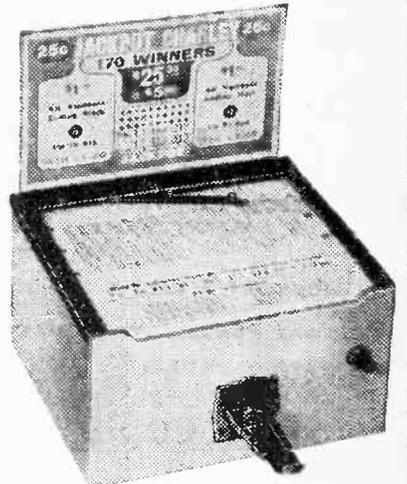
The Above Prices are Net F. O. B.  
Chicago

**WATLING MFG. CO.**

4650 W. Fulton St.  
CHICAGO 44, ILL.

Est. 1889—Tel.: COLUMBUS 2770  
Cable Address "WATLINGITE," Chicago

**OUR THIRD  
GREAT SEASON**



**COIN-OPERATED  
AUTOMATIC  
SALES BOARDS**

Deals of all kinds  
Write for particulars

**R. C. WALTERS MFG. CO.**  
4201 NORFOLK ST. LOUIS 10, MO.

- 1—Seeburg Victory Model Regal . . . . . \$109.50
- 3—Seeburg Regals Walnut . . . . . 109.50
- 2—'41 Seeburg R. C. Specials Hideaway . . . . . 129.50
- 5—Seeburg Wallomatics, WSIOZ, 5-10-25c, S. U. . . . . 22.50
- 5—Seeburg Wallomatics, WS2Z, 5c, S. U. . . . . 17.50
- 4—Seeburg Wired Organ Speakers, A-1 . . . . . 22.50
- 1—1422 Rock-Ola, Practically New . . . . . 399.50
- 3—Bally Hi Boys, S. U., Cash Pay . . . . . 299.50
- 2—AIREON PHONOGRAPHS, PRACTICALLY NEW. 249.50
- 25—A.B.T. CHALLENGERS, S. U. . . . . 24.50

TERMS: 1/3 DEPOSIT, BALANCE C. O. D.

**FRANCO DISTRIBUTING COMPANY**

24 NORTH PERRY STREET MONTGOMERY, ALABAMA

PHONE 3-9164

Seeburg Distributors—Alabama & Northwest Florida

**ALL THE LATEST BRAND NEW FACTORY RELEASES  
IMMEDIATE SHIPMENT — NO DELAYS!!**

**5 BALLS**

MAM'ELLE  
HONEY  
GOLD BALL  
MARJORIE  
SILVER STREAK  
FLAMINGO  
HAWAII

Our Reconditioned Ma-  
chines Are Up To A  
Standard. Not Down  
To A Price.

Distributors, Send for  
Full Particulars.

**THE DOWNEY-JOHNSON  
COIN COUNTER**



217.50  
F. O. B.  
Chicago

**ONE BALLS**

ENTRY SPECIAL  
EUREKA  
JOCKEY SPECIAL  
JOCKEY CLUB

VICTORY DERBIES  
VICTORY SPECIALS  
Still Available at Bar-  
gain Prices.

OUR COIN SORTER AND  
COIN COUNTER ARE BOTH  
UNCONDITIONALLY GUAR-  
ANTEED FOR 1 YEAR.  
Free Circulars Upon Request

WELL KNOWN, PRACTICAL GLOBE COIN SORTER, \$290.00

**BARGAINS! 5 BALLS BARGAINS!**

Largest Selection Offered Anywhere!  
WRITE! WIRE! PHONE!

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CHARLES (JIMMY) JOHNSON—VINCE MURPHY



**GLOBE DISTRIBUTING CO.**

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**ONE BALLS**

Victory Special (Automatic Shuffle) \$275.00  
Pimlico, F. P. . . . . 89.50  
Club Trophy, F. P. . . . . 79.50  
Record Time, F. P. . . . . 69.50  
Turf King, F. P. . . . . 89.50  
Long Acre, F. P. . . . . 119.50  
Victory Derby, Payout . . . . . 174.50

**United Amusement Co.**

3410 Main Street, Kansas City 2, Mo.

**LOOK FOR  
MINIT-POP**

SEE PAGE 127

**FOR SALE**

Checked perfect, 3 Surf Queens, \$50.00; 3 Big  
League, \$50.00; 3 Superliners, \$70.00; 3 Smarty's,  
\$70.00; 3 Spellbound, \$75.00.

**DUFF'S RECORD SHOP**  
24 E. Picoadilly St., Winchester, Va. Tel.: 3267

**BUY FROM HUB FOR LOW PRICES**  
LARGEST WHOLESALERS OF USED PHONOGRAPHS

WURLITZER		WALL BOXES	
Wurlitzer 616, Plain	\$ 59.50	Buckley Plain or Chrome	\$ 2.50
Wurlitzer 616, Lite-Up Top and Bottom	79.00	Buckley Lite-Up, Brown	7.50
Wurlitzer 24	149.50	Buckley Lite-Up, Chrome	11.50
Wurlitzer 600, Rotary	149.50	Seeburg 24 Sel. Wall-o-Matic, Remote	17.50
Wurlitzer 600, Keyboard	165.00	Seeburg 20 Sel. Wall-o-Matic	19.50
Wurlitzer 42/24 Victory	99.50	Seeburg Bar-o-Matic, 5-10-25	39.50
Wurlitzer 500K	135.00	Seeburg 20 Sel. Wall-o-Matic, R. C.	42.50
Wurlitzer 700	295.00	5-10-25	42.50
Wurlitzer 750, E & M	325.00	Wurlitzer #120 Boxes, 5	12.50
Wurlitzer 950	269.50	Rock-Ola Dial-a-Tune Box	7.50
Wurlitzer 850	275.00	Packard Boxes, New	29.50
Wurlitzer 42/800 Victory	149.50	Wurlitzer #320 Sweet Music Box	12.50
Wurlitzer 61, Counter Model	75.00	Wurlitzer #125 5-10-25 Boxes	15.00
Wurlitzer 71, Counter Model	89.50		
Wurlitzer 81, Counter Model	99.50		
SEEBURG		PARTS	
Seeburg Casino	\$ 75.00	Bennett Route Master Needles	\$ .35
Seeburg Hi-Tone 8200 Victory	110.00	Wurlitzer #145, Red Stepper	32.50
Seeburg Gem	110.00	Wurlitzer #130, Adapter	22.50
Seeburg Regal	99.50	Wurlitzer #300, Adapter	22.50
Seeburg Vogue	149.50	Seeburg Adapter for Wurlitzer 24	12.50
Seeburg Classio	149.50	Buckley Bracket for Bar Boxes	1.75
Seeburg Envoy, ESRC	189.50	Seeburg Brackets for Bar Boxes	2.95
SEEBURG CADET, ES	155.00	Seeburg Play Boy Console for R. C.	15.00
SEEBURG CADET, ESRC	175.00	Packard Brackets for Bar Boxes	2.50
SEEBURG HI-TONE 8800, ES	185.00	Packard Boxes, New	Write
SEEBURG HI-TONE 8800, ESRC	195.00	Cash Box Locks, Each	1.00
ROCK-OLA		7 1/2, 15 Watt Bulbs, Per Case	10.50
Rock-Ola Windsor or Monarch	\$ 79.50	Lumulines, Per Case of 24	21.00
Rock-Ola Standard	119.50		
Rock-Ola De Luxe	129.50		
Rock-Ola Master	139.50		
MILLS		ARCADE ROLL DOWN GAMES	
Mills Throne	\$ 79.50	Genco Total Rolls	\$195.00
Mills Empress	99.50	ROLL-A-SCORE	125.00
<b>SINGING GOLD</b>	<b>FOR GRILLE FRONT SHEET 20x50 \$2.75 EA.</b>	TALLY ROLL (FIRESTONE)	115.00
		SUPER TRIANGLE	95.00
		SPORTSMAN ROLL	155.00
		PREMIER BOLO	155.00

Send 1/3 Deposit, Balance C. O. D.

**HUB DISTRIBUTING CO.**  
632 Tenth Ave., cor. 45th St.  
New York 19, N. Y. Circle 6-9570

**Coin Changer in Mpls. Hospital**

MINNEAPOLIS, Sept. 20.—With the installation of a coin changer in St. Mary's Hospital here during the past week the number of coin-operated units in the hospital number six. Original machines, one soft drink and one cigarette vender, were installed four years ago.

According to Mother Conchessa, the hospital's superintendent, the six machines were installed for convenience of patient and staff, and are located in the following manner: a stamp vender is placed on the main desk; cigarette machine in the doctors' waiting room on the first floor; one candy machine in the basement of the main hospital and another in the nurse's home; soft drink vender in the doctors' room on the fifth floor, and the coin changer is spotted at the hospital entrance near the public telephone.

One of the Sisters in the hospital stated that "all the units were serving a good purpose. I came from another hospital where we really did some fine business with the soft drink venders," she said.

**Commercial Music Announces Changes**

HOUSTON, Sept. 20.—Interoffice changes of four key personnel were announced here this week by the Commercial Music Company. Firm, a Wurlitzer distributor, which also has offices in Dallas and San Antonio.

Under the new set up, J. C. Old, formerly of the Dallas branch, becomes manager of the Houston office. He succeeds L. T. Newlin, who was advanced to sales representative of the Houston and Harris County territory.

Other changes involve Harry Pinkston and W. C. Lynch. Pinkston formerly was sales representative working out of the San Antonio office, currently is traveling representative of the area served by the Houston office excluding Houston and Harris County. Lynch, who had been Houston sales representative, is now affiliated with the Dallas division of the firm.

**Pageant Magazine Hails Coin Trade**

CHICAGO, Sept. 20.—"At the current rate of progress, we may live to see the day when historians will call the present era not the Machine Age but the Coin-Machine Age," author Louis Wolfe tells readers of the October-November issue of Pageant magazine now on news stands.

In a two-page feature entitled, *Insert Coin Here*, Wolfe describes the present-day coin machine industry. "Coin machine manufacture now is hitting its peacetime stride," he says, and predicts a future including buying thru coin-operated venders to the tune of \$3,000,000,000 a year. The introduction to the article points out that the manufacture of coin machines is "one of our fast-growing new industries."

**Douglas Shoeshiner Production To Start**

LOS ANGELES, Sept. 20.—Kinmont Manufacturing Company here, producing the coin operated Douglas Automatic Shoeshiner, announced this week that tooling up for production has begun and manufacture is expected to start this month, reaching its peak in six months.

The Douglas machine was shown at the Industrial Exposition here and the California State Fair in Sacramento recently by M. L. Parent, of Parent Distributing Company, Oakland, distributor for the machine.

P. De Douglass, inventor of the machine, has had four pilot models of his units on test location for over eight months.

**Name Minthorne Bally Distributor**

CHICAGO, Sept. 20.—Minthorne Music Company, Phoenix, Ariz., headed by Dolores and Jean Minthorne, has been appointed distributor for Bally Manufacturing Company in Arizona, Bally officials announced this week.

Both Minthornes and Mike Hobart, their sales manager, were hosts to a number of operators who attended the display of Bally equipment at the Adams Hotel, Phoenix, September 17.

**Al Meyers Awards Arcade Employees**

NEW YORK, Sept. 20.—Solid gold and diamond numeraled watches were awarded to Stanley Schatzer and Howard Engber at the annual dinner held in Lindy's at Sheephead Bay for the employees of Al Meyers, Rockaway Park arcade and concession store owner. Watches were awarded by Meyers to the two men for "outstanding work" during the past season at Rockaway.

The rest of Meyers' 32 employees received cash bonuses for good work. Besides operating his arcade and concessions, Meyers serves as secretary of the National Association of Amusement Machine Owners.

**Auto Wash in Shop Center**

GREENVILLE, S. C., Sept. 20.—A self-service Laundromat will occupy space in the new \$1,500,000 shopping center now under construction here. Carl Myers has leased space for the laundry in the project.

NEW—IMPROVED Williams' "ALL STARS" 100% mechanically perfect. Test reports All Stars earns more money than any machine ever operated. ORDER NOW! ONLY A LIMITED QUANTITY BEING MANUFACTURED TRIMOUNT IS EXCLUSIVE WILLIAMS' DISTRIBUTOR IN NEW ENGLAND

**TRIMOUNT**  
COIN MACHINE CO.  
40 WALTHAM ST. BOSTON 11, MASS. PHONE LU 9480

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If you haven't yet received the facts on the remarkable year in-year out profit-features of Photomatics then send for them—NOW! Discover how these automatic picture-taking machines can build a permanent, dignified, profitable business for you.

**INTERNATIONAL MUTOSCOPE CORPORATION**  
WM. RABKIN, President  
44-01 Eleventh Street Long Island City 1, New York

**Mr. Operator . . . Reconditioned Quality Games**

Step-Up	\$110.00	Playboy	\$159.50	Spellbound	\$129.50
Tornado	149.50	Cyclone	159.50	Showgirl	139.50
Kilroy	124.50	Superscore	119.50	Havana	149.50
Rocket	169.50	Sea Breeze	129.50	Surf Queen	89.50
Vantiles	119.00	State Fair	119.50	Rio	119.50
Amber	100.00	Fiesta	129.50	Flat-Top	49.50

Many Other Games at \$25.00 to \$69.50. Visit Our Display Room — See Our Repair Shop. New Games, Write for Prices.

**DEL SIGNORE SALES CO.**  
188 BROADWAY FORT EDWARD, N. Y.  
We repair the games you wear, send 'em in.

**WANTED**

Bally Special Entry  
Keeney Bonus Super Bells  
Bally Draw Bells  
Post-War Five Balls  
Wurlitzer 700, 750E,  
950, 1015, 312, 412

Advise best price and guaranteed condition

**KAW SPECIALTY CO.**  
1137 Osage Ave. Kansas City, Kan.

**USED CIGARETTE EQUIPMENT**

UNEEDAPAKS, MODEL E	
4 Column	\$35.00
5 Column	45.00
6 Column	50.00
8 Column	65.00
9 Column	\$65.00
12 Column	50.00
15 Column	50.00
UNEEDAPAKS, MODEL A	
6 Column	\$70.00
8 Column	80.00
9 Column	\$ 85.00
Model 500, 9 Column	\$115.00
NATIONALS	
930	\$55.00
Model A	\$90.00
DuGRENIERS	
Model S	\$ 25.00
8 Column Monarch	159.50
Model VW	\$ 50.00
C-Eight Electric Machines	22.50

1/3 DOWN, BALANCE C. O. D.

**U-NEED-A DISTRIBUTORS**  
175 FREEMAN AVENUE EAST ORANGE, NEW JERSEY

**PRICES SLASHED ON CENTRAL OHIO COIN QUALITY BUYS**  
 "There Is No Substitute for Quality"

**PIN BALLS**

BIG HITS	\$119.50
SURF QUEENS	89.50
BIG LEAGUE	99.50
FAST BALL	119.50
MYSTERY	149.50
STEP UP	129.50
SMARTY	149.50
SHOW GIRL	149.50
SUSPENSE	129.50
HAVANA	179.50
DOUBLE BARREL	139.50
STAGE DOOR	89.50
SUPERLINER	119.50
MIDGET RACES	119.50
KILROY	155.00
ABC BOWLER	29.50
AIR CIRCUS	59.50
ALL AMERICAN	29.50
AMERICAN BEAUTY	49.50
ARGENTINE	29.50
ATTENTION	29.50
BANDWAGON	29.50
BELLE HOP	39.50
BIG CHIEF	29.50
BIG PARADE	59.50
BOLOWAY	49.50
BOMBARDIER	59.50
BOCCO	49.50
BUBBLES	69.50
CATALINA	69.50
DEFENSE	49.50
DIXIE	29.50
DUDE RANCH	29.50
EAGLE SQUADRON	49.50
5-10-20	49.50

**MUSIC**

FOUR ACES	\$49.50
FLAT TOP	69.50
GOLD STAR	29.50
HOLLYWOOD	69.50
HOME RUN '42	49.50
HOROSCOPE	39.50
IDAHO	69.50
INVASION	49.50
JEEP	49.50
JUNGLE	39.50
KEEP 'EM FLYING	49.50
KISMET	49.50
KNOCKOUT	69.50
LEGIONNAIRE	39.50
MARINES	59.50
MARVEL BASEBALL	59.50
MIDWAY	49.50
MONICKER	39.50
PLAY BALL	39.50
SCHOOL DAYS	39.50
SENTRY	49.50
SKY CHIEF	69.50
SLUGGER	39.50
SPORT PARADE	29.50
SPOT POOL	89.50
STREAMLINER	69.50
STRATOLINER	29.50
SUNBEAM	49.50
TEN SPOT	39.50
TEXAS MUSTANG	49.50
TOPIC	39.50
VENUS	49.50
VICTORY	49.50
WILDFIRE	39.50
YANKEE DOODLE	69.50

**RECONDITIONED**

ROCK-OLA STANDARD ... \$145.00  
 ROCK-OLA DE LUXE ... 179.50  
 ROCK-OLA MASTER ... 195.00  
 SEEBURG 9800, RC 285.00  
 SEEBURG ENVOY, RC 249.50  
 WURLITZER 600R 139.50  
 WURLITZER VICTORY CABINET 195.00  
 SINGING TOWERS 139.50  
 AIREON, LIKE NEW 495.00  
 ROCK-OLA, 1946 449.50  
 AMI HIGHWAY, 40 Selections 369.50  
 MANY OTHERS. WRITE FOR COMPLETE LIST.

**WIRE-PHONE-WRITE FOR SPECIAL QUANTITY PRICES 1/3 DEPOSIT WITH ORDER**

**NEW MACHINES—PROMPT DELIVERY**

PIN BALLS	JOCKEY SPECIAL	\$661.00
EXHIBIT COED	BALLY ENTRY	595.00
HAWAII	GOALEE, NEW	279.50
GOLD BALL	GUSHER	49.50
HONEY	GOTTLIEB GRIP	39.50
CAROUSEL	BASKETBALL, 1¢	49.50
ROCKET	DAVAL FREE PLAY	59.50
BALLYHOO	MIRO-SCALE	125.00
SILVER STREAK	ARISTO-SCALE	115.00
ADVANCE ROLL	POKERINO	249.50

WRITE OR PHONE FOR SPECIAL PRICES

**NEW SLOTS**

	5¢	10¢	25¢	50¢
MILLS BLACK CHERRY	\$248.50	253.00	258.00	338.00
MILLS JEWEL BELLS	248.00	253.00	258.00	350.00
MILLS GOLDEN FALLS	248.50	253.50	258.50	350.00
MILLS VEST POCKETS	74.50	—	—	—
JENNINGS STD. CHIEF	269.50	279.50	289.50	399.00
JENNINGS CLUB CHIEF	324.00	334.00	344.00	454.00
GROETCHEN COLUMBIA	—	—	—	145.00
WATLING ROLATOP	175.00	200.00	225.00	300.00
PACE DE LUXE CHROME	245.00	255.00	265.00	375.00
\$1.00 PACE DE LUXE	—	—	—	550.00

**USED AND FACTORY REBUILT SLOTS**

5¢ BLUE FRONTS	\$ 79.50
10¢ BLUE FRONTS	89.50
25¢ BLUE FRONTS	99.50
5¢ BROWN FRONTS	99.50
10¢ BROWN FRONTS	109.50
50¢ CHIEFS	249.50
50¢ BLUE FRONTS	249.50
\$1.00 CHIEF	475.00

**REBUILTS LIKE BRAND NEW**

5¢ COPPER, GOLD AND BLUE, HAMMERLOID FINISH ... \$149.50  
 10¢ COPPER, GOLD AND BLUE, HAMMERLOID FINISH ... 169.50  
 25¢ COPPER, GOLD AND BLUE, HAMMERLOID FINISH ... 179.50  
 (Drill Proof and Knee Action)

**ARCADE AND PARK EQUIPMENT**

TOTAL ROLL	\$275.00
PINCH HITTER (New)	399.50
BATTING PRACTICE	89.50
SKY FIGHTER	149.50
AIR RAIDER	118.50
TOMMY GUN (Late)	108.50
WINDJAMMER	99.50
PANORAMS	275.00
RAPID FIRES	119.50
CHICKEN SAMS	82.50
UNDERSEA	250.00
RAIDER	250.00

AMUSEMATIC JACK-RABBIT (New) \$475.00  
 CHAMPION BASKET BALL, 1¢ (New) 74.50  
 10 1/2 FT. SUPER SKEE ROLLS WRITE  
 10 1/2 FT. PREMIER SKEE ROLLS WRITE  
 12 1/2 FT. PREMIER SKEE ROLLS WRITE  
 14 FT. WURL. SKEE ROLL, A-1 269.50  
 "STAR" POPCORN MACHINES (NEW) WRITE  
 NEW RADIOTONE VOICE RECORDER AND BOOTH—Easy for Attendant to Operate \$795.00

**CONSOLES**

5¢ SUPER BELLS, Comb. C.P., F.P.	\$149.50
5¢ BALLY HIGH HANDS, Comb.	125.00
25¢ BOBTAILS, F.P.	129.50
5¢ BOBTAILS, F.P.	79.50
5¢ BIG GAMES, F.P.	69.50
25¢ PACES REELS, C.P.	149.50
MILLS 4 BELLS, A-1	295.00
MILLS 4 BELLS, LATE HEADS	395.00
MILLS 3 BELLS, A-1	295.00
2-WAY SUPERS, 5¢-25¢	249.50
2-WAY SUPERS, 5¢-5¢	225.00
JUMBO PARADES, C.P., LATE	\$109.50
JUMBO PARADES, Comb. F.P., C.P.	139.50
JUMBO PARADES, A-1, F.P.	79.50
KENTUCKY CLUBS, A-1, C.P.	89.50
KEENEY'S 2-WAY 5-25¢ SUPER	675.00
BONUS BELLS	269.50
KEENEY'S 3-WAY SUPER	985.00
5-10-25¢	49.50
SARATOGA F.P.	49.50
JUMBO, F.P.	49.50
SILVER MOON, F.P.	48.50

**CENTRAL OHIO COIN MACHINE EXCHANGE**  
 185-189 E. TOWN ST. COLUMBUS 15, OHIO PHONES: AD 7949 AD 7993



**NEW CONSOLES**

MILLS 3-BELLS  
 EVANS RACES  
 EVANS BANGTAILS  
 JENNINGS CHALLENGER  
 BALLY TRIPLE BELL  
 BALLY DRAW BELL  
 PACES 3-WAY  
 EVANS WINTER BOOK

**SAFES & STANDS REVOLVAROUNDS**

SINGLE ..... \$ 79.50  
 SINGLEDELUXE 119.50  
 DOUBLE ..... 116.50  
 DOUBLE DE LUXE ... 162.50  
 TRIPLE DE LUXE ... 262.50  
 BOX STANDS . 25.00

**WE CAN GIVE YOU IMMEDIATE DELIVERY ON THE NEW . . .**

**WILLIAM'S ALL STARS**

**100% MECHANICALLY PERFECT**

Earns more money than any machine you've seen in years!

Order Direct From Scott-Crosse, Your Williams Distributor

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**OPERATORS, JOBBERS AND DISTRIBUTORS**

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**SURPLUS NEW OR USED PHONOGRAPHS, ONE BALLS, PIN GAMES, ARCADE EQUIPMENT AND CONSOLES**

INTERESTED IN NEW AND LATE TYPE USED EQUIPMENT

STATE QUANTITIES, PRICE AND CONDITION OF EQUIPMENT IN FIRST LETTER

**BELL PRODUCTS CO.**  
 2000 N. OAKLEY CHICAGO, ILL.  
 AL SEBRING

# PERSONAL SERVICE... ATLAS... PEERLESS VALUES!

The Finest in New and Used Equipment

### NEW BELLS

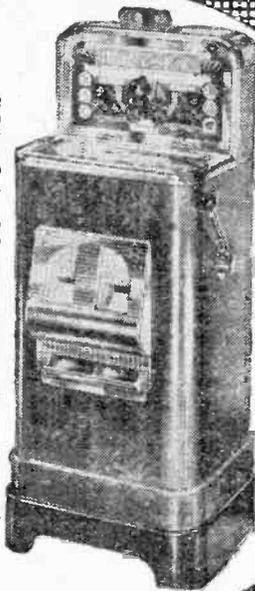
Jennings Standard Chief, 5c	\$269.00
Jennings Standard Chief, 10c	279.00
Jennings Standard Chief, 25c	289.00
50c	399.00
\$1.00	599.00
Jennings Super DeLuxe (Lite-Up) Chief, 5c	324.00
10c	334.00
25c	344.00
50c	454.00
Jenn. Std. Club Console	369.00
Jenn. Super DeLuxe Club Cons.	424.00
\$1.00 Pace DeLuxe Bell	550.00
Columbia DeLuxe Bell	179.50
Columbia Jackpot Bell	145.00
Weighted Slot Stands	27.50
Double Revolve A Round Safes	175.00
Triple Revolve A Round Safes	262.00

### NEW EQUIPMENT

- GOLD BALL ● MAM'SELLE
- HAWAII ● PLAYBOY
- HONEY ● BALLYHOO
- JENNINGS CHALLENGER
- BANGTAILS, Comb.

IMMEDIATE DELIVERY

Immediate Delivery!  
**JENNINGS TWIN-PLAY CONSOLE CHALLENGER**



5c-25c  
 5c-10c  
 5c-5c  
 PLAY

100% Mechanical Operation

SEE IT NOW!

ORDER NOW!

### PHONOGRAPHS

ROCK-OLA COMMANDO	\$295.00
WURLITZER 500	219.50
WURLITZER 750	325.00
WURLITZER 600	199.50
WURLITZER 618	95.00
WURLITZER 24	149.50
SEEBURG ROYAL	149.50
SEEBURG VOGUE	245.00
SEEBURG CLASSIC	245.00
SEEBURG GEM	199.50
SEEBURG HI-TONE, R.C.	300.00
SEEBURG LO-TONE	350.00
SEEBURG CONCERT GRAND	199.50
SEEBURG CROWN	199.50
ROCK-OLA DELIUXE	225.00
CONCERT MASTER, '40	245.00

Prices Slashed on Brand New

### COUNTER GAMES

Daval Free Play	\$49.50
Champion Basketball	29.50
American Eagle (non-coin)	39.50
Gusher	39.50
Skill Thrill	44.50

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 ATLAS MUSIC CO., 2219 FIFTH AVE., PITTSBURGH 19  
 ATLAS MUSIC CO., 271 NINTH ST., DES MOINES 9



TERMS:  
 1/3 DEPOSIT  
 BALANCE C. O. D.



**1<sup>ST</sup>** *Showing*

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*Fisher* **Mirro-Cle Music**

AT THE **NORTHLAND HOTEL**  
 Monday and Tuesday, September 29 and 30

SEE... HEAR INSPECT

THE MOST SENSIBLE NEW IDEA IN AUTOMATIC MUSIC!

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**United Coin Machine Co. Inc.**  
 6304 W. GREENFIELD SPRING 8446 MILWAUKEE 14, WISC.

You Can Sign Contracts for **MIDGET MOVIES**

(Now Ready for Installation)

With These Nationally Known **DEPARTMENT STORES** For the Christmas Season

Crosby & Hill Co. ... Wilmington, Dela.  
 Leonards Dep't Store ... Houston, Tex.  
 Stone & Thomas ... Wheeling, W. Va.  
 J. N. Adam Co. ... Buffalo, N. Y.  
 May Company ... Baltimore, Md.  
 The O'Neill Co. ... Akron, O.  
 Strauss Hirshberg Co. ... Youngstown, O.  
 Grossman Dep't Store ... Muskegon, Mich.  
 D. M. Read Co. ... Bridgeport, Conn.  
 Brown Thomson Co. ... Hartford, Conn.  
 Pomeroy's ... Reading, Pa.  
 England Bros. ... Pittsfield, Mass.  
 and many more!

**OUR CONTRACT PLAN** pays up to 75% of the cost of the machine in 8 weeks! The first \$25.00 weekly collection per machine goes to the operator. All weekly collections per machine over \$25.00 are shared equally by the operator and the store.

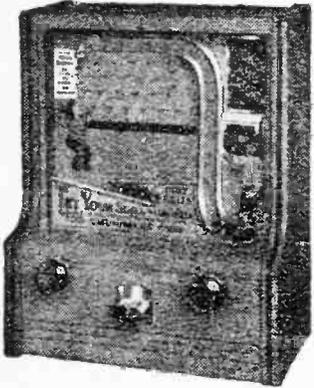
**COST OF MACHINE \$360.00**  
 Operating Overhead...5% of Gross Income

CONTRACTS ARE BEING CLOSED DAILY. WRITE FOR INFORMATION ON STORES IN YOUR TERRITORY!

**CAPITOL PROJECTOR CORP.**  
 814 Tenth Ave., New York 19, N. Y. • Tel: Circle 5-8992-5483-5484

# KICKER and CATCHER

THE BIG HIT FOR PROFITS



100 PER CENT SKILL!

TAKES IN MORE MONEY PER DOLLAR INVESTED THAN ANY GAME MADE!

PENNY PLAY **\$37.50** F. O. B. CHICAGO  
ADD \$3.75 FOR NICKEL PLAY

ORDER TODAY. Try it for 10 days. Money Back if Not Satisfied. You Keep the Receipts!

**BAKER NOVELTY CO.**

HEADQUARTERS FOR SLOT MACHINES AND BAKER PACERS

1700 WASHINGTON BLVD. CHICAGO 12, ILLINOIS

I BET YOU DID NOT KNOW THAT YOU CAN BUY KICKERS AND CATCHERS AND PAY FOR SAME IN 26 WEEKLY PAYMENTS ON THE TORR TIME PAYMENT PLAN. SUGGEST YOU WRITE FOR DETAILS TODAY.

**ROY TORR** LANSDOWNE PENNA.

## "TALKING GOLD"

Plastic Grille Cloth  
Now Available in COLORS

GOLD  
SILVER  
COPPER  
GREEN  
WINE

**SPEEDWAY PRODUCTS, Inc.**

502 W. 45th St. New York 19, N. Y.  
Al Bloom, President  
Phone: LOnacre 5-0371

LOOK FOR **MINIT-POP**  
SEE PAGE 127

## WANTED TO BUY

Exhibit Skill Draws, counter game; Shipman 3-Reel Select-a-Vue, metal box only. State quantity and price in first letter.

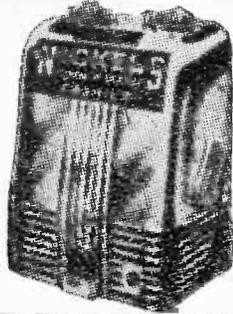
**WESTERN MUSIC CO.**  
1309 TAYLOR AMARILLO, TEXAS

NEW GAMES: Playboy—Mexico—Gold Ball—Lightning—Hawaii

### COIN-O-MATIC COIN CHANGER

\$99.50

Holds \$50.00 in nickels. Increases play on coin-op'd machines 30%. Also ideal for service placement in stores on rental basis. Investigate this today.



SLOTS	
5¢ Silver Chrome, Hand Made	\$100.00
5¢ Silver Chrome	100.00
10¢ Bonus Bell	100.00
5¢ Brown Front	90.00
10¢ Brown Front	100.00
25¢ Brown Front	110.00
5¢ Blue Front	75.00
5¢ Jennings Cigarette	45.00
10¢ Blue Front	90.00
25¢ Blue Front	105.00
Chicago Metal Double and Triple Revolv-a-Round Safe Stands.	
TERMS: 1/3 Deposit, Balance C. O. D.	
SLOT PARTS	
We have all Mills Slot and Jumbo Parts.	

## COIN-A-MATIC DISTRIBUTORS

3924 W. Chicago Ave. • Chicago 51 • Belmont 7005

## WANTED

### BALLY DRAW BELLS

Regular or Deluxe Model  
**TRIPLE BELLS**

STATE PRICE AND QUANTITY

EMPIRE COIN MACHINE EXCHANGE  
1012 Milwaukee Ave.  
Chicago, Ill.

# 3 GOOD REASONS

Why Buckley Built Equipment.. belongs on your operating schedule

**1** Buckley Chrome **MUSIC BOX**  
Available in 20 or 24 Selections

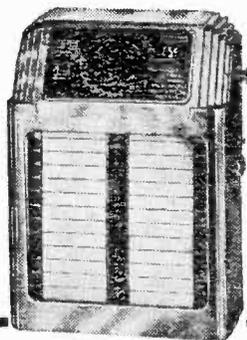
**2** Buckley **TRACK ODDS**  
A New 7 COIN RACE HORSE CONSOLE, Cash or Check Play

**3** Buckley **BELLES** Available in the Following Models:

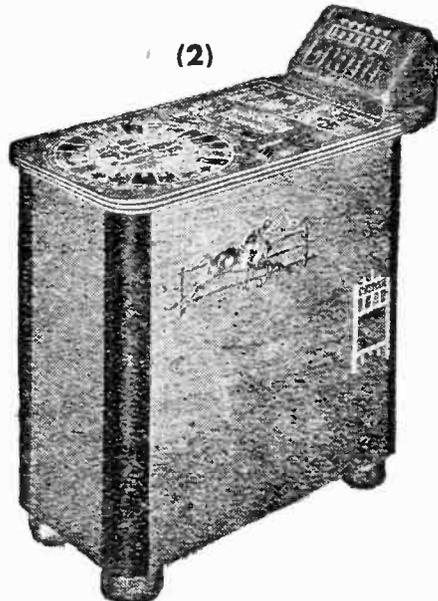
- **CRISS CROSS BELLES** Newest idea in payout combinations.
- **BUCKLEY GUARANTEED JACKPOT BELLES** For Clubs and Locations desiring to give definite Jackpot Payouts.
- **HAND LOAD JACKPOT BELLES** • **AUTOMATIC JACKPOT BELLES**

All Models Incorporate NEW Features and IMPROVEMENTS Not Found on Other Machines

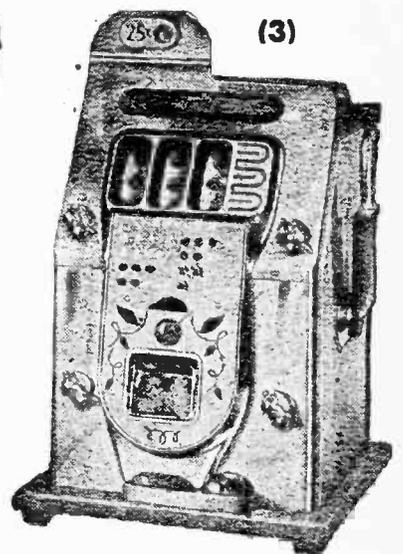
(1)



(2)



(3)



THE **WALL BOX**  
OPERATORS PREFER!



*Buckley Manufacturing Co.*

4223 WEST LAKE STREET • CHICAGO 24, ILLINOIS

PHONES: VAN BUREN 6636-6637-6638-6533



**New!**

**SPECIAL  
Announcement**  
ALL NEW 1 WAY AND 2 WAY

*Keeney*

**BONUS Super Bells**

**NOW Available with HALF DOLLAR Coin Chutes!**

Any combination obtainable  
in 5-10-25-50c Coin Chutes!

★ Think what it means to take in up to \$2.50 per play thru one 50c coin chute. Actually **DOUBLE** your top earnings in "hot spot" locations. Your choice of 5c-10c-25c chutes comes to you as standard equipment—your half dollar chute together with 50c mechanism priced at fifty dollars extra. Operate 50c coin chutes with Keeney's 1 Way or 2 Way Bonus Super Bell consoles and become financially independent. You're missing a **GREAT DEAL** if you don't act today.

Order from your Keeney distributor NOW!

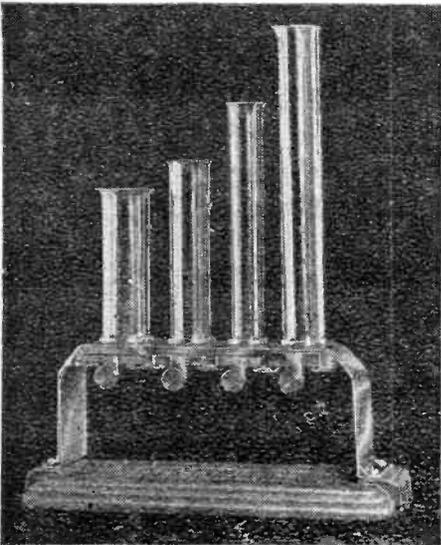
J. H. *Keeney* & CO., INC.

"THE HOUSE THAT JACK BUILT"

2600 WEST FIFTIETH STREET, CHICAGO 32, ILLINOIS



# COIN CHANGERS



**ATTRACTIVE  
FAST—ACCURATE**

- All metal — highly polished chrome finish.
- A flick of the finger automatically dispenses 5 nickels, 5 dimes, 4 quarters or 2 halves in the palm of your hand.
- No unnecessary trips to the cash register, as coin tubes hold quarters and halves offered for change.
- Solid die cast and precision machined coin slides assure positive accuracy.
- Encased coin slide mounting requires absolute minimum of effort to operate.
- Fully balanced on weighted non-slip base.

Price - - \$27.50

## 30 WIRE CABLE

**IMMEDIATE  
DELIVERY!**

Color-coded completely insulated copper wires with two extra-heavy wires for lighting circuit. Use Buckley 30 conductor cable and rest assured that your music box installation will give trouble-free and profitable service. Available in two styles: Plastic covered for bar and damp installations. Fabric covered for ordinary installations.

**IMMEDIATE SHIPMENT**  
PLASTIC COVERED, 25c PER FOOT  
FABRIC COVERED, 15c PER FOOT

*Buckley Manufacturing Co.*

4223 WEST LAKE STREET • • • CHICAGO 24, ILLINOIS

PHONES: VAN BUREN 6636-6637-6638-6533

# Seeburg

DEPENDABLE MUSIC SYSTEMS  
WITH SOUND DISTRIBUTION

**EXCLUSIVE  
DISTRIBUTOR  
WISCONSIN AND  
UPPER MICHIGAN**

**GET IN LINE FOR PROFITS WITH LONDON BUYS!**

PRICES ON LONDON EQUIPMENT SHAVED TO THE BONE! IN SUPPORT OF OUR NATIONAL ECONOMY, WE WILL CONTINUE WITH CONSISTENTLY LOWER PRICES—ALWAYS HIGHEST QUALITY AND SERVICE!

### PHONOGRAPHS

They must be right before London ships! Every phonograph thoroughly reconditioned inside and out! Check this remarkable service: all worn electrical and mechanical parts replaced—new grille cloth—plastics replaced—cabinet beautifully refinished! A minimum of \$50 to \$75 in parts and labor goes into every machine to make it ready—and right—for your locations!

Mills Throne of Music, Like New .....	\$124.50
Wurlitzer 42/600, Victory, Completely Reconditioned .....	124.50
Wurlitzer 616A, Completely Reconditioned .....	89.50
Rock-Ola Imperial, Excellent Shape .....	89.50
Rock-Ola Super, Like New .....	199.50
Rock-Ola Windsor, Excellent Condition .....	124.50
Rock-Ola Monarch, Like New .....	124.50
Rock-Ola Standard, Perfect .....	174.50
Seeburg Regals or Crowns, Completely Reconditioned .....	149.50
Seeburg Casino or Plaza, Completely Reconditioned .....	149.50
Seeburg Classic, Completely Reconditioned .....	224.50
8800 or 9800 E.S., mechanically perfect and Cabinet refinished in Marble-Glo, with new grille cloth .....	300.00
8800 or 9800 R.C., mechanically perfect and Cabinet refinished in Marble-Glo, with new grille cloth .....	310.00
8200, R.C., mechanically perfect and Cabinet refinished in Marble-Glo, with new grille cloth .....	335.00
8800 or 9800, R.C., Completely Reconditioned .....	235.00
8200, R.C., Completely Reconditioned .....	250.00

**AIREON—Used, Like New .....** \$325.00

Write for Quantity Prices

### PHONOGRAPH ACCESSORIES

WS2Z Seeburg Wireless Wallomatic .....	Write for Prices
DS20-1Z Seeburg 3-Wired Wallomatic .....	Write for Prices
Seeburg Wired Speakorgan .....	\$12.50
Rock-Ola Dial-a-Tune Wall and Bar Boxes .....	10.00
Spectravox, Like New .....	39.50

### PIN TABLES

METRO .....	\$29.50	DIXIE .....	\$29.50	STARS .....	\$29.50
BIG CHIEF .....	29.50	BIG TOWN .....	29.50	FIVE, TEN, TWENTY .....	39.50
HIGH STEPPER .....	29.50	KEEP 'EM FLYING .....	59.50	LINE-UP .....	29.50
SPEED DEMON .....	29.50	ABC BOWLER .....	29.50	BOL-A-WAY .....	39.50
HOLD OVER .....	29.50	ENTRY .....	29.50	BRITE SPOT .....	29.50
BOOM TOWN .....	29.50	THREE SCORE .....	29.50	WILLIAMS .....	
AIRPORT .....	29.50	HI-DIVE .....	39.50	SUSPENSE .....	124.50
SCHOOL DAYS .....	29.50	SPOT-A-CARD .....	49.50	WILLIAMS TORNADO, Like New .....	\$179.50
WILLIAMS TORNADO, Like New .....	\$179.50	GENCO STEP-UP, Like New .....	139.50		

### MISCELLANEOUS

Goalee, Chicago Coin, Like New .....	\$124.50	Chicago Metal Double Safe Stands, Crackle Finish, Reinforced Type .....	\$64.50
Chicago Coin Hockey, A-1 Condition .....	49.50	Bally Alley, Like New .....	69.50
Keeney Anti-Aircraft, Brown .....	49.50	Complete Black Cherry Cabinet & Casting with D.P. Sides & Front, Club Handles, Completely As- sembled .....	32.50
Keeney Air Raider, like new .....	89.50	Mills Owl .....	15.00
Champion Hockey .....	39.50	25 Watt Bulbs, Case of 120 .....	9.00
Keeney Submarine, A-1 Cond. ....	79.50	Chicken Sams With Conv., Perfect .....	89.50
Bally Rapid Fire, Refinished and Reconditioned .....	94.50	Bank Roll, 7 Ft., A-1 Condition ..	100.00
Batting Practice, Excellent Shape .....	79.50	Bank Roll, 9½ Ft., A-1 Condition ..	125.00
Supreme Skee Roll, 9½", Like New ..	125.00		
Roll-a-Ball With Barrel, Excellent Shape .....	125.00		

Terms: 1/3 Deposit, Balance C. O. D.

SEND FOR OUR COMPLETE LIST OF QUALITY EQUIPMENT

FORMERLY MILWAUKEE COIN MACHINE CO.



*S. L. Londen Music Co., Inc.*

3130 WEST LISBON AVENUE MILWAUKEE 8, WISCONSIN

## WE HAVE A COMPLETE STOCK OF . . . USED PIN GAMES

- ALL IN PERFECT CONDITION
- ALL FOR IMMEDIATE DELIVERY
- ALL AT THE LOWEST PRICES IN THE COUNTRY

WRITE—WIRE—PHONE US YOUR REQUIREMENTS

**SIMON SALES, INC.**

215 W. 64TH STREET  
NEW YORK 23, N. Y.  
TRAFALGAR 4-6900

### MILLS LATEST MACHINES



#### GOLDEN FALLS

You can make MORE MONEY with this New Mills Bell (with Hand-Load Jackpot). It is modern in design and has the "come-on" appeal. Full Jackpot at all times is one of its "Come-On" Features. Write for illustrated circular giving full details on this unusual Bell. Immediate delivery in 5¢, 10¢, 25¢ and 50¢ play. **WRITE FOR PRICES**



#### JEWEL BELL

If you want to increase your income place the New Mills Jewel Bell on location. It is different than any Bell ever manufactured in the past. Its design is modernistic and has unusual eye appeal. Ready for delivery in 5¢, 10¢ and 25¢ play. **WRITE FOR PRICES**

#### IMMEDIATE DELIVERY



#### MILLS Q T

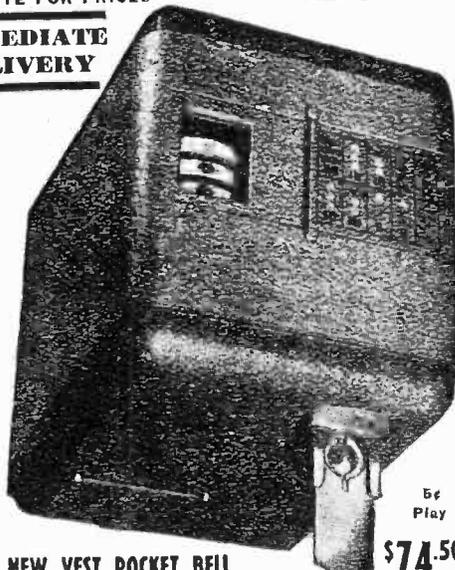
A "Pony-Size" Bell. Weighs only 35 lbs.

The NEW QT is an entirely new design with streamlined front painted Blue and Gold, and made to give Operators unlimited service. It shines out bright and cheerful in any type of location. Any counter anywhere will welcome its presence.

**\$115.00** 1/3 Deposit.

New Box Stands, Single, Double and Triple Safes

**SICKING, INC.**



#### NEW VEST POCKET BELL

The Vest Pocket is a complete Bell, operating on 3-5 Mystery Payout system. Small payout cup in front is covered by drop flap. Reels can also be instantly covered, automatically removing the reward plate from sight. **BLUE & SILVER or GOLD & SILVER.**

5¢ Play  
1/8 Deposit  
**\$74.50**

Established 1895 1401 CENTRAL PARKWAY CINCINNATI 14, OHIO



*Buying bells?*

*buy*

**ell-O-Matic**

*bargains!*

**BELL-O-MATIC CORPORATION**

4100 FULLERTON AVENUE • CHICAGO 39, ILLINOIS

EXCLUSIVE NATIONAL DISTRIBUTOR: MILLS BELL PRODUCTS

### BARGAIN CLOSEOUTS

Sensationally low prices for machines that are thoroughly remodeled and reconditioned. Not just cleaned, but reconditioned in our own shop, and that means:

- chassis completely overhauled
- cabinet resprayed
- amplifier thoroughly checked and every part perfect
- all plastics intact
- look and work like new

#### SEEBURG

- Hi-Tone 8800, ES ..... \$210.00
- Hi-Tone 8800, RC ..... 250.00
- Reo ..... 125.00

#### WURLITZER

- 500 ..... \$165.00
- 24/42 Victory ..... 100.00
- 600/42 Victory ..... 100.00
- 24 ..... 129.50
- 800 ..... 325.00
- 850E ..... 375.00

#### ROCK-OLA

- 1939 De Luxe ..... \$150.00
- 1939 Standard ..... 150.00

#### MILLS

- Empress ..... \$125.00

#### WALL BOXES

- WS2Z (20 Button, 5¢) ..... \$ 17.50
  - WS10Z (20 Button, 5-10-25¢) ..... 25.00
  - WB1Z (Bar-O-Matic, 5-10-25¢) ..... 35.00
- Crating on Phonos Only, \$15.00 Additional.



THE ATLANTIC TRIPLE TEST GUARANTEE. THE STRONGEST GUARANTEE EVER MADE

Our Export Department is completely equipped to convert all reconditioned phonographs according to voltages, currents and coins for any country. Write for our Export Catalogue and Price List.

America's Largest Coin Machine Distributor

Occupying 15,000 Square Feet of FAITH in the Future.

## ATLANTIC

ATLANTIC N. Y. CORP.: 540-550 W. 58th St., N.Y.C. CO 5-4585  
 ATLANTIC N. J. CORP.: 27-29 Austin St., Newark .. BI 8-4105  
 ATLANTIC CONN. CORP.: 1625 Main St., Hartford .. HA 2-6141  
 Exclusive Seeburg Distributors



JOE ASH

## ACTIVE RECONDITIONED GAMES 'NUFF SAID

COMPLETELY RECONDITIONED—READY FOR LOCATION!

YOUR CHOICE—ANY 3 FOR \$59.50

- BIG PARADE
- BOLAWAY
- BOSCO
- 5-10-20
- GUN CLUB
- JUNGLE
- KNOCKOUT
- MAJORS
- 7 UP
- VENUS
- VICTORY

ALL POST-WAR MACHINES

- RIO ..... \$129.50
- BIG LEAGUE ..... 54.50
- HAVANAS ..... 134.50
- BIG HIT ..... 49.50
- MIDGET RACES ... 59.50
- SUSPENSE ..... 64.50
- STAGE DOOR
- CANTEEN ..... 49.50
- SUPER LINER ..... 89.50
- SURF QUEENS ..... 49.50

#### GOTTLIEB'S GRIP TESTERS

BRAND NEW IN ORIGINAL Cartons ..... Write

#### EXHIBIT CARD VENDORS

BRAND NEW IN ORIGINAL Cartons ..... Write

1/3 WITH ORDER, BALANCE C. O. D.

## ACTIVE AMUSEMENT MACHINES CO.

666 No. Broad St. Philadelphia 30, Pa. Fremont 7-4495

1060 Broad St. Newark 2, N. J. Mitchell 2-7646

1120 Wyoming Ave. Scranton, Pa. Scranton 4-6176



"YOU CAN ALWAYS DEPEND ON ACTIVE -- ALL WAYS"

# WE NEED SPACE

**MUST CLEAR OUT ALL USED GAMES !!!IMMEDIATELY!!!**

ALL ORDERS SUBJECT TO PRIOR SALE

Check in FULL Must Accompany ALL Orders

ADVANCE SHOCKER .....	\$14.00	ROLL A BALL, 9 Ft. Skee Ball...\$	59.50
BIG GAME, F.P., AR .....	29.50	SPORT EVENT .....	19.50
BIG GAME, F.R., FR .....	29.50	SPORT SPECIAL .....	19.50
BOBTAIL, F.P., FR .....	29.50	TURF KING .....	49.50
CHI COIN HOCKEY .....	59.50	VICTORY DERBY, Ch. Rails .....	139.50
FAST TIME, P.O. ....	29.50		
GALLOPING DOMINO, '41 .....	59.50		
GRAND NATIONAL .....	19.50		
JUMBO PARADE, P.O., AR .....	39.50		

**USED 5 BALLS**

ALL AMERICAN .....	\$ 39.50
BIG LEAGUE .....	89.50
BOLAWAY .....	29.50
EAGLE SQUADRON .....	34.50
EXHIBIT JEEP .....	34.50
KNOCKOUT .....	54.50
LANDSLIDE .....	24.50
MIDGET RACER .....	99.50
MIDWAY .....	39.50
SHOWBOAT .....	34.50
SHOW GIRL .....	129.50
SKY BLAZER .....	39.50
SMARTY .....	119.50
STARS .....	34.50
SUPERLINER .....	119.50
SURF QUEENS .....	84.50
SUSPENSE .....	119.50
TEN SPOT .....	39.50
VENUS .....	29.50
VICTORY .....	34.50
ZIG ZAG .....	24.50

WE HAVE 200 OTHER GAMES AT CORRESPONDINGLY LOW PRICES

**NEW FIVE BALLS**

BOWLING LEAGUE .....	\$294.00
GOLD BALL .....	279.50
HAWAII .....	295.00
HONEY .....	279.50
SILVER STREAK .....	289.50



EXCLUSIVE BALLY DISTRIBUTOR

# WE NEED SPACE

**MUST CLEAR OUT ALL USED GAMES !!!IMMEDIATELY!!!**

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ADVANCE SHOCKER .....	\$14.00	ROLL A BALL, 9 Ft. Skee Ball...\$	59.50
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GOLD BALL .....	279.50
HAWAII .....	295.00
HONEY .....	279.50
SILVER STREAK .....	289.50



EXCLUSIVE BALLY DISTRIBUTOR

**SOMETHING NEW!**  
SOMETHING DIFFERENT!  
**IT'S UNUSUAL!**  
**SILVER STREAK**  
BALLY'S NEW 5 BALL GAME  
**\$289.50**

**NEW GAMES**

BALLY EUREKA .....	\$489.50
DRAW BELL DELUXE, 5¢ .....	512.50
DRAW BELL DELUXE, 25¢ .....	532.50
HI BOY, 5¢ .....	339.50
HI BOY, 25¢ .....	359.50
JOCKEY CLUB .....	645.00
JOCKEY SPECIAL .....	645.00
TRIPLE BELL, 5-10-25 .....	925.00
TRIPLE BELL, 5-5-5 .....	895.00

**PARTS**  
WE CARRY A COMPLETE STOCK OF OFFICIAL BALLY PARTS AT FACTORY PRICES. ORDERS FILLED SAME DAY RECEIVED.  
ALSO CARRY COMPLETE LINE OF PARTS OF OTHER MANUFACTURERS.  
**PARTS SPECIAL OF THE WEEK**  
EXTRA LARGE WHITE LIVE RUBBERS \$2.99 Per 100  
NO. 50 MAZDA LAMPS \$5.50 Per 100

1/3 Deposit With Order, Balance C. O. D.

OPERATORS IN OUR TERRITORY! Let us help you expand with our most liberal Finance Plan. Come in and discuss it with us.



**COVEN distributing Co.**  
3181 ELSTON AVE. CHICAGO, ILL.  
Phone: INDEPENDENCE 2210



M. S. GISSER, Sales Mgr.

**ORIGINAL MILLS BELLS**

5 5¢ Blue Fronts .....	\$ 65.00
1 10¢ Blue Front .....	75.00
5 5¢ Brown Fronts .....	65.00
1 5¢ Cherry Bell .....	70.00

The above are all operating, clean condition, late series.

**BRAND NEW**

Chicago Metal "Universal Line" Box Stands .....	\$ 25.00
Single "Revoly-A" Round" Safe .....	79.50
Double "Revoly-A" Round" Safe .....	116.75
"DeLuxe" Line Single "Revoly-A" Round" Safe .....	\$118.50
Double "Revoly-A" Round" Safe .....	174.25
Triple "Revoly-A" Round" Safe .....	262.00

Write for prices on brand new Mills and Jennings Slots. All models, all denominations.

**NEW CONSOLES**

Evans Winter Book, 5¢ Model .....	\$826.00
Evans New Races, 5¢ Cash Model .....	831.00

**USED 1947 CONSOLES**

10 Draw Bells .....	\$310.00
---------------------	----------

**USED CONSOLES**

Big Top .....	\$ 89.50
4 Bells .....	195.00
Paces Saratoga .....	95.00
Paces Reels, Comb. .....	95.00
5¢-25¢ Super Bell .....	175.00
5¢ Super Bell, Comb. .....	110.00
Bally Club Bells, Comb. .....	95.00
2 Bob Talls .....	75.00
2 Sun Rays, F.P. .....	95.00
1 Silver Moon, F.P. .....	75.00
Bakers Races, D.D. .....	175.00

**MUSIC**

3 61 Wurlitzers .....	\$ 95.00
3 71 Wurlitzers .....	125.00
4 Twin 12 Wurlitzers .....	115.00
9800 Seeburg, R.C. .....	275.00
8800 Seeburg, R.C. .....	275.00
8200 Seeburg, R.C. .....	275.00
1946 Rock-Olas .....	475.00
Commandos .....	175.00
780 E Wurlitzers .....	325.00

TERMS: 1/2 DEPOSIT REQUIRED WITH ALL ORDERS, BALANCE C. O. D., F. O. B. CLEVELAND  
**Cleveland Coin Machine Exchange**  
2021-25 PROSPECT AVE. CLEVELAND 15, OHIO  
Phones: PRospect 8316-17

**SPECIAL—THIS WEEK ONLY**  
6 Jafco Sportsmen Roll Downs  
Like New — \$195.00

3 Wurlitzer 14-ft. Skee Balls, High Score .....	\$195.00
10 Wurlitzer 14-ft. Skee Balls .....	175.00
4 Bowling Leagues, 9 Ft. .....	75.00
10 Total Rolls .....	210.00

**CIGARETTE VENDERS**

3 National 9-30, 9-Column .....	\$ 85.00
5 Stewart-McGuire, 7-Column .....	65.00
2 DuGrenier Champion, 11-Column .....	110.00
50 Goretta 7-Column, 20 operated, complete with bases and mirrors. Single .....	20.00
All for .....	750.00

**USED VENDORS**

**POST WAR MODELS**

150 Victor V Globe type 1¢ Venders, used 2 months .....	\$ 8.50
22 Northwestern #33 1¢ Ball Gum Venders, porcelain finish .....	8.50

**BRAND NEW SCALES**

Waiting Tom Thumb Jr. Write Waiting 500 .....	Write
Ideal Lo Boy .....	\$125.00

**BUBBLE BALL GUM**

45¢ per pound for 1/4" — 140 count gum .....	140
50¢ per pound for 170 count gum .....	170

Packed in 25 pound cartons.

**ADVANCE**

1¢ Peanut .....	\$11.25
1¢ Gum .....	11.25
5¢ Pistachio .....	13.75
1¢ Stick Gum .....	15.50

**ARCADE EQUIPMENT**

2 Lite-o-Leagues .....	\$175.00
1 Evans in the Barrel .....	110.00
2 Rapid Fires .....	110.00
1 Pitchom & Katchem .....	85.00
1 Radiogram .....	125.00
1 Voice Recorder, F.S. .....	895.00
3 Panorams .....	195.00
1 Brand New Jack Rabbit .....	250.00
1 Anti-Aircraft Brand New Midgek. Moves .....	395.00
1 Undersea Raider .....	175.00
2 Exhibit Iron Claws .....	69.50
5 Ten Strikes .....	69.50

New Ghi Coin Basket-ball .....	\$499.50
Jafco 9 Ft. Barrel Roll .....	150.00
2 Bating Practices .....	95.00
3 Keeney Air Raiders .....	110.00
3 Chicken Sams .....	95.00
3 New Bowl-a-Scores .....	125.00
1 Scientific Baseball .....	95.00
1 Croquet Metal Typex .....	195.00
1 Buckley Deluxe Digger .....	75.00
1 Exhibit Rotary Pusher Type .....	175.00
15 Boomerangs .....	150.00

**NEW COUNTER GAMES**

Genco Pee Wee .....	\$ 45.00
Marvel Pop Up .....	35.00
Advance Shockers .....	18.50
Champion Basketball .....	35.50
Kicker & Catcher .....	35.00
Imps .....	13.75

**8 MILLS VEST POCKETS**  
Reconditioned, \$35.00

**25 GUSHERS**  
Brand New Daval Gushers \$25.00

**USED COUNTER GAMES**

3 Home Run Guns .....	\$ 15.00
3 Bomber Gum Venders .....	10.00
5 Smileys .....	12.00
1 Wind Mill, New .....	15.00
1 Hold and Draw .....	15.00

30 Wire, all color coded cable, individual wires and complete cable plastic coded. The finest on the market in 1,000 ft. reels .....



EXHIBIT CARD VENDORS \$21.50 each

**REDUCED PRICES ON USED AMI HOSTESS PARTS**

Subscriber Cabinets .....	\$115.00	Mikes With Shelves .....	\$ 7.00
Amplifiers .....	75.00	Coin Chutes (Comp.) .....	40.00
Pre-Amps .....	50.00	Speakers .....	15.00
Turn Tables .....	8.00	Coin Drive Motors .....	5.00
Turn Tables (Comp.) .....	15.00	Record Racks .....	65.00

Switch Boards (Comp.) .....

Consoles with 5 Turn Tables and Pre-Amps. ....

**COMPLETE AMI HOSTESS UNITS OF 10 OR MORE WRITE OR PHONE FOR REAL LOW PRICES**

Send Shipping Instructions and 1/3 Deposit With Order

**RUNYON SALES COMPANY**  
123 W. RUNYON ST., NEWARK 8, NEW JERSEY—TEL: BIGELOW 3-8777

**EVERYBODY AGREES!**  
Something NEW and NOVEL in a coin game is required here. We have it! Ready for shipment this month. You can see a working model here. It's been on location. We know what it will do. Come in and tie up exclusive.

**P & S MACHINE CO.** 3017 N. SHEFFIELD AVE. CHICAGO, ILL.

# HERE'S A PICK-UP FOR DROOPING COLLECTIONS

Chicago Coin's

# GOLD BALL

IT'S PATENTED GOLD BALL AUTOMATICALLY SCORES DOUBLE

It's Got ALL the NEW FEATURES

Plus the GOLD BALL Idea

FOUR SILVER BALLS AND ONE GOLD BALL. Silver balls register from 10,000 to 50,000. The gold ball automatically registers double score.

FREE! SEND FOR CHICAGO COIN'S NEW COMPLETE PARTS CATALOG!



Chicago Coin MACHINE CO.

1725 DIVERSEY BOULEVARD • CHICAGO 14, ILLINOIS

**NEW EQUIPMENT**  
Immediate Deliveries

- |               |                    |
|---------------|--------------------|
| Hawaii        | All Stars          |
| Gold Ball     | Bowling League     |
| Honey         | Shooting Stars     |
| Heavy Hitter  | Jockey Club, P.O.  |
| Silver Streak | Jockey Special     |
| Coed          | Gott. Dally Races  |
| Click         | Jenn. Challengers  |
| Carousel      | DeLuxe Draw        |
| Ballyhoo      | Bells              |
|               | Bally Triple Bells |

**RECONDITIONED 1-BALLS**

- |                       |          |
|-----------------------|----------|
| Victory Special, F.P. | \$275.00 |
| Longacres             | 139.50   |
| Victory Derby         | 175.00   |

WRITE FOR LATEST LIST of New and Used Consoles, 1-Balls, 5-Balls, Arcade Equipment, Vending Machines, Counter Games, Phonographs, Slots and other choice equipment.

IMMEDIATE DELIVERY!

FOREIGN TRADE: We are prepared to serve you now. Write in your own language for information. We make all coin chute adaptations, are experts in special packing and crating. Send for our illustrated literature. CABLE: MOCOLM.

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.

**RECONDITIONED CONSOLES**

- |                                   |          |
|-----------------------------------|----------|
| Buckley Track Odds                | \$229.50 |
| Evans Pacer                       | 249.50   |
| Jumbo Late Head, P.O., 25¢        | 99.50    |
| Jumbo Comb., F.P. & P.O., 5¢      | 99.50    |
| Jumbo Parade, F.P. or P.O., 5¢    | 99.50    |
| Super Bell Twins, Comb. 5¢ & 25¢  | 199.50   |
| Super Bell Twins, 5¢ & 5¢, P.O.   | 149.50   |
| Super Bells, 3/5¢ & 1/25¢         | 229.50   |
| Will: Four Bells, Orig. Heads, 5¢ | 169.50   |
| Keeney Bonus Super Bells, 5¢      | 395.00   |

**BRAND NEW**

Evans Consoles—Packard Hideaways—Packard Fla-Mor Boxes—Out-of-This World Speakers.

Write for Prices

**NATIONAL Reconditioned Equipment**

**ONE BALLS**

Super Bell, 5¢ .110.00

Record Time .. \$49.50 '41 Derby ..... \$89.50  
Pimlico ..... 89.50 Club Trophy ... 89.50

**USED PIN GAMES**

- |             |          |                    |          |                 |         |
|-------------|----------|--------------------|----------|-----------------|---------|
| Carousel    | \$174.50 | Sea Breeze         | \$134.50 | Double Barrel   | \$69.50 |
| Havana      | 169.50   | Dynamite           | 134.50   | Surf Queen      | 69.50   |
| Kilroy      | 149.50   | Super Score        | 124.50   | Midget Racer    | 69.50   |
| Baffle Card | 164.50   | State Fair         | 114.50   | Big League      | 69.50   |
| Lightning   | 149.50   | Fast Ball          | 114.50   | Keep 'Em Flying | 44.50   |
| Cyclone     | 159.50   | Spellbound         | 114.50   | Eagle Squadron  | 34.50   |
| Tornado     | 159.50   | Superliner         | 114.50   | Victory         | 39.50   |
| Amber       | 149.50   | Step Up            | 114.50   | Catalina        | 39.50   |
| Smarty      | 119.50   | Suspense           | 109.50   | Gun Club        | 34.50   |
| Rio         | 139.50   | Stage Door Canteen | 69.50    | Jungle          | 34.50   |
| Show Girl   | 129.50   | Big Hit            | 79.50    | Jeep            | 29.50   |

**NEW MACHINES Now Being Delivered**

- |                         |          |                        |          |
|-------------------------|----------|------------------------|----------|
| Gottlieb Bowling League | \$294.00 | Exhibit Mam'selle      | \$299.50 |
| United Hawaii           | 275.00   | Chicago Coin Gold Ball | 279.50   |
| Keeney Click            | 295.00   | Genco Honey            | 279.50   |
| Williams Flamingo       | 304.50   | Bally Silver Streak    | 289.50   |

Terms: 50% Deposit With Order, Balance C. O. D. or Sight Draft.

**NATIONAL COIN MACHINE EXCHANGE**

1411-13 DIVERSEY BLVD.

Phone: BUCKingham 6466

CHICAGO

**\$19.50 EACH**

- |              |             |             |           |            |            |
|--------------|-------------|-------------|-----------|------------|------------|
| Major '41    | Knockout    | Invasion    | Big Chief | Dixie      | Big Parade |
| Bosco        | Landslide   | Major '42   | Bubbles   | Capt. Kidd | 5-10-20    |
| Venus        | Tail Gunner | Double Play | Kismet    | Sea Raider | Sky Blazer |
| Formation    | Double Play | Victory     | Gun Club  | Do Ra Mi   | Mustang    |
| Hi Hat       | Fox Hunt    | Velvet      | Do Ra Mi  | Sunbeam    | West Wind  |
| Stratolliner | Production  | 4 Diamonds  | Snappy    | Argentine  |            |

**LEHIGH SPECIALTY CO.**

1407 W. MONTGOMERY AVE.

PHILADELPHIA 21, PA.

**CLOSE OUTS**

- |                                     |         |
|-------------------------------------|---------|
| A.B.T. Challengers, Used 3 Weeks    | \$29.50 |
| Baker Kicker & Catcher, Used 3 Week | 20.00   |
| (6 for \$100.00)                    |         |
| Daval Free Play, Used 3 Weeks       | 29.50   |
| Daval Best Hand, Slightly Used      | 29.50   |
| Daval Marvel, Used                  | 27.50   |
| Daval American Eagle, Used          | 27.50   |

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Johnston, S. C.

# CONSISTENT at SOUTHERN!

## EQUIPMENT OF DEPENDABLE QUALITY AT LOWEST PRICES!

### BRAND NEW CLOSEOUTS

DAVAL FREE PLAY .....\$ 29.50	BEST HAND .....\$29.50
25c WATLING ROLATOP .. 150.00	GUSHERS ..... 19.50
BUDDY ..... 14.50	AMERICAN EAGLE ..... 19.50
MARVELS ..... 24.50	SKILL THRILL ..... 39.50

KICKER & CATCHER.....WRITE

ALL BRAND NEW

**BIG HIT** ..... \$69.50

**CAROUSEL** ..... \$169.50

**\$99.50 EACH** FAST BALL SPELLBOUND SUPERLINER

**HAVANA** ..... \$159.50

**STAGE DOOR CANTEN** \$69.50

**KILROY** ..... \$149.50

**PLAYBOY** ..... \$189.50

**LUCKY STAR** ..... \$189.50

### ONE BALL GAMES

KEENEY BIG PARLAY .....\$179.50	LONGACRE ..... 139.50
DARK HOUSE ..... 49.50	THOROBRED ..... 29.50
'41 DERBY ..... 89.50	PASTIME ..... 19.50
SPORT SPECIAL ..... 59.50	SPINNING REELS ..... 19.50
RECORD TIME ..... 49.50	

**WURLITZER 71 OR 81 WITH STAND** ..... \$129.50

**WURLITZER 41 WITH STAND** ..... 89.50

**AIREON, Like New** .. \$295.00

### ARCADE EQUIPMENT

ROCK-OLA SCALE .....\$39.50	BEST HAND .....\$19.50
SKYFIGHTER ..... 39.50	POP UP ..... 19.50
HIRSH RED BALL ..... 39.50	CHI COIN HOCKEY ..... 69.50
ROLL A BALL ..... 49.50	LIBERATOR ..... 39.50
	GENCO WHIZZ ..... 49.50

TERMS: 1/3 DEPOSIT, Balance Sight Draft.

WRITE FOR LIST OF ALL KIND OF GAMES, CONSOLES AND PHONOGRAPHS

"The House that Confidence Built"

# SOUTHERN AUTOMATIC MUSIC COMPANY, INC.

SEEBURG DISTRIBUTORS IN CINCINNATI-DAYTON-FT. WAYNE INDIANAPOLIS-LEXINGTON

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603 Linden Ave. DAYTON 3, OHIO  
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NOW DELIVERING NEW GAMES OF ALL LEADING MANUFACTURERS!

# BADGER'S Bargains

Often a few dollars less - Seldom a penny more

LOS ANGELES Bill Hoppel  
MILWAUKEE Carl Hoppel

### GUARANTEED RECONDITIONED CONSOLES

KEENEY BONUS, 4-WAY .....\$850.00	KEENEY BONUS, 2-WAY .....\$595.00
EVANS 1946 BANGTAILS, F.P., P.O. 495.00	KEENEY BONUS, 3-WAY ..... 885.00
MILLS THREE BELLS ..... 250.00	BALLY DRAW BELLS ..... 250.00
KEENEY 4-WAY, 5-5-5-25 ..... 189.00	BALLY 4-BELLS, ORIG., 5-5-5-5 ..... 129.50
BALLY OLUB BELLS, F.P., P.O. .... 49.50	MILLS 4-BELLS, LATE, 5-5-5-5 ..... 129.50
BALLY HI HANDS, F.P., P.O. .... 49.50	KEENEY TWINS, F.P., P.O. 5-5-25 ..... 139.50
MILLS JUMBO, LATE, F.P., P.O. .... 69.50	KEENEY SUPER BELLS, F.P., P.O. 59.50
MILLS JUMBO, LATE, F.P., P.O. .... 49.50	MILLS JUMBO, LATE, P.O. .... 49.50
BALLY HI HAND, 25¢, F.P., P.O. .... 49.50	JENNINGS SILVER MOON, F.P., P.O. 49.50
BALLY ROLL 'EM, 5¢, P.O. .... 49.50	EVANS LUCKY LUCKE, 5-5-5 ..... 69.50
LATE MILLS 4-BELLS, 3-5¢, 1-25¢. 245.00	EVANS LUCKY LUCKE, 3-5¢, 2-25¢ ..... 89.50
	KEENEY TWINS, 5¢-25¢, P.O. .... 125.00

### RECONDITIONED SLOTS & NEW SAFE & STANDS

MILLS BLACK CHERRY, ORIG., 5¢ \$165.00	MILLS BLUE FRONT, ORIG., 5¢ ..... \$ 84.50
MILLS BLACK CHERRY, ORIG., 10¢ 175.00	MILLS BLUE FRONT, ORIG., 10¢ ..... 89.50
MILLS BLACK CHERRY, ORIG., 25¢ 185.00	MILLS BLUE FRONT, ORIG., 25¢ ..... 99.50
NEW BLACK CHERRY ..... Write	SINGLE WEIGHTED STAND ..... 24.50
NEW GOLDEN FALLS ..... Write	SINGLE REVOLV-A-ROUND SAFE ..... 84.50
TRIPLE REVOLV-A-ROUND SAFE. 269.50	DOUBLE REVOLV-A-ROUND SAFE. 123.50

### MORE FOR YOUR MONEY WITH THESE BADGER PARTS SPECIALS

12" Speaker Cabinet ..... \$ 4.95	Flash 15 Second Solder Gun ..... \$ 4.95
12" Utah P.M. Speaker ..... 5.95	5¢ Coin Changer ..... 7.50
Ball Bubble Gum, 100# Case ..... 50.00	30 Wire Cable, Per Ft. .... .19
Universal Box Brackets ..... 3.95	Coin Stacker & Counter (1¢ or 5¢) ..... 1.35
Collection Books, 90¢ Doz.; C ..... 7.25	7/8" Standard Game Lock, Doz. .... 6.80
1/4" Electric Hand Drill ..... 11.80	B-3 Rock-Ola Pickups, \$2.95, Doz. .... 32.50
Rock-Ola Belts (Sm. or Lg.), 75¢ Ea.; Per Doz. .... 7.50	Program Strips, \$4.75 M; 5 M ..... 22.50
Rock-Ola Selector Collis, 75¢ Ea.; Per Doz. .... 9.25	Operator's Contact Switch Kit ..... 8.50
Also Parts in Stock for Keeneey, Rock-Ola, Bally, Mills, Genco, Exhibit, Gottlieb, etc.	Coin Wrappers, 65¢ M; Case Lots ..... .60 M
	Westinghouse 25-Volt Min. Bulbs, Per C 15.00
	Plastics for All Model Phonographs, Complete S to o k Fuses, Tubes, Bulbs, Condensers, Switches, etc.

TERMS: 1/3 DEPOSIT WITH ORDER, BALANCE C. O. D. OR SIGHT DRAFT.

**Badger Sales Co., Inc.**

**Badger Novelty Co.**

2251 WEST PICO BLVD., LOS ANGELES 6, CALIF. ALL PHONE DR. 4326.

2546 NORTH 30TH STREET, MILWAUKEE 10, WIS. ALL PHONE KIL. 3030.

## CABL TRIPPE Price Plus Guaranteed Satisfaction

### USED 5 BALL FREE PLAY GAMES

\$15.00—As Is, Lots of 5 or More—\$15.00  
\$13.50—As Is, Lots of 50 or More (Assorted)—\$13.50

A.B.C. Bowler	Flicker	Owl (Mills)	Sluggo
Band Wagon	Five-in-One	Paramount	Skyliner
Barrage	Gold Star	Paratrooper	Spot Cha
Big Three	Home Run, '42	Play Ball	Snappy
Burlesque	Invasion	Production	Sunshine Baseball
Champs	Landslide	Polo	Super Six
Crossline	Majorette	Power House	Tail Gunner
Destroyer	Marines at Play	School Days	Target Skill
Dixie	Merry-Go-Round	Score a Line	Ten Spot
Dive Bomber	Metro	Sea Hawk	Three Up
Dude Ranch	Mills '39 1-2-3	Seven Up	White Salls (Plastic Bumpers)

### \$25.00—AS IS—\$25.00

Army & Navy	Foreign Colors	Pin-Up Girl	Victory
Big Parade	Flying Tiger	Sky Rider	Victorious '43
Bofaway	Frisco	Show Boat	World Series (7 Up)
Casablanca	Midway	Sun Beam	Mills 1940 1-2-3
Catalina	Mills 1940 1-2-3	Venus	
Action ..... \$ 49.50	Hi Hat ..... \$ 39.50	Soft Ball Queen ... \$ 59.50	
Air Circus ..... 49.50	Idaho ..... 69.50	Spot Pool ..... 42.50	
Arizona ..... 59.50	Jeep ..... 49.50	Stars ..... 45.00	
Big Chief ..... 29.50	Keep 'Em Flying ..... 69.50	Streamliner ..... 59.50	
Bosco ..... 49.50	Knockout ..... 49.50	Surf Queen ..... 95.00	
Double Barrel ..... 59.50	Laura ..... 69.50	Sun Valley ..... 49.50	
5-10-20 ..... 49.50	Liberty (Gottlieb) ..... 59.50	Suspense ..... 129.50	
Flat Top ..... 49.50	Midget Racer ..... 95.00	West Wind ..... 49.50	
Four Roses ..... 39.50	Mills '40 1-2-3 ..... 39.50	Yankee Doodle ..... 49.50	
Grand Canyon ..... 59.50	Oklahoma ..... 69.50	Yanks ..... 49.50	
Gun Club ..... 39.50	Santa Fe ..... 59.50		
Havana ..... 145.00	Sea Breeze ..... 150.00		
Heavy Hitter ..... 115.00	Shangri La (Gottlieb) ..... 59.50		
Hi Dive ..... 49.50	Shooting Star ..... 69.50		
	Sky Chief ..... 59.50		

Terms: One-third deposit, balance C. O. D.

## IDEAL NOVELTY CO.

Phone Franklin 5544  
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## Used Music Equipment

REFINISHED • RECONDITIONED • GUARANTEED

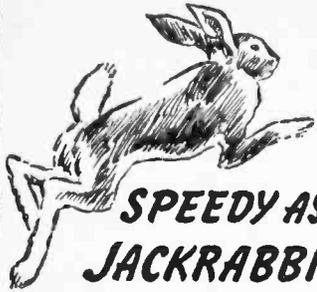
ROCK-OLA, 1946, Model 1422, Like New, 4 in Stock. ....\$449.50	SEEBURG PLAZA .....\$179.50
ROCK-OLA SUPER 40 ..... 199.50	SEEBURG COMMANDER ..... 199.50
ROCK-OLA MASTER 40 ..... 199.50	SEEBURG HIDEAWAY, Steel Cabinet, R.C., Including 5 Seeburg Wireless Wall Boxes, One Speaker, Organ Type ..... 349.50
AMI SINGING TOWERS, 20 records, ready for location ..... 99.50	WURLITZER 850E ..... 299.50
AMI HIGH BOY, 40 Record ..... 159.50	WURLITZER 616 LITE-UP ..... 99.50
AMI STREAMLINER ..... 119.50	WURLITZER 700 KEYBOARD ..... 299.50
SEEBURG REGAL ..... 149.50	
SEEBURG COLONEL, RC-ES ..... 249.50	

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## MUSIC SYSTEMS INC.

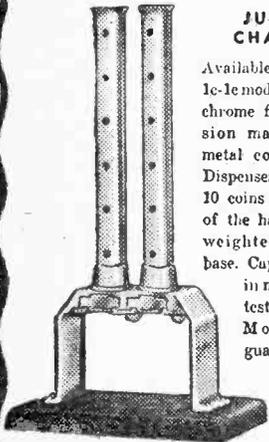
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**The Fastest, Most Accurate COIN DISPENSER on the Market**



**JUNIOR CHANGER**

Available in 5c-5c or 1c-1c models. Lustrous chrome finish. Precision machined, all metal construction. Dispenses either 5 or 10 coins in the palm of the hand. Heavily weighted non-slip base. Capacity is \$13 in nickels. Time-tested accuracy. Money-back guarantee.



**\$17.50**

(Distributor Discounts)

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**Northwest Sales Co.**

EXCLUSIVE NATIONAL DISTRIBUTOR

3144 Elliott Avenue Seattle 1, Wash.

**Hattiesburg Meters Click**

HATTIESBURG, Miss., Sept. 20.—Collections from the 388 parking meters here have amounted to \$23,255.61 in pennies and nickels since they were installed in December, 1946, city officials reported recently. Monthly receipts from the meters have averaged between \$2,300 and \$3,000.

**Regina Rejects Park Meters**

REGINA, Sask., Sept. 20.—Recommendation of the civic traffic board that parking meters be installed here was defeated 5-4 in a vote by city council. Earlier, downtown business men had expressed disapproval of the plan on the grounds that the streets were too narrow.

**1946 WURLITZER & SEEBURG PHONOGRAPHS FOR SALE**

Clean, reconditioned. Positively cannot be told from new.

Write or phone

**CHARLES R. FOOTE CO., INC.**

50 Somerset Ave. Tel. Ocean 0380 Winthrop 52, Mass.



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Established operators — Save money by renting games and phonographs. 1/2 rental fee may be applied against purchase.

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**NATIONAL NOVELTY COMPANY** 183 Merrick Road, Merrick, Long Island Phone: Freeport 8-8320

*If It Isn't Listed, We May Have It in Stock!*

**EMPIRE SUPER MARKET'S**  
1012-14 MILWAUKEE AVE.

*28,000 Sq. Ft. Better Display—Super Service!*

LESS THAN MANUFACTURER'S COST!  
**BAT-A-BALL UPRIGHT MODEL \$84.50**  
JR., WITH STAND 29.50  
BRAND NEW, IN ORIGINAL CRATES! ORDER NOW!

**NEW PIN GAMES**

EXHIBIT COED	\$255.00
GOTT. BOWLING	294.50
GOTT. LUCKY STAR	219.50
DOUBLE BARREL	145.00
UNITED HAWAII	295.00
BAL. SILV. STREAK	289.50
KEENEY CLICK	295.00
GOTT. MARGORIE	294.50
MARVEL LIGHTNING	189.50
WMS. FLAMINGO	289.50
GENCO HONEY	279.50
CHI. GOLD BALL	279.50

**NEW COUNTER GAMES**

POP-UP	\$ 37.50	MARVEL CIG. REELS	\$ 39.50
ABY CHALLENGER	49.50	IMP. 1¢ or 5¢	14.50
FOLDING STAND	11.95	BEST HAND	30.00
GOTT. GRIP SCALE	39.50	MEX. BASEBALL	30.00
GRIP-VUE	49.95	SKILL THRILL	30.00
BASKETBALL 1¢	39.50	FREE PLAY	30.00
WITH STAND	49.50	HEAVY HITTER	160.00
KICK & CATCHER	37.50	WITH STAND	175.00

**NEW CONSOLES**

BALLY TRIPLE B.	\$895.00	
DE L. DRAW BELL	512.50	
BALLY HI BOY	339.50	
MILLS 3 BELLS	339.50	
JENN. CHALLENGER	595.00	
EV. WINTERBOOK	671.50	
EV. WINTERBOO	826.00	
EVANS RACES	831.00	
BAKERS PACERS	5¢, DD	829.50
GROET. TWIN FALLS	485.00	

**NEW SLOTS**

JENNINGS LITE-UP CHIEF	5¢	10¢	25¢	50¢
JENNINGS STANDARD CHIEF	\$924	\$334	\$344	\$454
MILLS BLACK CHERRY	269	279	289	399
MILLS GOLDEN FALLS, H.L.	245	253	258	338
WATLING ROTATOR	175	200	225	300
GROETCHEN DE LUXE CLUB COLUMBIA	\$149.50			
GROETCHEN COLUMBIA, JP	145.00			
MILLS VEST POCKETS	\$74.50	LOTS OF 5	65.00	

**NEW VENDORS**

SILVER KING, 1¢ or 5¢ NUT OR B.G.	\$ 13.95
SILVER KING HOT NUT VENDOR	29.95
VICTOR MODEL V, 1¢ GLOBE TYPE	11.75

**SLOT SAFES, STANDS, COUNTERS**

CHICAGO METAL REVOLVING SAFES—	
UNIVERSAL, Single, \$79.50; Double	\$116.75
DE LUXE, Single, \$119.50; Double, \$184.25; Triple	262.00
HEAVY REVOLVING SAFES—10-GAUGE	
STEEL, Single, \$175.00; Double	225.00
BOX STANDS	\$27.50
FOLDING STANDS	12.50
DOWNEY-JOHNSON COIN COUNTER	217.50
ACE COIN COUNTER AND CARRYING CASE	159.50

**NEW ONE BALLS**

JOCKEY CLUB, P.O.	\$845.00
JOCKEY SPECIAL	645.00
GOTT. DAILY RACES	650.00
BALLY EUREKA	489.50

**ARCADE MACHINES**

WHIZZ & STD.	\$ 79.50
WMS. ALL STARS	479.50
BOMBSIGHT	385.00
ADVANCE ROLL	499.50
PREMIER BOWLO	469.50
TEN GRAND, 10 1/2 F.	499.50
BASKET B. CHAMP.	279.50
POKERING	445.00
METAL TYPER	250.00
AMUSE. TUMBLER	125.00
MIR-O-SCALE	169.50
AMERICAN FORTUNE SCALE	395.00
IDEAL FOOTBALL	395.00

**RECONDITIONED 5 BALLS**

HAVANA	\$169.50	TEXAS MUST.	\$44.50
RIO	159.50	VICTORY	44.50
SHOW GIRL	149.50	CLOVER	44.50
SMARTY	149.50	FLYING TIGERS	44.50
FIESTA	149.50	VELVET	44.50
SPELLBOUND	139.50	WILDFIRE	44.50
BAFFLE CD.	149.50	PRODUCTION	39.50
SUPER SCORE	139.50	SEA HAWK	39.50
FAST BALL	129.50	EAGLE SQUAD	39.50
SUPERLINER	119.50	JUNGLE	39.50
STEP UP	119.50	GUN CLUB	39.50
MID. RACER	99.50	STAR ATTRAC.	39.50
CARNIVAL	99.50	BELLE HOP	39.50
BIG LEAGUE	89.50	ALL AMER.	39.50
CANTEEN	89.50	CHAMPS	39.50
SURF QUEEN	79.50	BOLAWAY	39.50
BIG HIT	79.50	SHOW BOAT	39.50
LIBERTY	59.50	STARS	39.50
BIG PARADE	59.50	VENUS	39.50
KNOCK OUT	59.50	TOWERS	39.50
KEEP 'EM FLYING	54.50	MIAMI BEACH	39.50
SOUTH SEAS	54.50	ABC BOWLER	39.50
STREAMLINER	54.50	41 MAJORS	39.50
YANK DOODLE	69.50	SEVEN UP	39.50
5-10-20	49.50	PARATROOPS	39.50
UN. MIDWAY	49.50	BOMBARDIER	39.50
KISMET	44.50	TEN SPOT	39.50
BOBOC	44.50	STRATOLINER	39.50
DEFENSE	44.50	INVASION	39.50
HI HAT	44.50	BANDWAGON	37.50
		DRUM MAJOR	34.50
		MARINES	34.50

**SLOTS**

50¢ GOLDEN FALLS, NEW REB.	\$249.50
5¢ MILLS BLUE FRONT, ORIG.	89.50
5¢ BROWN FRONTS	109.50
10¢ BROWN FRONTS	119.50
10¢ BONUS BELL	129.50
25¢ BONUS BELL	139.50
5¢ GOLD CHROME, 2-5	119.50
5¢ GOLD CHROME, H.L.	129.50
10¢ GOLD CHROME, H.L.	139.50
25¢ MILLS CLUB CONSOLE	149.50
5¢ MILLS O.T.	69.50
VEST POCKETS, 1946 Model	49.50
10¢ BLACK CHERRY, NEW REB.	134.50
25¢ BLACK CHERRY, REB., 2-5	139.50
5¢ JENN. SILVER CHIEF	89.50
5¢ JENN. CLUB CONSOLE CHIEF	109.50
COLUMBIA'S J.P., 1946 Model	89.50
5¢ JENN. BRONZE CHIEF	199.50
JENN. LITE-UP CHIEFS, Used 10 Days, 5¢, \$215; 10¢, \$225; 25¢	235.00

**ONE BALLS**

VICTORY SPECIAL, Auto. Shuf.	\$315.00
PIMLICO, F.P.	89.50
CLUB TROPHY, F.P.	74.50
DARK HORSE, F.P.	69.50
'41 DERBY, F.P.	79.50
RECORD TIME, F.P.	69.50
LONGACRE, F.P.	129.50
TURF KING, P.O.	99.50
JOCKEY CLUB, P.O.	89.50
MILLS OWL, 1 OR 5 BALL, F.P.	49.50
LONGSHOT, P.O.	74.50
KENTUCKY, P.O.	74.50
SPORT KING, P.O.	64.50
VICTORY DERBY, P.O.	179.50

**CONSOLES**

5¢ KEEN. BONUS SUPER BELL	\$395.00
25¢ KEEN. BONUS SUPER BELL	449.50
BAKER'S PACERS, D.D., J.P.	395.00
5¢ COMB. SUPER BELLS	79.50
BALLY SUN RAYS, F.P.	99.50
HI HAND, COMB.	99.50
WATLING BIG GAME, 5¢, P.O.	89.50
5¢ PACE SARATOGA SR., P.O.	89.50
5¢ PACE REELS, COMB.	89.50
JENN FAST TIME, P.O.	59.50
BALLY BIG TOP, P.O. or F.P.	89.50
WATLING BIG GAME, F.P.	89.50
MILLS JUMBO, LATE HEAD	89.50
JENN. SILVER MOON, F.P.	69.50
5¢ BALLY CLUB BELL	99.50
25¢ BALLY CLUB BELL	109.50
EVANS LUCKY STAR	149.50
GALLOPING DOMINOS, J.P.	149.50
BANGTAILS, J.P., 2-TONE	159.50
MILLS RIO	99.50

**ARCADE**

EV. TEN STRIKE, 1947 MODEL	\$239.50
EV. TOMMY GUN	94.50
BALLY DEFENDER	119.50
BATTING PRACTICE	89.50
GENCO WHIZZ—Like New	59.50
SHOOT TO TOKYO	79.50
SHOOT THE CHUTES	79.50
CHICAGO COIN GOALEE, Like New	169.50
GOTT. 3-WAY GRIPS, 1946 Model	24.50
CHICAGO COIN HOCKEY	24.50
KICKER & CATCHER	24.50
ABT MODEL F, BLUE	24.50
RAPID FIRE	74.50
PITCHER & CATCHER	50.00
BALLY SKY BATTLE	89.50
EXH. HAMMER STRIKER	47.50
ADVANCE SHOCKER	17.50
BALLY UNDERSEA RAIDER	139.50
WMS. ZINGO	139.50
AMUSEMATIC BOOMERANG	149.50

**MANUFACTURER'S TRADE-IN OFFER**

Obtain a NEW Model B2H ACE COIN COUNTER

Your old machine plus \$25.00 will bring immediate delivery on the NEW IMPROVED, LARGER ACE COIN COUNTER

**ACE COIN COUNTER**

This Offer Good for 60 Days  
Send in your old model Ace Coin Counter prepaid and we will send a new model C. O. D.

ACE COIN COUNTING MACHINE CO.  
3715 N. Southport CHICAGO

Proudly Announcing  
The New and Improved  
**WILLIAMS ALL STAR**  
A real baseball game.

**Kingpin**  
EQUIPMENT COMPANY  
KALAMAZOO 21, MICH  
826 Mills Street Phone 2-0021  
DISTRIBUTING COMPANY  
DETROIT 1, MICH.  
3004 Grand River Ph. TEmple 2-5788

ONE-HALF DEPOSIT WITH ORDER, BALANCE C. O. D. OR SIGHT DRAFT

**Empire Coin** MACHINE EXCHANGE

1012-14 MILWAUKEE AVE. • PHONE: HUMBOLT 6288 • CHICAGO 22, ILL.  
Assoc. Office: ROBINSON SALES CO., 7525 GRAND RIVER AVE., DETROIT. Ph: Tyler 7-2770

# EVANS' RACES

## FAST PLAY—GREATER EARNINGS!

Evans' new electro-pneumatic control speeds up play faster than ever before!

## MYSTERY ODDS!

On each play odds change with flashing lights and mechanical action!

## 7 COIN DROPS with Individual Coin Detectors

## NEW REFINEMENTS! NEW DESIGN!

Rich new cabinet . . . brilliant, colorful backboard . . . brightly lighted, full vision race track!

**2 GREAT MODELS** { CASH PAYOUT } 5c OR 25c  
 { FREE PLAY CONVERTIBLE } PLAY

### FREE PLAY

Free plays earned are registered on backboard for information of player.

### HIGH JACKPOT

#### Now Available

All Evans Consoles now available with high Payout Jackpot of \$25.00 on 5c machines. No extra coins or build-up necessary to secure \$25.00 Jackpot payout. \$125.00 High Jackpot on 25c Machine.



**H. C. EVANS & CO.**

1520-1530 W. ADAMS ST.

CHICAGO 7, ILLINOIS

ORDER FROM YOUR DISTRIBUTOR



## COIN MACHINE OF PITTSBURGH

Is Pleased To Announce That They Are Now Making Deliveries of

FILBEN MIRRO-CLE CABINETS .....\$325.00  
 FILBEN HIDE-A-WAYS ..... 398.00

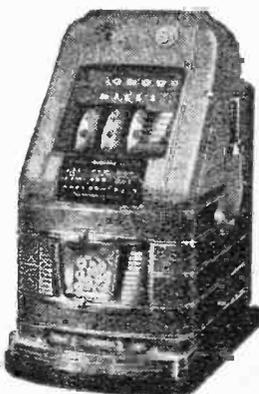
Also Delivering Mills Latest Machines

### JEWEL BELL

Available in 5c-10c-25c Play

BRAND NEW MILLS

5c Q T .. \$115.00



Exclusive Distributor for Mills Slots in Western Pennsylvania, Ohio and West Virginia.

### NEW FIVE BALLS

Bally Rocket	Exhibit Ranger
Williams Flamingo	Exhibit Mam'selle
United Mexico	Chicago Coin Gold Ball
United Hawaii	Genco Honey
Gottlieb Marjorie	Keeney Click

### NEW

Keeney Bonus Super Bell, 5c....	Write
Bally Triple Bell.....	Write
Buckley Track Odds.....	Write
Evans Bang Tails.....	Write
Champion Hockeys .....	75.00

### USED SLOT MACHINES

Slightly Used Columbia Bells...\$ 55.00	5c Mills Brown Fronts .....\$60.00
3 Way Keeney Bonus Bells.... 795.00	10c Mills Brown Fronts ..... 65.00
5c Mills Blue Fronts ..... 50.00	25c Mills Brown Fronts ..... 70.00
10c Mills Blue Fronts ..... 55.00	5c Mills Vest Pockets ..... 35.00
25c Mills Blue Fronts ..... 60.00	

1/3 Deposit Required With Order

## COIN MACHINE DISTRIBUTING COMPANY

500 NORTH CRAIG STREET

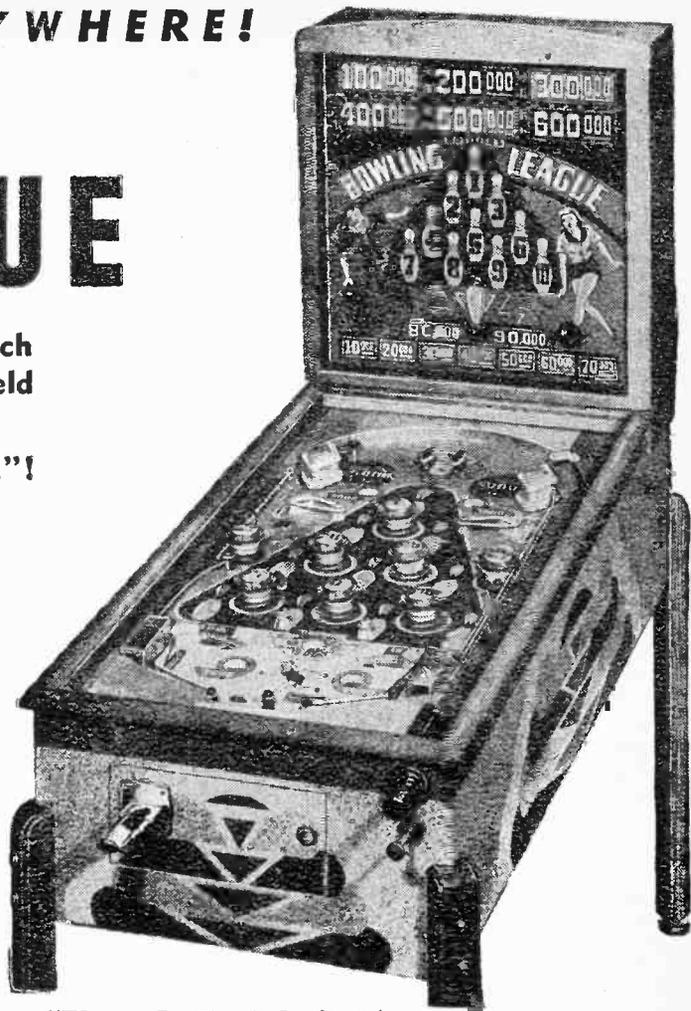
PITTSBURGH 13, PENNA.

**GENCO**  
 2621 NORTH ASHLAND AVENUE, CHICAGO 14, ILLINOIS

IT'S BOWLING 'EM OVER EVERYWHERE!

# GOTTLIEB'S HIGH SCORE HIT BOWLING LEAGUE

"JET" KICKERS — Action right down to the bottom on each ball! "Jet" Kickers propel ball back through the field for tantalizing recovery shots and EXTRA SCORING!  
INCREASED SCORING VALUES When All Pins Are "Down"!



"There Is No Substitute for Quality"

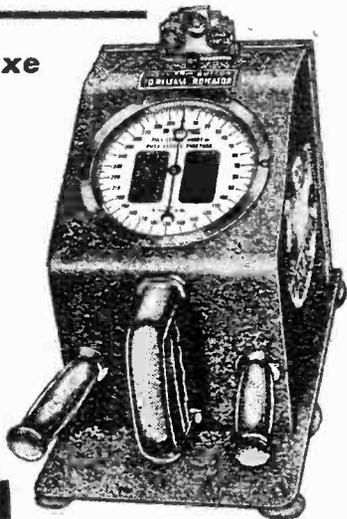


Improved DeLuxe

## GRIP SCALE

THREE-WAY STRENGTH TESTER

Consistently Best Since 1927



ORDER FROM YOUR DISTRIBUTOR

## MOST DEPENDABLE! DAILY RACES

1-Ball Multiple Payout or Replay Models

### D. GOTTLIEB & CO.

TWENTY YEARS OF LEADERSHIP  
1140 N. Kostner Ave., Chicago 51, Ill.

# BOWLERS SAY: "WE'LL PLAY!" GOTTLIEB'S SENSATIONAL BOWLING LEAGUE

You can always depend on Gottlieb for something completely different in 5-ball games! Here's their latest—with irresistible eye appeal, meteoric action, and new high bowling scores! Bowling League will give you a new deal in profits—get it working for you today!



"After 28 years, being a friend becomes a habit!"



Member of Coin Machine Industries, Inc.



A PERFECT "SET-UP" FOR PIN GAME PROFITS



## BOWLING LEAGUE - - -

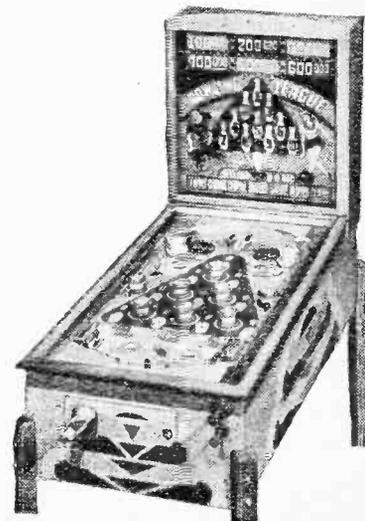
GOTTLIEB'S NEW HIGH SCORE GAME

- "JET" KICKERS propel ball back through field.
- EXTRA SCORING when all pins are "Down."
- ACTION right down to the bottom on each ball.

PHONE—WIRE—WRITE

## SHAFFER MUSIC CO.

606 S. High St. Columbus 15, Ohio



**IF YOU ARE IN ONE OF THESE STATES  
WIRE OR WRITE TODAY!**



for full details on the ... **GREAT NEW**

# **GENCO-SEABOARD PIN GAME PLAN**

**OUR REPRESENTATIVE WILL  
CALL ON YOU IMMEDIATELY!**

ALL IT TAKES is a wire or letter and our representative will SEE YOU IN PERSON immediately to show you how this plan WILL

1. Save you money
  2. Give you much faster service
- AND . . . Give You Advance Information on the Outstanding

**NEW GENCO GAME**  
TO BE RELEASED SOON

**NOTE:** States in map above are serviced by SEABOARD as Direct Factory Sales Agents for GENCO. Shaded states represent territory prior to additions. Unshaded states have just been added to Seaboard's extensive coverage. Complete list of states follow:

**PREVIOUSLY COVERED TERRITORY**

Maine	New York
Vermont	New Jersey
New Hampshire	Eastern Pennsylvania
Massachusetts	Delaware
Rhode Island	Maryland
Connecticut	District of Columbia
	Virginia

**NEWLY ADDED TERRITORY**

Western Pennsylvania	Alabama
North Carolina	Florida
South Carolina	Louisiana
Georgia	Texas
	Mississippi

Never before have two such leading organizations as Genco, America's greatest game manufacturer, and SEABOARD, America's greatest distributor, joined their tremendous resources to create a pin-game merchandising plan as exciting as this.

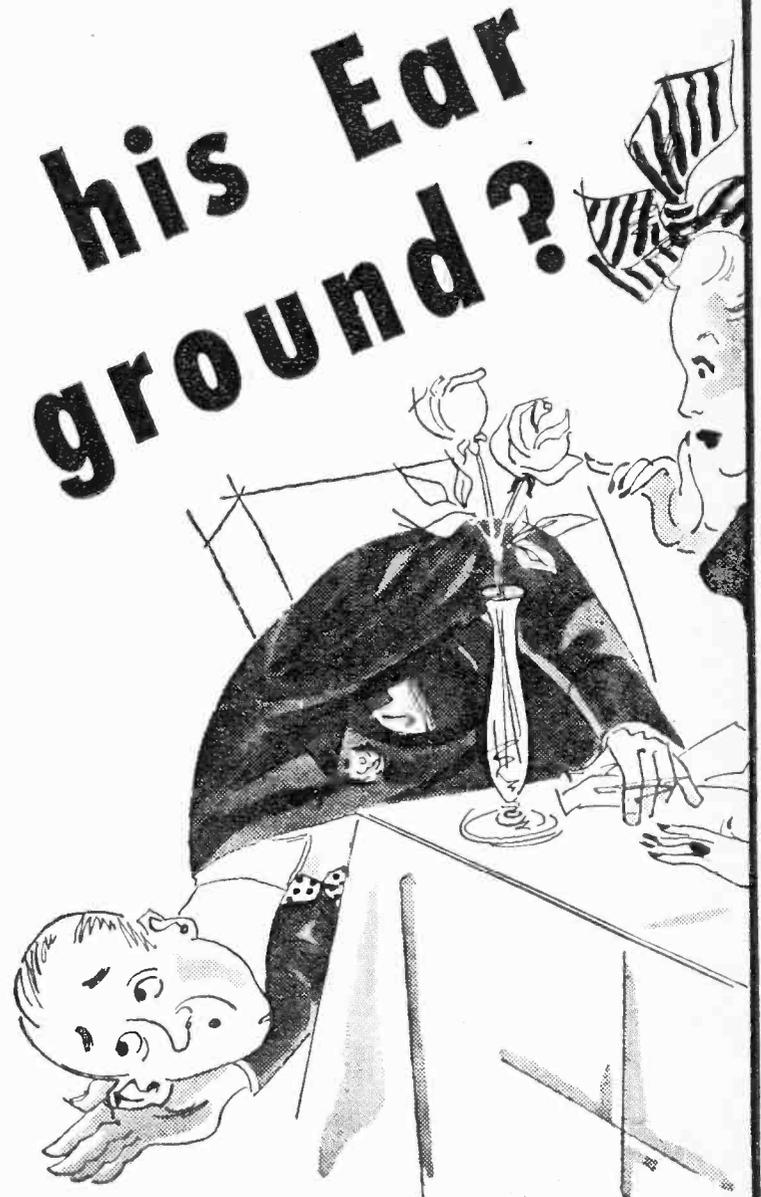
**SEND THAT WIRE OR LETTER TODAY**

**SEABOARD**

SEABOARD N. Y. CORP.: 540-550 W. 58th St., N. Y. C., CO 5-4585  
 SEABOARD N. J. CORP.: 27-29 Austin St., Newark, N. J., BL8-4105  
 SEABOARD CONN. CORP.: 1625 Main St., Hartford Conn., HA 2-6141

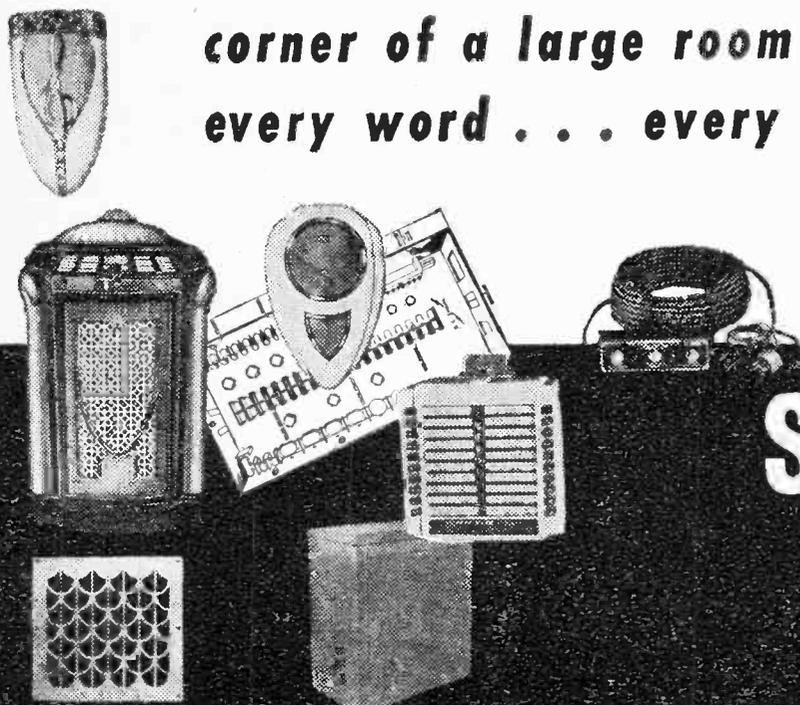


Do the customers in your locations have to keep their ears to the ground in order to hear a single unit phonograph at the far side of a large room? Progressive operators in the Southwest are giving their customers their money's worth... and installing complete Seeburg Music Systems. A complete Seeburg system includes, among other things, the correct number of speakers... the Dual Remote Control, at the cashier's stand, that fits the music to large and small crowds. Ask about it at S. H. Lynch & Co.



# Seeburg **MUSIC SYSTEMS** SCIENTIFIC SOUND DISTRIBUTION

*makes it easy for everybody in every corner of a large room . . . to hear every word . . . every note of every tune!*



## S. H. LYNCH & CO.

*Exclusive Southwest Distributors*

- ★ Dallas, Pacific at Olive
- ★ San Antonio, 241 Broadway
- ★ Houston, 910 Calhoun
- ★ Memphis, 1049 Union Avenue
- ★ New Orleans, 832 Baronne
- ★ Oklahoma City, 900 N. Western

# HAWAII

by UNITED

... with

## SUPER BONUS FEATURE



FIVE-BALL  
NOVELTY  
REPLAY

- INCENTIVE SCORING POCKETS
- HIGH SCORE BUILD-UP
- MANY WAYS TO  
SCORE REPLAYS

**STEPPED-UP  
PROFITS**

"GREATER THAN MEXICO"

SEE YOUR DISTRIBUTOR

**UNITED MANUFACTURING COMPANY**

5737 NORTH BROADWAY



CHICAGO 40, ILLINOIS

# NEW - IMPROVED

*Williams*

# ALL STARS

100% MECHANICALLY PERFECT



**Hoskel Goldberg—**

STERLING NOVELTY CO., LEXINGTON, KY.

says:

"ALL STARS, in the same location with two late model pin tables, earned far more than the pin tables. My collection reports show plenty of dimes and quarters, which definitely proves that this type coin chute induces additional play. You've got a real winner in ALL STARS!"

**ORDER NOW!**

Remember, only a limited quantity are being manufactured. See your Distributor Today!

*Williams*

MANUFACTURING  
COMPANY

161 W. HURON STREET CHICAGO 10, ILL.



# NEW Bally ONE-BALL MULTIPLES!

**JOCKEY Special**  
FREE PLAY

**JOCKEY Club**  
AUTOMATIC

With **Amazing New HORSESHOE FLASH**

MYSTIC FLASH proved a record-smashing profit-producer in Bally Entry and Special Entry. Now . . . **PROVED AND IMPROVED . . .** the Horseshoe Flash offers bigger play attraction than ever . . . holds repeat play longer . . . and nets richer profits to operators. Double or triple your one-ball multiple profits by getting **JOCKEY CLUB** and **JOCKEY SPECIAL** on location now. Order today!

Illustration shows Jockey Special (Free Play) Jockey Club (Automatic Payout) is identical in appearance and play-appeal.



**New BIG ODDS**  
STARTING AT  
3-TO-1  
5-TO-1



# SILVER STREAK

**FAST ACTION, FAST PROFIT NOVELTY HIT!**

**NEW** TEASING TANTALIZING QUALIFY FEATURE

**FLASH-ACTION SPEED-BOAT RACE ON BACK GLASS**

**6 WAYS TO WIN**

**HIGH SCORE TO 490,000**

**PACKED WITH SUSPENSE AND SKILL THRILLS**

**CONVERTIBLE 5 OR 3 BALL NOVELTY OR FREE PLAY**

Fastest action and fastest earning power in novelty class . . . that's Bally's new SILVER STREAK. Packed with skill-thrills . . . and ideal for competitive play . . . SILVER STREAK is the game you need now to pep up novelty profits. Order yours today!

**A BALLY GAME FOR EVERY SPOT**  
**EUREKA • HEAVY HITTER • HI BOY**  
**TRIPLE BELL • DELUXE DRAW BELL**



**Bally MANUFACTURING COMPANY**  
DIVISION OF LION MANUFACTURING CORPORATION  
2640 BELMONT AVENUE, CHICAGO 18, ILLINOIS

**GIVE TO THE DAMON RUNYON CANCER FUND**

# TODAY everyone recognizes the importance of

It is gratifying to note the wide acceptance of two basic developments pioneered by Seeburg—Scientific Sound Distribution and Remote Control. As competition for the public's nickel becomes keener, it is increasingly evident that locations must provide music that everyone may listen to in comfort, and if musical selection is to be encouraged, must make such selection as effortless as possible.

Today Scientific Sound Distribution and Remote Control are acknowledged to be absolutely essential to better Music Merchandising. By installing Seeburg Music Systems in the locations you operate, you are assured many years of experience in pioneering these musical developments plus the only equipment actually engineered to provide the proper control of scientifically distributed sound—no adapters, converters, or other makeshift equipment necessary.

If you are not taking full advantage of these modern Seeburg developments in your locations, let your Seeburg Distributor show you what they can mean to you.

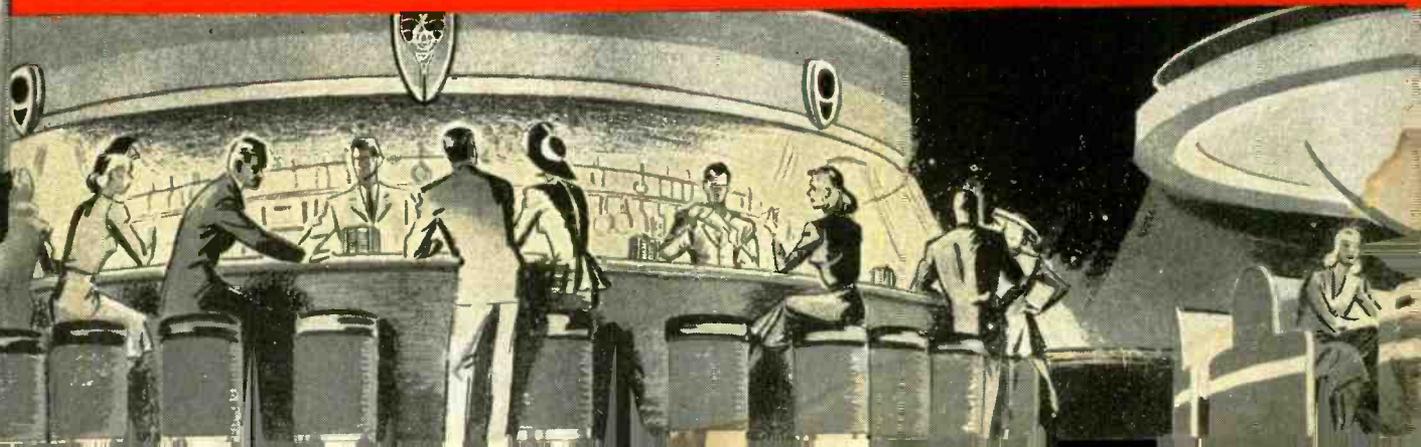
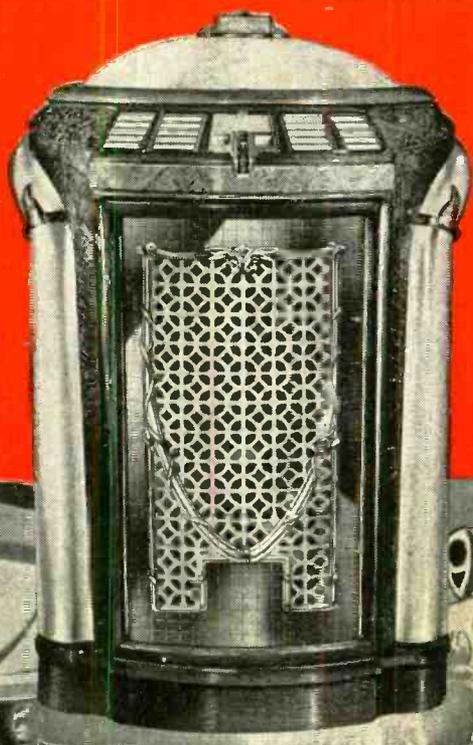


**SCIENTIFIC  
SOUND  
DISTRIBUTION**

**REMOTE  
CONTROL**

# Seeburg

1902 • DEPENDABLE MUSIC SYSTEMS • 1947



Aireon



THE Aireon Royal Family



**K**ing "Airliner", still grand monarch of the phonograph industry who continues to enjoy demand from top locations the world over.



**Q**ueen "Fiesta", stately member of the Royal Family. Her majesty commands great ovations from music lovers everywhere, who through their loyalty perpetuate her leadership.



**P**rincess "Blonde Bombshell", stunning, alluring daughter of the Aireon Royal Family who has accepted her position with the majestic dignity common only to those born of royalty.

**Aireon**  
MANUFACTURING CORPORATION