

NEW AIR SHOWS RATE LOW

Radio, Music & Wax Huddle On Disk Ban

Strategy Session in November

WASHINGTON, Oct. 25.—Preparations for an early-November music industrywide meeting (*The Billboard*, October 25) to cope with James C. Petrillo's proclaimed December 31 disk ban emerged this week as the most important practical step toward facing the Petrillo emergency which government agencies and congressional spokesmen frankly admit is "a tough nut to crack."

As the National Association of Broadcasters (NAB) continued to press the initiative in inducing all segments of the radio, recording and music industries to send representatives to the unprecedented confab early next month, sole hope for governmental action came from congressional leaders who suggested that the special session of Congress next month might conceivably provide an opportunity for a policy decision on the American Federation of Musicians (AFM) ban. But was regarded as highly improbable, however, that the special session would take the matter up.

Meanwhile congressional efforts (See NAB PRESSES on page 13)

Butlin En Route To Arrange for Amer. Invasion

NEW YORK, Oct. 25.—W. E. Butlin, British outdoor showman who is planning to extend his activities to Canada and the United States in the near future, arrives in New York on the Queen Elizabeth next Thursday (30) to arrange details and financing.

Butlin, as active head of Butlins, Ltd., for many years has operated a large chain of vacation camps throughout the British Isles and has developed a form of recreation resort which embraces not only the usual camp facilities but also entertainment, such as vaude and circus performances, concerts, dancing and even small amusement parks.

In addition, Butlin is directly interested in the circus and outdoor amusement field, having recently acquired a large block of stock in Belle Vue, Ltd., Manchester, one of England's top outdoor amusement spots.

Butlin's plans for expansion on this side of the Atlantic are not definitely set except that he has purchased a large island in Canada, where it is assumed he will install one of his holiday camps. Exact location of this island has not been divulged but it is about 90 miles north of Toronto.

Butlin's, Ltd., whose fiscal year ends December 31, already has distributed an interim dividend of 50 per cent, less tax, on its ordinary stock and probably will distribute a

Editorial

The Thomas Circus

Eric Johnston, president of the Motion Picture Association of America, Sunday (26) released to the press a letter he had sent to the speaker of the House of Representatives, the president pro tempore of the U. S. Senate, and the majority and minority leaders of the Senate and the House. In this letter, Johnston (who has not yet been accused by any of the Thomas Un-American Activities Committee witnesses of being a Communist) urged a change in the procedure of congressional investigating committees. Present procedure, said Johnston, "lacks uniformity; it has developed more or less haphazardly. It can and sometimes does deny the individual his full measure of citizenship rights."

Johnston also stresses that "the broad power of the Congress to investigate is among the great sentinels of the public welfare. In no other way can corruption be so effectively exposed or facts so adequately marshaled as a basis for needful legislation. No thinking person would question the right of the Congress to investigate."

A Major Concern

The question of individual rights certainly is and must continue to be a major concern, if America itself is not to be open to charges so frequently and justly made against court and hearing procedures in totalitarian states. Due to the practices of committees such as the Thomas group, however, it becomes increasingly difficult for clear-thinking Americans to protest an invasion of individual rights without immediately being put in the position of defending or following unwittingly or deliberately, the Communist party line.

Let it be clearly understood that we despise Communism and the well-known ruthless, devious and unwholesome means Communists use to achieve their ends. We liken the effect of the Thomas Committee to a gaudy, bawdy show to highlight for Americans throughout the country the ever-present danger of Communism. We find it difficult to shed tears over the invasion of the civil rights of such persons as have been proved Communists beyond the question of doubt. But it is almost altogether impossible to hold inviolate the individual rights of one person and trample those of another, even if the second person is a Communist.

Perhaps the answer here is one which seems to be developing out of the Thomas hearings: If Communist party members in the U. S. are, and can be proved to be, agents of a foreign power, they obviously, and within the confines of the constitution, forfeit a considerable share of their individual rights. Whatever the solution, we feel one must be found if efforts to chase Commies out from under their slimy rocks are not to boomerang, and serve as a means of strengthening Communism here.

But hearings like the Thomas circus seem certain to have another bad effect. They seem destined to achieve the end of stultifying show business as a public service medium, which more than any other can highlight and dramatize some of America's own real problems, completely aside from any considerations of Communism. Because of the current Thomas hearings, we can't help but feel that it will be a long time before a Hollywood producer will okay a story which treats with racial intolerance, juvenile delinquency, political corruption or any one of a dozen like subjects. The men who invest huge sums in films, legit productions, broadcasting, et al. are just as susceptible to the human desire to avoid trouble with governmental agencies as anyone else. And if one of the effects of hearings of the nature of the Thomas Committee is to take the guts out of show business, such hearings will ultimately prove a most serious disservice to the social development of the country. If, in order to fight Communism, we must play ostrich concerning our own shortcomings, we're in bad shape.

Wayne King Grosses \$8,500 In 1-Day Des Moines Stand

DES MOINES, Oct. 25.—Wayne King and his orchestra pulled in a gross of \$8,500 at the KRNT Radio Theater here Sunday (19), but it was for two performances, matinee and evening.

The take was good for a one-day business, but the evening show failed to come up to expectations for the 4,200-capacity auditorium. No one lost any money, however, though house profit was small.

final dividend, for this year, of not less than another 50 per cent. Currently the firm is undergoing a financial reorganization which will increase its capital from \$3,022,500 to \$3,425,500.

Equity Sets Up Economic Panel On Unemployed

NEW YORK, Oct. 25.—Actors' Equity has formed an economic betterment committee to deal with the problem of unemployment among actors this season. Committee is meeting about once a week and is mulling a plan for scientifically conducted survey to get the type of information that will give the committee a strong basis for making its recommendations to the Equity council. To conduct the survey, the (See EQUITY FORMS on page 46)

Hefty Hoopers Very Few in Fall Programs

Jolson an Exception

NEW YORK, Oct. 25.—Paced by Al Jolson's powerhouse 18.8, some of the new shows on the air this fall are returning really corking Hooperatings, their scores constituting a high mark in an otherwise disappointing radio season. Actually, tho, the majority of new shows on the air—so far at least—are failing to show evidence of any particular rating strength. This is especially true when ratings are related to talent budgets.

Most successful of the new entrants, other than Jolson, are *My Friend Irma*, *Talent Scouts* and *Spike Jones*. All are on Columbia Broadcasting System (CBS) and the first two are CBS-built-and-sold packages. On the same web, Ed Murrow's 5.7 and Lowell Thomas's 6.6 are considered quite good for 15-minute (See NO HOOP ZIP on page 10)

Amusement Tax Cut Unlikely at Special Session

WASHINGTON, Oct. 25.—Despite indications that Congress will take up income tax cuts during the upcoming special session, chances that excise rates on showbiz will be touched this year are practically non-existent, it was learned today.

A personal tax cut measure along the lines of those previously vetoed is being readied by the House Ways and Means Committee with an added provision for splitting incomes between husband and wife. This bill is likely to see early action despite Capitol Hill concentration on the chief subjects of prices and European relief.

According to aides of the Joint Committee on Internal Revenue, there is little chance that busy congressmen will get around to any excise levies before the start of the regular session in January. At that time, it is expected that congressional tactics will continue to be the leveling off of excise rates by piecemeal legislation, with the accent on lowering the rates on industries that squawk the loudest. With the exception of sporadic visits by showfolk to Washington last session, pressure for tax cuts by the entertainment world has been scant.

Lack of a concentrated showbiz effort to lower excise levies is believed to be responsible for the widespread congressional opinion that the industry is coining money regardless of wartime taxes. Showfolk have yet to present a united front to Congress declaring for cuts in all levies that affect entertainment.

AFM Wins Tiff On Stand-Bys; Chi Strike Off

CHICAGO, Oct. 25.—The Civic Theater and the Civic Opera House, dark most of this week because of a fight over stand-bys, made their peace with the Chicago local of James C. Petrillo's American Federation of Musicians (AFM) and are free to light up again.

The Ballet Theater is skedded to come into the Civic Opera from December 25 to January 4, and for a time it looked as if it would have to dance sans music. And the union said the Opera House concert series tabbed to start December 7, couldn't go on, since most of the soloists, violinists and 88'ers were union members. But now the road is clear.

The crisis came last Monday night (20) when James E. Thompson, prexy of the Wacker Corporation, ops of the two theaters, refused to pay eight stand-bys in the pit for a legit performance of *The Late Christopher Bean*. It was said to be the first time in 20 years a legit show in Chi had raised a curtain without having a band in the pit.

The ops contended that the Taft-Hartley Act provides that an employer doesn't have to hire union help unless it's needed.

The San Carlo Opera also was delayed for a short time, but it negotiated an early peace with the union and went ahead to the finish of its run, tomorrow (26).

The settlement with Wacker extends the union contract to January 15—and it keeps the stand-bys in the pit.

USO Honors Lastfogel

NEW YORK, Oct. 25.—Abe Lastfogel, president of USO-Camp Shows, Inc., and treasurer and general manager of the William Morris Agency, Inc., was honored at a Waldorf-Astoria luncheon yesterday (24) for "distinguished volunteer wartime service."

The luncheon was given by the six national agencies that made up the United Service Organizations.

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Disk Ban Size-Up

WASHINGTON, Oct. 25.—Highlights of Washington developments on the Petrillo disk-ban situation:

¶The music industry committee, formation of which was completed this week under aegis of the National Association of Broadcasters (NAB), will seek a "common area of agreement" at an early November meeting.

¶The special session of Congress, scheduled to start November 17, will provide opportunity for congressional leaders to seek general legislative action.

¶Sen. Robert A. Taft (R., Ohio), top Republican strategist in the Senate, indicated he has "every intention" of studying the situation.

¶Senate and House labor committees see no violation of the Taft-Hartley Act, but may study possibilities for an amendment to the act to meet the problem created by James C. Petrillo, head of the American Federation of Musicians (AFM).

¶The Department of Justice and the Federal Trade Commission (FTC) are taking a "watchful waiting" attitude, with no complaints yet received from industry.

¶Rep. Carroll Kearns (R., Pa.), head of the House Labor Subcommittee investigating AFM, is expected to spur Department of Justice inquiry when he returns here early next week. Kearns also will summon a subcommittee session.

¶Sen. William Langer (R., N. D.), chairman of the Senate Judiciary Subcommittee, is expected to renew inquiry to determine whether small record manufacturers are being discriminated against by the Petrillo emergency.

¶Strong possibilities are seen for Congressional investigation renewal, but no specific committee is yet ready to take initiative.

¶The Department of Labor is uncertain about effects of the

Showbiz Will Replace USO In Hospitals

NEW YORK, Oct. 25.—America's entertainment industry this week announced the organization of a program to provide live entertainment for permanently disabled veterans in army, navy and Veterans' Administration hospitals thruout the nation. Formation of the Veterans' Hospital Camp Shows, Inc., was disclosed by the Hollywood co-ordinating committee, of which George Murphy is president. It will take over the hospital work of USO-Camp Shows, which ends operations December 31 with the liquidation of the United Service Organizations.

Following the pattern set up by USO-Camp Shows in serving nearly 200 hospitals regularly since March, 1946, units of paid pro performers will be organized. A circuit will be set up for them to travel. The entertainment provided by these paid units will be supplemented by name personalities who will visit the hospitals cuffed.

Sponsoring orgs signed up so far include Actors' Equity, American Federation of Radio Artists (AFRA), American Guild of Musical Artists (AGMA), Negro Artists' Guild of America (NAGA), American Guild of Variety Artists (AGVA); American Society of Composers, Authors and Publishers (ASCAP); Artists Managers' Guild (AMG), Association of Theatrical Press Agents and Managers (ATPAM), International Alliance of Theatrical Stage Employees (IATSE), League of New York Theaters, American Broadcasting Company (ABC), Columbia Broadcasting System (CBS), Mutual Broadcasting System (MBS), National Broadcasting Company (NBC), and National Association of Broadcasters (NAB).

Petrillo action on the AFM's status as a labor union.

¶General bewilderment and uncertainty is reflected in attitude of federal agencies on the issue.

Royal Command Show Long on American Acts

LONDON, Oct. 25.—American talent will figure bigger than ever in the "royal command" variety show at the Palladium November 3. Show, an annual event in aid of artists' charities, will be attended by the king and queen. This year will be the 18th occasion and presented for the first time by Val Parnell, who succeeded the late George Black as boss of the Moss Empires' group of vaudeville and variety theaters.

Billed to appear are Dolores Gray and Bill Johnson, from the current London hit, *Annie, Get Your Gun*; Laurel and Hardy, coming over from Paris; Jack Durant, Borrah Minevitch's Harmonica Rascals; Wally Boag, the balloon juggler, and others.

The show's organizer, Harry Marlow, said he is holding back the names of two American topliners pending final arrangements for their trips.

British artists will include Gracie Fields, the Crazy Gang (Bud Flanagan, Nervo, Knox and Gold) and comedian Tommy Trinder. There will also be several top acts from France.

Sept. Showbiz Tax Yields Up

WASHINGTON, Oct. 25.—September tax collections on showbiz items showed healthy increases over September, 1946, in most categories, the Internal Revenue Bureau disclosed this week. Only the levies on liquor and radios and phonographs declined.

Cigarette taxes showed the biggest gain, with receipts up \$8,000,000 over a year ago. Levies on theater and cabaret admissions increased nearly \$4,000,000, while disk receipts were ahead of September, 1946, by about \$350,000. Coin machine receipts were slightly ahead for the same period. (See Sept. Tax Yield Up on page 38)

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I WONDER WHO'S KISSING HER NOW
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Full score on leading tunes and disks in the Music Department. (MUSIC POPULARITY CHARTS THIS WEEK APPEAR ON PAGES 25 TO 36 IN MUSIC SECTION.)

FREE LOGS GETTING THE AX?

FM-ers See Petrillo Curb By One Front

United Action Raises Hopes

WASHINGTON, Oct. 25. — FM leaders are now looking to industry-wide and government action for a solution to the continuing ban on AM-FM duplication by James C. Petrillo and his American Federation of Musicians (AFM).

Balked in its own attempts to negotiate with Petrillo, the FM industry is hopeful that the united front lined up against Petrillo in the prospective disk walkout will be powerful enough to gain concessions from AFM on the duplication as well as the recording issue. The record ban is not worrying FM leaders too much, since they feel the duplication ban is by far the more important issue to them.

On the government side, FM hopes run in two channels, that either the Department of Justice or the Petrillo sub-committee of the House labor group will be able to halt the duplication ban.

Chairman Carroll Kearns, of the House sub-committee, has attempted for some time to work out an agreement with Petrillo on the duplication question, and FM leaders are trusting that his efforts may yet bear fruit.

The case of Justice Department against AFM in the Chicago radio station "feather-bedding" case is being watched with interest. An anti-Petrillo decision in this case, some FM groups feel, might be used as a precedent in a possible court test of the duplication ban, since that is considered by the industry as nothing more than "feather-bedding" on a wholesale scale.

Ratner Named CBS Veepee

NEW YORK, Oct. 25.—Victor M. Ratner has been appointed Columbia Broadcasting System (CBS) vice-president and director of advertising and sales promotion, effective November 3. He succeeds Dave Fredrick.

Ratner came to CBS in 1930 and until 1935 was assistant sales promotion director. He served as director from 1935 to 1941, resigning in that year to become a member of the planning board of Lord & Thomas, Inc. More recently, Ratner formed his own company to specialize in community relations programs.

William Golden will continue as associate director of the CBS advertising and sales promotion department. Louis Housman, manager of the presentation division, also will be an associate director.

Pulse Adding Cincy To Its Survey List

NEW YORK, Oct. 25.—The Pulse, Inc., is expanding its radio measurement service beginning in November, when it adds Cincinnati to the lists of cities measured monthly. This will be the sixth major metropolitan

"Voice of America" Expansion Urged by Congressional Body

WASHINGTON, Oct. 25.—Drastic expansion of the Voice of America program, with U. S. broadcasters stepping up their role and with prospect of multi-million-dollar government contracts to be negotiated, will be recommended to Congress in a special report November 10 by a congressional group headed by Rep. Karl E. Mundt, it was learned today.

At the same time, *The Billboard* learns that Rep. John Taber, who, like Rep. Mundt, toured "critical

areas" of Europe this summer, is preparing to oppose any increase in outlays for short-wave broadcasting to overseas zones.

A bitter tug-of-war is seen certain to develop on this issue, particularly since the Mundt report, which is now being prepared, will be bolstered by views of a special advisory group of private citizens and government officials, including State Department bigwigs. With the Voice of America program now functioning on a reduced scale as the result of curtailed congressional outlays, the Mundt report will cite a "dangerous situation" in Europe and will stress a "serious loss to democratic prestige" unless short-wave programming to all parts of the world is vastly stepped up.

It is estimated that existing operations in which National Broadcasting Company, and Columbia Broadcasting System are sharing the bulk of contracts will not exceed \$2,000,000 worth of effort for the entire fiscal year. The Mundt committee is expected to indorse Secretary of State George C. Marshall's original proposal for \$32,000,000 for all types of overseas information activity, with more than a third of the outlay to be earmarked for short-wave operations in which private broadcasters, including networks, would handle the lion's share of work under government contract.

Regarded as significant is the fact that the Mundt committee, which investigated the informational situation abroad, is solidly united behind the projected recommendations to be made in the forthcoming report. Warren Morrell, editor of *The Rapid City (S. D.) Journal*, who accompanied Mundt abroad as an adviser and who is serving as a consultant in drafting the report, told *The Billboard* that "the lack of adequate radio programming from the U. S. to the nations of Europe is now considered one of the most distressing factors in the global situation."

ABC Contests Copyright Suit

NEW YORK, Oct. 25.—American Broadcasting Company (ABC), the U. S. Steel Corporation and the Theater Guild this week asked dismissal of a suit filed by William A. Brady charging copyright infringement in broadcasting the play, *A Church Mouse*. The web, sponsor and producer entered a general denial of all allegations in U. S. District Court.

The play was copyrighted in the name of its author, Dr. Alexander Morton. ABC and the Theater Guild said Brady was not entitled to be party to such a suit, and that whatever rights he might have acquired in the play before the suit either expired or were transferred or assigned to other parties. The Guild said that it entered agreement with George Martin, son of the author, on May 7, 1947, for radio adaptation and broadcasting, and that Martin had acquired the play's rights.

Pay Gridders? WMT Stirs Hornet's Nest

CEDAR RAPIDS, Ia., Oct. 25.—Discussion on the subject of whether college athletes should be paid, aired by WMT here recently, resulted in a rash of newspaper and radio breaks thruout the State. The topic came out on the station's forum-type show, *Three Men on a Limb*, whose panel members include Dr. Byron Hollinshead, president of Coe College, and Dr. Karl Leib, of the University of Iowa. Statements by the educators were to the effect that aid for tuition and board for college athletes is justifiable if they were rot out-and-out cash payments.

Quotes were picked up by wire services, leading to wide press coverage. Additionally, the Iowa Tall Corn Network, composed of 14 stations and KRNT, Des Moines, carried a transcribed playback of the show.

Issues tackled by the program in the past two years have included controversial questions on an international, national and local level, including such topics as Communism in America, aid to Europe, Palestine problem, and improvement of State hospitals.

area to be covered by Pulse interviewers, and it will bring the coverage of radio families surveyed up to 6,289,880. Pulse estimates this as 18.5 per cent of the U. S. total.

The Cincinnati pulse will be issued bi-monthly, with the first report covering the November-December period.

Dailies Press Drive for \$\$ For Listings

NBC Says No Can Do

By Jerry Franken

NEW YORK, Oct. 25.—A renewal of the drive by newspaper publishers to charge for radio station program listings is under way. In a few isolated instances, dailies are already charging. In other cities many publishers are considering the idea and in at least one—Syracuse—a daily attempted to effect this policy and then abandoned it.

Additional evidence of the papers' attitude was shown at a recent meeting of the American Press Institute (API) in New York, where a group of managing editors told Sydney Eiges, National Broadcasting Company (NBC) vice-president, that they felt circumstances warranted payment for log listings. They presented an argument based on the standard newspaper claim that dailies were helping their own opposition by free listings.

Eiges' Answer

Eiges told the newspapermen that few stations would or could pay for listings, but that to eliminate them if stations didn't pay, for whatever reason, would be to diminish the paper's own service functions. Eiges also quoted a summary of over 100 continuing readership interest surveys, made by the American Newspaper Publishers' Association (ANPA). These ANPA studies show that radio logs are among the most widely read news features and that interest increases when the logs run in conjunction with radio columns.

Nevertheless, paid logs are increasing. Two weeks ago, after a lengthy period of negotiations, *The Tulsa (Okla.) World* and the same city's *Tribune* concluded a deal with the (See FREE AIR LOGS on page 18)

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9

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Petrillo Frets Ad Agencies

Agencies Mull Step To Meet Petrillo Step

Webs To Aid Sponsors

NEW YORK, Oct. 25.—Advertising agencies this week started tackling the problem of how to carry on their radio programming in the event James C. Petrillo, chief of the American Federation of Musicians (AFM), decides to stop members of his union from performing over commercial network programs after January 31, on which day AFM-network contracts expire. Such a move is expected by many broadcasting execs, including web toppers. Some agency execs stated that the picture was "confusing." Some expressed the belief that certain types of programming would get by easily, whereas others would be forced to fold. In the midst of all this, however, it was learned that, should the impasse actually occur, the networks very likely would aid those agencies unable to build suitable programming of their own. One web official—whose lead probably would be followed by other webs—stated that "We have plenty of packages to help advertisers fill their time."

In general, agency execs believe that dramatic and comedy programs will offer no tough problem, inasmuch as choral groups can be used instead of musicians. At the other extreme, however, are such musical programs as the Bing Crosby show, Percy Faith's segs for Coca-Cola and Carnation and the classic example, *The Hit Parade*.

Agency Views

Here are the thoughts of execs at some of the larger agencies:

Buchanan Agency: "Agencies are planning to have in reserve some form of entertainment in order to stay on the air if they can. It is the webs' prerogative to hold an advertiser to his pact if facilities are available. . . It is not likely that agencies will attempt to create a backlog of transcriptions to meet the crisis, inasmuch as this would mean tremendous expense and would involve an abnormal amount of work in a short period."

Tom Luckenbill, radio exec, William Esty: "We're starting to look into the matter this week. We'll all be thinking. It means extra work."

Hay McClinton, radio chief of N. W. Ayer: "American Association of Advertising Agencies is considering the matter, but we are not members and are considering the matter within our own agency." McClinton stated that it would probably not be difficult to get along on some shows. This was proven, he pointed out, on the Joan Davis and Abbott and Costello co-op programs, neither of which use musicians. But he indicated doubt as to how such segs as the Spike Jones or Percy Faith programs could carry on.

Arthur Pryor, BBD&O radio chief: "It's so far away that we haven't given it any thought."

John U. Reber, J. Walter Thompson radio chief: "I don't have any opinion at this point and won't have until it actually happens. I'm not trying to be cagey."

Lester Gottlieb, talent exec with (See *Petrillo Frets Agencies*, page 12)

New Program Ideas To Result If Wax Ban Holds on Long

HOLLYWOOD, Oct. 25.—Radio programming will get a shot in the arm if James C. Petrillo persists in turning his recording ban into a long and drawn-out battle, is the opinion of a majority of Hollywood station execs. If the ban outlasts the recording companies' capacity to release new material, indie toppers foresee a setting of the disk jockey sun and the introduction of new ideas in radio programming.

Berne Wilkins, sales manager at KFVB, strongest disk jockey station in this area, predicted that when the day comes when stale music will cause loss of listeners, indie stations will turn to script shows. Indies have stuck to platter segs, with dramatic shows entirely lacking from the local indie scene.

Bob Reynolds, general manager of the 50-kw. indie KMPC, pointed out that the webs in the past have turned to the indie stations for program ideas and pointed to the use of coast-to-coast disk jockeys as the latest example. Foreseeing a diminishing importance of music in indie station operations, Reynolds said that stations will now be forced into developing new program ideas which, when perfected, will be reflected in radio as a whole.

Indies not in the KMPC-KFVB

Fate of Crosby Platter Show Still Uncertain

HOLLYWOOD, Oct. 25.—Fate of the transcribed Bing Crosby show remained uncertain at week's end, following James C. Petrillo's recording ban announcement. Bill Morrow, Crosby show scribe and producer, told *The Billboard* that Der Groaner is following a "wait-and-see" policy, and that what action will be taken should the situation not be ironed out by January 1 has not yet been decided upon. Crosby will have from four to six shows cut by the end of December.

Morrow indicated that Crosby may go on live in the event of a long-drawn-out union hassle, but refused to delve further into the subject. (This directly contradicted a statement made to *The Billboard* earlier in the day by Larry Crosby, brother of The Groaner and one of his copilots, to the effect that should the American Federation of Musicians' (AFM) transcription ban become an actuality, Bing would have to quit this show "because he will not go on live.")

Morrow, however, definitely stated that Der Bingle would not quit the airwaves should transcription of his Philco show be verboten by the AFM. "We'll do something," Morrow said, "but exactly what, we do not know at this time."

In the meantime, web execs had their legal eagles scanning the fine print of their AFM contracts to see whether Petrillo's transcription ban would curb delayed or rebroadcast of live shows. Feeling was that this would not be the case, following the example of AFM's last anti-disking action.

class looked hopefully to a settlement of the Petrillo issue, stating it would be impossible for them to afford staff orks. If the worst comes, they agreed that man on the street and audience participation shows will have to replace present record segs.

Canada Ether Unworried by Ban on Disks

MONTREAL, Oct. 25.—The Petrillo ban on recording and transcriptions after December 31 will not be felt here until at least next spring or summer, according to a survey of platter distributors and radio stations. Those most affected are not tearing their hair, and they back up their optimism with the boast that the backlog of disks, hoarded by the record companies in anticipation of the Petrillo ban, will see everybody thru "until the storm blows over."

F. R. Deakins, prexy of RCA Victor in Canada, stated that while the supply of pop platters would naturally be hit, there were enough classical disks to take care of the immediate situation.

Canadian T-H Act?

While there's nothing similar in Canada to the Taft-Hartley Act (which brought about the ban), it's not unlikely that the Canadian Parliament will study similar legislation.

Indie Station CJAD claims it has a (See *CANADA EXPECTS*, page 20)

Trout Reported Going to NBC

NEW YORK, Oct. 25.—Bob Trout, formerly sponsored on the Columbia Broadcasting System by Campbell's Soup, is reported set to move over to the news staff of the National Broadcasting Company (NBC). Trout has been vacationing since winding up the Campbell series, which is now handled by Ed Murrow.

Meanwhile, NBC already has added a new man to its news line-up. He is Leon Pearson, brother of Drew.

Elgin Plans Disk Seg Despite Ban

CHICAGO, Oct. 25.—Not worried about the American Federation of Musicians' recent ban on transcribed radio shows, Elgin American, thru its agency, Weiss & Geller, Chicago, is going to air its new ABC program, the Groucho Marx audience participation show, transcribed, starting with its first show October 27 (8 p.m. EST).

Agency spokesmen claimed they were not too concerned with the Petrillo ban. Their reasoning went like this: There is no certainty that the ban might be removed thru negotiations between industry and union. And even if it sticks, we'll merely present the show transcribed until December 31 and after that make it a live show. But in the meantime, we'll be polishing the show, airing it with

AFM-E.T. Deal Seen Held Off Till Webs Sign

Wax Firms Build Backlogs

NEW YORK, Oct. 25.—Feeling is growing among wax companies that James C. Petrillo, musicians' union chief, will negotiate no settlement with them until he negotiates pacts with the webs. Contracts with the latter expire January 31. Thinking of the wax people is to this effect: In the event Petrillo settles the transcription matter first, he thereby supplies the webs with a strong potential weapon.

The American Federation of Radio Artists, it is recalled, negotiated with the webs prior to clearing matters with wax companies. And for the same reason, namely, to avoid giving the webs a weapon.

E.T. Firms' Backlogs

Transcription companies by and large believe they can get by for a long time in the event an impasse continues. The smarter ones, it's pointed out, saw the trouble coming a long time ago and have been preparing. There's no end of mood music lying around which can be dubbed in on dramatic programs. Meeting commitments on popular music and variety shows will be tougher, it's admitted.

Possibility of using foreign waxes was being mentioned this week. One platter exec asked: "What's to stop us from bringing in music from Mexico, Cuba and Europe? We'll have to pay a duty, that's all. Once we did it surreptitiously."

Meanwhile, Charley Gaines, Ziv exec, was nominated at a meeting of transcription companies Thursday (23) to represent platter orgs on the NAB's over-all music committee.

Lift Wax Ban For Bing's E.T., ABC Will Ask

NEW YORK, Oct. 25.—An official of the American Broadcasting Company (ABC) said this week that the web intends to ask James C. Petrillo and the American Federation of Musicians (AFM) for special waivers on its no-recording rule to permit waxing of the Bing Crosby show and other transcribed programs. The spokesman indicated that ABC will make its request only after it has received written notice from AFM on its ban, skedded to take effect when waxing contracts expire December 31. Basis for the request for exemption will be ABC's contention that no musicians are displaced by putting the show on transcription rather than broadcasting it live, inasmuch as the transcription is played only once.

The web also plans to ask the same waivers on shows repeated at staggered hours by transcription because of time differentials.

all boners eliminated, and if the ban goes thru, by the time we have to go live, show will be running so smoothly we can risk live versions.

2,500,000,000
isn't enough!



Another first for WNEW — top honors for Overall Promotion in Billboard's 1947 industry-wide competition!

This promotion plan sells WNEW programs and personalities to Greater New Yorkers as they ride trains, taxis, trolleys, ferry boats and busses; as they read their newspapers and magazines; as they go to the movies, open their mail or their laundry!

That plan delivers two and a half billion listener-impressions a year—*but it isn't enough*. Another first for WNEW is the use of the Douglas Leigh "Flying Spectacular," which adds the impact of 11,500 light bulbs. This 340-foot continuous sign flashes WNEW promotion in letters 27 feet high! Adding still another dimension to the advanced, award-winning WNEW promotional approach!

WNEW



Serving New York and New Jersey 24 Hours a Day

NAB YIELDING ON STANDARDS

Indies Make Impression On Bigwigs

Compromise by NAB Seen

WASHINGTON, Oct. 25.—Visibly impressed by demands made this week by an independent broadcasters' code committee for permanent representation of indies on the National Association of Broadcasters' (NAB) hierarchy, the NAB is reported willing to compromise on some of the code changes proposed by the independent group and NAB's FM executive committee. The independent broadcasters' committee, headed by Ted Cott, of WNEW, New York, issued its demands in the wake of a day-long meeting at NAB headquarters here Thursday (23), while the FM executive committee proposed a milder series of revisions at a full-day session yesterday.

It appeared likely that NAB will yield to the Cott committee's demand for representation of indies at a meeting of the NAB board of directors November 13-15, when the board is due to take action on the new standards and practices.

The independent broadcasters' group, complaining vigorously that it was not represented in the

Code as Per NAB and Indies

WASHINGTON, Oct. 25.—Following list shows the differences between the proposed NAB code as approved in Atlantic City last month and the code sought by the independent broadcasters' committee. (See story on this page.) Figures in parentheses are actual program times under network operation. Figures to the left show the proposed commercial time allotments in the various time segments.

CODE AS NOW WRITTEN PROPOSED INDIE CODE

Program Time	Commercial	Program Time	Commercial
5 Minutes (4:30)	1:00	5 Minutes	1:15
10 Minutes (9:30)	2:00	10 Minutes	2:00
15 Minutes (14:30)	2:40	15 Minutes	2:30
30 Minutes (29:30)	4:00	30 Minutes	3:45
45 Minutes (44:30)	5:30	45 Minutes	5:30
60 Minutes (59:30)	7:00	60 Minutes	7:00

Note: Independents, many of which program five-minute newscasts, with 25-minute segs following, proposed 3:15 of commercial in such shows, and 5:30 of commercial in 55-minute shows.

drafting of the original standards and practices which went before the Atlantic City convention, has completely redrafted the code, with special emphasis on the commercial section which the indies complained had been written to "specifications of network programing without consideration of independent station program operations."

Indie Standing Committee

The independents, in addition, as foretold in these columns, unanimously adopted a resolution demanding a permanent standing committee of independents in NAB on the ground they constitute nearly a third of the NAB membership. Behind the demand is a threat of

wholesale withdrawal of independents from NAB membership in the event their requests are ignored.

Regarded by NAB bigwigs as among the major independent proposals worthy of "serious consideration" are the following: (1) A request that a 60-day grace period follow the NAB board's code meeting next month in order to allow time for rank-and-file NAB members to propose vital changes in the final standards and practices which the board shapes at that time; (2) creation of a standards and practice interpreting committee to interpret questions which might arise later. This would pave the way for full acceptance of the final code without necessity for enforcement teeth. Committee would be empowered to authorize departures from the code in hardship cases, and any instances of departure would be expected to be registered with the committee.

Chairman Cott of the 12-man committee of independents, in explaining revisions proposed by his group, emphasized that the changes are designed "not merely to give voice to the needs of independents but also to assure universal acceptance once the code is on the books. Either the standards and practices are acceptable to all," he said, "or they are not worth the paper they are written on."

While the independents' redraft proposed changes in virtually every section of the Atlantic City version of the code, major interest centered in the commercial section shifts. The independents proposed prohibiting "consecutive announcements of sponsors" and specifying that "this shall be construed to mean that no two announcements shall be broadcast contiguously, whether the announcements are for the same sponsors or different sponsors." This would hit network cowcatchers and hitchhikes.

The revised draft proposes that service announcements (time and weather) be exempt from this provision unless such announcements run more than 15 seconds. In any event, service announcements adjacent to other announcements are to be limited to two an hour.

Cott, in explaining proposed changes in time limitations, emphasized that the indie draft of the code defines a program unit as "the time elapsed from sign-on to sign-off." This is aimed to be broad enough to fit indie needs. Cott cited as an example a program in a 15-minute segment followed by a one-minute spot announcement. This, he said, would be considered a 14-minute program. The alteration is proposed, he said, because indies do not have the same "architecture" in their program structures as web affiliates.

The indie committee also proposed

Many Changes In Code Asked By FM Group

Length of Plugs a Top Issue

WASHINGTON, Oct. 25.—NAB's code headache is getting no balm from NAB's FM executive committee, which went on record in a day-long meeting here yesterday proposing a series of changes highlighted by a suggestion that the over-all maximum of three minutes of commercial time in any 15-minute segment be altered to exclude the time devoted to station break announcements between programs. This revision is needed, the FM group insists, in order that stations which depend largely on participating programs for revenue not be put at a disadvantage.

The FM exec committee pointed out that the ratio of commercial time to commercial length drops sharply at the 30-minute program point under the proposed standards. The committee consequently urged that the limitation there be raised from three minutes to three and a half minutes. The committee also suggested that news broadcasts be subject to the same commercial limitations as other programs. Atlantic City-proposed standards provide that news programs of less than 15 minutes "should contain no middle commercial announcement." This provision does not apply to other types of broadcasts.

Revisions Requested

FM group also proposed that the complete ban on solicitation of funds over the air be modified to permit solicitation "for bona fide charitable purposes." Also asked by the FM's was a revision in the section on gambling. The FM's contend that prices paid at sporting events constitute legitimate news and they asked that the provision governing this type of broadcast be rewritten to allow reporting of prices after any event has been concluded. The ban on the reporting of "prevailing odds," however, should not be changed, the committee stated.

The FM exec committee, headed by Leonard Asch, went on record as declaring that the standards be applied to FM operations. In addition to discussing the code, the committee asked that the networks be informed the FM's continue to believe that AM-FM music duplication is "essential to the orderly development of FM broadcasting."

The FM exec group also designated a special committee to plan for participation of FM broadcasters in the next annual NAB conclave. The committee consists of Cecil D. Martin, WNBC-FM, Binghamton, N. Y.; Willard Egolf, WBCC-FM, Bethesda, Md., and FM Exec Committee Chairman Asch, who heads WBCA, Schenectady, N. Y.

that the NAB board await the outcome of the Federal Communications Commission's upcoming review of the Mayflower decision, which forbids station editorializing, before incorporating an Atlantic City version-proposal on this issue.

The indie draft discourages repetition of trade names and slogans in (See Indies Impress Biggies, page 11)

KMPC

710 KC—LOS ANGELES

WEST'S GREATEST INDEPENDENT

NOW OPERATING

FIFTY THOUSAND WATTS

G. A. RICHARDS, PRESIDENT
HARRY WISMER, ASST. TO PRESIDENT
R. O. REYNOLDS, VICE PRES. & GEN. MGR.

THIS IS THE WAY "CBS PUBLICITY" GOES ABOUT ITS BUSINESS

"How do you rate the press departments of the four major networks from the standpoint of all-round service, all year 'round?"

Last month, this question was put directly to every newspaper radio editor from coast to coast.*

Their vote was unhesitating:

"CBS Press Information is BEST...for the NINTH consecutive year."

In fact, CBS was the top choice of more of these editors than all other network publicity-departments combined.

This is a solid, unequivocal endorsement of the way CBS PRESS INFORMATION goes about its business: supplying honest, straightforward reporting, in brilliantly usable form, backed by sound and careful research, sped along by up-to-date technical facilities, and handled by a big, able staff.

And more than this...

It's an acknowledgment of the superior service CBS clients and agencies get on each of their CBS programs, day in day out, year after year.

That's one more reason why they keep coming to CBS; one more reason why CBS is the first choice, today, of more of the country's largest radio advertisers... and more of them exclusively...than any other network.

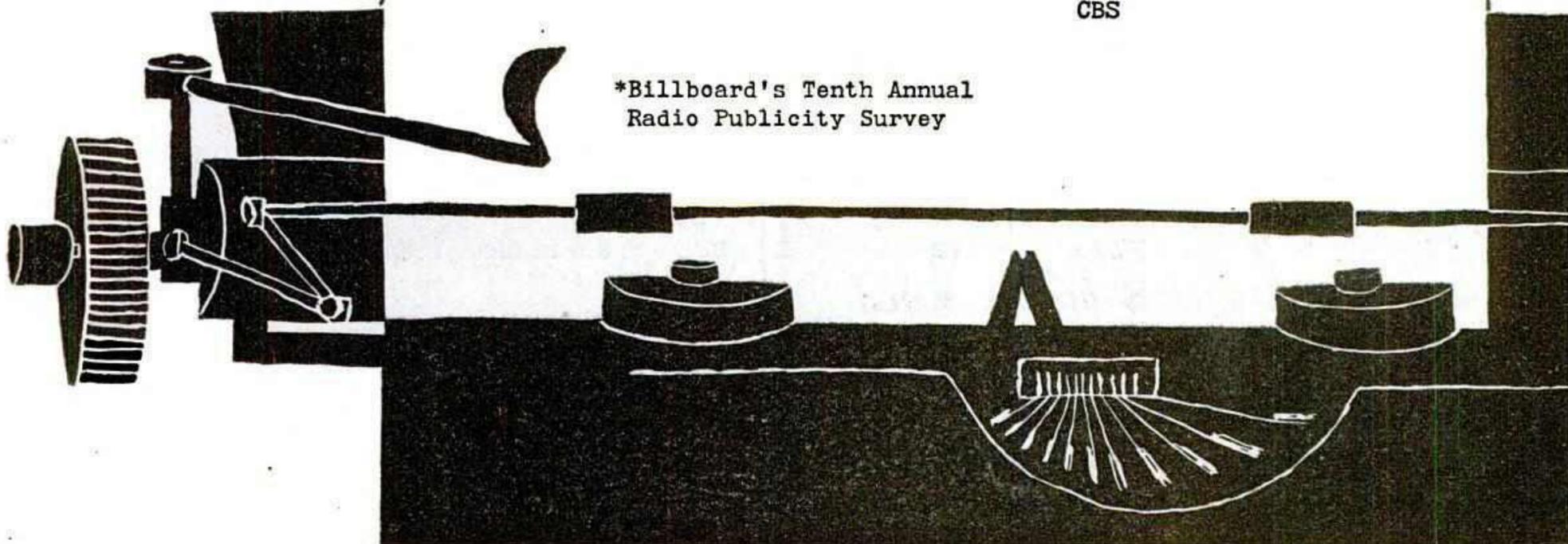
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They find that CBS delivers listeners at less cost than any other network.

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*Billboard's Tenth Annual
Radio Publicity Survey



NO HOOP ZIP IN NEW SHOWS

Jolson Is Only Real Standout Of Fall Crop

Flock of Disappointments

(Continued from page 3)

segs, ratings in each case being multi-weekly figures.

Two well-rated shows which can hardly be considered new, yet must be included in the chart accompanying this story by virtue of switching to a new web, are holding up well. They are *Take It or Leave It* and *Hit Parade*, 13.0 and 12.0 respectively. They went from CBS to National Broadcasting Company. (NBC). Jimmy Durante, who made the same switch, has a 9.7 in the new October 1 Hooperatings (from which report all these figures are taken), a shade below his mid-season CBS form of the past spring.

Disappointments Galore

But there are disappointments galore in the new October standings. Jack Paar, for instance, has a 7.5 for his Wednesday night American Broadcasting Company spot preceding Bing Crosby. It was reported this week that American Tobacco, Paar's sponsor, is holding out for a 10 rating by option time (eight weeks hence), and if that figure is not reached, will not renew. *Vox Pop*, at 5.9, also is off form compared with mid-spring standings.

While the new *Old Gold* show on CBS weighed in this month with but an 8.4, show is well regarded and is given a chance to improve. Reaction to the Percy Faith Coca-Cola show, which has a talent rap of \$14,000 against a Hooper of 5.9, was that it, too, would have to show improvement.

One of the most noticeable off-form returns is the *Ford Theater's* Hooper of 1.9, a signally poor figure for so ambitious a venture. Jim Backus's figure of 2.3, while low, is considered okay for a one-man low-budget show, altho *Information, Please*, aired over Mutual, as is Backus, is rated off form at 4.9. Same goes for *Christopher Wells* (CBS), with a first rating of 3.2.

Dick Bard Drowned In Yacht Accident

NORFOLK, Oct. 25. — Richard (Dick) Bard, radio publicist, was drowned in the waters off this coast Monday (20) while aboard a yacht which was run down by a tugboat. Authorities now are investigating.

Chi's WGN Nixes Radio Week Plans

CHICAGO, Oct. 25.—Taking what is considered to be a lone stand, WGN, Mutual affiliate here, this week announced it was not going to cooperate in the promotion of National Radio Week, October 26 to November 1.

In explaining his stand Frank Schreiber, WGN manager, claimed it was unfair that the campaign to promote set sales was buying space in other media while broadcasters were expected to promote the campaign with free time.

Instead of going along with the industry, WGN is going to have its own campaign during Radio Week and for several weeks following. The station's campaign will consist of daily airing of spot announcements "urging the public to use care in purchasing new receivers."

Ad Take \$14,470,000 In August; Food and Drink B. R. Biggest

WASHINGTON, Oct. 25.—Radio advertising revenues started to emerge from the summer slump in August, with an estimated \$14,470,000 total, the Commerce Department reported this week. This represents an increase of some \$200,000 over June and nearly \$500,000 over August, 1946.

Radio's take for the first eight months of 1947 is estimated by the department at \$123,600,000, with the peak month March, \$16,728,000.

Statistics reveal that during July and August food-beverage sponsors moved into the top buying spot for the first time in two years, dropping the toilet goods bank roll into second place. For the two-month period food and drink sponsors bought time valued at an estimated \$8,291,000, while the toilet goods industry forked over approximately \$7,745,000.

Soap sponsors continued to hold third place, spending an estimated \$3,226,000. Time bought by the tobacco industry totaled \$3,163,000.

Income of radio during August, according to the Commerce Department, ran 185 per cent above the monthly average for the years 1935-'39.

The yacht, en route to Florida, was anchored for the night.

Bard, who was 43, recently was with the Fred Eldean organization. He had served with the army as public relations officer, returning to civilian life with the rank of major. Prior to the war, Bard was publicity director of WNEW, New York indie.

New Show Hooper Standings

NEW YORK, Oct. 25.—List below shows Hooper ratings, based on the October 1-7 report published by C. E. Hooper, Inc. Chart includes sponsors, agencies, estimated talent costs and the actual ratings. List tabulates not only new programs, starting this season, but shows shifting to other networks as against last season.

American Broadcasting Company

Program	Estimated Talent Cost	Day	Time	Hooper Rating
Abbott and Costello Co-Op	\$ 8,500	Wed.	9:00	6.1
Dorothy Kilgallen Drackett Y&R	1,000	Thu.	10:45	3.0
Jack Paar Am. Tobacco FCB	16,000	Wed.	9:30	7.5
Vox Pop Am. Express JM	6,500	Wed.	8:30	5.9

Columbia Broadcasting System

Mark Warnow Borden K&E	\$ 8,000	Fri.	9:00	4.3
Christopher Wells Chrysler BBDO	5,000	Sun.	10:00	3.2
Club 15 Campbell WW	8,000	M.-F.	7:30	6.6
Ed Murrow Campbell WW	1,250	M.-F.	7:45	5.7
Lowell Thomas Procter & Gamble Compton	5,000	M.-F.	6:45	6.6
Lum and Abner Miles Labs. Wade	4,500	M.-F.	5:45	2.6
My Friend Irma Lever Bros. Y&R	6,000	Mon.	10:00	14.2
Old Gold Show L&M	12,000	Wed.	9:00	8.4
Percy Faith Show Coca-Cola D'A	14,000	Sun.	6:30	5.9
Spike Jones Coca-Cola D'A	10,000	Fri.	10:30	9.2
Talent Scouts Lever Bros. Y&R	6,500	Mon.	8:30	12.1

Mutual Broadcasting System

Information, Please Co-Op	\$8,500	Fri.	9:30	4.9
Jim Backus Pharmaco R&R	1,000	Sun.	9:30	2.3

National Broadcasting Company

Al Jolson Kraft JWT	\$17,500	Thu.	9:00	18.8
Eddie Howard Sheaffer RMS	2,500	Sun.	3:00	1.9
Ford Theater K&E	11,000	Sun.	5:00	1.9
Fred Waring Gen. Elec. BBDO	9,000	Mon.	10:30	5.3
Hit Parade Am. Tobacco FCB	9,000	Sat.	9:00	12.0
Hollywood Star Parade Am. Home Prod. SSSCB	8,000	Sun.	6:30	5.9
Jimmy Durante Rexall NWA	15,000	Wed.	10:30	9.7
Take It or Leave It Eversharp Biow	7,500	Sun.	10:30	13.0
Three Star Extra	2,500	M.-F.	6:45	4.8

Explanation of Agency Abbreviations:

BBDO—Batten, Barton, Durstine & Osborn. D'A—D'Arcy. FCB—Foote, Cone & Belding. JWT—J. Walter Thompson. JM—J. M. Mathes. K&E—Kenyon & Eckhardt. L&M—Lennen & Mitchell. NWA—N. W. Ayer. RWC—Roche, Williams & Cleary. RMS—Russell M. Seeds. E&R—Ruthrauff & Ryan. CB—Sullivan, Stauffer, Colwell & Bayles. WW—Ward Wheelock. Y&R—Young & Rubicam.

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ANNOUNCEMENT

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See our Ad on page 19

Write for Price List

Havana Group Told To Avoid Policy Talks

WASHINGTON, Oct. 25.—United States team at the North American Regional Broadcast Agreement (NARBA) engineering conference in Havana next week, will be under strict instructions to avoid discussions of policy procedure and to limit all discussion to engineering problems.

The decision to impose those instructions was made in deference to demands of industry spokesmen who argued that the Havana conference, which gets under way November 1 and probably will last six weeks, should be strictly a fact-finding session culminating in recommendations for the important NARBA meeting in Canada next August. Louis G. Caldwell, representing Clear Channel Broadcasters' Service (CCBS), led the demands for limitations of the Havana agenda.

Sterling Heads Delegation

The U. S. delegation at Havana will be headed by George E. Sterling, chief engineer of Federal Communications Commission (FCC), with D. R. MacQuivey, of the State Department, serving as vice-chairman. Other government members of the team will be Neal McNaughton, James E. Barr, Joseph M. Kittner and E. F. Vandivere, all of FCC. None of the commissioners will be on the team. Industry members on the team will serve in an advisory capacity and will represent National Association of Broadcasters (NAB), CCBS, and the four major AM networks. NAB's representative will be Royal V. Howard, NAB director of engineering.

Detroit Tootlers Get Raise Nov. 1

DETROIT, Oct. 25.—An automatic raise for musicians on all of Detroit's major radio stations goes into effect November 15, with the present \$92.50 scale going up to \$100 a week. The tilt is based on a two-year contract signed a year ago, with an automatic raise clause, effective for one year.

In the meantime the American Federation of Musicians' (AFM) local is looking for a way to get live orchestras back on the air on Detroit's two 250-watters, WJBK and WJLB, which fired them several weeks ago in an economy move. According to Jack Ferentz, union president, the WJBK contract at least had several months to run, and legal action charging breach of contract may be sought. Meanwhile the local is exploring its standing under the Taft-Hartley Act with relation to both stations.

ABC and Goodman Talk Sunday Series

NEW YORK, Oct. 25.—American Broadcasting Company is negotiating with Benny Goodman for a Sunday afternoon series. Deal, which looks good at this point, calls for a half-hour program with the maestro and his sextet.

Format would include both jazz and classical numbers.

INDIES IMPRESS BIGGIES

(Continued from page 8)

single spot announcements, insists that such references be considered part of the commercial time, and requires that programs of news, news commentary and news analysis running less than 14 minutes contain no middle commercial announcement.

FCC Cold to Clears' Proposal For Rural Super-Power Chain

WASHINGTON, Oct. 25.—The Federal Communications Commission (FCC) is cold to the plan of the Clear Channel Broadcasting Service (CCBS) for a string of 20 super-power stations designed to provide primary service to rural areas now outside of normal radio signals. The plan was formally presented to the FCC this week by John DeWitt as clear-channel hearings were reopened.

The FCC finds itself in the midst of a four-way scramble with the clears' plan strongly opposed by regional stations who want medium-powered stations placed on present clear frequencies, while small independents clamor for a clear breakdown to provide more small-watt stations. FM interests are insisting that frequency modulation is the answer to the problem of reaching the rural listener.

In loyalty to its established policy of encouraging the development of FM, the FCC is standing pat against any attempt by CCS to introduce evidence purporting to show that FM is over-rated. DeWitt attempted to read into the record the statement that "our evidence would have amply demonstrated that FM offers no hope of solving the problem." On the objection of FCC Assistant General

Counsel Harry Plotkin, the remark was stricken from the hearing record.

In offering the CCBS plan, DeWitt urged that the U. S. hang onto all clear frequencies now assigned when the next meeting of the North American Regional Broadcasting Agreement (NARBA) is held. FCC is considered likely to support the clears in this respect. Present indications are that the American delegation to NARBA will not negotiate for any international breakdown of clear frequencies, but rather leave the matter of domestic clears to FCC. This, however, is not expected to interfere with FCC's current plans to call for dissolution of at least two clear channels in the U. S. in order to make room for more AM's of lesser power.

As outlined by DeWitt, the CCBS proposal for super-powers would divide the country into five regions, each of which would have four stations of 750 kw. All 16 member stations of CCBS would be raised to super-power under the plan, with four non-members added. Stations on the coasts would use a directional antenna to avoid dispersing their power over the oceans.

This plan, according to DeWitt, would make it possible "to bring a choice of four program services to all rural and small-town America on a very large number of nights of the year."

Such possible remedies for poor rural coverage as use of low or short-wave frequencies, duplication of clears and relocation of clear frequencies, DeWitt designated as "not feasible." He declared: "None of them can be looked to for a solution within reasonable limitations of technical and economic practicability."

The Atlantic City draft specified 15 minutes instead of 14.

In urging approval of the indie draft, Cott made known that more than 250 letters had been received by various members of the indie group protesting the Atlantic City version and urging serious remodeling.

everybody but everybody

who is anybody but anybody,

is in your cast when you tie

your product or service

to LUNCHEON AT SARDI'S



TYPICAL LUNCHEON LINEUP AT SARDI'S: (Left to right) WOR's Bill Slater, Gloria Vanderbilt, Alan Baxter, Ruth Etting.

WANT TO SNARE a show that has a cast no sponsor could afford to buy, but for which any sponsor can afford to pay?

Pipedream? Unreal? Nothing of the kind! Because WOR's "Luncheon at Sardi's" brings you a million-dollar cast for—well, almost pennies. It's a big-time show at very low cost and with one of the smoothest, most natural and effective merchandising tie-ins in the history of local radio.

What's the show? Simple, really, but as effective as a blockbuster...

... Bill Slater, said to have "one of the most pleasing personalities in radio", takes the WOR mike from table to table in world-famous Sardi's restaurant. From there on—entertainers, artists, actors, writers, fighters, etceteras chat, mug and say bits that are later quoted wholesale. Quite a show, don't you think?

Nicest thing about "Luncheon at Sardi's", from your angle, is that your product's used right then and there. It's on the table (unless it's a washing machine). The guests mention it, too. That's sock selling, if anything is.

Come, man, why wait? This is it! We're at 1440 Broadway, in New York.

And the station is, of course,

WOR

MUTUAL

Lever Bros. Preps New Spot Drive For Harriet Ayer

NEW YORK, Oct. 25.—Following acquisition of Harriet Hubbard Ayer, Inc., cosmetic firm by the Lever Bros. Company, Lever announced a new advertising campaign this week for the remainder of the year. On the theme that "this is the time of the pretty woman," the firm will use participations on shopping programs as well as spot announcements in key markets. Large newspaper and magazine ads also are on the schedule.

A reshuffle of other Lever Bros.' business had the Ruthrauff & Ryan (R&R) Agency named to handle the new Lipton spaghetti sauce, which is being promoted in several test markets. The same agency also was tabbed to handle a new product, name and nature of which will not be announced until early next year. The Lifebuoy Soap account, meanwhile, was shifted from R&R to Sullivan, Stauffer, Colwell & Bayles, effective January 1.

PETRILLO FRETS

(Continued from page 6)

Young & Rubicam: "Comedy and drama shows can get by. On musicals, it will be very difficult. How can Percy Faith manage?"

Pierson Mapes, of Hutchins Advertising: "Thus far we haven't discussed the matter with Bing Crosby Enterprises, or the client. We'll have to discuss it damn quick."

Agency exec who refused to be named: "It may be extremely difficult to carry on but when you are in a tough spot you do what you can. I dare say people will find a way."

Canada To Get Its First FM Outlet Soon

But Union Bugaboo Looms

MONTREAL, Oct. 25.—Dr. Augustin Frigon, general manager of the Canadian Broadcasting Corporation (CBC), stated here recently that Canada's first FM station would be in operation by CBC "within a few weeks." However, the announcement was accompanied by an unwelcome "if." "FM," said Dr. Frigon, "would be unable to continue if the Canadian Federation of Musicians (CFM) insisted on throwing the same blocks in the path of Canadian FM as the union was doing in the United States."

"If the Canadian branch of the union (AFM) levies the same demands, we'll have to shut down all FM services," Frigon said, adding that he understood that Walter Murdock, of Toronto, executive officer for the AFM in Canada, had not yet disclosed the attitude of the Canadian union.

It is hardly expected that the AFM here will take a different course than the parent body in the U. S. If this is the case, both CBC and private stations which have applied for FM licenses will be stymied.

The new station is to be in Ottawa and proposes to duplicate CBO, CBC's outlet in the Canadian capital. Frigon revealed that the equipment is already set and all that's needed is the aerial.

Choral groups can be used for the theme and bridge music. . . It will be a helluva rat race."

RADIO EDITORS' NEEDS

NEW YORK, Oct. 25.—List below reports the needs of 150 newspaper and magazine radio editors in the United States and Canada, detailing their requirements both as to preferred types of copy, whether they use photos and mats, and if so, what size and type of shot. It is based on the ballots returned by the editors in the recently concluded 10th Annual Radio Publicity Survey conducted by *The Billboard*. Inclusion of an editor in this list does not necessarily mean the editor voted in the poll. Nor does it mean that this is the entire list of editors voting. Actually, more editors than those shown below did vote, but many did not include data as to needs.

Explanation of symbols is as follows:

- R—Indicates editor reviews programs.
- N—Indicates editor wants straight news.
- G—Indicates editor wants gossip items.
- F—Indicates editor wants feature stories.
- P—Indicates editor wants photos, and H, A, and C indicate a preference for head, action or candid shots.
- M—Indicates editor uses mats, with the column size indicated next to the M, for one-half, one or two-column mats.

NEWSPAPERS

RADIO EDITOR	PAPER	NEEDS
Alabama		
Ann Azalea.....	Mobile Press	R, N, G, F, P, M, (1)
Anthony Leighton.....	Mobile Register	R, N, G, F, P, M, (1)
Arizona		
Richard Frisbie.....	Tucson Kittykat	R, G, P (A, O)
Arkansas		
C. C. Allard.....	Little Rock Democrat	N, G, F, P (A)
California		
Richard Hubbell.....	Berkeley Gazette	N
Zuma Palmer.....	Hollywood Citizen-News	N, P (C, A), M (1)
Hal Carlock.....	Hollywood Shopping News	R, N, G, F, M, (1/2)
Vee Kuzmanic.....	Los Angeles Downtown Shopping News	R, N, G, F, M (all)
Paul Speegle.....	San Francisco Chronicle	R, N, G, F, P (H)
Tom Foster.....	San Francisco Shopping News	R, N, P (H, O)
Colorado		
L. Carter Koanta.....	Denver Monitor	N, F, M (1/2)
Ken White.....	Denver Post	R, N, F
Connecticut		
Leo Miller.....	Bridgeport Herald	All, also M (3)
Rocky Clark.....	Bridgeport Post	N, G, F, P (H, Cheese-cake) M (1, 2)
John H. Thompson.....	Farmington Register	N, G, F, M (1)
E. Christy Erk.....	Waterbury Republican-American	R, N, G, P (H, M (1/2, 1)
District of Columbia		
Sonia Stein.....	Washington Post	N, G, F, P (all)
Ernie Schler.....	Washington Times-Herald	R, N, F, P (C, A)
Florida		
Louise Leyden.....	Miami Daily News	R, P (H)
Russell Kay.....	Tampa Newspaper News	N, F (Florida only)
Georgia		
Perry Silvey.....	Savannah Illustrated World	N, G, F, P (A, O), M (2)
Illinois		
Sam Lesner.....	Chicago Daily News	N, G, F, P (H, O), M (1)
Harry Munzell.....	Chicago Herald-American	P (all, with blogs), M (2)
Ulmer Turner.....	Chicago Sun	N, P (H), M (1/2)
Bill Irvin.....	Chicago Times	N, F, M (1/2, 1)
Larry Wolters.....	Chicago Tribune	R, N, F, P (H, O)
Lea Berkon.....	Joliet Herald-News	R, N, F, M (1/2, 1)
Robert M. Shepherdson.....	Peoria Journal	R, N, G, F, P (H)
Theo Jean Ahrends.....	Peoria Star	N
Frank Herrington.....	Rock Island Argus	N, M (1)
Indiana		
Herb Swartz.....	Goshen News-Democrat	R, N, M (1)
Martha McHatton.....	Indianapolis News	R, N, G, F
Iowa		
Nadine Subotnik.....	Cedar Rapids Gazette	All, P (only H)
Ina B. Wickham.....	Davenport Democrat	R, N, F, P (H), M (1)
Mary Little.....	Des Moines Register & Tribune	All, except M
Kansas		
M. Pearl Leighty.....	Hutchinson News & Herald	N, G, F, M (1/2, 1)
Kentucky		
John McGill.....	Ashland Daily Independent	N, F, P (H, O), M (1/2, 1)
Angela Preis.....	Louisville Courier-Journal & Times	N, G, P (H)
Louisiana		
Evelyn I. Anderson.....	New Orleans Times-Picayune & States	N
Maryland		
Robert F. Snyder.....	Baltimore Sun	N, G, F, P (all)
Massachusetts		
Rudolph Elle.....	Boston Herald	R, N
Howard W. Fitzpatrick.....	Boston Post	R, N, G, F, P (H, O)
Raymond J. Callahan.....	Farmington News	R, N, F, M (1)
P. F. Craig.....	Springfield Newspapers	N
Edwin L. Dale, Jr.....	Worcester Evening Gazette	R, N, P (H)
Paul W. Larkin.....	Worcester Telegram	R, N, G, F, P (H)
Michigan		
Herschell Hart.....	Detroit News	R, N, G, F, P (H)
Esther R. Fish.....	Grand Rapids Press	N, F
William Terry.....	Port Huron Times-Herald	R, N, M (1)
Minnesota		
Will Jones.....	Minneapolis Morning Tribune	R, N, G, F, P (H)
Mississippi		
Alma Zenfell.....	Meridian Star	N, F
Missouri		
R. J. Hoyland.....	Kansas City Star	R, N, F, P (H)
Justin L. Faherty.....	St. Louis Globe-Democrat	R, F, P (H, O)
Robert Goddard.....	St. Louis Globe-Democrat	R, N, G, F
Harry LaMertha.....	St. Louis Globe-Democrat	N, F, P (all)
J. L. Spencer.....	St. Louis Post-Dispatch	N, P (H)
Montana		
C. G. May.....	Billings Midland Review	R, N, M (1, 2)
New Hampshire		
Richard H. Keeler.....	Concord Monitor-Patriot	R, N, G, F, P (H, A), M (1)
Leonard FINDER.....	Manchester Union-Leader	N, G, F
New Jersey		
Red Ritson.....	Atlantic City Daily World	G, F, M (1)
Dorothy Shermer.....	Atlantic City Press-Union Newspapers	N, F, M (1, 2, & 1/2 if set with story)
Hyman C. Kaplan.....	Camden Courier-Post	N, G, F, M (1)
Milt Hammer.....	Irvington Herald and Times	N, G, F, P (H, O)
C. J. Ingram.....	Jersey City Journal	R, N, G, F, M (all)
Dell Chandler.....	Newark Star Ledger	R, N, G, F (resh)

(Continued on page 19)

FIRST IN SERVICE . . .

For our SERVICE TO THE PUBLIC, KIEV was declared champion (Public Service Division) in the TENTH ANNUAL BILLBOARD COMPETITION among all independent stations under 5000 watts.

For our SERVICE TO THE ADVERTISER, KIEV's commercial time is completely SOLD for the balance of this year.

Thanks! It's been a pleasure to serve you.

CAL CANNON, Manager

KIEV

870 KC.

GLENDALE, CALIFORNIA

Part III

The Billboard



LOCAL PROGRAM Reviews & Analyses

Rating figures are used whenever available from authentic sources. Data concerning advertiser's expenditures, campaign themes, promotion or other pertinent information, as in the case of public service programs, are based upon material supplied by station, advertisers, agencies, etc.



Barn Dance Party

Broadcast September 27, 1947
Sustaining Via WSB, Atlanta,
50,000 Watts
NBC Affiliate

Saturday, 9-9:30 p.m.

Cast includes James and Martha, Herman Horsehair Buzfuz, Dottie Castleberry, Oscar McGoony, Jesse Carpenter, Joyce and Juanita, Harpo Kidwell, Little Joe Isbell, Blackie Hastings, Swanee River Boys, Emsee, Cotton Perrier; announcer, Chick Kimball.

A bright and fast-moving 30 minutes of hill country ballads and humor is the regular Saturday night offering of WSB in its *Barn Dance Party*. Since the station serves a considerable rural audience, a quality presentation of this sort is certain to solidify the listenership in the outlying areas.

Featuring a large and talented cast, the program skipped along from number to number, with Cotton Perrier handling the emcee role with the proper amount of rustic informality, and even taking a vocal turn. The barbershop harmonizing of the Swanee River Boys was the highlight of the show as they went to work on *Old Maid Dinah*, *Camp-town Races* and *Leatin' on the Old Top Rail*. Other bright moments also came from Jesse Carpenter's steel guitar treatment of *Blue Bonnet Rag* and Harpo Kidwell's harmonica capers on *Casey Jones*. Also heard were some frisky fiddling and such tear-jerking ballads as *I Wonder Where You Are Tonight* and *Mother Lies Sleeping*, rendered with the proper amount of corn.

Comedy Weak

Weakest portion of the program was the comedy, which sometimes sagged from sheer over-simplicity. Herman Horsehair Buzfuz was the major offender, overdoing the role of the dolt. But Dottie Castleberry and Oscar McGooney, playing hillbilly lovers, provided some chuckles.

Show wound up with a folksy admonition to the listeners to "take good care of the young ones and be sure and go to church tomorrow." This intimate approach also is likely to gain the program additional friends.

Sam Chase.

The Tenth Man

Sustaining on WNEW, New York

Friday, October 24, 10 p.m.

Produced by National Mental Health Foundation; cast: Ralph Bellamy, Jackson Beck, Anne Seymour, Jim Boles; director, Drex Hines; writer, Jack Naher.

Theme of this program is that every 10th person requires psychiatric treatment, either for a psychopathy or psychosis. Its purpose is to inform the public of the archaic laws still in force in many communities for the handling of the mentally ill, and at the same time, apparently, to campaign for a revision in these laws.

The abysmal conditions which existed in the last century, when psychotics were treated as hardened criminals, or worse, have not improved to the extent necessary, and neither State nor local governments come anywhere near making the provisions so urgently needed. This is a fact known to virtually anyone whose experiences have necessitated such contact—or to anyone capable of reading newspapers and magazines. A classic example of this attitude was found in the army practice of discharging psychopaths for a direct return to civilian life, with no governmental agency, on any level, charged with the responsibility of providing post-discharge treatment.

Fumble

All of which makes it even more unfortunate that *The Tenth Man* fails to adopt a more specific and constructive stance. It arouses anger, perhaps, thru its technique of dramatizing the treatment of a jailed psychotic, but basically, that reaction in the listener is, "something ought to be done about it." What the program should do is to tell listeners what can be done about it and, more to the point, what they, as individuals, can do to hasten improvement. Actually—and regrettably—the case dramatized in this program was almost a stock and certainly a classic case of the family that didn't know what to do with its patient, disregarded its doctor's advice and eventually forced

Days of the Giants

Sustaining Over WLW, Cincinnati,

50,000 Watts

Broadcast October 4, 9:45-10 a.m.

Talent Cost: Unknown; produced by Charles Lammers; adapted by Alan Stern from Nathaniel Hawthorne's "Wonder Book" and "Tanglewood Tales" and Thomas Bulfinch's "Age of Fable"; cast: pupils of the radio class of the Cincinnati College of Music, with Earl Hamner as narrator; announcer, Hank Fisher, WLW staffer.

Days of the Giants dips into classical mythology as a source of material for kid shows. There's plenty of fine material there, of course, and the reason it has not been used is one of those dark mysteries—perhaps because the presentation of this material in schools is so haphazard and boring that lack of interest in mythology is taken for granted.

So WLW deserves some kudos for exhuming the stuff. Maybe the kids will like it better over the ether than via the classroom. One thing is certain, the story on the debut program, based on the fable of *The Adventures of the Golden Apples*, had enough adventure and imagination to appeal to the average kid. The radio presentation of the yarn, however, was just adequate. Actors were pupils of the radio class of the College of Music, and while they no doubt had plenty of enthusiasm they could not be expected to deliver a performance of top professional caliber. Narrator's voice at times was too low and indistinct—alho perhaps a portion of this failing was due to the fact that the show was caught via transcription.

At any rate, this is a promising series, and Alan Stern's scripting is good.

Paul Ackerman.

the psychotic into a series of degrading jail and court experiences.

The series has a great chance to accomplish some good, but unless it does so in the remainder of the programs, it too may be charged with failure.

Script, director and playing were stock.

Jerry Franken.

Advisory Council Revived by BBC

LONDON, Oct. 25. — The BBC's general advisory council, which has not met since 1939, has been reconstituted and will presently resume

its function of providing the BBC with contacts with all fields of activity.

Chairman of the council now is Lord Halifax (former ambassador to the U.S.), who succeeds Lord MacMillan. The council still has 51 members drawn from all parts of public life, and it is just as diverse as the pre-war body which counted Bernard Shaw and the comedian George Robey among its members. Now the membership includes novelist E. M. Forster, actress Cicely Courtneidge, trade union leader George Gibson, scientists A. V. Hill and Sir Lawrence Bragg, surgeon Sir Alfred Webb-Johnson and the Bishop of Gloucester.

The decision to revive the body was taken by Director General William Haley after discussion with the Postmaster General and with the approval of the Prime Minister. Alho not in any way intended as a political influence, it is noted that the majority of those appointed members of the council holds views opposed to the present government.

Tiny Hill Latest To Do Jock Stint

CHICAGO, Oct. 25.—Latest ork fronter to turn disk jockey is Tiny Hill, who will do an e.t. series, *The Tiny Hill Show*, featuring the batoneer's patter between Western and hillbilly disks. The half-hour series will be peddled by Rush Hughes, KXOK, St. Louis, disk jock, who besides doing a two-hour show five times weekly over the station, doubles as salesman for his own e.t. disk jock show. Hill is currently doing Midwest one-nighters.

Hughes this week also started marketing his projected *Hughes Reel*, a sports feature which he did as a live show years ago on the Coast. The new e.t. series will carry a sports, home and feature edition of the *Reel*, each being a separate package aimed at different audiences. The five-minute shots may be purchased by a single sponsor or three different sponsors in the same locality, according to Hughes's current plans.

NAB Presses Fight on Disking Ban

(Continued from page 3)

developed on two fronts to spur the Department of Justice into action, with Rep. Carroll Kearns (R., Pa.) readying to summon his house labor subcommittee to a special meeting and with Sen. William Langer (R., N. D.) expected to renew an inquiry by his Senate judiciary subcommittee. The Department of Justice meanwhile is taking a position of watchful waiting.

With the exact November date for the music industry committee session still to be set, NAB late yesterday announced the following line-up of the 34-man committee:

NAB representatives: A. D. (Jess) Willard Jr., executive vice-president of NAB; Richard P. Doherty, NAB director of employer-employee relations and committee secretary; Don Petty, general counsel; Robert K. Richards, director of public relations.

FM Association representatives: Leonard Marks, general counsel; William E. Ware, KSWI, Council Bluffs, Ia.; William Fay, WHAM, Rochester, N. Y.; Ray E. Dady, KWK, St. Louis, and Paul W. Reed, WFAH-FM, Alliance, O.

Network representatives: Frank K. White, vice-president, Columbia Broadcasting System; Frank E. Mullen, executive vice-president, National Broadcasting Company; Joseph A. McDonald, secretary and general attorney, American Broadcasting Company; Robert D. Swezey, vice-president Mutual Broadcasting System, and Everett Dillard, president, Continental FM Network.

Broadcasters' representatives: Leonard Asch, WBCA (BM), Schenectady; John Elmer, WCBM, Baltimore; Theodore Streibert, WOR, New York; Roger W. Clipp, WFIL, Philadelphia; Frank King, WMBR, Jacksonville; Robert Thompson, WBEN, Buffalo, and Calvin J. Smith, KFAC, Los Angeles.

Television Broadcasters Association (TBA): Lawrence Philipps, director DuMont Television Network, and Noran Kresta, manager of television operations, NBC.

Transcription company representatives: Library Transcription Group—Richard S. Testut, vice-president and general manager of Associated Programs, Inc.; C. O. Langlois, president, Lang-Worth Feature Program, Inc.

Open-end transcription group: Joseph W. Bailey, of Lewis G. Cowan, Inc., and Charles Gaines, of Frederic W. Ziv Company.

Record manufacturers: Edward Wallerstein, Columbia Recording Corporation; Milton Rackmil, Decca Records, Inc.; Irving Green, Mercury Radio & Television Corporation; Guy Lemmon, Majestic Records, Inc.; James Murray, RCA Victor; George Jaycox, Signature Recording Corporation, and a representative of Capitol Records still to be chosen.

Willard Outlines Aims

Willard, in outlining the aims of the meeting, told *The Billboard* that the confab is "not expected to produce a magic formula, but we hope it will provide the means for formula" (See *INDUSTRY SET* on page 21)

PM STRICTLY OFF-STAGE

But my part's important. For 11 years I've been turning out the glossy photos that help you get the big parts on-stage.

8x10's, 5c ea. (in quantity)
POSTCARDS, 2c ea. (in quantity)
Mounted Blow-ups on heavy board, 20x30, \$2 ea.; 30x40, \$3 ea.

Write for FREE Samples and Price List B.



Heard by most...

Preferred by most

KWKH SHREVEPORT 50,000 WATTS Represented by The Branham Co.

Part I

The Billboard



DAYTIME Talent Cost Index

Tabulations are based on sponsored programs only. Based on first 15 daytime shows and first three Saturday afternoon shows in October 15 Hooper report.



Program Sponsor, Agency, Rank, Network and Stations	Hooper Rating	Previous Rating and Rank	Opposition	Talent Cost	Cost Per Point	Cost Per 1,000 Urban Listeners
1—WHEN A GIRL MARRIES General Foods Calumet, Swansdown (Y&R) Diamond Crystal Salt (B&B) NBC 76	6.1	5.0—5	Tennessee Jed LN—ABC NSP—CBS NSP—MBS	\$2,300	\$377.05	*
1—QUEEN FOR A DAY Philip Morris Philip Morris Cigarettes Cecil & Presbrey, MBS 212	6.1	*	Paul Whiteman—ABC Eddy Duchin (MWF) —ABC Hint Hunt—CBS Stella Dallas—NBC Lorenzo Jones—NBC	4,000	655.74	*
2—OUR GAL SUNDAY Whitehall Pharmacal Anacin D-F-S, CBS 84	6.0	5.7—2	NSP—ABC Checkerboard Jamboree—MBS NSP—NBC	1,750	291.67	*
3—BREAKFAST CLUB Philco Refrigerators, Radios, Freezers Hutchins, ABC 253	5.6	*	NSP—CBS NSP—MBS NSP—NBC	3,000	535.71	.77
3—AUNT JENNY Lever Bros. Spry R&R, CBS 61	5.6	5.1—4	Welcome Travelers—ABC Victor H. Lindlahr—MBS NSP—CBS	2,000	357.14	*
3—BIG SISTER Procter & Gamble Ivory Soap Compton, CBS 68	5.6	4.7—5	Baukhage Talking—LN —MBS Cedric Foster—LN—Co-Op —MBS NSP—NBC	2,500	446.43	*
3—MA PERKINS Procter & Gamble Oxydol D-F-S, CBS 77	5.6	5.5—1	NSP—ABC World Series—MBS NSP—NBC	1,300	232.14	*
4—YOUNG WIDDER BROWN Sterling Drug Various Products D-F-S, NBC 142	5.5	5.1—4	Dick Tracy—LN Co-Op—ABC NSP—CBS Song of the Stranger (MWF) —MBS	1,600	290.91	.49
4—HELEN TRENT Whitehall Pharmacal Kolyos, Bisodol D-F-S, CBS 84	5.5	4.8—7	NSP—ABC NSP—MBS NSP—NBC	1,800	327.27	*
5—BREAKFAST IN HOLLYWOOD Kellogg Kellogg's All-Bran K&E, ABC 246	5.3	4.6—9	Arthur Godfrey—CBS NSP—MBS Katie's Daughter—NBC	1,500	283.02	.49
5—LORENZO JONES Sterling Drug Various Products D-F-S, NBC 142	5.3	5.3—3	Eddy Duchin (MWF) —ABC NSP—CBS Queen for a Day—MBS	2,000	377.36	.62
6—QUEEN FOR A DAY Miles Laboratories Alka Seltzer Wade, MBS 434	5.1	*	Paul Whiteman—ABC Eddy Duchin (MWF) —ABC Hint Hunt—CBS Stella Dallas—NBC Lorenzo Jones—NBC	4,000	784.31	1.13
7—ROSEMARY Procter & Gamble Ivory Snow B&B, CBS 69	5.0	*	Ted Malone—ABC Heart's Desire—MBS Lora Lawton—NBC	2,500	500.00	*
7—BACKSTAGE WIFE Sterling Drug Various Products D-F-S, NBC 142	5.0	*	Paul Whiteman—ABC Hint Hunt—CBS World Series—MBS	1,750	350.00	.62
8—MY TRUE STORY Libby, McNeill & Libby Various Products J.W.T., ABC 197	4.8	*	NSP—CBS NSP—MBS Fred Waring—NBC	2,000	416.67	.71

Day Listeners Rise; Shows In Tight Race

'When a Girl Marries' Leads

NEW YORK, Oct. 25.—General level of daytime listening has risen since publication of the last Daytime Talent Cost Index in the October 11 issue of *The Billboard*, and there have been several switches in standings. New listing is topped by *When a Girl Marries*, with a Hooper of 6.1. It was in fifth place last time up, with a Hooper of 5.0. *Queen for a Day*, not on the chart last time, ties for first, but there is quite a disparity in their cost per point, with *Girl* delivering at \$377.05 and *Queen* at \$655.74.

Our Gal Sunday remains in second rank, but to do so it had to hike its rating from 5.7 to 6.0. This is typical of the generally upped ratings on the current chart.

Tight Race

Just how tight the race has become is illustrated by the fact that four programs are tied for third place, two for fourth, two for fifth and two for seventh. In third rank, each with a 5.6 rating, are Philco's segment of *Breakfast Club*, *Lever Bros.' Aunt Jenny*, and P&G's *Big Sister* and *Ma Perkins*. Of the four, *Perkins* delivers at the lowest cost per point—\$232.14. *Perkins*, in fact, still shapes up as the best buy on the chart on the basis of per-point cost.

Ratingwise, it is interesting to note that tops on this chart is 6.1, as compared with 5.8 on the October 11 chart. Lowest rating on the current chart is 4.8, as compared with 4.3 on the last chart. Throughout the listings, the generally upped listening is in evidence.

Top three Saturday shows are *Stars Over Hollywood*, with 6.7 and a cost per point of \$597.01; *Theater of Today*, with 6.0 and a cost of \$416.67, and *Adventurers' Club*, with 5.3 and a point rate of \$566.04. *Hollywood* last time up was third, and the other two were not in the running.

'Ellery Queen' Set As ABC Sustainer

NEW YORK, Oct. 25.—American Broadcasting Company (ABC) this week lined up the *Ellery Queen* whodunit show as a sustainer. Program will be spotted in the 7:30 p.m. Thursday slot, preceding *Treasury Agent*, another sustaining crime saga, in a move to bolster that night's programming. Starting date is not set, but it will be within the next four weeks. *Ellery Queen* last was bankrolled by Whitehall Pharmacal over National Broadcasting Company.

WJBK, Det., Adds 5 Staffers, Expands To All-Night Field

DETROIT, Oct. 25.—Competition in personnel and sales among the Detroit radio stations continued to simmer this week with the "million dollar baby," WJBK, bought four months ago by Fort Industry Corporation for \$780,000, adding five new staffers at a clip—on top of all the recent changes there under Manager Ralph Elvin—and making a bid for the all-night trade simultaneously.

This 250-watter is strengthening its night programming, with Bob Cordell, formerly at WTOP, Toledo, coming in as jockey for the midnight to 6 a.m. shift. The show will carry the familiar title of *Corn Till Morn*, with a few new ideas in format. The move comes on the heels of the decision of the town's 50,000-watter, WJR, to go on the air all night, assigning a couple of its top jockeys to divide the assignment.

In addition, WJBK is promoting Earl Hayes to chief announcer, after three years with the station, and adding four new people; Bob Conger, announcer, formerly with WWJ, Detroit; Roger Nash, announcer, formerly of WSRB, Pensacola, Fla., and KWKH, Shreveport, La.; Betty Lee, traffic manager, formerly of KLIF, Dallas, and Jean Smoroski, music librarian, formerly of WTOP, Toledo.

'Man Called X' in Fast CBS Shuffle

NEW YORK, Oct. 25.—*Man Called X* is scheduled to move around rapidly on Columbia Broadcasting System (CBS). It's slated to go into the Sunday 8:30 p.m. slot November 2 as a commercial for Frigidaire. It used to be aired on Thursdays at 10:30.

Tomorrow it will be aired as a sustainer at 8:30, and on Thursday (30) it will again be aired as a sustainer.

USE THESE INEXPENSIVE

PERSONALIZED POSTAL CARDS

FOR YOUR FAN MAIL

You get true photographic reproductions in our black-and-white "Gloss-Tone" Postal Cards quoted below. Delivery from 4 to 6 weeks. All we need is your photo.

	NEW	REPRINT
1,000	\$10.50 per M	\$7.50 per M
2,000	8.25 per M	6.25 per M
3,000	7.50 per M	5.85 per M
4,000	7.15 per M	5.65 per M
5,000	6.90 per M	5.50 per M
10,000	6.45 per M	5.25 per M

A flat charge of \$2.50 will be added to the total cost of order if paragraph is desired for the address side of card, not to exceed fifty words.

F. O. B. Fort Wayne, Ind. Write for Free Samples—No Obligation

Fort Wayne Printing Co. FORT WAYNE 2, INDIANA

GLOSSY PHOTOS

MADE IN QUANTITY AT 5c

We guarantee our reproductions as good as your original. 8x10's—5¢ each in quantity. Photo post cards, 2 1/2¢ 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 -2 BRISTOL, CONN.

WORL License Stays Until End of Year; Precedent on WOKO

WASHINGTON, Oct. 25.—Extension of the license of WORL, Boston, by the Federal Communications Commission (FCC) until at least the end of the year is expected in the wake of FCC's announcement this week that hearings on the frequency to be vacated will be held in Boston December 15.

In the WOKO (Albany, N. Y.)

case, the commission set a precedent by granting temporary renewals to a nixed station pending selection of a successor, and this policy appears certain to be followed.

FCC pointed out in its announcement that any new bids for the frequency must be filed 20 days in advance of the hearing date to receive consideration. Six applicants are now competing for the WORL frequency—Continental Television Corporation, Bunker Hill Broadcasting Company, Joseph Solimeno, Boston Radio, Beacon Broadcasting Company and Pilgrim Broadcasting Company.

Part II

The Billboard



NETWORK PROGRAM Reviews & Analyses

Rating figures used are supplied by the G. 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.



Arthur Gaeth
Reviewed October 22, 1947
UNITED ELECTRICAL RADIO & MACHINE WORKERS OF AMERICA
William B. Cahn, Publicity Dir.
Thru the Moss & Arnold Company
Stanley Moss, Principal and Acct. Exec.
Via MBS (Heard in New York over WMCA)
Wednesdays, 7:30-7:45 p.m.
Estimated Talent Cost: \$350; producer-commentator, Arthur Gaeth.
Current Hooperating for the program (started October 22).....None
Average Hooperating for shows of this type (News).....6.3
Current Hooperating of show preceding (Sustaining).....None
Current Hooperating of show following ("Inside of Sports").....3.2
CURRENT HOOPERATING OF SHOWS ON OPPOSITION NETWORKS
ABC: "Lone Ranger".....9.6
CBS: "Club 15".....5.4
NBC: Sustaining.....None

ABOUT THE ADVERTISER
The United Electrical, Radio and Machine Workers of America (UEW) made its initial plunge into network radio in April when it became the first international labor union to sponsor a national network series. Leland Stowe, the newspaper correspondent, then was bankrolled in a series of weekly commentaries, with the UEW becoming the first labor sponsor apart from the Congress of Industrial Organization (CIO) and American Federation of Labor (AFL) themselves. Replacement of Stowe by Arthur Gaeth does not alter the UE's purpose in presenting a liberal commentator to counter what the union terms the continuing decline in that point of view.

The switch from Leland Stowe to Arthur Gaeth for the Wednesday night series sponsored by the United Electrical Workers indicates that the union intends to take a stronger line in presenting the issues of the day. Stowe, in his series, had delivered a comparatively mild interpretation of controversial current events. Gaeth's initial broadcast for the UE portends a clearer delineation of the labor point of view in weeks to come.

Departing from the straight spiel format, Mutual Gabber Gaeth, whose coverage of the Nuernberg trials last year won him the Headliners' Award, devoted the major portion of the program to wire-recorded interviews with "average" citizens. In future shows, Gaeth intends to add taped talks with prominent individuals as well.

Preem led off with brief comment on the current Hollywood investigations by the un-American Activities in Washington, with Gaeth remarking that the fear complex generated by such investigations can lead to unbridled curbing of the free press, theater and radio as well. These, he said, can be followed by attacks upon unions and wind up with all liberties being placed in jeopardy. Following mention of Sen. Glen Taylor's coast-to-coast trek on horseback to rally sentiment against the Truman-Marshall foreign policy, Gaeth settled into the meat of the show, the soaring cost of living.

Quoting pertinent statistics on food costs and corporate profits, Gaeth played back two recorded interviews. The first, with a Pennsylvania electrical worker, his wife and five children, had the commentator exchange pleasantries with the couple and the kiddies, then bring out, thru questioning, the

The Land of the Lost
Reviewed October 25, 1947
THE BOSCO COMPANY
William Barney, Sales Manager
Thru McCann-Erickson, Inc.
Robert Condon, Acct. Exec.
Via ABC
Saturdays, 11:30-12 a.m.
Estimated Talent Cost: \$1,750; producer-writer-director, Isabel Manning Hewson; director, Cyril Armbrister; lyric writer, Barbara Miller; announcer, John Gardiner; cast, Betty Jane Tyler (Isabel and Miss Spotty), Raymond Ives (Billy), William Keene (Red Lantern and Punkin Pie), Walter Vaughn (King Find-All and Snorky the Seal); Jay Meredith (Henrietta), and Floyd Buckley (Fish-Without-a-Name).
Current Hooperating for the program (started October 11).....None
Average Hooperating for shows of this type (Dramatic-Evening).....7.8
Current Hooperating of show preceding and following (Sustaining).....None
CURRENT HOOPERATING OF SHOWS ON OPPOSITION NETWORKS
CBS: "Adventurers' Club".....4.4
MBS and NBC: Sustaining.....None

ABOUT THE ADVERTISER
Bosco is a new radio advertiser, records showing no appreciable radio budget for the past four years. Company's chief outlay has been in magazines during recent years, and it has consistently hiked its budget for this medium. In 1943, for instance, Bosco spent nearly \$120,000 in mags, and by 1946 the figure rose to slightly more than \$200,000. On the company's web show, "Land of the Lost," the commercials make a direct selling pitch, plugging the product's use in milk and desserts.

Isabel Manning Hewson's *Land of the Lost*, a half-hour fantasy for children broadcast Saturday morning (25), was a beautifully done job. It had imagination, humor and whimsy; it had the kind of adventure pattern which is certain to appeal to youngsters, and its musical effects and tinkling tunes, written by Cyril Armbrister and sung by a chorus of youthful voices, were engaging.

Story-line on the Saturday show had a fairylike and supernatural quality. Chief characters were two youngsters, played by Betty Jane Tyler and Raymond Ives, and Red Lantern, a fish played by William Keene. The kids, led by Red Lantern, take a trip beneath the sea to the land of the lost, where they find the end of the rainbow, the pot of gold and the colors which the gnomes use to paint the flowers on earth.

Producer-writer-director Hewson's characters were such wisps as the spirit of the rainbow and Polonius J. Prism, the rainbow trout—all of them ingeniously drawn.

Commercials for Bosco were by no means as delicate as the story. They were the punchy type designed to make the kids run right out and buy some of the product.

difficulty they have in obtaining enough clothing and nourishing food at current prices. Point was made that raises in pay alone don't mean much, as prices climb even faster. Suggested solution was a return to price control.

Tobacco Worker Talks
The second interview, with a Negro woman who works in the (See ARTHUR GAETH on page 19)

Meet Me at Parky's
Reviewed October 19, 1947
Sustaining Via MBS
Sundays, 9-9:30 p.m.
Estimated Talent Cost: \$4,000; producers-directors, Maurice Morton, J. C. Lewis; writers, Parkyakarkus (Harry Einstein); Howard Harris; cast, Parky, Sheldon Leonard, Betty Rhodes, Elliott Lewis, Frank Nelson, the Short Orders (vocal group)
There appears to be little reason why Mutual won't be able to sell this show. It's funny. Not inspired humor, nor delicate. Still it's funny, in a purely low comedy vein that, regardless of whether one likes aural pratfalls, pays off in laughs. Some of them, to boot, are definitely in the boff category.

Harry Einstein's Acropolis lingo has been a radio staple for years, and while he faces the tough competition of Walter Winchell at this air time, the counterpoint program theory should aid him in building an audience. Except for the lack of an orchestra, banned by musicians' union regulations concerning co-op shows, program adheres to Parky's standard formula.

Best laugh-getter on the show remains the garbled-talk lunacy of Sheldon Leonard, who plays Orville Sharp. Between Einstein and Leonard, there are enough low-denominator lingo twists ("do you reelee-ize?") to satisfy advocates of this brand of humor.

Preem story line was keyed to Einstein's recent spinal operation and his yen to have an audience to which to relate the details. Best routine involved Leonard's offer to provide that audience, including characters who'd "tsk tsk" in sympathy.

There were occasional instances where the lack of an orchestra was noticeable, especially on punch lines where a quick band cue would have given additional zing. The Short Orders, choral group, did a good job, tho, and with additional production experience as time goes by, the deficiency noted should be eliminated.

And we hope we're "corregit."
Jerry Franken.

Vox Pop
Reviewed October 15, 1947
AMERICAN EXPRESS COMPANY
(Travelers' Checks)
Robert R. Mathews, Gen. Mgr.,
Advg. Dept.
Thru J. M. Mathes, Inc.
Bryan Warman, Acct. Exec.
Via ABC
Wednesdays, 8:30-9 p.m.
Estimated Talent Cost: \$6,500; director, Rogers Brackett; assistant producer, Buzz Willis; announcer, Don Hancock; interviewers, Parks Johnson and Warren Hull.
Last Hooperating for the program (May 20, 1947).....6.1
Average Hooperating for shows of this type (Aud. Part. Quiz).....9.1
Current Hooperating of shows preceding and following (Sustaining).....None
CURRENT HOOPERATING OF SHOWS ON OPPOSITION NETWORKS
CBS: "Dr. Christian".....7.3
MBS: Sustaining.....None
NBC: "Gildersleeve".....9.2

ABOUT THE ADVERTISER
"Vox Pop" is American Express Company's first venture into network radio. Company is a conservative ad- (See VOX POP on page 19)

The New Sealtest Village Store
Reviewed October 23, 1947
NATIONAL DAIRY PRODUCTS CORPORATION
A. R. Stevens, Advg. Mgr., Sales Mgr.
Thru McKee & Albright, Inc.
Roy J. McKee, Pres., Acct. Exec.
Via NBC
Thursdays, 9:30-10 p.m.
Estimated Talent Cost: \$9,000; producer-director for agency, Robert L. Redd; producer-director for NBC, Albert Ulrich; writers, Sid Dorfman, Larry Gelbert and Marvin Fisher; announcer, Hy Averbeck; cast, Jack Carson, Eve Arden, Dave Willcock, the Starlighters (vocal group), and Frank De Vol and his orchestra.
Current Hooperating of the program.... 13.7
Average Hooperating of programs of this type (Variety)..... 12.1
Current Hooperating of show preceding (Al Jolson)..... 18.8
Current Hooperating of show following (Bob Hawk)..... 12.8
CURRENT HOOPERATING OF SHOWS ON OPPOSITION NETWORKS
ABC: "Darts for Dough"..... 4.1
CBS: "Crime Photographer"..... 10.8
MBS: Sustaining.....None

ABOUT THE ADVERTISER
National Dairy Products Corporation, 21st among the nation's advertisers, places almost equal stress on its radio and magazine campaigns, each getting appropriations slightly over \$1,700,000 last year. The Sealtest subsidiary, however, showed increased interest in magazine advertising in 1946, jumping to a \$660,000 outlay as compared with \$525,000 the year before. Radio took about \$425,000 from the Sealtest budget last year, about \$5,000 under 1945 expenditures.

With Jack Carson replacing Jack Haley as head funny man and sparring partner of Eve Arden, this semester's edition of the *Sealtest Village Store* unshuttered for the season this week. Carson, as chief storekeeper, brought his own type of humor, as the pretentious movie actor, from his outings last year on the Campbell Soup ailer. The new show has flashes of real comedy, but spotty scripting made for low spots as well as high ones on the preem.

Initial half of the show identified Carson as the storekeeper, with a couple of jousts with customers. Some gags here drew substantial yocks, such as when a gal described as looking like a boy five years ago, but now, having grown up, looks like a man. On the other hand, it staggered under the weight of such chestnuts as the man who returned his purchase of baby oil because his baby stopped squeaking.

As usual on a Carson show the comic had to be taken down a few pegs. Device this time was a phone call from his boss, Jack Warner, who said that when Carson was last in his office he left some spots on the windows unwashed. Carson also turned in a vocal on *All of Me*, backed by Fran De Vol's ork. His singing posed no immediate threat to Sinatra, Crosby, et al., but didn't hurt the show any, either.

Attempt to build a comic personality out of De Vol, as the grumbling batoneer who feels his talents are constantly slighted, fell short, altho De Vol's monotone growling holds good possibilities with sharper lines. Finale was a take-off on *Life With Father*, featuring supposed incidents with Carson pere and mere. Best gag of the show was unloaded here as Carson, playing the father, explained to the kiddie inquiring why some people are boys and others are girls, that it works out better for dancing that way.

All in all, the first offering indicated good future possibilities for exploiting Carson's brand of laugh-getting, but they have yet to be fully realized. Miss Arden, in the (See NEW SEALTEST on page 18)

Video Workmen—No. 16 in a Series

WCBS-TV News Editor Tells How Video Should Bring Live News Into Home, Interpret It

By Henry R. Cassirer
WCBS-TV News Editor

THERE'S a big future for television news if we free ourselves from old patterns and build programs as new as the medium. There's no future if we simply adopt news presentation methods that have proved successful in radio, films and the press.

There are news shows on television that are little different from radio newscasts. You see the commentator in a static close-up. For animation, he indulges in all sorts of body movements and facial grimaces. His picture is replaced on occasion by a still photo of some personality in the news. This type of program makes me forget television. I merely listen to the audio report, as on radio, closing my eyes to the video portion of the program.

We have learned at CBS that the viewer quickly tires of looking at the commentator. Once he has become familiar with the newscaster's face, his eyes have a tendency to wander.

Henry R. Cassirer has been identified with news in television since joining WCBS-TV in June, 1944. Several awards for the year's outstanding news presentation have been won under his editorship.

From 1940 to 1944, Cassirer was assistant director of the CBS Shortwave Listening Post. Prior to that, he was associated with the British Broadcasting Corporation's Overseas Service.

Cassirer, a native of Germany, was educated in Germany and France and holds a Ph.D. in history from London University.

Then again there are news programs on television that are indistinguishable from the newsreel, except that you may see some films earlier than you would in the theater. They are put together haphazardly as they come into the editor's hands. There may be a bathing beauty contest and films of the occupation forces in Japan; a parade and the arrival of celebrities in New York. But where is the report on skyrocketing prices headlined in every paper? Where is the news from Indonesia or about Senator Taft's political campaign in the West? It is not there... because the editor just does not happen to have film about these topics and does not know any other way to present them effectively on television. So he shields himself behind a convenient theory that people don't want "heavy" news.

Facsimile Disparaged

There is also an imitation of the newspaper on television. The viewer is expected to read the news on the screen as if he were reading a paper or news ticker. Apart from the difficulty of reading printed type if reception is not absolutely perfect, this method obviously fails to make use of television's unique opportunities thru its combination of sound and sight.

Television news borrows from the radio, it is related to the newsreel, it uses the headline style of the press. But it is more than an imitation of any or all of them. It is different.

Television is visual. Television is oral. Television is immediate. This presents a special task to the television news editor. He has opportunities to show the conflicts and efforts of our time, the laughter and tears of our city, the arts and sports, the fashions and pleasures of the world.

And television presents to the news

editor a great responsibility. The visual impression is the strongest, and the visual presentation of news can have the most formative effect on public opinion.

Lessons Learned

In more than three years of experimenting with a new format for television news at WCBS-TV, here

are some of the lessons we have learned:

1. Television is motion. It forces you to report the news dynamically in its development. A radio newscaster can state succinctly: "Senator X today introduced a bill for the development of the St. Lawrence River. He claimed that the benefits of this project would far outweigh its cost. But heavy opposition is expected from the railroads, the New York Port Authority and other regional interests."

It takes only 15 seconds to read this report. But no television story can ever be that short. And you will find it very hard to match these words with pictures. If you want to carry this news on television, you might start off by showing a map of the St. Lawrence and the Great Lakes region. You can then trace thru techniques of animation, or by a simple method of pointing, the course of the proposed shipping way and

spot a town like Massena, where a power plant is blue-printed for erection. If you have access to film of the International Rapids and shipping on the Great Lakes, it will help to visualize your points. You can use it in stressing the power potential to be gained and in visualizing the expectant increase in shipping.

Then, tracing the opposition to the project, you might again begin with a map, showing how traffic on the St. Lawrence might divert traffic from the Eastern railroads and ports, using Port of New York film to illustrate the gigantic installations and interests that might be affected adversely if the project went thru.

The entire report may take up to two or three minutes. But it will have conveyed a vividness and understanding which no radio newscaster can easily achieve.

Lesson No. 2

2. It is hard to present all news reports visually, especially in view of the present limitations of the television medium. Lack of an adequate newsreel stock library and financial limitations which curtail art work and other visual aids to the editor make many a project that is theoretically feasible impossible to achieve. So you sometimes have to discard such items, or better still, let the commentator report them verbally. If a studio is available, brief portions read by the commentator to the camera are very valuable. The audience gains a personal impression of the commentator's personality, and the commentator has a chance to report news items unsuitable for visualization.

Even if you have the facilities to report numerous items visually, it is more suitable for television, especially in a 15-minute program, to cover five or six stories comparatively briefly and to dwell at length on only one or two analyses or documentary presentations of current events.

3. The dramatic impact and entertainment value of the program demand a great variety. Here I have in mind not only a variety of film stories, but also a variety of other visual elements, such as maps, graphs, printed headlines, still pictures and picture montages.

The backbone of any television news program is, of course, film. There are three types of film available to the news editor: local or regional film shot by the station's crew, news film acquired from other sources (the armed services, foreign countries, other cities in the U. S.) and stock film. A good stock library is essential in any attempt to give a rounded picture of current news.

Local Coverage Vital

Local coverage is of particular importance. Here the speed of television reporting shows up to particular advantage. Only the live camera is faster. Film of the American Legion parade at 3 p.m. was seen by home audiences over WCBS-TV at 8 p.m. And in its thoro coverage of local events television does a job (See CASSIRER TELLS on page 18)

The TV Network Picture

NEW YORK, Oct. 25.—Now that the Columbia Broadcasting System (CBS) has joined the ranks of companies working toward a television network (*The Billboard*, October 25) comparison of the progress each has made assumes additional interest. The National Broadcasting Company (NBC), which has been pursuing a vigorous tele policy for some years, already has a long list of potential affiliates, via the many broadcast affiliates which already have received video construction permits.

At this stage of television's development, it is obviously far too premature to attempt to present a picture of things to come. That different stations will experiment with various companies is obvious. It is equally obvious that in the early stages, at least, AM radio affiliations will not always mean a like alignment in tele. Nevertheless, the following may well be considered a tip-off to the future:

The NBC Picture

Stations on Air	Permits Granted	Applications Pending
WNBT, New York*	WNBY, Chicago*	WOW, Omaha
WNBW, Washington*	KNBH, Los Angeles*	WDEL, Wilmington, Del.
WWJ-TV, Detroit	WNBK, Cleveland*	
KSD-TV, St. Louis	KSTP-TV, St. Paul	
WPTZ, Philadelphia	WBAL-TV, Baltimore	
WRGB, Schenectady**	WBEN-TV, Buffalo	
	WTMJ, Milwaukee	
	WLWT, Cincinnati	
	WJAR-TV, Providence, R. I.	
	KGWG, Portland, Ore.	
	WLWX, Columbus, O.	
	WRTV, New Orleans	
	WTVT, Toledo, O.	
	WTVR, Richmond, Va.	
	KCPN, Fort Worth***	
	KDYL-TV, Salt Lake City	
	KOB-TV, Albuquerque, N. M.	
	WJAC-TV, Johnstown, Pa.	
	Crosley Radio, Dayton, O.	
	Call Letters Unassigned	

The ABC Picture

Stations on Air	Permits Granted
WFIL, Philadelphia	WJZ-TV, New York*
WMAL, Washington****	WDLT, Detroit*
	WENR-TV, Chicago*
	KECA-TV, Los Angeles*
	KGO-TV, San Francisco*
	KPRO-TV, Riverside, Calif.
	WOI-TV, Ames, Ia.
	WTCN-TV, Minneapolis
	WMAR-TV, Baltimore****

The CBS Picture

Stations on Air	Permits Granted	Applications Pending
WCBS-TV, New York	KGDM-TV, Stockton, Calif.	WBBM, Chicago*
	WHAS-TV, Louisville	WDRG, Hartford, Conn.
	KRLD-TV, Dallas	WHP, Harrisburg, Pa.
	WCAU, Philadelphia*****	

The DuMont Picture

Stations on Air	Permit Granted	Applications Pending
WABD, New York	Pittsburgh	Cleveland
WTTG, Washington		

NOTES: DuMont and CBS, in addition to NBC, have fed WRGB, Schenectady, and the station may not yet be regarded as an "exclusive" NBC outlet. DuMont expects soon to conclude a feeding arrangement with WFIL-TV, Philadelphia.

*Indicates network owned and operated.

**Refers to situation concerned WRGB, as above.

***KCPN, Fort Worth AM station, is a dual ABC-NBC affiliate and a similar situation may apply in video.

****WMAL-TV and WMAR-TV are "claimed" as affiliates both by CBS and the American Broadcasting Company (ABC). WMAL-TV is the ABC Washington affiliate, but both stations involved are soon to go on the CBS video network. ABC as present has no TV stations of its own in operation.

*****WCAU-TV is due on the air shortly.

Mutual, so far as is known, has no television plans, altho its New York key station, WOR, has New York and Washington permits and has been developing plans for an Eastern Seaboard video network.

42 OF THE TOP
45 HOOPER-RATED PROGRAMS*
IN WORCESTER ARE ON
WTAG
WORCESTER
*Ratings from Oct. '46 to March '47

TV Still Around Adv'g Corner, Says Paul West

NEW YORK, Oct. 25.—The first of a series of monthly luncheons under the auspices of the American Television Society (ATS) this week heard Paul B. West, president of the Association of National Advertisers, warn the gathering to "be sure the medium meshes with the thinking of your customers." In a brief, informal message after his regularly prepared speech West told the video men that they must not only think with the sponsor but "you have to think a little bit ahead of him."

West spoke of the "tremendous power we have in our hands in this thing called advertising, in our democratic, free enterprise, capitalist system. The right to have it retained in the hands of we capitalists," he said, "rests in the hands of the voters." He indicated that the television industry thus had the responsibility not only of making a profit but of gaining the good will of the sponsors by convincing the customers whom the sponsors must sell.

"If they are pleased with the discharge of your duties as custodians, they will leave it in your hands," West concluded. "If you relate your activities with that view, I think television has a great future."

This advice was preceded by the flat assertion from West that he did not think television "has yet rounded the corners as an advertising medium." He pointed out that the profits column is more important than ever to advertisers today, and it is in the sales and profits columns that television still "has a long way to go to prove itself." This becomes increasingly important because the task of medium selection has grown more complex with the number of media increasing and the technical growth within each. Selection, he said, must be made in line with the advertiser's "entire marketing strategy—even more important, the broad policies of his company." One such policy, West said, is public relations, which is becoming more important to national advertisers.

West lauded the tele broadcasters for investing substantial sums during this stage of medium's growth so that "the advertiser is not paying full costs." He said that at present tele offers a large market for a class-product merchandiser, but a small market for a mass-product merchandiser. He urged ATS to seek means of safeguarding the sponsors' investment and particularly to assist sponsors in using tele with maximum effectiveness. He also appealed for certified circulation statistics, possibly thru use of Broadcast Measurement Bureau.

First Remote on War Dead's Arrival

NEW YORK, Oct. 25.—What is believed to be the first video broadcast by a remote unit from a moving object will be assayed tomorrow (26) by the DuMont Television Network in telecasting the arrival of 6,200 war dead on an army transport from the deck of a naval destroyer. The airing, which will cover the period from 9:30 to 11 a.m., will be shown over WABD, New York; WPTG, Washington, and WFIL-TV, Philadelphia.

Ceremonies to be covered include arrival of the transport Joseph B. Connolly, bearing the first war dead to reach the East Coast, and the escorting of the vessel by two U. S. Navy destroyers, which will cover the harbor waters before the transport with a layer of flowers. DuMont's unit, under Jack Murphy, will be aboard the destroyer U.S.S. Beatty.

Televising Bouts Doesn't Cut Gate, Survey Discloses

NUTLEY, N. J., Oct. 25.—Contention by New York fight promoters that tele has cut into gate receipts was sharply countered this week by Horace Atwood Jr. president of Industrial Television, Inc. (ITI), of this city. Head of the firm, which turns out large-screen direct-view receivers, said that results of a survey he has taken during the past month in bars using ITI receivers disproved these charges.

Three questions asked by Atwood's survey sought to determine the percentage of viewers which had attended pro bouts in New York, percentage which would go to New York if fights were not shown regularly by video, and percentage which as result of television now plans to see fights in New York.

Results showed that close to 63 per cent of those interviewed had at some time seen pro boxing at a New York fight club. Fewer than 23 per cent indicated that, should televising of fights be dropped, they would go to the bouts instead. More than 70 per cent of respondents said that, as result of televised bouts, they now intend to go to the fights in New York.

In addition, the breakdown showed that of those who never have been to a fight club, almost none said that dropping of video would itself cause them to begin attending, but 61 per cent now intend to make their first visit. Of fans who have gone to bouts in the past, nearly 78 per cent said that, after viewing bouts by video, they intend to visit New York fight centers.

65,000 TV Sets In N. Y. C. Area

NEW YORK, Oct. 25.—Columbia Broadcasting System estimates there were about 65,000 video receivers in the Greater New York area as of October 1, 1947.

This figure includes bars and other public places, which are estimated to have about 5,000 receivers currently.

The October 1 figure of 65,000 compares with an estimated 50,000 as of September 1, an increase of 15,000 in one month.

Chi Sports Promoters Mull Price Hike on Tele Pick-Ups

CHICAGO, Oct. 25.—Following a trend established in the East, sports promoters here are beginning to think about upping their charges for television pick-ups. Altho only a few promoters have gone on record with definite sums they expect to get, there is plenty of sub rosa conversation on the subject, and execs of WBKB here expect increases commensurate with the increase of audiences.

Typical are the cases of horse racing telecasts from Arlington and Washington parks. Last year the Canadian Ace Brewery sponsored one race each Saturday for six weeks. Total cost to advertisers was about \$1,200 per half hour show, with the track getting about \$500. This year, however, Canadian Ace has been informed by track representatives that they want \$27,000 for video rights.

John Roberts, brewery president, has not yet decided whether he will go for the new sum. One reason for

Pic People Taken to Task For Holding Back on Tele

NEW YORK, Oct. 25.—The film industry this week was told that it must move quickly and jump on the television bandwagon in order to get frequencies for theater video from the Federal Communications Commission (FCC). The warning was sounded at the 62d semi-annual convention of the Society of Motion Picture Engineers (SMPE) by Paul J. Larsen, chairman of the organization's committee on television. Larsen castigated the movie industry for continuing its wait-and-see attitude with frequency allocations at stake, inasmuch as the FCC for the past four years has refused his committee's request for theater video permits "until we demonstrate what we're going to use them for."

Larsen revealed that his committee had approached Eric Johnston and the Motion Picture Association (MPA) for co-operation in setting of standards for theater video. A request for all-company co-operation in this project, however, was turned down. Larsen said that Paramount, Warner Bros. and 20th Century-Fox currently are experimenting with the medium, while RKO, Loew's and Republic are interested in the project.

Ralph V. Little Jr., engineer in charge of the RCA Victor theater video division, denied that development of tele for theaters would cut into film interests. "With high standards already established," Little said, "large-screen television makes its debut in the entertainment field, not as a competitor, but as an ally to other entertainment forms, with mutual interests and vast possibilities."

Announcement that next year will see trial operation of a theater tele system in London was made by Capt. A. G. D. West, director of Cinema-Television, Ltd. West said his or-

ganization will use direct, instantaneous projection with an adaptation of Schmidt optics, which will provide a 16 by 12 foot image from a projection throw of 40 feet. Six theaters currently are being studied for installations, with programs likely to originate from three production centers.

First theater-size screen successfully developed was described to the meeting by Little and I. G. Maloff, of RCA Victor, who said RCA's new reflective optical system permits an image 18 by 24 feet and will be demonstrated shortly. Loren L. Ryder, SMPE president, called for improved techniques in "melding" picture and sound in video shows.

Ice Follies of 1948

Reviewed Saturday (18), 8:30-11:15 p.m. Style—Skating show; remote pickup from Pan-Pacific Auditorium. Sustained over KTLA (Paramount), Hollywood.

Paramount again comes thru with a bell-ringer. This scanning ranks with the finest to ever hit the local glass screens, and is one which is sure to help the dealers peddle sets.

KTLA here has followed a policy similar to that used during last year's run of *Ice Capades*. Station brought its equipment down to the arena opening night for interviews with the first-nighter celebs plus tele peaks backstage. In the weeks that followed, outlet returned to the Pan-Pacific, stressing backstage interviews with the blade company personnel and picking up only one or two production numbers from out front. Logic behind this is to plug the ice show, but not kill any possible attendance by shooting the whole works the first time. Then, when the house is sold out for the closing night and there is no danger of hurting the b. o., the station brings its cameras out on the ice for a scanning of the complete show.

Telecast was particularly outstanding in its flawless camera work. Lenses never lost their subjects and were even successful in keeping them in the center of the screen. This was matched by expert cutting from the control room where knobs were twisted just at the right instant to cut from one camera to another in a manner that gave the home viewer a complete sweep of the performing area. As the final, exacting touch that rounded out this seg's looking and listening pleasure, recorded music was dubbed in with a skilled hand which miraculously kept the waxed tunes in complete synch with the performing bladers. As a matter of fact, the music heard on tele was superior to that heard by the *Ice Follies* ringsiders, as echo in the Pan-Pacific tends to distort the efforts of the live ork.

For sheer skill and excellence of technical procedure, KTLA deserves long and loud applause for this offering. Lee Zhito.

Record TV Time Sale Claimed by WNBW

WASHINGTON, Oct. 25.—Largest block of time ever sold to a single sponsor by any television station now operating is claimed by WNBW here.

Outlet is airing four daytime programs a week—Tuesday thru Friday—for next eight weeks under joint sponsorship of Southern Wholesalers and 50 independent RCA Victor distributors.

the price, according to track spokesmen, is that they estimate telecasts cut pari mutuel play by 20 per cent. Trade observers, however, doubt whether television alone is responsible for such a drop.

Meanwhile, other promoters are contemplating price hikes, but are not certain what they will be. It is rumored that the National Football League is making a survey of its members to see if television has had an effect on gate receipts.

Advertisers and television station operators have no objection to a reasonable increase. They point to the method used by the Chicago Cubs management as a sensible system. This year the Cubs charged nothing for television rights, claiming that none could be set because nobody knew exactly what video rights were worth. The Cubs intend to study the situation a lot more before setting a price scale.

Real GLOSSY 8x10 PHOTOS



\$2.95

FOR 25

250 POST CARDS \$7.15

Negative charge \$1.25 on first order of 8x10's except in quantities of 500 or more. 50% deposit, balance c.o.d. Send for full price list.

MULSON STUDIO

NO NEGATIVE CHARGE 0297, C. BRIDGEPORT 8, CONN.

Free Air Logs Getting the Ax?

(Continued from page 5)

five AM stations there. Arrangement, a five-year contract, costs each station \$160 a month for listings. No FM programs are carried, since the two Tulsa FM outlets could not add this item to their operating costs. Prior to setting the deal dailies revised their log style so as to make them almost unreadable. The rate given the stations was one-half the lowest local space rate.

Relations between the Tulsa papers and the broadcasters, which had been strained for years, have improved following the policy change. In addition, both papers have said they soon will institute radio columns.

Florida Pattern

In West Palm Beach, Fla., another daily has set a pattern which may spread and set a style for things to come. Paper wanted some income from its logs, but couldn't get it, from reports, from the stations. Armed with log-interest statistics from the ANPA, the publication then sold space surrounding the program listings to a local retailer and the log is now published under this store's "sponsorship." Another Florida paper, *The Miami Daily News*, is charging stations direct for listings, with four—WIOD, WQAM, WGBS and WKAT—now playing. A note over the log reads, "This space available for all radio stations in the Miami area for a nominal fee."

The situation in Syracuse, when a daily there advised stations free listing would be eliminated, led four stations to organize their own publishing company, each station kicking in with \$12,500. The plan was to publish a weekly program sheet. The daily dropped its plan when this radio move got under way, and the broadcasters in turn abandoned their plan.

Publishers, in addition to the competitive argument, point out that the growing number of FM stations is complicating the log problem by requiring more space at a time when paper cost and general operating costs are climbing steadily. However, one of the points stressed by Eiges to the Press Institute was that *The New York Times* and *Herald Tribune* are understood to be ready to give even more space when additional FM logs make it necessary.

NEW YORK, Oct. 25.—Roma Wine drops *Suspense*, Columbia Broadcasting System (CBS) package, after November 20, and on November 27 *FBI in Peace and War* moves into the Thursday 8 p.m. slot for Procter & Gamble, which has a priority on that time.

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TALK OF THE TRADE

WINNERS of the Kasper-Gordon Transcription Company's competition, held at the National Association of Broadcasters (NAB) convention in Atlantic City last month, were announced last week at a luncheon in Boston, where official drawings were made by reps of Hub stations. L. L. Clarke, of WESA, Charleroi, Pa., won first prize, a Kasper-Gordon transcription playback. Second prize, one of the Johnson indoor target guns used in the company's convention display, went to Alan Goff, of WMID, Atlantic City. Third, a Kasper-Gordon transcription carrier, was taken by Jack Wolever, of KTHS, Hot Springs.

Godfrey Schmidt, attorney, whose hobby is storytelling and who has been airing his yarns over Fordham University's FM outlet, probably will get a program over WNBC, New York. Tony Provost, program exec, tried him in a quarter-hour test show and Schmidt pulled a phenomenally strong mail. . . . Terry Moss, program director of KMA, Shenandoah, Ia., for the last five years, has resigned. He will be succeeded by Glen Harris, of KSTP, Minneapolis. . . . Tom McKnight, radio writer and producer, will direct and be script editor for *Beulah*, recently acquired by Procter & Gamble. Show replaces *Mystery of the Week* on CBS November 24. . . . Effective Monday (20), WGAR, Cleveland, extends its sign-off time from 1 to 3 a.m. New three-hour show, *Morgan's Musical Inn*, is being handled by disk jock Hal Morgan.

GAINSBOROUGH ASSOCIATES is momentarily expected to conclude a deal with Lopert Films, Inc., for exclusive rights for release on television of outstanding foreign language films. Lopert is distributor of such films as *Shoe Shine*, *Mayerling*, and *Extenuating Circumstances*. It is expected that this deal will not only provide good films for telecasting—but also music. Ban of the American Federation of Musicians is not expected to obtain in this case, inasmuch as the films were made abroad.

C. M. Jansky Jr., of the engineering firm of Jansky & Bailey, has been appointed engineering counsel of the FM Association. . . . J. Leonard Taylor has been named general manager of WCMW, Canton, O. . . . Donald A. Burton, owner-manager of WLBC and WLBC-FM, Muncie, Ind., has contracted with General Electric for the latter to build a 50-kw. FM radio transmitter.

THE RADIO DIRECTORS GUILD will hold its annual ball this year in the Grand Ballroom of the Waldorf-Astoria, November 21. . . . Kim Carrillot has left the WHEW, New York, press department to go to Hollywood. . . . Bob Shaw, writer of *Mr. D. A.* and *Christopher Wells*, has just acquired ownership, thru a legacy, of a company that makes factory drinking fountains and urinals.

Descriptive and Sampling Statistics, by John Gray Peatman, associate dean and associate professor of City College of New York, has been published by Harper Bros. Book is designed as a text and considers various statistical methods, chapters on probability and sampling methods.

BERT HAUSER upped to director of the Mutual co-op sales division, with Don Carney named manager of the division. . . . Hugh Feltis to be guest speaker at Pulse's annual luncheon Wednesday (29) at the Biltmore, New York. . . . John Paris (we tagged him Baris in error last week), who has been optioned by Foote, Cone & Belding, signed also to record for RCA Victor. . . . NBC confirmed last week's *Billboard* story about Pat O'Brien starring in Damon Runyon theater. Wendy Barrie and Dick Sanders will appear in support on the first transcription, *Princess O'Hara*. . . . Art Green doing a new midnight show on WHN, New York, with Bea Kalmus shifted back to 2 a.m. . . . Bill Warren and Wally Ashley named as program manager and salesman for WITH, Baltimore.

Commercial Hours On Four Networks Slightly Under '46

NEW YORK, Oct. 25.—Number of sponsored hours on the major webs totaled 27 3/4 for the National Broadcasting Company (NBC) and 26 1/2 for the Columbia Broadcasting System during the week of October 1-7. Comparable figures for American Broadcasting Company (ABC) and Mutual Broadcasting System (MBS) were 15 3/4 and 10 3/4 hours, respectively. Commercial hours for the week on all four webs totaled 80 3/4.

The total number of hours represents a drop of exactly two hours when compared with the same week in 1946, when the total was 82 3/4. NBC and CBS one year ago had 28 and 28 1/2 hours, respectively, of commercial time, or slightly more than in 1947. ABC however, had only 11 3/4 during the first week of October, 1946, or four hours less than the comparable week in 1947. Mutual, during the first week of October, 1946, had 14 1/2 hours of commercial time, or four hours more than this year.

WNBC Adding 2 Shows for Moppets

NEW YORK, Oct. 25.—WNBC, National Broadcasting Company (NBC) key here, is expanding its kid show programing with two new shows, bringing the total of locally-produced moppet shows on the station to six. New ones are Godfrey Schmidt, who will do a story-telling program starting Thursday, November 6, in the 6:30-45 p.m. slot, and *World-Over Playhouse*, featuring stories with moral and ethical values, starting Tuesday, November 4, at 6:30-45 p.m. The latter show will be written by Pauline Morris and directed by Clay Daniel. Schmidt, incidentally, has been airing his yarns over Fordham University's FM outlet, and last week was given a try-out on WNBC. He's an attorney.

The expansion of the station's kid programing is being carried out under the supervision of D. L. Provost, program chief who recently inaugurated a schedule of four childrens' shows on Saturday morning. These include Frank Luther at 8:30 a.m., *Triple B Ranch* at 9, *All Aboard for Adventure* at 9:30 and *WNBC Stamp Club* at 9:45. The station then picks up the web's *Frank Merriwell* and *Archie Andrews* stanzas.

Cassirer Tells How Video Should Bring Live News Into Home

(Continued from page 16)

akin to that of the local newspaper: it presents the people to themselves. Here is a chance for shooting human-interest stories and dramatic accidents that would be ignored by a national newsreel but have high interest to the local audience.

A succession of new films is, however, not enough to make up a television news program. It will never be possible to secure new film of some of the principal events of the day. It is only the combination of art work, of maps, graphs and cartoons, of still pictures, including telephotos, of headlines and stock film with late newsreel footage and the report of a competent commentator which enables the editor to present a well-rounded news report.

Yet even such a report will leave some feeling of staleness in the mind of the television audience. Television viewers become too much conditioned to "immediacy," to the direct participation in public events, to be satisfied with a mere film and pictorial report. Live interviews, on-the-spot reports from cities all over the nation will have to be integrated into the regular news programs to give them the full zest television can have.

It was an exciting moment when we cut away for the first time during our regular news program at WCBS-TV in New York to Station WMAL in Washington for an interview with Rep. Fred Hartley, of New Jersey, as part of a summary report on the Taft-Hartley labor bill. A new dimension had been added; now our New York audience can expect to view directly thru television the news events and the people who make them throuout the nation.

I am confident that thru television the American people will gain a sense of participating in events at home and abroad.

N. Y. Crix Forming Circle — Yeah, Again

NEW YORK, Oct. 25.—A new attempt to set up a New York radio critics' circle was under way this week, with Paul Denis, of *The New York Post*, striving to assemble the pundits into a homogeneous group. Two previous organizations in former years gathered the oracles together, but petty bickerings led to their demise.

Among those signifying their willingness to go along with the new group, which tentatively would meet twice a year and bestow awards on top air shows, are Harriet Van Horne, of the *World-Telegram*; Ben Gross, *News*; Saul Carson, *New Republic*; Jerry Franken, *The Billboard*, and the radio departments of *Time* and *Newsweek*. Undecided or not yet reporting are critics of *The Brooklyn Eagle*, *PM*, *Journal-American*, *Times*, *Herald Tribune*, *Sun* and *Variety*.

NEW SEALTEST

(Continued from page 15)

initial stanza, was mainly in a supporting role. But she, too, is a proved comedienne and should help *Village Store* to a thriving future business.

Commercial at the 10-minute mark pushed the Sealtest dessert of the month, ice cream strawberry tarts, and the ice cream flavor of the month, butter crunch. Second plug, at the 20-minute mark, was cut back to the local announcer, who pitched for the same products, mentioning the local distributor.

Sam Chase.

SPECIAL PRINTED ROLL OR MACHINE 100,000 FOR \$28.00

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RESERVED SEAT — PAD — STRIP
COUPON BOOKS — RESTAURANT
CHECKS — SALES BOOKS AND
ALL ALLIED FORMS

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Fifty Rolls . . . 21.75
Rolls, 2,000 Each
Double Coupons
Double Price.
No C.O.D. Orders
Accepted.

RADIO EDITORS' NEEDS

(Continued from page 12)

RADIO EDITOR	PAPER	NEEDS
New York		
Don Tranter.....	Buffalo Courier-Express	R, N, G, P (H)
Jim Tranter.....	Buffalo Evening News	R, N, G, P (H)
Helen Waters.....	Long Island Daily Advocate	N, G, F, M (1, 2)
Vincent D. Austin.....	Bronx Home News	N, P (H)
Nick Kenny.....	New York Daily Mirror	R, N, G, F
Ben Gross.....	New York Daily News	R, N, G, P (H)
John Crosby.....	New York Herald Tribune	R, N, F (no biogs)
Tom Brooks.....	New York Journal-American	N, P (H)
Edward Berger.....	New York Morning Telegraph	N, F
Paul Denis.....	New York Post	R, N, P (H, C)
Madeline Moshier.....	New York Sun	N
Jack Gould.....	New York Times	R, N, F, P (H, A, C)
Harriet Van Horne.....	New York World-Telegram	R, N, F, P (H)
John T. McManus.....	PM, New York	R, N, F, P (H, A, C)
Fred Scher.....	American Tribune, New York	G, F, P (H), M (1)
C. E. Butterfield.....	Associated Press, New York	N, G, F
L. L. Stevenson.....	Bell Syndicate, New York	G, F
Ruby Juster.....	International News Service, New York	R, N, P
Jack Gaver.....	United Press, New York	N, G, F
Inez Gerhard.....	Western Newspaper Union, 411 East 53 St., New York	R, N, G, F, P (H)
W. DeWitt Manning.....	Rochester Democrat & Chronicle	N, G, P (H)
Emlyn Griffith.....	Rome Daily Sentinel	N, F, P (A, C), M (1/2, 1)
Virginia Eckels Malone.....	Smithtown News	N, M (fashions, no gags)
Thomas D. Coolican.....	Syracuse Herald-Journal, Sunday Herald-American	N, F, P (H)
Grace R. Lewis.....	Syracuse Post-Standard	N
North Carolina		
Bill Melia.....	Asheville Citizen and Times	N, F, P (H)
Betsy Seymour.....	Raleigh Progressive Farmer	R, N, F, P (H)
Tenus Cheney.....	Salisbury Post	N, G, F, P (A, C), M (1/2)
F. O. Carver, Jr.....	Winston-Salem Journal-Sentinel	N, F, M (1, 2)
Ohio		
Peg Cushing.....	Canton Repository	N, G, F, P (all), M (2)
Magee Adams.....	Cincinnati Enquirer	R, N, F
Mary Wood.....	Cincinnati Post	R, N, G, F, P (H, C)
Elmore Bacon.....	Cleveland News	R, N, P (all)
Robert L. Stephan.....	Cleveland Plain Dealer	N, F
Stan Anderson.....	Cleveland Press	R, N, G, F, P (all)
Jo Bradley Reed.....	Columbus Citizen	R, N, F, P (all)
Charles L. Schomak.....	Columbus Dispatch	R, N, P (all)
Joe R. Mills.....	Columbus Star	R, N, F, P (A, C)
Chuck Gay.....	Dayton Daily News	R, N, F, P (H)
Marie Wolcott.....	Kent Courier Tribune and Ravenna Evening Record	R, N, G, P (H), M (2)
Mary V. McGavran.....	Ohio State Journal, Columbus	N, G, F, P (H)
Donald D. Wiseman.....	Zanesville News	N, G, F, P (cheesecake with bogs), M (1, 2)
Oregon		
Jeanne Young.....	Portland Oregon Journal	R, N, F, P (all, but no gags)
Bill Moyes.....	Portland Oregonian	R, N, G, P (H)
Pennsylvania		
F. T. Finlon.....	Braddock Free Press	N, F, M (1, 2)
Dorothy H. Sibel.....	Chester Times	N
Lola J. Fegan.....	Harrisburg Telegraph	N, G, F, P (A)
Elizabeth Dudley Baker.....	Homestead Daily Messenger	R, G, M (1)
Elmer Cull.....	Philadelphia Bulletin	F (H), M (1)
Jerry Gaghan.....	Philadelphia Daily News	G, F
Si Steinhauer.....	Pittsburgh Press	N, G, F
Frank T. Smith.....	Pittsburgh Sun-Telegraph	N, G, F, P (A, C)
Irving A. Berndt, Jr.....	Williamsport Sun-Gazette	N, G, F, P (A, C), M (1, 2)
L. Dean Gladfelter.....	York Gazette and Daily	N, G, F, P (all, but no gags), M (all)
Rhode Island		
Louis Mandel.....	Cranston Herald	M (1)
Maurice Dolbier.....	Providence Journal-Bulletin	R, N, F, P (H, C)
South Dakota		
Muriel Hallamieck.....	Yankton Press and Dakotan	N, G, F, P (all), M (1/2)
Tennessee		
Helen Ellis.....	Chattanooga Times	R, N, F
Louise Nolan.....	Memphis Press-Scimitar	N, P (H), M (1/2)
Texas		
Mildred Stockard.....	Houston Chronicle	N, F, P (all), M (1, 2, heads only)
Jack Norton.....	Houston Post	R, N, G, F, P (H), M (1/2)
Grace Foote.....	Port Arthur News	N, G, M (1)
Utah		
Conrad B. Harrison.....	Salt Lake City Deseret News	N, F
Virginia		
C. H. Reiley.....	Faircastle Herald	R, N, F, M (1)
John W. Eure.....	Roanoke Times	N, F, M (1, 2, candid)
West Virginia		
H. G. Rhawn.....	Clarksburg News	R, N, G, F, P (C), M (1, 2)
James A. Hooton.....	Moundsville Journal	N, F, M (1)
Gilbert J. Hersman.....	Weston Independent	N, F, M (all)
Wisconsin		
William L. Doudna.....	Madison State Journal	N, G, F, M (1/2, 1)
Canada		
J. Burke Martin.....	London (Ontario) Free Press	R, N, G, F, M (1, 2)
Terence E. Shaw.....	Victoria (B. C.) Daily Times	R, N, R, P (all), M (1)

MAGAZINES

California		
Evelyn Bigsby.....	Radio Life, Hollywood	All but mats
Betsy Rose.....	Fortnight, Los Angeles	R, N, F, P (G)
New Jersey		
Charles J. Haaga.....	Tavern Guide, Passaic	R, M (1)
New York		
Leo Mishkin.....	Cue, New York	N, G, F, P (C)
Eugene Cook.....	Life, New York	F, P (all)
John B. Danby.....	Liberty, New York	N, F, P (C, A)
Quaintance Eaton.....	Musical America, New York	All but mats
Elizabeth Forsling.....	Newsweek, New York	R, N, F
Bill Reiche.....	Popular Mechanics, New York	N, F, P (mechanical and scientific)
Doris McFerran.....	Radio Mirror, New York	R, N, G, P (exclusives)
Carolyn Rolland.....	Seventeen, New York	R, F
Richard Oulahan, Jr.....	Time, New York	R, N
Jack Cluett.....	Woman's Day, New York	R, N, F
Canada		
Jack Walker.....	Radio Vision, Toronto	N, G, F, P (all), M (all)

VOX POX

(Continued from page 15)

vertiser, according to available figures, which show that the budget for magazines in 1946 totaled just \$31,000. With a production cost of \$6,500 weekly on "Vox Pop," plus time charges, American Express is currently booming way beyond the 1946 figure. It's still too early to be able to ascertain how successful radio will be for the bankroller, but one thing is certain: The agency is making a strong try via a very heavy commercial pattern on the show.

Format of an audience participation program permits continued emphasis on the bankroller's product. Vox Pop is a specific case in point. Every interviewee gets, in addition to other gifts, \$50 worth of travelers' checks. In addition to this constant plugging, script strongly punches over the theme of safety; that is, travelers' checks are safe in your pocket, at home, wherever you go . . . don't take chances with cash. As for the program proper, it's billed as the show that travels America to bring you the voice of the people.

Food Crisis

On this occasion, Parks Johnson and Warren Hull, presiding at the mike, quizzed an assorted assemblage on the food crisis. Alternating in handling the interviewees, they brought to light a mass of pertinent data as to how housewives manage on meatless and wheatless days, budget problems, problems of the restaurateur and the neighborhood grocer, farmers, et al. Johnson and Hull are expert at the quizzing, and in the initial phases of the interviews they manage to get a lot of human interest material over the

mike.

Most interesting item on the program was a report on food conditions in Europe, delivered by a farmer who was a part of a group recently returned from a study of conditions abroad. Thoughts expressed on this subject were provocative, inasmuch as conflicting reports are being published as to Europe's need for American produce.

Program's questions and handling of the interviews were on a high level.
Paul Ackerman.

ARTHUR GAETH

(Continued from page 15)

R. J. Reynolds Tobacco plant in Winston-Salem, N. C., stressed much the same point. The woman noted, however, that a union-operated store, carrying basic foods at near-wholesale prices, forced the commercial merchants to bring their prices down to reasonable levels. Gaeth's conclusion was that a return to OPA and rationing and a clamp on profits would hurt only those who could best carry the burden, while raising the buying power of the wage-earner.

Quality of the recorded portion, in some instances, was poor, but the introduction of the little man's views on current topics lent weight to the show. Gaeth himself did an efficient job in his interviewing and commentary, but the transitions between topics were hurried and tended to run one into the next.

Commercials, at the program's beginning and end, were strictly institutional, stressing the UE's feeling that "the voice of the people must be heard on the air" and that Gaeth is presented as a public service by the 600,000 members of the union.
Sam Chase.

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THE PETRILLO RECORDING

THEN . . . Highlights of the Petrillo Ban That Went Before; From 1942 to 1944

With a Recap of the 1946 Scale-High Negotiations

Petrillo Ban (1942-1944)

JUNE 27, 1942—Petrillo issued an ultimatum to all e.t. and waxing firms, informing them he would pull musicians off wax after August 1, 1942. . . . **JULY 25**—Department of Justice asked for an injunction against the Petrillo ban, seeking to prove restraint of trade. A contention that Petrillo vs. diskers fight was strictly a labor dispute would move case out of jurisdiction of anti-trust laws. Recording activity increased at a fever pitch. . . . **AUGUST 8**—Department of Justice was granted a delay in its hearing on case against Petrillo. AFM Attorney Joseph M. Padway asked dismissal of case in U. S. District Court in Chicago, stating it involved only a labor dispute. D. of J. was granted a stay until September 16, which meant that no recording would be done by AFM musickers until at least that date.

AUGUST 29—Diskers had built up a reserve of material to last well into 1943. Small music pubs moaned that big firms had "monopolized" the backlog and bands would not plug "unwaxed" ditties. . . . **SEPTEMBER 19**—First two days of Sen. D. Worth Clark's Senate Sub-Committee hearing left AFM a ray of hope, with Petrillo shaping up as less than the ogre he had been painted. . . . Petrillo recording ban began to catch up with music publishers whose reserve stocks were tapped by diskers before the August 1 dead line. . . . **SEPTEMBER 26**—Senator Clark named to start investigation of AFM's embargo on records in behalf of the Interstate Commerce Commission.

OCTOBER 10—802 to investigate Eli Oberstein's recording of "mysterious" bands. . . . **OCTOBER 17**—Federal Judge John T. Barnes tossed Thurman Arnold's anti-AFM cases out of court in Chi. . . . **OCTOBER 24**—Record firms' backlog of "plug" stuff almost exhausted; pubs yearned for peace with Petrillo. . . . Eli Oberstein claimed his records in question were Mexican.

DECEMBER 5—Oberstein's Classic Record Company again announced new releases, "recorded in Mexico." . . . **DECEMBER 12**—Federal Judge Barnes in Chicago granted Thurman Arnold permission to appeal the October 12 decision to the Supreme Court. . . . **JANUARY 9**—Eli Oberstein requested information on resignation from 802. . . . **JANUARY 16**—Judge Barnes reopened anti-trust suit filed previous fall by the government vs. Petrillo and dismissed October 12. Petrillo and AFM officials ordered to appear in court to show cause why injunction should not be issued. . . . **JANUARY 30**—Monopoly case against AFM to go to Supreme Court.

FEBRUARY 13—Declaring that AFM recording ban might be lifted, Petrillo invited recording, transcription and juke box industry reps to meet with union's exec board to negotiate terms. AFM proposal asked for fixed fees from diskers and juke box ops which would go into special fund to spread music culture and hire idle musicians. . . . **FEBRUARY 20**—U. S. Supreme Court decision sustained Federal District Court Judge Barnes in deciding that AFM ban on recording did not come under the Sherman Anti-Trust Laws and was merely a labor dispute. . . . **FEBRUARY 27**—Diskers rejected AFM fixed-fee plan. . . . **MARCH 13**—Eli Oberstein, in his testimony before the Local 802 trial board, reiterated he had purchased masters in Mexico. . . . **MARCH 20**—Diskers' suggestion that the recording ban be lifted immediately was firmly nixed by AFM.

MARCH 27—Reps of 11 recording and transcription companies agreed to meet with AFM reps April 15. . . . **APRIL 3**—Musicraft wired AFM offering to negotiate under any circumstances and was brushed off for the second time in two months. . . . **APRIL 3**—Local 802 had its hands full trying to spot "violations" of the ban among small diskers. . . . **APRIL 17**—AFM-diskers talks collapsed. Separate negotiations with e.t. firms were arranged. . . . **MAY 1**—Second anti-trust suit against AFM dismissed by Judge John P. Barnes in Chicago Federal Court. . . . **May 15**—AFM-e.t. negotiations broke off; union demanded that transcribers boycott stations on its unfair list.

MAY 29—Charges were filed against Eli Oberstein, recording chief for Classic and Hit, by AFM. . . . **June 5**—Petrillo's effort to stamp out "bootleg" disks by asking music pubs' co-operation drew a blank. Oberstein to continue recording "mystery" records. . . . **JUNE 19**—Eli Oberstein was expelled from membership in Local 802. . . . **JUNE 26**—Vocalists agreed to stop recording until AFM lifted ban.

JULY 25—Jurisdiction over AFM-e.t. dispute accepted by National War Labor Board. A panel was instructed to investigate e.t.-ers' complaint that musicians were waging strike against them. . . . Most pop tunes were brushed by name maestri playing top Los Angeles spots, in favor of old numbers recorded before the ban.

SEPTEMBER 18—Decca, World and AFM settled. Both firm's contracts to run for four years from January 1, 1944, but companies to start recording immediately. Royalty fund for the union agreed to. . . . **SEPTEMBER 25**—Electrical transcription companies were ready to accept World's terms if question of direct payment of royalties would be decided by arbitration. Capitol, Classic, Musicraft and Beacon were ready to sign with AFM. Columbia and Victor were still undecided. . . . **OCTOBER 2**—E.t. companies' readiness to settle with AFM slowed down by disclosure of terms of Decca's agreement with union. Terms included: Royalties to AFM fund on each record sold; no recordings or transcriptions of radio program broadcasts without permission from union; waxings not to be dubbed
(See THEN . . . Highlights of Petrillo Ban on page 23)

History Repeat?

NEW YORK, Oct. 25.—In view of the all-embracing impact of threatened Petrillo recording ban, *The Billboard* this week presents a chronological breakdown of the two bygone tussles between the American Federation of Musicians and the recording and transcription biz. This summation appears in the two columns adjoining and is offered as a refresher course to tradesmen. Whether history will repeat itself in 1948's music industry dealings with Jimmy P. is anybody's guess.

Fed Agencies Wait Congress Lead on AFM

No Move Seen Sans New Law

WASHINGTON, Oct. 25.—Return to Washington of Rep. Carroll Kearns (R., Pa.) next week is expected to spur congressional pressure on the Justice Department to take action on the impending year-end disk walk-out by the American Federation of Musicians (AFM). At the same time the Labor Department and Federal Trade Commission are keeping a watchful eye on developments in case they are called on for aid.

Kearns, it is learned, is planning to speed activity on the issue, particularly in view of the special session of Congress which President Truman has called for November 17. Republican leaders are making clear that the special session will embrace domestic as well as foreign issues and consequently will be able to consider "any and all problems that might occur in a regular session."

Kearns Back Monday

According to word received by the House Labor Committee here, Representative Kearns, who is head of a House labor subcommittee on AFM activities, is winding up negotiations in the Hollywood jurisdictional dispute and is due back here late Monday (27). Kearns will go into an immediate huddle with committee legalists and members of his AFM subcommittee.

According to Rep. Richard Nixon (R., Calif.), subcommittee member, he will urge the labor group to insist on a Justice Department investigation of AFM on the ground that the union's prospective disk ban is a "conspiracy in restraint of trade." He also is expected to ask that AFM President James Petrillo be recalled to Washington for further hearings.

Hartley's Opinion

Decision of the Petrillo subcommittee is not likely to be known until Kearns can confer with the labor committee chairman, Fred Hartley (R., N. J.), co-author of the Taft-Hartley Act. Hartley is expected to give an opinion as to whether Petrillo can be harnessed by means of the act. Present betting among legalists is that Petrillo's "stop-work suggestion" will stymie any attempt to use the act.

A top FTC lawyer told *The Billboard* that if a small record company should make a complaint to the commission that AFM's action is driving it out of business, "FTC might possibly consider the situation on the ground that AFM's work-stoppage is tending toward the creation of a monopoly." He qualified his remark by stating that he was uncertain of FTC's jurisdiction in any sort of labor dispute.

Detected in the attitude of federal agencies is a general reluctance to make any move in the AFM muddle without the official request of Congress, spokesmen apparently fearing to climb out on a limb and face a possible defeat by Petrillo. Also apparent is a complete lack of co-ordination on the part of the agencies—each maintaining that it is a matter for some
(See Fed Agencies Wait, page 23)

Canada Expects No Early Effect Of Disking Ban

(Continued from page 6)

100,000-platter supply which should keep it in good shape for a long time. Whether the same situation prevails in other stations is yet undetermined. The reports from U. S. claim that the platter firms have a two-year supply, one official said the backlog was good for only one year.

One record shop op said that Yule buying would not be hit and that sales were as brisk as ever, maybe because the public wanted to do a little hoarding in case the ban should stick.

Transcription records will also be in good supply here, for a while anyway, because of the foresight of platter companies and radio execs in putting away enough of the canned shows. At least, that's what they say.

Langer Group May Study Ban's Monopoly Effect

WASHINGTON, Oct. 25.—Strong possibility that the Senate Judiciary subcommittee headed by Sen. William Langer (R., N. D.), will investigate the projected disk ban was disclosed to *The Billboard* this week by committee aids. Staff members already are gathering data on how retail record stores and distributors may be affected by the American Federation of Musicians' (AFM) walk-out.

The group is also believed ready to look into the juke box situation, since the juke industry is one of the largest customers of record distributors. Should juke operators decide to level off operations in view of a "dry season" in records, then the Langer subcommittee would want to know if distributors can continue to survive.

Monopoly Issue?

Langer himself is not in Washington, but aids of the committee feel that he will want to take some sort of action. It is recalled that Langer called in representatives of record manufacturers last session to explain why many small record distributors are unable to obtain franchises to sell labels of the major diskeries.

It is considered possible that the judiciary subcommittee may investigate to see if the record ban tends to leave the recording field in the hands of companies with large backlogs of unreleased disks. Should this prove
(Langer Studies Monopoly, page 22)

BANS --- THEN AND NOW

Diskers Join In NAB Call Over Petrillo

Trade Association May Evolve

NEW YORK, Oct. 25.—Disk biz response to the National Association of Broadcasters (NAB) call for a record company committee to join an over-all industry music committee—FM, AM, tele, e.t.'s, waxers—on November 5 is expected to lead to a trade association representing the bulk of the platter firms, including the major companies.

Such an association was one of the few concrete proposals at the NAB-sponsored meeting of disk firm reps who met Tuesday (21) mainly to name the companies and spokesmen who would carry the representation ball at the broadcasters' over-all session. At a follow-up meeting of the diskeries Monday (27) a disk-biz association is virtually certain to evolve, with waxers agreed that their committee to sit in on the over-all music huddles will be valueless unless truly representative of the entire industry. That the association will be formed is considered almost certain, altho trade veterans are skeptical about how unified the org will remain after, or during, the Petrillo-ban period. Not only do the diskers qualify that decisions reached by the NAB-over-all group need not be binding on individual waxers nor affect their rights to settle with Petrillo, but it is recalled that in the past the record firms never have been able to maintain a pattern of common action as regards the American Federation of Musicians (AFM) let alone other biz interests which might be properly within the province of an association.

Events of the Week

From last week's meeting to the one due Monday, however, the waxers have worked rapidly to complete formative details necessitated by the NAB bid for diskers to join an over-all group. Events of the week included the following:

(1) At the Tuesday (21) meeting the diskers appointed James W. Murray, RCA Victor veepee and record division boss, to take over as temporary chairman. Murray called on Frank Walker, MGM Records boss, to nominate companies who would send reps to the November 5 over-all meet. It was decided that the four majors, Columbia, Decca, Capitol and Victor, and three others, Signature, Majestic and Musicraft, would name spokesmen. Discussion of an association's value raised the question of whether the phonograph record manufacturers' association (representing about
(See Diskers Respond on page 22)

AFM CONVENTION IN JUNE

NEW YORK, Oct. 25.—The 1948 American Federation of Musicians (AFM) convention is set for Asbury Park, N. J., June 6-12, according to an announcement today. Representatives of AFM conferred with Chamber of Commerce officials and representatives of Asbury Park's Beach Front Hotel prior to the announcement. Fifteen hundred delegates are expected to meet at the Jersey seaside resort in June, with the union planning to present nightly concerts by a 35-piece band on the boardwalk.

What's New?

NEW YORK, Oct. 25.—Cycle theorists and historians may point to the similarities between the Petrillo ban that threatens for 1948 and the musicians' walkout in 1942. But tradesmen are quick to point out the many differences in the tactical situation today. For a summation of some of the Petrillo-ban angles which may have no precedent in the past, see the adjoining double-column paragraphs.

Industry Set For Confabs On Disk Ban

(Continued from page 13)

lating definite united policy on all matters common to the various industries. "The music industry committee meeting will give everybody an opportunity for the first time to explore the areas of agreement and see where there is common ground for the diverse segments of all the industries in facing the problems raised by AFM."

Willard declared that, altho some of the industries are facing some difficulty in organizing representation, he has met "generally great willingness" on the part of industry spokesmen to participate. Willard indicated that he was not expecting the industry music committee to "run to the government for help," and he emphasized that the confab is not intended as a "battle" against Petrillo. He pointed out that the music industry committee itself will be invited to "determine its own agenda and a course of procedure."

Permanent Agency Re AFM

At the present outlook, the industry music committee is not expected to seek immediate negotiations with Petrillo. One of the chief benefits expected to be gained from the meeting is a permanent agency for policy-making and procedure in respect to AFM. A corollary to this is expected to be an effort toward bringing about agreement by all the industries to avoid "rival negotiations" with Petrillo. It is recalled that Petrillo made some of his chief gains in previous record bans by inducing some industries to make agreements at the expense of others.

Representative Kearn's House Labor Subcommittee has been unable to formulate specific recommendations for remedial legislation to deal with AFM problems despite the fact it has held a series of hearings, including one at which Petrillo himself testified. Because of the far-reaching impact of Petrillo's disk-making ban, however, some sort of action is expected to develop within Congress and the executive branch. Congressmen are expected to return to Washington with numerous complaints against Petrillo from broadcasters, music stores and others affected by the Petrillo ban in their constituencies.

Taft's Look-See

Sen. Robert A. Taft (R., Ohio), chief GOP strategist in the Senate, just before embarking by plane for his Ohio home after a White House conference, indicated that he had "not yet had time to examine the latest Petrillo situation," but he said he has "every intention of doing so."

NOW... Petrillo's '48 Battle Tougher With Taft-Hartley Law, No War, GOP Congress

More Ways To Beat the Ban Than in 1942... Maybe?

Compared to his 1942 recording ban, Petrillo faces tough opposition in 1948; that is, if he aspires to gain from his work-stoppage anything other than his announced objective of "never to record again." Realistic music industrialists can't believe that Petrillo wants to battle technological progress endlessly. Like the Gilbert and Sullivan operetta, "what, never?" is figured as leading to "well, hardly ever" and is considered inverse strategy—bargaining by pretending no interest in bargaining whatsoever. The recording ban is only one symptom of this no-bargaining approach. On February 1 the AFM is expected to yank musicians off networks. The resultant yelps by the commercial users of musicians will flood Congress; senatorial committees will hear Jimmy P. present the humane, if unscientific, arguments against canned music and will demand he settle the issues. And the outcome will be settlement, but when and who wins will depend undoubtedly on who puts up the best fight.

Bootlegging Easier

What makes it tougher for Petrillo on certain scores now than in '42 is this: the resistance power of the entire disk biz is unquestionably greater than before. Hundreds of new diskers have mushroomed into existence, as have the pressing plants that spew out the platters. In '42 there were probably no more than three or four independent pressing firms, each of which was easily policed by Petrillo's union. Yet at that time non-union wax shifted out in some quantity.

In 1948 the bootlegging can be expected to top anything seen six years ago (see story on next page).

Taft-Hartley Points

Today, too, there's a Taft-Hartley law which specifically prohibits secondary boycotts. Support of a work stoppage, not a strike, would in itself be a problem for sympathetic unions without a T-H law. With a T-H law there comes doubt that the AFM could get help from the United Electrical Union workers in diskery plants, etc. Where will the small labels get non-union musicians (the majors concededly may not resort to such search) is a problem which seemingly does not bother the companies. Their claim is that the dollar lure can readily turn up AFMers who will cut bootleg sides under nom de plumes.

Imports Likely

Imports to beat Petrillo's ban are another issue. In 1942 the war blocked diskers from wholesaler dabbling in imported wax. In 1948 the platter makers can comb Britain, Mexico, France, etc., for musicians required to fight a protracted battle. The possibilities of Petrillo's getting aid from the British Musicians' Union (BMU) this time also seems slim. With a Socialist government in power in England, with the dollar situation so critical, it is doubtful that the BMU would refrain from cutting platters for companies such as the newly formed London label, which will sell records of pop tunes by British artists in this country. Those platter sales here will bring dollars into England which may confound any AFM representations to BMU.

Representatives of several top name recording artists and a good number of smaller diskeries called *The Billboard* this week seeking information regarding the recording scales for tootlers in England and other parts abroad. Artists' representatives pointed out that they could easily book their attractions for foreign work and that over there they would be able to cut masters with musical backing which in turn could be sent back to the States if the ban should last any reasonably long period. Tootler scale for recording in England only runs around \$14 per man per three-hour session. But in Britain disk performances on the British Broadcasting Corporation (BBC) air are paid for by the station, with part of the kitty going to the BMU and the remainder going to the disk company.

Congressional Action

In Congress Petrillo faces even more resentful opposition than in 1942. Press reaction to his recording ban has been no more sympathetic than six years ago and a Republican House and Senate echo the sentiment. That the same bunch that pressed thru a Taft-Hartley Act and a Lea-Vandenberg Act can possibly tack on a specific hunk of legislation aimed at curtailing Petrillo even further is not unlikely.

Talent and Tunes

Talentwise and tunewise, the struggle also becomes more arduous for the AFM. Bands today are not the selling factor they've been. Instrumental music backing is in the end essential to recording, but a cappella ersatz might prove to be a more effective stopgap in '48 than before. The backlogs of the major companies are the greater for the six years since the last ban. And the current plethora of revivals stands to keep disk company profits going at good pace despite Petrillo.

Industry Front?

If the efforts of the National Association of Broadcasters bind together an over-all music industry group which holds firm on the Petrillo line, Jimmy P.'s battle must toughen. But whether the networks, e. t.-ers, FM-ers and record people with varying degrees of financial interest can stave off whetting private axes and keep together is plain moot. In 1942 there was no comparable industry front such as the one that appears to be shaping now, but even this front, if it follows an historical pattern, can vaporize at the sound of a cash register.

PETRILLO'S ALL THE NEWS

Small Coast Labels Talk "Bootleg" Wax as Big Countermove to Petrillo

Mull No Royalties' Nom De Plumes Mexico; Small Pubs Fret

HOLLYWOOD, Oct. 25.—While West Coast adjuncts of major waxeries were recording at an intensely hyped pace upon orders from home offices, Hollywood small label owners were talking of reprisals and evasions of American Federation of Musicians (AFM) Prexy James C. Petrillo's "no recording" edict. Those among the indie fraternity with dough in the bank were following the pattern set by majors and waxing ahead. Platteries without reserves to carry them thru any heavy advance waxing skeds were hinting at bootleg activities in order to survive come January. Talk among small label owners centered around two open threats: (1) Many indies will defy AFM and refuse to pay further royalties to Petrillo, altho still bound by existing contracts, and (2) indies may be forced to swing to bootleg operations beginning in January in order to survive. Several plattery execs hinted they were already in contact with Mexican interests and would attempt to set up imports when the Petrillo ban begins. Others declared they would seek non-AFM talent or use established artists under fake names, marketing platters on an "as is" basis. Indies fear that current markets may be killed because of reluctance of dealers and distributors to stock platters which may later become "orphaned" stock.

Among Hollywood indies surveyed by *The Billboard*, Aladdin Records, race disk specialists, claimed they would invest \$20,000 in waxing sessions by year's end to augment a present catalog of 200 masters. Coast Records, another prominent local plattery, will increase imports of Mexican platters now released under the Peerless label. Four Star's Bill McCall said the firm will press from a catalog of 300 masters, mostly folk tunes which he contends are not as dated as pop waxings, hence more salable. Jules Bihari, of Modern Records, claimed his catalog included 650 masters, of which only 100 have been released. In addition, Modern has skedded 12 sessions this month to round out its catalog. Exclusive's Leon Rene likewise boasted of a strong backlog, hyped by a 100 per cent increase in current waxing skeds. Trend in current waxings is to cut sides with small combos, hence stretching recording dollars to the fullest.

Along publishers' row, small pubberies were hardest hit, with local tune firms competing desperately with major pubberies in a race to get songs on wax. Unlike majors, few indie pubberies can promise the same service nor project plans far enough in advance to guarantee diskeries the right type of tune release co-ordination. Anterooms at local headquarters of major diskeries were jammed with tune pluggers seeking any break which falls their way. But with little or no catalogs (upon which major publishing houses are counting to see them thru the crisis), small indie tune touters face an impossible job. Tradesters look for many of the smaller pubberies to fold if the ban lingers on more than one month.

LANGER STUDIES

(Continued from page 20)

to be the case, the group could then present its findings to the Department of Justice for further investigation into any development which might tend to create a monopoly.

Philly Symp Sees Admish Hike Need To Offset AFM Ban

PHILADELPHIA, Oct. 25.—The recording ban may force the Philadelphia Orchestra to either raise admission prices or curtail its concert season next year, declared the symphony ork manager, Harl McDonald. He pointed out that more than one-third of the symphony's revenue comes from broadcasting fees and record royalties. Linked now to the Columbia label, he said that the local symphony sells more waxes than any other major symphony in the field. Last year Philadelphia Orchestra's platter sales reached a new high of 3,000,000, he declared.

He estimated that collectively the orchestra's musicians, if Petrillo's command is heeded, will lose between \$30,000 and \$50,000 a year in performance fees and a substantial sum in royalties. Symphony has over 100 union card holders. The orchestra obtained \$413,093 from broadcasting and record royalties last year, but McDonald would not disclose the exact amount of record royalties alone. Orchestra's deficit last year was \$20,922 and its accumulated indebtedness amounted to \$127,285.

Editorial

Mis-Queue!

IN THE general confusion created by the American Federation of Musicians announcement that come January 1 they would make no more recordings, one point, which seems to us sillier than most, is getting quite a tossing around. This is that James Petrillo and his boys are hoping to get some extra recording dough out of a new structure created by a change in the copyright law.

In the last session of Congress two bills were submitted in connection with a copyright law change. One simply tried to get juke box operators to pay someone (preferably the American Society of Composers, Authors and Publishers) some kind of a fee for the use of music on records. The other was an interpretation bill pushed by the National Association of Performing Artists (NAPA) which sought to get extra dough out of records for the individual band leader on the basis that he be granted a proprietary interest in a musical copyright by virtue of his special recorded interpretation of a given composition.

ASCAP was among those who rose in sharp protest against the interpretation bill and it died a hurried death. The first bill, seeking to collect revenue from juke box operators, seemed to get some favorable subcommittee consideration. However, the congressional session closed before a definite decision could be made.

When and if such a change in the copyright law gets congressional ratification, first in line for the new jackpot will be the music publishers and writers (represented by ASCAP); next will be the record companies, who after all produced and own the record, regardless of what band leader made it. Third in line will be the musicians who made the record. And anyone who knows Mr. Petrillo knows that he is hardly the type of gent who will wait in line to get his dough.

Petrillo & Wall St.

NEW YORK, Oct. 25.—Wall Street, too, left the repercussions of the Petrillo ban announcement. Of chief interest were the fluctuations in the shares of Decca and Capitol Records.

Decca's market price went from over 14 on Saturday (18) down to around 12 on Monday (20), but rebounded slightly to settle at around 13½ at press time. Capitol's stock, which took a heavy dip several months ago and had been rebuilding to the point where it was around 10 prior to Petrillo's announcement, took a three-point drop Monday (20), then gradually recovered thru the week to around 8½ at press time.

Other major diskers in a public corporate set-up, Victor, Columbia and MGM, experienced little or no effect in quotations of their parent firm's stocks. This despite the fact that, in the case of Columbia Records, the diskery accounted for about 34 per cent of the net profits of its parent Columbia Broadcasting System.

Minn.'s Devitt To Urge Anti-AFM Bill

ST. PAUL, Oct. 25.—Legislation aimed at curbing powers of James C. Petrillo, American Federation of Musicians' chieftain, was promised here Thursday (23) by Congressman Edward J. Devitt, of St. Paul. Devitt said he will sponsor such legislation at the next session of Congress which, he declared, "must take some constructive steps to curb the unwarranted and excessive powers which Petrillo exercises over the musical destinies of the United States."

Devitt also referred to the section of federal immigration laws which virtually bars foreign musicians other than directors from this country, and declared it "deprives the musical profession of the privilege of exchanging talent between nations and serves to weld more closely the inordinate power which Petrillo exercises over the musicians' union." Devitt's bill, he said, will seek to repeal that section of the immigration laws.

Diskers Respond To NAB's Call In AFM Issue

(Continued from page 21)

20 of the smaller labels) should be called upon. Frank Walker and Irving R. Gwartz, Diamond Records boss, were appointed to contact Jack Pearl, chairman of the PRMA, and enlist his co-operation. Disk reps present at the meeting included E. A. Tracy, Guy Lemmon, Harold R. Kaplan and Lee Savin, all of Majestic Records; M. R. Runyon and Ken Raine, Columbia; W. S. Davison, Capitol; Walker, MGM; Murray, Victor; A. J. Kendrick, World Broadcasting; Henry Cohen, Decca; George E. Jaycox and Robert Thiele, Signature; Herman Siegel, Apollo; Frederick Louwus and Henry C. Brown, Lissen Records, and Gwartz, of Diamond.

(2) In the course of the week Murray lined up names of committee members to attend the November 5 over-all music industry meeting. Columbia's Edward Wallerstein, Decca's Milton Rackmil, Signature's George Jaycox and Majestic's Guy Lemmon were set as the reps for their companies. When Decca objected to Musicraft's Jack Meyerson, a switch in companies was made and Irving Green, of Mercury, was named to the committee. A Decca spokesman told *The Billboard* "we didn't want to dignify the guy (Meyerson) by sitting on the same committee with him," expressing a resentment that had started back when Meyerson left Decca to take over as prexy of the reorganized Musicraft firm. Decca apparently felt that Meyerson's exit had not been in the best faith and the company balked when informed that he would serve on the committee. Rather than chance having one of the major diskeries absent, Musicraft was by-passed and a bid went out to Mercury's Irving Green. At press time Capitol had not named its rep altho it is expected one definitely will present himself at the November 5 session.

PRMA To Come In

(3) Jack Pearl, after consulting many of PRMA's members accepted the invite to attend Monday's meeting and indicated that PRMA's members would join with the others.

(4) Monday (27) meet will discuss whether an all-embracing new record association should be formed and, if so, whether it will adopt the by-laws, constitution, etc., of the PRMA or work up a new organizational frame. When association is formed, all manufacturers thruout the country will be invited to join, it is believed, with the majors expected to participate. At the Tuesday (21) session Murray, of Victor, reportedly stated he had never been invited to join PRMA when it was originally formed but probably would have signed up had he been asked. Signs all pointed to PRMA's expansion out of a group covering only smaller labels and extending to cover the entire disk biz. Whether the association will "stick" thru the Petrillo crisis and hold common ground on other biz matters is still problematical in view of past record biz history.

(5) Monday (27) meeting actually will be two meetings. The noon session in the offices of Broadcast Music, Inc. (BMI), on Park Avenue will be open to all disk company reps. Directly following this huddle, the members of the committee to sit in on the November 5 over-all meeting will confer.

Few Musickers Cut Disk Cake In Hollywood

HOLLYWOOD, October 25.—A check at Local 47 headquarters of American Federation of Musicians (AFM) to determine the effect of the forthcoming recording ban on sidemen's income revealed that less than 2,000 musickers out of 14,000 Local 47 members are engaged in the recording field. Spokesman for the union said that only a small handful of musicians (not more than 20) earn as much as \$3,000 a year from record dates. For the most part, income from recordings averages less than \$1,000 a year for each man employed. Union officials also pointed out that musicians in the \$3,000 recording bracket are top men, earning from \$10,000 to \$20,000 from lush film studio contract jobs, hence loss of revenue will not mean life or death to any of them. Average studio sideman who doubles in recordings earns \$7,200 a year from film work alone, it was added.

Same Story in New York

NEW YORK, Oct. 25.—Tootler situation here with regard to ratio of American Federation of Musicians (AFM), Local 802 members, earning power in diskery waxing studios is much the same as it is in Hollywood. Of the 29,000 members of 802, waxing execs here have estimated that not more than 50 musickers are in the top earning bracket (\$3,000 to \$4,000 annually). These are freelance tootlers, most of whom work in New York radio studios or in name orks which hit town.

But the average ork sideman working steadily with a recording ork doesn't stand to make much more than from \$120 to \$320 annually from his recording efforts.

It is the recording studio musical directors like Russ Case at Victor, Mitch Ayres at Columbia, Frank DeVol and Paul Weston at Capitol, Paul Baron at Majestic, Jerry Jerome at Apollo, Tootie Camarata, who has worked for Victor, Decca and Mercury; Earle Hagen at Victor and Mercury, etc., who stand to lose heaviest by the Petrillo ban. These men make a basic living from leading orks and arranging for vocal disks, and with the ban on they would be forced to give up studio conducting even of a cappella diskings in deference to Petrillo's orders to his AFM membership, which includes these studio conductors.

"Just in Case You Change Your Mind" Suit Is Dropped

NEW YORK, Oct. 25.—An injunction and damage action instituted by Herman Lubinsky, Savoy Music top-per (also chief of Savoy diskery), against Leeds Music, involving the ownership of the tune *Just in Case You Change Your Mind*, was discontinued this week, according to a stipulation filed in U. S. District Court.

Lubinsky claimed that the writers of the tune, Harry Patterson and Melvin Bell, assigned all rights to him in April, 1945, but later they made a publishing deal with Leeds, which firm pubbed the tune in question. The action plus a counterclaim action was discontinued without costs to either side.

FED AGENCIES WAIT

(Continued from page 20)

other agency or Congress to tackle first.

If Petrillo goes ahead with the walkout, many government legalists are of the opinion that he can get away with it unless Congress can find a constitutional method of passing a law which can bring AFM to heel.

'Strike and Ban' Clause in Wax Pacts Confuses

NEW YORK, Oct. 25.—Latest talent wrangle on the Petrillo front appears to be a verbal controversy over the possible effects of required "strike and ban" clause which appears in every waxing pact drawn up for an orkster. The clause reads:

"Any member of or members of (AFM) who are parties to or are affected by this contract whose services thereunder or covered thereby are prevented, suspended or stopped by reason of any strike, ban, unfair list order or requirement of the federation shall be free to accept and engage in other employment of the same or similar character, or otherwise, for other employers or persons without any restraint, hinderance, penalty, obligation or liability whatever, any other provisions of this contract to the contrary notwithstanding."

Interpretations

One unofficial legal interpretation of the clause (by a disk company attorney) was footnoted with the belief that it could be employed only in the event of a repetition of the '42 ban settlement, whereby individual diskeries settled with Petrillo before a general agreement was negotiated. Such a situation could probably render the contract non-exclusive, the attorney believed, but it would not vitiate the pact held by the original diskery.

Other interpretations conclude that the clause in actual practice could not be used to bread a contract since this might be considered a one-sided termination privilege which would not stand up in court.

That the clause could be used by only band leaders in any event is for sure (only the maestri have AFM contracts), but whether any orks would hop out of one diskery to another on the strength of such a clause remains to be seen.

Indie Waxers Fear Effect of AFM Ban; Unable To Stock Up

NEW YORK, Oct. 25.—AFM boss James C. Petrillo's remark in announcing his union's "we're-quitting-work-for-good" plan last week, that classical and jazz platter buyers would be least affected by the proposed January stoppage, is not completely shared by the small diskeries specializing in torrid stuff. Majority of the indie wax works that feature jam, jump and jive, it is pointed out, work on limited budgets, and are in no position to hop on the backlogging bandwagon with the majors. To figure the top artists in the fast-changing affections of jazz aficionados is another problem in stocking up a supply of standards and originals by these horn blowers. Tradesters see one break in the possibility that disk jocks, no longer able to follow week-to-week fluctuation of pop tunes, may turn the limelight on jazz.

So far, it's been a close adherence to the status quo by the hot houses. Apollo Records' musical boss, Jerry Jerome, says his firm will stock up around 12 to 16 masters of sax blowers Charlie Barnet and Arnett Cobb, while Teddy Reig, Savoy Records' jazz mentor, is rounding up most of the be-boppers he can find along 52d Street. Vox Records is casing more jazz concert and jam session material for its Spotlight Album series, and Al Lion, of Blue Note, has been quietly cutting sessions with Tad Dameron and Thelonius Monk, both of the bop cult. All in all, however, the hep boys are not falling overboard—probably because of the bankroll situation.

THEN . . . Highlights of the Petrillo Ban That Went Before; From 1942 to 1944

(Continued from page 20)

re-recorded or re-transcribed without union's permission; AFM to be advised on making of recording prior to its release; AFM to receive record catalogs and all supplements when issued; AFM to have access and right of examination of diskers' books and records. . . . OCTOBER 9—Empire Broadcasting Corporation signed with AFM. Capitol Records signed.

OCTOBER 30—With the exception of Columbia, Victor and NBC Thesaurus, virtually all recording and transcription companies had signed or were on verge of signing with AFM. . . . NOVEMBER 20—WLB panel ended hearing of disk dispute. . . . JANUARY 22, 1944—Both Victor and Columbia, only diskers who had refrained from signing new agreements with AFM, were anxiously awaiting WLB decision.

MARCH 11—WLB decision recommended that conditions prevailing July 31, 1942, be restored. It decided that a "strike" existed, a contention with which Petrillo had taken great exception. It nixed the AFM "unemployment royalty" plan but stated that Decca and other diskers which had already signed contracts to record under terms of mutual agreement with AFM should be bound by contracts. . . . APRIL 3—Despite the fact that diskers and AFM were girding themselves for public hearing before the WLB, behind-the-scenes workers were trying to persuade President Roosevelt to order the musicians back to work before the public hearing. . . . APRIL 8—AFM, Columbia and Victor argued over proposed union contract setting up an "employment fund," getting nowhere in a five-hour session before WLB. . . . JUNE 10—AFM Chicago convention backed Petrillo in record ban.

JUNE 24—Petrillo cracked down on 14 top band leaders who, along with Columbia and Victor, signed telegrams sent to WLB asking for a quick decision on the AFM case. WLB snapped back in sharp refusal to be "pushed around." Petrillo threatened band leaders with suspension for five months. . . . AUGUST 12—AFM prexy was faced with an August 17 dead line on a WLB order to show cause as to why he had not heeded the WLB directive ordering him to negotiate with Columbia and Victor. WLB hinted that if Petrillo continued defiance it would ask presidential action, as in the Montgomery Ward case. . . . AUGUST 19—WLB declared whole matter would be thrown over to Economic Stabilizer Fred Vinson, intimating that musicians would face the loss of gas cards, possibly find themselves reclassified I-A by draft boards or be told to work in war plants.

OCTOBER 9—President Roosevelt sent telegram to Petrillo urging AFM, in the name of national unity, to resume recording. . . . OCTOBER 16—Ban continued despite FDR's request. . . . October 23—Telegram sent Judge Fred Vinson, director of economic stabilization, by Victor and Columbia execs, stated that if Vinson didn't ack quickly on the case, diskers would sign on union's terms.

NOVEMBER 13—Columbia and Victor signed. Two additional clauses were inserted in contract that other companies signed in September, 1943. Additional clause signified that: (1) After contract expiration, if there should be a strike between AFM and diskers, AFM members to have right to break their contracts with diskers. (2) If companies were sold or changed hands, new owners would have to renew contracts with AFM.

AFM-Diskers' Negotiations, 1946

The 1946 Wage Confab

OCTOBER 14, 1946—Petrillo and exec board handed diskers AFM proposals for new scales at meeting between AFM and majors which Petrillo had called at Chi's Palmer House. Demand was for 566 per cent increase. . . . OCTOBER 15—Diskers submitted counter-proposal of 17½ per cent. . . . OCTOBER 16—Diskers offered 20 per cent increase, then upped it to 25 per cent. . . . OCTOBER 17—Record reps offered 30 per cent. AFM countered with proposal of 50 per cent increase. Diskers offered 37½ per cent. After deliberations, Petrillo and board accepted it. It was decided to leave all other conditions the same.

Costello Youth Org Plans Suit Vs. Enterprise

HOLLYWOOD, Oct. 25.—A claim for \$10,000 in back royalties will be made shortly against Enterprise Records by the Lou Costello Jr. Youth Foundation, it was learned last week. Costello's attorneys are currently preparing legal papers to press demands for royalties due on the Abbott and Costello disking of *Who's on First*, which Enterprise released last spring.

Comics gave Enterprise the nod to release a dubbing of the famous baseball routine with assurance that the platter was to be given national distribution and all artists' royalties turned over to the Youth Foundation. To date, however, only \$500 in royalties has been paid.

Enterprise Records, meanwhile, has gone out of the recording biz, with its stock of masters being transferred to the recently formed United Artists

Spivak Wiolds Ax on Wages

NEW YORK, Oct. 25.—Charlie Spivak, currently at the Paramount Theater here, this week put his band on two weeks' notice in order to effect a pay roll slash. He immediately rehired all but five men at lowered wages, and the others will be replaced before the orkster closes this engagement.

Spivak said he was one of the few remaining frontiers who maintained a heavy pay roll, but band biz was getting to the point where he couldn't afford it any more, especially in the face of coming low-paying location dates like the Hotel Pennsylvania, where he is due in mid-November following Johnny Long.

Record combine. Attorneys for UAR claim the firm did not take on any previous Enterprise liabilities, hence assumed no responsibility for back royalty payments.

Fields Demands MPCE Retract; Schubert Peace?

NEW YORK, Oct. 25.—At the same time that the exec board of Music Publishers Contact Employees' Union (MPCE) heard from one of the individuals it recently placed on the "unfair list"—Herman Schubert—another, pianist-maestro Irving Fields, sent a letter to the union thru attorney Benjamin Starr, demanding a retraction of the alleged "unethical practices" charges lodged against Fields.

Schubert, it is understood, appeared before the board Friday (24) and after his departure members decided to approach him this week with a set of conditions governing alleged air-time malfeasances at the Pelham Heath Inn. If Schubert agrees to accept the conditions, the pluggers reportedly will remove his spot from their "out of bounds" ban.

Meanwhile orkster Fields's letter to the union would have to be considered by the exec board this week. Text of the letter, addressed to Bob Miller, MPCE prexy, read:

I have been retained by Mr. Irving Fields with reference to the action taken by you in placing him on your "unfair list for unethical practices."

The charge that Mr. Fields engaged in any "unethical practices" is without any basis in fact and constitutes a libelous accusation.

It was certainly unfair of you to make such a charge publicly without any notice to Mr. Fields, without notifying him in any way of the charges made against him, without giving him the opportunity of confronting or questioning his accuser, and without giving any charges which is proper under the circumstances, and which honestly, fairness and a consideration of Mr. Fields's rights and reputation demanded.

Mr. Fields does not know what your "star chamber" proceeding considered as justifying the action taken by you, but he is sure that whatever the charges were, they could not justify the unilateral, broad and unqualified indictment and conviction set forth in the notice which was widely and publicly circulated by you.

It is very evident that the action taken by you has been, and will continue to be, very damaging to his career in the entertainment field, that it is unjustified and uncalled for, and that you should at once publicly retract and apologize for the action taken by you.

Signed: Benjamin Starr, Attorney.

AFM, Fishman Feud Settled

HOLLYWOOD, Oct. 25.—Booker Ed Fishman's long-standing feud with Local 47, American Federation of Musicians (AFM), was amicably settled last week when Fishman was notified that his booking franchise had been restored. According to Fishman, it was Rep. Carroll Kearns who notified him that AFM Chieftain James C. Petrillo had personally authorized restoration of his booking license. Kearns recently held hearings locally into practices of Local 47.

Fishman has been sans agent's license since August, 1945, and is currently making plans to re-enter the artist management field.

Attention MPPA

NEW YORK, Oct. 25.—Bootleg song sheets featuring lyrics of some 80 top tunes began showing up again last week in—you guessed it—Brooklyn. Spotted, for one example, at the corner of Nevins Street and Flatbush Avenue, hawkers were peddling a sheet tabbed "Song Hits—of Broadway" (small type)—which front-paged numbers like *I Have But One Heart*, *Lady From 29 Palms*, *Peg o' My Heart*, and, of course, *Near You*.

Photostats of the song sheet are in the possession of *The Billboard*.

Ork Bookers Eye Hinterlands for \$ as Biz Slumps

CHICAGO, Oct. 25.—With business dropping off, even for established one-night and location promoters, major agency ork bookers are starting to hit the road to make personal contacts and scour the hinterlands for latent ballroom possibilities. Frederick Bros.' Chi office this week became the second agency to add a full-time road man, with the hiring of Joe Kayser Jr., ex-Griff Williams road manager and son of the veteran one-night booker with MCA's Chicago band staff. Kayser will spend most of his time in the Indiana, Michigan and Ohio territory, with his work concentrating especially on outdoor locations for the five-month summer season. Kayser replaced Joe Callan, a three-year man with FB here in the one-night department. Callan, who ankled the office this week, said he has no plans at present other than a six-week vacation on the West Coast.

McConkey Music Corporation's local band department has been working with a road man out in the territory for the past four months, with Andy Anderson scouting the entire Midwest for new locations and doing a personalized booking job, while Henry Durst holds the fort in Chicago.

Music Corporation of America has been sending its location and one-night men on more trips than have been recorded for their personnel since the war started, but still have no full-time men in the territory. Bob Weems, of GAC here, has done some traveling since the start of the year on setting location work, but Paul Bannister has stuck close to the phone on the one-nighters, with the same holding true for WM's location booker Pat Lombard and one-nighter skedder Nev Wagner.

Clinton Signs 5-Yr. GAC Deal

NEW YORK, Oct. 25.—Larry Clinton this week signed a five-year management contract with General Artists' Corporation (GAC) for the agency to handle all booking, records and radio for his new ork-fronting endeavor, which kicks off with a six-week engagement at Frank Dailey's Meadowbrook November 11. Clinton previously had set a non-exclusive, non-contracted deal with the Mus-Art agency to handle his bookings, immediately following his Meadowbrook date. GAC's prexy, Tom Rockwell, is said to be close to completing a new waxing deal for the new Clinton ork. Clinton's once top ork (of *My Reverie* and *Deep Purple* fame) used to wax for Victor, and since his disbandment and service hitch the orkster has done recordings for Cosmo and Rainbow diskeries.

Sharing the podium with Clinton at the Meadowbrook will be singer Clark Dennis for the first two weeks, with Andy Russell and Martha Tilton set to follow.

McDonald Back to Fronting

HOLLYWOOD, Oct. 25.—Billy McDonald, former head of Frederick Bros. Agency's West Coast band department, and more recently band booker with William Morris in Chicago, will return to fronting a band.

New ork will carry tag of Royal Highlanders, moniker McDonald used during pre-war years. McDonald was formerly pacted by Music Corporation of America (MCA) but contract was settled in 1943. It is likely that he will return to the MCA fold with his new ork, altho no deal has been set.

Whelan Chain Adding 10-75 Kidisk Outlets

NEW YORK, Oct. 25.—Whelan drugstores, already in the talking stages of setting pop platters in nearly 1,000 coast-to-coast stores (as reported in *The Billboard* last week), this week announced, thru Veepee Herman Goldstein, addition of from 10 to 75 stores as outlets for Musicraft Records' kidisk albums.

The drug chain, said Goldstein, quietly took the moppet platters on as a test a month ago, but dealt with a jobber and not directly with the diskery. Kidisk package (two disks for \$1.50) went into the Whelan stores at 144 albums per store and this week, said Goldstein, found most outlets re-ordering.

Conceived originally as a tie-in with the drugstores' toy departments, Whelan's revived experiment with platters (the chain sold 800,000 Musicraft longhair disks in 1942) may be the final convincer in the long-mulled 10-hit tunes of the week plan dreamed up jointly by band leader Richard Himber and Whelan big-wigs. Goldstein said the chain would hypo the next shipments of kidisks via racks, now under order with a leading toy jobber. He added that final word on the pop drugs-and-disks scheme may hang on the over-all aspects of the Petrillo situation, but that talks were going ahead with Himber.

Disk Give-Away In Movie House Is Nixed by Op

HARTFORD, Conn., Oct. 25.—Berkshire Enterprises, an org which aims to launch pop disk give-aways in theaters, was born this week and immediately plunged into a series of snafus in Pittsfield, Mass. Org, set up by Bill Powell, district manager for Western Massachusetts Theaters, Inc., and Horace Descelles, house manager of the Capitol Theater, Pittsfield, was formed to handle distributing of pop records as premiums in theaters and claims to have signed up some 20 theaters in the New England territory for the plan. But late this week Sam Goldstein, prexy of the Western Massachusetts Theater Circuit, instructed his Pittsfield house (the Strand) to stop the disk give-away plan. Goldstein was said to have had no previous knowledge of the project.

The Berkshire Enterprises org claimed to have signed deals with disk manufacturers or distributors (Powell refused to reveal their identities). Plan called for disks to be sold to theaters on a contract basis. During a 12-week period, on designated days, theater patrons would get one record by purchasing a regular admission ticket and paying a handling fee.

BAND SLUMP CASUALTY

NEW YORK, Oct. 25.—One of the first of this year's casualties among the lesser known orksters to fall by the wayside as a result of the band biz lag is Johnny Bothwell's outfit. Bothwell broke up his ork following an engagement in St. Louis Sunday (19).

A second instance of the pinch was the pay-roll tightening move of Billy Butterfield, who put his ork on notice but immediately rehired most of his band after dropping several tootlers who refused to take pay-roll cuts. Similar pay-roll cut incident involved Charlie Spivak (see other story this section).

Latin Musickers Plan Big Festival For Rumba Fund

NEW YORK, Oct. 25.—Newly formed LAMS (Latin-American Music Society) held its first official meeting, after election of initial officers, Thursday (23) and voted to stage a giant Latin-American music festival at New York's Manhattan Center in December as the first of a series of money-raising events to help defray the cost of making the country rumba conscious.

LAMS already has gone on record as envisioning a dance demonstration tie-in with one-nighters by its members as the only practical means of getting Latin-American crews out of the status of relief bands in the New York-Los Angeles-Miami rumba axis. The dough-raising, say LAMS's spokesman, is the opening gun and invites went out yesterday to some 50 New York rumba leaders to get in on the December public kick-off. All the maraccas men will be asked to play at the Center.

Swing Alley Staggering in Biz Doldrums

NEW YORK, Oct. 25.—New York's hardy swing alley, West 52d Street, which already has weathered many storms in years past, got prepared for another siege in the doldrums this week when star attraction sign posts began disappearing from most of the jazz spots and some clubs began skidding. That business was off showed in moves to get out from under heavy (for 52d Street) pay rolls, with the Three Deuces standing pat on Charlie Paker's group after co-star attraction Charlie Ventura closed out and cross-street affiliate Onyx Club dropped Chubby Jackson's outfit in favor of a lower budgeted Red Allen unit.

Biggest dud on the swing strip, however, was Tenorman Arnett Cobb's near-record four-day quickie at Club Downbeat, which already had gone into a slide with Tenorman Lester Young's crew the week before.

As of Friday night (24) Club Downbeat was attempting to ride it thru with little-known arranger Tad Daeron, in from a be-bop group. The Famous Door, currently billing Roy Eldridge's small band and Stuff Smith Trio, was feeling the pinch, too, and was reported to be mulling a girlie show.

New Des Moines Band Dept.

DES MOINES, Oct. 25.—Local Irving H. Grossman Entertainment Service this week established a new band and musical unit booking department. New department will be topped by Ralph G. Zarnow, a former orkster and current musical director for Station KCBC here.

Shorty's Got To Go . . . Berserk

BALTIMORE, Oct. 25.—A local arson bug who doesn't like music or musicians set fire to the bandstand at the new local Famous Ballroom Tuesday (21) burning out Shorty Sherock's ork for the second time within a week.

Initial blaze last week (16) destroyed the orkster's entire library and set New York pubbers running to round up stock arrangements for the hard luck maestro to use for the remainder of his engagement. The pubbers did it all over again this week.

Here's the LONDON Story

New Full-Range Records Hit Pop Market Nov. 15

NEW YORK — Record Row is agog at the implications of E.R. Lewis' latest coup. He has organized London Records to offer, for the first time in American recording history, a complete line of full-range recordings of popular music. The London Gramophone Corporation of New York has been designated sole importers of London Records.

First full-range popular release date is November 15th. Initial platters include such stars as Beryl Davis, Anne Shelton, Ambrose, Gracie Fields, Denny Dennis and Vera Lynn. Salvador Camarata, America's musical triple threat in composing, arranging and conducting, has dropped his current activities to take on the assignment of Music Director of London Records.

Individual sides boast popular Beryl Davis with famed Ste- phane Grappelly Quartet (the "Hot Club" of France) and pianist George Shearing in an ear-rickling ballad. For boogie-woogie fans there is "Down at the Old Bull and Bush." The Bull and Bush, England's most famous pub, will become as fa- miliar to the American public as "Duffy's Tavern." Anne Shel- ton vocalizes. Denny Dennis, a robust baritone, sings, "It's the Bluest Kind of Blues," on a platter destined to turn its way into blues legend.

England's top singer, Gracie Fields, introduces England's top sheet music and record sellers, "Now is the Hour," and "Come Back to Sorrento."

The clarinet in the hands of Reginald Kell, often called the world's greatest symphony clari- netist, becomes a magical horn of plenty, pouring out musi- cal measures and treasures in "Swing Low, Sweet Clarinet," "Eli, Eli" and "Yiddishe Mom- me" are sung by Anne Shelton with English lyrics.

Mr. Dudley Hales Toller- Bond, Director of London Gramophone Corporation, re- vealed that London Records' full- range means a recording of 30 to 14,000 cycles per second. This permits accurate reproduction of every instrument's most deli- cate overtones audible to the human ear. Utilizing an entirely new recording technique, every note of music becomes music of note. As a result, the peep of the piccolo and the boom of the bass no longer have to fight to get equal billing for listening pleasure.

London Records, with an un- precedented high shellac con- tent, is the answer to the record industry's problem of meeting the demand for money saving value via longer wearing and needle saving discs.

The records are pressed in England and speediest of ocean liners bring these technically perfect records of the future to the listener of today. The ex- tremely vast stocks in London Gramophone Corporation's New York warehouses insure immediate delivery to distribu- tors and dealers. Other top tal- ent artists known to millions of G. I.'s including Harry Roy, Mantovani, Ted Heath and Charlie Kunz are presented in the newest numbers and from a catalogue of some 10,000 rec- ordings.

Many months were spent planning this innovation in rec- ord listening experience. Now London Records is producing a finished product beginning a new ear era for the buying and listening public.

The retail price of the London 10" line has been fixed by the London Gramophone Corpora- tion at 75c plus tax for the Blue Label series and \$1.00 plus tax for the Red Label records.

LISTEN TO LONDON'S "CAMARATA" ALBUM FEATURING HIS ORIGINAL "RUMBALERO" ... EXCITING AND PRIMITIVE AS PASSION!

FOR THAT XMAS SPIRIT AND GIFTING, GRACIE SINGS, "THE LORD'S PRAYER" AND "BLESS THIS HOUSE."

1,000,000 EX - G. I.'s ALREADY KNOW THIS SPOT!

FLINT-HARD SURFACE GIVES TWICE THE PLAYS -- ALWAYS SOUNDS "JUST BOUGHT". -- NEVER ANY "SAND-PAPER" SCRATCH.

NOT AN "INDIE" -- WE'RE HERE TODAY AND HERE TO STAY.



The London Gramophone Corp., 16 W. 22 St., N. Y. C.

OR-4-4600

CASH IN
with
CAPITOL

the

Big
Town's

Hopping

with

LUTCHER!



Nellie is jamming them in at Manhattan's swank Cafe Society Downtown, and TIME Magazine says that she "... was signed to appear at Paramount Theater at \$3,000 a week."

Nellie has been making the jukes jump, too. First the "HURRY ON DOWN" hypo . . . "HE'S A REAL GONE GUY" . . . and now:

"YOU BETTER WATCH
YOURSELF, BUB"

FLIPOVER:

"MY MOTHER'S
EYES"

CAP. 40042

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
October 24

Billboard
TRADE
SERVICE
FEATURE

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** 1
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; Lonzo and Oscar and Their Winston County Pea Pickers, Victor 20-2502; The Auditones, Rainbow 10025; Four Bars and a Melody, Savoy 657.
Electrical transcription libraries: Music of Manhattan Ork, NBC Thesaurus; Lawrence Welk, Standard; Eddy Howard, World.
2. **I WISH I DIDN'T LOVE YOU SO** 2
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; Phil Brito, Musicraft 15117.
Electrical transcription libraries: Mindy Carson, Associated; Eddy Howard, World; Lenny Herman, Lang-Worth; Music of Manhattan Ork-Louise Carlyle, NBC Thesaurus.
3. **I WONDER WHO'S KISSING HER NOW** 3
By W. M. Hough, F. R. Adams and
J. E. Howard
Published by E. B. Marks (BMI)
Records available: Perry Como, Victor 20-2315; Jerry Cooper, Diamond 2082; D'Artega Ork, Sonora 2012; The Dinning Sisters, Capitol 433; Bobby Doyle, Signature 15057; The Hollywood Rhythm-aire, Hollywood Rhythms 1552; Jack McLean Ork, Coast 8002; Ray Noble, Columbia 37544; The Four Vagabonds, Apollo 1055; Ted Weems-Perry Como, Decca 25078; Poy 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; Ozie 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; Lawrence Welk, Standard.
4. **YOU DO** 5
By Mack Gordon and Josef Byrow
Published by Bregman-Vocco-Conn (ASCAP)
From the 20th Century-Fox Film "Mother Wore Tights."
Records available: Bing Crosby-Carmen Cavallaro, Decca 24101; Larry Douglas, Signature 15144; Helen Forrest, MGM 10050; Georgia Gibbs, Majestic 12011; Jerry Gray Ork, Mercury 5056; Vaughn Monroe, Victor 20-2361; Dinah Shore, Columbia 37587; Margaret Whitting, Capitol 438.
Electrical transcription libraries: Nat Brandwynne Ork, World; Phil Brito, Associated; Music of Manhattan Ork-Louise Carlyle, NBC Thesaurus.
5. **FEUDIN' AND FIGHTIN'** 4
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.
6. **AN APPLE BLOSSOM WEDDING** 6
By Jimmy Kennedy and Nat Simon; published
by Shapiro-Bernstein (ASCAP)
Records available: Kenny Baker-Russ Morgan, Decca 24117; Phil Brito, Musicraft 15112; Buddy Clark, Columbia 37488; Jerry Cooper, Diamond 2081; Hal Derwin Ork, Capitol 430; Joe Dosh, Continental C-1101; Eddy Howard, Majestic 1156V; Sammy Kaye, Victor 20-2330; Ginny Simms, Sonora 3044.
Electrical transcription libraries: Nat Brandwynne Ork, World; Lenny Herman, Lang-Worth.
7. **THE LADY FROM 29 PALMS** 7
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; Curb 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; Lawrence Welk, Standard.
8. **WHEN YOU WERE SWEET SIXTEEN** 9
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; Lonzo and Oscar and Their Winston County Pea Pickers, Victor 20-2502.
Electrical transcription libraries: Phil Brito, Associated; Foursome Quartet, MacGregor; Emile Cote, Lang-Worth; Collins Driggs, Standard; Knickerbocker Four, NBC Thesaurus; Lawrence Welk, Standard.
9. **PEG O' MY HEART** 8
By Alfred Byron 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; Larry and Earl, MGM 10088.
Electrical transcription libraries: The Ambassadors, Lang-Worth; The Novatime 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.
10. **I HAVE BUT ONE HEART** 10
By Marty Symes and Johnny Farrow
Published by Burton (ASCAP)
Records available: Carmen Cavallaro, Decca 24154; Tex Beneke-Miller Ork, Victor 20-2424; Gay Claridge Ork, Future F-105; Vic Damone, Mercury 5053; Monica Lewis, Signature 15130; Gordon MacRae, Musicraft 15069; Phil Brito, Musicraft 456; The Pied Pipers, Capitol B460; Frank Sinatra, Columbia 37554.
Electrical transcription libraries: Nat Brandwynne Ork, World; Sweetwood Serenaders-Charlie Jordan, NBC Thesaurus.

RCA VICTOR'S
TOMMY DORSEY!

Two swell new ones that are getting plenty of plugging from Tommy . . . and getting big response! Gordon Polk does a terrific vocal job on both sides.

The Whistler Song
AND
I Met My Baby in Macy's
RCA Victor 20-2522

VAUGHN RCA VICTOR'S
MONROE!

Love for Love
Vaughn at his best in the love lyrics. It's featured in Warner's new pic "Escape Me Never."

Baby Be Good
Another terrific Monroe vocal in jump rhythm. A coupling that'll be standard equipment in the jukes!
RCA Victor 20-2514

RCA VICTOR'S
DENNIS DAY!

(RCA Victor Set "My Wild Irish Rose" Album P-191) Dennis sings the great old favorites from Warner's pic "My Wild Irish Rose." Everybody will be humming 'em . . . and looking for 'em in the boxes.

My Wild Irish Rose AND
By the Light of the Silvery Moon
RCA Victor 20-2451

A Little Bit of Heaven AND
Hush-A-Bye, Wee Rose of Killarney
RCA Victor 20-2452

When Irish Eyes are Smiling AND
My Nellie's Blue Eyes
RCA Victor 20-2453

Mother Machree AND
Remember When You Sang "Oh Promise Me"
RCA Victor 20-2454

RCA VICTOR'S
TONY MARTIN!

with Earle Hagen and his Orchestra
I'll Dance at Your Wedding
Tony is first out with this swell rendition of a song that all the publishers went for. Going to be big!

Carolina in the Morning
A solid seller that's an old favorite with Tony's fans.
RCA Victor 20-2512

RCA VICTOR'S
THE THREE SUNS!

Sleepy Time Gal
Same kind of echo-chamber arrangement that sock'd "Peg O' My Heart." It's a climber!
That Old Gang of Mine
Recorded by request, with a male quartet added for real barbershop harmony.
RCA Victor 20-2513

RCA VICTOR'S
CHARLIE SPIVAK!

How Lucky You Are
Something rare these days—a waltz in straight tempo. This English hit looks like a quick take. Tommy Mercer, vocal.

At Dawning
An old favorite in an all-instrumental version featuring Charlie's super-trumpet.
RCA Victor 20-2500

RCA VICTOR'S
ELTON BRITT!

and The Skytoppers
I'm Tying the Leaves So They Won't Come Down
One of Elton's most requested numbers on the stage and radio... a touching story that's an extra-effective vehicle for Elton's style.
I've Lived A Lifetime for You
Leisurely pace, with a nice blend of electric organ and guitar backing.
RCA Victor 20-2501

RCA VICTOR'S
LONZO AND OSCAR!

with Their Winston County Pea Pickers
Lonzo and Oscar feed corn to 2 popular ditties. With Near You they have a catchy smash hit, unusual melody and an opportunity to cut loose. Reverse is sentimental with lots of nasal twang in their harmonizing.

Near You
AND
When You Were Sweet Sixteen
RCA Victor 20-2502

RCA VICTOR'S
JOHNNY TYLER!

and The Riders of the Rio Grande
City of Memphis
Another RR hit rides up the track! Johnny delivers it in his pleasant, easy-going way.
Oh How You Lied
Johnny and The Riders harmonize nicely in sad, wistful style.
RCA Victor 20-2503

● **LUCKY THOMPSON**
and his Lucky Seven
Just One More Chance
AND
Boppin' the Blues
RCA Victor 20-2504

● **BIG MACEO**
I'm So Worried
AND
It's All Over Now
RCA Victor 20-2505

THE STARS WHO MAKE THE HITS ARE ON

RCA VICTOR RECORDS

BMI Pin Up SHEET

Hit Tunes for November

On Records

A GIRL THAT I REMEMBER (BMI)

Tex Beneke—Vic. 20-2497 • Victor Lombardo—Maj. 7269
Tommy Tucker—Col.®

AS SWEET AS YOU (Regent)

Art Lund—MGM 10072

COME TO THE MARDI GRAS (Peer)

Xavier Cugat—Col. 37556 • Freddy Martin—Vic. 20-2288
Victor Lombardo—Maj. 7243 • Fernando Alvarez—Sig. 15145
Guy Lombardo—Dec. 24156

FORGIVING YOU (Mellin)

Harry James—Col. 37588 • Sammy Kaye—Vic. 20-2434
Jerry Cooper—Diamond 2084 • Johnny Johnston—MGM 10076

HILLS OF COLORADO (London)

Guy Lombardo—Dec. 24179 • Robert Scott—Mercury 3069

I WONDER WHO'S KISSING HER NOW

(Marks)
Perry Como—Vic. 20-2315 • Ted Weems-Perry Como—Dec. 25078
Jean Sablon—Vic. 25-0101 • Danny Kaye—Dec. 24110
Joe Howard—DeLuxe 1036 • Frank Froeba—Dec. 23602
Dinning Sisters—Cap. 433 • Ray Noble—Col. 37544
Four Vagabonds—Apollo 1055 • Jerry Cooper—Diamond 2082
Bobby Doyle—Sig. 15057 • D'Artega—Sonora 2012
Foy Willing—Maj. 6013 • Jack McLean—Coast 8002
Joseph Littau—Pilotone 5132 • Marshall Young—Rainbow 10002
Ben Yost Singers—Sonora 1084

JUST AN OLD LOVE OF MINE (Campbell-Porgie)

Billy Eckstine—MGM 10043 • Dick Farney—Maj. 7248
Tommy Dorsey—Vic. 20-2371 • Peggy Lee—Cap. 445
Doris Day—Col. 37821

MADE FOR EACH OTHER (Peer)

Xavier Cugat-Buddy Clark—Col. 37939 • Dick Farney—Maj. 7273
Monica Lewis—Sig. 15105 • Enric Madriguera—National 9028
Desi Arnaz—Vic.®

SMOKE! SMOKE! SMOKE! (That Cigarette)

(American)
Tex Williams—Cap. 40001 • Phil Harris—Vic. 20-2370
Lawrence Welk—Dec. 24113 • Deuce Spriggins—Coast 263
Johnny Bond—Col. 37831 • 101 Ranch Boys—Security 1001

THERE'LL BE SOME CHANGES MADE (Marks)

Dinah Shore—Col. 37263 • Peggy Lee—Cap. 15001
Ted Weems—Dec. 25288 • Eddie Condon—Dec. 18041
Fats Waller—Vic. 20-2216 • Vaughn Monroe—Vic.®

THE STORY OF SORRENTO (Pemora)

Buddy Clark-Xavier Cugat—Col. 37507
Bobby Doyle—Sig. 15079

ZU-BI

Victor Lombardo—Maj. 7263 • Sammy Kaye—Vic. 20-2420
Tommy Tucker—Col. • Art Mooney—MGM
®Soon to be released.

COMING UP

FOOL THAT I AM (Hill & Range)
LET'S BE SWEETHEARTS AGAIN
(Campbell-Porgie)

MIAMI BEACH RUMBA (Marks)
MY RANCHO RIO GRANDE (Harwall-Criterion)
NINA NANA (Encore)
RHUMBA FANTASY (Pemora)
THE JUNGLE RHUMBA (Duchess)



BROADCAST MUSIC, INC.
580 FIFTH AVENUE, NEW YORK 19, N. Y.
New York • Chicago • Hollywood

The Billboard MUSIC POPULARITY CHARTS

PART II

Sheet Music

Week Ending
October 21



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
9	1	1	NEAR YOU (R)	Supreme
12	2	2	I WISH I DIDN'T LOVE YOU SO (F) (R)	Paramount
6	7	3	YOU DO (F) (R)	Bregman-Vocco-Conn
15	4	4	I WONDER WHO'S KISSING HER NOW (F) (R)	E. B. Marks
12	3	5	AN APPLE BLOSSOM WEDDING (R)	Shapiro-Bernstein
12	6	6	FEUDIN' AND FIGHTIN' (R)	Chappell
8	5	7	THE LADY FROM 29 PALMS (R)	Martin
9	10	8	THE WHIFFENPOOF SONG (R)	Miller
16	8	9	WHEN YOU WERE SWEET SIXTEEN (R)	Shapiro-Bernstein
23	9	10	PEG O' MY HEART (R)	Robbins
10	12	11	I HAVE BUT ONE HEART (R)	Barton
3	11	12	ALL MY LOVE (R)	Harms, Inc.
4	13	12	KOKOMO, INDIANA (F) (R)	Bregman-Vocco-Conn
1	—	13	—AND MIMI (R)	Shapiro-Bernstein
1	—	14	HOW SOON (R)	Supreme
1	—	15	FUN AND FANCY FREE (F) (R)	Santly-Joy

ENGLAND'S TOP TWENTY

Weeks to date	Position Last Week	Position This Week	Song	English Publisher	American Publisher
13	1	1	NOW IS THE HOUR	Keith Prowse	Leeds
21	2	2	COME BACK TO SORRENTO	Ricordi	Public Domain
12	3	3	THE LITTLE OLD MILL	Irwin Dash	Shapiro-Bernstein
3	5	4	THERE'S DANGER AHEAD, BEWARE	Yale	*
3	13	5	I'LL MAKE UP FOR EVERYTHING	Peter Maurice	*
4	9	6	MY FIRST LOVE, LAST LOVE AND ALWAYS	Irwin Dash	*
10	3	7	GUILTY	Feist	Feist
9	3	8	CHI-BABA, CHI-BABA	Sun	Oxford
11	4	9	I BELIEVE	E. H. Morris	Sinatra Songs
16	6	9	ON THE OLD SPANISH TRAIL	Peter Maurice	Peter Maurice
8	10	10	A GARDEN IN THE RAIN	Campbell-Connelly	Melrose
19	8	11	DEAR OLD DONEGAL	Leeds	Leeds
1	—	12	THAT'S MY DESIRE	Feldman	Mills
15	7	13	MAM'ELLE	Francis Day	Feist
1	—	14	AN APPLE BLOSSOM WEDDING	Campbell-Connelly	Shapiro-Bernstein
23	12	15	PEOPLE WILL SAY WE'RE IN LOVE	Chappell	Williamson
3	11	16	MY LOVELY WORLD AND YOU	Cinephonic	*
40	15	17	ANNIVERSARY SONG	Campbell-Connelly	Mood
18	14	18	I GOT THE SUN IN THE MORNING	Chappell	Berlin
26	16	19	AMONG MY SOUVENIRS	Lawrence Wright	T. B. Harms

* Publisher not available as The Billboard goes to press.

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		SONG	Rank Order According to	
	CMS	GVT		CMS	GVT
I WONDER WHO'S KISSING HER NOW	1	3	ON THE AVENUE	14	—
WHEN YOU WERE SWEET SIXTEEN	2	5	KATE	15	14
THE LADY FROM 29 PALMS	3	13	THE STORY OF SORRENTO	16	—
SMOKE, SMOKE, SMOKE (That Cigarette)	4	15	ANNIVERSARY SONG	17	17
I WISH I DIDN'T LOVE YOU SO	5	11	NEAR YOU	18	1
THAT'S MY DESIRE	6	—	CHRISTMAS DREAMING	19	—
FEUDIN' AND FIGHTIN'	7	—	DEEP VALLEY	20	1
ALL MY LOVE	8	—	YOU DO	—	2
WHAT ARE YOU DOING NEW YEAR'S EVE? —AND MIMI	9	—	PEG O' MY HEART	—	6
AN APPLE BLOSSOM WEDDING	10	—	NAUGHTY ANGELINE	—	7
AIN'TCHA EVER COMIN' BACK?	11	4	I HAVE BUT ONE HEART	—	8
MY HEART IS A HOBO	12	—	KOKOMO, INDIANA	—	9
			THE ECHO SAID "NO"	—	10
			CHI-BABA, CHI-BABA	—	16
			ALMOST LIKE BEING IN LOVE	—	12
			ACROSS THE ALLEY FROM THE ALAMO	—	18
			TALLAHASSEE	—	19
			DON'T YOU LOVE ME ANYMORE?	—	20



"TWO LOVES HAVE I"
"PUT YOURSELF IN MY PLACE, BABY"
 FRANKIE LAINE
 and Carl Fischer's Orchestra
 Celebrity Series No. 5064—75¢



"AIN'T WE GOT FUN"
"SCHOOL DAYS"
 STARLIGHTERS
 and Earle Hagen's Orchestra
 Popular Series No. 3071—60¢



"MICKEY"
"MARTINS AND THE COYS"
 TED WEEMS
 and His Orchestra
 Celebrity Series No. 5062—75¢



"MAMA'S GONE GOODBYE"
"MY BABY JUST CARES FOR ME"
 HARRY COOL
 and His Orchestra
 Popular Series No. 3070—60¢



"I'M A TRUCK DRIVING MAN"
"HONKY-TONK MAMA"
 ART GIBSON
 with Instrumental Accompaniment
 Mercury Series No. 6065—75¢



"LOST JOHN"
"WHAT IS A MOTHER'S LOVE"
 LONNIE GLOSSON
 and His Railroad Playboys
 Mercury Series No. 6057—75¢



"KING FOR A DAY BLUES"
"RAILROAD PORTER'S BLUES"
 EDDIE "CLEANHEAD" VINSON
 and His Orchestra
 Mercury Series No. 8060—75¢



"MUSIC FROM BEYOND THE MOON"
"I'LL ALWAYS BE IN LOVE WITH YOU"
 VIC DAMONE
 Music by Camarata
 Celebrity Series No. 5072—75¢



"BEHIND THE EIGHT BALL"
"NEVER TRUST A WOMAN"
 TINY HILL
 and the Cactus Cutups
 Mercury Series No. 6062—75¢



"QUEEN OF THE RODEO"
"I WENT AND GOT A BUCKET FOR MY TEARS"
 REX ALLEN
 and His Arizona Wranglers
 Mercury Series No. 6061—75¢



"WHIFFENPOOF SONG"
"THE ECHO SAID NO"
 ART KASSEL
 and His Orchestra
 Celebrity Series No. 5068—75¢



"WASTIN' MY TIME ON YOU"
"HAMBURGER GAL"
 CURLEY KINSEY
 and Accompaniment
 Mercury Series No. 6058—75¢



"POOR BUTTERFLY"
"WHY SHOULD I CRY OVER YOU"
 BOBBY TRUE TRIO
 Celebrity Series No. 5073—75¢



"I'LL HOLD YOU IN MY HEART"
"I GOT MY GAL"
 DEWEY GROOM
 with Instrumental Accompaniment
 Mercury Series No. 6066—75¢



"HOW SOON"
"YOU CALL IT MADNESS"
 JOHN LAURENZ
 and Earle Hagen's Orchestra
 Celebrity Series No. 5069—75¢



"CUMANA"
"DON'T YOU LOVE ME ANYMORE"
 JOSE MELIS
 and His Orchestra
 Celebrity Series No. 5070—75¢



"GOLDEN EARRINGS"
"LOVE FOR LOVE"
 ANITA ELLIS
 with Harry Collier's Orchestra
 Popular Series No. 3072—60¢



"BODY AND SOUL"
"SOMETHING TO REMEMBER YOU BY"
 LIBBY HOLMAN
 with Johnny Richard's Orchestra
 Celebrity Series No. 5071—75¢



"I'VE GOT SOME FORGETTING TO DO"
"CAN'T HELP LOVIN' THAT MAN"
 PATTI PAGE
 Eddie Getz's Orchestra
 Celebrity Series No. 5063—75¢



"HEY SISTER LUCY"
"I MISS YOU SO"
 TRENIER TWINS
 and Gene Gilbeaux's Orchestra
 Mercury Series No. 8058—75¢



"FOOL THAT I AM"
"MEAN AND EVIL BLUES"
 DINAH WASHINGTON
 with Dave Young's Orchestra
 Mercury Series No. 8050—75¢

MERCURY RECORDS

C H I C A G O, I L L I N O I S

Ray Bloch

Connie Haines

Anita O'Day

Johnny Long

Alan Dale

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The Billboard
MUSIC POPULARITY CHARTS
PART III
Radio Popularity
Week Ending October 24

SONGS WITH GREATEST RADIO AUDIENCES

(Beginning Friday, October 17, 8 a.m., and ending Friday, October 24, 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 A.C.I. 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)

Title	Publishers	Lic. By
A Fellow Needs a Girl (M) (R)	Williamson	ASCAP
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
—And Mimi (R)	Shapiro-Bernstein	ASCAP
Christmas Dreaming (R)	Leeds	ASCAP
Civilization (R)	E. H. Morris	ASCAP
Come to the Mardi Gras (R)	Peer	BMI
Don't You Love Me Anymore? (R)	Oxford	ASCAP
Feudin' and Fightin' (R)	Chappell	ASCAP
Forgiving You (R)	Mellin	BMI
Gonna Get a Girl (R)	Miller	ASCAP
I Have But One Heart (R)	Barton	ASCAP
I Wish I Didn't Love You So (F) (R)	Paramount	ASCAP
I Wonder Who's Kissing Her Now (F) (R)	E. B. Marks	BMI
Just An Old Love of Mine (R)	Campbell-Porgie	BMI
Kate (R)	Berlin	ASCAP
Love and the Weather (R)	Berlin	ASCAP
Naughty Angelina (R)	George Simon	ASCAP
Near You (R)	Supreme	ASCAP
On the Avenue (R)	Leeds	ASCAP
Peg O' My Heart (R)	Robbins	ASCAP
So Far (M) (R)	Williamson	ASCAP
That's My Desire (R)	Mills	ASCAP
The Lady From 29 Palms (R)	Martin	ASCAP
The Stanley Steamer (F) (R)	Harry Warren	ASCAP
The Whiffenpoof Song (R)	Miller	ASCAP
When You Were Sweet Sixteen (R)	Shapiro-Bernstein	ASCAP
You Do (F) (R)	Bregman-Vocco-Conn	ASCAP

The Remaining 23 Songs of the Week

A Girl That I Remember (R)	BMI	BMI
An Apple Blossom Wedding (R)	Shapiro-Bernstein	ASCAP
Ballerina (R)	Jefferson	ASCAP
Chickasaw Limited (R)	Chas. K. Harris	ASCAP
Fun and Fancy Free (F) (R)	Santly-Joy	ASCAP
Hills of Colorado (R)	London	BMI
Home Is Where the Heart Is (R)	Advanced	ASCAP
It Happened in Hawaii (R)	Remick	ASCAP
Love for Love (R)	Witmark	ASCAP
My, How the Time Goes By (R)	Chappell	ASCAP
Papa, Won't You Dance With Me? (M) (R)	E. H. Morris	ASCAP
Put Yourself in My Place, Baby (R)	Burke-Van Heusen	ASCAP
Sipping Cider by the Zuyder Zee	Bloom	ASCAP
Tallahassee (F) (R)	Famous	ASCAP
The Best Things in Life Are Free (R)	Crawford	ASCAP
The Little Old Mill (R)	Shapiro-Bernstein	ASCAP
The Story of Sorrento (R)	Pemora	BMI
There'll Be Some Changes Made (R)	E. B. Marks	BMI
Those Things Money Can't Buy (R)	Robbins	ASCAP
Too Marvelous for Words (R)	Harms, Inc.	ASCAP
Two Loves Have I (R)	Miller	ASCAP
What Are You Doing New Year's Eve? (R)	Famous	ASCAP
Why Should I Cry Over You? (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 thruout the country. Unless shown in this chart, other available records of tunes listed here will be found in the Honor Roll of Hits, Music Popularity Chart, Part I. (F) indicates tune is from a film; (M) indicates tune is from a legit musical.

Weeks Last / This to date / Week	POSITION	Title	Artist	Label	Lic. By
13 / 1	1.	NEAR YOU	Francis Craig	Bullet 1001	ASCAP
12 / 2	2.	I WONDER WHO'S KISSING HER NOW (F)	Ted Weems-Perry Como	Decca 25078	BMI
4 / 4	3.	I WISH I DIDN'T LOVE YOU SO (F)	Dinah Shore (Sonny Burke Ork)	Victor 20-2315	BMI
5 / 5	4.	NEAR YOU	Elliot Lawrence (Rosalind Patton)	Columbia 37506	ASCAP
6 / 6	5.	NEAR YOU	Elliot Lawrence (Rosalind Patton)	Columbia 37838	ASCAP
5 / 9	6.	I WISH I DIDN'T LOVE YOU SO (F)	Betty Hutton (Joe Lilley Ork)	Capitol 409	ASCAP
6 / 7	7.	NEAR YOU	Andrews Sisters (Vic Schoen Ork)	Decca 24171	ASCAP
7 / 3	7.	I WISH I DIDN'T LOVE YOU SO (F)	Vaughn Monroe (Moon Maids)	Victor 20-2294	ASCAP
23 / 13	8.	NEAR YOU	Alvino Rey (Jimmy Joyce)	Capitol B-452	ASCAP
1 / —	9.	I NEVER KNEW	Sam Donahue (Bill Lockwood)	Capitol 405	ASCAP
3 / 12	10.	RED WING	Sam Donahue (Shirley Lloyd)	Capitol 472	ASCAP
1 / —	11.	CIVILIZATION	Louis Prima (Louis Prima Ork)	Victor 20-2400	ASCAP
1 / —	11.	MICKEY	Woody Herman, Columbia 37885; Ray McKinley, Majestic 7274; The Murphy Sisters (Jerry Jerome Ork), Apollo 1059; Sy Oliver Ork (Sy Oliver) MGM 10083; Jack Smith (The Clark Sisters-Frank De Vol Ork), Capitol B-465		
1 / —	11.	TWO FAT FOLKA	Arthur Godfrey		
9 / —	11.	WHEN YOU WERE SWEET SIXTEEN	Perry Como (The Satisfiers-Lloyd Shaffer Ork)	Victor 20-2259	ASCAP
1 / —	11.	YOU DO (F)	Vic Damone (Jerry Gray Ork)	Mercury 5056	ASCAP

(Continued on page 114)

The Billboard
MUSIC POPULARITY CHARTS
Part IV
Retail Record Sales
 Week Ending October 24



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 italic.

Weeks to date	POSITION	Record	Artist	Label
9	1	NEAR YOU	Francis Craig	Bullet 1001
7	2	I WISH I DIDN'T LOVE YOU SO (F)	Vaughn Monroe (Moon Maids)	Victor 20-2294
4	3	NEAR YOU	Larry Green	Victor 20-2421
4	4	NEAR YOU	Andrews Sisters (Vic Schoen)	Decca 24171
10	4	I WONDER WHO'S KISSING HER NOW (F)	Ted Weems-Perry Como	Decca 25078
14	5	WHEN YOU WERE SWEET SIXTEEN	Perry Como (The Satisfiers-Floyd Shaffer Ork)	Victor 20-2259
3	8	AN APPLE BLOSSOM WEDDING	Sammy Kaye (Don Cornell-The Glee Club)	Victor 20-2330
3	6	I WISH I DIDN'T LOVE YOU SO (F)	Betty Hutton (Joe Lilley Ork)	Capitol 409
2	9	I WISH I DIDN'T LOVE YOU SO (F)	Dinah Shore (Sonny Burke Ork)	Columbia 37506
9	7	FEUDIN' AND FIGHTIN'	Dorothy Shay (Mischa Russell Ork)	Columbia 37189
1	—	YOU DO (F)	Vaughn Monroe (Moon Maids)	Victor 20-2361
1	—	YOU DO (F)	Bing Crosby-Carmen Cavallaro	Decca 24101
1	—	YOU DO (F)	Margaret Whiting (Frank De Vol Ork)	Capitol 438

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.

Weeks to date	POSITION	Album	Label
12	2	Al Jolson	Decca 575
28	1	Dorothy Shay (The Park Avenue Hillbilly) Sings Album	Columbia C-119
2	5	Glenn Miller Masterpieces (Volume II)	Victor P-189
4	3	Prom Date	Victor P-183
1	—	Merry Christmas Album	Decca DA-403

BEST-SELLING RECORDS BY CLASSICAL ARTISTS

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

Weeks to date	POSITION	Record	Label
123	4	Chopin's Polonaise	Victor 11-8848
108	2	Clair de Lune	Victor 11-8851
97	3	Warsaw Concerto	Victor 11-8863
81	1	Jalousie	Victor 12160
18	—	Bluebird of Happiness	Victor 11-9007
23	5	The Whiffenpoof Song	Victor 10-1313

BEST-SELLING RECORD ALBUMS BY CLASSICAL ARTISTS

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

Weeks to date	POSITION	Album	Label
59	1	Rachmaninoff Concerto No. 2 in C Minor	Victor 1075
114	2	Rhapsody in Blue	Columbia X-251
40	3	Tchaikowsky Nutcracker Suite	Victor DM-1020
26	4	Rhapsody in Blue	Signature GP-1
13	—	The Student Prince	Victor P-180

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- ★ Wife of an Acrobat



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GALA ALBUM #70

- ★ Victoria Station
- ★ The Professional Southern Belle (Doing a New York Nightclub for the First Time)
- ★ Death in the Afternoon (Daytime Radio)
- ★ The Brooklyn-Continental Chanteuse (International and Over Here, Too)
- ★ Sheila Barrett's Hit Parade (Bert Lahr, Tallulah Bankhead, W. C. Fields, Al Jolson)
- ★ Night Club Menace

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The Billboard

MUSIC POPULARITY CHARTS

PART V

Juke Box Record Plays

Week Ending October 24



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	This Week	Record	Label
9	1	1	NEAR YOU	Francis Craig
12	3	2	I WONDER WHO'S KISSING HER NOW (F)	Ted Weems-Perry Como
6	5	3	I WISH I DIDN'T LOVE YOU SO (F)	Perry Como
5	2	4	NEAR YOU	Andrews Sisters (Vic Schoen Ork)
5	8	4	SUGAR BLUES	Johnny Mercer (Paul Weston Ork)
2	10	5	MICKEY	Ted Weems
3	13	5	AN APPLE BLOSSOM WEDDING	Sammy Kaye (Don Cornell-Glee Club)
1	—	5	I WISH I DIDN'T LOVE YOU SO (F)	Dinah Shore (Sonny Burke Ork)
17	4	5	WHEN YOU WERE SWEET SIXTEEN	Perry Como (The Satisfiers-Lloyd Shaffer Ork)
8	12	6	THE LADY FROM 29 PALMS	Freddy Martin (The Martin Men)
4	11	6	NEAR YOU	Larry Green
4	7	7	I HAVE BUT ONE HEART	Vic Damone
2	—	7	KATE (Have I Come Too Early, Too Late?)	Eddy Howard
1	—	7	THE LADY FROM 29 PALMS	Andrews Sisters (Vic Schoen Ork)
6	10	8	FEUDIN' AND FIGHTIN'	Jo Stafford (The Starlighters-Paul Weston Ork)
2	15	9	AN APPLE BLOSSOM WEDDING	Eddy Howard
3	14	9	FEUDIN' AND FIGHTIN'	Bing Crosby-The Jesters (Bob Haggart Ork)
25	7	9	THAT'S MY DESIRE	Frankie Laine
9	—	10	FEUDIN' AND FIGHTIN'	Dorothy Shay (Mischa Russell Ork)

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	This Week	Record	Label
11	2	1	I'LL HOLD YOU IN MY HEART (Till I Can Hold You in My Arms)	Eddy Arnold and His Tennessee Plowboys
19	1	2	SMOKE! SMOKE! SMOKE! (That Cigarette)	Tex Williams Western Caravan (Tex Williams-Trio)
23	2	3	IT'S A SIN	Eddy Arnold and His Tennessee Plowboys
5	4	4	THAT'S WHAT I LIKE ABOUT THE WEST	Tex Williams and His Western Caravan
3	—	5	MOVE IT ON OVER	Hank Williams and His Drifting Cowboys
1	—	5	FAT GAL	Merle Travis

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	This Week	Record	Label
10	1	1	BOOGIE WOOGIE BLUE PLATE	Louis Jordan
6	3	2	HE'S A REAL GONE GUY	Nellie Lutcher
5	3	3	SINCE I FELL FOR YOU	Paul Gayten and His Trio (Annie Laurie)
4	2	3	SNATCH AND GRAB IT	Julia Lee and Her Boy Friends (Julia Lee)
20	—	4	JACK, YOU'RE DEAD	Louis Jordan
2	5	5	LOOK OUT	Louis Jordan
5	4	5	TRUE BLUES	Roy Milton Ork (Roy Milton)
1	—	5	CHANGEABLE WOMAN BLUES	Johnny Moore's Three Blazers (Charles Brown)

The Billboard MUSIC POPULARITY CHARTS

PART VI



Record Possibilities

Week Ending October 21

THE BILLBOARD PICKS:

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

I'M ALL DRESSED UP WITH A BROKEN HEART..... Jack Owens, with Eddie Ballantine's Ork)..... Tower 1263
Jack Owens follows up his currently hot "How Soon" dishing with another out-and-out schmaltz tune. Should pull coins out of the tavern trade, particularly, and wherever the sentiment flows thick—and where doesn't it?

WITH A HEY AND A HI AND A LOUIS PRIMA AND HIS ORK; VOCAL BY HO HO HO..... Louis Prima and chorus..... Victor 20-2515-A
The gravel-voiced guy throws in everything but the old trombone mutes for another novelty knockout. Tune is simple and silly enough to start glee club and glass-clinking reaction in the taverns. It all adds up to—Prima's hot and Victor's got him.

I'M WAITING FOR SHIPS THAT NEVER COME IN..... Buddy Clark, with Mitchell Ayres' Ork..... Columbia 37934
If Columbia doesn't kill the fatted calf with its steady slew of Clark sides, this sweet and full rendition of an oldie should hop onto many a home turntable. It's a soft, well sung and recorded side. Song should get an extra push when Bing Crosby's Decca reissue hits the stalls.

BALLERINA..... Vaughn Monroe and Ork... Victor 20-2433
A little late, The Billboard responds to the symptomatic national swell for the Monroe piping of this one, whose soaring, incidentally, should push up the Jimmy Dorsey (MGM) and Mel Torme (Musicraft) platters which have been slow a'climbing.

TOO FAT POLKA..... Arthur Godfrey, with Archie Bleyer's Ork..... Columbia 37921
Don't ask whence came Godfrey as a record "hot," but it's bound to happen. It's a cute, novelty polka song, spoken in the right vein by the "Talent Scouts" mentor, and should pound the juke boxes for click after click.

THE DISK JOCKEYS PICK:

Based on a weekly survey among 1,200 of them, the disk jockeys think tomorrow's hits will be:

1. RED WING..... Sam Donahue (Shirley Lloyd)... Capitol 472
2. THE WHISTLER..... Sam Donahue (Shirley Lloyd)... Capitol 472
3. HOW SOON (Will I Be Seeing You)..... Jack Owens (Eddie Ballantine Ork)..... Tower 1258
4. MICKEY..... Ted Weems..... Mercury 5062
5. TOO FAT POLKA..... Arthur Godfrey..... Columbia 37921
6. HARMONY..... Johnny Mercer-King Cole Trio... Capitol 15000
6. BALLERINA..... Vaughn Monroe (Vaughn Monroe)..... Victor 20-2433
7. SAVE THE BONES FOR HENRY JONES (Cause Henry Don't Eat No Meat)..... Johnny Mercer-King Cole... Capitol 15000
8. A FELLOW NEEDS A GIRL..... Perry Como (Russ Case Ork)... Victor 20-2402
8. A FELLOW NEEDS A GIRL..... Frank Sinatra (Axel Stordahl Ork)..... Columbia 37883
9. I'LL HOLD YOU IN MY HEART (Till I Can Hold You in My Arms)..... Eddy Arnold and His Tennessee Plow-boys..... Victor 20-2332
10. THE STANLEY STEAMER..... Dinah Shore-The Modernaires (Sonny Burke Ork)..... Columbia 37850

THE RETAILERS PICK:

Based on a weekly survey among 4,970 of them, the record retailers think tomorrow's hits will be:

1. HOW SOON (Will I Be Seeing You)..... Jack Owens (Eddie Ballantine Ork)..... Tower 1258
2. BALLERINA..... Vaughn Monroe (Vaughn Monroe)..... Victor 20-2433
3. SERENADE OF THE BELLS..... Sammy Kaye (Don Cornell-Choir)..... Victor 20-2372
4. MICKEY..... Ted Weems..... Mercury 5062
4. SUGAR BLUES..... Johnny Mercer (Paul Weston Ork)..... Capitol B-448
5. TOO FAT POLKA..... Arthur Godfrey..... Columbia 37921
6. SO FAR..... Perry Como (Russ Case Ork)..... Victor 20-2402
7. —AND MIMI..... (Gordon Jenkins Ork)..... Decca 24172
8. —AND MIMI..... Art Lund (Johnny Thompson Ork)..... MGM 10082
9. —AND MIMI..... Frankie Carle (Gregg Lawrence)..... Columbia 37819
10. HOW SOON (Will I Be Seeing You)..... Bing Crosby-Carmen Cavallaro... Decca 24101

THE OPERATORS PICK:

Based on a weekly survey among 3,558 of them, the juke box operators think tomorrow's hits will be:

1. HOW SOON (Will I Be Seeing You)..... Jack Owens (Eddie Ballantine Ork)..... Tower 1258
2. SERENADE OF THE BELLS..... Sammy Kaye (Don Cornell-Choir)..... Victor 20-2372
3. —AND MIMI..... Frankie Carle (Gregg Lawrence)..... Columbia 37819
4. HOW SOON (Will I Be Seeing You)..... Bing Crosby-Carmen Cavallaro... Decca 24101
5. MICKEY..... Ted Weems..... Mercury 5062
6. I'LL HOLD YOU IN MY HEART (Till I Can Hold You in My Arms)..... Eddy Arnold and His Tennessee Plow-boys..... Victor 20-2332
7. IT TAKES A LONG, LONG TRAIN WITH A RED CA-BOOSE (To Carry My Blues Away)..... Dinah Shore (Sonny Burke Ork)..... Columbia 37840
8. SNATCH AND GRAB IT..... Julia Lee and Her Boy Friends (Julia Lee)..... Capitol Americana 40028
9. —AND MIMI..... Art Lund (Johnny Thompson Ork)..... MGM 10082
9. THEM DURN FOOL THINGS..... Red Ingle and the Natural Seven (Mrs. James F. Paisley-Red Ingle)... Capitol B-451
9. BALLERINA..... Vaughn Monroe (Vaughn Monroe)..... Victor 20-2433
10. SO FAR..... Perry Como (Russ Case Ork)..... Victor 20-2402

the PEOPLE'S CHOICE!



ARTHUR GODFREY SINGING

"FOR ME AND MY GAL"



"TOO FAT POLKA"

(I Don't Want Her You Can Have Her, She's Too Fat For Me)

Columbia 37921



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"HOORAY, HOORAY, I'M GOIN' AWAY"



"MENTION MY NAME IN SHEBOYGAN"

Columbia 37922



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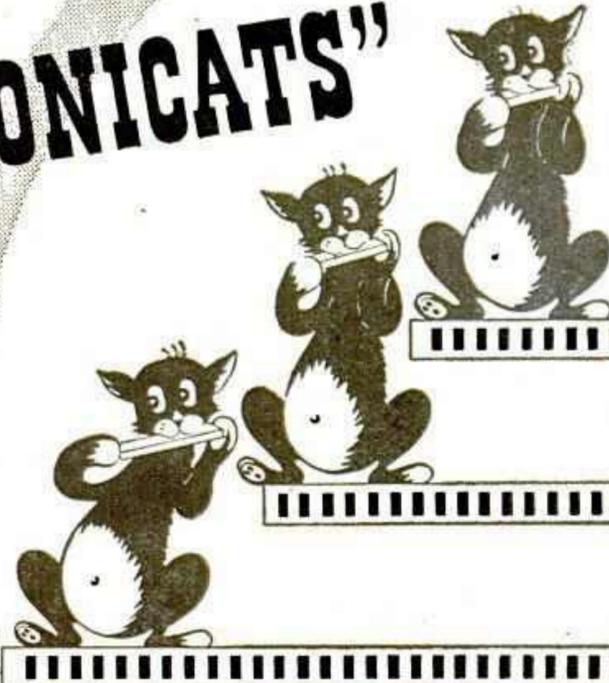
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Chicago

TWENTY NORTH WACKER DRIVE

The Billboard

MUSIC POPULARITY CHARTS

PART VII

Record Reviews

Week Ending
October 24Billboard
TRADE
SERVICE
FEATURE

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.

COUNT BASIE (Victor 20-2529)

Brand New Wagon—FT; VC.
Futile Frustration—FT.

It's an original race blues for Count Basie's rhythmic fashioning of "Brand New Wagon" with Jimmy Rushing singing his own wordage about his new woman who ain't nowhere. Shouting the blues with a rhythmic impact made all the more pronounced by the band's riff figures, with the Count cutting in some of his blueing on the black-and-whites, it's solid grooving all the way. For the flip, the band ensemble gives evidence of its closely knit body and power-packed blowing for "Futile Frustration," an instrumental jazz overture show piece rather than a riff opus for the hop and holler coterie.

Race spots will show interest in "Brand New Wagon."

SID CATLETT (Super Discs 1023)

Before Long—FT; VC.
What's Happenin'—FT.

It's a rough and ready jam session for the instrumental "What's Happenin'." With Big Sid Catlett pacing the unit's rhythm section, it's merely a roundelay of wild improvisations by Dick Vance on trumpet, Tyree Glenn's speed vibre hammerings and Coleman Hawkins' tenor sax polishing off the spin. For the flip, it's the heavy baritone voice of Matthew Meredith laying it on for the romantic wordage of the "Before Long" ballad with Tyree Glenn, this time on trombone, setting forth the mood melody.

Hot jazz fans will take to the jam sessions for their collections.

DON HENRY TRIO (Raven 414)

Harmonicas On Parade—FT.
Happy Feet—FT.

A trio of harmonica players with a juggler sounding out the bass beats make these sides a lively and happy polka plattering. Intonation and blend is good, bringing out all of the tonal color of the trio.

Both sides spin bright for play at locations where polkas pay.

SUNNY WILLIAMS TRIO—(Super Discs 1030)

Reverse the Charges—FT; VC.
The Boogie Man—FT; VC.

Sunny Williams makes the most of it when whipping the 88's in rhythmic style and giving a jive twist to the lyrics as he does for "The Boogie Man," taken at an eight-beat clip. And with the guitar and bass of his trio adding to the rhythm sizzle, it's a selling spin. For the flip, it's the conventional rhythm torch in "Reverse the Charges," with Williams making a romantic play in his piping. But without making the desired impression.

Where the nickel machine creates the jump atmosphere at the Harlem hotteries, it's "Boogie Man."

DELTA RHYTHM BOYS (Victor 20-2436)

My Future Just Passed—FT; V.
I'm in Love With a Gal—FT; V.

The baritone voice carrying the lead against a smooth bank of sustained harmonies, the Delta Rhythm Boys spin out a beautiful vocal blend for the "Future Just Passed" ballad brought back by the "Safety in Numbers" movie. And to polish off the plattering, the Delta lads add a measure of their fine rhythmic harmony blend. Picking up the tempo, and with a personable rhythmic punch in their piping, it's an infectious vocal blend for "I'm in Love With a Gal." The orchestra, directed by Frank Comstock, frames its singing with a pleasant harmony bank.

For the intimate spots where their singing sophistication is in keeping with the atmosphere.

THE MODERNAIRES (Columbia 37876)
Say It With a Slap—FT; V.
Our Hour—W. V.

Taken at a lively bounce tempo, with Lou Bring's music, light but rhythmic, The Modernaires harmonize it with full rhythmic buoyancy for "Say It With a Slap," the fanciful story of the love-making bear from the "Fun and Fancy Free" movie. Adding to the lyrical lilt is a whistling refrain to the accompaniment of hand slaps. On the flip, with Virginia Maxey the lead voice, the Modernaires make the most of the lyrical phonetics for "Our Hour," waltz novelty based on canine romance. Both sides pleasant enough for their piping, but without attracting any undue attention in their

harmony styling.

Will take the movie to hypo attention to "Say It With a Slap."

THE POLKA DOTS (Musicraft 507 and 508)

Peggy O'Neill—W.
Brahms Waltz in A Flat—W.
Daisy—W.
Wonderful One—W.

A harmonica team of lead and chord harmonica, to which is added bass harmonica, guitar and bull fiddle, the Polka Dots string out four waltz melodies in drab and listless fashion. Spinning shows some signs of life in the rhythmic contrast provided for "Daisy," but otherwise, it's merely the exposition of intriguing arrangements without any tonal appeal or instrumental flash.

Nothing in this needing that counts for coins.

BILL JOHNSON (Victor 20-2498)

Chickasaw Limited—FT; VC.
You're the Dream of a Lifetime—FT; VC.

With Bill Johnson and his Musical Notes providing the instrumental bounce, the maestro patters his way rhythmically for the "Chickasaw Limited" train song which rides along the waxed track with plenty of spirit and brightness. Johnson's alto sax sets forth the melody motif for the slow and dreamy "Dream of a Lifetime" ballad, with Gus Gordon's full and expressive voice, joined on the tag by the Trio, piping it plaintively to make the sentimental wordage count.

For the coke parlors in Harlem quarters.

ARTHUR SMITH (Super Discs 1039)

New York To New Orleans—FT; VC.
Mountain Polka—FT; VC.

Arthur (Guitar Boogie) Smith's picking of the electric guitar strings in a fine style of Western swing makes it count for "Mountain Polka," even if his lusty chanting of the wordage weights down the waxing. Singing is more effective for "New York to New Orleans," with a trio of his Kracker Jacks telling the train song saga with fine spirit as the fiddle and guitars sound out the train rhythms.

Rustic taps and taverns will take to the train song.

FRED KIRBY (Sonora H-7046)

Welcome Back To My Heart—FT; V.
The Leaf of Love—FT; V.

Singing with a full measure of tenderness, Fred Kirby, of WBT's Briarhoppers, sells it strong for the highly tuneful "Welcome Back to My Heart," with the pert rhythms of the Mountaineers taking in fiddle, guitar, accordion and bass, making it all the more contagious. For "Leaf of Love," slowed down to a more moderate tempo, Kirby sings it with full prairie pathos as he tells of a broken heart and a broken love.

The coin fans will welcome "Welcome Back to My Heart."

LUKE WILLS (Victor 20-2414)

Oklahoma City—FT; VC.
Louisiana Blues—FT; VC.

Rowdy but rustic characterizes the Western hot music of the fiddles, guitars and piano making up Luke Wills' Rhythm Busters. And in the same spirit and style is the rustic song shouting of the cowboy maestro and the bellow voices of his trio for a lively "Oklahoma City," where he heads to see his gal; and at a more moderate pace, keeps the music going steady for the rural "Louisiana Blues" instrumental. No great shakes in their music making or singing, altho Wills hits a Western stride all around the waxed track.

Little coin lure here.

(Continued on page 115)

Album Reviews

In a continuing effort to review as much of the output of all record manufacturers as manpower and paper limitations permit, The Billboard this week reviews recently released albums in a special ALBUM REVIEW section on page 119. These album reviews of course, are in addition to the reviews on this page, and those in the Music Machines department this week.

The Billboard
MUSIC POPULARITY CHARTS

PARI
VIII

Advance Information

Week Ending
October 24



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

- ALL ALONE Jerry Kessner (Calvin Jackson String Choir) (IT'S DECEMBER)...Miltone 240
- ASK ANYONE WHO KNOWS..... Glenn Davis (I LET)..... Skating Rhythms SR-250
- AVE MARIA Phil Brito (Ted Dale Ork) (WHITE CHRISTMAS)..... Musicraft 517
- BEGINNER'S BOOGIE Freddy Martin (WHY DOES)..... Victor 20-2557
- BLESS THIS HOUSE..... Gracie Fields (Phil Green Ork-Sidney Torch) (THE LORD'S)..... London 115
- CAMARATA ALBUM..... Camarata Ork..... London LA 1
- Come Back To Sorrento..... London R 10001
- I Love Thee (Ich Liebe Dich)..... London R 10003
- Prelude II (Gershwin)..... London R 10003
- Rumbalero, Part 1..... London R 10003
- Rumbalero, Part 2..... London R 10002
- The Haunted Ballroom..... London R 10002
- CASTLE IN THE APPLE TREE..... Glenn Davis (IT IT)..... Skating Rhythms SR-251
- CUTEST LITTLE RED HEADED DOLL Johnny Thompson (YOU'RE IN)..... Regent 110
- DANCE OF THE POTTED PUPPET..... Ambrose Ork (SWING LOW)..... London 108
- DAYTONA Melody Mac and His Merry-men (Christine-Mac) (LET A)..... Quaker 103
- DEEP NIGHT Marshall Young (UNDER A)..... Rainbow 10020
- DEVOTION The Harmonakings (RITUAL FIRE)..... Jubilee 3508
- DING DONG DADDY FROM DUMAS..... Phil Harris (Phil Harris) (SOME LITTLE)..... Victor 20-2535
- DON'T GAMBLE WITH YOUR HEART Peppy Prince and His Modern Squires (FOOT PATTIN)..... Miltone 228
- DON'T YOU KNOW I CARE..... Beryl Davis (Stephane Grappelly Quartet) (NO ONE)..... London 101
- DOWN AT THE OLD BULL AND BUSH Anne Shelton (Camarata Ork) (LOVER MAN)..... London 102
- DREAM AGAIN Sammy Kaye (The Three Kaydets) (I'LL HATE)..... Victor 20-2524
- DREAM, DREAM, DREAM Glenn Davis (NAUGHTY ANGELINE)..... Skating Rhythms SR-253
- DREAMY EYES Glenn Davis (IT MIGHT)..... Skating Rhythms SR-252
- ELI ELI Anne Shelton (Camarata Ork) (YIDDISH MOMME)..... London 103
- FOOL THAT I AM Dinah Shore (Sonny Burke Ork) (HOW SOON)..... Columbia 37952
- FOOT PATTIN Peppy Prince and His Modern Squires (DON'T GAMBLE)..... Miltone 228
- FOREVER AMBER MUSIC ALBUM..... 20th Century-Fox Studio Ork-David Rafkin, Dir..... Victor P-197
- Amber..... Victor 20-2525
- Forever Amber..... Victor 20-2525
- The Great Fire of London..... Victor 20-2526
- The Idyll at Chilverton's Cottage..... Victor 20-2527
- The King's Mistress..... Victor 20-2528
- White Friar's Music..... Victor 20-2527
- FOR ONCE IN YOUR LIFE..... Anne Shelton (Camarata Ork) (HOW DEEP)..... London 109
- FOR YOU ALONE ALBUM..... Buddy Clark (Mitchell Ayres Ork)..... Columbia C-153
- East of the Sun (and West of the Moon)..... Columbia 37909
- For You..... Columbia 37908
- I'll Get By (As Long As I Have You)..... Columbia 37910
- I'll Never Be the Same..... Columbia 37908
- I'll See You in My Dreams..... Columbia 37910
- More Than You Know..... Columbia 37911
- Something to Remember You By..... Columbia 37909
- When Day Is Done..... Columbia 37911
- FRIENDSHIP Kay Kyser (Ginny-Harry-Jack-Ish-Kabibble) (STRIP POLKA)..... Columbia 37962
- FUN AND FANCY FREE..... Glenn Davis (MIDNIGHT MASQUERADE)..... Skating Rhythms SR-247
- GOOD TIMES Glenn Davis (IF I)..... Skating Rhythms SR-258
- GONNA GET A GIRL..... Larry Green Ork (Vocal Trio) (SONG OF)..... Victor 20-2560
- HAPPY HARMONICA POLKA..... Walter Dana Ork (Michael Chimes Harmonicas) (HELEN POLKA)..... Dana 2002
- HELEN POLKA Walter Dana Ork (Michael Chimes Harmonicas-The Serenaders) (HAPPY HARMONICA)..... Dana 2002
- HONEYMOON The Harmonakings (SABRE DANCE)..... Jubilee 3505
- HOW DEEP IS THE OCEAN..... Anne Shelton (Stanley Black Ork) (FOR ONCE)..... London 109
- HOW LUCKY YOU ARE..... Vera Lynn (Ambrose Ork) (WHEN YOUR)..... London 107
- HOW SOON John Laurenz (YOU CALL)..... Mercury 5069
- HOW SOON (Will I Be Seeing You)..... Dinah Shore (Sonny Burke Ork) (FOOL THAT)..... Columbia 37952
- HOW SOON (Will I Be Seeing You?)..... Vaughn Monroe (Vaughn Monroe-The Moon Maids) (TRUE)..... Victor 20-2523
- I AM THINKING OF YOU..... Glenn Davis (KENTUCKY WALTZ)..... Skating Rhythms SR-249
- I FOUND GOLD..... Lee Tully (LOUISA LEARNED)..... Jubilee 3504
- I LET A SONG GO OUT OF MY HEART Glenn Davis (ASK ANYONE)..... Skating Rhythms SR-250
- I LOVE TO DANCE..... Desi Arnaz (Carol Richards) (UN POKUITO)..... Victor 20-2499
- I MAY BE WRONG (But, I Think You're Wonderful)..... Gene Krupa (PLEASE DON'T)..... Columbia 37968
- I MET MY BABY IN MACY'S..... Tommy Dorsey (Gordon Polk) (THE WHISTLER)..... Victor 20-2522
- IF I COULD STEAL YOU..... Glenn Davis (GOOD TIMES)..... Skating Rhythms SR-258
- IF I HAD A MILLION DOLLARS..... Tiny Bradshaw (TAKE THE)..... Savoy 655
- I'LL DANCE AT YOUR WEDDING..... Ray Noble-Buddy Clark (Those Things)..... Columbia 37967
- I'LL HATE MYSELF IN THE MORNING (If I Wasn't In Your Dreams Last Night)..... Sammy Kaye (Laura Leslie-Don Cornell) (DREAM AGAIN)..... Victor 20-2524

(Continued on page 36)

STANDARD RECORDS

(The largest manufacturer specializing exclusively in Foreign and International Recordings)

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- ● ● **KEEP THESE RECORDS IN STOCK** ● ● ●
- T-134 SILENT NIGHT M. Tomaka and Choir with Organ Accomp.
- F-6019 O COME ALL YE FAITHFUL with Organ Accomp. Ralph Pedi
- F-3034 WHITE CHRISTMAS (in Italian) CORE E SINCERITA Vivian Bazan
- T-110 BIALE GODY (White Christmas in Polish) NA BOK Z DROGI Frank Curylo
- T-115 BEER BARREL POLKA Espe Musette Orch.
- T-125 STRICTLY CONTINENTAL ONE MORE POLKA Espe Musette Orch.
- POT LUCK POLKA Espe Musette Orch.
- T-128 PUNCH & JUDY POLKA DON'T DO IT, STELLA—Polka J. Yankevich Accordion Orch.
- T-130 OCTAVE POLKA ALANDS POLKA Accordion Masters
- T-128 DANUBE WAVES—Waltz BLUE DANUBE—Waltz Rene Musette Orch.
- T-2030 CUCKOO WALTZ TAKE IT OR LEAVE IT Rene Musette Orch.
- T-2057 TAP THE BARREL DRY POLKA HAPPY HAPPY POLKA Rene Musette Orch.
- T-2052 GRANDPA WALTZ WELCOME TO THE PARTY—Schottish Scandinavian Ambassadors

● ● ● **INTERNATIONAL** ● ● ●

- T-129 OVER THE WAVES Accordion Masters
- TALES OF VIENNA WOODS Dir.: George Vitalis

Here are two well-known waltzes played by the Accordion Masters. This record is suitable for every nationality and will be readily accepted by all. EXCELLENT TEMPO FOR DANCING!

● ● ● **POLISH** ● ● ●

- F-3032 CURALSKI—Oberek Bernard Witkowski Quartet
- TUG BOAT—Polka An Oberek and a Polka in excellent tempo and typically Polish.
- F-3034 BIALE GODY (White Christmas) Sung by Vivian Bazan
- NA BOK Z BROGI (To One Side) Sung by Frank Curylo

Vivian Bazan sings WHITE CHRISTMAS in Polish and then in English and does it superbly. Your Polish trade will snap this record up fast. Especially the new generation who like to hear American songs in their native language. Be sure you order enough! Frank Curylo sings in his fine style on the other side.

● ● ● **LATIN-AMERICAN** ● ● ●

- F-4028 SERENATA AFRICANA—Afro-Cubano Joe Luis Monero
- ES MEJOR—Bolero Son (It's Better) con Orquestra

Two Cuban songs excellently rendered by Jose Luis Monero.

● ● ● **SCANDINAVIAN** ● ● ●

- F-5012 PINETS BOND VALS Franzen and Eriksson
- EMMY'S FAVORITE—Schottish Accordionists with Accomp.

Here are two selections, a waltz and a schottish, by the incomparable accordion duet of Franzen and Eriksson. Both are typical Scandinavian dances and will sell readily to Swedes, Norwegians and Finns.

● ● ● **ITALIAN** ● ● ●

- F-6034 CIALY NUN FA' 'O 'MBRUCLIONE Anna and Roberto Ciaramella
- PUMMAROLA E RAFANIELLO Scherzo Comico

This famous pair comes through with another comedy hit. This record will be snapped up by the Italian trade as were their previous releases.

- F-6035 VALZER IMPERIALE (Emperor Waltz) Anna Coraggio
- COMME FACETTE MAMMETA con Orchestrina
- F-6036 VOCE E NOTTE Anna Coraggio
- MAMMA con Orchestrina

Anna Coraggio is always well-received in Italian circles. Both Comme Facette Mammeta (F-6035-B) and Mamma (F-6036-B) were recorded as a result of the insistent demand of many dealers.

- F-6037 DONNA VINCENZA Paolo Citarella
- A MORTE DU SCECCO with Orchestra

Here is another record by the well-known Paolo Citarella. The A-side (Donna Vincenza) is a Sicilian love song in dialect and the B-side (A Morte Du Scecco) is a Sicilian comic song.

● ● ● **BOHEMIAN (Czechoslovakian)** ● ● ●

- F-7009 JA SECHI VDAVATI Lida Brodenova
- BILA GARDENIE and John Zak

Two duets by Lida Brodenova and John Zak who are well known among the Bohemians. They regularly appear in concerts and are highly regarded.

● ● ● **JEWISH** ● ● ●

- F-8010 ZEIDEN'S TANTZ (Grandfather's Dance) Dave Taras
- JOYCE'S TANTZ (Joyce's Dance) and his Orchestra

Two Jewish dances by Dave Taras and his Orchestra, one side in fast tempo and the other side in slower tempo. An appealing record to both new and old generation. We expect this record to reach the same hit standing as F-8001.

● ● ● **GERMAN** ● ● ●

- F-11014 SCHONE TANZERIN—Polka Peter Mueller's Band
- SONNTAG AUF DER ALM LANDLER

These two selections, one a polka, the other a landler (like a slow waltz) will be welcomed by German speaking people. Also suitable for those from Northern Czechoslovakia and Austria.

● ● ● **SERBO-CROATIAN** ● ● ●

- F-12007 NATE MISLIM Joseph Batistich
- TAMBURICA SITNUM GLASC

Mr. Batistich with his guitar and whistling gives a romantic flavor to these beautiful Yugoslavian folk songs.

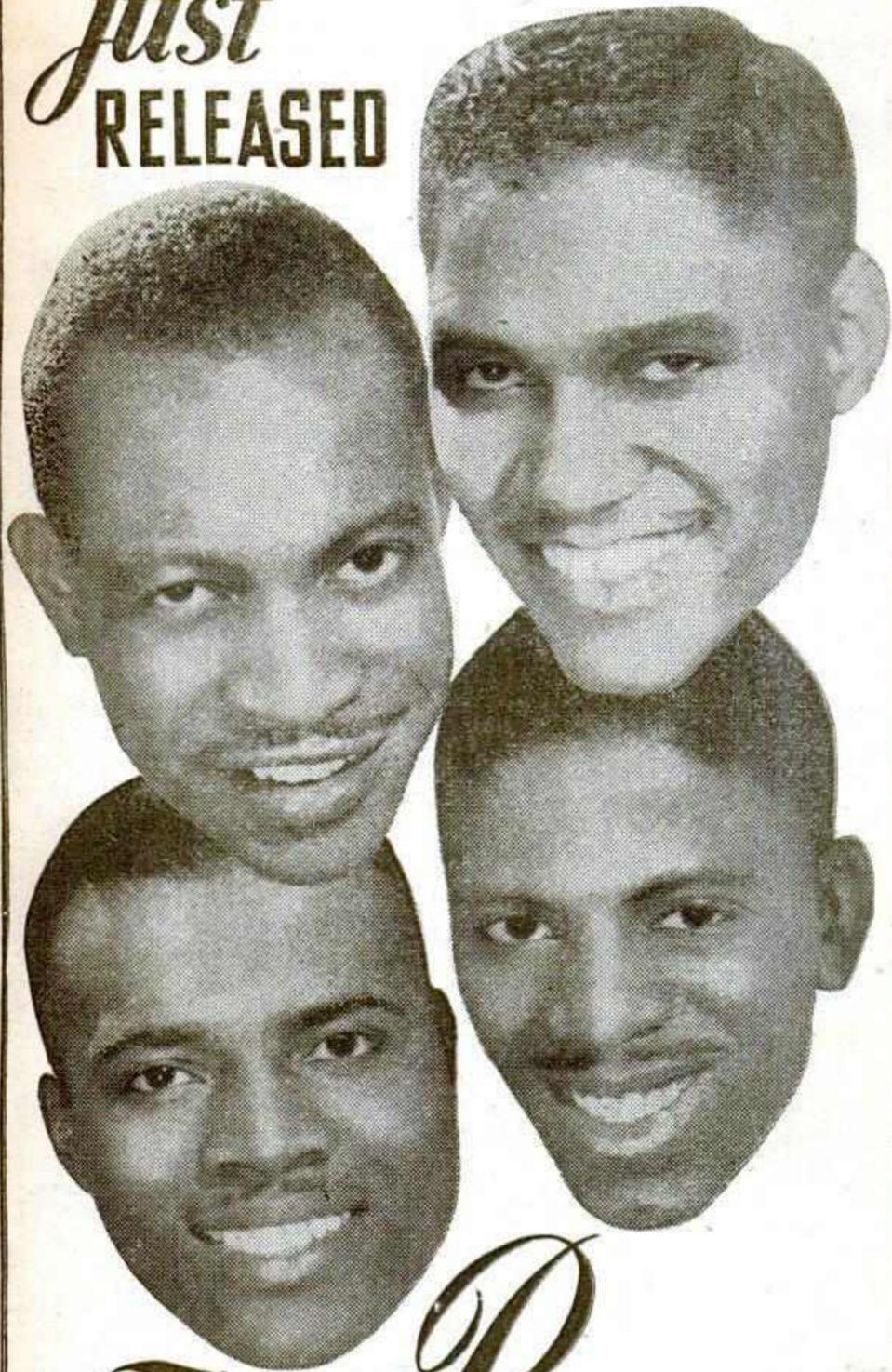
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ADVANCE RECORD RELEASES

POPULAR

(Continued from opposite page)

- ALL HOLD YOU IN MY HEART (Till I Can Hold You In My Arms)... Monica Lewis (I'LL NEVER)... Decca 24259
- ALL NEVER SAY I LOVE YOU (To Anyone But You)..... Monica Lewis (I'LL HOLD)... Decca 24259
- I'M YOURS..... Jimmy Carroll (Michael Chimes Harmonicas) (IN SANTIAGO)... Dana 2001
- IN SANTIAGO, CHILE..... Jimmy Carroll (Michael Chimes Harmonicas-The Serenaders) (I'M YOURS)... Dana 2001
- IS IT TRUE..... Glenn Davis (CASTLE IN)... Skating Rhythms SR-251
- IT ALL CAME TRUE..... Frank Sinatra (Alvy West and Little Band) (THE DUM)... Columbia 37966
- IT MIGHT HAVE BEEN A DIFFERENT STORY..... Glenn Davis (DREAMY EYES)... Skating Rhythms SR-252
- IT MUST HAVE BEEN A DREAM... Peppy Prince and His Modern Squires (MR. JACKSON)... Miltone 227
- IT SHOULDN'T HAPPEN TO A DREAM..... Four Bars and a Melody (NEAR YOU)... Savoy 657
- IT'S DECEMBER AGAIN..... Jerry Kessner (Calvin Jackson String Choir) (ALL ALONE)... Miltone 340
- IT'S KIND OF LONESOME OUT TONIGHT..... Sammy Kaye (OH! WHAT)... Victor 20-2558
- IT'S THE BLUEST KIND OF BLUES... Denny Dennis (Stanley Black Ork) (MAKE BELIEVE)... London 104
- JEANNINE (I Dream of Lilac Time)... Glenn Davis (WHEN YOU)... Skating Rhythms SR-257
- JINGLE BELLS..... Johnny Long (Francey Lane-Ensemble) (WINTER WONDERLAND)... Signature 15150
- JUST AROUND THE CORNER..... Betty Rhodes (Charles Dant Ork)
- KENTUCKY WALTZ..... Glenn Davis (I AM)... Skating Rhythms SR-249
- LA MER (The Sea)..... Mantovani Ork (NIGHT AND)... London 111
- LET A SMILE BE YOUR UMBRELLA... Melody Mac and His Merrymen (DAY-TONA)... Quaker 103
- LOUISA LEARNED THE ROOMBA FROM HER GOOMBA..... Lee Tully (I FOUND)... Jubilee 3504
- LOVER MAN..... Anne Shelton (Camarata Ork) (DOWN AT)... London 102
- MAKE BELIEVE WORLD..... Denny Dennis (Stanley Black Ork) (IT'S THE)... London 104
- MALAGUENA..... Carmen Cavallaro (NOSTALGIAS)... Decca 24257
- MIDNIGHT MASQUERADE..... Glenn Davis (FUN AND)... Skating Rhythms SR-247
- MIDNIGHT WALTZ..... Glenn Davis (SUPPOSE I'D)... Skating Rhythms SR-254
- MIKE O'DAY..... Glenn Davis (THE EYES)... Skating Rhythms SR-256
- MR. JACKSON VS. MR. FLOYD... Peppy Prince and His Modern Squires (IT MUST)... Miltone 227
- MY BLUE HEAVEN..... Jack Lawrence (MY GAL)... Rainbow 10006
- MY FLAME WENT OUT LAST NIGHT..... Louis Prima (Louis Prima-Chorus) (WITH A)... Victor 20-2515
- MY GAL SAL..... Jack Lawrence (MY BLUE)... Rainbow 10006
- NAUGHTY ANGELINE..... Glenn Davis (DREAM, DREAM)... Skating Rhythms SR-253
- NEAR YOU..... Four Bars and a Melody (IT SHOULDN'T)... Savoy 657
- NIGHT AND DAY..... Mantovani Ork (LA MER)... London 111
- NO ONE ELSE WILL DO..... Beryl Davis (Stephanie Grappelly Quartet) (DON'T YOU)... London 101
- NOSTALGIAS..... Carmen Cavallaro (MALAGUENA)... Decca 24257
- OH! WHAT I KNOW ABOUT YOU... Sammy Kaye (IT'S KIND)... Victor 20-2558
- PEGGY O'NEILL..... Johnny Thompson (SWEETHEART DARLING)... Regent 109
- PLEASE DON'T TALK ABOUT ME WHEN I'M GONE... Jack Lawrence (WHAT CAN)... Rainbow 10010
- RITUAL FIRE DANCE..... Gene Krupa (Buddy Hughes) (I MAY)... Columbia 37968
- PLEASE DON'T PLAY NO. 6 TONIGHT..... The Harmonakings (DEVOTION)... Jubilee 3508
- PUT YOURSELF IN MY PLACE, BABY..... Betty Rhodes (Charles Dant Ork) (JUST AROUND)... Victor 20-2559
- SABRE DANCE..... The Harmonakings (HONEYMOON)... Jubilee 3505
- SANTA CATALINA..... Glenn Davis (TALLAHASSEE)... Skating Rhythms SR-248
- SERENADE OF THE BELLS..... Guy Lombardo (SIPPING CIDER)... Decca 24258
- SIPPING CIDER BY THE ZUYDER ZEE..... Guy Lombardo (SERENADE OF)... Decca 24258
- "SING AND REJOICE" CHRISTMAS CAROLS ALBUM..... Dick Liebert... Victor P-196
- (1) Angels From the Realms of Glory; (2) While Shepherds Watched Their Flocks... Victor 20-2495
- (1) Deck the Halls With Boughs of Holly; (2) God Rest Ye, Merry Gentlemen... Victor 20-2496
- (1) Hark! the Herald Angels Sing; (2) Silent Night... Victor 20-2494
- (1) It Came Upon a Midnight Clear; (2) Oh Holy Night (Cantique de Noel)... Victor 20-2493
- (1) Joy to the World; (2) Away in a Manger... Victor 20-2493
- (1) Oh Come All Ye Faithful (Adeste Fideles); (2) Oh Little Town of Bethlehem... Victor 20-2495
- (1) The First Noel; (2) As With Gladness Men of Old... Victor 20-2494
- (1) We Three Kings of Orient Are; (2) Good King Wenceslag... Victor 20-2496
- SOME LITTLE BUG IS GOING TO FIND YOU (Food Song)..... Phil Harris (Phil Harris) (DING DONG)... Victor 20-2535
- SONG OF NEW ORLEANS..... Larry Green Ork (Vocal Trio) (GONNA GET)... Victor 20-2560
- STRIP POLKA..... Kay Kyser (Jack Martin-Glee Club) (FRIENDSHIP)... Columbia 37962
- SUITE 'N' SWING ALBUM..... Henri Rene Ork... Victor P-190
- Anitra's Dance... Victor 20-2411
- Arabian Dance... Victor 20-2443
- In the Hall of the Mountain King... Victor 20-2443
- Ingrid's Lament... Victor 20-2444
- Morning Mood... Victor 20-2442
- Return of Peer Gynt... Victor 20-2442
- Solvejg's Song... Victor 20-2441
- The Death of Ase... Victor 20-2444
- SUPPOSE I'D NEVER MET YOU... Glenn Davis (MIDNIGHT WALTZ)... Skating Rhythms SR-254
- SWEETHEART DARLING..... Johnny Thompson (PEGGY O'NEILL)... Regent 109
- SWING LOW, SWEET CLARINET... Ambrose Ork (DANCE OF)... London 108
- TAKE THE HANDS OFF THE CLOCK..... Tiny Bradshaw (IF I)... Savoy 655
- TALLAHASSEE..... Glenn Davis (SANTA CATALINA)... Skating Rhythms SR-248
- THE DUM DOT SONG (I Put the Penny in the Gum Slot)... Frank Sinatra (The Pied Pipers-Axel Stordahl Ork) (IT ALL)... Columbia 37966
- THE EYES OF TEXAS..... Glenn Davis (MIKE O'DAY)... Skating Rhythms SR-256
- THE LORD'S PRAYER..... Gracie Fields (Phil Green Ork-Sidney Torch) (BLESS THIS)... London 115

(Continued on page 120)

Music—As Written

New York:

Dean Hudson, whose ork obtained a release from a General Artists Corporation contract last week, joined the William Morris Agency ork stable. . . . Nat Neiderman was appointed flack topper for Clarion Records, a Philadelphia diskery. . . . Grant Adams this week joined Nat Shapiro in the Keynote diskery flack department. . . . Personal Manager Milt Ebbins takes off for the West Coast Tuesday (28). . . . Tenor and arranger Dave Matthews this week signed a waxing deal with Rainbow Records. . . . Irving Fields draws his second guest shot on the RCA Victor ainer November 2.

Sterling Records this week signed the Ace Harris Quartet. Blues singer Claude Maxwell and the Chris Cross ork, currently at the Roseland Ballroom here have drawn waxing pacts. . . . Apollo diskery cut some disks with Dean Martin, singing and comedy partner with Jerry Lewis at the Riviera niter in New Jersey. . . . Leo Pieper's ork is cutting wax for Alvin Records. . . . J. Gordon Thornton was appointed sales promotion manager of the new London diskery this week after serving seven years with Decca Records.

Lou Levy returned from the Coast. . . . Victor cutting a new batch of Vaughn Monroe sides for a *Memories* album. . . . Larry Shayne's Beverly Music pubbery hired Bill Coty as West Coast rep. Part of the royalties from Beverly's *Dearest Santa* tune will go to the New York founding branch of Catholic Charities.

Chicago:

Art Talmadge, Mercury flack chief, has invented a shoe polishing set, designed for traveler's use, which will be marketed nationally soon. . . . Universal label has inked Johnny (Scat) Davis's combo, which cut his *Hurray for Hollywood* for his first platter. . . . Bullet platters has inked Ray Herbeck's band, plus the Silhouettes and Sir Oliver Bibbs' combo.

Tom Kettering, Frederick Bros.' v.-p., convalescing from a hernia operation at St. Luke's Hospital here. . . . Tunetown Ballroom, St. Louis, has an unusual package, Bob Lipska's band and the Slam Stewart Trio, set for a week, opening November 11. . . . Frances Wayne, ex-Herman chirp, has shifted from General Artists Corporation to McConkey Music. . . . Charlie Parker, the be-bop king, opens at the Argyle Lounge, Chicago, November 11.

Joe Gumin, the retired band leader now living in Milwaukee, will make a series of sides for Chord label. . . . Manhattan Music, the Paul Milemore New York distribution set-up, will handle New York, New Jersey and Connecticut for Chord. . . . Benny Strong's band gets a West Coast break, going into the Mark Hopkins Hotel, San Francisco, December 9 for six weeks. . . . Del Courtney and his band play the Baker Hotel, Dallas, until November 30, when they move to the Flamingo, Las Vegas, December 4-17, and then back to the Palace Hotel, San Francisco, December 25 for eight weeks.

West Coast:

Billy Sherman, former vocalist with Abe Lyman and Henry Busse, and currently a song plugger for Mellen Music, returned to crooning fold with waxing of *It's December, Again* for Miltone label. . . . Empire Songs made deal with Perry Alexander to handle firm's New York contacts. . . . Variety Records, heretofore in novelty field, will invade pop and Western markets, with Ken Carson, radio singer, pacted to do four sides backed by Ray Sinatra's ork. . . . Current Petrillo threat has been a Godsend to Town's recording studios who are doing capacity biz.

Manie Sacks heads back to Gotham this week-end after a frenzied week in Hollywood. . . . Anita O'Day brings in her own trio to back up vocalizing during current comeback at Red Feather. . . . Decca is expected to begin hypoed recording sessions after November 4 when platter's topper, Jack Kapp, arrives on Coast. . . . Billy McDonald, who re-entered handbiz after stretch as a talent agent, set to do waxings for Standard Transcriptions. . . . Tower Records prexy, Dick Bradley, currently on Coast, is certain to move headquarters to Hollywood if office space can be found. . . . Harry Fox, trustee for MPPA, in town giving indie record companies the once over.

Feist, Writers Face Second Suit; 'Rum' Ruling Is Reserved

NEW YORK, Oct. 25.—Leo Feist pubbery and the Morey Amsterdam-Jeri Sullivan-Paul Baron writing team spent a hectic week in court as defendants in two actions. The newest was filed by pubber Maurice Baron, who sought an injunction, damages and an accounting for alleged infringement of the music of a song called *L'Annee Pensee*. With the trial expected to begin next month, the defendants served Baron with notice to produce before trial all books and records of sales and income, copies of royalty statements and original agreements with writers of *Pensee*.

Meanwhile, the same defendants were awaiting a decision by the U. S. Circuit Court of Appeals on their appeal from a lower court ruling which held that the lyrics of *Rum and Coca Cola*, as written by Rupert Grant and pubbed by Mohamed Khan

Continental Record Closes Deals With Swiss, French Firms

NEW YORK, Oct. 25.—Continental Record firm's general export manager, Emery Rozsa, returned this week from a European business trip during which he closed deals with the Swiss Elite diskery and the French Pacific waxery. Both foreign firms will be represented in the United States by Continental, while Elite will represent Continental in Switzerland. The Elite classical and international catalog will be released in the U. S. under a Continental-Elite Records label. Initial masters are on their way and probably will be pressed and released soon.

Deal follows closely on the heels of a Keynote pact with Czech diskeries and a current trip by Majestic's Paul Baron to secure foreign waxings for his firm.

in Trinidad, was pirated by Feist and the writing trio. High court reserved decision on the appeal.

Chappell Gets 'Look, Ma' Score

NEW YORK, Oct. 25.—Hugh Martin's score of the upcoming Broadway musical, *Look Ma, I'm Dancing*, finally went to the Chappell Publishing group this week after a swift in-and-out deal with Buddy Morris's Sinatra Songs.

Show's composer, Martin, found himself in the middle when, after virtually closing a deal with the singer's pub firm, he discovered that orchestrator Don Walker, with whom he had been talking about *Look, Ma* for some time, was under contract to Chappell, which itself had bid for the score. Chappell's Max Dreyfus would not allow Walker to work on a rival firm's property and Martin was faced with the question of deciding which was more important to his songs—the in-theater presentation or the out-of-theater exploitation. Song-writer went along with the former and asked Sinatra Songs for an out.

In taking the tunes back to Chappell, who had published his only other Broadway score, *Best Foot Forward*

(written with Ralph Biane), Martin explained this was his first solo show venture and that in-theater orchestration of the music meant much to the success of the show.

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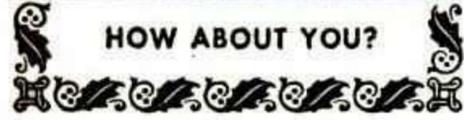
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MGM Digs Its First Hot Wax

NEW YORK, Oct. 25.—MGM Records, faced with the problem of building up backlog masters with which to buck the Petrillo ban, is going to cut its initial hot jazz and race diskings. Diskery already has signed the new Jackie Paris Trio, currently appearing at the Onyx Club here, and the Hank D'Amico American Broadcasting Company's Museum of Modern Music ork to waxing deals. Artist and rep topper Harry Meyerson also is fishing around in jazz circles for "name" hot tootlers for waxing dates.

The D'Amico ork, which includes such stellar jazz men as trombonist Vernon Brown, trumpeter Bobby Hackett and drummer George Wettling, probably will cut an album built around the airer similar to the Victor-National Broadcasting Company Chamber Music of Lower Basin Street packages of several years ago. Buddy Weed's Trio, already an MGM waxer, is part of the Museum package and will wax with the package. Both Weed and D'Amico are handled by Peter Dean, who negotiated the dishing deal.

Stablemate

CHICAGO, Oct. 25.—The old theory that names make news—and sometimes achieve even the impossible—was proved once again here this week when song-pusher Chick Kardale, Burke & Van Heusen's local rep, inserted the following ad in Chi's dailies:

"Bing Crosby's Chicago music publishing representative needs a roof over his head. Prefer a 2½-room apartment near North Side or will have to sleep with Crosby's horses. Phone Franklin 5383.

Kardale got three quick apartment offers.

Disk Jockey Assn. New York Chapter Talks Future Plans

NEW YORK, Oct. 25.—Following up last week's National Association of Disk Jockeys meeting, at which the local chapter decided to stage a January fund-raising benefit at the Metropolitan Opera House, talked about a jockey scholarship fund, agreed to submit all gratis public service announcements to NADJ for clearance, and mulled the subject of local office space, the New York mikemen met again Thursday (23) for a farewell session under Prexy Barry Gray's guidance and for discussion of the Petrillo situation.

Gray leaves for Miami today to get set for the early November preem of his Copacabana all-night disk show and will turn the reins of the local NADJ chapter over to Fred Robbins. Gabbers confined most of their latest gathering to talk about the January shindig (percentage of which will go to the Damon Runyon Cancer Fund), but also agreed that non-NADJ jocks—group that includes Martin Block, Ted Husing, Mel Allen and Jackie Eigen—will only have until October 31 to get aboard. Despite the advance ballyhoo, the jocks kept mum on the subject of Petrillo and the implications of his '48 ban.

Hubbard Resigns NADJ Post

CHICAGO, Oct. 25.—Eddie Hubbard, prexy of the Chicago chapter of the National Association of Disk Jockeys (NADJ), this week resigned from that post "due to the press of business." A new prexy will most likely be selected at the next meeting of the local Thursday (30). Hubbard will retain his NADJ membership.

Plans were laid at this week's meeting to get more activity under way because comment was made by several members that locally "there doesn't seem to be same interest there was when we started the chapter." Members pointed out that the second issue of *Inside Groove* has not arrived after a four-week delay between the first and second editions. Paper originally was planned as a weekly feature, but Hugh Douglas said that the next issue will arrive soon.

Rush Hughes, KXOK, St. Louis jock, who is also heard over a 350-outlet e. t. series, attended the Chi meeting, but left saying he could not be induced into joining until the association "showed where I can assist it and vice versa."

Bradley, Steven Disk Deal

HOLLYWOOD, Oct. 25.—Reciprocal deal between Dick Bradley, of Tower Records, and the Art Steven pubbery was set last week whereby Tower will turn over some 30 unpublished but recorded tunes to Steven for publication. In return Steven firm will get 20 of its catalog tunes waxed on the Tower label. First Steven song to be cut by Tower will be the George Howe-Abe Ostrow ballad, *It's December Again*.

Signature Out Of N. Y. Plant, To Conn., Soon

NEW YORK, Oct. 25.—Signature diskery is just about ready to close down its New York plant and complete its move to the firm's new headquarters in Shelton, Conn. Firm prexy, Bob Thiele, has been supervising a gradual move of all equipment and offices over a period of several weeks and he expects that the move will be completed shortly.

The diskery is also set to receive some production aid from a West Coast pressing plant, with the initial Coast-pressed cookies figure to roll off around November 15. Thiele made a deal for these independent pressings on the Coast in order to cut down on the firm's current high shipping and packing expenditure.

Thiele also revealed that he was mulling a deal to take over the Bullet record firm (of Francis Craig *Near You* fame). The deal may involve bringing Jim Bullet, Bullet diskery prexy, into Signature in an executive capacity. Nothing definite has been arranged as yet, however.

The firm has added three more independent disk distrib in its drive to supplement its widespread General Electric Supply Corporation distribution. New distrib include F & M Records in Cleveland, ARA in St. Louis and Record Sales in Monroe, N. C.

Thiele also stated that he had arranged with all his artists to cut a minimum of four sides each before the Petrillo ban becomes effective the first of the year. His roster, which includes Ray Block, Connie Haines, Alan Dale, Bobby Doyle and Johnny Long's ork, mainly will cut future show and picture tunes.

Goldberg Launches Class Philly Spot

PHILADELPHIA, Oct. 25.—In spite of the sluggishness along the after-dark belt, a new class spot is being added to the downtown scene Monday (27). Geared solely to the wants of the rumba addicts, Marty Goldberg unveils his *Crillion Rumba Room* in the swanky Chateau Crillion apartment house. An intimate room, appealing to the money belt, Goldberg put \$40,000 into the room for tufted satin cushions and other expensive trimmings, with Cuban waitresses hired to add to the Caribbean glamor.

Talent policy calls for the top rumba bands, with the Lecuona Cuban Boys kicking off. Inked in to follow are Pupi del Campo and Noro Morales.

HOLLYWOOD, Oct. 25.—Jack McLean this week gave up band fronting during a current engagement at the Oh Henry Ballroom in Chicago to return to his San Francisco home. His ork, which waxes for Coast Records, will continue in biz and will record under the leadership of the band vocalist, Wayne Gregg. Coast diskery topper will record the Gregg-led ork in Chicago in mid-November. The ork will retain the current McLean library.

SEPT. TAX YIELD UP

(Continued from page 4)

Returns from the liquor tax fell off some \$33,000,000, while radio-phono receipts dropped about \$850,000.

Tax figures are tabulated in the following chart:

Revenue Bureau Tax Collections	Sept. '47	Sept. '46
Theater, Cabaret		
Admissions	\$ 42,330,292	\$ 38,559,484
Liquor	192,636,701	226,205,700
Cigarettes	102,214,206	94,029,159
Phonograph Records..	629,172	281,970
Radios, Phonographs..	3,623,828	4,473,663
Coin Machines.....	1,102,812	1,095,290

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GAYLE LEAVES HEYWOOD

NEW YORK, Oct. 25.—Jackie Gayle, co-owner with Juggy Gayle of the fairly new United Music pubbery, this week gave up his management ties with orkster Eddie Heywood. Gayle will move his base of operations to California to concentrate on song pushing. Heywood, now down to a trio, is finding most of his engagements in Eastern clubs; hence the two broke it up amicably. Gayle's movement to the Coast also has caused the pub firm to lay off Rocky Carr, three and a half-foot contact man, who has been United's Western plugger for the past year.

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AMC Okays Nationwide Plan To Study Public's Attitude, Broadening Musical Interests

Queries To Determine Hypo Methods

CHICAGO, Oct. 25. — Executive committee of the American Music Conference (AMC), new non-profit organization set up two months ago to promote public interest in music generally, last week okayed a nationwide survey by A. S. Bennett Associates, Gotham analysis firm, to study public attitudes toward music.

Outcome of the survey, expected by January 1, 1948, will determine which of several far-reaching proposals, now under consideration, will be utilized to broaden musical interest. On the basis of door-to-door questioning, the survey will attempt to show what proportions of the population are active participants in music either professionally or as a hobby; how many persons have had musical training or are now students; how parents are thinking in regard to musical education for their children, and what types of music have the largest following. Those who are regular listeners to musical programs will be cataloged as well as those who are active participants.

Questionnaires will also seek public reaction on whether class instruction in music should be given in schools on the same basis as cooking, manual training and physical culture and paid for by tax funds, with collateral queries on when such lessons should be given and whether credits toward graduation should be awarded for music work.

The AMC survey will also indicate to what degree activities outside the home, such as concerts, school band and orchestra and even choral groups, church music ventures and community music projects, are aiding to accelerate musical interest. Another part of the questionnaire will attempt to ascertain, from those who

show a total lack of interest in music, what is the reason for their indifference and what might be done to activate their interest.

Executive meet last week also established the AMC's permanent organization, with Louis G. LaMair, president of the National Association of Music Merchants and of Lyon & Healy, major Chi music firm, elected prexy, and Jay Kraus, president of the National Association of Musical Merchandise Manufacturers, named secretary. Election of other officers was postponed, pending decisions by other industry groups, including music publishers, record manufacturers and music performance licensing groups, to affiliate with AMC as sponsors. Under conference by-laws, one trustee will be named by each sponsoring group, with only the trustees having the right to vote, with the prexy voting only in case of a tie.

Decisions were also made to form the national advisory council at the executive committee's next get-together within four weeks, and a decision to poll all sectors of the music industry in selection of a suitable insigne and slogan.

Spike Jones Draws 12G in Detroit

DETROIT, Oct. 25.—Spike Jones and His Music Depreciation Revue drew a turnaway crowd of 5,000, with several hundred unable to get in at the Masonic Temple Auditorium here Tuesday (21). Despite a quickie booking which did not allow the usual time for full-scale exploitation, gross was \$12,000—nearly double his take of \$7,434 in the same spot in a Sunday matinee show March 16. The March concert drew only 3,110, but was scaled \$1.80 to \$3, while the Tuesday night show was more popularly priced at \$1.20 up.

Morton Sultan Takes Over Tower Top Transcription

DETROIT, Oct. 25.—The Tower Top Transcription Company, founded here by J. Hall Smith, is being taken over by Morton Sultan, owner of the Sultan Record label, and being renamed the Tower Top Recording & Transcription Studio.

Sultan is moving his record company offices into the Union Guardian Building and will use the Tower Top studio there for future recordings, in addition to operating a general radio transcription service.

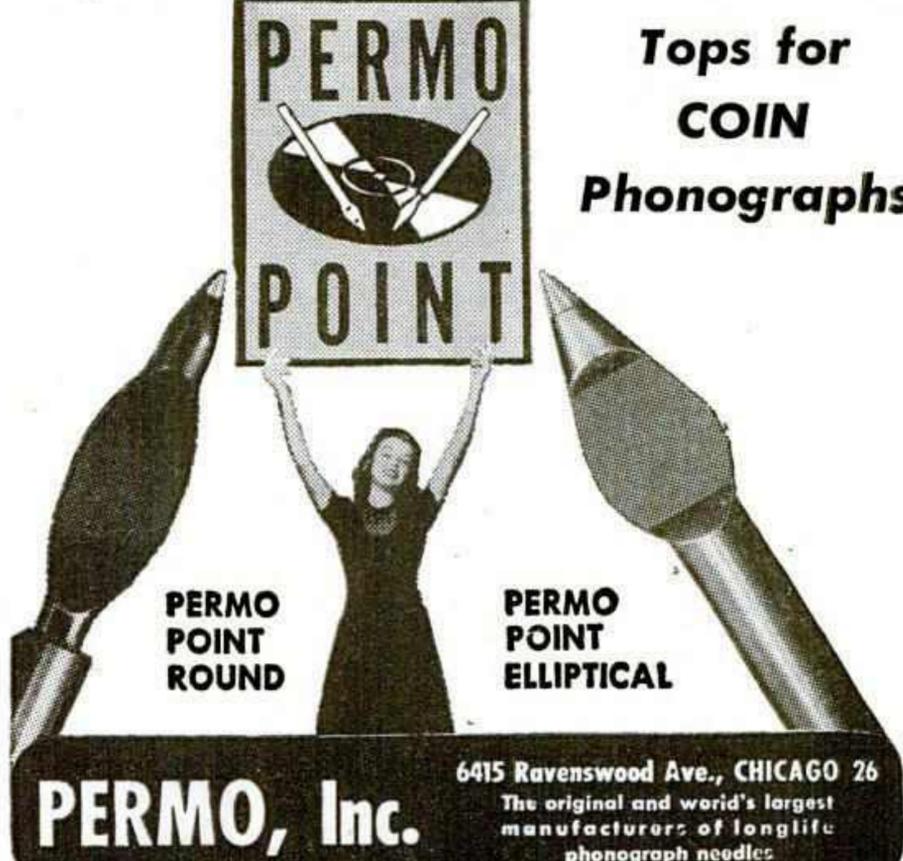
Smith is going to Owosso, Mich., where he becomes program director of WOAP.

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ON THE STAND

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

Buddy Rich

(Reviewed at the Post Lodge, Larchmont, N. Y., October 21, 1947. Personal manager, Milt Ebbins. Band manager, Carl Ritchie. Booked by William Morris Agency.)

TRUMPETS: Tommy Allison, Bill Howell and Charlie Wald.
TROMBONES: Bob Swope, Mario Daone, Jack Carman and Seymour Koenigsberg.
REEDS: Mickey Rich, Al Cohn, Harvey Lavine, Eddie Laine and Nick Sands.
RHYTHM: Stanley Kay, drums; Tommy Terlizzi, guitar; Tubby Phillips, bass, and George Handy, piano.
VOCALS: Margie Deane.
ARRANGERS: George Handy and Al Cohn.
DRUMS, VOCALS AND LEADER: Buddy Rich.

This Buddy Rich ork was 10 days old when caught. It is strictly an 802 pick-up ork working out its kinks on this Post Lodge job. It needs stacks of rehearsals and a few changes of personnel (which should take place in the next couple of weeks) before the ork can more readily take advantage of the natural factors; that could make it a potential in the biz.

And these natural factors mainly rest on the highly talented shoulders of leader Rich. Buddy unquestionably still is one of the greatest drummers ever. He is blossoming out as a first-rate rhythm singer and is now even making efforts to emulate the Mel Torme type of ballad warbling with moderate success. Rich clowns amiably in front of the band and wisely holds his drumming efforts to a minimum. And when they're required, the versatile Rich even can rack up a better than midlin' tap and soft shoe routine. He and his band (after the cleaning up) are ideal for theater band shows and should soon be suitable for the campuses and one-night terperies.

Latest addition to the ork is the redoubtable pianist-composer-arranger George Handy, who will soon make contributions (mostly current pops) to the Rich book, which needs pruning and some fresh material. Handy could readily give this ork a musical "sound" which it has always lacked in the past. The talent is there—all the ork needs is a little cleaning, a little weaning and a little mahzel. Hal Webman.

Johnny Long

(Reviewed at Cafe Rouge, Hotel Pennsylvania, New York, October 21. Personal manager, John O'Connor. Booked thru General Artists Corporation.)

SAXES: Joe Saitta, Jack Flindt, Sid Block, Chick Renda and Jackie Marsh.
TROMBONES: Herbie Anderson, Gene Bird, Tex Mulcahy and Ed Butner.
TRUMPETS: Harder Downing, Bob Price and Bill Hodges.
RHYTHM: Johnny Johnson, piano; Clyde Newcomb, bass, and Floyd Sullivan, drums.
VOCALISTS: Francey Lane, Jackie Marsh and Beachcombers Quartet.
ARRANGERS: Buddy Dean and Julian Work.
LEADER AND VIOLIN: Johnny Long.

The fair-haired perennial college boy from the South has never set any worlds afire with his showmanship or band style. Currently, however, due mostly to the paucity of name crews and slightly perhaps because of his mildly successful platter, *Paradise* (done in the capella, pseudo-hipster *Shanty Town* style), Johnny Long is on a decided upgrade and getting some promising bookings, such as this choice one.

Long's preoccupation is still with the novelty fare, heavy accent being put on Francey Lane's solid chirping, an agreeable quartet known as the Beachcombers, and, of course, the ensemble piping on original cute material. Quite often they mesh the works into production numbers which call dancers' attention to the stand briefly. Over-all musical effect is constantly in good taste tho not overly polished, with the nearest approach to a recognizable sound coming from the five-man flexible reed department. Trombone-heavy brass section is keyed to a mellow sound (playing mostly down into the hats on this sedate location) and the solos are cautiously few and far between. Rhythm group propels a rather limpid beat.

All in all, Long seems to have every exit covered in style—from the Kemp reed voicing to the Dorsey Marie stuff—and none of it is obvious enough to offend. The long and short of it is—perhaps not really big time but certainly acceptable enough for hotel and ballroom hoofers. Bob Bach.

Richard Himber

(Reviewed at the Essex House, New York, October 15.)

TRUMPETS: Charles Genduso, Joe Cabot.
TROMBONES: Joe Turi, Blaise Turi.
SAXES: Murray Williams, Harold Salad, Joe Aglora, Arthur Shaer.
RHYTHM: Morton Kahn, piano; Ralph Tressel, bass; Irving Kluger, drums.
HARP: Marguerite Neal.
VIOLINS: Eugene Orlloff, Sidney Harris, Sam Caplan.
VOCALIST: Nancy Niland.
LEADER AND VIOLIN: Richard Himber.

Dick (he of the magic tricks) Himber pulled some abacadabra with his band on the night caught. Up until air time his recently reformed crew slithered rather listlessly thru a violin-heavy program of standard dinner music. The genre was fine for the Essex House, but the brass dragged, fiddles lacked attack and unison sound was so-so. Or so-so it seemed until the remote shot commenced. And then—

As if by magic came complete contrast. Himber applied himself, you might say, and yanked a precise, well-styled ensemble performance out of his boys. The grand old standards of the society circuit suddenly came off with taste, tone and trimly beveled counterpoint.

Two-Faced

Net conclusion is that this work is two-faced. If brother Himber will haul the lads in tow during the regular dinner and pre-air-time dance sets he can lop off the evil puss and show off a handsome band. The line

power may be important to a maestro without platters, but the paying customers are entitled to equal consideration.

Taking it at its air-time best, however, the Himber ork is quite pleasurable. The old pyramid mounts are down to pygmy size, with melody frequently shifted to the fiddles. The gal harpist, abetted by the usual rhythm section, adds to a "soft" musical effect which neatly dovetails with the brass beat.

Fem chirp Nancy Niland handles ballads of the *Almost Like Being in Love* dimension tidily. Could use a wee more stomach volume but projects acceptably.

Himber's sleight-of-hand was not in evidence this night, but the maestro is an adept magician who frequently helps the box office with his mad-lad tricks. Joe Carlton.

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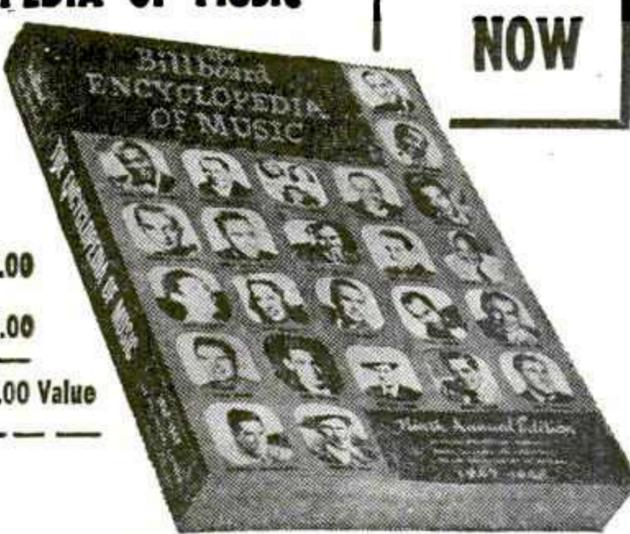
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Hartford Truce On Stand-Bys

HARTFORD, Conn., Oct. 25.—A 90-day truce has been effected between the State Theater and the American Federation of Musicians (AFM) local on whether stand-bys should be employed.

During this period the musicians will return to the house pit, while awaiting a ruling on the Taft-Hartley Act provisions on employment of stand-by bands. The theater, Hartford's only film-vaude house now operating, recently filed charges of unfair labor practices with the regional offices of the National Labor Relations Board (NLRB). The theater claims it comes under the jurisdiction of NLRB because it engages in interstate commerce, with 60 per cent of business coming from outside Connecticut, particularly from Massachusetts and Rhode Island.

The local's president, William Appleton, said the State Theater's pit band was inaugurated 11 years ago, long before the Taft-Hartley or even the Norris-LaGuardia Act. He also pointed out that the union seeks no change in its contract from previous years. When the theater started its new season in September, eight pit men were dispensed with. The union has pressed for their reinstatement under the general contract terms.

Nellie Lutcher Goes From \$250 to \$1,750 In First Vaude Date

NEW YORK, Oct. 25.—Nellie Lutcher, currently at Cafe Society Downtown for \$250, will jump to \$1,750 when she opens in her first vaude date, Thanksgiving week, at the Adams, Newark, N. J. Piano-chirp will be on the bill with Ted Weems's band.

Adams also will have the first two-week in its recent history, starting November 13, when it brings back Louis Prima.

Carousel in Tampa Off To Fast Start on Season

TAMPA, Oct. 25.—Tampa's bright night club, the Carousel, which last year had a rough season and finally closed after a few weeks of successful operation, reopened this month (17) to good crowds the first few nights. The new owners are Al Burkow, Norman Karn and Clem Starr, formerly of the Bowery, Detroit.

Star attractions of the two-and-a-half-hour show at the club are Benny Resh and his ork and Charlie Carlisle, emcee. Both were at Detroit's Bowery for seven consecutive years. Other entertainers are Johnny King, Irish tenor, also from the Bowery; the Taft Manion Dancers, from Chez-Paree, Chicago; Stephanie Brenton, character dancer, and the champion Jitterbugs, who invite patrons to dance with them.

The spot operates with a policy of two shows nightly, 9:30 and 12:30.

Night Spots Flourish in Alaska; Arctic Audiences Eager for Acts

ANCHORAGE, Alaska, Oct. 25.—Altho local night club ops have a terrific nut, what with paying transportation from the States for acts, they all report business holding up well despite some seasonal layoffs at the army's big Fort Richardson project.

Jimmy Sumpter, operator of the Village Bar in downtown Anchorage and the Bel Air Club on the outskirts of town, is the heaviest spender for talent here. Bel Air's line-up includes Fran Ryan, emcee, who knows her business well and clicks solidly with her risqué songs, and Virginia Grafton, brunet vocalist, who handles pops and standards nicely. In the number three spot is Lorna Fordyce, who gets the biggest mitt on the show. Gal, a looker, has been here since August 20. Her ballet taps sell well. Randy Ball's orchestra cuts the show and plays for dancing. Outfit has only three pieces, but they make lots of music.

Village Bar

Sumpter's Village Bar in downtown Anchorage has the Hollywood Cowgirls, three sharp-looking gals in expensive Western costumes, who handle standards and pops as well as they do the Western and hillbilly stuff. Group consists of Tex Grainger, fiddle; Lou Curto, bass, and leader Lee Johannsen on guitar. Village Bar gets a heavy play from G. I.'s and the three gals are faves.

Sumpter plugs both his spots over the air, using spot announcements during the week and sponsoring a quarter-hour show over KFQD on Fridays with acts doubling from his clubs.

Damon Polk, of the South Seas, has had more than his share of music troubles during the past few months, but has still managed to come up with a good show. Polk bought a fem trio for four months, the kids didn't pan out, so he brought in a local with a three-piece combo. This one didn't measure up either, so now the latest import is Joe Harris and His Dixielanders from Los Angeles.

Red Mack in Steubenville Post; Mae Mack a Feature

STEUBENVILLE, O., Oct. 25.—Owners of the Revel Room, Steubenville's new dining room and cocktail lounge in the Hotel Imperial Building, have signed Lewis (Red) Mack, former comedian and producer of musical comedy stock shows, as general manager.

Mack's first act in his new capacity was to announce the engagement of Mae Mack, his former wife, as an attraction of the Revel Room, for an indefinite engagement, with her piano and her song presentations. The return of the Macks to Steubenville after an absence of 20 years was in the nature of a community event. They had appeared in Steubenville for 29 weeks upon a second engagement of their stock tab company and for 29 weeks upon a second engagement.

Following his retirement from show business, Mack for a time was connected with the Southern Theatrical Printing Company, of Atlanta, and for the past five years has conducted his own restaurant and concessions business in beach resorts in the South. Mae Mack has been appearing as a single in niteries, which included a seven-year stretch at the Lookout House, Covington, Ky.

Group sounds good and should help business.

Tiny Dollita, a 37-inch, 49 pound midget, and 287-pound Teddy Mitchell are the acts currently at the South Seas. Tiny is the first midget to play locally and has gone over big. Little gal has a large repertoire of songs and does comedy bits with Mitchell. Latter does creditable take-offs on names along with standard tunes.

Aleutian Gardens

Aleutian Gardens, another downtown spot, has Renee Villon. Gal has been in the business for a long time and still does a good dance act, but she has played various spots here since July so act is too familiar to mean much.

Green Lantern, another all-night spot on the outskirts of town, has Freddy Bearden, drummer; Roy Moore, pianist, and Ruby Moore, vocalist, with him. Club is cozy and a musician's hangout, with jam sessions nightly, but it's too small for acts.

Frontier Bar, downtown, recently redecorated, has Palmer Johnson, pianist, and vocalist "Thursday." Room is small, but performers are well known and well liked, so biz should be better.

People up here are hungry for live entertainment and they'll pay for it, but they want good acts and as long as operators continue their present policy of booking the good ones business should hold up. Performers here join in community ventures, creating and adding to good will. Recently all acts went out to help the Alaska Crippled Children's Association.

London Lic. Dept. Nixes Permits for 3 New Night Spots

LONDON, Oct. 25.—A recent application to the licensing authorities for the opening of three new niteries in the greater London area has been rejected. Two of the spots were to have been super-niteries in the West End. The third was to have been a bottle party. There are rumors that the London police are asking for legislation to cope with noise and parking nuisances at some bottle parties.

McKenna Gets Det. Spot; To Expand Show Policy

DETROIT, Oct. 25.—Jim McKenna's taking over of suburban River Rouge Show Bar has been the signal for an enlarged show policy.

Frank Day's band; Jean Whitney, singer, and Red Ace, emcee, are in at present on a week-end basis, but McKenna is planning to shift to full-week stands. Room is in the former Haener Hotel.

Spooks!

NEW YORK, Oct. 25.—Peggy Loeb, night club department manager of Consolidated Radio Artists, wired Miami Beach-comber's Ned Schuyler that Dillinger was available to open December 5. Schuyler answered, "When did he come back?"

Puzzled with the reply, Miss Loeb dug out the carbon copy of the wire she had sent—then hastily relayed another.

"It's Dunninger, the mind reader, I had in mind."

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25% Tax Hits Cocktaileries In Montreal

Govt. Stops Circumvention

MONTREAL, Oct. 25.—Montreal nitery ops this week faced further dents in their revenue thru a federal government ruling that tabs in the cocktail lounges adjoining the main dining room would be subject to the same 25 per cent tax levied in the interior of the club.

Clubs had originally been slapping the tax on but thought they could get around it by separating the lounge from the main room by curtains or a wall so lounge customers would not see the floorshow, thus putting the room in the category of an ordinary cocktailery.

Government Steps In

The government stepped in last week and said the lounge is considered a part of the club and therefore comes under the 25 per cent category. Curtains were drawn back, walls were dismantled and the barflies again were privileged to see the show and dance.

What the government will do to collect the arrears for the period the clubs did not collect the levy remains to be seen. It's understood that some kind of a deal will be worked out, however.

Local niteries, already groggy from the perpetual clamp-down moves on 2 a.m. closing hours by the provincial authorities, are now even more on the alert to any new control the federal, municipal or provincial authorities might think up. Sacred Heart League, church-backed group fighting for the "cleaning up" of the night spots, is behind current enforcing of 2 a.m. closing.

New Big Howl

Last week the liquor coppers walked into restaurants that had liquor licenses and told them they must close even if they stopped selling liquor at the legal 2 a.m. Move brought a big howl, and the Quebec Liquor Commission admitted it had been a little hasty (since the law calls only for the stopping of drink selling at 2 a.m.), but up to the time of writing, the eateries, usually open all night, closed at 2.

Walters-Loew Blow-Up Likely

NEW YORK, Oct. 25.—The Lou Walters-E. M. Loew behind-the-scenes quarrel may blow up into a wide-open battle over the booking of Martha Raye into the Harem December 26.

Miss Raye was originally set for the Miami Latin Quarter the early part of January, and this Harem date will force her Florida date to be pushed back. Loew has sounded off time and again that he doesn't like the new competition created by Lou Walters, who has a partnership with Loew in the New York Latin Quarter. Insiders say Loew will not agree to any change in his date.

Meanwhile, both the New York LQ and the Harem are trying to get names, with some of the efforts causing some embarrassing mix-ups. Last week Lou Irwin, who handles the Ritz Brothers, received a call from Walters asking for the Ritz boys. Ten minutes later Irwin received another call, this time from Nat Harris, of the Harem (in which Walters is also a partner), likewise asking for the Ritzes. So far neither spot has bought the brothers.

Stage Waits—No. 1 in a Series

Buster's "Bite" Technique Pays Off in a Split Split Week; Marshall May Break Even

An exchange of correspondence between Jay Marshall (magician, ventriloquist) and his friend, Buster Astor (the best comic in the low price field).

Fleebach Hotel
Louisville, Ky.
Oct. 13, 1947

Dear Jay:

Certainly was surprised to read that you are working, particularly since I am laying off. You may think this is because I do not change my act but such is not true. I have learned a long time back already the secret of show business; and I am at liberty because this looks like a bad season and the dates are not coming in.

When I get to town the first thing I do, after checking in, is put the bite on some local agent and if you owe an agent money you are almost sure to work. Even if you don't work you are ahead for the amount of the bite. Just before you leave town you pay the agent and then you can always work it again. This I do everywhere except Milwaukee where I keep the touch as I will never play this town again anyway.

I expect I will see you soon as I am coming to New York to play two days at the Jefferson (they split a split week and that is how come it is two days). I was going direct to New Orleans from here but my agent gave me the Jefferson to break the jump (his intentions were good but his geography is bad). Some time back I read a tepid revue of your act in a trade paper when you are playing the Olympia Theater in Miami. Since it is hard to get you to move out of town you must have collected a large bundle of loot for this date. . . . Or did you put the bite on Harry Levine????? Leave me know on this

I am your friend—"the best comic in the low priced field"

Buster Astor

Village Vanguard
New York City
October 15, 1947

Dear Buster:

I did not put the bite on Harry Levine. Furthermore I should like to point out the errors of your reasoning in assuming I returned from Florida with, as you put it, "a large bundle of loot." For the sake of argument (purely) let's say my salary was \$1,000 for the week. My agent, Mark Leddy, is going to get 10 per cent and the Paramount booker will garner an additional 5 per cent, so I am not even going to see 15 per cent of the contracted stipend. I'm working for \$850 before

I leave New York. Transportation must be paid for in advance. By plane or Pullman this comes to \$150 exclusive of tips, cabs, porters and meals. You can figure your portal-to-portal expense at \$200—easy.

My personal expense account looked like this:

Transportation.....	\$200.00
Commission.....	150.00
Hotel (off season rate)....	50.00
Cleaning, pressing, etc....	20.00
Liquor, biologicals, sundries	130.00
Postage, wires, phone calls.	35.00
Ponies, poker, pin balls....	165.00
Entertainment, publicity...	50.00
Man's not made of wood...	20.00
Meals and tips.....	30.00

Total Expenses..... \$850.00

This leaves me with \$150 for the week in Florida but fails to consider my wife in Brooklyn, who wants \$100 each week to run the house, nor does it consider the Bureau of Internal Revenue, which seems to consider some of the aforementioned items invalid deductions. Then you must remember that it takes two weeks out of your working time to play one week out of town. At the end of the two weeks I have 75 clams for each week and a bad sunburn. I guess it cost me \$400 to play the date and while I consider this a fairly large bundle of loot I find it is on the wrong side of the ledger and I would have been better off to stay in New York and lose money. I'm not trying to get ahead in showbusiness—just trying to break even—and to do this I must work 54 weeks this fiscal year. That is why I am doubling between the Village Vanguard and Loew's State the week of October 23, 1947.

Call me when you play the Jefferson,

Jay Marshall

P. S. I did not put the bite on Sid Piermont.

J. M.

Sunday Vaude at Bridgeport

BRIDGEPORT, Conn., Oct. 25.—Loew's Lyric Theater will start name band-vaudeville bills on Sundays, beginning tomorrow, with four shows a day scheduled. The house, a 2,170-seater, will tee off with a bill headed by Charlie Barnett, followed by Blue Barron, Ted Weems, Russ Morgan, Gene Krupa and Louis Prima. Bob Carney is house manager.

Local 802 Comes Up With Gimmick Vs. Stand-By Ban

NEW YORK, Oct. 25.—The latest on the stand-by situation in the Stern houses, according to Local 802 insiders who decline to permit their names to be mentioned, is to raise the bite on all traveling bands playing the Paramount, Strand and Capitol. This method, they say, will keep the stand-by beef, now going on between theater men and AFM-ers, in abeyance until a deal suitable to both sides is worked out.

The plan is to raise the price of a band going into a house by an amount

equal to the stand-by dough the theater formerly paid. The difference would be turned over to the union, as was stand-by money heretofore.

Theater ops think the gimmick is strictly from hunger. They point out that a band coming in for, say, \$12,000, signs a contract for that amount. They can't see how, after such a contract is signed, the band can turn around and demand a new deal. If it does, say theater men, they'll be on a limb and liable to court action.

St. Paul Nitery Strikers Win

ST. PAUL, Oct. 25.—The city's 1,800-odd bartenders, cooks and waiters went back to work Thursday (23) after a 12-day strike against 187 bars, night clubs and restaurants.

The new agreement between the St. Paul on-sale Liquor Dealers' Association, representing managements, and the Hotel and Restaurant Employees' Union and the Bartenders' Union, provides an \$8.50 weekly salary increase for bartenders, \$6 weekly boost for cooks and \$3 weekly raise for waitresses. The work week remains 48 hours.

The unions' original demands called for a 40-hour week for cooks-waiters and 42 hours for bartenders, and insurance-hospital coverage for employees similar to the plan now in effect in hotel bars.

During the work stoppage, hotel bars were the only ones in the city operating.

A strike of 2,000 bartenders and hotel and restaurant workers in Minneapolis, scheduled for Thursday night (23), has been postponed at least until Monday. Unions are asking across-the-board wage increases of 10 per cent for all members working in the 195 niteries, bars and restaurants involved.

"Monarchs of Minstrelsy" In Rehearsal in November

NEW YORK, Oct. 25.—The Minstrel Producing Company will go into rehearsal with *Monarchs of Minstrelsy* late in November, according to General Manager Jimmy Daley. The cast of 15 for the first part being lined up will consist of four ends, interlocutor, a quartet, four dancers and two single specialties. The second part will have an eight-piece ork on the stage.

The minstrel first part for vaude and flesh-flicker houses will do a one-hour show. When playing legit houses the show will be supplemented by an afterpiece olio and specialties into a 2¼-hour production.

Rehearsals and initial dates will concentrate on the one-hour show.

Waters, Laine for 400 Club

CHICAGO, Oct. 25.—The 400 Club major St. Louis nitery, took a new lease on life, with Ethel Waters, to be followed by Frankie Laine October 31. Since the purchase of the nitery by Mack Barnholtz from former op, George Graff, the club has gone on a name policy, with Barnholtz out to pick up the biggest names, utilizing a maximum of \$6,000 for a week's show.

He is using a policy of supporting acts and a local show band. Spot is now booked exclusively by Lou Cohan, Chi independent.

Split-Selling

NEW YORK, Oct. 25.—Sam Bramson, head of the Morris nitery department, who heard that Wally Wanger was looking for a girl production singer for his line to open at the Miami Copa on November 9, phoned and offered him Vicki Richards.

Wanger replied that he'd already bought Julie Wilson. "Fine, fine," said Bramson. "When you guys need a small act you don't come to us. Wait till you want a Mitzi Green or . . ."

"Wait a minute," broke in Wanger. "What are you screaming about. I bought Wilson from your office. Dick Henry submitted her."

Loew's State, New York

(Thursday, October 23)

Capacity, 3,500. Prices, 50 cents-\$1.10. Four shows daily, five Saturdays. House booker, Sidney Piermont. Shows played by Louis Basil house ork in the pit.

-From Louis Basil's opening number, *Near You*, vocalized by Adrian Tei, to the Di Gatano, who closed the show, the current bill is a solid 72 minutes of diversified entertainment. Tho there's nothing sensational, the equal distribution of the six sock acts of a dance, comedy, song, music and novelty variety, cleverly spotted, makes for an even-paced show. An egg (or part of one) here and there is quickly enveloped and swamped by the all-over delicious dish.

The Pitchmen (3) in next to close, almost stopped the show with their standard routine. Backed by a piano, they use small kazoo's to duplicate practically every instrument tone. Broken down gadgets vaguely resembling the instruments portrayed are employed to good show advantage. The act is pat, with no waits and remarkable harmony results. The boys play everything from boogie to Bach, getting yocks with every motion.

Gaynor and Ross (boy-girl) did a daredevil skating routine on a raised platform, demonstrating rare roller technique. Accurate precision enabled them to perform some stunts which had them gasping out front. It was good novelty and opened the show to advantage.

Rose Marie

Rose Marie handled the fem chirp chores delightfully. The blond, husky-voiced warbler sang her first two straight numbers with "regular guy" delivery which caught on and held them. Then she belted out two Jimmy Durante take-offs which wrapped up and sealed her acceptance. Her lack of milking, by doing four tunes without a walk-off, was individualistic showmanship. She exited to a tremendous ovation, then encored with the Italian *Chena Luna*, breaking into parodies which had all ears strained for the pay-off punch lines.

The Dunhills (3 men) had some pleasant tap dancing rhythm to offer. The routines showed novelty and their dancing against each other was good for spontaneous mitting.

Jay Marshall did a comedy routine, relying on continuous droll chatter (See LOEW'S STATE on page 51)

Roxy, New York

(Wednesday, October 22)

Capacity, 6,000. Price range, 80 cents-\$1.80. Five shows daily, six Saturdays. House booker, Sam Rauch. Show played by Paul Ash's house band.

We have been looking at Roxy shows for some time. Some were good, some fair and others just shows. But the present one is far and away the best stage presentation we have caught here in many years. It has zip, eye appeal and moves so beautifully that one is sorry to see it end. If the flicker, *Forever Amber*, doesn't do business, it won't be the fault of the flesh producers and the performers. They did a great job.

For the new bill the Paul Ash house band has been placed on a newly built platform downstage left. Effect is a little startling but gives the stage a good balance. The eye-catching routines of the Gae Foster Roxyettes was one of the biggest things on the bill. Flanked by boys in Hussar uniforms, the kids come out in cute Scottish costumes to go thru a stylized version of the Highland Fling, inter- (See ROXY, NEW YORK on page 51)

VAUDEVILLE REVIEWS

Strand, New York

(Friday, October 24)

Capacity, 2,700 seats. Prices, 75 cents-\$1.50. Four shows daily: five Saturdays. House bookers, Harry Mayer-Milton Berger. Show played by band on bill.

It's a cinch the flicker, *That Hagen Girl*, won't break records, but the stagemore is so well loaded with entertainment values that the entire package is completely satisfactory.

The Ted Weems band is pleasant, cuts a good show, and has enough novelties in the band to make it a competent stage outfit. Outfit has three boy singers who double on instruments and who come out to do singles, depending mostly on novelties. Best vocalist with Weems was his girl singer, Shirley Richards, a cute honey-haired dish with a personality that sparkled. Her opening hillbilly novelty and her Betty Hut-ton number were wonderful. The way the crowd ate it up was something to see. Canary is good enough to single.

Elmo Tanner worked in two spots, whistling his famous *Heartaches*, followed by *Sweet Sixteen* and winding up with a trilly *Canadian Capers*. In his second spot, a hillbilly film was thrown on a scrim while Tanner did a vocal in a baby spot. Singing here was secondary to the gimmick on which the band went off for the finale.

Morey Amsterdam Tops

In the act department, the honors easily went to Morey Amsterdam, who hasn't played a vaude date for a long time. Guy is doubling between his nitery, air show and other activities, but despite the jump to a theater, his cleaned up routine was something to hear. Amsterdam is one of the best ad lib comics around and proved it by just about fracturing them—even with his throw-aways. His political gags, headline tie-ins and (See STRAND, NEW YORK, page 51)

RKO Boston, Boston

(Thursday, October 23)

Capacity, 3,200. Prices, 50 cents, \$1.10. Shows, four daily, five week-ends. House booker, Danny Friendly. Shows played by Larry Flint's house band.

Whether for lack of name bands or because of a shift in policy, the RKO Boston Theater, the Hub's only vaude house, has been devoting more weeks this season to variety bills as opposed to the name orks. Despite the supposed scarcity in talent, and the high price, the policy has been paying off in quality of shows, business and the amusement of the customers.

Current week offers a well-balanced show, strong on comedy, that's varied and diverting. Topping the bill is Alan Carney, partner of Wally Brown, who is working alone in vaude for the first time. It's one of the funniest, most expert acts that's been around in a long time. Carney is something to get excited about, purely for the laughs he offers. But a vaude fan will like him especially for his easy manner, his versatility and skill. Carney is first and foremost a story-teller who acts out his skits, and proves himself a highly accomplished actor. His impersonations are notable, both for the freshness of his material and for the exactness of his facial expressions and vocal tones. So completely does he create the illusion of character that you cannot detect a single voice inflection of his own.

Four-Character Oration

Carney's funniest bit is a soap box oration, in which he takes the roles of four union members — thick-tongued Irishman, an Italian, a Hebrew and a Swiss—all clearly differentiated characters, hilariously (See RKO BOSTON on page 51)

Million Dollar, Los Angeles

(Tuesday, October 21)

Capacity, 2,400 seats. Prices: 55-98 cents. Four shows daily. House booker, Bill McElwain. Show played by name ork.

Les Brown, fronting what may easily be the best band of his career, headlines this package which proves long on music but short on variety. Aside from band personnel, bill includes terpster Jeanne Blanche and screen-radio comedienne Irene Ryan, the latter a clever-enough performer but lacking in drawing power.

Opening with his familiar theme, *Sentimental Journey*, Brown segues swiftly into *Bizet Has His Day*, a clever novelty featuring the crisp, neat work of the brass section. Soprano saxman Eddie Sherr is heard to good advantage on *Dardanella*, followed by a jive-happy instrumental, *Lover's Leap*.

Ray Kellogg, handsome band singer with a better-than-average set of pipes, offered a trio of ditties, *A Fellow Needs a Girl*, *I Wish I Didn't Love You So* and *Almost Like Being In Love*. His performance was dulled when he forgot lyrics of one tune but he earned a call-back nevertheless.

Spotted midway was terpster Jeanne Blanche, lush-looking lass, attractively gowned, with plenty of talent and salesmanship. She combines precision tap and acro routines in a neat and clever way, and should have been given more to do at the expense of an ork number.

Eileen Wilson, band thrush, is a standout with her unique style of soft vocalizing. Judging from trio of tunes warbled, lass is ready for bigger things and can easily make the grade as a single. Also vocalizing to good advantage is Stumpy Brown, ork fronter's younger brother. His mannerisms are of the Pinky Lee type, and his version of *Bloop, Bleep*, and *A Good Man Is Hard To Find*, score.

Irene Ryan offered a standard "love-sick gal" routine, with Les (See MILLION DOLLAR on page 51)

Adams, Newark, N. J.

(Thursday, October 23)

Capacity, 2,000. Prices, 50 cents-\$1. Five shows daily. House bookers, Eddie Sherman office. Show played by band on bill, with pit band standing by.

As a money maker the present show should get by, but if first day's biz is any indication grosses won't break any records. Pacing takes a long time to pick up, a condition which seems mostly attributable to the music of Buddy Morrow's ork. The band leader tried, but most of his sidemen just weren't with him. Band's opening, *Smoke Gets in Your Eyes*, didn't do much to awaken the crowd and subsequent numbers were equally ineffective. It was obvious the ork needs some bounce, particularly at the beginning where it is so necessary.

Main draw is Sugar Chile Robinson, who apparently is no longer the ticket seller he was on his previous date here. His work is still cute, tho doubts are beginning to arise about how much longer he'll be cute. The moppet's piano and childish piping of race numbers got proper responses, tho by no means raves. His best results came when he was working with Cy Reeves, with whom he exchanged gags.

Cy Reeves

Cy Reeves' dead panned gag delivery didn't register until he was on for about four minutes. After that the scattered giggles merged into concentrated yocks, getting him off to a good mitt.

Betty Jane Smith, pretty little hooper, gave the show a lift with her fast spin terps and talking bits. Showing an attractive chassis plus a well filled pair of black stockings, gal was ahead almost from her walk-on. Her big obstacle was the music, which was with her only part of the time.

Patsy Abbott, who opened the show and came on the bill to fill the gap, played around with the Ella Loganesque *What Can the Matter Be?*, belting it out to the back rows. Her punchy style got some heckling when (See ADAMS, NEWARK on page 51)

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NIGHT CLUB REVIEWS

Leon and Eddie's, New York (Wednesday, October 22)

Capacity, 380. Price, \$3.50 minimum. Operator, Eddie Davis. Shows at 8:30, 12:30 and 2:30. Booking, non-exclusive. Publicity, Jeanne Sager. Estimated budget current show, \$1,300 (exclusive of band). Previous show estimate, \$1,000.

Seven acts on one bill increased the club's budget somewhat but biz is apparently good enough to warrant the hike. Show is typical Leon and Eddie's fare. It has a couple of newcomers and some who have been around for some time. As a package it moves well, even tho it has too many dance acts on the bill.

Standout continues to be the punchy Eddie Davis. He can still give any show the heft that means added business. His commercial gimmicks, studied ad libs and almost standard material is made to order for the customers who send him notes of congratulations.

In the new act department, Sis and Sonny Arthurs hit the bell. Short, clean looking sister and brother team started off with a straight ballroom bit which rapidly segued into a knockabout act that had patrons screaming. Topper, however, was their audience participation routine calling for a fem and male customer. That one really got the yocks. Act has loads of potentialities. Without the audience participation bit, it could do well in theaters.

Shirley Powell, a tiny brunet canary, showed a big voice. Routine was unimaginative, consisting of pops and one show tune. Canary's height should be capitalized with little girl songs. As it is, she looked like a little girl all dressed up in her mother's clothes playing grown up. (See LEON AND EDDIE'S, page 51)

Ciro's Hollywood (Wednesday, October 22)

Capacity, 450. Price policy, \$3 cover. Shows at 9:30 and midnight. Booking policy, non-exclusive. Owner-operator, H. D. Hover. Publicity, Charlotte Rogers. Estimated budget this show, \$3,000.

A new star act is streaking into the showbiz heavens in the persons of Kay Thompson and the Four Williams Brothers. This is one of the freshest and most exciting acts to move into the flicker village in some time. Little wonder then that this spot is doing turnaway biz since Miss Thompson and the Williams foursome took over. What makes this particularly amazing is that the act is only eight weeks old and was relatively unknown when it moved in. Word of mouth and repeat biz is packing in the customers to such an extent that H. D. Hover is wearing his old war-days smile.

Miss Thompson and the Williamses perform with a degree of polish seldom found in an act that's only two months old. Lass packs a terrific comedy punch in her refreshingly original comedy song routines. The Williams group joins her with precision panto routines in line with the lyrics to the Thompson ditties and occasionally blend in on a vocal chorus. Act is introed as the greatest comedy show with the smallest cast—a description which does not fall too far short from actuality. If the Thompson-Williams group can maintain its refreshingly original material and seemingly unlimited vitality of performance, this act is sure to hit the top rung of the showbiz ladder—and stay there.

Act is accompanied by the Eddie Oliver ork (11) which also provides music for the terps-minded patrons. Those desiring Latin beats get an ample portion from Alfredo Garmo and His Continentals (5).

Lee Zhito.

Marine Room, Edgewater Beach Hotel, Chicago (Wednesday, October 22)

Capacity, 550. Prices, 75 cents cover charge weekdays; \$1 week-ends. Manager, William Dewey. Publicity, Marjorie Winston. Production, Dorothy Hild. Estimated budget this show, \$4,800. Estimated budget last show, \$5,000.

Current show, except for the production numbers and Ray Heatherton's music, isn't up to the usual high standard of Dorothy Hild revues. Both acts have segments which don't fit the room's demands. Gene Shelton, whose panto-banjo antics usually are sure-fire, failed to get much laugh return, finally switching to a closer of sustained straight banjo. Strangely enough, while diners were dead during the first part of his comedy turn, the straight banjo won two returns.

In the case of the adagio team, Andre and Delphine, it was the gal's abbreviated costume which raised the cold shoulder of the audience. Her sparse bra and pantie covering is a bit too much for the sedate crowd here and isn't prudent garb anywhere for a gal who does the statuesque poses she performed while being held aloft by her partner. Their work is topnotch, as far as adagio teams go, with plenty of motion and new bits.

Ray Heatherton's ork, making its first Chi appearance in six years, is a bit different from most bands used here. Heatherton, a fine singer, accents vocals, both pop, and novelty, and there's more attention centered on the bandstand even during dance sets. The Heathertons, new gal foursome, do okay on the harmony side and even better with the showmanship. Vocalist Patti Chapman has an adequate voice and delivery, but spoiled the whole effect by doing the hackneyed I'm a Big Girl Now as her solo spot. Johnny Sippel.

Bal Tabarin, San Francisco (Sunday, October 19)

Capacity, 600. Price policy, \$2.50 minimum. Shows at 9 and 12. Operators, Tom Gerun and Frank Martinelli. Booking policy, non-exclusive. Publicity, Edith Campbell. Estimated cost this show, \$4,500. Estimated previous show, \$5,500.

Tom Gerun, who books the Bal shows, took a flyer with this one. It turned out to be a bit on the mediocre side, altho it got off to some good comment from ringsiders. The bill had the Dewey Sisters, Ben Yost Colleens and Larry Storch. The Hughes Dancers opened with an Oriental routine. The line is an integral part of the show here, not merely something to open and close with, and the lassies got good billing. The wardrobe in this one was again the last word. The number was well danced, but the gals seemed to lack the usual zip.

The Dewey Sisters are acro-control dancers. Sharp lookers, they sport a fancy array of holds, lifts and spins, and their routine this time sparkled with originality. Good wardrobe and good hand.

The Yost Colleens were new and showed it. Overdid the selling job. Numbers included Tallahassee and New York City Medley. Best was Eileen Dewey's singing of Italian Street Song and an Irish medley for a closer. Girls need more work together. Off to a fair hand.

Larry Storch, a comparative newcomer in showbiz, should do well, but needs to sell more. Opener was a trip thru India as explained by a typical Englishman in a radio talk. Some clever lines and well done. Then he went into a straight comedy yarn about a British sailor and a German sailor. Closed with a drunk gal at a bar that got a good share of yocks.

Hughes Dancers closed with a fast samba routine, Charlotte Day lending fine vocal support. Vince Raff's ork cut the show skillfully. Room at capacity. Edward Murphy.

Blue Room, Roosevelt Hotel, New Orleans

Capacity, 450. Price policy, \$2 to \$3.50 minimum. Owner-operator, Roosevelt Hotel. Manager, Seymour Weiss. Publicity, Al Bourgeois. Booking policy, non-exclusive. Shows: 7:30 and 12:15. Estimated budget this show, \$7,000.

New Blue Room Revue, replacing the ice show Circus Daze which ran for 19 weeks, is a light musical staged and directed by Donn Arden. Show has plenty of zip and should draw as well as the ice show, also done by Arden and said to have made some money. The policy of original productions, which started with these two, may be continued. Budget for the revue is exceptionally high for this spot, reflected in increased minimums. It is skedded for a minimum of 14 weeks. Emsee Arthur Johnson is a holdover. (See BLUE ROOM on opposite page)

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NEW YORK, Oct. 25.—Three mediocre grossing first-runs and a hefty second weeker at the Music Hall brought the all-over biz in the half dozen Stem flesh-flicker houses to a respectable \$437,000 for the session. The skyrocketing thermometer, with the hottest October 21 on record, didn't help takes any.

Paramount (3,654 seats; average \$85,000) preemed for a good \$90,000 with Charlie Spivak and ork, Mel Torme, Al Bernie; Tip, Tap and Toe, and *Variety Girl*.

Capitol (4,627 seats; average \$72,000) opened with Gertrude Niesen, Jackie Gleason, Hal McIntyre and ork, Betty Bruce and *The Swordsman* for a fair \$70,000.

Loew's State (3,500 seats; average \$25,000) came up with a nice \$29,000 for Joan Roberts, Paul Haakon, Buck and Bubbles, Ben Beri, Angie Bond Trio, the Five Grays and *Monsieur Verdoux*. New show (reviewed this issue) has Rose Marie, the Pitchmen, Jay Marshall, Adam and Jayne Di Gatano, the Dunhills, Gaynor and Ross, and *Down to Earth*.

Roxy (6,000 seats; average \$85,000) wound up with \$81,000 for the only session under 100G in the four-week run. Other periods registered \$126,000, \$106,000 and \$107,000 for a grand total of \$420,000 with Milton Berle, Nancy Donovan, Four Moroccans, Stan Fisher, the Vikings and *The Foxes of Harrow*. New show (reviewed this issue) has Veloz and Yolanda, Sid Caesar and *Forever Amber*.

Radio City Music Hall (6,200 seats;

Roxy \$25,308 Day An All-Time High

NEW YORK, Oct. 25.—The Roxy's opening day (22) gross of \$25,308.44 was the all-time topper for the theater, according to the management. Veloz and Yolanda and Sid Caesar heading the flesher plus a terrific publicity build-up for *Forever Amber* rate the nod for the high figure.

Previous high mark was September 24, the initial day for Milton Berle heading the stagemus plus *The Foxes of Harrow*.

Beneke a Fair 30G At Radio City

MINNEAPOLIS, Oct. 25.—Tex Beneke ork grossed a fair \$30,000 at Radio City Theater (4,000 seats) for the week ending October 16, falling far short of his own house record of \$44,000 set here 18 months ago. Pic, *Out of the Blue*.

Desi Arnaz ork, with Marion Hutton, opened a one-weeker at Radio City Friday (24).

L. A. Million \$ Weak 15G

LOS ANGELES, Oct. 25.—The Jimmy Dorsey vaude package at the Million-Dollar Theater (2,400 seats, 55-98 cents) was good for a weak \$15,000, considerably below the house average of \$22,000. On the bill were Dick and Dot Remy and gagster Don Rice. Pic was *Heartaches*.

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average \$100,000) followed an opening stanza's \$145,000 with a 132G second period, making a 14-day total of \$277,000 for Elizabeth Talbot-Martin, Paul Franke, Lucile Cummings, Dorothy Keller and *Song of Love*.

The Strand (2,700 seats; average \$40,000) did \$35,000 for the last round. After opening with \$58,000, it followed with a middle stanza of \$45,000, winding up with \$138,000 for the three weeks with Joey Adams, Tony Canzoneri, Mark Plant, Blue Barron's ork, Tari Vance and *The Unsuspected*. New show (reviewed this issue) has Ted Weems and ork, Morey Amsterdam, Gordon MacRae, the Glenns and *That Hagen Girl*.

BLUE ROOM

(Continued from opposite page)

The two independent acts are dancers Copsey and Ayres, and the Marshall Brothers, mimics. There are three chorus acts, all fast moving and well staged in burlesque spirit. Colorful costumes are elaborate and add plenty to the show. Chuck Foster's ork did a good job of opening night cutting in a difficult assignment.

Really sparkling in three revue numbers was Inez Clovijo introduced as a ballerina. Blonde, good looker sparks the dancing and panto with an enthusiasm that spreads to the rest of the cast. Numbers are, in order, a *Porgy and Bess* affair, a Scottish skit, and a potpourri of the castle era. Each succeeds in establishing the right atmosphere while remaining frivolous over-all. Musical score is based on oldies, Gershwin in the opener, and George M. Cohan in the finale.

Vocals are well handled by emcee Johnson and by Lynn Randles, the latter especially effective with her deep voice in the blues. Miss Randles also did a rumba song and dance act, but the dance part needed some polishing and she got a light hand. Keith Hall heads the three men in chorus and scored well with his own tap act in the Scottish number.

Copsey and Ayres

Copsey and Ayres led off in a flashing *Frankie and Johnny* burlesque in sequined suit, tie and tights, patterned somewhat after the ballet of the same name. Seemed to be their best, but drew a smaller hand than their following Oriental number. This one featured gorgeous costumes and Egyptian gestures and poses. Team's facial expressions and pantomime seemed tops, but apparently was a little too sophisticated or subtle for down here.

Tops in applause were the Marshall Brothers, whose miming and gags strike a fresh note in this territory. They had to beg off. Knockabout take-offs were good for plenty of belly laughs.

Credit for much of the show's apparent success goes to the zestful dancing of the chorus: Joe Vilane, Jeanne Luce, Marta De Almeida, Patricia Leith, Doris McKenzie, Julia Norton and Ray Johnson. Chuck Foster seemed an instant hit for dancing. In band's vocal spots, Helen Carr and Tommy Ryan were competent.

Dick Hartshorn.



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ALWAYS IN THE MARKET FOR GOOD PERFORMERS

Equity Forms Committee on Unemployed

80% Not Working

(Continued from page 3)

council will have to give the committee the green light.

Conservative estimate shows that, among the 6,500 Equity members, at least 80 per cent are unemployed. Committee is making no promises to the membership, but will encourage, co-ordinate and stimulate anything and everything that deals with employment.

Winston O'Keefe, temporary chairman of the committee, points out that, in spite of good employment throuout the nation, it just isn't so in legit. He states furthermore that "this is not just a little committee that will do all the work—it's the responsibility of actors throuout the profession. If everyone pitches in and helps, it will make the work that much easier and the results that much better." In addition to O'Keefe, the committee members are Aline MacMahon, Philip Loeb, Margalo Gillmore, Blanche Yurka, George Keene, Angus Duncan, Neil Fitzgerald, Xenia Bank, Kathleen O'Brien, Warren Coleman and Jane Seymour.

London Showbiz Confab Set Feb. 5

LONDON, Oct. 25.—A theater conference is to be held at the Caxton Hall here for four days starting February 5. Chairman will be playwright J. B. Priestley.

The conference is a direct consequence of the debate in the British Parliament some months ago in which the government was urged by many MP's with interest in the theater to set up a "working party" to inquire into economic problems and other difficulties in the biz. As the question of entertainment tax was bound to be an important item in these investigations, it had been suggested that the treasury or board of trade should be represented in the "working party." This will not be done. Conference will be a private one, attended only by showbiz reps, but the government has promised to take due notice of what may be decided.

Delegates who are to address the conference will include Gordon Sandison, of Actors' Equity; Benn Levy, Socialist MP and secretary of the British League of Dramatists; John Burrell, of the Old Vic Company, and F. Dambmann, of the Musicians' Union. Producer Herbert Marshall will also speak.

Subjects to be discussed will be the relationship among managers, authors, stagehands and musicians. Questions of entertainment tax, rents and costs, licenses and regulations also will be taken up.

Rank May Acquire London Piccadilly

LONDON, Oct. 25.—Strong rumors in the West End have it that the Piccadilly Theater, one of the best equipped and furnished London houses, is to be sold to the Arthur Rank film group. E. Thornton-Smith, chairman of the board, said last night that they had received an offer to sell but it was not deemed attractive enough to place before the shareholders.

If the deal should go thru it would (See Rank After Piccadilly, page 51)

Word-of-Mouth No. 1 Stimulus In Broadway Legit Long Runs, Stem Audience Poll Reveals

NEW YORK, Oct. 25.—A truism long known to showmen that a good show, tho neglected by crix, can make a go of it on Broadway providing it has a word-of-mouth potential, has been corroborated by a survey conducted by Cornelius Dubois, market research director for *Life* magazine. Survey polled 1,566 members of the audience at *The Medium* and *The Telephone* over a period of a month and a half to find the customers attending by word-of-mouth increasing from 17 per cent at first tab to 54 per cent at final tab, more than a month later.

Crix were particularly valuable during attraction's start, when 42 per cent of the audience claimed they attended because of the newspapermen. As the run progressed, the number of unwilling pew sitters who only showed because some friend dragged them along also decreased.

Another indication of strong word-of-mouth was seen in the number of postcards returned by patrons who said they would recommend the show to their friends. The percentage of cards returned was around half of those distributed, and 95 per cent of those answering claimed they would speak well of the show to their friends. Another interesting facet of the poll was the fact that the number of out-of-towners patronizing the bill increased 6½ per cent from 16 to 22½ at the last tab.

Press Influence

The Medium and *The Telephone* attracted a highly intelligent patron and the newspaper and magazines influencing them were *Times*, *PM*, *Herald-Tribune*, *Life*, *New Yorker*

London Musical Hits Profit Stride

NEW YORK, Oct. 25.—*Bless the Bride*, the C. B. Cochran-Lord Vivian musical production, in its 21st week here, got off the nut this week. Show represents a \$60,000 investment and expects to clear about \$4,000 per week from now on if biz continues. *Bride* is sold out for five weeks and advance bookings run into next year.

Altho the musical isn't of the same hit proportions as *Oklahoma* or *Annie*, *Get Your Gun*, the show is a bigger click than other English song and dancers of late. Georges Guetary and Lizabeth Webb, two Cochran discoveries, have been receiving the rave notices. Same producers have commissioned A. P. Herbert and Vivian Ellis, show's scripters, to do another musical for them.

Ousted Hungarian Secretary Charges Inadequate Hearing

NEW YORK, Oct. 25.—Lily Erdody, former secretary of the Hungarian Actors' Union, charged at a hearing Wednesday (22) before execs of the Associated Actors and Artistes of America (4A's) that she was removed from her position without being given an adequate hearing. Faction that gave her the heave-ho says that Miss Erdody was let out because of her high-handed methods in dealing with union members.

Hungarian actors have only about 50 members in their small union and travel around to communities where old folks of Hungarian origin appreciate hearing plays in the language. Another hearing will be held next week.

and *The Post*. However, these same papers might not influence customers as strongly where the bill was of a lighter nature, perhaps a musical comedy. And, of course, whenever there was a particular splurge of print, either an ad or a feature story, the paper in which it was printed would jump several notches in the poll. *Life* magazine was about fourth in audience pulling power until a featured story with pictures appeared, when it jumped about eight percentage points.

The Medium and *The Telephone* is slated to close on the Stem November 1 and take to the road. Show was slow in attracting audiences but after the first month built steadily.

Dates of theater audience polls:

	May 9, 10	June 4, 5	June 11, 12	June 18, 19
Size of Audience	1,182	940	1,260	
Members Polled	330	390	460	386
Attracted By				
By Ads and Reviews	42%	55%	79%	72%
Attracted By				
Word of Mouth	17%	39%	47%	54%
Brought By				
Friends		18%	15%	14%
Answers to postcards asking whether they would recommend show to friends:				
Yes	88%	95%	95%	95%
Some	5%	2%	2%	1%
No	7%	3%	3%	4%
Percentage of Cards Returned	49%	58%	53%	49½%
Percentage of Out-of-Towners Attending Show	16%	19%	22½%	
	(24 States)	(22 States)	(20 States)	

Shuberts Yank 9 Musicals in Cincy Over Music Row

CINCINNATI, Oct. 25.—Shubert-Cox Theater Company, thru Leo B. McDonald, local Shubert manager, announced this week that it had canceled all musical shows slated for Cincinnati this season, due to the local musicians' union's refusal to supply it with musicians. The cancellation affects seven shows and two more which had been in negotiations. Cincinnati Musicians' Union, Local 1, has refused to supply musical shows since the Shubert management stopped using an orchestra for intermission music at straight dramatic shows six weeks ago, and the union has picketed the Cox Theater during the presentation of dramatic shows.

The musicals canceled were *Annie*, *Get Your Gun*, *Sweethearts*, *Red Mill*, *Carousel*, *Song of Norway*, *Show Boat*, *Alice in Wonderland*, and *Blackstone the Magician*. Not booked but in negotiation were *Chocolate Soldier* and the twin operas, *The Medium* and *The Telephone*.

McDonald estimated that theater employes will lose \$50,000 in salaries as a result of the cancellations, including \$20,000 for musicians. Oscar Hild, local musicians' head, said the blame rests on the Shubert firm's failure to renew a contract "which has some 30 or 40 years' precedent behind it."

The Shubert org will put *Antony and Cleopatra* into Emery Auditorium here Monday (27). The play ordinarily calls for four musicians backstage but McDonald says the show will go on without them.

Equity Theater Project Signs 1,058 in Week

NEW YORK, Oct. 25.—In the first week that the Equity Library Theater (ELT) program opened its rolls to members, 1,058 people registered. Break-down shows 392 actors, 358 actresses, 38 stage managers, 101 directors, 42 producer-directors, 102 producers, four designers and three technicians indicating their willingness to work on ELT shows.

ELT went before the fact-finding committee on the legit unions to get clearances for the new show places that will be in use this season now that the libraries have withdrawn their stages. Committee will give ELT a complete list of the houses that cannot be used because they are on the unfair list.

The legit producing unit expects to put on at least 20 plays in the next five months, an average of one a week. The accent will be on quality, not quantity.

"Glory" Pulls \$13,200 In Detroit Wind-Up

DETROIT, Oct. 25.—*What Price Glory?* with Brian Donlevy and Regis Toomey in the stellar roles, grossed \$13,200 in the second and final week at the Music Hall, a drop of \$800. The scale for the Detroit State productions at the Music Hall has been upped from a \$2.50 top for the summer season to \$3.60.

In contrast, Ian Keith's appearing in six performances of Pirandello's *Right You Are* in Pierce Auditorium, drew only 600 admissions for a gross of \$700. The disappointing attendance was attributed to lack of exploitation and the remote location of the house, which, while excellently equipped for theater use, is brand new to the public and little publicized.

Penthouse Productions' *Snow White*, in for two performances only, morning and afternoon today (25), was a sellout, grossing about \$2,500 in advance for capacity houses at a 60 cents to \$1.20 scale.

Advance Orders For D'Oyle Carte Start in Early

NEW YORK, Oct. 25.—Without benefit of a single ad, but with only a small news item in one of the local theatrical columns a week ago, the D'Oyle Carte Opera Company, which opens here December 29 after an absence of nine years, already has rolled up an advance sale of \$22,000. The theater hasn't been selected or the tickets printed, but still the checks keep coming. The Century Theater may be the house selected for the English players.

The nine Gilbert and Sullivan operas will initially be performed for seven weeks, with the strong shows repeated beyond that time. The demand for tickets has been so great that benefits may not be scheduled. Among the old D'Oyle Carte favorites returning will be Darrell Fancourt, Charles Dorning, Martyn Green, Helen Roberts and Richard Walker. Repertory includes *The Mikado*, *Pirates of Penzance*, *Trial By Jury*, *Iolanthe*, *Pinafore*, *Cox and Box*, *The Gondoliers*, *Yeoman of the Guard* and *Patience*.

Off-Broadway

SHYLOCK AND HIS DAUGHTER

(Opened September 29, 1947)

YIDDISH ART THEATER

A drama by Maurice Schwartz based on Ari Ibn Zahav's novel of the same name. Staged by Mr. Schwartz. Settings by James Hotchkis. Stage manager, Morris Strassberg. Music, Joseph Rumshinsky. Dances David Lison and Selma Schneider. Presented by the Yiddish Art Theater.

Shylock, a Banker of the Ghetto..... Maurice Schwartz
 Jessica, His Daughter..... Charlotte Goldstein
 Launcelot, Stephano (Servants in Shylock's Household)..... Muni Serebrov
 Isidore Casher, Yudel Dubinsky
 Samuel Morro..... Edmund Zayenda
 Lorenzo, Overseer of the "Banco Del Shylock"..... Muni Serebrov
 Antonio, a Merchant of Venice..... Gustave Berger
 Portia, His Wife..... Dina Halpern
 Rabbi Abraham Morano, Spiritual Leader of the Ghetto..... Abraham Teitelbaum
 Cardinal Roberto..... Boris Auerbach
 Dona Camilla, His Sister..... Jenny Casher
 The Duke of Venice..... Morris Strassberg
 Dr. Klonymos..... Anatole Winogradoff
 Tubal, Shylock's Friend..... Charles Cohan
 Gratiano, Salanio (Guardsmen at the Gates of Ghetto)..... Misha Fishon, Morris Kroner
 Rabbi Benjamin Nehemiah..... Solomon Krause
 Jall Guard..... Morris Bielavsky
 Dancers, Prisoners, Guardsmen, Harpists, Nuns, Noblemen, Servants, etc., played by Ida Hecht, Selma Hyman, Beatrice Spencer, Bess Hecht, Blanche Romerowsky, John Murray, Jack Talon, Richard Small, Jeff Stone, David Harris, Leib Konig, Hirsh Brown, Zelta Traub, Lillian Katz, Nina Menkes, Joan Wexler, Boris Shatz.

Shylock and His Daughter, the Yiddish Art Theater's reply to anti-Semitism, so evidently answers the needs of the Jewish community that it is certain to be sock b.-o. for a long time to come. While this message play is a sure bet to click downtown where the audience is of one mind on the subject, the same would not be true on the Stem—unless the play were theatrical dynamite—because the uptown customers are of diverse background and resist a pitch much more strongly.

Schwartz, who is not only the star but also the scripter, deserves plenty of kudos on both counts. His play, an adaption of the novel of the same name by Ari Ibn Zahav, is a different interpretation of the familiar Shylock tale that Shakespeare so ably utilized in his *Merchant of Venice*. However, this script not only portrays the life of the period but shows Jews, their thoughts, their motivations and their hard lot in Venice of the 14th Century. The Bard only used Shylock as a subplot and it is charged he never really knew the period or the Jews.

The crux of the play is Shylock's decision to collect a pound of flesh from Antonio when the latter cannot repay a debt. The scripter provides plenty of motivation for the Venetian Jew's demand, showing that this very money was used to wean Shylock's only daughter away from him into a loveless marriage in another religion and that Antonio, an anti-Semite, had borrowed the money for revenge. Even with all this provocation, Shylock with the law on his side cannot bring himself to perform the act.

Altho the script is fairly diffuse, being in 14 scenes, it is sound except for the girl's motivation. Jessica never loves her husband and her reason for marrying is clouded, tho the scripter tries to explain the girl is stultified by life in the ghetto. As an added counterweight there is a Jewish boy available that she likes. By showing her more strongly attracted to her husband Lorenzo, rewriting can clear this up.

But the real virtue of the script is that it provides thesping opportunities for Schwartz that will not easily be forgotten by his audience. He repeatedly scores in scenes where he tells off the Jew baiters, where he learns of his daughter's marriage and where he cannot bring himself to collect his pound of flesh. Charlotte Goldstein, a beautiful Jessica, his daughter, could use a little more naturalness, but she seemed to feel her role intensely.

The comedy is mainly provided by



BROADWAY SHOWLOG

Performances Thru October 25, 1947

Dramas

Opened	Perfs.
A Young Man's Fancy... 4-29, '47 (Cort Theater)	207
All My Sons... 1-29, '47 (Coronet)	310
Born Yesterday... 2-4, '46 (Lyceum)	728
Command Decision... 10-1, '47 (Fulton)	29
Happy Birthday... 10-33, '46 (Broadhurst)	408
Harvey... 11-1, '44 (48th Street)	1,263
Heiress, The... 9-29, '47 (Biltmore)	32
How I Wonder... 9-30, '47 (Hudson)	31
John Loves Mary... 2-4, '47 (Music Box)	303
Man and Superman... 10-8, '47 (Alvin)	21
Our Lan'... 9-27, '47 (Royale)	93

DRAMA REVIVALS

Burlesque... 12-25, '46 (Belasco)	850
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Musicals

Allegro... 10-10, '47 (Majestic)	19
Annie, Get Your Gun... 5-16, '46 (Imperial)	604
Brigadoon... 3-13, '47 (Ziegfeld)	260
Call Me Mister... 4-18, '46 (National)	639
Florian's Rainbow... 1-10, '47 (46th Street Theater)	331
High Button Shoes... 10-9, '47 (Century)	20
Music in My Heart... 10-2, '47 (Adelphi)	28
Oklahoma... 3-13, '43 (St. James)	2,676
The Telephone and The Medium... 8-2, '47 (Barrymore)	203

ICE SHOWS

Ice of 1948... 5-23, '47 (Center)	197
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OPENED

Medea... 10-20, '47 (National)	8
Tab here was six to three in favor of the show. Yes: Ward Morehouse (Sun), Richard Watts Jr. (Post), William Hawkins (World-Telegram), Brooks Atkinson (Times), Robert Garland (Journal-American) and Louis Kronenberger (PM). No: Robert Coleman (Mirror), John Chapman (News) and Howard Barnes (Herald Tribune).	
An Inspector Calls... 10-21, '47 (Booth)	7
Seven to two against the show when the noses were counted. No: Louis Kronenberger (PM), Brooks Atkinson (Times), Robert Garland (Journal-American), William Hawkins (World-Telegram), Richard Watts Jr. (Post), Robert Coleman (Mirror) and Ward Morehouse (Sun). Yes: John Chapman (News) and Howard Barnes (Herald Tribune).	
Druid Circle, The... 10-22, '47 (Morosco)	5
Vote went against the script by six to three count. No: Louis Kronenberger (PM), Robert Coleman (Mirror), John Chapman (News), William Hawkins (World-Telegram), Robert Garland (Journal-American) and Howard Barnes (Herald Tribune). Yes: Brooks Atkinson (Times), Richard Watts Jr. (Post) and Ward Morehouse (Sun).	

CLOSING

Under the Counter... 10-3, '47 (Shubert)	27
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COMING UP

Winslow Boy, The... 10-29, '47 (Empire)	
French Revue... 10-30, '47 (Playhouse)	

Isidore Casher in the role of one of Shylock's servants. Muni Serebrov as Lorenzo projects very well, but might shave off his mustache to make himself more Italian. Yudel Dubinsky, Gustave Berger, Dina Halpern, Edmund Zayenda, Solomon Krause and Charlie Cohan offer well-rounded performances.

Schwartz's staging leaves nothing to be desired. The many sets by James Hotchkis set a fine mood. All in all the production seems set for a long and financially successful run.

Leon Morse.

OUT-OF-TOWN OPENINGS

ALL GAUL IS DIVIDED

(Opened Sunday, October 19, 1947)

SHUBERT-LAFAYETTE THEATER, DETROIT

A play by John McGiver. Presented by John F. Golden and John Michael Lambur. Directed by Walter Kerr. Production designed by David Folkes.

Capt. John Magruder, Q.M.C..... Judson Laire
 Little Margot..... Patricia Wright
 M. Henri Soubise..... Walter Armin
 Mlle. Jacqueline Soubise..... Doris Dowling
 Staff Sgt. Homer Tinkers..... Peter Dane
 Staff Sgt. Herbert Knocklefelder..... Michael Everett
 Maj. George Boosey, Q.M.C..... William Lee
 A Soldier..... Paul Byron
 Maj. Gen. Eugene Klopstock, U.S.A..... Joe E. Marks

Laughs are plentiful in this somewhat draggy script that still has enough substance to merit badly needed polishing. Characterizations are over-broad and practically invite hamming—a job competently and delightfully done by most of the cast. *Gaul* is sheer incredible farce and audience reactions indicate a possible click while material still remains topical. *Gaul* might even be a gold mine for road tours and smaller companies, with its wealth of character parts.

The plot is laid in an army Quartermaster Depot around Christmas post-VE Day. The local black market, master-minded by an art-loving sergeant (Edward Andrews), is the focal point of Author McGiver's attention. A subbing lieutenant is far too naive for the job of C. O., which engenders complications all unraveled happily in the end when he snares the affections of a lively granddaughter of a top French black marketer. Much—too much—must be taken for granted, and *Gaul* requires complete suspension of both sympathy and belief. Intellectually it is certainly paper thin.

William Lee is excellent as a fashion plate officer whose happiness is in finding others' mistakes; Joe E. Marks achieves an impossible job as the swashbuckling half-pint, two-star general whose turkeys disappear into the black market; Joseph Cunneen as a typical goldbricker; Walter Armin as the dignified Frenchman doubling as ingenious black marketer and Hilda Vaughan's alternating blond, black, red, and sky-blue wigs all make important individual contributions to the nonsense.

Haviland Reves.

THREE MEN ON A HORSE

(Opened Thursday, October 16, 1947)

LAS PALMAS, HOLLYWOOD

A comedy in three acts by Jack Holm and George Abbott. Presented by Pelican Productions in association with the Actors' Lab. Directed by Sam Levene. Settings by Richard Jackson. Press, Irving Rubine.

Audrey..... Mary Jo Ellis
 Erwin..... Whit Bissell
 Clarence..... Mac Williams
 Harry..... Ned Glass
 Frankie..... Wyatt Ordung
 Charlie..... Russ Conway
 Patsy..... Sam Levene
 Mabel..... Kitty McHugh
 Mr. Carver..... Erskine Sanford
 Gloria..... Evelyn Barrows

The Pelican-Actors' Lab revival of *Three Men On a Horse* proves the Holm-Abbott farce as good a legit bet as it was when it first bowed on Broadway more than a decade ago. With Sam Levene directing and reenacting the role of Patsy, which he created in the original cast, this staging gives the customers their ducats' worth in chuckles.

However, the light and fanciful tale of the Milquetoast character who works as a greeting-card verse writer and dopes the races for fun, never seemed to reach its ultimate potential of putting them in the aisles. Reason

TRIAL HONEYMOON

(Opened Tuesday Evening, October 21, 1947)

PLYMOUTH THEATER, BOSTON

Comedy by Conrad S. Smith. Directed by Edward Ludlum. Scenery and costumes, Philip Kessler. Lighting, Chester Manzer. Business Manager, Joe Moss. Press Representative, Bernard Simon. Stage Manager, Arthur Rose. Presented by Harry Rosen.

Elsie..... Mildred Munroe
 Craig Denning..... Joel Thomas
 Linda Melton..... Ellen Fenwick
 George Willoughby..... Jack Fletcher
 Dr. Trumbull..... Stapleton Kent
 Bill Daniels..... Ed Moroney
 Irene Smith..... Eileen Heckart
 Fanny Willoughby..... Helen Waters

Trial Honeymoon looks like a product of a summer theater tryout. And it is. This is probably the silliest, cheapest, dullest little stinker that has ever been born of the Strawhat Circuit and pushed out into the world to make its own way. And that it will never do.

Honeymoon is a machine-made farce about a good, pretty gal who starts out to marry a big sissy, gets tangled up in a delay and goes thru a mock ceremony and before the real one can be staged, finds she loves the prospective bridegroom's best man, who has been hanging around all the while. And you know the playwright had him there only to provide a third act curtain. It's a shame he didn't find a way of ending the thing painlessly before he started.

A Girl Named Fanny

In between the beginning and the end of it all, there is a gal named Fanny, upon whom is heaped all manner of bad jokes; an advertising agency gal who acts as a complication, an army sergeant left over from some kind of goldbricking duty and a clergyman who gets caught betwixt and between.

The authorship of *Honeymoon* is credited to one Conrad S. Smith, reputedly a very young man. Assuredly he will know better next time than to stuff a play full of all the old, rheumy gags that even the burlesque circuit has eschewed. The good people cast in this poor excuse for a play try their level best, but it is impossible to tell whether they have any talent. The one strange note is the appearance of Helen Waters, a monumental personage who has performed as a play reviewer for *The Long Island Advocate*. She should have known better than to get mixed up in this one.

To finish matters off, the costumes and settings of Philip Kessler are just short of tawdry. There is no hope for *Honeymoon*, and if it ever gets close enough to Broadway to be visited by the critical chain gang, it will get murdered. Bill Riley.

the laughs never attained yock level is three-fold: (1) Play originally centered around Erwin (the verse writer) as the main character, but with Levene in the cast, the focal point was bound to move to Patsy; (2) Levene's direction, while well handled in many respects, lacked the necessary pace for making this a fast-moving farce; (3) the plot is too well known, what with the stage play and the movie version that followed, thereby taking some of the edge off the punch lines.

Levene's Patsy was convincing, altho overplayed in spots. Russ Conway as Charlie and Kitty McHugh as the ex-Follies girl, Mabel, remained true to character thruout, emerging as the best in the cast. Whit Bissell's Erwin, as mentioned above, lost much of its original spice as a result of the over-emphasis on Patsy.

On the whole, this staging of *Three Men* was enjoyable, altho it did not milk the Holm-Abbott piece for all its yocks. Lee Zhitto.

BROADWAY OPENINGS

THE DRUID CIRCLE

(Opened Wednesday, October 22, 1947)

MOROSCO THEATER

A play by John Van Druten. Staged by the author. Sets and lighting by Stewart Chaney. General Manager, Samuel H. Schwartz. Stage Manager, Edwin Gordon. Press Representative, Gertrude Bromberg. Presented by Alfred De Liagre Jr.

Miss Dagnall.....Lillian Bronson
Professor White.....Leo G. Carroll
Prof. Parry Phillips.....Noel Leslie
Maddox.....Boyd Crawford
Tobin.....Aidan Turner
Tom Lloyd-Ellis.....Walter Starkey
Megan Lewis.....Susan Douglas
Brenda Maddox.....Neva Patterson
Mrs. White.....Ethel Griffies
Miss Trevelyan.....Merle Maddern
Blodwen.....Cherry Hardy

There is, in this reporter's opinion, no actor on our stage today more apt at getting completely inside a character and projecting it in its fullest dimensions than Leo G. Carroll. Whether it is a kindly Scotland Yard detective, a stuffed-shirt Boston snob or, as at present, a frustrated slightly sadistic professor, he can always be counted on for a brilliant and memorable portrait. His current Professor White of John Van Druten's *Druid Circle* will take a high place among his best.

Van Druten has once more rung the scripting bell for a loud clang with a taut and wholly absorbing play about college faculty stagnation and the bitterness of the elders toward younger members of the staff and toward youth in general. It is sharp, fluid writing from curtain to curtain and its moments of tension and pathos are more than sufficiently spiced with laugh lines to hold a splendid balance. There isn't a dull or uninteresting moment thruout all three acts.

Arrogant Prof

For the central figure of a penetrating examination of intra-mural resentments in a small Welsh university, Van Druten has chosen a middle-aged professor, arrogant, nosy, gossipy, not above reading other peoples' letters, who out of his own frustration has constituted himself more or less a one-man censor of campus manners and morals. His resentment focuses on two students and on a younger faculty member, who has sense enough to see that he must get out of the place or go into similar dry rot. The pay-off comes when the professor's sadistic machinations almost drive the girl in the case to suicide and precipitate a campus scandal. Then the younger colleague really goes to town and gives him the real low down on himself and his kind. Whether the lesson does him any good is a question that the customer must decide for himself.

Professor White is hardly a likable character and in the hands of a less knowing actor he could be hoked up to hiss-the-villain proportions. But Carroll studiously avoids such opportunities—he makes him a rather pitiful figure, lets occasional flashes of underlying decency come thru the crust with which he has armored himself. It is a superbly restrained and sustained piece of understanding playing.

Excellent Backing

And Alfred De Liagre Jr., and Van Druten have assembled a hand-picked cast to back him up. Ethel Griffies gives a tremendous performance as the aged mother who sees thru him. Boyd Crawford is excellent as the young professor who wants out and Neva Patterson is likewise effective as the latter's ex-actress wife. Susan Douglas and Walter Starkey gather more laurels for themselves with poignant moments as the young student lovers, and there are fine character bits from Lillian Bronson, Aidan Turner, Merle Maddern, Noel Leslie and Cherry Hardy.

De Liagre has given *Circle* a splendid production, with sets and lighting

AN INSPECTOR CALLS

(Opened Tuesday, October 21, 1947)

BOOTH THEATER

A play by J. B. Priestley. Staged by Cedric Hardwicke. Setting and costumes, Stewart Chaney. General manager, Albert H. Rosen. Stage manager, Frank S. Stevens. Press representatives, Phyllis Perlman and Marion Byram. Presented by Courtney Burr and Lassar H. Grosberg.

Arthur Birling.....Melville Cooper
Gerald Croft.....John Buckmaster
Sheila Birling.....Rene Ray
Sybil Birling.....Doris Lloyd
Edna.....Patricia Marmont
Eric Birling.....John Merivale
Inspector Goole.....Thomas Mitchell

In scripting *An Inspector Calls*, J. B. Priestley has seemingly harked back to notions embodied in some older fantasies. *Inspector* has *Servant-in-the-Housish*, *Passing-of-the-Third-Floor-Backish* and *Outward-Boundish* overtones. It gives one the feeling that all of this sort of thing has been said before—and said better. However, Priestley has a neat mind for plot and he has packaged this one with tidy expertness. Despite Cedric Hardwicke's carefully shaded direction and an excellent projection by a good cast, tho, *Inspector* runs down hill and wears hard on both ears and credibility as it nears the finish line.

Priestley's premise is concerned with morals and social obligations. A snobbish midlands businessman has just finished announcing that a man's first duty is to himself and his family—and to hell with getting mixed up in other people's problems. Arrives a police inspector with news of an obscure gal's suicide. It seems she has left a diary. One by one he goes thru the family group and wrings from each a confession of responsibility in her death. Father has fired her from his factory, daughter has had her fired from a department store, prospective son-in-law has had her for a mistress, son has got her in an interesting condition and mama has turned her down when she appealed for charitable help. It is likely that if the Birling family had owned a dog, it would prove to have bitten gal in the leg. Anyway, the examination continues thru nearly three acts with the inspector's metaphysical prowess (or whatever it is) putting the household to temporary rout. He leaves them badly shaken up. It takes only a few minutes, however, for them to decide that the whole affair is a hoax and convince themselves that there is no fear of scandal. Then come the typical Priestley plot-twist and the curtain. Unfortunately, his moralizing via his inspector is out of the stock barrel and its unfolding often verges on the tedious.

The production is top-grade, with Stewart Chaney providing a wonderful background of an upper-middle-class dining room (circa 1912) and even a trick bulging shirt front to accentuate the pomposity of Melville Cooper. The acting is off the same shelf. Thomas Mitchell comes back to the Stem to play the *Third-Floor-Backish* inspector with careful restraint and avoidance of metaphysical overtones. Cooper is excellent as the aggressively smug tycoon, and there are uniformly good performances from John Buckmaster, Rene Ray, Doris Lloyd and John Merivale.

In sum, there is nothing at all the matter with the physical assets of *Inspector*. It just adds up to another of those English importations which lack the body for our kind of competition.

Bob Francis.

out of Stewart Chaney's top-drawer. Van Druten's direction seems well nigh faultless. All in all, *Circle* registers as a delight. It should delight a lot of people for a long time.

Bob Francis.

MEDEA

(Opened Monday, October 20, 1947)

NATIONAL THEATER

Adapted from the "Tragedy of Euripides" by Robinson Jeffers. Staged by John Gielgud. Setting, Ben Edwards. Costumes, Castillo. Lighting, Peggy Clark. Original music, Tibor Serly. Company manager, Thomas V. Bodkin. Stage manager, Jean Barrere. Press representative, Barry Hyams. Presented by Robert Whitehead and Oliver Rea.

The Nurse.....Florence Reed
The Tutor.....Don McHenry
The Children.....Gene Lee, Peter Moss
First Woman of Corinth.....Grace Mills
Second Woman of Corinth.....Kathryn Grill
Third Woman of Corinth.....Leone Wilson
Medea.....Judith Anderson
Creon.....Albert Hecht
Jason.....John Gielgud
Aegeus.....Hugh Franklin
Jason's Slave.....Richard Hylton
Attendants to Medea.....
.....Martha Downes, Marian Seldes
Soldiers.....Ben Morse, Jon Dawson, Richard Boone, Dennis McCarthy.

Medea will likely rack up no heavy profit at the b.-o. It is not—nor is it intended to be—"entertainment." But the real theater lovers—those who appreciate a truly magnificent performance—won't want to miss this Robinson Jeffers adaption of Euripides' tragedy—with Judith Anderson in the title role. Unfortunately, for a successful commercial future, there are too few real theater lovers, but the new production firm of Robert Whitehead and Oliver Rea are to be congratulated on their maiden effort and critical hats should be tossed for the performance of Judith Anderson. Whether it runs three months or four, *Medea* is still one of the top contributions to the new season.

The new Jeffers version, "freely adapted" from the original, places the emphasis on maddened desire for revenge—the blistering unreasoning hatred of a barbaric woman whose mind has been corroded by duplicity. It is the original story of a woman scorned, and Jeffers has endowed his *Medea* with enough fury to cover several hells. There are dull spots, to be sure, when declamation slows up drama; a play in which the whole action resolves itself on a flight of stone steps must of necessity occasionally become static. But on the whole Jeffers has achieved a transcription which is fluidly playable and contains moments of poetic beauty—and there is, of course, Judith Anderson to inject her personal magic. And magic it is—a searing, flaming portrait of a woman driven almost berserk thru loathing. It is overpowering in its intensity, sometimes almost too much so. But it is superb theater.

Gielgud Wasted

It is reported that Miss Anderson sold John Gielgud on playing Jason. It is hard to understand why he otherwise would have taken on a role which lets him be little more than a declamatory stuffed shirt in a blond beard. The effort probably won't hurt his reputation, but it obviously won't enhance it. Florence Reed's nurse is a powerful assist for her co-star and Gielgud's staging is effective against Ben Edwards's equally effective single set.

But it is Miss Anderson all the way. She will be the magnet that will draw potential customers to the window. Whatever the commercial fate of *Medea*, her performance marks her once more as our theater's greatest dramatic actress.

Bob Francis.

New Ops Plan Legit and Pix For Town Hall in Toledo

DETROIT, Oct. 25. — The Town Hall, legitimate theater at Toledo, is being taken over by the Broder Circuit of Detroit and will be operated on a mixed policy, alternating legit and first-run pix.

Opening production this week is *State of the Union*, with a booked run for three days, followed by a movie starting Thursday. House will be under management of James T. Niederlander, former manager of the Shubert-Lafayette Theater here. Town Hall was formerly operated by the Shuberts.

Foreign Openings

THE MAIDS (LES BONNES)

AT THE THEATRE ATHENE

(Reviewed October 8, 1947)

A one-act play by Jean Genet. Set by Christian Berard. Gowns, Lanvin. Director, Louis Jouvet.

Claire.....Yvette Etievant
Solange.....Monique Melinand
Madame.....Yolande Laffon

Louis Jouvet has opened his 1947-'48 season at the Theater Athene with a revival of Jean Genet's play, *The Maids (Les Bonnes)*, which he first produced at the end of last season. Genet is a new playwright on the French scene and this very realistic one-acter has met a mixed reception.

The play is longish and strange and difficult to understand at first, but dramatically exciting. The unpleasant, often offensive story revolves around two young unhappy maids who hate their mistress one moment and adore her the next. While she is away they play-act by identifying themselves with her, wearing her clothes, using her cosmetics, jewelry and language. In reality they detest their life and each other, tho they are sisters.

There is an atmosphere of voluptuousness-turned-sour, of pathos-turned-violent, of innocent child's play turned into a witch's brew that ends in murder. But even those who are most shocked must admit that Genet has an uncommonly facile pen for dramatic dialog, and it is superbly directed in the best Jouvet manner.

Christian Berard's set is somewhat too lacy and lush, but gives a general impression of charm.

The three roles, all fem, are competently played by Yolande Laffon as the mistress, Monique Melinand as the older sister, and Yvette Etievant as the younger one who struts about in the Lanvin creations of Madame. They form a diabolic threesome of poisonous innocence.

Jean White.

ROUTES

Dramatic and Musical

Anna Lucasta (His Majesty's) Montreal.
All Gaul Is Divided (Shubert-Lafayette) Detroit.
Antony & Cleopatra, with Katharine Cornell (Emery Auditorium) Cincinnati.
Another Part of the Forest (Erlanger) Chicago.
Annie Get Your Gun (Paramount) Omaha, 28-Nov. 1.
Angel Street (Geary) San Francisco.
Blackstone (Nixon) Pittsburgh.
Carousel (Shubert) Chicago.
Chocolate Soldier (Blackstone) Chicago.
Call Me Mister (Curran) San Francisco.
Firefly (Lyric) Bridgeport, Conn., 31-Nov. 1.
First Mrs. Fraser, with Jane Cowl (Locust St.) Philadelphia.
For Love or Money (Wilbur) Boston.
Fatal Weakness, with Ina Claire (Music Hall) Kansas City, Mo., 30-Nov. 1.
Harvey (Hanna) Cleveland.
I Remember Mama (American) St. Louis.
Jones, Spike (Studebaker) Chicago.
Lady Windemere's Fan (Forrest) Philadelphia.
Musical Repertoire (National) Washington.
Oklahoma (Colonial) Boston.
O Mistress Mine, with Lunt & Fontanne (Cass) Detroit.
Private Lives (Harris) Chicago.
Red Mill (Royal Alexandra) Toronto.
Song of Norway (Hartman) Columbus, O.
State of the Union (Bijou) Battle Creek, Mich., 29; (State) Kalamazoo 30; (Keith) Grand Rapids 31-Nov. 1.
S. S. Calypso (Shubert) Philadelphia.
Sweethearts (Shubert) Boston.
Show Boat (Opera House) Boston.
This Time Tomorrow (Ford) Baltimore.
Tobacco Road (Walnut St.) Philadelphia.
Trial Honeymoon (Plymouth) Boston.
Voice of the Turtle (Biltmore) Los Angeles.

Actors' Fund Fair in '48

NEW YORK, Oct. 25.—The Actors' Fund will hold its first week-long fair at the 71st Regiment Armory next October. The purpose will be to raise funds. John Golden is chairman of the committee.

Magic

By Bill Sachs

VIRGIL THE MAGICIAN suffered a serious blow recently while en route to Lima, O., to show for the local Lions' Club, when his 14-ton tractor trailer, driven by one of his assistants, ran off the road on the outskirts of Lima and plowed into a new house, knocking the building three inches off its foundation and causing considerable damage. Robert L. Fenton, driver of the truck, and two other Virgil assistants, Robert L. and David C. Berry, escaped uninjured. Virgil was able to make the Lima engagement on schedule, but from last reports his show was being tied up in that city to satisfy a \$12,500 claim, with Francis Durbin, attorney and son of the late W. W. Durbin, fighting to untangle Virgil from the tape. . . . Roy (Scrubboard) Wallace is doing his escape act with Tex Maynard's Hillbilly Circus playing schools thru Central New York. . . . Sam Haimsen postals from Brooklyn that Prof. William Saline, Swedish magician, is hitting the road soon with a large mystery show including Prof. Anthony Nastasia. . . . Tom Rainey, biggie of Percy Abbott's Chicago magic emporium, recently played the Englewood Theater, that city, with his new mystern turn. . . . Ray and Norvelle, mentalists, are working niteries in the St. Louis area. . . . Mandrake the Magician takes his hocus pocus contingent into the Jefferson Hotel, St. Louis, for a five-week stand. . . . L. E. (Roba) Collins has purchased a new levitation for his Magic Circus, playing schools in Southern Missouri. . . . Paul Duke is back in New York from the West Coast. . . . Milbourne Christopher, the Baltimore baffler, has another magic book ready for the publisher. . . . Richard Himber, magician-band leader, is still wielding the baton over his ork at the Essex House, New York, where he does a trick session between band sets each evening. . . . Edward Rector Tullock, after two weeks at Curly's Shangri-La Room, Minneapolis, is being featured for a two-week stretch with his table magic at Hotel Eau Claire, Eau Claire, Wis. While in Minneapolis he enjoyed a visit with Frakson, who was playing the Flame Room there.

LESTER LAKE (Marvel) opened Monday (27) with Barry Breden's *Drunkard* Company at Steve Brodie's, formerly the Red Gables, Indianapolis. Lake will double on dirty-dog heavies and his magic in the olio for an indefinite engagement. . . . The Great Dexter and Company, who have just concluded a week at the Moose Club, Johnstown, Pa., for Joe Hiller, opens November 3 at the Vogue Terrace, McKeesport, Pa. . . . Harry K. and Alberta Lewis, who spent the summer at Salmon, Idaho, recently began their 38th year on the road, presenting a full-evening program of magic, comedy skits, rag pictures and vent in schools and on auspice dates. After four weeks in Idaho, they are visiting their son, Thayer, at Henderson, Nev., from whence they head for Southern California. . . . Despite the bountiful advance publicity and exploitation which John Calvert pulled on his three-day stand at the Taft Theater, Cincinnati, October 18-20, mention of which was made here last week, business for the engagement was of the brutal variety. The least said about it, the better. John's best trick on the engagement was his

Chi AFM, Wacker In Temporary Truce

CHICAGO, Oct. 25.—Temporary truce was declared here Friday (24) between Local 10 of the American Federation of Musicians (AFM) and the Wacker Corporation in dispute involving whether or not eight pit musicians had to be hired for *The Late Christopher Bean*, currently appearing at the corporation's Civic Theater. Truce calls for theater to rehire musicians for the *Bean* show. Retroactive to September 1, expiration date of old contract, truce is in the form of a temporary contract effective until January 15, 1948. Between now and then union and Wacker Corporation officials will try to draw up a future contract.

Situation started when James Thompson, corporation president, refused to hire eight musicians for *Bean*, claiming none were needed. He pointed out that eight musicians, which he must hire regardless of whether any show in the Civic Theater used music, was costing \$800 per week and made the difference between profit and loss. He further stated that in the past, even when the theater had shown movies such as *Henry V*, musicians had to be hired altho they were never used. Thompson claimed that the union's make-work tactics were in violation of the Taft-Hartley Act in that use of sets and players from out of town and sale of tickets to people in other States put production under Interstate Commerce regulations and thus were subject to T-H specifications.

Union countered by saying that T-H Act was not involved since production was strictly a local showing. At one point union threatened to withdraw musicians from San Carlo Opera, now playing at Civic Opera House, also owned by the Wacker Corporation, but decided against this because contract for opera was signed with San Carlo Company and not Wacker.

On the surface, the local trade says, the temporary truce is a victory for the union in that it continues a policy requiring legit theaters to hire musicians even tho they are not needed. This policy does not exist in New York. Chicago is one of only five cities in which AFM so rules. However, trade is also waiting until January 15 until making final statements concerning victory, because if negotiations bog down there is still a possibility that musicians might be kept out. Trade also sees the possibility of combining this fight with the Shuberts-AFM battle here (*The Billboard*, October 18) and refer entire matter to NLRB.

ability to walk on at each performance and keep smiling, knowing full well that each performance was costing him about \$1,000. Calvert took the date on his own, paying all expenses, including musicians, stagehands and advertising, out of his own kick. . . . Benny Doss, who opened his school season September 19 in Hampton, Ark., finished his dates in that State Saturday (25) and headed for Alabama, Georgia and Florida, where he is set for the next five months. Since his opening, Doss says he bumped into only two pro magi, Edington, former partner of Willard the Wizard, and C. Thomas Magrum. "But," says Doss, "the woods are full of the suitcase wonder boys." . . . Milo the Mystic postals from Dallas: "May I offer a toast to Gene Pronk for his kindly attitude toward Hal Haviland. It is evident that our key-hole reporter has nothing better to do than to pry into the personal affairs of such personalities as John Calvert, whose success has far outshone that of our envious semi-pro. Mr. Calvert's bank account, tax report and salary are his own personal affairs, and not Haviland's."

Burlesque

By UNO

JEAN CARROLL and Bob Carney, Midwest Circuit features, were booked by Eddie Smith for vaude dates in Scranton and Wilkes-Barre, Pa., the week that closed the Gayety, Columbus, O., spoke on the wheel. Other vaude offers had to be turned down because of their Milt Schuster contract. . . . Hank Henry is rehearsing a comedy part in *Firefly*, to open in New Haven, Conn., next week. . . . Cleo Canfield left a nitery manager's berth at the DeLuxe Cafe, St. Louis, to rejoin the Binder-Rosen unit. . . . Mandy Kaye, comic, is back on the wheels after two years in USO shows and one year marketing his own invention, a miniature perfume sprayer labeled the Atomist, patent for which he sold recently at a handsome profit. . . . Charlie Fox, operator of the Empress, Milwaukee, was slightly injured in an auto crash recently. . . . Nancy Hart, star at the Club Terris, Milwaukee, was badly shaken up in another recent traffic accident. . . . Joe Dorris, emseecom, rounding out his 29th consecutive week at the Le Chateau, Haverhill, Mass., is being held over indefinitely. The same nitery has Sue Martin, a new vocalist show stopper. . . . Dan Evans, character comic, is off to the Coast for a try at pix.

RENEE GRIFFIN, who was held over a second week at the Gayety, Norfolk, Va., opened October 27 with Joan Mavis and Fields and George at Jacques, Waterbury, Conn., thru Dave Cohn. . . . Marion Lee is making her debut as a principal this season over the Hirst Circuit. Last week at the Hudson, Union City, where she was a chorine the last four years, she celebrated an "at home" week and was showered with flowers at nearly every performance. . . . Slat's Taylor and Myrna Dean, slated to become a permanent team next month, left Waterbury, Conn., to open at the Grand, St. Louis, on November 7 for a return to circuit shows. . . . Jackie Whalen moved from the Melody Club, Union City, N. J., to the Paddock Club, Miami Beach, opening November 6 with Sally Rand. . . . Billy (Zoot) Reed, now with Royal American Shows, is soon to rejoin a Hirst unit. . . . Fred Vogel continues to specialize in nutty routines at Morrow's, Milwaukee. . . . Billy and Curly Steed have quit show business to operate the Miami Cafe in Watertown, Wis. . . . Willie Cohn, 60 years in showdom and formerly of Watson and Cohn, comedians, on the old Columbia Circuit, is now stage doorman at the Music Box,

Britain Snaps Showbiz Whip

LONDON, Oct. 25.—The British minister of labor, George Isaacs, is considering steps to investigate the employment situation in niteries, fairs, amusement parks and race tracks. This is part of the government's drive to draft unessential labor into undermanned industries and catch the slackers (or spivs and drones, as they are popularly called). Plans to thin the ranks of workers in the entertainment industry will be submitted by the minister next week to the National Joint Advisory Council (on which both employers and unions are represented).

It is believed the effect of these investigations on public morale will be much more valuable than the actual yield of workers to essential jobs.

A first step may be the compulsory dismissal of the attendants at amusement arcades and of waiters at niteries. Entertainers themselves are not likely to be affected, since all types of artistic and musical employment are now classified as exempt.

The largest numbers to be released probably will come from the greyhound racing tracks, where some 5,000 men and women now work. Similar comb-outs are to be made among pitchmen, who will be licensed and registered. Jobs like door porters and concessionaires may also be axed thruout London's West End.

Manhattan. He celebrated his 71st birthday October 20. . . . Hudson (Union City) front-liners and parade girls continue to double in specialties, with Jean Falvey and Helen McPhail and Judy Brissel and Rosie Comfort terping as opposite jitterbug teams, and Judy Londyn soloing as a soprano. . . . Chloe, stripper, formerly of the Midwest Circuit and stock shows in her home town, Los Angeles, is still another newcomer on the Hirst wheel with the Taylor-Kaye unit.



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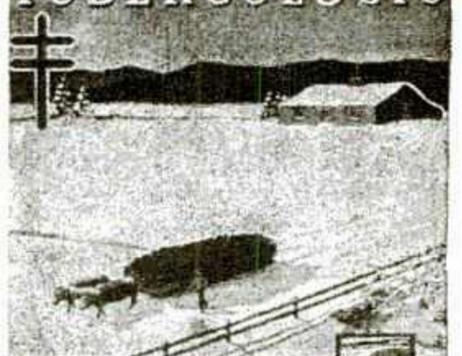
Anti-Jim Crow Bills Weighed

NEW YORK, Oct. 25.—Advisability of introducing legislation in Congress banning Negro segregation in Washington is the subject of preliminary discussions of a committee composed of representatives from Actors' Equity, the Dramatists' Guild and the League of New York Theaters and several congressmen from this State. The talks are purely exploratory to try to gauge what the reaction of Congress would be to such a bill.

The committee has set itself the task of finding a method of procedure that might save the National Theater, in the nation's capital, for legit. The house will not receive any more shows after August 1 of next year unless the policy of Negro segregation is changed because Equity will refuse to permit its actors to work there while Jim Crow is in effect.

The Theater League, in its contract talks with Equity last August, originally recommended legislation as a solution to the problem.

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IN PROUD AND LOVING MEMORY OF OUR BROTHER



SGT. CON T. LOROW

Who, Two Years Ago, NOVEMBER 1, 1945 Was killed in Germany while serving his country

At night the silent stars look down On a grave so far from here, Where sleeps the one we can't forget And always loved so dear. The dearest Brother this world could hold, The cheeriest smile and heart of gold. To those who knew him all will know How much WE LOST two years ago. **THE LOROW FAMILY and Relatives**



In Loving Memory of Father **JOHN M. SHEESLEY** Who passed away October 28, 1944 Dorothy and John D. Sheesley

In Memory of my beloved husband **MAX LINDERMAN** former owner of the World of Mirth Shows, who passed away November 4, 1944. Though three years have gone since you passed away, I tried so hard to save you. The sense of loss and grief that you left behind has not diminished. You are remembered with love and admiration by all who knew you, and your memory will live on forever in my heart. Devoted Wife **Mrs. Fannie Linderman**

Thank you, dear friends, for your kind telegrams and letters of condolence and the beautiful floral offerings. Our heartfelt thanks to you: Dolly and Eddie Young, Members of Royal Crown Shows; Boys and Girls, Concession Row, Royal Crown Shows; Roxie, Bob and Selma Fisher, Harry Steche, all the Stevens Family, entire Royal Crown Shows, Mr. and Mrs. Blackie Jones. "Mom" loved you all. A. F. (GUS) SCHIMNOWSKI SHIRLEY & AUDREY

In Memory of **KEN DAVIS** Who passed away October 28, 1941 **DON LOOMIS**

THE FINAL CURTAIN

ANDERSON—Mrs. Jay Johnson, 70, stepmother of Eddie (Rochester) Anderson, October 13 in Mexico, Mo. A former chautauqua and minstrel performer, she was known as "Whistlin' Johnson."

BEAUBIEN—Julian, 51, former *Ziegfield Follies* star and film actress, October 19 in Long Branch, N. J. Mrs. Julian A. Dolezal Murray in private life, she was known as Jane McAlpin in the movies. She understudied Justine Johnson in *Silver Slipper* and later became the star. Besides appearing in *Watch Your Step* and *Stop, Look and Listen*, for Ziegfeld, she played in a number of Charles Dillingham's productions before going to Hollywood. Her husband, two sisters and a brother survive.

BRADLEY—Harry, 78, free-lance character actor, October 18 in Hollywood. He appeared with the original *Abie's Irish Rose* for five years in New York.

BRASTED—Edwin D., musician, suddenly October 17 in Miami. A drummer, Brasted had played with Eddie Martin's band in Miami. Burial in Graceland Cemetery, Miami.

BROWN—Charlotte Hongenae, 60, former Metropolitan Opera singer, October 22 in Miami Beach. She sang under the name of Charlotte Hongenae during the 1913-'14 season. Her husband, two daughters and a son survive.

CAMPBELL—Margaret C., wife of Claude C. Campbell and mother of Edwin C. Campbell, both ride owners and members of the International Association of Showmen, October 21 at her home in St. Louis.

CARROLL—Archie C. (Red), 51, well known in outdoor show circles, October 21 at Macon, Ga., where he had been working the fair. He was a Mason and a member of Mahi Shrine, Miami. Surviving are a brother, Harry, of Terre Haute, Ind., and a daughter, Mrs. Barbara Howell, Miami.

CASEY—Charles E., 63, retired motion picture theater circuit executive, October 11 of pneumonia at

the home of his sister, Ella Casey, in Pittsfield, Mass.

CONSOLVO—Col. Charles H., widely known in the circus field, formerly part owner of Cole Bros.' Circus and in recent years a hotel magnate, in Norfolk October 24. A former performer, the Charles H. Consolvo Tent of the Circus Saints and Sinners' Club of Norfolk was named after him. He also was a member of the Circus Fans of America. (For further details see General Outdoor Section.)

CROSBY—Bob, 50, rodeo star and former world's champion cowboy, October 20 in Roswell, N. M., in an auto accident. He earned the sobriquet of king of the cowboys when he won the Roosevelt Trophy, rodeo's highest award, three times. Survived by his widow, a son and daughter. He was not the brother of Bing Crosby.

DE LA SCAFFE—Ferge Jean, 48, opera singer, in Beverly Hills, Calif., October 19. Born in Russia of French parentage, he had appeared in Carnegie Hall and with the San Carlos Opera Company. He resided in the United States for 20 years. Survived by his widow. Services and burial in Hollywood October 22.

DIGGES—Dudley, 68, character actor of note, in his New York apartment October 24 three hours after suffering a stroke. He had been in failing health for some time. Widely known in the legitimate theater, his most recent performance was in *The Iceman Cometh*. Digges also was well known for his motion picture work.

FARLEY—James L., 65, film actor since 1912, in Los Angeles October 12 after a short illness. An active Mason, he was a member of the Mt. Olive Lodge 506, F. & A. M., and a member of the Screen Actors' Guild. Survived by two sisters, a niece, a stepdaughter, a stepson and a foster daughter. Services in Hollywood October 16, followed by cremation.

FEDERLEIN—Adam, 84, ork conductor at Buffalo's old Star Theater until it closed in 1924, recently in Niagara Falls, N. Y.

FRIEDMAN—Peg, 58, mother of actress Martha Raye and former vaude actress, in Hollywood October 20 following an apendectomy. Survived by her husband and daughter.

GODARD—Art, 48, Detroit billposter, October 4 in that city of a heart attack. He was a member of Billposters Local 94. Interment in Mount Olivet Cemetery, Detroit.

HOWE—Samuel (Orchard), October 18, at his home in Far Rockaway, L. I., N. Y. He was for many years a show franchise operator and his own headline comedian in the *Love-makers* on the old Columbia burlesque circuit. Surviving is his widow Vera, ingenue in the same show.

JENNINGS—Carrie B, 94, author, composer and publisher and known to the music world as Carrie B, October 19 in Howard City, Mich.

KING—Jess, elephant trainer and circus trouper, in Peru, Ind., October 16. Survived by his widow, Helen; son, Charles; stepson, Thurman, and daughter, Mary. Burial in Peru October 19.

LARIMORE—Earle, 48, actor, October 23 in New York. His early stock experience with the Jessie Bonstelle and Stuart Walker companies led to his debut on the New York stage in *Made in America* in 1925. Larimore subsequently appeared in *The Love City*, *The Stranger in the House*, *Juarez and Maximilian*, *Ned McCobb's Daughter*, *The Doctor's Dilemma*, *Volpone*, *Days Without End*, *R. U. R.*, *Dark Victory*, *Mourning Becomes Electra*, *Strange Interlude*, *Biography* and *The Silver Cord*. This year he toured in *The Ice Man Cometh* and *A Moon for the Misbegotten*.

MILLER—Jule, 53, St. Paul theatrical booking agent, October 16 at her home in that city. She owned and managed the Northwest Amusement Company in St. Paul for 24 years. Burial in Calvary Cemetery, St. Paul, October 18.

MONTAGUE—Edna Woodruff, 73, former legit actress and novelist, October 16 in Los Angeles. She appeared with Lillian Russell, Ellen Terry and Sir Henry Irving.

MURRAY—Lee, burly comic, October 6 in Baltimore of injuries sustained in World War II.

POLIAKOVA—Mastia, 73, Russian Gypsy singer, October 18 in New York. She made her American debut in 1930 at the Bijou Theater, New York. Burial in East Ridgelawn Cemetery, Delawanna, N. J.

POST—George W., 40, former magazine editor and radio writer, October 17 in New York. He wrote the Kate Smith show for two years and co-authored *Appointment With Life*, radio serial.

ROY—Emile H., 47, former theater organist and music supervisor in the Lewiston, N. H., public schools, suddenly at his home in that city September 22.

SHAPIRO—Rose, wife of Norman Shapiro, of the Globe Poster Company, Baltimore, in that city October 22.

SHAW—Benjamin I. (Pete), 63, State auditor, and president of the Kent and Sussex Fair Association, Harrington, Del., since 1928, October 17 near Camden, Del. He was also president of the Kent and Sussex Racing Association. His widow and two sons survive.

SLOCUM—Vernon, 58, carnival concessionaire, October 20 in San Francisco. Interment in Show Folks Rest, Olivet Memorial Park, Lawndale, Calif.

SMITH—Leonard, 53, veteran film cameraman, in Beverly Hills, Calif., October 20 of a heart attack. He had been ill for more than a year and only recently had been able to return to work at MGM Studios. His last film was *The Yearling*, which won him an Academy Award in 1946.

GLORIA SADLER-ALLEN

Daughter of Mr. and Mrs. Harley Sadler

March 10, 1922 — October 29, 1943



Darling, You Are Constantly in Our Thoughts **MOTHER AND DADDY**

Survived by his widow. Services in Beverly Hills October 23.

SMITH—Leroy Kenneth, 65, former manager of the Opera House in Barre, Vt., and more recently with the Klark-Urban Stock Company, in Tampa September 30. He leaves a brother, Byron, Danville, Vt., and a sister, Mrs. Ruth Horne, Providence.

SIEGRIST—Frank, 47, former featured trumpet soloist with Paul Whiteman, September 21 in Los Angeles. His body remained unidentified for a month.

STEVENS—Lucy Beatrice, in Putnam, Conn., October 21. She was one of the two women whose inspiration in 1912 brought into existence the famous nativity play of Pomfret, Conn. An artist and illustrator, Miss Stevens designed the sets and costumes for the presentation and had helped direct the play, presented annually at Christmas season ever since. Her associate was Miss Ella Boulton of Pomfret. A sister survives.

STUDIFORD—Grace, 70, retired actress, October 21 in Longbeach, L. I., N. Y. Burial in Evergreen Cemetery, Brooklyn.

TAYLOR—Benjamin A., 59, manager of Warner's Capitol Theater, Danbury, Conn., in that city October 18. At one time he operated his own chain of theaters in North Adams, Mass., which he sold to Warners in 1941. Survived by his widow and a son, of Danbury, Conn. Burial in Manchester, N. H., October 21.

WHELPLEY—Margaret K., 48, wife of Ralph L. Whelpley, concessionaire, October 15 in Ashtabula, O. They had been with the Cunningham Exposition and Pine State shows. Besides her husband she leaves four daughters and a son. Burial in Chestnut Grove Cemetery, Ashtabula.

WHITEMAN—John F., 73, musician, October 15 in Detroit. Survived by his widow and six children. Interment in Forest Lawn Cemetery, Detroit.

YOUNG—Lee J., 62, carnival and circus showman for the past 25 years, at Veterans' Hospital, Dearborn, Mich., October 12. Survived by a son, Thomas; two daughters, Patricia and Joanne; two sisters, Mrs. H. L.

Steiger and Mrs. F. E. Adair, and one brother, Harry. Interment in Riverside Cemetery, Hastings, Mich., October 15.

Marriages

ADAMS-MOORE—Hub Adams and Maudie Moore, performers with Jinks Hoaglan's Hippodrome the past season, in Louisville October 15.

CUGAT-ALLEN—Xavier Cugat, band leader, and Lorraine Allen, Chicago actress and model, recently in Philadelphia.

DeKOKENOV-DEL RIO—Duke DeKokenov, Miami showman, and Diane Del Rio, Cuban radio singer, in Havana October 20.

DIXON-RIVKIN—Dean Dixon, nationally known conductor, and Vivian Rivkin, concert pianist, recently in Milford, Conn.

FORD-GOLTMAN—Milton Q. Ford, disk jockey at WDC, and Jeanne Goltman, October 11 in Memphis.

HALL-STILLMAN—Michael Hall and Frances Stillman, press agent, October 17 in New York.

IRVING-BRILL—Charles Irving, radio actor, announcer and director, and Minnie Brill, actress and dramatic teacher, October 18 in New York.

KIMEL-BERRY—David M. Kimel, sales manager of WLAW, and Grace Berry, October 11 in Raymond, N. H.

LEOPOLD-CONNORS—David Leopold, with Station WEBR's promotion department, and Rita Connors, of the music library of the same station, October 18 in Buffalo.

MELCHER-ANDREWS—Martin Melcher, radio agent, and Patti Andrews, of the Andrews Sisters trio, October 19 in Hollywood.

RANDOLPH-LEE—John Randolph, non-pro, and Virginia Lee, of the Kolb & Dill show, *The High Cost of Loving*, September 27 in San Francisco.

RUTON-OLIVER—Eddie Ruton, dog act worker, and Mildred Oliver, of Newark, O., in Columbus, O., October 15.

SHIELDS-UPHOLD—Richard Shields and Ethel Uphold, nitery dancer, October 11 in Pittsburgh.

SMITH-MARCUS—Dr. Benjamin Smith, New York, and Rowena Marcus, daughter of Fay Marcus, former concessionaire on the Coleman Bros. and Endy Bros.' shows, September 28 at the Fox and Hounds Club, Boston.

STALEY-KURTZ—C. W. Staley and Ethel May Kurtz, both of the *Palace of Wonders* unit with the J. J. Kirkwood Shows, October 4 in Blairsville, Ga.

THOMAS-RULE—P. M. Thomas, secretary-treasurer of WJR, Detroit, and Leah Rule, station's personnel manager, October 16 in that city.

VYNALEK-MANN—Jim Vynalek, of Conroy Advertising Agency, and Dorothy Earlene Mann, staffer of KYFM, San Antonio, September 26 in Pleasanton, Tex.

Births

A daughter to Mr. and Mrs. Stan Widney October 16 in Des Moines. Father is a radio producer.

A son to Mr. and Mrs. Phil Norman October 11 in Hollywood. Father is a radio announcer.

A son, Clifford Jr., to Mr. and Mrs. Cliff Matter in Presbyterian Hospital, Chicago. October 3. Parents are cook-house operators.

RANK AFTER PICCADILLY

(Continued from page 46)
give Rank one more valuable West End movie house. It might be, however, that the film tycoon would preserve the Piccadilly for legit and convert it into an international stage with emphasis on American casts.

An American film company is also known to be bidding for another London theater which it would convert into a movie house.

ADAMS, NEWARK

(Continued from page 43)

customers began talking back, a situation which seldom helps a performer. Gal finishes with *McNamara's Band*, in which the audience's desire to join the act was capitalized on by her inviting them in for tag lines, getting her off to a good hand. Pic, *Three on a Ticket*.

Bill Smith.

MILLION DOLLAR

(Continued from page 43)

Brown providing straight lines. Gal sells her routine well, winding up with group of tunes built around the *Nobody Cares For Me* routine. Act is folksy and highly salable.

Band's offerings also included a medley of Jerome Kern tunes and swing version of *Fire Dance* classic. Trammers Ray Simms and Ray Kline are featured along with 88-er Jeff Clarkson. Closer was jiver, *Leap Frog*, featuring tenor saxer Ray Asche.

Pic, *Gas House Kids Go West*. Biz poor opening show. Alan Fischler.

LOEW'S STATE

(Continued from page 43)

for titters. He started slow but gathered momentum until his dummy-gloved ventriloquist piece won him house-wide friendship. The folded paper gimmick, while cute and novel, did not seem to have much effect on this vaude-conscious audience.

Di Gatanos

Adam and Jayne Di Gatanos are an excellent ballroom team. Their *Begin the Beguine* and *Thanks for a Lousy Evening* routines showed grace and high standard terps. However, their middle number danced to *Jeanie With the Light Brown Hair*, backed by Lew Lane at the 88, was an outstanding achievement. Here was an expression of the female partner's light mood in undulating movement from wanting to dance but checked to a snail's pace. The sensuous motions of this ultra-shaped belle were concert hall caliber. Not a single person walked out in this show closing act. Jack Tell.

ROXY, NEW YORK

(Continued from page 43)

spersed with well-executed taps and military formations. Time and again applause broke out in the midst of their routines.

Behind the line, grouped on steps, was a Leopold Spitalny chorus of mixed voices who did Scotch airs in distinguished fashion. Jeanne Park, prima donna, did Scotch songs pleasantly, tho her cadenzas could have been eliminated to keep the thing simple. Production was so good that vocal pyrotechnics seemed like gilding the lily.

Sid Caesar Clicks

In the act department, Sid Caesar was just the touch needed. His under-playing of such routines as the movie trailer and the psychiatrist gave him plenty of rein to use his vocal sound effects for yocks that piled one on top of another. Caesar is still a comparatively new comic, but his delivery and his material is of such a high order that he's almost certain to become one of the best funny guys around.

Veloz and Yolanda had plenty of help in their spot. Working with a single fiddle and a piano, team opened slowly with a waltz, then segued into *Anniversary Song*. While they were on, the line came back for drape effect on steps, giving their presentation heightened values. Team's last was the *Minuet*, which started with a classic arrangement before going jitterbug. Their walk-off was a topper, winning additional hands. Bill Smith.

STRAND, NEW YORK

(Continued from page 43)

chanting of his *Rum and Cocoa-Cola*, *Wyoming* and *Saloon*, with plenty of chatter thrown in, had them screaming. Even the band broke up.

Gordon MacRae, who followed Amsterdam, has a house made to order for him. Boy has made tremendous strides since last caught with Horace Heidt. He's now an easy singer and probably one of the handsomest boy vocalists around. From out front he looked like an ideal picture bet. Voice, a pleasant bary, has an intriguing richness and masculine quality that spells sure-fire box office as soon as he acquires a rep. It's a cinch the gals will go for him. His routine consisted of *Near You*, followed by a ballad, then into *Body and Soul*, winding up with a big show tune. The paramount finish on *Body* was a piece of gingerbread that can be dropped. The show tune was an unimaginative finisher. Better choice of numbers would have given his entire act more heft. As it was he was ahead up to the middle of his third number, from then on it was looks and stage ease that carried him.

The Glens (two boys, one girl), acro-dance act, showed some difficult tricks, hand-to-hand, bridges and lifts that got their results from the fact that short slim gal carried some of the understanding. Their last, a three-man-high with gal in the middle in a deep back bend with lad doing a hand stand on top, was good for a rousing exit hand. Bill Smith.

RKO BOSTON

(Continued from page 43)

funny. The audience howled with glee.

Bill also included the Rigoletto Brothers and the Aimee Sisters in a comedy magic act, a swell show starter; Jean Darling, late of *Carousel*, pleasingly singing a couple of light classics; Hal Leroy, performing his customarily expert dances; Pansy, the horse, and Ray Dorey, a Boston baritone, who is coming up fast in the musical world and needs only to unbend to be a smash hit. The whole bill is just the kind of entertainment the customers seem to like.

Pic, *Singapore*, in second week.

Bill Riley.

LEON AND EDDIE'S

(Continued from page 44)

The impression is heightened by her sultry appearance and an odd twist of the mouth on high notes.

Peggy McCue

Peggy McCue, a sparking brunet hooper, displayed good possibilities. Her dancing was adequate, but it was her selling that got them. Wearing a cute off-the-shoulder costume and her hair flying loosely, she made an irresistible picture. A few more routines and that kid should start moving up.

Dick Bain (ex-Harmonica Rascals), in his first job as a single, made a good impression. He can play those mouth organs but he needs selling experience. If he stays here long enough he should be able to pick up a couple of pointers.

LaVerne and Jon, handsomely costumed ballroomologists, have their routine down pat. It was easily apparent that they've been together for some time. Act was good but not outstanding. Faye and Andre, adagio team, did well. Muscle bits by boy (working bare to the waist) were surprising in one so short. Act needs more flash. Brighter costumes might do it.

The Frank Shepherd line (7) moves around in three production numbers with plenty of spirit, even if they're not the best costumed and best looking kids around.

Art Waner's band does a competent job of cutting the show.

Latest gimmick here, Jerry Roberts's disk jockeying (heard nightly over WAAT), is a good feeder for the bar trade. Bill Smith.



BARNEY FISHMAN

Beloved Husband of Birdie

Passed away Oct. 7, 1947, at the untimely age of 47. We was a partner of the Gerber Supply Company and Sportland Arcade of Ocean Park, Calif. Brother-in-law of Cy Simon, of Sherman Hotel game room, Chicago, Ill., and the late Paul L. Gerber, of Chicago.

Thanks to the many friends for the flowers and kind messages.

BIRDIE FISHMAN

In Loving Memory
of My Wife

VERNA DAVIS

Who passed away November 2nd, 1946
Graham

Communications to 155 No. Clark St., Chicago 1, Ill.

WINNIPEG NIXES "A" REVIVAL

Exhib Plans Take Beating

Proposed \$1,500,000 money by-law thumbed down by wide margin

WINNIPEG, Oct. 25.—Despite an all-out promotion campaign by a local group which was endorsed by Mayor Garnet Coulter, this city's citizenry turned thumbs down on a revival of a summer agricultural and industrial exhibition at the civic elections here Wednesday (22).

By a smashing vote of 14,721 to 9,859, taxpayers defeated a \$1,500,000 money by-law for the construction of a stadium, arena and exhibition park. Defeat of the exhibition by-law is a direct slap in the face to a group of big business men who supported the measure in an attempt to bring Winnipeg back into the limelight as a Western show town. Mayor Coulter took an active part in the campaign, and in a series of radio addresses, urged the citizens to give the by-law their support.

Defeated Last Year

Question of an exhibition park came before the electors at last year's election and was defeated, but not nearly as badly as it was this year.

There was great opposition to the passage of the by-law from the start. A second group of citizens formed an anti-stadium committee, and worked tooth and nail to defeat the measure. Also opposed to spending the \$1,500,000 was the C. C. F. group.

Smallies Can't Gain

Small storekeepers were convinced from the start that the only persons who would stand to gain from an annual exhibition would be the hotels, the big department stores and the (See *Winnipeg Nixes "A"* on page 75)

Billers Set First Post-War Meeting for Miami Dec. 1

NEW YORK, Oct. 25.—Executive board of the International Alliance of Billposters, Billers and Distributors will hold their annual meeting at the El Comodoro Hotel in Miami, starting December 1.

This is the first meeting between the executive board and owners and general agents of circuses and carnivals since the war. In the course of the meeting they will negotiate the circus and carnival agreement for the 1948 season and all the owners and general agents of the circuses and carnivals are expected to attend the session of December 2, at 10 a.m.

The board will also hear all complaints and grievances against the members and the different shows.

Vanities Click in Memphis

MEMPHIS, Oct. 25. — *Skating Vanities* of 1948 closed a week's run at the Auditorium last Sunday (19). Gloria Nord and a big cast of skaters scored a smash hit, with non-skating comics, the Three Craddocks, and juggler Bobby May proving socko show stops. Local boy, Larry Fox, was a natural favorite.

Muskogee Execs Side In With Concessionaires on Tax Beef

MUSKOGEE, Okla., Oct. 25. — Board members of Oklahoma Free State Fair, at a special meeting during the recently completed fair, sided with protesting concessionaires who were forced to pay hefty city license fees comparable to taxes levied in town for year-round operation. The fair board was already steamed, due to failure of the county excise board to grant the annual expected financial aid.

Numerous local institutions, some of them civic organizations, were also charged the same hefty fees for popcorn, soft drink and eating concessions. Some declared the city would have to sue to collect, it was reported. Concessions were charged \$10 if five or less persons worked and \$15 if the personnel exceeded five. Taxes were reportedly levied at the direction of the city manager.

Fair officials claimed that a \$1,000 grant, voted by Muskogee City Council, was set aside without council authorization. During its formative

years the fair received \$15,000 annually from the city. Later the amount was reduced to \$1,500, which had been given until this year.

Gilmore Arena Assured for '48 Midget Racing

LOS ANGELES, Oct. 25.—Gilmore Stadium will remain the home base of Pacific Coast midget auto racing for several more years, according to Earl B. Gilmore, owner, thus ending rumors that the sports plant would be torn down this winter for a business center.

"Due to the uncertainty of present-day conditions, nothing definite in regard to a business center can be announced at this time," said Gilmore. "However, it seems logical to assume that the stadium will be there for several years."

General Manager Gene Doyle is going ahead with plans for next year, and Dave Koetzla, racing director, has mapped out a program for the 1948 season with hopes for a single association that will put all midget racing under one head, with Gilmore Stadium the central point.

Five more meets remain on the 1947 midget program, with the 11th grand prix, a 150-lap event, taking place Thanksgiving Night as the blue ribbon wind-up of the current season.

'47 Best Year Yet, J. C. Michaels Sr. Says of Bookings

CHICAGO, Oct. 25.—Back in from Little Rock, where his office supplied the grandstand attractions at the Arkansas Livestock Show, J. C. Michaels, of the J. C. Michaels Attractions, said that the 1947 season was the most successful in the 37 years he has been in the booking business.

His organization, with offices which he heads here, and in Kansas City, where his son, J. C. Jr. operates, booked 60 fairs, principally thruout the Midwest and the South.

In addition to a heavy fair booking business, J. C. Sr. reported that the booking of celebrations this year was the best in many years. On fairs, the Michaels office specializes in selling a package circus-type show.

He said that he will remain in Chicago thru the International Association of Fairs and Expositions convention in December, after which he will begin making the various State fair meetings. Until the IAFE session, he said, he will be busy lining up new acts.

He was accompanied back to Chicago by Mrs. Michaels, who had spent the last few weeks on the road with him.

Rogers Holds Winning Pace At Chi Rodeo

Figures To Top '46 Contest

CHICAGO, Oct. 25.—Roy Rogers Rodeo this week continued to draw slightly better at the Chicago Stadium than it did last year, and the 18-day, 24-performance stand, which closes Sunday night (26), figures to wind up with a total take higher than '46.

The week-end play has been powerful, both of the first two weeks yielding excellent business. The closing week-end is rated to play to capacity or near capacity. Today's matinee, which carries a half-price kids' admission, is a sell-out. Final day tomorrow will also offer a matinee.

The Rogers unit will fold for the season with its stand here.

Going into the homestretch on the engagement, Jack Favor, Arlington, Tex., led the field in Steer Wrestling, having tossed three steers in 35.2 seconds. Perry Franks, Pampa, Tex., was pacing the Calf Ropers with a time of 75 seconds on four calves.

Carl Williams, Vinita, Okla., piled up a sizable lead in Bareback Bronk Riding with a tally of 1,020. Claude Morris, Chandler, Ariz., was holding the lead in Saddle Bronk Riding, Morris having gained 1,045 points to Schwarz's 1,036.

Sonny Lavender, Holliday, Tex., is tops in Wild Brahma Bull Riding with 1,018 points, with Fess Reynolds, Pioneer Town, Calif., a close second.

Saskatoon Charity Horse Show Scores

SASKATOON, Sask., Oct. 25.—The first annual Saskatoon Blue Ribbon Charity Horse Show October 9-11 proved a success. With \$3,000 in prizes offered, the event drew nearly 100 entries from the Western provinces.

The show was directed by Harry Lyonne, managed by Major Adamson, and judged by Major J. Wood, Toronto, secretary-treasurer of the Canadian Horse Shows Association.

Special acts included a cowboy quadrille, musical ride, fancy roping and comedy Cossack trick riding by Gib and Margaret Potter.

'Ice Follies' Set 13-Day Run At Madison Square Garden

NEW YORK, Oct. 25.—Shipstad and Johnson's *Ice Follies* of 1948 comes into Madison Square Garden November 18 and remains thru November 30. Only matinees skedded are the two Sundays of the 13-day run.

Evelyn Chandler, Brooklyn acro skating star, will head the big cast in its 12th consecutive season at the Garden. Seat sale already is under way.

Duluth Shrine Gets Davenport Straw Business

DULUTH, Minn., Oct. 25.—A straw house and spring weather greeted the opening of the Orrin Davenport Shrine Circus here Monday (20) when the show opened its seven-day run. One reason for the sell-out was terrific block sales, bought up by local merchants to the tune of 900. Turnaway business followed matinee and night thru Thursday, when Shrine officials were considering an extra show for today.

Kids from five orphanages of Duluth and Superior were on hand the first matinee, and some 7,000 children from welfare rolls and of underprivileged status were guests of the AAD Temple during the run. Clowns went to St. Luke's and St. Mary's hospitals for impromptu performances and gave away balloons to the bedridden youngsters.

Exploitation reached a peak here with liberal spreads in both Duluth and Superior newspapers, with seven free radio hookups. AAD Temple officials announced that the program promotion amounted to \$11,500, an increase of \$3,300 over last year.

Show is headed by the Zavatta Troupe of bareback riders, the Flying Artonys; the Canton Four, Chinese acrobats; Albert Fleet's chimpanzees; Harry Haag, with his elephant Judy, and his act; the Orantos, perch act; Mel Hall, unicycle; Bert Dearo, on the slack wire; Zoppe Troupe; Rink Wright Duo, novelty wheel act; Kurt's Trio, balancing; Corinne Dearo, trapeze, with Miss Janet, Corinne and Miss Joseph on the web. Clown alley included the Sherman Brothers, Brownie Lewis, Brownie Gieduet, Irving Romig, Brownie Silverlake and George La Salle. Frank Cervone was band leader.

Circus was promoted by Tom Stevens, inaugurating a new Davenport policy, who has not used promoters in the past decade. Davenport and Stevens will be on several new dates this winter.

Show was to leave Sunday after a matinee performance for Houston, where it will open Wednesday (29), to be augmented by Clyde Beatty and several other acts.

King Collars Big Mazuma in Georgia

MILLEDGEVILLE, Ga., Oct. 25.—Folks here turned out in record numbers to see King Bros.' Circus Wednesday (22). Night turnout filled the top to capacity, while the matinee played to a good house, and this was far and away a record here.

Previous day at Washington, Ga., the show racked up peak business, playing to an overflow night crowd and a full house in the afternoon. It was the first time a circus had hit this town in many years.

Some Flier!

QUAYAQUIL, Ecuador, Oct. 25.—Jerry Wilson, of the Gran Circo Americano, advertised recently in *The Billboard* for a flier. Here is one of the cabled responses: "Commercial pilot, fully rated, 3,800 hours; available immediately; write or wire instructions." The cable, sent from Northampton, Mass., bore the signature of a captain.

"You can see by the reply," observed Jimmie Harrington, who is with the Gran Circo Americano, "just what high standards a 'flier' must have with this circus."



ADVERTISING CREW—Art Miller and his advertising crew on the Al G. Kelly-Miller Bros. Circus were on hand when this picture was taken. Left to right: Ralph Bliss, Sam McKay, Paul Jones, Tom McLaughlin, Art Miller, Mrs. Tom McLaughlin, Harry Baltzelle and Cecil McMillen.—Photo by Paul Van Pool.

Dailey Continues To Get Well in Southwest Spots

VINITA, Okla., Oct. 25.—Favored by warm, clear weather, Dailey Bros.' Circus has continued to draw notably large crowds on its Western trek.

Iola, Kan., Friday (17) contributed a full house at night and a near-

capacity matinee. Monday (20) at Parsons, Kan., business was good with another capacity turnout at night.

Joplin, Mo., proved a red one Tuesday (21) when attendance at both afternoon and night shows was just short of straw houses. The 84-degree afternoon temperature might ordinarily prove too warm for a circus but, if anything, it aided the showing. The clear, 70-degree temperature at night was perfect.

One of the show's elephants, Jap, was under the weather here with what was believed to be an attack of rheumatism, an old complaint. Medication and warm sunshine put the pachyderm back on her feet before loading time.

This town also came thru Wednesday (22) with a full house at night following a three-quarter turnout for the matinee. The night attendance was said to have been the largest crowd ever attracted here by a circus.

Huntsville, Ark., Loads K-M Twice

HUNTSVILLE, Ark., Oct. 25.—Without a circus visit in approximately 30 years, this town went all out for the Al G. Kelly-Miller Bros.' Circus here Thursday (16). The result: Two capacity houses. Balmy October weather also helped.

Stand the previous day at Eureka, Ark., yielded exceptionally good business. Show tent was set up inside of the new Eureka Springs Stadium and both performances filled the top.

Springdale, Ark., played October 17, provided a capacity night turnout and a good matinee. Stand at Ava, Mo., drew big business, the night throngs providing overflow turnout and the afternoon netting a full house.

Rogers, Mills Get Chill From Hamilton, Tex. Folk

HAMILTON, Tex., Oct. 25.—Rogers Bros., playing here October 9, and Mills Bros., October 18, might just as well have stayed at home as far as business was concerned.

Neither had a half a matinee, while the nights were just about half filled.

Garden Rodeo Moves Into Final Sessions 30% Under Last Year

NEW YORK, Oct. 25.—Attendance at Madison Square Garden's 22d annual World's Championship Rodeo is still about 30 per cent below figures for last year as the rodeo nears the end of its fourth and final week. As the unseasonable heat wave which has plagued the rodeo most of its current run came to an end Thursday night (23) the prospects are good for sellouts for all of today's and Sunday's performances.

The Garden's staff of venders, members of local 178 of the venders' union, donated and distributed 1,240 boxes of popcorn and pieces of candy floss to the underprivileged children who were guests of the Garden and rodeo managements Monday (20) at a special matinee.

Abe Lefton, the rodeo's announcer, has been on the sick list but sticking to his post, with Johnny Jordan pinch-hitting for him when necessary. Other casualties during the final two weeks were: Lloyd Allen, broken leg, and Gene Pruett and Jackie Cooper, broken ankles.

Sunbrock Rodeo Set For Newark, N. J.

NEW YORK, Oct. 25.—Larry Sunbrock's Rodeo, Thrill Show and Circus is set for a 12-day run in Newark, N. J., at the Roseville Avenue Armory, opening Wednesday (29) and running thru Sunday, November 9. Ken Maynard is billed as feature attraction.

For the past several weeks Newark and surrounding territory has been fairly well billed with Madison Square Garden rodeo lithos and window cards, while Sunbrock's publicity campaign is off to a late start with display ads in the Newark papers making their appearance the middle of the week—only a week in advance of opening day.

Polack Snatches Steady Business At San Antonio

SAN ANTONIO, Oct. 25.—Polack Bros.' Shrine Circus, blessed with excellent weather, caught a big winner here October 13-19.

Matinees generally averaged three-quarter houses but the nights were either comfortably filled or overflowing.

Justino Loyal reported to police that a pair of trousers containing \$85 and personal papers was stolen from his dressing room October 13, and named a suspect. No arrests have been made.

Hamid-Morton Hits Jackpot in Boston By Top Promotion

BOSTON, Oct. 25.—The Hamid-Morton Circus closed one of its most successful engagements in 1947 Saturday (18) for Aleppo Temple, presented for six days, with 13 performances at the Boston Garden. This was the 7th year that the H-M org has played the Garden, and this engagement chalked up the largest attendance of any year, even beating 1943, when it ran for nine days with 15 shows.

Judge Robert Gardiner Wilson Jr., general chairman for the seventh year, stated that on the week, over 25,000 underprivileged children and disabled war veterans were guests, with various civic and fraternal organizations, and transportation companies contributing their services in conveying these persons to the Garden.

The Shrine and Hamid-Morton presented to Franklin Park Zoo a young camel that recently arrived from the Sudan. *The Boston Post* sponsored a camel-naming contest, and over 5,000 letters were received from children, including many from hospitals and institutions.

Carl H. Sonitz handled the advance promotion and many tie-ups were made, including reduced price school tickets in the public and parochial schools, thousands of cut-rate tickets to the various department stores and institutions and distribution of 25,000 folders, with reduced price coupons in all the suburban towns around Boston.

The publicity included for the first time many 24-sheet boards, the fronts of 500 street cars; all subways, and North and South stations were posted, and the newspaper publicity included two AP shots of Dick Clemens and one of his lions, the latter being fed fish on meatless Tuesday—the other shot of the four baby cubs born opening day made the AP wires. Bill Tumber handled press.

What a Stinker!

HOUSTON, Oct. 25.—This is another of those "meanest thief" stories.

Someone stole Roy Barrett's trunk out of the Sam Houston Coliseum the night of October 16, and it was filled to the brim with wardrobe and props he had spent years collecting.

The material would not be of any use to anyone in show business as Barrett's clown props and wardrobe are too well known. If a local snatched it, Roy may get it back as he has offered a liberal reward.

Regardless, he is prepared to build all new material for the indoor dates.

Ringling-Barnum

In Clarksdale, Miss., the dressing room sat in the middle of a cotton field and gave everyone, especially European acts, a chance to observe the raw material from which most of our clothes are made. About 500 orphans saw the opening Memphis matinee. Sunday was an all-day ride from Nashville, with arrival timed so show folks could give the night movies a big play. This was the prize lot of the season. For the first time in years it failed to rain during put-up or opening matinee. The temperature was in the high 70's.

Tex Copeland, Irene Burt and Eddie Calahan observed birthdays during the past week. Twenty-three show folks were initiated into the Elks during the Nashville stand. Joe Sinkus closed and returned to New York.

Visitors were Eekie Lawson, Les Thomas, Mr. McElwee, Joe Simon, Art Concello, Gus Signer, Chuck Gammon, Mickey Behee, Captain Curtis, Blackie Shaw, Bobby May, Larry Trade and members of the *Skating Vanities*.

Around the lot: Harold Ward was presented with a seven-pound daughter, Kathleen Diane, recently in Los Angeles by Mrs. Ward. Eekie Lawson and Frank Miller playing gin rummy from early morn 'til late at night during Eekie's visit. With the season drawing to a close all eager beavers are hard at work practicing between shows. Chicken Charlie showed members of his family around the lot during our stand in his home town, Memphis. Bonfires are in the making now that the nights are getting a little on the cool side. It's time for the charcoal man to show up. Mike, the water boy, says he will give out the closing date soon. Many show folks are shopping for long-handled underwear in anticipation of dates in the Carolinas and Virginia.—DICK MILLER.

AT LIBERTY

For limited time after December 14
**CLYDE BEATTY'S FAMOUS
PERFORMING
ELEPHANTS**

Two Herds, Presenting Two
Distinctive Acts.

Only elephants on the road today
executing the walking long mount.

TWO HIGH-CLASS LIBERTY HORSE ACTS

Palomino and Black and White

Horse Troupes—
The Epitome of Equestrian
Elegance and Excellence.

TWO PONY DRILLS
Intricate military maneuvers

Can furnish complete program for
any type of indoor date
For particulars contact

CLYDE BEATTY

Clyde Beatty Circus
State Fair Grounds, Shreveport, La.

DRESSING ROOM GOSSIP

Clyde Bros.

The writer left the show for a couple of days to pick up his truck in Evansville, Ind. Jerry Hartley is observed daily playing new phonograph records. Peggy Harrison expects mail daily. A show for patients was given at University Hospital, Iowa City. Business has been satisfactory.

Larry Carlton did a swell job lettering one of the big trucks. The clowns are wondering which one will be chosen to model for a painting that will go on the truck. Show had a short run from Clinton, Ia., to Freeport, Ill. Performers are practicing daily and even the prop boys have taken up hand balancing. Packed houses prevailed for four days at Freeport. An extra night show had to be given closing day to take care of the overflow. Billy Senior was a visitor.

Red velvet capes have been added to the web number. The boys are decked out in red and yellow suits. Larry Carlton has added a new gag to his skating act which goes over big. Frank Lemoins and Hap Henry are doing well with their comedy juggling act. Larry Griswell was a visitor when we played his home town, Cedar Rapids.

Plenty of excitement when Clark's bears got sick. Ailment turned out to be the common bellyache and not a performance was missed. Hap Killins found his lost whistle in the pocket of a shirt he had discarded. Jack Harrison has been getting his share of laughs on the wedding strip. Irene Duvalt will join the web number. All trucks are being painted.—VAN WELLS.

Polack Eastern Unit

Business at Elmira, N.Y., was excellent. Promotion was handled by Clyde Harrison. Mrs. Louise Buckingham, former aerialist and rider, visited. The writer's brother, Harvey J. Post, chief draughtsman in the State Highway Commissioner's office at Hornell, visited. We had not seen each other in 10 years.

Business in Schenectady was great. Clarence Badger handled the promotion. Bobo Barnett, chief clown, bought a new cornet and is featuring *Peg o' My Heart*. Number is well received. Ray Wilbert, hoop artist, has rejoined after playing several dates inked some time ago. The Billetti Troupe joined here, as did Del Ray on the high pole. Mrs. Betty Proper, wife of our concession boss, has been under the weather with a cold. Mrs. I. J. Polack is a daily visitor, along with her collie dog. Joe MacDonald, candy butcher, has rejoined the show following several fair dates. Stanley Palfrey is now in charge of novelties. Jo Madison heads the mailing list now, with Jack Klippel a close second. Dime Wilson is running third. Buddy La Form, of the Flying La Forms, had a birthday recently and received many fine gifts.—CHARLES E. POST.

Stevens Bros.

The high winds all week forced Bob Stevens to abandon the idea of putting the big top up. However, business has been up to expectations.

At Fairview, Okla., we showed in conjunction with the fair. Honest Bill Newton, now one of the city dads, was a busy person that day, as he was on the fair and circus committee and official greeter and good will emissary.

Shorty and Beulah Shearer have added an owl-faced monkey to their Pit Show. These open air shows are playing havoc with Juan De Avila's balancing act.

Coy Lee has discarded his big cane, but not the "pappy" monicker due now to his long whiskers. Laura Stevens continues to look for Henry. Bob Grubb really fumes when his

Gran Circo Americano

In our fifth week in Ecuador, business has been stimulated by having Gancho, a promotion entitling two people to gain admittance on one ticket. Willy Storey, in charge of the front door, reports he has been counting tickets in his sleep.

Everyone has been making weekly visits to the Straw Shoe factory to receive gifts to take home. Ecuador is noted for its straw products. Practically the whole industry is conducted in private homes. The factory visited has a weekly output of only 40 pairs.

Last week we celebrated Janis Wilson's birthday. We made sure the party would be a surprise by holding it the night before. Dorothy Storey did a good job handling the details. Rebecca Drougett shines in the ring with her new wardrobe.

Jerry Wilson played host several days ago to all of the ground personnel and department heads of Andesa Airways and Skyways International of Guayaquil. They have been extremely helpful in moving our personnel and material by air. Dorothy and Willy Storey celebrated their first wedding anniversary with plenty of refreshments.

Albert Spiller has been advised by the St. Louis Zoo that it is interested in several of the South American animals which he has collected on tour. One is the rare Humboldt monkey.

Our next move, which is to be by boat, has Willy Storey daily inspecting all available craft going our way. He reports most boats are not advertised.—JIMMIE HARRINGTON.

Dailey Bros.

Ottawa, Kan., was an ideal Sunday spot. Lot was in a city park, grassy and shaded by trees. Runs were only a stone's throw from the front gate and the sleepers near-by. The business district was four blocks away.

What ambitious girls we have! They are already designing and making wardrobe for next season. Howard Saunders recently acted the part of the absent-minded professor. He barged into the ladies' dressing room, but, needless to say, fled in terror.

Birthdays: Rosemary Stock received numerous gifts, including a wrist watch and a set of matched luggage. Red Maynard, side show boss canvasman, was gifted with a portable radio. Joe Repp, of the light plant crew, has more socks than anyone else on the show and clothes enough to last a year.

Visitors were E. C. Chism, who worked for Rube Ray several years; Rusty Yargan, former Parker & Watts employee, with his wife and baby; Dora Lee Stephenson and three other nurses from a Wichita hospital; Bee Kasha, Lois Basye and Jackie Dartweiler. Also Mr. and Mrs. Bud Anderson, Luke and Francis Anderson, Mr. and Mrs. Al Bernard, Fred and Bette Leonard, Billy E. Thompson, general agent, Monroe Bros.' Circus; Ray Thompson, horse trainer; Bert Rickman, equestrian director, and other Bradley & Benson personnel; Paul Van Pool and family, Carey Vuzzle and Miss Bradley, a newspaper woman from Pittsburg, Kan.—HAZEL KING.

ponies take to the wide open spaces. Juanita Thompson took leave to visit relatives, but Tommy is still here vacationing, having added candy butchering to his many activities. The most debated question of the week: "How many clothespins did Beulah eat?"

Visitors: Dr. Fred Campbell, Mabel Campbell, Frank Campbell, Happy Johnson and wife, Mr. and Mrs. John Harder, Louise Newton, Norman Anderson and Frank Bynum.—DOLLY JACOBS.

Clyde Beatty

Nail chewing and floor pacing of recent weeks is all over, now that the expected blessed event finally took place. Phil Escalante's dog, Panzi, had a litter of five pups. Buddy Richards is being congratulated on becoming the father of a boy. Betty and Bob and the entire Aceveda family visited the Escalantes and Velardes in Kilgore, Tex. The Velardes are planning a tour of Mexico.

Nick Francis, clown, with the Jimmie Lynch Death Dodgers, visited Lou Walton in Texarkana, Ark. The George Hanneford family also visited. Two year-old tigers and a spotted leopard were added to the menagerie.

Those two globe trotters, Beebe Siegrist and Dorothy Durbin, visited in Cuero, Tex., along with Joe Siegrist, Eddie Kohl and Betty Brasno, and Marge and Buddy Cantor.

Show personnel has scattered with the winds. Many left for Houston and the Shrine Circus date. Another large contingent headed for California, en route to Hawaii to work for E. K. Fernandez. Physical equipment is in Shreveport, La., quarters where refurbishing is expected to begin immediately.

At Houston are Sancho Morales, Jorgen M. Christiansen, the Sylvesters, the Flying Concellos, Charlie Cox, Rose LaMont, Claire LeVine, Connie Conroy, Mell Rennick, Steve Coumoutso, Pete Korte, with his side show, and Clyde Beatty.

Westward bound are Phil and Lalo Escalante, Amanda and Manuel Velarde, Milonga and Johnny Cline, Nita Brooks, Billy Hammond and George Royce. Off for other winter dates are Mark Anthony, Lou Walton, Bozo LaMont and Frank Doyle.

So this concludes another season and until the next one we say, so long.—DICK ANDERSON.

Bailey Bros.

P. W. Huddleson has returned to the concession department. Laurence Cross closed and left for Des Moines. H. H. Fitch, Mr. and Mrs. Andy Kelly and Mickey O'Brien, of the inside concession department, also closed. Several of the acts have signed for next season. Johnny Pringle is busy breaking eight white collies. Messrs. Munde and Eagle and other members of the Harley Sadler show visited.—GEORGE L. MYERS.

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Black, Suntan and White, \$4.95. Elastic
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Metal Spangles, all sizes and colors. Chain-
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Cole To Head For Barn After Johnson City

LYNCHBURG, Va., Oct. 25.—Cole Bros.' Circus will close following its Tuesday (28) showing at Johnson City, Tenn., and head for its winter quarters at the Kentucky State Fairgrounds, Louisville.

Capacity night houses and hefty matinee crowds have prevailed thru-out the final lap of the show's tour thru the Carolinas and Virginia.

Tarboro, N. C., Friday (17), contributed a three-quarter matinee and a straw house at night, despite a downpour of rain. Goldsboro, Saturday (18), drew only three-quarter houses. Portsmouth, Va., Thursday (16); Danville, Tuesday (21), and Lynchburg, Wednesday (22), each provided capacity night crowds. Afternoon houses were from half to three-quarters.

Mayme Ward, Otto Griebing and Col. and Mrs. Harry Thomas are scheduled to fly from Johnson City to Houston, to open Wednesday (29) with Orrin Davenport's Shrine show.



IONE STEVENS'S CONCESSION CREW on the Al G. Kelly-Miller Bros.' Circus. Left to right: Ray Riley, Whitey Thorne, Mary Thorne, Ione Stevens, Jay Hardin and Pee Wee Miller.

—Photo by Paul Van Pool.

Mills Wind-Up Set for Texas; To Barn in Ohio

LAKE CHARLES, La., Oct. 25.—Mills Bros.' Circus, whose tour this season took the org thru 11 States, with each date being played under civic, charitable or fraternal auspices, this week laid plans for storing the show at the Ohio State Fairgrounds in Columbus, Ted Edlin, agent, revealed.

Originally slated to wind up the season at Shreveport, La., officials since have been contracted to play Orange, Tex., under Ibis Grotto and Orange Shrine Club auspices.

At the close of the Orange, Tex., date, November 7, org will be moved to Columbus, Edlin said.

New Orleans Shrine, With Packs Show, Set Dec. 8-14

NEW ORLEANS, Oct. 25.—New Orleans Shrine Circus will be held December 8 to 14 inclusive, in Municipal Auditorium here, it was announced today by Billy Ermon, in charge for the Shriners.

Tom Packs will produce again, with Ernie A. Young doing the booking.

Price of the auditorium has been increased from \$250 to \$400 per day, but this may be reduced somewhat, according to the local representative. The increase is in line with a general policy of no reductions to special groups at Municipal Auditorium.

Admission will remain the same, \$1.25 to \$3.60. There will be no passes, according to Ermon. He said 500 box seats, 2,610 reserve seats, and a minimum of 3,800 general admission seats will be available.

Star Bros. Closes; Wood Plans To Rebuild in '48

PARAGOULD, Ark., Oct. 25.—Star Bros' Circus has closed a successful season and the father and son owner combo, Blackie and Pete Wood, report they will rebuild and enlarge for next year.

George Sweet and family will winter in Lafa, Ark. Pete Wood, wife and son, will spend most of the winter with Mrs. Wood's mother, Mrs. Sallie Faxon, at Fort Myers, Fla., while Maximilian White and wife will remain in Paragould.

WON, HORSE & UPP COMBINED CIRCUS

An Equine and Canine Paradox—The Show With a Leaf of Gold
By Starr De Belle

Possum Grove, La.
October 25, 1947.

Dear Pat:

We don't know why, but this show never gets answers to its ads. For some reason actors, musicians and workmen steer clear of it. Do you suppose that some knocker spread the rumor that our feature act can't go to bed on the crap table in the privilege car until the game breaks up at dawn? We are willing to admit that our salaries are small, but we give them a 52-week season, which balances it in the long run. We'll further admit that paydays are few and very far between. We live up to the old saw, "You can save money around a circus, because you have no time to go to town and spend it." Over here it isn't forced-labor—it's forced-saving, and anyone that doesn't like it can go down the road without their dough.

In order to get people the bosses ran an ad with an address across the Louisiana line in Texas using as a title Single, Stud & Over Circus, which is similar to Won, Horse & Upp only that it has a bit more sex appeal.

The first letter in answer to the ad was from our general agent, Les Burroughs, who wrote, "Am A-1 general agent. Six years with the Won, Horse & Upp Circus. Can give you their entire route. Need ticket and enough cash to get my suit pressed." Just picture that guy wanting to double-cross us after enjoying six of the best years of this circus's life.

Two family acts, a clown and all three of our musicians answered the ad. The first troupe wrote, "Due to poor cookhouse, I have suffered from malnutrition, which has kept my wife and self from enlarging our family troupe to keep up with sons and daughters that married out of the profession. Send tickets and food money." The other family troupe wrote, "Our agreement here is for salaries to be paid when the show closes. Hasn't closed in six years. Send dough for pants for myself, transportation and eating money for family." The clown wired, "Do whiteface clowning. Use what was originally all-white wardrobe. Need ducat and laundry money."

About the three windjammers, they put up a front with, "Have big library of music. Send tickets." That's what we call "guts." They don't own the music. When a band leader blew with a ballet gal the boss found five music

books in his berth, and anything left by a departing trouper automatically becomes the property of his employer.

Manager Upp crossed into Texas and wired all of them to meet the Single, Stud & Over Circus at Crooked Horn, Texas, the following week. It was funny watching them take powders on Sunday afternoon. We noticed that they made the cookhouse before blowing.

Knowing how they'd wind up, the office let them strand themselves and sweat it out for a few days at Crooked Horn. We then wild-catted the burg where we met the lost tribes. To show them what a swell and regular guy the boss is, he forgave them, lifted them out of hotels and gave them their jobs back with no punishment whatsoever except having them sign paid-in-full receipts for monies due them during the six-year period.

It was a valuable lesson to them—experience is a good teacher. They will never again answer fly-by-night or suitcase promoters ads.

Bette Leonard Writes

WICHITA, Kan., Oct. 25.—Ernest Jensen, CHS, No. 69, Tacoma, Wash., writes that they had a miniature circus display at the Western Washington Fair, Puyallup. Org won a medal for one of the two best exhibits in Hobby Hall. Incidentally, Jensen has scheduled a meeting and get-together in his home.

Murray Guy, of Jeannette, Pa.; Harry Simpson, Bib King and Clarence Shank planned to attend the Fall Round-Up of CHS, Division No. 1, in Peru, Ind., October 25-26.

George Brinton Beal, feature writer and columnist on *The Boston Post*, who wrote *Thru the Backdoor of the Circus*, is writing two new circus books, *Ladies of the Circus* and another about an imaginary circus. Walter Edmonds, author of the circus story, *Chad Hanna*, is writing a circus story about a show traveling along the Erie Canal in New York State on barges. That reminds us that the old Downie & Gallagher Boat Show of 1910 traveled the Erie Canal on two barges. Mrs. Clyde Wixom is the proud possessor of a new piano, the gift of her husband. The Wixoms plan to be in Peru for the Round-Up.

Mr. and Mrs. Joe Fleming, of Trenton, Neb., report that they caught Dailey Bros. on Joe's birthday at

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I am now contracting Feature Acts for my 1947-'48 Circuses and Fairs.

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GEORGE HANNEFORD
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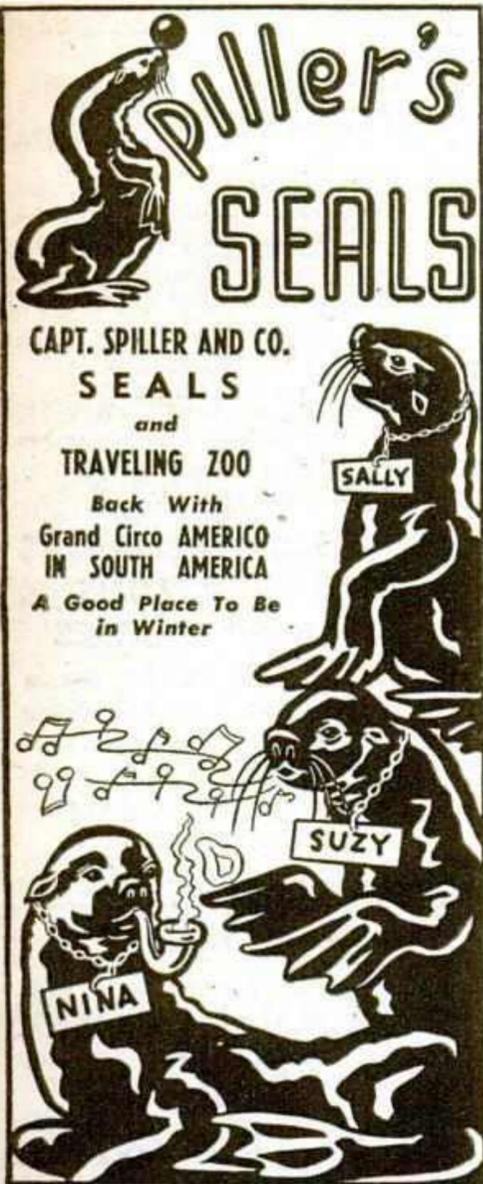
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TOM MIX (4 HORSE) SET
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Good condition.
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Colby, Kan. Wichita Shrine Circus will be held November 30 to December 6. Orrin Davenport is the producer.

Dad White, of Fredonia, Kan., has the new title of "Fredonia's publicity agent." He spends much time traveling and advertising Fredonia. His latest publicity came from *The Quincy Herald*, October 4 issue, where Dad attended the 22d annual reunion of the Burlington Railroad Veterans.—BETTE LEONARD.



Spiller's SEALS

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SEALS
and
TRAVELING ZOO

Back With
Grand Circo AMERICO
IN SOUTH AMERICA
A Good Place To Be
in Winter

SALLY

SUZY

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UNDER THE MARQUEE

Silk Shirt Slim Jim, formerly with the Ringling show on props, cards that he will return to the org.

Home-run isn't always baseball.

William McDonough recently visited Chief Felix McCarthy at Plymouth, N. H.

Harold Barnes, wire walker, with his mother and father are in Miami for a visit. Harold will join Polack Bros. in Boston, November 3.

Lot owners never worry about rent increases, altho showmen would like to let them.

W. V. Nethken, known as Buckskin Bill before his retirement, recently celebrated his 83d birthday at his home in Nokomis, Fla.

Beers-Barnes equipment arrived at winter quarters in Miami Tuesday (21) but due to high water the stock and animals were taken to the bird farm on N. W. 79th Street.

Good old days do come back. There were shows that closed suddenly without notice.

Ernie Wiswell, circus clown, is mourning the loss of his mother who passed away while Ernie was appearing at the State Fair of Texas, Dallas.

Larry Benner, variety artist, was a visitor at *The Billboard* Chicago offices Friday (24). He recently returned by air from Honolulu where he toured the Hawaiian Islands for E. K. Fernandez.

Speaking of uniforms, no one has ever measured up the height of propertymen's fashions.

Jack Leeper, veteran showman, is

in Belle Vista Sanatorium, Philadelphia, where he is recovering from a nervous breakdown. He'd like to read letters and cards from friends during his convalescence.

Buck Moughiman, who closed with Patterson Bros.' Circus in July, is making his home in his new ranch house in Canton, O. He recently completed construction on a fully equipped concession trailer.

In a big city a small circus attracts nearly as much attention as does a new parking ordinance.

Jack Noakes caught Dailey Bros.' matinee in Parsons, Kan., and visited with Tiger Bill and wife, Mr. and Mrs. Fred Brad, Mr. and Mrs. Tommy O'Brien, Hazel King, Walter Shealer, Jimmy Thomas and others.

Sam Ward wires from Little Rock: "Regarding Louie Stern's Cadillac gift in San Antonio, that must have been a typographical error. We did let him ride for a few minutes in the Cadillac I bought in Little Rock. However, he did have a birthday."

Authors make big money writing circus stories. Press agents feel lucky when they can get real ones in print every day.

Henry W. Mason (The Duchess), female impersonator, who recently returned from Australia, will make the Shrine circuses in Fort Worth and Houston. In addition to appearing in clown alley, he will do street advertising.

Walter L. Main, considered by many as one of the deans of the American circus, was the principal speaker at a recent Geneva, O., Rotary Club meeting. Main gave a humorous discourse on circus life at the end of the 19th century.

Limit in boredom is reached when one gets tired of hearing a steward tell what his Thanksgiving Day menu will be—if the show is still out.

Rube Simonds, tramp clown, after closing with the Sparks circus in Tacoma, Wash., played a few San Francisco dates and the Hamid-Morton Shrine Circus, Cleveland. Next spots for him will be Troy, N. Y., Shrine Circus and Elks' Circus at Portland, Me.

Doc O'Malley, owner of Gordon Bros.' Circus, on his way to Cleveland, stopped off in Cincinnati for several days last week and visited the new plant of *The Billboard*. He will put in the winter at Bainbridge, Ga. Doc says he had an okay season. His equipment is stored at Blyville, Ark.

Following engagements at the Shrine circuses in Cleveland and Troy, N. Y., Will Hill's elephants, dogs and ponies have been housed on the Painesville, O., Fairgrounds thru arrangements completed by Walter

Stevens Bros. Sets Nov. 16 as Closing

FAIRVIEW, Okla., Oct. 25.—Stevens Bros.' Circus will close November 16 at Hugo, Okla., winter quarters town, it was announced today by Bob Stevens, owner.

The show has been out since April 7, having played Oklahoma, Arkansas, Kansas, Missouri, Iowa, Illinois, South Dakota and Nebraska. Raymond Duke is still general agent and Edward Shearer has the brigade. The advance will close at Hugo November 2.

Stevens played Fairview October 16 and was greeted by two capacity houses, the result of excellent newspaper co-operation.

Atlanta Shrine Foresees Gross Biz at 90 Grand

ATLANTA, Oct. 25.—The Hamid-Morton Shrine Circus, November 10-20 here, expects to ring in \$90,000 this year—on the basis of advance sales—compared with last year's \$72,000, according to Shrine officials. Circus will be held at the Atlanta Municipal Auditorium.

Unusual feature this year is that two days (19-20) have been set aside for Negro patronage exclusively. The Shriners are donating proceeds from these two days to Negro charities. Proceeds from the other nine days will go to Shrine charities.

Prices will be the same as last year: \$1, general admission, and \$2 for box seats, dress circle and arena.

L. Main. The Hills recently visited Main at his home in Geneva, O.

Circus patrons realize more than they did during the performance that they saw a good show when they read good follow-up stories the next day.

Jimmie Cogswell advises that his injured knee has healed and that he will walk stilts again next season. He closed his outdoor dates October 4 at Van Meter, Ia., where he played the Bob Feller Home-Coming' Celebration. He had been with the G. G. Gray Indoor Shrine Circus up thru May when he turned to celebrations.

During the recent Shrine, Hamid-Morton Indoor Circus at the Cleveland Public Auditorium, Illustrious Potentate William C. Lehecka presented honorary memberships in Al Koran Temps, Cleveland, to Noble Vernon L. McReavy, promotional director for Hamid-Morton, and Noble Terrell M. Jacobs, whose wild animal act was one of the features.

Darrell F. Davis, CFA, who caught the Dailey Bros.' Circus at Clay Center, Kan., says the org got off to a late start there because of the windy and dirty fairgrounds lot. Davis says the big top was ready to go in the air about 9:30 p.m., but the high winds changed the owners' minds and tent was unlaced and (See Under the Marquee on page 75)

E. K. FERNANDEZ WANTS

FOR HONOLULU

ALL KINDS OF CIRCUS ACTS AND CIRCUS SIDE SHOW PEOPLE. HAVE 6 TO 8 WEEKS' WORK. PEOPLE TO LEAVE CALIFORNIA FIRST WEEK IN DECEMBER. I PAY TRANSPORTATION BOTH WAYS.

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ROLLS 2,000 EACH.
Double Coupons,
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SPECIAL PRINTED
Cash With Order. Prices:
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8,000 9.15
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50,000 18.00
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500,000 108.00
1,000,000 208.00
Double coupons, Double Prices.

Beatty Biz Okay on Last Lap of Season Thru Texas

CUERO, Tex., Oct. 25.—Clyde Beatty Circus has been picking up considerable profit on this last lap of its annual tour, which will be completed Monday (27) at Beaumont.

Hope, Ark., Wednesday (15) came up with a surprising turnout. The matinee was comfortably filled and the night performance a sellout. As R. Bryant, newspaper man there, put it, "It was the biggest turnout here for anything I've seen in my 12 years in this city."

The next day at Texarkana, Tex., 30 miles away, identical houses were recorded.

At Cuero Saturday (18) business wasn't so hot, but all had a lot of fun, as several local business men made up and got in the clown acts.

Circus Chairs Wanted!

Will buy 500 to 600 Wooden Circus Chairs, in good condition. Write

GAINESVILLE COMMUNITY CIRCUS

P. O. Box 160

Gainville, Texas

Long Beach Pike Still Suffering Cash Doldrums

LONG BEACH, Calif., Oct. 25.—Business along the amusement zone strip here continues to be off from 35 to 50 per cent of what it was a year ago, according to ride men and concessionaires interviewed by *The Billboard*. Cash register doldrums have plagued the famed pike for nearly a year with only short upturns in biz during the hottest part of the summer to relieve the lack of volume patronage.

Ride men and game operators have fared well with food and drink concessions, turning in better financial reports. As a result of the poor showing made along the pike during the current year, there have been few new projects undertaken. A general "wait and see" attitude prevails and several large promotions have been shelved for the present.

Sailor Boys Away

One of the chief reasons for the local amusement depression was the closing of the shipyards and other war plants in and around Long Beach and environs. Another is that the port is the base for the navy's Fifth Fleet, the battle wagons and auxiliaries have been on maneuvers most of the year and therefore the sailor boys have had no chance to spend their pay at the home port.

Despite lack of major improvements in the zone, a number of operators are at work on minor projects. Joe Glacy, who now has his Crime Car Exhibit in Virginia Park, is planning a new front for the show and will add a large searchlight to attract the crowds. Show will play fair dates in the spring. Glacy also augmented his side show and is awaiting the arrival of three new at- (See *Long Beach Pike* on page 89)

Susie, Cincy Zoo's Gorilla, Near Death

CINCINNATI, Oct. 25. — Susie, Cincinnati Zoo's 21-year-old gorilla and for the past 16 years one of its outstanding features, was near death today as the result of a series of strokes sustained since last Saturday (18) when she became ill after developing a slight limp. Dr. Sol Stephan, zoo veterinarian, said that her entire alimentary canal appears to be paralyzed and indicated that little hope was held for her recovery.

Further diagnosis is being made at General Hospital laboratories here. Susie's trainers, Mr. and Mrs. William Dressman, who were in Indiana on vacation when she was stricken, rushed back to Cincinnati to remain at her cage. Susie was presented to the zoo for display by the late Robert J. Sullivan and she still remains the property of the Sullivan family. She arrived in this country on the Graf Zeppelin in 1929 and Dressman took her on tour with the Ringling circus and 101 Ranch Shows before being purchased for the local zoo.

Fire Destroys N. Y. Starlight Pavilion

NEW YORK, Oct. 25.—Long-shuttered Starlight Park was the scene of a spectacular fire Wednesday night (22) which destroyed a 250 by 150 foot stucco and wood bathing pavilion. Starlight, formerly an elaborate amusement park in the Bronx section, has been closed for several years with the exception of its swim pool and an arena, which have been operated as separate units. Entire park is due to be dismantled, as it is on the right-of-way of the Cross-Bronx express highway.

Sitting 'Round the Table

(Editor's Note: The discussion on first-aid departments continues but will end soon. The new subject will be: "Do you believe park owners should offer free parking privileges with police protection against thefts and vandalism?" Give the new question some thought so that when the time comes for you to send in your opinion you will have definite ideas on the subject. Remember, just mail your ideas to The Outdoor Editor, The Billboard, 155 North Clark Street, Chicago 1, and they will be printed here.)

Likes the Column

I sincerely believe *Sitting 'Round the Table* is a very worth-while way of discussing the many problems that arise concerning the operation of a park.

We have a first-aid room at our park during the swimming pool season. During the remainder of the year we have the simple rudiments of first-aid at our concession stands and rest rooms. Should anything serious arise, we take the injured to the hospital.—CURTIS COUNTERMAN, superintendent, Columbia Park, La Fayette, Ind.

Police, Employees Help

The first-aid department in the National Zoological Park is composed entirely of our police and other employees who took the wartime course in first-aid. There is a continual series of minor accidents which are treated on the spot. Of course, more serious cases are sent to the hospital.—W. M. MANN, director, National Zoological Park, Washington.

He Says No

No. With trained personnel, accidents can be kept down. This training means the operators are to watch for drunks and not allow them to ride, and to keep their eyes on the ride at all times while it is in operation. Also, the trained personnel should warn patrons before the ride starts. Our accidents for the year were only three minor cases.—J. L. PENICK, Manager, Fairgrounds Park, Memphis.

It's a Must

Usually we arrange to take the more seriously injured to a doctor. First-aid is absolutely a must. Our first-aid department handled 220 ac-

Venice, Calif., Sets Up New Bingo Rules

VENICE, Calif., Oct. 25.—A new set of 14 rules governing the Venice amusement area bingo parlors has been adopted by the Los Angeles Police Commission which is charged with law enforcement in this suburban district.

A controversy about gambling in the games has raged for several years and has resulted in a number of lawsuits against the city on the free games issue. Rules now adopted set up final standards for the parlors. Code will allow free games but prohibit operators from soliciting patrons or offering free games as an incentive to play.

Also prohibited under the new regulations are the employment of "persons of ill repute" by the parlors, use of skills or cappers to entice players, staying open after midnight and other practices.

Gambling at the games has been prohibited since Los Angeles annexed Venice, but the operators have awarded prizes to persons who win "free" games, one investigator said. Of course, the investigator added, players had to pay to get a chance to win the free game.

John Molloy, vet manager of Pleasure Beach Park, municipally operated amusement park in Bridgeport, Conn., is managing Klein Memorial Auditorium, also municipally operated, for the winter. House, which is a 1,480 seater, is used for legit, concerts and movies, with Molloy handling direct booking.

cidents, such as cut fingers, etc., not to mention 14 mishaps to our employees. Reports are prepared by a practical nurse and copies are forwarded to the insurance company. Names and addresses of all witnesses are obtained. The cost of having a first-aid department is about \$160 per month but its value is worth 10 times that amount — S. T. BROOKSON, Lakeside Park, Pt. Dalhousie, Ont.

Necessary Expenses

Yes, we believe a first-aid department is a necessary expense. This was our first year to maintain such a department and we took particular note as to its effect on the public. We noted the public took an interest in our effort for their safety and also that it was a help in maintaining order. Any suggestion from the first-aid department carried weight. It also was a relief to us to know that there was less chance of a comeback in case of a serious accident.—MILTON C. RICE, Rockaway, Ore.

Absolutely Necessary

Yes, we believe a first-aid department is not only financially worthwhile but absolutely necessary. However, the cost of same should be governed by the size of the park. Ours being a small park, we only keep a good stock of supplies on hand in the office and my wife acts as a nurse. Several of the larger industrial plant picnics have either set up their own field first-aid or brought along American Red Cross units.—FRED W. SEARLE, Manager, Suburban Park, Manlius, N. Y.

Spangler Votes Aye

Do I believe the expense of a first-aid department in a park worth while? Definitely yes.

First, it shows your customers

Gruberg To Install Kid Fun Zone at Philly Fairmount

PHILADELPHIA, Oct. 25.—Max Gruberg, well-known carnival operator, has been awarded a contract by the city to install a kiddie funspot in this city's Fairmount Park. Contract calls for eight kiddie rides to occupy a plot near the Diamond Street entrance.

Gruberg for several years has made Philadelphia the headquarters for his World Famous Shows which play the city and its environs most of the season.

that you are thinking of their well being, safety, etc., besides just having a place of amusement thru which you take money from them. Secondly, a well-kept first-aid department will definitely lessen your chances of lawsuits.

To me, it's the little things around a park (if taken care of) that will definitely pay big dividends, not only financially but every way. To me, besides a well-kept park, the two greatest assets are courtesy and service. Yes, a well-kept first-aid department does pay dividends.—R. M. SPANGLER, Rolling Green Park, Sunbury, Pa.

Has Three Locations

Mission Beach Amusement Center is located on the beach and has three first-aid locations—the life guard headquarters, which is complete with everything; the shore patrol headquarters and administration office. Being the central beach in San Diego, it is quite necessary to have these locations.—Mission Beach, San Diego.

RESORT FOR QUICK SALE

20 miles from Cincinnati. Resort 14 acres, large ballroom, swimming pool, picnic tables, baseball diamond, night club for winter operation seating 100. All equipment, ready to open. Also one cottage, rented, and two six-room apartments. A good buy for quick sale. \$15,000 will handle. Doing a good business. Other interests cause for selling. Call or write RESORT, 323 W. 12th St., Cincinnati, O. Phone: Main 4573 or Loveland 6679

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America's Most Popular Skill Game

SKEE BALL

(Reg. U. S. Pat. Off.)

These streamlined mechanically operated **SKEE BALL ALLEYS** are now in production and deliveries will be made starting November 1, 1947. They are now on display and may be inspected at our factory at any time.

The better features of the National Skee Ball Company and Wurlitzer Company alleys have been retained, and improvements for more satisfactory operation, both to the customer and operator, have been made. These new alleys are **100% MECHANICAL** in operation.

Dimensions are 30" wide, 14' long, 6' 3" high at rear of alley.

For ease in handling and shipping, the alleys are made in two sections, quickly assembled, making it convenient for use by **CARNIVALS** as well as permanent locations.

Due to limited storage facilities, special consideration will be given to orders for deliveries at our convenience.

WRITE US FOR ADDITIONAL DATA, PHOTOGRAPHS AND PRICE OF THE NEW 1948 SKEE BALL ALLEYS.

PHILADELPHIA TOBOGGAN COMPANY

130 East Duval Street Philadelphia 44, Penna.

HOT BUT GOOD IN SHREVEPORT

Annual Firm In Heat Wave

Mercury hovers in 90's, but attendance, midway are up to '46—grandstand ahead

SHREVEPORT, La., Oct. 25.—Despite unseasonably hot weather, the Louisiana State Fair, which opened here Saturday (18), was running neck-and-neck thru Thursday (23) in attendance and midway business compared to 1946, while the night grandstand was showing an increase over last year.

During the first half of the fair's run the temperature hovered around the 90-degree mark, hitting as high as 94 degrees. Normal weather here during the fair ranges from 70 to 80 degrees.

The hot weather served to reduce daytime attendance, but this loss was compensated for by the increased night biz turnout, a fact demonstrated by the patronage in the grandstand, where a revue and acts, booked thru the Barnes-Carruthers Theatrical Enterprises, Chicago, and fireworks by Thearle-Duffield Fireworks Company, also of Chicago, hold forth. Royal American Shows are on the midway.

Commercial Exhibits Jump

The fair is marked by the largest commercial exhibits in its history. Indoor space devoted to these displays are double last year, which in this respect was also an extremely good year. Entries in the livestock classifications also are up. The new \$200,000 addition to the livestock building was pressed into use for the first time. So too, was the new \$65,000 rest room.

Ground breaking for a new \$1,500,000 combination youth activity-livestock building was held Thursday (23), with Mayor Clyde Fant and (See **HOT BUT GOOD** on page 90)

1st Inverness, Fla., Fair Set for Jan.

INVERNESS, Fla., Oct. 25.—This community, the little seat of Citrus County, 60 miles north of Tampa, has been selected as the site for the first annual Citrus County Fair to be held next January.

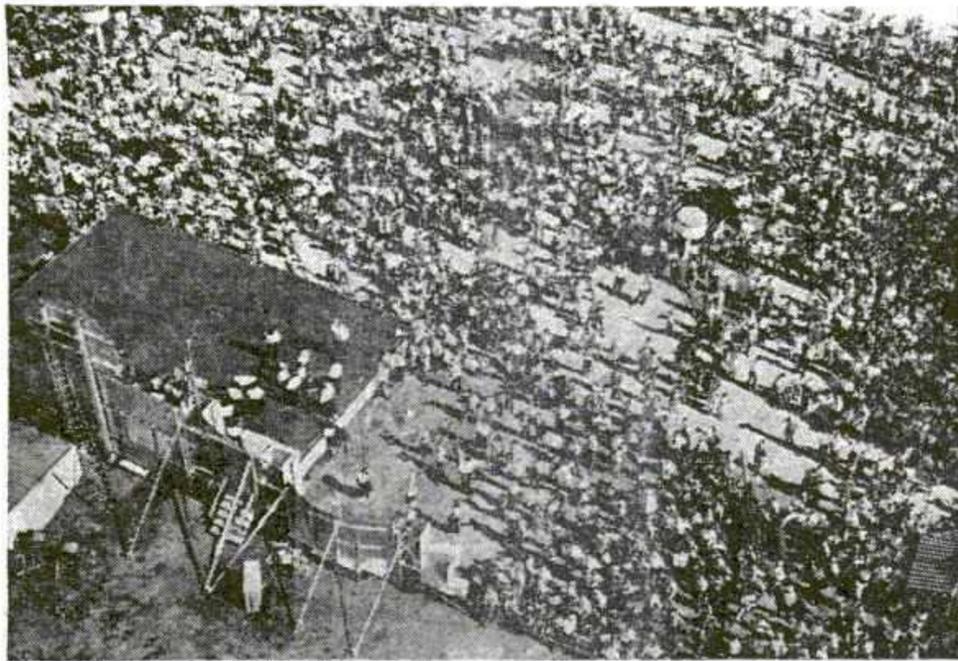
Directors this week set January 5 to 10 as the dates. January 5 and 6 will be days for entries and the fair will officially open January 7 and close January 10.

Committee on arrangements is composed of J. E. Rooks, O. M. Maines Jr., Doris Turner and Ed Watkins.

Directors of the recently organized Citrus County Fair Association include Rooks, G. O. Barnes, Henry Campbell, Mrs. Turner, Herbert L. VanNess, W. L. Spivey, M. C. Scofield, N. P. Savary, James E. Connor, L. C. Chappell, T. C. Jones, C. A. Bertine, E. A. Zellner, J. D. Bowen, Jim Priest, Maines, Brown Dumas and B. A. King.

Benjamin (Pete) Shaw Dies

HARRINGTON, Del., Oct. 25.—State Auditor Benjamin L. (Pete) Shaw, 63, president of the Kent and Sussex Fair Association since 1928, succumbed to a heart attack October 17 while driving a truck on U. S. Route 13, near Camden, Del.



HERE IS A PORTION of the 212,622 folks who turned out for the opening day (4) of the State Fair of Texas at Dallas, as seen thru the camera lens manipulated by A. E. Selden, the Stratosphere Man, from the top of his lofty rigging.

Weather Takes Nasty Punch At South Carolina Annual; Two Days Almost Total Loss

World of Mirth Suffers on What Figured To Be Peak Days

COLUMBIA, S. C., Oct. 25.—Rain took its toll on the South Carolina State Fair, which closes here tonight, as it has on every other major annual operating in the eastern sector of the South.

Up until Thursday (23), when the second night grandstand show was washed out, business and attendance were both ahead of the records set last year, Manager Paul V. Moore said. Friday (24) was a total loss because of rain which began early and continued thruout the day.

Big Thursday, with the South Carolina-Clemson football game drawing a capacity crowd of 25,000, all of whom had to pass thru the fairgrounds, was rained out following the conclusion of the first night grandstand show. George A. Hamid's *Fantasies of 1947* played to capacity

crowds thruout the week, weather permitting.

Frank Bergen's World of Mirth Shows suffered the greatest individual loss when rain washed out the peak midway play on Thursday and killed the usually big Kids' Day on Friday. Moore announced that he had rebooked the World of Mirth for next year.

Opening Monday night (20), which up to a few years ago had always been a rather dull preview showing, has grown beyond expectations until it now represents one of the biggest nights. Admission is free and, seemingly, few folks in Columbia and its suburbs fail to take advantage of this fact.

Jack Kochman and His Hell Drivers, scheduled for a grandstand (See **Weather Wallops** on page 90)

Around the Grounds:

Julius Cahn Declines Another Term as Sec'y After 30 Years

Julius Cahn, known to intimates as the Count of Luxemburg, declined re-election as secretary of the Ke-waunee County Fair, Luxemburg, Wis., after 30 years of service, and Elroy C. Hoppe, who has assisted him in recent years, was named to that position. Other officers are John Duchateau, president; John T. Smithwick, Casco, vice-president, and Richard Seidl, treasurer. The '47 event was a success, and the fair is in a healthy financial condition. Sum of \$6,000 was spent this year on plant improvements and as much is to be spent in '48.

Secretary and Mrs. Bligh A. Dodds, of the Gouverneur (N. Y.) Fair, flew from New York to Dallas to visit the

State fair. They will return in time to attend the National Showmen's Association's banquet and, ball Thanksgiving Eve.

Joe Hughes, of the George A Hamid office, visited *The Billboard's* New York offices, Tuesday (21), and recounted a highly successful season at Northeast and Canadian fairs. He said Hamid revues lost only three nights in about 36 playing weeks. Business exceeded even last year's record takes at nearly every annual, he said.

Norman L. Marshall, secretary, and Jack McCormick, concession superintendent of the Trenton (N. J.) State (See **Around the Grounds**, page 89)

Extended Run At Macon, Ga., Nets Big Gate

MACON, Ga., Oct. 25.—Attendance records of Georgia State Fair this year exceeded the 1946 mark by approximately 22,000, E. Ross Jordan, general manager, revealed. But this year's fair was held over for an additional three days to make up for days lost due to rain and storm last week. Jordan said the total attendance was 126,000. The 1946 annual was a six-day affair.

Gain in fair's gross receipts from all sources, admissions, privileges, midway, grandstand show, will range from 15 to 20 per cent, Jordan estimated.

"At the time we decided on the holdover, on Friday morning of the original fair week, we faced a huge deficit," Jordan said. "It looked like a heavy loss after 12 straight winners.

"To overcome the traditional '13' jinx and in the hope of getting a break with the weather after four terrible days, we decided to hold the event over for three more days. Within four hours after that announcement the weather cleared and Friday night gave us the biggest single day's gross in history."

All exhibits, free acts and other attractions were held over for the first three days of this week. No Sunday operations were undertaken. The biz for the three added days was light, in comparison, but the days turned in a profit, Jordan said.

Mike Benton, head of the Southeastern Fair, Atlanta, led a delegation of visitors from that org.

Fair made a special play for patronage of farm boys and girls, and on one day there were school busses from more than 100 of the 159 counties in Georgia.

Name 63 Judges For Internat'l

CHICAGO, Oct. 25.—Judges from 18 States, Canada and Great Britain will serve at the International Livestock Exposition and Horse Show in the International Amphitheater at the Chicago Stock Yards November 29-December 6. The group comprises 63 livestock breeders and feeders, horsemen, packers and agricultural college men.

Panel is headed by Richard S. DeQuincey of Bodenham, Hereford, England, who will judge all individual steers at the International this year. J. C. Holbert, Washington, Ia., will act in a similar capacity in the sheep division of the show.

Other judges include: From Colorado: William Ross, Herefords. From Illinois: John Rooth, Oxford sheep; Ellard Pfaelzer and H. V. Major, cattle carcasses; H. C. Overman, Pat Burns and S. Hughes, cattle carlots; Hugh Corkery, Walter L. Bornholdt and Robert A. Smith, cattle carlot sifting committee; Ray Spain, Lester Cook and Keith Collins, weeding committee and junior calves; George Dressler and K. M. Timmerman, sheep carcasses; William J. Koch, sheep carlots; Leo Miller, swine carlots; B. E. Hooper, hunters and jumpers, and J. Garrett Tolan, Aberdeen-Angus.

From Indiana: Prof. Claude Harper, Hampshire and Rambouillet sheep; Arthur Tomson, Chester white swine; James Wiley, swine carcasses, and Michael Meyer Jr., Belgian horses. From Iowa: Prof. P. S. Shearer, polled short-horns; Dean H. H. Kildee, Aberdeen-Angus associate judge; J. C. Holbert, wethers; Virgil Smith, Berkshire swine; H. M. Meneough, Poland China swine; Prof. A. L. Anderson, spotted Poland China Hereford swine, Junior (See **63 Judges Named** on page 90)

Calif. To Push County Exhibits Thru Field Man

SACRAMENTO, Oct. 25. — California State Fair board at a meeting here decided to employ a field man to contact individual counties in advance of the 1948 fair and to help each county with its exhibit plans.

H. O. Davis, board member from Indio, suggested that the "whole show (referring to county exhibits) be blueprinted in advance," thus eliminating duplication of exhibits.

Year-Around P. A.

The board approved a report of the publicity committee recommending that the fair publicity director's position be made a civil service job on a full-time basis and be filled thru a personnel board examination. The job this year was filled thru a six-month contract.

The board approved a motion to send Mary Antoinette Doyle, 21-year-old Los Angeles blonde, chosen during the 1947 fair as the California State Fair centennial girl, to Washington to invite President Truman to the centennial exposition which will open next year. First event to which the President will be invited is the program at Coloma, January 24, to commemorate the discovery of gold.

Sharp criticism and defense of the (See Calif. To Push on page 88)

Motor Speed Round-Up:

Court Rules Tampa Race Ops Free To Deny Big Car Entry

TAMPA, Oct. 25.—Circuit Judge Harry N. Sandler this week dismissed a suit brought by O. R. (Pop) Hukle, local machine shop operator and race car owner, and Cecil King, of Brandon, Fla., race car driver, in which they asked that Sports Center, Inc., speed program sponsors, be compelled to lift motor restrictions on car entries to permit their aviation motored car to compete in the program on the State Fair track at Plant Field.

Hugh L. McArthur, attorney for the petitioners, introduced a letter written by John Dolcater, president of Sports Center, approving the entry of the big car when it was first completed, but Judge Sandler ruled that it did not constitute a contract. It was brought out that the car had been barred from competition because of its exceptionally large motor and that drivers of standard cars refused to compete against it.

Hukle said that he and King had no intention of interfering with racing programs in bringing suit but had spent much money and months of labor in perfecting the unusual car and that rejection of the car from race meets would result in considerable financial loss.

Tampa's own Wayne (Speed) Wynn won the feature race at Plant Field Sunday (19) before 4,219 fans. Wynn fought his way from seventh place to take the leading Frank Luptow on the eighth turn of the half-mile track and then brush off all challenges. Finishing second in the feature race was Luptow, Detroit, and third was Bob Johnson, St. Petersburg, Fla.

Sports Center, Inc., announced that speed programs have been scheduled

every Sunday until December 1 when the Florida State Fair takes over the grounds.

Haddad Wins at Gilmore

LOS ANGELES—Ed Haddad drove to his seventh victory of the Gilmore Stadium midget racing season Thursday (16), winning the 40-lap feature event a half-car length ahead of Karl Young, before 10,000 fans. This put Haddad one-up on Danny Oakes, who has six wins to his credit. Jerry Piper, San Francisco, nabbed the semi-main, while Duke Nalon copped the trophy dash. Heat winners were (See Speed Round-Up on page 88)

500 Calif. Horsemen At Annual Meeting

STOCKTON, Calif., Oct. 25.—More than 500 delegates attended the opening of the California State Horsemen's Association convention which opened its annual meeting and horse show at the San Joaquin County fairgrounds here October 16.

Opening session was taken up with committee meetings. First show program got under way Friday (17) when 300 champion horses took to the tank for an all-breeds showing. A Western championship horse show was staged Saturday, following with a dance for attending members.

Highlight of the three-day meeting was the arrival at Stockton of two pony express riders who carried greetings from Santa Rosa to the mayor of Stockton.

Texas Finishes With New Record

DALLAS, Oct. 25. — A record crowd of 1,763,921 attended the 16-day Texas State Fair which closed here Sunday (19), it was announced by W. H. Hitzelberger, manager.

The previous over-all record was shattered Saturday (18), when the total gate attendance was about 21,000 ahead of the mark set last year. Sunday's crowd of 110,918 sent the fair ahead of the 1946 attendance mark by better than 132,000.

Herman Meier New Prexy Of Central Iowa Ass'n

MARSHALLTOWN, Ia., Oct. 25.—Herman V. Meier, Melbourne, was elected president of Central Iowa Fair Association at the annual meeting, succeeding John Rylander, LeGrand, who declined another term. Meier formerly was vice-president of the association.

Named as vice-president was H. H. Schaper, Marshalltown, while Myron Sawyer, Marshalltown, was elected treasurer.

'Opry' for Nat'l Farm Show

CHICAGO, Oct. 25.—National Broadcasting Company's Grand Ole Opry has been signed to appear twice daily during the November 29-December 7 National Farm Show in the Coliseum here. Appearing with the troupe will be Whitey Ford (Duke of Paducah), Cowboy Copes, Annie-Lou and Danny, and Salty Dog Holmes, Dell Rhea, farm show president, has also arranged to have television broadcasts made of exhibit booths of farm, dairy, poultry and household equipment.

Pick Board To Buy New Site For Ohio Annual

COLUMBUS, O., Oct. 25. — Gov. Thomas J. Herbert has announced appointments to a nine-member commission authorized to buy a new site for Ohio State Fair. The commission has \$500,000 at its disposal to purchase a tract to replace the 128-acre plant here.

Seven members who will serve with Frank N. Farnsworth, agriculture director, and Walter J. Buss, president of the State board of agriculture, were appointed. Four are Republicans and three are Democrats.

Republican appointees are former Gov. Myers Y. Cooper, Cincinnati; John F. Cunningham, Columbus, former dean of Ohio State University's College of Agriculture; Walter Sollars, Fayette County farmer, and H. B. Vanderpool, Marietta, Washington County agricultural extension agent.

Directors are Joseph W. Fichter, Columbus, master of the Ohio State Grange; Russell S. Hall, Fremont, secretary of Sandusky County Agricultural Society, and Paul Teegarden, Ashville.

Annual WFA Confab May Draw 300 Reps

SAN FRANCISCO, Oct. 25.—Representatives of five Western States and Canada are expected to attend the annual meeting of the Western Fairs' Association here at the Whitcomb Hotel, November 7 and 8.

The two-day conference, expected to draw about 300 fair men, will emphasize the role of State and county fairs as instruments of economic development. Fairs of California, Oregon, Utah, North Dakota, Washington and Western Canada will be represented.

Blast Edmonton Exhibition Arena Vault, Take \$5,500

EDMONTON, Alta., Oct. 25.—Edmonton Exhibition Association's vault at the Arena was blasted Sunday (12) and \$5,500 taken.

Of the loot, \$4,400 represented receipts from a hockey game the previous night.

NEW . . .
EXCITING . . .
DIFFERENT . . .

Swing & Sway the "Orton Way"

Juggling-Swaying AERIAL ACT

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The SENSATIONAL ORTON

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ATTENTION, ACTS FOR 1948 FAIRS

Now contracting Acts of High Class merit, suitable for Fairs. Singles, Doubles, Family Acts, Troupes, Animal Acts. Send photos, with full descriptions and price.

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464 Holly Ave., St. Paul 2, Minn.

Meetings of Fairs Assns.

Western Fairs' Association, Whitcomb Hotel, San Francisco, November 7-8. Lou Merrill, Sacramento, general manager.

International Association of Fairs and Expositions, Hotel Sherman, Chicago, December 1-3. Frank H. Kingman, Brockton, Mass., secretary.

Iowa Fair Managers' Association, Fort Des Moines Hotel, Des Moines, December 8-10. E. W. Williams, Manchester, secretary.

Wisconsin Association of Fairs, Pfister Hotel, Milwaukee, January 7-8. Doug Curran, secretary.

Michigan Association of Fairs, Fort Shelby Hotel, Detroit, January 18-20. Harry B. Kelley, Hillsdale, secretary.

Illinois Association of Agricultural Fairs, St. Nicholas Hotel, Springfield, January 19-20. C. C. Hunter, Taylorville, secretary.

Minnesota Federation of County Fairs, Radisson Hotel, Minneapolis, January 22-24.

Washington Fairs' Association, Washington Hotel, Seattle, January 23-24. Charles T. Meenach, secretary.

Virginia Association of Fairs, Hotel John Marshall, Richmond, January 26-27. C. B. Ralston, Staunton, secretary.

Nebraska Association of Fair Managers, Lincoln, January 26-28. (Hotel not selected.)

Pennsylvania State Association of County Fairs, Abraham Lincoln Hotel, Reading, January 28-30. Charles W. Swoyer, Reading, secretary.

New York State Association of Agricultural Fair Societies, Ten Eyck Hotel, Albany, February 9-10. James A. Carey, Albany, secretary.

INQUIRIES are being made and secretaries of associations of fairs should send in the dates of their annual meetings to *The Billboard*, 155 North Clark St., Chicago 1, Ill.

Fair Dates

A list of fairs two weeks 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.

November 2-8

- ARIZONA**
Phoenix—Arizona State Fair. Nov. 7-16. Paul F. Jones.
- FLORIDA**
Blountstown—Am. Legion Calhoun Co. Fair. Week of Nov. 3. Wallace Finlay.
Tallahassee—Leon Co. Fair Assn. Nov. 3-8. James L. Rhoden.
- GEORGIA**
Alma—Bacon Co. Fair. Nov. 3-8.
- LOUISIANA**
Jennings—Jefferson Davis Parish Fair. Nov. 6-9. G. B. Martin.
- NORTH CAROLINA**
Franklinton—Franklinton Fair. Nov. 3-8. Thompson-Rumley, Durham.
- OKLAHOMA**
Enid—Garfield Co. Fair. Nov. 3-8. J. B. Hurst.
- SOUTH CAROLINA**
Orangeburg—Orangeburg Co. Fair. Nov. 3-8. J. M. Hughes.
Sumter—Sumter Co. Fair. Nov. 3-8. J. Cliff Brown.
Walterboro—Colleton Co. Fair Assn. Week of Nov. 3. E. E. Jones.

November 9-15

- ARIZONA**
Phoenix—Arizona State Fair. Nov. 7-16. Paul F. Jones.
- FLORIDA**
De Funiak Springs—Walton Co. Fair Assn. Nov. 10-11. Mitchell Wilkins.
Jacksonville—Northeast Fla. State Fair. Nov. 10-15. M. G. Dodson, Savannah, Ga.
- GEORGIA**
Valdosta—South Georgia Fair. Nov. 10-15. H. K. Wilkinson.

ROYAL WINS TAMPA VERDICT

Wagner's Org Closes Season

Cavalcade returns to winter quarters at Mobile in surprise move—new fair idea

MOBILE, Ala., Oct. 25.—Cavalcade of Amusements, with Al Wagner in command, rolled into winter quarters on the old fairgrounds here Monday (20) having canceled its date to play Tampa and passing up a new winter quarters site at Venice, Fla.

Return of the Cavalcade here came as a distinct surprise, but some fancy maneuvering by opposition in Tampa made the switch imperative in order to save the shows a railroad move at an estimated cost of \$8,000.

Cavalcade had been definitely booked to open in Tampa Wednesday (22) for a 12-day run under auspices of the Ybor City Optimist Club, the proceeds to go to the Tampa Boys Club. Optimists apparently were in solid with the city administration and believed they had the word of the mayor it would be okay to play a lot at Willow Avenue and Cass Street, a few blocks from the Royal American lot on the Tampa fairgrounds. Royal American is booked to open there November 2 for the Shrine.

Sedlmayr Moves In

Carl J. Sedlmayr, Royal American owner, hopped a plane to Tampa when he heard what was going on, and his negotiations ended by seeing the Optimists back down, the mayor withdraw his support, and zoning laws being thrown against the Cavalcade, which prompted the consideration of a switch from the original location to 40th Street and Columbus Drive, outside the city limits. When Wagner checked the new location he immediately canceled and called it a season.

The Tampa Times reported that Sedlmayr compensated the Optimist (See Wagner Takes Show on page 68)

Overflow Seating, Guest Speaker Out At SLA Banquet-Ball

CHICAGO, Oct. 25.—Format for the 35th Annual Banquet and Ball of the Showmen's League of America in the Grand Ballroom of the Palmer House Tuesday night, December 2, will be a departure from that of the past, Art Briese and Al Sweeney, co-chairmen of the committee, announced.

Only tickets for the main ballroom will be sold. In the past, foyer or side rooms were used for diners. "We're not shooting for an attendance record," they explained, adding "we will only sell tickets for the main ballroom and close the sale when capacity has been reached."

There will be no guest speaker, they also announced. "We are trying to streamline this event. By eliminating the speaker we can reduce the running time by 45 minutes and add that much to dancing. After all, we must think of our female guests, too," they pointed out.

Bob Lohmar and Leo Overland will be in charge of reservations. Tickets for the event are priced at \$10, tax included.

Showmen are urged to submit (See No Overflow Mob on page 68)



MIKE BENTON, president of the Southeastern World's Fair, Atlanta; David B. Endy, of the Endy Bros.' Shows, and Joe Engel, president of the Chattanooga Interstate Fair, are shown, left to right, during a recent get-together in Chattanooga, where Benton was the guest of Engel. It must have been a good story, judging by the smiles.

Imperial Expo Set for Hop To Hawaii, Taking 8 Major Rides, 33 Herman Concesses

Run of Undetermined Length With 4 Celebrations Booked

LOS ANGELES, Oct. 25.—Imperial Exposition Shows, which recently became associated with the revived Amusement Corporation of America, as reported in the October 18 issue of *The Billboard*, will sail for Hawaii Wednesday (29) or Thursday for an engagement of an undetermined length.

Martin E. Arthur, West Coast showman in charge of the org, stated that a minimum of seven weeks has been guaranteed the shows by their sponsors and that all personnel, including actors, staff and workingmen, will be flown to the Islands. Arthur stated that there are four consecutive celebrations scheduled, the first of which is a 16-day affair.

Stars To Appear

Arthur will ship eight major and four kiddie rides. These include a Merry-Go-Round, two Ferris Wheels, Roll-o-Plane, Octopus, Chairplane, Caterpillar and a Fly-o-Plane. Auto, boat, train and plane rides will comprise the kiddie contingent.

In addition, there will be a circus side show with Jolly Lee Dowlin, fat girl; Hoppy, the frog boy; knotty man; Nelson, wizard of the forest; Manly, glassblower, and Francis-Frances, half-and-half.

Gooding Takes Three

Clyde Gooding will take his Kawaba Show, African giantess, and his midget circus.

Jack Joyce's Wild Life Show is also slated for the trip, as is M. C. Hutton's Little Wild Horse Show, and Thomas E. Williams will have charge of the Dope Show.

Free acts will include Ray Marion's

3-people high act and Babe, trained elephant.

Arthur states that it has not been decided whether or not he will accompany the troupe, inasmuch as he has business interests on the mainland which may require his personal attention.

Food City Gets New Title; 1947 Winner

BATTLE CREEK, Mich., Oct. 25.—Food City Shows, whose 1947 tour was devoted to playing homecoming celebrations in Michigan and Ohio, will take the road next season under the title of Allen's United Shows, it was announced here this week.

Personnel, officials said, will be the same as this year, with C. Harry Allen as manager, and Mrs. Florence Allen, secretary-treasurer. Mrs. Allen said that altho shows' early-season business this year was on the poor side because of inclement weather, results on the year was satisfactory.

Work on some equipment is under way in shows' local quarters, where two new trailers are being built. Officials said the org will play the same route next season as that followed this year. Current plans call for the org to carry 3 major and 3 kid rides and 25 concessions in 1948.

George Higgins, who presented the free attraction with his high-perch act, will have a new cookhouse. Recent visitors included Mr. and Mrs. Black, Herb Stimpson, J. C. Weer, Mr. and Mrs. Henry O. Wilber and James S. Gray.

Shreveport Record Pace

Sedlmayr guest at birthday party — Beaumont comes thru with double take

SHREVEPORT, La., Oct. 25.—Royal American Shows this week were racking up grosses at Louisiana State Fair this week which are almost even with 1946, the peak year here. Shows bowed Friday (17) in a special preview, with the fair opening officially the following day.

Opening week-end netted excellent business with the fair's attendance running slightly ahead of last year. Week-day play thru Thursday (23) was off from 1946 due to unseasonably hot weather, but the night patronage was up.

Party for Sedlmayr

A surprise birthday party for the RAS owner, Carl J. Sedlmayr Sr., was tossed Monday (20) at the fairgrounds. Told by George Golden that Bill Hirsch, veteran fair secretary, wanted to see him, Sedlmayr, accompanied by Carl Jr., went to the celebrated Elephant Room on the fairgrounds, where he was greeted by Ray Lee, secretary, Minnesota State Fair; Lloyd Cunningham, secretary, Iowa State Fair; Archie L. Putnam, president, International Association of Fairs and Expositions; Joe Moneur, assistant to Hirsch; Hirsch himself; Mrs. Lee, Al Sweeney and Gaylord D. White, National Speedways; Bob Lohmar, RAS general agent, and Herb Pickard, shows' press agent, and Miss McDuffee, secretary to Hirsch.

Others in attendance included Mrs. Catherine Oliver, Betty Burk and Roseta Rae, guests of Elsie Calvert. Sedlmayr was gifted with a huge birthday cake which was designed as the main entrance to the Royal American Shows.

Shrine Club Clicks

Royal American Shrine Club staged a show Tuesday (21) at the Crippled Children's Hospital here. Entertainment (See Shreveport in Record, page 68)

Rain Clouts Gecoma Final 4 Weeks Out

PITTSBURGH, Oct. 25. — Bright Lights Exposition Shows wound up their season October 18 and went to winter quarters at Lynchburg, Va. Final four weeks in North Carolina were marred by almost continuous rain.

John Gecoma, general manager, returned to Pittsburgh, while Assistant Manager L. C. Heck went to Buffalo. Frank Z. Hyde, secretary, left for Buchanan, Va., and Hattie Dolan, treasurer, to Charlottesville, Va. Tommy Scott, business manager, joined another show in South Carolina and Dannie Donnie, bingo operator, went to Shamokin, Pa.

F. A. Norton and Mr. and Mrs. Frank Sheerer are at winter quarters; John Lucas left for Warren, O.; Jo and Ann Rea to Johnstown, Pa.; Mr. and Mrs. Mike Lucas and son, Richard, to Warren, O.; and Joe Gangler and family to Brooklyn.

Org will go out next season with 13 rides, 12 shows and as free attraction will again have the Gangler Bros.' Circus.

MACON PRODUCES RECORD DAY

Rain Stiffens Strates Take At Anderson

Org Raises \$1,000 for NSA

ANDERSON, S. C., Oct. 25.—Three days of rain nixed the possibility of a record gross for the James E. Strates Shows at the Anderson Fair which closed here Saturday (18). Crowds attended in droves and spent freely whenever weather permitted. Saturday's announced paid attendance of 33,142 contributed a big chunk of the total take. Annual was managed by R. H. Humle, formerly secretary of the Elberton (Ga.) Fair, who replaced J. A. Mitchell, manager of the Atlantic Rural Exposition, Richmond, Va.

A jamboree staged Wednesday (15) for the National Showmen's Association burial and hospital fund netted \$1,000. Sponsored by Owner Strates, with Roy B. Jones, business manager, handling details, the affair was unique in that no tickets were sold in advance. Charm Hour top was jammed to capacity for the doings. Money was secured thru donations.

Nate Eagle emceed the show which featured his troupe of midgets in unrehearsed comedy skits directed by Harry Klima. Jerry Jackson's Hep Cat band furnished the music with members of his cast doing specialties. Mr. and Mrs. Carl Parsons prepared and served a luncheon. Gag feature of the doings was two blowoffs, one for men and one for women, which proved to be rest rooms.

Show was cramped for space here even tho the midway area was enlarged prior to the show's arrival. Mike Olsen, Bill Harvey and the train crew did an excellent job in keeping the midway in fair condition despite the heavy rains. About 126 loads of shavings were used.

Carl Barlow, here with a string of concessions, reported business ahead of previous years. Little Joe Miller was back again with a well-flashed 42-foot store.

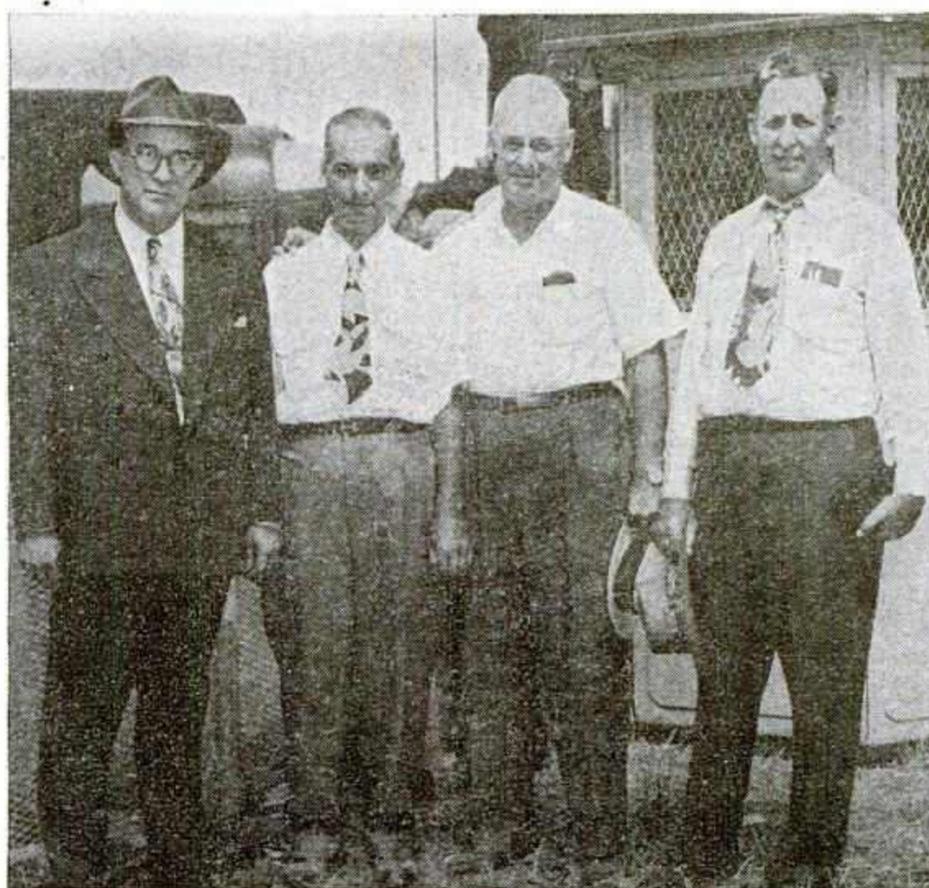
Strates gave a dinner in the cook-house Tuesday night (14) for William C. Fleming, general agent; Roy B. Jones, Secretary Hulme, Doc Dunham, general manager, and Harold Major, of the fair.

Real Co-Operation!

GOLDSBORO, N. C., Oct. 25.—Majestic Greater Shows, in here for the recent centennial, received excellent co-operation thruout the event from the sponsoring Junior Chamber of Commerce, but the tops in help was given closing night.

Then seven Jaycees, all prominent in the city's business life, insisted on helping the shows tear down and load. They were Herbert B. Hulse, attorney; Robert Reaves, Western Union manager; William F. Mintz, contractor; Jack Measly, sales manager; C. G. Carawan, wholesale grocer; Howard Henry, furniture salesman, and M. B. Andrews Jr., insurance agent.

Centennial proved one of Majestic's biggest dates of the season.



FRANK CONKLIN, of the Conklin Shows; James Kyrimes, Coney Island, N. Y.; Norman Bartlett, ride inventor of Miami, and O. Buck Saunders, Gooding Amusement Company rep, pictured, from left to right, at the Trumbull County Fair, Warren, O., where a Hurricane ride was placed in operation for the first time. Bill Wendler, North Tonawanda, N. Y., and Floyd E. Gooding, head man in the Gooding org, also were present for the ride's debut but were not available when the photo was taken. Gooding purchased the first Hurricane ride made and the Conklin Shows purchased the second one.

Mighty Hoosier Ends Click Tour In Indianapolis

INDIANAPOLIS, Oct. 25.—Mighty Hoosier State Shows, owned and operated by W. R. Geren, closed a successful season with a highly satisfactory engagement at the Indianapolis Colored Fair, October 13-18. With the Colored Press Club sponsoring the stand, Geren brought in the No. 1 and 2 units and, altho final gate and midway counts have not been tabulated, fair and show officials expect business for the week-long run to exceed any in the history of the local event.

With good weather, shows played to excellent crowds and business thruout. Midway layout included 10 major and three kiddie rides, Milo Anthony's Circus Side Show, funhouse and animal and snake shows, and the Marcel Troupe and their Globe Motordrome. Kayletta was the free act.

Geren said here that he is framing plans for a number of innovations for his shows for next season and he currently is eyeing new territory for the shows. Following the local stand, shows shipped to quarters in Greensburg, Ind. Org, Geren said, played a season of 29 weeks, 13 of which proved only fair because of the inclement weather encountered up until July 1. A good July 4 week sent the shows on their way to increasingly good stands and business until they were able to head for quarters on the right side of the ledger.

Geren said that despite the fact that the shows had to be caterpillared on and off the lot early in the season, not a single opening night was lost. Geren is tentatively planning an early 1948 opening, with the bow date set for early April.

Carnival History Gets Top Play in Dadswell's Book

CHICAGO, Oct. 25.—Jack Dadswell, erstwhile outdoor showbiz press agent, is the author of a recently published non-fiction book on the carnival industry. Tome is called, *Hey There, Sucker*, but, notwithstanding the title, it is not an expose, but a recounting of the origin, growth and present day activities of shows, big and little. Book, containing 256 pages and numerous photographs by the author, was published by Bruce Humphries, Inc., Boston, to sell at \$2.75.

Altho purporting to deal with all phases of show business, Dadswell dispensed with all but carnival activity in the introduction. Yarn is not well enough documented to be a text book, altho it is constructed along these lines. Included are several chapters of outmoded gags. It appears as tho the first draft was the final one, with the result that shows which folded several years ago are still credited with being in existence (as perhaps they were while this book was in the writing stage). An all-important org like the International Association of Fairs and Expositions (IAFE) is incorrectly tagged in the text.

However, the book is certain to appeal to folks in the business, since it contains the names of literally hundreds of individuals associated with carnivals. First-of-Mayers may well find it a short course worth the required reading time, altho it would be well not to rely too heavily upon the glossary of terms included in the contents.

Book has a distinct Midwestern flavor, as might be expected, since Dadswell's experience centered there when he thumped for the Royal American Shows.

Endy Kicks In \$21,680 Take October 17

Bingo, Stores Get Action

MACON, Ga., Oct. 25.—The largest single day's gross for shows and rides at the Georgia State Fair was recorded Friday (17) when Endy Bros.' Shows reaped a harvest of \$21,680, largely from a night play.

There were several reasons for the spectacular gross, officials explained. Dogged by extremely adverse weather conditions, the fair had stayed open for four days despite storms, high winds and rain.

Then late Friday afternoon the sun began shining and by nightfall the crowds started for the fairgrounds in Central City Park. From 6:30 p.m. until 10 p.m. downtown Macon was in a traffic snarl, with long lines of cars reaching from the Hotel Dempsey corner to the gates, about a mile away. All cops were called to duty.

31,429 on Grounds

Attendance at the fair gates was given as 31,429 for the day, with the morning and early afternoon hours practically nil.

With clear and warm weather prevailing the huge throng swamped the rides and shows. Saturday, still clear, the midway grossed \$12,900.

Previous to the big Friday night rush the fair booked a three-day hold-over. The Endy org reported a slim Monday, a busy Tuesday with a re-hash of the rained out kids' day, and a good closer Wednesday.

Owner David B. Endy reported that the total gross for shows and (See Macon's Record Day on page 68)

Good Annuals Send Gem City Home Winner

Bill Snyder Staff Member

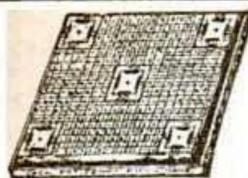
EL DORADO, Ark., Oct. 25.—Gem City Shows, engineered by Jack Downs, were placed in winter quarters here this week, and Downs announced the season was successful because of a string of excellent fair dates following an almost disastrous spring.

Gem City, like most of the others on the road this year, took a staggering belting from the weather until mid-July, but it managed to weather the storm and the fairs put it over.

Downs listed his top winning fairs as La Crosse, Wausau, Manitowoc and Beaver Dam, all Wisconsin; Escanaba, Mich.; El Dorado, Ark., and Monroe and Bastrop, in Louisiana. His reports show Gem City topped all previous grosses at these annuals.

W. E. (Bill) Snyder, veteran agent, joined at Escanaba late in August, completing the season as press and general assistant. He has been retained as business manager for next season and will assist Downs with the bookings this winter.

Emannual Zacchini's cannon act has been retained for the '48 tour.



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NEW DREAM BOOK
 120 Pages, 2 Sets Numbers, Clearing and Policy. 1200 Dreams. Bound in Heavy Gold Paper Covers, Good Quality Paper. Sample, 20¢.
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MIDWAY CONFAB

Lou Davis's Oddities on View, which closed recently with Mills Bros.' Circus, is now store-showing. Unit played Palacios, Tex., last week.

The reason we cut up big jackpots is that nobody wants to go thru life impoverished and unheard of.

Miss Jackie Lynn, of the James M. Rafferty Show, spent a day on Cole Bros.' Circus while the latter org was playing Goldsboro, N. C., visiting Billie Dick, Flo White and Ernie Burch.

Willie J. Bernard, Hancock, N. H., and his aunt, Mrs. Blanche E. Guyotte, also of Hancock, will soon head south for the winter—in the latter's new car. They plan to work a few carnivals en route.

We have now reached that part of the year when nothing counts except getting it in the barn.

Marie Griffey is in Canton, O., receiving treatment for a spinal injury sustained recently while leaving St. Petersburg, Fla. She is a partner of Buck Moughman in the concession business.

Thomas E. Platt, formerly with Crafts 20 Big Shows and Ferris Greater Shows, is seriously ill at the U. S. Naval Hospital, Oakland, Calif.

His wife advises that he has been hospitalized for four months.

This is also the time of year when we have that well-known character to look out for—Ol' Man Winter.

Leon Long letters from Laurens, S. C., that he recently visited Harry and Mutt Clark, who have the pie car on the Johnny J. Jones Exposition, at Rock Hills, S. C. Long also renewed acquaintances with Sam Body, boss canvasman on Wallenda Circus.

Robert Hopkins, Merlin Kuhn and Frank Westphal, all of Elizabeth, Ill., were recent visitors to the Cincinnati office of *The Billboard* while en route back from Ontario, where they had operated Westphal's bingo for six weeks.

While playing Marietta, Okla., with Sunflower State Shows, Carmen Lee-Hilyard, annex attraction on Duke Del Rio's Side Show, was the weekend guest of Mr. and Mrs. William Bast, former Girl Show operators, who are currently making their home in Fort Worth.

Tommie and Etta Henderson are back at their Paris, Tex., home after a successful season on the West Coast. Before returning to their home they visited Madge Buckley and her hus-



MRS. RALPH DECKER, Ralph Decker, Art Ludwig, Tommy Carson and Mrs. Carson, all of the Kirkwood Shows, are shown, left to right, at the grave of Jack Lyles in Tarboro, N. C., where they gathered recently in tribute to the late showman.

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R. H. WORK SAYS—
 "The BIG ELI No. 12 is truly a beautiful ride, not only in appearance but in performance; the all-steel seats are so easy to handle. We have had many compliments on the ride. 1947 was the biggest July we ever had in the Park."
 Another owner of BIG ELI Wheels for 25 years is pleased with improvements and performance of his new No. 12. Sure sorry we cannot build wheels fast enough to meet the demand. Thank you, BIG ELI customers, for your patience.
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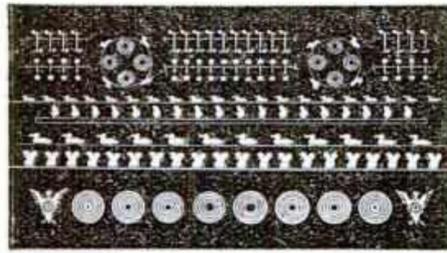
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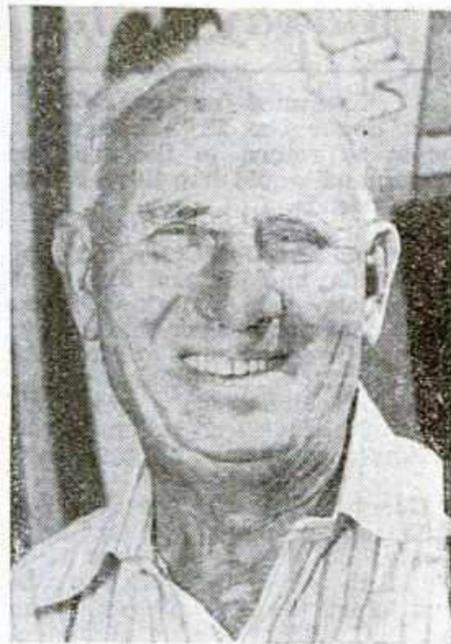
14'x7' Masonite exterior, maple paneling interior, used one season, new Cretors popper, bottle gas, generates own power, custom built, it's a beauty. \$2,000.00. Ready to roll.

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JIM DUNLEAVY as he was photographed on his 75th birthday at the State Fair of Texas, Dallas, in front of his Mickey Mouse Circus. He is the father of Mrs. Ralph Clawson.

band at Seattle. Mrs. Henderson plans to enter a hospital soon for an operation.

Trouble with jackpots is that they start with, "It was after playing my first fair," or "By the end of the season after a bad spring."

Jack and Virginia Barnes, after closing their season with Twin City Shows in Aurora, Mo., jumped 700 miles to join Rockwell Shows at Lockney, Tex. They report they have signed their concessions with Twin City for 1948, when Jack will also act as general agent.

A surprise birthday party was given October 14 on Magic Empire Shows for Susie Meyers by Myrtle Hutt Beard. Guests were Mrs. Ted Dion and daughter, Becky; Mrs. Curly Spears, Mrs. Katie John, Mrs. Rose John, Mrs. Jimmy Leto, Mrs. Ann Bama and Mrs. Beulah La Croix.

With winter around the corner it raises the question whether such a thing as working in quarters at a reduced salary will hurt our pride enough to not continue eating.

Line-up of the Gay New Orleans Minstrels on Johnny J. Jones Exposition includes Smitty and Dotty, operators; Boston Slim Jones, comic; Marion Jones, soubret; Frank Jones, boss canvasman; William Little, assistant boss canvasman, and Hayde (Hot Stuff) Madlock, principal comedian.

After reading his press agent's copy claiming "1,000 people and animals," a manager who believes everything good he reads about his show, ordered five more sleepers and three stockcars.

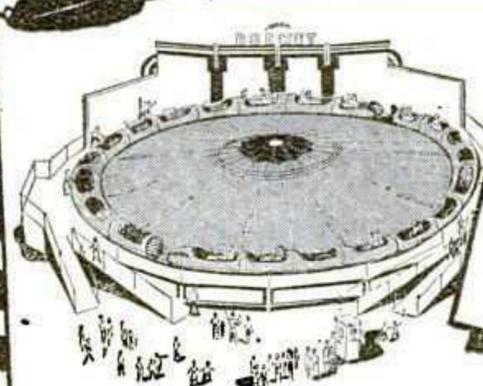
Ernie Shell, concessionaire, formerly with Buff Hottie Shows and Fay's Silver Derby, is confined in City Memorial Hospital, Hickory, N. C., with two broken legs and a broken arm sustained in a motorcycle accident. (See Midway Confab on page 64)

FOR SALE

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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.

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Send Cash with Order. Stock Tickets, \$20.00 per 100,000.

100,000	\$25.00
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20,000	10.25
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7 BIG DAYS 7 BIG NIGHTS

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WANT FOR INDEPENDENT MIDWAY
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FOR SALE—36 Ft. Merry-Go-Round Top and Sidewall. Several Concession Tops and Frames. 14x28 Bingo, complete. Priced reasonable. Reason for selling, will have all new in 1948.

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ATTENTION—BILLY LOGSDON—ATTENTION
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ALL REPLIES TO

HARRY LOTTRIDGE, Manager

CRESTVIEW, FLORIDA, THIS WEEK; BLOUNTSTOWN, FLORIDA, NEXT WEEK.

MECHANICAL SHOWS
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MECHANICAL FIGURES
WANTED

ADDRESS: BOX D-143, CARE BILLBOARD, CINCINNATI 22, OHIO

Midway Confab

(Continued from page 63)

dent September 23. Shell says he hopes to return to the road next spring and would like to read letters from friends.

Mr. and Mrs. Jeff Coley and daughter, Linda, and Mr. and Mrs. Curley McDaniels joined Raines Amusement Company after closing with Snapps Greater Shows at Paris, Ark., October 11. The Coleys, who are awaiting delivery on a new trailer, report that their lead gallery has been getting good business in Arkansas.

George West and Theodore (Ted) Kita, owner and manager, respectively, of the Jewel Box Casino, closed their tour in South Paris, Me., and joined the AMP Shows in Hamlet, N. C. Roger (Susette) Ouellette, a member of the Casino line, which featured Amber West, left for her home in New Bedford, Mass. Peggie and Dollie Moore are still being featured in the Atomicage. Peggie recently took delivery on a new car.

Walter and Mary Stoffel, owners and operators of a zoo, at present with the Joseph J. Kirkwood Shows, report an excellent season which opened at Steubenville, O., first week in July. They plan a tour of Florida starting first week in November. With the Stoffel Zoo are Joseph Fried, manager; Wallace Caldwell, animal caretaker, assisted by Johnny Davis; John J. Smith and Bill Davis, truck drivers. Zoo is housed in a 30 by 90-foot top and has 50 cages of animals.

J. A. Gate, manager of Gate & Banner Shows, who 30 years ago married Martha Lee Spriggins, reports that a heart with "J. A. G. loves M. L. S." is still carved in the centerpole of his gal show's blow-off.

General Agent Charles S. Reed has finished his booking season with Gulf Coast Shows, owned and managed by F. M. Sutton Sr., and the Great Sutton Shows, owned and managed by F. M. Sutton Jr. Both units are booked into November. Reed, who has returned to Kansas City, Mo., and the Heart of America Club, where he spends much time, said both Sutton-owned shows have had a fairly good season in view of the general drop-off in the business.

Substantial winter investor is a general agent who pays for his manager's beef stew without first asking him for an advance.

Jimmy and Celia Rates, former carnival operators, who with Sammy

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SAVE MONEY—MAKE YOUR OWN—with a Universal Lighting Plant. Have all the electricity you need, at LESS than city rates. Models to carry up to 500 bulbs—BUILT for traveling shows. Lightweight, compact, reliable—pays for itself in short order. Write today for literature.

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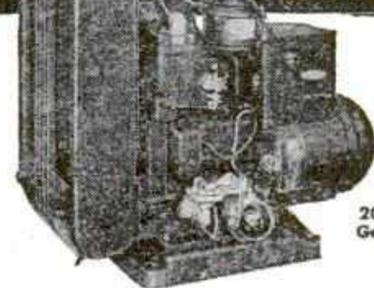
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PERFORMANCE-PROVED to meet your requirements. Capacities, 350 to 35,000 watts. Compact, single-unit design, sturdy construction. Give unfailing service even under continuous, heavy-duty operation. A.C. and D.C. types, remote and automatic start. Send coupon for FREE literature today!

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Please send free literature on Fairbanks-Morse Generating Sets.

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ALL ALUMINUM
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SPATTERLESS, \$66.60 CASE
NEW RIFLES, Winchester 62 Gallery
Pumps \$37.50 Ea.
Send 1/3 deposit, balance C. O. D.

SHOWMEN'S EXCHANGE
707 Gee Street, N.W., Washington, D. C.

WANT GENERAL AGENT

FOR RAILROAD SHOW. Must understand territory and railroad conditions. Salary no object to right party.

MAX GOODMAN

BOX 37 CARUTHERSVILLE, MO.



GOVERNOR R. GREGG CHERRY of North Carolina, on a visit to the Majestic Greater Shows at the recent Goldsboro (N. C.) Centennial, insisted upon having his picture taken with the ride boys. Shown above with the governor, left to right, are Walter Olin Norris, George William Bradley, Red Chase, Pee Wee Charles King and Donald Edwin Riley.

Glickman and the late Joe End had promoted indoor events but quit during the depression to open a restaurant and tourist cabin business in Meridian, Miss., held a reunion there with Glickman during a recent stand of the John R. Ward Shows. It happened that Bill Cowan, Ward business agent, was scheduled to throw his annual party within a few days, and when Bill learned that the birthdays of the wives of Rates and Glickman were to fall within a few days, he turned it into a joint affair.

William B. Naylor, who stepped lively all season as a combo press and special agent for the Cavalcade

of Amusements, arrived in Chicago Friday (24) and will remain for two weeks. Naylor will spend a portion of his time this winter as a scout for the Chicago Cardinals pro football team.

Ted Monroe visited the James E. Strates Shows at Gastonia, N. C., and was entertained by James H. Drew, who has concessions.

Mr. and Mrs. Bill Valentine and Betty Richardson, of the Flying La-Vals, visited King Bros.' Circus in Elberton, Ga. They enjoyed the performance and get-together with Mr. and Mrs. Walter Guice and others. The La-Vals are with the New Regal Shows. Act consists of Billy Valentine Jr. and Betty Richardson, leapers, and Bill Valentine Sr., catcher. Bill Valentine has taken on the added duties of lot and ride superintendent.

John Barfield reports that his wife, Helen, is showing considerable improvement since suffering a heart attack while playing the recent South Carolina State Fair, Columbia. For six hours Columbia hospital attendants administered oxygen to Mrs. Barfield.

Detroit Notes—Fred H. Britt, of Endy Bros.' Shows, is confined to his trailer at Macon, Ga., with the flu. Mrs. Britt and Snooks, with the him. . . Mr. and Mrs. Roscoe T. Wade, of the Joyland Midway Attractions, left on a combined business and pleasure trip after taking delivery on a new Ford. . . W. G. Wade Jr., in town for the week-end, has returned to winter quarters at Coldwater Mich., to supervise maintenance of the No. 2 Unit. . . W. G. Wade Sr. has been experimenting with a new tank designed to strip the paint down to the metal, and is dipping all rides. . . D. Wade was host last week at a cocktail party at the Town Pump for Brian Donlevy and Martin Kenealy, of the cast of *What Price Glory*. He recently made a trip to Indiana, where he secured renewals on several fair contracts.

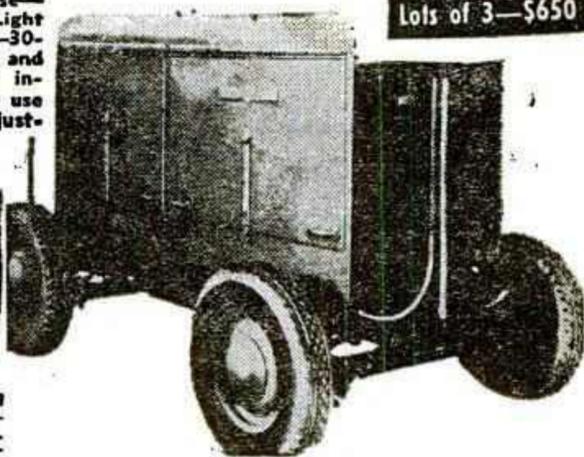
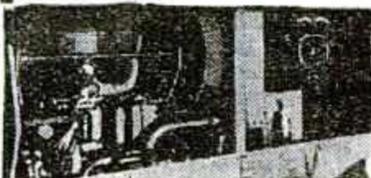
Yuma Fair for Siebrand

YUMA, Ariz., Oct. 25.—Siebrand Bros.' Shows, under Veterans of Foreign Wars auspices, closed a so-so week here recently, a sand storm on one day and a football game on another day cutting into receipts.

GOVERNMENT PAID \$15,000 FOR COMPLETE UNIT . . . PORTABLE POWER PLANT

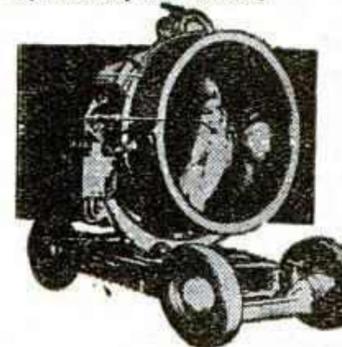
Same unit NOW \$695 EACH Lots of 3—\$650 Ea.

Mobile Tow Bar—72" Wheelbase—5 Ft. High—600x16 Tires—Tail Light—Hand Brake—Ford V8 Axles—30-Gal. Gas Tank—All Steel Frame and Chassis—Ideal for hundreds of industrial uses. Also suitable for use as Electric Welder with small adjustments.



HERCULES 6 cyl. gas engine. Model JXD 4x4 1/2. Air cleaner—self starter. Westinghouse 1/4 HP fan motor. Six blade fan, 24" diameter. Operating panel, complete. Gas Gauge, Ammeter, Oil Pr. Gauge, Temperature Gauge, Tachometer, Choke Starter Button Throttle, 115V Plug, 115V Switch, Fan Switch (Winter, Summer), Ignition Switch, 6V Plug. Voltmeter, 115V; Amp-meter, 300 A; Rheostat, Main Switch.

Westinghouse Marine Generator. Type SK. Direct Current. Style 1B7494. 1100RPM, 16.2KW, 162Amp, 100 Volts. 1400RPM, 24.8KW, 210Amp, 118 Volts.



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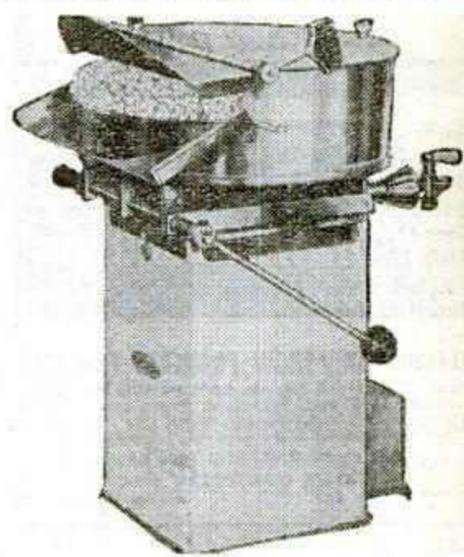
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Immediate delivery on Coconut Oil, Peanut Oil, Salt, Boxes



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WANT RIDES—SKOOTER, CATERPILLAR, WHIP, FERRIS WHEEL—NO KIDDIE RIDES Want Games that work straight for Stock—no Eating Concessions wanted. 2 Restaurants for sale or lease, fully equipped: 1 make swell Barbecue. Want Shows and Attractions on Trailers, or with portable buildings. No Girl Shows. Rides and Attractions, percentage rent. Concessions, either flat or percentage. REDONDO GAYWAY AND EL PASEO, 107 West Emerald Redondo Beach, Calif.

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2 1/2 miles from Columbus, Ga., and world's largest military camp, Ft. Benning, Ga.—200,000 people to draw from. 7-day week—mild winter—Saturday and Sunday big. Heated buildings. 10¢ city buses to door. Will play straight P.C. basis all legitimate Concessions, Shows and Rides that do not conflict. Only clean and first-class equipment considered. No P.C. and positively no flats or gypsies. Contact

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3000 BINGO

No. 1 Cards, heavy white, black back, 5 1/2 x 7 1/4. 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 @ \$8 per 100. DOUBLE CARDS, No. 1, size 5 1/2 x 14 1/2, 10¢ each.

3000 KENO

Made in 30 sets of 100 cards each. Played in 3 rows across the cards—not up and down. Light weight cards. Per set of 100 cards, tally card, calling markers, \$3.50.

LIGHT WEIGHT BINGO CARDS
White, Green, Yellow, 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 1,0001.25
M. W. Cards, 5x7; White, Green, Red, Yellow, per 1002.00
3,000 Small Thin "Brownie" Bingo Sheets, 5 colors, loose only, no pads. Size 4x5. M1.50
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Adv. Display Posters, Size 24x36. Each Cardboard Strip Markers, 10 M for75
Rubber Covered Wire Cable, with Chute, Wood Ball Markers, Master Board; 3 piece layout for15.00
Thin Transp. Plastic Markers, Bwn., 3/4 M1.00
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All above prices are transportation extra. Catalog and sample cards free. No personal checks accepted. Immediate delivery.

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CLUB ACTIVITIES

Heart of America Showmen's Club

931A Broadway, Kansas City, Mo.

KANSAS CITY, Mo., Oct. 25. — A number of club members have concessions at the American Royal. Mr. and Mrs. Buck Ray are parents of an eight-pound girl born Tuesday (14) at Research Hospital. Mother and child are doing fine. Mr. and Mrs. Lester Carter are here for the winter. Chester I. and Ruth Ann Levin, of Midwest Merchandise Company, and Mr. and Mrs. K. H. Garman are on a pleasure trip to South America. George Howk visits daily from Fairyland Park.

Frank Ryan is booking rides and attractions for the coming season. Sam Benjamin, chairman of the banquet and ball committee, says plans are about completed for the doings which will be held in the Georgian Room of the Hotel Continental New Year's Eve. The auto award will be made at that time.

Al C. Wilson, affiliated with the California Restaurant System for the past four years, has reopened his booking office here. Secretary McGinnis requests that all members send him their permanent winter addresses.

Mr. and Mrs. William Myler, of Frear's United Shows, write that they and Mr. and Mrs. Eddie Geyer of the same shows, are back in San Antonio for the winter.

Opening meeting is set for Friday (31), to coincide with the expected return from the road of President Harold Elliott.

Regular Associated Troupers

106 E. Washington, Los Angeles

LOS ANGELES, Oct. 25.—Nell Robideaux, first vice-president, was in the chair at the October 16 meeting. Norman Schue also was on the rostrum.

June Gilligan, who had been absent all summer, presented a check from Lil Schue for \$200 for bazaar tickets sold on the West Coast Shows. June and Lil also sent in a large box of gifts for the event.

Hap Young contributed \$100 to the bazaar fund, and Norman Schue donated \$10.

Committee reports were given by Martha Levine, Marie Bailey, Harry Quillen, Ethel Krug, Lucille King, Emily Bailey and Lucille Dolman.

Babe Miller, back after several weeks in a hospital, was called upon for remarks, as were Moxie Miller, Marie Mead, Mora Bagby, Harry Golub, Frank Easton and Jennie Riegel.

Tillie Palmateer told of her recent visit to the Crafts Shows.

Communications were received from Virginia Kline, R. S. Fitzgerald, Sammy Corenson, Dora Carlson and Ruth Korte. Marie Mead won the door prize.

Clubrooms are in fine condition as a result of efforts of Lucille King, house chairman.

Pacific Coast Showmen's Association

1106 S. Broadway, Los Angeles 15

LOS ANGELES, Oct. 25.—President Bill Hobday conducted the Monday (20) meeting, assisted by Vice-President Harry Sukey, Chaplain Jack Hughes and Secretary Ed Mann. Richard T. Galatas, Charles Rising and Sam Silver were elected to membership.

Present after absences were Fred Stewart, Moxie Miller, Raymond Aguilar, Bones Hartzell, Fritz Leardo, Joe Kelley, Joe Archer, Henry Wilson, Harry Golub, Herb Usher, Matthew Herman, Finis Coggin, Bob Clifford, Kansas City Moe and Harold Mook.

Visitors included Earl Stokes, Abe Goldstein, G. Herman, A. Hemmingway, Bud Wyant, Jimmiy Rene, Tiny Lloyd.

An impromptu campaign to sell building fund tickets was conducted on the floor and eight books were sold. Al Weber donated the ribbons and badges which will hereafter be worn by the tyler and sergeant at arms on duty.

Mickey Doolin returned from Chicago, and Red Cohn is in town after a season with the Conklin Shows in Canada.

Christmas Dinner committee reported that the money is rolling in and that there is every indication that the event will be a big success. Harry Taylor, banquet and ball committee chairman, said that arrangements are progressing satisfactorily and that Walter Trask, Hollywood producer of stage shows, will put on the entertainment program at the banquet and ball.

Drawing was won by Joe Kelley.

Show Folks of America

San Francisco

SAN FRANCISCO, Oct. 25.—Harry Seber presided at the October 13 meeting. Mike Krekos and Whitey Monette were invited to the rostrum. Alma Ruhle led in singing *God Bless America*.

Elected to membership were: Ben F. Sharp, B. B. Bassford, Edward Tyler Marsh, Earl W. Calloway and Wilbur W. Donough.

Members present after long absences and guests were Brownie and Estelle Rosenthal, Mrs. Jack Christenson, Bill Oberhandsli, Sol Grant, Jerry Katzman, Mickey Hogan, Joe Lamont, Leon Fielding, Carlos Harrison, Mr. and Mrs. Maxwell, Mrs. Alma Soares, London George Simons, Billy Stone, Jack Dawson, Mr. and Mrs. Hawkins, Joe Borell, Jerry Cirinceoni, Sunny Taylor; Mrs. Richardson, Reno, Nev., and Mr. and Mrs. Quinn.

Mrs. Gertrude Coutts was reported recovering from an automobile accident, Johnny Castle ill in San Diego; Earl Leonard a patient at Veterans' Hospital, Oakland, and Les Peterson on the recovery road.

Cards of thanks were received from the families of the late Joseph Rogers, of New York, and the late Nathan Miller, of Los Angeles. Letters were read from Art Craner, Los Angeles, and Ralph V. Ray, Corpus Christi, Tex. At a suggestion by Craner, Fred Weidman suggested that a committee be appointed to contact the Western Fairs' Association, which will meet here November 7 and 8.

A check for \$146 for the Cemetery Fund was submitted by Polish Fisher, third vice-president. Adam McBride reported 17 tables sold for the third annual charity banquet and ball to be held in the Gold Room at the Palace Hotel for the benefit of the Cemetery Fund, and that sale of tickets is proceeding briskly. McBride was winner of the \$25 pot of gold.

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7'x100' . . . 63.04 10'x100' . . . 88.48
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Made in any length at the above rate per running foot.
● Satisfaction Guaranteed. Prompt Delivery.
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25% Deposit—Balance C. O. D.

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PRACTICALLY NEW!
24x36 BINGO TENT—USED 1 WEEK
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QUICK CONCESSION TENTS, SHOW TENTS AND BANNERS DELIVERY..

The Best Flameproofed Available. ● Forest Green ● Royal Blue ● Orange ● Khaki
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SHOW CIRCUS CONCESSION TENTS MERRY-GO-ROUND CENTRAL Canvas Company HARRY SOMMERVILLE—FOREST GILL 121 West 8th Street Kansas City 6, Mo.

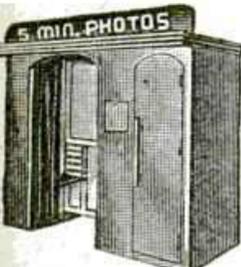
D. M. KERR MFG. CO. TENTS 1954 W. GRAND AVENUE CHICAGO 22, ILLINOIS

TENTS - SIDEWALL New and Slightly Used for rent and for sale. Quick Delivery. INDIANAPOLIS TENT & AWNING CO. 430 W. 13th St., Indianapolis 6, Ind. P. O. Box 433. Phone: RI. 6655

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C. P. O. Box 1488 Detroit 31, Mich.

SECOND-HAND SHOW PROPERTY FOR SALE

\$25.00 Wax Head, female, horn growing from forehead. Rink Skates, Plates, Wheels & Parts, cheap. Write. \$50.00 Wax Head, Ubanpl, thick lip, African tribe that was special attraction with Ringling Bros. \$25.00 Life Show Specimen, good condition. WEIL'S CURIOSITY SHOP 12 Strawberry St. Philadelphia 6, Pa.

Big Profits PHOTO MACHINES

New Street and Booth Models Ready! Shipped in 2 days! Exclusive features—easy to operate. Hands not in chemicals. KD or 1 piece. 5-year warranty. Cameras only or complete. 10 sizes—single, double or triple. Supplies. Write—phone—wire.



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WANT AMERICAN LEGION ARMISTICE DAY AND WALTON COUNTY AGRICULTURAL FAIR SEVEN BIG DAYS—NOVEMBER 8 TO NOVEMBER 15—SEVEN BIG DAYS DE FUNIAK SPRINGS, FLORIDA Biggest Armistice Celebration and Fair in Florida. Parade two miles long, over 30,000 people attend.

WANT Concessions of all kind that work for Stock; no Exclusive. Want Fun House, Midget Show, Fat Show, Mechanical City, Five-in-One, or any worth while attractions. No Girl Show or Posing Show. Come and get your winter bank roll at this event. Address all replies to ALBERT C. BARTELS, Secy., starting Nov. 3 to Nov. 15. KEYSTONE EXPOSITION SHOWS DE FUNIAK SPRINGS, FLORIDA P.S.: Mr. C. Coleman and Stewart Knock, look for you there in time.

Showmen's League of America

400 So. State St., Chicago

CHICAGO, Oct. 25.—Lou Keller, vice-president, presided at the October 23 meeting. Also at the table were Treasurer Walter F. Driver and Secretary Joe Streibich.

Elected to membership were J. N. Moore, Patrick McCarthy, Monroe Hoge, Russell B. Andres, Charles Watson, Fred Rave and John W. Doolin. New members are credited to Harry J. Taylor, Petey Pivor, Walter B. Fox, Mack Hogue and J. J. Fontana.

Walter Dupont has been released from the hospital.

Letters have been received from Floyd E. Gooding and Ben Hyman. Bill Carsky reports the committee is pushing preparations for the president's party. Event will be held Sunday, November 30. Ways and means committee reports progress in the auto award, with Bob Parker, vice-president, giving excellent aid. The banquet and ball committee is calling for help on directory listings.

Samuel E. Stone and Jacob Yanover attended their first meeting after long absences. Also back were Harry J. Taylor, Hadji Delgarian and Harry Mamsch.

Max Sharp arrived from the South. Recent callers included Joe Backman; of Canada, Max Goodman, Stephen Porth and Mickey Blue. C. H. (Fat) Allton called. Vince McCabe was in town for a few days. Elmer Burns and Eddie Murphy left on a Southern trip. Jack Hawthorne is off for Hawaii. Neil Harris and Oliver Barnes leave this week.

Ned Torti was in for the meeting. Ben Kaplan, an occasional visitor to the rooms, reports he is feeling much better.

The Al Sopenar Showmen's League American Legion Post is planning a get-together sometime during the convention. Walter F. Driver spends most of his time on secretary work for the American Legion Post.

Ladies' Auxiliary

Nan Rankine, first vice-president, presided at the regular meeting Thursday (16) in the absence of President Viola Fairly. A silent prayer was said for Daisy Hennies and her son, Everett, and Claire Sopenar's mother, Mrs. Spunt. Chaplain Margaret Filograsso gave the invocation. Secretary Elsie Miller was given a rising vote of thanks for the social staged Thursday (9). Priscilla Tennyson was welcomed to the meeting. A letter was received from President Fairly.

A donation to the cancer fund drive is being planned. Ida Chase, past president, visited her brother in St. Paul. Open house will be held November 28 thru December 1. Installation dinner will be held at the Sherman Hotel.

New slate of officers includes Mrs. Sam Gluskin, president; Margaret Filograsso, first vice-president; Lena Schlossberg, second vice-president; Grace Goss, third vice-president; Carmen Horan, treasurer, and Elsie Miller, secretary.

Board of governors: Mrs. Sol Wasserman, Viola Blake, Mrs. Ralph Glick, Sara McCaffrey, Nellie Byrnes, Mabel Wright, Mrs. Al Geiler, Mrs. E. Sopenar, Rose H. Page, Rose Jarboe, Myrtle Beard, Mrs. Al Wagner, Clara Zeiger, Virginia Kline, Martha Kenyon, Gussie Travis, Goldie Fisher, Rosemary Ruback, Mrs. Harry Hennies and Norma Long.

The return of raffle boards is requested by Elsie Miller, chairman, and Mrs. L. M. Brumleve, co-chairman. A bazaar will be held at the Sherman Hotel during convention week. Ann Belden is chairman and Mrs. Ralph Glick co-chairman. Clara Zeiger and Etta Henderson have been ill. Next social will be conducted November 23 by Nan Rankine, past president. Next regular meeting will be held November 30.

National Showmen's Association

1564 Broadway, New York

NEW YORK, Oct. 25.—Governor's meeting of the club Wednesday night (22) was presided over by Secretary Ross Manning, assisted by Chaplain Fred Murray, Dr. Cohen and Executive Secretary Walter K. Sibley. Principal business was the opening of the sealed bids for rental of the lunch room and other club concessions. After careful consideration it was voted to rent this concession for the season, ending May 1, 1948, to Frank Rappaport, the highest bidder.

Another question brought up was the permanent recognition of the founders of the organization, George A. Hamid, Max Linderman, Art Lewis, Oscar Buck, Jack Greenspoon, Phil Isser, Frank Miller, David B. Endy, Murray Goldberg, Ben Weiss, Arthur Campfield and Sam Lawrence.

It was unanimously decided that each of these members shall receive a suitable memento testifying that they were one of the originators of the National Showmen's Association. The two deceased members, Max Linderman and Sam Lawrence, will be posthumously awarded a scroll which will be presented to their nearest relatives.

It was also resolved that a suitable gift be presented to General Chairman James E. Strates for his services in conducting the monument fund campaign, and a motion was made to present a gold life membership card to Clemens Schmitz for his work as administrative chairman of the committee. All of the presentations will be made at the annual banquet at the Hotel Commodore, Thanksgiving Eve, November 26.

The regular meeting followed immediately, with Ross Manning presiding. All the club committees reported, including detailed report on plans for the president's testimonial dinner which is to be held at Leon and Eddie's November 24, by Dave Brown, assistant chairman of the entertainment committee, who stressed the fact that seating capacity for this affair is limited to 250 and immediate application for seats is necessary in order to be assured of tickets.

Many members were in attendance for the first time since their return from the South, and the following made brief talks or took a bow: Morris Batalsky, Charles Rubinstein, Ernest Warner, Cyril Wilkins, Joe Basile, Al Horowitz, Sam (Sambo) Peterson, Siro Aurilio, Jack Hornfeld, Phil Isser, Herman Moscowitz, Harry Schwartz, Louis Victor, Sam Robbins, Edward Elkins, Harry Kay, Harry Agne, Charles Zucker and Lee Lewis.

Jack Lichter, as chairman of the veterans' committee, reported briefly, and as chairman of the eligibility committee announced acceptance of the following as members: Frank Tortorello, Roy F. Randall and G. T. Fitzpatrick, all sponsored by L. James Quinn.

Chaplain Murray reported that the giant die of Barre granite for the monument is ready for shipment to New York and the monument builder says that work of erecting the big memorial will be completed by November 1. At the conclusion of the meeting a buffet lunch was served.

Things to remember: Dues are due; monument dedication, Sunday, November 23; president's testimonial dinner, November 24; open house, November 25; annual banquet, November 26.

Ladies' Auxiliary

NEW YORK, Oct. 25.—At Wednesday (22) night's meeting President Anna Halpin greeted many members who were attending their first get-together after a season on the road.

Nominating committee presented the following list for the coming election of officers: President, Queenie

(See NSA on page 69)

Showfolks of America

3rd Annual Charity Banquet and Ball

PALACE HOTEL GOLD ROOM

SAN FRANCISCO

DECEMBER 2ND 1947

ENTIRE PROCEEDS TO CEMETERY FUND

RECEPTION 7:00 P.M.
DINNER 8:00 P.M.

FLOOR SHOW 8:45 P.M.
DANCING TIL ???

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TOAST MASTER

EUENA MACK HANNA
CHAIR LADY OF ENTERTAINMENT

HARRY G. SEBER
PRESIDENT

MILTON WILLIAMS, Treas.

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4 Rides, 8 Trucks, 7 Concessions; New 30Kw. G.M.C. light plant, mounted on 1947 1 1/2 ton Dodge Truck; Eli Ferris Wheel, Parker Baby Q Merry-Go-Round, Smith & Smith Chair-o-Plane, Smith & Smith Kiddie Airplane Ride. Lots of Stock for Concessions. Everything working, come and see for yourself. Will be in Las Cruces, New Mexico, Oct. 30-Nov. 2. Price \$40,000.00.

EMANUEL ALFIER

Las Cruces, New Mexico

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HOT DOGS SELL THEMSELVES

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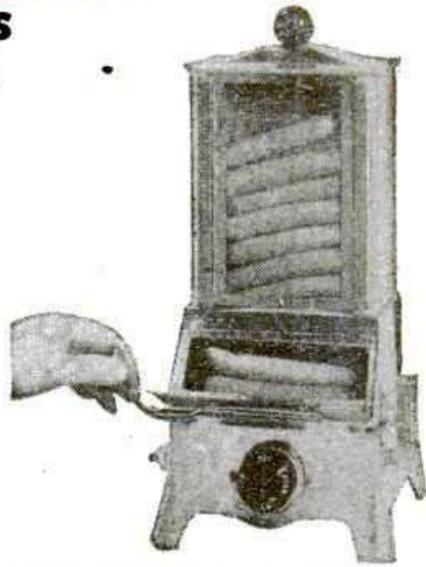
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FRESH JUICY RED HOTS
increase bar sales

Now! It's easy to make extra profits
with Uneek's new "RED HOT STEAMER."
Serve delicious, steam-cooked red
hots quick as a flash!

Every concessionaire, restaurant, carnival,
tavern operator knows a hot sandwich is a
"hot" profit producer. People can't resist
buying when they see and smell plump,
juicy red hots steaming before their eyes.
To increase your gross, take advantage of
visual appetite appeal. Install a Uneek "Red
Hot Steamer" now. No fuss, no bother. Drop



the "dogs" into the hopper, they come out
fresh and hot. No more messy grills and pots.
Takes up no more room than a mixer. Plugs
into any handy socket. Saves time, saves
space, eliminates waste. Streamlined design
for eye-appeal. Satin finish aluminum base.
Glistening, stainless steel hopper with glass
front. Sanitary and easy to clean. Three-
heat control. Guaranteed. Operates on
A.C. or D.C. current. Holds 60 hot dogs.

O. C. HARPER, Distributor
12TH & COLETO STREET
AUSTIN, TEXAS

PRICE: \$69.00 EACH
2 or more, \$59 each.
Deposit, \$17.50 Ea.
F. O. B. Chicago. No Freight Charges
on Cash Orders

DON FRANKLIN SHOWS

Last Call for Concessions at the CUERO, TEX.,
TURKEY TROT AND FAIR, Nov. 7 to 11

Can place legitimate Concessions on Main Street locations downtown, everything open.
Want Grab, Floss, Snow, Popcorn, Custard, Ball Games, Hanky Panks, Diggers, Jewelry.
Have "X" at Fair Grounds where Show will be located as well as downtown. Can place at
Fair Grounds three Cook Houses, must be first class and capable of serving meals. Committee
making plans for 20,000 people daily for four days. Also can place a few Hanky Panks on
Midway at Fair Grounds, and two Grab outfits. Want no Shows or Rides, have plenty.
Exclusive on Novelties for sale, Slim McKnight, contact. Two big Parades, can work streets,
will give location downtown, on the Midway, and on the grounds.

EL CAMPO, TEXAS, thru Saturday night; then on the Grounds, CUERO.

DON FRANKLIN, Owner-Mgr.

FOR SALE—90 FT. PLEXIGLAS FRONT

Built this season. Most outstanding front on show. Suitable
for Girl Show, Posing Show or Life Show. Can be seen this week
Augusta, Ga. Answer

J. SCIORTINO
c/o World of Mirth Shows

RAILROAD CARNIVAL

FOR SALE

A COMPLETE GOING, SUCCESSFUL RAILROAD CARNIVAL WITH A PROVEN MONEY-
MAKING ROUTE OF FAIRS AND CELEBRATIONS ALREADY BOOKED FOR 1948.

Train, Wagons, Rides, Shows, Light Plants, Towers and everything complete and in good
condition thruout. Address:

BOX 622, c/o THE BILLBOARD, 390 ARCADE BLDG., ST. LOUIS, MO.

STARLIGHT AMUSEMENTS

TEXAS' CLEANEST CARNIVAL

Want for two weeks at TEXAS CITY, Nov. 3 thru Nov. 15.

Shows—Monkey, Ten-in-One, Minstrel, Mechanical or Illusion, Funhouse or Glass House.
Concessions—Peanuts and Popcorn, String Game, Lead Gallery, Scale, Guess Your Age or any
legitimate Merchandise Concession not conflicting. No gypsies. FOR SALE—After Nov. 15 the
following Show Equipment will be for sale: 1 1946 16-Tub Octopus, 1 bottom loader Spitfire, 1 #5
Eli Wheel, 1 new 2-Abreast Merry-Go-Round, 1 Kiddie Car Ride, 1 Kiddie Airplane Ride, 1 1941
International Truck Tractor, 1 1942 Ford Tractor, 1 1942 Chevrolet Tractor, 1 1937 GMC Tractor,
1 1941 GMC Tractor with Winch, 3-Ride Semi-Trailer, 1 33-Ft. Van, 1 1946 Nabors 28-Ft. Van,
1 30-Ft. 1947 Nabors Van (used to haul 1 Buick motorized 25 Kw. Light Plant), 1 Continental powered
30 Kw. Light Plant, 1 Acetylene Welding Machine, 1 Electric Welder, 1 Mermaid Show, Ground
Cable, Concessions. All equipment in excellent condition, newly painted, ready for a season's work.
Address: Oct. 26 to Nov. 1, Bay City, Texas; Nov. 3 thru 15, Texas City.

Wagner Takes Show to Barn

(Continued from page 60)

Club with a reported \$3,000 advance
on a scheduled spring sponsored date.

Wagner reported that he would pay
in full for the winter quarters leased
at Venice, Fla., even tho it would be
unwise to use them after losing the
Tampa date.

New Fair Proposed

James Robinson, Mobile horse race
promoter who once staged a fair at
near-by Pritchard, Ala., with the late
Joe Galler furnishing the midway,
is reported to be trying to induce
Wagner to become associated with a
new Mobile fair association now in
the formative stage. There has been
considerable newspaper criticism of
the Greater Gulf Coast Fair Associa-
tion, now in operation, the press boys
claiming that the current annual is
not a representative fair and have
made some sharp cracks about its
operation.

Wagner is still trying to settle an
old State license argument with the
attorney general's office at the State
capitol, Montgomery. Wagner, thru
his attorneys, is trying to settle a
license charge of \$3,000 that Mobile
County License Officer Tom Holley
alleges is due for the Cavalcade's
Mobile stand last April.

Residence Rule Fight

Wagner contends that any carnival
having permanent headquarters in an
Alabama city is not required to pay
the State carnival license for a play-
ing date and Wagner's defense is
based on the fact that he is making
Mobile his home and the home of his
shows.

Holley said that he is fighting Wag-
ner's contention on the ground that
the equipment such as rides, build-
ings, tents or Quonset huts is not a
complete carnival. Holley further
contends that in order for Wagner to
enjoy the license exemption the man-
agers of the various shows, rides, etc.,
must be bonafide residents of Mobile
and not be brought into Mobile a
week or a month before the shows
start business.

Holley said that Wagner's attor-
neys have offered to compromise the
case but that the attorney general's
office wants the full amount. Should
Wagner lose he also would be stuck
for about \$100 court costs.

No Overflow Mob Or Guest Speaker at SLA's Banquet-Ball

(Continued from page 60)

their copy for the annual program
early. Listings are priced at \$10.
Copy should be directed to Joe
Streibich, club secretary.

Other members of the banquet-
ball committee besides Briese and
Sweeney are:

Press—Pat Purcell, chairman;
Frank W. Braden, Nat S. Green, Rob-
ert E. Hickey, Johnny J. Kline, Frank
B. Joerling, Roger S. Littleford Jr.,
Herbert Pickard, Sam R. Stratton,
Leonard Traube and Gaylord White.

Entertainment—George R. Fer-
guson and Edgar I. Schooley, co-
chairmen; Frank P. Duffield, George
B. Flint, Sam J. Levy, Ernest (Rube)
Liebman, Maurice Ohren, David P.
O'Malley, Thomas Sacco, Jimmy
Stanton, Toby Wells, Ernie A. Young
and Charles Zemater.

Eastern committee—Frank D.
Shean, chairman, and Lew Dufour.

Reception—William Carsky, chair-
man; John M. Duffield, Max B.
Brantman, Murray Goldberg, Maxie
Herman, George W. Johnson, Bernie
Mendelson, Frank D. Shean, James
P. Sullivan, J. C. (Tommy) Thomas,
Ned E. Torti and Sam L. Ward.

Program—William H. Green and
Jack Benjamin.

Red Scare on Lot!

CRAWFORDSVILLE, Ga.,
Oct. 25.—Folks in this part of
the country apparently have
been sold on trouble with Rus-
sia. At least one native demon-
strated as much the opening
night of the Mad Cody Fleming
Shows' engagement.

Just before opening, the shows
fired some loud salutes. When
the first one went off the local
yelled: "Hit the dirt! The Rus-
sians are coming!" With it he
did a quick dive, only to have
showfolks standing near by
break out in hearty laughter.

Sheepishly, he picked himself
up, dusted himself off and
quickly left the lot.

Shreveport in Record Pace

(Continued from page 60)

ment consisted of acts from the side
show and the Monkey Show includ-
ing Willie Turkle, juggler; Anayto
Hayes, styled the Atomic Wonder,
and Mrs. Leo Carroll and Little Joe,
chimp. Acts from the grandstand
show at the fair were also presented.
Rube Liebman, sales rep of the
Barnes-Carruthers Theatrical Enter-
prises, Chicago, assisted.

Balloons, candy, toys and hats were
given to the children. Busch &
Laube concessions assisted. Another
feature was the use of the Miniature
Railway.

Nat Rogers' small daughter, Sherry,
is visiting Pa and Betty Rogers.
Jerry Cohen, concessionaire, was
forced to leave the shows because of
illness. He went to Miami. Jerry
made the circuit this year on crutches
as a result of injuries sustained in
an automobile accident last year. Joe
Patane and Stormy Dale, singing
stars of the Raynell Show, took del-
ivery on a new car. Included among
visitors to the lot here was Sunny
Whithers, of Jackson, Miss.

Beaumont a Winner

Royal American stand at Beau-
mont, Tex., prior to the local engage-
ment, resulted in business almost
double that of last year. During the
engagement there Leon Claxton's Jig
Show and Raynell's Girl Show made
pitches at every performance for the
Spastic Children's Drive and raised
\$1,800. Before the org pulled out of
town, Leon was gifted with a wallet
and Nellie with a compact inscribed
with words of appreciation from the
Spastic Children's Foundation.

During the Beaumont stand Ray-
nell had a breakfast at the Edson
Hotel for the benefit of the Miami
Showmen's Club Ladies' Auxiliary
and \$200 was raised. Auxiliary con-
templates a buffet supper and show
to be held in Tampa.

MACON'S RECORD DAY

(Continued from page 61)

rides was about \$3,000 ahead of the
record take last year of around \$50,-
000.

In addition, this year approxi-
mately 50 concessions, including
bingo stands, were operated, whereas
last year there was a tight ban against
all concessions.

Closing night the Exchange Club's
fair board of directors gave Endy a
letter of commendation, highly com-
mending him for his co-operation,
policy and willingness in extending
the date to bring the fair out of the
red when the going was tough.

Southern Amusement Co.

Bi-County Colored Fair, Liberty, Tex., Oct. 31-
Nov. 1-2. All legitimate Merchandise Concessions
open. Address

A. B. Vogt, Mgr.

CLUB ACTIVITIES

Show Folks of America 1839 W. Monroe St., Chicago

CHICAGO, Oct. 25.—May Adams Stoker, president, was in the chair at the October 21 meeting. Report on the plans for the Halloween party October 31 at the Midland Hotel was given by Warren and Thomas Coulthard, co-chairmen. There will be no special guest of the event, but all old-time show folks are invited to be on hand. Invitations have been sent to every theatrical celebrity in Chicago. Stories have been sent out by Jess Harlow, press chairman.

Anniversary at the home will be observed Sunday (26) by the home's board of governors, with Peggy Richards presiding.

Slate of officers for 1948 as reported by the nominating committee follows: For president, Dave Driver; first vice-president, Nellie Grosch; second vice-president, Adeline Wynn; third vice-president, Arthur May; recording secretary, Coral Chapple; financial secretary, Warren Warren; corresponding secretary, Helen Wong Jean; treasurer, Arthur Freund; directors, Morton Schaeffer, Al Appel, Theresa Clark, W. H. Robertson, Herman Stoike, May Adams Stoker, Peggy Richards, Florence Reiselt, Mabel Loveridge, Virginia Drew, George Flint, Meyers Cherkas, Harry Fox, Pearl Washburn, Dave Driver and Wade Booth.

Nellie Grosch, welfare chairman, reports Nan Rankine and Madam Pinxy improving and Laura Roth Young as being back home.

CHICAGO, Oct. 25.—Nellie Grosch, Queenie Queenan and Bergie Bergman had the pleasure of visiting with Joe Howard backstage of the Oriental Theater. All had worked together some years ago at the old Whitney Opera House.

Ohio United Showman's Association 136 Tuscarawas St., W., Canton, O.

CANTON, O., Oct. 25.—Annual fall round-up was held at Tony Diano's Palomino ranch south of the city Sunday (18) with 238 members and guests attending.

The afternoon was spent socially and there were many reunions as operators returned from the fair and carnival circuits. Diano, a contractor who finds escape in the show world, especially that part dealing with the Wild West, proved a worthy host as he turned over his large ranch house and the 108 acres of land to the club. Of interest was his herd of 38 Brahman cattle and one bull, and his many excellent Palomino horses, including the State's champ stallion, Prince Pal Ohio.

Among curios which attracted attention was the stagecoach from the Buffalo Bill circus and President William McKinley's carriage. Calliope music during the afternoon was played by Emil Hahn, his repertoire including everything from *Pony Boy*, *The Billboard March* and gallops to popular tunes.

A dinner featuring 4-H Club beef was served in the ranch house. Adam Shorb, club president, who literally shook of a sick bed to attend the festivities, welcomed the guests. L. A. Huffer, general chairman, acted as toastmaster. The evening was concluded by a vaudeville show booked by Bill Stewart, agent. Music was by Jack Davis's orchestra.

Kitchen staff, which included Margaret Leichtamer, Mr. and Mrs. Bert Crawford, Harry Polen, Mr. and Mrs. Kurt McClelland, Eddie Lewis, Mr. and Mrs. Don Mercier, Mrs. L. A. Huffer and Mrs. Paul McKenna, was lauded for the supper.

Michigan Showmen's Association 3153 Cass Avenue, Detroit

DETROIT, Oct. 25.—Jack Dickstein, first vice-president; Roscoe T. Wade, second vice-president; Louis Rosenthal, treasurer; Bernhard Robbins, secretary; Harry Stahl, past president, and Art Grzann, chaplain, were on the rostrum at the October 20 meeting.

Olin Phar Cain, David E. Kelly, Walter H. Anderson, John J. Conway, Mike Demko, David Roy Barnes, Myron N. Colegrove and Allen N. Grant were elected to membership.

Communications from Floyd E. Gooding, J. W. (Patty) Conklin and the Michigan Association of Fairs were read.

Sick committee reported Leo Lipka, Bill Postlewaite and Patty Conklin confined to their homes, and Floyd Kent a patient in Eloise Hospital.

Preparations have been completed for the Halloween Party November 1 in the club ballroom. Big \$500 question, which has been bothering all members, will be settled at that event. Judges will be Charles Westerman, Eddie Bennett and Edward Ford.

Roscoe T. Wade is working on a new kiddie ride he plans to put on the market soon.

Ladies' Auxiliary

Regular meeting was held October 20 in the club's American Legion Hall. Bernice Stahl, first vice-president; Ann Borker, second vice-president; Marion Dickstein, third vice-president; Dorothy Gold, treasurer, and Belle Powers, secretary, were on the dais.

Elected to membership were Margaret Clemens, Sherry Lane, Louise Preston, Mabel May, Edna Mae Kirkpatrick, Betty Postlewaite, Anna Belle Lee, Peggy Odbert, Lee Margodt, Edith Schultz, Francis Nixon and Mrs. Walter H. Anderson.

Bobby Gould, sick committee chairman, reported Helen Girardin Blanche Rivers on the sick list and Mae Goldstein as still in a hospital.

NaDean Bellick will assist Peggy Cohen with the membership drive due to the absence of Jo Quinn, now visiting in California.

Caravans, Inc.

P. O. Box 1902, Chicago

CHICAGO, Oct. 25. — Edna O'Shea Stinson presided at the Tuesday (21) meeting. She was assisted by Lucille Hirsch, Pearl McGlynn, Bessie Mossman, Pat Seery and Marianna Pope. Edith Streibich gave the invocation. Irene Coffey read letters from Dolly Young, Royal Crown Shows; Billie Lou Foreman, Madame La Vore, Bessie La Monde, Hattie Hoyt, Mrs. Del Schreiber, Trixie Clark, Mrs. Paul Rickerson, Irene Flexer, Ann Sleyster, Helen Wittour, Emily Baily, Daisy Hennies, Ada McHugh, Mae Oakes, Minnie Simmons and Evelyn Lee.

Sick list includes Irma Moore in a sanitarium, P. O. Box 2972, Tampa, Fla., and Marie Greenwood, 4605 Prospect Road, Peoria, Ill. A rummage sale will be held Friday night (31) and Saturday, November 1 at 2818 Lincoln Road. Clara Polich will be in charge, assisted by President Stenson, Isable Brantman, Ann Sleyster, Pearl McGlynn, Billie Louis Bunyard, foreman, and Eva Clark.

A rising vote of thanks was given Clara Polich, Lucille Hirsch, Ann Sleyster and Lillian Lawrence for efforts on behalf of the club. About 30 members attended the Tribune tour and broadcast last week. Pat Seery accepted the nomination of first vice-president following the resignation of Ann Sleyster. Elections will be held November 18. Ann Sleyster will be in charge, assisted

by Helen Wittour, Josephine Glickman, Lorraine Dugas, Agnes Barnes, Irene Coffey, Pearl McGlynn and Lillian Lawrence. All applications for membership should be sent in immediately. No applications will be voted on after November 18. Members must present cards paid thru December 31, 1948, to be eligible to attend the installation dinner.

NSA

(Continued from page 67)

Van Vliet; first vice-president, Helen Rothstein; second vice-president, Mamie Sibley; corresponding secretary, Anna Lee Wilkins; recording secretary, Lillian Elkins; chaplain, Sidone Silvers; treasurer, Mildred Peterson, and assistant treasurer, Lilly Wallenstein. On the night of nominations, others may be named from the floor.

Rose Rosen is leaving for Wisconsin to visit her sister, who is to undergo an operation.

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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.
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P AND P AMUSEMENT WANTS

Agents for Slum Stores, Buckets and Nail Outfit, Penny Pitches, good Griddle Man to take over small Cookhouse and Grab, fifty-fifty; man and wife to take over well framed Freak House Show, or will frame to suit; also Shows with own equipment. Jean Hudson wants 2 Girls for Photos and Hoop-La. This Show has 4 Rides and 20 Concessions. Show out all winter. Jack Vreeland, come on with all your equipment, also Happy Woods. Drunks and agitators will not be tolerated. For Sale: Big 6 Wheel, used 4 weeks, Evans make.

SILVERTON, TEX., Oct. 25-Nov. 1.



THE VOICE MAGNIFIED 2500 TIMES!

Portable Electric Megaphone AMPLIFIES VOICE 2,500 TIMES!

IDEAL FOR SHOWS,
CARNIVALS, ETC.

The same PORTABLE ELECTRIC MEGAPHONE used on the beaches by our armed forces now offered at this exceptionally low price . . . delivers clear message over more than a mile . . . dry battery operated . . . 5000 ten-second messages without battery replacement . . . combination handle and shoulder strap . . . splash-proof case. Length, 12 5/16"; Width, 5 3/8"; Height, 8 5/8"; wt. incl. batteries—ONLY 14 lbs. Excellent amplifier.

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WANTS WANTS WANTS WANTS COLLETON COUNTY FAIR, Walterboro, S. C., week Nov. 3

Concessions that work for Stock, Photos, large Cookhouse. FOR SALE—25 Tractors and Semi-Trailers, plenty Show Tops (all new royal blue this April), plenty Rubber-Covered Ground Cable, 60-Inch U. S. Army Searchlight mounted on Dodge Truck, Transformer Truck with 2 100 Kw. Transformers; Office in 32-Ft. Van, three compartments. If you want anything in show property come and look this equipment over. Don't write, come in person. Address:

L. C. McHENRY, Manager

Georgetown, S. C., this week; Walterboro, S. C., next.
P.S.: One 30x60 Top, 9-Ft. Wall, used 10 weeks, perfect, \$600.00; cost over \$800.00.
10x10 Popcorn Top and Frame, Royal Blue, \$100.00.

LAST CALL FOR HAWAIIAN ISLANDS!

All those contracted by me wire or call immediately. Can use few more Concessions and Shows with own equipment. Booked until March 1, 1948. Will be at Biltmore Hotel, Los Angeles, Calif., until Nov. 14.

MAXIE HERMAN

or address
BILL HOLT, ROYAL PALM SHOWS
P. O. BOX 2744, HONOLULU, T. H.

ATTENTION, CARNIVAL OPERATORS! RUBBER COVERED COPPER CABLE

Size 1/0, 2-Conductor, 600 Volts, 125 Amp., 133/0.285
NEW—25¢ PER FOOT, in 1,000 Foot Reels.

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WRITE FOR CATALOGUE.
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GETLIN and WILSON SHOWS

WORLD ON PARADE

SUMTER COUNTY FAIR

SUMTER, S. C., WEEK NOVEMBER 3 TO 8 INCL.

WINTER QUARTERS, PETERSBURG, VA.
Address P. O. Box 787, Petersburg, Va.

WE WILL PLACE legitimate Merchandising Concessions only and also all Eating and Drinking Stands.

FOR SALE—1947 new Spitfire Ride and Smith & Smith Chair-plane. All load in our wagons and can be booked here for the 1948 season or can be taken off the show. Can be seen this week at Florence, S. C., Fair, or next week in Sumter, S. C.; after that winter quarters.

Address Florence, S. C., this week, and then as per route.

B and D SHOWS

WANT FOR WINNSBORO, S. C., WEEK NOV. 3

Followed by First Colored American Legion Armistice Week Celebration on High School Grounds in Charlotte, North Carolina.

Everything open in Charlotte except Popcorn, Photo. Special proposition for Bingo and Minstrel. Want Shows of any kind with own outfit, especially Side Show. No Girl Shows. Want good outstanding Colored Free Acts for Charlotte date. Concessions, Eat Stands, come on for winter's b.r. Show will remain out as long as weather permits. Will book any Novel or Flat Rides for Charlotte date, which is biggest colored date in North Carolina. Make all contacts to

C. E. DAVIS, Mgr.

Jonesville, South Carolina, this week; next week, Winnsboro, South Carolina; then Charlotte, with other good ones to follow.

Central Amusement Company

"DIXIE'S OWN AMUSEMENTS" • YOUR SATISFACTION OUR SUCCESS

WANTS FOR BALANCE OF SEASON

Stock and P. C. Concessions. Any worthwhile Shows.

Want Rides, Help on all Rides. All contact

MGR., Central Amusement Co.

Fairgrounds, Loris, South Carolina

T - E - N - T - S

BINGO — CONCESSIONS — SHOW — MERRY-GO-ROUND — CIRCUS
khaki, blue, olive, baker bold stripe

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BRIGHT FLAME-PROOF FABRICS—Khaki, Blue, Forest Green, Olive Green, Tangerine.

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FROM THE LOTS

Prell's Broadway

LANCASTER, S. C., Oct. 25.—Playing Lancaster County Fair the past week, the org moved to Charleston, S. C., for the Charleston County Colored Fair. At the close of season the show will again lay up in Charleston for the winter. Owner Sam Prell advises that extensive purchases of motor equipment this winter will make the org one of the largest motorized shows along the Eastern Seaboard.

Extremely bad weather the three final days at Henderson, N. C. (6-11), cut down attendance and business. Fortunately, Monday's (6) preview found the grounds jammed with a liberal spending crowd. Tuesday (7), official opening day of the fair, was a repeat of the preview and Wednesday (8) turned out to be one of the biggest Children's Days ever put on at this annual.

Rides and shows raked in the shekels when given weather and gross for the week was satisfactory. Top money-makers were Cash Miller's Ten-in-One, Barro Bros.' Motordrome and Abe Wolf's Monkey Speedway for the shows, and the Spitfire, Octopus and Caterpillar for the rides.

Rejoining the show at Henderson were Abe Gross, who had been on the sick list, and Bill Jones, bingo operator. Among the many visitors on the lot were Clyde Smith, owner of the Clyde Smith Shows, and Tarbers, who left the Prell Shows to make Midwestern fairs.

Plans are being formulated for a big jamboree before the shows head for winter quarters.—ALLAN A. TRAVERS.

California Fair

TIPTON, Calif., Oct. 25.—After two good weeks in the Central California cotton belt, org decided to stay out four more weeks for the remainder of the cotton harvest season. Manager Cal Enfield announced the show will play the Selma (Calif.) Armistice Day Celebration.

Line-up includes Dorothy Enfield, secretary-treasurer; Til F. Taylor, general agent; Ford Munger, ride superintendent; Al Sawyer, electrician; Curly Reynolds, mechanic; Ralph Robinson, Flying Horses; R. L. Woods, Chairplane; Felix Martinez, Ferris Wheel; Al Sawyer, Double Loop, and William Gates, baby rides.

Concession line-up: Bingo, Clifford Brown and John Sheets; slum spindle, Mrs. Enfield; fishpond, Curly LaVerne; darts, Mrs. Bulldog Adams; cork gallery, Johnny Adams; duckets, C. A. Monroe; bottles, Luther Shepard; cats, Bulldog Adams; jingle board, Eddie Scott; pan game, Charles Reed; clothespins, Max Goldenrod; high-striker, George McGuffinrey; glass and bumpers, Mr. and Mrs. Ralph Robinson; rat game, Mrs. Dick Scarce; scales, Mrs. Charles Reed; grab, Mr. and Mrs. W. A. Austin; two grind stores, Bill Messina with Ernest Nay, Pecos Red, Dick Scarce and Ray Lankford; swinger, Blackie Snider, skillo, Dick Pederson and Scottie Clark; hoop-la, Dutch Steinhart; lead, Curly Segrist; novelties, Mrs. Lankford; pea pool, Me-Me; add-a-dart and confections, Coleman brothers; mitt camp, Adams family, and mug, Mr. and Mrs. Ford Munger.

New Regal

ABBEVILLE, S. C., Oct. 25.—Shows are here this week, on downtown lot, sponsored by Girl Scouts of America. Due to lot being hilly, it was necessary to level all ride and show locations with a partial loss of Monday night.

Mrs. Jean Williams and Mrs. B. M. Scott went to Atlanta, Mrs. Scott on business, and Mrs. Williams to visit her daughter, Mrs. John Bishop. Mrs. Scott visited Shan Bros. and other shows in Southern Georgia, renewing old friendships. Van and Belle, for many years in vaude, joined last week, taking over the side show, featuring boomerang, throwing, magic, juggling and ventriloquism.

Mrs. Scott's Monkeyland Circus, operated by Chris Dowley and son, Charles, are showing to packed houses. Regal now has six shows and has cut to five major and one kiddie ride, but will put on more rides for the Florida dates, being in that State three weeks. Arthur Stickle, son of Mrs. Scott, has been ill for some time.

Mrs. Evelyn Stickle has been re-appointed secretary and treasurer of the Regal Squeakers' Club. Bill Hunter is a sober judge with a dry humor. Al Williams, the show secretary, president of the club, frequently takes on the added duties of the prosecuting attorney. Mrs. Danny (Marie) Ryan is the nurse. This club is maintained by the show people and for the benefit of its members in sickness, need and death. It has buried three people and is maintaining a member in a tubercular hospital. Mr. and Mrs. Danny Dorsa King, of bingo fame, are visiting from the Central Amusement Shows. The Flying La-Vals' free act is holding the crowds nightly.—BETTY RICHARDSON.

Mad Cody Fleming

CRAWFORDSVILLE, Ga., Oct. 25.—Org has been hitting towns early and has been in operation each Monday night. Jack McCarty is in a dither, as the org has a long move out of here to Jessup, and he wants to keep the record clean by opening there on time.

Cummings, Ga., was excellent. Greensboro, Ga., was big. While playing McDonough, Mad Cody Fleming entertained at a banquet in the Kiwanis Club. Business for the show was good at McDonough. At Eatonton it took a nose dive due to five days of rain.

Business here started off okay for the back end, but the concessions opened slow. Birdie Wise Tolosa is doing nicely with her Philippino Midgets and baby shows. Grenade Dorsey is painting equipment. The Mitchells have two new flashy mitt camps. Big Jim Bridger continues to keep the front and light towers looking good. Jackson Evans, general agent, is pinch-hitting as press agent.

Texas Exposition Shows

CRYSTAL CITY, TEXAS, OCT. 27-NOV. 1

Out All Winter

Can place Stock Concessions of all kinds, Darts, Jewelry, Coke Bottles, Clothes Pins, Hackley Buck, Glass Pitch, Novelties, Hoop-La, Basket Ball, Popcorn, Candy Floss and Apples, Bingo and High Striker. Can place any 10¢ Grind Shows with own transportation. Want capable Wheel Man and Second Man on Merry-Go-Round that can drive Senia. Come on or wire, all replies to

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Virginia Greater

BISHOPVILLE, S. C., Oct. 25.—Org showed here the week ending October 18 instead of in Chesterfield, S. C., the spot originally booked. Biz was satisfactory, altho there was plenty of rain and high winds, part of a tropical storm which hit early in the week.

Tuesday (14) was 4-H-Future Farmers Day, and it was marred by rain. The fair association and the Kiwanis Club put on a barbecue for 600 4-H Club members, and only half that number turned up due to the rain. There was plenty of barbecue left and it was shared by show folks.

Two kid days, one for white children and the other for Negroes, accounted for good business.

Visitors included Grover J. Anderson, Union County Fair, Union, S. C.; Mr. and Mrs. Porter, Porter's Studio, Wadesboro, N. C., and L. B. Britton, Chesterfield, S. C., fire chief.

Mrs. Bob Coleman, Mrs. Noel Bass and Mrs. Ronald Prue and daughter visited the Penny home in Swansea, S. C., and Frankie Carleo visited his brother in Columbia, S. C.

Lewis Gates, Roll-o-Plane employee, and Martha Ray, of the minstrel show, were married Friday night (17) on the stage of the Cotton Club Minstrel Revue, with the ceremony performed by a Negro Baptist preacher.

Louis Augustino and Manager Rocco Masucci visited the Caravella Shows at Newberry, S. C. Leo Martina operated the funhouse here to good results. Both the animal show, operated by Augustino, and the minstrel show have been getting satisfactory patronage.

Blue & White

CARTHAGE, Ark., Oct. 25.—The Blue & White Shows moved here from Heber Springs, Ark., getting out of the mountain country before cold weather sets in. Carthage, an inland town, has not had a show in seven years. The spot was a surprise. The Ferris Wheel got top money, and Mrs. Flostina Campbell's kiddie auto ride received a good play, as did the concessions. Fred Stumbo has the Wheel, with Pete Davis operator. Squeaky is operator of the auto ride.

Mr. and Mrs. G. F. Litta have bingo, with Curly Nash counter man; G. S. Whitlock has the knife rack; Pauline Whitlock, balloon dart; Mr. and Mrs. Amos Hawk, grab joint; Mr. and Mrs. Bert Stumbo, photos; Mr. and Mrs. Charles Langston, popcorn and snow; Mr. and Mrs. Riley, candy floss and novelties; Claude and Britt Evans, diggers; Babe Langston, coke bottles; Newman Langston, shooting gallery; Louis Hackelman, ball game; Mrs. Sue Stumbo, penny pitches.

L. M. Nelson is manager; G. S. Whitlock, assistant; Slim Davis, electrician and lot man.

Heart of Texas

FREDERICK, Okla., Oct. 25.—Org had a good week in perfect weather here. Mr. and Mrs. Emmett Barton joined with their concessions and Mrs. E. S. Fitzgerald, with the aid of Hollywood Towers and Robert Johnson, opened their grab joint. All formerly were with the Victory Shows.

Mrs. Craig and son, Bucky, recently went to Brownwood, Tex., where Bucky has been enrolled. They later came up for a week-end visit with Harry Craig. The latter has been undergoing dental work.

Pat Knight succeeds Red (E. P.) James as corn game operator, with Ralph Weldon and Bill Hubbs assisting him.—LOTTIE LOU RAMBO.

FOR SALE

STOCK CONCESSION, 10x14, like new, including Stock and Fish Pond.

FRANCES BUNSE

1145 W. Marietta St., N.W., Atlanta, Ga.

Caravella

BATH, S. C., Oct. 25.—Org jumped in here from Newberry, S. C., and was up and ready for the scheduled opening. Among visitors noted from Majestic Shows, playing at near-by Augusta, were Bob Halleck, Clemin-tine Coffey, Sam Jacobs, Bill Good-wine, Al Suttle and Freddie Beck. Ernest Prosser, World of Mirth boss billposter, visited Stan Reed.

Shows will close November 1 at Aiken, S. C., and will winter in Camden, S. C.

Stand at the Newberry County Fair netted good business despite rain. Visitors there included Mr. Travis, Prell Shows, and George Thomas, of Augusta.—PADDY RYAN.

**HARRISON GREATER SHOWS
WANT FOR LANCASTER COUNTY
COLORED FAIR, Nov. 3-8**

Can place Concessions of all kind. I have top and banners. Want Ferris Wheel Foreman and Octopus Foreman to join on wire. Will book any Show of merit. All address

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Fair Grounds, Columbia, S. C., then as per route

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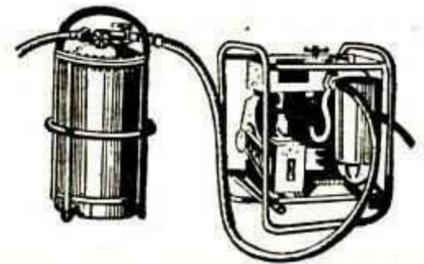
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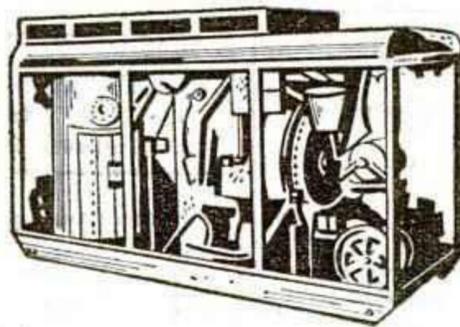


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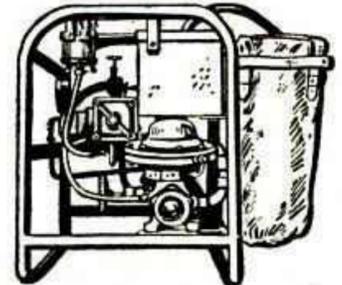
If you have not yet received your copy of the booklet pictured above, send for it today; it contains illustrations and descriptions of many available units other than those shown on this page, and tells where this equipment is located.



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.



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.



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CIRCUS ELECTRICIAN WANTED

Also Combination Drummer for Big Show band, Aid Clown to work come-in, Sailmaker and thoroughly experienced union Lithographer. Accommodations the best, by far the longest season. Address:

KING BROS.' CIRCUS

Booneville, Miss., Oct. 30; Ripley, 31; New Albany, Nov. 1; Aberdeen, 3; Houston, 4, and Grenada, 5.

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.: Ennis, Tex.
Alfieri Am. Co.: Las Cruces, N. M.
American Eagle: Tchula, Miss.
B. & D.: Jonesville, S. C.; Winnsboro 3-8.
Bee's Old Reliable: Swainsboro, Ga.
Bell & Vinson: Mount Pleasant, Tex.
B. & H.: (Fair) Barnwell, S. C.
Big Four Am. Co.: Truman, Ark.
Blue Grass State: (Fair) Monticello, Ga., season ends.
Blue & White: Sparkman, Ark.
Borderland: Hubbard, Tex.
Bullock Am. Co.: Rosehill, N. C.
Capital City: Dawson, Ga.; (Fair) Fort Gaines 3-8.
Caravella Am.: Aiken, S. C.
Central Am. Co.: (Fair) Loris, S. C.; (Fair) Tabor City, N. C., 3-8.
Central State: San Marcos, Tex.
Cetlin & Wilson: (Fair) Florence, S. C.; (Fair) Sumter 3-8.
Crafts Expo.: Calexico, Calif.
Crandell's Midway: Ackerman, Miss.
Crescent Am. Co.: Georgetown, S. C.; (Fair) Walterboro 3-8.
Crystal Expo.: (Fair) Cuthbert, Ga.
Cudney Border State: Kiowa, Okla.
Denton, Johnny J.: Troy, Ala.
D. & H.: Tabor City, N. C.; Mullins, S. C., 3-8.
Dudley, D. S.: Anson, Tex.
Dupree, Jimmie: Dona Ana, N. M.
Endy Bros.: Savannah, Ga.; Lakeland, Fla., Nov. 3-8.
Fairway Am.: Hawkins, Tex.

Fleming, Mad Cody: (Fair) Jesup, Ga.; Waycross 3-11.
Franklin, Don: El Campo, Tex.; (Fair) Cuero 7-11.
Genisch, J. A.: Meadville, Miss.
Georgia Am. Co.: Winterville, Ga.; Danielsville 3-8.
Gooding Park Attrs.: North Ridgeville, O., 30-Nov. 1.
Greater United: (Fair) Goliad, Tex.; (Fair) Beeville 3-8.
Groves Greater: Rayne, La.
Gulf Coast: Blytheville, Ark.
Hames, Bill: Bryan, Tex.; Houston 3-12.
Harrison Greater: (Colored Fair) Columbia, S. C.; (Fair) Lancaster 3-8.
Henson, J. L.: Montgomery, La.; Colfax 3-8.
Heth, L. J.: (Fair) Hawkinsville, Ga.
Hottle, Buff: Marrero, La.
Imperial: Blytheville, Ark.
Johnny's United: Baldwin, Miss.
Jones, Johnny J., Expo.: (Fair) Greenwood, S. C.
Keystone Expo.: Elmore, S. C.; De Funiak Springs, Fla., 3-15.
Kirkwood, Joseph J.: Fitzgerald, Ga.; Moultrie 2-7.
Lamb, L. B.: (Fair) Luverne, Ala.; (Fair) Andalusia 3-8.
Lawrence Greater: Manning, S. C.
Leeright, J. R.: Matador, Tex.
Lottridge, Harry: Crestview, Fla.; Blountstown 3-8.
Magic Empire: (Fair) Hattiesburg, Miss.; (Fair) McComb 3-8.
Majestic Greater: Thomson, Ga.
Marion Greater: (Colored Fair) Rock Hill, S. C.; (Fair) St. George 3-8.
Marks, John H.: Kinston, N. C.
McKee, John: Oakland, Miss.
Midway of Mirth: Joiner, Ark.
Midwest: Antonito, Colo., 29-Nov. 2; (Fair) Alamosa 3-8.
Midwestern Expo.: Plaquemine, La.
Mighty Page: Plymouth, N. C.
Mighty Van Dyke: Vero Beach, Fla.; (Veterans' Fair) Miami 3-15.
Moore's Modern: Forrest City, Ark.
Peerless Celebration Am.: Pilot Mountain, N. C.
Peppers All-State: (Fair) Burlington, N. C.; Franklinton 3-8.
Piedmont: Oakboro, N. C.
P. & P. Am. Co.: Silverton, Tex.
Prel's Broadway: Conway, S. C.
Raftery, James M.: (Fair) Williamston, N. C.; (Firemen's Fair) Ayden 3-8.
Regal, New, Expo.: McCormick, S. C.
Rogers & Powell: (Fair) Kosciusko, Miss.
Royal American: Tampa, Fla.
Royal Crown: (Fair) Dothan, Ala.
Royal Expo.: (Fair) Savannah, Ga.; (Fair) Alma 3-8.
Royal Rides: Livingston, Ala.
R. & S.: Aynor, S. C.
Rupe's Midway for Fun: Levelland, Tex.
Sam's Funland: Pembroke, N. C.
Shan Bros.: (Davis & Thurmond Sts.) Atlanta, Ga.
Shipley's Am.: Melrose, La.
Silver Fleet: Forrest City, Ark.
Silver States: Monticello, Miss.
Smith, Casey: Antlers, Okla.
Southern Am. Co.: Liberty, Tex.
Southern States: Greenville, Fla.
Southern Valley: (Fair) Oak Grove, La.
Starlight Am. Co.: Bay City, Tex.; Texas City 3-15.
Starr, Joe: Boswell, Okla.
Stebler Greater: (Fair) Laurens, S. C.
Stephens, C. A.: (Colored Fair) Elberton, Ga.
Strates, James E.: Charleston, S. C.
Sunflower State: Roby, Tex.
Tassell, Barney: (Colored Fair) Savannah, Ga.
Texas Expo.: Crystal City, Tex.
Tidwell, T. J.: (Fair) Lamesa, Tex.
Tip Top: Flora, Miss.
Triangle: Anniston, Ala.
Tri-State: Palmetto, La., 27-Nov. 2.
Turner Bros.: Monette, Ark.
United Expo.: Madisonville, Tex.
United States: Albany, Ga.
Victory Expo.: Kilgore, Tex.
Virginia Greater: (Fair) Marion, S. C.; Chesterfield 3-8.
Ward, John R.: (Fair) Eunice, La.; (Fair) Jennings 3-8.
West Coast: Hanford, Calif., 28-Nov. 2; Porterville 4-11.
Wilson Greater: Blackshear, Ga.
Wolfe Am.: (Colored Fair) Anderson, S. C.; (Fair) Lavonia, Ga., 3-8.
Wonder City: Vicksburg, Miss.
World of Mirth: (Fair) Augusta, Ga.
Zeiger, C. F., United: Casa Grande, Ariz., 27-Nov. 2.

Misc. Routes

Send to
2160 Patterson St., Cincinnati 22, O.

Esquire Vanities (Roanoke) Roanoke, Va., 29; (State) Salisbury, N. C., 30; (Lake) Lake City, Tenn., 31.
Holiday on Ice (Armory) Louisville, Ky., 27-29; (Auditorium) Charleston, W. Va., 30-Nov. 5; (IMA Auditorium) Flint, Mich., 7-13.
Miller's, Irvin C., Brown Skin Models (Palace) Dayton, O., 30-Nov. 2; (Roosevelt) Cincinnati 6-8.
Plunkett's Stage Show: Lockney, Tex., 27-29; Ralls 30-Nov. 1; Slayton 3-5; O'Donnell 6-8.
Sadler, Harley, Tent Show: Hamlin, Tex., 27-29; Stamford 30-Nov. 1; Abilene 3-8.
Skating Vanities (Auditorium) Milwaukee, Wis., 27-Nov. 2; (Coliseum) Omaha, Neb., 4-9.
Slout Players Tent Show: Marshall, Ark., 27-Nov. 1.

Dog Shows

California

Fresno—Nov. 23. Mrs. Adolph A. Ruschhaupt, 440 Terrace Ave.

Illinois

Chicago—Nov. 22-23.
Pinckneyville—Nov. 8. Francis Gerstner, Lemay, Mo.
Rockford—Nov. 2. Mrs. A. C. Elliott, Route 2.

Kentucky

Louisville—Nov. 2. Mrs. R. B. Eddy, 5713 Southern Parkway.

Louisiana

Alexandria—Nov. 5. Mrs. W. H. Spear, 2423 Alma St.
New Orleans—Nov. 8-9. Ernest L. Masson, 8518 Pontchartrain Blvd.

Michigan

Detroit—Nov. 16. Dr. W. J. Westcott, 24429 Grand River Ave.
East Lansing—Nov. 9. Chas. J. Randall, Lansing.
Pontiac—Nov. 28. Jack L. Whitworth, Avon, O.

Minnesota

Minneapolis—Nov. 15-16. Mrs. R. T. Strouse, 1225 W. Minnehaha Parkway.

Mississippi

Biloxi—Nov. 2. Arthur Krieger, 15 Harrison St.

New Jersey

Camden—Nov. 16. Foley, 2009 Ranstead St., Philadelphia.
Elizabeth—Nov. 2. Phillip Delano, Cranford, N. J.
Newark—Nov. 23. Foley, 2009 Ranstead St., Philadelphia.

New York

Binghamton—Nov. 9. Foley, 2009 Ranstead St., Philadelphia.
Brooklyn—Nov. 9. Foley, 2009 Ranstead St., Philadelphia.

Pennsylvania

Philadelphia—Nov. 15. Foley, 2009 Ranstead St.

South Carolina

Charleston—Nov. 15. W. C. Wilbur, 5 Exchange St.
Columbia—Nov. 17. Mrs. Douglas Faunt, 1831 Devine St.

Texas

Dallas—Nov. 22. Barbara McAnelly, 10103 Garland Road.
San Antonio—Nov. 16. Gus F. Eward, 412 Devine St.

Washington

Bremerton—Nov. 9. Mrs. Dorothy Brown, Mercer Island, Wash.

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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
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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

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ROYAL Exposition Shows

BACON COUNTY FAIR, Alma, Georgia, Nov. 3 to 8

Followed by big Armistice Week Celebration at St. Augustine, Florida, then Florida for the Winter

WANT a couple more major rides, especially Comet and Octopus.

Also can use several Concessions for these two dates. Would consider booking a high class Minstrel Show with own outfit and transportation. All address this week: Savannah, Ga., then as per route.

WANTED NOVELTY ACTS AND ATTRACTIONS

Suitable for Sportsman's Shows. Five weeks—possibly more.

Wire, Write

LEO GRUND

10 Rockefeller Plaza CI 5-8930 New York, N. Y.

BARNEY TASSEL UNIT SHOW

WANTS SHOWS, RIDES AND CONCESSIONS

For first Fair and large Armistice Celebration, Tavares, Florida, county seat, week November 10th. Large drawing power and big barbecue Armistice Day.

Write or Wire: This Week, Savannah, Ga.

WONDER CITY SHOWS

Mobile Fair and Agriculture Exhibits, Mobile, Ala., Nov. 24-Dec. 7.

Fair held at race track, Lake View estate on Lott Road, with horse races, fireworks. Billed like a circus, 300,000 to draw from. This will positively be the best date in the South. Want Concessions of all kinds. Place Shows with own equipment, for I have complete Snake, Girl and Ten-in-One Shows open; need Managers with Acts and People. Place any Rides not conflicting, especially Tilt, Octopus, Roll-o-Plane, Fly-o-Plane, Roto Whip and Kidlike Rides. Harry Beach, Mort Brothers, wire. Address: **JOE KARR**, Vicksburg, Miss., this week; then as per route.

P.S.: Want Man and Wife to handle Cook House.

Circus Routes

Send to

2160 Patterson St., Cincinnati 22, O.

Balley Bros.: Deming, N. M., 30.
Clyde Bros.: Manteno, Ill., 27-29; Kankakee 30-Nov. 1; Jacksonville 3-5.
Cole Bros.: Johnson City, Tenn., 28; season ends.
Davenport, Orrin: Houston, Tex., 29-Nov. 11.
Kelly, Al G., & Miller Bros.: Russellville, Ark., 28; Danville 29; Boonville 30; Waldron 31; Mena Nov. 1.
King Bros.: Haleyville, Ala., 28; Sheffield 29; Booneville, Miss., 30; Ripley 31; New Albany Nov. 1; Aberdeen 3; Houston 4; Grenada 5; Kosciusko 6; Louisville 7; Philadelphia 8; Forest 10.
Maynard, Tex: Powell, Pa., 28; Dushore 29; Morris Run 30; Newark Valley, N. Y., 31; Candor Nov. 1.
Mills Bros.: Benavides, Tex., 28; Corpus Christi 29; Port Lavaca 30; Bay City 31; Alvin Nov. 1; Galveston 3; Pelly 4; Beaumont 5; Port Arthur 6; Orange 7; season closes.
Polack Bros. (Eastern): (Armory) Utica, N. Y., 27-Nov. 1; (Armory) Baltimore, Md., 3-9.
Polack Bros. (Western): (Auditorium) Oklahoma City, Okla., 27-Nov. 1; (Armory) Springfield, Ill., 6-12.
Ringling Bros. and Barnum & Bailey: Atlanta, Ga., 28; Chattanooga, Tenn., 29; Knoxville 30; Asheville, N. C., 31; Spartanburg, S. C., Nov. 1; Richmond, Va., 3-4; Norfolk 5-8; Wilson, N. C., 7; Raleigh 8.
Roger Bros.: Edna, Tex., 30; Palacios 31.

'Hollywood on Ice' Scores In Honolulu, Spokane

SPOKANE, Oct. 25.—Boris Petroff's *Hollywood on Ice* recently made a hop from Honolulu to Spokane where it grossed \$35,000 in a week's run at the Spokane Ice Arena. This, added to \$175,000 taken in during two weeks' run at Honolulu, gives the show a good start. Contracts have been signed for return engagements at both spots next year.

Show, after a five-day run in Fresno, Calif., is playing split weeks in Visalia, Hanford, Taft, Stockton and other California cities. Show will head eastward, playing scheduled dates thruout New Mexico, Texas, Oklahoma and other Midwest and Southern States.

WANTED

Phoneman and Women for Fort Wayne, Ind. Indoor circus deal. 25% ads, banners; 20% tickets.

ROBERT COULS

c/o General Delivery Fort Wayne, Ind.



FOR SALE

Confectionery Bus, 6 cylinder, newly overhauled, White motor. Going south? Take this meal ticket with you. Fully equipped with bottled gas and new Jumbo Popper. All ready to operate. First Come, First Served—\$2,500. Reason for selling—owner is retiring.

SAM SHOCKEY

1311 Bowman Ave. Cincinnati 4, Ohio

PIEDMONT SHOWS WANT

Concessions, all kinds. Everything open. Bob Parker, notice. Can use Diggers. Long season south. Want Kid Rides, Shows with own equipment. Yes, we are out all winter. Wire, no time to write. Address:

MANAGER, PIEDMONT SHOWS

Oakboro, N. Car., this week; then as per route.

D. & H. SHOWS

Greater Mullins, S. C., Fall Festival, Nov. 3 to 8.

Will book or buy Chairplane. Can use Help for Merry-Go-Round and Wheel. Will buy good House Trailer. Out all winter.

Tabor City, N. C., now; Mullins, S. C., next.

F. E. DICKERSON—A. P. HINNANT

RIDE HELP WANTED

Want Fly-o-Plane and other Ride Help. May work all winter in Honolulu. Contract pending. Do not wire. No wires answered. Address:

CHARLES T. GOSS

c/o JOHN R. WARD SHOWS
Eunice, La., Oct. 28-Nov. 2; Jennings, La., Nov. 3-9; Orange, Texas, Nov. 10-15.

BILLY LOGSDON

Get in touch with me at once.
VERY IMPORTANT!

HARRY LOTTRIDGE

Crestview, Florida, this week; Blountstown, Florida, next week.

For Sale

ELECTRO-FREEZE FROZEN CUSTARD OUTFIT

Mounted on special built truck. Fully equipped with power plant. Newly painted and ready to go to work. This unit is in A-1 condition and must be seen to be appreciated.

R. Mastroianni

644 Sanford Ave. Essex 5-1912 Newark 6, N. J.

FOR SALE

8-TUB OCTOPUS, LIKE NEW, LATE MODEL '47 International K7 Truck, 30 Ft. Hobbs Semi, \$10,000.00 cash. '46 Grunner Mix-Up Truck Trailer. 18x30 Ft. Bingo, complete, first \$200.00 takes it. WILL BUY FOR CASH NOW—FACTORY AUTO KIDDIE RIDE, ROLL-O-PLANE, FACTORY FUN HOUSE. WIRE

C. A. GOREE, ROBY, TEXAS.

FOR SALE

1947 CUDDLE-UP RIDE

Complete with Fence, Ticket Booth, Floor and Timber. Write

HATTIE WRIGLEY

1130 CORDOVA DALLAS, TEX.

American Carnivals Association, Inc.

—By Max Cohen—

ROCHESTER, N. Y., Oct. 25.—War Assets Administration advises that large quantities of electrical materials are available at New York warehouses and that quantities of trucks, trailers, electrical equipment and paint are available in Hawaii. Also available are supplies of lemon juice water.

WAA has sold about \$600,000,000 worth of iron and steel products and still has on hand about 7 per cent of all vehicles acquired by the government since 1944. State Department has granted a permit for importation of surplus goods of a scarce nature, some of which are useful to the carnival industry.

A research service reports that a new type flashlight for use in hazardous locations has been developed. The service also reports a new quick-drying paint which does not utilize oil and new types of aluminum lighting fixtures.

Services for Mrs. Podlipsky

ST. LOUIS, Oct. 25.—Funeral services for Mrs. Dora Podlipsky, widowed mother of Morris and Ralph Lipsky, were held here Wednesday (22). Burial was in Chesey Shell Emeth Cemetery. The following members of the Missouri Show Women's Club and International Association of Showmen attended the funeral: John Kelly, Mr. and Mrs. Leo Lang, L. N. Brophy, Walter Payne, Euby L. Cobb, Mr. and Mrs. Sid Belmont, Mr. and Mrs. Floyd Hesse, Frank Joerling, Mr. and Mrs. Sid Sidenberg, Mrs. Suzanne Moore, Jeannette Hart, Sam Milton and Doc Allen.

SILVER FLEET SHOWS

WANT

FOR LARGEST ARMISTICE CELEBRATION IN ARKANSAS AND ALL WINTER SOUTH

Shows that don't conflict. Bingo, Photos, Popcorn, Diggers, Hanky Panks. Agents for Skillo, Roll-Down and Grind Stores. Useful Help. Bill Mone, Bennie and Slim, come on.

Forest City, Ark.

AL H. HERMAN, Concession Mgr.

WANT

Merry-Go-Round, Tilt, Roll-o-Plane, Concessions of all kinds, Sound Car. Out all winter. Low rates. No gyps.

BLUE & WHITE SHOWS

Little Rock, Ark.

SCHAFFER'S

JUST FOR FUN SHOWS

Want to buy 15 all steel Flat Cars. Contact W. A. SCHAFFER, Gilmer, Texas, or 716 South Haskell, Dallas, Texas.

ELKS' FAIR AND EXPOSITION

Lakeland, Fla. — Six Days, November 3 to 8

Place Exhibits, Jewelry, Novelties, Demonstrators, all legitimate Concessions, Eats, Drinks. Apply

HOWARD STAHLER

ELKS' CLUB, LAKELAND, FLA.

ENDY BROS.' SHOWS

ON THE MIDWAY, ORLANDO, FLA., FOLLOWS.

Place anything new and novel. Miami, Fla., all winter. What have you?

THERE IS ONLY ONE CHARLESTON COUNTY FREE COLORED FARMERS' AND INDUSTRIAL FAIR

WEEK NOVEMBER 3-8—HARMON FIELD, CHARLESTON, S. C.

100,000 persons attended in 1946—will be bigger in 1947. This is your chance to get your season's b. r. Every colored organization in county behind this one.

PRELL'S BROADWAY SHOWS

Concessions—Concessions—Concessions—Come On—Come On Will Place any kind Eating Stand, Candy Floss, Grab Outfits or what have you. Will place Colored Girl Shows.

Prof. Vadalina wants Chorus Girls, Comedians, Musicians; Office Show. WIRE

SAM E. PRELL, Prell's Broadway Shows
Fairgrounds, Conway, S. C., week October 27; then per route.

HARRISON GREATER SHOWS

PRESENTING "THE SHOWS OF SHOWS"

WANT

For ARMISTICE CELEBRATION, Nov. 10-15; V. F. W. FALL FESTIVAL, week Nov. 17-22; THANKSGIVING CELEBRATION, week Nov. 24-29
All Charleston, S. C.—White Lot—Different Locations

CONCESSIONS—All open except Pea Pool, Over and Under Seven and Beat the Dealer; sold exclusive. Can place other Concessions of all kinds.

HAVE complete outfit for Girl Show for party with two or more girls.

All Address

FRANK HARRISON, Owner

This week, Columbia, S. C., Fair Grounds; next week, Lancaster, S. C., Fair Grounds; then Charleston, S. C., for three big weeks; or Tom Terzill, 193 King St., Charleston, S. C. Phone 31245.



WANT

For Clay County Fair, Fort Gaines, Ga., week Nov. 3

Legitimate Stock Concessions of all kinds. Good opening for Diggers.

FOR SALE FOR SALE FOR SALE

Super Roll-o-Plane, in perfect condition, over \$2000.00 worth new parts and new motor, \$3500.00 without transportation or \$5000.00 with good Tractor and Trailer. Five beautiful Concessions—1 10' by 16' Fish Pond, complete with stock; 1 10' by 16' Watch-La, complete with stock; 10' by 16' Dart Store, complete with stock—all have plush background and plenty flash; 1 14' by 14' Punk Rack Ball Game; also 14' by 14' Milk Bottle Ball Game, all new canvas. All replies:

J. L. KEEF

Dawson, Georgia

SOUTHERN STATES Shows
"AMERICA'S CLEANEST CARNIVAL"

WANT FOR BALANCE OF SEASON IN FLORIDA

Few more Stock Concessions. Also useful Ride Help. Man who understands Double Loop-Plane, Stock Concessions. Don't miss the big one, High Springs, Florida, Fair and Armistice Week Celebration. All answer to

JOHN B. DAVIS, Mgr.

GREENVILLE, FLORIDA, THIS WEEK.

NEW 1948 KING FUN HOUSES

Beautiful newly designed Fun Houses built on Semi-Trailers. Erected and dismantled in an hour's time. New models complete with full line of tricks. Write for full information. Terms available.

KING AMUSEMENT CO.

82 ORCHARD STREET

MT. CLEMENS, MICH.

J. L. "JIMMIE" HENSON SHOWS WANT

Ride Help for Ferris Wheel, Merry-Go-Round, Chairplane. Place legitimate Concessions, privilege, \$15.00. Place American Palmistry. Want Agents for Pin Ball Games and Stock Stores.

Montgomery, La., now; Colfax, La., week Nov. 3; Boyce, week Nov. 10; then the Sugar Cane for balance of winter.

Jensen Named Head Of Mpls. Aqua Fete

MINNEAPOLIS, Oct. 25.—At the annual board meeting Thursday night (23) George M. Jensen was elected president of the Minneapolis Aquatennial Association, succeeding Joyce A. Swan. Officers re-elected were Gerald L. Moore, vice-president; W. N. Dickson, secretary, and D. W. Onan, treasurer.

Trés Goetting was named executive secretary of the association, succeeding Rita Vaux, who resigned. Miss Vaux had held the post since the association was formed. Goetting was with Alfred Golle Company, ad agency, since his discharge from navy in March, 1946.

Twelve regular directors named included Harold Anderson, C. T. Hagan, Paul Johnson, Charles Pyle, Judge Theodore Knudson, Edward Schlampp, David Silverman, Tom Von Kuster, George Phillips, Perry Snyder, Willard Golsin and Arthur Gustafson.

Altho tentative dates for 1948 were discussed, definite selection was not made.

A \$7,500 "weather fund" as a safeguard against possible "financial ruin" due to bad weather, has been established by the association. Income from the 1947 aquatennial celebration, according to association officers, was sufficient to establish the fund.

The report listed aquatennial costs at \$101,302.49, which included the cost of special events thruout the year, in addition to the actual production of the 1947 festival. Included was the \$7,500 weather fund, \$4,900 with which to begin preparation for next year's observance and \$5,000 for the rebuilding of the aqua pool at Theodore Wirth Park, site of the *Aqua Follies*, staged there yearly.

The pool has been used without charge during the year for concerts and other events, in addition to the *Follies*, produced there during each aquatennial by Al Sheehan.



HUGH CASEY, Brooklyn Dodgers' star relief pitcher, bought a batch of tickets from Wanda Hendrix, screen star, as the Vivona Bros.' Merry-Go-Round started spinning in Washington Square, New York, for the benefit of the Madison Square Boys' Club. It was quite a score to land the ride on one of New York's busiest spots.

—Wide World Photo.

Omaha's Exposition Gets Air Sponsor

OMAHA, Oct. 25.—Johnny Gillin's Station WOW will co-sponsor Omaha's first post-war electrical exposition, November 3-8, in a tie-up with the Nebraska-Iowa Electrical Council.

WOW has booked in Christopher Lynch, Firestone tenor, and Connie Russell, NBC and night club singer, to headline twice-nightly stage shows. Morton Wells and his WOW band will play. Lyle De Moss, program chief, will emcee.

WANTED FOR

RESACA FIESTA SAN BENITO WATER SHOW

DECEMBER 11, 12, 13, 1947

FOR FIESTA ARCADE

Concessions: Novelty, Juice, Peanuts, Popcorn, etc. Game Concessions, no grift, straight grind, demonstrators. Note: Working to mixed Latin-American crowds; govern yourself accordingly. Can use Latin-American Acts for Floating Stage Show, two expert Float Builders and Artist. All Concession space, \$5.00 per front foot. Three-day show, 5,000 seating capacity on Water Show plus. Downtown events daily. Water Show, 8 p.m., 10 p.m. nightly guaranteed time. Wire, write, or call

SAN BENITO CHAMBER of COMMERCE, San Benito, Texas

GEORGIA OWNED - GEORGIA OPERATED

JIM McCALL SHOWS

not twice as large - but twice as good

WANT FOR JEFF DAVIS COUNTY ANNUAL COLORED FAIR

HAZLEHURST, GA., NOV. 3 THRU 8

SHOWS—Will get real money in rich peanut territory. More spots to follow. Will place few more legitimate Concessions. All replies this week

JIM McCALL
Myon Hotel, Tifton, Ga.



Coming Events

Arizona

Sells—Papago Indian Rodeo. Nov. 22-23. Joe Reno.

Tucson—Old Tucson Days. Nov. 15-16.

California

Anaheim—Halloween Festival. Oct. 31. J. W. Moeller, 136 N. Los Angeles St.

Los Angeles—Great Western Livestock Show. Nov. 23-Dec. 4. Harold W. Lane, 4500 Downey Road.

San Francisco—Grand Nat'l Livestock Expo., Horse Show & Rodeo. Nov. 1-9. Carl I. Garrison.

Florida

DeFuniak Springs—Armistice Day Celebration. Nov. 11.

Georgia

Adel—Am. Legion Celebration. Nov. 10-15.

Atlanta—Shrine Circus. Nov. 10-20. C. E. Wilson, 650 Cascade Ave., S. W.

Macon—Shrine Circus. Nov. 20-22. J. P. Kennington.

Illinois

Chicago—Int'l Hobby Show. Nov. 1-8. Campbell-Fairbanks Expo's, Inc.

Chicago—Nat'l Aircraft Show. Nov. 1-9. T. Bates, 7010 Empire State Bldg., New York.

Chicago—Int'l Livestock Expo. Nov. 29-Dec. 7. W. E. Ogilvie, Union Stock Yards.

Indiana

Evansville—Shrine Circus. Nov. 19-30. Harold E. Berges, 6 Walnut St.

Ligonier—State Muck Crop Show. Nov. 11-14. Roscoe Fraser, W. La Fayette, Ind.

Kentucky

Louisville—Fat Cattle Show. Nov. 10-12.

Ernest L. German, Bourbon Stock Yards.

Patterson—Fall Fair & Air Show. Nov. 8-9. L. W. Vetter, Box 404.

Louisiana

Crowley—Int'l Rice Festival. Nov. 6-7. Mrs. Elizabeth L. Barnett.

New Orleans—Poultry Show. Nov. 14-17. Milton J. Walch, 608 Chartres St.

Maine

Portland—Elks Charity Circus. Nov. 17-25.

Edward R. Twomey, 92 Free St.

Maryland

Baltimore—Livestock Show. Nov. 17-21. Fred H. Leinbach, College Park, Md.

Michigan

Bellaire—Potato & Apple Show. Nov. 10-11.

N. G. Kirkpatrick.

Hancock—Potato Show. Nov. 4-6. D. L. Clananan, Marquette, Mich.

Ionia—Fat Stock Show. Nov. 4-6. Louie Webb.

Middleville—Community Fair. Nov. 7. E. Q. Lawrence.

Massachusetts

Boston—Boston Garden Rodeo. Oct. 30-Nov. 11. Walter Brown.

Mississippi

Meadville—Livestock Show. Oct. 30-Nov. 1.

H. R. Babington.

Missouri

Kansas City—Shrine Circus. Nov. 10-16.

George M. Saunders, Continental Hotel.

Kansas City—Poultry Show. Third week in Nov. Mrs. K. Biorck, Independence, Mo.

Nevada

Carson City—Nevada Day. Oct. 31. E. H. Miller, Box 612.

New York

Albany—Better Homes Show. Nov. 1-8. Frank Dubinsky, 71 Sharon St., Hartford, Conn.

New York—Nat'l Crafts & Hobby Show in Madison Sq. Garden. Nov. 23-30. Campbell-Fairbanks Expo., Inc., 139 E. 47th St.

New York—Nat'l Horse Show in Madison Sq. Garden. Nov. 4-11. G. W. Brassil, 90 Broad St.

New York—Nat'l Hotel Expo. Nov. 10-14.

Arthur L. Lee, 221 W. 57th St.

Rochester—Poultry Show. Nov. 26-30. O. J. Harmon, 293 E. Henrietta Road.

Rochester—Shrine Circus. Nov. 10-15. Elmer Raithe, 334 East Ave.

Troy—Shrine Circus. Oct. 28-Nov. 1. Len A. Young.

Ohio

Cleveland—Nat'l Airport Show. Nov. 4-7.

Benj. T. Franklin.

Oklahoma

Tallhina—Lions' Club Halloween Carnival. Oct. 30. Ed Foster.

Pennsylvania

Nazareth—Farm Products Show. Nov. 6-8.

Paul R. Selfert.

Pittsburgh—Beef & Lamb Show. Nov. 18-20.

Albert J. Roth, Chamber of Commerce.

South Dakota

Sioux Falls—Auto Show. Nov. 27-30. DeWalt T. Kieffer, o/o Argus-Leader.

Sturgis—Poultry Show. Nov. 21-22.

Tennessee

Knoxville—Am. Nat'l Polled Hereford Show. Nov. 1-7. G. L. Taylor.

Texas

Beeville—Hereford Show, Sale & Rodeo. Nov. 3-4. Edwin S. Brown, Box 607.

Cuero—Turkey Trot. Nov. 8-11.

Fort Worth—Shrine Circus. Nov. 21-30. H. W. Collier, Box 1320.

Gilmer—East Texas Yamboree. Oct. 29-Nov. 1. Don V. Purington, Chamber of Commerce.

Harlingen—Valley Mid-Winter Fair. Nov. 24-30. Joe L. Mock.

Houston—Shrine Circus. Oct. 29-Nov. 11.

Waco—Cotton Festival. Oct. 20-30. Pop Hale, 610 Webster St.

Utah

Ogden—Ogden Livestock Show. Nov. 15-19.

E. J. Fjeldstad.

Wisconsin

La Crosse—Poultry Show. Nov. 19-22. G. K. McDonald, Victory, Wis.

Milwaukee—Food Show. Nov. 11-15. M. C. Perschbacher, 611 N. Broadway.

Canada

Amherst, N. S.—Maritime Winter Fair. Nov. 6-12. R. F. McCunn.

Toronto, Ont.—Royal Winter Fair. Nov. 18-26. Will A. Dryden.

Swift Current, Sask., Profit Dips to \$2,808

SWIFT CURRENT, Sask., Oct. 25.—Frontier Days show here in July cost \$39,730. Gross receipts were \$40,495 and net profit was \$2,808. Total take was \$5,000 less than in 1946 and profits were down about \$2,000.

Prediction that admissions might have to be upped if the brand of entertainment was to be maintained was voiced by Irvin Hansen, chairman of the board.

A 30-year lease for construction of a 4,500-seat amphitheater to be built on the fairgrounds was recently completed by the Florida Citrus Exposition and the city of Winter Haven, it was announced by John A. Snively, exposition president. Steel and cement will be used in the construction. Phil E. Lucey, exposition general manager, said the building was part of a large-scale expansion program.

SHORT RANGE GALLERY FOR SALE

Gallery mounted in Van Body with windows all around—GMC 1 1/2 to 3 ton motor—cab over engine—18 foot body. 4 Winchester Automatic Guns, Targets and Ammunition. Can be set up and in operation in 15 minutes. This is a real bargain, as truck is in first-class condition with actual mileage of 8000 miles. \$1300.00 takes this bargain.

EMANUEL ZACCHINI
2715 Fountain Blvd. TAMPA, FLA.
Phone: H-41204

FOR SALE TEN SEAT MIX-UP

Stored in Lincoln, Nebr. Price \$375.00. Contact my attorney, J. P. PLITE, Stewart Bldg., Lincoln, or POP HALE, 820 Jackson St., Waco, Tex.

Morning Show Big For Hamid-Morton In Boston Garden

WILKES-BARRE, Pa., Oct. 25.—Hamid-Morton Circus, whose No. 1 Unit moved in here this week while the No. 2 Unit was setting up in Troy, N. Y., played what was believed to be first Saturday morning stand in the history of circuses in the Boston Garden, October 18.

Playing a week's stand under Aleppo Temple auspices, H-M attracted 10,000 patrons to the morning show while the matinee gave with 13,500 and the night's engagement had an estimated 9,000, Bob Morton said, giving the org a total of 32,500 on the day.

Morton said advance sales here were exceptionally good.

Winnipeg Nixes "A" Exhibition Revival

(Continued from page 52)

downtown restaurants. The remainder would merely be paying the shot to fatten the purses of the big shots, it was intimated in the anti-by-law propaganda.

Another thing which helped defeat the project was the fact that the citizens were asked to vote on two other money by-laws at the same time. Both of these passed by the narrowest of margins. One was for the erection of a \$1,500,000 technical-vocational school, and the other for the construction of three elementary schools, valued at \$1,200,000.

Name Contest

Still another factor was the naming of the exhibition project "Redboine Gardens" before the vote was taken. The committee favoring an exhibition staged a name contest, hoping it would arouse interest in the voting. It did, but it aggravated a large number of citizens, who felt that the big business interests were taking too much for granted, and attempting to shove the by-law down the throats of the working people.

Both daily newspapers also backed the stadium by-law to the limit, but even their efforts were insufficient to sway the majority of voters.

Thousands of words of praise for the proposed structure were carried in the press, both as news stories and advertisements. The columns devoted to letters to the editor were crowded by communications from the general public. Many of these stressed the lack of need of an exhibition at a time when Winnipeg required a new city hall, a slum clearance program and thousands of new homes to house its populace.

Other letters, written by business men, civic boosters or their associates, urged support of Redboine Gardens, stressing the need for a return to the days of the Winnipeg exhibition, and calling the project "another milestone in the history of the city."

Diamond B Back to N. J., Barn After Canadian Tour

BLACKWOOD, N. J., Oct. 25.—Lewis S. Blackmon's Diamond B Rodeo has arrived at winter quarters here following a 15-week tour of the Eastern States and Canada. Some of the stock will be kept on leased pasture in Florida.

Personnel included Trixie McCormick, Danny Carroll, Marjorie Merritt, Nancy Blackmon, Red Pilz, Bob Cobb, Bud Carell, Joan Mathis, Roy Corells, Wilson Mathis, Bill and Lil Leland, Buddy Carroll and Pat Blackmon, three-year-old trick rider.

Scott Waldron, assistant publicity director of the Indiana State Fair, will leave that post to join Ruthrauff & Ryan, advertising agency, in Detroit.



LARRY FERRIS, owner of Ferris Greater Shows, landed his own plane at the Lancaster, Calif., airport and booked his org into the Antelope Valley Fair. Ferris pilots himself around California on his booking trips.

UNDER THE MARQUEE

(Continued from page 56)

rolled and loaded with the show going on sans top.

It is rumored that the Ringling show, which had its beginning in Delavan, Wis., has expressed an interest in showing there next summer as part of Wisconsin's Centennial program. Mayor John Thorpe has announced that the possibilities of getting the Ringling-Barnum circus to show in Delavan next summer will be discussed at the next meeting of city council, and that the show will get a special invitation to exhibit there.

To hold down winter expenditures, the Chariot & Tableau Circus proposes to cut down its building crews and spend just a little money. The course, so simple, will be denounced by old-timers as preposterous.

Prof. Arthur L. Morrell, who

launched his whittling act, 40 Mechanical Wonder Bottles, in Lathrop's Dime Museum, Boston, in 1880, is making his home in Seal Beach, Calif. Morrell, who bills himself as the Jack Knife King, displayed his skill with the Barnum & Bailey Circus and toured with the org in 1897, showing in Olympia, London, during the winters of 1896 and 1897. After his return to the States, he toured with Ringling Bros., Sells Floto, John Robinson and other circuses. He also toured with W. C. Camp's Rolling Palace of Wonders.

Aussies Get Show Paper

SYDNEY, Oct. 25.—The *Outdoor Showman*, official organ of the Showman's Guild of Australia, is a new publication which has just made its appearance in Australia and is published in Melbourne. This is the first time a publication devoted to the interests of outdoor showmen has appeared in this country.

Rainiest Week in 24 Years But Raleigh Still Cracks Record

RALEIGH, N. C., Oct. 25.—Despite the rainiest week in 24 years, with intermittent showers every day except closing Saturday (18), North Carolina State Fair drew an estimated 300,000 people to establish a new attendance record, it was announced by Dr. J. S. Dorton, manager. The State highway patrol estimated 100,000 people attended the fair Friday (17), the second of two children's days, when students from thruout the State were admitted free. Tuesday (14), opening day, school kids from Raleigh and Wake County were admitted free and helped swell attendance to about 40,000.

A record crowd of 20,000 attended

big car auto races staged by Sam Nunis on Saturday. Crowd overflowed into the infield which, like the track, was damp and soggy.

Jack Kochman and His Hell Drivers, rained out of their Wednesday (15) performance, put on a show Friday to good attendance, altho the track was dangerously slick and an aerial jump had to be canceled. A capacity house saw an extra Kochman show staged Saturday night following the revue.

George A. Hamid's *Fantasies of 1947* played to near-capacity crowds thruout the week. Frank Bergen's *World of Mirth Shows* were on the midway.

Charles H. Consolvo, Former Circus Man, Dies in Norfolk

NORFOLK, Oct. 25.—Charles H. Consolvo, 76, owner and operator of the Monticello Hotel, former circus man and one of the nation's first circus fans, died in a local hospital Friday (24).

He started in the circus at 15 as an acrobat, and tho his career was brief he maintained a keen interest in the big top thru his life.

For a number of years he was a part owner of the Cole Bros.' Circus, and only two weeks ago when that circus visited Norfolk he was serenaded by the band and performers in the hotel lobby. The Charles H. Consolvo Tent, Circus Saints and

Sinners here was named for him.

Friend of presidents, crowned heads and celebrities, he was primarily a friend of all show business. At the height of the wartime room shortage, a showman often could find accommodations at his hotel when there were none others available. And many an out-of-work actor's bill there went unpaid.

Consolvo was a member of many lodges and organizations. He is survived by an adopted son, three half brothers and two half sisters. The funeral will be held in Norfolk Monday (27).

N. Y. Rodeo Results

NEW YORK, Oct. 25.—Results during the third week of the 22nd annual championship rodeo, Madison Square Garden, September 24-October 26:

Bareback Bronk Riding—Fifth day (four performances): Jim Shoulders (318), \$445; Whiz Whisenhunt (312), \$365; Carl Mendes (310), \$290; Wag Blessing (308), \$215; Jack Holder (306), \$140; split: Clinton Hill (306), \$37.50; Jake Monroe (305), \$37.50. Sixth day (four performances): Tater Decker (327), \$445; Wallace Brooks (321), \$365; Dude Smith (319), \$290; Jimmy Schumacher (315), \$215; split: David Shellenberger (308), \$107.50; Wag Blessing (308), \$107.50. Seventh day (four performances): Bud Linderman (324), \$445; Bill Linderman (312), \$365; Todd Whatley (310), \$290; Jake Monroe (307), \$215; Wag Blessing (306), \$140; Clinton Hill (305), \$75. Eighth day (four performances): split: David Shellenberger (314), \$405; Jim Shoulders (314), \$405; Bud Linderman (308), \$290; Todd Whatley (305), \$215; Carl Mendes (299), \$140; Larry Finley (298), \$75.

Wild Horse Race—Night of October 7: David Shellenberger, \$115; Frank Duce, \$70; Jack Wilkerson, \$48.15; Wild Ride: Bill Linderman, \$25. Matinee, October 8: David Shellenberger \$115; split: Jimmy Schumacher, \$59.07; Bill Linderman, \$59.08; Wild Ride: David Shellenberger, \$25. Night of October 8: Bill Linderman, \$115; Frank Duce, \$70; Jimmy Schumacher, \$48.15; Wild Ride: Manuel Enos, \$25. Night of October 9: Jack Wilkerson, \$115; Bill Linderman, \$70; Dude Smith, \$48.15; Wild Ride: David Shellenberger, \$25. Matinee, October 10: Bill Linderman, \$115; Manuel Enos, \$70; Jack Wilkerson, \$48.15; Wild Ride: Dude Smith, \$25. Night of October 10: Jack Wilkerson, \$115; Harry Tomkins, \$70; Manuel Enos, \$48.15; Wild Ride: Bill Linderman, \$25. Matinee, October 11: Frank Duce, \$115; David Shellenberger, \$70; Jimmy Schumacher, \$48.15; Wild Ride: David Shellenberger, \$25. Night of October 11: Bill Linderman, \$115; David Shellenberger, \$70; Manuel Enos, \$48.15; Wild Ride: Jack Wilkerson, \$25. Matinee, October 12: Manuel Enos, \$115; Bill Linderman, \$70; David Shellenberger, \$48.15; Wild Ride: Harry Tomkins, \$25. Night of October 12: Dude Smith, \$115; David Shellenberger, \$70; split: Harry Tomkins, \$24.08; Manuel Enos, \$24.07; Wild Ride, Bill Linderman, \$25. Matinee, October 13: David Shellenberger, \$115; Harry Tomkins, \$70; Manuel Enos, \$48.15; Wild Ride, Harry Tomkins, \$25. Night of October 13: David Shellenberger, \$115; Harry Tomkins, \$70; Jimmy Schumacher, \$48.15; Wild Ride: Jimmy Schumacher, \$25. Night of October 14: Manuel Enos, \$115; David Shellenberger \$70; Jimmy Schumacher, \$48.15; Wild Ride: Jack Wilkerson, \$25.

Calf Roping—Sixth day (four performances): Jack Skipworth (15.4 seconds), \$500; Troy Fort (16.1), \$420; Bill Lowe (16.4), \$330; Pat Parker (18.4), \$245; Whiz Whisenhunt (19.1), \$155; split: Dan Taylor (19.3), \$42.50; Mike Ward (19.3), \$42.50. Seventh day (four performances): Dan Taylor (14.2), \$500; Everett Shaw (15.4), \$420; Don McLaughlin (16.1), \$330; Ray Wharton (18.4), \$245; Shoat Webster (19.1), \$155; Lanham Riley (20.2), \$85. Eighth day (four performances): Troy Fort (13), \$500; Jim Spively (14.1), \$420; Dee Burk (15.1), \$330; Whiz Whisenhunt (16.1), \$245; Everett Shaw (17.3), \$155; Lanham Riley (18.1), \$85.

Bull Riding—Fifth day (four performances): Harry Cannon (328), \$445; split: Jim Shoulders (324), \$330; Pee Wee Morris (324), \$330; Wag Blessing (314), \$215; Gerald Roberts (312), \$140; Orle Dooley (310), \$75. Sixth day (four performances): Pee Wee Morris (324), \$445; Hubert Dalta (318), \$370; Gerald Roberts (316), \$290; Todd Whatley (312), \$215; Ken Roberts (308), \$140; Harry Cannon (300), \$75. Seventh day (four performances): Todd Whatley (310), \$445; Bob Maynard (308), \$370; Gene Peacock (306), \$290; Jim Shoulders (302), \$215; Jimmy Hazen (301), \$140; Harry Cannon (300), \$75. Eighth day (four performances): Chic Utterback (330), \$445; Ken Roberts (326), \$370; Harry Tomkins (318), \$290; Jimmy Schumacher (310), \$215; David Shellenberger (300), \$140; Jim Shoulders (298), \$75.

Saddle Bronk Riding—Sixth day (four performances): Casey Tibbs (313), \$475; Bill Linderman (309), \$390; Jerry Ambler (308), \$310; Carl Olson (304), \$230; Gene Pruett (302), \$145; split: Lee Roberts (301), \$40; Tater Decker (301), \$40. Seventh day (four performances): Red Wilmer (320), \$475; Bill Linderman (318), \$390; Tater Decker (311), \$310; Gene Pruett (308), \$230; Bill McMacken (307), \$145; Wayne Dunafon (306), \$80. Eighth day (four performances): Casey Tibbs (317), \$475; Frank Finley (312), \$390; Bill Ward (309), \$310; Tater Decker (307), \$230; Charley Beals (306), \$145; Red Wilmer (305), \$80.

Steer Wrestling—Fifth day (five performances): Bill McGuire (6.4), \$660; Dude Smith (7.1), \$550; Wilbur Plaugher (7.4), \$435; Bud Linderman (8), \$320; Todd Whatley (8.4), \$200; Vern Castro (9.1), \$115. Sixth day (five performances): Geo. Mills (5.2), \$660; Bud Linderman (8.3), \$550; Jim Like (9), \$435; Howard McCrorey (12), \$320; Bill McMacken (12.2), \$200; Ned Ferraro (14.2), \$115.

Great Western Dates Set

LOS ANGELES, Oct. 25.—The 22d annual Great Western Livestock Show and Rodeo will be held at Los Angeles Union Stockyards November 29-December 4.

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GEORGE F. APDALE (right), president of the United States Amateur Roller Skating Association, welcomes the speed skating team of Capitol Arena, Trenton, N. J., newest entry in the inter-rink racing program of William Schmitz's America on Wheels chain of rinks, at the inaugural contests held September 27 at Mount Vernon (N. Y.) Arena. Left to right are Mike Fredricks, Walter Kastrom, John Margicin, and George Kownacky, captain.

Ohio RSROA-ers Re-Elect; Martins, Miss Heard Talk

COLUMBUS, O., Oct. 25.—Members of the Ohio chapter, Roller Skating Rink Operators' Association of the United States, re-elected all officers at the group's first fall meeting held here October 20 in rooms of the local Variety Club.

Nineteen members attended the luncheon and business session in which Robert P. Metts, operator of Marietta Roller Rink, was voted into the organization. Guest speakers were Vivian Heard, Arcadia Roller Rink, Detroit, who outlined the curriculum in business administration and professional instruction that is being offered at the Detroit School for Roller Skating. Teachers at Arcadia; Fred A. Martin, Detroit, retiring national secretary of the RSROA, who outlined plans for the organization during the coming year, and Robert D. Martin, Detroit.

Chapter officers for the coming year are Charles Cruea, Skateland, Dayton, president; Al Kish, Lima

(O.) Roller Rink, vice-president, and George Anagnost, Greystone Skateland, Columbus, secretary-treasurer.

In attendance were Russ Flegle, Tiffin; Jean Parrish, Detroit; John Free, Lima; Mrs. Charles Cruea, Dayton; Al Kish, Lima; DeForest Reynolds, Cleveland; Mr. Addison, New Comerstown; Jack Dalton and Clarence Reynolds, Cleveland; Charles Cruea, Dayton; George Anagnost, Columbus; George Horvath, Columbus; Edgar Meyers, Circleville; Harry Dennis, Mansfield, and Robert and Mrs. Metz, Marietta.

California Skaters Join Ranks of Pros

SAN FRANCISCO, Oct. 25.—That California is contributing its share of skaters to the professional field is indicated in a report from Paul J. Gilbert, who takes over as manager of Del Monte Roller-drome, Monterey, November 1.

"I am happy to report that four Californians who were members of the United States Amateur Roller Skating Association have joined the professional ranks," writes Gilbert. "Just recently I received word that Margaret Ridge, former member of Martinez Figure Skating Club and ladies' pair and novice pair champion in 1945, had joined Hollywood Skating Revels.

"Another to make the jump is Richard McIlroy, of Les Internationale Dance and Figure Skating Club, Oakland, who is now pro-manager of Skateland, Pittsburg, Calif. McIlroy was 1945 and '46 novice dance champ.

"Gladys Pollastrini, another Oakland skater who was 1945 novice ladies' champion and runner-up in junior figures in '46 and '47, has accepted a professional job at Hollywood Roller Bowl.

"Art Thayer, son of Mr. and Mrs. Jack Thayer, operators of Sonoma Roller Rink and Skateland, Petaluma, is now pro-manager of Cloverdale Roller Rink. He finished second in 1945 in the State novice pairs contest."

Gilberts Take 1/4 Interest in Del Monte Spot

SAN FRANCISCO, Oct. 25.—Mr. and Mrs. Paul J. Gilbert have bought a one-quarter interest in Del Monte Roller-drome, Monterey, Calif., and will take over management of the establishment November 1, it was announced this week by Gilbert. Remaining interest in the Roller-drome is controlled by Bay Cities Recreation Company, headed by W. S. Van Winkle.

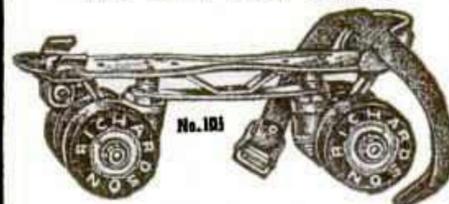
Mrs. Gilbert, the former Mrs. Hazel G. Barker, recently sold Skateland, Martinez, Calif., to Mr. and Mrs. J. T. Jarvis, of Monterey. Shortly thereafter, she married Gilbert, former Skateland manager, in Yuma, Ariz.

Plans for remodeling of the Roller-drome, when materials are available, call for a beginners' floor and seating capacity for 1,500 people.

Gilbert plans early organization of racing, hockey, and dance and figure skating clubs at the 'drome and their affiliation with the United States Amateur Roller Skating Association. The 'drome operators will continue as a member of the United Rink Operators.

Plans are being made for a special skating program for the November 1 inaugural, featuring California USARSA champion skaters, including Barbara Ziem, LaMar Williams, Joy Marljar, James Hutchins and Vivian Bohanon, members of Martinez Figure Skating Club, which was formerly taught by Gilbert.

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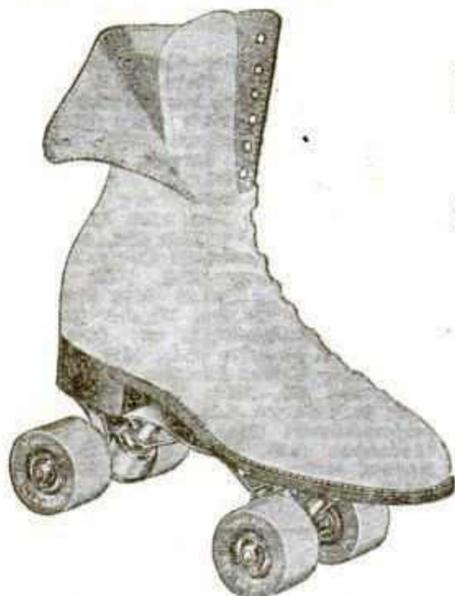
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D. J. Meggenberg Preps New Iowa Rollery for Bow

MANCHESTER, Ia., Oct. 25.—D. J. Meggenburg, bowling alley proprietor and operator of Beachland Roller-drome at near-by Sunset Beach, announced plans for an early opening of his Gliding Palace, a new roller rink which occupies the second floor of a fireproof building Meggenburg recently erected here.

The new spot will have an unobstructed concrete floor of 8,500 square feet covered by plastic. Meggenburg stated that he believes his new rink is the first in Iowa to install plastic. Other features are a large balcony for spectators and a stage at one end equipped with amplifying facilities for use of dance orchestras. White and red fluorescent lights on side walls will illuminate and decorate the interior. There will also be a large mirrored ball in the center for moonlight skating numbers and colored lights will decorate a large star and man in the moon at the end opposite the stage.

Meggenburg expects to operate the Palace eight months each year, devoting the remainder of his time to the summer rink at Sunset Beach, where he has done excellent business since taking over its operation in 1939. The summer spot draws skaters from a 40-mile radius, and Meggenburg believes the draw of the winter rink will be equally good because Manchester, altho having a population little more than 4,000 is a shopping center of the area.

Scott Calls for Broom Hockey Promotion, Standardized Rules

CINCINNATI, Oct. 25.—"Orchids to Ed Von Hagen for his article roasting Murray L. Rose, the Miami gentleman who 'originated broom-ball hockey,'" writes Gilbert W. Scott, operator of Scott's Rollarena, Lexington, Ky.

"I just want to add a word or two to the discussion," Scott continued, "and say that broom-ball was played as early as 1913 in Lexington. It was all the rage then, drawing large crowds and attention. I also understand that other towns in our area had teams and there was quite a bit of traveling to other cities to engage in this old bone crusher.

"I myself played the game as early as 1938 and know that it was old stuff at that time. Naturally, there have been changes in the rules and we have made a few at the Rollarena.

New Centralia Club Set by Andersons To Promote 'Drome

CENTRALIA, Wash., Oct. 25.—A campaign to build business is seen in the announcement by Mr. and Mrs. Walter Anderson, operators of Centralia Roller-drome, of the Welcome Skater Club in which members act as official representatives of the rink and endeavor to promote sportsmanship, friendship and good will among patrons. The Andersons, who will award a trophy at the end of the season to the most outstanding member, have appointed pro Bob Viafora as club organizer.

Holding the limelight this season are junior skaters. At registration time they took the lead over all other classes with a turnout of more than 100 members. With registration still open, the Andersons expect membership to reach the 200 mark by December.

Last year's advanced junior club has been renamed the Walter Anderson Junior Dance and Figure Club. The beginners' class is known as the Walter Anderson Junior Skating and Safety Club. Both groups have made application for a charter from the Roller Skating Rink Operators' Association of the United States.

Centralia's Adult Dance and Figure Skating Club has adopted a "100 Members or Bust" slogan, the Andersons reporting that enthusiasm has reached a high pitch. Members soon will be receiving new uniforms and emblems.

Plans are now under way for a large Halloween party to be held Friday night (31).

Remodeled Edgewater Spot Reopens Under Jesse Bell

DETROIT, Oct. 25.—Edgewater Park Roller Rink here reopened yesterday following complete remodeling, including installation of a new floor.

Formerly operated by the park management, the spot has been taken over by Jesse E. Bell, veteran rink man, who has divided his time for several years between Arcadia Rink here and Walled Lake (Mich.) Park Rink.

Martinez Elects Officers

MARTINEZ, Oct. 25.—Martinez Figure Skating Club of Skateland here, operated by Mr. and Mrs. J. T. Jarvis, held its annual election October 16, naming Don Clark, president; James Hutchins, vice-president; Maybelle Jarvis, secretary-treasurer, and LaMar Williams, business manager. Members also voted to hold a prize costume Halloween party October 25.

We have found that a basketball partially inflated is the best puck, and that brooms should be just 42 inches over-all. We have had our brooms tailor-made so they will stand the gaff. Each broom is enclosed in a canvas slip cover so the straws won't scatter over the floor and cause spills. Also, the brooms have special handles that reduce breakage to a minimum and thus take some of the danger from the game.

"As far as Rose is concerned, I think he must be doing a good job with his hockey games and should be complimented on his ability to create such interest in the sport. Let's not just chew the rag, but try to find some way to draw up a set of standardized rules and create some nationwide interest. There are more possibilities at this time than ever before to do something big with broom-ball, and since the sports writers will co-operate on this, maybe it would boost skating interest on the whole.

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2038 (a)	"Speaking of Angels".....	104	4/4	All Skate, Fox-Trot (★)	★
(b)	"I Can't Get Up the Nerve To Kiss You".....	104	4/4	All Skate, Fox-Trot (★)	★
2039 (a)	"Unless It Can Happen With You".....	104	4/4	All Skate, Fox-Trot (●)	●
(b)	"It Takes Time".....	104	4/4	All Skate, Fox-Trot (●)	●
2040 (a)	"Tango De Rosas".....	112	4/4	Tango or All Skate (●)	●
(b)	"Perfidia".....	112	4/4	Tango or All Skate (●)	●
2041 (a)	"Is It You, Is It I".....	126	3/4	All Skate Waltz (●)	●
(b)	"Come Back to Sorrento".....	126	3/4	Viennese Waltz (●)	●
2042 (a)	"My Best to You".....	92	3/4	Waltz Couples (★)	★
(b)	"If I Had My Life To Live Over".....	92	3/4	Style "A" Waltz (★)	★

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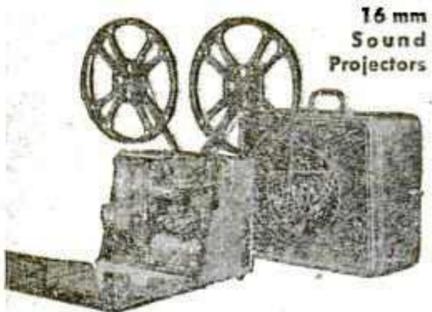
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Terrell Predicts Rosy Future For Rep in Roaring "Fifties"

CINCINNATI, Oct. 25.—Billy Terrell, widely known in repertoire and tent show circles and currently the owner-operator of a number of theaters in the South, after gazing at his crystal ball in his Roseland, La., haunts, goes prognosticator, pointing out that there's going to be a lot of changes made during the roaring '50s. He predicts that rep and tent shows are as good a bet to survive as any other type of entertainment. He shinnies out on the limb far enough to predict that television, hillbilly units and talkies will last about three more years, with repertoire plays never being shunted aside to the limbo he sees for the aforementioned.

"When this happens," Terrell says, "it would not surprise me to see big repertoire shows on the move again. The movie magnates are spending millions of dollars each year in an attempt to keep their product alive. And it is getting more difficult for

them each year to attempt to give the public the same stuff warmed over.

"In my theaters we do everything humanly possible to lure patrons. We are cognizant of the fact that the war boom days are over. As a result, we feature giveaway nights, double features, bargain nights, road attractions and anything to get them in. Now, regardless of what it is, they are never satisfied.

"I'm running plenty of first-run productions in technicolor and when I ask patrons how they liked the show, they usually answer, 'Oh! It's all right, I suppose.' We have blueprints for the erection of a new \$40,000 theater in Roseland, La., a city of 2,500 population and current plans call for construction work to begin around the first of the year.

"We enjoy reading the repertoire department each week and believe now is as good a time as any to give a vote of thanks to the seemingly few who are trying to keep the repertoire department alive. Why don't more of you rep and tent show people come in with more articles? We'd like to read contributions from the old-timers with whom we tramped during the '20s, such as Don and Mazie Dixon, Leo H. King, Court and Edna Lytton, Roe and Nell Nero, Eddie Mellon, Buck and Una Howard, Klink Lemmon, Maurice Luckett, Charlie Barnett, Carl Grandi, Ira Martin, Otto and Ila Holland and Bob and Pat Willard."

Gosh's Country Store Tour Okay

CHARLESTON, W. Va., Oct. 25.—Byron Gosh, who began his annual tour of the Publix Ohio and West Virginia Circuit with his Country Store, said here this week that engagements thus far on the tour have been okay.

During one of his recent treks, Gosh visited Harold Moore, of Standard Films; Ira Rawlings, booking agent in Chillicothe, O., and Durso, the Magician, at Portsmouth, O.

Farrell and Ronan Active on Coast

SAN DIEGO, Calif., Oct. 25.—Two well-known rep and stock players are currently making their homes on the West Coast, it was revealed here this week by Thelma Cope. Ben Farrell, who for several years headed his own repertoire company and later was associated with the Famous Robinson Players, and his wife, Anhe, are operating a real estate office near Los Angeles. Ben was well known for his Toby characterizations.

The other repster, Bob Ronan, is associated with the public relations office of the Navy Department here. Bob spent two years with the Morgan Players in the Midwest then went to New York where he appeared in several Broadway productions, including *My Sister Eileen*, *Marinka*, *The Land Is Bright* and *Wallflower*. He plans to return to the East and the theater some time next spring.

Lavant Booking Fla. Blossoms

LAURENS, S. C., Oct. 25.—Harry Lavant, who was ahead of the Florida Blossoms Minstrel Show this spring, is booking the org under auspices in South and North Carolina. Leon Long said here this week.

Hiler Sets Pic; Renfro Closes

BRISTOL, Va., Oct. 25.—Ed Hiler, who closed the season ahead of Bill Ketrow's Tent Show in Dothan, Ala., recently, has concluded negotiations for showings of his *She Should of Said No!* film in 14 theaters in North Carolina and Tennessee.

He bowed with the new film October 16 at the State Theater, Marshall, Mo.

Renfro Valley Folks tenter winds up the season tonight in Dothan, Ala.

Dinner Marks Hunts' Silver Wedding Anni Celebration in Chi

CHICAGO, Oct. 25. — Over 25 guests were on hand to celebrate the 25th wedding anniversary of Mr. and Mrs. M. A. Hunt at a dinner at their home here last Saturday night (18). Widely known in rep and tent show circles, Al and Flora Hunt retired from the field after many years of successfully operating their Hunt Stock Company thru Michigan, Illinois, Indiana and Ohio.

Both were presented with numerous gifts at the dinner. Since retiring, the Hunts have operated a rooming house here. Guests at the dinner included Bruce and Maybelle Fowler Rinaldo, who motored in from Shelby, O.; Cyril and Phyllis Myers and their children, Roger and Joan, and Al's sister-in-law, Mrs. Lillian Hunt.

Following the dinner, the Rinaldos left for Clinton, Ia., for a visit with Bruce's sister, Mrs. Claire Mosher, after which Bruce will return to Shelby and his post at the 831st AAF Specialized Depot.

Gitt's Show, now in Norfolk, Neb., is moving toward Oregon and will work flesh around Eugene on a sponsored idea. . . . Camp Players will operate around Springfield, Mo., after November 1.

Rep Ripples

R. E. (BOB) CHENEY, Portland, Ore., will offer films and short-cast bills in that sector after November 1 on sponsored dates. . . . Gitt's Show is around Helena, Mont. . . . Healey's Show, which has been in the Anniston, Ala., area with films, soon will add short-cast bills. . . . C. H. Wiley has films around Watertown, N. Y. . . . Willis and Johnson soon will have a four-people flesh trick in the Denver sector under auspices. . . . Wilbur Tyler, who has been in schools in Western Pennsylvania, will move into West Virginia. His two-people trick is booked in the South until spring. . . . W. J. McDonald, who has finished Maine with his solo school outfit, has moved into New Hampshire. . . . Cleary and Anderson have 16mm. films around Sioux Falls, S. D. . . . Arthur Kinsey, in Central Pennsylvania with religious films, is headed toward Florida. . . . Motter Players, new group, will present flesh bills around Buffalo under auspices. . . . Bord's Show, now in the Frederick, Okla., area, reports light biz due to weather. . . . Henry LaVine is showing 16mm. films with vaude around Ottawa, Ont. . . . Costa Show has moved to Winnipeg, Man. . . . Mann Players are readying to present flesh bills in Eastern Massachusetts. . . . Royal Leighton is promoting amateur minstrels in the Pittsburgh area. . . . T. Dennis Wyeth is endeavoring to line up a circuit of towns around Memphis for a four-people flesh org. He had a pic and flesh unit in Central Missouri the past summer.

COSTA SHOW reports good takes around Sault Sainte Marie, Ont. . . . Northwest Players, new four-people group, will operate in the Minneapolis sector on a sponsored basis. . . . Gitt's Show, pix and flesh, is in Southwest Kansas. . . . J. Lee Smiley is trying to map a circuit for films around Watertown, N. Y. . . . J. Harry Freeman writes from Columbia, Mo.: "Have been looking over this territory for a 16mm. circle and if things work out will open around November 1. Had a fair season in Eastern Oregon with pix. Met F. Turgeon on the way here. He has a good hook-up and a smart film." . . . Maurice Lloyd is arranging a 16mm. circuit around Petersburg, Va. . . . Sully Players, new group, will work out of Huntington, W. Va. . . . Better-ton Players, four people playing sponsored dates, are around McKees Rocks, Pa. . . . Coast Players, who have been booking sponsored dates around Asbury Park, N. J., will take on Delaware dates for the next month. . . . F. F. Mackey soon will have a flesh-pic group around Bellingham, Wash. . . . Gale Saunders has 16mm. pix in the Herkimer, N. Y., sector.

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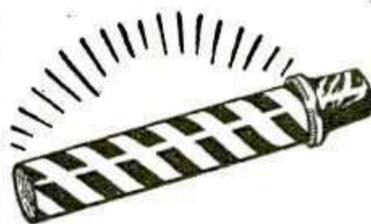
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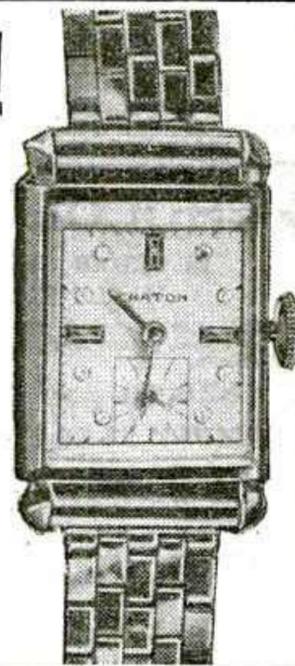
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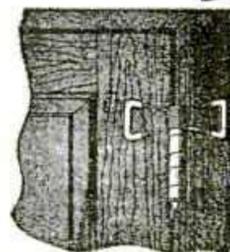


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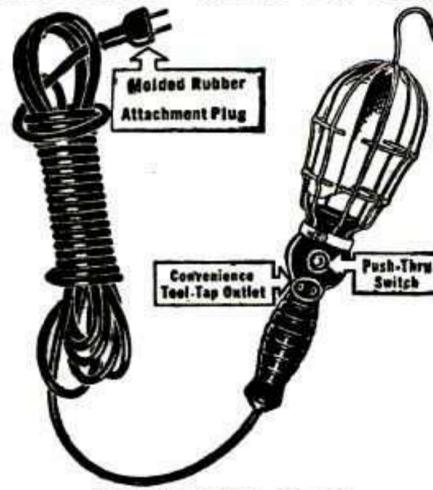
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PARKS AND FAIRS

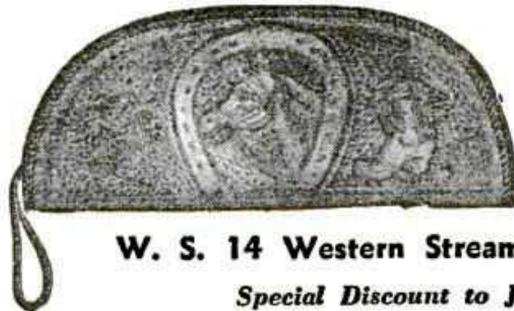
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Allen, Roy Stephen
Allesandro, Mario
Ankrim, Geo., Jr.
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Atkin, Geo.
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Babbs, Louis W.
Bagwell, James Mgr.
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Baker, Carl
Baker, Pat & Mrs.
Baloz, John E.
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Bantly, Herman
Barber, John
Barclay, Richard
Barfield, David
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Barr, Joe A.
Bartley, Geo.
Basha, Jos. Conrad
Basie, Count
Bauman, Bob
Bauman, Mrs. R. A.
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Benjamin, W.
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Berggren, Carl (Musician)
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Blair, Jos.
Blakely, Benton H.
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Braumann, Harry N.
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Coven, Newman or Sam
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Coxen, Edw.
Craden, S. Kenneth
Cramer, Mrs. Jack
Cramer, Ray
Crandell, Bathaniel
Crane, Jim
Crane, Sid
Crawford, Art & Clara (Musical)
Crawford, Dorothy M.
Crawford, Mrs. Elbert V.
Crawford, Mrs. Robt. P.
Crawford, Robt. P.
Crosby, Wm. C.
Crull, R. N.
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Cunningham, Chas. O.
Cunningham, Slim & Mrs.
Curran, Jack
Cutler, Tiny
Dadswell, Jack
Daniels, Paul
Daniels, Willie C.
Dapierski, Wm.
Darezzie, Mrs. Frank
Darezzie, Frank
Davis, M. C.
Davis, L. Raton
Davis, Texas Jay
Davison, Jimmie
Dawson, Frank Wm.
Day, Chas. Owner
Day, Dalton
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Dean, Joe H.
Deardor, Corinne
Decker, Otis
Declawter, Ruby & Bob
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Demetro, Steve
Demick, John
Dennis, A. J.
Dennis, Harry
Denny Shows
Denton, Earl
Denton, Joe
Derrickson, Geo. W.
Dickman, Bob
DiCorte, David
Dixon, A. W.
Dominick, Elsie
Donaldson, Dink
Donithan, Mrs. Bertha
Dorman Bros. Circus
Doto, Phil & Christine
Drayer, Howard R.
Drew, James H.
DuFour, Lou
Duncan, Cleone E.
Dunn, Alta
Dunn, Bill
Dusch, John F.
Eakins, RoIney
Eanes, James Raymond
Easdale, J. D.
Edwards, Bert
Edwards, Blackie
Edwards, Harry & Mrs.
Eisenberg, Al
Enger, Capt. Ernest
Engle, Chas.
Enos, Rue & Laura
Entry, Chas. H.
Eulo, Jack L.
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Fairly, Noble C.
Fancou, Eugene
Farina, Louis A.
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Ferrer, Tom
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Ferguson, Med.
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Fester, C. G.
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Fields, (Mentalist)
Fields, Mrs. Helen
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Floy, Kitty
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Foster, Wm.
Foulke, Dick
Fowler, Wm. M.
Fox, Roy E. Mgr.
Francis, Ray
Frank, Mrs. Joe
Frantangelo, Many
Freeman, Willie
Frolunth, Al J.
Frunkin, Ray
Galbre, Jos.
Gallagher Family
Gallup, Jack
Gardener, Paul
Garrett, Vangie
Garry, Bill
Gatto, Michael
Gayloid, Champion
Geiger, W. M.
George, Joe &
Gerald, Mrs. Nora
Gerzema, John
Gibson, David
Gibson, Don I.
Gilbert, Stiles
Ginther, Homer N.
Gitman, Blackie
Glassburn, J. C.
Glosser, Ephraim & Benj.
Goad, J. G.
Goens, John
Gold, Bunyen
Goldman, Harry
Gosh, Byron, Agt.
Graham, Mrs. B. L.
Greenman, Marguerite
Greene, Chas. M.
Grogg, Mrs. T. A.
Greenwood, James
Gregg, Tony
Grey, Ann
Griffith, Mrs. Elsie
Groner, Sidney
Guadaynino, Robt.
Guenedes, Tommy (Greek God)
Gunn, Leonard
Guthrie, Edw.
Guthrie, Fred
Guthrie, Jean
Guthrie, Marie B.
Hall, Dale (Peart & Hall)
Hall, Peter
Hall, Richard LeRoy
Hallow, Jack
Hammond, Carl, Jr.
Hammond, Mrs. Mae
Hand, Leonard
Hangsterfer, Allan
Hanley, Norman
Hansen, Mrs. Robt.
Hansen, Robt. P.
Hansen, Vyella
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Harlan, Edw. E.
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Harris, Walter
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Hayes, Jas.
Hearn, F. E.
Heath, Ken & Marye
Heney, James V.
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Hern, Gary
Herrington, Jimmy
Hill, Dewey "Don"
Hill, Frank A.
Hiller, Thos.
Herrman, A. J.
Hildreth, Harry
Hilleman, Hatchie
Hoffman, Harry N.
Holland, E. S.
Holt, Robt. W.
Holt, Thomas
Honeycutt, Earnest
Hood, Albert H.
Hood, Clara
Hood, Kitty
Housler, Sam
Hos, Lee & Mrs.
Hos, Marcelle
Housner, Mrs. Ruth
Hrobochak, Mrs. John
Hudson, Buddy
Hunt, Mrs. Marjorie P.
Jack, Bill (Adv. Ast.)
Jackson, J. G.
Jackson, Robt. T. (c/o Mrs. J. Cramer)
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Jenkins, Mrs. Rita
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Johnson, C. E.
Johnson, Happy
Johnson, Henry D.
Johnson, J. L. (Fiddlestick)
Johnson, Robt.
Jones, Mrs. Agnes
Jones, Bobby
Jones, John P.
Kaduke, Mrs. Paul
Kalana, Thomas S.
Kalna, Kerlie
Keefe, Ritchie
Keene Jr., Gilbert L.
Keller, L. C.
Kelly, Mrs. Nellie
Kelman, P.
Kenny, Sharty
Kessler, Mrs. John J.
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King, Gertrude
King, Marie
King, Mrs. Ruby
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Knudsen, C. H. Lucky
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Kyle, Raymond R.
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Lafur, Joe
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LaZellas, Th.
Leader, L. M.
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LeRoy, Mrs. Ann
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Leslie, Meriam
Lewis, Charlie
Lewis, Dixie
Lewis, L. C.
Linkous, Justin
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Little, James
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Love, James E.
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McKnight, C. H. Slim
McManus, Thomas
McNeal Jr., J. S.
McQuage, Wm.
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Manley, Rex
Marco, W.
Marcano, Tony
Mark, Siggy
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Marshall, R. H.
Marshall, Mrs. Ruth
Marteny, Hensley
Martin, Mrs. Alice
Martin, Bull
Martin, E. B.
Martin, Jack E.
Mashek, Miss Tridie
Mason, Geo. W.
Mathews, M. K., Capt.
Maurer, Arthur
Mayberry, Henry E.
Mays, Russel
Mears, Henry E.
Merritt, Ray
Messina, Wm.
Meuniot, Arturo Alva
Meyer, C. V.
Meyer, Louis J. & Bob Warren
Meyers, H. J.
Miehl, Bill
Miles, J. A.
Miller, Alvin D.
Miller, Brownie
Miller, E. W.
Miller, H. A.
Miller, Marcia &
Miller, Mrs. Roy
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Milliron, Griffon
Minds, Gorer
Mitchell, Bob
Mitchell, Chas.
Mitchell, Frank C.
Mitchell, Wm.
Mitchell, Wm. C.
Mitze, Prof.
Monroe, B. F.
Montello, Jimmie
Moore, Mrs. Lus
Moore, Marie
Moore, Mickey & Francis
Moore, Mrs. Mollie
Morgan, R. H.
Morgan, Richard J.
Morgan, Willard
Morrow, Dixie
Mueller, Cpl. Paul
Mullennix, Orville O.
Munroe, Jack
Murray, Bernard James
Murray, J. L.
Natanson, Mrs. Estella
Nate, Harry
Nese, H. C.
Nelson, Calvin & Nova R.
Nienaber, Robt. Joseph
Nixon, James
Noftz, Bill C.
Nolan, Bob
Nrye, Cecil
Nubson, E. T.
O'Connor, Mary
O'Connor, Robt.
O'Dare, Jack
O'Neal, Geo. G.
O'Reilly, Mickey
O'Toole, J.
Oddi, Joseph
Olds, Mrs. Viola
Olsen, Ole
Olszewski, Chas.
Osborn, Preston L.
Padgett, Gene
Paramount Expo. Show
Parkinson, Raymond
Pasterczyk, W. S.
Pattou, Mrs. Mae
Pelley, R.
Perry, Lewis
Perry, L. M.
Peters, Frank E.
Peterson, Gypay
Peterson, Stanley
Peterson, Tom
Rickins, Mrs. Patricia
Pierce, Chester
Pinto, Jimmie
Pool, Mrs. J. A.
Posey, Mrs. Roselind
Posten, Richard
Putegnak, Jessie E.
Qualls, J. C. (Darby)
Rachelle, Renee
Ravelli, Blanche R.
Ray, H. E. (Happy)
Ray, Joey
Reaver, Mr. Fools
Reed, Mrs. Estelle
Reed, Fred
Reed, J. T.
Reed, James A.
Rechn, Ray
Reese, Jess
Reeves, Daisy
Regan, E.
Regan, Whittie
Reid, Billy
Renfro, Kellie M.
Reo, Jerry
Reyton, Brownie
Richardson, A. F.
Richardson, Joe
Richardson, Vaughn
Rickman, Speedy
Riley, Francis W.
Robbins, Harry
Roberts, J. H.
Roberts, Ollie Mae
Robertson, Mrs. W. B.
Robinson, Mrs. Trula
Rogers, Billie
Rose, C. J.
Rose, Martin R.
Rosen, H. B.
Rosenfeld, Mrs. Sol
Ross, Bert
Rowan, Tex
Roy, Miller
Roysse, Mrs. Wigalee
Ruddy, Geo. N.
Rundlott, Roy
Rush, Whitley
Russell, Bert
Ryan, Mrs. Marie N.
Sanz, Mrs. Frank
Sakobie, Mrs. Mickey
Salsburg, Wm.
Samer, Raymond C.
Sanders, Geo.
Sandlin, Ralph E.
Saul, Mrs. Judy
Scanton, Bill
Scheetz, Raymond
Schneck, Jack
Schofield, Ed
Schulte, Wm. R.
Schwartz, Juliet
Scott, Bernard
Scott, Eugene
Scott, Thomas J.
Scott, Wallace
Seamans, Brayton
Searcy, Joe T.
Sella, Virgil K.
Senter, Lloyd
Serrano, Filemeno
Seydle, Dick B.
Shawyer, L. M.
Shelley, Jack
Shepherd, N.
Shippman, Wanda
Shipp, Woodrow W.
Shubert, John
Simms, Paul O.
Sims, Thelma
Slade, Arnold E.
Slarpe, Joe
Slaughter, Mrs. Ken
Smiles, John L.
Smiley, Zina
Smith, Alfred E.
Smith, Bill W.
Smith, Chas. H.
Smith, Edna
Smith, Jack H.
Smith, Wayne
Smoot, James
Snyder, Mrs. Pearl
Sordelet, Mrs. Myra
Sornson, C. H.
Spaulding, L. A.
Spears, Jr. Geo.
Spillman, Mrs. Dorothy
Souther, T. D.
Sowden, Jack
Stanko, Geo.
Stanko, Mark
Starbuck, Harry G.
St. Clair, Stoney
Stebler, Mrs. Joe
Stennet, Bill
Stevens, Eddie
Stevens, Louis
Stevens, Tom
Stiman, Mrs. Judy
Stiman, Robt.
Stoble, James
Stokes, Vannoy L.
Strook, Mack
Strook, Walter
Stroud, Howard Kenneth
Sturr, Miss Bell
Stutz, Jim
Sweetzer, Ed.
Sweetzer, Jimmie
Swift, Fred
Symons, Mrs. Ruth
Tan, Gus
Taylor, Jerry R.
Taylor, Mrs. Oll-nette (Scotty)
Terry, Bruce
Thompson, Ann
Thompson, Edw
Thompson, James
Tiler, Mary O.
Tolbert, H. H.
Torrill, Allen
Trammell, Mrs. Camille
Trent, Joyce
Tully, Robt. A.

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Verdick, Ted
Vinney, Sammy
Vreeland, Jack
Wades, Junior
Wagner, Jack
Waits, John A.
Wales, H. E.
Waligorski, Mrs. Lucille
Walsh, James P.
Warner, Moran
Washington, Jim
Watt, Russell
Weathersbee, Louie
Webb, Joe B.
Webb, Johnny
Webb, Ko
Weber, Raymond
Weekly, Mrs. Earl
Wellbarn, Thomas
Wells, Carmen
Wells, Pvt. Melvin C.
West, Margie
Westbrook, H. E. (Buster)
Westphall, A.

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Alton, Carl
Amberst, Harry
Ballard, Viola D.
Barnell, Anthony
Barry, Bill
Bennett, Allan
Blank, Mrs. Mary
Brown, Whitey
Burney, Thomas J.
Rushie, Joseph M.
Burke, George
Camerlin, Tim A.
Campfield, Lucian
Chandler
Chase, Mildred
Frank
Coley, Clark Z. Jr.
Cozzolins, Nick
Dely, W. J.
De Marr, Peggy
Dwinal, Betty
Ewing, Ed
Fontez, Louise
Gallagher, Edward J.
Garritano, Joseph
Gold, Lou
Goldberg, Max
"Red"
Goley, Larry
Greene, Horatius
Haller, J. C.
Halpin, George F.
Heath, John
Kapland, Gloria
Kline, Robert R.
La Pagne, Jackie
Lasher, Mrs. Hazzard
Laurillo, Mr. M.

Gowdy, Pamela
Gowin, D. R.
Gray, B. J.
Gray, J. H.
Hamilton, Jay Anson
Hankins, Sam
Harvilla, G. E.
Hatfield, Dale
Havens, Charles L.
Hook, Eddie
Hook, Mrs. Marie
Hosner, Mrs. J. E.
Howell, Mrs. J. P.
Jackson, Miss Pauline
Jarvis, Jack
Jones, Clyde
Keebler, Charles N.
Kinsey, Lester P.
Knight, Robert O.
Knox, C. R.
Lamon, Harry
Lanury, George Henry
Lewis, Francis
Lewis, Jo Lee
Lewis, R. V.
Litts, G. F.
Lozson, Walter
McKay, Arthur H.
McNutt, Rusty
McPherson, Ralph D.
Mansur, S.
Meek, Harold
Meyers, Louise
Miller, Mr. & Mrs. Carlos
Miller, Elsie
Miller, Cole
Mills, Jake
Moran, Willard C.
Murphy, R. F.
Murray, Jack Back
Mungrave, Ross Jr.
Oeburn, Phil
Ogilvie, L. W.
Patrick, T. W.
Perey, Mr. & Mrs. Jimmie Jr.
Pierce, Jessie M.
Pierce, W. R.
Pordon, William
Rachelle, Renee
Randolph, Robert
Reed, Billy
Reynolds, Duke
Robertson, Mrs. Queenabeth
Rose, Mike
Schemel, Mrs. Ann
Scott, Bob
Scaggs, Ray
Shay, Imogene
Shumway, L. T.
Silcox, Joseph W.
Sitki, Wm.
Spake, Bill
Smith, M. W.
Smith, William Daniel
Stanley, Miss Marie
Steffen, J. O.
Stevens, George W.
Stevens, Grant
Stewart, Ruble Allen
Sweigart, Mrs. F. K.
Tomlin, W. F.
Trent, Joyce
Turner, Leonard D.
Twell, Harry
Utley, Kern
Wachtel, Elmer T.
Wald, Buddy
Ware, Carl
Waters, Mr. & Mrs. J. A.
Webster, Mr. & Mrs. Fred
Williams, Orval C.
Wilson, J. D.
Winn, Gene
Witzker, Fred
Worth, Rexford L.
Zimmerman, C. C.
Zingara, Frank A.

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Chicago 1, Ill.

Adair, Shari
Allen, Texas Fun Show
Balderston, George W.
Barnell, Anthony
Beard, Albert J.
Beard, Jack
Becker, Clifford L.
Benner, Larry
Blakely, William
Boyd, Clarence Tex
Bradley, A. C.
Brounstein, Benjamin
Britt, Bert H.
Brook, Francis
Brown, Fitzie
Burney, Thomas J.
Cecord, Ernest
Darling, Phyllis
Day, Darlene
Davis, Charles
Dempsey, Tiny
Dever, A.
Dever, Red, H. A.
DeVere, A.
Dixon, Dolores
Dixon, Vyron
Dover, George M.
Eichleberger, R. L.
Fields, Benny
Flannigan, Vernocia
Gamble, Henry
Gaylor, Fred G.
Hall, Otis
Halley, Leo
Harry, Geneva
Harvey, R. M.
Hastings, Tilly
Haver, Jack
Haver, John F.
Hirschberg, Jim
Hoffman, J. C.
Horowitz, Leon
Howard, Bert
James, H. E.
Kamaka, Dossie
Kelly, E. C.
Kennison Sisters
Kerley, Ida Mae
Knight, Paul
Kohout, Joseph Jr.
LaForm, Everett
Lane, Chuck
LaVall, Holly
Lewis, Albert E.
Lindley, Sylvia
Lutz, Floyd
Macomb, Ed
McGuire, Hugh
Martin, Helen
Mason, Tommie C.
Matthews, Henry
McGowan, Mickey
McGowan, Bernard
McLeveon, R. L.
Mercer, Hazel
Miller, Danny "Suicide"
Miller, Harvey C.
Moore, Wm. J.
Myers, Phil B.
Nation, Gene
Oakliffe, L. B.
Pack, Tom
Palls, & Madam Maru
Perez, Ray
Powers, Babe
Patricia
O'Connor, Johnny
Reddingtons, The
Reynolds, Mary
Richardson, Helen
Roaker, Edward
Rorabaugh, H. E.
Sample, Del
Saunders, Blackie
Shapiro, Jake
Smith, Rollo
Stafford, Gordon
Stark, Mable
Starnes, Harry
Stutz, Jim
Snyder, Bears
Thompson, Ray
Trent, Joyce
Vaughn, George F.
Waligorski, Lucille
Wall, Otis L.
Walter, Robert
Walter, Earl
White, Theodore
Williams, Jack
Worley, William
Wright, Marvin

MAIL ON HAND AT ST. LOUIS OFFICE

390 Arcade Bldg.,
St. Louis 1, Mo.

Parcel Post

Mathrew, W. L. 6c
Winn, Gene 32c
Aldrich, Dee E.
Allen, Andrew T.
Alvino, Thomas
Anthony, Marvel L.
Anderson, Virgil
Bales, Pete J.
Barry, A. J.
Beach, Harry M.
Beard, Mrs. Myrtle
Hutt
Bell, Dr. Don W.
Bennett, Dale R.
Bolis, Fred
Boswell, Mrs. Bill
Brown, Irwin
Burke, Joseph Thoma
Burto, L.
Caldwell, Edward
Caloian, Carl A.
Carpenter, Clifford R.
Clark, Samuel
Clemmons, Miss Betty
Clemmons, Richard B.
Coffelt, Jack
Coleman, Alton
Cook, Mrs. Fred
Cooper, Cecil (Scottie)
Cothren, J. K.
Crandall, L. O.
Davies, Mr. and Mrs. Al
Davies, Alexandria
Dean, George
Dean, William
Deisler, Roy
DeLap, Robert
DeWitt, T. R.
Dunsdale, W. C.
Dunlap, Phalis
Dunlap, Phalis
Eubanks, John M.
Finley, Mrs. Evelyn
Fortune, George B.
Francis, Richard L.
Freeman, Carly
Freiburger, Harold
Forl, Elmer B.
Foss, John D.
Fulton, Gale
Gage, Glenn E.
Gallagan, John
George Peter
Getchell, Arthur E.
Glenn, Mrs. Red

Gorgeous Plastic COSMETIC BAGS and JUNIOR PURSES

BIG EARNINGS WITH THESE SENSATIONALLY POPULAR ITEMS. Newest fashion craze with the women's new styles—the talk of the nation! LOW WHOLESALE PRICES TO YOU: Cosmetic Bags, in patent and calfskin grains, size 5"x6¾", with two inside pockets and a lovely Billfold—\$18.00 Dozen. Sample, \$2.50 Each. Cosmetic Bags, same as above, except in handsome alligator and python grains, \$21.60 Dozen. Sample Bag, \$3.00. Junior Purses, size 5"x7¾", with beautiful matching Billfold enclosed—\$28.80 Dozen. Sample Purse, \$4.00. These Junior Purses are packed 12 assorted colors and grains (INCLUDING THE MAGNIFICENT ALLIGATOR AND PYTHON GRAINS) to the dozen. Order NOW and start cashing in on the big profits that await you with this Fashion "must" for Milady. 50% deposit required with each order, balance C. O. D., plus postage. When sample bags are ordered state color desired. All popular colors.

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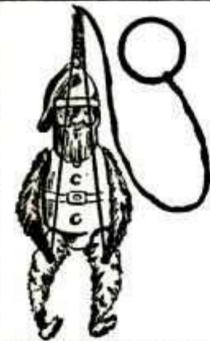
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SHIP LAMP, all chrome, 13 inches high, 12 inches long. Complete with bulb which illuminates cabin and creates colorful reflections. Shipped set up. Ready for use.

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\$ 3.00 Per Doz.
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50L Santa Claus Buttons ... \$17.50 Per 1000
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FAST SELLERS!

MAGIC LIGHT BULB
Mysteriously lights while held in hand. No visible connection. Every demonstration a sale!

\$7.80 Doz.
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Complete with battery, wire, colored bulbs. Individually boxed.

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Fun Novelty! A necktie that ROLLS UP and hits your chin whenever desired.

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TERMS: Remit 1/2 With Order, Balance C.O.D. Remit in Full for Samples.
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In Colors

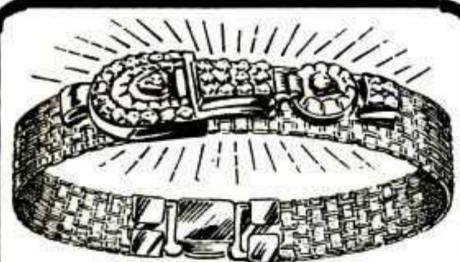
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Packed in tubes!
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ORDER NOW **\$9.75** PER GROSS

Enclose 25% deposit with order, bal. C. O. D. Immediate delivery. Get on the band wagon for BIG PROFITS. 25¢ Retailer.

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- Very latest styles.
- Czechoslovakian stones.
- Polished 14K gold plate.
- Mesh or expansion band.

MESH \$8.00 Doz.
\$7.50 Doz. in Gross Lots. Expansion, \$7.50 Doz.—\$7.00 in Gross Lots. (Add 50¢ per doz. if individual boxing desired.) Allow for postage.

Sample, \$2.00. 1/3 Dep. with order, bal. C.O.D.
Chatelaines and Pin and Earring Sets,
\$10 Doz., \$9 Gr. Lots, \$8.50 Five Gr. Lots.

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GOLD PLATED
LARGE HEART LOCKET
6 PHOTO BOOK LOCKET
BOOK OR HEART LOCKET FOBS
(Also available with Bow and Sweetheart Fob Tops)
Genuine Mother of Pearl, Hand Painted.
Any desired name or place printed on Locket in lots of 3 doz. or more.
Fobs ... \$12.00 Doz.
Chats, ... 21.00 Doz.

Terms: 1/3 deposit with order, balance C.O.D. (Send \$5 for samples: 2 Locket Fobs—2 Locket Chatelaines.)

JULA SALES 59 W. 37 St. N. Y. 18, N. Y.

RINGS—RINGS MASSIVE RINGS

Skull and Crossbones, Indian Head, Horse Head, Snake, Assorted Doz. ... \$18.00
Men's Whitestone, 1/20 12 Kt. G.F., Large White, 2 Small Red Stones, Doz. 22.50
25% Deposit, Balance C. O. D.

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407 Travis St. HOUSTON 2, TEXAS

AGENTS!! \$1 ITEM

Fast action on new article. 100% profit. Hustlers sell 40 up daily. No jumping for prospects. Every store, shop, etc., needs one. No windy pitch required. Sells on sight. Full, part time, or side line. Exclusive if alive. Send 50¢ for sample, or write to

PROTECT-O
417 W. PICO BLVD., LOS ANGELES 15, CAL

Pipes for Pitchmen

FREDDY JOY . . . and Teddy Fabian recently celebrated their 31st month at their spot in Milwaukee to click turns.

Fancy Freddie says: "Most successful pitchmen are men of vision and ambition."

What's the word with the foot-ease boys these days?

AMONG PITCHFOLK . . . sighted working Los Angeles recently were Jack Vinnick, O. Cornblum, Benny Stone, the Rosses, Fat Levy, Red Larkin, Marge V. Kelley and Richard Arcand.

RICHARD ARCAND . . . letters from Los Angeles that he still has plastic balloons in a downtown Newberry store in the City of the Angels. "After a month's steady grind on the main floor," says Arcand, "I plan to stay put until Christmas and change to another store with a new layout after New Year's. Haven't seen many pitchmen in this sector and almost every space available here is devoted to Christmas merchandise."

Now! The Hot Stove League sessions. Cut the column in on 'em.

GEORGE H. BROOKS . . . better known as Scotty, the Groundhog, pipes from the Louisiana State Fair, Shreveport, that his season of fair dates has been a successful one,

with business a mite better than past years. Tour took him thru 10 States and 18 fair dates, including Shreveport, where he will close. Brooks plans to head for Houston for the Shrine Circus, after which he will close for the winter. He says he'd like to read pipes here from John J. Looney, Horton (Peanuts) Cramer, Bernie Caplan and Dusty Eaton.

THEY TELL US . . . that Specks Rhorer, now 72 years young, is still going strong.

SIGHTED IN . . . Kansas City, Mo., recently was Jim Brown, Allentown, Pa., pitchman.

You can't expect to have friends unless you are a friend.

JIM STUTZ . . . is working one of the Woolworth stores in Kansas City, Mo., in clown garb demonstrating plastic balloons. Sales have been hefty enough to warrant Stutz's remaining there with the item thru the Christmas holidays.

JIMMY (WINDY) LEWIS . . . and Frank Sullivan, widely known peeler workers, visited Stanley Naldrett at his Greenville, S. C., stand recently to cut up numerous jackpots, Naldrett says.

BOB SCHUETTEN . . . has returned to Milwaukee, where he plans to tie into a promotional scheme. Bob has been making the rounds with Al Reinhart, and one of their daily stops is the W. T. Grant store where Nellie Brown has her Satin Sheen counter clicking to big counts.

While you're jackpotting, remember that a grand is \$1,000 and not merely a word.

WORKING . . . the Morrow's store, Milwaukee, to big returns are Fred Vogel, Dorothy Doe and Madge Ruh.

HENRY SHAPIRO . . . Johnny Merti and Joe Schoeder have been making all the prize fights and major sports contests around Milwaukee with novelties, peanuts and candy. They have switched from gardenias and other flowers because those items are proving difficult to obtain in the Beer City.

The old-timers are fast disappearing from the pitch scene. Who will be the new big-timers?

FRED BENNER . . . is working spots in Caribou, Me., with razor blades to big tips and sales. He says he'd like to read pipes in the column from some of his old side-kicks like Chet Greeley, of Liberty, Me., Jack Cleary and Paul Demers.

W. F. McDONOUGH . . . is still plying his wares around his Gardiner, Me., haunts to reported sock returns.

Great fortunes have been built on the profits of an individual pitchman.

THE BARON . . . is looking for a spot of his own in Milwaukee, having been staked out at the Windup nitery for the past two years.

FRED M. VOGEL . . . is reported scouting around the major cities near Milwaukee for a new location for himself.

Now's the time when the fellows who waited until the sun shone on both sides of the street before they worked enjoy the headaches of the year.

THE STEEDS . . . Billy and Curly, have purchased a restaurant in Watertown, Wis., and have named it the Main Cafe.

"I'M DOWN HERE . . . in the cotton country with my sex show," scribbles Madaline E. Ragan from Granada, Miss. "There is no one

OAK HYTEX BALLOONS

QUALITY
VALUE
FLASH
VARIETY

Sold Thru Jobbers Only

Top Money Getters

• Safeguard your profits... buy only OAK-HYTEX in the Blue Box with the Yellow Diamond Label.

The OAK RUBBER CO.
RAVENNA, OHIO

NOVELTY ASH TRAY

Complete with squirter and hose. Jobbers and distributors, write

MODERN MFG. CO.

Edgemont & Clementine Sts., Philadelphia 34, Pa.

TINSELED XMAS SIGNS

To Stores, Homes, Offices, Clubs. Made of heavy cardboard with sparkling silver tinsel. Fast, easy sellers. Make Xmas money. 75¢ to \$2.00 sellers.

100 Tinsel Xmas Signs, 11x14 \$12.00
100 Tinsel Xmas Signs, 14x22 25.00
100 Tinsel Xmas Signs, 7x22 15.00
100 Tinsel Metallic Xmas Signs, 12 3/4 x 14 3/4 20.00
100 Tinsel Metallic Xmas Signs, 14 3/4 x 25 1/2 40.00
100 Ultra Blue Xmas Comedy Signs, 7x11 6.00
100 Ultra Blue Stock Signs, 7x11 6.00
6 Samples Tinsel Xmas Signs, 11x14 1.00

L. LOWY, 8 W. Broadway, N. Y. C. Dept. 354.

Another CARTER Original!

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GIFTS ★

BRAND NEW!

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Beautiful Lucite or Catalin ELECTRIC CLOCK and LAMP Combination FULLY GUARANTEED

Available in red, green, blue and canary with ivory front and solid colors at no extra cost. Samples, \$8.50 each. Twelve or more, \$8.00 each, F. O. B. New York. (*Slight additional charge if alarm clock requested.)

Nationally Advertised OXFORD Electric Clock, WRITE, WIRE OR PHONE

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RUBY COCKTAIL WATCH BRACELETS

35 New Hot Numbers

- PIN and EARING sets
- CHATELAINE and EARRING sets

Individually Gift Boxed

\$8.00 DOZ.

SAMPLE \$1.50. 25% with order, balance C. O. D.

PALEY Novelty Co.
1037 6th Ave., New York 18, N. Y.

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MAKE MONEY ON FIREWORKS

Get in line NOW for our new Fall Fireworks Specials. Write for complete details to

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Wholesale Dept. Polk, Ohio

MEDICINE MEN!

THERE IS NO SUBSTITUTE FOR QUALITY

WRITE TODAY for new wholesale catalog on tonics, oil, salve, soap, tablets, herbs, etc. **LOW PRICES - RAPID SERVICE!** (Products Liability Insurance Carried) We are Manufacturers Pharmacists established 1934.

GENERAL PRODUCTS LABORATORIES, INC.
137 E. SPRING ST. Dept. X COLUMBUS, OHIO

MARION FLYER

Fireman's Red & Ivory Trim

Sample \$12.00
1/2 Dozen 10.50
Dozen 9.00

FREE with samples. 120 Hole Tip Board, 25¢ play, takes in \$30.00 or 66 Hole Pushcard, 1¢ to 39¢, takes in \$24.15. 25% Deposit, Balance C. O. D.

MARION COMPANY Wichita, Kansas

CHAIRS

Folding, non-folding Many Styles Steel, Wood, Bridge.

State requirements. Minimum order - two dozen.

ADIRONDACK CHAIR CO.
Dept. 5, 1140 Bway., New York 1, N. Y.

pitching in this State, as it is closed. Plan to have a store in New Orleans for my show this winter. Read where someone wanted to read pipes from Doc Phil Bradley, Chic Townsend, Jimmy Wells, Tommy Burns and Johnny McLane. Sorry to relate, all these old-timers have passed to the Great Beyond in the last two years. Doc Marvin and wife visited us on their way to Texas with their iron lung mobile unit. Marvin is a noted med worker of the old school. We all used to work Bug House Square in Chicago, together. Tom Kennedy, what has become of Doc Lushwell and Count Seldom Skoff? Sure would like to know what our two chums are doing. Kid Carrigan stopped over here en route east from Los Angeles, and we cut up numerous jackpots. They talk about organizing pitchmen. The old-timers in the field know that has been tried several times. They even had a convention in Cincinnati and an organization in Los Angeles. But all connected with it just seemed to lose interest. So I have my doubts about some J. C. L. ever making a success of one."

GEORGE DURST . . . veteran New York pitchman who thinks the time is at hand for dignified and sincere pitchmen to act like real gentlemen and have constructive sincere opinions, laid down his reasons for a pessimistic attitude about individualism, but which favor capitalism, in a recent contribution to *The New York Sun*. Culled from *The Sun* is part of Durst's treatise on the subject: "There seems to be considerable discussion in regard to the American way, our ideals, courage and individualism. Well, it seems to me that individualism is outdated in this era. . . . After all, democracy today gives better breaks to the gimme goofies, the weepers and the relief parasites and assorted chiselers, phonies and others who find it easy to march in regimented lines. At the same time, the rugged (sometimes ragged) individualist is looked upon as an economic crackpot. The writer has no theories. I speak from experience because for years I was (and soon hope to be again) a successful pitchman, or street merchant. I considered peace of mind, contentment, fun, of more importance than higher wages under any employers. To coin a phrase, be it ever so humble, there's no job like your own. Therefore I was a rugged individualist in every sense of the word—one of the very few 'have-nots' who firmly believed in real capitalism as the only way to national success and general prosperity. . . . A capitalist without capital is nobody, therefore I know that individualism is dead as far as the pitchman is concerned. The community leaders who make fine speeches on glorious democracy and marvelous freedom for all people everywhere usually turn out to be the first to yell for the police to chase away some pitchman trying to sell a useful item for 25 cents."

"DAYS ARE GAY . . . in Old Mexico," cards Kid Carrigan from El Paso, Tex., "and I hate to leave here but I must head east. Plan to leave here for St. Louis and, since I haven't worked for over a year, I'll have to start all over again."

After checking into different hostleries each week of the season, some pitchmen should have enough paper to take care of plenty of correspondence to the column this winter.

SAM LEE . . . tells from Atlantic, Ia., that he's working trade papers in that neck of the woods to good business. He adds that results could have been much better if the corn crop hadn't been so poor this year. Lee says he'd like to read more about Tom Kennedy's Count Seldom Skoff and Dr. Lushwell.

AL REINHART . . . continues to work to successful returns in Milwaukee.

Wise cracks hinder rather than help you when dealing with your tips. Remember, not everybody is a chump.

ERSTWHILE PITCHEROO . . . Dave (Curly) Ross is reported to be doing a swell job with his entertainment booking biz in Milwaukee.

PHIL KESTIN . . . this month, marks eight years on the same location in Milwaukee.

NELLIE BROWN . . . has obtained a six-room apartment in Milwaukee in exchange for her home in Chicago. She plans to remain in the Beer City indefinitely.

Things We Never Hear: "That fellow can return here any time he chooses. For our money he is one of the most gentlemanly and affable persons who ever visited our town."—Local store owner.

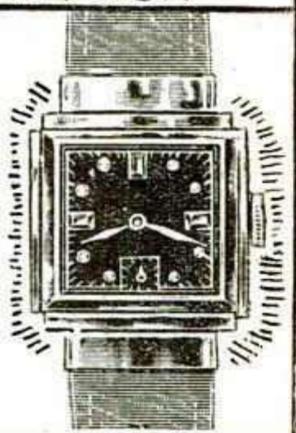
THE WELL-KNOWN . . . Robin Joseph Itzkowitz, known to his cronies in the pitch game as Binkel, hit print recently in an article in the *Profitable Hobbies* magazine.

MIDWEST HAS THE BEST IN PREMIUM MERCHANDISE

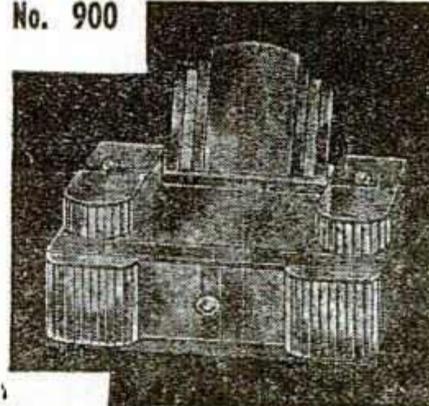
NEW! Men's Rhinestone Watches

IMMEDIATE DELIVERY!

15-Jewel Rhinestone or Ruby Dial — Dome Crystal — 8 1/2 Ligne.
\$16.50 ea. \$15.25 ea.
 Lots of 6 Individually Boxed



DE LUXE MUSICAL VANITY DRESSER No. 900

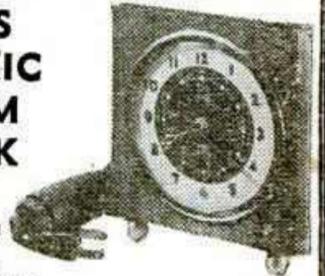


Beautiful Blue-White Vanity, has 1/2 mirror base, 2-Tone Swivel Mirror and Flexo compartment. When drawer is opened music starts playing a beautiful tone. Individually Packed, 6 in a case. . . . **\$3.50 ea.**

15-Jewel Numeral Dial, Dome Crystal
\$13.45 ea.

JANES ELECTRIC ALARM CLOCK

\$3.12 ea. \$36.00 doz.

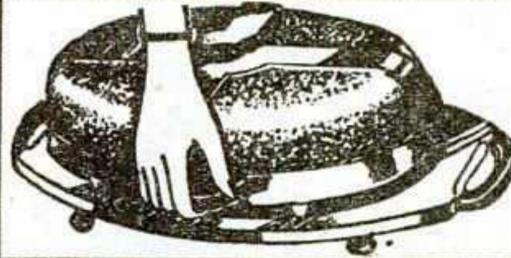


ROYAL MASTER

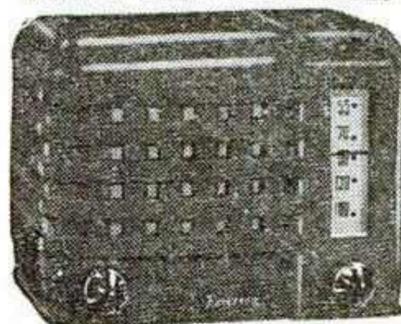
Electric Broiler

IT BROILS! IT COOKS!
 IT FRIES! IT WARMS!
 3 Heats: High, Low, Medium.
 110-120 Volts AC-DC.

Lots of 6 **\$8.50**
 Sample **9.25**



EMERSON TABLE MODEL RADIO



- AC-DC Superheterodyne
- 5 Tube Set
- Alnico Magnet Dynamic Speaker
- Oversize Built-In Super Loop Antenna
- Slide Rule Dial
- Automatic Volume Control
- Plastic Cabinet in 4 Colors: Maroon, Green, Ivory and Amber
- Immediate Delivery

\$16.00 ea.

in lots of 3 or more
 Samples — **\$1.00 Extra**

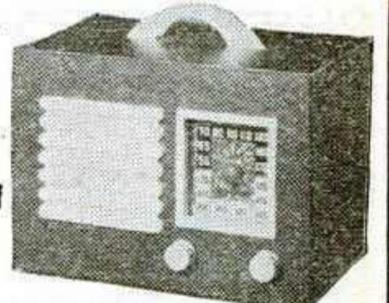
Sally HOT SPOT Silent Flame Desk LIGHTER



Pull lighter from base, rest on rail, touch other end to figure and Presto! a Silent Flame.
 Height 5", 3" Square.
\$18.00 Per Doz. . .

GENERAL AC-DC RADIO

5 Tube Super Use It in Any Room of the House



The all-purpose radio. Its fine five-tube super circuit challenges all other receivers in its price class. Highly sensitive with brilliant tone. Attractive simulated leather case. 6 5/8 x 8 3/4 x 5 3/4 inches with plastic handle and trim.
 Price each **\$11.95**

COFFEE MAKER

Original Lifetime Micro Stainless Steel . . .

For rich, flavorful coffee. Non-Breakable, highly polished stainless steel—heats faster—holds heat longer. All metal filter—no messy filter cloths to clean. Fully guaranteed. Capacity: 8 cups. Lower bowl makes ideal cold drink server.

Price Each, in lots of 6 or more **\$6.25**
 SAMPLE, Each **\$7.25**



Write for New Catalogue
 Complete Line of Sessions Clocks, Nationally Advertised Radios, Blankets, etc.

25% Deposit—Balance C.O.D. or Sight Draft
 Payment in full will save C.O.D. charges

MIDWEST NOVELTY CO.

823 W. RANDOLPH STREET

Phone: MONroe 4328

CHICAGO 7, ILLINOIS

CRITICAL XMAS LITE SETS AND BULBS

TERMS: Net F. O. B. Chicago—20% Deposit on C. O. D. orders or cash and carry. All items in stock now. Subject to prior sale.
XMAS LITE SETS
 Advertiser Brands, Quality Wiring.
 GE Bulbs, Individually Boxed.

XMAS LITE BULBS
 Nationally Advertised Brands.
 Packed 10's or 100's to box.
 Assorted Colors.

ROOSEVELT B. SALES

Lots of 50 sets or more (can be asst.) (slightly extra under 50 sets)
 C6 Series Sets—8 Lite **\$1.53 set**
 C7 or 7 1/2 Independent Sets—7 Lite **2.53 set**
 C9 1/2 Outdoor Independent Sets—7 Lite **3.29 set**
 T4 1/2 Candle Series Sets—8 Lite **1.88 set**
 Lots of 100 up (10% extra smaller quantities)
 C6 (Series) Bulbs **12¢ ea.**
 C7 or 7 1/2 (Independent) Bulbs **21¢ ea.**
 C9 1/2 (Outdoor Independent) Bulbs **23¢ ea.**
 Also Chinese Lantern C6 Series Bulbs, Ass't. Colors,
 Packed 25 to Box **12¢ ea.**
 Office—3351 Roosevelt Rd. Chicago, Ill.
 Phone: ROCKwell 0408

MEXICAN TURTLES

They wiggle!! They jiggle!! They wobble!! Look real!! Made out of Mexican Pottery. Hot Christmas item. Immediate delivery.

\$16.20 Per Gross F.O.B. Boston
 Send \$1.00 for Samples

SLIDE TROMBONES

HOTTEST ITEM IN YEARS!!

Send 50c for Sample
 Price on Request

JAY-DEE CONCESSIONS

23 Lanark Rd. Brighton, Mass.
 Tel.: Asp. 0365

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.

CARNIVAL ENGRAVERS STORE ENGRAVERS

Handling Fine Line of Engraving Jewelry
 Not The Lowest Price—
 But The Highest Quality

All Identification Bracelets Reduced to

\$4.00 Doz.—\$45.00 Gross

Over 200 other engraving items. Write for \$10.00 sample assortment today. All merchandise guaranteed. Your money refunded if not satisfied. All orders shipped same day received. Write For Catalog.

MILLER CREATIONS MFR.

6628 Kenwood Ave. Chicago 37, Ill.

RUN MENDERS ARE BACK

54-Gauge with Rubber Handle. Gross, \$4.32; 1,000, \$27.50. With Wood Handle. Gr. \$7.20. No. 2 Nylon, Special Rubber Handle, 50 or more, 10¢ each. Wood Handle, 12 1/2¢ each. No. 86 Hook 1/2 in. long. 68D Hook 5/16 in. long. Directions furnished. Deposit required. 5 samples, one of each kind, \$1.00.

RUN MENDER WORKS

200 W. Broadway, Dept. X, Waukesha, Wis.
 J. O. JOHNSON, Manager

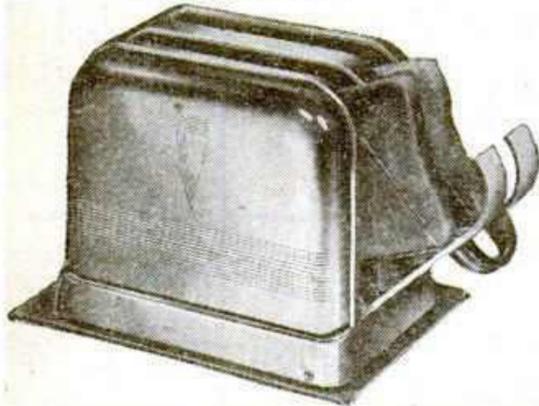
SHURE Specials for SURE PROFITS

★ Shure values put you on the beam for sure profits!
Shure merchandise is right! Shure prices are right
... and the Shure reputation for square dealing is a blanket guarantee of satisfaction.

TIP-OUT TOASTER

A NATURAL FOR FAST SALES ACTION

Combines real flash with practical "buy" appeal. Use it on boards! Use it as a main prize! Use it as a self-liquidating premium—or for straight resale. It looks like four times the money. It sells on sight—it builds real dollar profit volume on any type of deal. Its highly polished mirror chrome finish, new tip-out feature and modern streamlined design make it a sales producer. Toasts golden brown—two sides, two slices at a time. Long life nickel chrome elements, operates on AC or DC, 1,000 watts. Removable crumb tray—ventilated base. Put this great toaster value to work for you now!



SPARKLING MIRROR CHROME FINISH
Toaster measures 6 3/4 x 9 1/4 x 6 1/2 inches. Individually boxed, 12 to a case. Priced F. O. B. Chicago. Immediate delivery.
IN LOTS OF 12 OR MORE, ea. SAMPLE, \$6.95

\$4.95

ELECTRIC RECORD PLAYER with HIGH POWER AMPLIFIER

Tops in quality and value. Completely self-contained with built-in high efficiency, 3-tube amplifier with oversize power transformer. Full 5-in. PM speaker. Balanced light weight crystal pick-up with permanent needle—good for thousands of plays. Brings out the best from every record. Full bodied, resonant tone with perfect volume control. Modern Dupont leatherette covered luggage type case with carrying handle. Operates on 60 cycle AC, 110-120 volt. Measures 19 1/2 x 14 x 7 1/2 in. F. O. B. Chicago.



LOTS OF 3 OR MORE EACH, ONLY \$25.00

SAMPLE \$27.50

another SHURE value PORTABLE PLAYER with AUTOMATIC CHANGER

Portable, but with all the fine features of a console model. Completely self-contained with 3-tube amplifier circuit (7C5, 5Y3, 7N7) to provide full 2-watt output. Has new positive action gearless record changer for playing 10 twelve-inch or 12 ten-inch records without attention. Full 6-inch PM speaker with separate tone and volume controls. Acoustically and electrically engineered to bring out the best in every record. Has permanent type needle—good for thousands of plays.



FULL 2 WATT POWER OUTPUT

The power output of this unit with its matched speaker gives you rich, full-bodied tone with volume to spare. Unit operates on 110-120 volt, 60 cycle AC. Draws only 100 watts. Attractive leatherette carrying case with luggage-type handle. Case measures 9 3/4 x 16 x 18 inches—plays with lid open or closed. Priced F. O. B. Chicago. Immediate delivery.

3 OR MORE PRICE, EACH \$39.90
Sample \$42.95

AUTO. WIRELESS RECORD PLAYER

Plays through any radio without connecting wires. Automatic changer plays 14 ten or 12 twelve-inch records without attention. New light weight tone arm. Leatherette covered case 13 3/4 x 12 3/4 x 8 3/4 inches. For 60 cycle AC, 110-120 volt. A splendid value!

LOTS OF 3, EA. \$28.50
SAMPLE \$31.25

A SUPER VALUE WIRE RECORDER

A complete, portable wire recorder. Records, plays, erases. High impedance crystal microphone. Recording and play back amplifier. Dual purpose, four tubes, including rectifier. Tone and volume control. Full 5 1/2 inch dynamic speaker. Portable. Specification sheet on request.

WRITE FOR PRICES

WIRED AUTOMATIC CHANGER PLAYER

A record player that wires direct to the audio amplifying system of any radio set. Plays 12 twelve-inch or 14 ten-inch records without attention. For operation on 110-120 volt 60 cycle AC. Attractive leatherette covered case.

LOTS OF 3, EACH \$21.50
SAMPLE, \$24.50

Shure PA systems set the standard for quality. Don't sell your band or entertainment short with poor sound. Write today for specification sheets on your needs.

All Offerings F.O.B. Chicago

Terms: Net Cash or 25% Deposit, Balance C.O.D.

ARNOLD SHURE COMPANY

DIVISION OF NATIONAL ACOUSTIC PRODUCTS

All Phones Haymarket 8522

130 No. Green Street CHICAGO 7, ILL.

Calif. To Push County Exhibits

(Continued from page 59)

judging at the 1947 fair horse shows was expressed at the board meeting. Criticism was leveled by Fred H. Bixby, Long Beach, board president, who termed the judging "bad" and said the use of California judges exclusively caused "quite a few good horses" not to be shown.

Following Bixby's suggestion, the board adopted a motion that in the future all horse show judges should be from outside the State. This later was rescinded when J. E. O'Neill, Fresno board member, who cast the lone vote against the measure, defended this year's horse show judges.

The board then instructed E. P. (Ned) Green, secretary-manager, to arrange in the future for a majority of horse show judges to be from outside the State if it is feasible. "I want outside judges for the 1948 fair," said Bixby, "for the benefit of horsemen who do not know the horses or exhibitors."

The 1947 State fair grossed the record-breaking income of \$868,151, more than double the figure for the fair of 1941, last previous year in which the exposition was held. The report was made by John Patterson, accounting officer, who said this year's total operating expenses aggregated \$651,287.

Records show total revenue for the 1941 event was \$416,895. Refurbishing of the fairgrounds after occupancy by the army during the war years and the adding of capital improvements before this year's fair, came to \$495,000.

Unofficial attendance figure for 1947 was given as 650,654, compared with 526,902 for 1941. Official figures are expected to be completed for submission at the November 21 meeting of the board.

Patterson explained that in addition to the fair operating revenue of \$868,151, supplementary income included \$125,000 from the State fairs and expositions fund and \$75,970 from the government as part of the settlement for occupancy of the grounds by the army.

This provided a grand total revenue of \$1,069,122, compared with \$541,895 in 1941. The 1941 fair revenue also was supplemented by \$125,000 from the fairs and exposition fund.

The report shows \$2,004,207 was wagered on the horse races this year, an increase of \$1,278,354 over 1941 wagering.

SPEED ROUND-UP

(Continued from page 59)

Cal Niday, Piper, Young, and Johnny Tolan.

Hughes Stadium Results

SACRAMENTO — Norman Girtz, Fresno, won the 30-lap midget auto race feature at Hughes Stadium here Monday (13). Eli Vukovich was second and Dick Ferguson, third. Vukovich took the semi-main and Andy Guthrie passed the checkered flag first in the trophy dash.



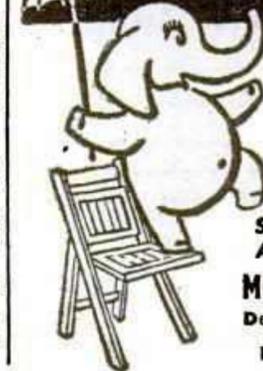
WHAT—ME WORRY? SAUNDERS

has always taken care of me and can supply your needs also—

WRITE FOR OUR CIRCULAR

SAUNDERS MFG. & NOVELTY CO.
708 Frankfort Ave. Cleveland 13, Ohio

FOLDING CHAIRS



Even Jumbo Can't Tip THESE FOLDING CHAIRS

Send for Price List, Also Bingo Catalog

MORRIS MANDELL, Inc.
Dept. B, 131 W. 14th St. New York 11, N. Y. Phone: CHelsea 2-3064

MAIL ORDER—CREW MANAGERS—DIRECT SALESMEN

Here is Your Opportunity for Big Quick Profits
Large eager market waiting for the scarcest item available.

CHRISTMAS TREE INDOOR LIGHT SETS

Of which we have 50,000 sets available for the Christmas season and it will be impossible for us to produce and distribute any more for this Christmas season. All sets are equipped with G.E. Mazda lamps.

C—6 eight-light series sets, \$21.00 a dozen
C—7 1/2 seven-light independent sets, \$28.00 a dozen
C—7 series replacement bulbs, 100 for \$10.00
C—7 1/2 bulbs for replacements, \$15.00 a 100

STERLING ELECTRIC MFG. CO.

401 East Hennepin Ave., Minneapolis, Minn. Ge. 2986



Money orders, certified checks accepted only.
No C. O. D.'s, please.
Money refunded if out of stock when order is received.
10 Dozen C-6 Xmas Tree Lite Sets... \$194.40
F. O. B. Mpls., Minn.

AMERICA'S FASTEST SELLING POCKET PUSHCARD DEAL

\$1,000.00 BEING MADE EVERY MONTH by live operators placing this deal on consignment. Small pocket deal. Small investment. High-Class Merchandise With Sales Appeal. A red-hot item. Blind value. Profit on each deal, \$9.00. Fast turnover in all types of locations.

Air mail us for full details or include \$6.25 for complete Sample Deal. Postpaid. If not satisfied return same for full refund.

DIRECT SALES SERVICE, P. O. BOX 226, CULVER CITY, CALIF.

TWO SURE FIRE HITS MAN IN BARREL KILROY WAS HERE

\$3.00 DOZEN \$22.50 PER 100
\$2.25 DOZEN \$24.00 GROSS
25% Deposit, Balance C. O. D.

B. PALMER SALES

1433 Second Ave. Phone: Harwood 9539 Dallas 10, Texas

SALESBOARD SIDELIGHTS

New York:

Joseph Rake, Rake Coin Machine Exchange, is currently carrying large stocks so that visiting coinmen and board operators can pick out their needs from Rake's stock of Universal, Consolidated and Bork salesboards. . . . Profit Manufacturing Company is claiming to have the largest selection of coinboards in the country.

Hy Greenglass, of Greenglass Sales Company, and Otto Goldman, sales manager of Globe Printing Company, both are talking of real "dream" salesboards—in other words the "best ever"—whenever they talk of their firms' new lines. . . . Most of the salesboard firms in town are planning to expand their sales staffs this winter with the introduction of full new lines.

Bork Manufacturing executives are claimed to have planned something different as far as a salesboard is concerned. . . . Herb Trotten is the new addition to the New England sales staff of Black Sales Company. . . . General sales for boards this winter is reported likely to be tops in board history.

Chicago:

Reuben Berkowitz, Bee-Jay Products general manager, reports that the new All-Stars, a 1,500-hole dime coin seal board, not as yet officially announced to the trade via advertising, is pulling in numerous orders and inquiries. New board, released last week, is in the spirit of the season, featuring a football background. A surprise come-back was recorded last month by the Kilroy Was Here board. This nickel board is again climbing into the high sales group.

Of the three new Bee-Jay presidential coin seal boards, the nickel People's Choice is leading in current sales, Reuben states. The dime Presidential Winners, released after the nickel board, is coming up with increasing demand noted. Third board, the quarter Leaders of Freedom, is seeing its first deliveries now. All four floors of the Bee-Jay plant are geared to operate at top efficiency and expedite the production of the firm's salesboards, with generous use of automatic machinery building higher output totals.

Peerless Products, Inc., saw its full staff of officials stay close to the

Chicago plant this last week. Irv Padorr, vice-president, says production on current lines is being pushed while plans are perking for issue of over a dozen new boards next month. Cardboard requirements of Peerless has jumped to keep pace with the increased production schedule. Irv sees no great worry on this score, as supplies are available.

The Harlich Manufacturing Company plant, a one-story building completed about a year ago, is rolling along at top tempo these days punching out boards. Production and working efficiency is advanced by the running of the railroad spur track right into the plant. Winter weather will not impair unloading activities. Firm's Sam Feldman, sales manager, says that while raw materials are coming in in good amounts, the over-all supply picture could stand improvement.

Superior Products' office personnel moved into the new second floor addition to the office section recently. Addition was completed three weeks ago. Jack Morley, president, says that now all departments are grouped together. The administrative, executive, art and advertising offices are now situated in the new section.

Cleveland:

E. V. (Norm) Finson, head of Normax Sales Company, has returned from Chicago. He is now directing the final touches for the completion of Normax's new fall line, which will feature a new type layout design known so far as "Normax-GSWD."

LONG BEACH PIKE

(Continued from page 57) tractions. These include Lady Vivian, sword swallower; the African Knotty Man, recently featured in a Ripley newspaper column, and a midget fire eater. Ray Minton is manager of the Glacy Side Show interests.

Norris Back on Job

C. F. Norris, president of Norris Enterprises which operates a number of concessions and shooting galleries here, has returned from Salt Lake City where he operated a number of concessions at the recent centennial celebration. Norris now has seven concessions on the pike and is preparing to open a new shooting gallery here.

Bill Hobday, president of the Pacific Coast Showmen's Association and operator of a mentalist act here, is repainting his place of business, following which he plans a vacation of salmon fishing on the Smith River in Oregon. Hobday played several successful fair dates this year.

Ludwigs on Vacation

H. A. (Pop) Ludwig, manager of Virginia Park, is vacationing in the desert with Mrs. Ludwig, who is reported recovered from a recent illness. Ludwig recently traded his Cadillac for an eye-catching new Town-and-Country Station Wagon, which he is using to pull his luxurious house trailer.

A new Kiddie Roller Coaster now occupies the space in Virginia Park formerly used by the huge Gyro Globe, which is now operating on the East Coast.

AROUND THE GROUNDS

(Continued from page 58) Fair, attended the Atlantic Rural Exposition, Richmond, Va., and the Raleigh (N. C.) State Fair.

Two permanent buildings are in the planning stage for Weymouth (Mass.) Fair. A new steel and concrete grandstand was erected last year.

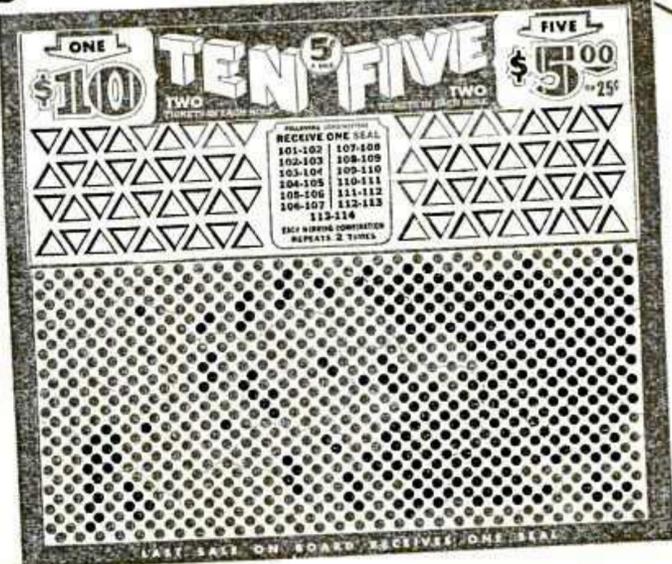
Another First

2 For 5¢ PLAY!

TWO TICKETS IN EACH HOLE

Now is the right time for low priced play!

"TEN 'ER FIVE"
840 G L HOLES
5¢ PLAY
Two Tickets Per Hole
SPECIAL THICK
No. 18171-5
Takes In\$42.00
Av. Payout 19.17
PROFIT \$22.83



Extra! ANOTHER FIRST! TRIANGLE SHAPED SEALS!

HARLICH

MANUFACTURING COMPANY • 1200 N. HOMAN, CHICAGO 51, ILL.

"Where boards of BETTER QUALITY for BETTER PROFITS are made"

LARGEST SELECTION OF COINBOARDS IN THE NATION!

TYPICAL SPECIALS

Piggle Bank, 1500 holes—5¢ play Takes IN—\$75.00 Pays OUT—\$38.25 PRICE \$4.18 plus \$1.70 in coins	Play Ball, 2000 holes—10¢ play Takes IN—\$200.00 Pays OUT—\$124.00 PRICE \$6.40 plus \$7.70 in coins
Jack Rabbit, 1500 holes—10¢ play Takes IN—\$150.00 Pays OUT—\$99.50 PRICE \$5.00 plus \$1.70 in coins	3-Way Money, 1200 holes—25¢ play Takes IN—\$300.00 Pays OUT—\$190.00 PRICE \$5.67 plus \$6.00 in coins
Lucky Dimes, 1500 holes—10¢ play Takes IN—\$150.00 Pays OUT—\$84.00 PRICE \$5.60 plus \$3.00 in coins	Pennies From Heaven, 1200 holes—5¢ play Takes IN—\$60.00 Pays OUT—\$28.50 PRICE \$3.80 plus 26¢ in coins
Standout, 1792 holes—5¢ play Takes IN—\$89.60 Pays OUT—\$38.50 PRICE \$5.50 plus \$2.20 in coins	

ALSO AVAILABLE: Multi-Giant Boards—6 Tickets for 25¢

Send for FREE 64-page Illustrated Catalog. 25% Deposit With Orders, Balance C. O. D.

PROFIT MFG. CO.

41 WEST 23RD ST. NEW YORK 10, N. Y.

Jack in Barrel
2000 holes—10¢ play
Takes IN\$200.00
Pays OUT 129.00
PRICE \$5.67 plus \$8.30 in coins

SALESBOARDS & TICKETS

Holes	SPECIALS Name	Average Profit	Net Price
1000	1¢ Cigarette Board, Pays Out 30 Packs		\$ 7.78
500	5¢ Silver Peak, Coins Not Included (6)	\$15.00	1.73
1500	15 Section Plain Board		1.78
2500	25 Section Plain Board		3.09
860	5¢ Fill	26.70	3.28
1250	25¢ Cheery Charley	89.00	2.58
600	5¢ Lotta Bucks	9.00	1.15
1020	5¢ Everything Goes	24.55	2.16
1200	5¢ Sittin' Pretty	24.30	3.69
1000	5¢/25¢ Poke-a-Seal Ticket Pad	31.50	1.74
2040	5¢ Single Sewed Red, White, Blue Ticket	30.00	.60

We Have Many Other Money Makers
25% Deposit—Balance C. O. D.

PAN SALES COMPANY
7 West 5th Street NEWPORT, KY.

SALES BOARDS - - TICKETS
EMPIRE LINE
MANUFACTURER'S DISTRIBUTOR
GRAND NOVELTY COMPANY
1304 E. Indianola Ave., Youngstown, Ohio
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American Novelty Co.
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WINNER of the WEEK

FAST ACTION BOARD
2,000 Holes—10c Play
TAKES IN \$200.00
Average Payout.....\$140.00
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See Rake for the largest selection of all the latest boards—Coin Boards, Jackpots, Definites and Plain—also Bingo Tickets, Tickets, Jar Deals, Box Deals, Pad Style Deals.

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WATCH THIS SPACE FOR A NEW WINNER EACH WEEK

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We have a large selection of boards on display.

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**Distributors
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CONCENTRATE YOUR
PURCHASES WITH
THESE MUNCIE
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GAY GAMES, INC.
COMMERCIAL PRINTING CO.
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"WERTS"

World Famous Ticket Games

7 DISTINCTLY DIFFERENT STYLES OF JAR GAME TICKETS IN OVER FIFTY SIZES, GIVING YOU HUNDREDS OF FAST ACTION, COLORFUL, PROTECTED DEALS

RO-WO-BO

JAR-O-SMILES
POK-ER-BOK
PICK-A-TICK

REEL-O
DICE-GAME
BAS-BAL

Write for Additional Information and Prices

*"You Might Buy Cheaper, But
You Can Never Buy Better"*

WERTS NOVELTY COMPANY, INC.

920 S. PERSHING DRIVE

MUNCIE, INDIANA

Hot But Good In Shreveport

(Continued from page 58)

J. G. Lee, dean of the Agricultural College of the University of Louisiana, participating in the ceremony. Youth participation in the fair this year has reached a new high, with record entries by both 4-H and FFA boys and girls.

Strong Opening

Fair opened with a record opening-day crowd, which was lured by automobile races, staged by National Speedways (Al Sweeney and Gaylord White) and by a football game, held in the fairgrounds stadium, between Chattanooga University and Centenary College of this city. The speed events pulled a good opening-day grandstand, while the grid game attracted an estimated 9,000.

A highlight of opening-day morning was the annual parade of high school bands, in which 51 musical organizations from East Texas, South Arkansas and Louisiana participated. Following a mass concert on the downtown court house lawn, the bands paraded to the grounds to take part in the formal opening.

Sunday (19) also yielded a crowd of record proportions. Again auto racing was the feature, and the crowd it pulled was placed at 9,000, up from the preceding day and rated as excellent.

There were no afternoon attractions Monday thru Wednesday (20-22), but on Thursday (23), Jimmie Lynch's Death Dodgers opened a three-afternoon stand in front of the grandstand, and played to what was regarded as a good attendance for that day.

The Wilding Pictures Productions filmed the Lynch performance Thursday for a two-reel, black-and-white film which will be released under the title of *State Fair Thrills*,

Weather Wallops S. Carolina Annual

(Continued from page 58)

showing this afternoon, are expected to hypo attendance considerably. Moore, however, was pessimistic about being able to make up for the losses on the previous two days, regardless of the weather.

Moore announced that the fair had plowed back much of its wartime earnings in improvements. A new \$25,000 poultry building was filled to capacity. Perhaps the most prominent feature was the addition this year of a new ultra-modern women's lounge. The latter was already paying dividends in earned good will among the ladies.

Other new facilities included new quarters for the swine exhibit, new barns for cattle and a judging arena featuring covered bleachers. Moore said the farm machinery show represented the largest concentration of this type of equipment ever seen in South Carolina.

All exhibit space, inside and outside, was sold far in advance of opening.

Tuesday and Wednesday (21-22) were both good, with business said to range from normal to capacity.

Annual election of the fair association was held Tuesday night (21). All officers were re-elected. D. D. Whitcover, Darlington, president, and Ransome J. Williams, Mullins and Myrtle Beach, vice-president, were elected for one-year terms. Director J. L. McIntosh, Florence, was re-elected for a six-year term.

Office of secretary, held by Moore for many years, is filled annually by officers and directors at their annual mid-winter meeting.

63 JUDGES NAMED

(Continued from page 58)

feeding contest and barrows; I. M. Reed, Tamworth swine, and Harry D. Linn, Suffolk horses and draft geldings.

From Kansas: Dr. A. D. Weber, short-horns. From Kentucky, Harold Barber, Cheviot sheep; Robert E. Moreland, roadsters, fine harness horses, three and five-gaited saddle horses, and amateur three and five-gaited stakes and equitation classes. From Maryland: Guy E. Harmon, Yorkshire swine. From Michigan: Prof. George Brown, cattle carcasses. From Minnesota, Prof. P. A. Anderson, junior feeding contest and lambs, and Carol Plager, Duroc Jersey swine.

From Missouri: Prof. L. A. Weaver, champion barrows and sweepstakes, 10 barrows; Dean E. A. Trowbridge, draft geldings, amateur three and five-gaited stakes, equitation classes, roadsters, fine harness horses, three and five-gaited saddle horses, and David Smith, harness horses and ponies, roadsters, fine harness horses, three and five-gaited saddle horses, and equitation classes.

From Nebraska: Guy McReynolds, Hampshire swine. From New Jersey, Arthur J. McCashin, hunters and jumpers, and Robert A. Fairbairn, associate horse show judge. From New York: Mrs. Reed A. Albee, amateur three and five-gaited stakes and equitation classes, and Lewis E. Waring, associate horse show judge. From Ohio, Peter W. Hintz, Lincoln and Cotswold sheep; Carl H. Bradford, Dorset sheep, and J. P. Walker, wool show.

From Oklahoma: Dean W. L. Blizzard, Percheron horses and draft geldings. From Wisconsin, Gavin McKerrow, Shropshire sheep. From Wyoming, Arthur L. King, Corriedale sheep. From District of Columbia, K. F. Warner, swine carcasses. From Canada, Keith Henderson, Suffolk sheep; Prof. R. G. Knox, champion barrows and sweepstakes, 10 barrows; Wreford Hensen, Clydesdale and Shire horses.

WE CAN USE

Several Experienced Salesmen to call on wholesale jobbers and salesboard operators with a complete and nationally known line of Salesboards, Tickets and Merchandise Deals. The following territories are now available: Indiana, Illinois, Ohio, West Virginia, Virginia, Maryland, New York. Write at once, giving all details with regard to experience, reference and territory desired.

c/o The Billboard, Box 144,
Cincinnati 22, Ohio.

PUSH
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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

CLOSE OUTS—25% DEPOSIT.			
Holes	Name	Profit	Price
606	25¢ Charley Board	\$51.00	\$.79
1000	25¢ Charley	50.00	.89
1800	5¢ Lulu Board, X Thick	18.00	1.45
1000	25¢ J.P. Charley, X Thick	\$52.08	\$1.25
1200	5¢ Hit the Barrel	24.22	1.98
1020	25¢ Block Busters, X Tk.	81.56	2.59
1000	5¢ Assorted J.P. Boards	27.00	2.75
2400	10¢ J.P. Barrel	92.85	2.98
2400	5¢ J.P. Barrel	46.32	2.98
2170	5¢ Rd. Wh. Bl. 5-Fold Tkts.	\$36.50	\$1.65
2170	5¢ Rd. Wh. Blue Singles	36.50	1.59
120	Tip Ticket Books, \$19.85 Gr. Doz.		1.89

New 6 in 1 Boards, Coin Boards, etc. New Catalog.

WORLD'S BEST BOARDS, TICKETS, CARDS
DELUXE MFG. CO.
DeLuxe Building Blue Earth, Minn.

JAR DEALS & SALESBOARDS

Write for prices

Galentine Novelty Co.
520 E. Sample St.
South Bend 18, Ind.

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 CIGARETTE AND CANDY VENDING MACHINES. All makes, models, lowest prices. What have you to sell? Mac Postel, 6750 N. Ashland, Chicago. ja3

A-1 STAMP MACHINES—SHIPMANS, VICTORY ROLLS, MULTIPLEX FOLDERS; Peanut, Gum, Popcorn. U. S. P., 100 Grand, Waterbury (5), Conn. no29

CANDY MACHINES—(6) MILLS 5 COLUMN, recently rebuilt and sprayed by Mills Company, complete with De-Lux bases, extra keys; bargain, \$75 each, \$435 for lot. Check with orders. Klots Sales Company, 156 Edgewood Ave., Atlanta, Ga.

CLOSING OUT—30 1947 MODEL A.B.T. CHALLENGERS, used 3 months; A-1 condition. Make offer on 1 or 30. King Gaultney, 411 Grenada Inn, Macon, Ga.

FOR SALE—USED JENNINGS 5c MACHINES, 4 Dixies, 10 Silver Moon Chiefs, 5 Chiefs, 2 Silver Club Chiefs, 1 Victory Chief, 2 Four Stars, 4 Silver Chiefs, 1 Bobtail, 1 Console at \$50 each. Used Jennings 10c machines, 1 Silver Chief, 1 Chief, 1 Club Special, 1 Four Star, 1 Dixie at \$60 each. Used Jennings 25c machines, 1 Four Star, 2 Silver Chiefs at \$70 each. One 25c Gooseneck at \$25. Used Watling, five 5c at \$30 each; three 10c at \$35 each; twelve 25c at \$40 each. Used Mills, two 5c Blue Fronts at \$50 each; one 5c Bonus at \$50 each; two Cherry Bell at \$110 each; three 5c Black Cherry Bell at \$145 each; one Mills 10c Cherry Bell at \$125; one Gooseneck 10c machine at \$25. All machines just recently off location and in working condition. 25% deposit with all orders, balance C.O.D. Kellogg Sales Company, Koehler Hotel, Grand Island, Nebr.

FOR SALE—ARCADE AND DISTRIBUTING Business, in heart of Los Angeles; write for details. F. E. McKee, 2041 Kenneth Road, Glendale 1, Calif. no8

FOR SALE—TOTAL ROLL, \$175; SKEEBALLS from \$15 to \$135 for Wurlitzer, Juke Boxes from \$95 for Mills Throne to \$350 for 850; Pin Games from \$12 Zip to \$59.50 for Double Barrel. Will trade equipment with operators in North West. 1/2 deposit. Interstate Sales, 2401 So. 27th St., Milwaukee, Wis. no8

FOR SALE—SPECIALS, 5c Q. T., \$59.50; 5c Vest Pocket, \$29.50; 5c Melon Bell, \$99.50; 10c Bell Front, \$109.50; Wurlitzer 750, \$289.50; 616, \$89.50, 600, \$139.50; Seeburg High Tone R. C., \$239.50; Vogue, \$149.50. O'Brien Music Co., 348 Thames St., Newport, R. I.

FOR SALE—5 WALTER PUNCH BOARD CABINETS, practically new. Complete with Board, \$21.50 each, 1/2 down, balance C. O. D. Lee Hirscher, 3459 Dury Ave., Cincinnati, Ohio.

FOR SALE—105 BRAND NEW ASCO 5c HOT Nut Machines, \$28.75 each. Discount for lots of 10 or more. Some stands also available. Wells Automatic, Inc., 52 Vanderbilt Avenue, New York 17, N. Y.

GET ON OUR MAILING LIST FOR AN- nouncement of a sensational new idea in Bubble Ball Gum for your vending machines. Russ Thomas Co., 2189 Central Ave., Memphis, Tenn. no15

FOR SALE—2 MINIT-POP POPCORN MA- chines, 6 months old, in perfect working condition, \$500 for the two. Goodman Vending Service, 119 Cumberland St., Lebanon, Pa.

LACK ROOM—MUST REMOVE FOUR SKEE Balls, large size. Make offer. Donat, 1364 Candia Rd., Manchester, N. H.

MASTERS PORCELAIN, \$7.50; OLDER MAST- ers, \$5; Advance No. 11, \$7; Model D, \$7; Yu Chu Gum, \$5. Leopold, 105 Bradley St., Bridgeport, Conn.

NOW—1 TO 100 BRAND NEW STAR PEANUT Vendors, filled with number one Spanish Peanuts, \$4 each. Cash with order. T. O. Thomas Company, 1572 Jefferson, Paducah, Ky. no15

PERFECT CONDITION GUARANTEED—ONE Roll-a-Ball, \$125. Six Pop-Ups, \$12.50. Eugene H. Cotter, 309 East St. Louis St., West Frankfort, Ill.

PIN BALL MACHINES—CLOSING OUT OUR route. Selling dirt cheap; nothing shipped. Charles Borer, Marshall, Mich. no8

RADIOS—COIN, 2 HOURS FOR 25c. USED only one summer in cabins, now closed for winter. Cost \$59. Will sell for \$35. Ryan Sales Company, Burlington, Vt.

REBUILT POPCORN MACHINES FOR SALE— Fully guaranteed. Priced from \$150. Consolidated Confections, 1314 S. Wabash, Chicago 5, Ill. no29

ROUTE OF 25c LATEX VENDING MACHINES earning \$12,000 per year, \$7,500 cash. Owner must move to Arizona for health. L. Honsinger, 1326 Central Ave., Indianapolis, Ind. no15

WANT—ADVANCE ROLLS, \$175; TOTAL Rolls, \$100. Bally Heavy Hitter, \$65. Donald Zak, 3017 South 14th Street, Milwaukee, Wis. no8

WANT TO BUY—DU GRENIER "S" MODEL cigarette machines. L. & H. Vending, 4807 Foster Ave., Brooklyn, N. Y.

WANTED—STANDARD JOHNSON OR AB- bott Coin Counters. Prefer models which count and assort coins from one to fifty cents. Give model numbers and prices. Elnomar Arcades, care Kroma, 5 Court Square, Long Island City 1, N. Y.

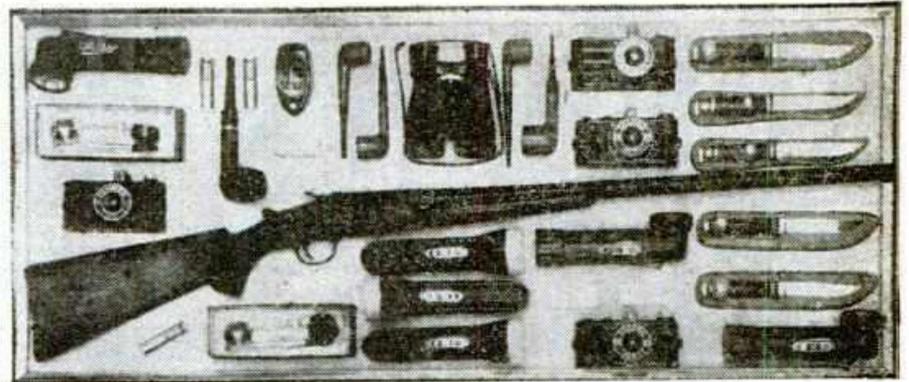
3 GOTTLIEB 3 WAY GRIP MACHINES— Used only 6 months, \$12.50 each, \$35 takes all 1/3 down. Duane Black, 241 No. 24 St., Omaha, Nebr. Apt. 21.

5 METAL TYPERS—3 LATE MODEL STAND- ard, 2 Harvard. All in good condition; all for \$1100. Add \$50 if crated, 1/2 deposit, balance C.O.D. H. A. Wolfington, 1170 Jefferson Ave., Salem, N. C.

10 PANAM DIGGERS, 10 JUNIOR DIGGERS, all hand operated; Rotary Merchandisers, Mutoscopes, Buckley, 2 Pre-Flight Trainers. National, 4243 Sansom, Philadelphia, Pa.

60 5 COL VARIETY SHOPS—ALL COMPLETE. As is, including stand, \$10 each. Rake, 609 Spring Garden Street, Philadelphia 23, Pa.

HUNTING SEASON PROFITS



**Stevens Single and Double Barrel Shotguns
Kabar Hollow and Taper Ground Knives
The Finest Nationally Advertised Items**

DEAL #530 SINGLE BARREL SHOTGUN DEAL CONSISTS OF:

- 1 Stevens Single Barrel Shotgun
- 1 Three Power Field Glass and Case
- 4 Candid Cameras
- 6 Gits Unbreakable Flashlights
- 1 Belmont Giant Pipe
- 5 Kabar Hunting Knives and Sheaths
- 1 Hull Auto Compass
- 4 Briar Pipes
- 6 Duraluminum Cigarette Lighters
- 2 Aluminum Aircooled Pipes with Extra Bowls

31 Fine Quality Premiums

DEAL #530 With 3000 Hole Board Taking in \$150.00 Profit \$ 88.10 Price \$71.90
With 4000 Hole Board Taking in \$200.00 Profit 123.10 Price \$72.90
The above deal with a DOUBLE BARREL STEVENS SHOTGUN instead of Single Barrel, but all other items the same, is DEAL #531.

DEAL #531 With 5000 Hole Board Taking in \$250.00 Profit \$124.65 Price \$125.35
With 6000 Hole Board Taking in \$300.00 Profit 173.65 Price \$126.35

BOTH DEALS CAN BE HAD ON ANY SIZE BOARD IN 5c-10c-25c PER PUNCH

ALL ORDERS SHIPPED SAME DAY AS RECEIVED

**SEND IN YOUR ORDER TODAY WITH
\$5 CHECK OR MONEY ORDER,
BALANCE C. O. D.**

**Write for complete catalogue of
HIGH PROFIT DEALS AND
SALESBOARDS**

A. N. S. Sales, Inc.

312 E. Market Street Elmira, N. Y.

EMPIRE
FOR THE *Finest*
in SALES BOARDS
EMPIRE PRESS
637 SOUTH DEARBORN ST.
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SALESBOARDS TICKETS
Complete Line of R. W. & B. Comb. Tickets & Bingos
WRITE FOR OUR LATEST ILLUSTRATED CATALOGUE AND PRICE LIST
Large Stock Plain, Tip, Definite, Jackpot, Multi-Giant, Coin and all kinds of Cigarette Boards. Complete line of Jar Tickets.
ABCO NOVELTY COMPANY
823 W. Randolph St. Chicago 7, Illinois

SALESBOARDS—All Orders Shipped Same Day Received

Holes	Play	Description	Average Profit	Net Price
400	5¢	LUCKY BUCKS, DEFINITE PROFIT	\$ 7.00	\$.85
520	5¢	EASY ACES, DEF. PROFIT, SLOT SYMBOLS	13.00	1.25
520	25¢	EASY FINS, DEF. PROFIT, SLOT SYMBOLS	55.00	1.25
720	5¢	BABY BELL, SLOT SYMBOLS	17.37	1.75
1000	25¢	ALL OUT CHARLEY, DEFINITE PROFIT	60.00	3.25
1000	\$1.00	JACK POT CHARLEY, THICK & PROTECTED	185.30	2.50
1000	5¢	OUT DOOR SPORTS, THICK, JUMBO HOLES	28.40	3.25
1000	5¢	SPOT OF GOLD, THICK, JUMBO HOLES	28.14	3.25
1000	10¢	BIG DIME DOUGH, THICK, JUMBO HOLES	42.75	3.25
1200	5¢	TEN BIG FINS, THIN, JUMBO HOLES	35.20	2.50
1200	5¢	VICTORY BELL, THICK, JUMBO HOLES	38.57	3.60
1200	50¢	TEXAS CHARLEY, THICK & PROTECTED	152.75	3.00

WRITE FOR OUR LATEST PRICE LIST
Large Stock Plain, Tip, Definite, Jackpot Boards and all kinds of Cigarette Boards, 1¢, 2¢ or 5¢, stating your requirements. 25% deposit with all orders—balance C. O. D.
MICHIGAN CITY NOVELTY CO. BOX 66, MICHIGAN CITY, INDIANA

Make \$250 to \$500 a week
BE YOUR OWN OPERATOR OF PUSH CARDS
A once-in-a-lifetime opportunity to make \$350 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 2 or 3 days. You can place hundreds of these cards each week.
25% Deposit with Order, Bal. C.O.D., F.O.E. Chicago
Write J & M SALES CO.—708 S. STATE ST.—CHICAGO 5, ILL.

PUSH CARD WITH 2 WATCHES
1 Watch to the seller and 1 Watch to the winning seat.
Push Card Takes in \$21.
Year Cost \$10.
EXTRA PUSH CARDS 10¢ EA.
Your Profit \$11.00

New Small Size Fast Moving Profit Loaded Giants

SIX TICKETS IN A HOLE — THICK BOARDS — STITCHED SEALS

120 HOLE TWO GIANT 25'S	120 HOLE TWO GIANT 10'S	120 HOLE ALL SEALS GO
\$1.00 PER HOLE (SIX TICKETS)	25¢ PER HOLE (SIX TICKETS)	\$1.00 PER HOLE (SIX TICKETS)
AVERAGE PROFIT— \$46.00	AVERAGE PROFIT— \$14.50	DEFINITE PROFIT
MAXIMUM PROFIT— \$58.00	MAXIMUM PROFIT— \$19.00	\$44.00

GARDNER & CO. 2222 S. MICHIGAN AVE., CHICAGO, 16 ILL.

PULL TICKET CARDS
AT VERY, VERY REASONABLE PRICES — WE MANUFACTURE ONLY — WE SPECIALIZE IN
TIP—TAKE TIP—JACKPOT—BASEBALL
Write, Wire or Phone Our New Factory Address
PHONE: WHEELING 340 **COLUMBIA SALES CO.** 302 MAIN ST. WHEELING, W. VA.

LAUNDRIES OFFER LOCATIONS

Coin Machines Help Business

Develop use of juke boxes, venders, amusement games for automatic laundries

CHICAGO, Oct. 25.—Operators of nearly all types of coin machines are finding many potential locations right in their own "back yard"—in coin-operated automatic laundries.

The development of the coin-operated laundry location, operators say, is a natural since the general atmosphere of such an establishment is conducive to use of coin-operated devices.

Among the items which are finding their way into popularity in automatic laundry stores are juke boxes, vending machines and pinball games. Also suggested as possibilities are arcade-type amusement machines.

Jukes for Laundries

Juke boxes have recently been tried out with success in two experimental automatic laundries by Ald, Inc., distributing firm for Westinghouse Laundromats. In Chicago and Los Angeles, Ald has found that a juke box proves beneficial in two ways: (1) It adds extra revenue to the operation for the store management, and (2) it helps fill in time for the customers who must wait from 30 minutes to an hour while their laundry is being washed and dried.

Col. F. E. Ross, general manager of Ald, stated that he feels that a juke box can be a definite help in making an automatic laundry more attractive to the customers.

However, much more common than juke boxes in such locations are vending machines. One popular type of vender in coin-operated laundries is the beverage vender. Because few automatic laundries are air conditioned, the inside temperature and humidity is generally such that a cold-drink dispenser is in demand.

Walter (Andy) Anderson, of Automatic Beverage Dispensers, Inc., of Chicago, reports that his firm has cup beverage venders in 15 Chicago automatic laundry locations. Anderson says that income in such spots is not particularly high, but that the average machine takes in plenty to support its operation.

Beverage venders are a big help in successful laundry operation, Anderson says, since they provide a desired service, give the operator of the (See LAUNDRIES OFFER, page 117)

5 Booths Left For CMI Show

CHICAGO, Oct. 25.—Only five booths remained unsigned Friday (24) for the Coin Machine Industries' (CMI) 1948 convention and show to be held January 19-22 in Chicago's Hotel Sherman.

James Gilmore said that these five booths are being held for late-comers who have already made inquiries but have not yet signed contracts for the space.

Calendar for Coinmen

October 27-29—International Association of Ice Cream Manufacturers' annual convention, Miami Beach.

October 27-31—National Electrical Manufacturers' Association convention and show, Hotel Traymore, Atlantic City.

November 10-14—32d National Hotel Exposition, Grand Central Palace, New York.

November 17-21—American Bottlers of Carbonated Beverages annual convention and International Beverage Exposition, Atlantic City.

November 18-20—National Association of Popcorn Manufacturers' annual convention and show, Hotel Sherman, Chicago.

December 1-4—Outdoor convention, Hotel Sherman, Chicago.

December 1-6—21st exposition of chemical industries, Grand Central Palace, New York.

December 8-10—American Society of Refrigeration Engineers' annual convention, Hotel Traymore, Atlantic City.

December 14-17—National Automatic Merchandising Association's convention and exhibit, Palmer House, Chicago.

January 19-21—Coin Machine Industries, Inc., convention and show, Hotel Sherman, Chicago.

CMI Cancer Fund Donations Start Rolling In

NEW YORK, Oct. 25.—With the November 3 jamboree highlighting the Eastern CMI Damon Runyon Memorial Cancer Fund Drive, Jack Mitnik, chairman, reported this week that early indications were that the affair would be a sellout, and that the committee was hopeful of raising the \$250,000 portion expected from this area. Leading the early ticket buyers here were Davie Simon, Simon Sales, and Emby Distributing Company, each sending in a \$500 check. Simon donated an additional \$100, as did H. Rosenberg, Al Simon and the H. & S. Amusement Company, of Newark, N. J. These ticket sales were made within hours after the pasteboards were sent out.

New Jerseyites continued to offer their aid in the fund campaign, according to Mitnik. Latest offers came from Irving Ornstein, Hercules; Irving Morris, Active Amusement, and Frank Russo and Joe Fisman, Atlantic Corporation of New Jersey.

Jerry Rosen, who will stage the jamboree, reported the following stars had agreed to appear at the affair: Milton Berle, Belle Baker, John Carradine, Bobby Jordan, the Ravens, Myron Cohn, Lilly Ann Carol, Dean Martin and Jerry Lewis, Jimmy Savo, Phil Leeds and Joe E. Lewis.

Larry Ash, of the Metropolitan

Distributors Form Trade Group in New York City

NEW YORK, Oct. 25.—Formation of the Coin Machine Distributors of New York, Inc., an association of New York distributors and jobbers, was announced this week by Charlie Lichtman, Hub Distributing Company.

The purposes of the new association, according to its charter, are: "To promote the general business welfare of its members who are engaged in the selling and distributing, at wholesale, of all types of coin-operated or automatic equipment, machines and supplies; to inculcate in them a high sense of loyalty to each other, to hold meetings for the better realization of the above named purposes, to promote fair competition amongst its members, to aid the economic status of its members, to disseminate pertinent information amongst its members, to create more efficient purchasing ability, to settle equitably and justly differences between its members, to procure uniformity and certainty in the customs and usages, and to promote and protect the welfare of its members."

Kwik Kafe Company, reported his firm plans to hold a Runyon Day soon, with all proceeds going to the drive. Ash says his firm will make the day an annual event.

Federal Tax Receipts Down

WASHINGTON, Oct. 25.—Federal coin machine tax receipts are continuing to lag behind last year's figures, altho September collections were \$7,021 ahead of September, 1946, according to a report issued by the Bureau of Internal Revenue this week.

For the first three months of the current fiscal year—July, August and September—returns were \$14,506,987 as compared with \$15,078,729 for the same period last year.

September coin machine tax receipts were \$1,102,812, while September, 1946, brought in \$1,095,790, the bureau disclosed.

Pinball Ops Submit Plan For License

St. Paul Council To Act

ST. PAUL, Oct. 25.—A compromise plan for licensing of pinball machines has been presented to the St. Paul city council by spokesmen for the Ramsey County Amusement Operators' Association.

The proposal, if adopted by the councilmen, will yield the city approximately \$31,000 annually, \$6,000 more than is sought under the council's own proposed permit system. Present license system is \$25 per machine.

Operators' proposal is this: Locations should be assessed \$50 each for an estimated yield of \$25,000 yearly. A \$5 license would be required for each machine in operation, for another \$4,000. Operators would be licensed at the rate of \$100 each, for an estimated \$2,000 yearly yield.

The city council's own proposal calls for doubling the present machine license fee from \$25 to \$50 per unit annually. It is expected that the operators' plan will be substituted by the council for its own proposal.

NAAMO Gives Visual Cast Kit To Vet School

NEW YORK, Oct. 25.—A visual cast outfit, complete with a movie screen, was presented to the Veterans' Coin Machine Mechanic Training School, jointly sponsored by the New York Board of Education, the Veterans' Administration and the National Association of Amusement Machine Owners (NAAMO) this week by F. McKim Smith, NAAMO president, as a gift from the association's members and well-wishers. School is being held in the Manhattan Trades Center here.

An animated movie outfit and special films will be purchased for the school shortly, Smith states, to help bring the instruction level at the school to the highest point possible in the country. This improved teaching equipment will mean about one-third more knowledge gained in the same six-month course, as it is difficult for many veterans to crowd around one or two machines, A. P. Henry, senior instructor at the school, points out.

Plans for future school aids, be- (See NAAMO GIVES on page 117)

Table Proposed Pin Ordinance in Omaha

OMAHA, Oct. 25.—Continued operation of pinball games with any number of balls was assured for the time being here as the city council this week tabled a proposed ordinance which would have prohibited pin games with less than five balls.

Exhibit Supply In Production On New 5-Ball

CHICAGO, Oct. 25.—Exhibit Supply Company announced Monday (20) that it is now in production on a new five-ball game called Tally Ho.

New game combines many of the leading features of Exhibit's previous games that had high play appeal, including Mystery and Cross Fire. Tally Ho's subject as illustrated on the backboard is a steeplechase horse and rider taking one of the racing course jumps.

Bonus Points

Tally Ho is replete with bonus pockets, bumpers and kickers. Among its features are skill alleys and mystery score pockets, all set on the playing surface of the game in a manner to test the customers ability to control the balls in play.

At the top of Tally Ho's playing surface five red bumpers are strung from left to right, numbered one thru five. As the ball hits each of these bumpers the red light goes out. When the player successfully puts out each of the red bumpers, any ball later passing thru either skill alleys on left top and left bottom of playing surface, called skill alley, adds 50,000 to score. Game has similar arrangement on green bumpers located at bottom center of playing surface. These are numbered 6 thru 10. When a player puts out all green bumpers, any ball passing thru two skill alleys located at top right and bottom right will jump score 50,000 points. Two kicker pockets that toss ball from left to right and right to left also increase player score. Mystery alley at bottom center and mystery pocket at dead center of board add from 5,000 to 15,000 points to score.

Saucer at Bottom

Tally Ho also has a saucer at bottom center of board to insure player interest in final roll of ball. Two extra large rubbers help the ball to ricochet across the saucer dropping ball in saucer hole. This hole then kicks ball out against the rubbers until ball eventually drops out of play.

Altho Tally Ho gives much player action and an opportunity to run up high score, actual time necessary to complete one full play is accomplished in a short time.

Report Progress of NCA Sales Program At Norfolk Meeting

CHICAGO, Oct. 25.—Progress of the National Confectioners' Association's (NCA) balanced selling training program was reported on at the October 23 meeting of the Tidewater Wholesale Confectioners' Association (TWCA) in Norfolk, Va. Frank S. Weisel, president of TWCA, invited NCA's merchandising director, James F. Mulcahy, to attend the meeting and to present the report.

To date, it was announced, over 112 classes in modern merchandising-selling methods have been sponsored by the NCA in its program to build a \$2,000,000,000 retail candy business.

In Hampton, Va., the Hampton Roads Cigar Company and Broudy-Kantor Company, Inc., have combined their selling staffs to make up the first balanced selling class to be held in Virginia. Class in Norfolk starts this week. It is expected that as a result of the Tidewater meeting other classes will be organized in that trading area as well as to expand thruout the State.



DAMON RUNYON CANCER FUND drive sponsored by Coin Machine Industries (CMI) receives \$250 from Bally Manufacturing Company's Employees' Benefit Fund. Left to right: Ray Moloney, national chairman of cancer fund drive; Mrs. Madeline Ziemke, president of Employees' Benefit Fund; and Herb Jones, Bally vice-president.

Drivemobile Used On WBKB Shows

CHICAGO, Oct. 25.—Coin machines are being televised here over Station WBKB.

Empire Coin Machine Exchange here recently supplied two Drivemobiles to the station for use with advertising depicting a moving automobile. At present the portion on the machine which displays a moving automobile traveling along a highway is being used once a week by the station.

Ralph Sheffield, of Empire, reports that station officials are enthusiastic about this method to provide moving scenes and are investigating other amusement games for possible televising.

Keeney Hits Volume Production on New Console Bell Machine

CHICAGO, Oct. 25.—J. H. Keeney & Company, Inc., here announced volume production on their new Gold Nugget console bell this week.

New console features special scoring features that score up to 100 on three lemons and 200 on three plums. Machine comes in a two-way model suitable to any combination of 5, 10, 25 or 50-cent play.

Bell is convertible to either free play or payout. It has a wooden cabinet and a lighted backboard.

In making the announcement, Keeney officials said that shipments have already been made to distributors and machines are on location in some sections already.

Federal Excise Tax Report

This week the U. S. Bureau of Internal Revenue released a State by State report of coin machine tax collections for the 1947 fiscal year. New York, California and Pennsylvania lead as purchasers of the \$10 federal tax stamp. The table gives a fairly accurate idea of the number of coin machines on location. Remember that these figures represent only the number of tax stamps sold, not the number of machines. One tax stamp may cover any number of machines.

States	Number \$10 Stamps Sold	Number \$100 Stamps Sold	States	Number \$10 Stamps Sold	Number \$100 Stamps Sold
Alabama	3,859	153	Nebraska	3,672	608
Alaska	261	80	Nevada	911	1,451
Arizona	2,203	643	New Hampshire	1,100	93
Arkansas	5,114	566	New Jersey	15,017	327
California	29,951	10,949	New Mexico	2,371	454
Colorado	3,573	861	New York	32,618	1,323
Connecticut	6,204	610	North Carolina	4,817	335
Delaware	1,001	28	North Dakota	1,818	112
District of Columbia	1,101	19	Ohio	24,821	4,449
Florida	9,274	499	Oklahoma	5,395	54
Georgia	7,040	208	Oregon	4,092	3,475
Hawaii	1,240	89	Pennsylvania	31,144	5,544
Idaho	2,256	2,153	Rhode Island	1,726	184
Illinois	23,825	7,813	South Carolina	3,996	123
Indiana	9,550	1,911	South Dakota	1,901	273
Iowa	8,964	3,800	Tennessee	6,873	201
Kansas	6,755	1,284	Texas	22,245	4,090
Kentucky	6,637	1,894	Utah	1,507	678
Louisiana	9,523	6,585	Vermont	731	102
Maine	2,095	56	Virginia	7,464	253
Maryland	7,401	2,812	Washington	6,256	6,314
Massachusetts	8,510	523	West Virginia	6,834	689
Michigan	15,254	498	Wisconsin	17,654	10
Minnesota	8,706	5,213	Wyoming	1,024	572
Mississippi	5,364	1,693			
Missouri	15,896	214			
Montana	2,285	1,220			
			TOTAL	409,829	84,088

Two Coin Firms Get Awards for Product Design

NEW YORK, Oct. 25.—Marking the first time the coin machine industry has been among the winners in the *Electrical Manufacturing* magazine's annual Product Design contest, Micro Switch and C-8 Laboratories took two of the five awards presented this month. This was the ninth time the awards were made, having been started in 1935, then discontinued in 1941 because of the war. Other winners included the General Electric Company, the Rockford Machine Tool Company and the Spiral Binding Company, Inc.

Receiving a certificate and a \$500 award, Micro Switch and the C-8 Laboratories were cited particularly for their product design in the coin-operated devices field. Awards to both concerns were made by representatives of the publication.

The Micro Switch award was for "a whisker type snap-action switch for coin-operated devices."

Foolproof Machine

The award to the C-8 Laboratories was for "an electrically operated automatic cigarette vending machine." A subhead on the story citing the award stated: "By performing electrically such functions as coin counting, coin additions, price pre-setting, pack ejection and coin return, maintenance is reduced, compared with mechanically operated units, and the machine is made more foolproof."

Judges in the contest included Frank J. Oliver, editor of *Electrical Manufacturing*; William J. Russell, vice-president in charge of engineering, Landers, Frary & Clark; W. L. Lewis, general manager, IBM engineering and production; Harold Van Doren, industrial designer, Van Doren, Nowland & Schladermundt, and Don R. Pervical, electrical engineer, grinding machine division, the Norton Company.

Gottlieb Appoints Chicago Coin Firm Wisconsin Distrib

CHICAGO, Oct. 25.—D. Gottlieb & Company announced here this week that Empire Coin Machine Exchange, Chicago, has been appointed Wisconsin distributor for Gottlieb products.

Gil Kitt and Ralph Sheffield, Empire partners, in turn, announced that they are planning a series of special showings of Gottlieb games at various cities thruout the State starting next week.

No schedule of showings is available at this time, but Kitt pointed out that operators will be notified of the events as they are scheduled.

Showings will be conducted by Kitt, Bob Schaefer and Paul Glaser.

New Parts Catalog, Price List Offered by Chicago Coin Mch.

CHICAGO, Oct. 25.—Chicago Coin Machine Company here has completed its new parts catalog and is making it available to operators requesting a copy by mail, firm's Sam Wolberg and Sam Gensburg announced this week.

Contents include a complete price list, parts for the entire line of Chicago Coin games, both old and new models, detailed wiring diagrams and numerous suggestions for machine maintenance. It is a two-color job, contains 40 pages in the 8½ by 11-inch size, with covers of chip board.

OPS NIX OUTSIDE LOCATIONS

Chi Outdoor Trend Noted

Changing weather, dirt, mishandling damaging to outside vending machines

CHICAGO, Oct. 25.—Increasing tendency to place penny bulk venders in outside locations has become evident here recently.

A survey of operators, however, indicates almost 100 per cent objection to such placement of machines, and the majority state flatly that they would rather lose a location than have their machines placed out of doors.

Some location owners, however, favor such placement, particularly when their establishments are already crowded with merchandise and displays. They feel that it provides them greater income, as the machines are accessible to more people.

Numerous Objections

Operator objections to outside locations are numerous and well-founded. Principal complaint is the undue wear equipment receives, but another important angle, they point out, is the possibility of damage to merchandise.

Harry Schwartz, of Pioneer Vending Service, which operates penny nut, candy and gum machines in Chicago, says that a few of his locations have insisted on placing machines in front of their establishments during hours of business. He points out, however, that he definitely tries to discourage such use, and the number of locations of this nature on his route are few.

Schwartz operates several different makes of vending machines and says that all of them are a definite headache when placed so that they are subject to changing weather, dirt and mishandling by the general public.

Weather Plays Havoc

Weather is constantly playing havoc with machines in outside locations, Schwartz pointed out. Rain is the most damaging element, especially when it seeps into the coin chute. It also can wreck a whole stock of merchandise in a short time. Wind and high humidity also hit at outdoor machines, he explained.

Several operators called attention to the radical changes in temperature that a machine must endure if placed
(See Ops Nix on page 99)

Coffee Vender Territory to Chicago Firm

CHICAGO, Oct. 25.—Walter (Andy) Anderson announced here this week that his firm, Automatic Beverage Dispensers, Inc., has been appointed to handle Kwik-Kafe coffee vending machines in the Chicago area.

Anderson reported that several of the coffee venders have already been received from the Rudd-Melikian Corporation of Philadelphia, the manufacturing firm, and will go on location immediately.

Kwik-Kafe venders were recently shown here by the manufacturers at a special display at the Stevens Hotel.

Cig Output Up

WASHINGTON, Oct. 25.—Latest figures released by the Department of Agriculture indicate that American cigarette manufacturers will make some 365,000,000,000 cigarettes during 1947, a gain of 12,000,000,000 over 1946.

While exports of American made cigarettes are continually declining, the amount of American smoking is on the rise, according to the government department, and production in 1948 will surpass even the all-time high mark expected to be set this year.

Holli-Ware Co. Announces New 1c Bulk Vender

CHICAGO, Oct. 25.—Holli-Ware Manufacturing Company here is in production on a new penny bulk candy and nut vender, B. E. Hall, general manager, announced this week. New vender, called Sugar Bowl, is made up of three separate compartments which are contained in a single cabinet, giving the appearance of a single machine.

Each compartment, which contains its own coin mechanism and delivery chute, stands side by side in the streamlined outer cabinet. To facilitate servicing, loaded units may be placed in the cabinet upon removal of empty compartments, much as magazines are placed in candy bar machines, Hall said. Units may be removed by loosening a screw on the cabinet top.

Dimensions of the over-all cabinet housing the three units are 19½ inches high, 11 inches wide and 7 inches deep. When full, the machine weighs 50 pounds. It is available in a red baked enamel finish.

Individual compartments have a glass-faced merchandise section which makes up their upper half.

Firm will shortly manufacture a cabinet-type stand for the new vender, Hall stated.

Drink-o-Mat Distributing Firm Formed for Midwest

CHICAGO, Oct. 25.—Formation of a new distributing firm, Midwest Drink-o-Mat Corporation, to handle distribution of the Drink-o-Mat cup beverage vender in Illinois and Michigan, was announced here this week by Martin S. Gordon, firm president.

With offices soon to be set up in Chicago, concern has been incorporated for \$100,000. Other principals in the organization will be Mark D. Yellon, vice-president; Ralph Berger, secretary; Bernard Schaefer, treasurer, and Julius Epstein and Joseph Shane, board members, who will serve along with Gordon, Berger and Schaefer.

Plans are to appoint sub-distributors in the near future and to make all sales to independent operators. The firm has already received its first shipment of Drink-o-Mats from the Drink-o-Mat Industries Corporation plant in Lawrence, Mass.

Canteen Dismissal Motion Arguments Set for Nov. 6

WASHINGTON, Oct. 25.—In a brief filed with Federal Trade Commission (FTC) last week, Austin H. Forkner, trial attorney, opposed the motion of Automatic Canteen Company of America to dismiss FTC charges against the firm. Dismissal motion is slated to be argued November 6.

Forkner claimed that Canteen's argument that a self-evident case has not been built and is not valid. Concerning the FTC charge that Canteen "knowingly received discriminatory prices," the trial attorney remarked that "it was not an act of God that caused the respondent to receive a saving of approximately \$4,000,000 on Wrigley gum alone on total purchases of approximately \$12,000,000 by paying 38 cents per hundred sticks of gum while others paid 55 cents. As another example," Forkner said, "it was not accidental that the respondent secured a price of .0198 cents per bar from the Curtiss Candy Company when others were paying .0267 cents per bar. The record shows that the respondent's gross profits on candy and gum were composed almost entirely of preferential discounts exacted from sellers such as the Wrigley and Curtiss companies."

Other Forkner Claims

Forkner's brief continued: "Of the \$4,091,386 gross profit resulting from the resale of Wrigley gum alone in the years 1937 to 1945, 96.48 per cent consisted of the difference between what others paid and the lower or preferential price which accorded the respondent."

The brief claimed that "the record does show that the respondent did seek and receive deductions from the manufacturers' regular price which they knew in fact where not justified."

On the second charge, that Canteen "maintained restrictive contracts with distributors," Forkner declared that objectionable clauses of the franchise agreements "are all for the benefit of the lessor (Canteen)." He further asserted that "some 16 distributors are suing the respondent

at the present time for the same reasons."

The most objectionable provisions of the contracts, Forkner stated, related to a prohibition to buy or sell only the . . . "merchandise of the respondent and to prohibition not to use or operate any vending machine other than the Canteens leased to the distributor."

Forkner accused Canteen in its dismissal motion of "the spinning of economic laissez faire doctrines and the indirect legal attack on the constitutionality" of the law in question.

Cut Bottle Drinks From 12 to 8 Ozs.

Meet Cost Increases

HARTFORD, Conn., Oct. 25.—A growing tendency to trim the size of bottled soft drinks from 12 to 8 ounces in order to meet rising materials costs without raising retail prices was noted by Connecticut bottlers attending the 29th annual convention of the Manufacturers of Carbonated Beverages at Hotel Bond here this week.

Association was told by Victor R. Kohnstamm, New York, that one of the most important factors in bottled soft drinks is the use of good water. If a bottle of pop bubbles over when opened, it's generally a sign that a poor quality of water has been used.

At the convention, John H. Delaney, Canton, was elected president; D. Page Bennett, East Hartford, vice-president; Carl F. Schrimmer, Higganum, secretary, and Emil Mascolo, Waterbury, treasurer.

Executive committee of the association is Salu Silver, Bristol; Alfred Tomasetti, Waterbury; Bernard Ladden, Waterbury; Charles Brooks, Stamford, and Christopher H. Buckley Jr., Hamden.

Ice Cream Mix Assn. Elects Gorman Prince To Fill Presidency

CHICAGO, Oct. 25.—Members of the National Ice Cream Mix Association, Inc. (NICMA), meeting at the Stevens Hotel here last week elected Gorman Prince, of the Alexandria Dairy Products Company, Alexandria, Va., to succeed Merle Hart, Interstate Creamery, Inc., New Castle, Pa., as president.

Other officers elected include John Steinwart, Oatman Brothers, Inc., Aurora, Ill., first vice-president; William P. Morgan, Rochester Dairy Co-Operative, Rochester, Minn., second vice-president; Edward H. Watson, Broadway Creamery, Denver, third vice-president; H. S. Wagner, Pet Milk Company, St. Louis, secretary, and J. A. Wilson, Comico Products Corporation, Alexandria, Va., treasurer.

A special meeting of NICMA's executive committee and new board of directors headed by Hart will be held in Miami today (25) to lay plans for the association's 1948 activities.



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[See Drink-O-Mat on display in Booths 21 & 22 at the NAMA Show.]

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Announce New Drink-O-Mat Accessories

Display Cup Receptical

CHICAGO, Oct. 25. — Albert Cole, president of Drink-O-Mat Industries Corporation of New York, announced here this week that his firm is planning a complete line of accessories to go with its Drink-O-Mat cup beverage vender.

First of the items was displayed at a special showing of the firm's product at Hotel Sherman Saturday and Sunday (18-19). (See story elsewhere in this issue). It was a waste cup receptical in matching colors to go with the vender.

Other items being developed at the firm's Lawrence, Mass., plant will be given their first showing at the Coin Machine Industries, Inc. (CMI) show here in January, Cole said. He declined to give any details of the additional accessories, but said there would be several.

Lea Yeaton, firm production manager, stated that Drink-O-Mat plans to double its present production within the next 60 days. Enough steel is on hand at the present time to take care of Drink-O-Mat's requirements for several months, Yeaton said, and new production methods will make it possible to step up production gradually.

Among other plans for the firm which Cole disclosed were a program to supply operators with sales promotion material and that several new distributor appointments will be announced shortly, including those for Florida, Louisiana, Texas and Cuba.

Large Capacity

Drink-O-Mat, which has a 1,000-cup capacity, features "Cooler Carb," dry refrigeration and carbonation unit which eliminates the conventional sweet-water bath system. It has an electronic system to indicate service needs.

Coin mechanism includes a National Rejectors coin changer unit. Delivery time is six seconds. A water filter and purifier are incorporated into the machine, and sirup is kept under CO2 pressure in order to deliver a standard amount and to serve as a flavor preservative. Vender is adjustable to handle any size of cup or amount of sirup.

Firm officials point out that every machine is given a 48-hour continuous running test which includes pulling of drinks.

English Soft Drink Firms Decontrolled

LONDON, Oct. 25.—Immediate decontrolling of England's 1,500 soft drink companies has been announced by the government. While the move means that firms are no longer confined to certain zones of operation, the majority of "name" brands here are not expected to go on sale throughout the country until the end of the year.

Controls were placed on the soft drink industry in 1942.

Calif. Cig Operator Adds Candy to Route

FRESNO, Calif., Oct. 25.—Cigarette Service Company, largest operator of cigarette machines in Central California and headed by A. B. McDonnell, is broadening its operation to include candy machines.

McDonnell has added Stoner Univendors to his equipment list. Assisting McDonnell is his nephew, Larry Cena, a veteran.

Valuable Stuff!

CHICAGO, Oct. 25.—A columnist in *The Chicago Daily News* told of a report from her hairdresser, who had just returned from a visit to her parents in Switzerland. Of all the gifts taken to her nieces and nephews, the report said, the prize was bubble gum.

The hairdresser "rationed" the gum to make it last. At the end of the first week's visit her nephew reported that he had just started on his second piece of gum. "I chewed the first piece a week and then sold it for 2 cents," he explained.

Add H. A. Shuford To Dr. Pepper Staff

DALLAS, Oct. 25.—Dr. Pepper Company has announced the appointment of Harry A. Shuford as a member of the firm's legal department. In his new post, Shuford will serve as assistant to Capt. S. M. Leftwich, Dr. Pepper vice-president and legal counsel.

Announcement stated that continued expansion of the beverage-making concern into new markets, plus its over-all growth has increased the duties of the legal department and necessitated an enlargement of that staff.

Born in Texas, Shuford graduated from Southern Methodist University (SMU) in 1936, received an LL.B. degree from SMU Law School in 1939. Besides maintaining a high scholastic average as an SMU undergraduate, Shuford starred in collegiate football competition with the high reached when the team played in the Rose Bowl game, January 1, 1936.

Upon completing his education, Shuford was appointed to the Texas attorney-general's office. He served more than three years with the navy during the war. Since his honorable discharge from the service in December, 1945, he has been a member of the legal firm of Malone, Lipscomb, Seay & Shuford.

Announce Dr. Pepper Meeting for Dallas

DALLAS, Oct. 25.—Dr. Pepper Company has announced that the last of six scheduled 1947 annual meetings will be held November 3 and 4 at the Adolphus Hotel here.

During these two-day meets held in various sections of the country, firm has announced 1948 plans for the Dr. Pepper organization. Program has been slanted toward plant management personnel with each bottler taking part in formulating plans for the coming year, firm officials disclosed.

Most recent meet was held Thursday and Friday (23-24) in the Thomas Jefferson Hotel, Birmingham. Other four meets all took place during the first three weeks in October at Los Angeles; Kansas City, Mo.; Chicago and Washington.

Cig Revenue Shows Sept. Jump in Conn.

HARTFORD, Conn., Oct. 25.—September cigarette tax stamp sales in Connecticut amounted to \$675,062, an increase of 16.1 per cent over same month last year, according to Tax Commissioner Walter W. Walsh. Most of the increase was attributed to the new State cigarette use tax which went into effect July 1 this year.

For the first three months of the fiscal year, total cigarette stamp sales amounted to \$1,840,086, compared to \$1,789,371 for the same period in 1946, an increase of 3.1 per cent.

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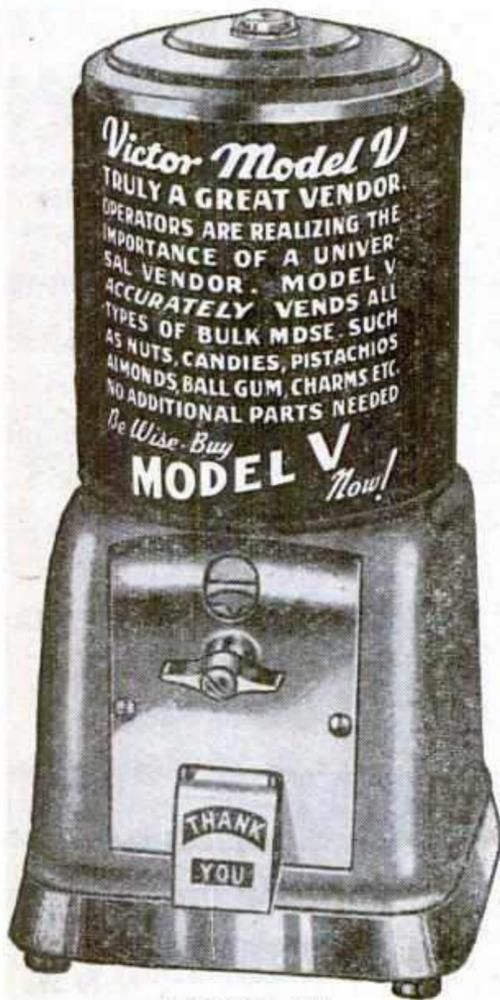
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1200 W. Morehead St.
Charlotte 1, N. C.

A. L. Kropp Jr.
1434 Tenth St.
Tuscaloosa, Ala.

**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-Matic 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 4, Tenn.

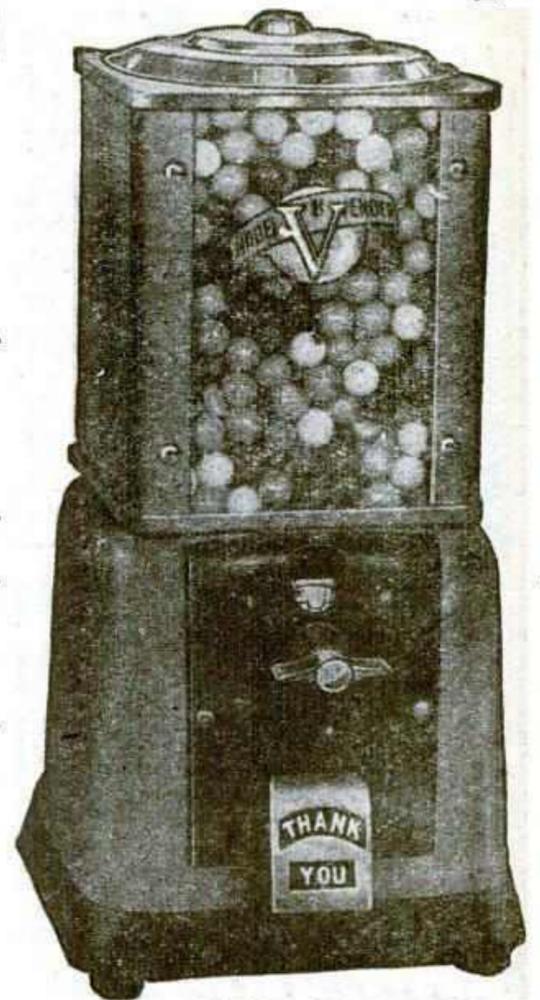
T. O. Thomas Novelty Co.
1572 Jefferson St.
Paducah, Ky.

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



1948 IMPS

1¢ or 5¢
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.

1/3 Deposit on All Orders.

SHIPMAN TRIPLEX STAMP MACHINE



STAMP FOLDERS
For Shipman,
Schermack, Vic-
tory.
10,000 ... \$ 5.75
25,000 ... 13.95

Brand new!
Vends 1¢, 3¢
and 5¢ Air-
mail Postage
Stamps.
Sluggproof,
compact,
foolproof.
Immediate
Delivery.

Operator's
Price
\$39.50

Distributors inter-
ested in selling our
advertised ma-
chines write for
details.

Write for Catalog on Bulk Vendors, Games, etc.

PARKWAY MACHINE CORPORATION

623 W. NORTH AVE., DEPT. B Phone: Madison 1447 BALTIMORE 17, MD.

SPECIALTY COIN MACHINE SALESMEN

New low-priced legal Vending Machine. Territory north of Mason-Dixon line. Direct leads. Item will be backed by full-page advertisements in trade publications to stimulate inquiries. Must have car and be able to travel. Give full details, experience, etc., in first letter with picture. Address all communications to

BOX 135, c/o THE BILLBOARD, 155 N. CLARK ST., CHICAGO 1, ILLINOIS.

CHOICE CHARMS CHEAP

Gorgeous Big Charms. Per M. \$3.25
Beautiful Stone Rings. Per Gross.. 1.50
Blade Knife. Per Gross..... 2.50

Skulls, Marbles, Guns, etc.
All items will fit any Vending Machine.
Send for Samples and Prices.
1/3 Deposit Required With Order.

RING BROTHERS

We Specialize in Small Novelties
6050 Market St. Philadelphia-39, Pa.

CIGARETTE MACHINES

REAL LOW PRICES
READY FOR LOCATION

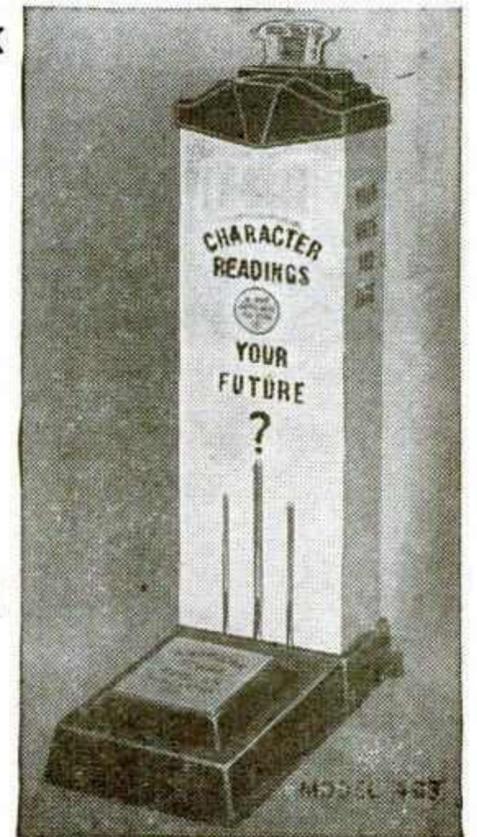
National 9-30 \$ 47.50
Rowe 7-Col. Mint & Gum. Ea. 10.00
DuGrenier W's, 9 Col. 47.50
DuGrenier 7-Col. Mod. S. Ea. 27.50
DuGrenier Champs, 9 & 11 Col. 60.00
DuGrenier 7-Col. Challenger, New ... 100.00
Phillies 10¢ Cigar Mach., wall type,
coin return, 50 capacity. Ea. 15.00
Rowe Aristocrat, 6 Col., operates on all
combinations of 20 or 25 cents—a
real buy—150 capacity. Ea. 22.50
Half Deposit. Phone: BA 9-0808

HARRIS VENDING

2717 N. Park Ave. Philadelphia, Pa.

They Are In Stock
Awaiting Your
Order

THE GREATEST MONEY
MAKING SCALE ON
THE MARKET, AND
100 PER CENT
AUTOMATIC
NO KNOBS OR HANDLES
TO TURN—THE COIN
DOES ALL THE
WORK



Gets locations and holds them. A fortune or char-
acter reading with each weight, and a slot for each
month of the year.

WRITE OR WIRE TODAY FOR DETAILS

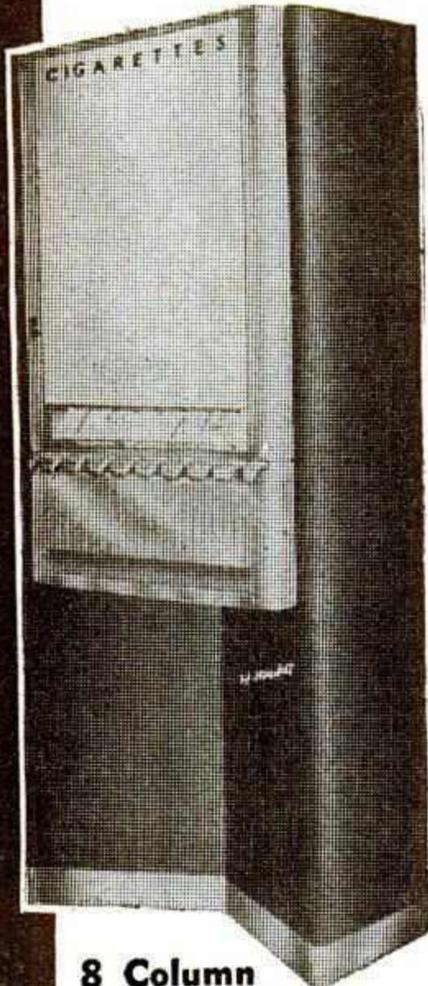
AMERICAN SCALE MFG. CO.

3206 Grace St., N. W.

Washington 7, D. C.

Cable Address: "AMSCA"

THE NEW



**8 Column
U-NEED-A
MONARCH**
GREATEST
CAPACITY **510 Packs**

LOWEST
PRICE **\$159.50**

Smooth working, all steel, trouble free, perfect mechanism. Unconditionally guaranteed! Newest National Slug Receptor — Single slot coin entry, adapted for 20¢ or 25¢ coin combination.

1/3 With Order, Bal. C. O. D.
Immediate Delivery

SCOTT-GROSSE COMPANY
1423 Spring Garden Street
Philadelphia, Pa.
Rittenhouse 6-7712

NAMA Convention Sked Features Cigarette Skit

CHICAGO, Oct. 25.—One of the features on the National Automatic Merchandising Association's (NAMA) four-day convention program will be a skit entitled *A Day With a Cigarette Operation*, designed to help the cigarette operator pick up ideas for improving service and expanding his routes.

Stage will be set to depict a typical manager's office; a fictitious XYZ Cigarette Service Company, located on the edge of one State and likewise operating in the adjoining State will be used to dramatize operating hints. Manager of the firm will be portrayed by Arthur Gluck, of the Rowe Corporation, New York.

First person to come into his office is the head serviceman (George H. Duckett, the G. B. Macke Corporation, Washington) who tells the man-

ager of the problems the firm has to resolve that day. These are some of the typical problems: There is a special election when bars and grills will be closed—meaning, no service; there is a convention in town and the machines should be loaded more frequently; one of the servicemen is sick and it is necessary to combine routes for several days.

Next man to enter the office is the foreman of the repair department (Martin Gluchow, East Liverpool (O.) Cigarette Service) who talks about the need for a paint spray booth, suggests that the men should carry an extra coin rejector to facilitate repairs on location. Another point he will discuss will be a new-type dipping to remove dirt and grime from machines that have been on location.

He will be followed by the head location salesman (J. Herman Saxon, Saxon's, Inc., Charlotte, N. C.) who will discuss a wide range of locations and review sales approaches to each. The location salesman is followed by other members of the company's staff, all of whom discuss some point pertinent to their end of the operation.

Open to Questions

After this performance all who participated in the skit will remain on the stage to answer questions from the floor.

Operators will likewise have an opportunity to sit down at a round-table breakfast Tuesday, December 16, from 8:30 to 10 a.m. Operators who are on time will be "guests" of the association; latecomers will have to purchase their own meal. Tables will be labeled cigarettes, candy, gum, nuts or beverages, so that operators can seat themselves at those tables where the discussion is most likely to interest them.

Jack Nelson Co. Makes Pop Corn Maid Shipments

CHICAGO, Oct. 25.—Shipments to operators are being made on the Pop Corn Maid, counter model coin-operated popcorn vender, by Jack Nelson & Company, Chicago, national distributor for the new machine.

Vender, which is manufactured by Dale Engineering & Sales Company, of Chicago, is 37 inches high, 17 inches wide and weighs 15 pounds. It has a capacity of six gallons of pre-popped corn.

Dispenses Two Ounces

Pop Corn Maid is set to dispense two ounces of popcorn for a dime. It has three thermostatically controlled heat elements which keep the corn at proper temperature. It comes in two models, coin-operated and manually operated. Cabinet is all aluminum with a hamerloid finish. A window in the front of the machine displays the corn and has the words "hot popcorn" painted on it.

Vender has a floating mechanism for positive dispensing and operates on a regular push coin chute.

Jack Nelson Sr., head of the distributing firm, reports that orders are being filled promptly, with factory production on the model increasing weekly.

Robert C. Hill Appointed Head of NCA D. C. Office

CHICAGO, Oct. 25. — Robert Charles Hill has been appointed manager of National Confectioners' Association's (NCA) Washington office effective November 1, Philip P. Gott, NCA president, announced Tuesday (21).

Hill succeeds Harold O. Smith Jr., who after holding the post for nearly two years now leaves NCA to become executive vice-president of the United States Wholesale Grocers' Association with headquarters in the nation's capital.

Prior to joining NCA, Hill was clerk of the Senate Committee on Banking and Currency. Prior to his work in Washington, he was vice-consul, U. S. State Department, assigned to Calcutta, India, and later was reassigned to U. S. Army headquarters at New Delhi, India, as a State Department representative with the rank of captain. Until entering government service, Hill was Washington representative for the New England Shipbuilding Corporation, serving as assistant to the vice-president in charge of material procurement.

Beverage Ops Plan December Chicago Meet

CHICAGO, Oct. 25.—More definite indications that independent beverage vending machine operators may organize on a national scale to attempt to solve mutual problems were given here this week.

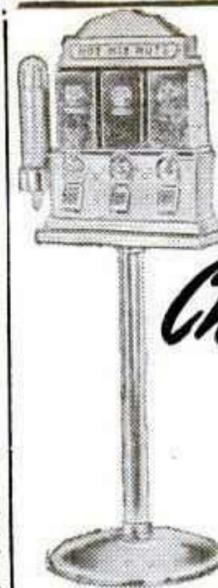
Walter (Andy) Anderson, of Automatic Beverage Dispensers, Inc., here, reports that an attempt will be made to form such a group during the forthcoming 1947 convention of the National Automatic Merchandising Association (NAMA) in December.

Altho the proposed organization will have no direct connection with NAMA, Anderson said that the time for the proposed meeting would probably be best because many of the leading independent beverage vending machine operators would be in Chicago at that time.

Anderson, who has recently returned from a trip thru various Eastern States, reports that interest in such an organization is strong in that area. Anderson had previously contacted operators in other sections of the U. S. and found a definite interest in the formation of a group of this nature. (*The Billboard*, September 6.)

Purpose of such an organization would be to allow independent operators to work with manufacturers in developing equipment more suitable for their use.

Another purpose, according to Anderson, would be to develop better working relationship between operators and sirup suppliers.



**NOW
AVAILABLE**

THE Challenger

The most efficient
profit-making
Hot Nut Dispenser

3-way vending
means
3-way profits!

- Uniform heat in all 3 units • It's attractiveness means finer locations • Operates at 5c-5c-5c; 10c-10c-10c; 10c-5c-10c; 5c-10c-5c (25c slot soon)
- Each slot reversible • Beautifully designed with highly polished finish • Engineered for economy • Lifetime construction—Inexpensive part replacement.

DISTRIBUTORS • SALESMAN

• OPERATORS •

Territories Now Open

TROPICAL TRADING CO.
716 W. Madison St. - Chicago 6, Ill.

HERE IS THE ANSWER TO AN OPERATOR'S PRAYER

All roasted items packed in 5 lb. moisture proof bags to insure everlasting crispy freshness. Makes servicing so much easier.

**TRY THESE ITEMS NOW AND BE
CONVINCED**

ITEM	PACKED PRICE
Tiny Calif. Almonds, 750 to 800 count.	
Per lb.30 lb. carton 90¢ lb.
Regular Calif. Almonds, approx. 500.	
Per lb.30 lb. carton 85¢ lb.
Cashews, 500. Per lb.30 lb. carton 60¢ lb.
Filberts, 575. Per lb.30 lb. carton 60¢ lb.
Jumbo Virginia Peanuts.30 lb. carton 30¢ lb.
Spanish Peanuts30 lb. carton 24¢ lb.
Mixed Nuts30 lb. carton 45¢ lb.
Squash Seeds, Red or White. 25 lb. carton 20¢ lb.	
M & M Candies25 lb. carton 45¢ lb.
Ball Gum, soft, chewy Bubble Gum	
.....	.25 lb. carton 39¢ lb.
.....	.100 lbs. or over 38¢ lb.

Territories open to distributors
Write for literature on our Regal Vendors.
All orders F. O. B. New York.
1/3 Deposit, Bal. C. O. D.

SAN FILIPPO & CO.

**NUT AND CONFECTIONERY IMPORTERS
AND WHOLESALERS**
104-14 37th Ave. Corona, L. I., N. Y.
Telephone Havemeyer 9-8948

WRITE FOR OUR CATALOG

VENDORS' SPECIALS

Mdso. Stands, Solid Steel— Weight 35 Lbs.	\$4.00
Double Plates for Two Machines	1.00
BUBBLE GUM—140 Count and 170 Count—25 Lb. Cartons, Per Lb.40
1/3 Deposit, Balance C. O. D. Fast Delivery.	

VEEDCO SALES CO.

2113 Market St. Philadelphia 3, Pa.

FOR SALE

50 REVCO ICE CREAM VENDORS
Best operating condition; on location or
off location.

GIVE US AN OFFER!

BOX D-146
c/o The Billboard Cincinnati 22, O.

YOUR BEST BUY!

Arist-o-Scale Mir-o-Scale



These modern, accurate weighing scales will make extra profit for you in any of your locations! Black porcelain foot base. Takes only 12" by 20" floor space! Aluminum cast column for strength and lightness! Baked enamel finish. Simple, foolproof weighing mechanism!

Arist-O-Scale, Ea. \$115.00
Mir-O-Scale, Ea. 125.00

IMMEDIATE DELIVERY!
1/3 Dep., Bal. C.O.D.
★Send for free leaflet★

R. H. Adair Company

6924-26 Roosevelt Rd. OAK PARK, ILL.

FAMOUS EPPY

CHARMS

Series #1 Series #2
\$3.50 per M \$4.50 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.

Bradley Associates Appointed Distrib For Popmaster Mch.

CHICAGO, Oct. 25.—Bradley Associates here, headed by Morris Nozette, has been appointed a distributor for the Popmaster, coin-operated popcorn vender which is manufactured by the Stylon Manufacturing Company, Long Beach, Calif. Nozette likewise said that he is now handling distribution in this area for the Hospital Specialty Company, Cleveland sanitary napkin firm.

Addition of these lines brings the total number of products the firm is now distributing to six. The firm was originally organized to distribute the Tradio radio here, and Nozette still handles that line.

Popmaster vender is a pre-pop floor model machine which has a capacity of 15 gallons of popped corn. Machine is 66 inches high, 18½ inches wide and 16 inches deep. Heating element is built into the base of the vender, and the product is displayed thru the square plexi-glass front. Vender comes in a white baked enamel finish with an illuminated dome.

Mass. Lists Figures On Cig Tax, Venders

BOSTON, Oct. 25.—State of Massachusetts collected \$13,597,581 in excise taxes on cigarettes during the first eight months of 1947. Total collections for 1946 amounted to \$20,388,999.

State cigarette tax is based on a rate of two mills per cigarette, which levy has been in effect since August 1, 1945.

During the eight-month period Massachusetts licensed 25,295 retailers of cigarettes, 255 jobbers and 109 vending machine operators. Licenses were also issued for 9,403 cigarette vending machines.

Halifax Officials Check Bulk Venders

HALIFAX, N. S., Oct. 25.—City officials here have initiated a campaign to see that all nickel vending machines vend a sufficient quantity of bulk merchandise.

Officials here recently brought in one machine to conduct tests to determine the amount of merchandise vended. The machine vended six to nine cashews and almonds for five cents. This, operators claim, is full value due to the high costs of nuts in this area.

Cig Pack Price Set At 18c in Nebraska

OMAHA, Oct. 25.—Cigarette prices in Nebraska have been stabilized by law at 18 cents per pack.

By an amendment to the State cigarette price statute, cigarettes may no longer be sold two packs for 35 cents. Carton prices have been raised from \$1.63 to \$1.77.

Cuban Sugar Price Drop

WASHINGTON, Oct. 25.—According to a new arrangement announced here last week by the Department of Agriculture, the U. S. will pay less for Cuban sugar this year, but use more.

The new agreement modifies the U. S.-Cuban contract for the purchase of the 1946 and 1947 Cuban crops. New price agreed to was a flat 4.9625 cents per pound. The U. S. is expected to use about 3,600,000 tons of the 6,500,000-ton 1947 Cuban sugar crop.

Ops Nix Outside Locations; Chicago Outdoor Trend Noted

(Continued from page 94)

outside. Because the construction of most every type of bulk vending machine is aimed at indoor location where the thermometer remains at approximately the same level year round, the mechanism and cabinets, as well as merchandise, are often affected by drops or rises in the mercury.

Another primary factor against placement of venders in outdoor locations is the amount of dirt and grime in the air. This dirt often gums up mechanisms and sifts in among merchandise, requiring costly replacements.

Machines Mistreated

Mishandling by the public is one of the most important reasons for wanting to keep machines inside a location, operators say. It is common for a customer to hammer upon a machine where it is outside all by itself in order to try to obtain a greater portion of nuts or candy from it, and such treatment generally leads to costly repairs or replacements.

Also, an outside machine is often subjected to vandalism. Chicago operators cited cases where within a week of placing a machine on location it had been so heavily damaged that it was worthless.

Many location owners raise other objections to having machines outside of their places of business. One of the most common objections directed at outside nut machine locations is the number of pigeons they draw.

Reason for Increase

Surveyed operators said that they thought the cause for the present rise in outside locations was a number of new, smaller operators who have not been able to find suitable indoor locations for their machines and have resorted to the less desirable outdoor spots for placement.

Some also credited the rise to a number of inexperienced operators who are inclined to think that net profits are larger from such locations because they can keep more or all of the gross for themselves.

It was pointed out that this same situation does not face operators in all parts of the country. Operators in such States as California or Florida, where fewer changes in weather are experienced, have met with a great deal of success in placement of vending machines out of doors. It also fails to hold true for some outdoor locations where the machines are well sheltered from the elements.

Some Do Disservice

In some cases, however, outdoor machines are doing a disservice to the industry, operators claim. Because a good number of them are constantly inoperative, they influence the public to look down at automatic merchandising vending. In other cases, altho the machines remain working, they present an unclean appearance and likewise cause public

New Carolina Launderette Opens With Demonstrations

LAKE CITY, S. C., Oct. 25.—Ben-Matic Self Washer, a new 20-machine launderette store, opened here last week. Operated by Bennie McCutchen, the establishment was opened with "experts demonstrating how to use the washers."

Portland Meter Take Up

PORTLAND, Ore., Oct. 25.—Stressing the increasing patronage of parking meters by Portland motorists, the treasurer's office announced that an all-time high in collections was made last week, when \$1,672.10 was taken from the boxes.

disfavor.

If machines are located outside, the service requirements are much greater than those of indoor locations. Officials of Automatic Canteen Company of America pointed out that they operate few machines outside of buildings, but that where they do, the equipment must be serviced a minimum of twice a week regardless of merchandise replacement needs,

Object To Ban on Hospital Smoking

INDIANAPOLIS, Oct. 25.—Operators of cigarette vending machines here have noted numerous objections by doctors to the recently enacted city ordinance which prohibits smoking in hospitals.

Many of the medical profession here say that the ordinance works a hardship on hospital patients, especially those recuperating from operations, who desire the soothing effects of a smoke to settle their nerves.

A repeal of the ordinance would increase the hospital location possibilities, local operators say.



\$79⁵⁰

\$79⁵⁰

COIN-OPERATED POPCORN VENDER

THERMOSTATIC HEAT CONTROL

- Holds 6 gallons of pre-popped corn ● Vends 2 ounces for 10c
- Stainless steel trouble-free mechanism ● Easy to service ● Very attractive metal cabinet ● Well lighted ● IMMEDIATE DELIVERY.

It's the sweetest operating deal in the business! Leave the cans of corn with the location. Let the merchant keep the machine full. You have separate key for cashbox, all you do is collect.

25% Deposit Required With Order. NON-COIN MODEL, \$69.50

NELSON & CO.

2320 N. MILWAUKEE AVE.
CHICAGO 47, ILLINOIS
ARMITAGE 7111

SAVE ON GENUINE U-NEED-A PARTS BUY DIRECT FROM THE FACTORY

- Coin Slides #103 for E-A and 500 Models \$3.00
 - Plunger Heads—Part #514 for E-A and 500 Models..... 75¢
 - Coin Levers A-B-C-D 35¢
 - Scavenger Springs—E-A and 500 Models 20¢
 - Penny Loaders \$15.00
- Buy direct and SAVE!

U-NEED-A VENDORS, INC.

288-308 FRELINGHUYSEN AVE.

NEWARK 5, N. J.

Phone: Bigelow 3-1767

Northwestern World's Finest Bulk Vendors

DELUXE 1¢ or 5¢ Combination \$27.00
PLASTIC GLOBES 30.20
MODEL 39 14.40
MODEL 33 12.60
33 BALL GUM .. 11.40
MODEL 40 10.85
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 BELL
POCKET SIZE 8"x8"x8"
 A 5¢ pocket size slot with automatic payout system. Awards from 3 to 20 nickels.
OPERATOR'S PRICE \$65.00
 Rebuilt, \$49.50.
 In Stock—Mills Black Cherry, Jewels and Golden Falls.

SUPPLIES AND ACCESSORIES
 Hard Shell B.B. Beans, 35¢ Ctn. Per lb. 29¢
 Hard Shell Army-Navy Mix, 35¢ Ctn. Per lb. 29¢
 Hard Shell Rainbow, 35¢ Ctn. Per lb. 29¢
 Licorice Lozenges, 38¢ Ctn. Per lb. 30¢
 Pee Wee B.B. Beans, 32¢ Ctn. Per lb. 27¢
 Pee Wee Rainbow Peanuts, 32¢ Ctn. Per lb. 27¢
 Pee Wee Cinnamon, 32¢ Ctn. Per lb. 27¢
 Charms, Large, Per 1000 \$4.50
 Charms, Small, Per 1000 3.50

BUBBLE GUM
 144 and 170 COUNT Per Lb. 38¢
 25 AND 35 LB. CARTONS

Spanish Peanuts, 30¢ Ctn. Per lb. 22¢
 Virginia Peanuts, 30¢ Ctn. Per lb. 28¢

WRITE FOR COMPLETE LIST!
 1/3 Deposit must accompany all orders.
RAKE COIN MACHINE EXCHANGE
 609 Spring Garden St., Philadelphia 23, Pa.
 Lombard 3-2676

Ky. Popcorn Growers Seek Price Hike by Crop Holdout

MURRAY, Ky., Oct. 25.—Over 500 popcorn growers assembled here last week to plan concerted action to force buyers to pay higher prices for their popcorn acreage.

Most of the popcorn farmers who attended the meeting had made contracts last spring to sell their corn at an average price of about \$3.50 per 100 pounds. With the present market conditions, however, the group mutually agreed to hold out for prices averaging \$5 per 100 pounds.

NAPM View

Spokesmen for the National Association of Popcorn Manufacturers (NAPM) pointed out that the firms who had contracted for most of the

popcorn acreage around Murray would demand that the growers abide by the contracts and that they would take legal action, if necessary, to see that the contract agreements were fulfilled.

NAPM spokesmen also pointed out that they had reason to believe that the action of the Murray farmers followed agitation by certain large popcorn firms who already have large stocks of popcorn purchased at lower prices and are attempting to influence a general rise in market price.

Buyers in the Murray area reported this week that they have already noticed a very definite slacking off of popcorn deliveries. One buyer said that incoming deliveries had fallen from an average of 10 full loads per day to as few as four small pick-up loads.

Action of the Murray farmers followed announcements by the department of agriculture of a generally low corn harvest this year.

Two New Lines For J. Nelson

CHICAGO, Oct. 25.—Jack Nelson & Company, local distributing firm, has been appointed distributors for two vending machines—Vendit candy bar vender and Seaboard New Jersey Corporation's humidified cigar vender.

Vendit candy vending machine is a product of the American Vending Corporation of Kansas City, Kan. It has two chain belt conveyors, each holding 75 candy bars.

Nelson firm also handles several other vending machines and is Chicago area distributor for National Filben Corporation and many amusement games.

Commodity Venders Set To Distribute Lewel Aspirin Mch.

CHICAGO, Oct. 25.—Commodity Venders, Inc., will begin distribution of its Lewel aspirin vending machines at the end of this week, it was announced Wednesday (22) by Ken Wilson, who with Howard Pretzel heads the firm. With offices at 130 North Wells Street here, company handles automatic merchandising equipment exclusively, is distributor for the aspirin vender in 23 Midwest and Eastern States plus California, Oregon and Washington.

When organized during the last weeks of the past summer, Wilson and Pretzel disclosed that their sales plan would entail the appointment of sub-distributors in each of the 26 States for which Commodity will distribute. Each sub-distributor will have one State for his territory and handle sales to operators.

Made in Texas

Aspirin vender is made by Lewel Aspirin Machine Company, Fort Worth, sells three to a package aspirin for a nickel and is designed for installation in industrial plants, office buildings, transportation terminals as well as related locations. Commodity Venders will supply operators with the packaged aspirin.

Prior to organizing the firm, Wilson owned and headed Amalgamated Distributors here. Pretzel resigned as vice-president of Coin Machine Acceptance Corporation in order to co-head Commodity Venders.

Rosenberg Returns to Coin Machine Biz in Bridgeport

BRIDGEPORT, Conn., Oct. 25.—Murray Rosenberg, formerly operator of an arcade here, is now back in the coin business after a period in the liquor trade.

Rosenberg is operating a large bubble gum and pistachio nut route.

Over 8,000 See NCA Pic on Candy; Plan Additional Bookings

CHICAGO, Oct. 25.—Council on Candy of the National Confectioners' Association (NCA) reported last week that the motion picture, *Candy and Nutrition*, produced for the confectioners by RKO-Pathé, has been viewed by over 8,000 persons.

Film, which depicts the story of candy manufacturing and the place of candy in the normal diet, was first seen by confectionery members before general showings were given. Thus, of the 8,246 persons who have seen the film, approximately 2,010 were industry members. Another 3,360 persons were introduced to the movie at the 24 regional candy meets held thruout the country during August, September and October. As a result of these meetings, local industry members are now arranging bookings of the film thruout their respective territories.

Modern Talking Picture Service, distributing agency for the candy film, reported that up to September 1, 725 persons had seen the movie at school, church and club meetings. A great increase in these audiences is looked for now that the school year is again in effect. Prints of the 16mm. sound film are being distributed to schools, churches and civic groups free of charge with the exception of transportation costs.

Confectionery manufacturers are also utilizing the film, the council reported, using it as a feature for sales meeting, while others have purchased copies for educational showings to visitors to their plants. To date, these companies include Mars, Inc., Chicago; Homer J. Williamson, Inc., Indianapolis; Garrott Candy Company, St. Paul, and Trudeau Candies, Inc., St. Paul. Of this group, Mars, Inc., reports that 1,900 persons have attended showings sponsored by the company.

Candy movie has also been viewed by confectioners of other nations. Prints of the film have been sent to the Swedish Confectioners' Association (SCA), and showings have been held in Puerto Rico and South Africa, with a candy company in the latter country purchasing the film for continued use.

Council states that great interest in the film is being shown by American educators and that bookings have been requested as far ahead as September, 1948. To date, approximately 1,300 bookings have been requested since the film was made available in July.

SPECIAL DEAL!
VICTOR MODEL V
 FAMOUS PRE-WAR VENDORS
 5 Globe Type Model V \$58.75
 plus 50 Lbs. Bubble Ball for all for \$76.25
 Mention Deal B When Ordering
 We Accept Trade-ins. We Buy & Sell Used Machines.

Virginia Peanuts, 30 Lb. Ctns., 28¢ lb.
 Pistachio Nuts, Small, 25 Lb. Ctns. 47¢ lb.
 Pistachio Nuts, Med., 25 Lb. Ctns. 58¢ lb.
 Spanish Peanuts, 30-Lb. Ctns. 22¢ lb.
 Model V Deluxe Cab. Type \$13.75

BUBBLE BALL GUM
 144 Count 40¢
 170 Count 37¢
 25 Lb. Ctns.—Full Cash With Order.

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BALL BUBBLE GUM
 All sizes—5/8-1/2-3/8
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MIDWEST AND SOUTHERN STATES
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BALL GUM OR BULK
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IN STOCK—RUSH ORDERS

NEW Silver King Vendors
BULK OR BALL GUM
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SILVER KING HOT NUT VENDOR \$29.50
 Send for Literature and Quantity Prices on All Machines.
 1/3 Deposit Required With Orders.
 Address All Mail to Dept. B.
FRANK DIST. CO. 605 Spring Garden St., Phila. 23, Pa.

ABT Announces Production on New Rejector

CHICAGO, Oct. 25.—A.B.T. Manufacturing Corporation announced Wednesday (22) that its triple slug rejector will go into production in mid-November.

Designated Series 6500, new coin mechanism handles nickels, dimes and quarters, and is actually three individual rejectors in one universal coin meter. On test location for the past several months, triple rejector measures 6½ inches high by 5 inches wide by 1½ deep, weighs 2½ pounds.

R. L. Budde, assistant to A.B.T.'s President Walter Tratsch, stated that the mechanism embodies many new and improved rejector features, including the following: No parts of the mechanism are riveted to its frame, but instead are held in place by hairpin cotter pins over studs; magnet and scavenger doors are hinged and are replaceable without tools; each coin entering the rejector is tested for its metallic content by an individual measuring device; jamming or bending of wiper and scavenger blades is not possible regardless of what position scavenger is operating; equipped with new time delay coin actuated switches mechanism will operate any relay or solenoid.

Budde also said that the new rejector when hooked up with A.B.T.'s totalizer can handle any type of vending merchandise between the price range of 5 cents and \$1.65 by adjustment of price-setting controls.

Y & Y Popcorn Supply Co. Moves Into Candy Field

PHILADELPHIA, Oct. 25.—Y & Y Popcorn Supply Company, distributor for the Minit-Pop coin-operated popcorn machine in this area, announced this week that it has expanded into the candy field.

Concern handles all types of popcorn and popcorn supplies in addition to Minit-Pop.

Artech Formed To Publish Coin Maintenance Manuals

NEW YORK, Oct. 25.—V. J. Slama this week announced that he had formed Artech, a firm that will specialize in publishing coin machine maintenance manuals for the industry.

Stampmaster Files Charter

DOVER, Del., Oct. 25.—Stampmaster Corporation, Wilmington, has filed a charter with the secretary of state for the stated purpose of dealing in vending machines. Firm listed \$100,000 as capital.

Many Coin Machine Inventions Pioneered by Henry K. Sandell

CHICAGO, Oct. 25.—The life of Henry K. Sandell, currently 70 and adding new achievements yearly as he goes about his duties as A. B. T.'s designing engineer, virtually parallels the history and amazing growth of the coin machine business.

Born in Sweden, Sandell moved to Chicago when 10 years old. Although during these many years he has patented upward of 300 devices and innovations, many of which required the use of higher mathematics, Sandell never has had any formal education.

When 18 years old, Sandell, then chief electrician for the Adams Westlake Company, applied for his first patent which concerned a mechanical movement to overcome dead centers in machinery. Three years later he was to patent his coin-operated violin, which was to bring him everlasting fame. Operated much the way player pianos produce their automatic music, a model of this coin violin is now on permanent display at famed Smithsonian Institute, in the nation's capital, and with it is the up to date life story of Sandell.

The idea behind the automatic violin was based on Sandell's invention of automatic equipment for producing perforated paper holes. It is listed as one of the 10 best inventions to come out of the 1910-'20 era, a period noted for world-changing inventions. When the late Teddy Roosevelt visited the Seattle World Exposition in the early 1900's he ranked Sandell's violin with such worthy contributions to the world as the reaper, color photography and the steam turbine.

Once With Mills

Sandell has been with A. B. T. for the past five years. This, however, was not the only time he was ever connected with a firm making coin machines. In 1904 and for the following 20 years he supervised manufacture for Mills Novelty Company, now known as Mills Industries, Inc., and somehow found time to invent and patent new devices concerning electricity, radio and even television.

Strangely enough, despite the many citations and awards Sandell has received during his full life, the one incident that impressed him most was when Cornell University invited both himself and the late Herbert S. Mills, founder of Mills Novelty, to exhibit his automatic cello at a concert on the Cornell campus, February 12, 1912. Sandell says that the reason that the event stands out so clearly is that Mills was thrilled to know that Sandell, noted for his quiet, unassuming ways, was finally getting the acclaim that Mills believed should have

been established long before.

In the intervening years between joining A. B. T. and leaving Mills, Sandell was unaffiliated with the business world, living in semi-retirement and going ahead with many new experiments. Sandell says that it also was the only time that he could find time to look for a wife. For at the tender age of 53 he got married and is now the proud father of Yvonne, 12, and Konrad, 10.

Still Producing

Well known for his work on the A. B. T. auto clerk, introduced to the coin machine world at the end of last year, Sandell's most recent patent was taken out in favor of a high efficiency, reversible, shaded pole motor.

But whether Sandell is describing his patents on FM transmitters and receivers, electric lights, motors or his developments in metalurgy he frowns upon the use of the word genius or any other praise in connection with his work. He says simply that any accomplishments that have come his way are the result of a devotion to work and his strong religious beliefs.



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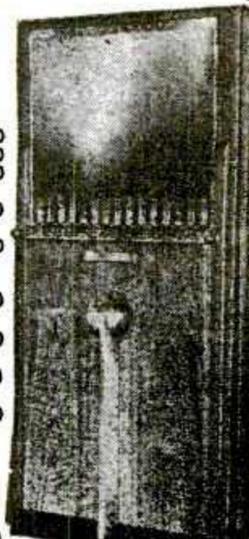
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NEW DU GRENIER CHALENCER, 7 COLS.	\$125.00	ROWE ROYALS, 10 COLS., 105 PK.	105.00
NEW UNEEDA, 8 COLS.	159.50	ROWE, 6 COLS., 150 PK.	32.50
NEW UNEEDA, 6 COLS.	149.50	DU GRENIER CHAMPION, 11 COLS.	92.50
UNEEDA MODEL 500, 7 COLS.	\$105.00	DU GRENIER "W," 9 COLS., 300 PACK CAP.	62.50
UNEEDA MODEL E, 15 COLS.	72.50	DU GRENIER MODEL WD, 9 COLS., 385 PACK CAP.	72.50
UNEEDA MODEL E, 12 COLS.	62.50	DU GRENIER "5," 7 COLS., 210 PACK CAP.	50.00
UNEEDA MODEL E, 8 COLS.	57.50	DU GRENIER, 6 COLS., 150 PACK CAP.	32.50
NATIONAL 750	90.00	STEWART-McGUIRE, 8 COLS.	35.00
NATIONAL 930 SPEC.	82.50		
NATIONAL 930	75.00		



CANDY MACHINES

NATIONAL 9-18, 9 COLS.	\$110.00	UNEEDA, 5 COLS., 102 BAR CAP.	\$ 75.00
DU GRENIER CANDYMAN, 72 BAR CAP.	\$62.50		
ROWE 5 MINT GUM	15.00		

10c CIGAR MACHINES, Cap. 175, 7 Col. ... \$32.50

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Atlantic City Site of Annual ASRE Convention

ATLANTIC CITY, Oct. 25.—With the Philadelphia section of the American Society of Refrigerating Engineers (ASRE) acting as hosts, the annual convention of ASRE will get under way December 8 with their three-day convention in the Hotel Traymore here.

J. M. Lemon, chief of technical research of the United States Department of Interior, and L. C. Marshall, division of electrical engineering of the University of California, will be among the featured speakers at the function.

All phases on the refrigeration industry will be discussed, R. H. Money, ASRE president, states. With the present importance of refrigeration in many types of vending machines, representatives of many venter manufacturers are expected to attend the sessions.

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7 Col. "SD" With Double Shift and King Size, 330 Packs	60.00	5 or 6 Col. "E," 180 Packs	44.50
5 Col. "R," 150 Packs	42.50	8 Col. "E," 240 Packs	59.50
7 Col. "V," 210 Packs	62.50	9 Col. "E," 270 Packs	65.00
9 Col. "W," 270 Packs	59.50	12 Col. "E," 360 Packs	59.50
7 Col. "Champion," 260 Packs	79.50	6 Col. "A," 180 Packs	59.50
9 Col. "Champion," 320 Packs	89.50	15 Col. "500," 490 Packs	99.50
ROWE 6 Col. "Imperial," 180 Packs	\$ 64.50	9 Col. "500," 370 Packs	109.50
8 Col. "Imperial," 240 Packs	74.50		
10 Col. "President," 300 Packs	119.50		

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Music Ops Not Worried by Impending AFM Record Ban; Many Have Large Supplies

Ops Recall Last Shutdown, Expect Same Pattern

NEW YORK, Oct. 25.—Local reaction to the impending American Federation of Musicians' (AFM) record ban after December 31 of this year, boiled down to the fact that operators believe they will have enough recordings on hand and coming from the manufacturers after the ban goes into effect to operate for a full year. While they have been aware of the AFM feeling against juke boxes, ops here pointed out that thru their use of hundreds of thousands of records yearly the income of recording artists, bands included, has doubled and tripled from royalties on sales of the recordings. The over-all feeling was that even if the ban is prolonged, recording companies eventually will follow the pattern of the last AFM shutdown by cutting choral and non-AFM instrument recordings.

"I am positive this situation will be ironed out," said Sidney H. Levine, general counsel for the Automatic Music Operators' Association (AMOA). "It is inconceivable that the ban, which is legal on the face of it, would be used to destroy the entire music industry. It is my feeling that the matter will iron itself out, and that the business will remain intact."

Optimistic Outlook

Nat Cohn, Modern Music Sales, said: "We weathered the previous ban and we will weather this one, too. The record business will continue. Altho the large companies may suffer, new, smaller outfits will spring

Colonial Names Four Coin Firms As Distributors

NEW YORK, Oct. 25.—Colonial Television Corporation, formed recently in the Bronx and specializing in large-screen television receivers, has appointed four coin machine distributors to represent its public location sets. Under terms of arrangements recently completed, Joe Greene, Aireon distributor in Boston, and Jerry Colombo, Rock-Ola distributor for New England, will together handle the entire New England area. Handling the Washington area will be Harry Hoke, while Martin J. Parker, music machine distributor in Milwaukee, will cover Colonial distribution in the Midwest.

Colonial has a 15-inch direct-view receiver and is also handling a projection set featuring a seven by nine-foot screen. The latter set is now on location, but will not be officially shown to the trade for several weeks.

Principals of Colonial include Alfred Emerson, president; Ira Becker, vice-president; Mark Schindler, secretary-treasurer, and Henry Anchester, sales manager.

Music Systems, Inc., Holds Seeburg Show

CLEVELAND, Oct. 25.—Music Systems, Inc., held a showing of the Seeburg line in the Hotel Carter here October 19. Speaking at the presentation, which drew 325 people, were Joe Nemesh, Music Systems' president, and Ernie E. Rezeau, assistant sales manager of Seeburg.

Another Seeburg showing was held October 22 in Toledo.

Sutton Covers Two City Jobs in Plane

CHICAGO, Oct. 25.—Filling the job of head of two juke box distributing firms is proving no problem for Gordon Sutton.

Sutton, who was recently appointed Wurlitzer distributor for Indiana in addition to Illinois, has one firm, Illinois Simplex, in Chicago, and a second, Indiana Simplex, in Indianapolis. Moving between the two he uses a private plane which involves a flying time of about one hour.

In addition, Sutton covers most of his territory via air. He reports that airports in this area are excellent and that he has found no difficulty in getting around because of lack of landing facilities.

At present, Sutton is leasing a plane, but expects delivery on a new Beechcraft Bonanza next week.

Chicago Music Ops Try Play Price Experiment

CHICAGO, Oct. 25.—Six of this city's music operating firms are conducting an experiment in play prices in an effort to increase music operators' gross profit to meet rising costs. Experiment consists of converting juke boxes to operate on two plays for a dime, five for a quarter only, eliminating the one play for a nickel. First machines so converted were placed on location three weeks ago by ABC Music Service. Thus far, no results of the experiment have been disclosed.

To date, according to Ray Cunliffe, whose music operating firm is participating in the experiment, 40 to 50 juke boxes have been placed on location to operate at a dime and quarter.

(An earlier attempt to interest local operators in dime play last year failed to gain the support of the operators, but that proposal called for one tune for a dime, three for a quarter. Experiment now under way

merely encourages heavier play of the juke box and does not increase the price per play.)

Co-Operation Factor

Operators participating in the experiment believe that the public would go for the idea of two plays for a dime, five for a quarter, but they likewise point out that the success of the play depends mostly upon the co-operation of all music operating firms. Whether or not those in favor of the plan will be able to convince the remaining firms of the experiment's value will largely decide whether the participating six firms will continue the experiment over any lengthy period.

Cunliffe said that he felt at least two more weeks will be required before the experiment can be termed a success or failure. Thus far, operators have been converting equipment only in average stops, rather than in low or high play locations.

Editorial

Time for Action

JUKE BOX OPERATORS were amazed and then disgusted and indignant this week at a vicious, uncalled-for attack on the automatic phonograph industry which appeared in the October 19 issue of *The American Weekly*, the Hearst multi-million circulation magazine which is sold each week-end as a section of Sunday newspapers.

The feature was titled *Who Gets Your Juke Box Nickel?* and pretended to tell readers how the automatic phonograph industry functions and who the people are who operate juke boxes. Actually, the article was an outright, unjustified attack on the automatic music industry.

On first impulse, automatic music operators would be inclined to headily protest this article and point out its glaring inaccuracies. This protest should be made, and it should be made strongly. But *The American Weekly* attack on automatic phonographs should also serve to point up the urgent need for a really solid public relations program.

For too long the American public has had a badly twisted notion of the juke box industry. *The American Weekly* feature is a perfect example of this kind of thinking. For instance, the unsigned article flatly states that the average juke box record plays 300 times, and that these 300 plays leave the operator with a net of \$14.51. Earlier, the writer declared the music operator pays an average price of 49 cents for his records, so the \$14.51 net allows only this expense and ignores other operating costs such as routemen's salaries, overhead, taxes, commissions to locations (which take as much as 50 per cent of the gross receipts), and numerous other operating costs.

This latest attack on the industry might have been prevented if operators everywhere were more conscious of the pressing need for a good, solid public relations program. In a few cities, local associations or individual operating and distributing firms have made real progress in building good will by stating as simply as possible the facts about the automatic phonograph business. Operators and distributors in every city owe it to themselves to see that a good local public relations job is done, because the best kind of public relations begins at home.

CMI Protests Unfair Juke Box Article

Request Reply Permit

CHICAGO, Oct. 25.—Coin Machine Industries, Inc. (CMI), thru its public relations bureau, took issue this week with an article which appeared in *The American Weekly* magazine October 19. Article, entitled *Who Gets Your Juke Box Nickel?* took a slap at the juke box industry, from manufacturers and distributors to operators.

Jim Mangan, CMI's director of public relations, as a result of the article, sent a letter to the magazine's editor requesting an opportunity to reply with a factual article on the industry to be printed in the weekly.

Protests Roll In

Mangan wrote that his "office has been flooded with wires and letters of protest against this article. The set sentiment of these protests is the belief that the writer of this article (in *The American Weekly*) engaged in an individual attack against the automatic music industry without using truthful or fair statements.

"For instance," the letter continued, "in the last paragraph of the first column the writer makes the statement that 300 plays on a phonograph would net the operator \$14.51. Evidently his arithmetic is figured this way: 300 plays would mean 300 nickels, or \$15, and when the 49 cents (his estimate), charged for the record is deducted, it leaves \$14.51; but five paragraphs later the writer refers to a "50-50 split." If, out of the operator's \$15, a 50-50 split occurred, then the location would get \$7.50, and the operator's gross from 300 plays would be \$7.50. Please ask your writer, by his own figures, how anyone would net \$14.51 out of a gross of \$7.50.

Overhead Costs

"When the writer uses the word 'net,' the word can mean only one thing—namely, net. He has allowed no charge for the labor which may run anywhere from \$1.50 to \$2.50 per hour, no charge for servicing equipment, such as the auto that takes the serviceman to the location to put the record on the juke box, no charge for the original cost of the juke box, which today varies around \$1,000, and no charge for general overhead and depreciation."

Concluding his letter, Mangan said: "I think that the harm that has been caused by this article can be, in a measure, compensated for if you will allow the undersigned to write an interesting, human and factual article on automatic music some time in the future."

Promotional Aids For Juke Box Ops Planned by Lissen

NEW YORK, Oct. 25.—In an all-out effort to aid juke box operators thru a packaged promotional campaign, Lissen Records this week announced a series of new selling and merchandising aids to be offered to coin machine operators immediately. Included in the initial offer are mixers, menu holders, coasters and title strips. As the program progresses, additional aids will be offered.

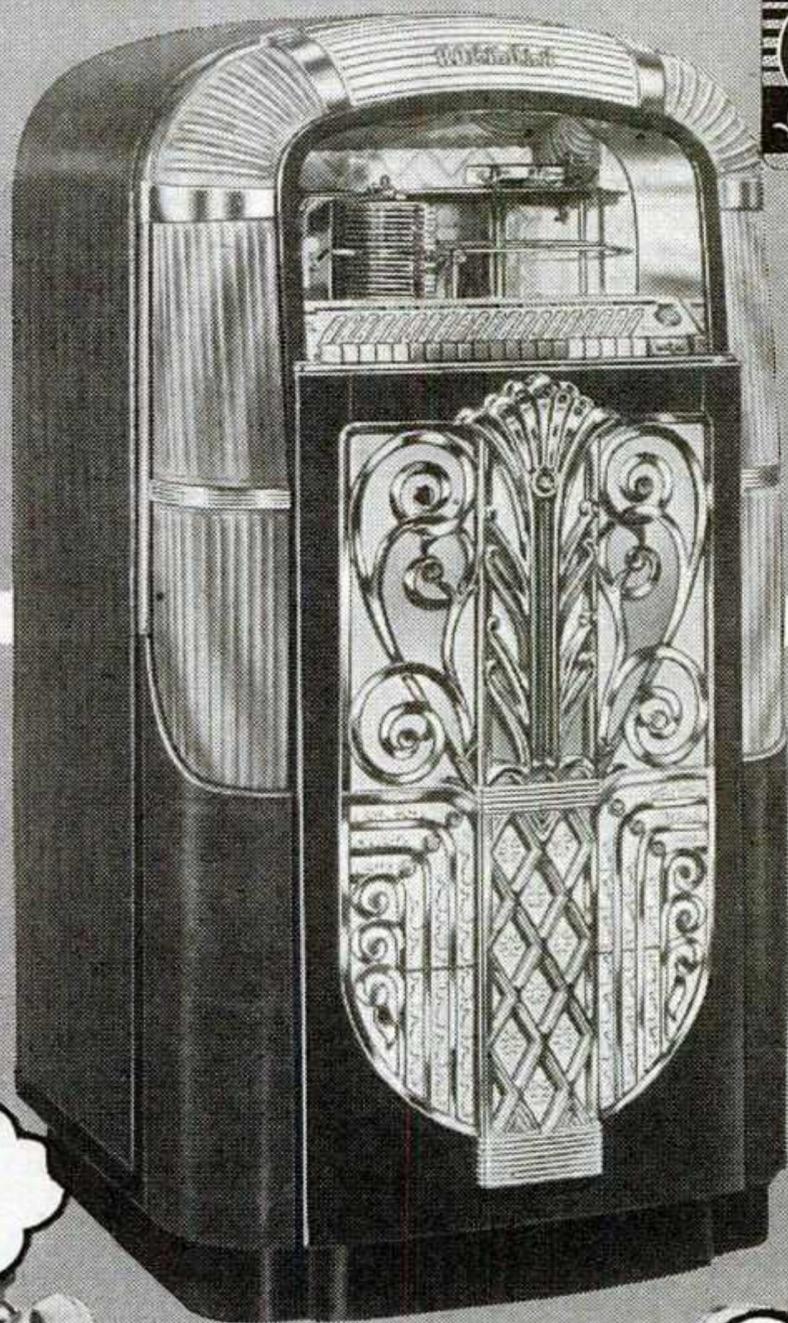
Lissen officials also announced that any records bearing their label that did not meet mechanically with the operators' expectations would be replaced.

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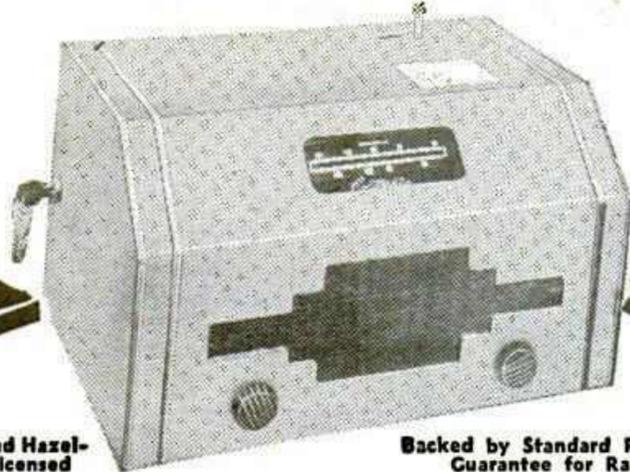
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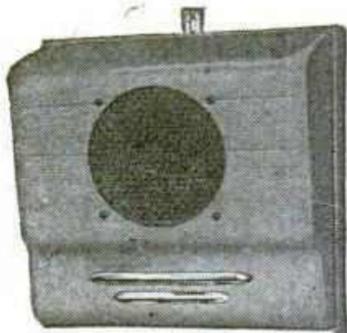
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DISTRIBUTOR AND DEALER INQUIRIES INVITED

New York Music Ops Stage 10th Annual Dinner-Dance; Awards to Denver and Levine

Capehart Heads List of More Than 900 Guests

NEW YORK, Oct. 25.—With Sen. Homer E. Capehart heading the list of more than 900 guests, the Automatic Music Operators' Association (AMOA) Saturday (18) held its 10th annual dinner-dance at the Waldorf-Astoria Hotel. AMOA broke precedent by interrupting the dinner to present special awards to Al Denver, president, and Sidney H. Levine, general counsel of the association, for their services. The awards, watches, were presented by Charles Bernoff, AMOA vice-president.

Citing the two AMOA officials for their work in behalf of the AMOA, Bernoff, who also operates Regal Music, stated that the AMOA was

departing from its usual procedure of no speech-making to honor Denver and Levine for the outstanding work they had done in the past. Denver, in accepting his award, spoke briefly of the aims of the AMOA and cited Barney Schlang, AMOA manager, for his outstanding efforts in AMOA work, as well as for his part in making the 10th annual dinner the most successful to date.

History Sketched

Levine, in accepting his award, outlined the history of the AMOA for the newer members, explaining how he had been asked to form the organization 10 years ago by the initial nine music machine operators who were the nucleus of the organization, which now numbers more than 180 members. Levine then stated that as long as the no speech-making rule had already been broken, he was going to call on Senator Capehart for a few remarks. The senator, receiving an ovation, came to the stage from his table.

After relating some of his experiences in Washington, Capehart voiced his optimism for the future of the music business and praised the work of Levine in behalf of the association.

Four-Hour Show

Following the speeches, waiters brought individual ice cream cakes, each bearing 10 lighted candles, to the tables, and then the show got under way. With Billy Schuback's orchestra providing the background, a four-hour parade of stage, screen and radio entertainers performed. Show was emceed by Barry Gray, disk jockey; Billy Vine, Broadway comedian, and finally Henny Youngman.

Among the artists who performed were Vic Damone, Vaughn Monroe and the Moon Maids, Mel Torme and Nat (King) Cole, the Bartons, Irving Fields, Alan Dale, the Murphy Sisters; Cab Calloway's dancing stars, the Brown Buddies, and Art Mooney and his orchestra.

Cleveland Ops Pick Hit Tune For November

CLEVELAND, Oct. 25.—Cleveland Phonograph Merchants' Association (CPMA) has selected *A Fellow Needs a Girl* as the hit tune of the month for November, CPMA officials announced.

Tune was chosen on the association's hit tune party Sunday (19), aired via Station WJMO from 4:05 to 5 p.m. by Howie Lund, disk jockey, who handles the program each month.

A Fellow Needs a Girl, which received more than half of the listening audience's votes, will be placed in the No. 1 spot of this city's more than 3,000 jukeboxes for the entire month of November and will be featured on the weekly radio program, *Cleveland's Top Ten*, heard over Station WJMO each Sunday.

Other tunes competing in the hit tune party were *That's All I Want To Know*, *Curiosity*, *Golden Earrings*, *Civilization*, *I'll Dance at Your Wedding*, *You Never Miss the Water Till the Well Runs Dry*, *Serenade of the Bells*, *Pushin' Sand*, *Summertime Gal*, *Paradise* and *Say Something Nice About Me*.

Coin Radios To Be Shown Hotel Men at Meeting

NEW YORK, Oct. 25.—More than 500 firms, including a number of coin machine companies, are expected to exhibit their products at the 32d National Hotel Exposition scheduled for November 10-14 at Grand Central Palace, it was announced this week by the exposition chairman, Vincent J. Coyle, and the manager of the show, Arthur L. Lee.

Sponsored by a joint committee composed of members of the New York State Hotel Association and the Hotel Association of New York City, the show as planned will occupy four floors of Grand Central Palace, rather than the usual three, to accommodate the record number of exhibitors. A special staircase will be constructed leading from the main floor to the mezzanine, to be removed when the exposition is over.

Exhibits List

Among the exhibitors reported as definitely planning to attend are Radiomatic of America, coin-operated radio manufacturer of Newark, N. J.; Radio, Inc., Asbury Park, N. J., manufacturer of Tradio coin radios, Tradio-Ette and Tradio-Vision, coin-operated hotel and restaurant radios and television sets; American Communications Corporation, New York, builder and distributor of coin-operated centralized radio and fire-alarm systems for hotel use; National Service Sales Corporation, New York, with a multiple viewing screen television set-up, and Muzak Corporation, New York, which supplies wired music to hotels, restaurants and bars.

Attendance at last year's exposition of 91,335, of which 330 were from 47 foreign countries, will be exceeded, Coyle and Lee predicted, in view of the heavy interest shown. During the run of the exposition, meetings are to be held touching on every phase of hotel and restaurant management.

The exposition will open its doors Monday, November 10, at 3 p.m. and remain open until 10. Tuesday and Wednesday the show will run from 10 a.m. to 10 p.m., and on Thursday and Friday the hours will be from 10 to 6.

The hotel show will include the 79th annual exhibit of the Societe Culinaire Philanthropique, which is devoted to cooking. Complicated designs formed from various types of food products will be shown.

If it's a Mills, I always play it—
I get more for my quarter!



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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	SEEBURG	
800 Back Sides (Green)	9.50	"Hi-Tone" Model 9800, 8800, 8200:	
800 Top Centers (Onyx)	5.50	Lower Sides (Solid Red, Yellow or Green)	\$14.50
600, 500 Top Corners	5.50	"Hi-Tone" Grille Pillasters (Solid Red, Yellow, Green or Onyx)	2.25
700 Top Corners	8.50	"Classico"—"Colonel":	
700 Lower Sides	9.50	Top Corners (Solid Red, Yellow or Green)	8.00
700 Back Sides	8.50	Lower Sides	9.50
750 Top Corners	9.75	SHEET PLASTICS	
750 Lower Sides	9.75	20"x50", Pliable, Per Sheet	
750 Top Center	5.50	50 gauge, red, yellow, green or clear \$12.50	
750 Middle Sides	2.00	IF YOU DON'T SEE WHAT YOU WANT—ASK FOR IT!	
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, 61, 71 Top Corners	5.50		

EAGLE COIN MACHINE CO.
1514 FREMONT AVE. CHICAGO 22, ILL.
PHONE MICHIGAN 1247

Packard Display at Atlantic City Meet

ATLANTIC CITY, Oct. 25.—When the National Tavern Association (NTA) met here this week at the Hotel Haddon Hall, members were shown two new Manhattans which were placed on display by the Packard Manufacturing Corporation.

One of the new model phonographs was displayed in the Mandarin Room and the other was placed in the hotel's lobby. On hand to represent the manufacturer was Bill Bolles, advertising and promotion manager.

Canadian Coin Firm Extends Territory

HALIFAX, N. S., Oct. 25.—Halifax Coin Machine Exchange located here is expanding its juke box distribution business to cover the maritime provinces of Canada.

Formerly the firm, headed by Albert Boudreau, limited its business to the Halifax district.

7,273 Video Sets in Chi

CHICAGO, Oct. 25.—Recent census of television sets in the Chicago area shows that of the 7,273 receivers in use, 56 per cent are in homes, 29 per cent in restaurants and taverns and 15 per cent used as demonstrators in dealers' stores.

New Type Wall Box Panel Produced by Marshall Plastic

OKMULGEE, Okla., Oct. 25.—Marshall Plastic Company here has announced the production of a new type of panel for use in juke box wall boxes.

The Marshall panel, known as Star Tunes, is designed for use in the Seeburg WS-2Z or DS-20-1Z wall boxes, but panels for other boxes are planned for the near future.

Basic plan of Star Tunes is to present two methods of selection: (1) 10 leading artists and (2) 10 top tunes of the week. Method does away with title slips and uses two lists instead.

Under the Marshall program, the 10 artists are listed without the record titles; the reverse is true of the 10 top tunes, where artists' names are not given.

Longstreth New Philly Op

PHILADELPHIA, Oct. 25.—Melody Music Services is the newest music machine operation to be set up here. Located in the Chestnut Hill section of the city at 20 Woodale Road, the firm is the operation of Thomas C. Longstreth. He filed petition this week for a certificate of authority to conduct his business under that business name as required by the State's assumed or fictitious name business law.

The Billboard 1947-'48 ENCYCLOPEDIA OF MUSIC

READY NOW

Order Yours NOW and SAVE \$5.50

FOR ONLY \$12.50 YOU GET:
52 Issues of The Billboard, worth \$13.00
Plus The Encyclopedia of Music, worth 5.00

\$18.00 Value



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Cincinnati 22, Ohio

Gentlemen:
Please ship at once one copy of the new Billboard 1947-'48 Encyclopedia of Music and enter my subscription to The Billboard for one year—52 issues—(or renew my current subscription upon expiration).

\$12.50 enclosed. Send bill for \$12.50.

My Name

Firm Name New

Address Renewal

City Zone State

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Cinaudagraph Speakers Division of Aireon

FOR SALE

One twenty-unit AMI Hostess—like new—used approximately six months. Some machines never taken out of crates. Reason for selling is lack of wiring in immediate territory. Best offer takes all. All equipment in original crates.

GEORGE NOVELTY CO.
1716 WASHINGTON AVE. NORTHAMPTON, PA.

\$30 GUARANTEE EVERY WEEK FROM EVERY LOCATION — \$30 GUARANTEE EVERY WEEK FROM EVERY LO
 \$30 GUARANTEE EVERY WEEK FROM EVERY LOCATION — \$30 GUARANTEE EVERY WEEK FROM EVERY LOCATION — \$30 GUARANT

AMAZING!!!

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JUST ASK THE MAN WHO VISITED THE
 VIDEOGRAPH SHOW AND HE'LL TELL YOU—

From Now On It's—

Videograph*

The 2 Coin operated Music
 systems with *Emerson* Television!

* TRADE MARK REG.

Videograph CORPORATION • 601 WEST 26th STREET
 NEW YORK 1, N. Y.

Bill Haley, who took Kenny Roberts' place with the Down Homers while the latter was in the service, is now doing a solo on WLBR, Lebanon, Pa. . . . Jesse Rogers is out East doing personals after a successful stay at KMOX, St. Louis. He is also lining up tunes for his next Sonora cutting session.

Pepper and his wife, Janie, hillbilly duo, linked up with Hank Harrigan, who closed his West Point Park in central Pennsylvania, for a winter season of benefits and theater dates. . . . The Bland Brothers, Slim and Neal, doing a daily radio turn on WTIX, Wilmington, Del., and coming to Philadelphia every Saturday night to do the WFIL Hoedown.

The Broadway Buckeroos have grabbed a commercial on WGPA, Bethlehem, Pa., with the local newspapers bankrolling the show. . . . The Sleepy-Hollow Gang, Elmer and Pancake Newman, the Murray Sisters and their squeezeboxer, Monty Rosci, have all gone on vacations. . . . Ray Whitley, top artist on Cowboy label, rejoined Gene Autry for a five-week stand at Madison Square Garden, New York.

AMERICAN FOLK TUNES

Cowboy and Hillbilly Tunes and Tunesters

Red Belcher, of the Kentucky Ridge Runners, WWVA, Wheeling, W. Va., has added a new comedian, Oscar Quiddlemurp, formerly with Buddy Starcher on WMMN, Fairmont, W. Va. Oscar is a fine singer as well as comic. Budge and Fudge, the Mayse brothers, once with Belcher, now have their own show and Belcher has added a new duet, the Ritchie Brothers.

Roses Have Thorns, penned by Cincinnati's Joe Grieshop and Lafe Harkness, WLW's singing funster on Sohio's *Midwestern Hayride*, is riding a popularity wave over Station WCKY's *Jamboree* disk seg.

The cast of the *Hoosier Hop*, once aired over WOWO, Fort Wayne, Ind., is going into its third month of unemployment, following the failure of the Fort Wayne station and the American Federation of Musicians' local there to come to an agreement over the projected local musicians'

pact, submitted to the station 10 weeks ago. After the passing of the Taft-Hartley Bill, the station was presented with its regular yearly musicians' pact, calling for six staff musickers to work on the station. The station refused to ink the paper, offering to keep the musickers on the pay roll, but didn't want to go thru the motions of signing a contract.

Shortly after the first offer of the Fort Wayne AFM chapter was turned down, all 12 members of the folk music troupe there joined the union, so when the AFM called out its members from WOWO, the Blackhawk Valley Boys, Mancy Lee and the Hilltoppers, Kenny Roberts, Judy and Jim and George Troxel joined the walkout as members and have been off ever since. Their former ABC network show on Saturdays has been canceled with Pappy Howard's *Clambake* over WJW, Cleveland, taking the former *Hop* spot on the web. At present, the cast is working personal appearances, but has no radio deal coming up.

The Duke Warms Up

Whitey Ford, the Duke of Paducah, is readying an open-end electric transcription series for the Brown Bros., Nashville producers, which will feature top rustic talent as guest stars, according to Bill Ellsworth, the Chicago folk talent booker. . . . Lonnie Glosson has joined WNOX, Knoxville, with that station now boasting a strong cast, including Fairley Holden, Bert Barbour and Homer and Jethro. . . . The Duke of Paducah headlines a giant folk cast, who will appear during the National Farm Show at the Chicago Coliseum November 29 to December 6; also set to appear are Salty Holmes, Annie Lou and Danny, Cowboy Copas and a host of other WSM talent.

Ballard Taylor, known as "Grandpappy," when he worked on the *Supertime Frolic*, WJJD, Chicago, is now being heard over KLCN, Blytheville, Ark. . . . Eva Foley, wife of Red Foley, the *Grand Ole Opry* emcee, is in Wesley Memorial Hospital, Chicago, for observation. . . . Bob Ballantine, formerly of the Alka Seltzer show, is appearing at the Bismarck Hotel in a harmonica duo with his wife, Agnes.

Smiley Reorganizes

Smiley Wilson has reorganized his old Circle 3 Ranch Gang, and announced its crew as being composed of Joe Stanley, accordion; Don Jogo, guitar; Curly Howard, bass; Kitty

Carson, yodeler, and others. Smiley will cut a session for Apollo platters soon. . . . Fleetwood Jack Good, of the Nevada Ranch, Glen Moore, Pa., has been promoting Tex King of WPPA, Pottsville, Pa., and the Drifting Troubadors with Sundown and Marjorie Lee for Eastern theater dates.

Mercury Records inked a lot of folk talent recently, coming up with Carl Story, Georgia Slim, Dewey Groom, Ambrose Haley, Turner Brothers, Willis Brothers, and Lonnie Glosson. . . . Riley Shepard has been inked as a singer by Vitacoustic label.

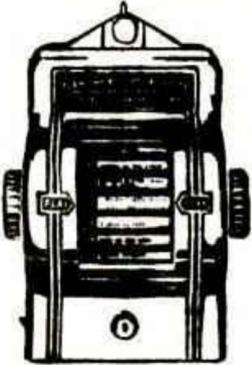
Pete Taylor, now airing from Vine-land, N. J., has inked a two-year paper with Metropolitan label, Philadelphia. Backed by the Sons of the Range, he will cut *I'm Sharing My Dreams With Somebody Else* and *Chickie*. . . . Dapper Dan and His Singing River Cowboys added to the cast of the WFIL-ABC *Hayloft Hoedown*. The personnel includes: Bernie Toms, violin; Dale Blevins, violin and bass; Dave Steele, guitar; Hank Leroy, guitar, and the leader's comedy and bass.

Whitley To Head East

Roy Whitley, currently with the Roy Rogers' Rodeo, expects to return East next spring. . . . The Santa Fe Trail Blazers, along with the Gene Maxey Quartet, is featured on weekends at Ole's Ranch and Night Club, Marlton, N. J., with the Herbert Brothers a Sunday addition.

READY FOR LOCATION

THOROUGHLY WASHED AND CLEANED—WORN ELECTRICAL AND MECHANICAL PARTS REPLACED—BROKEN PLASTICS REPLACED



WURLITZER	
950	\$295.00
750E	325.00
780M Colonial	290.00
850 Walnut	275.00
1422 ('46), Like New	\$450.00
'39 DeLuxe	175.00
ROCK-OLA	
Commando	\$175.00
'39 Standard	185.00
MILLS	
Empress	\$125.00
Throns	\$100.00
SEEBURG	
Classic	\$175.00
Colonel	165.00
Major	165.00
9800, ES, also	
8800, ES	150.00
CABINETS, Refinished Like New	\$25.00 additional
700	\$275.00
600K Walnut	155.00
500K Walnut	145.00
600R	140.00
Victory 42/600	135.00
Vogue	\$150.00
Mayfair	135.00
Regal	125.00
Remote, Complete	100.00

25% Deposit—Balance C. O. D.

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That will make as much money and work as well. 15 1946 AIREON Phonographs that have late conversion features. The following have been incorporated in these Phonographs: NEW GUARDIAN ACCUMULATORS, REWIRED CONTROL BOXES, NEW MECHANISMS, EXTERNAL VOLUME CONTROLS, KEYBOARDS REWIRED, SLUG REJECTORS REWORKED AND IMPROVED. WRITE, WIRE OR PHONE

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Fits all Wurlitzers, Rock-Olas and Seeburgs (except High Tones). Complete with tubes, volume and tone control, and switch. Fine tone quality.

1/3 Deposit, Balance C. O. D.

SPECIAL \$29.50

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Buffalo 13, N. Y.

National Filben Conducts School For Servicemen

CHICAGO, Oct. 25.—National Filben Corporation here is currently conducting informal service schools for servicemen of Filben Mirrocle Music line distributors.

For the training, distributors send their personnel to the Chicago offices and plant of Filben, where William Zogg, chief service engineer, takes over and gives instruction on all Filben equipment.

Along with personal instruction from Zogg, servicemen receiving instruction spend several days on the Filben production line learning exactly how equipment is assembled and the methods used.

Groups receiving training are generally small. Typical is a two-man team from Coin Machine Distributing Company, Pittsburgh, who received training this week. The two men were Chuck Bengel and Albert Cerminera.

It's **MAGIC MUSIC**
Telephone Music Box for BOOTH or COUNTER
Write Now for Complete Story
MODERN MUSIC, INC.
PLAZA STATION BOX 8111 KANSAS CITY 2, MO.

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TOP PRICES PAID FOR USED RECORDS
SELL TO Chicago's Largest Distributor of Used Records.
WE PAY THE FREIGHT
WRITE, CALL OR SHIP TO
USED RECORD EXCHANGE
1786 N. Keeler CHICAGO 39, ILL.
Telephone: CAPitol 7852
Will Pick Up Within 100 Mile Radius

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Wurlitzer Victory Models (Like New) . . . \$189.50
Wurlitzer 500's (Very Clean) . . . 189.50
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LOWEST PRICES IN THE COUNTRY!
3 Wurl. 600R's . . . \$ 99.50 Ea.
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1 Wurl. 616 Lite . . . 55.00
A-1 all-around condition.
OLSHEIN DISTRIBUTING CO.
1100-02 Broadway ALBANY 4, N. Y.

SAVE UP TO \$450 ON UNITED STATES TELEVISION 1948 GIANT PICTURE SETS!

**NOW YOURS AT PRICES WE
NEVER DREAMED POSSIBLE**

Already three-fourths of all BIG PICTURE sets in public places are UST tavern sets. Now YOU can add television profits with the set that half a million people see every week. Follow the lead of other coin machine distributors and operators. Go to your own locations and offer them BIG PICTURE sets. Whether you sell sets outright or offer sets on the UST rental plan, the liberal discounts mean big profits for you.

<p>SAVE \$400</p> <p>Model T-525; Screen Size, 25" x 19" (3 1/3 Square Feet) 1947 Price \$1995 New Improved 1948 Model - ONLY</p> <p>\$1595</p>	<p>SAVE \$450</p> <p>Model T-530; Screen Size, 22 1/2" x 30" (5 Square Feet) 1947 Price \$2245 New Improved 1948 Model - ONLY</p> <p>\$1795</p>	<p>SAVE \$450</p> <p>Model T-521; Screen Size, 16" x 21 1/4" (Almost 2 1/2 Sq. Ft.) 1947 Price \$1745 New Improved 1948 Model - ONLY</p> <p>\$1295 (Limited Stock Available)</p>
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Coin machine operators and distributors are already making big profits with UST. Many of your own customers right now may be planning to buy a television set from someone—why not you? We are still looking for hard-hitting coin machine people. There are many wide-open territories waiting for aggressive distributors



TODAY I'M OFFERING THE NEW UST GIANT SCREEN SET TO MY LOCATIONS... IN TIME FOR FOOTBALL, BOXING, HOCKEY AND BASKETBALL THIS SEASON



EXPERTS INSIST PRICES ARE GOING UP BECAUSE OF RISING COSTS ALL ALONG THE LINE. I'LL ORDER NOW SO I DON'T MISS OUT ON THESE NEW LOW PRICES!



OH, BOY! LOW DOWN PAYMENT ... THEN UST TIME PAYMENT PLAN HELPS BAR PAY FOR SET OUT OF PROFITS!



AMAZING! MUCH LOWER PRICES FOR MUCH BETTER SETS!

FOR INFORMATION ABOUT AMAZING UST RENTAL PLAN...

Write Box A-1, United States Television Mfg. Corp., 3 West 61st Street, New York 23, N. Y. Also receive free booklet, "How To Sell Television Sets Profitably."

★ UNITED STATES TELEVISION ★

MFG. ★ CORP.

New York:

Automatic Music Operators' Association (AMOA) broke a long-standing no-speech-making precedent at its 10th anniversary dinner Saturday (18) when Sid Levine, general counsel of AMOA, introduced Sen. Homer E. Capehart, who addressed the 900 coinmen gathered in the Grand Ballroom of the Waldorf-Astoria. Capehart, speaking both as a music man and as a member of the U. S. Senate, received an ovation.

Mario Caruso, president of C-8 Laboratories, has completed arrangements to have the Eastern Electric cigarette machine on display at the Chicago conventions of the National Automatic Merchandising Association (NAMA) and the Coin Machine Industries, Inc. . . . The Moore brothers, San Francisco operators, who came to New York for the World Series, are still visiting local coin machine circles.

Dick Cole and Sam Kressberg, of Drink-o-Mat, are back in town after a business trip to Chicago. . . . Willie (Napoleon) Blatt, Florida operator, was in town last week. Teddie Blatt, Willie's brother, is a coin machine attorney.

Jack Rubin, Esso Manufacturing; Al Bloom, Speedway Products; LeRoy Stein, Music Guild of America; Deanna Bartlett and Maurie Hartmann, Rytvoc Music Publishing Company, and Bessie Beran were among the guests at the AMOA dinner-dance. . . . Al Blendow, of International Mutoscope Corporation, will attend the NAMA show in Chicago.

Morris Kahan, of County Enterprises, Queens, reports that more than 75 per cent of the firm's juke box locations have installed television. . . . A distributor association for New York City is being formed. . . . Charles Nussbaum, Pittsburgh, and Robert E. Scott, Chicago, were among recent visitors to the Avenue. . . . Maurice Shack, Milk-o-Mat prexy, plans to spend some time in the city.

Telecoin officials are planning a celebration of the third anniversary of Lauderette operation. . . . H. W. Diefendorf, cigarette operator of Syracuse; J. A. Smith, Somerville, Mass.; Ralph Collucci, Hartford, Conn.; James Wisnouse, Windber, Pa., and Ben Spiro, Cleveland distributor, looked in at various coin machine headquarters on the Avenue last week.

Harry Berger and Lester L. Paul, of West Side Distributing Corporation, took first place for having the most coin machines on the sidewalk in front of their establishment last week. . . . Sid Resnik is back in town after a month's fishing trip, and his brother, Bert, has left for a vacation in Cuba. . . . Pete Weissman, Coney Island arcade owner, is visiting in Atlantic City.

Second class of war veterans taking the coin machine mechanic course sponsored by the National Association of Amusement Machine Owners (NAAMO) will have 100 students, compared with 24 in the first class. . . . Lou Jaffa, Eastern Electric Vending Machine sales manager, is back in the city after a business trip. . . . Gordon Brown, of Paramount Distributors, Beacon, N. Y., visited the Avenue.

Barney Sugarman, Mike Munves and Jack Mitnick, of Runyon Sales, visited the Dynamic Devices showroom on 42d Street to look over the firm's new rolldown, Roll-Ette. . . . RCA Victor Records will make the exclusive, original-cast recordings of *High Button Shoes* and *Allegro*, two (See NEW YORK on page 113)

Milwaukee:

Al Mattile, who has the Mattile Coin Machine route in Republic, Mich., and surrounding Marquette County, was a recent visitor of Harold Stark's at the United Coin Machine Company. During Al's visit he also called on Mr. and Mrs. Red Hallonen.

COINMEN YOU KNOW**New Orleans:**

Pinball operators in this city are expected to turn out en masse for a meeting of the New Orleans Pinball Operators Association to be called soon to fight the proposed \$50 increase in the city tax on the tables.

Julius (Papa) Pace, president of the association, was to be honored at a testimonial dinner, in connection with his retirement from Dixie Coin Company Thursday (30) at the New Orleans Athletic Club. Discussion of some matters important to the trade was scheduled.

Governor Jimmie Davis, whose new movie, *Louisiana*, premiered recently in Shreveport, seems to have a hit in *My Mary*, according to the demand for the record and local juke box play.

Henry B. Fox has enlarged his space on Poydras Street. He was planning a business trip to West Virginia.

O. C. Marshall, of New Orleans Coin Machine Exchange, reports a pick-up in business thruout Louisiana after a trip taking in Baton Rouge, Crowley, Donaldsonville, Lafayette, New Iberia, Joanerette, Morgan City, Houma, and others.

Marion Matranga, of Dixie Coin, is making regular week-end trips calling on operators in the larger Louisiana communities. Dixie employees were to have a barbecue supper Sunday (26) at Fontainebleau State Park, across Lake Pontchartrain. The company has just completed a new parts department and has built in more storage space. Also set up was a department for refinishing and rebuilding bells, with Alfred Holt in charge. Among recent out-of-town operators visiting the city were Clarence Frazier, of Grand Isle; Morris Savoi, La Rose, and Foster Cambre, LaPlace.

Portland, Ore.:

D. A. Estey, head of the vender operation bearing his name, feels that the rising cost of materials has a deterrent effect on establishment of new locations. Altho volume is holding up on the established locations, there is little incentive to branch out or invest in new machines so long as inflation makes cost computations so unreliable, he indicated.

C. D. Kemp, Northwest representative located in Portland for the Packard Manufacturing Corporation, interrupted work on plans for the forthcoming debut here of the new Manhattan phonograph for a flying trip to Indianapolis, Packard home office. Kemp is welcoming any tips on how to solve the housing problem, being a "prisoner" of the hotel people since his arrival here from Denver.

G. M. (Monty) West, Chicago, sales service engineer for AMI, was in Portland for a few days to assist operators with a few problems. . . . Wilbur Haak, vending machine operator in the Vancouver, Wash., area, reports that he has built up his route to 240 machines. Haak, formerly a carpenter, was incapacitated for the work by an injury while employed at a shipyard during the war. He entered vender operation as a part-time enterprise, expanding until now it is a full-time career for him.

Bob Portale, Portland manager for M. S. Wolf Distributing Company, is preparing for a showing of the new AMI 40-selection wall box, expected during December.

Ed Day, operator of the Hollywood Arcade, reports a healthy improvement in business the last couple of months, altho volume is not up to that of a year ago.

Detroit:

Ben Rosen, Confection Cabinet, played host to his staff and their wives at the annual Pioneer banquet at the Bowery sponsored by the Variety Club. . . . Theodore J. Krula is establishing Ted's music on Cadillac Boulevard. . . . James E. Heavener and Alfonso E. Michelini are going into business as the Mac Music Company with offices in the Hoffmann Building.

Samuel P. Lasky, Henry P. Onrich, and George Chacker are incorporating the National Amusement Company with a capitalization of \$50,000. Firm handles vending machines. . . . Peter Tocco and Michael Polizzi have joined the Jay-Cee Music Company as partners, succeeding Carlo Di Liberto. Frank Matranga and Raffael Quasariano continue as the other partners in the business. . . . Roger J. Attard is forming the Arrow Vending & Amusement Company.

Isidor Edelman, who has been manufacturing Bang-a-Fitty, is bringing out two new games shortly. . . . Phil Yuille, Wolverine Sales, who received a broken collarbone and pelvis injuries in an auto accident two months ago, is convalescing satisfactorily and expects to be released from the hospital in a few weeks. . . . Leo Angott has returned from a trip to the Upper Peninsula of Michigan, making Packard installations. . . . Charles Andrews is on a sales trip in the Port Huron district, introducing the new Manhattan.

Paul Price, recently named Western Michigan representative for Atlas Music Company, was to be local host Sunday (26) at the Pantlind Hotel, Grand Rapids, for a showing of new models. Barney Greenberg and Ben Newmark, of the Atlas office here and who held a local showing last week for operators and Gunnar Gabrielson, Seeburg district manager, were slated to attend.

(See DETROIT on page 113)

Indianapolis:

Mrs. Blanch Janes, head of Janes Music Company, has made plans to entertain her entire personnel at an outdoor party Wednesday night (29) at the Fall Creek Camping Park. There will be the usual luncheon, hot dogs with pickle and mustard, plenty of hot coffee and other refreshments. Later there will be marshmallow toasting. Hillbilly music will be rendered by James Riley and Don Erwin, natives of the hill country. Hal Bailey will be heard on his saxophone. Don Erwin has been added to the Janes Service Department.

Dan Brennan, at the Indiana Music Corporation, spent several days in Chicago in the interests of business. Janette Bird is the new firm secretary. Brennan is planning a business trip into Kentucky, Arkansas, Tennessee and Mississippi, and will be gone about two weeks. He will visit operators and distributors. . . . Tommie Thomas has joined the P. J. Distributing Company, distributors of A. M. I. phonographs. He will cover Indiana and Kentucky territory. Paul Jock, firm head, spent the week in Chicago visiting coinrow. Duke Paugh is covering the Eastern territory for P. J. Distributing. Claire Sadler, P. J. secretary, has returned after vacationing in California.

Peter Stone, of the Indiana Automatic Music Company, called on operators in Southern Indiana last week. . . . Indiana coinmen calling on local distributing firms included Lloyd Anderson, Automatic Distributing Company, Terre Haute; Dave Hughbanks, Austin operator; Dale Wiley, Peru operator; Charles Abner, Rochester operator; Thomas Burch, Muncie operator; and Leon Bane, Oxford Amusement Company, Oxford.

Chicago:

Among those calling on R. E. (Smitty) Smith, Buckley Manufacturing Company, during the week were Pete Altier, Summit Novelty Company, Summit, Ill., and Mrs. Doris Shouse, who is wintering in Elwood, Ind. Mrs. Shouse, well-known traveling operator of arcade equipment, visited Smith to check on parts for her digger operation. Ray Parcon, purchasing agent for Buckley for the past 15 years, is a native of Iloilo province in the Philippine Republic. After finishing high school at St. Augustine's in Pototan there, he came to this country to study mechanical engineering in what is now known as Illinois Tech.

Frank Mencuri, currently near completion of Exhibit Supply Company's extensive parts catalog, says life would be a lot pleasanter at the moment if coinmen all called identical parts by the same name. Altho none of the references made to various parts could be called incorrect, problem seems to be that some operators ordering parts use terminology that is misleading. He feels that the many fine illustrations in the catalog will help to eradicate some of this difficulty.

AMI's manager of general sales, Lindy Force, is back from his Eastern trip with the news that five firms have applied for a distributorship now available there. Willie Blatt, Supreme Distributors, Miami, and Barney Sugarman, Runyon Sales, New York, were among callers last week.

De Witt (Doc) Eaton, formerly well known in coin machine circles, was in the Windy City this week. Doc recently sold out his interests in the Mannington Pottery.

Corley Phelps, president of Coin-o-Matic Cashier Company, and Arthur H. Eichholz, head of Central Stamping & Manufacturing Company, manufacturer of the Coin-o-Matic coin changer, hint at forthcoming changes in the manufacturer-sales set-up. Both boys trekked off to Seattle last week-end to tie up some strings on the proposed change, but expect to be back soon.

H. F. Bass, Ex-Cell Products Sales Company, says regional distributors are being lined up for the new Ex-Cell two-flavor drink vender. Bass states that theater owners and managers have expressed favorable opinions of the new cup machine and a number of local houses already have Ex-Cells installed.

Coin-a-Matic Distributors, headed by Leo Lewis, is experiencing a high level of buyer activity. Firm has no direct relation to the Coin-o-Matic coin changer, having been so named before the latter firm was in production. Because of the similar names, however, many inquiries were received concerning the changer. Mrs. Lillian Lewis, Leo's helpmate in the office, says they have been offering limited numbers of the changer for direct sale to operators because of the similarity created by their firm name.

Ruth Rudees has been added to the staff of Illinois Simplex. She will hold the position of office manager. Gordon Sutton has been spending a good deal of his time out of town of late, much of it in Indianapolis organizing Indiana Simplex Distributing, Inc.

John Villiesse, 10-year-old son of A. J. Villiesse, executive secretary of the National Association of Popcorn Manufacturers, is coming along well in Wesley Hospital. Young lad was struck by a North Shore train two weeks ago and seriously injured.

Monarch Coin Machine Company's showroom floor full of arcade equipment has resulted in a good deal of interest on the part of visiting coinmen, Clayton Nemeroff reports. All (See CHICAGO on page 112)

Twin Cities:

Phonograph operators have much more space to mull new recordings in at the F. C. Hayer Company, distributor of Victor recordings, where a remodeling program costing \$10,000 to \$15,000 has just been completed. F. C. Hayer, firm head, and Gene Elofson, record department sales manager, report the company has doubled its ground floor space and now occupies the equivalent of four stores fronting on Washington Avenue N. in Minneapolis.

Charles Webber, formerly service manager in the Midwest territory for Aireon, has joined the sales staff of Bush Distributing Company, Aireon representative in this territory. Webber will cover Southern Minnesota and South Dakota for Bush.

Hy-G Music Company, of Minneapolis, Seeburg distributor, last Monday played host to a large number of operators who visited the Hy-G salesrooms for the Seeburg show. Hy Greenstein and Jonas Bessler, Hy-G executives, welcomed the visiting operators. Also on hand were Ernie Rezeau, assistant Seeburg sales manager, and Bill Foeste, factory service engineer, both in from Chicago.

Isadore Truppman, veteran Minneapolis coinman, has sold his Anco Sales Company route to Al Platnick and is moving to California to make his home. The 35-machine phonograph-pinball route is concentrated in the Twin Cities. Platnick is not a newcomer to the business. . . . Another route sale is that of Ben Daniels, Minneapolis, to Ray Shaw. Daniels's State Amusement Company route also is concentrated in Minneapolis and St. Paul.

Oscar Truppman, Bush Distributing, is back from a business trip to Rochester, Minn.; LaCrosse, Madison and Milwaukee, Wis., and other Wisconsin points, reporting that business is very good, especially in arcade equipment sales. Oscar reported some fine sales in behalf of Strikes 'n' Spares, while phonographs are moving once again now that cooler weather is settling into this area. Truppman, by the way, is looking ahead to some "special business" at Ann Arbor, Mich., on Saturday, November 1, when the University of Minnesota Golden Gophers and the University of Michigan Wolverines meet on the gridiron.

Eddie Gates, operator of the Playhouse Arcade and Gates Record & Music Store, both in Minneapolis, recently had as his guests while they were in town for vaudeville dates, orchestra leader Tex Beneke and trumpeter Ziggy Elman. Both made personal appearances at Gates's places. Beneke headlined the show at Radio City Theater and Elman was with the Tommy Dorsey band at RKO-Orpheum Theater the week before. Gates used sizable newspaper ads to acquaint the public of the two visits.

Matt Engel, of Mayflower Novelty and Paster Distributing, reports Wurlitzer phonos are selling at a good pace, with equipment moving out rapidly upon arrival. Engel reported that both new and used juke boxes were getting play from operators, as were five-ball units. . . . Oscar Englund, veteran operator from Alexandria, Minn., is back from a fishing trip to Canada where he reports his luck was very good. He brought a few samples to the Twin Cities to show his jobbing and operating friends here that he wasn't telling a "fish story."

Leonard Segal, of the Duluth office of Twin Ports Sales, Packard representatives, was in Minneapolis this week conferring with Mel Goldstein, head of the Minneapolis office of Twin Ports. . . . Herman Paster, of Paster Distributing Company, St. Paul, has leased out a new building recently constructed on University Avenue in St. Paul to the Fuller Brush Company which is using it for its headquarters here.

New building being erected by Roycraft Company to house its Columbia record department in Minneapolis adjoining its present quarters is fast nearing completion and soon should be ready for full occupancy. Firm is expected to have one of the finest record divisions in this part of the country when move is completed.

Operators who came to the Twin Cities this past week included Don Hazelwood, Aitkin, Minn., buying juke boxes; Fred Bloier, Baldwin, Wis., for arcade equipment; Joe Deiringer, St. Cloud, pin games; Frank Couball, Bloomer, Wis., phonographs; Frank Kummer, Spring Valley, Minn.; Ted Heil, Gaylord, Minn.; Pete Vanderhyde, Dodge Center, Minn., shopping for new equipment; Don Ehman, Winona, Minn.; Phil Smith, Fargo, N. D.; Al Eggermont, Marshall, Minn. . . . Hy-G Music Company has added Sam Segal, bookkeeper, to its force.

Wedding bells rang Sunday (19) for Elaine Greenstein, daughter of Hy Greenstein, head of Hy-G Music Company, Twin Cities Seeburg distributor, and Mrs. Greenstein. The young lady exchanged wedding vows with Al Lieberman, of Minneapolis, Hy-G Music salesman, in a ceremony witnessed by some 500 guests at the Nicollet Hotel, Minneapolis, and performed by Rabbi David Aronson. The couple motored south and will be gone two weeks.

Kenny Williams, St. Paul operator, has returned from Canada where he went on a successful moose hunting trip. He liked the Canadian country so much he is planning to return there shortly for a vacation. . . . Another who went deer hunting in Canada, in the Hudson's Bay area, was William Kelly, Sioux Falls, S. D., operator, who reported that he, too, got his animal.

Harold Hagenbart, of H & H Amusement Company, Yankton, S. D., accompanied by his serviceman, Don Johnson, came to the Twin Cities this week to look for new equipment. . . . Another visitor was Jess Marquissee, Fargo, N. D., coinman, also on a shopping trip. . . . Nels Nelson, Hy-G Music Company salesman, is traveling Northern Minnesota this week, while Sherman Karon is calling on operators in Southern Minnesota. (See TWIN CITIES on page 113)

Look To The GENERAL For LEADERSHIP

NOW DELIVERING . . . GOTTLIEB'S NEW

HUMPTY DUMPTY

The Greatest Innovation in Pin Game History!

- Super Sensitive Finger Tip
- Buffon Controls on Both Sides
- Activate New Type Skill Flippers

It's new . . . it's revolutionary! And it will set an entirely new pattern for all future pin games. It will thrill the players . . . be a sensation on location.

It will pay you to be on our mailing list.



Terms: 1/3 Cash With Order, Balance C. O. D.

Established 1925

Growing Steadily Ever Since

GENERAL Vending Sales Corp.
BIDDLE & HOWARD STS. Phone: Vernon 4119 BALTIMORE 1, MD.

SHIPPING NOW →

CONTACT US FOR PRICES
AVAILABLE NOW
All the Latest USED GAMES
CHECKED • SCRAPED • CLEANED

- United's NEVADA
- Exhibit's TALLY-HO
- Chicoin's BASEBALL
- Genco's BRONCHO

MARLIN
AMUSEMENT CORPORATION

District 1625 912 9th Street, N. W. WASHINGTON, D. C.

FOR SALE

Excellent Coin Machine Route, consisting of 37 Pin Ball Machines, 38 Phonographs, 8 ABT Challengers and 6 Kickers. Lots of late equipment. Several thousand dollars' worth of other parts and equipment. Sacrifice — \$11,000.00. Half cash, balance on terms to responsible party.

AUTOMATIC APPLIANCE CO.

3214 Leeland Ave. Phone C-0000 Houston 3, Texas

This Could Be the Offering You Have Long Dreamed About!

ROUTE FOR SALE

This route is grossing more than \$225 every day, including Sundays. Business perfectly balanced with music and games; minimum of marginal operation.

Equipment well set and in A-1 condition. Close-knit territory with Wurlitzer franchise. Dominant operator in Mid-Western city of 30,000; large pay roll, solid industries, college town.

Not a distress sale and no hurry. Information in full details to well-rated operators financially able to handle deal.

Priced at \$72,000. One-half down, balance 36 months, 5% interest.

Address:
KEN GREEN
c/o The Billboard,
Cincinnati 22, O.

AUTOMATIC COIN
America's Bell Machine Center

NOW DELIVERING—BRAND NEW

MILLS JEWEL BELL

Available in 5c, 10c and 25c Play

BRAND NEW
1947
MILLS
5c
Q. T.
\$115.00



GUARANTEED SLOTS
 RECONDITIONED, REFINISHED,
 REPAINTED

Exclusive
 Distributor
 for Mills
 Slots and
 Phonographs



BROWN FRONT, 5¢	\$ 89.50
BROWN FRONT, 10¢	94.50
BROWN FRONT, 25¢	99.50
BONUS BELL, 5¢	119.50
BONUS BELL, 10¢	124.50
BONUS BELL, 25¢	129.50
SILVER CHROME, 5¢	139.50
SILVER CHROME, 10¢	144.50
SILVER CHROME, 25¢	149.50

CONSOLES

MILLS LATE HEAD 4-BELLS	\$149.50
MILLS THREE BELLS	249.50

EXTRA SPECIAL!
1947 CHICAGO METAL
DOUBLE DELUXE
REVOLV-A-ROUND
SAFES—LIKE NEW
Only \$125.00 Each

Authorized Distributor for
 PFANSTIEHL NEEDLES 55¢ Ea.

WRITE FOR COMPLETE LIST, GAMES AND PARTS. TERMS: 1/3 DEP., BAL. C. O. D.

AUTOMATIC COIN MACHINES & SUPPLY CO.
 ALL PHONES: CAPITOL 8244
4135-43 ARMITAGE AVE. • CHICAGO 39, ILLINOIS
 Affiliate Office: IOWA STATE SALES CO., 4135 Armitage, Chicago 39

JACKRABBIT SPEED
It's Accurate!
It's Attractive!
 The finest coin changer that money can buy. Check these features: All metal, solid die cast, precision machined construction... finished in HIGHLY POLISHED CHROME. On heavily weighted non-slip base. Fully tested for absolute accuracy. A flick of the finger automatically dispenses 5 NICKELS, 5 DIMES, 4 QUARTERS or 2 HALVES in the palm of your hand. Protected by patents. Sold on a money-back guarantee.

\$27.50
 (Distributor Discount)

The Master Changer

Northwest Sales Co.
 EXCLUSIVE NATIONAL DISTRIBUTOR
 3144 ELLIOTT AVENUE SEATTLE 1, WASH.

BUY FROM MARKEPP
It's Safer!
BE WISE

5 BALL PIN GAMES	Super Score \$ 98.50	Used Skill Roll \$150.00
Champ \$ 35.00	Show Girl 120.00	Super Skill, 10 Alley 195.00
Flicker 19.50	Havana 139.50	Sky Fighter 95.00
Defens 39.50	Mystery 125.00	Sportsman Roll 225.00
Hollywood 75.00	Spellbound 89.50	20 Wurlitzer 14' Skee Ball—
Catalina 69.50	ARCADE EQUIPMENT	Write for quantity prices
Wild Fire 29.50	Chicago Coin Hockey \$ 89.50	Boomerang \$ 89.50
Victory 45.00	Lite League 95.00	
Roxy 19.50	Bally Rapid Fire Conv. 95.00	
Double Barrel 69.50	Chicago Coin Goalee. 135.00	
Rocket, Bally 139.50	Genco Total Roll 225.00	
Kilroy 129.50	Socco Ball 225.00	
Canteen 69.00	Chicken Sam 65.00	

Write for complete list of music. Get our prices first on new pin games.

4310 CARRIE RYE. The MARKEPP Co. M. M. MARCUS & SONS CLEVELAND 3, OHIO TEL. HE 1043

COINMEN YOU KNOW

Chicago:

(Continued from page 110)

units were thoroly reconditioned and given top eye appeal in the Monarch shop. There are over 30 pieces on display, Clayton says. Callers at the Monarch stamping grounds last week included coinmen Walsh, Decatur, Ill.; Harry Green, Louisville; "Doc" Howington and George Ohlendorf, both from Freeport, Ill.

Coin Machine Service is preparing its new price list and expects to make mailings on it next week. Harold Pincus's secretary, Alice Lemko, lists as visitors the past week Bob McLean, Kenosha, Wis., and L. Holbrook, Huntington, Ind. . . . Coven Distributing Company welcomed Henry Geers, Monmouth, Ill.; "Happy" Halberstadt, Racine, Wis.; Arnold Lee, Fort Wayne, Ind., and Harold Klein, Milwaukee, during the past week. Firm's sales representative, Eddie Wikoff, is leaving this week to go into another line—cosmetics.

Murray Rosenthal, Coinex Corporation boss, says business is definitely on the upgrade, and to back up his statement tells of the addition last week of two more mechanics to his staff. Firm's salesman, Herman Freedman, is traveling thru the Eastern States on a two-week tour contacting operators.

World Wide Distributors is currently sending out its new complete buying guide, Wallace Fink reports. Al Stern, firm head, has been busy contacting manufacturers during the past few weeks. The new oil burner installed in the modern World Wide building last week will make it a comfortable spot during the coming cold months, Wallace says. New to the office force is Patricia Sale; she began October 22 in a secretarial capacity.

Albert Cole, president of Drink-o-Mat Industries Corporation of New York, was in Chicago over the week-end for a showing of firm products at Hotel Sherman. He was on his way back to New York from a survey trip that included Florida, Louisiana, Texas and Cuba. Other Drink-o-Mat officials in town for the showing were Sam Kresberg, Lea Yeaton, Richard Cole, A. M. Carr and Alan Stewart.

Out-of-Staters visiting many of the Chicago coin firms this week were Dan Cohen and Ben Robinson, New Orleans; Jack Karter, St. Paul; Joe Gilotti, Baltimore; Wolf Solomon and his wife, Columbus, O.; Ken Wilkinson, San Antonio, and Bridge Wright, Portland, Ore.

New switchboard operator at Empire Coin Machine Exchange is Lillian Heneghan. . . . Al Silberman, general sales manager of Adams-Fairfax Corporation, Los Angeles, was a Chicago visitor this week.

Art Wienand, Rock-Ola Manufacturing Corporation sales manager, spent the week-end in the East. Jack Cox, Rock-Ola co-ordinator, is off on a vacation this week, while Lou Sebastian, assistant sales manager, is back from his.

Billy DeSelm reports that sales on United Manufacturing Company's new Nevada five-ball pin game are flooding in. Visitors at United this week included Morris Gisser, Cleveland Coin Machine Exchange, Cleveland, and Lew Casola, Casola Coin Machine Company, Rockford, Ill. . . . Several out-of-town coinmen showed up to see National Filben Corporation's display at the Sherman over the week-end.

Bob Dunlap, sales manager for J. P. Seeburg Corporation, returned to his Chicago office after attending distributor showings in Dallas and Mem-

phis, both held by S. H. Lynch & Company. . . . Chicago game manufacturers continue to give five-ball pin games preference on their production schedules. Latest to hit the production line includes D. Gottlieb & Company's Humpty Dumpty, Williams Manufacturing Company's Ginger, Exhibit Supply's Tally Ho and Chicago Coin's Baseball.

O. D. Jennings business callers during the week included Budge Wright, of Western Distributors, Portland, Ore., and H. Hilliard, Kokomo, Ind. Bill Lipscomb, firm's Eastern sales manager, was still working his way thru Indiana, where he reports business is on the upgrade. John Niese, Jennings's Western sales manager, is in the market for a hunting dog to round out other sporting equipment on his Crystal Lake farm.

Sam Taran, Miami, and Del Veatch, St. Louis, visited Harry Williams, head of Williams Manufacturing Company. Fulton Moore, Williams's sales manager, flew up to Madison, Wis., Sunday (19) to try out his recently purchased Cloud Chaser.

Charlie Schlicht, manager of the music division for Mills Industries, Inc., arrived at his office Thursday (23) from a brief trip to Kansas City. Music coinmen in that area, Schlicht reports, are reporting better than average juke box play. . . . Bernie Shutz, Coin Amusement Games, is recuperating at home following his release from the hospital Monday (20).

DeWitt (Doc) Eaton, formerly sales manager for AMI, Inc., back in town this week and having lunch in the Bismarck with Barney Sugerman from New York. . . . Dan King III, head of Western States Distributing Company in San Francisco, in Chicago on business.

Atlas Novelty Company's Joe Kline is on the road in Illinois, making follow-up contacts after the recent Seeburg showing in Peoria, Harold Schwartz says. Sid Schneider, of the service department, is following Joe, taking care of servicing problems and effecting new installations of equipment. . . . Ted Kruse and Vince Connors, Amusement Corporation, were in Indiana last week on business. Boys landed back in the city October 22.

HERE'S THE ANSWER!

SEEBURG LO-TONE

Completely renovated—New plastics, new trim, new everything. Perfect working condition. It'll do everything a new machine will do.

\$335.00

IN STOCK!
LOOK AND WORK LIKE NEW

WURLITZER, 1015\$595.00
 SEEBURG, '46 565.00
 1946 ROCK-OLA, 1422..... 485.00
 AIREON, 1946..... 295.00

RUSH YOUR ORDERS
 1/3 DEPOSIT, BALANCE C. O. D.

DAVID ROSEN
 EXCLUSIVE DISTRIBUTOR
 855 N. BROAD STREET PHILADELPHIA, 23, PA.
 PHONE: STEVENSON 2258

Twin Cities:

(Continued from page 111)

sota and planning to go into South Dakota.

Herman Paster, head of Paster Distributing Company, Wurlitzer distributors in this territory, has been in his Milwaukee office where business is reported as being exceptionally good. Trade in the company's St. Paul office also is very brisk, according to Matt Engel, local office manager. . . . Stanley Blumberg, of Stanley Sales Company, Minneapolis, reports his phonograph-pinball route business is picking up.

Cedric Adams, Minneapolis Star daily columnist, recently carried the following tip addressed to juke box operators: "I've been wondering," writes Mrs. A. M. of Balsam Lake, Wis., "why the men who load the juke boxes of the country never have a hymn or two listed as the possible selections. Surely there are many people who would gladly listen to an old favorite hymn or any hymn, for that matter, as a little rest from something like Jack, Jack, Jack. Hotels and restaurants, anyway, might offer this change of pace musically. I can see where a hymn being played in a tavern might be a sacrilege, but there are juke boxes operating in places where any occasional religious piece would be fitting and proper. Why don't you throw out the suggestion and see what happens?"

The Twin Cities Tobacco Table is polling its membership to determine reaction to a proposed theater party during November, with C. I. Nathanson in charge of the project. . . . The Table, incidentally, changed location of its weekly Thursday noon luncheons from the Dyckman Hotel to the Andrews Hotel in Minneapolis. . . . Harold Marshall, operator of Marshall Candy Company, Iron River, Mich., on a recent visit to this area, reported that he has managed to get full stocks of all candy and tobacco lines carried by his firm and now is able to supply his merchants with all their needs.

Eddie J. Husnik has been added to the sales staff of Standard Cigar Company, Minneapolis, covering

Southern Minnesota for this candy-cigarette-sundries distributing house. . . . Nathanson Cigar & Tobacco Company, another Minneapolis jobbing house, has added Bert Larsen and Sam Dorshow to its sales staff, both assigned to the St. Paul territory with which they are well acquainted. . . . A. Johnson, operator of Johnson Tobacco Company, Stillwater, Minn., jobbing firm, died recently at his home following a short illness. He served Southern Minnesota and Western Wisconsin. His widow, associated with Johnson in operation of the business, is expected to continue management of the firm.

New York:

(Continued from page 110)

of Broadway's newest musicals. . . . Al Silverstein, Buffalo, visited his wife-to-be in Brooklyn last week.

Mardi Gras Arcade (50th Street), the all-poker table arcade, is looking for some one to take part of its space. . . . Hirsch De La Viez, of Hirsch Coin Machines, Washington, was here last week.

Moe Bitter, Star Amusements, says he is enlarging his route every week with additional games and venders. . . . George and Victor Trad, of Tradio, and Lou Brown, of Coradio, are planning to show at the National Hotel Exposition next month. . . . Earl Winters is plenty quiet these days—the lull before the storm! . . . Jay Shanklin, Kansas City correspondent of The Billboard, was a visitor in New York last week.

Leo Knebel, Videograph engineer and former partner of Jack Fitzgibbon in Musical Minutes, Inc., reports the firm has its distributorships almost set. . . . Dave Stern, Seacoast executive, and Marcus Klein, of the firm of the same name, were among the many coinmen who viewed the football game Sunday (19) thru Videograph at the Pennsylvania Hotel showing.

V. J. Slama, Artech, is now specializing in coin machine manuals. . . . Bernie Hoff, of Hoff Amusements, is en route to Hot Springs for a month's rest. Hoff, who is driving, plans to spend a week traveling each way. . . . Johnny Christopher's 42d Street arcade is offering a cigar for one coupon and a pack of cigarettes for two coupons on his poker roll tables. Saves carrying a big line of premiums.

Hymie Rosenberg, of H. Rosenberg Company, Inc., is planning to stay in the city. . . . Bert Lane, of Seaboard, New York, and Dave Simon, of Simon Sales, will be important factors in the forthcoming pinball license discussions. . . . Ben Rodins, Washington coin machine distributor and arcade owner, was the subject of a piece in last week's Pathfinder.

Scotty Scott is back in the city after an absence of four years. He says he is looking over the ground before starting a route. . . . Jim Cherry, of National Vendors, is working on the firm's new cigarette models, which he has just received. . . . Eddie Slevin, formerly of New Deal Distributors, is now with the engineering staff of Dynamic Devices, Inc.

Detroit:

(Continued from page 110)

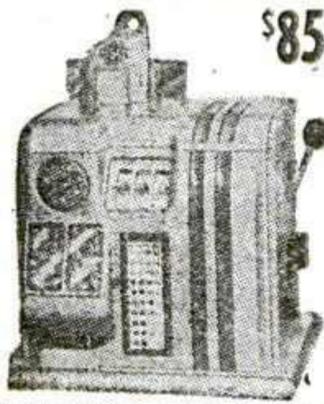
Michael Weinberger, of the S & W Coin Machine Exchange, is confidently looking forward to an early upturn in business. . . . Joseph Kanterman, of the Kay Amusement Company, is back from a honeymoon spent in Chicago looking over the new machines, with his bride, the former Margaret Baldwin.

Charles W. Palmer, partner in the Michigan Amusement Company, skee-ball operators, left town on a hunting trip this week. . . . Joseph Brilliant, of the Brilliant Music Company, has become distributor of the new Vendit candy vender in Michigan. . . . John C. and Marion R. Anderson are taking over the Anderson Music Company, of Dearborn.

ALL MACHINES RECONDITIONED LIKE NEW

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.

NEW MILLS VEST POCKET



The Vest Pocket is a complete Bell, operating on 3/5 mystery automatic payout system. 1¢ or 5¢ play metered jackpot. Only 8 by 7 by 8". Weighs only 15 lbs. Pays on all Bell Combinations. Looks like an attractive cube on counter. Flap to cover reels.

NEW 1947 \$65.00

Factory Reconditioned 1946 Vest Pockets—\$47.50 Each.



SPARKS Champion

Fruit or cig. reels, 1¢ or 5¢ play. Takes nickels, plays out quarters. Supplied with cig. or Free play tokens!

\$22.50 Each Special: 5 for \$95.00

PENNY PACK

World famous as the greatest counter game ever built. Features the tremendously popular Cigarette Reels. Not payout—beautiful design, swivel base—1¢ play.

No. 604 Each \$14.50 Special—5 for \$50.00.



AMERICAN EAGLE

Reconditioned like new. Fruit reels. Token or 25¢ payout. Either 1¢ or 5¢ play. 1¢ or 5¢ Marvel cig. reels.

\$18.50 Each Special: 5 for \$85.00



MILLS Q. T.

Factory Reconditioned, Regular Bell Machine—Automatic Payout. 3 on Cherries, Bells, Etc.

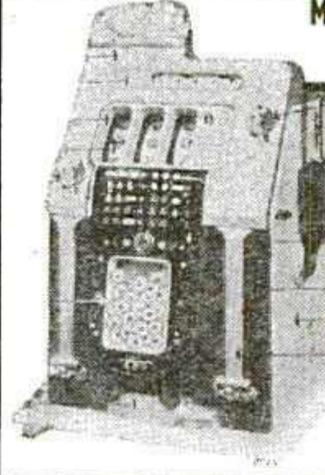
1¢ Play \$ 62.50
5¢ Play 80.00
10¢ Play 90.00
25¢ Play 100.00



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



"21" PLAY BLACK-JACK. BEAT THE HOUSE! 1¢ or 5¢ play.

\$10.50 Each Special: 5 for \$42.50



NEW SLOTS

PAGE	
5¢	\$245.00
10¢	255.00
25¢	265.00
50¢	375.00
\$1.00	550.00
MILLS BLACK CHERRY BELL	
5¢	\$248.00
10	253.00
25¢	258.00
NEW A.B.T. CHALLENGER	49.50

ALL ORDERS MUST BE ACCOMPANIED BY 1/3 DEPOSIT!
Balance C. O. D. All prices F. O. B. Chicago. Send for complete list of Coin Operated Equipment and Counter Games. Complete line of Salesboards and tickets. WE REPAIR MACHINES.

WRITE FOR FREE CATALOG!

Abco NOVELTY Co.
823 W. RANDOLPH ST. HAYMARKET 9076 CHICAGO 7, ILLINOIS

Brand New SHOOTING STARS In original cases, just a few left. \$124.50	Write for CLOSEOUT PRICES on Torchys—Flamingos—Rangers—Mam'selles.	BRAND NEW Write for Prices. Packard H I d e a w a y unit; Pla-Mor Boxes; Evans Casino Bells; Ev. Bangtails, Comb.; Ev. Ten Strike.
NEW EQUIPMENT IMMEDIATE DELIVERY	RECONDITIONED ARCADE EQUIPMENT	
All Stars Advance Rolls Broncho ChiCoin Baseball Gott, Trapeze Co-Ed Nevada Tallyho Nudgy Tom Tom Oscar Heavy Hitter	Eureka Jockey Club, PO Jockey Special Double Up Wild Lemon ABT Challengers Jennings Challengers ALL NEW SLOTS	Drivemobile \$104.50 Batting Practice 69.50 Air Raider 69.50 Pacific Express 69.50 Genco Whizz 69.50 Chicoin Hockeys 69.50 Sky Fighters 99.50 Rocket Buster 79.50 Rapid Fires 79.50 Undersea Raiders 129.50 Champion Hockeys 69.50 Ev. Tommy Guns 69.50

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.
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: MOCOIN.**
Terms: 1/3 Deposit, Balance C. O. D. or Sight Draft.

MONARCH COIN MACHINE Co.
1545 N. FAIRFIELD AVE., (PHONE ARMITAGE 1434) CHICAGO 22, ILL.

FOR SALE
6 VICTORY SPECIALS \$225.00 Each
13 SPECIAL ENTRIES (Like New, Very Little Play) 425.00 Each
2 LONG ACRES 100.00
ALL MACHINES ARE LATEST MODELS AND IN EXCELLENT CONDITION.
ALL PRICES F. O. B. OUR OFFICES.
AA MUSIC SUPPLY CO.
3214 Leeland Ave. Phone: Capitol-0000 Houston 3, Texas

We are now delivering

Williams Ginger
Bally Nudgy
Bally Silver Streak
Bally Jockey Club
Gottlieb Trapeze
Chi Coin Baseball
Chi Coin Gold Ball
Genco Broncho
United Nevada

Terms: 1/3 Certified Deposit, Bal. C.O.D.

Sterling NOVELTY CO.
669-671 S. Broadway
LEXINGTON 20, KY.

NO TWO WAYS ABOUT IT
YOU CAN ALWAYS DEPEND ON SWARTZ FOR RIGHT BUYS

25 LATE PIN GAMES—USED
Mam'selle Kilroy
Ranger Havana
Moneys 10 Bally Special Entry

PHONOGRAPHS
16 Aircons Make Offer on Lot
20 Used Packard Wall Boxes at . . . \$25.00 Ea.
HURRY—PRICES SLASHED—HURRY
100 Used Pin Balls at \$15.00 Ea.

SLOT MACHINES
Mills Cherry Bell, 10¢ play \$65.00
Mills Cherry Bell, 25¢ play 75.00
Pace 1946 Model Bell, 10¢ play 90.00
One-half deposit, balance C. O. D.

FRANK SWARTZ SALES CO.
515-A Fourth Ave., South, Nashville 10, Tenn.

St. Paul Bar Strike; Take Drops for Ops

Settle Labor Dispute

ST. PAUL, Oct. 25.—Coin machine operators here, plagued all year with one obstacle after another, had leaped another hurdle in the long list this week and were keeping their fingers crossed hoping they can finish out 1947 without any more undue factors working against them.

Bad enough that they had State legislation directed against the coin machine industry, local trouble over licensing, fall-off in business due to the anti-gaming crusade in Minnesota, the St. Paul operators a week ago found their best locations, on-sale liquor establishments—187 in number—closed down because of a strike with bartenders, cooks and waitresses.

Counter With Lockout

The work stoppage by the unions was countered with a lockout by the bar owners and the establishments were closed down for 12 days until a settlement was reached late Wednesday (22).

"Now, if nothing else happens to us, maybe we can finish out the year with some fair business," one operator said. "With the cold weather approaching, our juke box and pin-ball play should be heavier than it has been in some months in this section."

Minneapolis operators, meanwhile, were hoping that the settlement of the bar strike in St. Paul will serve as a model for the negotiations for the nearly 200 Mill City on-sale liquor establishments who have had strike notices served on them by similar unions.

Dave Lowy Enlarges, Remodels Its Office

NEW YORK, Oct. 25.—Major alterations to allow for expanding business at Dave Lowy & Company, coin machine distributor here, were announced this week by Dave Lowy, firm president.

To enlarge showroom facilities, the office staff will be moved back to present location of the executive office, while rooms to the rear of the store will be converted into private offices. The adjoining store, used as a store room, will be connected to the basement storage facilities by an elevator to be installed by the firm.

Bally Employee Benefit Fund Gives \$250 to Runyon Drive

CHICAGO, Oct. 25.—Officials of Coin Machine Industries, Inc. (CMI), announced receipt of contributions this week bringing the total contributed thus far to the CMI drive for the Damon Runyon Memorial Fund for Cancer Research to \$123,996.02.

Leading this week's contribution list was a \$250 check from the Bally Manufacturing Company's Employees' Benefit Fund. The contribution was the result of a campaign among the plant employees at Bally to support the CMI drive and was presented by Mrs. Madeline Ziemke, president of the fund.

Vending Firms Back Fund

Three vending machine concerns this week announced formation of comprehensive plans to back the CMI drive.

Commodity Venders, Inc., Chicago, headed by Howard Pretzel and Ken Wilson, will donate \$1 for each Lewel aspirin vender sold in its 23-State territory. Firm is also requesting Lewel vender location owners to contribute a penny for each nickel purchase thru the machines, or 20 per cent of sales, to the drive. To remind the public of the drive, Pretzel and Wilson are sending cancer fund stickers to aspirin operators for placement on venders.

Jay B. Kurtz, Kayem Products Company, Inc., Los Angeles, disclosed that his firm will send the fund \$1 for each Kayem vender sold for the duration of the drive.

Consolette - Kayem Corporation, Hollywood, has notified CMI that it

will also follow the \$1 per vender sale and will contribute 1 cent on each item sold thru its venders.

Other Contributors

Other contributors, beside the Bally Employees' Benefit Fund, who sent in checks this week include:

H. Sandler Novelty Co., Pottstown, Pa., \$200; Comar Electric Co., Chicago, \$200; Grand Woodworking Co., Chicago, \$200; National Scientific Products Co., Chicago, \$200; Western Distributors, Seattle, \$150; Toledo Coin Machine Exchange, \$100; Continental Plastics Corp., Chicago, \$100; Lee Sales Co., Inc., Fort Wayne, Ind., \$100; Guardian Electric Manufacturing Co., Chicago, \$100; Cliff Wilson Distributing Co., Tulsa, Okla., \$100; Independent Lock Co., Chicago, \$100; Marlin Electric Co., Chicago, \$100; Micarta Fabricators, Inc., Chicago, \$100; Dewitt Eaton, Maryland, \$100; Marlin Manufacturing Corp., Rockford, Ill., \$100; Ravenswood Machine Corporation, Chicago, \$100; Spiral Manufacturing Corp., Chicago, \$100; Sullivan-Meade Co., Chicago, \$100.

Mississippi Phonograph Operators' Association, Jackson, \$50; Commercial Tire & Supply Co., Chicago, \$50; H. G. Payne Co., Nashville, \$50; cash donations, Bally Manufacturing Co., Chicago, \$37.47; employees of Comar Electric Co., Chicago, \$28.

J. S. Morris & Sons, St. Louis, \$25; I. Greenfield & Sons, St. Albans, Vt., \$25; Churvis Advertising Agency, Chicago, \$25; John L. Nelsen, Inglewood, Calif., \$25; Aubrey V. Stemler, Los Angeles, \$25; Pan Coast Distributing Co., New York, \$25; Rueffer Stamp Works, Inc., Chicago, \$25; Elmer L. Klamroth, Gillespie Games Co., Long Beach, Calif., \$25; L. Jordan, Coronado, Calif., \$20; A. E. Anderson, Portland, Ore., \$20.

\$15 to \$1

Jack Driscoll Avon, N. Y., \$15; T. R. Swenson, Bally Manufacturing Co., Chicago, \$15; Ferdy Potocny, Lebanon, Pa., \$10; H. H. Wannamaker, Orangeburg, S. C., \$10; Reliable Metal Engineering, Chicago, \$10; Frost Music Co., Fremont, Neb., \$10; Nathan Zusman, Portland, Ore., \$10; L. M. Harpham, Colton, Calif., \$10; Paul T. Doherty Worcester, Mass., \$10; William N. Little, Los Angeles, \$10.

Cash donations: Bally Manufacturing Co., Chicago, \$5.23; J. T. Gonda, Kane, Pa., \$5; Fred Lang, Cuyahoga Falls, O., \$5; Andrew J. Alderson, Kansas City, Kan., \$5; Prendergast Novelty Co., Fonda, Ia., \$5; Don C. Edwards Jr., Fairfield, Calif., \$5; Ontario Amusement Co., Watertown, N. Y., \$5; William E. Hiedorn, Hollywood, \$5; Joseph J. Theis, Bally Manufacturing Co., Chicago, \$5; Arrow Distributors, Kew Gardens, N. Y., \$2; Gulden Sales Co., Elliott, N. D., \$1, and Frank Mager, Grand Rapids, Minn., \$1.

United Breaks Ground for New Chicago Plant

CHICAGO, Oct. 25.—United Manufacturing Company here broke ground this week for a new plant to house its complete facilities.

New building will be located at California and Roscoe in the Northwestern section of Chicago. Firm has purchased 105,000 square feet of land, and its new plant will have a floor area of some 70,000 square feet.

United's new headquarters will be air-conditioned with all modern facilities and ultra modern exterior and interior. Plans include special arrangements for employees' comfort.

In making the announcement, Lyn Durant, head of the firm, said that he expected the plant to be ready to move into by June, 1948.

Display Five Coin Machines At Chi Show

CHICAGO, Oct. 25.—Five coin-operated machines and a manually operated popcorn machine were featured at a consolidated showing at Hotel Sherman here last Saturday and Sunday (18-19).

Featured were the Drink-o-Mat cup beverage vender manufactured by Drink-o-Mat Industries Corporation of New York, displayed by Midwest Drink-o-Mat Corporation, local distributors; the Mirrocle music line of National Filben Corporation, Chicago; Skillwheel, two-ball upright amusement game, and Casba, new five-ball pin game, distributed by Games Corporation of America, Chicago; Sport O' Kings, a race track game using a multiple groove record, displayed by Gordon Coin Machine Company, of Chicago, and POPmaster popcorn machine, exhibited by the National Popmaster Company, also of Chicago.

Firm Officials Attend

Present at the showing were several officials of the Drink-o-Mat New York office and Lawrence, Mass., factory, including Albert Cole, president; Sam Kresberg, treasurer; Lea Yeaton, production manager; Richard Cole, advertising director; A. M. Carr, chief engineer, and Alan Stewart, service manager.

Several officials of National Filben Corporation also were present at the showing, including Bert Davidson, general sales manager, and William Zogg, chief service engineer.

Martin S. Gordon, prominent Chicago corporation lawyer, was in charge of the showing.

Event was well attended by local coinmen. Among others present at the showing were representatives of the Coca-Cola Company, of Atlanta, and the Dixie Cup Company.

Ga. Supreme Court Rules County's Biz Tax Invalid

ATLANTA, Oct. 25.—Georgia Supreme Court ruled here this week that Fulton County's business-license tax is invalid. Ruling prohibits the board of county commissioners from levying a business-license tax in unincorporated areas.

Decision came in a case in which 39 Lakewood business men sought to enjoin the collection of a county occupational tax from them.

Chemical Industries Plan New York City Exposition

NEW YORK, Oct. 25.—One of the largest expositions ever held in the chemical industry is slated for December 1-6 in the Grand Central Palace when the 21st Exposition of Chemical Industries is held, according to Charles Roth, convention manager.

Exhibit space on all four floors of the exposition hall is already accounted for, Roth states. Displays will include industrial chemicals, chemical products, industrial materials, supplies of all types and equipment designed for the processing industries.

Coin Radios in Regina

REGINA, Sask., Oct. 25.—First coin-operated radios have been installed here. Hotel Saskatchewan, city's largest, has 25.

RECORDS MOST-PLAYED ON THE AIR		
(Continued from page 30)		
3	8	12. HOW SOON (Will Jack Owens (Ed Ballantine Ork)..... Tower 1258—ASCAP I Be Seeing You?)... (Bing Crosby-Carmen Cavallaro, Decca 24101)
1	—	13. I WISH I DIDN'T LOVE YOU SO (F). Dick Farney.....Majestic 7225—ASCAP
10	14	14. FEUDIN' AND FIGHTIN'Jo Stafford (The Starlighters-Paul Weston Ork)..... Capitol B-443—ASCAP
3	13	14. NEAR YOULarry Green.....Victor 20-2421—ASCAP
1	—	15. HE'S A REAL GONE GUYNellie Lutcher.....Capitol Americana 40017

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Gottlieb Marjorie	Write	New De Luxe Draw Bell, 5¢	Write
Exhibit Co-Ed	Write	New Triple Bell, 5¢-5¢-25¢	Write
United Nevada	Write	New Bat-a-Ball Jr., With Stand	24.50
Exhibit Tallyho	Write	New Daval, F.P.	24.50
Williams Ginger	Write	New Columbia, J.P.	24.50
		New Bally Jockey Special, F.P.	Write
			Write

New Mills Black Cherry Slots	5¢	10¢	25¢
New Mills Jewel Bells	\$215.00	\$220.00	\$225.00
New Chicago Metal Revolv-Round Safes (Universal), Single, \$79.50; Double	215.00	220.00	225.00
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RECORD REVIEWS

(Continued from page 34)

TRIO VEGABAJENO (Victor 23-0679)

Rastros—FT; V.
Mas Que Amor—FT; V.
The soft and close harmonies of the Trio Vegabajeno, singing these Latin songs to the strums of soft guitars, spin out with a full measure of intimacy to make for easy listening. The boys set the slow beguine rhythms to their singing of the melancholy Rastros melody, with brighter bolero beats for Mas Que Amor. Recording imported from Puerto Rico. For the intimacy of the home.

JOSE CURBELO (Victor 23-0675)

Take Me, Take Me—FT; VC.
Te Amo—FT; VC.
With the emphasis on the rhythmic beats to make the dancing all the more inviting, the music making of maestro Jose Curbelo spins with plenty of hip-swaying spirit for both of these sides. It's a lively calypso-rumba for Take Me, Take Me, with Chito Izar giving spirited voice to the English lyric, and a more moderate bolero beat for Te Amo with Izar giving full vent to his baritone range for both the English and Spanish lyric.

Rumba spots will spot Take Me, Take Me.

GUILLERMO PORTABALES (Seeco 598)

Promesas De Un Campesino—FT; V.
Se Contento El Jibarito—FT; V.
With an easy flow of lyric and rhythm in his folk singing, Guillermo Portabales makes a favorable impression with Se Contento El Jibarito. Raises his thin voice in lusty fashion and sings with good folk spirit as Noro Morales at the piano, with trumpets and rhythm, provide the spirited bolero-son rhythms. Gives the same attention to Promesas, a repetitious folk melody for which the Morales and strumming guitars provide a Guajira-Ritmica dance rhythm pattern with the same fine musical spirit. Spanish folk singing for the homes.

LOPE BALAGUER (Seeco 614)

Que Mas Me Da—FT; V.
Que Triste Estoy—FT; V.
While singing these Spanish lullabies expressly and in full voice, there's no power or any appreciable romantic flavor in his singing, cutting these sides in Puerto Rico. Piping in a soft and intimate manner, maestro Pepito Torres subdues the music and bolero rhythms of his Siboney Orchestra to provide the singer with a proper musical frame. Balaguer has the advantage of an attractive mood melody in Que Triste Estoy, but there's not enough enthusiasm in either side to arrest any real attention. Little coin lure here.

HERMANAS AGUILA (Victor 23-0681)

A Todo Mecate—W; V.
Por Querer A Una Mujer—FT; V.
A Mexicali troubadour, Hermanas Aguila's high tenor range is topped by the fem pipes of Mariachi Vargas, and to the strum of guitars, fiddle and trumpet, blend their voices in striking serenade for both of these folk melodies. It's a lively dance melody for the A Todo Mecate cancion ranchera, contrasting with a slow and soft serenade for Por Querer A Una Mujer. Recorded in Mexico. Mexicali folk singing for the border spots.

JOHNNY TYLER (Victor 20-2503)

City of Memphis—FT; V.
Oh, How You Lied—FT; V.
Adding a happy lilt to his spirited outdoor singing, Johnny Tyler wraps up both sides of the wax handily. And with the fiddles and guitars of the Riders of the Rio Grande sustaining the musical and rhythmic mood, it's a winning waxing all the way. Has a dandy in the saga of the two-timing gal, Oh How You Lied, spinning smoothly with Tyler's song delivery joined by a cowboy trio and the fiddle and guitar making their instruments weep. Song and its delivery makes for real contagion. Singing on his own, Tyler makes it count just as much for the spirited City of Mem-

phis train song, as good as they come among the wave of railroad songs reaching out today.

Oh, How You Lied packs a load of nickel promise.

EDDY ARNOLD (Victor 20-2481)

To My Sorrow—FT; V.
Easy Rockin' Chair—FT; V.
Eddy Arnold sings it with a full measure of tenderness, with a degree of intimacy and charm, for the To My Sorrow torch ballad. The steel guitar and strings of his Tennessee Plowboys add a smooth musical setting to heighten the attraction of his song. For the flip, Arnold makes for a contrast nicety with the peppery Easy Rockin' Chair, giving the hot fiddle and steel a chance to get in some of their Western licks.

Both sides spin strong for the coin catching at the prairie stops.

TEXAS JIM ROBERTSON (Victor 20-2455)

Answer To Rainbow at Midnight—W; V.
I Sure Got It From You—FT; V.
The deep baritone voice of Texas Jim Robertson, deep in rustic feeling and expression, makes it count for the pathos piping to Lost John Miller's Answer To Rainbow at Midnight, slow waltz melody with lyrics telling of love lost. Fiddles and guitars of his Panhandle Punchers provide the suitable musical setting. For the flip, I Sure Got It From You, Robertson sings at a lively clip as he tells about the gal who gave him the works. The Panhandlers, adding piano, hot trumpet and clarinet, add a delightful rhythmic punch to the Western novelty.

Rustic taps and taverns will take to I Sure Got It From You.

BILLY WILLIAMS (Victor 20-2518)

Throw a Saddle on a Star—FT; V.
Roundup Time for Love—FT; V.
The sweet and tender sagebrush singing of Billy Williams, his soft baritone projecting the lyric with full meaning, makes for a smooth and easy spinning for the attractive Throw a Saddle on a Star ballad. The strum of soft guitars and fiddles of the Pecos River Rouges lay down a silky musical bank for his singing. For the flip, at a lively clip, Williams makes it just as attractive for the peppery Round-Up Time for Love. Both sides stack up strong for the coin-catching.

JENNY LOU CARSON (Victor 20-2519)

The Crossroad Where We Said Goodbye—F; V.
I L-o-v-e You—FT; V.
With a full measure of sweetness and tenderness in her pipes, Jenny Lou Carson gives soft and intimate expression to her own Crossroad ballad. Packs plenty of pathos in her pipes, contrasting on the mated side with spirited singing for her catchy and rhythmic spelling song, I L-o-v-e You. Her Tumbleweed Troubadours, taking in strings and accordion, providing the fitting musical settings. The popular Western songlady should snare buffalo heads with both sides.

BOB WILLS (Columbia 37926)

Liberty—FT.
The Kind of Love I Can't Forget—FT; V.
The square dance reel music, Bob Wills' Texas Playboys, with fiddle and guitar stringing it hot, make it fast stepping and entirely toe-teasing for the Liberty instrumental. The dance incentives of his Western rhythms are just as pronounced for the mated I Can't Forget ballad, with Tommy Duncan giving full baritone voice to the attractive tune and the Western maestro's rhythm piano added to the hot guitar strings for the instrumental spirit. Both sides spin bright for the coin-catching at the rustic dance locations.

JIMMIE AND LEON SHORT (Decca 46077)

Kentucky—FT; V.
Move It On Over—FT; V.
It's the old-time singing, straining the sinuses, that Jimmie and Leon Short shout out to the strums of mandolins and guitars for Kentucky, their calloused chanting given to longing for the Blue Grass State. Easier to take is Move It On Over, with the solo tenor voice carrying the lead with the lusty baritone responding for the chorus. Moreover, the fiddle added to the steel guitar provides more of a toe-tapping flavor to the musical rhythms in support. The Move It On Over may attract some attention at the rustic locations.

LEON MCAULIFFE (Majestic 11027)

A Plain Talking Man From the West—FT; V.
Search My Heart—FT; VC.
The rough and rustic rhythms of Leon McAuliffe's music, spinning with little spirit or toe-tapping urge, arrest no attention in this cutting. Playing is seedy by his full band, and the maestro's own lusty singing is unmelodic, for the lively Plain Talking Man. Jimmy Hall's baritone, just as lusty and seedy, is yet easier to take for Search My Heart, with the large Western band showing a little better cohesion for the rhythmic pattern set forth. Nothing here to arrest coin attention.

DAN SNYDER (Majestic 11023)

I Don't Fool Around Women No More—FT; V.
Rye Whiskey—W; V.
The deep and husky baritone of Dan Snyder, singing in easy and care-free manner, provides plenty of attraction for the two novelty Western selections spinning here. Takes it at a lively clip for the catchy Fool Around Women, accordion and guitars sustaining the rhythmic support, and at a lively waltz tempo for the traditional Rye Whiskey barroom classic. Rustic taps and taverns will take to both sides.

SONS OF THE PIONEERS (Victor 20-2484)

Out in Pioneertown—FT; V.
You'll Be Sorry When I'm Gone—FT; V.
The smoothly blended harmonies of the Sons of the Pioneers, with a sympathetic baritone voice in the lead, immortalize the California Western village in the Pioneertown ballad. Sing it slow and dreamy with the strings and guitars adding to the nostalgic spirit of their song. For the flip, the Pioneers harmonize in a rhythmic frame for a tuneful and toe-teasing You'll Be Sorry ballad to provide the cutting with delightful contrast. Both sides spin with coin strength.

DESI ARNAZ (Victor 20-2499)

Un Poquito de Amor—FT; VC.
I Love To Dance—FT; VC.
Singing the song lyrics in both English and Spanish in an ingratiating and intimate manner, with his band music subdued to make for hyper-smoothness without losing any of its rhythmic appeal, Desi Arnez scores with Un Poquito de Amor, from the movie This Time for Keeps. And from the same screen score, with the fiddles and woodwinds setting forth the attractive melody, Carol Richards brings out the lyrical appeal of the haunting I Love To Dance, singing in English. Movie may help attract attention to these sides.

ZEKE MANNERS (Victor 20-2533)

Don't Do It, Darling—FT; VC.
You Can Wait Beneath That Apple Tree—FT; VC.
Zeke Manners rings the bell with his Western music and song for both of these tuneful ditties. Taken at a bright bounce tempo, the male trio blends voices smoothly for Don't Do It, Darling, with the fiddle and piano cutting in with hot Western licks. For the flip, it's a catchy Apple Tree rhythm ditty with the Singing Lariat-tees providing the rhythm harmonies and the trumpet, clarinet, fiddle and piano cutting in with the hot licks. Both sides stack up strong for the music boxes.

(Continued on page 116)

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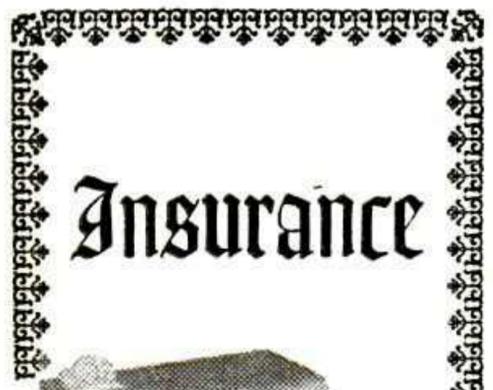
ERNIE BENEDICT (Continental C-8027)

Baby Sitter—FT; VC.
Ship To M'Lou—FT; VC.
Ernie Benedict, with his Range Riders of accordion and strings whipping out the bright Western rhythms, has an excellent comedy novelty in Baby Sitter. And Roy West's spirited chanting, with wailing of an infant for sound effect, brings out all of the comedy flavor of the song. In the same lively tempo, with the Kendall Sisters joining West in song and number calling, it's the musical atmosphere for the square dance in Skip To M'Lou.

They'll sit up to feed the coin chutes for Baby Sitter at the rustic locations.

THE JOHNSON FAMILY (Columbia 37887)

Wait for the Light to Shine—FT; V.
The Old Family Bible—W; V.
It's the spiritual mountain songs sung by the entire family with full religious fervor. Larry Walker at the piano accompanying, the Johnson family makes it a happy hymnal for Wait for the Light to Shine, and in



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RECORD REVIEWS

(Continued from page 115)

the slow waltz tempo, it's the spirit of the revival meeting for The Old Family Bible.

For the old folks at home.

MEL AND STAN (Majestic 11022)

Tennessee Gambler—FT; V.
Don't Let Your Sweet Love Die—FT; V.
It's the harmony singing of Mel and Stan (The Kentucky Twins), in backwoods style and with full gusto to the strum of guitars, for their own Tennessee Gambler. Tell of being tired of being hunted and wanted, desiring to go back to Tennessee. The two lads impart a pathos punch for their piping of the teary Don't Let Your Sweet Love Die torch, to which they add a bit of throat whistling.

For the deep backwoods phono locations.

CLIFF CARLISLE (Victor 20-2532)

I Didn't Have Time—FT; VC.
If You Tried—FT; VC.
Cliff Carlisle hits a wider mark for the more tuneful If You Tried torch, his sagebrush singing in fine outdoor spirit as the fiddles and guitars of his Buckeye Boys beat out a lively rhythmic accompaniment. It's a more moderate tempo for the I Didn't Have Time with the trio joining him in song for the "goodbye" ballad. If You Tried spins bright for the rustic phono stops.

HUGO DEL CARRIL (Victor 23-0682)

A Media Luz—FT; V.
Esta Noche Me Emborracho—FT; V.
Recorded in Argentina, it's the husky and dramatic folk singing of Hugo Del Carril, to the strum of guitars, for two tango melodies. Nothing sensuous in his singing or anything exotic in the two selections, being entirely folk singing. Not for any degree of coin plan.

ORLANDO GUERRA (Victor 23-0677)

Con la Comida No Se Juega—FT; V.
La Rareza Del Siglo—FT; V.
It's the lusty and spirited folk singing of Orlando Guerra for two rumba dance lullabies. Recorded in Cuba, singer's intonation is bad, and that of Julio Guevo's band is even worse. Playing is as rugged as the singing and not exactly in tune. Nor is there any striking element in either song. Nothing here to attract play on the phono front.

HARMONEERS QUARTET (Victor 20-2475)

Lord, Build Me a Cabin in Glory—FT; V.
My Labor Will Be O'er—FT; V.
It's the country hymnal singing for the revival tent meetings that the Harmoners, male quartet with piano accompaniment, bring to these sides. Take it slowly with full religious fervor for Lord, Build Me a Cabin in Glory, sustaining their harmonies as the lead voice talks his way thru the

story to start and singing in close harmony for a second stanza. Take it at a more moderate pace for My Labor Will Be O'er, alternating the stanzas with close harmony blend and a sustained background for the tenor lead.

For the folks at home.

BRADLEY KINCAID (Majestic 6018)

Red Light Ahead—FT; V.
The Miner's Song—FT; V.
Singing it lustily and expressively, Bradley Kincaid, with trio of voices on assist, brings out all of the hymnal flavoring of Red Light Ahead as he warns of Satan's stronghold. Guitars and mandolins keep up a peppery pace for his piping. And in the same style and tempo, sings it just as expressively for The Miner's Song, the plight of the men who go down in the mines.

Folks will take this cutting to their homes.

CHET ATKINS (Victor 20-2472)

In Her Own Peculiar Way—FT; VC.
Canned Heat—FT.
The Western maestro piping with a flair for the rhythm blues, Chet Atkins sings it with ease and intimacy for In Her Own Peculiar Way, which is the way his baby loves him. A catchy ditty, with contagion in Atkins' chant, there's rich rhythmic appeal in the hot notes of the guitar, fiddle and accordion featured with his Colorado Mountain Boys. For the original Canned Heat on the flip, it's a lively and spirited instrumental with the strings riding and picking their way torridly around a Tiger Rag lick fashioned in sagebrush.

Both sides stack up strong for rural coin catching.

CHARLIE MONROE (Victor 20-2416)

Bringin' in the Georgia Mail—FT; VC.
Down in the Willow Garden—W; VC.
With the harmonicas of his Kentucky Partners capturing the spirit of the old caboose coming down the track, Charlie Monroe sings it with a pleasant rustic twang for Georgia Mail. Guitars and fiddles round out the melodic pattern with a top tenor joining Monroe in song. For the flip, Down In the Willow Garden, taken at a fast waltz tempo, it's a madrigal packing all the flavor of the old English folk song which Monroe interprets with real rustic feeling.

Bringin' In the Georgia Mail will bring the coin attention.

101 RANCH BOYS (Rich 7116)

The Timber Trail—FT; V.
Someday, You'll Be Sorry—FT; V.
A vocal-instrumental unit, with the outdoor baritone of George Long in the lead, the 101 Ranch Boys spin it rough and rustic for these sides. With fiddle, guitar and accordion for the music making, Long sings it lustily for Timber Trail, spinning more smoothly when joined in vocal harmony by Andy Reynolds and Smokey Roberts. Long carries it alone, with sadness in his voice, for the sad Someday, You'll Be Sorry ballad. Little contagion in the songs or in their vocal or instrumental styling.

Little here that makes for coin appeal.

DICK POWELL (Decca 25251)

Stein Song—FT; V.
The Illinois Loyalty Song—FT; V.
It's the lusty tenor piping of movie-land's Dick Powell re-plattered for two familiar college songs. The Foursome adding vocal assist to the musical background of Harry Sosnik, it's a rousing song for Maine's Stein Song with the rah-rah spirit for the marchy Illinois Loyalty Song spin.

Coin appeal limited to the immediate campus limits.

ARMANDO AND HIS JACK'S BAND

(Seeco 610 and 611)
Escambao—FT; VC.
La Maricutana—FT; VC.
En Tu Ausencia—FT; VC.
No Creo En Mujer Sena—FT; VC.

Recorded in Puerto Rico, these sides bring the pronounced rumba rhythms of Armando and his Jack's Band, with the keyboard sparkle of Damiron the instrumental highlight of the fully-instrumented band. With Rafita Martinez for the Spanish singing of the first two sides, chanter aids the band's efforts only for En Tu Ausencia (In Your Absence), played in slow bolero tempo, as he gives out expressively in song. No power in his pipes for the spirited singing called for in Escambao, to which Armando applies the lively calypso-rumba rhythms. Maestro hits the hip-swaying mark with greatest effectiveness for the No Creo En Mujer Sena guaracha, for which Damiron's piano variations and Chapuseaux's spirited singing makes for a pert spin. For La Maricutana, it's a repetitious melody set to the Merengue dance rhythms, and with little life to Chapuseaux's soft singing, even with the aid of the band boys.

Hip-swaying addicts will favor No Creo En Mujer Sena.

BOBBY CAPO (Seeco 613 and 620)

Me Allegro—FT; V.
Ese Soy Yo—FT; V.
Ay! Mi Vida—FT; V.
Yo La Quiero—FT; V.
The rich baritone voice of Bobby Capo, with wide range and phrasing the Spanish wordage most expressively, occupies the attention with his singing of these lovely Spanish serenades all set to the slow bolero rhythms. And with the studio orchestra providing a rich harmony and rhythm background, spinning is as inviting to the hip-swaying as to the listening. It's in full romantic blush as he sings it in a slow tempo for two lovely melodies in the familiar Me Allegro and Ay! Mi Vida, and with more spirit in his song for Ese Soy Yo and Yo La Quiero, both taken at a more moderate pace.

Spanish set will grab up all of Bobby Capo's groovings.

SAVANNAH CHURCHILL (Manor 1093)

Is It Too Late—FT; V.
I Understand—FT; V.
The low and sultry tones of Savannah Churchill, spinning smoothly to the sustained harmonies of the Four Tunes, who also provide the instrumental support, makes it honey drippings for the tuneful Is It Too Late ballad. Gets her song message across in an intimate manner that makes the torch character of the chant burn all the more fervently. Adding to the appeal of the spin is a whistling obligato for the bridge background. Just as intimate in their chant are the Four Tunes, who take it alone for the I Understand ballad. Boys blend their voices smoothly with the soft romantic voice of the baritone in the lead and provide their own instrumental gloss with celeste tinkles for their harmony singing.

Both sides stack up strong for the phono play, with la belle Churchill the top side.

RUBY HILL (Crown 153 and 154)

Do It Again—FT; V.
I'm Gonna Be a Bad Girl—FT; V.
Why Was I Born?—FT; V.
Careless Love—FT; V.
The low and throaty vocal tones of Ruby Hill, rich in torch quality and with a fine sense of lyrical phrasing, is easy to take for the Do It Again and Why Was I Born? show ballads. Unfortunately, the musical support of Enoch Light and His Light Brigade, taking in organ and rhythm instruments, is most unflattering for the songbird. Not only are the backgrounds colorless, but the low range of the organ pumping makes it fairly impossible for Miss Ruby to project her piping. Other two sides, taken at a moderate tempo are of the blues variety, which Miss Ruby ain't.

Hardly enough here to attract coin attention.

(Continued on page 118)

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Music Ops Not Worried by Impending AFM Record Ban

(Continued from page 102)

mentalist, and the same thing will happen again. Also the backlog of unreleased pressings will remove pressure from the record houses for a long time to come."

The Music Guild of America (MGA), according to LeRoy Stein, executive director, will meet Tuesday (28) to discuss the record ban and what effect it will have on their operations. The AMOA meeting to be held next week will also devote a portion of the program to the AFM situation.

[Meantime, operators in Chicago, Los Angeles and Detroit told The Billboard they were confident they would be able to ride thru the shut-down. Many of them are buying heavily and stocks of disks, particularly in Chicago, are large enough to carry the operators along for many months. Brief summary of findings in these three cities follows.]

Chi Ops Well Stocked

CHICAGO, Oct. 25.—Operators here, after studying the announcements of AFM's impending ban on records, believe that the backlog of disks not yet placed on the market, plus the operators' own stocks will carry them thru for at least a year.

Joe Paschke, of Paschke Phonograph Company, said, "I have some 10,000 records on hand to use, and the new type tone arms on new juke boxes will give records many more plays than we formerly got." Anton Oomens, of Walter Oomens Sons, said his firm has a stock which would carry them for from six to eight months.

ABC Music Service's Bob Manning said he felt the record ban would not seriously hurt juke box play. All of the local operating firms contacted believe the record companies will find an answer to the ban, and

most of them are looking for increased re-issues of oldies.

Detroit: Location Questions

DETROIT, Oct. 25.—In Detroit, music operators report a flood of questions from location owners who want to know what the record ban would mean to their business. Joseph Brilliant, former president of the Michigan Automatic Phonograph Owners' Association, summed up local operators' sentiment by saying that "in a couple of years it will be time

to take stock. The same thing happened before, and didn't put us out of business.

LOS ANGELES, Oct. 25.—With re-issues of old favorites, and new recordings of the same tunes currently topping the popularity list for juke boxes in this area, music operators expected little immediate effect from the impending record ban.

Nels Nelson, local branch manager for M. S. Wolf Distributing Company, said that he had talked to a number of operators during the past week and that none were worried. Most of the operators are banking on the record companies' backlog of unreleased numbers and expect some solution will be found before this supply is exhausted.

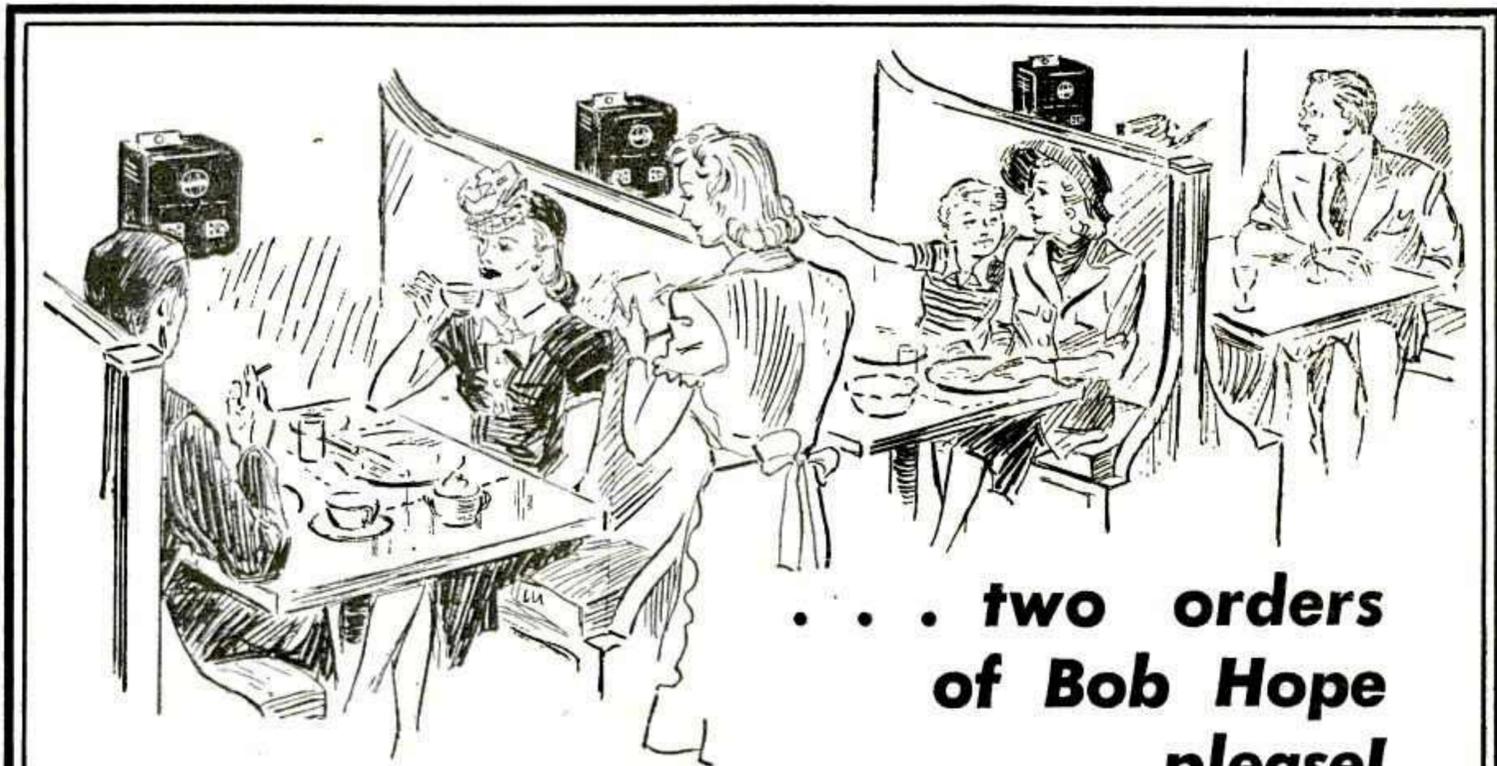
NAAMO GIVES CAST KIT

(Continued from page 92)

sides those already named, are under consideration at the present time by Smith, Henry, and Norman Weiser's NAAMO school co-ordination committee.

Second coin machine mechanics' class will start November 3 in two classrooms in the Manhattan Trades Center, now being wired by the Board of Education to allow coin machines to be placed solidly around three walls of each classroom. Class is scheduled to graduate May 1.

Smith noted that a \$200 check was received from Bally Manufacturing Corporation, Chicago, to be added to the school fund started at the \$100-a-plate dinner last week in the Waldorf-Astoria Hotel.



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Laundries Offer Locations; Coin Machine Aid Biz

(Continued from page 92)

laundry an additional source of income and perhaps most important of all, help pacify children who must be entertained while the laundry is being done.

Likewise, candy, gum, nut, cigarette, cookie and similar types of merchandise venders have found their way into many coin-operated laundry locations with from average to excellent success.

Altho there have been but a few reports of pinball games being tried out in automatic laundry locations, operators say that they believe such spots are potentially good since customers have a good deal of free time on their hands. However, since the majority of people using coin-operated laundry facilities are women, games with feminine appeal are most in demand.

Jim Batterson, operator of Jim's Music Service in Kansas City, Mo., has located pin games in automatic laundries with some success (The Billboard, August 30). He reports that his machines are mainly directed toward the men who take their laundry to such locations. The men, it seems, get more impatient than the women while waiting for the automatic washing machines to do their work on the laundry.

Many of the laundry locations have lounges where patrons may wait while their laundry is being washed. Where such facilities exist, they are usually the best spots for location of juke boxes, vending machines or games.

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RECORD REVIEWS

(Continued from page 116)

MARTHA TILTON (Majestic 1174)
Sincerely Yours—FT; V.
Chickasaw Limited—FT; V.

It takes a second stanza for Martha Tilton to get started with the *Sincerely Yours* ballad, not warming up until she injects a rhythmic lilt to the lyric with the studio band in keeping with the character of her chant. Her straight singing at start is entirely without warmth or feeling. Gal is much more at home for the rhythmic *Chickasaw Limited* train song, with a vocal quartet assisting in marked measures.

Chickasaw Limited is the brighter side for possible phono play.

TONY MARTIN (Decca 25273)
Intermezzo—FT; V.
Tonight We Love—FT; V.

The lush romantic fire in Tony Martin's tenoring still spins with full flame for the re-issue of these two standards. With David Rose's Strad-colored music painting the musical bank, Martin takes it entirely at ease out of tempo for *Intermezzo*, keeping strict beat for the show-spinning *Tonight We Love* ballad which originally brought Tchaikovsky's *Piano Concerto* to the fore.

Still plenty of coin magic in Tony Martin's singing for these romantic sides.

KENNY BAKER (Decca 24198)
L'Amour, Toujours L'Amour—W; V.
Two Hearts in Three Quarter Time—W; V.

The lyrical tenoring of Kenny Baker imports a likeable charm to both of these standard waltz favorites brought back in this backing. Harry Sosnik's music for the musical carpet, Baker sings it with full lyrical expression out of tempo for the *L'Amour* classic, adding a Viennese lilt to his lyrical interpretation of *Two Hearts in Three Quarter Time*.

For the home play.

JOHNNY LANE (Regent 107 and 108)
My Guitar Is My Sweetheart—FT; V.
Naughty Angelina—FT; V.
Castinets and Old Lace—FT; V.
After You—FT; V.

A whispery baritone of the Mel Torme variety, with accent on his song styling rather than in vocal quality, Johnny Lane sings it expressive enough for these songs. And while his piping is fully relaxed and intimate, it's without the warmth that makes the piping brush against fem ears the right way. Fares best with the polka-styled *My Guitar* song, taking it at a moderate clip for *Castinets and Old Lace* and *Naughty*

Angelina, with a slow spin for *After You*. Dave Rhodes' music, accenting the piano, strings and flute, fills the background requirement well to set off the wordage.

No coin lure here.

LEON McAULIFFE (Majestic 11032)
Tulsa, Straight Ahead—FT; VC.
A Cowboy's Christmas Song—FT; VC.

While there's no polish to the Western rhythms dished out by Leon McAuliffe's music makers, with the trumpet, fiddle, guitar and piano riding it over a rugged range, the spinning is satisfying for the dancing in the lively *Tulsa, Straight Ahead* to which Jimmy Hall adds spirited singing. For the *Cowboy's Christmas Song* on the mated side, Hall sings the tender ballad with pious feeling, with the steel guitar bridging his refrains. The only good part of the ballad is the title.

Rustic dance spots may spot *Tulsa, Straight Ahead*.

ART DIXON (Sonora H-7047)
A Song That I Heard in Laredo—W; V.
Don't Dog Me Around—FT; V.

There's a nice nostalgic note in the country baritone of Art Dixon for the smooth-flowing waltz melody of *Laredo*, with a trio of voices joining in to add a sugar-coated gloss to the grooving. The fiddle, accordion and guitars of his Melody Mustangs sustain a smooth musical flow. For the flip, Dixon patters it at a lively clip for *Don't Dog Me Around*, with the ensemble adding responsive lyrics to the novelty jingle ditty. Hot strings and accordion squeezings space the spinning, with the Mustangs providing a toe-tapping setting thruout.

Both sides stack up for the country coin boxes.

JERRY AND SKY (Sonora (H-7049)
Goodbye, My Lover, Goodbye—FT; V.
No One Now—FT; V.

It's a rustic and hazy vocal blend in the chanting of Jerry and Sky, with the Melody Men providing a blending rustic string and accordion accompaniment. Twosome gets its vocal rowdiness across for the lively *Goodbye, My Lover, Goodbye*, to which they add a lick of yodeling. For the flip, *No One Now*, which they take at a more moderate tempo, the boys pack a lot of pathos in their pipes for the sad song about their girl who joined with the angels. Singing and playing is entirely backwoods that's way back.

Spinning will satisfy *Tobacco Road* tastes.

MARY SMALL-GUS VAN (Songbird 100)
Refugee's Lullaby—W; V.
The Jews Have Got Their Irish Up—FT; V.

Jack Yellen and Sammy Fain have written two well-meaning songs for this spinning. And while both singers give to each excellent lyrical exposition, with full musical bank created by David Mann, it's propaganda set to words and music. Nothing subtle in either case, the lyrics punching hard in each. But because of the content, will of necessity have limited needling appeal. Mary Small sings the mournful and meaningful *Refugee's Lullaby*, which sets forth good reason for coming to the aid of the displaced persons in Europe. Gus Van's tenoring, with Erin brogue, brings out all of the fighting spirit of the Palestine defenders for the marchy *The Jews Have Got Their Irish Up*. Both excellent propaganda pieces, but their effectiveness when ears have long been deaf is something else.

Spinning of specialized interest.

WILLIS MEYERS (Cowboy 501)
You Can Be a Millionaire—FT; V.
Great Speckled Bird—FT; V.

Both spiritual type of outdoor tunes, there's little in the singing of Willis Meyers or the strumming of his Bar

X Ranch Boys to bring any attraction to either song. Musical balance is bad and Meyers' diction is little better as he garbles the lively *Millionaire* ditty with one of the boys joining him in song. For *Great Speckled Bird*, sings it sad and forlorn for a song about crossing the great divide. No coin attraction here.

ERNEST TUBB (Decca 46078)
Answer To Rainbow At Midnight—W; V.
Headin' Down the Wrong Highway—FT; V.

To the twang of the steel guitars, it's sagebrush sinus singing that Ernest Tubb spins out for both of these sobbing sagas. For his own *Answer To Rainbow At Midnight*, he groans about the gal who treated him wrong as the disk spins at a slow waltz pace. Just as nasal is the needling, also revived, of Ted Daffan's *Wrong Highway*, taken at a moderate tempo as Tubb cries out of too many sweethearts and too many tears.

For the rustic locations where they cry in their lager.

EDDIE GOMEZ (Victor 23-0680)
Tardecita Provinciana—FT; V.
Decidete y Veras—FT; V.

Eddie Gomez arrests the attention for better returns when singing in spirited style for *Decidete y Veras*. And with the bolero rhythms of Miguelito Miranda's band more pronounced, the spinning is all the more inviting, with the song itself holding melodic attraction. His soft tenor pipes dip into the romantic frame as the band sets slower bolero rhythms for *Tardecita Provinciana*. But neither the singer nor the playing is convincing. Recording imported from Puerto Rico.

Rumba dancers will save their coins on this cutting.

EDDIE DEAN (Majestic 11026)
The Midnight Train—FT; V.
Rosanne of San Jose—FT; V.

His heavy baritone voice lending itself to the mournful tones, Eddie Dean rings out a tear in his pipes as he sings *The Midnight Train*, the wail of the funeral train with its tears and its sorrows. Strings and accordion sustain a moderate pace for his piping. For the flip, it's a tuneful Mexican serenade in the *Rosanne* ballad as he sings it with deep sincerity about the maid who is married to somebody else.

Rosanne of San Jose makes for a sweet serenade for the phono play.

JIM HAND (Crown 156)
There's No One Home—FT; V.
Columbus Stockade Blues—FT; V.

The husky and unmelodic voice of Jim Hand falls flat on the spinning, with little help from the strings and accordion of his Mountain Ramblers. Both songs of love lost, Hand handles it alone for *There's No One Home*, joined by the Mountain Trio, whose harmony singing is just as hazy, for the lively *Columbus Stockade Blues*. Nothing here to arrest coin attention.

JAMES MELTON (Victor 10-1329)
M'Appari Tutt' Amor—V.
La Fleur Que Tu M'Avais Jetee—V.

James Melton, his tenor range in good voice and with full dramatic quality, scores handsomely here for two all-time favorites from operatic repertoire. With the RCA Victor Orchestra directed by Jean Paul Morel providing sympathetic accompaniment, Melton sings in Italian for *M'Appari* from *Martha*, and in French for the *Flower Song* from *Carmen*. Disk is a 10-incher.

Excellent for the home library.

FIRST PIANO QUARTET (Victor 46-0011)
Second Hungarian Rhapsody—Parts I & II

One of the enduring classics, the four pianos blend gracefully for a sparkling interpretation of Liszt's *Second Hungarian Rhapsody*, spinning over both sides of the 12-inch track. Flawless in their fingering, the variety of moods of the music is expressed with full grace and flavor.

For the home collections.



A MERRY CHRISTMAS — Ray Bloch, Johnny Long and Monica Lewis (Signature S-7)

For the holiday play this is an attractive packaging of six pop Christmas tunes from the Tin Pan Alley folios. And spinning out with delightful contrast in the rhythmic patterns. Ray Bloch's music, with the spry harmony singing of the Eldorado Five, makes it all the more inviting to join in on the singing for *Santa Claus Is Coming to Town* and *Let It Snow, Let It Snow, Let It Snow*. Monica Lewis, dreaming her ditty with Bloch's music framing her song styling in style and color, makes the balladeering count in the expressive chanting of Mel Torme's *The Christmas Song* and Irving Berlin's *White Christmas*. Johnny Long's band, in full rhythmic dress, scores with the responsive swing singing of Francey Lane and the ensemble for *Jingle Bells*, and keeping the rhythmic urge just as pronounced for *Winter Wonderland* with the same voices raised in song. Album cover is a color title page graced with juvenile holiday figures giving a false impression that the packaging is geared for the kiddie trading. Inside page blank, altho a pictorial display, would make for better merchandising appeal. Platters will serve well for the holiday party music, with music machine ops finding the *Jingle Bells* entry to their coin advantage.

FOREVER AMBER MUSIC—David Raksin (Victor P-197)

Composer-arranger David Raksin conducts the 20th Century-Fox Studio orchestra for three disks of his original music fashioned for the *Forever Amber* screen sound track. Raksin created here background music in the classical idiom with descriptive rather than melodic qualities. Music, played with symphonic overtones, is not of the sensuous variety, as the leading lady might inspire a composer. Nor is there the suspicion of a *Laura* theme in the lot, with the result that there is little in the score here for remembrance. Selections in the set include *Amber*, *Forever Amber*, *The King's Mistress*, *The Great Fire of London*, *The White Friar's Music* and *The Idyll at Chiverton Cottage*. Records shipped without album jacket for review.

A CHRISTMAS CAROL—Lionel Barrymore (MGM 16-A)

The familiar holiday tale of Charles Dickens' *A Christmas Carol*, with Lionel Barrymore as the convincing and repenting Ebenezer Scrooge character, is transcribed on four waxes with great story-telling effectiveness. Dailey Paskman adapted the story for the spinning and directed the session. Richard Hale's narration ties the story threads together, with Samuel Timberg's musical bridges adding to the dramatic impact of the disk. Color etching of Barrymore and young boy beside the Christmas tree makes for an attractive cover page, with the screen star by-lining the story notes printed on the inside page.

ITALIAN OPERATIC DUET—Jan Peerce and Leonard Warren (Victor DM-1156)

The tenor voice of Jan Peerce and the baritone of Leonard Warren, with Jean Paul Morel and Erich Leinsdorf sharing the direction of the accompanying RCA Victor Orchestra, combine their singing talents to bring on wax-stirring duets from the familiar Italian operas. Only disappointment is that the disk ends too soon, packing here only three duets for a set of two 12-inch records. It's the romantic and tragic music of *Invano Alvaro* and *Solenne in Quest'ora* from Verdi's *La Forza Del Destino* and the *O Mimi, Tu Piu* from Puccini's *La Boheme*. A colorful and classical setting for the operatic stage scene makes for album cover attraction, with the inside page carrying the Italian and English translation of the duets. For those seeking out the operatic music on wax, this set is hard to pass by in spite of its skimpy portion.

ALBUM REVIEWS

SONGS OF THE SOUTHWEST—Al Dexter (Columbia C-151)

This set of four records brings together earlier issues of the sagebrush-flavored singing of Al Dexter, with his musical troopers of trumpet and guitars providing the peppery Western rhythms. Contrasting the song stories and rhythms, eight sides take in the song that skyrocketed the cowboy chanter, *Pistol Packin' Mama*, with like familiars in *I Waited Too Long*, *Why Did It Have To Be Me?*, *Rosalita, Texas Waltz*, *Two Broken Hearts*, *I Told My Heart and Can This Love Be Real?* Caricature of guitar-strumming cowboy enhances the title page layout. Inside cover carries picture of the Texan with personal notes on his singing and songs.

GOLDMAN MARCHES—Edwin Franko Goldman (Sonora MS-497)

The Goldman band conducted by Edwin Franko Goldman, captured in all its full balance and precision, spins out eight of the bandmaster's marches in stirring march music style. Making each a brisk biscuit, Goldman's concert band plays *Anniversary March*, *Victory Day*, *March Kindergarten*, *O'er Land and Sea*, *World Peace March*, *Birthday March*; *Hail, Brooklyn* and *Bugles and Drums*. For those seeking out the march music, this is an excellent collection. Flying banners unfurled make for an attractive cover page with face photo of Goldman added. Personal notes fill the inside cover page nicely.

THE PAGANINI QUARTET—Rasoumovsky No. 1, No. 2, No. 3 (Victor DM-1151, 1152, 1153)

It's a royal holiday for the lovers of string chamber music, who must be legion, in these three companion platter packages. And adding import to the holiday is the fact that the three sets mark the recording debut of the famed Paganini String Quartet for the label. Playing on their four priceless Stradivarius instruments, the quartet sets full with full charm and spontaneity of expression of Beethoven's cycle of three Rasoumovsky quartets. Ingenious and complex developments of classical themes, which Beethoven composed in the early 1800's for the Russian nobleman, the Paganini group brings out all of the supreme beauty and musical melancholy cast in each of the three sonata-form quartets, playing each with dynamic intensity and with full flair for the charm of its content. First quartet takes nine of the 10 sides in the 12-inch set, completing the package with Mozart's *The Hunt*, the minuet from his *Quartet No. 17 in B Flat*. The second quartet is carried over the four records and the third in the cycle takes seven of the 12-inch sides, completing the set with the minuet from Mozart's *Quartet No. 21 in G*. Each of the sets gets the same packaging, using an etching of the composer for the title cover page with detailed notes on the quartet music for the inside page.

HAYDN SURPRISE SYMPHONY—Boston Symphony Orchestra; Serge Koussevitzky (Victor DM-1155)

An evergreen in symphony orchestra repertoire, Haydn's lyrical *Symphony No. 94 in G Major*, better known as the *Surprise* symphony, is played with tenderness and warmth by the Boston Symphony Orchestra, taking its direction from Serge Koussevitzky's sensitive stick waving. A seasoned work without which no record library of classical music can be complete, this set of three 12-inch records should find a wide mark among those late in getting their music shelf started. Cover is striking title page, with notes on the Haydn music filling the inside page.

A PATRICE MUNSEL PROGRAM (Victor M-1130)

The coloratura soprano voice, singing a set of eight all-time song favorites with an ingratiating personality, and with clarity of tone and diction, makes for pleasant and relaxing listening. Singing in English, Italian and Spanish, with each selection making for delightful contrast of musical mood, the sides spin out the romantic and melodic music of *Dark Eyes*, *Granada*, *Il Bacio*, *Estrellita*, *Solvejg's Song*, *Andalucia*, *El Relicario* and *Cielito Lindo*. Al Goodman's music provides well balanced support for the songbird, with the mixed voices of the Guild Choristers adding vocal force to four of the selections. Locket figure with photo of pretty Princess Pat makes for an attractive album cover. Personal notes fill the inside page of the 10-inch album.

TCHAIKOVSKY CONCERTO NO. 1—Artur Rubinstein (Victor DM-1159)

It's a telling performance of a most familiar work as Artur Rubinstein plays with full virtuosity and musicianship the popular *Tchaikovsky Piano Concerto No. 1*. And while the Tin Pan Alley writers have already taken its melodic beauty apart, it's majestic beauty has lost none of its melodic tenderness and warmth, as Rubinstein plays it with beautiful tone and individuality of interpretation. Capturing the spirit of the soloist, Dimitri Mitropoulos, conducting the Minneapolis Symphony Orchestra, provides the tasteful orchestral coloring. The *Concerto* carries over four 12-inch records and represents a classic for the classical shelf. Photo of the soloist at the baby grand along with face profile photo of the symphony conductor makes for an attractive album cover, with detailed notes.

ROMEO AND JULIET—Arturo Toscanini (Victor DV-7)

Arturo Toscanini, conducting the NBC Symphony Orchestra, spins here with full verve and dynamic intensity for the intense and romantic music of Berlioz's dramatic symphony, *Romeo and Juliet*. Selecting excerpts from the large work, taking in the *Romeo Alone*, *Fete at the Capulets* and *Love Scene* music from Part II, Toscanini gives a highly imaginative reading to make the spinning of the three 12-inch records a tonal coloring of orchestral beauty. Records are vinylites to make them an everlasting pleasure for the listener. Toscanini autograph, lettered in gold against a soft red background, makes for an attractive album cover, with notes on the Berlioz music filling the inside page.

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(Please turn to page 117)

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CONSOLES

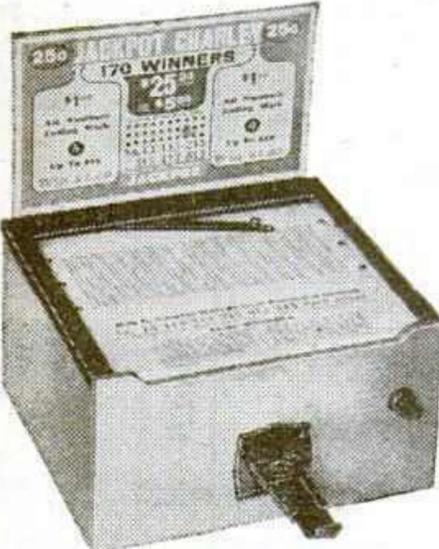
Table listing console models like Keeney Bonus Super Bells, 5/5¢ Twin Bonus Super Bell, etc., with prices.

SLOTS

Table listing slot machine models like Columbia Bell, DJP, '46, 5¢ Pace DeLuxe Bell, etc., with prices.

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Your Best Bet Yet! (Please turn to page 117)

ADVANCE RECORD RELEASES POPULAR

(Continued from page 36)

Large table listing record releases with titles, artists, and labels like Decca, Victor, Capitol, etc.

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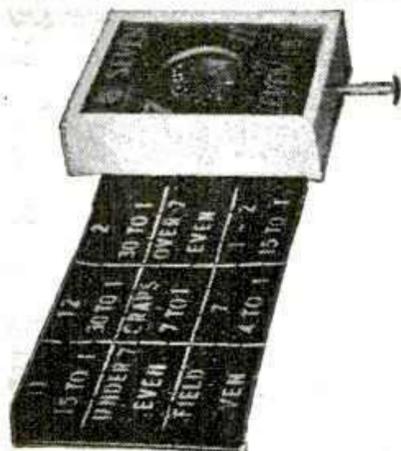
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(Continued on opposite page)



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RACE

(Continued from opposite page)

DOLLAR BILL Brownie McGhee (I'M TALKING)..... Savoy 5541
DOUBTFUL BLUES Julia Lee and Her Boy Friends (Julia Lee) (MY SIN)..... Capitol Americana 40056
FOR YOU Joe Alexander (Dave Cavanaugh Ork) (I'M A)..... Capitol Americana 40055
GOOD ROCKIN' TONIGHT Roy Brown (LOLLY POP)..... De Luxe 1093
HEADS YOU WIN AND TAILS I LOSE Deep River Boys (IT HAD)..... Victor 20-2517
I'M A THREE-TIME LOSER (With a Two-Time Gal) Joe Alexander (Dave Cavanaugh Ork) (FOR YOU)..... Capitol Americana 40055
I'M TALKING ABOUT "IT" Brownie McGhee (DOLLAR BILL)..... Savoy 5541
IT HAD TO BE YOU Deep River Boys (HEADS YOU)..... Victor 20-2517
IT'S TOO BIG, POPPA Claude Hopkins Quartet (Rena Collins) (LOW GRAVY)..... Rainbow 10035
LACEY BELLE Sonny Boy Williams (POLLY, PUT)..... Victor 20-2521
LOLLY POP MAMA Roy Brown (GOOD ROCKIN')..... De Luxe 1093
LOW GRAVY Claude Hopkins Quartet (Rena Collins) (IT'S TOO)..... Rainbow 10035
MY SIN Julia Lee and Her Boy Friends (Julia Lee) (DOUBTFUL BLUES)..... Capitol Americana 40056
NO MORE LOVERS Arthur (Big Boy) Crudup (TRAIN FARE)..... Victor 20-2565
OVERWORK BLUES Etta Jones (Luther Henderson Ork) (WHAT EV'RY)..... Victor 20-2564
POLLY, PUT THE KETTLE ON Sonny Boy Williamson (LACEY BELLE)..... Victor 20-2521
PUT YOURSELF IN MY PLACE, BABY Claude Hopkins Quartet (Rena Collins) (TWO LOVES)..... Rainbow 10036
SHOUT, SISTER, SHOUT! Lucky Millinder-Rosetta Tharpe (THAT'S ALL)..... Decca 48057
SUMMERTIME The Ravens (WRITE ME)..... National 9038
THAT'S ALL Lucky Millinder-Rosetta Tharpe (SHOUT, SISTER)..... Decca 48057
TRAIN FARE BLUES Arthur (Big Boy) Crudup (NO MORE)..... Victor 20-2565
TWO LOVES HAVE I Claude Hopkins Quartet (Rena Collins) (PUT YOURSELF)..... Rainbow 10036
WHAT EV'RY WOMAN KNOWS Etta Jones (Luther Henderson Ork) (OVERWORK BLUES)..... Victor 20-2564
WRITE ME A LETTER The Ravens (SUMMERTIME)..... National 9038

HOT JAZZ

A BAR A SECOND Serge Chaloff-Red Rodney (FAT GIRL)..... Savoy 906
AIN'T SHE SWEET Stan Freeman Trio (SWEET LEILANI)..... Rainbow 10030
AND THE ANGELS SWING Stan Getz (SYMPHONY SID'S)..... Savoy 909
BUCCANEER'S BOUNCE George Shearing (HAVE YOU)..... Savoy 658
FAT GIRL Teddy Reig's All Stars (A BAR)..... Savoy 906
HAVE YOU MET MISS JONES? George Shearing (BUCCANEER'S BOUNCE)..... Savoy 658
*MY BLUE HEAVEN Jimmie Lunceford (THE BEST)..... Decca 25289
SWEET GEORGIA BROWN Stan Freeman Trio (SWEET LORRAINE)..... Rainbow 10031
SWEET LEILANI Stan Freeman Trio (AIN'T SHE)..... Rainbow 10031
SWEET LORRAINE Stan Freeman Trio (SWEET GEORGIA)..... Rainbow 10031
SWEET ROSIE O'GRADY Stan Freeman Trio (SWEET SUE)..... Rainbow 10032
SWEET SUE (Just You) Stan Freeman Trio (SWEET ROSIE)..... Rainbow 10032
SYMPHONY SID'S IDEA Allen Eager (AND THE)..... Savoy 909
*THE BEST THINGS IN LIFE ARE FREE Jimmie Lunceford (MY BLUE)..... Decca 25289

INTERNATIONAL

A BARCELONA Maurice Chevalier (Henri Rene Ork) (YOU IN)..... Victor 25-0104
A MORTE DU SCECCO Paolo Citarella (DONNA VINCENZA)..... Standard F-6037
BIALE GODY (White Christmas)..... Vivian Bazan (NA BOK)..... Standard F-3034
BILA GARDENIE (White Gardenia)..... Lida Brodenova-John Zak (JA SEHCI)..... Standard F-7009
BOG SIE RODZI (God Is Born)..... Walter Dana Ork (Stas Jaworski-Choir) (WSROD NOCNEJ)..... Dana 1011
CHRISTMAS U X MACIEJA (Christmas At Matthew's)..... Walter Dana Ork (Stas Jaworski-Choir) (KOLEDNICY)..... Dana 1013
CIALY NU FA' 'O 'MBRUGLIONE (Charlie the Faker)..... Anna and Roberto Ciaramella (PUMMA-ROLA E)..... Standard F-6034
CICHA NOC (Silent Night)..... Walter Dana Ork (Stas Jaworski-Choir) (TRZY KOLEDY)..... Dana 1010
COMME FACETTE MAMMETA Anna Coraggio (VALZER IMPERIALE)..... Standard F-6035
CZERWONA ROZA Frank Wojnarowski Ork (JESTEM SOBIE)..... Dana 535
DONNA VINCENZA Paolo Citarella (A MORTE)..... Standard F-6037
EMMY'S FAVORITE Franzen and Eriksson (PINETS BOND)..... Standard F-5012
GANG JAG SAG DIG Nils Kihlberg (Sune Waldimirs String Ensemble) (PA BEGARAN)..... Victor 26-1066
GDY SIE CHRSTYUS RODZI (When Christ Is Born)..... Walter Dana Ork (Stas Jaworski-Choir) (LULAJZE JEZUNIU)..... Dana 1012
GURALSKI (The Mountaineer)..... Bernard Witkowski Quartet (TUB BOAT)..... Standard F-3032
JA SEHCI VDAVATI (I Want To Get Married)..... Lida Brodenova-John Zak (BILA GARDENIE)..... Standard F-7009
JESTEM SOBIE CHLOPAK MLODY Frank Wojnarowski Ork (CZERWONA ROZA)..... Dana 535
JOYCE'S TANTZ (Joyce's Dance)..... Dave Tarras Ork (ZEIDEM'S TANTZ)..... Standard F-8010
KOLEDNICY (The Carolers)..... Walter Dana Ork (Stas Jaworski-Choir) (CHRISTMAS U)..... Dana 1013
KOLO MEGO OGRODECZKA Frank Wojnarowski Ork (OD KRZACZKA)..... Dana 536
LULAJZE JEZUNIU (Sleep Little Jesus)..... Walter Dana Ork (Stas Jaworski-Choir) (GDY SIE)..... Dana 1012
MAMMA Anna Coraggio (VOCE E)..... Standard F-6036
NA BOK Z DROGI (To One Side)..... Frank Curylo (BIALE GODY)..... Standard F-3034
OD ZRZACKA, DO DRZACZKA Frank Wojnarowski Ork (KOLO MEGO)..... Dana 536
PA BEGARAN; DEN FORSTA Nils Kihlberg (Sune Waldimirs String Ensemble) (GANG JAG)..... Victor 26-1066
PINETS BOND VALS Franzen and Eriksson (EMMY'S FAVORITE)..... Standard F-5012
PUMMAROLA E RAFANIELLO (Tomato and Radish)..... Anna and Roberto Ciaramella (CIALY NUN)..... Standard F-6034
TRZY KOLEDY (Three Polish Christmas Carols)..... Walter Dana Ork (Stas Jaworski-Choir) (CICHA NOC)..... Dana 1010
TUG BOAT Bernard Witkowski Quartet (GURALSKI)..... Standard F-3032
VALZER IMPERIALE (Emperor Waltz)..... Anna Coraggio (COMME FACETTE)..... Standard F-6035
VOCE E NOTTE Anna Coraggio (MAMMA)..... Standard F-6036
WSROD NOCNEJ CISZY (In the Silence of the Night)..... Walter Dana Ork (Stas Jaworski-Choir) (BOG SIE)..... Dana 1011
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MILLS ESCALATOR TYPE SLOT MACHINES

MACHINES MUST BE COMPLETE WITH ALL PARTS AND IN FAIR CONDITION. PHONE, WIRE, MAIL LIST WITH LOWEST PRICES.

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Buy "AMERICAN" and you buy the "FINEST"

For Better Games See—

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Coin Machine parts and supplies for all machines, both old and new. Write today for our free catalogs.

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Wisconsin's
LEADING
DISTRIBUTOR

ONE STOP SERVICE
ON ALL TYPES OF EQUIP-
MENT AND SUPPLIES
GAMES. MUSIC. VENDERS

NOW DELIVERING
ALL ITEMS LISTED BELOW

NEVADA

"The Greatest Game on Four
Legs"—a product of the
famous

UNITED MFG. CO.

ALSO DELIVERING
United's New 5-Ball
Rolldown Game

HAWAII!



4 Ways To Set
Up Super Bonus
Feature

DELIVERING ALL NEW GAMES BY ALL MANUFACTURERS

FILBEN MIRROCLE MUSIC

★ The Most Sensible New Idea ★
in Automatic Music

PLUS THE BEST IN EQUIPMENT

**SPECIALS FOR THE
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Terms—1/3 Deposit, Balance C. O. D.

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Ten Strike, '47 Model (Used) ..	219.50
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WISCONSIN'S LEADING DISTRIBUTOR

United Coin Machine Co., Inc.

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ATTENTION, NEW YORK OPERATORS

● We have a complete line of NEW and USED Post-War Pin Games in stock. You can move games from our shop into your location immediately.

● Palisades is the only metropolitan coin machine organization ready to give immediate service to the operator.

SELECT YOUR GAMES—
GO INTO ACTION TOMORROW!

PALISADES SPECIALTIES COMPANY

498 Anderson Avenue Cliffside Park, N. J.
20 MINUTES FROM NEW YORK CITY
Cliffside 6-2892

**Richmond Ops
Hit Proposed
Juke Tax Hike**

Newspapers Help Cause

RICHMOND, Va., Oct. 25.—Juke box operators here appeared before the Richmond Tax Commission in a public hearing Tuesday (21) to protest a proposal to increase fees on automatic phonographs. After the music operators presented their arguments, the local newspapers devoted considerable space to a favorable report of the information the operators passed along.

Proposed ordinance here would double the current \$15 annual tax on music equipment.

A number of operators and distributors showed up at the public hearing to present facts and figures and generally to acquaint members of the commission with the manner in which automatic phonographs are operated.

Morris Maynor, of the Maynor Distributing Company, explained how the price of equipment has increased and related this figure to the cost increases in records, labor and other operating necessities. Despite these increases, Maynor pointed out, the price of a juke box tune to the public has remained five cents.

Dan Wertz, another representative of the phonograph trade, stated that the location owner currently gets the "best end of the deal" when it comes to music operating. He said that when the phonos were first put out commercially, they were installed on a 20 per cent commission to the location, but competition between companies gradually raised that 20 to 50 per cent.

Operators and distributors both pointed out that the music operating business runs along on a fairly even keel, netting the operator a modest return on his investment. Only when a really "sensational" hit comes along, one operator pointed out, does the music operating business climb above its average, moderate return.

**Telecoin Appointed
Red Ball Distributor**

NEW YORK, Oct. 25.—Telecoin Corporation has taken over national and foreign distributorship of the miniature billiard-type coin-operated game called Red Ball, formerly handled by Hirsch De La Viez. According to Telecoin officials, the game has been improved and the new model is now being shown in their New York, Chicago, Los Angeles and San Francisco offices.

Telecoin officials here said that one of their initial orders came from the Veterans' Administration which purchased the games for use in vet hospitals thruout the country.

**Joe Eisen Retires
From Coin Business**

NEW YORK, Oct. 25.—Temporary retirement of Joe Eisen, with the closing of the Joe Eisen & Son offices on 12th Avenue, was reported here this week. Eisen and his son, Buddy, handled the Packard distributorship in this area. The pioneer coinman has left New York to devote full time to his interests in the A&A Artware Company, Camden, N. J.

Packard sales here are now being handled by the Abbott Specialty Company.

L-O-O-K!
IMMEDIATE DELIVERY

Bally
ROCKETS \$160

Brand new—in crates

BALLY SPECIAL ENTRY—WRITE

1/3 Deposit With Order, Balance C. O. D.
F. O. B. Baltimore.

WANT TO BUY!
DRAW BELLS
DE LUXE DRAW BELLS
TRIPLE BELLS
Give condition—denomination and price. No junk!

Distributors for
PACKARD'S
"Manhattan"



the world's
finest
phonograph
—a sensation
on every
location.

**CALVERT NOVELTY
COMPANY**

COIN OPERATED EQUIPMENT
708 N. Howard St. Baltimore 1, Md.
Vernon 3034

● WANTED ●
GAME SALESMAN

To cover Eastern Pennsylvania and New Jersey. Must have car and know all operators in territory. Drawing account against commissions. State experience and present employment. All replies confidential.

SCOTT-CROSSE CO.

1423 SPRING GARDEN ST.
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IMMEDIATE DELIVERY ON
GENCO'S "BRONCHO"
AND
WILLIAMS' "ALL STARS"

King Pin

EQUIPMENT COMPANY
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FOR SALE
MILLS BRAND NEW 50c PLAY
BLACK CHERRY BELLS
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**EXHIBIT'S ROT.
PUSHERS**
4 A-1 condition, 5¢ Slots, all one color, \$165.00 each or \$600.00 for lot. \$7.00 each for crating.
ASSID
340 Monroe Ave., N.W. Grand Rapids 2, Mich.

Bell Licenses Discussed by Oregon Group

Question State Ruling

LA GRANDE, Ore., Oct. 25.—Question of licensing pinballs, bells or boards which return money or tokens for trade flared up here again at the recent annual convention of the League of Oregon Cities, an organization of city officials. The city officials declared that they needed money, and a few declared they could not see why they shouldn't license the bells since other cities and counties in the State are doing so.

No one has been too certain of the status of such machines since April, when Oregon's lawmakers enacted a bill which amended the tax schedule on coin-operated equipment by deleting from the law the words "... and to return to the player thereof no coins, tokens or merchandise."

Deny License Right

Many cities took this as a sign that it was permissible to license bells, but a recent directive (*The Billboard*, September 20) from the State's attorney general ordered district attorneys in 36 counties to deny local governments the right to license such equipment.

One mayor, attending the league conference, said that since not all counties were complying with the directive to refuse licensing he did not see why his own county should be penalized with loss of revenue. He added that many persons were driv-

Sure 'n' Begorra

CHICAGO, Oct. 25.—Bally Manufacturing Company's Ray Maloney is the proud possessor of a newspaper clipping recently mailed to him by a friend in Ireland. The news item, which appears under a Belfast date-line, states that "Northern Ireland has about 900 towns with 'Bally' in their names; they include Ballymeglaff, Ballycoo, Ballyleg, Ballyheifer, Ballyhose and Ballymoney."

Maloney says the operators' favorite is Ballymoney. "I spotted it once on the map of Ireland," he said.

ing into Idaho to play the machines.

Officials from Independence, Ore., asked the attorney general how that city was to find needed revenue, but the State official merely replied it was not his responsibility to raise money for the cities.

Why Rule Bells Out?

Other delegates to the league meeting attacked the legalizing of horse and dog racing, with pari-mutuel wagering, demanding to know why bells should be ruled out.

The attorney general said that private clubs having bells have no immunity under the law. He declared too, that the State Legislature did not have the right to legalize bells since they are banned under the State's constitution which can be changed only by amendment.

Bev. Firms Hit \$50,000,000 Ad Mark During '46

NEW YORK, Oct. 25.—Soft drink parent companies spent approximately \$50,000,000 in advertising during 1946, trade sources reveal. There is, however, every indication that an even higher figure will be reached this year now that competition is keener and there is a reduced spending trend on the part of the American consumer.

According to figures compiled by *Printer's Ink* and *Advertising Age*, the magazine, radio and newspaper advertising of soft drink companies was led by Coca-Cola, with Seven-Up, Canada Dry and Pepsi-Cola following in that order.

Coca-Cola Leads

Coca-Cola spent a total of \$4,072,604 on the three media of promotion—almost four times as much as its nearest competitor; \$771,132 for magazine; \$259,760, newspaper, and \$197,453 for radio. Seven-Up allocated \$1,286,449; \$908,650, magazine; \$360,369, radio, and \$17,231 for newspaper. Canada Dry spent \$1,228,345; \$771,132 for magazine; \$257,760, newspaper, and \$197,453, radio. Pepsi-Cola spent \$1,191,978; \$596,236 for newspaper; \$503,403, magazine, and \$92,339 for radio. Farther down the list comes Dr. Pepper, with a total of \$521,465 for advertising, of which \$342,916 went for radio, \$165,796 for magazine and \$12,753 for newspaper.

Additional millions of dollars were spent to push sales thru other channels, with many companies devoting 50 per cent of their advertising money for billboard plugs alone.

Separate bottler plants ordinarily earmark between 5 to 10 per cent of their gross earnings for advertising. As the estimated value of soft drink output during 1946 is \$490,000,000, 5 per cent of this figure adds approximately \$25,000,000 more to the industry's advertising budget.

If you are a long-distance operator ...

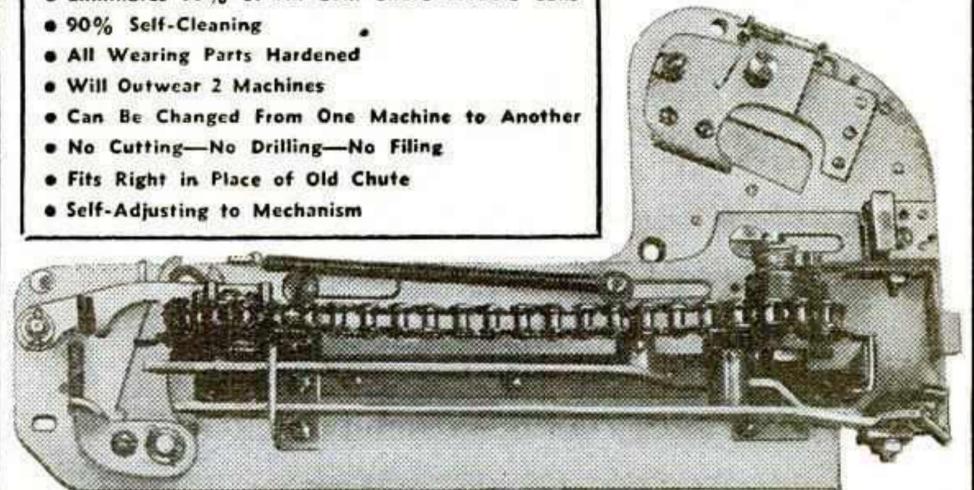
YOU NEED CHAIN DRIVE Coin Chutes

FOR ALL MODELS OF MILLS MACHINES
The GREATEST improvement since the BELL was invented
MADE ONLY IN 5c-10c-25c PLAY

- Won't Take Steel Slugs
- Throws Out Bent Coins
- Won't Take Any Coin Thicker Than a Good Coin
- Eliminates 99% of All Coin Chute Trouble Calls
- 90% Self-Cleaning
- All Wearing Parts Hardened
- Will Outwear 2 Machines
- Can Be Changed From One Machine to Another
- No Cutting—No Drilling—No Filing
- Fits Right in Place of Old Chute
- Self-Adjusting to Mechanism

TESTED AND PROVEN ON ALL TYPES OF LOCATIONS FOR 2 YEARS.

Can be installed right on location in 5 minutes.



10 DAYS' FREE TRIAL — 1 YEAR GUARANTEE

MODEL A
Fits All Escalator Mills Machines Up to the Jewel

MODEL B
Fits the New Jewel Bell

"ALL SAMPLES" \$35.00

Your money back in 10 days if it does not prove what we claim. \$10.00 deposit, balance C. O. D., or full amount with order and we will ship prepaid.

IMMEDIATE DELIVERY

MADE ONLY BY

VALLEY SPECIALTY CO., INC.

550 N. CLINTON AVE.

ROCHESTER 5, N. Y.

"20 YEARS OF COIN MACHINE MANUFACTURING"



NOW DELIVERING THE NEW 1948 MODEL

KICKER and CATCHER

NEW FLASH — NEW BEAUTY NEW SCORING ARRANGEMENT



100 PER CENT SKILL!

TAKES IN MORE MONEY PER DOLLAR INVESTED THAN ANY GAME MADE!

5 Balls For One Cent \$37.50 F. O. B. CHICAGO

5 BALLS FOR 5 CENTS, \$41.25

ORDER TODAY! Try for 10 days. Money Back If Not Satisfied. . . You Keep Receipts!

BAKER NOVELTY CO.

Headquarters for Slot Machines and Bakers Pacers

1700 WASHINGTON BLVD. CHICAGO 12, ILLINOIS

THE BIG BREAK FOR OPERATORS! GOTTLIEB

HUMPTY DUMPTY

Greatest Innovation in the History of Pin Games! A "Shot in the Arm" for all locations!



ORDER NOW!

SENSATIONAL Player Controlled FLIPPER BUMPERS

An extra-sensitive control Button on each side of cabinet enables players to maneuver Flipper Bumpers and send balls zooming from bottom back to top of field for extra scoring! High Score, Sequence, Bonus and Kicker Pockets, too! An amazing game of skill and timing!

GIVE TO Damon Runyon CANCER FUND

OLIVE NOVELTY CO.

2625 LUCAS AVE., ST. LOUIS 3, MO. (Phone: Franklin 3620)

FOR SALE

Mills 1946 used V.P. Bells\$35.00

A.B.T. 1946 used Challengers 25.00

Good operating condition.

A. L. KROPP
MERIDIAN, MISS.

TRADIO-ette

★ Your ★ Best Bet ★ Yet!

(Please turn to page 117)

SACRIFICE SALE

MUST HAVE THE ROOM CONSOLES IN A-1 CONDITION

4 KEENEY SUPER TRACK-TIME @ \$125.00
4 MILLS 4-BELLS, 4-5, LOW HEADS 110.00
1 25c BAKERS PACERS, DD, JP. . . . 175.00
1 BALLY ROLL-EM, PO 39.50
6 JUMBO PARADE, PO 27.50
2 KEENEY PASTIME, 9 COIN HEAD 75.00

MUSIC

1 WURLITZER 700 \$225.00
1 WURLITZER 600R 100.00
1 WURLITZER 600K 110.00
1 WURLITZER 500 120.00
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1 ROCK-OLA IN CHARM CABINET 125.00

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Williams Tells Plans for New Five-Ball Pin

CHICAGO, Oct. 25.—Williams Manufacturing Company started production this week on its new five-ball game, Ginger, Fulton Moore, firm sales manager, announced Thursday (23).

Ginger features fast action and several ways to win, Moore stated. It has been on test location for the past several weeks, during which time Ginger has withstood the rigors of location play without showing any tendency to break down mechanically, he added.

Deliveries to firm distributors are expected to get under way during the final week in October.



COUNTRY'S LEADING COINMEN are on list of those who contributed to the National Association of Amusement Machine Owners (NAAMO)-sponsored veterans coin machine mechanics' fund. Above are those who attended the \$100-a-plate dinner October 15 in the Waldorf-Astoria Hotel, New York, altho many gave the \$100 to the fund but, couldn't get to New York to attend.

Howard Machine Set To Deliver Coin Typewriter

CHICAGO, Oct. 25.—Howard Machine Products Company, distributor for a line of coin typewriters, last week received the first shipment of machines from the manufacturer, Al Schechter, Howard official, announced.

Typewriters, which are two leading portable models, are set for quarter-an-hour operation, and are converted to coin control by the Pacific Electron Products Corporation, Long Beach, Calif. Machines come equipped with a sturdily constructed carrying case and "double protection" locks; one lock gives access to the mechanism in the rear and the second is on the coin box which may be reached only after both locks are opened. A number of machines are equipped to operate on DC current, with the larger portion operating on AC current. National slug rejectors are part of the coin mechanism.

Howard Machine is distributor for the coin-typewriters thruout Illinois, Indiana and Wisconsin.

Seals Made V-P Of Peanut Body

ATLANTA, Oct. 25.—William F. Seals, manager of the National Association of Manufacturers' (NAM), Middle Atlantic region, was elected vice-president of the National Peanut Council (NPC), Ralph McMillen, NPC president, announced following a meeting of the executive committee.

Seals succeeds Miss Modane Marchbanks, now affiliated with the National Margarine Association. Prior to becoming associated with NAM, he was for several years manager of the National Flag Association, Washington.

In his new post, Seals will direct the NPC public relations and advertising work as well as the council's general activities.

Watch Inventories Stewart-Warner Aid Advises Purchasers

MILWAUKEE, Oct. 25.—With the price question of coin machine and other manufacturing industries growing more important in our unpredictable economic structure, George L. Meyer Jr., vice-president of Stewart-Warner Corporation advised members of the National Association of Purchasing Agents, District III, recently in session here, to watch their inventories.

"We are more in a price boom than a production boom," he said, "and my advice is to buy what you need for delivery when you need it." The former association vice-president added: "Don't over-buy and don't hoard." Meyer indicated that altho many items required for manufacture in many industries are still not near demand, careful buying of needed items rather than storing up them for use in the remote future would tend to better distribution of supplies and therefore level off the high cost of production.

No Recession

Meyer expressed doubt that any type of recession would occur in 1948, based on an anticipated decline in prices. He pointed out that "the healthiest condition that could occur would be an exceedingly heavy output crop in 1948 and lower prices."

Meyer said that if it were not for a number of "cushions" that the current slackening of consumer demand, despite higher incomes, could become extremely serious. Reference made to cushions was in the form of a shock absorber which would allow business to accept a price drop and continue operations in a more stable economy.

"The coming price breaks," Meyer declared, "will widen the market to more of the two-thirds of American families in the lower income groups which have many unfilled demands for goods of all types."

R. Schust Named Director Of Sunshine Biscuits, Inc.

NEW YORK, Oct. 25.—Ralph H. Schust was named a director of Sunshine Biscuits, Inc., this week. Schust has served in an executive capacity with the firm since the purchase of Schust Baking Company, Saginaw Mich., in 1930. Sunshine has a huge expansion program under consideration.

Increase Production On 1st Abbott Game

NEW YORK, Oct. 25.—Additional plant space has been secured for Abbott Specialty Company in order to increase the weekly production of the firm's first rolldown game machine, Buccaneer, Sid Middleman, Abbott executive, announced this week.

Middleman has just returned from a trip thru the Midwest interviewing distributors. "We will name Midwest and West Coast distributors for the organization within the next 10 days," he said.

U. S. Television Names New Sales, Service Reps

NEW YORK, Oct. 25.—Hamilton Hoge, president of United States Television Manufacturing Corporation (UST), announced this week the appointment of several new UST sales and service representatives. Shelby York, assistant sales manager, will make his headquarters in Washington, while Irving Ross, of Television Sales Corporation, will represent UST in Milwaukee. The south shore of Long Island will be handled by William Farrell, of Great Neck.

H. Jess Rodnick, head of U. S. Television Distributing Corporation, will be Chicago distributor for UST. Named as service representatives in the Chicago area were Irving J. Kaluzna, of Television Engineers, and Jack Jacobson, of Television Service. At the same time the appointment of Ira T. Kitzmiller as controller of UST was announced.

BRIDGEPORT, Conn., Oct. 25.—State Labor Department reported this week that during the past week claims for unemployment compensation benefits dropped to the lowest 1947 level. Claims for this period totaled 18,192. Among them were 5,812 veterans seeking servicemen's readjustment allowances.

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Magazine Article Plugs Rabkin, Coin Amusement Game Industry

NEW YORK, Oct. 25.—Coin-operated amusement game field in general, and William Rabkin, of International Mutoscope Corporation in particular, received a favorable publicity break in a story called *Mister Gimmick* which appeared in the November 1 issue of *Collier's* magazine.

Authored by Mort Weisinger, story points out the hard work and ingenious abilities necessary to design amusement games that have lasting appeal with the millions of people who annually derive inexpensive and highly interesting entertainment from them.

Compared With Edison

Rabkin, who in the story is called the "Thomas Alva Edison of the amusement device industry," states that the prime requisite of a successful amusement machine is "that it should challenge the player's ability to synchronize brain, eye and hand reactions. The instrument should be conquerable, for it is a psychological truth that human beings exult in triumphing over a machine."

In *Mister Gimmick*, Rabkin states that he uses current headlines as the basis of many game ideas. "When he read how England's anti-aircraft defense was tearing apart the Luftwaffe, it inspired his 'Sky Fighter.' This was a mechanical facsimile of the real thing," the article stated.

Teen-Agers for Tests

Rabkin, according to the article, uses teen-age groups specially trained for the job, to test his new games for player appeal, explaining that his engineers have learned over a period of years that young boys and girls



WILLIAM RABKIN

have more alert reactions than the older generations.

If the games prove too hard for the youngsters to beat, the *Collier* article says, technicians remove some of the obstacles, conversely, if the teen-agers run up high scores with consummate ease more obstacles to beating the high-score feature are inserted at proper locations.

Mister Gimmick concludes on a note of psychology. "Most coin game fans play to a gallery," he (Rabkin) explains. "Human nature makes them want to pour nickels into the gimmick until they roll up a high score. You wouldn't let a mechanical nemesis lick you in front of your best girl would you?"

Gottlieb Bows New Five-Ball

CHICAGO, Oct. 25.—Dave Gottlieb, president of D. Gottlieb & Company, announced that firm distributors will begin holding formal showings this week of the new Gottlieb five-ball, Humpty Bumpy.

Game features flipper bumpers, which Gottlieb states is an entirely new principal for pin games. Flipper bumpers, say firm designers, were made to give customers more control of balls in play.

In Humpty Dumpty play when a customer releases a ball it rolls down striking scoring bumpers as in a conventional pin game. However, a hyper-sensitive control button on each side of the cabinet enables the player to motivate the flipper bumpers and permits him to send the ball back up to the top of the playing surface to try for additional scoring. With a little practice, the game's manufacturers believe that players can become accustomed to the principles of flipper bumper action and attain high scores.

Gottlieb also stated that altho the new product is made to withstand heavy location wear, the new principles involved will tend to make players forget about roughing up the machine in order to get "body english."

Firm reported that test location play had indicated that the new game will be well received by both operators and customers.

New Memphis Offices for The Russ Thomas Company
MEMPHIS, Oct. 25.—The Russ Thomas Company here has moved into its new offices at 2189 Central Avenue.
The firm specializes in distributing penny merchandise venders and penny amusement games.

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- 10¢ 334.00
- 25¢ 344.00
- 50¢ 454.00
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Keeney Bonus Super, 5¢ . 375.00	Victory Derby . . . 169.50	Seeburg Shoot the Chute 57.50
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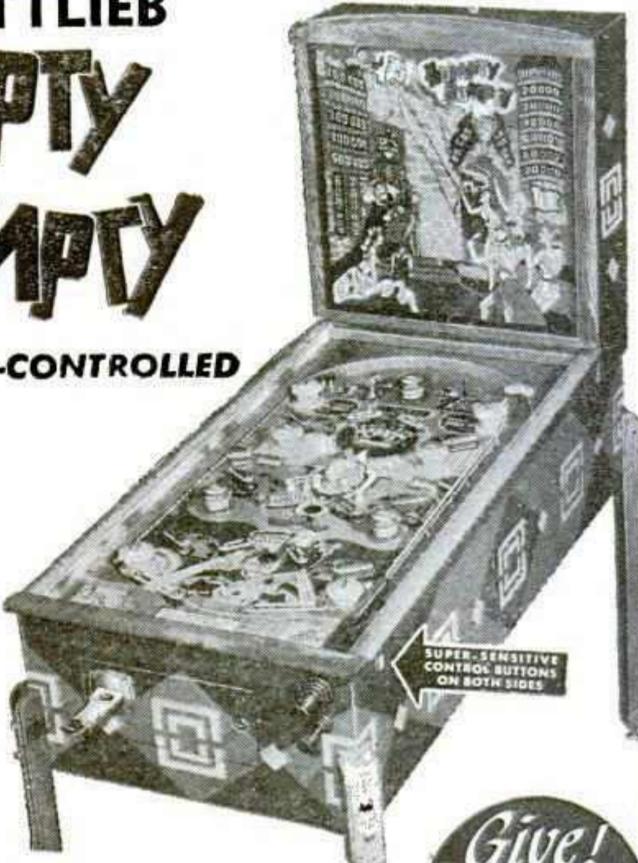
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Super Bells, Twin, 5¢-25¢ 199.50
Mills Four Bells 225.00
Mills 3 Bells, 5¢-10¢-25¢ 285.00
5¢ Bally Draw Bells 325.00
5¢-25¢ Twin Keeney Super Bonus Twin 645.00
5¢-10¢-25¢ Keeney Triple Super Bonus 985.00

COUNTER GAMES

1¢ Sparks, Check P.O. \$12.50
1¢ Daval Marvels 19.50
5¢ Gushers, New 29.50
5¢ Davals, Free Play 39.50
1¢ Marvel Pop Up, New 25.00
1¢ Target Skills 22.50
1¢ Gottlieb Grip Scales 32.50
1¢ Daval Buddy-Cigarette 27.50
5¢ Jennings Grandstands 12.50
5¢ Vest Pockets, Late 49.50
1¢ Basket Ball, New 44.50
1¢ Genco Pee Wee, New 29.50
1¢ Windmill Jr., New 17.50

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 Rotatop	175.00	200.00	225.00	300.00
Pace DeLuxe Chrome	245.00	255.00	265.00	375.00
\$1.00 Pace DeLuxe				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

REBUILT SLOTS LIKE REBUILT NEW
5¢ COPPER, GOLD AND BLUE, Hammerfold Finish \$149.50
10¢ COPPER, GOLD AND BLUE, Hammerfold Finish 159.50
25¢ COPPER, GOLD AND BLUE, Hammerfold Finish 179.50
(Drill Proof and Knee Action)

1/3 DEPOSIT WITH ORDERS

CENTRAL OHIO COIN MACHINE EXCHANGE

185 E. Town St. Phones: AD 7949 Columbus 15, Ohio
AD 7993

SORRY—WE ARE SOLD OUT OF ALL NEW GAMES—NOT ONE IN STOCK AT THIS TIME. WE WILL HAVE MORE NEW GAMES NOVEMBER 1. ORDER NOW.

Exhibit TALLY-HO
United NEVADA

Keeney HI-RIDE
Gottlieb HUMPTY-DUMPTY



MEMBER

Real Values in One Balls—Every Game Thoroughly Checked—Ready To Place on Location

Daily Races	Write for Prices	Pimlico \$ 90.00
Special Entry	Write for Prices	Derby '41 70.00
Victory Special \$245.00	Sport Special 40.00
Longacre 115.00		

Complete list of clean five ball games mailed on request. Send for Our Complete List of Good, Clean Used Games.

OLIVE NOVELTY CO.
2625 LUCAS AVE., ST. LOUIS 3, MO.
(Phone: Franklin 3620)

NEW GAMES Oscar, Nevada, Bronco, Baseball, Lightning, Hawai.	SLOTS 5¢ Silver Chrome, Hand Blowed \$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	SLOTS (Cont'd) 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.
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COIN-A-MATIC COIN CHANGER
\$99.50
Write for Literature

COIN-A-MATIC DISTRIBUTORS
3924 W. Chicago Ave. • Chicago 51 • Belmont 7005

Havana \$100.00	Big Hit \$39.50	Big Parade \$19.50
Super Liner 70.00	Surf Queen 39.50	Argentine 19.50
Sea Breeze 70.00	Victory 19.50	Capt. Kidd 19.50
Suspense 50.00	Jungle 19.50	Star Attraction 19.50

LEHIGH SPECIALTY CO.

1407 W. MONTGOMERY AVE. PHILADELPHIA 21, PA.

ALL THE LATEST BRAND NEW FACTORY RELEASES IMMEDIATE SHIPMENT — NO DELAYS!!

5 BALLS
COED
BRONCHO
GOTTIEB FLYING
TTRAPEZE
NUDGY
NEVADA

**THE DOWNEY-JOHNSON
COIN COUNTER**



217.50
F. O. B.
Chicago

ONE BALLS
ENTRY
SPECIAL ENTRY
EUREKA
JOCKEY SPECIAL
JOCKEY CLUB

**VICTORY DERBIES
VICTORY SPECIALS**
Still Available at Bargain Prices.

OUR COIN SORTER AND COIN COUNTER ARE BOTH UNCONDITIONALLY GUARANTEED FOR 1 YEAR.

Free Circulars Upon Request

WELL KNOWN, PRACTICAL GLOBE COIN SORTER, \$290.00

WANT TO BUY!!

500 LATE POST WAR 5 BALLS. SEND US YOUR COMPLETE LIST, QUANTITIES AND LOWEST PRICES. CASH WAITING!!

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ESTABLISHED OVER 15 YEARS IN MIDWEST CITY OF 300,000

Consisting of a Personal Music Studio, about 35 Seeburg Phonos, with over 250 Wall Boxes, 2 A.M.I. Phonos and about 30 Pin Tables. 80% late post war. Ford Truck and Coach, shop fully equipped, with an extra large supply of New Records and New Parts. \$22,000 will handle, with terms on the balance. Ideal route for partners.

BOX D-147

c/o The Billboard

CINCINNATI 22, O.

COLUMBIA

THE PROFIT LINE!

NOW
IN 50c
PLAY

From the inimitable Imp to the large, luxurious Twin Falls, COLUMBIA leads the way to more Fall and Winter profits. These tried and proven money makers not only offer the best in bells but their cost is much lower than any other on the market.

All Columbia machines (and only Columbia's) are changeable in a flash to 1-5-10-25c play. They make more money faster (3 to 1 ratio over any other machines) and they have a perfect playing fascination of their own. See your dealer or write us today.



IMP
3 reel fruit or cigarette machine. 1c or 5c play. Size: Height 6", width 5 1/2", depth 5", weight 5 1/2 lbs.

\$14⁵⁰
Operator's Price



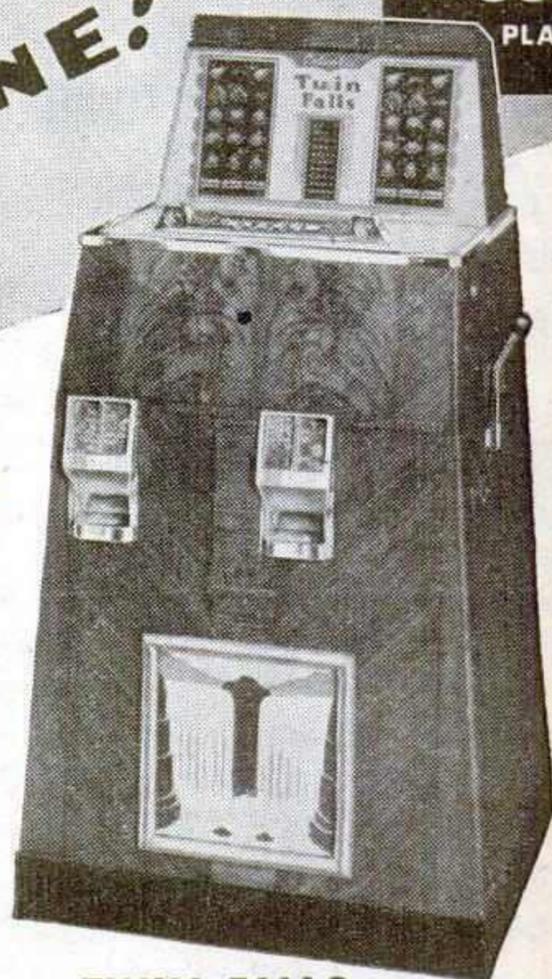
TWIN JACKPOT
Fruit or cigarette machine. Gold Award or jackpot model. Size: Height 18 1/4", width 14 1/2", depth 12", weight 43 lbs.

\$145⁰⁰
Operator's Price



DE LUXE CLUB
Big, golden bell. Fruit reels; 10 or 20-stop reels. Size: Height, 24", width 15", depth 16", weight 57 lbs.

\$179⁵⁰
Operator's Price



TWIN FALLS
Electric light-up console. Two-way play. From 5c to 50c play. Size: Height 58", width 30", depth 21 1/2", weight 220 lbs.

\$485⁰⁰
Operator's Price

ALL PRICES F. O. B. CHICAGO, ILLINOIS. 1/2 CERTIFIED DEPOSIT WITH ORDER

GROETCHEN TOOL & MFG. CORP., 126 N. UNION AVENUE CHICAGO 6, ILLINOIS

AT LAST! SOMETHING REALLY NEW!

GOTTLIEB

HUMPTY DUMPTY

with Thrilling Player-Controlled

FLIPPER BUMPERS

A revolutionary step forward in pin game play—appeal—action! Extra-sensitive Buttons control sensational Flipper Bumpers on field. With skill and timing, players can send balls zooming from bottom right back to the top, whizzing and bound around the field for additional scoring! Humpty Dumpty also has High Score, Sequence, Kicker Pockets and Bonus. It's positively amazing!



SUPER-SENSITIVE CONTROL BUTTONS ON BOTH SIDES

Give!
TO DAMON RUNYON
Cancer Fund
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ORDER TODAY!

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WESTERN DISTRIBUTORS 3126 ELLIOT AVE., SEATTLE 1, WASH.
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BIG Profits with "MISTIC DERBY"



- ★ Newest racing sensation
- ★ Fastest nickel earner
- ★ The take will run you dizzy
- ★ More angles than an old maid
- ★ Terrific trade stimulator
- ★ Legal anywhere
- ★ Fast enough for arcades

Operators' price, \$249.50. Write for low jobbers' prices. Write, wire or call
SHORELINE DISTRIBUTORS
2303 No. 11th Street Phone 3273 or 3582 Sheboygan, Wisconsin

WE ARE DISPOSING OF OUR ENTIRE STOCK

ALL EQUIPMENT HAS BEEN GONE OVER IN OUR SHOP AND IS A-1
Mills Bell and Consoles... 5c—10c—25c Mills 3-Balls, Like New, 5-10-25... \$250
Gold Chromes, 2-5 pay... \$85-\$90-\$95 Jumbo Parades, late heads, like new... 45
Black Cherries, 3-5 pay... 85- 90- 95 Mills Box Type Metal Stands... 9
Cherry Bells, 3-10 pay... 85- 90- 90 Chicago Metal Double Slot Cabinets,
Blue Fronts, 3-5 pay... 75- 80- 85 revolve around... 65

All Equipment Is Boxed and Ready for Shipment
GOLDEN NOVELTY CO.

PHONE: 224 BARNESVILLE, MINN.

FOR SALE

5c Original Chrome, 2/5 Payout ... \$ 89.50	10c Cherry Bell, 3/10 Payout \$ 67.50
5c Gold Chrome, 2/5 Payout 99.50	10c Brown Front, 3/5 Payout 72.50
5c Melon Bell, 2/5 Payout 62.50	10c Brown Front, 3/5 Payout 69.50
5c Black Cherry, 2/5 Payout 125.00	10c Bonus Bell, 3/5 Payout 72.50
5c Black Hand Load, 3/5 Payout .. 79.50	25c Brown Front, 2/5 Payout 72.50
5c Golden Falls, 2/5 Payout 127.50	25c Golden Falls, 2/5 Payout 137.50
10c Emerald Chrome, 2/5 Payout ... 109.50	50c Blue Front, 3/5 Payout 129.50
10c Gold Chrome, 2/5 Payout 109.50	50c Emerald Chrome, 2/5 Payout ... 139.50
	Mills Three Bells \$100.00

VALLEY SPECIALTY CO., INC.
550 CLINTON AVE., N. ROCHESTER 5, N. Y.

EXHIBIT'S TALLY-HO

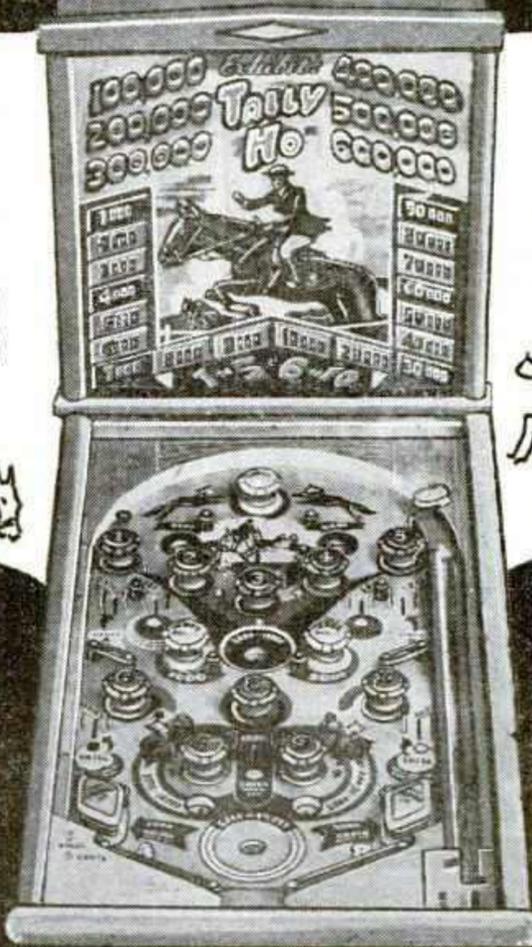
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and **LIVELY POPPERS**
that will make any
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WHEN LIT
AND ON
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1 to 5 • 6 to 10



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BUMPERS

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WHEN
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World's Largest Manufacturers of

COIN OPERATED AMUSEMENT MACHINES

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Lamp No.	List Price Per 100	Our Price (Tax Included) Per 100
40-44-46-47	\$9.00	\$ 4.90
51-55	8.00	4.50
56-1455-1456	10.00	5.50
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313	30.00	16.50

Nos. 1456-1458 48% Off in Lots of 500
IMMEDIATE DELIVERY! 50% Off in Lots of 1000
Merchandise Guaranteed or Your Money Refunded.

CHICAGO DISTRIBUTING CO. 116 N. 22nd St., Melrose Park, Ill. Phone: MELrose Pk. 78

DOWN GO PHONOGRAPH PRICES

Following are new low prices on used phonographs.

WURLITZER		SEEBURG	
850	\$269.50	Twin Twelve	\$ 69.50
780	249.50	5-Wire Cellar Job	69.50
500	129.50	Monarch	59.50
600K	119.50	SEEBURG	
600	109.50	Hitone, R.C.	\$209.50
24	89.50	Hitone, E.S.	179.50
24 Cellar Job	69.50	Commander, Cadet, Maestro, Major	189.50
24 Victory	79.50	Plaza	89.50
61	59.50	Casino	89.50
616, Ill.	59.50	Concert Grand	89.50
616, Plain	49.50	Regal	89.50
50	39.50	8200 Conversion	79.50
ROCK-OLA		Royal	69.50
Commando	\$149.50	Melody Queen	69.50
Super	139.50	Rex 30-Wire Cellar Job	59.50
De Luxe	120.00	1941 Factory R.C. Special, R.C.	169.50
Standard	115.00	Factory R.C. Special, 30-Wire	139.50
Playmaster and Spectravox	89.50	MILLS	

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
Seeburg S-20-1Z	5.95
Seeburg Wireless Baromatic	29.50
Seeburg 3-Wire Baromatic	22.50
WS-2Z Wireless	19.50
DS-20-1Z 3-Wire	17.50
Wurlitzer 120	7.50
Empress	\$ 89.50
Rock-Ola Dial-a-Tune	\$ 5.95
Seeburg Remote Control Wireless	219.50
3-Wire	199.50
Needles	Write
10,000 Title Slips	3.75
Talking Gold	75¢ per 100 sq. inches

1946 PHONOGRAPHS — LIKE NEW

Wurlitzer	\$650.00	Aircon	\$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.

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Seeburg Factory Distributors, 12 Years of Operator Confidence.

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has appointed . . .

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NOW! IMMEDIATE DELIVERY!

"Humpty Dumpty"

with sensational player-controlled
FLIPPER BUMPERS



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MUSIC LARGEST WHOLESALERS OF USED PHONOGRAPHS
IF WE DON'T HAVE IT—WE CAN GET IT

WURLITZER		SEEBURG	
Wurlitzer 616, Plain	\$ 59.50	Seeburg Casino	\$ 72.50
Wurlitzer 616, Lite-Up Top & Bottom	69.50	Seeburg Regal	95.00
Wurlitzer 71, Counter Model	95.00	Seeburg Gem	95.00
Wurlitzer 24, Cellar Job	79.50	Seeburg Classic	99.50
Wurlitzer 42/24 Victory	79.50	Seeburg Cadet, ES	149.50
Wurlitzer 24	79.50	Seeburg Envoy, ESRC	189.50
Wurlitzer 500	119.50	Seeburg Hitone, ES	165.00
Wurlitzer 600	119.50	Seeburg Hitone, ESRC	175.00
Wurlitzer 700	250.00		
Wurlitzer 850	259.50		

ROCK-OLA

Rock-Ola Windsor-Monarch	\$ 85.00
Rock-Ola Standard	115.00
Rock-Ola Spectravox & Playmaster	110.00

WALL BOXES AND PARTS

Seeburg 20 Wall-o-Matics, RC	\$17.50	Buckley Chrome Lite-Up Boxes	\$ 9.50
Seeburg 24 Wall-o-Matics, RC	19.50	Wurlitzer #100 5¢ Boxes	7.00
Buckley Plain Boxes	3.00	Wurlitzer #120 5¢ Boxes	9.50
Buckley Gold Lite-Up Boxes	7.50	Wurlitzer #125 5-10-25 Boxes	12.50
Wurlitzer 1946-1947 Boxes	Write		

Heavy Side Plastics for Wurlitzer 500 and 600 (Lower Sides) **\$5.50 EA.**

We Have All Makes of Phonographs, Adaptors, Steppers and Parts in Stock
State What You Need—Write
Send 1/3 Deposit, Balance C. O. D.

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You'll have fewer out-of-order calls with a Jennings!

O. D. Jennings & Co. 4309 W. Lake St. Chicago 24, Ill.

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25 VICTORY SPECIALS
USED VERY LITTLE

\$275.00 EACH

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WANTED to BUY or TRADE FOR NEW GAMES

KILROY	FAST BALL	SURF QUEEN	HAVANA
AMBER	SUPERLINER	BIG HIT	MYSTERY
SMARTY	STEP UP	SEA BREEZE	STATE FAIRS
SPELLBOUND	MIDGET RACES	TORNADO	SUSPENSE
DYNAMITE	BIG LEAGUE	RIOS	ROCKET
			FIESTA

All games must be in working order but not cleaned. State price and games you have in first letter. The listing of games above are for resale.

Mid-State Co. 2369 MILWAUKEE AVE., CHICAGO 47, ILL.
Phone: Everglade 2545



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NOW!**



**SOMETHING REALLY
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ORDER TODAY!**

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**RCA
COIN OPERATED RADIOS**
90 profitably installed in good hotel locations!

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MILLS INDUSTRIES, INC.—
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Single, Double, and Triple Safe Cabinets, and Safe Stands

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BUCKLEY TRACK ODDS; long or short tube.
Write, wire or call
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WRITE IN AND GET ON OUR MAILING LIST!
ESSO "STARS" (Like New)\$359.00
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5% Discount — Full Cash With Order
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GET MORE FOR YOUR MONEY AT THESE LOWER PRICES!

Your dollar buys MORE — buys BETTER — used bargains at these drastically slashed prices, A-1 equipment . . . completely rebuilt and ready for location. We're sacrificing our stock to gain more floor space immediately.

PIN GAMES

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KHROY	164.50	STEP UP	104.50
CAROUSEL	164.50	CANTEEN	79.50
LIGHTNING	159.50	MIDGET RACER	69.50
ROCKET	149.50	DOUBLE BARREL	69.50
BAFFLE CARD	149.50	BIG HIT	69.50
SEA BREEZE	129.50	SURF QUEEN	59.50
DYNAMITE	129.50	BIG LEAGUE	59.50
SUPERLINER	114.50		

ARCADE AND COUNTER GAMES

ABT "CHALLENGERS," Late Model	\$ 29.50	MARVEL "POP-UP"	\$19.50
GENCO "TOTAL ROLL"	200.00	SMILEY	4.50
BALLY "UNDERSEAS RAIDER"	89.50	DAVAL "FREE PLAY" COUNTER GAME	44.50
GENCO "PEE-WEE"	24.50	DAVAL "AMERICAN EAGLE," 5c (Free Play), 5c	39.50
DAVAL "OOMPH"	24.50	DAVAL "AMERICAN EAGLE" 5c	39.50
DAVAL "SKILL THRILL"	24.50	DAVAL "GUSHER," 5c	39.50
GOTTLIEB "GRIP SCALE"	19.50	DAVAL "AMERICAN EAGLE," 1c	39.50
WHIRL-A-BALL	19.50		

EXTRA SPECIAL

WURLITZER 1015	\$575.00
WURLITZER 1080	570.00
ROCK-OLA 1422 (1946)	400.00
AIREON 1200A	300.00



Terms: 50% Certified Deposit, Balance C. O. D.

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Set THIS on Your Route and Watch Profits Go Up!

GOTTLIEB'S GREAT NEW GAME

HUMPTY DUMPTY

The sooner you set up HUMPTY DUMPTY on your route — the sooner this sensation-ally different money-maker will perk up your pin game profits.



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★ Thoroughly Reconditioned—Ready for Location ★
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USED 5-BALL PIN GAMES

→ EXTRA SPECIAL—SURF QUEENS . . . \$47.50 ←

Ballyhoo	\$149.50	Kilroy	\$139.50	Show Girl	\$139.50
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Big League	54.50	Mexico	185.00	Stage Door Canteen	59.50
Catalina	34.50	Midget Racer	59.50	State Fair	99.50
Cyclone	159.50	Oklahoma	34.50	Stop-Up	89.50
Double Barrels	59.50	Ranger	185.00	Streamliner	34.50
Flat Top	34.50	Rio	149.50	Sun Valley	34.50
Grand Canyon	34.50	Rocket	125.00	Superliner	99.50
Havana	169.50	Sea Breeze	115.00	Superscore	119.50
Hollywood	34.50	Shooting Star	34.50	Suspense	79.50
				Tornado	149.50

NEW 5-BALL PIN GAMES

★ IMMEDIATE DELIVERY! **Bally's N-U-D-G-Y** HURRY! ORDER TODAY! ★

BALLYHOOS	\$169.50	SILVER STREAKS . WRITE	United NEVADA.. WRITE
DOUBLE BARRELS. 79.50	ROCKETS	\$159.50	Williams GINGER. WRITE

USED 1-BALLS (F. P. and P. O.)

→ E-X-T-R-A S-P-E-C-I-A-L ←

VICTORY DERBY (P. O.) (AUTO. SHUFFLE, CHROME RAILS)	\$159.50	
Jockey Club (P. O.) \$69.50	Kentucky (P. O.) .. \$64.50	Long Shot (P. O.) .. \$59.50
Blue Grass (F.P.) .. \$59.50	Pimlico (F.P.)	\$89.50
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'41 Derby (F.P.) .. 79.50	Special Entry (F.P.) .. 395.00	Victory Special (F.P.) Auto. Shuffle, Ch/R)
	Sport King (P.O.) .. 59.50	265.00

A-T-T-E-N-T-I-O-N OPERATORS IN OUR TERRITORY!
Use our E-Z PAYMENT PLAN! Your credit is good at ROSENFELD'S.
Stop in or write today for details!

TERMS: 1/3 certified deposit, balance sight draft or C. O. D.
MEMBER: C.M.I. Reference: United Bank & Trust Co., St. Louis.

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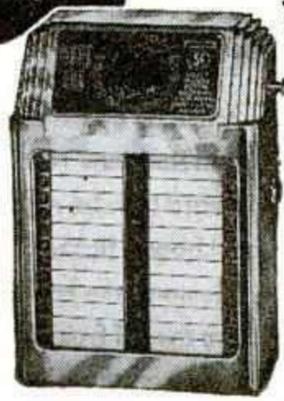
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Buckley MUSIC BOX

First practical and profitable music box at the **LOWEST PRICE!** This Buckley Chrome Wall and Bar Box is available in 20 or 24 selections.



Buckley TRACK ODDS

A new 7 COIN RACE HORSE CONSOLE. Cash or check play. MULTIPLE PLAY: Outstanding beauty — continued player appeal. Dependable operation.

Now FOR CLEARER TONE the new Buckley

PHONOGRAPH NEEDLE

For long life . . . trouble free operation . . . longer, quieter service. **MINIMUM** record wear.

30 WIRE CABLE

Color-coded completely insulated copper wires with two extra-heavy wires for lighting circuit. Will give trouble-free and profitable service. **PLASTIC COVERED, 25c per foot** **FABRIC COVERED, 15c per foot** Immediate delivery!



CRISS CROSS BELLE

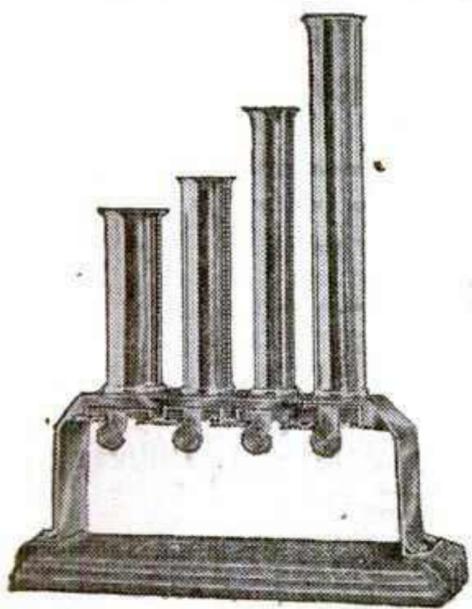
This outstanding bell features **EXTRA-AWARDS** in addition to the conventional payouts. **CRISS CROSS** is designed for clubs preferring liberal payout machines.

NEVER BEFORE HAS THERE BEEN A BELL LIKE CRISS CROSS!

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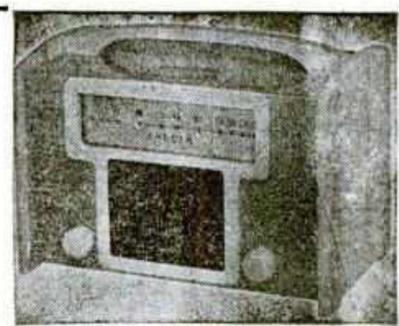
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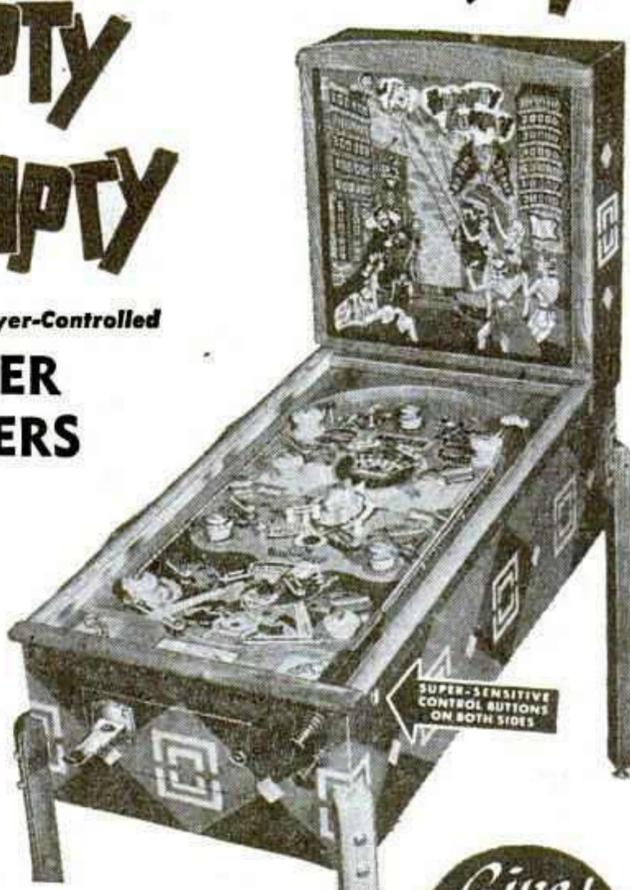
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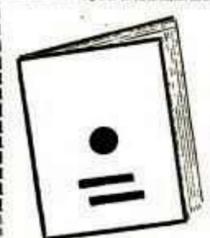
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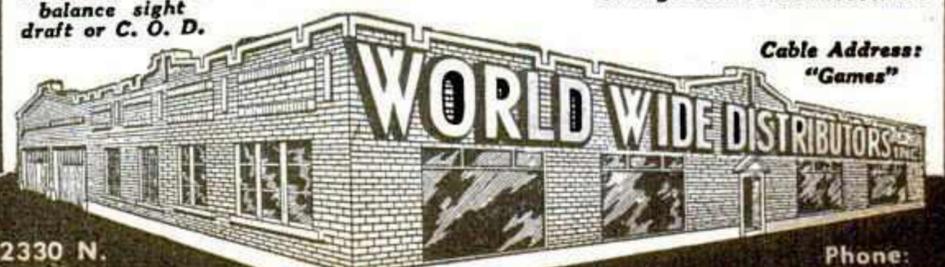
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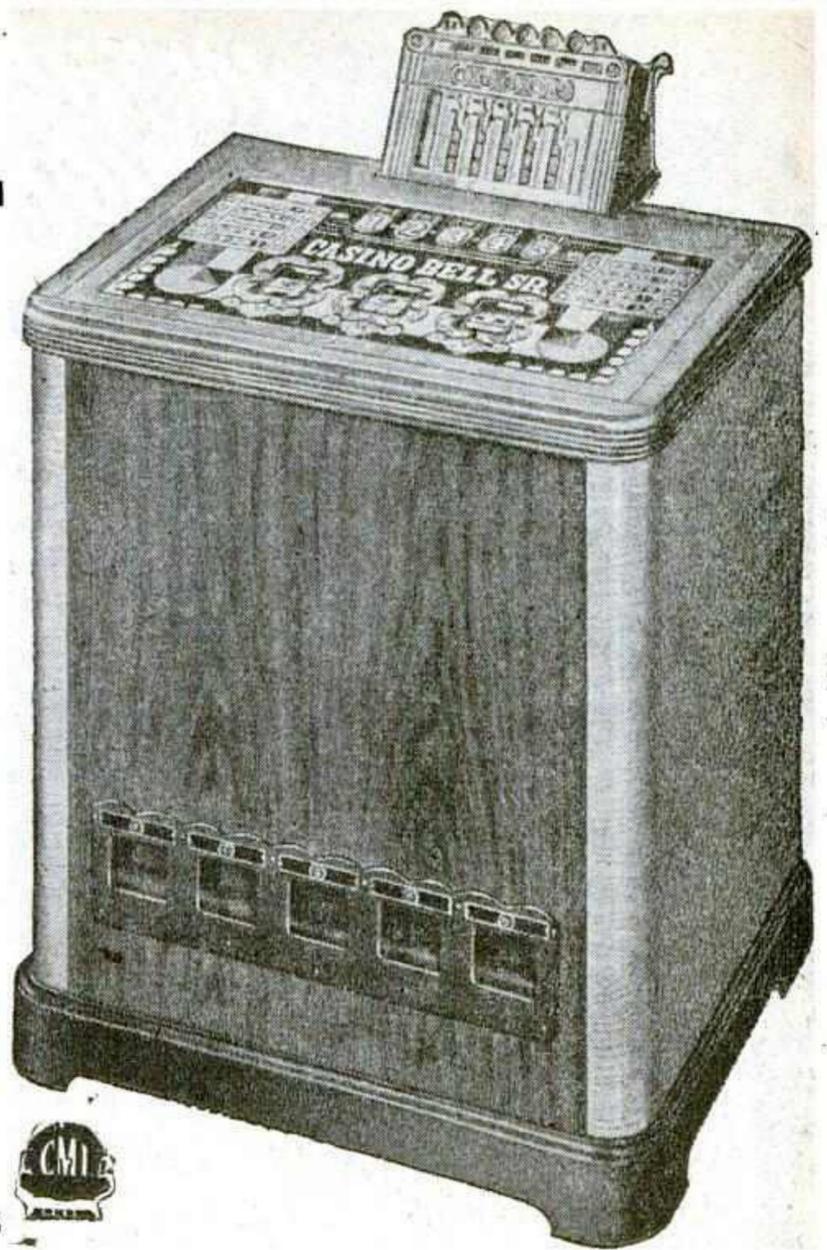
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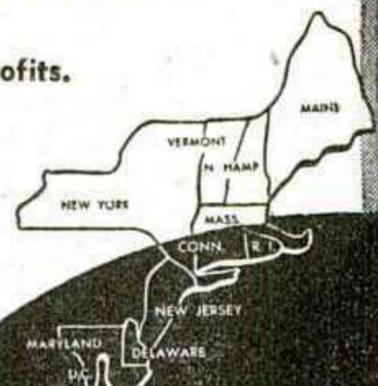
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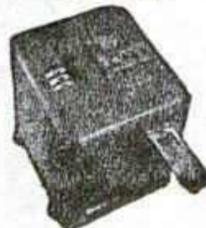
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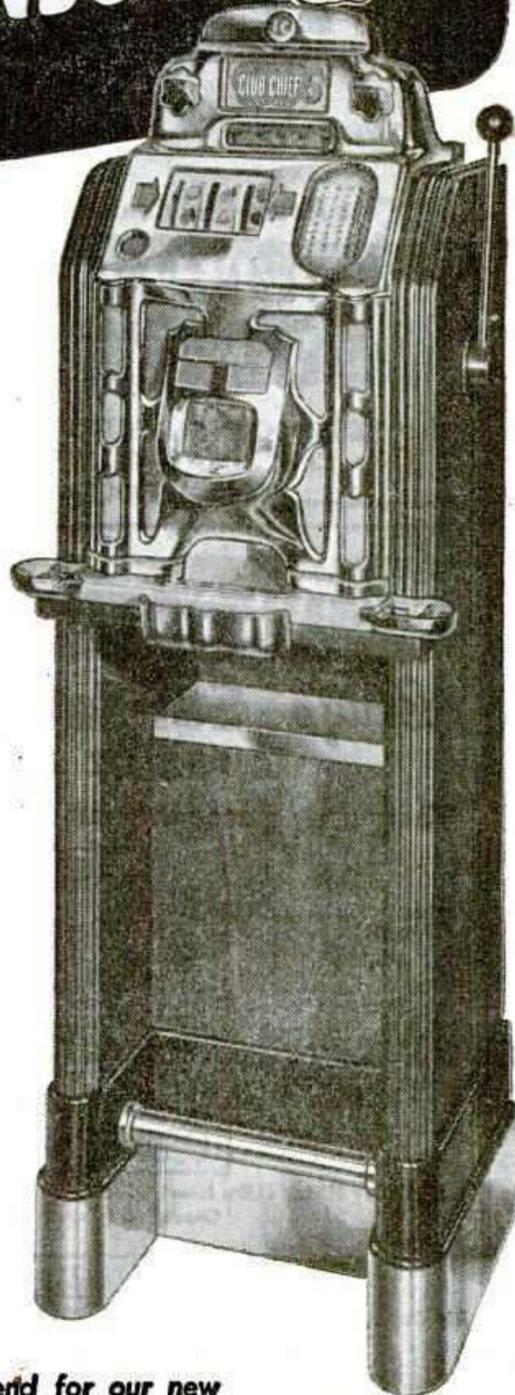
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MILLS
Available in Red, Yellow or Green.
Throne—Empress: Each Top Corners . . . \$14.00
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SHEET PLASTIC
Not Painted Non-Brittle 20"x50", Pillable.
Per Sheet \$12.50
50 gauge, red, yellow, green or clear.
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IF YOU DON'T SEE WHAT YOU WANT, ASK FOR IT! WE MAY HAVE IT IN STOCK!

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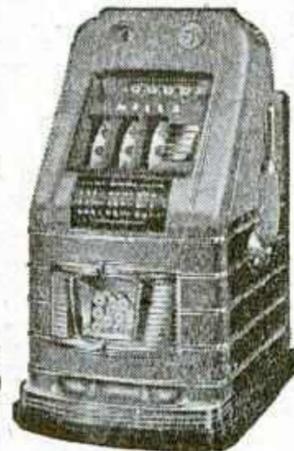
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JEWEL BELL
Available in 5c-10c-25c Play



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5c Q T,
\$115.00



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Gottlieb Flying Trapeze
Genco Broncho
Bally Silver Streak
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NEW
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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.
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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.
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MILLS Q T

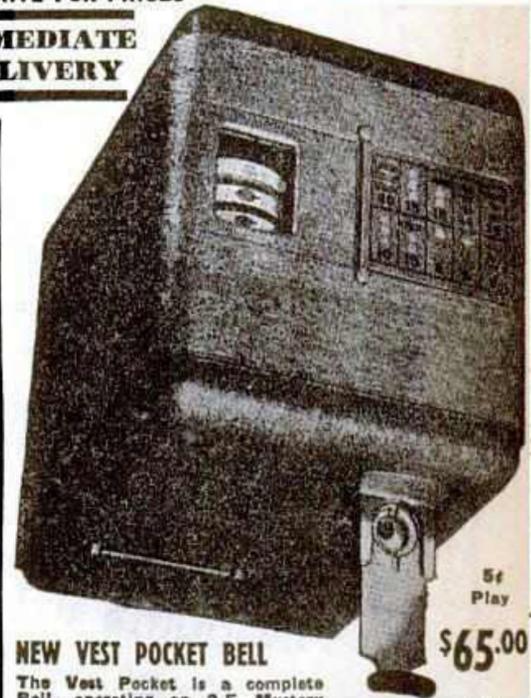
A "Pony-Size" Bell. Weighs only 35 lbs.

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.

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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.

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 - NEW BALLY TRIPLE BELLS ... WRITE
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 - NEW KEENEY BONUS, 2-WAY ... WRITE
 - NEW BALLY DE L. DRAW BELLS ... WRITE
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 - KEENEY BONUS, 3-WAY ... 795.00
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 - MILLS JUMBO, LATE P.O. ... 49.50
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 - BALLY HI HANDS, F.P., P.O. ... 49.50
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 - MILLS BLACK CHERRY, ORIG., 10¢ 165.00
 - MILLS BLACK CHERRY, ORIG., 25¢ 175.00
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 - NEW GOLDEN FALLS ... WRITE
 - TRIPLE REVOLV-A-ROUND SAFE. 269.50
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 - BALLY VICTORY SPECIAL ... 245.00
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 - GENCO TOTAL ROLL ... 149.50
 - SUPER TRI-SCORE ... 295.00
 - ROLL-O-BALL ... 125.00
 - WESTERN POKERINGO ... 195.00

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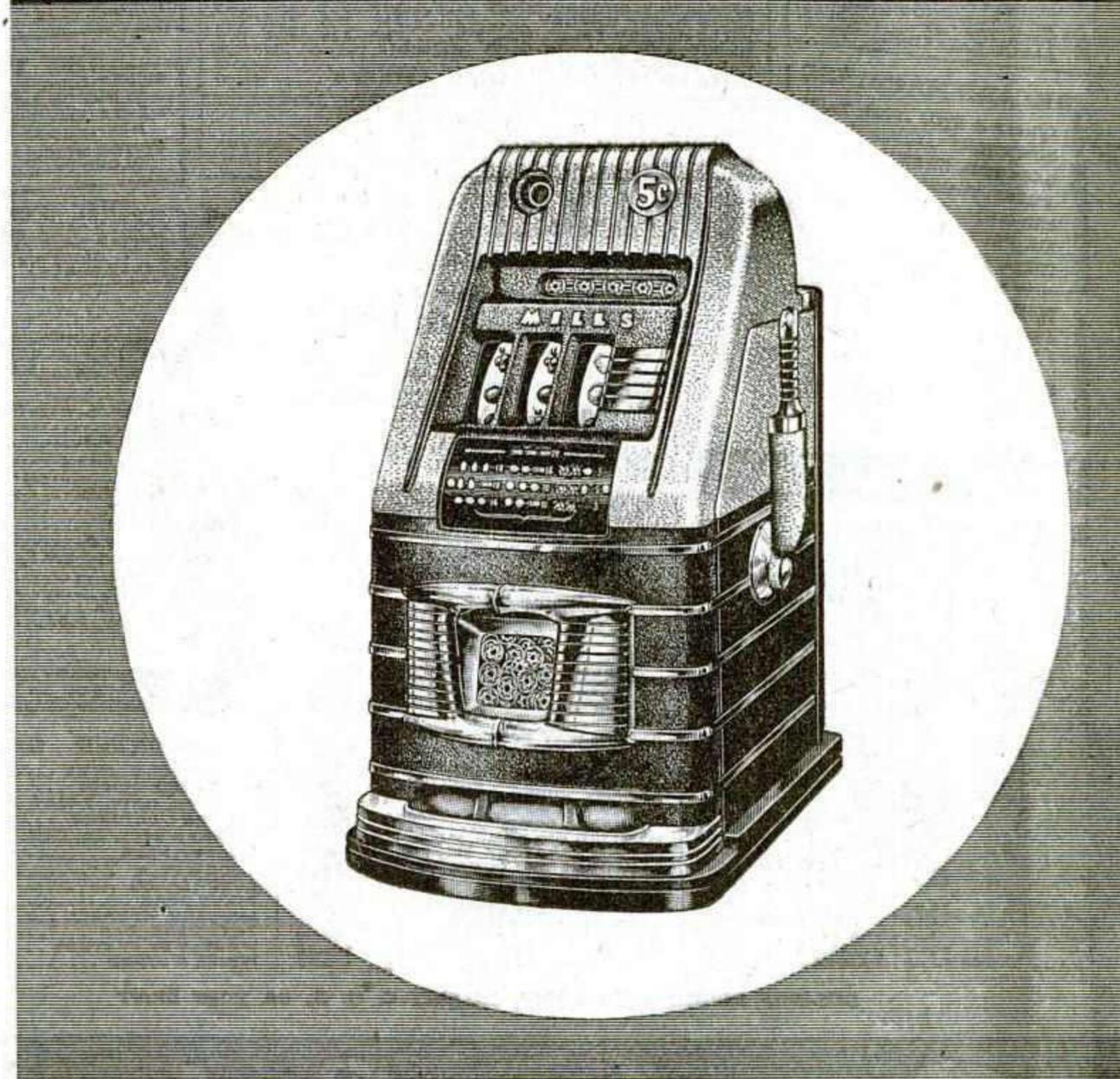
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JENNINGS LITE-UP CHIEF	5¢	10¢	25¢	50¢
JENNINGS STANDARD CHIEF	\$324	\$334	\$344	\$454
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MILLS GOLDEN FALLS, H.L. 2-5	248	253	258	338
GROETCHEN DE LUXE CLUB COLUMBIA	258	263	268	348
GROETCHEN COLUMBIA, JP	\$149.50			
MILLS VEST POCKETS	\$74.50. LOTS OF 5			
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CHICAGO METAL REVOLVING SAFES—	
UNIVERSAL, Single, \$79.50; Double	\$116.75
BOX STANDS	\$27.50 & FOLDING STANDS
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JR., WITH STAND 29.50
BRAND NEW, IN ORIGINAL CRATES! ORDER NOW!

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10¢ BONUS BELL	129.50
25¢ BONUS BELL	139.50
5¢ GOLD CHROME, H.L.	119.50
10¢ GOLD CHROME, H.L.	129.50
25¢ MILLS CLUB CONSOLE	149.50
5¢ MILLS Q.T.	69.50
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10¢ BLACK CHERRY, NEW REB.	134.50
25¢ BLACK CHERRY, REB., 2-5	139.50
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5¢ JENN. CLUB CONSOLE CHIEF	109.50
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MILLS JUMBO, LATE HEAD	69.50
JENN. SILVER MOON, F.P.	69.50
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EVANS LUCKY STAR	149.50
GALLOPING DOMINOS, J.P.	149.50

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VICTORY SPECIAL, Auto. Shuf. ..	\$289.50
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BALLY NUDGY	E
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DOUBLE BARREL	T
BAL. SILV. STREAK	F
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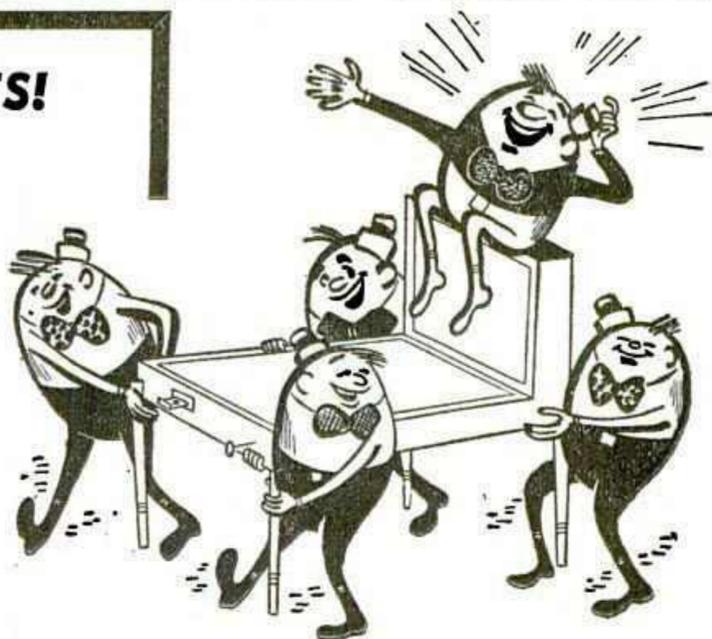
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Super-sensitive Flipper Button, on side of Cabinet, controls 6 unique FLIPPER BUMPERS on Playing Field. With SKILL and timing, player can control balls . . . can send them zooming from the bottom right back to the top . . . whizzing and bounding around the field for additional scoring! It's positively terrific!

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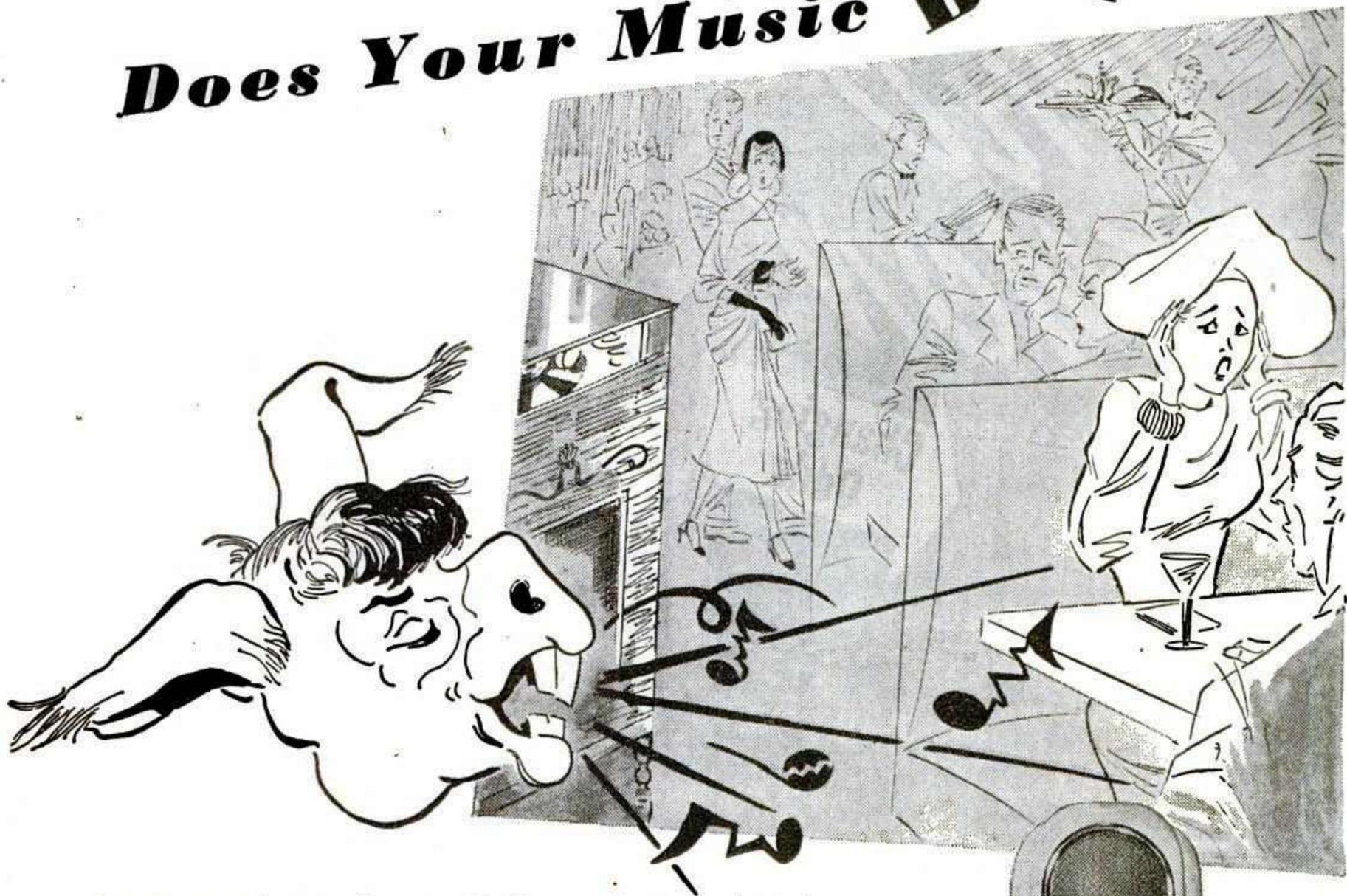
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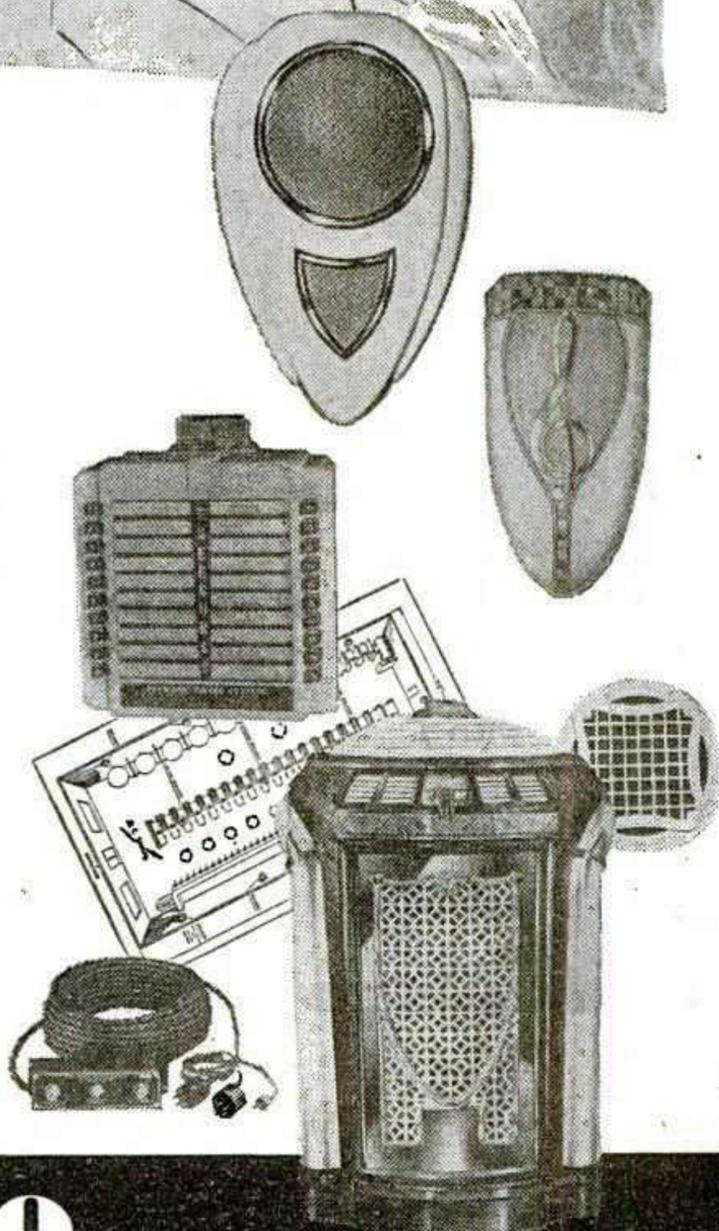
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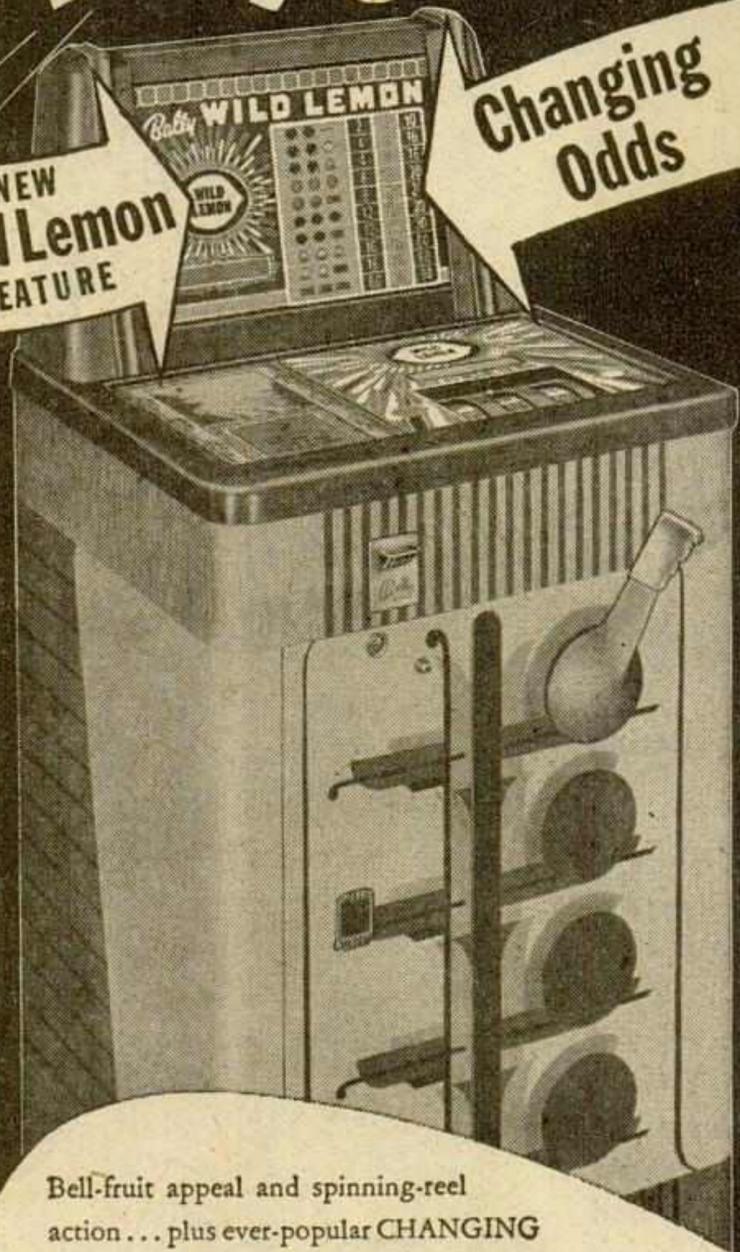
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DOUBLE
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