

The Billboard



THE WORLD'S FOREMOST AMUSEMENT WEEKLY • 25 CENTS

DECEMBER 13, 1947



On any survey it's a rare day in the record annals when Perry Como's name doesn't stand with the top of the league. Shown at a rehearsal of his NBC Chesterfield Supper Club, the crooner rates congrats for winning the honors in the American Schools and Colleges Association survey to find the favorite singer among the nation's youth. Perry is heard Mondays, Wednesdays and Fridays (7 p.m., EST) on his NBC Chesterfield Supper Club show and it need only be mentioned that for three years running the Como kid's airing has won The Billboard's Annual Radio Poll as the most popular 15-minute broadcast. On RCA Victor platters, Perry needs no intro. Ever since the booming "Temptation" and "Prisoner of Love" days he stacks up as the Victor heavyweight. His latest Victor offering includes "Two Loves Have I" backed by "I Never Loved Anyone." Meanwhile the Victor Como album "Perry Como Sings Merry Christmas Music" shows top seasonal strength in the sales charts.

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To keep the crowds coming again and again; team up quality *Manley* Merchandise (corn, seasoning, salt and bags or boxes) and *Manley* Methods (pre-tested and time-proven selling ideas) along with your new *Manley* Popcorn Machine (available immediately). That's a combination that always clicks. For complete details send us the coupon below for our new 64 page booklet "How to Make Big Profits from Popcorn."

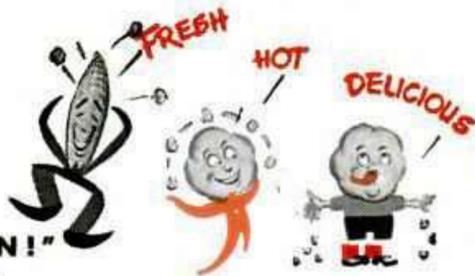
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The World's Foremost Amusement Weekly

TOP STARS GUN FOR T-H'ERS

10% AFM Hike
In Chi Alarms
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Legal-Fiscal Headache

CHICAGO, Dec. 6.—Recent 10 per cent hike in the union scale by Local 10, American Federation of Musicians (AFM) here, has brought legal and financial headaches to ops. Local situation is being followed closely nationally, for the scale hike has already been duplicated in Los Angeles and is being considered by other locals.

Under the union edict the 10 per cent hike is effective unless ops continue to do the bookkeeping and contribute the employer's 1 per cent of Social Security payments. At first, the majority of ops increased their scale payments, but recently the swing has been reversed in order to dodge the scale climb.

The Legal Problem

Ops point out that they are not liable under the August decision of (See LEGAL, FINANCE on page 39)

WBKB To Train
TV Staffers for
Other Outlets

CHICAGO, Dec. 6.—To cut down on raiding of personnel at existing television stations by new telecasters and at the same time build a reservoir of on-the-job trained television experts, WBKB, local B&K video outlet, is going to start, after January 1, a plan to train personnel for use at new stations. WBKB's plan does not call for setting up of a trade school. Only top-notch personnel nominated by potential telecasters and members of other recognized orgs will be given working experience, working side by side with WBKB staff members.

Station estimates that it can train about 100 under this plan, which will be discontinued after the end of the year unless there is industry demand for its continuance. In announcing the plan, Bill Eddy, WBKB head, stated that he hoped other stations would adopt similar plans, for the members to be handled by WBKB (See WBKB to Train on page 17)

Arf!

NEW YORK, Dec. 6.—The Metro-Robbins Music bunch, Abe Olman, Murray Baker, Harry Link and Norman Foley, sent Manie Sacks first Christmas present of the year, a live miniature French poodle.

The gift, complete with carrying case, carried a big tag sent Manie Sacks first Christmas. Here is the mother of all the dogs we gave you this year."

Waxery Bids Openly To Cut in
Jocks for 10% on Disk "Sales"

HOLLYWOOD, Dec. 6.—Services of disk jockeys to promote the sale of a new independent label's product were openly being solicited with the promise that platter spinners would be cut in for a 10 per cent commission on all sales they made. Details of the unorthodox approach were revealed in a promotional letter mailed to the nation's disk jockeys by R. P. Mosley, head of Disc-Coverly Record Company, Sacramento.

Mosley's proposition, above board insofar as written explanations go,

offered to cut platter spinners into the biz on a subscription basis. Firm said it would by-pass normal distribution channels "so that all revenue will be divided three ways: the artist, the announcer and Disc-Coverly Record Company." For their work in promotion of "Disc-Coverly clubs," platter pilots were offered 10 per cent of sales price of each record purchased (on a C.O.D. mail basis) by club members. If jocks wanted to work thru local retail rec- (See Here's a Label on page 18)

Legit, Ballets, Longhair, Pop
Pull Okay in Portland, Ore.

PORTLAND, Ore., Dec. 6.—Some good grosses were chalked up in Portland last month by traveling attractions, altho a surplus of events tended to hold down takes in the over-all picture. Most successful in attendance was the U. S. Marine Band at the Public Auditorium November 4, matinee and evening. Sponsored by the Journal and KALE, the concert drew 4,100 for matinee and 3,870 for evening, says Sid W. Isaacs, Auditorium manager. Evening prices were \$1.20 to \$1.80; matinees \$1.20; students, 50 cents.

Another good drawing card, according to Manager Herb Royster, of the Mayfair, was the Laraine Day-Gregory Peck appearance in *Angel Street* November 23-25. The show grossed nearly \$14,000 for four performances in the 1,500-capacity theater. Evenings and matinee were \$2.40 to \$3.60.

Bidu Sayao Pulls 37G

Of the Ellison-White Bureau shows, Bidu Sayao, Metropolitan soprano, in the Auditorium November 5, was called by bureau Manager Frank Andrew "better than average." She grossed \$3,700 at \$1.80 to \$3. The Don Cossack Chorus and Dancers

grossed \$3,500 for E-W at the Auditorium October 30 at \$1.20 to \$3, while DePaur's Infantry Chorus did only "pretty good" at the same prices in the Auditorium November 22. Weakest E-W attraction was the Markova and Dolin Auditorium November 25 at \$1.80 to \$3. Auditorium capacity is 3,418, with openings of the wings adding 1,000.

Another ballet in the Auditorium, Monte Carlo, drew only 1,600 November 15 and 900 November 16 at \$1.50 to \$3.30. Booker was the Record Shop. Lauritz Melchior, tenor, with concert orchestra, drew two-thirds of capacity, or about 2,300, November 20 at \$1.20 to \$3.60.

Katja Andy, European pianist, played to some 400 at the Portland University Hall November 10 at \$1.20 to \$2.40. Another 500 heard Camille Lucie Nickerson, Creole singer, in Benson High School Auditorium November 14 at \$1.20.

Name Bands Weak

Name dance bands were disappointments, Woody Herman drawing 1,200 November 6 and 1,400 November 10 at McElroy's Spanish Ballroom, and Count Basie was "just (See Portland Okay on page 36)

Winchell, Duffy's, "Finian"
Cop Anti-Bigotry Laurels

CHICAGO, Dec. 6.—*Ebony*, Negro monthly picture magazine with a circulation of over 400,000 and an estimated readership of about 1,500,000, this week released results of its first annual awards for promotion of interracial understanding in the fields of the theater, radio, movies and books. Awards will be highlighted in mag's January issue.

Walter Winchell took first place in the radio division, with Arthur Godfrey, *Superman* and *Duffy's Tavern* also getting high rankings. Judges in this division were John Crosby, of *The New York Herald Tribune*; Ulmer Turner, of *The Chicago Sun*; Nick Kenny, of *The New York Mirror*; Dan Burley, of *The New York*

Amsterdam News, and Norman Corwin, CBS writer-producer.

Finian's Rainbow got first-place vote of three judges in the theater division, thus coming out on top. Also given votes were *Street Scene* and *Call Me Mister*. Judges in this division were John Mason Brown, of *The Saturday Review of Literature*; Brooks Atkinson, of *The New York Times*; Louis Kronenberger, of *PM*; Abram Hill, of *The American Negro Theater*, and Burns Mantle, of *The New York Daily News*.

Crossfire got first place in the movie division, in which votes were cast before release of *Gentlemen's Agreement*, and *Kingsblood Royal*, by Sinclair Lewis, got top honors in the books category.

Talent Joins
AFL Purge of
Congressmen

Showbiz Unions United

WASHINGTON, Dec. 6.—Music, radio, theater and all other entertainment groups in the American Federation of Labor (AFL), making use of the biggest names in showbiz, are to have a key role in the AFL's newly organized \$8,000,000 drive to defeat Taft-Hartley Act supporters in Congress at next year's elections. The entertainment unions will consolidate their efforts in what is forecast as the most spectacular political campaign of its kind.

The drive is expected to find union members, from the top-drawer stars down to the struggling up-comers, contributing time and effort on the stage, on radio, in niteries and at the (See Talent Joins AFL on page 36)

Victor & Col
To Sink Mint
In Air Bally

Millions for Jock Shows

NEW YORK, Dec. 6.—With the impending Petrillo ban only a stone's throw away, the two network-affiliated behemoths of the disk biz (RCA Victor and Columbia Records) this week were reported prepping gigantic new platter-promotion-via-radio programs to the tune of hundreds of thousands of dollars. Columbia alone has estimated that its new radio promotion effort will hit around the \$2,000,000 mark while Victor's initial outlay for its pitch is estimated in the vicinity of \$100,000 with more to come as they progress.

Columbia's promotion planning will be based mainly on a program (See Jock Romance on page 18)

Showbiz 'Front'
Strengthening
Vs. Waxing Ban

WASHINGTON, Dec. 6.—The Industry Music Committee (IMC) sub-committees will enter a second successive week of meetings in New York next week in an effort to get the full committee on a "thoro working basis" before Christmas to cope with James C. Petrillo's year-end disk ban.

The legal and public relations sub-committees, which met in New York this week, will take up where they (See Showbiz Strengthens, page 36)

Milwaukee TV Newie Off to 36-Week Start

WTMJ-TV Inks 2 B. R.'s

MILWAUKEE, Dec. 6.—WTMJ-TV, *The Milwaukee Journal* station which began service here Wednesday (4), signed two new sponsors the next day and is now grossing \$2,735 weekly. The two new accounts are the Radio Specialty Company, Philco dealers, which bought four 10-minute news shows for 13 weeks at \$490 weekly. Another new account is the Milwaukee Western Fuel Company, which has taken two weekly night-time spots at \$60 a week.

Other accounts, signed before the station went on the air, include:

Gettlemen Brewing, paying \$301.50 per show for 13 wrestling matches; Wadhams Division, Socony-Vacuum, paying \$291.50 for each of 10 Marquette University basketball games; (See *WTMJ-TV Up on page 15*)

San Antonio Plans 4-Wk. Play Festival

SAN ANTONIO, Dec. 6.—On January 5 the Theater San Antonio (TSA) will inaugurate its four-play four-week drama festival at the 1,800-seat Jefferson Theater here. Founded by the business and society leaders of the city and solidly backed with 50G in the bank, the TSA plans to make the festival a yearly event.

Ducats will be reasonably priced with a \$2.50 top, 75-cent children's tax and \$1 pews for the gallery. The four-show program includes Sidney Howard's *Ned McCobb's Daughter*, starring Peggy Wood; *The Barretts of Wimpole Street*, Muriel Kirkland; *George Washington Slept Here*, Ernest Truex, and in Noel Coward's *The Marquise*, Lily Cahill. Miss Cahill is also the director of the project. In addition to the stars, the company will bring down 11 thespians from Broadway.

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Hi-Yo, Ranger! Got Much Silver?

DETROIT, Dec. 6.—A suit in Federal Court here was filed yesterday by Earl W. Currey, known professionally as the Lone Star Ranger, seeking an injunction against radio's Lone Ranger, Inc., from interfering with the former's livelihood. Currey, whose residence is in Fort Worth, has been appearing professionally for 25 years and he calls his opposition an "imposter."

According to Currey's attorneys here, the suit is to prevent further molestation of Currey's engagements. He has been appearing in rodeos with his horse, Silver. Currey demands \$50,000 damages. Hearing on application for a temporary injunction is scheduled for December 15.

New License Fees For Balti. Showbiz

BALTIMORE, Dec. 6.—Any form of showbiz, either making permanent establishments or just passing thru Baltimore County, must meet new regulations for its performances from now on. Senate Bill No. 8-x, passed November 10 by the Legislature, states that all forms of showbiz, except for performances given for charity, religious or political purposes, must obtain a license from the Clerk of the Circuit Court for Baltimore County in order to operate.

Furthermore, anyone establishing permanent operations must first obtain certificates from the building engineer, the zoning commissioner and the health officer. Seating capacities determine the cost of the annual license fees—500 persons, \$50; over 500 to 749, \$75; 749 to 1,000, \$100; over 1,000, \$200. Dance halls and skating rinks will pay \$50; boxing or wrestling arenas, \$100; circuses and carnivals or any other public performances operating in tents, \$25.

Any violation of the bill brings a fine of not more than \$500 or 30 days in jail.

Local 802 Mulls League's Arbitration Offer in N. Y.

NEW YORK, Dec. 6.—Local 802 of the American Federation of Musicians (AFM) is considering an offer made by the League of New York Theaters to arbitrate a difficulty caused by the fact that the Shuberts would not put an ork into the National Theater.

The union says the League verbally agreed to pressure Shubert into using an ork when the Local 802 made reductions in the pitmen's scale during the *Call Me Mister* run. The League demurs but is willing to arbitrate.

Winkler and Wolfe Move for Merger With Lyons Agency

HOLLYWOOD, Dec. 6.—Merger of Danny Winkler and Nat Wolfe with A&S Lyons Company, which will eventually lead to the former two acquiring control of the talent agency, is being negotiated, it was learned last week. The move would mean bringing under one roof the talent stables of Winkler (mostly top writers and directors) and Wolfe (Ronald Coleman, Don Quinn, etc.), with the numerous names already flying the A&S Lyons banner.

Winkler told *The Billboard* that he and Wolfe had met with Lyons execs recently on two separate occasions to discuss the merger, but that further negotiation would be needed before the deal could be closed. Lyons confirmed the possible merger, but denied rumors that Winkler and Wolfe were buying him out.

Winkler similarly denied trade gossip that he and Wolfe would make it a straight purchase deal. He said such a move would be impossible, since talent would not be legally bound by their A&S Lyons contracts should Lyons sell out. Instead, Winkler said, the merger would be similar to the Leland Hayward Company and Music Corporation of America (MCA) deal of a few years ago. In that instance, MCA absorbed Hayward.

Knoxville Awaiting Gate Tax Decision

KNOXVILLE, Dec. 6.—City officials will press for a Supreme Court decision on the new amusement tax before the end of the year. The tax, collected since April, has yielded \$65,864 to date, Leslie M. Kennedy, finance director, reports.

Oscar Tate, city law director, said that if a favorable court decision could be obtained during December, any danger of the municipality's ending 1947 in the red would be eliminated. Since theater owners have challenged the law the taxes collected have been held in escrow. Last summer the city was upheld in a decision by Special Chancellor S. E. Hodges, but the theater owners appealed.

The tax, enacted by the last Legislature, applies only to Knoxville and Knox County.

WICHITA, Kan., Dec. 6.—Serge Jaroff's Don Cossack Chorus drew only 700 admissions Tuesday night (25) at the city-owned, 2,000-capacity Arcadia Theater. There were about 300 downstairs in the \$3.05, \$2.44 and \$1.83 seats. Balcony places went for \$1.83 and \$1.22.

NUMBER ONE ACROSS THE MUSIC-DISK BOARD

- No. 1 *On the Honor Roll of Hits NEAR YOU*
- No. 1 *Sheet Music Seller NEAR YOU*
- No. 1 *Most Played on Disk Jockey Shows NEAR YOU* by Francis Craig, Bullet 1001
- No. 1 *Disk Via Dealer Sales BALLERINA* by Vaughn Monroe, Victor 20-2433
- No. 1 *Disk in the Nation's Juke Boxes NEAR YOU* by Francis Craig, Bullet 1001
- No. 1 *Folk Disk in the Nation's Juke Boxes I'LL HOLD YOU IN MY HEART (Till I Can Hold You in My Arms)* by Eddy Arnold and His Tennessee Plowboys, Victor 20-2332
- No. 1 *Race Disk in the Nation's Juke Boxes BOOGIE WOOGIE BLUE PLATE* by Louis Jordan, Decca 24104

Leading albums, classical disks, English and Canadian sheet sellers and full score on all music-disk popularity in Music Popularity Charts, pages 24 to 34 in Music Section.

GALILEO

(Opened Sunday, December 7, 1947)

MAXINE ELLIOT THEATER

A drama in two acts by Bertolt Brecht. Translated by Charles Laughton. Staged by Joseph Losey. Setting and costumes, Robert Davison. Music, Hanns Eisler. Lyrics, Albert Brush. Choreography, Lotte Gosler. Musical conductor, Josef Schmid. Stage manager, Gordon Giffen. General manager, T. Edward Hambleton. Presented by the Experimental Theater, Inc.

CAST: Richard Leone, Michael Citro, Albert Ares, Allen Martin, Charles Laughton, Hester Sondergaard, Philip Swander, Fred Stewart, John Straub, Joan McCracken, Dwight Marfield, Sidney Bassler, Frank Campanella, Harry Hess, Taylor Graves, Larry Rosen, Thomas Palmer, Earl Montgomery Jr., Mary Grace Canfield, Ilyana Campbell, Leonard Bell, Don McGoldrick, Werner Klemperer, Wesley Addy, Pitt Herbert, Don Haumer, Leonardo Cimino, Richard Astor, Donald Symington, Lawrence Ryle, Rusty Lane, John Carradine, Harris Brown, Elizabeth Moore, Iris Mann, Allen Martin, Warren Stevens, Philip Robinson and Nehemiah Persoff.

With the presentation of the first Experimental Theater (ET) play of the new season—*Galileo*—the ET sets a standard of production realizing its function to the utmost, not equaled in the organization's entire program last year. For the Bertolt Brecht script, translated by Charles Laughton, comes to life vividly, with this master actor playing the leading role and dominating the play from beginning to end.

Galileo in chronicle form presents the major crisis of the scientist's life—his conflict with the church over his discovery that the earth moves and is only part of the heavens. While the play does contain several interesting scenes, it seems at times curiously underwritten and is defeated by its form, which is diffuse. However, once its conflict is established the second act builds strongly to a climax.

The play contains a further timely element in the plea of *Galileo* that science realizes its responsibility to humanity and not allow governments to abuse its discoveries. The script was slated for commercial production last season on the *Stem* but was withdrawn when Laughton refused to commit himself to perform for more than several months. The wisdom of this decision can be seen in the performance of the actor who truly gets into the skin of the Italian scientist and unifies the entire production with his playing. Without him the script would lose immeasurably.

In addition to Laughton, *Galileo* benefits from fine thespians from the rest of the huge cast. Joan McCracken shows her terping background with her fluid stage movement and contributes a fine performance as the scientist's daughter. Wesley Addy, in a bit as an old cardinal, is properly impressive. As the inquisitor, John Carradine plays in a familiar mold. As a cardinal who later becomes the pope, Rusty Lane handles himself impressively. Fred Stewart manages to be a harried aid to the town's businessmen.

Among the lesser known actors, Nehemiah Persoff in the role of *Galileo's* student and scientific collaborator gives the audience several worth-while moments. Dwight Marfield shows a strong stage personality ready to undertake larger roles. John Straub, Earl Montgomery Jr., Philip Robinson, Hester Sondergaard and Sidney Bassler register effectively in smaller parts.

As in the past the physical production stacked up strongly. Robert Davison's settings and costumes simulate the 15th century Italian atmosphere entirely. Staging by Joseph Losey was competent. Hanns Eisler also sets a fine mood with his musical background. *Leon Morse.*

TOLEDO, Dec. 6.—Having smashed all records for sellout performances 11 consecutive days at Toledo's new Million-Dollar Sports Arena, *Holiday on Ice* is slated to return to Toledo for repeat performances December 27 to 31.

ABC, NBC BURN AT CBS ADS

1,000 FM Outlets, 100-Million Nut, Expected in Year

WASHINGTON, Dec. 6.—The Frequency Modulation Association (FMA) expects the total FM investment to reach the \$100,000,000 level within the next year, with more than 1,000 stations in operation, it was disclosed after a meeting of its executive committee this week.

To promote interest in FM networks, the FMA authorized the establishment of an FM network committee to be composed of one representative of each regional FM network. FMA announced that there are now "at least eight regional FM networks," most of which are linked by radio relays and the rebroadcast method.

Apparently dissatisfied with these means of inter-city FM transmission, the FMA authorized its legal staff to take "immediate steps to procure common carrier network facilities." The FMA claimed that "there are no common carrier facilities now available for FM networking."

NBC Cooking Two Comedies

NEW YORK, Dec. 6.—National Broadcasting Company (NBC) has two new packages in preparation, both comedies. One is a show built around Phil Leeds, young comic from legit and night club. This would be a 30-minute job, with script written by Al Gary, Sam Locke, Milton Kramer and Mel Tolkin.

The second, tabbed *Meet Babe Sherman*, is a baseball comedy. Arthur Small is the author.

Lou Irwin Preps New Hayes Pkge.

HOLLYWOOD, Dec. 6.—Lou Irwin, top Hollywood act percenter, joined the expansion ranks this week by naming Maxine Anderson to head newly vitalized radio department. Miss Anderson, former head of Biow Agency's Hollywood office, will be in charge of radio talent and the development of air packages. Already in the works is a new air show for Peter Lind Hayes and Mary Healy (Mrs. Hayes).

Irwin is second independent agent to tackle radio recently, following pattern set by Bert Gervis, cocktail booker, who last week entered pic, radio and music phases of the agency biz.

U. S. S. Mo. on Air (With Petrillo O.K.)

NEW YORK, Dec. 6.—A new series of live musical programs was set this week by FM Station WGYN. The series, which kicks off Tuesday (9), will emanate from the recreation room of the Battleship Missouri, and will feature the vessel's band. Programs will air Tuesdays, from 6 to 6:30 p.m.

The deal, arranged with permission of Local 802, American Federation of Musicians (AFM), and the co-operation of the commanding officer of the battleship, will plug navy recruiting.

NBC Wants To Shush "Miss Hush"

HOLLYWOOD, Dec. 6.—With the identification of Miss Hush on Ralph Edwards' *Truth or Consequences* program tonight by Mrs. Ruth Annette Subble, Fort Worth, came the probable end of such radio promotion gimmicks on the National Broadcasting Company (NBC). Both NBC and Edwards were reported greatly annoyed by the stunt. Inside sources close to web toppers disclosed that net was embarrassed and irritated at the manner in which the T. or C. stunt had gotten out of hand, and that a firm stand against such giveaways may be taken in the future.

What has burned web most is said to be the lack of dignity the contest had assumed. Hawking of tip-sheets in New York, runs on public libraries, and general smart aleck attitude of the press, gave net cause to wonder if idea was a good one in the first place. All concerned were originally well pleased with the charity aspects of the promotion, since coffers of March of Dimes fund were swollen last year by more than \$500,000. This week, however, general secret of Miss Hush was known in the trade. *Time* magazine printed a pic of a gal supposed to be the mystery fem. Local radio show named her as did a filmland correspondent. Mail count jumped wildly and by Wednesday (3) letters reached the 450,000 mark. With midweek news leaks, however, mail count for Thursday (4) alone was 119,000—an all-time record for any radio promotion.

Taylor, Geiger Set As Rooney Writers

NEW YORK, Dec. 6.—The Columbia Broadcasting System (CBS) has lined up its writing staff for the projected Mickey Rooney show, which the web hopes to unveil in mid-February. Sam Taylor, freelance mag writer, will develop the characterization and situations for Rooney, and Milton Geiger, radio scripter, will translate the verbiage into radioese. The show is intended to be a 30-minute, adventure-type opus.

The debut is being held up so that Rooney can do a four-week engagement at the Palladium in London.

MBS May Air New Cullen-Bloch Seg

NEW YORK, Dec. 6.—Bill Cullen, who emceeds *Winner Take All* over the Columbia Broadcasting System (CBS), may do a half-hour comedy-variety show for Mutual. He'll audition the program in about 10 days. Ray Bloch's orchestra will do the music, and Lou Quinn will script and produce.

The show is a Martin Goodman package.

Glenn's (Gene &) Spot

HARTFORD, Conn., Dec. 6.—Glenn Rowell (Gene & Glenn) this week started a new WDRC sustainer here, tagged *Glenn's Good Evening*. Show, which airs three times a week at night, is a song-and-talk session.

"No-School" School

BOSTON, Dec. 6.—For the 26th consecutive year, school kids here will hopefully tune in WBZ-WBZA, Westinghouse stations, for "no school" signals aired during bad weather or local emergency conditions. The service, offered with co-operation of the Massachusetts Department of Education, is utilized by 155 school systems, including that of Boston, which contains 209 schools.

The moppets bring their red apples to Ben Hudelson, WBZ educational director, instead of their teachers.

Shriner Cuts ABC Audition

NEW YORK, Dec. 6.—Herb Shriner, comic repped by the William Morris Agency, this week cut an audition for American Broadcasting Company. The program, tabbed *Herb Shriner Looks at the News*, would be a stylized presentation with homely philosophy and humor. The program is intended to go on not as a sustainer, but as a commercial or co-op. As a co-op it would be five quarter-hours weekly.

Shiner used to do a radio and vaude monolog.

WJB Declares Two Dividends

DETROIT, Dec. 6.—An extra year-end dividend of 10 cents a share and the regular quarterly dividend of 25 cents have been voted by directors of WJR.

Both dividends are payable December 15 to shareholders of record on December 2. They bring payments for the year to a total of \$1.10 a share on the 518,000 shares of common stock outstanding.

Bitter Feud Seen if Web Keeps Policy

Figures Called Unfounded

NEW YORK, Dec. 6.—A series of ads in the daily press by the Columbia Broadcasting System (CBS) claiming that Columbia is the most "efficient" network, has caused bitter repercussions at both the National Broadcasting Company (NBC) and the American Broadcasting Company (ABC), with marked indications that the wrangle may develop into a knock-down drag-out fight. Charges against CBS were to the effect that Columbia claims represented an unwarranted use of statistics. Whether the other webs will go to the mat depends on whether the CBS campaign continues.

The CBS ads ran in *The New York Times* and *Herald Tribune* and were built around the theme of 99,000,000 people's gathering every week to listen to CBS programs. The ads characterized CBS as "the most efficient" and as gathering listeners for sponsors at less cost than any other web. NBC, which says the CBS figures are "unsubstantiated," on December 5 ran a page ad in *The New York Times*, *Herald Tribune* and *Wall Street Journal*, claiming that NBC is most popular according to Hooper, most listened to according to the Broadcast Measurement Bureau (BMB) and most effective in the judgment of advertisers. The CBS ads, incidentally, in small type, stated: "The detailed factual data which support all the statistics summarized in this message are available at your request."

ABC, CBS on a Parity

ABC has prepared a presentation based on Hooper and Nielsen statistics. (See ABC, NBC But on page 12)

ALL SOLD OUT!

NO MORE FACTORY SHIPMENTS

All leading music and department stores are now featuring it. Contact the one most convenient to you for your album of

9
CHRISTMAS
CAROLS BY

The HOUR OF CHARM

All-Girl Orchestra and Choir

under the direction of PHIL SPITALNY

Unions Oppose Mayflower Reversal; Hearing Delayed

NEW YORK, Dec. 6.—Unions in the broadcasting industry have decided to oppose the broadcasters' campaign for the right to editorialize on the air and will ask to testify at the March hearings to be held before the Federal Communications Commission (FCC). The hearing is to determine whether the Mayflower doctrine, which now prohibits such editorial comment by the industry, is to be reversed.

The unions' fear is based primarily on the belief they may get a short count from radio. Beyond drawing a parallel to the anti-labor press, union officials claim that in radio, they would not even have recourse to such forums as "letters to the editors."

WASHINGTON, Dec. 6.—The reason for the Federal Communications Commission's (FCC) postponement of the Mayflower hearings is said to be that the commission is unwilling to proceed until a permanent chairman

Webs To Hand Ball to Petrillo In Pact Huddle

CHICAGO, Dec. 8.—The American Federation of Musicians (AFM) and the four webs resume negotiations here today, with trade expecting both sides to put forward more concrete suggestions for a contract during the sessions. Preliminary talks have been exploratory, with web execs outlining to James C. Petrillo, AFM chief, their points of view on AM, FM, video and delayed broadcasts. According to industry toppers, it is now up to Petrillo to take the ball.

In New York late this week, union execs indicated that Petrillo may aim for a deal which will spread musician employment. This deal, if it develops, would involve some sacrifices on the part of the New York, Los Angeles and Chicago locals—in the interests of greater employment and smaller AFM locals thruout the country. It was pointed out, however, that even if the webs were willing to go along with Petrillo on the proposition of hiking radio employment around the country at the expense of the key origination points, doubt remained as to the webs' ability to do this. That is, legal limitations inherent in network-station relations, plus the Taft-Hartley Act, might prove insurmountable. Also, New York union execs pointed out that in such an AFM-network trading deal, the National Association of Broadcasters might not see eye to eye with the webs.

Broadcasters are expected to repeat their demand for music on FM and video. Broadcasters are also expected to ask for a definition of AFM plans on delayed repeats. There is now little clarity concerning planned union rules for these shows, and radio reps are expected to ask for the right to transcribe such shows without extra charge.

Kilfeather Stories to M&G

HOLLYWOOD, Dec. 6.—Morris & Gervis Agency has acquired exclusive radio and pic rights to the Katie Kilfeather syndicated newspapers stories and will adapt yarns to a half-hour airshow featuring legit-screen actress Marjorie Rambeau. This is first air package to be acquired by recently expanded agency. Deal was set by Jimmy Doolittle, ex-Frederick Bros. agent now heading M&G radio department.

is appointed. By moving the hearing from the original January 12 date to March 1, the FCC has allowed sufficient time for the White House to make a selection and get the nomination thru the Senate. It is considered unlikely that a successor to Charles Denny will be appointed in the few remaining days before the wind-up of the current emergency congressional session. Meanwhile, the National Association of Broadcasters is mustering an array of witnesses to testify against the FCC's Mayflower policy.

Stations Sign BMI Contracts

NEW YORK, Dec. 6.—Between 750 and 800 stations already have returned signed contracts to Broadcast Music, Inc. (BMI), the industry's licensing - publishing organizations. Contracts were mailed out only two weeks ago, with the stations returning their signed deals representing, it is claimed, around 70 per cent of radio's dollar volume.

In the meantime, BMI this week mailed its renewal requests to the regional networks thruout the country. BMI has asked for 10-year renewals of present contracts, which expire in 1950, to stabilize operations and relations with publishers and foreign societies.

BMI signed all four major webs to renewals at the September broadcasters' convention.

JOE COOK TO KSTP

MINNEAPOLIS, Dec. 6.—Joe Cook, promotion chief of KDAL, Duluth, Minn., 5,000-watt affiliate of the Columbia Broadcasting System, has been appointed promotion director of KSTP, Twin Cities 50,000-watt National Broadcasting Company affiliate. Cook succeeds Sam Levitan, who left KSTP a month ago to become director of operations at WMIN, Twin Cities indie. Cook takes over January 1.

N. Y. Radio Unions Dicker; RDG To Call Strike Vote

NEW YORK, Dec. 8.—The labor front in New York radio was perking actively in a number of directions last week, with three unions in various stages of negotiation and with at least one of them ready to call for a strike vote tonight. This is the Radio Directors' Guild (RDG), which broke off negotiations Wednesday (3) with the networks. Meanwhile, the American Federation of Radio Artists (AFRA) had all but settled with one station, WHN, and was negotiating with another, WINS, with State labor officials called in to speed things up. The third union, the Radio Writers' Guild (RWG), is calling a membership meeting Wednesday (10) to explore the question of the advertising agency writer organization.

A fourth labor action is taking place in Chicago, where James C. Petrillo is to meet network officials today (see story elsewhere in Radio Department).

The RDG-network stalemate involves matters concerning the definition of a director, as well as pay increases. RDG hike demands have been considerable, both for assistant directors and full-fledged directors. One question of definition concerns the propriety of network officials di-

Fibber Top College Comic Show; Fifth Time in Six Weeks

CHICAGO, Dec. 6.—Fibber McGee and Molly still rank No. 1 with college listeners to comedy programs, according to latest results of the Radio Acceptance Poll, survey of college listeners of all creeds. The figures, released this week, are for the week ended November 16, based on a sample of 1,282 college students thruout the country. For the fifth time in six weeks, the Fibber show got a highly acceptable rating and for the third time headed the "good taste" list of radio entertainers.

The November 16 poll, a survey of 19 radio comedy shows, found Fred Allen and Abbott and Costello getting an acceptability rating for the first time. Allen was fourth and Abbott and Costello 13th. Seventeen individual performers were rated highly acceptable, 54 acceptable, and four barely acceptable. By use of the point system the poll is able not only to give the sample's views on relative good taste of various programs but also to rank them in order of preference.

J. Davis Uses Chorus Despite Ban Removal On Co-Op Live Music

NEW YORK, Dec. 6.—Despite the removal of the ban on live musicians on co-op shows, the Joan Davis co-op program over Columbia (CBS) will continue to be broadcast with only a choral. The reason is that musicians would jack up the cost of the program too much, thus, hurting sale chances.

Abbott and Costello, co-op program on American Broadcasting Company (ABC), is cut a couple of weeks in advance, and next week's show has no music—but the web's intention is to add a 25-piece band shortly.

U. S. "Economy" Keeps \$100,000 Studio Idle

WASHINGTON, Dec. 6.—One of the best radio studios of its kind on the Eastern seaboard is standing idle and can't be bought for love or money. The facility belongs to Uncle Sam and rests in the custody of the Interior Department, which has no money to operate it.

The set-up consists of four separate soundproof rooms and additional office space occupying the whole of the Interior Building penthouse. The radio equipment alone is rated at over \$100,000, while the value of the unused floor space in still-crowded Washington runs into what Interior officials call "big figures."

Formerly the department used the studio to cut transcriptions for many federal agencies and in addition loaned the facilities for special broadcasts. According to officials, the penthouse has pipe lines running to many of the local radio stations and could easily be used for important radio speeches by government officials.

Felled by Economy Ax

The department's radio service, however, ran into the economy drive of the last Congress and its funds were completely knocked out of the current budget. The rough treatment the proposed radio funds received has made Interior budgeters wary of even mentioning a need for such money in the next fiscal year. Meanwhile, officials say, some agencies have to utilize private firms to cut their records while the government's four modern transcription recorders gather dust.

Officials frankly admit that the studio is a white elephant and hope that some other agency with a little extra money will take it over. Mystifying the department's experts is the reluctance of the State Department to ask for the facilities in view of its own relatively shabby present set-up in an old Pennsylvania Avenue building.

The Interior Department thought it was going to be able to turn the studios over to the Red Cross, but the relief organization backed out when it found out it would be expected to pay the cost of the upkeep.

One Interior official remarked: "It looks like the equipment will just sit there until it falls apart."

Gillette B. R.'s Four Football Classics on Three Web Tie-Ups

NEW YORK, Dec. 6.—Gillette, splurging heavily on major-bowl football games, will use approximately 1,000 stations on three webs when it bankrolls four football classics within the next month.

First on the schedule is the North and South game, with stars of Northern colleges opposing top players of Southern schools December 27. This will be played at Montgomery, Ala., and will be carried over the Mutual Broadcasting System (MBS), starting at 2:45 p.m. (EST).

The remaining three games will be played New Year's Day. These include the Orange Bowl, Sugar Bowl and the East-West all-star game. The Orange Bowl (Georgia Tech versus Kansas) will be aired over the Columbia Broadcasting System (CBS), 1:45-4:25 p.m. (EST). The Sugar Bowl game (Alabama versus Texas) will be broadcast over the American Broadcasting Company (ABC), starting at 2:30 p.m. (EST). The East-West game, from San Francisco, will go over Mutual, starting at 4:45 p.m. (EST).

RADIO COMES OF AGE, SEXWISE

Ed Chase to Coast As Jock for KFVD

HOLLYWOOD, Dec. 6.—Hollywood will harbor still another disk jockey when Eddie Chase moves to the film city to do a two-hour per day, seven-day per week platter spinning stint for indie outlet KFVD. Chase, former Chicago *Make Believe Ballroom* disk pilot and prior to that a Coast jockey, is currently doing a two-hour daily, six-day-a-week show for Detroit's CKLW. When he arrives here, Chase will transcribe his Detroit platter show a la Martin Block's WNEW airtel, and air-mail platters to the Motor City outlet.

Chase was signed to a two-year pact by KFVD. Understood he has already been sold for his Sunday show, but station is mum on sponsor's identity.

Unique angle exists in Chase's arrival since town now will harbor two spinners who in the East use the *Make Believe* tag, but can't do so here on the home grounds of the title's originator, Al Jarvis.

CBC Raises Ban; Now Its Boys Can Hold Public Office

MONTREAL, Dec. 6.—The Canadian Broadcasting Corporation (CBC) by-law prohibiting any staff member from holding public office, or from supporting a candidate for such office by speech or writing, is now a thing of the past.

The board of governors last week announced a by-law amendment authorizing the general manager of the corporation to grant permission to any officer or employee of CBS to accept a municipal or civic office for which the salary or other form of remuneration doesn't top \$500 a year.

The by-law also provides that the acceptance of such an office mustn't interfere "with the proper and regular performance of the duties with his (or her) position with the corporation."

The reason for the previous prohibition was understood to be that CBS employees, being public servants, could not place themselves in a position where their political ideas or influence could be instrumental in individual interpretation of CBS policy or cause the public to think they were.

FCC in New Move Toward Streamlining

WASHINGTON, Dec. 6.—In preparation for its approaching encounter with the House Appropriations Committee, the Federal Communications Commission (FCC) this week announced the latest in a series of moves to streamline commission procedure. Effective immediately, the FCC secretary is permitted to pass on involuntary assignments of broadcast licenses. Heretofore such assignments have been handled by the commissioners.

This step follows by a few months the FCC's reorganization of its hearing procedure. It apparently is an attempt to lessen congressional criticism of commission methods. At last year's brush with the House Budget Committee, several congressmen accused the FCC of wasting money thru "cumbersome" procedures.

FCC Again Hits At Hiding of Stock Owners

WASHINGTON, Dec. 6.—Federal Communications Commission (FCC) is continuing to serve blunt notice that it will deny the license renewal of any radio station alleged to be guilty of concealing stock ownership. Following up its denials of renewals to WOKO, Albany, and WORL, Boston, the commission this week issued a tentative decision proposing to deny the renewal bid of WGKV, Charleston, W. Va., on the ground that two of the station's officers gained a controlling interest by submitting false information to the FCC.

The commission alleged that these officers on purchasing stock in the station "agreed to furnish the commission with the false information" that upon the proposed transfer an experienced broadcaster would own a 51 per cent interest in the station's stock. The FCC charged that this course of action caused it to approve the stock sale on the assumption that a man of experience would be in control of WGKV, whereas the commission alleged that the two officers cited lacked experience but still gained control.

In proposing to deny the renewal, the FCC also proposed to dismiss a pending bid for transfer of the station, remarking that "it appears unnecessary to pass upon the application."

Commission has settled the matter of WOKO by turning the Albany frequency over to the Governor Donagan Broadcasting Company, but the WORL case is still hanging fire. The FCC has approved a temporary license for the Hub outlet pending a court appeal.

Truman Enters Durr-FBI Brawl; GOP Seeks Inquiry

WASHINGTON, Dec. 6.—President Truman has called for "full details" on an embroilment over Federal Bureau of Investigation (FBI) inquiries into radio broadcast applicants, it was stated here Friday (5). The chief executive apparently was spurred to action as Sen. Homer Capehart (R., Ind.) this week demanded a congressional inquiry into charges made by Commissioner Clifford J. Durr, of the Federal Communications Commission (FCC), that the FBI's investigations of broadcast applicants were "unsolicited," based on "hearsay" and unfairly prejudicial against applicants.

Durr, who had issued his criticism against the FBI several weeks ago, stood by his guns in a 500-word statement issued late yesterday (5) in retort to Capehart's inquiry demands. Earlier in the week, Acting Chairman Paul A. Walker, of the FCC, had disclosed he had sent a letter to FBI Chief J. Edgar Hoover, informing Hoover that Durr spoke only for himself and that the rest of the commissioners were satisfied with the FBI's activity concerning broadcast applicants. Durr, in what amounted to a mild rebuke to Walker, voiced support for a congressional investigation into the dispute, declaring, "Senator Capehart has rendered a service in bringing into the open a few matters

Sale of KLAC-KYA Still Simmering

HOLLYWOOD, Dec. 6.—Deal on sale of KLAC, Los Angeles and KYA, San Francisco, Dorothy Thackrey-owned outlets, was still simmering this week-end (*The Billboard*, December 6) with renewed purchase interest shown by Jack Wrather, millionaire oilman-pix producer. It was understood that MGM pix attempt to buy stations was temporarily cold, but that further negotiations would be carried on by MGM home office execs in New York.

Wrather is said to have offered to buy KLAC but has balked at acquisition of sister station in San Francisco. Thackrey interests are hedging, hoping to snag a buyer who will take both properties in one package. Asking price is \$1,250,000 and MGM's offer of slightly over \$850,000 was turned down.

Hooper To Offer Poll On Rural Listeners

DES MOINES, Dec. 6.—C. E. Hooper, head of C. E. Hooper, Inc., research org, told local advertising men and broadcasters this week that he hoped soon to provide an accurate means of measuring rural audiences. The method has already been perfected, he said, and would enable measurement of network stations' audiences outside of the 80-odd city areas now covered by the Hooper survey.

Hooper said formal announcement was being held up pending clearances with various segments of the industry. His statement was held particularly significant in view of growing criticism by proponents of the audiometer (Nielsen) system (*The Billboard*, December 6).

which would better have been of public record from the beginning."

White House Disturbed

The White House, it was learned, is troubled by the dispute and spokesmen indicated that Truman is hopeful of restoring peace thru the choice of a "diplomatic" permanent successor to Charles Denny as FCC chairman. Walker is "interim" chairman.

Capehart, who issued his blast against Durr in the form of a public statement, is expected to follow thru with a resolution for a congressional investigation. Durr, in replying to Capehart's statement, not only "heartily" endorsed the recommendation for a congressional inquiry, but added: "If such an investigation is made, I hope that it will be thoro and complete and that not only its findings but its hearings will be public."

Finds Capehart Uninformed

"It is apparent," he said, "that the senator himself was not furnished full information either as to the 'sequence of events' or the efforts made to explore the 'tips' and 'leads' furnished by the FBI."

Durr cited as an example of the FBI's methods an FBI memorandum on a list of broadcast applicants in which the FBI concluded that "an ex-

Hygiene Talks Give the Stork The Heave-Ho

Mealy-Mouthiness Is Out

NEW YORK, Dec. 6.—The radio industry during the past year, without ballyhoo or fanfare, has pioneered boldly in one of the major aspects of public service programing—sex education. The attitude toward this type of programing has strikingly changed, so much so that the traditional hush-hush treatment of emotional problems hinging on sex has been given the heave-ho. The same is true of program treatment of problems in which sex is a large factor, such as venereal disease, infertility, illegitimacy, et al.

Radio's new approach to sex is now noticeable on many programs—all of them stressing honesty, directness and sound psychiatric methods. These programs have one general aim: To obviate some of the emotional conflicts, the warped personalities, arising from inadequate sex knowledge. (See *Radio Comes of Age* on page 13)

Quotes

The following quotes illustrate radio's adult attitude toward education on the air:

Teacher: "... This is the special place in the mother's body where the baby grows, and see how the baby is protected."

Child: "Gosh, I thought it grew in your stomach, and when you swallowed a watermelon..."

Teacher: "Here is a special opening where the baby is born." (From *Doorway to Life*, CBS, November 30.)

Girl: "I used to sit out in the swing, way in the corner of the garden, with pillows piled up behind me, and my legs curled up under me, and stare up at the sky and daydream... If anyone, my mother or my father I mean, had come upon me when I was in the swing dreaming of my prince, I... I could really have been punished..." (From a script dealing with masturbation, *Out of the Dark*, WOR-MBS, January 19.)

Girl: "So—follow the ads! You know, B. O., halitosis, the hands you love to touch, the skin he loves to caress, the lips he loves to kiss, those curves he loves to watch, and so on. The boys who write those ads aren't dopes. They know what cooks in the male chest. And a girl's chest. And it's all right there for you to see, everywhere, in every paper, and magazine and billboard. A girl must be pretty dumb not to catch on to the things that really count. (From a WOV script dealing with sex problems of adolescence, November 19.)

Other programs recently aired have dealt with incest, illegitimacy and infertility.

Billboard

CONTINUING PROGRAM STUDIES

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.



Doorway to Life

Reviewed November 30, 1947
Sustaining Via CBS

Sundays, 1:30-2 p.m.

Estimated Talent Cost: \$750; producer-director, William Robson; writers, William S. Alland and Virginia Mullen; announcer, Allen Botzer; organist, Dick Aurandt. Cast: Gloria McMillan (Trudy), Sarah Selby (Molly), Johnny McGovern (Marvin), Joan Banks (Mother), Ira Groselle (Father), Pat Lowrey (Liz), Jean Bates (schoolteacher), Frances Cheney (another mother).

Current Hooperating of the program (Sustaining).....None
Current Hooperatings of shows preceding and following (Sustaining).....None

CURRENT HOOPERINGS OF SHOWS ON OPPOSITION NETWORKS
ABC: "Sammy Kaye".....6.5
MBS and NBC: Sustaining.....None

Doorway to Life, the Columbia Broadcasting System (CBS) series which deals with the emotional problems of childhood, tossed a hot one over the kilocycles Sunday (30). This was a dramatization of an authentic case history telling the story of "Trudy," a girl who developed a morbid, unhealthy personality because she had never received an adequate sex education. Mothered by a prude who evaded her daughter's questions about sex and who boasted that her daughter had a "clean" mind, Trudy grew deceitful; she searched for hidden knowledge; she had troubles in school and in her social relationships. Beneath it all, of course, was the feeling that she could not ask her mother an honest question.

Mature, Courageous Radio

The CBS presentation of this problem, pointing up the need for a better approach to sex education by parents, was mature, courageous radio on a high public service level. The script was remarkably outspoken; yet, the impressing as a pioneer effort in its honesty, the lines never deviated from good taste and propriety. In other words, the script writers on the program have shown that this type of educational work can be done via radio; that radio can help to dissipate the ignorance and mystery responsible for so much maladjustment.

Doorway to Life, which is prepared with the co-operation of a board of psychiatrists, child psychologists, educators and social workers, is produced on the Coast by William N. Robson, with scripts written by William S. Alland and Virginia Mullen. Robson is apparently convinced that a truthful handling of emotional problems is more effective and has greater curative power than the compromising, namby-pamby attitudes which are traditional in sex and other emotional problems. This reviewer thinks he's right, and that he's ex-

R. F. D. America

Reviewed December 4, 1947
Sustaining Via MBS

Thursdays, 9:30-10 p.m.

Estimated Talent Cost: \$3,750 (as commercial); writer-producer, Louis G. Cowan; director, Glenn Ransom; announcer, Ed Cooper; emcee, Joe Kelly.

Current Hooperating for the program (Started December 4).....None
Current Hooperating of show preceding ("Real Stories-Real Life").....2.5

Current Hooperating of show following (Sustaining).....None
CURRENT HOOPERINGS OF SHOWS ON OPPOSITION NETWORKS

ABC: "Darts for Dough".....4.8
CBS: "Crime Photographer".....10.8
NBC: "Jack Carson With Eve Arden".....13.8

R.F.D. America is a twist in audience participation programs in that, so far as is known, it is the first network quizzer to concern itself exclusively with the nation's farm population. Thus, while it is not new in format—essentially a spell-down type of quiz—it is using as question material a line of topic new to the air and new, especially, to urban listeners. It may not compile a sock Hooperating, since the bulk of its listeners should be garnered outside the Hooper cities, but it should attract a good sized rural audience. For these, it should, presumably, have appeal, and it certainly has high exploitation possibilities.

More than that, city slickers who give ear may get an insight into farm life and activities they'd otherwise never hear about—such as the composition of a mess of provender for a horse, billygoat or steer or the multitudinous chores which confront a farmer—or his wife—each day.

"Master Farmer" Title

The program is divided into sections, starting with four contestants, one of whom is eliminated via each section until the finalist, who is dubbed the "master farmer" of the week. If the prizes handed out on the first program—prizes almost as varied and as lush as those to befall the listener who identifies Miss Hush—are any indication, the program should certainly have no trouble lining up contestants.

Lou Cowan, who owns the package, has assigned the emcee chore to Joe Kelly, who does a like job on Cowan's durable *Quiz Kids* series. Kelly has the right amount of corny schmaltz for the job, but his forced prop-laugh and over-abundance of gab marred the first program.

The series has been sold to the Ford dealers for sponsoring starting in January, and areas not bought by them will be made available to non-competitive local advertisers.

Jerry Franken.

exploiting the potentialities of radio in a courageous way.

Paul Ackerman.

William L. Shirer

Reviewed November 30, 1947

To be sponsored starting January 4 by
PIEDMONT SHIRT COMPANY

Bernard Aron, Advg. Mgr.

Thru William H. Weintraub & Co.
James Eysler, Acct. Exec.

Sustaining Via MBS

Sundays, 1-1:15 p.m.

Estimated Talent Cost: \$500; producer-director, Jack Fern; announcer, George Hogan; writer-commentator, William L. Shirer.

Last Hooperating for the program (March 16, 1947).....6.4
Average Hooperating for shows of this type (News).....6.7

Current Hooperating of show preceding ("Lutheran Hour").....1.7
Current Hooperating of show following (Sustaining).....None

CURRENT HOOPERINGS OF SHOWS ON OPPOSITION NETWORKS
ABC: "Samuel Pettengill".....2.1
CBS and NBC (Sustaining).....None

In his return to the networks Sunday (30), William L. Shirer set forth what might well be regarded as a "commentator's doctrine." The theory that a commentator should not be allowed to "express any opinions" but should permit listeners to form their own conclusions, was fallacious. The public, said he, makes its mind up after listening to many opinions—conflicting opinions—and, "I doubt whether the American people get much help... listening to speakers who have no opinions, are afraid to express them or are not allowed to."

Recognizing that his own views are only human, Shirer said he would certainly not attempt to force them on anyone, but noted he would not "be dishonest by hiding." "Radio commentators have no monopoly on wisdom or truth... I shall always try to present all sides... and all the facts as far as I can ascertain them... a democracy has gone pretty stale when everyone agrees. But you have a right to know that such opinions as are expressed in these broadcasts are my own and not anyone's else—not those of the network, or the station, or any sponsor, or any political party or any pressure group, or of the government."

Thoughtful Approach

Coming from Shirer, above all, this is a sober, thoughtful approach to a problem which in recent months has assumed growing importance. Fortunately, Shirer—despite his involvement in the regrettable l'affaire Shirer—retains the stature requisite to have his doctrine command respect. Actually, it is a realistic approach to the problem. Part of—the expression of opinion—applies to many other commentators; regrettably, the intention of attempting to present all

Radie Harris

Reviewed December 3, 1947

Co-Operatively Sponsored Via CBS

Monday thru Friday, 3:55-4 p.m.

Estimated Talent Cost: \$750; producer-director, Will Roland; assistant director, Betty Todd; writer, Radie Harris; announcer, Tony Marvin; guest, this program, George Jessel.

Current Hooperating of the program (Started December 1).....None

Average Hooperating of shows of this type (Daytime Misc.).....3.7

Current Hooperating of show preceding (Sustaining).....None

Current Hooperating of show following ("Hint Hunt").....3.1

CURRENT HOOPERINGS OF SHOWS ON OPPOSITION NETWORKS

ABC: Paul Whiteman.....2.2
MBS: Sustaining.....None
NBC: "Right to Happiness".....6.0

The gaper at celebrities (and some hausfraus seem to be) should take to this five-minute interview show presided over by Radie Harris, who knows a big name when she hears one. A different headliner from show business, with stress on movie folk, appears daily on her new stint, which is being offered for co-op sale by Columbia Broadcasting System (CBS).

The show caught had Georgie Jessel in front of the mike, answering Radie's queries and talking about his new movie productions. The program features "revelations" of intimate or inside tidbits, such as Jessel's proclamation that his love life is at a stand-still, and anecdotes such as how Lana reacted to Tyrone when the latter was geeked up on the *Nightmare Alley* set. Jessel got in a considerable number of plugs for his movie and night club commitments, but who's surprised?

Build-up for the following day's guest (George Raft) was loaded with come-on questions common to soap operas: What is George Raft's latest quest? What is his answer to Westbrook Pegler? etc. The weakest element is Radie's own delivery, which is on the flat side, and her vocal modulations, which tend to be harsh and scratchy. But it's a fast five minutes that should go big in Hicksville, where movie stars are big things. Sam Chase.

correlative facts, applies to all too few.

The Shirer case became a political football when he was embraced by advocates.

In one respect, it is especially important that Shirer is back on the air. He was one of the so-called "liberal" commentators (alho you'll find a horde who claim that he's anything but) recently purged from the air. That makes it all the more to Mutual's credit that he is again broadcasting. It spells a healthy note in radio in a field where level-headedness is at far too great a premium, and in a field where freedom of speech has been made a political football by proponents of various beliefs, many of whom fastened on to the entire Shirer incident to further their own ends.

And if Shirer maintains his broadcasts along the lines he himself outlined on his first Mutual show, he will be making a sizable contribution to both listeners and broadcasting. Jerry Franken.

3 Mass. FM Outlets Join for One 'Cast

SPRINGFIELD, Mass., Dec. 6.—Co-operation on the part of three Western Massachusetts FM stations reached a peak Monday (1), when WHYN-FM, Holyoke; WMAS-FM, Springfield, and WACE-FM, Chicopee, debuted simultaneously, with a joint broadcast from the Hotel Sheraton in Springfield. The three outlets,

which have combined transmitting facilities on Mount Tom, are co-operating in the belief that combined operations and promotion should prove mutually advantageous and provide an impetus to FM listening.

The premiere broadcast was also carried by the stations' AM affiliates, plus WBZA-FM, of Springfield—the latter carrying the show as a friendly gesture.

Broadcast was set up and introduced by program heads of the three FM stations, and included talks by

Mars Pacts Vainrib For Dr. I. Q. Slot

CHICAGO, Dec. 6.—Mars Candy Company's *Dr. I. Q.* program on NBC (Mondays from 8:30 to 9 p.m. CST) will have a new emcee starting next

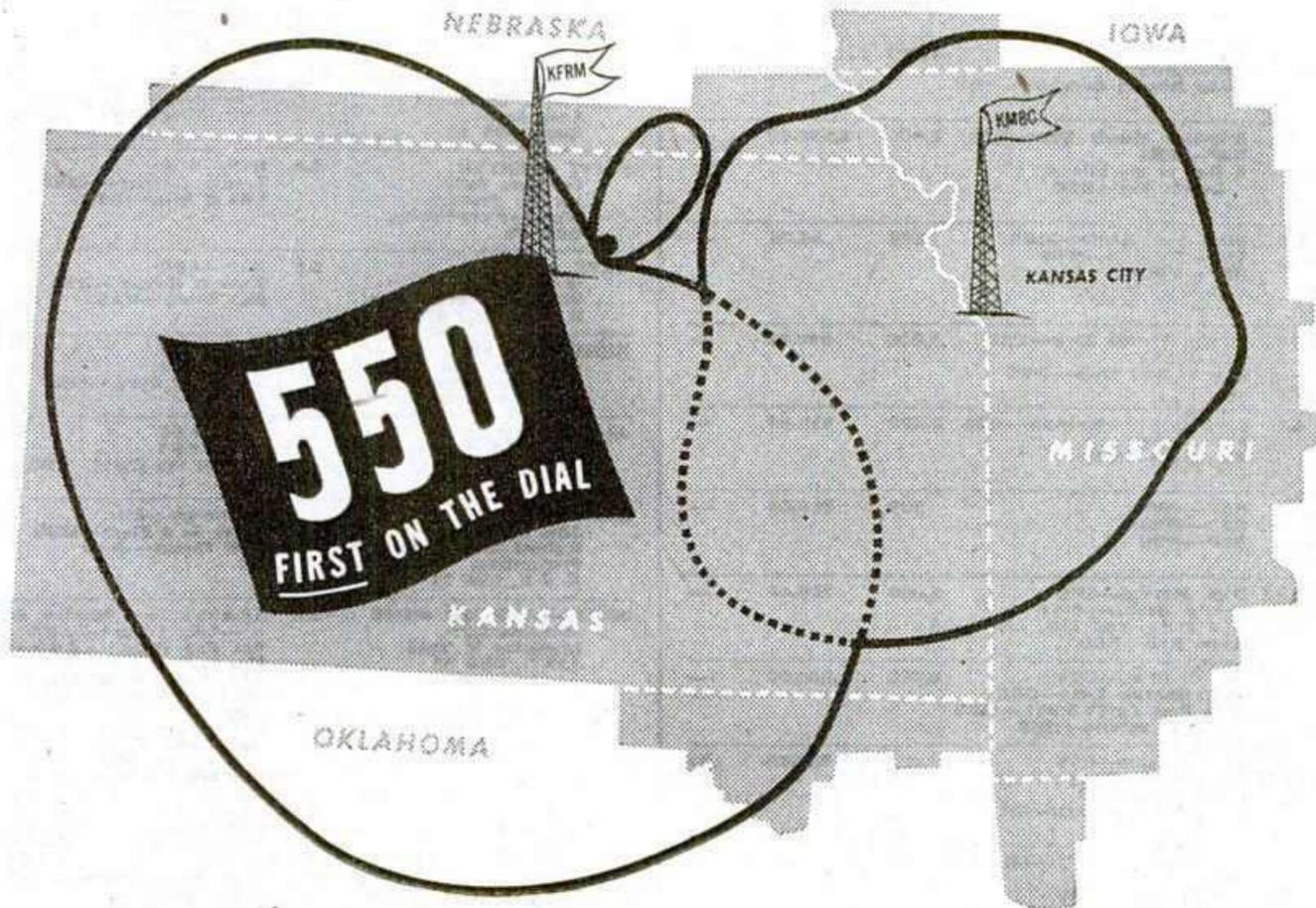
mayors of Springfield, Holyoke, Chicopee and Northampton. The outlets, designed to cover the Holyoke-Chicopee-Springfield metropolitan area, will operate from 1 to 11:15 p.m.

Monday (8), when Lew Valentine, who has had the name role for years, will be replaced by Stanley Vainrib, a Dallas announcer. Valentine will continue his affiliation with the Grant Agency, which handles the show.

Mars company and Grant Agency are playing down title-role change because of their attempt to build up the role rather than the personality. Vainrib was picked as new *Dr. I. Q.* because, in addition to other reasons, his voice sounds practically the same as Valentine's.

KMBC Announces KFRM

Now, for the first time, one Kansas City broadcaster covers the entire Kansas City Trade Area



You have many times wished one Kansas City broadcaster could furnish you complete coverage of Kansas City's vast primary trade area. Your wish has come true!

We at KMBC proudly announce that on December 7th KFRM — our 5,000 watt "First on Your Dial" (550 KC) service for rural Kansas—officially goes on the air.

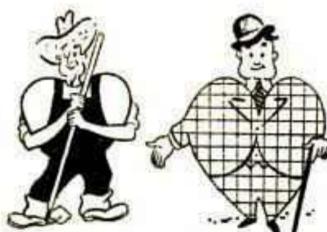
Note from the map how the KMBC-KFRM half millivolt contours envelop western Missouri and practically all of Kansas. This coverage was planned after a study by Dr. W. D. Bryant, Director of the Department of Research and Information of Kansas City. This study (a copy will be mailed you on request) proved that Kansas City's Primary Trade Territory is the area shown in the accompanying map.

The KMBC-KFRM team is available to sponsors for early morning and noon farm service programs, also at certain other times. KFRM alone is available during its remaining hours on the air —at present daytime only.

KFRM will be programmed from KMBC studios, from the KMBC Service Farms, and from the Kansas City Livestock Exchange Building and other KMBC program sources. "Nuff said!"

Yes, we chalk it up as another KMBC "First."— First to cover a great trade territory by placing a transmitting station (it's in central Kansas) a great distance from the trade center and cash in on this economical concentrated trade area coverage. Ask Free & Peters.

Arthur Church
President



FREE & PETERS, INC.

KFRM • THE KANSAS FARM STATION IN THE HEART OF THE NATION • PROGRAMMED BY KMBC FROM KANSAS CITY





FOUR-NETWORK TALENT

PREPARED IN CO-OPERATION WITH C. E. HOOPER, INC.

AMERICAN BROADCASTING COMPANY

Program, Advertiser, Network, No. Stations	Hooper-ating	Opposition	Talent Cost	Cost Per Point	Cost Per 1,000 Listen.
BING CROSBY Philco Radios and Refrigerators Hutchins, ABC 238	13.7	The Whistler—CBS NSP—MBS Big Story—NBC	\$22,500	\$1,642.34	\$
DARTS FOR DOUGH Dr. Pepper Tracy Locke, ABC 170	3.2	Crime Photographer—CBS NSP—MBS Jack Carson—NBC	2,000	625.00	—
HENRY MORGAN—OH Eversharp Various Products Blow, ABC 226	6.8	NSP—CBS NSP—MBS Jimmy Durante—CH—NBC	5,000	735.29	—
JIMMIE FIDLER Carter Products Arid, Carter's Little Liver Pills S.S.C.&B., ABC 73	6.3	NSP—CBS NSP—MBS Big Break—CH—NBC	2,000	317.46	—
LASSIE John Morrell Red Heart Dog Food H.H.&Mc.D., ABC 158	2.4	NSP—CBS NSP—MBS Eddie Howard Orchestra—NBC	1,500	625.00	—
MAYOR OF THE TOWN Noxzema Chemical Noxzema, Noxzema Shave Cream S.S.C.&B., ABC 151	6.6	American Melody Hour—CBS NSP—MBS A Day in the Life of Dennis Day—NBC	7,000	1,080.60	—
MONDAY MORNING HEAD- LINES Seeman Bros. Air-Wick Weintraub, ABC 223	5.9	Ozzie and Harriet—CBS Those Websters—MBS NSP—NBC	500	84.75	—
MURDER & MR. MALONE Wine Growers' Guild Guild Wines Honig-Cooper Co., ABC 67	9.7†	Vaughn Monroe Show—CBS NSP—MBS Judy Canova Show—NBC	3,500	360.82	—
PROFESSOR QUIZ—LN American Oil Amoco Products Joseph Katz, ABC 108	4.1	Saturday Night Serenade—CBS NSP—MBS Kay Kyser—NBC	3,500	853.66	—
SAMUEL B. PETTINGILL America's Future Andrew Gahagan Assoc. ABC 231	1.6	NSP—CBS NSP—MBS NSP—NBC	500	312.50	—
WILLIE PIPER General Electric Electric Lamps and Bulbs S.B.D.&O., ABC 162	3.8	Dick Haymes—CBS Gabriel Heatter—MBS Real Stories-Real Life, LN—MBS Music Hall—NBC	3,000	789.47	—
VOX POP American Express Travelers Cheques J. M. Mathes, ABC 163	5.0	Dr. Christian—CBS Johns-Manville News—CBS Billy Rose (8:55-9:00)—MBS Great Gildersleeve—NBC	6,000	1,200.00	—
LOUELLA PARSONS Andrew Jergens Woodbury Complete Beauty Cream Robert W. Orr, ABC 210	11.1	Corliss Archer—CBS Meet Me At Parky's (Co-Op)—MBS Man. Merry-Go-Round—NBC	2,250	202.70	.24
LONE RANGER General Mills Cheerios D-F-S, ABC 167	8.1	Club 15 (MTWTF)—CBS Edward R. Murrow (MTWTF)—CBS Henry J. Taylor (MAF)—MBS Inside of Sports (MTWTF)—MBS Leland Stowe, LN-MA-(Wed)— MBS H. V. Kaltenborn, LN-(MTWTF)—NBC	2,250	277.78	.30
BREAK THE BANK Bristol-Myers Ipana, Sal Hepatica D.C.&S., ABC 189	9.6	Borden Program—CBS Gabriel Heatter—MBS Real Stories-Real Life, LN—MBS People Are Funny—NBC	3,000	312.50	.38
FAMOUS JURY TRIALS General Mills Kix D-F-S, ABC 166	10.0†	Ned Galmer (8:55-9:00)—CBS NSP—MBS Truth or Consequences—NBC	3,500	350.00	.42
WALTER WINCHELL Andrew Jergens Jergens Lotion Robert W. Orr, ABC 217	20.3†	Meet Corliss Archer—CBS Meet Me At Parky's (Co-Op)—MBS Man. Merry-Go-Round—NBC	7,500	369.46	.42
GREEN HORNET General Mills Betty Crocker Cereal Tray D-F-S, ABC 166	5.7	Club 15—CBS Edward R. Murrow—CBS Inside of Sports—MBS H. V. Kaltenborn, LN—NBC	2,500	438.60	.49
DASHIELL HAMMETT'S "FAT MAN" Norwich Pharmacal Pepto-Bismol Unguentine Gumbinner, ABC 136	9.5	Fannie Brice—CBS Burl Ives—MBS Highways in Melody—NBC	4,000	421.05	.54
GANGBUSTERS L. E. Waterman C. D. Reach, ABC 201	9.6†	Joan Davis Show (Co-Op)— CBS NSP—MBS Hit Parade—NBC	4,250	442.71	.57
THIS IS YOUR F.B.I. Equitable Life W.&L., ABC 230	11.2	Thin Man—CBS Johns-Manville News—CBS Billy Rose (8:55-9:00)—MBS Can You Top This?—NBC	6,000	535.71	.68
COUNTERSPY Schutter Candy Co. Div. Uni- versal Match Co. Schutter Candies S.&S., ABC 189	6.8	Jean Sablon—CBS Quick As a Flash—MBS Ford Theater—NBC	4,000	588.24	.72
DREW PEARSON Frank H. Lee Co. Lee Hats Weintraub, ABC 232	8.1	Adv. of Ozzie and Harriet—CBS Those Websters—MBS NSP—NBC	5,000	555.56	.74
THE SHERIFF Pacific Coast Borax McK.&E., ABC 195	6.5	F.B.I. in Peace and War—CBS (Co-Op)—MBS Waltz Time—NBC	5,000	769.23	1.02
BOXING BOUT Gillette Razor Maxon, ABC 225	3.6	It Pays To Be Ignorant—CBS NSP—MBS Mystery Theater—NBC	3,000	833.33	1.04

(Continued on page 12)

COLUMBIA BROADCASTING SYSTEM

Program, Advertiser, Network, No. Stations	Hooper-ating	Opposition	Talent Cost	Cost Per Point	Cost Per 1,000 Listen.
BORDEN PROGRAM Borden K & E, CBS 157	4.7	Break the Bank—ABC Gabriel Heatter—MBS Real Stories-Real Life, LN— MBS People Are Funny	\$ 8,000	\$1,702.13	\$
CHRISTOPHER WELLS DeSoto-Plymouth Dealers DeSoto S.B.D.&O., CBS 160	3.9	Theater Guild on the Air—ABC NSP—MBS Take It Or Leave It—NBC	5,000	1,282.05	—
EDWARD R. MURROW Campbell Soup Various Products Ward Wheelock, CBS 149	5.6	Lone Ranger (MWF)—ABC Green Hornet (Tues.)—ABC Inside of Sports (MTWTF)—MBS H. V. Kaltenborn, LN, (MTWTF) —NBC	1,250	223.21	—
ERIC SEVAREID—LN Metropolitan Life Y & R, CBS 25	2.7	NSP—ABC NSP—MBS NSP—NBC	750	277.78	—
F.B.I. IN PEACE & WAR Procter & Gamble Lava Soap Blow, CBS 86	9.0	The Sheriff—ABC Information Please—Co-Op—MBS Waltz Time—NBC	4,000	444.44	—
FIRST NIGHTER Campana Sales Various Products Wallace-Ferry-Hanley, CBS 59	4.8	NSP—ABC Twenty Questions—MBS Life of Riley—NBC	3,500	729.17	—
GENE AUTRY Wrigley Co. Wrigley's Chewing Gum R & R, CBS 157	5.0	NSP—ABC Sherlock Holmes—MBS Jack Benny—NBC	7,500	1,500.00	—
HERE'S TO YOU Charles E. Hires Co. Hires Root Beer N. W. Ayer, CBS 83	3.0	NSP—ABC NSP—MBS Harvest of Stars—NBC	1,750	583.33	—
JACK SMITH SHOW Procter & Gamble Oxydol D-F-S, CBS 85	7.1	NSP—ABC NSP—MBS News of the World NBC	5,000	704.23	—
JEAN SABLON Wm. R. Warner Richard Hudnut Beauty Preparations K & E, CBS 71	3.5	Counterspy—ABC Quick As a Flash—MBS Ford Theater—NBC	4,000	1,142.86	—
JOHNS-MANVILLE NEWS Johns-Manville Insulating Material J.W.T., CBS 67	10.0	America's Town Meeting, Co-Op —LN, (Tues.)—ABC Vox Pop (Wed.)—ABC This Is Your F.B.I. (Fri.)—ABC Billy Rose (MTWTF)—MBS Voice of Firestone (Mon.)—NBC Date With Judy (Tues.)—NBC Great Gildersleeve (Wed.)—NBC Geo. Burns & Gracie Allen (Thurs.)—NBC Can You Top This? (Fri.)—NBC	750	75.00	—
LOWELL THOMAS Procter & Gamble Ivory Soap Compton, CBS 64	7.1	NSP—ABC NSP—MBS Three Star Extra, LN—NBC	5,500	774.65	—
MYSTERY OF THE WEEK Procter & Gamble Dreft D-F-S, CBS 64	4.2	NSP—ABC Fulton Lewis (Co-Op.)—MBS Supper Club—NBC	3,500	833.33	—
NED GALMER—MA Luden's Fifth Avenue Candy Bar J. M. Mathes, CBS 162	6.5	Famous Jury Trials (Sat.)— ABC NSP (Sun.)—ABC NSP (Sat., Sun.)—MBS Truth Or Consequences (Sat.)—NBC Fred Allen (Sun.)—NBC	400	61.54	—
OLD GOLD SHOW P. Lorillard Old Gold Cigarettes L & M, CBS 148	8.4	Abbott & Costello (Co-Op.) —ABC Gabriel Heatter—MBS Real Stories-Real Life, LN— MBS Duffy's Tavern—NBC	15,000	1,785.71	—
PAUSE THAT REFRESHES ON THE AIR Coca-Cola D'Arcy, CBS 143	6.6	Greatest Story Ever Told —ABC Nick Carter—MBS Hollywood Star Preview—NBC	10,500.00	1,590.90	—
SATURDAY NIGHT SERENADE 400-D Pet Milk Pet Milk Gardner, CBS 72	6.8	Professor Quiz, LN—ABC NSP—ABC Kay Kyser—NBC	4,500	661.76	—
SCREEN GUILD PLAYERS— OH R. J. Reynolds Camel Cigarettes Wm. Esty, CBS 155	13.6	NSP—ABC NSP—MBS Fred Waring, CH—NBC	10,500	772.06	—
SPOTLIGHT REVUE—OH Coca-Cola D'Arcy, CBS 140	6.7	NSP—ABC NSP—MBS Bill Stern, CH, MA—NBC	8,000	1,343.28	—
SUSPENSE Roma Wine Blow, CBS 87	10.3	NSP—ABC NSP—MBS Aldrich Family—NBC	5,000	485.44	—
THE WHISTLER Household Finance Personal Loans LoVally, Inc., CBS 60	5.9	Bing Crosby—ABC NSP—MBS Big Story—NBC	3,500	593.22	—
BIG TOWN Sterling Drug Ironized Yeast (P & R) Dr. Lyons Toothpowder D-F-S, CBS 149	13.1	Monitor Views the News—ABC NSP—MBS Milton Berle—NBC	3,000	229.01	.29
Mrs. GREEN Whitehall Pharmacal Kolyne D-F-S, CBS 119	9.6	NSP—ABC Billy Rose (8:55-9)—MBS Burns & Allen—NBC	3,000	312.50	.34
CRIME PHOTOGRAPHER Anchor Hocking Glass Anchor Glass, Fire King Oven Glass Products Weintraub, CBS 145	10.5	Darts for Dough—ABC NSP—MBS Jack Carson with Eve Arden —NBC	3,000	285.71	.35

(Continued on page 12)

COST INDEX

PROGRAMS AS OF OCTOBER 30, 1947

- Production Costs
- Hooperatings
- Per Point Costs on Major Web Programs



MUTUAL BROADCASTING SYSTEM

Program, Advertiser, Network, No. Stations	Hooperating	Opposition	Talent Cost	Cost Per Point	Cost Per 1,000 Listen.
CHARLIE CHAN Pharmaco Chooz R & R, MBS 82	7.5	NSP—ABC Talent Scouts—CBS Johns-Manville News—MBS Voice of Firestone—NBC	\$2,500	\$333.33	\$ *
BILLY ROSE (MWF) R. B. Semler Co. Kremi Hair Tonic Erwin Wassey, MBS 122	3.5	Vox Pop (Wed.)—ABC This Is Your F.B.I. (Fri.)—ABC Johns-Manville News—CBS Voice of Firestone (Mon.)—NBC Great Gildersleeve (Wed.)—NBC Can You Top This? (Fri.)—NBC	1,250	357.14	—
BURL IVES Philco Radios Hutchins, MBS 235	2.0	Dashlell Hammett's "Fat Man"—ABC Fannie Brice—CBS Highways in Melody—NBC	1,500	750.00	—
FISHING & HUNTING CLUB—LN-MA Mail Pouch Tobacco W & D, MBS 42	2.9	NSP—ABC My Friend Irma—CBS Contented Program—NBC	1,500	517.24	—
GABRIEL HEATTER (Fri.) Noxzema Noxzema Skin & Shave Creams S.S.C.&B., MBS 163	6.8	Break the Bank—ABC Borden Program—CBS People Are Funny—NBC	750	110.29	—
GABRIEL HEATTER SHOW (Sun.) Mutual Benefit Meyerhoff, MBS 409	2.7	NSP—ABC Blondie—CBS Bandwagon—NBC	1,250	462.96	—
HENRY J. TAYLOR General Motors Kudner, MBS 390	2.2	Lone Ranger—ABC Club 15—CBS NSP—NBC	500	227.27	—
JIM BACKUS SHOW Pharmaco Foen-a-mint R & R, MBS 222	2.8	Theater Guild on the Air—ABC Tony Martin—CBS American Album Fam. Music—NBC	1,000	357.14	—
JUVENILE JURY General Foods Gaines Dog Food B & B, MBS 90	2.4	NSP—ABC NSP—CBS One Man's Family—NBC	2,000	833.33	—
LELAND STOWE—LN-MA United Electrical, Radio & Machine Workers of America Moss & Arnold, MBS 53	2.0	Lone Ranger—ABC Club 15—CBS NSP—NBC	350	175.00	—
REAL STORIES FROM REAL LIFE—LN Whitehall Pharmacal Anacin, Bisodol, Kolynos D-F-S, MBS 7	4.0	America's Town Meeting, LN (Co-op.) (Tues.)—ABC Abbott & Costello (Co-op.) (Wed.)—ABC Tales of Willie Piper (Thurs.)—ABC Break the Bank (Fri.)—ABC Radio Theater (Mon.)—CBS We, the People (Tues.)—CBS Old Gold Show (Wed.)—CBS Dick Haymes (Thurs.)—CBS Borden Program (Fri.)—CBS Telephone Hour (Mon.)—NBC Amos 'n' Andy (Tues.)—NBC Duffy's Tavern (Wed.)—NBC Music Hall (Thurs.)—NBC People Are Funny (Fri.)—NBC	2,750	687.50	—
SHERLOCK HOLMES Trimount Clothing Clipper Craft Clothes Wm. H. W., MBS 193	5.4	NSP—ABC Gene Autry Show—CBS Jack Benny—NBC	4,500	833.33	—
GABRIEL HEATTER (TT) Serutan Serutan, R.D.X. Durstine, MBS 194	5.5	America's Town Meeting, LN (Co-op.) (Tues.)—ABC Willie Piper (Thurs.)—ABC We, the People (Tues.)—CBS Dick Haymes (Thurs.)—CBS Amos 'n' Andy (Tues.)—NBC Music Hall (Thurs.)—NBC	1,500	272.72	.36
TRUE DETECTIVE MYSTERIES Williamson Candy O'Henry Candy Bars A., M. & W., MBS 407	6.4	NSP—ABC Electric Hour NSP—NBC	2,000	312.50	.39
TWENTY QUESTIONS Ronson Ronson Lighters C & P, MBS 204	5.7	NSP—ABC First Nighter—CBS Life of Riley—NBC	2,000	350.88	.41
GABRIEL HEATTER (MW) Carter Products Arrid S.S.C.&B., MBS 395	4.7	Abbott & Costello (Wed.)—ABC Radio Theater (Mon.)—CBS Old Gold Show (Wed.)—CBS Telephone Hour (Mon.)—NBC Duffy's Tavern (Wed.)—NBC	1,500	319.15	.43
NICK CARTER Oudahy Packing Old Dutch Cleanser Grant, MBS 399	7.1	Greatest Story Ever Told—ABC Pause That Refreshes on the Air—CBS Hollywood Star Preview—NBC	3,000	422.54	.50
INSIDE OF SPORTS Bayuk Cigars Phillies Neal D. Ivey, MBS 101	2.2	Lone Ranger (MWF)—ABC Green Hornet (Tues.)—ABC Edward R. Murrow—CBS H. V. Kaltenborn, LN—NBC	1,000	454.55	.59
HOUSE OF MYSTERY General Foods Post's Corn Toasties B & B, MBS 416	4.6	NSP—ABC NSP—CBS Quiz Kids—NBC	3,000	652.17	.75
THOSE WEBSTERS Quaker Oats Quaker Oats R & R, MBS 418	4.1	Drew Pearson—ABC Monday Morning Headlines—ABC Ozzie & Harriet—CBS NSP—NBC	3,500	853.66	.95

NATIONAL BROADCASTING CO.

Program, Advertiser, Network, No. Stations	Hooperating	Opposition	Talent Cost	Cost Per Point	Cost Per 1,000 Listen.
ALDRICH FAMILY General Foods Jello, Cornstarch Pudding Y & R, NBC 140	12.5	NSP—ABC Suspense—CBS NSP—MBS	\$13,000	\$ 960.00	\$ *
AMOS 'N' ANDY Lever Bros. Rinso R & R, NBC 149	19.6	America's Town Meeting—LN—(Co-op.)—ABC We, the People—CBS Gabriel Heatter—MBS Real Stories-Real Life—LN—MBS	15,000	765.31	—
BANDWAGON F. W. Fitch Various Products L.W.R., NBC 158	18.0	NSP—ABC Blondie—CBS Gabriel Heatter Show—MBS	8,500	472.22	—
BILL STERN—CH-MA Colgate-Palmolive-Peet Colgate Brushless and Colgate Rapid Shave Cream S & M, NBC 70	7.7	NSP—ABC Spotlight Revue—CH—CBS NSP—MBS	1,500	194.81	—
DUFFY'S TAVERN Bristol-Myers Ipana, Trushay Y & R, NBC 134	14.0	Abbott and Costello—(Co-op.)—ABC Old Gold Show—CBS Real Stories-Real Life—LN—MBS Gabriel Heatter—MBS	11,000	785.71	—
EDDIE CANTOR—CH Pabst Sales Pabst Blue Ribbon Beer W & L, NBC 146	11.5	NSP—ABC Man Called X—CH—CBS NSP—MBS	20,000	1,739.13	—
EDDIE HOWARD ORCHESTRA Shaffer Pen R.M.S., NBC 53	5.7	Lassie—ABC NSP—CBS NSP—MBS	2,500	438.60	—
FIBBER MCGEE and MOLLY S. C. Johnson Johnson's Wax and Allied Products N.L.&B., NBC, 141	22.9	NSP—ABC NSP—CBS NSP—MBS	15,000	655.02	—
FORD THEATER Ford Motor Automobiles K & E, NBC 161	4.0	Counterspy—ABC Family Hour—CBS Jean Sablon—CBS The Shadow—LN—MA—MBS Quick As a Flash—MBS	11,000	2,750.00	—
FRED ALLEN Standard Brands Tenderleaf Tea, Blue Bonnet Margarine J.W.T., NBC 143	23.2	NSP—ABC Crime Doctor—CBS Ned Calmer—CBS Jimmie Fidler—MBS	20,000	862.07	—
HIGHWAYS IN MELODY Cities Service Ellington, NBC 80	5.5	Dashlell Hammett "Fat Man"—ABC Fannie Brice—CBS Burl Ives—MBS	5,000	909.09	—
HOLLYWOOD STAR PREVIEW American Home Products Anacin, Hill's Cold Tablets S.S.C.&B., NBC 125	6.8	Greatest Story Ever Told—ABC Pause That Refreshes on Air—CBS Nick Carter—MBS	5,000	735.29	—
H. V. KALTENBORN (MWF)—LN-RICHARD HARKNESS (TT) Pure Oil Leo Burnett, NBC 36	9.2	Lone Ranger (MWF)—ABC Green Hornet (Tues.)—ABC NSP (Thurs.)—ABC Edward R. Murrow (MTWTF)—CBS Inside of Sports (MTWTF)—MBS	1,000	108.70	—
JACK BENNY American Tobacco Lucky Strike Cigarettes F. C. & B., NBC 160	20.0†	NSP—ABC Gene Autry—CBS Sherlock Holmes—MBS	25,000	1,250.00	—
JACK CARSON WITH EVE ARDEN National Dairy Products Sealtest Milk & Ice Cream McK&A, NBC 93	9.0	Crime Photographer—ABC NSP—MBS	9,000	647.48	—
JIMMY DURANTE SHOW—CH Rexall Rexall Drugs N. W. Ayer, NBC 160	9.0	Henry Morgan—CH—ABC NSP—CBS NSP—MBS	15,000	1,666.67	—
KAY KYSER Colgate-Palmolive-Peet Palmolive Soap, Palmolive Leather Shave Cream Ted Bates	10.4	Professor Quiz—LN—ABC Saturday Night Serenade—CBS NSP—MBS	9,000	865.38	—
WORLD FRONT—LN-MA Bunte Bros. Candy Presba, Fellers & Presba, NBC 20	2.9	NSP—ABC NSP—CBS Pilgrim Hour—MBS	500	172.41	—
NEWS OF THE WORLD Miles Laboratories Alka-Seltzer, One-A-Day Vitamins Wade, NBC 140	6.9	NSP—ABC Jack Smith—CBS NSP—MBS	1,250	181.16	.25
GRAND OLE OPRY—CH R. J. Reynolds Prince Albert Tobacco Wm. Esty, NBC 148	9.8	NSP—ABC NSP—CBS NSP—MBS	3,500	357.14	.41
BIG STORY American Oig. & Cigar Pall Mail Cigarettes F.C.&B., NBC 159	9.2	Bing Crosby—ABC The Whistler—CBS NSP—MBS	3,000	326.09	.43
AMERICAN ALBUM OF FAM. MUSIC Sterling Drug Bayer Aspirin D-F-S, CBS 149	11.1	Theater Guild on the Air—ABC Tony Martin—CBS Jim Backus—MBS	4,500	405.41	.47
BOB HAWK SHOW R. J. Reynolds Camels, Geo. Washington Tobacco Wm. Esty, NBC 151	12.2	NSP—ABC Reader's Digest—CBS NSP—MBS	5,000	409.84	.48

EXPLANATION

The charts on these pages show major evening, Saturday afternoon and Sunday afternoon programs on the four major networks, together with estimated talent costs, Hooperatings as of October 30, 1947, cost per Hooper point and cost per 1,000 urban listeners. Where an asterisk (*) or dash (—) is shown, it indicates insufficient data on which to project cost per 1,000 urban listeners. Programs in this category are listed alphabetically; other programs in rank order of cost per 1,000 urban listeners. Talent cost estimates provided by The Billboard; computation of point costs, etc., by C. E. Hooper, Inc. CH—Indicates 'Computed Hooperating'; LN—Limited Network; MA—Moving Average; †—Indicates includes first and second repeat broadcasts.

(Continued on page 12)

4-NETWORK TALENT COST INDEX

AMERICAN BROADCASTING COMPANY (Continued)

Program, Advertiser, Network, No. Stations	Hooper-ating	Opposition	Talent Cost	Cost Per Point	Cost Per 1,000 Listen.
SAMMY KAYE Raymond Laboratories, Inc., and Mudnut Sales Co.—Div. Wm. R. Warner Co. Rayve Shampoo R.W.&C., ABC 205	3.7	NSP—CBS NSP—MBS NSP—NBC	3,500	945.95	1.04
THEATER GUILD ON THE AIR U. S. Steel B.S.D.&O., ABC 234	9.8	Tony Martin—CBS Christopher Wells—CBS Jim Backus Show—MBS Amer. Album Fam. Music—NBC Take It Or Leave It—NBC	17,500	1,785.71	2.22
GREATEST STORY EVER TOLD Goodyear Tire & Rubber Kudner, ABC 205	3.0	Pause That Refreshes On the Air—CBS Nick Carter—MBS Hollywood Star Preview—NBC	7,000	2,333.33	2.95
JACK PAAR American Tobacco Lucky Strike F.C.&B., ABC 237	5.2	NSP—CBS NSP—MBS Mr. District attorney—NBC	16,000	3,076.92	3.53

COLUMBIA BROADCASTING SYSTEM (Continued)

Program, Advertiser, Network, No. Stations	Hooper-ating	Opposition	Talent Cost	Cost Per Point	Cost Per 1,000 Listen.
CRIME DOCTOR Philip Morris Philip Morris Cigarettes, Revelation Tobacco Blow, CBS 147	11.7	NSP—ABC Jimmie Fidler—MBS Fred Allen—NBC	4,000	341.88	.39
INNER SANCTUM Emerson Drug Bromo-Seltzer B.S.D. & O., CBS 150	12.9	NSP—ABC NSP—MBS Cavalcade of America—NBC	4,500	348.84	.39
MR. & MRS. NORTH Colgate-Palmolive-Peet Colgate Tooth Powder, Halo Shampoo S & M, CBS 149	10.5	America's Town Meeting, LN (Co-Op.)—ABC Billy Rose (8:55-9)—MBS Date With Judy—NBC	3,500	333.33	.41
MY FRIEND IRMA Lever Bros. Swan Soap Y & R, CBS 145	15.7	NSP—ABC Fishing & Hunting Club, LN-MA—MBS Contented Program—NBC	6,000	382.17	.48
SAM SPADE Wildroot Wildroot Cream Oil B.S.D.&O., CBS 159	11.1	NSP—ABC NSP—MBS Edgar Bergen—NBC	5,000	450.45	.54
TALENT SCOUTS Thomas J. Lipton C., Div. Lever Bros., Lipton Tea, Lipton's Noodle Soup Mix Y & R, CBS 145	13.9	NSP—ABC Charlie Chan (8:30-8:55)—MBS Billy Rose (8:55-9)—MBS Voice of Firestone—NBC	6,500	467.63	.55
CORLISS ARCHER Campbell Soup Various Products Ward Wheelock, CBS 145	7.4	Walter Winchell—ABC Louella Parsons—ABC NSP—MBS Man. Merry-Go-Round—NBC	4,000	540.54	.62
AMERICAN MELODY HOUR Sterling Drug Bayer Aspirin D-F-S, CBS 149	6.5	Mayor of the Town—ABC NSP—MBS Dennis Day—NBC	4,000	615.38	.70
BLONDIE Colgate-Palmolive-Peet Super Suds Wm. Esty, CBS 147	11.1	NSP—ABC Gabriel Heatter—MBS Bandwagon—NBC	8,500	765.77	.78
IT PAYS TO BE IGNORANT Philip Morris Philip Morris Cigarettes Blow, CBS 143	8.3	Boxing Bout—ABC NSP—MBS Mystery Theater—NBC	6,000	722.89	.81
DR. CHRISTIAN Chesebrough Mfg. Vaseline Hair Tonic, Vaseline Petroleum Jelly McC-E, CBS 156	10.1	Vox Pop—ABC Billy Rose (8:55-9)—MBS Great Gildersleeve—NBC	6,500	643.56	.83
RADIO THEATER Lever Bros. Lux Soap and Flakes J.W.T., CBS 150	22.0	NSP—ABC Gabriel Heatter—MBS Real Stories-Real Life, LN—MBS Telephone Hour—NBC Dr. I. Q.—NBC	16,000	727.27	.84
THIN MAN General Foods Sales Sanka Coffe, Instant Sanka Y & R, CBS 127	9.4	This Is Your F. B. I.—ABC Billy Rose (8:55-9)—MBS Can You Top This?—NBC	6,800	723.40	.85
VAUGHN MONROE R. J. Reynolds Camel Cigarettes Wm. Esty, CBS 156	5.3	Murder and Mr. Malone—ABC NSP—MBS Judy Canova—NBC	4,000	754.72	.93
FANNIE BRICE General Foods Jello-O Y & R, CBS 149	11.6	Dashell Hammett's "Fat Man"—ABC Burl Ives—MBS Highways in Melody—NBC	12,000	1,034.48	1.21

Program, Advertiser, Network, No. Stations	Hooper-ating	Opposition	Talent Cost	Cost Per Point	Cost Per 1,000 Listen.
OZZIE & HARRIET International Silver International & 1847 Rogers' Bros. Silver Plate Y & R, CBS 154	8.5	Drew Pearson—ABC Monday Morning Headlines—ABC Those Websters—MBS NSP—NBC	9,000	1,058.82	1.27
CLUB 15 Campbell Soup Franco-American Spaghetti Ward Wheelock, CBS 149	7.2	Lone Ranger (MWF)—ABC Green Hornet (Tues.)—ABC NSP (Thurs.)—ABC Henry J. Taylor (M-F)—MBS Leland Stowe (Wed.), LN, MA—MBS NSP (Thurs.)—MBS NSP (MTWTF)—NBC	8,000	1,111.11	1.41
WE, THE PEOPLE Gulf Oil Y & R, CBS 113	6.4	America's Town Meeting, LN (Co-Op.)—ABC Gabriel Heatter—MBS Real Stories-Real Life, LN—MBS Amos 'n' Andy—NBC	7,500	1,171.88	1.48
DICK HAYMES Electric Auto-Lite R & R, CBS 156	8.0	Willie Piper—ABC Gabriel Heatter—MBS Real Stories-Real Life, LN—MBS Music Hall—NBC	10,500	1,312.50	1.54
READER'S DIGEST-RADIO EDITION Hall Brothers Hallmark Greeting Cards F.C.&B., CBS 158	7.0	NSP—ABC NSP—MBS Bob Hawk Show—NBC	8,500	1,214	1.62
TONY MARTIN Texas Co. Texaco Products Kudner, CBS 159	5.9	Theater Guild on the Air—ABC Jim Backus—MBS American Album Fam. Music—NBC	13,500	2,286.13	2.58
ELECTRIC HOUR Electric Companies Adv. Program N. W. Ayer, CBS 152	4.6	NSP—ABC True Detective Mysteries—MBS NSP—NBC	10,000	2,173.91	2.74
FAMILY HOUR Prudential Ins. B & B, CBS 154	3.9	NSP—ABC The Shadow, LN, MA—MBS Ford Theater—NBC	9,500	2,434.90	2.94

NATIONAL BROADCASTING COMPANY (Continued)

Program, Advertiser, Network, No. Stations	Hooper-ating	Opposition	Talent Cost	Cost Per Point	Cost Per 1,000 Listen.
MYSTERY THEATER Sterling Drug Mollie Shave Cream, Dr. Lyon's Toothpaste Y & R, NBC 140	10.1	Boxing Bout—ABC It Pays to Be Ignorant—CBS NSP—MBS	3,500	346.53	.48
DATE WITH JUDY Lewis-Howe Tums R.W. & C., NBC 145	12.1	America's Town Meeting—LN—Co-op.)—ABC Mr. & Mrs. North—CBS Johns-Manville News—CBS Billy Rose (8:55-9:00)—MBS	5,000	413.22	.52
MR. DISTRICT ATTORNEY Bristol-Myers Vitalis, Sal Hepatica D. C. & S., NBC 133	17.3	Jack Paar—ABC NSP—CBS NSP—MBS	7,000	404.62	.52
WALTZ TIME Sterling Drug Phillips' Milk of Magnesia D-F-S, NBC 140	9.5	The Sheriff—ABC F. B. I. in Peace & War—CBS Information Peace Co-op—MBS	4,000	421.05	.52
CURTAIN TIME Mars, Inc. Candy Grant, NBC 126	7.0	NSP—ABC NSP—CBS NSP—MBS	3,000	428.57	.53
MANHATTAN MERRY-GO-ROUND Sterling Drug Dr. Lyon's Toothpaste D-F-S, NBC 141	9.3	Walter Winchell—ABC Louella Parsons—ABC Meet Corliss Archer—CBS NSP—MBS	4,500	483.87	.53
TAKE IT OR LEAVE IT Eversharp Pens & Pencils Blow, NBC 160	14.7	Theater Guild—ABC Christopher Wells—CBS NSP—MBS	7,500	510.20	.55
PEOPLE ARE FUNNY B & W Tobacco Raleigh Cigarettes R.M.S., NBC 159	13.2	Break the Bank—ABC Borden Program—CBS Gabriel Heatter—MBS Real Stories-Real Life—LN—MBS	7,500	568.18	.65
BIG BREAK—CH Adam Hat Stores Adam Hats Blow, NBC 160	8.3	Jimmie Fidler—ABC NSP—CBS NSP—MBS	5,000	602.41	.70
CAN YOU TOP THIS? Colgate-Palmolive-Peet Palmolive Brushless & Lather Shave Cream, Colgate Dental Cream Bates, NBC 141	9.4	This Is Your F. B. I.—ABC Thin Man—CBS Johns-Manville News—CBS Billy Rose (MWF-8:55-9:00)—MBS	5,000	531.91	.71
DR. I. Q. Mars, Inc. Candy Grant, NBC 128	10.7	NSP—ABC Radio Theater—CBS NSP—MBS	6,000	560.75	.72
TRUTH OR CONSEQUENCES Procter & Gamble Co. Duz Compton, NBC 136	15.2	Famous Jury Trials—ABC Ned Chalmers (8:5-9:00)—CBS NSP—MBS	10,000	657.89	.73

ABC, NBC Burn At CBS's Ads

(Continued from page 5)
tics designed to show that ABC and CBS are on a parity, rating-wise. NBC, at press time, was not certain whether it would take further definite action in rebuttal. One spokesman pointed out that the appearance

of the NBC ad three days after the last CBS ad was "not entirely a coincidence." Another stated that NBC was loathe to get into a dog fight which might be a disservice to the industry. In the event that CBS continues to promote itself in a way which NBC considers "unjustified," then NBC, he said, would be forced to slug it out on any basis. Some questions which the other networks opposing CBS are rolling around in their noggin's are: How

does CBS arrive at 99,000,000 people every week? What figure for number of persons per families is used and from what source? What is meant by "effective"? Regarding the CBS claim that it reaches listeners at less cost than other networks, are the estimates based on Nielsen, and if, yes, are they projected to the entire United States? Are talent costs included in the estimates, and if, yes, what are the figures excluding talent costs? This latest instance of network

wrangling climaxes a phase of web operations that started some months back when Ed Kobak, president of the Mutual Broadcasting System (MBS), took issue with Niles Trammel, NBC president, regarding the latter web's use of BMB figures which Kobak believes are obsolete. The competitive picture is continually sharpening, and with Victor Ratner now sparking the CBS promotion, and with NBC and ABC showing no intention of taking it quietly, more fireworks are expected.

● Production Costs ● Hooperatings
● Per Point Costs
on Web Evening Programs

Program, Advertiser, Network, No. Stations	Hooperating	Opposition	Talent Cost	Cost Per Point	Cost Per 1,000 Listen.
RED SKELTON—CH B & W Tobacco Raleigh 803 Blend Cigaretts R.M.S., NBC 159	19.4	NSP—ABC NSP—CBS NSP—MBS	12,500	644.33	.75
LIFE OF RILEY Procter & Gamble Prill B&B, NBC 136	11.8	NSP—ABC First Nighter—CBS Twenty Questions—MBS	9,000	762.71	.82
VOICE OF FIRESTONE Firestone Tire & Rubber S & J, NBC 135	9.3	NSP—ABC Talent Scouts—CBS Johns-Manville News—CBS Adv. of Charlie Chan—MBS Billy Rose (MWF)—MBS	6,500	698.92	.85
MUSIC HALL Kraft Foods Velveeta J.W.T., NBC, 139	19.6	Willie Piper—ABC Dick Haymes—CBS Gabriel Heatter—MBS Real Stories—Real Life —LN—MBS	14,500	739.80	.88
JUDY CANOVA Colgate-Palmolive-Peet Super Suds, Halo Shampoo S&M, NBC 141	12.3	Murder & Mr. Malone—ABC Vaughn Monroe Show—CBS NSP—MBS	10,000	813.01	.93
A DAY IN THE LIFE OF DENNIS DAY Colgate-Palmolive-Peet Colgate Dental Cream, Lustre Cream Bates, NBC 150	10.8	Mayor of the Town—ABC American Melody Hour—CBS NSP—MBS	8,500	787.04	.97
EDGAR BERGEN Standard Brands Chase & Sanborn Coffee, Royal Puddings, Royal Desserts J.W.T., NBC 143	22.1	NSP—ABC Sam Spade—CBS NSP—MBS	20,000	904.98	1.01
QUIZ KIDS Miles Laboratories Alka-Seltzer One-A-Day Vitamins Wade, NBC 145	7.3	NSP—ABC NSP—CBS House of Mystery—MBS	6,000	821.92	1.05
YOUR HIT PARADE American Tobacco Lucky Strike Cigaretts F.C.&B., NBC 180	12.2	Gangbusters—ABC Joan Davis Show (Co-op.)—CBS NSP—MBS	12,000	983.60	1.09
BOB HOPE Pepsodent Div.-Lever Bros. Various Products F.C.&B., NBC 128	23.2	NSP—ABC NSP—CBS NSP—MBS	20,000	862.07	1.09
MILTON BERLE Phillip Morris Phillip Morris Cigaretts Elow, NBC 141	10.3	Monitor Views the News—ABC Big Town—CBS NSP—MBS	9,000	873.79	1.09
CONTENTED PROGRAM Carnation Carnation Milk Erwin, Wasey, NBC 149	8.3	NSP—ABC My Friend Irma—CBS Fishing & Hunting Club —LN—MA—MBS	7,500	903.61	1.18
GEO. BURNS & GRACIE ALLEN General Foods Maxwell House Coffee B & B, NBC 143	15.9	NSP—ABC Mr. Keen—CBS Johns-Manville News—CBS Billy Rose (8:55-9:00)—MBS	15,000	943.40	1.20
CAVALCADE OF AMERICA DuPont B.B.D.&O., NBC 147	9.0	NSP—ABC Inner Sanctum—CBS NSP—MBS	9,000	1,000.00	1.24
ONE MAN'S FAMILY Standard Brands Fleischmann's Yeast, Shefford Cheese J.W.T., NBC 144	7.7	NSP—ABC NSP—CBS Juvenile Jury—MBS	7,500	974.03	1.35
TELEPHONE HOUR Bell System Ayer, NBC 147	8.2	NSP—ABC Radio Theater—CBS Gabriel Heatter—MBS Real Stories—Real Life —LN—MBS	8,500	1,036.59	1.36
GREAT GILDERSLEEVE Kraft Foods Parkay, Velveeta N.L.&B., NBC 125	11.0	Vox Pop—ABC Dr. Christian—CBS Johns-Manville News—CBS Billy Rose (8:55-9:00)—MBS	13,000	1,227.27	1.51
SUPPER CLUB Liggett & Myers Chesterfield Cigaretts Newell-Emmett, NBC 156	9.5	NSP—ABC Mystery of the Week—CBS Fulton Lewis—(Co-op.)—MBS	13,000	1,368.42	1.63
FRED WARING—CH General Electric B.B.D.&O., NBC 160	6.7	NSP—ABC Screen Guild Players—CH—CBS NSP—MBS	9,000	1,343.28	1.6
HARVEST OF STARS International Harvester McC-E, NBC 158	6.3	NSP—ABC Here's To You—CBS NSP—MBS	10,000	1,587.30	2.13
R.C.A. VICTOR SHOW Radio Corp. of America J.W.T., NBC 153	4.9	NSP—ABC NSP—CBS NSP—MBS	9,000	1,836.73	2.37

L. & M.—Lennen & Mitchell. F. C. & R.—Foote, Cone & Belding. Y. & R.—Young & Rubicam. W. L.—Warwick & Legler. W. & C.—Williams & Cleary. L. W. R.—L. W. Ramsey. J. W. T.—J. Walter Thompson. McK. & A.—McKee & Albright. R. & R.—Ruthrauff & Ryan. D. C. & S.—Doherty, Clifford & Shenfield. S. & S.—Schwimmer & Scott. R. W. & C.—Roche, Williams & Cleary. A. M. & W.—Audrey, Moore & Wallace. McC-E.—McCann-Erickson. P. & R.—Padlar & Ryan. D. F. S.—Dancer-Fitzgerald-Sample. N. L. & B.—Needham, Lewis & Brorby. R. M. S.—Russell M. Seeds. B. & B.—Benton & Bowles. H. H. & McD.—Henri, Hurst & McDonald. S. S. C. & B.—Sullivan, Stauffer, Colwell & Bayles. D-F-S—Dancer, Fitzgerald & Sample. S. & M.—Sherman-Marquette. S. & J.—Sweeney & James.

P&G May Switch Product on 'Perry'

NEW YORK, Dec. 6.—The Benton & Bowles (B&B) Agency this week was reported to be considering Perry Mason, daytime serial drama aired over Columbia Broadcasting System (CBS), as a possible vehicle for Tide, the new Procter & Gamble (P&G) cleanser. Perry Mason currently is being used by P&G to plug two

other products, Spic and Span and Ivory Flakes, thru the Dancer-Fitzgerald-Sample and the Compton agencies respectively.

Should the B&B recommendation on using Perry Mason as opening gun for Tide be accepted by the soap firm, P&G is expected to switch its other two products to a new program. B&B has been attempting to set an entirely new show for Tide, but thus far has not come up with an acceptable formula. The cleanser is being tested in a few selected markets.

Radio Comes of Age, Sexwise; Talks Give Stork the Heave-Ho

(Continued from page 7)

edge. Examples of this type of programing are numerous and include *Doorway to Life*, Sundays over the Columbia Broadcasting System (CBS); *Your Children Today*, over the Mutual Broadcasting System (MBS) on occasional Wednesdays, and the *American Family Series*, aired every other Wednesday over WOR, New York. In addition, a fourth series, titled *Behind the Crime*, is being considered by Mutual. The forthright manner in which programs are now handling the subject is illustrated in the accompanying box of quotations from scripts.

"Doorway to Life"

CBS's *Doorway to Life*, produced by Bill Robson on the Coast, offers dramatizations based on case histories. It is written by William S. Alland and Virginia Mullen. A leading psychiatrist examines the material before broadcast. The series considers all aspects of child psychology, and in recent weeks has considered the following themes: maladjustments resulting from inadequate sex education in young girls; masturbation, and, as a subsidiary theme, a father's emotional disturbance when a child usurps first place in the affections of a mother. The series has also considered the problem of toilet training.

WOV's *American Family Series* has probed *Sex Education in the Schools—Can It Help Forestall Divorce?; Illegitimacy—Branding Iron for Innocents!; Infertility—No Cause for Divorce*, and *Adolescence, Seedtime for Divorce*.

The Mutual series, *Your Children Today*, had its first show last month. It dealt with war babies. Next week's will deal with the problem of adoption of illegitimate children. Another show will treat solely the problem of illegitimacy.

Other Examples

Other programs are handling sex and allied subjects in a direct manner. John K. McCaffery on *Room 416* over WNBC recently, lashed out at the Black Market Baby racket. His attack extended over three programs, during which he used tape recordings to present views of unwed mothers at Inwood House. It was brought out that such mothers were forced into black market baby operations thru shame. McCaffery made a strong plea for State legislation, cracking down on fee-splitting practices whereby babies were sold for \$5,000, with doctor and mother each getting half. State Senator Desmond, incidentally, has informed McCaffery he intends to introduce legislation outlawing such practices.

The Second Mrs. Burton, Monday-thru-Friday daytime seg on CBS, also takes a forthright attitude on subjects heretofore taboo or played down. On Wednesday (19), Dr. Clifford Adams, of Pennsylvania State College's Department of Psychology, pays a return visit to the show to give practical advice to couples planning marriage. His topic: *Make Sure Your Marriage Is the Right One*.

The problem of venereal disease is being brought out in the open, one of the recent indications being the U. S. Public Health Service's authorization of a series of waxes to be produced by Columbia University (see *The Billboard*, December 6.)

Turning Point

The turning point in radio's attitude became noticeable about a year

ago. WEEI, CBS owned-and-operated station in Boston, created favorable comment with a series on sex education. Other stations and webs followed. Mutual, for instance, early this year, in its *I Was a Convict* series, used interviews and dramatizations of criminals whose offenses included prostitution, dope addiction and what-not. WOR, early this year, ran a series titled *Out of the Dark*, featuring stories from the case book of Dr. Sam Park, in charge of psychology activities in the New York Department of Hospitals and chief city psychiatrist. Presented in the form of patient-doctor flashbacks, and translated into common emotional terms, this series included such subjects as masturbation, incest and sexual frustration. Series, which ran for several months as a quarter-hour package, was to be expanded to 30 minutes but was dropped for lack of a suitable sponsor.

Comment on these programs has been favorable, with religious, educational and psychiatric organizations showing great interest. On the WOV *American Family Series*, for instance, Catholic, Protestant and Jewish spokesmen agreed that there should be some sort of sex education in the schools.

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Video Workmen—No. 18 of a Series:

Detroit's Steve Martin Tells What Equipment the Studio Needs, and How To Employ It

By Steve Martin

Producer-Director, WWJ-TV, Detroit

ADEQUATE STUDIO television programming cannot be achieved without two given factors. Equipment expressly designed for the task and personnel trained to use that equipment to its fullest advantage. In discussing these I shall be as factual as possible. The controlling factor in the choice of studio should be space. The basic philosophy should be: "Let's get a place to fit our plans for the foreseeable future even if at first we don't utilize it entirely or install all the equipment." The total floor area of the studio should approach 5,000 square feet, rectangular in design, with the control

room in the center of one of the long sides. The ceiling should be high to facilitate cooling and circulation of air. Walls and ceiling should be sound-proofed and the floor absolutely smooth and level, with a covering of linoleum or the like, to permit smooth camera-dollying.

The floor area should be divided into five basic stages, in such fashion that all stages can be used simultaneously or be thrown together into one large stage. The stages should be as follows: one small stage exclusively for newscasting, with a permanent appropriate set and the necessary visual-effect machinery; another small stage for single performers such as speakers and storytellers, and for interviews of not more than two persons; two medium stages for dramatic shows, forums, demonstrations, quiz shows, etc.; one large stage for audience participation, variety, fashion, and dance shows.

A studio monitor should be available on the floor, with sufficient cable to permit placing it anywhere in the studio.

New York-born Steve Martin got the television virus in 1939, went to work for CBS television in that year and broke in as a "pusher"—pushing dollies, cameras, booms and other studio equipment around the joint. He turned to direction the next year, doing many musical shows, inasmuch as the musicians' union had not yet passed its TV ban. He enlisted in the coast guard in 1942 and came out a lieutenant four years later, chalking up 36 months of sea duty in the Pacific and Caribbean. He resumed as a director for CBS, handling virtually every type of program, shifting to independent packaging, with Louis Stumer, when CBS suspended studio operations in May, 1947. In October he joined WWJ-TV, Detroit, as a producer-director.

There should be facilities for seating an off-camera studio audience of up to 100 persons. The audience should be able to see the floor operations and also monitors carrying the air picture. These facilities should be placed above the floor-level, preferably over the control room but not sealed off from the studio.

Three Cameras

It is possible to do adequate studio programming with two cameras, but three is more desirable. I shall, however, assume a two-camera set-up. These would probably be iconoscopes, altho eventually it is likely

that studio orthicons will be used extensively.

The most practical lenses for a two-camera set-up are one six-inch and one twelve-inch. The focusing controls should be of the handlebar type and should have two gear ratios—one fast and one fine. Both cameras should be as mobile as possible, one mounted on a dolly which carries the cameraman and is pushed by a dollyman, the other a stand camera which is not too cumbersome for the cameraman to maneuver quickly. It should be possible to lower and raise each camera, the dolly camera on a boom or crane, the stand camera hydraulically. The camera cables should emerge from beneath the control room and be long enough to reach any point in the studio with ample to spare.

I won't attempt to give a formula for studio lighting as I don't believe an entirely satisfactory set-up has yet been achieved. Perhaps the orthicon will help solve this problem.

No Bird's-Eyes

I can say with conviction, however, that bird's-eye lights should not be installed. These give out maximum heat and a blinding glare and provide only a flat lighting that makes modeling of any sort difficult. Pans (or scoops), spots and projectors are superior, and arcs can also be used. Fluorescent lights are not practical with ikes but may be O. K. with orthos.

The majority of the lights should be hung from a grid suspended from the ceiling, with those downstage about seven or eight feet off the floor and those upstage about eleven or twelve. They should all be adjustable directionally and accessible from a catwalk. Their circuits should be so wired that it is possible to turn each one on and off individually from the floor. Movable pans and spots should be available for additional lighting from the floor.

It has been found that the most effective way to light a television stage is to start with an over-all diffused light (pans) covering the area to be used, then light the background separately (floor pans and spots), and finally light the people (spots and projectors) in the acting areas used.

Scenery Needs

For scenery, start with a basic unit set, consisting of a window flat, two door flats, a mantel flat and four or five plain flats, all painted a neutral gray. Have a variety of drapes and hangings which can be rigged in front of the set as desired. Have also a set of movable platforms. A judicious juggling of these elements will provide an adequate scenic variety until the hiring of a scene designer, painter and carpenter becomes practical.

To the greatest extent possible, routine visual effects such as titling and card work should be done from the projection room. A certain

amount, however, will have to be done from the floor: such devices as rotating drums, flippers, wheels, guillotines and other animation devices. These should be mobile and capable of working anywhere in the studio.

Audio equipment in the studio must start with two mobile boom microphones. These should be so constructed that the booms are high enough not to be seen in camera long shots. They should have maximum flexibility; most especially, the mikes themselves must be rotatable thru almost 360 degrees. These boom mikes should be augmented with hanging, table and stand mikes as needed.

There should be a mobile sound speaker or monitor to carry audio out into the studio, so wired that it can be used on the air with studio mikes open without danger of feedback. There should be a set of sound effects tables and a mike available for the sound effects operator.

The floor manager's earphones must have sufficient cable to permit him to go anywhere in the studio without disconnecting his phones. Additional earphone sets should be available for stage hands as needed.

The announcer's booth should provide a clear view of the studio and a line monitor of its own. The booth should be set off by itself and have double doors. There should always be a set of numbered emergency announcements for use in case of video failure.

Control Room

The efficient planning of the control room is extremely important; it can mean the difference between smooth and sloppy execution. First, the control room must be a dead end, not a passageway to some other places. It should be exactly big enough to contain the necessary equipment and personnel, and no bigger. If so desired, "kibitzers" can be provided an adjoining closed-off room from which they can watch thru a plate-glass window.

The necessary equipment contained in the control room is:

(1) **MONITORS**—The director, shader and switcher must all be able to preview all studio channels from the control room. A preview monitor capable of carrying any channel desired should be placed side by side with the line monitor.

(2) **SWITCHING EQUIPMENT**—This should be capable of providing dissolves and instantaneous takes from one studio channel to any other. It should also be capable of superimposing one studio channel over any other. Holding more than two channels in superimposition is possible but not used often enough to worry about. It should also be possible to take instantaneously two channels already in superimposition. The speed of the dissolves and superimpositions must be controlled by the switcher.

(3) **SHADING EQUIPMENT**—The shader should sit beside the switcher and be able to shade any studio channel from there. From there also he should be able to provide electronic effects when called for by the director.

(4) **AUDIO EQUIPMENT**—Two turntables with both 78 and 33 and 1/3 speeds are necessary. They must be capable of playing both lateral and vertical transcriptions.

The audio man must have earphone communication with the boom operators. There should be a set of stand-by transcriptions always available in case of video failure.

For best quality of audio operation, there should be two audio men in the control room: One to cue records and operate the turntables, the other to ride gain and supervise the boom operators.

(5) **DIRECTOR'S DESK**—This

should have an unobstructed view of the studio and of the preview and line monitors. It should be big enough to hold the director and associate director, have a talk-back into the studio, earphone connections with the floor manager, stage hands (if needed), cameramen, announcer and projectionist. There should also be a direct-line phone to remote locations and a regular phone that the director can disconnect when he so desires. There should also be a set of numbered emergency announcements, identical with those in announcer's booth.

There is one further item in connection with the planning of the control room: It should be possible to direct, monitor and put on the air all film and remote shows by using facilities located elsewhere than in the control room used for studio shows. Possibly these facilities could be located in Master Control. This set-up will make it possible to rehearse with cameras in the studio while film and remote shows are being aired.

Projection Room

The following equipment should be in the projection room:

(1) Two 16mm. sound projectors. These should be installed facing each other and beamed into a two-sided mirror so that each projects into the same camera as the other, and it is thus possible to go directly from one projector to the other without shifting the camera.

During the initial stages of operation it is not recommended to use 35mm. film. It is much harder to handle and store and is a fire hazard. If 16mm. is properly shot and recorded, the loss in picture and sound quality as compared with 35mm. is not great enough to warrant its exclusion.

(2) One two-stage opaque projector, each stage capable of running 10 or more pictures in a row without reloading. This projector would have to be specially constructed, as there is none available on the commercial market. It is not too difficult to build.

(3) One slide projector capable of handling slide film.

(4) Kaleidoscope, delineascope and similar devices as deemed necessary.

(5) Two monoscopes, one with test pattern for use during test pattern periods, the other with call letters, always available in case of camera failure elsewhere.

As much titling, credits, pictures and other visual material as possible should be picked up from the projection room so as to release the studio cameras for live pick-up. Some of this work can be on film, a great deal can be handled by the two-stage opaque projector. In either case uniformity of framing will be assured.

To pick up these various channels there should be two cameras mounted on tracks so they can be shifted from one channel to the other quickly.

There should also be a set of special slides or cards always on hand in the projection room with emergency announcements for use in case of audio failure, as well as a supply of stand-by films in case of prolonged delays in starting remote pick-ups.

Editor's Note: This is the first of two articles. Next week Martin will discuss personnel needs for television studios.

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Cable-ese

NEW YORK, Dec. 6.—Participating in the early confabs to set plans for video coverage of the 1948 Democratic and Republican conventions were a number of important city officials. Said one mayor after the session: "With the kind of networks they can get up with this coagulated cable we ought to be able to pile up plenty of electrical votes thru television."

**Pix Turn to TV
As B. O. Hype**

HOLLYWOOD, Dec. 6. — General recognition of video as a sales medium for motion pix is predicted at an early date, with several film studios already planning to use tele to sell pix. Enterprise Studios, producers of forthcoming *Arch of Triumph*, announced they were currently prepping a special video version of regular film trailers for spotting on nation's commercial tele outlets. Film will be cut from regular pic, will run five minutes, with special commentary designed for tele use. Deal to purchase tele time is being handled by Bob Taplinger in New York, but no definite date has been set for trailer showings, pending release date of Enterprise film.

Meanwhile it was learned that Arnold McGuire, Foot, Cone & Belding's Coast tele rep, is currently working with RKO Pictures people to develop a special set of tele trailers. Trailers will embody usual teaser gimmicks of standard theater trailers, but will be augmented to provide more entertainment value than standard theater "coming attraction" fare. A test sked will be set up when plan is further advanced.

**ABC Paves the Way
For San Fran Video**

SAN FRANCISCO, Dec. 6. — Edward J. Noble, chairman of the board of the American Broadcasting Company (ABC), announced here this week that ABC had purchased a six-acre tract at the summit of Mount Sutro for more than \$100,000 as a site for new television and FM facilities for Station KGO.

He said work would start immediately and he expected ABC to be on the air with television for this area before the end of 1948.

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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
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Write for Free Samples—No Obligation

Fort Wayne Printing Co.

FORT WAYNE 2, INDIANA

Video Wins Restraint Case

**WTMJ-TV Up
To 3G Wkly.;
Adds 2 B. R.'s**

Station Invests 400G

(Continued from page 4)

RCA dealers at \$367 a game, are sponsoring 13 weeks of suburban high school basketball games; Perma-stone Corporation is sponsoring boxing at \$500 per night.

In addition, Schuster's three local department stores are airing a 15-minute weekly live variety show, under a 52-week contract at \$160 per broadcast. The Boston Store is fathering a "how-to-do-it" quarter-hour show for \$175 a show, on a 13-week deal. The NBC television newsreel has been sold to the Gimbel Bros.' Department Store for \$270.80 a week, also 13 weeks. Bulova has taken five time signals weekly for \$100, on a year's contract and Botany Mills has a one-minute film spot for 13 weeks at \$20 weekly.

WTMJ-TV's rates are \$150 an hour, \$90 a half hour, \$60 a quarter hour and \$20 for one-minute spots or less. Studio facilities cost \$240 for an hour show, including five hours rehearsal; \$140 a half hour, with three hours rehearsal and pro rata down the line. Film facilities charges start at \$120 an hour, including three hours of rehearsal.

George W. Zoekler is the WTMJ-TV production chief; Lanny Pike is staff director and George Marr heads special events.

**Ad Men To Attend
Yankee Net Clinic
On TV in January**

BOSTON, Dec. 6.—Yankee Network will hold a television clinic for Hub ad agency men in January. Television ops and reps from the sales departments of video stations in other parts of the country will be guests at the clinic and answer questions on known techniques and selling approaches. Actual demonstrations are planned so that questions and answers can be worked out on the spot.

Agency reps, fresh from the WBZ-TV Joe Louis fight demonstration Friday (5), beamed here thru the new micro-wave circuit expressed approval of the Yankee clinic plans. They admitted that video would require a completely new technique to make it a strong selling medium and that their agencies were not yet equipped to handle the production end or do an effective job of selling.

One agency head expressed the opinion that WNAC and the Yankee Network's co-operative programing policy, plus the clinic idea, would pay off nicely in early billings.

**CBS May Televis
"Galileo" on Stage**

NEW YORK, Dec. 6.—A deal was still simmering over the week-end between Columbia Broadcasting System (CBS) and Experimental Theater (ET) whereby CBS would televise *Galileo*, ET's stage production opening next week.

The inter-union television committee has informed CBS it wants \$150 per thesp for a pick-up. The network had not announced its decision at press time.

**World Tele Net "Inevitable,"
World Tele Net "Inevitable";**

NEW YORK, Dec. 6.—The television clinic of the Television Broadcasters' Association (TBA) on Wednesday (10) is skedded to hear William Morris Jr. president of the William Morris talent agency, tell the videocasters that nothing can possibly prevent realization of the world network of television which has been predicted by technical experts as feasible within the next five years. Citing reluctance of leaders of various phases of show business to support new and rising types of entertainment, Morris is prepared to warn that it will be a costly mistake if toppers in radio, films and other fields do not take immediate active interest in video. He also is expected to point out that while it takes three pictures covering about 18 months to make a movie star, video can make a star in a single program.

A. F. Wild, sales manager of General Electric's television department, talking about video networks, will stress servicing of major metropolitan areas by use of privately owned video relays, owned and operated by broadcasters themselves. Three such already are in operation, and Wild is known to feel that a major share of these initial networks will be started during 1948.

Shelby To Speak

Robert E. Shelby, director of television engineering at National Broad-

casting Company (NBC), speaking at a panel on video syndication, will discuss relay, coaxial and stratovision methods and rebroadcasting by film recording. He is planning to point out that in tele, even more than in sound broadcasting, the fact that the best talent is available in only a few localities plus high cost of top shows will make it imperative that a suitable means of syndication be provided.

Reporting for TBA's engineering committee, F. J. Bingley, chairman of the group, will note that it has been represented at all important meetings of the radio technical planning board, including the important shared operations committee, which has been opposing re-allocating television Channel One for use by other services.

Ernest A. Marx, chairman of TBA's executive committee on affiliates, will recommend that standards be set up by the industry in conjunction with its advertisers on time sales, rates, and functions of advertising agencies in video, and discuss the co-ordination of the functions with the television industry.

Frederic R. Gamble, president of the American Association of Advertising Agencies (4-A's), will also touch on these topics in talking about "the advertising agency's place in television."

**Round 1 Goes
Against H'w'd
Pug Manager**

Decision To Be Appealed

HOLLYWOOD, Dec. 6.—Television broadcasters won the first round in the local squabble with boxing managers when Superior Court Judge Frank Swain refused to grant a restraining order against Don Lee Broadcasting System and American Legion Stadium. Decision, handed down Friday (5), was the result of an injunction demand sought by fight pilot George Parnasus on behalf of boxer Fabella Chavez. Parnasus, thru attorney Jules Covery, sought to prevent videocasting of forthcoming scrap between Chavez and Buddy Jacklick skedded for December 14 (*The Billboard*, November 29).

In refusing to grant an injunction, Judge Swain ruled that fighters who contract to perform before an audience or render their services to the public surrender video or similar rights to fight promoters. The only protection a boxer can secure is for him to secure written waivers in advance, withholding video or other reproduction rights. If not, it is implied that such rights remain sole property of the promoter to use at his discretion.

Attorney for the scrapper said he would take the case to the District Court of Appeals and would file suit for damages if the fight is telecast, despite the Superior Court ruling. It was reported elsewhere that local fight managers would band together next week and demand anti-tele clauses in all future fight contracts or else boycott the Legion arena.

Current court ruling puts Don Lee broadcasters in the clear, at least insofar as present threats of legal action are concerned. Web has a three-year contract with Legion Stadium, at reported figure of \$150 a week, encompassing tele rights to all boxing and wrestling events from the arena. Should current court ruling be reversed later, both web and fight stadium ops would be subject to wholesale litigation and possible damages. On the other hand, Legion Stadium officials may be forced to give boxers a cut on tele rights or face loss of attractions with drawing power, in which case Legion would have to shell out dough from the gate while still carrying out terms of present contract with Don Lee. Only alternative is for Don Lee to bow out of the Legion deal of its own accord.

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Inquirer Television News

Reviewed Monday (2) 8-8:10 p.m. Style, local newsreel. Produced and narrated by Wally Sheldon; technical director, Harry Krause; cameramen, W. B. Lawrence and Bill Wilson. Presented nightly by The Philadelphia Inquirer on WFIL-TV, Philadelphia.

For its own nightly news show, *The Philadelphia Inquirer*, which owns and operates the television station, produces its own local movie newsreel. A most ambitious program venture, not forgetting the expense, this 10-minute news presentation is an excellent combination of audio and visual appeal.

Wally Sheldon whips together a fresh reel of daily doings around town for six nights of the week with a recap on Sundays, follows the established production pattern of the Hollywood newsreelers in pacing and spacing the subject matter presented. While the camera captures only the sight, Sheldon adds his own sound with narration against a musical background.

Clips Strung Together

Sheldon, with his own camera crew, covers the town until nightfall, processing and stringing the clips together in the newspaper building removed from the tele studios. He displays a keen sense of news values apart from adding much to the visuals with his narration. When caught, the opening episode proved he was Johnny-on-the-spot in catching a fire disaster in the early hours of the morning. The night pictures didn't have full clarity; the clearer after-fire shots packed plenty of gripping dramatic interest. Streamer stills introduce the various subjects.

Three other local events shown made for a full measure of news and human interest. The reel covered the arrival of movieland's Buddy Rogers, a meeting of the local armchair sports experts to select top sports stars in the area (with the chosen few on hand for tele close-ups) and the birth of a big litter to a dog at a local fire house. Sandwiched in were two minutes of national news, spotted with stills of headlines from the newspaper's next morning edition as Sheldon filled in the story details.

Trade-marked picture of the Inquirer Building, with splash slogan streamer screaming that "Philadelphia prefers" the newspaper, was the only touch of commercialism as it opened and shut the reel.

Maurie Orodener.

Playtime

Reviewed Wednesday (26), 5-6 p.m. Style, children's show; produced by the Junior League of Washington under the supervision of Mrs. George Y. Wheeler II. Originated at WNBC (NBC), Washington, and reviewed over WNBT (NBC), New York. NBC director, Charles Kelly. Technical director, Charles Colledge.

Playtime, a show for "young people of all ages" produced by Junior League of Washington, is a modest, yet ambitious, undertaking. This apparent paradox is easily explainable after catching the hour-long show, which, incidentally, originates over WNBW, the web's video outlet in Washington. The program is modest in that its performers are non-professional, the cast including children and guests. On the show caught these people did not turn in professional performances and at times they failed to maintain interest, but these faults notwithstanding, a residue of fact remained: *Playtime*, by and large, shaped up as a program likely to hold the interest of children. The program had variety; it had many faceted educational interests, and it touched on art, literature and sports. This ambitious undertaking and the manner in which it was carried out on the Junior League's Wednesday program spoke well for that organization.

Wednesday's program, telecast the night before Thanksgiving, had a suitable Thanksgiving theme thruout. For instance Parker Blackwell, a "boy reporter," retailed some interesting information relative to the first Thanksgiving in New England. This account, ostensibly taken from a letter written by a lad in a Pilgrim family, was redolent of Indians and good things to eat. The Thanksgiving theme was further accented via a puppet show which enacted a fairly tale, the chief ingredients of which were a witch, flying brooms, two children and a billy goat that turned into a dog. Production-wise, it was all somewhat rough, but any kid would go for it.

There were quite a few other aspects to the show. One of these was a "guessing game" session presided over by a lady who furnished clues to the questions. Perhaps a

(See *Playtime* on opposite page)

The Last of My Solid Gold Watches

Reviewed Thursday (4) 9:10-9:40 p.m. Style—Drama. Writer, Tennessee Williams. Presented by the National Broadcasting Company (NBC) in co-operation with the American National Theater and Academy (ANTA). NBC director, Fred Coe. ANTA executive director, Richard Harritt. Cast: John Stuart Dudley, Robert Morgan and Luther Lincoln Henderson. Carried by the four-city NBC network, with origination at WNBT, New York.

The Last of My Solid Gold Watches, presented Thursday (4), won the first of a series of 30-minute plays scheduled by the National Broadcasting Company in co-operation with the American National Theater and Academy (ANTA), an organization chartered by Congress and designed to encourage legit production thruout the country. Authored by Tennessee Williams, who is now represented on Broadway with the smash *A Streetcar Named Desire*, the presentation impressed as a piece of challenging video material. Lacking in movement, the play nevertheless is very strong in character delineation, mood and atmosphere. The video production, while it seemed at times to have too slow a pace, was undoubtedly successful in setting forth fully dimensioned characters and in recreating for the viewer the sense of despair and negation inherent in the Williams script.

Chief role in the play is that of Charlie Colton, an aged, tired shoe salesman who is as run down and seedy as the hotel room in which he finds himself. Colton, left behind by a changing world, bereft of old friends, clings to his gold watches, which were awarded to him years ago as evidence of his ability as a salesman. When he finally goes to bed the futility of his life has been made pitifully and painfully apparent.

Ex-Prof Now Thesps

This acting job was done by John Stuart Dudley, a former professor of history and now a member of a New York law firm. His delivery lacked clear diction, but in other aspects of his performance he displayed plenty of talent, for by the time the half-hour was over he had invested the

(See *The Last of My*, opposite page)

Louis-Walcott Fight

Reviewed Friday (5), 10 p.m. Style—Sports. Stations: WNBT, New York; WNBW, Washington; WRGB, Schenectady; WPTZ, Philadelphia. Sponsor, Gillette Safety Razor Company. Agency, Maxon, Inc. Director, Hal Keith. Technical director, Jack Burell. Announcers, Robert Stanton, Ray Forrest.

Television as a medium for sports coverage again proved itself potent in its handling of the Joe Louis-Jersey Joe Walcott heavyweight title bout. None of the better than 18,000 spectators crammed into Madison Square Garden, except the press and those in the first few ringside rows, could have seen so clearly as the television viewer, the tiny, intimate dramas which went into the near-dethroning of a great champion. The television cameras, bringing the viewers virtually into the ring with the contestants, picked up clearly the expressions and attitudes of the fighters, ranging from Walcott's early confidence and, in the final round, anxiety, to Louis's early passiveness, later bewilderment and ultimate desperation. Since the action itself was comparatively sparse, much of the tension accruing within the viewer came from a clear feeling of the trend of battle from the changing subtleties of the fighters' expressions.

Use of the Zoomar lens was effective in moving from remote shots, embracing the entire ring, to close-ups of the battle. Vision nearly always was unimpaired, with one exception—the first-round knockdown of the champion by Walcott, when Louis's back was toward the cameras. Bob Stanton's commentary was abbreviated and pertinent, with enough humorous touches to lighten the feeling of imminent mayhem which always accompanies a performance by Louis.

Some Shortcomings

Cameras did not take full advantage of pre-fight opportunities, however. Fight-goers invariably strain to get the first peek at the main-eventers' first entry into the stadium and the long walk down the aisle, with the fans tearing at them and well-wishers striving to shake their hands. While Stanton's commentary told the viewers what to look for when this did occur, poor co-ordination failed to have the cameras pick up the fighters until they were virtually in the ring.

In addition, while most fights have the cameras situated so that between-the-rounds action in each fighter's corner may be shown—and thereby provide viewers with key information as to the fight's progress—NBC was set up behind the Louis corner. Thus, while one could spot the icebag going on Jersey Joe's phiz, the remedial action being given the champ could not be observed.

Commercially, Gillette again failed to take advantage of video's sight factor—so much so that closing one's eyes during any one of the plugs and merely listening to the spoken spiel proved as illuminating as watching and listening. There are any number of gimmicks Gillette could use besides merely using a voice and showing a hand opening and closing the razor. Whether slides, animation or cartoons were used, much greater impact could be achieved.

Chances are, too, that Gillette engenders more than a modicum of resentment by its strange use of a film-still opening. Thus, just as the two Joes clambered into the ring, the camera shot back to the studio to pick up the *Gillette Cavalcade of Sports* film, announcing the bout between Louis and Walcott. You mean otherwise viewers wouldn't have known who was fighting?

Sam Chase and Jerry Franken.

Stars Willing To Shine For Tele at Cut Rates

NEW YORK, Dec. 6. — The top names of show business, keenly interested in television, are anxious to contribute to video's development by signing for tele at far under their usual fees, according to William Morris Jr., president of the William Morris talent agency, which represents many of the acts concerned. Morris told *The Billboard* this week that his firm now is gearing every individual it represents for the earliest possible entry into tele. The agency already has a number of artists and packages before the cameras and is readying several new shows.

Entertainers always have made sacrifices to bring along a new medium, Morris noted in pointing to the large number of legit personalities who, in the early days of talking pix, made shorts and other films for a fraction of the fees they normally drew. Bearing in mind the heavy time commitments of this type of artist today, particularly in radio, Morris said that the top names, especially the great variety entertainers, already have fallen in love with video and "want to work in television above everything else."

The agency topper pointed out that the rise to maturity of television co-

incides with what he termed the "complete demise of the invalid, vaudeville," noting the elimination of vaude this week from Loew's State Theater. He said tele would prove a far more effective means of projecting variety acts, and would bring the artist closer to the audience than ever before. He also predicted the revival of some all-but-forgotten entertainment forms, and commented on how effective tele would have been on a mime such as Severin, monologists like Julius Tannen, Cliff Gordon, Marshall P. Wilder, Frank Bush and the late "Judge" Walter C. Kelly, such literary personalities and raconteurs as the late Alexander Woollcott and Robert Benchley, and declaimers of poetry like De Wolf Hopper. He also looks for development of new offshoots of old art forms, and cited the efforts of Dr. Graf, associated with the Metropolitan Opera, who is working on an adaptation of opera specially suited to tele conditions. Children's theaters, too, according to Morris, will gain new impetus and move in fresh paths.

Greatest current need, Morris said, is use of music on video, particularly in variety shows.

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Rose Bowl Video Out If Lensers Don't Join Union

HOLLYWOOD, Dec. 6.—Unless KTLA's tele lensers join Local 659 of the International Photographers (International Association of Theatrical Stage Employees) by January 1 when the Paramount video station is to scan the Rose Bowl game, the union will forbid newsreel cameramen from lensing the football classic. This ultimatum was thrown at KTLA General Manager Klaus Landsberg, according to Herb Aller, union exec.

Aller told *The Billboard* that he is out to organize tele lensers in 11 Western States, but has been unable to make headway at the Paramount station. The Rose Bowl game move is, of course, intended to pressure KTLA's parent firm, Paramount Pictures Corporation, whose newsreel lensers are to be on the field, into pushing tele cameramen into the union.

According to Landsberg, KTLA lensers are free to join any labor group. He denied that he had received any ultimatum, and added that the matter was up to his lens crews, as he cannot force them to join any org. Asked whether pressure on Paramount newsreels may force tele cameras from the field, Landsberg minimized the possibility. He added that KTLA was operating under law and that station management could not dictate to employees what labor org affiliation they should make.

WBKB VIDEO TRAINING

(Continued from page 3)

would not be sufficient to supply all key video personnel needed in the next few years.

Two companies have already applied for permission to enroll personnel under the plan. These are Fort Industries, which has CP's for stations in Detroit and Toledo, and WBAP, Fort Worth.

WBKB will underwrite costs of training, but sponsoring orgs are expected to pay salaries of those participating. About 10 will be trained in each of the fields of exec engineering, relay link operation, remote engineering, remote direction, sales, and studio direction. Recognized universities will also be able to enroll teachers, and unions will be able to enroll members. Advertising agencies also will be able to enroll key personnel. In the case of unions, the labor orgs will pay salaries of enrollees. All persons must be sent to WBKB by a sponsoring organization and must be approved by an industry advisory board of 14, which will include no more than two representatives of WBKB.

HOLLYWOOD, Dec. 6.—Series of round-table tele discussions will be held at the Hollywood Ad Club during the first three weeks in January. Video clinic will cover tele station operations, programing and advertising.

Truman Enters Durr-FBI Brawl

(Continued from page 7)

majority of these individuals are members of the Communist party or have affiliated themselves with the activities of the Communist movement."

Durr charged that "nothing is more dangerous to the preservation of our democratic system of government than for the operations of its agencies, departments and bureaus to be cloaked in secrecy. Congress and the public should have the fullest possible information consistent with national security and safety about the operations of both the FCC and the FBI," he said.

Democratic party strategists consider the quarrel an unusually unsavory one at a time when, they note, administration unity is needed preparatory to the 1948 election. Truman is reported hopeful that his final choice for FCC chairman will be a man capable of throttling the quarrel tactfully and ending the threat of a wide-open continuing controversy. Some observers believe interim Chairman Walker's chances for the regular chairmanship may have been reduced by his failure to resolve the quarrel. Meanwhile, insiders at the White House are indicating that the lists of prospects continues to be headed by the following: Wayne Coy, director of WINX, Washington; former Sen. D. Worth Clark, of Idaho, and Frank Roberson, former FCC assistant general counsel. Former Sen. James M. Mead's chances are regarded as having fallen sharply in recent weeks because of an old tiff between Mead and former Democratic National Chairman James A. Farley, whose friendship Truman regards as important to his hopes for garnering a plurality in New York State in the 1948 national election.

TV Mfrs. Plan 1948 Convention Coverage

PHILADELPHIA, Dec. 6.—Representatives of all television receiver manufacturers met yesterday (5) at the Bellevue-Stratford Hotel to discuss the roles their firms will play in the televising of the Republican and Democratic national conventions here next June and July. The meeting was called by Roger W. Clipp, general manager of *The Philadelphia Inquirer* stations here, who is chairman of the radio and television committee of the mayor's committee on arrangements.

The manufacturers agreed to set up receiving sets in the city's Commercial Museum adjacent to Convention Hall so that 25,000 persons will be able to view the convention proceedings. Officials of both the Republican and Democratic committees attended the meeting. The city's ability to provide extensive television coverage helped bring both conventions to Philly.

THE LAST OF MY

(Continued from opposite page) character of Colton with reality. Supporting actors included Robert Morgan as Bob Harper, a bored man who is the recipient of Colton's monolog, and Luther Lincoln Henderson, the hotel porter. They were both quite able.

Direction was measured and leisurely. In some sequences, particularly the opening ones, it appeared that a more rapid pace would have been desirable. However, as the Colton characterization took on depth, the lack of movement and the leisurely direction seemed quite in order.

Paul Ackerman.

Adhere to the Blue Book And Yet Profit? WHLI Does

HEMPSTEAD, L. I., N. Y., Dec. 6.—WHLI, the four-month-old independent station here, has proven that station operation adhering closely to Blue Book standards can be made profitable. Situated a commutation ticket's throw from the highly competitive New York City radio market, the station already is operating profitably, grossing around \$3,500 weekly, against a net of \$3,000. The investment to get the station and its FM adjunct, WHLI-FM, on the air was around \$100,000.

While most new stations place a great emphasis on spot announcement sales as a means of building billings, WHLI has adopted a policy of selling spots only if the sponsors involved first buy programs. In addition, a comparatively high spot rate, \$12 per, helps shunt the advertiser into buying segs rather than briefs. In any circumstances, no jingles or singing commercials are permitted.

The promotion campaign was started a year before the station went on the air, mainly thru speeches at local civic and social organizations. A zoning controversy helped bally the station, via co-operative Long Island dailies, which for a change, did not take the usual hate-radio stance. The zoning controversy, concerned with the location of the station's tower, kept boiling for six months, with a whopping big publicity pay-off. An ad

campaign, starting small and building to full-page copy on debut day, plus a giveaway contest, supplemented other promotion activities.

A month before the station began service, Joseph Lenn and Murray Evans, the station's two-man sales staff, contacted local merchants. No sales pitches were made; rather the station's program policies, emphasizing light classics, were outlined. This was followed by a telephone campaign immediately before station inauguration. A local bank was the first time buyer.

The station has about 15 per cent live programs, including a daily hour set aside for public service, including one United Nations session. WHLI-FM duplicates, with 10,000 FM receivers estimated in service in Nassau County. WHLI dial location is 1100—between WHN and WNEW. Eli Godofsky, one-time partner in WLIB, is president

PLAYTIME

(Continued from opposite page)

more intriguing portion of the show was devoted to a demonstration of how to make decorations for Thanksgiving. A woman handled this part of the program, working with wild flowers, weeds, a ball of clay and other inexpensive and easily obtained objects.

Playtime's piece de resistance was the guest appearance of Sammy Baugh, pro-football star, who illustrated the technique of handling and passing a football. This, believe me, was good for people of all ages.

An engaging moppet was host on the program and introduced the different segments in a lively, pert manner.

Paul Ackerman.

Coe, Outsider, Heads "Daily News" Outlet

NEW YORK, Dec. 6.—Naming of Robert L. Coe, of St. Louis, to the post of station manager of WLTW, television station of *The New York Daily News*, occasioned mild surprise in video circles this week. All other appointees to *The News* outlet were veterans in the newspaper's set-up. Radio engineer Clifford E. Denton was named operations manager, and B. O. Sullivan, ad man, was appointed commercial manager. Carl Warren, who handles the paper's hourly news summaries over WNEW, was handed the post of news and special events manager.

Coe, who was chief engineer at KSD, St. Louis, is expected to have all departments in full operation by January 5, altho the station is not expected to begin operations until late spring.

ST. LOUIS, Dec. 6.—Thomas E. Howard, former assistant chief engineer and supervisor of all technical operations for KSD-TV, was named chief engineer of KSD and KSD-TV this week to succeed Robert L. Coe. Announcement was made by George M. Burbach, general manager of *The Post-Dispatch* stations.

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Jock Romance in Big-Biz Phase

Col, Victor Hike Budget For Spinners

Col's Paid-Sponsor Program

(Continued from page 3)
of sponsored disk-jockey shows. In the pop field the firm will expand the number of bought sponsored spots to some 144 spinner programs thruout the nation, in addition to maintaining its own *Columbia Record Shop* show with spinner Freddy Robbins emceeing and spinning Columbia wax on 538 stations. The diskery also is building up its long-hair spinner show, *Masterworks of Music*, to the point where it will be heard nationally on over 100 stations. Columbia also sponsors *Record Round-up*, a folk music spinner half-hour to hour show which is heard in the hillbilly and Western belt of the disk buying market.

Better Spinner Service

The diskery also is making plans to sharpen its spinner servicing program. Firm is going to produce special spinner disks with labels containing pertinent info such as timing, tune authorship, publisher and recording data. It will also adjust its servicing policy so that spinners will receive their disks directly from local Columbia distributors rather than by direct mail. The firm's flackery also will work up a number of spinner aids in the form of a *Disk Jockey Digest* and special releases.

At Victor, the firm has already set up a disk jockey department with George Keane in charge. The diskery, working with an initial \$100,000 appropriation, of which Victor's distributors are said to be contributing about 30 per cent, is going into disk jockey servicing in a fashion closely resembling the longtime Capitol Records high-powered spinner romance program. Victor will press and ship vinylite platters to the spinners containing information labels similar to those on the new Columbia spinner disk. In addition the firm will continue its flow of already functioning disk jockey flack info.

Decca Expanding

It also was learned this week that Decca Records' spinner-service efforts have been quietly expanding. Originally the most reticent of the diskers spinner-wise, the firm is currently shipping free disks to at least 250 jockeys thruout the country. Capitol Records, of course, was the granddaddy of spinner promotion and probably still retains its No. 1 position attained in *The Billboard's* Disk Jockey Poll last August.

General trade feeling is that this sudden rash of promotion expenditure for radio exploitation from the two largest diskeries in the biz was planned mainly to aid the waxers to carry on thru the onrushing Petrillo ban. It is felt that the diskers, once the ban takes effect, will seek via their air promotion programs to promote their own individual platters, particularly any reissued wax which they may pull out of their catalogues in the event the ban makes such releases necessary. Under a co-ordinated spinner-distributor-retailer promotion program, diskers feel that
(See *Jock Romance* on page 35)

New BB Features

THIS WEEK *The Billboard* inaugurates in its Music Popularity Charts the most comprehensive record and album reviewing coverage ever undertaken in the field.

Its purpose: To present a concise weekly record buying guide which appraises records on a fair, commercial, near-scientific basis for each of three distinct markets: (1) retailers, (2) operators, and (3) disk jockeys.

Because the scope and objective of this new reviewing service are integral to the welfare of the whole music biz, BB urges its readers to gander at Parts VII and IX of the pop charts this week. Study them carefully and let us know what you think.

This record-review expansion is the second of two significant moves to give BB readers improved music info. Part VI of the pop charts recently added a new feature in which retailers, operators and disk jockeys are polled each week to pick their hits of tomorrow. *The Billboard* continues to list its own picks, but tradesmen can profit as well from the opinion of those who buy and play the disks.

Gastel-Kenton-Cole Due To Switch From Capitol Pub To B-VH Selling-Agent Deal

Will Unite Copyrights Under Name of "Progressive Music"

NEW YORK, Dec. 6.—Altho final contracts still await settlement of a few minor details, it is virtually certain that the Carlos Gastel-Stan Kenton-King Cole music publishing subsidi of Capitol Songs, Inc., will split away and move under the administrative "selling agent" hold of the Burke-Van Heusen pubbery by January 1.

In effect, the move to Burke-Van Heusen means that the Edwin H. (Buddy) Morris combine will become the "agent" for the Kenton-Cole copyrights since the B-VH firm itself (currently owned 50-50 by the Morris firm and writers Johnny Burke and Jimmy Van Heusen) is due to be absorbed completely by the parent operation (*The Billboard*, November 22).

Varying Explanations

Explanations of the Gastel break with Capitol Songs vary with Mickey Goldsen, of Capitol, claiming that both Kenton's Leslie firm and the King Cole pubbery had shown profits thruout the year and had paid regular dividends to stockholders. Both subsidi were 50 per cent owned by Capitol Songs (which is itself co-owned by Glenn Wallichs, Johnny Mercer, Buddy De Sylva and Goldsen) with the other 50 per cent divided among Gastel, Kenton and Cole. Reputedly, Kenton and Cole were dissatisfied with their slice of the stock and wanted a 100 per cent deal. Capitol, apparently disagreeing with Burke and Van Heusen in estimates

of value, felt it could not make money as a "selling agent" and balked. Result was the decision to split.

Under the termination clauses, it is understood Capitol Songs will relinquish its share in the Kenton-Cole copyrights to Burke-Van Heusen on the proviso that 50 per cent of the B-VH publisher gross income from the copyrights be paid to Capitol for the length of term of the copyrights.

Exploitation Deal

Gastel's deal with Burke and Van Heusen (arranged with Sidney Kornheiser, gen. pro. mgr. of the firm) allows for his properties and himself to retain 100 per cent stock interest in a combined new firm to be called Progressive Music. B-VH (or later the Morris firm) will administer bank account, printing, minor exploitation work for which it will receive an administrative or "selling agent's" fee. If full exploitation—with a regular staff—should be wanted on any given new song, a separate financial arrangement would be worked out on that basis. Gastel is putting up the initial money for Burke and Van Heusen to draw charges against the new Progressive set-up. Gastel's accent on a 100 per cent ownership deal is said to stem from the feeling of Kenton and Cole that they "discover" most of the material they record for Capitol; hence they felt their stock share in the
(See *Gastel-Kenton-Cole* on page 35)

Here's a Label Offering Jock Out-and-Out Commish

(Continued from page 3)
ord dealers, the same 10 per cent deal would hold on total billing of record shop sales, including orders stores would send in direct to the producer.

Reaction from local platter spinners was cold, since many of them had not yet received the promotional letter explaining the gimmicks of the plan. Those who had previously got-

ten a teaser letter said they were ignoring it. It was certain, however, that most station managers would nix any plan of this type. Anticipating this reaction, Mosley's letter stated, "If the policy of your station does not extend you sufficient latitude to carry out the details of our outline, please communicate with us. We will endeavor to make satisfactory arrangements with your management."

Majestic Pays Off Its Pub Royalties

Fox Check in 100G Vicinity

NEW YORK, Dec. 6.—Lifting Majestic Records into a new aura of respectability among music publishers, Harry Fox, agent for the collection of pub royalties, reported this week that Majestic had paid up virtually all of its back debts to Fox's clients. Altho Fox was reluctant to give figures, it is known that the paid-up total was in the neighborhood of \$100,000.

Receipt of a check from Majestic's home-office in Elgin, Ill., created considerable buzz-buzz among pubbery execs here, since for more than a year Majestic has been behind in royalty payments with new partial-percentage-payment agreements being worked out with Fox nearly every quarter. In view of the impending Petrillo ban and an apparent loading-up of expenses for backlog recording, pubs were genuinely surprised (however pleasantly) that Majestic had come thru.

Altho reportedly still involved with overdue bills to suppliers and other creditors, the firm also moved along this week to improve its financial shape with the American Federation of Musicians (AFM). Reportedly here in New York, Local 802, AFM, received a check for \$3,500 to cover recording session wages due, while in L. A. the diskery reputedly had coughed up dough to insure its good standing with the 47 Local.

Clark, Mindling End P. M. Deal

NEW YORK, Dec. 6.—Buddy Clark and personal manager Lou Mindling did an amicable split this week. The Columbia disks and Carnation radio star said that the parting was on the best of terms and indicated no other personal manager would be sought for the time being. Music Corporation of America will continue to handle the singer.

According to Clark, the break with Mindling (who also handles Dorothy Shay, Martha Tilton, etc.) was merely a matter of deciding not to renew a two-year p.m. contract that had run out.

Signature Plans Debts Moratorium

NEW YORK, Dec. 6.—It's understood here that creditors of Signature Records will be asked to go along with a moratorium on debts to be declared by execs of the label at a meeting Monday (8). Altho Signature Prexy Bob Thiele could not be reached at press time, reports have it that the diskery is planning a reorganization under Chapter 11 of the Corporation Law and will ask creditors to co-op with the reorganization plan. It is believed the firm has raised \$50,000 additional capital to utilize in the reorganization scheme.

Jimmy Dorsey Disbands: III!

NEW YORK, Dec. 6.—Jimmy Dorsey, longtime orkster fave, will disband after a date at the University of Pittsburgh December 20. Reports indicate that Dorsey was ill and tired and was breaking up his ork at the order of his medics, who have advised the leader to rest for a couple of months at least.

Dorsey, who is booked by the new Mus-Art Agency and is that group's leading "prestige" property, will give up nine weeks of bookings worth an estimated \$85,000, including a two-week date at the Hotel Ansley in Atlanta and a series of East Coast theater dates.

The elder of the famed Dorsey brothers records for MGM. Info regarding his ork's backlog with the diskery with which to weather the Petrillo ban was unavailable at press time.

Recent biz rumors had Dorsey leaving the Mus-Art org and returning to his former agency, General Artists Corporation (GAC), but it is reported that J. D. has already stated his intention to return to the Mus-Art fold when he reorganizes. No date has been set for reorganization, but Mus-Art execs feel that Dorsey should return to activity before the spring season begins.

Adele Clark Switches

HOLLYWOOD, Dec. 6.—Adele Clark has switched her management affiliation from Bill Burton to Milton Drake. Drake signed her for eight sides with Decca on a non-term deal. She will record Friday (12).

Rival Diskers' Recording Pace Not for Decca

HOLLYWOOD, Dec. 6.—Decca Records will make no effort to keep pace with the near-frenzied recording schedule set by rival majors for December, according to Prexy Dave Kapp, who said the firm's sked is far below that of competition despite the approaching Petrillo ban deadline. He estimated that the plattery would wax less than one-third of the tunes being recorded by Capitol, Columbia or Victor. Figure is based on info supplied Kapp by publishers.

During his current Coast trek, Kapp has recorded Jolson, Crosby, Danny Kaye and the Andrews Sisters, among others, but contends that most sessions were planned long ago. While anticipating a better than normal pace this month, Kapp said that Decca does not intend to wax indiscriminately, even at the expense of potential hits. With a healthy backlog of Crosby and other important masters, Decca feels it is in a solid position and would rather miss a few tunes now than have to junk completed masters later, Kapp declared.

NEW RAEBURN ORK

NEW YORK, Dec. 6.—Orkster Boyd Raeburn is prepping to reorganize his ork after several months' layoff. Raeburn is skedded to cut some sides for Majestic in the next two weeks with chirp Ginnie Powell. In between disk dates, the Willard Alexander office, Raeburn's management office, is fishing around for theater dates and one-nighters for the crew.

Growing Shellac Shortage Threatens New Disk Crisis

WASHINGTON, Dec. 6.—Bearing out a story in *The Billboard* some weeks ago, Commerce Department officials this week indicated that recent sharp drops in shellac imports may bring about a new disk crisis if the trend continues. Both Commerce and State Department sources attributed the decline to the unsettled political situation in India, where the United States gets most of its supply. The only other important producer of the disk ingredient, according to the Commerce Department, is Siam, where top production is already being maintained.

Latest figures on shellac imports are for September, when 773,928 pounds came into the country. This is a tremendous drop from the 4,290,569 pounds imported in January, altho the figure is slightly higher than August's 611,318.

"Unhealthy Picture"

One Commerce official said that the small imports during the last two months on record present "an unhealthy picture." He said that while there was no way of predicting what shellac imports would total in the next few months, "a continuation of the present trend could result in a serious shortage."

According to the department, monthly imports during the first nine months of 1947 followed no pattern that could be justified on a seasonal basis of shellac production, since the two peak months were January and June, while the two lowest were February and August. The only conceivable reason for the wide variations, according to officials, is that the recent partition of India has complicated the political picture seriously enough to represent a danger to U. S. users of shellac.

Imports in the first nine months of 1947 totaled 16,799,802 pounds—almost half of this in January and June.

AFM Reinstates Al Lombardy

NEW YORK, Dec. 6.—Al Lombardy, expelled from Local 802 last July on charges of owing money to union members, has been reinstated by the American Federation of Musicians (AFM) and is now fronting a band at the Rialto Ballroom. The ork leader was involved in the rumpus that followed a May 7 benefit at the Palladium Ballroom here for the Damon Runyon cancer fund. At the time Lombardy reportedly failed to turn over \$273 in receipts to columnist Walter Winchell. Lombardy finally forked over the dough last August to Winchell's lawyers after threats of legal action had been made.

Ridgeway to London Disks

NEW YORK, Dec. 6.—Arnold Ridgeway, former head of Decca's Los Angeles office, last week became West Coast district manager for the London Gramophone Corporation, which imports and distribs London Records.

Ten Years of Publisher Song Hits

Since the coming Petrillo ban on records has centered considerable interest on old songs, *The Billboard* presents below the first of three featured designed to review the hits of yesteryear.

Listed below are the "publisher hit songs" of the period from 1935 to 1944, with song titles arranged alphabetically with the publisher's name adjacent to the title. These songs represent the No. 1 sheet music sellers and most-performed tunes as indicated in *The Billboard's* Music Popularity Charts for the 10-year period cited.

Look to the next two issues of *The Billboard* for a cavalcade of juke-box record hits thruout the years as well as a survey of old record hits that the operators, retailers and disk jockeys would like to see revived.

TITLE	1935	PUBLISHER
A Little Bit Independent	Bregman-Vocco-Conn	
About a Quarter To Nine	Witmark	
Blue Moon	Robbins	
Chasing Shadows	Crawford	
Cheek to Cheek	Berlin	
East of the Sun	Santly-Joy	
I Couldn't Believe My Eyes	Shapiro-Bernstein	
I'll Never Say Never	Bregman-Vocco-Conn	
I'm in the Mood for Love	Robbins	
In a Little Gypsy Tea Room	E. H. Morris	
Isle of Capri	Peter Maurice	
I've Got a Feelin' You're Foolin'	Robbins	
June in January	Famous	
Love Is a Song	Robbins	
Lovely To Look At	T. B. Harms	
Lullaby of Broadway	Witmark	
On Treasure Island	E. H. Morris	
Paris in the Spring	Crawford	
Red Sails in the Sunset	Shapiro-Bernstein and Peter Maurice	
Soon	Famous	
The Good Ship Lollipop	Movietone	
Way Back Home	Bregman-Vocco-Conn	
What's the Reason I'm Not Pleasin' You	Berlin	
When I Grow Too Old to Dream	Robbins	
Winter Wonderland	Bregman-Vocco-Conn	
You Are My Lucky Star	Robbins	
You're All I Need	Robbins	

TITLE	1936	PUBLISHER
A Star Fell Out of Heaven	Crawford	
All My Life	Peer Int.	
Alone	Robbins	
Beautiful Lady in Blue	Chappell	
Did I Remember?	Feist	
Goody, Goody!	Crawford	
I'll Sing You a Thousand Love Songs	Remick	
I'm Putting All My Eggs in One Basket	Berlin	
I'm Shooting High	Robbins	
Is It True What They Say About Dixie?	Irving Caesar	
It Will Have To Do Until the Real Thing Comes Along	Chappell and Shapiro-Bernstein	
It's a Sin To Tell a Lie	Bregman-Vocco-Conn	
It's De-Lovely	Chappell	
I've Got You Under My Skin	Chappell	
Let Yourself Go	Berlin	
Lights Out	Chappell	
Lost	Robbins	
Melody From the Sky	Famous	
Moon Over Miami	Bourne	

TITLE	1937	PUBLISHER
Music Goes Round and Around	Santly-Joy	
Robins and Roses	Bourne	
Take My Heart	Crawford	
The Way You Look Tonight	T. B. Harms	
These Foolish Things	Bourne	
When Did You Leave Heaven?	Robbins	
When I'm With You	Robbins	
With All My Heart	Feist	
You Can't Pull the Wool Over My Eyes	Ager, Yellen & Bornstein	

TITLE	1937	PUBLISHER
Blossoms on Broadway	Famous	
Boo-Hoo	Shapiro-Bernstein	
Carelessly	Berlin	
Good Night, My Love	Robbins	
Harbor Lights	Marlo	
I Know Now	Remick	
I Still Love To Kiss You Good-night	Feist	
If It's the Last Thing I Do	Crawford	
In the Chapel in the Moonlight	Shapiro-Bernstein	
It Looks Like Rain in Cherry Blossom Lane	E. H. Morris	
It's De-Lovely	Chappell	
Little Old Lady	Chappell	
Merry-Go-Round Broke Down	Harms, Inc.	
My Cabin of Dreams	Berlin	
Once in a While	Miller	
Rosalie	New World	
Roses in December	Berlin	
September in the Rain	Remick	
So Rare	Robbins	
That Old Feeling	Feist	
The Moon Got in My Eyes	Select	
There's Something in the Air	Bourne	
There's a Gold Mine in the Sky	Robbins	
This Year's Kisses	Berlin	
Too Marvelous for Words	Harms, Inc.	
Trust in Me	Ager, Yellen & Bornstein	
Vieni, Vieni	Witmark	
When My Dream Boat Comes Home	Witmark	
Where Are You	Feist	
Where or When	Chappell	
Whispers in the Dark	Famous	
With Plenty of Money and You	Harms, Inc.	
You Can't Stop Me From Dreaming	Remick	
You Can't Take That Away From Me	Chappell	

TITLE	1938	PUBLISHER
A Tisket, a Tasket	Robbins	
Alexander's Ragtime Band	ABC	
At Long Last Love	Chappell	
Bei Mir Bist Du Schoen	Harms	

TITLE	1938	PUBLISHER
Cathedral in the Pines	Berlin	
Change Partners	Berlin	
Cry, Baby, Cry	Shapiro-Bernstein	
Dipsy Doodle	Lincoln	
Don't Be That Way	Robbins	
Goodnight, Angel	Berlin	
Have You Forgotten?	Berlin	
Heart and Soul	Famous	
I Double Dare You	Shapiro-Bernstein	
I Let a Song Go Out of My Heart	Mills	
I Won't Tell a Soul	Crawford	
I've Got a Pocketful of Dreams	Santly-Joy	
Let Me Whisper	Chappell	
Love Walked In	Chappell	
Lovelight in the Starlight	Paramount	
Music, Maestro, Please	Berlin	
My Reverie	Robbins	
Now It Can Be Told	Berlin	
Once in a While	Miller	
Rosalie	Chappell	
Says My Heart	Paramount	
Stop Beatin' Round the Mulberry Bush	Bregman-Vocco-Conn	
Sweet as a Song	Robbins	
Thanks for the Memory	Paramount	
The Night Before Christmas	Chappell	
There's a Gold Mine in the Sky	Bourne	
There's Honey on the Moon Tonight	Miller	
This Can't Be Love	Chappell	
This Time It's Real	Spier	
Tip-Tin	Feist	
True Confession	Famous	
Two Sleepy People	Famous	
While a Cigarette Was Burning	Berlin	
Whistle While You Work	Berlin	
You Go To My Head	Remick	
You Took the Words Right Out of My Heart	Paramount	
You're a Sweetheart	Robbins	
You're An Education	Remick	

TITLE	1939	PUBLISHER
Address Unknown	Olman	
All the Things You Are	Chappell	
And the Angels Sing	Bregman-Vocco-Conn	
Angels With Dirty Faces	Fischer	
Annabelle	Feist	
Beer Barrel Polka	Shapiro-Bernstein	
Blue Orchids	Famous	
Can I Help It?	Remick	
Day In, Day Out	Bregman-Vocco-Conn	
Deep Purple	Robbins	
Gotta Get Some Shut-Eye	Berlin	
Heaven Can Wait	Remick	
Hold Tight	Exclusive	
I Have Eyes	Famous	
I Must See Annie Tonight	Bregman-Vocco-Conn	
I Poured My Heart Into a Song	Berlin	
I Promise You	ABC	

TITLE	1939	PUBLISHER
I Won't Tell a Soul	Crawford	
If I Didn't Care	Chappell	
In the Mood	Shapiro-Bernstein	
Jeebers, Creepers	Witmark	
Last Night	Feist	
Lilacs in the Rain	Robbins	
Little Sir Echo	Bregman-Vocco-Conn	
Little Skipper	Feist	
Melancholy Mood	Harms	
Moon Love	Famous	
Moonlight Serenade	Robbins	
My Heart Belongs to Daddy	Chappell	
My Prayer	Skidmore	
My Reverie	Robbins	
New Moon and An Old Serenade	Berlin	
Oh, You Crazy Moon	Witmark	
Our Love	Chappell	
Over the Rainbow	Feist	
Penny Serenade	Shapiro-Bernstein	
Running Thru My Mind	ABC	
Scatterbrain	Bregman-Vocco-Conn	
South of the Border	Shapiro-Bernstein	
Stairway to the Stars	Robbins	
Strange Enchantment	Famous	
Sunrise Serenade	Jewel	
Sweet Little Headache	Paramount	
Thanks for Everything	Robbins	
The Lady's in Love With You	Paramount	
The Man With the Mandolin	Santly-Joy	
They Say	Witmark	
This Can't Be Love	Chappell	
This Is It	Chappell	
Three Little Fishes	Santly-Joy	
To You	Famous	
Umbrella Man	Harms, Inc.	
We've Come a Long Way Together	Feist	
What's New?	Witmark	
White Sails	Feist	
Wishing	Mills	
Yodelin' Jive	Leads	

TITLE	1940	PUBLISHER
A Million Dreams Ago	ABC	
All the Things You Are	Chappell	
All This and Heaven Too	Remick	
At the Balalaika	Feist	
Beat Me, Daddy, Eight to a Bar	Leads	
Blue Lovebird	Feist	
Blueberry Hill	Chappell	
Careless	Berlin	
Do I Love You?	Chappell	
Down Argentina Way	Miller	
Dream Valley	Feist	
Faithful Forever	Famous	
Ferryboat Serenade	Robbins	
Fools Rush In	Bregman-Vocco-Conn	
Frenesi	Southern	
I Can't Love You Any More	Olman	

(Continued on page 21)

Diskers Still on Backlog Shuffle; Still More Talent Signed To Cut Pre-AFM Wax

Only Three Weeks To Go; Artists Still Signed Pell-Mell

NEW YORK, Dec. 6.—The diskeries' pre-Petrillo talent shuffle continued at a rapid pace here this week, with both biggies and the smaller labels buying up artists for wax and getting them into studios as rapidly as could be arranged. Diskers generally are signing and recording around the clock, with the Petrillo deadline only three weeks away. Some of the smaller firms were beginning to find it difficult to build up sufficient amounts of studio time to meet their skeds, with most recording studios here practically filled up thru the first of the year.

Decca this week inked Dick Thomas, cowboy singer and composer (*Sioux City Sue* and others): he formerly recorded with National Records. Victor also grabbed off a former small label artist, Betty Reilly, who formerly waxed with De Luxe. Chirp Reilly will cut on Victor's International label.

Regent diskery inked a flock of talent, including Dolly Dawn, Jack Birch, the Charles Magnante Trio, chirp Beverly White (formerly with Duke Ellington's ork), Al Trace's novelty ork (waxed formerly for National), Johnny Hartman and the Don Henry Trio, a harmonica group.

Savoy Pacts Bill Moore

Savoy diskery inked the long-time orkster Wild Bill Moore (also known as Michigan Moore) and tenor sax stylist Dexter Gordon to term pacts, with both skedded for 24 sides with the firm. Lissen Records inked the Negro folk singer Sammy Heyward to a pact.

Rainbow Records this week completed deals with singer Jimmy Saunders, former warbler with the Harry James and Charlie Spivak orks and the Esy Morales' Latin-American crew. Apollo Records inked the Ralph Font Latin-American crew to an exclusive contract after having recorded the ork on a side-to-side deal. Apollo also signed chirp Gail Meredith.

Tune-Disk, Victor

NEW YORK, Dec. 6. — Tune-Disk Records this week signed orkster Al Donahue. He will wax with

Two Petrillos as Local 10 Officers

CHICAGO, Dec. 6. — James C. Petrillo was re-elected prexy of Local 10, American Federation of Musicians' (AFM) here this week in a general membership vote, which takes place every five years. Another Petrillo name was added to the list of officers, with James J. Petrillo, son of the AFM prexy, being elected to fill the post of financial secretary, vacated by Charles A. Runge, who retired this year.

Candidate slate, which ran unopposed, included the following re-elected members: Carl A. Baumann, vice-president; Edward A. Benkert, recording secretary, and Henry Kaiser, treasurer.

James J. Petrillo, the new financial secretary, is listed in the 1947 membership list as a full-fledged member, but is not listed as playing an instrument, while his father is listed as a drummer and cornetist.

vocalists Jaye Pace and Charlene Bartley. It is believed that the Bobby Byrne ork will do some sides for the firm before the ban sets in. The diskery has appointed Irving Szathmyri as its recording director.

Late week additions to the RCA Victor talent roster included Jose Duval, a new Latin-American chanter, and the Caldwells, a Negro instrumental and vocal group formerly known as the St. Louis Four.

De Luxe label this week took on a cafe singer, Nancy Donovan, under a one-year paper with five-year options. The first releases will be out about January 15.

Gold Seal's Blake

CHICAGO, Dec. 6. — Disk jockey Randy Blake, emcee of the *Supper-time Frolic*, biggest local folk music platter seg, this week cut his first sides for Gold Seal waxery. Blake, who started on WJJD as a Western emcee and erstwhile singer, waxed his own *Houdy Friends, Good Evening, Neighbors* based on his program opening, backed by *The Little Golden Locket*.

3 Suns Settle Dispute; Buy Out Of Walker Deal

NEW YORK, Dec. 6.—The Three Suns this week paid off George Walker in a settlement of a contract dispute, which arose when the trio decided to remain with Music Corporation of America (MCA) after having signed a business and booking pact with Walker (*The Billboard*, November 8). It is rumored that Walker received in the vicinity of \$25,000 from the Suns. The trio will remain under MCA management.

Walker's contract with the Suns, signed after their original MCA paper expired, is said to have called for the trio to go into a booking biz with the former MCA booker. In addition, they were to have been booked thru this agency. When Walker left MCA to set up the biz, Capitol Attractions, the Suns decided to remain with MCA and then tried to nullify their pact with Walker. After several weeks of legal haggling, however, the trio apparently decided to buy out of the Walker deal.

Walker, who was ready to fold his Capitol Attractions firm in order to press his contract with the Suns, will continue in biz and the settlement ought to put his agency into full activity. The booker holds papers with Tommy Reed ork and Mildred Bailey among others.

Despite the dispute, Walker says that he and the Suns made an amicable settlement and are breaking under friendly conditions.

Small Wax Credit Bureau

NEW YORK, Dec. 6. — A lawyer and CPA, little-known to the music biz, one Isidor Magidoff, last week began a mail campaign for a record manufacturers credit bureau. Magidoff claims the idea for the org was suggested to him by many small disk label manufacturers.

The letter was accompanied by a form asking for the financial condition and physical inventory of the diskeries. The form asked for complete details, to put it mildly.

Off-the-Bench Rule Held Unfavorable To Tracy Defense

NEW YORK, Dec. 6.—Trial proceedings in the Automatic Products "triple-derivative" stockholders' action against E. A. Tracy, chairman of the board of Majestic Radio & Television Corporation (*The Billboard*, November 29) came to a close this week. In an off-the-bench expression Federal Judge Symes held not favorable for the defendant, stating that Tracy had used Automatic's money to purchase Majestic stock from which personal profits were received. This, tho such purchase was not an Automatic opportunity.

Actual decision, accounting or judgment in the case will not be made for another two months when Symes, a visiting judge from Denver, examines briefs and answers to be submitted by counsel for both sides.

Victor Plans Pop Reissues Of Top Oldies

NEW YORK, Dec. 6.—Victor Records this week revealed that it would begin a series of reissues of platters from its Victor and Bluebird pop catalog, commencing with the diskery's December 15 release. All diskings will be put out on the Victor label and some of the original diskings are being re-paired.

Among the artists included in the initial set of some 20 disks are Fred Waring and his original Pennsylvanians, Tommy Dorsey, Hal Kemp, Rudy Vallee, Charlie Barnet, Shep Fields, Eddie Duchin, Sammy Kaye, Bunny Berigan, Fats Waller and Vaughn Monroe. Some of the diskings are T. Dorsey's *Indian Summer* and *Dolores*, Barnet's *Pompton Turnpike*, Fields' *Jersey Bounce*, Vallee's *Heigh Ho, Everybody*, Monroe's *There, I've Said It Again*, Kemp's *Let's Do It* and Waller's *Jitterbug Waltz*.

Jurgens Gets Pennsy Date

NEW YORK, Dec. 6.—Dick Jurgens and his ork, originally due to make their New York location debut at the Hotel Roosevelt, have been booked instead into the Hotel Pennsylvania for eight weeks beginning February 23. A canceled Penn booking for Jurgens some years ago led to a breach between the hotel management and Music Corporation of America (Jurgens' agency) which only recently was soothed when Skitch Henderson drew 10 weeks at the prestige location. When Jurgens was offered to the Penn last year, the hotel again turned the orkster down. Current acceptance indicates that MCA really has cemented its amity with the spot.

Meanwhile the Jurgens' Roosevelt booking may be pushed back for early next fall. Current tenant, Guy Lombardo, will be followed by Lawrence Welk's crew.

DECCA TO CUT MELON

NEW YORK, Dec. 6.—Decca stockholders of record on December 16 of this year will receive the usual quarterly dividend of 25 cents a share on the outstanding shares of capital stock, payable December 30. This comes on the heels of completion of Decca's \$4,000,000 loan from the First National Bank of Boston (*The Billboard*, December 6).

McKinley Won't Be Stuck for Wax Backlog

NEW YORK, Dec. 6.—Under an unusually amicable agreement between RCA Victor and Majestic Records, orkster Ray McKinley appears to be saved from what may have been dire consequences of his current contract muddle with Majestic. McKinley, who won a recent American Federation of Musicians' (AFM) decision voiding his contract with Majestic, still was faced by apparent determination of Majestic to assert its contractual hold over the orkster in the civil courts, if necessary. With such a threat before them, virtually no diskeries, including Victor, would have touched McKinley. Thus the maestro, not wanting to record for Majestic on one hand and unable to record for anyone else, would have been placed in the possibly ruinous position of being unable to pile up backlog wax in the next three weeks prior to the Petrillo recording ban.

Under the Victor-Majestic accord the orkster probably will be permitted to cut masters for RCA in any event. Meanwhile, Majestic will not relinquish any of its rights but, reportedly under agreement with Victor, will submit the matter to independent arbitration.

If results go McKinley's way, he's a Victor artist. If Majestic wins out, the Victor masters will be transferred to the independent label, with the latter firm paying the recording costs involved.

Canada Is Saved For Lyric Sheets

NEW YORK, Dec. 6.—Charlton song lyric mags' Canadian distribution, which was threatened with extinction by a recently enacted Canadian law which prohibits sale and distribution of imported books and mags "not of a timely nature," this week apparently receive a life when it was learned that the law will construe lyric collections as being "timely."

While Charlton prints in the United States and exports thru a distrib to Canada, its competition, Lyle Engel song hits group, owns an independent Canadian corporation which services that country. Had the law decided that lyric mags were not timely, Engel would have controlled a non-competitive status in the Canadian lyric mag market.

Bartok Executors File Infringement Suit Vs. Columbia

NEW YORK, Dec. 6.—Executors of the late composer Bela Bartok's estate, Victor Bator and Julius G. Baron, this week filed suit in the U. S. District Court against Columbia Records, charging infringement. The action, which seeks an injunction and an accounting of profits, alleges that the diskery cut and marketed Bartok's *Third Piano Concerto*, which is unpublished, without consent of the composer's estate.

The complaint charges that the defendant allegedly made transcriptions or records of the unpublished concerto and also made a version and an arrangement for commercial use without proper permission. The plaintiffs in the action also are seeking to be declared sole and exclusive owners of the unpublished Bartok work.

H'w'd Aragon May Fold When Lease Expires

HOLLYWOOD, Dec. 6.—When the Aragon Ballroom's lease expires March 1, its present management will walk away from its Ocean Park dancery and, unless spot finds a new pilot between now and next spring, ballroom will fold. This was revealed to *The Billboard* by Gordon (Pop) Saderup, one of the three partners who have operated the terpsery since 1943. Others are Joseph Jordan and Horace Dunn.

Reason for foresaking the ballroom is reported to be an inflexible lease ops hold with the Lick interest who run the Lick Pier concessions. Under present set-up, Aragon must turn over a 10 per cent slice of its gross take to Lick as well as guarantee that the Aragon remains open seven nights per week. Recent biz slump has forced majority of ballrooms in this area to go to week-end-only operations. With the Hollywood Paladium cutting down to six nights a week, Aragon is the only dancery open every night.

Aragon's present management will put its ballroom equipment on the sales block, hoping to get at least \$50,000 out of its investment. It was learned that the Aragon partners pitched a deal at Tommy Dorsey to buy out the neighboring Casino Gardens, but according to Arthur Michaud, TD's personal manager, batoner turned them down.

When Writers Fall Out; Goell Wants Credit From Craig

NEW YORK, Dec. 6.—That song writers are as sensitive about credits as movie stars, was evidenced by a letter sent out by the Jaffe & Jaffe law office this week to Francis Craig, co-writer of the hit tune *Near You*, and pianist on the best-seller *Bullet* record.

Acting for Kermit Goell, who wrote the lyrics to *Near You*, the attorneys said: "Our client . . . has brought to our attention the fact that in your various public, vaudeville and radio appearances you are representing to the public that you are the sole writer of the song . . . it can result and has resulted in serious embarrassment to Mr. Goell . . . unless you immediately desist from representing yourself to be the sole writer of the song and acknowledge that Mr. Goell was the author . . . we shall take such steps, including legal action, as we may deem necessary. . ."

BVC 1-2-3's BB Honor Roll

NEW YORK, Dec. 6.—For the first time in the history of *The Billboard's* *Honor Roll of Hits*, one publisher, Bregman, Vocco, Conn (BVC), this week grabbed off the top three slots in the listing. BVC's Supreme Music firm, which is half-owned by Decca Records, copped the first and third slots with *Near You* and *How Soon*, while the No. 2 song position went to *You Do*, a BVC pubbed ballad from the *Mother Wore Tights* flick score.

Aussie Jocks Plan Ass'n

SYDNEY, Nov. 29. (Delayed)—Disk jockeys here are huddling on the question of forming an Australian-wide association and an announcement is expected to be made soon.

Leeds Protests To Educators

NEW YORK, Dec. 6.—In a letter to the Music Educators' National Conference (MENC), Lou Levy, prexy of Leeds Music, this week sharply protested the MENC's decision to limit its contest lists to pre-1943 publications. Levy's letter held that the procedure might cause music students to lose incentive, as well as discourage composers from contributing to the educational music field. Levy also asserted the MENC action would hurt pubbers who invest in new works.

Pic Exhibs Vote To Withhold ASCAP Royalty; Await Court

MILWAUKEE, Dec. 6.—The 3,500 members of the Allied States Association of Motion Picture Exhibitors (ASAMPE) are to be asked to stop payments to the American Society of Composers, Authors and Publishers (ASCAP) for the next two years and instead place the money in a fund to be held in escrow for ASCAP while courts and Congress consider the legality of such royalties. Some 700 members of ASAMPE voted this move at the close of a three-day convention here Wednesday (3).

If in two years there has been no

court decision or legislation outlawing ASCAP's tax on theaters, the money will be turned over to ASCAP. If ASCAP refuses to agree to wait two years for the money—estimated at more than \$1,000,000—the fund will be used to fight ASCAP.

The resolution was approved unanimously after several speakers had called the royalties to ASCAP "a gouge." They denounced a recent 300 per cent increase in ASCAP rates which they said would raise the cost to pic houses to \$6,500,000 a year.

In a second resolution the pic managers approved a triple program of action against ASCAP, which included: Efforts to win legislation requiring that royalties for music in pic be paid by producers and be included in film rental; a petition to the Department of Justice asking action against ASCAP as a monopoly, and lawsuits by members to test the right of ASCAP to impose license requirements on pic exhibitors.

Ten Years of Publisher Song Hits

(Continued from page 19)

TITLE	PUBLISHER	TITLE	PUBLISHER
I'll Never Smile Again	Sun	Blues in the Night	Remick
I'm Nobody's Baby	Feist	Chattanooga Choo Choo	Feist
I'm Stepping Out With a Memory	Robbins	Dearly Beloved	Chappell
Imagination	ABC	Deep in the Heart of Texas	Melody Lane
In An Old Dutch Garden	Harms, Inc.	Do You Miss Your Sweetheart	Paramount
In the Mood	Shapiro-Bernstein	Don't Sit Under the Apple Tree	Robbins
Indian Summer	Witmark	Elmer's Tune	Robbins
It's a Blue World	ABC	Full Moon	Southern
It's a Wonderful World	Robbins	Happy in Love	Feist
Leanin' on the Ole Top Rail	Feist	He Wears a Pair of Silver Wings	Shapiro-Bernstein
Let There Be Love	Shapiro-Bernstein	How About You	Robbins
Little Curly Hair in a High Chair	Feist	How Do I Know It's Real	Chappell
Looking for Yesterday	Berlin	I Don't Want To Walk Without You	Paramount
Make Believe Island	Miller	I Left My Heart at the Stage Door Canteen	Berlin
Maybe	Robbins	I Remember You	Paramount
Oh, Johnny, Oh	Forster	I'll Keep the Lovelight Burning	Remick
On the Isle of May	Famous	Idaho	Mills
Only Forever	Santly-Joy	Jersey Bounce	Lewis
Our Love Affair	Feist	Jingle, Jangle, Jingle	Paramount
Playmates	Santly-Joy	Johnny Doughboy Found a Rose in Ireland	Chappell
Practice Makes Perfect	BMI	Kalamazoo	Bregman-Vocco-Conn
Say It	Famous	Manhattan Serenade	Robbins
Scatterbrain	Bregman-Vocco-Conn	Mr. Five by Five	Leeds
Sierra Sue	Shapiro-Bernstein	Moonlight Cocktail	Jewel
So You're the One	BMI	My Devotion	Santly-Joy
South of the Border	Shapiro-Bernstein	One Dozen Roses	Famous
Stop, It's Wonderful	Spier	Praise the Lord and Pass the Ammunition	Famous
The Breeze and I	E. B. Marks	Rose O'Day	Tobias-Lewis
The Gaucho Serenade	Remick	Skylark	Mayfair
The Singing Hills	Santly-Joy	Sleepy Lagoon	Chappell
The Woodpecker Song	Robbins	Somebody Else Is Taking My Place	Shapiro-Bernstein
There I Go	BMI	Strip Polka	E. H. Morris
This Changing World	Robbins	Tangerine	Famous
Too Romantic	Paramount	The Shrine of St. Cecilia	Braun
Trade Winds	Harms, Inc.	Sometimes	Berlin
Tuxedo Junction	Lewis	The White Cliffs of Dover	Shapiro-Bernstein
Two Dreams Met	Miller	There Are Such Things	Yankee
We Three	Mercer	This Is No Laughing Matter	Block
When the Swallows Come Back to Capistrano	Witmark	When the Lights Go On Again	Campbell-Porgie
When You Wish Upon a Star	Berlin	Who Wouldn't Love You?	Maestro
Where Was I?	Remick		
Wind and Rain in Your Hair	Paramount		
You're Lonely and I'm Lonely	Berlin		

1941

A Nightingale Sang in Berkeley Square	Shapiro-Bernstein and Peter Maurice
Along the Santa Fe Trail	Harms, Inc.
Amapola	E. B. Marks
Aurora	Robbins
Blue Champagne	Encore
Chattanooga Choo Choo	Feist
Daddy	Republic
Do I Worry?	Melody Lane
Dolores	Paramount
Dream Valley	Feist
Elmer's Tune	Robbins
Everything I Love	Chappell
Ferryboat Serenade	Robbins
Frenesi	Southern
G'Bye Now	BMI
Goodbye Dear, I'll Be Back in a Year	Coast to Coast
Green Eyes	Southern
Harbor of Dreams	Miller
High on a Windy Hill	BMI
Humpty Dumpty Heart	Bregman-Vocco-Conn
I Don't Want To Set the World on Fire	Cherlio
I Found a Million Dollar Baby	Witmark
I Give You My Answer	Mills
I Give You My Word	BMI
I Guess I'll Have To Dream the Rest	Block
I Hear a Rhapsody	BMI
I Understand	Feist
I Went Out of My Way	BMI
Intermezzo	Schubert
It All Comes Back to Me Now	BMI
Jim	Kaycee
Just a Little Bit South of North Carolina	Porcgie, Debin & Friedman
Kiss the Boys Goodbye	Famous
Magic of Magnolias	Paramount
Maria Elena	Southern
Miss You	Santly-Joy
My Sister and I	BMI
Oh, Look at Me Now	Embassy
Shepherd Serenade	Mercer-Morris
The Band Played On	Leeds
The Hut-Sut Song	Schumann
The Sinner Kissed an Angel	Famous
The Things I Love	Campbell-Porgie
There'll Be Some Changes Made	E. B. Marks
This Is No Laughing Matter	Block
This Love of Mine	Embassy
This Time the Dream's on Me	Remick
'Til Reveille	Melody Lane
Time Was	Southern
We Three	Mercer
You and I	Willson
You Walk By	BMI
Yours	E. B. Marks

1942

All I Need Is You	Miller
Always in My Heart	Remick
At Last	Feist
Be Careful, It's My Heart	Berlin

1943

All or Nothing at All	Leeds
As Time Goes By	Harms
Brazil	Southern
Can't Get You Out of This Mood	Southern
Comin' In on a Wing and a Prayer	Robbins
Don't Get Around Much Anymore	Robbins
For Me and My Gal	Mills
I Had the Craziest Dream	Bregman-Vocco-Conn
I Heard You Cried Last Night	Campbell-Porgie
I'll Be Home for Christmas	E. H. Morris
I've Heard That Song Before	E. H. Morris
If You Please	Famous
In My Arms	Pacific
In the Blue of the Evening	Shapiro-Bernstein
It Can't Be Wrong	Harms
It's Always You	Famous
Johnny Zero	Santly-Joy
Let's Get Lost	Paramount
Moonlight Becomes You	Famous
Moonlight Mood	Robbins
My Heart Tells Me	Bregman-Vocco-Conn
Oh, What a Beautiful Morning	Crawford
Paper Doll	E. B. Marks
People Will Say We're in Love	Crawford
Pistol Packin' Mama	E. H. Morris
Put Your Arms Around Me, Honey	Broadway
Rose Ann of Charing Cross	Shapiro-Bernstein
Sunday, Monday, or Always	Mayfair
Taking a Chance on Love	Feist
That Old Black Magic	Famous
The Dreamer	Harms, Inc.
There Are Such Things	Yankee
There's a Star-Spangled Banner Waving Somewhere	Miller
Velvet Moon	Witmark
Victory Polka	Chappell
What's the Good Word, Mr. Bluebird	Berlin
Why Don't You Do Right	Mayfair
Why Don't You Fall in Love With Me?	Harms, Inc.
You'd Be So Nice to Come Home To	Chappell
You'll Never Know	Bregman-Vocco-Conn

1944

Amor	Melody Lane
Besame Mucho	Peer Int.
Dance With a Dolly	Shapiro-Bernstein
Don't Fence Me In	Harms, Inc.
I Couldn't Sleep a Wink Last Night	Crawford
I Love You	Chappell
I'll Be Seeing You	Williamson
I'll Walk Alone	E. H. Morris
It's Love, Love, Love	Santly-Joy
Long Ago (and Far Away)	Crawford
Mairzy Doats	Miller
My Shining Hour	E. H. Morris
Shoo-Shoo Baby	Leeds
Swinging on a Star	Burke-Van Heusen
They're Either Too Young or Too Old	Witmark
Trolley Song	Feist

Sinatra Nixes Barton Music At 60G Price

NEW YORK, Dec. 6.—With the Barton music firm admittedly up for sale, the likelihood that Frank Sinatra might buy out Ben Barton and Hank Sanicola (each of the three owns one-third interest in the firm), seemed to dissipate this week. Manie Sacks, Columbia Records' veepee, who has been looking over the Barton debits-and-assets statements, indicated that *The Voice* was having no part of a buy unless the Barton-Sanicola asking price (about \$60,000) was considerably sliced. Sacks, trustee for Sinatra's kids, who share in the Sinatra Songs subsid of the Edwin H. (Buddy) Morris combine, holds the opinion that, while the cash deficit of the firm stands at about \$14,000, "over-evaluations" of assets would bring the actual debt up to the 60G figure. Sinatra himself (his wife, Nancy, actually owns the one-third interest in Barton), reportedly was toying with the idea of lumping copyrights from that firm (*Put Your Dreams Away*, *Nancy*, etc.) with his Sinatra Songs holdings, but the price factor reportedly has chilled his interest.

Meanwhile, trade reports had it that Barton and Sanicola were endeavoring to peddle individual copyrights in an effort to liquidate some debts. That the firm had suspended operation seemed evident, with professional man Mack Martin checking out this week after four years as staff song plugger.

VICTOR INKS ANN AYARS

NEW YORK, Dec. 6.—Victor Records Friday (28) signed Ann Ayars. National Concert and Artists Corporation (NCAC) soprano recently with the City Center Opera Company, to a year's contract with mutual options at the end of a year. A three-way signature deal, the tie-up with Victor is thru Al Goodman's ork. The first waxing with Goodman was of *The Chocolate Soldier*, of which Miss Ayars will receive percentage rates varying on a solo or duet basis.

Tho this is an exclusive deal on American waxings, permission was granted Miss Ayars to continue recording for English Decca, the first album for which probably will be released here sometime in January.

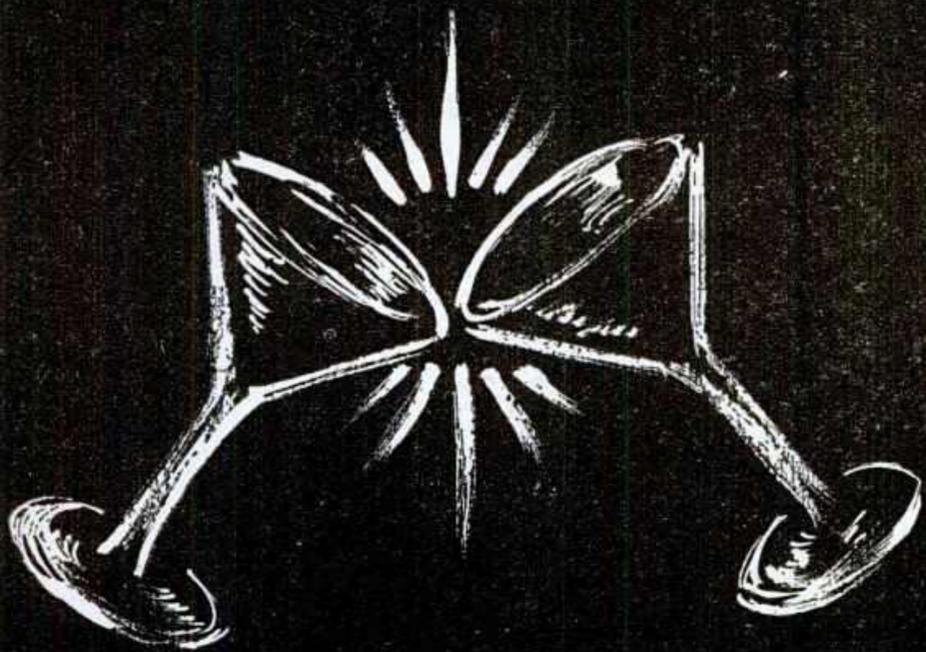
HARRY JAMES

JAMES



HARRY

PERSONAL MANAGER -
FRANK "PEE WEE" MONTE



FRANKIE

... FRANK PALUMBO'S



Philly

COLUMBIA  RECORDS

**MORE
JACK-POT
HITS!**

**Puffing away
to profits!**

**'PASS THAT
PEACE PIPE'**

It's wacky,
it's witty,
it's Whiting!



**Margaret
WHITING**

with The Crew Chiefs

And Frank DeVol and His Orchestra

(From the Metro-Goldwyn-Mayer Picture "Good News")

Flipover:

**'LET'S BE SWEETHEARTS
AGAIN'**

Capitol Record
15010



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
December 5

TRADE
SERVICE
FEATURE

HONOR ROLL OF HITS

(TRADEMARK)

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This Week

Last Week

1. NEAR YOU

By Kermit Goell and Francis Craig
Published by Supreme (ASCAP)

1

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; Vic Lombardo, Majestic 7263; Glenn Davis, Midwest Recorded Specialties 268; (Dick Ton) Baker, Mercury 5066; Flash and Whistler, Universal U-4.
Electrical transcription libraries: Music of Manhattan Ork, NBO Thesaurus; Lawrence Welk, Standard; Eddy Howard, World.

2. YOU DO

By Mack Gordon and Josef Byrow
Published by Bregman-Vocco-Conn (ASCAP)

2

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 Whiting, Capitol 438.
Electrical transcription libraries: Nat Brandwynne Ork, World; Phil Brito, Associated; Music of Manhattan Ork-Louise Carlyle, NBC Thesaurus.

3. HOW SOON

By Jack Owens and Carroll Lucas
Published by Supreme (ASCAP)

4

Records available: Bing Crosby-Carmen Cavallaro, Decca 24101; John Laurenz, Mercury 5069; Vaughn Monroe, Victor 20-2523; Jack Owens, Tower 1258; Dinah Shore, Columbia 37952; D. Farney, Majestic 1179; B. Andrew-E. Bleck, Hollywood Rhythms 1651; Jimmy Atkins, Continental C-11004.
Electrical transcription libraries: Eddy Howard, World.

4. BALLERINA

By Bob Russell and Carl Sigman
Published by Jefferson (ASCAP)

5

Records available: Jimmy Dorsey, MGM 10035; Vaughn Monroe, Victor 20-2433; Jerry Shelton Trio, Mercury 5075; Mel Torme, Musicraft 15116; Buddy Clark, Columbia 38040; Enric Madriguera, Decca 24265.
Electrical transcription libraries: Lenny Herman, Lang-Worth; Norman Cloutier, NBO Thesaurus; Jan Garber, Standard; Shep Fields, Lang-Worth; Charlie Spivak, World.

5. TOO FAT POLKA

By Ross MacLean and Arthur Richardson
Published by Shapiro-Bernstein (ASCAP)

7

Records available: Blue Barron, MGM 10106; Arthur Godfrey, Columbia 37921; Dick (Two Ton) Baker and His Music Makers, Mercury 5079; Slim Bryant and His Wildcats, Majestic 6022; Accordion Masters, Standard T-135; Andrews Sisters, Columbia 24268; Jerry Butler, Harmonia H-1127; Louis Prima, Victor 20-2609; The Starlighters, Capitol 480.
(No information on electrical transcription libraries available as The Billboard goes to press.)

6. I WISH I DIDN'T LOVE YOU SO

By Frank Loesser
Published by Paramount (ASCAP)

3

From the Paramount film "Feris of Pauline."
Records available: Dick Farney, Majestic 7225; Helen Forrest, MGM 10048; 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, NBO Thesaurus.

7. CIVILIZATION

By Bob Hilliard and Carl Sigman
Published by E. H. Morris (ASCAP)

6

Records available: Woody Herman, Columbia 37885; Danny Kaye-Andrews Sisters, Decca 23940; Ray McKinley, Majestic 7274; Murphy Sisters, Apollo 1059; Sy Oliver Ork, MGM 10083; Jack Smith, Capitol B465; Louis Prima, Victor 20-2400; The Hy-Lo Trio, Crystal-Tone MK 1004.
Electrical transcription libraries: The Jumpin' Jacks-Patti Dugan, NBC Thesaurus.

8. —AND MIMI

By Jimmy Kennedy and Nat Simon; published by Shapiro-Bernstein (ASCAP)

8

Records available: Frankie Carle, Columbia 37819; Jerry Cooper, Diamond 2083; Dinning Sisters, Capitol B466; Ray Dorey, Majestic 7262; Dick Haymes-Gordon Jenkins Ork, Decca 24172; Art Lund, MGM 10082; Charlie Spivak, Victor 20-2422; Mel Torme, Musicraft 15114.
Electrical transcription libraries: Eddy Howard, World; Sweetwood Serenaders-Charlie Jordan, NBC Thesaurus.

9. SEPENADE OF THE BELLS

By Kay Twomey, Al Goodhart and Al Urbano
Published by Melrose (ASCAP)

10

Records available: Bob Houston, MGM 10091; Sammy Kaye, Victor 20-2372; Kay Kyser, Columbia 37956; Guy Lombardo, Decca 24258; Jo Stafford, Capitol 15007; Vic Damone, Mercury 5090.
Electrical transcription libraries: Nat Brandwynne, World.

10. GOLDEN EARRINGS

By Jay Livingston, Ray Evans and Victor Young
Published by Paramount (ASCAP)

10

From the Paramount Film "Golden Earrings."
Records available: Anita Ellis, Mercury 3072; Jack Fina Ork, MGM 10085; Peggy Lee, Capitol 15009; Dinah Shore, Columbia 37932; Charlie Spivak, Victor 20-2585; Guy Lombardo, Decca 24270.
Electrical transcription libraries: Sweetwood Serenaders, NBO Thesaurus; Nat Brandwynne, World.

THIS WEEK'S RCA VICTOR RELEASE

PHIL HARRIS

Loaded Pistols,
Loaded Dice and
Now You've
Gone and Hurt
My Southern Pride

RCA Victor 20-2575



LOUIS PRIMA

Too Fat Polka
It's on the "Honor
Roll."

If I Only
Had a Match
Picked by Billboard
as a cover!

RCA Victor 20-2609



RCA VICTOR STARS

On The
Billboard

"HONOR ROLL OF HITS"

(see opposite page)

1. NEAR YOU

LARRY GREEN

RCA Victor 20-2421

2. YOU DO

VAUGHN MONROE

RCA Victor 20-2361

3. HOW SOON

VAUGHN MONROE

RCA Victor 20-2523

4. BALLERINA

VAUGHN MONROE

RCA Victor 20-2433

6. I WISH I DIDN'T LOVE YOU SO

VAUGHN MONROE

RCA Victor 20-2294

7. CIVILIZATION

LOUIS PRIMA

RCA Victor 20-2400

8. —AND MIMI

CHARLIE SPIVAK

RCA Victor 20-2422

9. SERENADE OF THE BELLS

SAMMY KAYE

RCA Victor 20-2372

10. GOLDEN EARRINGS

CHARLIE SPIVAK

RCA Victor 20-2585

DELTA RHYTHM BOYS

(RCA Victor Musical Smart Set "Dry Bones" P-193)

Dry Bones and September Song

RCA Victor 20-2460

East of the Sun
and West of the Moon
and Take the "A" Train

RCA Victor 20-2461

St. Louis Blues
and Ev'ry Time We Say Goodbye

RCA Victor 20-2462

If You Are But A Dream
and One O'Clock Jump

RCA Victor 20-2463

TONY MARTIN

with Earle Hagen Orch.

Forever
Amber

(Theme from the 20th
Century-Fox pic)

My Sin

A standard oldie, and one
of the great T.M. favorites.

RCA Victor 20-2576



PAT FLOWERS and his Rhythm

Find Out What They Like
(And How They Like It)

and Carolina in the Morning

RCA Victor 20-2579

LUKE WILLS' RHYTHM BUSTERS

High Voltage Gal

Featuring Johnny Tyler
and

Cain's Stomp

RCA Victor 20-2577

VAUGHN MONROE

Passing
Fancy

and

In A Little
Book Shop

Vocal Vaughn and Ensemble

RCA Victor 20-2573



HARMONEERS QUARTET

As For Me and My House
We'll Serve the Lord

and

The Road of Life

RCA Victor 20-2578

JAZZ GILLUM Blues singer with harmonica

The Blues What Am

and

Roll Dem Bones

RCA Victor 20-2580

LARRY GREEN

My Cousin
Louella

Same style he's famous
for in Near You.

My Promise
To You

Swell band, piano blend
and Don Grady vocal

RCA Victor 20-2582



WATCH THESE CLIMBERS:

GONNA GET A GIRL

Larry Green

RCA Victor 20-2560

TWO LOVES HAVE I

Perry Como

RCA Victor 20-2545

I STILL GET JEALOUS

The Three Suns

RCA Victor 20-2469

GOLDEN EARRINGS

Charlie Spivak

RCA Victor 20-2585

IT'S KIND OF LONESOME OUT TONIGHT

Sammy Kaye

RCA Victor 20-2558

I'LL HOLD YOU IN MY HEART

Eddy Arnold

RCA Victor 20-2332

THE STARS WHO MAKE THE HITS ARE ON



RCA VICTOR RECORDS



4 GREAT SONG HITS

ARTHUR GODFREY'S GREAT POLKA HIT

"TOO FAT POLKA"

By ROSS MAC LAIN and ARTHUR RICHARDSON

(Listed Alphabetically)

ANDREWS SISTERS	Decca 24268
ACCORDION MASTERS	Standard 5-135
TWO TON BAKER	Mercury 5079
BLUE BARRON	MGM 10106
SLIM BRYANT	Majestic 6022
JIMMY DALE	Continental C-1220
ARTHUR GODFREY	Columbia 37921
LOUIS PRIMA	Victor 20-2609
THE STARLIGHTERS	Capitol 480
SEVA ALL STARS	Seva 2004

THE TERRIFIC BALLAD FAVORITE

"—AND MIMI"

By JIMMY KENNEDY and NAT SIMON

(Listed Alphabetically)

FRANKIE CARLE	Columbia 37819
JERRY COOPER	Diamond 2083
DINNING SISTERS	Capitol 466
RAY DOREY	Majestic 7262
DICK HAYMES	Decca 24172
ART LUND	MGM 10082
CHARLIE SPIVAK	RCA Victor 20-2422
MEL TORME	Musicraft 15144

ENGLAND'S CURRENT SUCCESS

"THE LITTLE OLD MILL"

(Listed Alphabetically)

BUDDY CLARK	Columbia 37920
HAL DERWIN	Capitol 469
MILT HERTH and BOB JOHNSTONE	Decca 24199
SAMMY KAYE	RCA Victor 20-2434
FRANKIE MASTERS	MGM 10099

OUR FIRST 1948 #1 SONG

"AN OLD SOMBRERO"

(AND AN OLD SPANISH SHAWL)

By LEW BROWN and RAY HENDERSON

(Listed Alphabetically)

TEX BENEKE	RCA Victor
PHIL BRITO	Musicraft
BUDDY CLARK	Columbia
ALAN DALE	Signature
VIC DAMONE	Mercury
EDDY HOWARD	Majestic
GUY LOMBARDO	Decca

SHAPIRO, BERNSTEIN & CO. INC.

MUSIC PUBLISHERS

1270 SIXTH AVENUE

NEW YORK, N. Y.

LOUIS BERNSTEIN, President

GEORGE PINCUS, General Manager



Sheet Music

Week Ending December 5

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		Song	Publisher
	Last Week	This Week		
15	1	1	NEAR YOU (R)	Supreme
12	2	2	YOU DO (F) (R)	Bregman-Vocco-Conn
5	3	3	—AND MIMI (R)	Shapiro-Bernstein
6	4	4	WHITE CHRISTMAS (R)	Berlin
7	5	5	HOW SOON? (R)	Supreme
5	9	6	BALLERINA (R)	Jefferson
6	7	7	CIVILIZATION (R)	E. H. Morris
15	6	8	THE WHIFFENPOOF SONG (R)	Miller
3	12	9	TOO FAT POLKA (R)	Shapiro-Bernstein
18	8	10	I WISH I DIDN'T LOVE YOU SO (F) (R)	Paramount
4	11	11	SERENADE OF THE BELLS (R)	Melrose
2	—	12	SANTA CLAUS IS COMIN' TO TOWN (R)	Feist
1	—	13	GOLDEN EARRINGS (F) (R)	Paramount
5	13	14	SO FAR (M) (R)	Williamson
18	11	15	FEUDIN' AND FIGHTIN' (R)	Chappell
18	10	16	AN APPLE BLOSSOM WEDDING (R)	Shapiro-Bernstein
1	—	17	WINTER WONDERLAND (R)	Bregman-Vocco-Conn
1	—	18	DON'T YOU LOVE ME ANYMORE? (R)	Oxford

NOTE: Due to the appearance on the popularity charts of Christmas standards, we are listing more than the usual 15 popular songs.

ENGLAND'S TOP TWENTY

Weeks to date	POSITION		English	American
	Last Week	This Week		
19	1	1	NOW IS THE HOUR	Keith Prowse...Leeds
7	3	2	AN APPLE BLOSSOM WEDDING	Shapiro-Bernstein
27	2	3	COME BACK TO SORRENTO	Ricordi...Public Domain
18	4	4	THE LITTLE OLD MILL	Irwin Dash...Shapiro-Bernstein
9	5	5	I'LL MAKE UP FOR EVERYTHING	Peter Maurice...*
10	6	6	MY FIRST LOVE, LAST LOVE AND ALWAYS	Irwin Dash...*
9	7	7	THERE'S DANGER AHEAD, BEWARE	Yale...*
3	13	8	BOW BELLS	Kassner...*
1	—	9	HOW ARE THINGS IN GLOCCA MORRA	Chappell...Crawford
5	10	10	PEG O' MY HEART	Ascherberg...Robbins
15	9	11	CHI-BABA, CHI-BABA	Sun...Oxford
14	11	11	A GARDEN IN THE RAIN	Campbell-Connelly...Melrose
7	15	12	THAT'S MY DESIRE	Feldman...Mills
2	16	13	ALL OF ME	Francis Day...Bourne
3	12	14	CHRISTMAS DREAMING (A Little Early This Year)	Leeds...Leeds
16	8	15	GUILTY	Francis Day...Feist
9	14	16	MY LOVELY WORLD AND YOU	Cinephonic...*
1	—	17	SOUTH AMERICA, TAKE IT AWAY	Feldman...Witmark
1	—	18	THE GIRL THAT I MARRY	Berlin...Berlin
5	17	19	FEUDIN' AND FIGHTIN'	Chappell...Chappell
46	19	20	ANNIVERSARY SONG	Campbell-Connelly...Mood

*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
BALLERINA	1	—	I STILL GET JEALOUS	16	—
AN APPLE BLOSSOM WEDDING	2	2	COUNTRY STYLE	17	—
TOO FAT POLKA	3	3	PAPA, WON'T YOU DANCE WITH ME?	18	—
SERENADE OF THE BELLS	4	—	AIN'TCHA EVER COMIN' BACK?	19	—
NEAR YOU	5	1	ANNIVERSARY SONG	20	11
I WISH I DIDN'T LOVE YOU SO	6	15	HOW SOON	—	4
ALL MY LOVE	7	—	YOU DO	—	5
WHITE CHRISTMAS	8	—	NAUGHTY ANGELINE	—	6
WHAT ARE YOU DOING NEW YEAR'S EVE?	9	—	PEG O' MY HEART	—	7
I WONDER WHO'S KISSING HER NOW	10	12	KOKOMO, INDIANA	—	9
CIVILIZATION	11	—	YA SHURE YOU BETCHA	—	13
—AND MIMI	12	10	I HAVE BUT ONE HEART	—	14
FEUDIN' AND FIGHTIN'	13	—	AFTER YOU	—	16
WHEN YOU WERE SWEET SIXTEEN	14	8	CHI-BABA, CHI-BABA	—	17
SIPPING CIDER BY ZUYDER ZEE	15	—	THE LITTLE OLD MILL	—	18
			DON'T YOU LOVE ME ANYMORE?	—	19
			TWO LOVES HAVE I	—	20

The Billboard

MUSIC POPULARITY CHARTS

PART III

Radio Popularity

Week Ending December 5



SONGS WITH GREATEST RADIO AUDIENCES

(Beginning Friday, November 28, 8 a.m., and ending Friday, December 5, 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 AOI 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 80 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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NOTE: The Stars Will Remember—Harms, Inc., was omitted thru error in last week's Songs With Greatest Radio Audiences. It should have been included in the Top 30 Tunes. Also, With A Hey and a Hi and a Ho Ho Ho is published by Bourne, not by Republic, as was stated inadvertently in this chart last week.

The Top 30 Tunes (plus ties)

Title	Publishers	Lic. By
A Fellow Needs a Girl (M) (R)	Williamson	ASCAP
—And Mimi (R)	Shapiro-Bernstein	ASCAP
Ballerina (R)	Jefferson	ASCAP
Christmas Dreaming (R)	Leeds	ASCAP
Civilization (R)	E. H. Morris	ASCAP
Don't You Love Me Anymore? (R)	Oxford	ASCAP
Home Is Where the Heart Is (R)	Advanced	ASCAP
How Soon? (R)	Supreme	ASCAP
I Have But One Heart (R)	Barton	ASCAP
I Still Get Jealous (M) (R)	E. H. Morris	ASCAP
I Wanna Be a Friend of Yours (R)	Hudson	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
I'll Dance at Your Wedding (R)	George Simon	ASCAP
Kate (R)	Berlin	ASCAP
Made for Each Other (R)	Peer	BMI
Near You (R)	Supreme	ASCAP
Papa, Won't You Dance With Me? (M) (R)	E. H. Morris	ASCAP
Pass the Peace Pipe (F) (R)	Crawford	ASCAP
Serenade of the Bells (R)	Melrose	ASCAP
So Far (M) (R)	Williamson	ASCAP
The Best Things in Life Are Free (R)	Crawford	ASCAP
The Freedom Train (R)	Berlin	ASCAP
The Lady From 29 Palms (R)	Martin	ASCAP
The Stanley Steamer (F) (R)	Harry Warren	ASCAP
The Stars Will Remember (R)	Harms, Inc.	ASCAP
Two Loves Have I (R)	Miller	ASCAP
White Christmas (R)	Berlin	ASCAP
With a Hey and a Hi and a Ho Ho Ho (R)	Bourne	ASCAP
You Do (F) (R)	Bregman-Vocco-Conn	ASCAP

Remaining 22 Songs of the Week

A Girl That I Remember (R)	BMI	BMI
All My Love (R)	Harms, Inc.	ASCAP
Almost Like Being in Love (M) (R)	Sam Fox	ASCAP
Feudin' and Fightin' (R)	Chappell	ASCAP
Forgiving You (R)	Mellin	BMI
Golden Earrings (F) (R)	Paramount	ASCAP
Gonna Get a Girl (R)	Miller	ASCAP
I'm Sorry I Didn't Say I'm Sorry (F) (R)	Mood	ASCAP
It Happened in Hawaii (R)	Remick	ASCAP
Kokomo, Indiana (F) (R)	Bregman-Vocco-Conn	ASCAP
Let's Be Sweethearts Again (R)	Campbell-Porgie	BMI
Love for Love (R)	Witmark	ASCAP
My, How the Time Goes By	Chappell	ASCAP
N naughty Angeline (R)	George Simon	ASCAP
Peggy O'Neil (R)	Feist	ASCAP
Santa Claus Is Comin' to Town (R)	Feist	ASCAP
That's All I Want to Know (R)	Beverly	ASCAP
They're Mine, They're Mine, They're Mine (R)	Sinatra Songs	ASCAP
Those Things Money Can't Buy (R)	Robbins	ASCAP
Too Fat Polka (R)	Shapiro-Bernstein	ASCAP
When the White Roses Bloom (R)	Martin	ASCAP
What Are You Doing New Year's Eve? (R)	Famous	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 to date	Last Week	This Week	Title	Artist	Lic. By
19	1	1	NEAR YOU	Francis Craig	Bullet 1001—ASCAP
7	3	2	TOO FAT POLKA (I Don't Want Her, You Can Have Her, She's Too Fat for Arthur Godfrey (Archie Bleyer Ork) Me)		Columbia 37921—ASCAP
6	2	3	BALLERINA	Vaughn Monroe (Vaughn Monroe)	Victor 20-2433—ASCAP
9	3	4	HOW SOON	Jack Owens (Eddie Ballantine Ork)	Tower 1258—ASCAP
5	4	5	GOLDEN EAR-RINGS (F)	Peggy Lee (Dave Barbour Ork)	Capitol 15009—ASCAP
6	6	6	YOU DO (F)	Margaret Whiting (Frank DeVol Ork)	Capitol 438—ASCAP
7	9	7	YOU DO (F)	Dinah Shore (Sonny Burke Ork)	Columbia 37587—ASCAP
12	8	8	I WISH I DIDN'T LOVE YOU SO (F), Maids	Vaughn Monroe (Vaughn Monroe-Moon)	Victor 20-2294—ASCAP
2	14	9	I'LL DANCE AT YOUR WEDDING	Buddy Clark-Ray Noble	Columbia 37967—ASCAP
			(Helen Forrest (Harold Mooney Ork), MGM 10095; Peggy Lee (Dave Barbour Ork), Capitol 15009; J. Lett, Decca 24266; Tony Martin (Earl Hagen Ork), Victor 20-2512)		
8	7	10	YOU DO (F)	Vic Damone (Jerry Gray Ork)	Mercury 5056—ASCAP

(Continued on page 29)

CELEBRITY CORNER JERRY ROBERTS

Top Gotham night club disc jockey is Jerry Roberts who spins at Leon and Eddie's over Newark's WAAT 12:30 to 3 a.m. Jerry is heard 10 to 11 nightly over Roberts Record Room.



2 numbers you shouldn't miss

1. ALAN DALE singing OH MARIE on Sig 15160



2. ANITA O'DAY doing BOOT WHIP on Sig 15162



Signature records
Signature Records, 601 W. 26th St., New York 1, N. Y.

Alan Dale and Anita O'Day are exclusive Signature artists.



Growing
BIGGER
and BIGGER
Day by
Day

backed by
**SVENSKA
FLICKA**

*"I'M A LONELY
LITTLE
PETUNIA"
(IN AN ONION PATCH)*

VOCAL BY
BOB "TEX" CROMER

Vocal by
BOBBY BEERS
DECCA 24197



Lawrence
WELK

and his Champagne Music

Currently **TRIAXON BALLROOM**
CHICAGO

... AND STILL ANOTHER "TOPPER"
THAT CONTINUES TO RIDE HIGH IN
THE JUKES AND RING MERRILY IN
RETAILER CASH REGISTERS

The WHIFFENPOOF SONG

backed by
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Personal Management: 8210 1/2 Sunset Blvd.,
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The
Billboard

MUSIC POPULARITY CHARTS

PART
IV

Retail Record Sales

Week Ending
December 5

BEST-SELLING POPULAR RETAIL RECORDS

Records listed are those selling best in the nation's retail record stores (dealers). List is based on The Billboard's weekly survey among 4,970 dealers in all sections of the country. Records are listed numerically according to greatest sales. (F) indicates tune is in a film; (M) indicates tune is in a legit musical. The B side of each record is listed in *italics*.

Weeks to date	POSITION Last Week	POSITION This Week	Record	Artist	Label
6	2	1	BALLERINA	Vaughn Monroe	Victor 20-2433
			<i>The Stars-Will Remember</i>		
15	2	2	NEAR YOU	Francis Craig	Bullet 1001
			<i>Red Rose</i>		
6	3	3	TOO FAT POLKA ((I Don't Wan't Her, You Can Have Arthur Godfrey (Archie Bleyer Her, She's Too Fat for Me). Ork)		Columbia 37921
			<i>For Me and My Gal</i>		
6	4	4	HOW SOON (Will I Be Jack Owens (Eddie Ballantine Seeing You)? Ork)		Tower 1258
4	14	5	HOW SOON (Will I Be Vaughn Monroe (Vaughn Monroe- Seeing You)? Moon Maids)		Victor 20-2523
			<i>True</i>		
2	11	6	WHITE CHRISTMAS (R) Bing Crosby		Decca 23778
			<i>God Rest Ye Merry, Gentlemen</i>		
10	5	7	NEAR YOU	Larry Green	Victor 20-2421
			<i>Pic-A-Nic-In</i>		
13	8	8	I WISH I DIDN'T LOVE YOU SO (F)	Vaughn Monroe (Vaughn Monroe- Moon Maids)	Victor 20-2294
			<i>Tallahassee (F)</i>		
2	11	9	HOW SOON (Will I Be Bing Crosby-Carmen Cavallaro... Seeing You)?		Decca 24101
			<i>You Do (F)</i>		
5	7	10	THE WHIFFENPOOF SONG	Bing Crosby-Fred Waring and His Glee Club	Decca 23990
			<i>Kentucky Babe</i>		
5	13	11	YOU DO (F)	Bing Crosby-Carmen Cavallaro	Decca 24101
			<i>How Soon (Will I Be Seeing You)?</i>		
4	12	12	SERENADE OF THE BELLS	Sammy Kaye (Don Cornell-Choir)	Victor 20-2372
			<i>That's What Every Girl Should Know</i>		
4	6	13	CIVILIZATION	Andrews Sisters-Danny Kaye	Decca 23940
			<i>Bread and Butter Woman</i>		
3	11	14	GOLDEN EARRINGS (F)	Peggy Lee (Dave Barbour Ork)	Capitol 15009
			<i>I'll Dance at Your Wed- ding</i>		
10	10	15	NEAR YOU	Andrews Sisters (Vic Schoen... Ork)	Decca 24171
			<i>How Lucky You Are</i>		
6	9	15	YOU DO (F)	Vaughn Monroe (Moon Maids)	Victor 20-2361
			<i>Kokomo, Ind.</i>		

BEST-SELLING POPULAR RECORD ALBUMS

Albums listed are those selling best in the nation's retail record stores (dealers). List is based on The Billboard's weekly survey among 4,970 dealers in all sections of the country. Albums are listed numerically according to greatest sales.

Weeks to date	POSITION Last Week	POSITION This Week	Album	Artist	Label
7	1	1	Merry Christmas Album	Bing Crosby	Decca A-550
3	3	2	Merry Christmas Music	Perry Como	Victor P-161
5	2	3	Dorothy Shay (The Park Avenue Hillbilly) Goes To Town	Dorothy Shay	Columbia C-155
8	4	4	Glenn Miller Masterpieces (Volume II)	Glenn Miller	Victor P-189
17	-	5	Al Jolson Souvenir Album	Al Jolson	Decca 575

BEST-SELLING RECORDS BY CLASSICAL ARTISTS

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

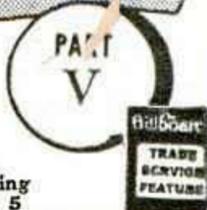
Weeks to date	POSITION Last Week	POSITION This Week	Record	Artist	Label
128	2	1	Chopin's Polonaise	Jose Iturbi	Victor 11-8848
114	1	2	Clair De Lune	Jose Iturbi	Victor 11-8851
87	3	3	Jalousie	Boston Pops; Arthur Fiedler, conductor	Victor 12160
2	-	4	Ave Maria	Marian Anderson	Victor 14210
26	5	4	The Whiffenpoof Song	Robert Merrill	Victor 10-1313
103	4	4	Warsaw Concerto	Boston Pops; Arthur Fiedler, conductor; Leo Litwin, pianist	Victor 11-8863
21	-	5	Bluebird of Happiness	Jan Peerce	Victor 11-9007

BEST-SELLING RECORD ALBUMS BY CLASSICAL ARTISTS

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

Weeks to date	POSITION Last Week	POSITION This Week	Album	Artist	Label
120	1	1	Rhapsody in Blue	Oscar Levant, Philadelphia Ork; Eugene Ormandy, con- ductor	Columbia X-251
65	3	2	Rachmaninoff Concerto No. 2 in C Minor	Arthur Rubinstein, pianist, NBC Ork; Vladimir Golsch- mann, conductor	Victor 1075
45	2	3	Tchaikovsky Nutcracker Suite	Eugene Ormandy, conductor, Philadelphia Ork.	Victor DM-1020
6	-	4	Scheherzade Symphonic Suite Op. 35	Pierre Monteux; San Francisco Symphony Ork.	Victor DM-920
9	-	5	Khactaturian; Gayne-Ballet Suite	New York Symphony Ork; Efen Krutz, conductor	Columbia MM-664
15	-	5	The Student Prince	Al Goodman Ork (Earl Wrightson, Mary Martha Briney, Donald Dame, Francis Greer, and the Guild Choristers)	Victor P-180

The Billboard
MUSIC POPULARITY CHARTS
Juke Box Record Plays
 Week Ending December 5



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		Record
	Last Week	This Week	
15	1	1.	NEAR YOUFrancis CraigBullet 1001
6	4	2.	BALLERINAVaughn Monroe (Vaughn Monroe).....
6	6	3.	TOO FAT POLKA (I Don't Want Her, You Can Have Her, She's Too Fat for Arthur Godfrey (Archie Bleyer).....
12	3	4.	I WISH I DIDN'T Vaughn Monroe (Moon Maids).....
6	2	5.	HOW SOON (Will Jack Owens (Eddie Ballantine Ork).....
11	5	6.	NEAR YOUAndrews Sisters (Vic Schoen Ork).....
6	7	7.	YOU DO (F)Vaughn Monroe (Vaughn Monroe-Moon Maids)Victor 20-2361
10	10	8.	NEAR YOULarry Green.....Victor 20-2421
3	9	9.	CIVILIZATION ...Andrews Sisters-Danny Kaye..Decca 23940
8	8	10.	MICKEYTed Weems.....Mercury 5062 (Air Lane Trio, DeLuxe 1119; Blue Barron MGM 10106; The Brooks Brothers, Decca 24267; Dennis Day (Charles Dant Ork), Victor 20-2551; Tiny Hill, Columbia 37987; Tu-Tones, Aristocrat 501)
5	11	11.	YOU DO (F)Bing Crosby-Carmen Cavallaro..Decca 24101
3	12	12.	HOW SOON (Will Vaughn Monroe (Vaughn Monroe-Moon I Be Seeing You)?).. Maids)Victor 20-2523
2	—	13.	SERENADE OF Sammy Kaye (Don Cornell-Choir).....
3	15	14.	YOU DO (F)Vic Damone (Jerry Gray Ork).....
4	—	15.	HOW SOON (Will I Be Seeing You)?)..Bing Crosby-Carmen Cavallaro..Decca 24101
6	13	15.	I WISH I DIDN'T LOVE YOU SO (F)..Dick Haymes.....Decca 23977
6	14	15.	I WISH I DIDN'T Dinah Shore (Sonny Burke Ork).....
1	—	13.	CIVILIZATION ...Louis Prima (Louis Prima Ork).....

MOST-PLAYED JUKE BOX FOLK 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		Record
	Last Week	This Week	
17	1	1.	I'LL HOLD YOU IN MY HEART (Till I Can Hold You in My Arms).....Eddy Arnold and His Tennessee PlowboysVictor 20-2332
3	—	2.	NEVER TRUST A WOMANRed Foley (The Cumberland Valley Boys)Decca 46074
6	3	3.	TO MY SORROW.....Eddy Arnold and His Tennessee PlowboysVictor 20-2481
29	2	4.	IT'S A SIN.....Eddy Arnold and His Tennessee PlowboysVictor 20-2241
1	—	5.	NEVER TRUST A WOMANTex Williams and the Western Caravan (Tex Williams).....

MOST-PLAYED JUKE BOX RACE RECORDS

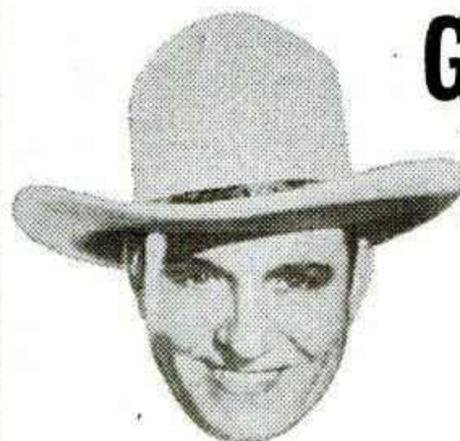
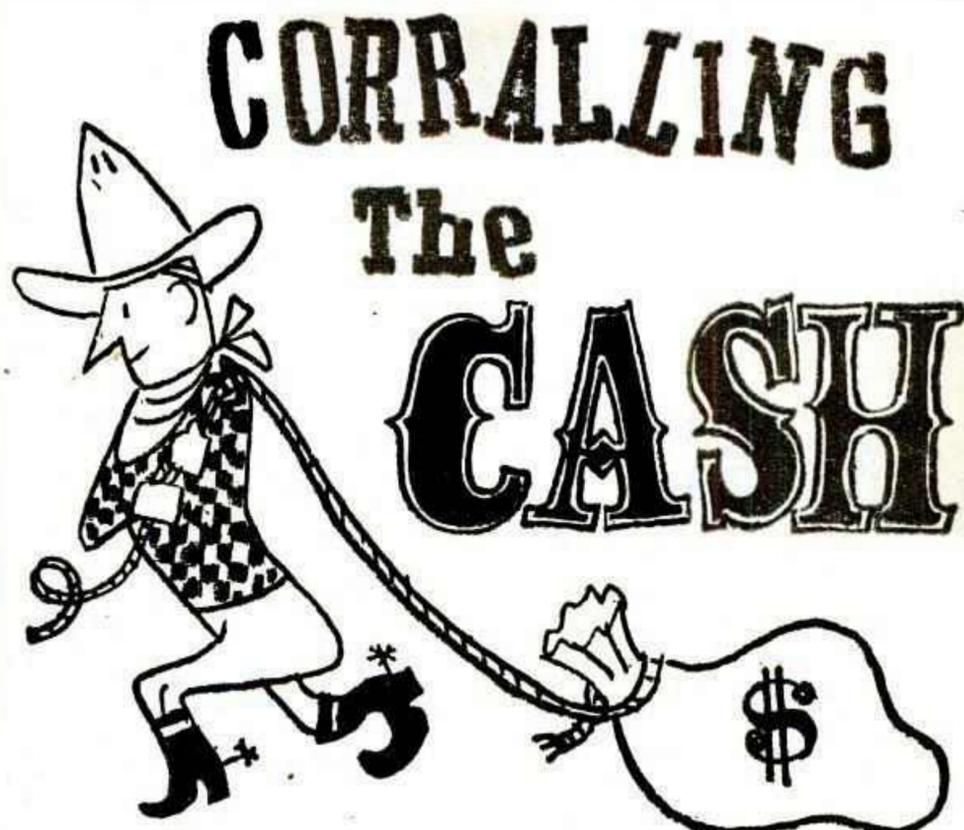
Records listed are race-type disks most played in the nation's juke boxes, according to The Billboard's weekly survey among juke box operators.

Weeks to date	POSITION		Record
	Last Week	This Week	
16	2	1.	BOOGIE WOOGIE BLUE PLATELouis Jordan.....Decca 24104
10	1	2.	SNATCH AND GRAB IT....Julia Lee and Her Boy Friends (Julia Lee)Capitol Americana 40028
4	4	3.	EARLY IN THE MORNING..Louis Jordan.....Decca 24155
11	3	4.	HE'S A REAL GONE GUY...Nellie LutcherCapitol Americana 40017
6	—	5.	LOOK OUTLouis Jordan.....Decca 24155

RECORDS MOST-PLAYED ON THE AIR

(Continued from page 27)

10	5	11.	I WISH I DIDN'T Dinah Shore (Sonny Burke Ork).....
4	—	11.	MICKEYTed Weems.....Mercury 5062—ASCAP (Air Lane Trio, DeLuxe 1119; Blue Barron MGM 10106; The Brooks Brothers, Decca 24267; Dennis Day (Charles Dant Ork), Victor 20-2551; Tiny Hill, Columbia 37987; Tu-Tones, Aristocrat 501)
4	—	12.	THE WHISTLER ..Sam Donahue (Shirley Lloyd).....
13	15.	13.	NEAR YOUAlvino Rey (Jimmy Joyce).....
11	13	13.	NEAR YOUElliot Lawrence (Rosalind Patton).....
1	—	14.	CIVILIZATION ...Andrews Sisters-Danny Kaye.....
2	—	15.	CIVILIZATION ...Jack Smith (The Clark Sisters-Frank DeVol Ork).....



GENE AUTRY

"Here Comes Santa Claus"
(Down Santa Claus Lane)

"An Old-Fashioned Tree"
Columbia 37942

"Pretty Mary"

"Dixie Cannon Ball"
Columbia 37963



BOB ATCHER

"Signed, Sealed And Delivered"
"Mountain Maw"

Columbia 37991

"Never Trust A Woman"
"Don't Give Your Heart"
(To Someone Else)

vocals by Bob and Randy Atcher
Columbia 37958



JOHNNY BOND

"Put Me To Bed"

"I Like My Chicken Fryin' Size"
Columbia 37949

HEAR THE GREAT ARTISTS AT THEIR BEST ON

Columbia Records

Trade-marks "Columbia," and © Reg. U. S. Pat. Off.



Decca Headliners

MONICA LEWIS

Latest Decca releases include:

**THE GENTLEMAN IS A DOPE
IT'S THE BLUEST KIND OF BLUES**
(My Baby Sings)

With orchestra

Decca Record #24253, 75¢

I'LL HOLD YOU IN MY HEART
(Till I Can Hold You In My Arms)

I'LL NEVER SAY I LOVE YOU
(To Anyone But You)

With male quartet and orchestra

Decca Record #24259, 75¢



ENRIC MADRIGUERA

Latest Decca releases include:

BALLERINA

Beguine with chorus by
Don Reid

JUNGLE RHUMBA

Instrumental Rhumba
Decca Record #24265, 75¢

Prices do not include federal, state or local taxes.



EXCLUSIVELY ON
DECCA RECORDS

The
Billboard

MUSIC POPULARITY CHARTS

PART
VI

Record Possibilities

Week Ending
December 5

Billboard
TRADE
SERVICE
FEATURE

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.

BALLERINA

GOLDEN EARRINGS..... Bing Crosby with John Scott Trotter Ork
..... Decca 24278

A special Decca pairing cut this week and available for the stalls Monday (15). Both tunes are currently moving along at a rapid pace on The Billboard's popularity charts and the pairing by Der Bingle should get this platter an immediate and solid reaction. The Rhythmairs assist Crosby on the "Ballerina" side.

THE SECRETARY SONG..... Ted Weems Ork with Shirley Richards
Vocal..... Mercury 5081

Weems kicks thru with a fine rendition of a new novelty. The material is stronger than most of its kind with a vocal phrase—"Bididi Bip"—representing the sound of a typewriter in action recurring often enough to make it close to infectious. And the arrangement spots a half chorus with typewriter keys clicking off parts of the melody which should make for additional juke lore.

THE DISK JOCKEYS PICK:

PICKS that have appeared for three consecutive weeks or three times within a six-week period are not repeated below. Based on a weekly survey among 1,200 of them, the disk jockeys think tomorrow's hits will be:

1. PASS THE PEACE PIPE..... Margaret Whiting (The Chiefs-Frank DeVol Ork)..... Capitol 15010
2. SERENADE OF THE BELLS..... Jo Stafford (Paul Weston Ork)..... Capitol 15007
3. RED WING..... Sam Donahue (Shirley Lloyd)..... Capitol 472
4. I'LL DANCE AT YOUR WEDDING..... Peggy Lee (Dave Barbour Ork)..... Capitol 15009
5. I'LL DANCE AT YOUR WEDDING..... Buddy Clark-Ray Noble..... Columbia 37967
6. THOSE THINGS MONEY CAN'T BUY..... King Cole Trio..... Capitol 15011
7. THE GENTLEMAN IS A DOPE... Jo Stafford (Paul Weston Ork)..... Capitol 15007
8. NOWHERE..... Red Ingle (The Natural Seven)..... Capitol 476
9. HERE COMES SANTA CLAUS... Gene Autry..... Columbia 37942
10. CHRISTMAS DREAMING..... Frank Sinatra (Axel Stordahl Ork)..... Columbia 37809
10. THE CHRISTMAS SONG..... King Cole Trio..... Capitol 311

THE RETAILERS PICK:

PICKS that have appeared for three consecutive weeks or three times within a six-week period are not repeated below. Based on a weekly survey among 4,970 of them, the record retailers think tomorrow's hits will be:

1. I'LL DANCE AT YOUR WEDDING..... Buddy Clark-Ray Noble..... Columbia 37967
2. SERENADE OF THE BELLS..... Jo Stafford (Paul Weston Ork)..... Capitol 15007
3. WHITE CHRISTMAS..... Eddy Howard..... Majestic 1175
4. THE DUM DOT SONG..... Frank Sinatra (The Pied Pipers-Axel Stordahl Ork)..... Columbia 37966
5. TWO LOVES HAVE I..... Perry Como (Russ Case Ork)..... Victor 20-2545
6. WRITE ME A LETTER..... The Ravens..... National 9038
7. JINGLE BELLS..... Bing Crosby..... Decca 23282
8. THOSE THINGS MONEY CAN'T BUY..... King Cole Trio..... Capitol 15011
9. DARKTOWN POKER CLUB..... Phil Harris..... Victor 20-2471
10. I'LL HATE MYSELF IN THE MORNING..... Sammy Kaye (Laura Leslie-Don Cornell)..... Victor 20-2524

THE OPERATORS PICK:

PICKS that have appeared for three consecutive weeks or three times within a six-week period are not repeated below. Based on a weekly survey among 3,558 of them, the juke box operators think tomorrow's hits will be:

1. I'LL DANCE AT YOUR WEDDING..... Buddy Clark-Ray Noble..... Columbia 37967
2. HAND IN HAND..... Sammy Kaye (Laura Leslie-Don Cornell)..... Victor 20-2482
3. WHITE CHRISTMAS..... Bing Crosby..... Decca 23378
4. TWO LOVES HAVE I..... Perry Como (Russ Case Ork)..... Victor 20-2545
5. I'LL HATE MYSELF IN THE MORNING..... Sammy Kaye (Laura Leslie-Don Cornell)..... Victor 20-2524
6. DREAM AGAIN..... Sammy Kaye (The Three Kaydets)..... Victor 20-2524
7. SUGAR BLUES..... Johnny Mercer (Paul Weston Ork)..... Capitol B-448
8. TWO LOVES HAVE I..... Frankie Laine (Carl Fischer Ork)..... Mercury 5064
9. DON'T YOU LOVE ME ANYMORE?..... Freddy Martin (Clyde Rogers-The Martin Men)..... Victor 20-2473
10. THOSE THINGS MONEY CAN'T BUY..... King Cole Trio..... Capitol 15011
10. I'LL DANCE AT YOUR WEDDING..... Tony Martin (Earl Hagen Ork)..... Victor 20-2512

The Billboard MUSIC POPULARITY CHARTS

PART VII



Week Ending December 5

Record Reviews With RATINGS for Disk Jockeys, Dealers and Juke Box Operators

How Ratings Are Determined

Records are reviewed three times (1) for retailers (2) for operators (3) for disk jockeys, each time on the basis of nine key categories...

THE CATEGORIES

Table with 9 categories and their respective point values (Max. Pts. 15, 15, 15, 15, 5, 10, 10, 10, 5)

THE RATINGS

Rating scale from 90-100 (tops) to 0-39 (poor)

ARTIST, TUNES, LABEL AND NO., COMMENT, RATINGS (OVER-ALL, DISK JOCKEY, DEALER, OPERATOR)

ARTIST, TUNES, LABEL AND NO., COMMENT, RATINGS (OVER-ALL, DISK JOCKEY, DEALER, OPERATOR)

ARTIST, TUNES, LABEL AND NO., COMMENT, RATINGS (OVER-ALL, DISK JOCKEY, DEALER, OPERATOR)

ARTIST, TUNES, LABEL AND NO., COMMENT, RATINGS (OVER-ALL, DISK JOCKEY, DEALER, OPERATOR)

POPULAR

Main record review table for the first column, including entries for Hal Derwin & Ork, Alan Dale, Artie Wayne, Eddy Howard & Ork, Larry Green & Ork, and Ray McKinley & Ork.

POPULAR

Main record review table for the second column, including entries for Your Red Wagon, Ray Dorey, Dick Farney, Jo Stafford, Johnny Mercer & Pied Pipers, Lena Horne, Bobby Doyle, Floyd Sherman, and Ray Bloch & Ork.

POPULAR

Main record review table for the third column, including entries for Blue Barron & Ork, Connie Haines, Johnny Long & Ork, Vic Damone, Shep Fields & Ork, and Frankie Carle & Ork.

POPULAR

Main record review table for the fourth column, including entries for Who Were You Kissing?, Tiny Hill-Ork, Don Henry Trio, Ted Weems Ork, Harry Cool Ork, The Hy-Lo Trio, and Bing Crosby.

(Continued on page 34)

Start 1948 With
The First Real Novelty Song
In Months!

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Harry Link

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(BIDIBI BOT BOT)

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SAMMY FAIN and JACK BARNETT

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9B "THEY CALLED IT DIXIELAND"

11A "DONKEY SERENADE"

11B "TONIGHT YOU BELONG TO ME"

ACCLAIMED FROM COAST TO COAST BY
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AND RECORD DEALERS AS
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The Billboard

MUSIC POPULARITY CHARTS

PART VIII

Advance Information

Week Ending
December 5

TRADE SERVICE FEATURE

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

- A Pretty Girl Is Like a Melody**
D. Baker-L. Pepper (Anitra's Dance) Harmonia H-1930
- A Little Consideration**
H. Carroll-The Satisfiers (Love Is) Victor 20-2672
- *After Sundown**
E. Duchin Ork (La Cumparsita) Victor 24461
- *Alexander's Ragtime Band**
S. Fields (Jersey Bounce) Victor 20-2450
- Allegro (Original Cast) Album**
Victor K-11
A Fellow Needs a Girl—A. Dickey-W. Ching . . . Victor 45-0043
Allegro—J. Battles-L. Kirk-R. Reeves-Allegro Singing Ensemble . . . Victor 45-0042
- Come Home—A. Dickey-Allegro Singing Ensemble . . . Victor 45-0041**
- I. Joseph Taylor, Jr.—Allegro Singing Ensemble; 2. I Know It Can Happen Again—M. O'Malley-Allegro Ork . . . Victor 45-0041**
- Money Isn't Everything—R. Jonay-K. Lee-J. Humphries-S. Kariton-P. Bybell-Allegro Ork . . . Victor 45-0044**
- One Foot, Other Foot—Allegro Singing Ensemble-Allegro Ork . . . Victor 45-0042**
- So Far—G. Wills-Allegro Ork . . . Victor 45-0044**
- The Gentleman Is a Dope—L. Kirk-Allegro Ork . . . Victor 45-0043**
- Wedding (1. To Have and to Hold; 2. Wish Them Well) Allegro Singing Ensemble-Allegro Ork . . . Victor 45-0045**
- You Are Never Away—J. Battles-Allegro Singing Ensemble-Allegro Ork . . . Victor 45-0045**
- Anitra's Dance**
D. Baker-L. Pepper (A Pretty) Harmonia H-1930
- Anniversary Song**
B. Crosby (Happy Birthday) Decca 24273
- Beg Your Pardon**
F. Craig (I'm Looking) Bullet 1012
- Beyond the Stars Album**
B. Baker Ork . . . Exclusive EX 1003
- Beyond the Stars**
Stairway to the Stars
Stardust
Stars Fell on Alabama
Twinkle, Twinkle Little Star
When You Wish Upon a Star
- Born to be Blue**
M. Bailey (Don't Worry) Majestic 1190
- Buffalo Gals**
Captain Stubby and the Buccaneers (The Dum) Majestic 1205
- Bye Bye Blackbird**
The Hy-Lo Trio (Waco Bill) Crystal-Tone 507
- Charmaine**
The Hy-Lo Trio (Civilization) Crystal-Tone MK 1003
- Civilization (Bongo, Bongo, Bongo)**
The Hy-Lo Trio (Charmaine) Crystal-Tone MK 1004
- Confession (My Confession)**
R. Pont (Duerme Bien) Davis 625
- *Dardanella**
V. Monroe (There'll Be) Victor 20-2607
- Dark Eyes**
D. Baker-L. Pepper (Nola) Harmonia H-1918
- Darling Nellie Gray**
The Progressive Four (Don't Leave) DC 8037
- *Deep Night**
T. Dorsey (The Starlit) Victor 26445
- *Dolores**
T. Dorsey-F. Sinatra-The Pied Pipers (I Tried) Victor 27317
- Don't Blame Me**
B. Davis (The Blue) Victor 20-2615
- Don't Leave Now**
The Progressive Four (Darling Nellie) DC 8037
- Don't Worry 'Bout Strangers**
M. Bailey (Born to) Majestic 1190
- Drigo's Serenade**
D. Baker-L. Pepper (Who?) Harmonia H-1931
- Duerme Bien (Nighty-Night)**
R. Pont (Confession) Davis 625
- East of the Sun**
J. Kiley (Goodnight Sweetheart) Crystal-Tone 506
- For You**
J. Kiley (Jalousie) Crystal-Tone 504
- Forever Amber**
H. James (Lone Star) Columbia 38039
- Golden Earrings**
G. Lombardo (You Are) Decca 24270
- *Goo' Bye Now**
V. Monroe (There I) Victor 20-2644
- Goodnight Sweetheart**
J. Kiley (East of) Crystal-Tone 507
- *Hand Me Down My Walking Cane**
A. Lyman's Californians (She'll Be) Victor 20-2445
- (1) Happy Birthday; (2) And Lang Syne**
B. Crosby (Anniversary Song) Decca 24273
- *Heigh-Ho! Ev'rybody, Heigh-Ho!**
R. Vallee (Miss You) Victor 22029
- I Can't Give You Anything But Love**
R. Murphy (When I) Majestic 1204
- I Cried Holy**
The Progressive Four (You Can) DC 8035
- I Don't Worry Anymore**
The Caldwelles (I Gotta) Victor 20-2613
- I Gotta Move**
The Caldwelles (I Don't) Victor 20-2613
- I Love To Listen To the Echo**
D. Franklin (Snore Your) Capitol 482
- I Never Loved Anyone**
J. Stafford (The Best) Capitol 15017
- I Told Ya I Love Ya, Now Get Out**
S. Kenton (Unison Riff) Capitol 15018
- *I Tried**
T. Dorsey-F. Sinatra (Dolores) Victor 27317
- *I Understand**
S. Kaye (South Wind) Victor 20-2671
- If I Live To Be a Hundred**
The Hy-Lo Trio (The Gang) Crystal-Tone MK 1002
- If I Only Had a Match**
L. Prima (Too Fat) Victor 20-2609
- If You Knew Susie (Like I Know Susie)**
F. Nagel Ork (Sophisticated Swing) Vitacoustic 10
- I'll Always Be in Love With You**
D. Shore (In a) Columbia 38041
- I'll Dance At Your Wedding**
V. Damone (Serenade of) Mercury 5090
- I'm Looking For a Sweetheart**
F. Craig (Beg Your) Bullet 1012
- I'm Sorry I Didn't Say I'm Sorry**
Deep River Boys (What Did) Victor 20-2610
- In a Little Book Shop**
D. Shore (I'll Always) Columbia 38041
- *In Ole Oklahoma**
P. Tomlin-The Foursome (Ragtime Cowboy) Decca 25296
- *Indian Summer**
T. Dorsey (The One) Victor 20-2446
- Irish Jig Polka**
B. Kryger Ork (Too Fat) Harmonia H-1127
- It Happened in Hawaii**
E. Howard (Miss You) Majestic 1186
- *It Happened in Hawaii**
G. Miller (Moonlight Cocktail) Victor 20-2536
- Jalousie**
J. Kiley (For You) Crystal-Tone 504
- *Jersey Bounce**
S. Fields New Music (Alexander's Ragtime) Victor 20-2450
- *La Cumparsita**
E. Duchin Ork (After Sundown) Victor 24461
- *Leapin' At the Lincoln**
C. Barnett (Pompton Turnpike) Victor 20-2540
- Let the Rest of the World Go By**
D. Baker-L. Pepper (Merry Widow) Harmonia H-1919
- *Let's Do It (Let's Fall in Love)**
H. Kemp Ork (Time On) Victor 26300
- *Liebestraum**
T. Dorsey (Polka Dots) Victor 20-2536
- Lone Star Moon**
H. James (Forever Amber) Columbia 38039
- Louise**
J. Kiley (My Heart) Crystal-Tone 505
- Love Is So Terrific (Ouch! Terrific Thing)**
H. Carroll-The Satisfiers (A Little) Victor 20-2672
- Made for Each Other (Tu Felicidad)**
E. Smith-B. Eberly (Perhaps, Perhaps) Decca 24272
- Merry Widow Waltz in Swing**
D. Baker-L. Pepper (Let the) Harmonia H-1919
- *Milenberg Joys**
L. Clinton (Nobody Knows) Victor 20-2447
- Miss You**
E. Howard (It Happened) Majestic 1186
- *Miss You**
R. Vallee (Heigh-Ho! Ev'rybody) Victor 22029
- *Moonlight Cocktail**
G. Miller (It Happened) Victor 20-2536
- My Heart Stood Still**
J. Kiley (Louise) Crystal-Tone 505
- Never Make Eyes (At the Gal With the Guys Who Are Bigger Than You)**
J. Mercer (That's the) Capitol 15016
- *Nobody Knows My Troubles**
L. Clinton (Milenberg Joys) Victor 20-2447
- Nola**
D. Baker-L. Pepper (Dark Eyes) Harmonia H-1918
- Oh! What I Know About You**
G. Lombardo (With a) Decca 24271
- *Oh Yazoo**
Waring's Pennsylvanians (Old Man) Victor 24062
- *Old Flunk**
L. Clinton (Shadrack) Victor 26056
- *Old Man of the Mountain**
Waring's Pennsylvanians (Oh Yazoo) Victor 24062
- Old Time Religion**
P. Harris (One More) Victor 20-2614
- One More Time**
P. Harris (Old Time) Victor 20-2614
- Ooh-Ooh Boogie**
B. Harris Ork (You're All) Hi-Lite 501

(Continued on opposite page)

ADVANCE RECORD RELEASES

POPULAR

(Continued from opposite page)

- *Out of Nowhere
E. Fitzgerald (Stairway to) Decca 25292
- Pass That Peace Pipe
B. Crosby (Suspense) Decca 24269
- *Pass the Biscuits Mirandy
S. Jones City Slickers (Siam) Victor 20-2537
- *1. Pennsylvania Band March; 2. Fight On Pennsylvania
University of Pennsylvania Band-A. Vogel, Dir. (1. The Red) Victor 20040
- Perhaps, Perhaps, Perhaps (Quizas, Quizas, Quizas)
E. Smith-B. Eberly (Made for) Decca 24272
- *Polka Dots and Moonbeams
T. Dorsey (Libestraum) Victor 20-2538
- *Pompton Turnpike
C. Barnet (Leapin' At) Victor 20-2540
- *Ragtime Cowboy Joe
P. Tomlin-The Foursome (In Ole) Decca 25296
- Santa Lucia
D. Baker-L. Pepper (Why Do) Harmonia H-1917
- Serenade of the Bells
V. Damone (I'll Dance) Mercury 5090
- *Shadrack
L. Clinton (Old Folks) Victor 26056
- *She'll Be Comin' 'Round the Mountain
A. Lyman's Californians (Hand Me) Victor 20-2445
- *Siam
S. Jones City Slickers (Pass the) Victor 20-2537
- Snore Your Blues Away
D. Franklin (I Love) Capitol 482
- Sophisticated Swing
F. Nagel Ork (If You) Vitacoustic 10
- *South Wind
S. Kaye (I Understand) Victor 20-2671
- Souvenir Album
Hildegard Decca A-541
- Ask Your Heart . . . Decca 24251
- I Was Lucky . . . Decca 24249
- I'll Be Seeing You . . . Decca 24250
- I'm Going To See You Today . . . Decca 24251
- My Bel Ami . . . Decca 24249
- One Look At You (Ca Fait Boum!) . . . Decca 24250
- Stairway to the Stars
E. Fitzgerald (Out of) Decca 25292
- Suspense
B. Crosby (Pass that) Decca 24269
- *Swamp Fire
S. Fields (Twelfth Street) Victor 20-2449
- That's the Way He Does It
J. Mercer-The Pied Pipers (Never Make) Capitol 15016
- The Best Things in Life Are Free
J. Stafford (I Never) Capitol 15017
- The Blue Room
B. Davis (Don't Blame) Victor 20-2615
- The Dream Peddler
H. Derwin (You're Too) Capitol 481
- The Dum Dot Song
Captain Stubby and the Buccaneers (Buffalo Gals) Majestic 1205
- The Gang That Sang Heart of My Heart
The Hy-Lo Trio (If I) Crystal-Tone MK 1001
- *The Gentleman Obviously Doesn't Believe
R. Vallee (The Pig) Victor 25092
- The Lord's Prayer
D. O'Neil (Trees) Majestic 1193
- *The One I Love (Belongs To Somebody Else)
T. Dorsey-F. Sinatra (Indian Summer) Victor 20-2446

- *The Pig Got Up and Slowly Walked Away
R. Vallee (The Gentleman) Victor 25092
- *1. The Red and Blue; 2. Hang Jeff Davis; 3. Hail Pennsylvania
University of Pennsylvania Band-A. Vogel, Dir. (1. Pennsylvania Band) Victor 20040
- *The Starlit Hour
T. Dorsey (Deep Night) Victor 26445
- The Whiffenpoof Song (Baa, Baa, Baa)
L. Ross (Underneath the) Majestic 1195
- *There I Go
V. Monroe (Goo' Bye Now) Victor 20-2644
- *There'll Be Some Changes Made
V. Monroe (Dardanella) Victor 20-2607
- *Time On My Hands
H. Kemp Ork (Let's Do) Victor 26300
- Too Fat Polka
Andrews Sisters (Your Red) Columbia 24268
- Too Fat Polka
J. Butler (Irish Jig) Harmonia H-1127
- Too Fat Polka
L. Prims (If I) Victor 20-2609
- Too Fat Polka
The Starlighters (Your Red) Capitol 480
- Trees
D. O'Neil (The Lord's) Majestic 1193
- 'Twas the Night Before Christmas Album
F. Waring . . . Decca A-480
- Adeste Fideles (O Come, All Ye Faithful) Decca 23644
- Beautiful Saviour . . . Decca 23645
- Cantique De Noel (O Holy Night) Decca 23644
- Oh Gathering Clouds . . . Decca 23643
- Silent Night . . . Decca 23643
- The First Nowell; O, Little Town of Bethlehem; Carol of the Bells . . . Decca 23645
- 'Twas the Night Before Christmas, Parts 1 and 2 . . . Decca 23642
- *Twelfth Street Rag
S. Fields (Swamp Fire) Victor 20-2449
- Underneath the Clock At the Biltmore
L. Ross (The Whiffenpoof) Majestic 1195
- Unison Riff
S. Kenton (I Told) Capitol 15018
- Waco Bill
The Hy-Lo Trio (Bye Bye) Crystal-Tone 507
- What Did He Say (The Mumble Song)
Deep River Boys (I'm Sorry) Victor 20-2610
- When I Grow Too Old To Dream
R. Murphy (I Can't) Majestic 1204
- Who?
D. Baker-L. Pepper (Drigo's Serenade) Harmonia H-1931
- Why Do I Love You?
D. Baker-L. Pepper (Santa Lucia) Harmonia H-1917
- With a Hey, and a Hi, and a Ho Ho Ho
G. Lombardo (Oh! What) Decca 24271
- You Are Never Away
G. Lombardo (Golden Earrings) Decca 24270
- You Can Run On (For a Long Time)
The Progressive Four (I Cried) DC 8038
- Your Red Wagon
Andrews Sisters (Too Fat) Decca 24268
- Your Red Wagon
The Starlighters (Too Fat) Capitol 480
- They're All the World To Me
B. Harris Ork (Ooh-Ooh Boogie) Hi-Lite 501
- You're Too Dangerous, Cherie
H. Derwin (The Dream) Capitol 481

CLASSICAL AND SEMI-CLASSICAL

- Bless This House
R. Stevens; M. Stoloff, Dir. (Through The) Columbia 4501-M
- Irma Petina Sings Songs of Tchaikowsky Album (3-12")
I. Petina-W. Hendl, Dir. . . . Columbia MM-712
- O Holy Night
L. Melchior (Silent Night) MGM 30036
- Schubert: Adagio in G Minor (12")
G. Platigorsky; R. Berkowitz (Schubert: Three) Columbia 72373-D
- Schubert: Three Minutes (12")
G. Platigorsky; R. Berkowitz (Schubert: Adagio) Columbia 72373-D
- Song of Love Album
M. Pressler . . . MGM 6A
- Brahms: Cradle Song
Brahms: Waltz in A-Flat
Schumann: Arabesques
Schumann: Carnaval
Schumann: Traumerel
Schumann-Liszt: Dedication
- Songs You Love Album
R. Merrill; R. Case Ork . . . Victor MO-1150
- Ah! Sweet Mystery of Life
Always
Down to de Rivah
I'm Falling in Love With Someone
Jonah and the Whale
Sylvia
Trees
Yours Is My Heart Alone
- The Freedom Train
R. Shaw, Dir.; RCA Victor Chorale (America the) Victor 10-1368
- Through the Years
R. Stevens; M. Stoloff, Dir. (Bless This) Columbia 4501-M
- Waltzing With Romberg Album
S. Romberg Ork . . . Victor MO-1154
- Blossom Time Waltzes
Desert Song Medley
Emperor Waltz
Student Prince Waltzes
The Merry Widow
Vienna Beauties
Vienna Life
Viennese Nights Waltzes

RELIGIOUS

- Adeste Fideles (Oh, Come, All Ye Faithful)
The Cloister Bells (Silent Night) Decca 25258
- God Shall Wipe All Tears Away
E. Washington (What Could) Manor 1100
- I Don't Want To Go Down There, Parts I and II
The Gospel Keys . . . Apollo 162
- I Love My Savior, Too
The Chuck Wagon Gang (On the) Columbia 37989
- I Love the Name Jesus
Johnson Brothers (Remember Me) Manor 1099
- In That Great Gettin' Up Morning
P. Breckenridge; Four Heavenly Knights (Merry Christmas) King 4196
- Merry Christmas to You
P. Breckenridge; Four Heavenly Knights (In That) King 4196
- On the Jericho Road
The Chuck Wagon Gang (I Love) Columbia 37989
- Remember Me
Johnson Brothers (I Love) Manor 1099
- Robert Mitchell Boy Choir Album
R. Mitchell Boy Choir . . . United Artist 2000
- Adeste Fideles . . . United Artist 2203
- Ave Maria . . . United Artist 2204
- Deck the Halls; Good King Wenceslas; Jingle Bells . . . United Artist 2202
- Silent Night . . . United Artist 2201
- Silent Night
The Cloister Bells (Adeste Fideles) Decca 25258
- Sometimes I Feel Like a Motherless Child
S. Vaughn (The Lord's) Musicraft 525
- Tell Me What More Can Jesus Do
Bibletone Jubileers (New Jerusalem) . . . Bibletone 2002
- The Christmas Story, Parts I and II
R. Lee . . . Tru Tone 1022
- The Little Chapel in the Vale
The Stamps Quartet (Away Over) . . . Bibletone SW 3004
- The Lord's Prayer
S. Vaughn (Sometimes I) Musicraft 525
- These Bones Shall Rise Again
Bibletone Jubileers (Ride On) Bibletone 2001
- What Could I Do
E. Washington (God Shall) Manor 1100

(Continued on page 107)

MORE TEMPO STARS

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A BRILLIANT DUO ON THE HAMMOND ORGAN and NOVACHORD



LLOYD SLOOP

HERB KERN

Kern-Sloop Highlights!

- #768 The Irish Washerwoman El Manisero
- #956 Mexicali Rose Some of These Days
- #952 Smoke Gets in Your Eyes Paper Doll
- #1036 Fun and Fancy Free Say It With a Slap
- #1034 When You Were Sweet Sixteen It's the Same Old Shillelah
- #1032 One Fine Day Poor Butterfly
- #1030 Clair De Lune One Night of Love
- #976 Lady, Be Good Everything You Do
- #1028 The Old Soft Shoe Limehouse Blues
- #794 Blue Champagne 'Til Revelle
- #796 Cante Karaball Green Eyes
- #832 Elmer's Tune It Happened in Sun Valley
- #906 Blue Skies I'm Always Chasing Rainbows
- #910 You Belong to My Heart Stars in Your Eyes
- #920 Lili Marlene Oh, What It Seemed To Be
- #942 Temptation Karavan
- #948 Negra Consentida So It Goes
- #994 Canadian Capers The Whole World Is Singing My Song
- #1018 Auld Lang Syne Merry Widow Waltz
- #1022 Waiting for the Robert E. Lee Tiger Rag
- #1020 Dancing Tambourine Sweetheart of Sigma Chi

2 Smash Hits!

#1042 JUNGLE RHUMBA BLUE MOON

#1044 CUMANA DONKEY SERENADE

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NATIONAL RELEASE DEC. 13th

ALL DRESSED UP WITH A BROKEN HEART

ALAN GERARD

IF I DIDN'T HAVE YOU

ALAN GERARD

NAT. 7019



JUNGLE RHUMBA
ALAN LOGIN

LOVE ME
ALAN LOGIN
NAT. 7018

HOTTEST Records in U. S. A.

The RAVENS
OL' MAN RIVER

NAT. 9035

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NAT. 9038



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Jack Finia

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Bookings:
Music Corporation of America

Personal Management:
Arthur Michaud --- Eddie Greene

The Billboard

MUSIC POPULARITY CHARTS

PART IX

Album Reviews

Week Ending December 5

The large boldface number in each review is the retail rating. This rating is based on nine key categories, each of which is assigned a maximum number of points. (The best possible rating is 100.) Maximums are subject to change depending on results of a survey of the music trade now being conducted. Suitability for juke box operators or disk jockeys is indicated in boldface comment under the separate headings within each review.

THE RATINGS

(100 points—the maximum)

90-100tops
80-89excellent
70-79good
40-69satisfactory
0-39poor

THE CATEGORIES

	Max. Pts.
1. Production Idea.....	15
(grouping of selections continuity)	
2. "Name" Value.....	15
3. Calibre of Material.....	15
4. Manufacturer's Distribution Power.....	10
5. Exploitation Aids.....	10
(Record company and other advtg-promotion, film, legit and other plugs)	
6. Interpretation.....	15
7. Record Quality.....	5
8. Manufacturers' Production Efficiency.....	5
9. Packaging.....	10
(art-work, binding, wrapping)	

HARPIST'S HOLIDAY **70**
Robert Maxwell
Columbia C-149

"Jerome Kern Medley (Parts 1 & 2); Fantasy on Chopsticks; Hungarian Rhapsody No. 2 (Liszt); Clair De Lune; Harping On a Harp; Night and Day; Ay, Ay, Ay." Robert Maxwell's harp pluckings make for a novel and interesting musical package. Going the gamut from the boogied "Harping on a Harp" to the strictly interpreted classic selections, Maxwell displays technique and imagination that has been lacking among harpists since the death of Casper Beardon. The package should do best in class shops but lacks universal interest.

JUKES Limited appeal for the boxes.
JOCKS Should make good change of pace programming.

JOHNNY BOTHWELL (And His Orchestra) **68**
Signature S-12

"I'll Remember April; The Trouble With Me Is You; Ill Wind; John's Other Wife; Laura; Street of Dreams; Lonely Serenade; I Cover the Waterfront."

The lush alto sax of Johnny Bothwell is heavily featured on eight reissued ork sides most of which were done with the old Boyd Raeburn ork of the George Handy days. Scorings are modern and musical but their attraction is limited mainly to jazz hounds and sax students. Tunes are mainly sturdy standards with a couple of originals, "John's Other Wife" and "Lonely Serenade" thrown in to round out the package.

JUKES Three or four of standard tunes may be worth a spin.
JOCKS Highly recommended for the spinner aggregation.

ALL THE HITS FROM THE HILLS **83**
Eddy Arnold
Victor P 195

"Seven Years With the Wrong Woman; It Makes No Difference Now; Rockin' Alone; I'm Thinking Tonight of My Blue Eyes; Will the Circle Be Unbroken; Who At My Door Is Standing; The Prisoner's Song; Molly Darling."

This is a top notch hill country package featuring one of the best-selling disk exponents in his field. Arnold twangs true thru eight hillbilly standards in righteous country style. Rates high mainly for lovers of this type of music but shouldn't be expected to prove of equal sales calibre among the city folk.

JUKES Hill country boxes will find all sides to their liking.
JOCKS Again limited to spinners in country areas.

BEYOND THE STARS **81**
Buddy Baker and Ork
Exclusive 1003

"Beyond the Stars; Twinkle, Twinkle, Little Star; Stars Fell on Alabama; Stardust; Stairway to the Stars; When You Wish Upon a Star."

Six songs about the stars wrapped up in neat Buddy Baker arrangements heavy on the strings, French horn and English horn makes for an interesting musical excursion. Tunes are time-tested, performance is immaculate.

JUKES Class locations could use all six sides.
JOCKS Sure-fire spinner material.

RECORD REVIEWS

(Continued from page 31)

ARTIST	TUNES	LABEL AND NO.	COMMENT	RATINGS			
				OVER-ALL	DISK JOCKEY	DEALER	OPERATOR
POPULAR							
Anniversary Song Beautiful rendition of last year's hit. Crosby's vocal warm and sincere. Darby Singers o. k.				87	86	88	86
DICK (TWO TON) BAKER ORK (Mercury 5079) Too Fat Polka Cute, appealing version of current rave. Will get its share of buffalos.				83	81	80	87
With a Hey and a Hi and a Ho-Ho-Ho Novelty tune done reasonably well. Looks best for the jukes.				73	73	71	77
SNOOKY LANSON (George Siravo's Ork) (Mercury 5082) You're Too Dangerous, Cherie Plug tune from pic "To the Victors." One of best disks to date on song.				81	81	81	81
Why Does It Have to Rain Sunday? Another new tune that holds promise. This waxing may help.				78	77	80	77
DAVE FRANKLIN (and His Franklins) (Capitol 482) I Love To Listen to the Echo Novelty tune with just passable treatment. Lyrics not outstanding.				61	62	60	62
Snore Your Blues Away Different to say the least. Tries to be funny but tries a bit too hard.				57	58	56	58
CLAUDE THORNHILL & ORK (Columbia 37979) Don't Call It Love (Fran Warren) Usual high musical standard and good Warren vocal on a good tune.				77	79	77	75
I Never Loved Anyone (Gene Williams) Fine ork intro, brought down slightly by a tired sounding vocal on a current plug.				79	79	79	79
RALPH FONT (Davis 625) Duérme Bien Only fairish material for one of the better Latin piano tinklers.				64	63	65	64
Confession Crisp keyboard work on an interesting bit of rumba melody.				75	75	75	75
KENNY HAGWOOD (John Lewis Ork) (Savoy 660) The Way You Look Tonight Hagood, Dizzy Gillespie warbler, shows good pipes but is handicapped by rough recording.				65	60	64	71

(Continued on page 104)

Coin Machine Operators!

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When It's 'Spring-Time in Charleston' Everybody Springs

NEW YORK, Dec. 6.—Civic-promotion tunes are old-hat in the music biz; so disk firms have grown accustomed to normal Chamber of Commerce pressure. In fact, some waxeries now flatly refuse to wax tunes bearing the title of a hamlet or township, no matter how strong the assurances as to the tremendous exploitation tie-ins available. However, the most hardened diskers were reeling this week under the impact of a Bob Cathcart-Fud Livingston ditty called *Springtime in Charleston*.

At the week-end the round-up stood as follows: Victor had received a letter from former Secretary of State James F. Byrnes (addressed to David Sarnoff) asking that the tune be given consideration; this was followed by 20 assorted letters and wires from key South Carolinians.

Legislators Send Wires

To Columbia Records, the governor of South Carolina wrote requesting that the song be recorded; the mayor of Charleston chipped in with an epistle; two U. S. senators and representatives sent wires; an assorted number of State legislators hoisted appeals and half-a-dozen chain-drug and department store firms turned in their own pleas.

Every other jumbo waxery was reporting the same kind of Charleston push on the ditty which, incidentally is a year-old Mills copyright. Cathcart, one of the writers, is a Charleston advertising man.

Tho the diskers were pledging no platters for *Charleston* at this writing, consensus is that music publishers could take lessons from Cathcart and the State of South Carolina in the art of putting on the squeeze.

LECUONA TO DO LEGITER

NEW YORK, Dec. 6. — Tunesmith Ernesto Lecuona arrived in town this week to begin work on the music for a new show to be produced here by Reggie Hammerstein, Oscar's brother. Lyrics for the legiter, which has a Latin-American flavor, will be furnished by John La Touche. The score will be published by E. B. Marks firm. The books for the untitled musical will be penned by Milton Gropper.

JOCK ROMANCE

(Continued from page 18)
enough interest could be aroused to keep disk sales moving at a brisk pace despite the Petrillo edict.

Squawks Discounted

Some point out that despite much recent squawking by record execs to the effect that disk jockeys were becoming too powerful, the sales departments feel the competitive edge is frequently obtained thru radio performance and remains essential to sustained sales, particularly during the ban period.

Gastel-Kenton-Cole

(Continued from page 18)
Capitol Songs subsid was too small in view of their contribution.

Situation with Peggy Lee and Dave Barbour (other Gastel properties who also have subsid deals with Capitol Songs, Inc.) will remain unchanged according to Mickey Goldsen who says he holds writer contracts with the star-writer pair. Lee-Barbour combination, however, reportedly has the right to turn certain copyrights into whatever channels they choose.

Universal Plans Waxery Studios, Presser Confabs

CHICAGO, Dec. 6.—Second important step in an attempt to form a trade organization of recording studios and independent pressing companies (*The Billboard*, November 22) was taken this week when Bill Putman, president of Universal Record Company, sent to all recording studios and pressing plants in the country a letter proposing that the first convention of the org be held here January 15-17. Letter also went out over the names of Egmont Sonderling, head of United Recording Company; Irving Green, president of Mercury Record Company, and D. K. Broadhead, chief of Allied Recording Company. Latter three comprise a committee advocating plans for formation of org.

Suggested title for the org, is National Association of Recorders. Purpose of the letter was to learn whether there is a countrywide desire for formation of such an org, and to get response indicating ideas of others concerning the purpose and scope of organization.

In obvious reference to the impending Petrillo recording ban the letter stated at one point: "Our businesses are in a dangerous latitude from which we can navigate to smooth sailing if we join together in problems of policy and action concerning the elements which are collectively ignoring our plight or planning our sudden death."

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Talent Joins AFL Purge of Congressmen

(Continued from page 3)

"grass roots" to defeat "labor's enemies" at the polls.

Entertainment segments of the AFL pledged united support to the drive here yesterday at an initial meeting of 200 AFL leaders organizing the framework of Labor's Educational and Political League (LEPL), authorized at the recent AFL convention. An inkling of the scope of the campaign was provided by George Heller, executive secretary of the American Federation of Radio Artists (AFRA) in the wake of yesterday's all-day AFL meeting. Heller, speaking for AFRA, said his organization was "not only prepared to contribute its own efforts toward the campaign, but is prepared to work in unison with all related groups. In all likelihood," he said, "every sort of entertainment talent will be pitched toward the objective of the new LEPL campaign."

It was agreed at yesterday's session that all the diverse entertainment groups should be represented on subcommittees to develop programs and ideas for the campaign. This includes radio directors, actors, screen artists, stagehands, musicians, etc.

An administrative committee "at large," composed of 15 members representing outstanding groups in the AFL to pave the way for subcommittee action, includes Richard F. Walsh, representing stagehands' unions, and Hugo Ernst, representing hotel and restaurant workers.

The new drive will follow the pattern of recent labor political crusades, but will be far broader than any yet attempted and will take full advantage of the propaganda possibilities inherent in showbiz. Expectations are that the American Federation of Musicians (AFM) will cooperate in an extensive series of disks for radio broadcasts and soundtracks. Plans also include skits and variety programs for political rallies.

The widened scope of the entertainment drive will be made possible not only thru the pledges of concerted efforts by the various entertainment unions but also by the unprecedented size of the war chest to be raised. Voluntary contributions of a dollar are expected from each of the AFL's nearly 8,000,000 members.

PORTLAND OKAY

(Continued from page 3)

fair" at the ballroom November 25, according to Burton McElroy, manager. Tickets for each were \$2. At Jantzen Beach Ballroom Bob Summers drew 510 November 15 and 333 November 22 at \$1.25 a person.

The traveling attraction with the longest engagement was the Ice Cycles, giving 11 shows at the Portland Arena November 22-30 at \$1.50 to \$2.50. Owing, it was believed, to competition from other attractions, the show started slow, but it picked up midway in the run. Gross for the engagement was not available.

SHOWBIZ STRENGTHENS

(Continued from page 3)

left off in drafting recommendations for a permanent legal counsel and public relations consultant. Current plans call for a meeting of the executive committee later in the week to weigh the recommendations preparatory to submitting final proposals to the full committee. The latter, it is expected, will convene early in the week of December 22.

As a result of discussions this week, the public relations subcommittee is seen favoring designation of a flack staff borrowed from record manufacturers and transcription companies. The same sort of set-up is being envisioned for a legal staff in IMC. There is some possibility that the

legal subcommittee won't be able to convene next week. In such event, Don Petty, counsel to the National Association of Broadcasters (NAB), is authorized to place before the executive committee any recommendations already agreed upon by the subcommittee.

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Regards,
D. B.
TOWER RECORDS

Music—As Written

New York:

With RCA Victor set to do an album of songs from their *Inside U. S. A.* legit-musical-to-come, Arthur Schwartz and Howard Dietz auditioned their score for Manie Sacks and Frank Sinatra at Columbia Records this week. . . . Eddy Howard cut *The Continental* for Victor this week along with *Heywood's Boogie* and other sides.

London musical director, Tootie Camarata, in town with London star, Gracie Fields, due in shortly to sponsor a promotional tie between Lancaster, Pa., and Lancaster, England, Gracie's home town. . . . Amateur song-writing contest promoted by *Sunday Post* in Boston pulled over 14,000. Judges Vaughn Monroe, Arthur Feidler and Sidney Kornheiser picked George Nigro's *Like We Used To Do*. Kornheiser's Burke-Van Heusen firm will publish.

Lester Velie's profile of Jack Kapp in *Collier's* top-grade compared with usual run of such feature totypes. . . . Joe Davis trying to get support of Music Publishers' Protective Association (MPPA) for his idea to have diskeries list publishers' name and licensing affiliation on wax labels. Davis points out it would facilitate ordering of sheet music and make disk jockey clearances more facile. Little encouragement so far from MPPA.

Leo Pieper signed to cut *World e.t.'s*. . . . *Song Hits*, lyric mag, in publicity tie-up thru their ASCAP firm, Global Music, with the mag's title used as the tune's title. . . . Bob Leighton into Donahue's this week.

Freddie Fields, the agent, solved the problem for the operators of a New Year's Eve church affair who could not afford two bands but wanted continuous music. After finishing a straight set, the musicians retire backstage and change into rumba get-up, then back again, etc., ad infinitum. . . . Archie Savage, doing the choreography for the Club Ebony, was ousted from *Finian's Rainbow* for bringing his routines to a cafe.

Jimmy Wall (Phillips and Wall) is in Ward D, Veterans Hospital, Bronx, with a serious throat ailment which will probably necessitate an operation. . . . Palestinian dancer Paula Padani recently arrived here for a tour of the country. . . . The Crosby Hollywood Aqua Follies, with a plexiglas pool for high diving sequences, opened West Coast offices for the popular-priced 1948 spring tour.

Music Corporation of America act and band department topper, Larry Barnet, hospitalized with the flu. . . . Orkster Buddy Johnson's Sophisticate music firm this week completed negotiations to be licensed thru Broadcast Music, Inc. . . . Music Corporation of America this week inked the seven-piece ork of Buddy Neil, former Gene Krupa 88-er, now appearing at the Colonial Inn, Paterson, N. J.

Nat Cohn's Modern Music appointed distrib for Coast Records to cover the New England, New Jersey, New York and Pennsylvania territories. . . . Gale Agency signed Howard McGhee, a trumpeter, and his small ork to a management pact. . . . Judge Simon Rifkind this week reserved decision in Maurice Baron's suit charging infringement of the music of *L'Annee Pensee* by writers Morey Amsterdam, Jeri Sullivan and Paul Baron and pubber Leo Feist for use in their *Rum and Coca-Cola* tune.

Chicago:

Eddie Hubbard's annual popularity poll, conducted on his nightly *ABC Club* (WIND, 10 p.m.), selected Frankie Laine as top male vocalist, with Jo Stafford topping the chirps and Tex Beneke carrying off the band honors. . . . Bernie Cummins is expanding his chain of bakeries in Columbus, O., and his brother will probably leave the band as road and personal manager to concentrate on running the six-store chain. . . . Pat Gleason, niece of Alice McMahon, op of the Indiana Roof, Indianapolis, is now a disk jockey over WCFL, Chicago. . . . Red Ingle and His Natural Seven have canceled their December stay at the College Inn of the Hotel Sherman because of record-making sessions on the West Coast, with Jose Melis holding over until January 1, when Freddy Slack is tentatively set to follow.

The Silhouette, Northwest lounge which has been using name swing units, switches to a variety act policy in a week. . . . Bonnie Baker, the Nuff Rey Trio and the Bob Carter Trio, plus Billy Bishop's band, have joined Universal label. . . . William Morris here submitting Raymond Scott and His Quintet, with singer Dorothy Collins for dates. . . . Marie Shaw, nitery singer, has been pacted by Tower Records, and Jimmy McPartland and his jazz combo have gone with Vitacoustic.

Hollywood:

Berle Adams has taken thrush Kay Starr under his personal management wing. . . . Sinatra is skedded to fly to Portland, Ore., with Beryl Davis December 13 for a benefit for local Police Athletic Club, with proceeds going to purchase of new gym as means of combating juvenile delinquency. . . . Maestro Bert Shefter has left United Artists Record set-up to form own company, tagged Allegro Records.

Columbia's long-awaited waxing date with Kay Thompson and the Williams Brothers was set for this week-end. Thompson gal is most-talked-of nitery attraction to hit Coast since Danny Thomas first invaded Hollywood. . . . Columbia Records reported hot under the collar at toppers of parent company since CBS began using Vine Street Playhouse as an origination point for its "Big Annie" audience rating tests. Diskery needs same theater desperately for waxing sessions before Petrillo's D-Day and feels CBS could have waited till after December 31 to move in on recording location for purely experimental work.

Attorney Leonard Zissu in town working out details of new Screen Composers' Association contract. . . . Page Cavanaugh Trio waxed eight sides for Victor before he trekked to Denver's Frontier Club for nitery stint. . . . Cezar's Restaurant, local class eatery, hypooing biz by bringing in balladier Clark Dennis and pianist Walter Gross.

Detroit:

Arcadia Records is bringing out a series of songs by Richard W. Pascoe, including *It Was Christmas in London* and *That Old Swiss Chalet in the Rockies*.

HOLIDAY HITS
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STATE A PAWN IN CAP FEUD

Why Has Loew Dropped Acts? For \$? No; Seems the Fight's For Control of 51st St. House

Metro, Rank and Kendall All Involved

By Bill Smith

NEW YORK, Dec. 6. — Loew's State's dropping of its stageshows December 24 is based on a battle for control of the Capitol Theater, in which Metro, J. Arthur Rank and Messmore Kendall are involved, it was learned this week.

Immediate reaction in trade circles to the Loew's State announcement was to blame the whole thing on the high prices of flesh policy operation. In off-the-record conversations, however, insiders admitted that performer salaries had little to do with it. One source said plenty of \$750 acts could now be bought for \$450.

The keystone of the whole matter is the Capitol, control of which is shared by its builder (Kendall) and Metro. Metro bought into the house several years ago. The amount of Kendall's or Metro's interest was not disclosed, but it is understood that each owns about 50 per cent of the house.

Shortly after Metro entered the picture, Kendall started objecting to the quality of movies Metro put into the house. To appease him, the house installed flesh. But in recent months the objections have come up again.

Insiders say Kendall felt that the stageshows, tho good, were not enough to attract the kind of business the house should get. He was par-

ticularly annoyed because Radio City Music Hall was getting all the top MGM products instead of the Capitol. Kendall, when asked about the reported friction said, "I regret very much that I am not prepared to make any statement at this time." Metro officials were not available for comment.

It is no secret that J. Arthur Rank has been trying to get a Broadway house for a long time. His deal with the Shuberts for their Winter Garden, say trade circles, cost him \$1,000 a day plus a percentage. It is known that for some weeks Rank and Kendall have been talking, and the know-its say that Rank is interested in buying Kendall's share of the Capitol. At the same time, Metro is also said to be trying to get Kendall's share. Whether Metro will come up with full control, or Kendall (with Rank) will get the whole thing, is still pretty hush-hush. In the meantime, however, Metro decided to play it safe with a long-term plan which would make the State its big New York house. The first step was to drop flesh in order to put the house into a competitive position with others on the Stem, to bid for the big potential grossers like *Body and Soul* and *Gentlemen's Agreement*. With its 3,500 seats it figures to get Goldwyn, United and other indie products it now can't get, because of stageshows cutting down the number of picture showings daily.

State in Fine Position

If the Capitol goes to Rank, plans are to run the State on a grand policy for a short time, then close the house, completely renovate it and make it a first run with stageshows. With its location and Metro punching away, the State would be in a fine position to get big business.

If the Capitol doesn't go to Rank, and if Metro manages to gain full control, the plans call for re-establishment of flesh at the State after operating costs, stage hands, music, etc., come down.

Chi Entertainment Managers Name Board of Governors

CHICAGO, Dec. 6.—Entertainment Managers' Association, the Chicago chapter of Artists' Representatives Association, this week elected its board of governors, with the new appointees agreeing to hold off until next Thursday (11) the selection of a slate of officers for the forthcoming year. General membership meeting which elected the board was held Thursday (4), giving the new men only a day to consider selection of new officers, so the meeting was postponed until next week.

Members re-elected include Len Fisher, Lyman Goss, Sam Levy, Barnes-Carruthers; Paul Marr, Sid Paige, Jack Russell, Mutual Entertainment Agency; Phil Tyrrell, Tommy Burchill and Freddie Williamson. Lou W. Cohan, Sam Roberts and Eddie Sligh are new members of the board.

Sticks to Matt

MONTREAL, Dec. 6.—Eric (Tiny) Withers, American Guild of Variety Artists (AGVA) rep here, said today that as far as he was concerned he was taking no stock of reports that Matt Shelvey, national director, has been fired.

Asked what his status was now that Shelvey was reported out, Withers said: "As far as I'm concerned, I am still taking orders from Shelvey. The whole matter is going before the courts and no matter what happens or what others claim, I am continuing to take orders from Shelvey until the courts claim that he is no longer head of AGVA."

AGVA Sitch Reaches Lull Before Storm

Reps Asked To Stay on Job

NEW YORK, Dec. 6.—The American Guild of Variety Artists (AGVA) situation which was brought to a head when the five-man committee led by Hy Faine took over control of the union has now reached a lull-before-the-storm period.

When the Associated Actors and Artistes of America (Four A's) replaced Matt Shelvey, national director, its major concern was to keep AGVA a functioning body. It therefore wired all reps in the field advising them of the situation and asking them to continue in office. Shelvey also wired all reps, collect, asking that they stick with him. In one wire Shelvey requested that reps contact name acts and get them to wire their condolence messages to his home in Ventnor, N. J.

During the past week the Four A's committee said it had received messages from all AGVA reps agreeing to function under the Four A's and to take all their instructions from them. The committee also notified all reps to refuse all collect wires hereafter in order to conserve AGVA funds. The only AGVA rep to resign was in Montreal, and according to the committee, he had wanted to pull out long before the current fracas set in.

A Full Week

Last week was a full one for the committee. It poured over reports, building up what it said was an impressive record of "poor judgment" against Shelvey which it said it was ready to present if Shelvey resisted his firing.

Jack Irving and other key reps huddled with the committee and he and others have also promised to go along with the new set-up. It was denied that Irving was offered the job of exec secretary.

That Shelvey will fight back was indicated by the meetings he has had with various reps from all over the country and his phone and wire contacts with others. His attorney, Arthur W. A. Cowan, who was appointed by Shelvey as national AGVA counsel and who in turn retained Morris L. Ernst as special counsel, said that under the powers returned to Shelvey by the Four A's he would serve orders on all banks holding (See AGVA IN LULL on page 46)

130G Fire Destroys Bel Air, Anchorage

ANCHORAGE, Alaska, Dec. 6.—An early morning Thanksgiving Day fire destroyed the Bel Air Club, suburban nitery here, causing damage estimated at \$130,000. Larry Starnes, who operated the club with Jimmy Sumpter, said their loss alone would amount to around \$100,000.

Instruments of Randy Ball's band, along with wardrobes of Fran Ryan and Pa and Ma Quackenbush, were destroyed.

The club had run a floorshow from the time it opened last May.

"We hope to build a bigger and better Bel Air Club," Starnes said. "If everything goes okay, perhaps work can be started next summer."

Nicollet Sold, Mpls. Nitery Pic Changes

MINNEAPOLIS, Dec. 6. — The Nicollet, largest Twin Cities hotel, will be sold for \$2,500,000 to Joseph H. Shmickler and associates of Champaign, Ill., it was announced here Tuesday (2), after a stockholders' meeting, by Sewall D. Andrews, president.

The property transfer will be made February 1, 1948. A spokesman for Shmickler said the present management of the hotel, headed by Neil R. Messick, executive vice-president and general manager, would remain.

Messick, who came to the Nicollet in 1935 when the hotel became part of the National Hotel Management Company headed by the late Ralph Hitz, is credited with having built it to its present pinnacle and to have made the Nicollet's Minnesota Terrace and Chatterbox Room two of the top entertainment spots in the nation. The 13-story, 600-room hotel was erected in 1924 at a cost of more than \$3,000,000.

Dale Belmont Wins 2d Cowan Suit: 10G

NEW YORK, Dec. 6.—Dale Belmont won a \$10,000 verdict from Lester Cowan, pic producer, Friday (5) in New York Supreme Court. The suit was based on Miss Belmont's charge that she had been promised the part of Axis Sally in *G.I. Joe* in 1945. Cowan denied having made the offer and the case was brought to trial last year, netting the fem a verdict of \$29,000, but this was set aside later. Cowan says he will appeal the new verdict.

Dale Belmont and her husband, Joe Bond, are opening their own night club in Dallas December 22 using the name Sky-Vue.

Coast Biz Lags Behind '46, Despite Gains in October

WASHINGTON, Dec. 6. — Cafe business in Los Angeles, San Francisco and Seattle is lagging behind last year, the Commerce Department reported this week. At the same time, department estimates show a slight pick-up in October over the September levels.

October biz was up 6 per cent in San Francisco and 1 per cent in both Los Angeles and Seattle.

Roxy Yanks Bill After 8 Days; Bad Guesses Jam Pix

NEW YORK, Dec. 6.—For the first time in recent history the Roxy pulled its stageshow and flicker after an eight-day run due to poor business. The tangle was a result of poor guesses which jammed up its picture sked. Originally when *Forever Amber* was put in, the general belief was that the flicker and show would hold up to well into Christmas. With bad notices, plus pressure from the Roman Catholic Church, the show was pulled after five weeks tho originally planned for an eight-week run.

At the last moment the house put in *Thunder in the Valley* and Dan Dailey. After eight days this bill was yanked and replaced Saturday by *It Had To Be You*, with Connee Boswell and the Digatanos on the stage.

Questions have been asked why the heavy grosser, *Gentlemen's Agreement*, 20th Century-Fox picture, wasn't put into the Roxy instead of the Mayfair where it's playing to a \$2.40 top. The answer is that the studio is interested in selling it out of town, and with its controversial subject it was a tough picture to peddle. Putting it into the Roxy would mean about an eight-week run at best and no hike in prices. It's expected that *Agreement* will stay at the Mayfair for an indefinite period, and with its price scale it will make it easier to sell in other parts of the country.

Flesh Dies Again In L. A. as Mil \$ Abandons Vaude

HOLLYWOOD, Dec. 6. — For the second time in less than a year, Los Angeles' Million Dollar Theater has abandoned vaude, thus marking an end to fleshers in the Los Angeles area. After a disastrous series of low grosses, Million Dollar op, Sherrill Corwin, disclosed he was thru with stage attractions, and will change the house into a second-run film show place. Corwin canceled out advance bookings already set into January, which included the Wings Over Jordan Choir, Desi Arnaz ork and the Roy Milton band.

Corwin said he would bring in hot attractions from time to time when they were available, maintaining that current vaude offerings were not powerful enough to pay off. While house average is pegged at \$22,000, shows during last three months have failed to top \$15,000 and in several cases, take was barely over the \$10,000 mark. Move killing vaude is a serious blow to talent bookers, who now can offer acts only one vaude date on the entire West Coast, San Francisco's Golden Gate Theater.

Skouras Reviving Vaude In St. Loo After 5 Years

NEW YORK, Dec. 6.—The Fox Theater, St. Louis, a Skouras house, is to start using vaude after about a five-year lay-off. Theater will use name bands and packages on a full-week sked beginning January 8 and continuing on a 52-week basis.

Abe Lyman, ex-band leader, will book the house.

LEGAL, FINANCE HEADACHES

Montreal Preps Lush Dec. 31 Hypoed by Curbs on Travel

MONTREAL, Dec. 6.—Despite the fact that most of the major bistros have raised their bite for New Year's Eve, it looks as tho it's going to be a high time in the old town come the big night. Tho it's admitted in retail circles that folding money is not burning holes in pockets as in other years, there's still enough coin around to provide for what is expected to be one of the best New Year's eves seen here, from a box-office point of view.

An unexpected windfall, of course, was the Canadian government's emergency decree of November 18 to preserve the dwindling supply of U. S. dollars. Main features of the measure were the curb on pleasure travel in the U. S., with a limit of \$150 per person per year, and the tight restrictions on the import of U. S. luxuries. This means that many people who saved their dough for that shopping trip below the border will spend it at home instead.

Vaude Competish Fades

Another unexpected boost to nitery biz for New Year's Eve is the fact that Consolidated Theaters, which runs the five big main stem flicker houses, will for the first time in years have no New Year's Eve vaude shows. Consolidated Theaters gives as the reason the fact that it has always had trouble with performers who had to double between niteries and thea-

ters, but other sources claim that with higher costs the outlay and consequent revenue do not warrant this expenditure. The Gayety, only vaude-ry in town, will have a midnight show.

Business for the boites will, as usual, be concentrated around the midtown section of St. Catherine and Peel, within calling distance of the major hotels. The tourist trade will be a big factor, but the majority of it will not come from the visiting firemen, a good deal of whom come up to Canada for the skiing and leave for the Laurentians north of Montreal on their arrival.

Four Big Spots

The big spending trade will frequent the Normandie Roof atop the Mount Royal Hotel, El Morocco and the Samovar. The Esquire, which is below the level of these spots, will get its usual boisterous crowd. Rates this year in these four spots—which are the leading ones in Montreal—will be higher than last year at the El and Normandie, about the same at the Esquire and lower at the Samovar.

At the Mount Royal Hotel two rooms will be in operation, the Normandie and the Corinthian Room, the regular dining room which will be used to take the overflow from the Normandie. The bite on the roof is (See MONTREAL PREPS, page 46)

Result From AFM Pay Hike

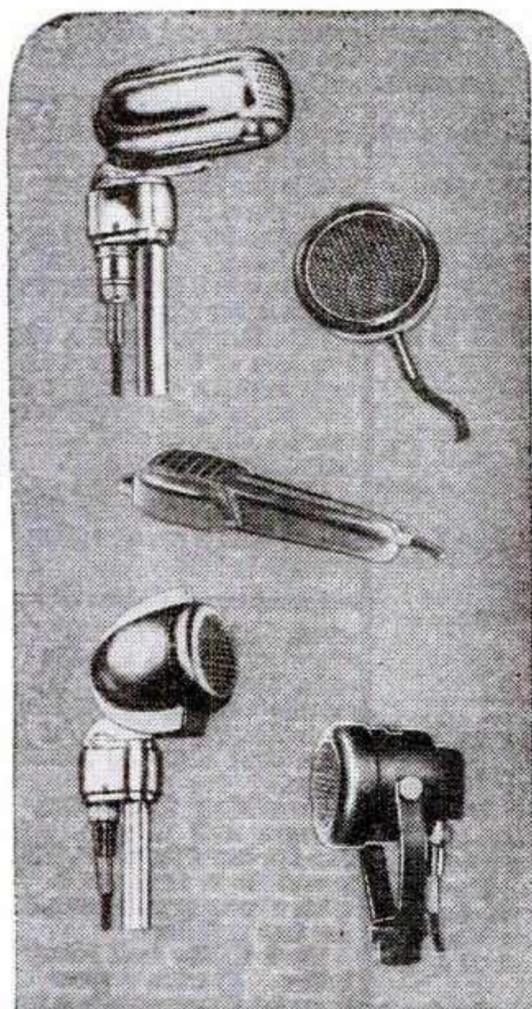
10% edict affects Chi ops unless they continue to keep books, pay SS tax

(Continued from page 3)

the Supreme Court, which reversed employers in band contracts from the op to the band leader. A showbiz attorney here pointed out that he has been contacted by a number of ops who are continuing to pay S.S. and keep books, and that under provisions of the S.S. edict, an op could continue to pay S.S. for the next four years, after which he could claim that he was not responsible for tax payments during the period.

The scale boost faces another prospective test if the Chicago Cafe Owners' Association goes thru with plans discussed at a meeting this week. Tentatively, the CCOA is lining up a suit on the basis that the 10 per cent increase would be a contribution to the union, which is banned under the Taft-Hartley law. Ted Raynor, attorney for CCOA, said that he and Tom Rosenberg, co-counsel, have not had sufficient time to consider the case, but preliminary studies have led them to believe that a suit against Local 10 may be forthcoming.

The CCOA meeting also considered plans to send a delegation to Wash- (See Legal, Finance Aches, page 46)



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NIGHT CLUB REVIEWS

Carnival, New York

Capacity, 605. Price policy, \$3-\$3.50 minimum. Shows at 8:30 and 12:30. Operator, Nicky Blair. Booking policy, non-exclusive; publicity, Harry Sobol. Estimated budget current show, \$12,000; previous show estimate, \$15,000.

If opening night biz is repeated often enough the ops can make a buck. However, from now on, take will have to depend on transient trade plus word-of-mouth advertising, and the show isn't strong enough for that.

Despite the presence of George Jessel, the show is a low-gear affair. Jessel is a good entertainer. His nostalgic quality, his complete inoffensiveness and his ability to make himself the butt of a gag make him a pleasant guy to listen to. Pleasantness in itself, however, is not enough. There has to be some excitement to make up for the lack of tumult in the headliner's act. When Jessel does his famous Professor Labermacher, still a classic after some 10 years, it's a yock puller. But with the exception of one other act, Elsa and Waldo, that is all there is to the show.

Elsa and Waldo have been working the sticks for some time. They had a week at Loew's State where, incidentally, nothing happened, but here at the Carnival they were superb. Their slow-motion dance act is strictly hoke, but the kind of a hoke that builds yocks on top of yocks. In a fast show Elsa and Waldo would fracture them. Even a better production build-up would make them standouts. As it was they were standouts, but a slow act thrown into a slow show doesn't make for top results.

Lack of Build-Up

Luba Malina, usually a sure-fire bet, just didn't register in this big room. Her show tunes, each belted out and milked to a fare thee well, were only so-so. The main reason again seemed to be lack of build-up. When she does her *Countess* number in a show, she's brought on with a fanfare and can sell with the best of them. Here she comes on cold and, despite her continuous punching, stayed cold.

The Graham Sisters (blonde and brunette) were adequate on voice and in a fiddle playing bit. Ray Jacquemot and Charles Irwin also did okay in their voice slots in the production numbers.

The productions (John Murray Anderson) looked like stock affairs made up of hodgepodge numbers done before. The *New Look* finale number had some spark; the others were ordinary.

James Toliver cut the show capably. *Bill Smith.*

Florentine Gardens,
Hollywood

(Monday, December 1)

Capacity, 900. Price policy, no cover or minimum. Owner-manager-producer, Frank Bruni. Publicity, Rose Joseph. Maitre d'hotel, Jack Erdman. Booking policy, non-exclusive. Shows at 9:30 and midnight. Estimated budget this show, \$8,000. Estimated budget last show, \$9,000.

With Ted Lewis on the platform, nostalgia filled the air. Equipped with his props of clarinet, top-hat and walking-stick, Lewis drew a terrific mitt from the packed opening-night house.

Ringsiders heard such standards as *Me and My Shadow* and *When My Baby Smiles at Me*, with palms growing redder after each selection, and whether it was an oldie or a new routine—such as his spicy duo with Geraldine DuBois, "The Look and the Body"—his patter called up the past.

Miss DuBois is a lovely lass who can make innocent lyrics raise a Boston censor's temperature. This talent, plus her scanty garb, made up for any vocal shortcomings. How-

Leon and Eddie's New York

(Wednesday, December 3)

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 this show, \$1,200. Estimated budget last show, \$1,000.

The 52d Street club has what is probably one of the best shows in its long history. There are no hefty box office names on the bill, but what it lacks in draft it makes up in entertainment value.

The package as usual is sparked by Eddie Davis, who can still handle an audience and milk it to the last drop. His special numbers get the yocks and the hands; his ad libs and his "buy that table a drink" (something seldom practiced when Leon Enken was Davis' partner) are a good business gimmick.

The Mayo Brothers, playing a return date, are if anything better than when caught last. The clean looking hoofers work fast together as a duo and as singles, their work resembling the Kondos Brothers. Presentation was unusual for the spot. The lads were brought on with the line and went off with the production. Usually acts here do their spot and the line does its spots.

Roy Davis, emcee and singer, did a very nice job. The short lad has a lot of singing in his act, using special material and take-off bits he knows how to sell. Oddly enough, Davis doesn't use blue stuff, which makes him a theater candidate. In fact, his act and appearance, not to mention a rather good voice, should get him some solid offers out of here.

Wally Dean, short, chunky magico, doesn't impress on first few minutes, but after he warmed up he sowed plenty. His handling of standard tricks was adequate, but it was his gimmicks, a hand doll and a pupper that also used the cigarette bit, that pulled him out of the mediocre into the unusual. He walked off to juicy mitts.

Marion Manners, tall, well stacked, brunet canary, showed a well-trained and nicely modulated voice. While she does okay here, she belongs in a class room. Routine consisted of a standard, a ballad and a novelty, each handled well. Radio should be able to use Miss Manners. Her voice is ideal for air shots.

Rita Lopez, dancer, stood out for her bits of business rather than her terp ability. Handing out garters, flowers, etc., to ringsiders pulled customers into the show, making the act a good commercial bet.

Art Waner's band cut the show beautifully. Waner himself backs Eddie Davis on the piano with consummate skill. *Bill Smith.*

ever, the song department was far from neglected, thanks to the capable Reed Sisters. Their honeyed blends were evidenced in *Papa, Won't You Dance With Me; If I Loved You and June Is Bustin' Out All Over.*

Tumbling threesome, Shirley, Sharon and Wanda, capably filled the ice-breaking slot, kicking off the revue to a fast start. They work with uncanny precision, selling easily for top palming.

Paul White and Elroy Peace (the latter Lewis's new "shadow"), brought the revue to a sock wind-up with comedy song and dance routines. White's hoofing was particularly outstanding, as was his sales savvy. *Lee Zhitto.*

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Slapsy Maxie's, Hollywood
(Thursday, December 4)

Capacity, 550. Price policy, \$3 minimum; \$4 Saturdays. Shows at 9 and 12. Owners, Sy and Charles Devore. Manager, Jerry Brooks. Booking policy, non-exclusive. Publicity, Erman Pessis. Estimated budget this show, \$3,000. Estimated budget last show, \$5,000.

Altho club ops have switched to a lower budget than the \$10,000 show for the October reopening, there's nothing cheap about the current bill. Ringsiders were surprised in comic Phil Foster, who proved to be the best since Danny Thomas played here. Foster, new to Coast bistros, walked out with little build-up, but within a few minutes he had sold solidly. It took four callbacks before payees were satisfied.

Foster's work is sparked with originality. His delivery is informal, with timing slow but forceful. While avoiding out and out smut, he injects bluish material at times which could be omitted.

Philharmonica Trio, lads with talent for clever arrangements on the mouth Wurlitzers, open the show. Their swing version of Liszt's *Second Hungarian Rhapsody* is a standout. Blond thrush Virginia Maxey (ex-Modernaires) registers fair in her debut as a single. Gal made the mistake of doing three novelty ditties at the expense of ballads, thereby losing general appeal. Lass has the looks, voice and salesmanship to click once she's had solo experience. Toy and Wing, terp duo, are as flashy and versatile as ever, and earn a good hand.

As an added starter, Negro tenor Arthur Lee Simpkins runs a close second to Foster in earning favor. In addition to possessing a tenor voice of near operatic caliber, Simpkins carries himself with dignity. He held ringsiders' thru eight songs, including everything from a swing version of *Marie* to the aria from *Pagliacci*.

Dick Stabile's ork still handles show chores capably and plays for dancing. *Alan Fischler.*

Starlit Room, Beverly Hills, California
(Tuesday, November 25)

Capacity, 180. Price policy, \$2 minimum. Shows at 9:30, 11:30 and 1:30. Owner-operator, Marty Brachfeld. Booking policy, non-exclusive. Publicity, Bert Vine. Estimated budget this show, \$1,500.

Under new management and smartly redeccorated, this Sunset Strip spot is making a strong bid for movie colony trade. Show was fairly lightweight stuff but better than average for clubs of this type.

Holding the featured slot, the Slim Gaillard Trio showed plenty of zip and comedy flair. Gaillard doubles on piano and guitar and reveals plenty of skill in both departments. Trick fingering, clever mugging and an amazing sense of timing earns trio

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El Morocco, Montreal
(Tuesday, December 2, 1947)

Capacity, 275. Minimum, \$2.50. Manager, William Druick. Publicity, Elmer W. Ferguson. Booking, non-exclusive for Canadian acts; William Morris agency for U. S. acts. Estimated budget for this show (exclusive of band), \$2,000. Estimated budget last show, same.

Return of Phil Brito to this boite should make for fewer empty tables than usual, tho there's been less of them this year at this time than last. With Brito the El has got Jerry Bergen who hasn't been seen in these parts in years, but whose stuff is solid and gets a reaction from the coldest houses.

Brito's big draw here is the fact that he got his start at the Normandie Roof with the old Lloyd Huntley band, and like Johnny Coy, the folks like to see a local kid who has made the big time.

Brito does a good job. But that's all it is—a good job, nothing sensational or terrific. He was working with a bad cold on the show caught, but basically it was the same Brito seen here a few months ago. His voice is smooth, his little gimmicks are cute, the ringside handmike routine is acceptable, but what he lacks is the expected romantic allure.

His *Sorrento* is still the big item. It garners him a warm palm. *I Wish I Didn't Love You* clicks thru clever phrasing and delivery, as do most of his other numbers.

Bergen Steals It

Bergen definitely steals the show. His routines are among the oldest comedy patterns in the business—the Dutch wig, the comic fiddling, the dame that's twice his size, the panto, the slapstick—but proof of their durability is the fact that the payees keep yocking all the way. Elizabeth Walburg is the doll working with Bergen and does a solid job.

Phyllis Claire's gams could be her best feature if her tapperoes weren't as good as they are. The gal's a looker, works in smart costumes that show up her Dietrichs to boff advantage and gives out with terping that's original and provocative. Hers is a sliding-stop kind of style that's an attention-getter.

Milway line (6) routines are okay and Bussy Clarke's show-cutting is on the button. Biz good.

Charles J. Lazarus.

plenty of heavy mitting. Bass man Tiny Brown is still an important cog in the Gaillard combo, and drummer Bob Ross handles his chores as well as his predecessor Scatman Caruthers. Familiar Gaillard gibberish and "vout" vocabulary was featured in arrangements, which shifted from frenzied jazz pace to a sweet tune in rapid progression. Whether it's a ballad, Latin tune or jive number, boys sell well all the way.

Miss Danna is the most improved songstress to play local clubs. Since reviewed early this year, lass has eliminated corny gestures and poor delivery. While still far from a top soloist, gal now works smoothly and with an air of professionalism. Her choice of ditties was unwise, however, leaning too heavily on blues. When gal switched to a soft ballad, such as original, *This Is Everything I Pray For*, she clicked with ease.

Danny Rogers emseed the show and held down comedy chores. Lad opened slowly but built solidly with a poker game pantomime tops in originality. A better-than-average table tap routine rounded out the act. Rogers needs to spark his delivery and add new gag material. Timing, personality and poise are on the credit side.

Gaillard combo worked between shows, with relief chores handled by 88-er Joe Daubek.

Alan Fischler.

Village Vanguard, New York
(Thursday, December 4)

Capacity, 125. Prices, \$2.50-\$3 minimum. Shows at 10 and 12. Owner, Max Gordon. Booker, non-exclusive. Publicity, Jay Russell. Estimated budget this show, \$1,200. Estimated budget previous show, \$900.

There's plenty of dollar value in the new show headed by Irwin Corey with Lee Wiley and Jean Murai. Corey with his absent-minded professor act put on what was the best job this reviewer has seen him do since first catching him back in 1943.

The pint-sized raggedy haired comedian has grown tremendously in ability. His rapid switches from low comedy to a straight delivery of *Hamlet* is a masterpiece of acting. When he does the straight giggle stuff he has the audience doubled up. When he switches into dramatic lines he holds his audience in rapt attention. Given an intelligent audience, not necessarily a hep one, Corey can hold them like few performers can. The opening night

crowd was a mixture of showbiz and regulars. His ad lib, "Beckman and Pransky, the Taft-Hartleyites of the mountains," killed the hep mob. His toying with regulars got equal results.

Basically Corey's material is a strange combo of sharp characterization, with a delivery somewhat reminiscent of the late Robert Benchley's writing style. Corey has played some of the top hotels, including five weeks at the Copa. He'd be a sure-fire bet around Las Vegas, Nev., and on the Coast.

Wiley Top Stylist

Lee Wiley had a tough time trying to sing over a nervous laryngitis. But despite her long lay-off from cafe work, the blond canary is still one of the top blues stylists around. There is little change of pace in her work. It's all deep, lowdown misery. But the way that gal can sell it is still wonderful to listen to. The audience couldn't get enough of her.

The show opened with Jean Murai, (See *Village Vanguard* on page 46)

"The Singing Love Burkes"

Pat BURKE

AND

Sylvia RHODES



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DIRECTION: KENNETH LATER, W.M.A.

IRENE VERMILLION

AND

KERMIT DART

AGAIN AT THE

HOTEL LAST FRONTIER, Las Vegas

Opening New Year's Eve

Thanks to Hal Braudis and Kathryn Duffy

Paramount, New York

(Wednesday, December 3)

Capacity, 3,654. Prices, 55 cents-\$1.50. Five shows daily; six Saturdays. House bookers, Harry Levine-Henry Frankel. Show played by band on bill.

From the intro of Ray McKinley's "This is Ray McKinley speaking to you," to his beg off, the short (40 minutes) but thoroly adequate show was a sock, compact package. Listenable music sensationally presented by McKinley's group (seven brasses, four saxes, a guitar and a three-piece rhythm section), delightful vocals by Marcy Lutes, top comedy by Billy DeWolfe, rhythm dancing by the Lark Brothers and Frankie Laine's rich, warm throb offerings made for a well-rounded bill.

DeWolfe's cautioning against tittering wrapped up his spot from the start, and his cultured manner in straight, broken incessantly by nonsensical exaggerations, called for yock after yock. His first-row patron and the honky-tonk floor show impressions, both standards, caught terrific mits. DeWolfe's beg-off and subsequent return during the finale were added pleasantries.

Laine's rep, as one of the finest of the new crop of singers, was upheld by his appearance and his abundantly toned vocal chords. However, the lad has not yet developed selling style. His stiff-shoulder motions and erratic leading of the band with his elbows chilled an otherwise outstanding singing act. Laine received good mitting when he could have brought on squeals and possibly stopped the show. A good selection of songs, topped by *That's My Desire*, the song which started his climb, got deserved hands.

The Clark Brothers displayed terp harmony with intricate taps in speedy unison and against each other. Their encore, a shuffling clog, brought the house down.

McKinley emseed, played the drums, led his group, chanted a solo and duetted with Miss Lutes in pleasing manner. Pic, *Golden Earrings*.
Jack Tell.

VAUDEVILLE REVIEWS

Oriental, Chicago

(Thursday, December 4)

Capacity, 3,200. Prices: 95 cents straight. Five shows daily, six on week-ends. House booker, Charley Hogan. Shows played by Carl Sands' band.

Three Suns, in their first local appearance, lived up to their record rep, scoring musically as well as from a showmanship standpoint. Working in the pit on elevated stage, the flashy-wardrobed combo inserted visual and aural comedy bits that enhanced their record work plenty. Accordionist Artie Dunn is a natural comic and should expand his carrying on. Vocals were well handled by organist Morty Nevins, who also does a good straight job for Dunn. Guitarist Al Nevins doesn't get the musical spot he deserved because of a poor mike. But brilliant combination of the organ and accordion made up for it. House has utilized its elevated stage on four occasions in the past year and gremlins have hit the mikes used at each opening show.

The Caudillo Sisters, acrobatic quartet, opened poorly doing a Castilian dance behind one of the gal's chirping. Stint gained momentum when gals went into pyramids and flips that won them a good closing mitt.

Whitey Roberts followed with his standard jump-rope and crockery juggling bits. He has polished his hokey jump-rope tap routine plenty, but could use some fresher gags to really do a job.

Marshall Brothers have strengthened their impressions, but need new lines, for they worked a club and theater here previously with a majority of the same material.

Carl Sands' house ork did an okay job on *Date*, with drummer Smith Howard backed by a trio from within the band. Boys should work closer together and nearer the mike. When they don't their work is lost.

Johnny Sippel.

Loew's State, New York

(Thursday, December 4)

Capacity, 3,500. Prices, 50 cents-\$1. Four shows daily; five Saturdays. House booker, Sidney Piermont. Shows played by Sammy Fidler's house ork in the pit.

With the Tunesmen going over best, Lorraine Rognan holding her spot to advantage and Johnny Morgan skimming by before an unusually frigid house, the current show shaped up as mediocre compared to recent bills. Miss Rognan, as marquee bait, doing the same act just closed at the Capitol in Sinatra's company, with adequate material for her hysterical contortions, consequently clicked as she should, aided by handsome Pat McCaffrie's good straightening.

The Tunesmen (clarinet, piano and drums) in their first Stem engagement proved to be a stick-out cocktail combo, with fresh novelty arrangements and a good sense of musical harmony. The little stiffness noticeable on the opening day was probably eased out after the lads got a few more performances under their belts. Herb Santine's clarinetting of *Come Back To Sorrento* sparked the customers, who came up with a warm reception for the *Duz* routine and the loudest mitt for the *Meadowland* drum solo by Danny Bridge. The neatly flashed lads got off while they were way ahead.

Car Routine Breaks Ice

Johnny Morgan pattered for about five minutes, getting no better than a ripple with his standard monologue, before he finally broke the ice with his used-car routine, paving the way for his cowboy number, a gem. Morgan seemed happy to get off, but he came back on again for a Mexican encore. His even, velvet-toned delivery showed individuality, while the dialogue deserved better reception than it received.

Rolly and Bonnie Pickert, in the opening slot, encountered arctic conditions for their tap routine and the punching-bag-ballet solos. The stilt single and team routines, both exceptionally good bits, started to thaw them out with a fair mitt, but the good looking terpsterns wisely went off and stayed off. Four Moroccans closed the show with some handsome handstands and no-hand tumbling, a good opening act but not able to hold those who were not frozen to their seats.

Ginger Harmon, a last-minute replacement subbing for the ailing Betty Jane Watson, introed by Fidler as an "Hour of Charmer," did not seem strong enough to carry a single spot. She was well-dressed and a good looker, but as a single she lacked lung power. Miss Harmon, who went off to a minimum of mitting, surprised with a *Blue Skies* encore.

Pic, *Song of Love*. Jack Tell.

Capitol, New York

(Friday, December 5)

Capacity, 4,627 seats. Prices, 70 cents-\$1.50. Five shows daily, six Saturdays. House booker, Sid Piermont. Show played by Paul Whiteman.

Paul Whiteman's ork (12 string, 10 brass, 5 sax, 5 rhythm) dominated the bill with three longhair numbers, including Gloria Agostini's *Harp Fantasy* solo, all receiving prolonged mitting at the early morning show. The delivery and arrangements were strictly Whiteman. The old master has lost none of his band-leading personality since last caught.

Marilyn Maxwell, the platinum blond flicker figger, handsomely gowned in gold sequined jacket and black full-length dress, sold *Near You* in reserved tone, using plenty of gestures for good effect. The chirp's subdued voice plus body movement in rhythm carried her (See CAPITOL, N. Y., on page 46)

Gayety, Montreal

(Wednesday, December 3)

Capacity 1,500. Prices: 30 cents-\$2. Two shows daily, three Saturdays, none Sundays. Shows booked by House Manager Tom Conway thru A. G. B. Dow, New York agents. Show played by Len Howard ork in the pit.

It's Jack E. Leonard's show, and those that precede him or follow him can't do much about it. The bill is fairly well balanced, with some of the individual talent being much on the standard side, but as soon as Leonard hits those boards he's got the joint rocking.

He makes no bones that the mob's yocking at his expense. But he doesn't leave it at that. He punches away at some fast and funny material that brings boff results all the way. His take-off on Fred Astaire registered big, as did all his gagging—very little of the stuff getting lost. Leonard's a big hit here and his material is fresh and clean.

Wolandi in the tee-off spot clicks in a cycling turn which is smoothly delivered with enough showmanship to put it over.

Bill Jordan

Bill Jordan takes over the emseeing from Leonard for the second half, pacing the show nicely. In his own spot he got a good reception with some average special material and okay trumpeting—especially the impress of Louis Armstrong. But he's in a tough spot following Leonard.

The Tannos—a personable terp team—get across some fancy tapping that garnered a good mitt. The routine sells well, but that Spanish bit, which is socko, would fit much better as a bow-out routine instead of an opener.

Nivelli & Company show up with a neat brand of legerdemain that garners a healthy mitt. Delivery is slick and there's enough flash to maintain interest thruout.

Sara Lou Harris is heard in some mellow vocalizing that clicks. Her *Someone To Watch Over Me* is best. The Ben Yost Royal Guards are heard in the usual, and get the usual good reception.

Brina Morgan in his vent stint hasn't got much of a chance in teeing off the second half, but he'd do better if his material and delivery were fixed up. As it is now, it gets nowhere.

Mimi Lynne looks okay and registers in the strip spot, and Len Howard cuts the show well. Biz good.

Charles J. Lazarus.

Radio City Music Hall,
New York

(Thursday, December 4)

Capacity, 6,200. Price range, 80 cents-\$2.40. Four shows daily, five Saturdays. House booker, Leon Leonidoff. Show played by Alexander Smallens' house ork.

The big thing, as in past years, is the famous *Nativity* scene, introed with all the reverence and dignity it has acquired here in the past few years. The pomp and pageantry surrounding the scenes were as splendid as ever.

However, if the annual Christmas religious spectacle was beautiful, the rest of the show, calling for various sets, was truly magnificent. In fact, the *Yuletidings* production was almost a book show, handsomely staged and well performed. It was bound around the nursery rhyme characters of Jack Frost and the Snow Maiden, with the legendary Jack Frost going thru a terrific snow storm to find her. It all ends happily in story-book style, making it something that kids and their parents will jam in to see.

The Gaudsmith Brothers

In between the scenes, but still part of the plot, were the Gaudsmith Brothers and their two pooches making with the high-jinks. The two men were dressed like lumberjacks in the Far North, giving continuity (See RADIO CITY on page 46)

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Newark Adams Fleshers Doing Smash Business

NEW YORK, Dec. 6.—While Loew's State and the Million Dollar, Los Angeles, are dropping flesh, the Adams, Newark, is smashing records with its band-and-package-deal policy.

The house, using grade B flickers, has done an average business of \$25,000 since it opened after Labor Day. It has used Vaughn Monroe, Dizzy Gillespie, Andy Russell, a Ted Weems-Nellie Lutchter package and is currently showing Sarah Vaughn. Set ahead are Vic Damone, the Three Suns and Frankie Laine with the Sam Donohue band.

House makes practically every deal on a split, either from the first dollar, depending on the attraction, or after a deduction. Shows usually come in as packages, with the headliner paying the acts.

New York:

5-House B.-O. Low 360G; MH 125G, State 34, Cap 74

NEW YORK, Dec. 6.—Clear, nippy weather plus the customary Thanksgiving Day hypo, brought in a \$360,000 all-over gross for five Stern vaude-pic houses, only an \$11,000 drop from the previous session which included the take from the Strand, now on a flicker-revival policy. The biggest dent was registered at the Roxy, where a \$65,000 gross was one of the lowest rack-ups for an opening week in the past several years.

Loew's State (3,500 seats; average \$25,000) chalked up a big \$34,000 for Jackie Gleason, Betty Reilly, Bob Howard, Pricard and Lord, Reg Kehoe and Ladd Lyon, despite a hold-over film, *The Wistful Widow of Wagon Gap*. The new show (reviewed this issue) has Lorraine Rognan with Pat McCaffrie, the Tunesmen, Rolly and Bonnie Pickert, Johnny Morgan, Four Moroccans and Ginger Harmon. The pic is *Song of Love*.

The Roxy (6,000 seats; average \$85,000), including the previous show's holding for an extra day, garnered a weak \$65,000 for Dan Dailey, Harrison and Fisher, Three Swifts, Norman Young and *Thunder in the Valley*. The show was yanked after one week. The new show (reviewed next issue) has Connee Boswell, Jayne and Adam Digatano, Paul Gerrits and the Pitchmen (starting Sunday, December 7). The pic is *It Had To Be You*.

Music Hall 125G

Radio City Music Hall (6,200 seats; average \$100,000) jumped 10G over the third session with a surprise \$125,000, after opening to a juicy \$145,000 followed by a good \$124,000, for a four-week total of \$509,000 with Stan Kavanagh, Lucile Cummings, Brian Sullivan, Ben Dova and Cass Timberlane. The new show (reviewed this issue) has Myrtil and Picaud, the Gaudsmith Brothers,

Acromaniacs and Good News.

The Capitol (4,627 seats; average \$72,000) hung on with \$74,000 after a fair \$77,000 for Frank Sinatra's first full period, which followed an off-opener of \$55,000 caused by the singer's three-day sick absence. Total for the run was \$206,000 with Lorraine Rognan, Skitch Henderson and the Will Maston Trio, in addition to Sinatra. The pic was *Her Husband's Affairs*. The new show (reviewed this issue) has Paul Whiteman and his ork, Gene Sheldon, Marilyn Maxwell, Ben Beri and *This Time for Keeps*.

The Paramount (3,654 seats; average \$72,000) held on with \$62,000 in the closing stanza, after opening at \$75,000 followed by \$65,000, for a total of \$202,000 with the King Cole Trio, Connie Haines, Randy Brooks and ork, Bobby Lane and Claire Bob Evans and *Wild Harvest*. The new show (reviewed this issue) has Ray McKinley and ork, Billy DeWolfe, Frankie Laine, the Clark Brothers and *Golden Earrings*.

Boston:

Monroe, 47G, Averts Hub Holiday Sag

BOSTON, Dec. 6.—The expected Thanksgiving sag in biz such as the one that hurt receipts last year failed to show at the Boston this week. With Vaughn Monroe's band topping the stage show and *Killer at Large* on the screen, the Hub's only vaude house grossed an estimated \$47,000 for the week ended Wednesday (3). This tops the average by \$17,000 but breaks no records.

The current show has Barry Sullivan, flicker name; Connie Haines, the Stroud Twins and other acts.

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H'w'd Slapsy Uses Promosh Gimmicks

HOLLYWOOD, Dec. 6.—Slapsy Maxie's, whose biz has sagged badly since club changed hands several months ago, became first Hollywood bistro to adopt promotional gimmicks to hypo box office. Club will launch a ringside audience-participating show beginning Sunday (7) and running every Sunday thereafter, offering customers a chance to snag \$2,000 in prizes.

Stunt will be promoted and handled by Erman Pessis, Slapsy's press agent, and will be incorporated as a part of regular dinner show. If stunt proves successful, club will buy air time on local station to exploit the show.

Little, Latest Jock; Also To Use the 88

NEW YORK, Dec. 6.—Little Jack Little is the latest addition to disk jockey ranks. He will do six shots weekly from Jack Dempsey's Restaurant, starting December 20 on a 13-week deal over a local station.

Instead of confining himself to platter work and chatter, Little will also play the piano. The deal, set by Peggy Loeb, calls for Little to work at Dempsey's from 7 to 8:30 p.m., then from 11 p.m. to 2 a.m. He'll go on the air from 1 to 2 a.m. Elimination of singing is to avoid the 20 per cent tax.

IN SHORT

New York:

Lou Cohan, agent for the 400, St. Louis, and the Tick Tock, Milwaukee, besides representing Mark Leddy in the Midwest, is in town on business. . . . Joe Roth sailed on the Ernie Pyle for a December date at the New Scala in Berlin. Thereafter Roth will play Switzerland, Holland, France and England.

Hollywood:

Cully Richards, nitery-pic comic, bought Blackhawk Club in Hollywood and will open new show by month's end. Club is on the site of the original Slapsy Maxie's bistro. . . . Miles Auer, formerly with NBC's traffic department, has gone into agency biz, handling acts and bands. . . . Olson and Johnson, currently en route from Honolulu, open at Flamingo Hotel January 1.

Roy Mack was upped at Frederick Bros. to handle act department following departure of Howard Bruce, who ankleed Frederick office for Bert Gervis Agency. . . . Vet booker Sam Rosey has joined Lou Irwin office in charge of nitery department. . . . Frank Duggan, former head of Frederick Bros.' San Francisco office, left agency to enter real estate biz.

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Wolfit, Dublin Gate Troupes Open Tours of Canada Soon

MONTREAL, Dec. 6.—Montreal's legit season, such as it is, is all set to go within a few weeks, with the openings, within weeks of each other, of the Wolfit Repertory Company and the Dublin Gate Theater Company.

The Wolfit group will open here in a Shakespearean repertory on Christmas Eve. Montreal is only one of the Canadian points Wolfit will play, the British troupe having plans for a tour right across the Dominion for the first time since 1939. The company, which toured six cities in Eastern Canada last season and got the brush-off from most of the Montreal aisle sitters, will play in 12 Canadian centers, beginning in Halifax December 18. Also on the itinerary are St. John, N. B.; Ottawa, Toronto, Brantford, London, Winnipeg, Calgary, Vancouver, Victoria and possibly Edmonton.

Six Works of Bard

The troupe, which has just ended a run at London's Savoy Theater, will include six Shakespearean plays in its repertory: *Macbeth*, *King Lear* (which was done last year by Wolfit), *Richard III*, *Much Ado About Nothing*, *Twelfth Night* and *Midsummer Night's Dream*. A tour of the Eastern United States will be followed by an eight-week run in New York in March. Rosalind Iden will again play opposite Wolfit.

The Gate Theater troupe, being brought here by Brian Doherty, writer of the Broadway hit of several years ago, *Father Malachy's Miracle*, and responsible for the John Gielgud tour last season, will arrive in New York January 7 and will proceed di-

Balleters Point for Sock Coin Take; 'Day' Preem Tops in Terp

NEW YORK, Dec. 6.—The Ballet Theater continues a success pace with its four-week fall season at the City Center. Continuing tulle-and-tights popularity is attested by a take of 62G for the first 15 performances and an advance indicating a final coin rack-up of \$135,000. The troupe will hold over for three extra performances thru December 17.

The newest addition to the group's rep, *Summer Day*, was unveiled Tuesday (2) and proved itself a potential winner for terp futures. *Day* is one of those deceptively simple little items that charms by virtue of its own simplicity. Jerome Robbins has patterned a superbly satirical pas de deux, stepped on a bare stage to a tinkling piano accompaniment of Prokofieff's *Music for Children*. Its theme is a boy and girl, dressing up in props and aping the behavior of grown-ups. Since the aping is in terms of terping, and it is not too hard to recognize the mannerisms of some leading balleters, the result is great fun. *Day* is ballet satire at its tongue-in-cheek best. Robbins gave a top-drawer interpretation of his own patters, and young Ann Koesun provided a delightful assist. Ray Lev was at the piano.

The remainder of the bill included *Swan Lake*, with Alicia Alonzo and Igor Youskevitch in the lead slots; *Jardin Aux Lilas*, with Nora Kaye, Hugh Laing, Anthony Tudor and Mary Burr, and *Fala Performance*, with Nora Kaye, Alicia Lanzo and Shellie Farrell as the familiar posturing ballerinas. The inclusion of Anthony Tudor's *Gala* on the same program with the troupe's newest addition only points up what real imagination can do. *Day* is to *Gala* what delicate satire is to heavy-handed burlesque.

Bob Francis.

rectly to Hamilton, Ont., where it will have its North American preem January 12. Hamilton has been picked in recognition of the sellout last season.

Following is the itinerary: Hamilton, four days; to Ottawa's Capitol Theater for the night of January 19; to Montreal for the rest of that week; to Toronto for two weeks, starting January 26; then to Boston and Broadway for a limited engagement. New York dates are not yet set.

The Gate Players, led by Hilton Edwards and Michael MacLiammor, will include four Irish comedies in their repertory, two by MacLiammor, George Bernard Shaw's *John Bull's Other Island* and Denis Johnston's *The Old Lady Says "No!"*

ANTA To Launch 5M Fund Campaign

NEW YORK, Dec. 6.—The American National Theater and Academy (ANTA) is planning to launch its estimated \$5,000,000 fund-raising drive in 1948. ANTA will use money derived from benefits to be held early next year as a nest egg to set up its campaign.

The legit org will make its drive nationwide, going to every State, city and town for donations. However, all the funds collected in each State will be returned there in the form of legit groups playing thru that territory.

ANTA has members in every State but eight, and, using them as the nucleus, it will begin building an organization in the nation. The exact form of the campaign hasn't been blueprinted, but, no doubt, the org will begin working on it as soon as some of the money starts rolling in from the benefits.

With the money ANTA receives from its fund-raising drive, it will begin its work of feeding legit to the nation in the form of subsidizing all worth-while legit groups.

New Face Appears On Preem Aisles

NEW YORK, Dec. 6.—A major shake-up in *Brooklyn Eagle's* drama department this week has resulted in the transfer of Arthur Pollock, the Boro sheet's drama pundit for the past 25 years, to assignments on important news features and editorials.

The *Eagle's* new drama critic is George Currie, who has been with the paper since 1916 and served in nearly every editorial capacity, from top sports writer to Sunday editor. More recently, he has been conducting the paper's feature column, *George Currie's Brooklyn*.

While Currie has not been active Stem-wise in a number of years, he has had long experience as a play reviewer and formerly held down the theater editor's chair in addition to his Sunday editorial duties. He takes over that slot again along with the critical chore, and will be in supervisory charge of screen, music and night club departments as well.

"Druid Circle" May Prune

NEW YORK, Dec. 6.—The *Druid Circle* has applied to the Actors Equity cutsboard and received permission to slice the cast's salaries once the show goes below a weekly gross of 10G. The cut will not be applied this week but may go into effect soon if the show's draw doesn't improve.



BROADWAY SHOWLOG

Performances Thru December 6, 1947

Dramas

	Opened	Perfs.
A Young Man's Fancy... (Cort Theater)	4-29, '47	255
An Inspector Calls... (Booth)	10-21, '47	55
Antony and Cleopatra... (Martin Beck)	11-26, '47	13
Born Yesterday... (Lyceum)	2-4, '46	776
Command Decision... (Fulton)	10-1, '47	77
Druid Circle, The... (Morosco)	10-23, '47	53
First Mrs. Fraser... (Shubert)	11-5, '47	37
For Love or Money... (Henry Miller)	11-4, '47	39
Happy Birthday... (Broadhurst)	10-31, '46	456
Harvey... (48th Street)	11-1, '44	1,310
Heiress, The... (Biltmore)	9-29, '47	80
John Loves Mary... (Music Box)	2-4, '47	351
Man and Superman... (Alvin)	10-8, '47	69
Medea... (National)	10-20, '47	56
Voice of the Turtle, The... (Hudson)	12-3, '43	1,527
Winslow Boy, The... (Empire)	10-29, '47	45

DRAMA REVIVALS

Burlesque... (Belasco)	12-23, '46	398
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Musicals

Allegro... (Majestic)	10-10, '47	67
Annie, Get Your Gun... (Imperial)	5-16, '46	652
Brigadoon... (Ziegfeld)	3-13, '47	398
Call Me Mister... (National)	4-18, '46	687
Finian's Rainbow... (46th Street Theater)	1-10, '47	397
High Button Shoes... (Century)	10-9, '47	68
Music in My Heart... (Adelphi)	10-2, '47	76
Oklahoma... (St. James)	3-13, '43	2,124

ICE SHOWS

Ice Time of 1948... (Center)	5-23, '47	252
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OPENED

A Streetcar Named Desire... (Ethel Barrymore)	12-3, '47	
The hosannas were loud and long, cric being unanimously favorable. Yes: Robert Coleman (Mirror); William Hawkins (World-Telegram); Ward Morehouse (Sun); John Chapman (News); Howard Barnes (Herald Tribune); Louis Kronenberger (PM); Richard Watts Jr. (Post); Brooks Atkinson (Times); and Robert Garland (Journal-American).		

CLOSED

French Revue... (Playhouse)	10-30, '47	44
Saturday (6)		

COMING UP

Gentleman From Athens, The... (Mansfield)	12-9, '47	
Angel in the Wings... (Carnet)	12-11, '47	

Legit Encyclopedia for Chi

CHICAGO, Dec. 6.—First comprehensive encyclopedia of Chicago legit will be published in a few weeks, titled *History of Chicago Stage Plays*. Edited by Bill Leonard, drama critic of *The Chicago Journal of Commerce*, and published by Bud Fieberg, of *Chicago Stage Bill* programs, book will be similar to the works Burns Mantle has done for New York legit.

Book will contain historical data as well as lists of all plays that have hit the boards here from 1922 thru 1947 with complete casts. For the 1946-1947 season a more complete treatment, including pix of performances, will be given. Tome will be the first of an annual series, with subsequent volumes giving more detailed info about current seasons but less historical matter.

"Okla." Pulls In Road Coin; "Carousel" Okay

NEW YORK, Dec. 6.—Now celebrating its 2,000th performance on Broadway, *Oklahoma* is tearing up that old lettuce patch on the road and proving one of the top money-making road shows in legit annals. Its net profit during a one-week stand at Richmond, Va., the week of November 22 was \$32,384.32 from a gross of 73G. The week previous, for a one-week stint at Hershey, Pa., the net was \$12,374.83 and the house collected 8G there.

The musical's top gross was 119G in Oklahoma City in November, 1946, of which 60G was profit and 30G the theater cut. Some other dates which racked-up terrific nets were Des Moines, where out of a \$90,000 gross, 44G was profit; Kansas City, Mo.; Dallas and Omaha, with 26G profit, and Tulsa, with a \$21,000 net.

Oklahoma is a cheap show to run on the road, costing about 15G for its weekly operating nut without transportation. This is about the same budget that the New York company has each week. The Broadway company isn't making money but manages to run about even, losing some weeks and making it up others. The musical will stay here until the summer. Investors also may have a nice piece of change coming for movie rights. Sale of these hasn't been announced, but the unofficial word is \$1,000,000. Out of this the producers and the backers would garner 400G, the story goes, the rest going to the authors and songwriters.

"Carousel" Doing Nicely

Carousel, the other Theater Guild musical, hasn't been as successful on the road but has been doing nicely. This show runs from 20G to 22G to operate each week, its nut being higher than *Oklahoma's* because of increased royalties being paid scripters and songsmiths.

The recently concluded run in St. Louis netted *Carousel* \$7,000 profit out of a 39G gross. Ten G of the gross went to the theater. In Chicago it was thought that the show lost money, even tho it grossed about 33G several weeks, but a letter was sent out by the Guild saying that a "readjustment of theater rental based on a policy of joint running expenses" with the Shuberts would bring some dough back into the show's coffers.

Crawford Nixes 2d Road Company for "Brigadoon"

NEW YORK, Dec. 6. — *Brigadoon* will not send out a second road company but will wait for the run to end on the Stem before hitting out for the hinterlands with the same company. The show has been hitting top grosses—44G per week since its arrival here and has long paid back its investors. Cheryl Crawford, the producer, feels that sending out a second road company now would not be profitable because taxes would chop down profits considerably. *Finian's Rainbow*, another hit musical of last season, will probably send out a road company next season.

Kay Francis 6G in Wichita

WICHITA, Kan., Dec. 6.—Kay Francis pulled in \$6,200 Thanksgiving eve for one performance in the Pulitzer prize winner *State of the Union*. The 4,000-capacity city-owned barnlike Forum was nearly packed. Three stage microphones helped carry the play to the far reaches of the triple-decked auditorium.

Out-of-Town Opening

ANGEL STREET

(Opened Monday, December 1, 1947)
BILTMORE THEATER,
LOS ANGELES

A melodrama by Patrick Hamilton. Staged by Shepard Traube. Settings and costumes designed by Lemuel Ayers. Stage manager, Irving C. P. Sudrow Jr. Company manager, Gerald O'Connell. Press representative, Lenny Traube. Presented by Shepard Traube in association with the Actors' Company.

Mrs. Manningham.....Laraine Day
 Mr. Manningham.....Gregory Peck
 Nancy.....Elizabeth Fraser
 Elizabeth.....Elizabeth Patterson
 Rough.....Ernest Cossart

The years have been kind to *Angel Street*. The Victorian melodrama with modern psychological undertones rapidly approaches the status of a modern classic. Revived by Shepard Traube, who produced the prize-winning version of the play in 1941, and generally well acted by a cast of experienced film stars, *Angel Street* proves to be an exciting, suspenseful piece of stagecraft. Play is nearly actor-proof and can't help score, despite some unevenness in acting and a heavy directorial hand.

Leads are played by Gregory Peck and Laraine Day, with a special nod to Miss Day, who emerges as a full-fledged emotional actress, exceptionally convincing in the play's tender moments. Peck, by comparison, comes out second best. While his performance is polished, his characterization of the suave, tho sinister Mr. Manningham is never totally believable. Despite all his leering, clipped delivery, and acts of mental violence, he still emerges as a good fellow. His rich, friendly voice doesn't help much.

Supporting cast is excellent. As the gallant and kindly retired detective, Ernest Cossart is perfectly cast. Yet screen character actress Elizabeth Patterson underplays the role of the sympathetic housekeeper with just the right amount of shading. Elizabeth Fraser, as the Manningham's maid, is the picture of a Cockney hussy. The scene in which she goes on the make for her two-timing employer is a gem.

Biltmore Theater engagement winds up an eight-week Coast tour for this company. Film commitments prevent further road dates.
 Alan Fischler.

Foreign Opening

CHATTERTON

COMEDIE-FRANCAISE, PARIS
 (Reviewed November 23, 1947)

Play in three acts and four tableaux, by Alfred De Vigny. Directed by Jean Debucourt.

Lord Talbot.....Jean Weber
 A Quaker.....Chambreuil
 Chatterton.....Julien Bertheau
 Lord Beckford.....Georges Bacconnet
 Lord Lauderdale.....Jean Marsan
 John Bell.....Jean Davy
 Lord Kingston.....Jacques Morange
 Kitty Bell.....Yvonne Gaudeau
 Little Valmore.....Rachel
 Little Mariage, Her Brother

To celebrate the 150th anniversary of the birth of Alfred de Vigny, the Comedie-Francaise, France's national theater, revived the drama he turned out in 1834. The play has all the romantic tragedy of the period and Jean Debucourt has staged it accordingly. It has everything—a beautiful, fragile, weeping heroine, married to a cruel, ruthless, swaggering, self-made man and desperately in love with the young, poor, despairing poet, who is their boarder. The boarder commits suicide and she dies of a broken heart.

Julien Bertheau in the title role, Chambreuil as the Quaker and family friend, Jean Davy as husband John Bell and Yvonne Gaudeau as

28 Tix Added To First-Night N. Y. Crix List

NEW YORK, Dec. 6.—The League of New York Theaters, at hacks' suggestion last week, has added 14 pairs of tix to its first night list. The new list tallies 48 pairs, a reduction of about 27 pairs of ducats from the first night list before it was cut.

The new press line-up is expected to go to the membership of the League for ratification at an early date with little trouble expected. Press agents are now 100 per cent behind the list since it contains practically all of their suggestions.

The new list and number of pairs each will receive includes: *Times* and *Herald Tribune*, four; *Daily News*, three; *Mirror*, *Journal-American*, *Sun*, *World-Telegram*, *Post* and *PM*, two, and one to the *Telegraph*, *Journal of Commerce*, *Wall Street Journal*, *Brooklyn Eagle*, *Newark News*, *Newark Star-Ledger*, *Women's Wear*, *Life*, *Newsweek*, *Cue*, *New Yorker*, *Time*, *Associated Press*, *United Press*, *North American Newspaper Alliance*, *The Billboard*, *Variety*, *George Jean Nathan*, *John Mason Brown* and *Burns Mantle*. Distrib of an extra five pairs for columnists and radio reports will be left to the discretion of the show's flack.

The board of governors of the League were very enthusiastic about supporting a plan for a legit publicity bureau to be backed by the producers' association. They want to merge this publicity committee with another for the improvement of conditions on the road. However, a special membership meeting will be held in the near future to discuss the merger and ways of handling the publicity and propaganda bureau. In line with the institutional publicity pitch, the League is also considering inserting an institutional ad in metropolitan dailies asking for the purchase of legit tix as Christmas gifts.

his wife, Kitty, did as well as they could with this super-charged emotional playscript played in a conventional realistic set.

For the second half of the program Debucourt directed de Vigny's charming bit of fluff *Quitte Pour La Peur* (*A Bad Scare*), an amusing comedy of manners in three scenes. Lise Delamare was lovely, tho a trifle vulgar, as the young Duchess; Jean Martinelli was elegant and debonair as the duke who gallantly saves his lady's honor, and George Vitray played a wise old court doctor. The chateau bedroom set had the right 18th century frills and laces, and the cast seemed to share in the fun of the play.
 Jean White.

ROUTES

Dramatic and Musical

Anna Lucasta (American) St. Louis.
 Annie Get Your Gun (Shubert) Chicago.
 Angel Street (Biltmore) Los Angeles.
 Bankhead, Tallulah (Harris) Chicago.
 Chevalier, Maurice (Curran) San Francisco.
 Chocolate Soldier (Blackstone) Chicago.
 Dream Girl (Metropolitan) Seattle.
 Fatal Weakness, with Ina Claire (Geary) San Francisco.
 Firefly, The (Boston O. H.) Boston.
 Harvey, with Joe E. Brown (Davidson) Milwaukee.
 I Remember Mama (Locust St.) Philadelphia.
 Jones, Spike (Studebaker) Chicago.
 Lady Windermere's Fan (Erlanger) Buffalo.
 Late Christopher Bean (Cox) Cincinnati.
 Lunt & Fontanne (Selwyn) Chicago.
 Medium & Telephone (Majestic) Boston.
 Musical Repertoire (Nixon) Pittsburgh.
 Oklahoma (Empire) Syracuse, N. Y.
 Red Mill (Paramount) Waterloo, Ia., 10; (Auditorium) St. Paul, 11-13.
 State of the Union (City Aud.) Beaumont, Tex., 11; (Poche) New Orleans, 11-16.
 Slater, Ralph (English) Indianapolis.
 Sweethearts, with Bobby Clark (National) Washington.
 Show Boat (Shubert) Philadelphia.
 Song of Norway (Shubert) Boston.
 Tonight at 8:30 (Forrest) Philadelphia.
 Voice of the Turtle (Shubert-Lafayette) Detroit.

BROADWAY OPENINGS

CARIBBEAN CARNIVAL

(Opened Friday, December 5, 1947)

INTERNATIONAL THEATER

A musical. Lyrics and music by Sam Manning and Adolph Thenstead. Staged by Samuel Manning. Choreography by Pearl Primus and Claude Marchant. Costumes by Lou Eisele. Conductor, Ken Macomber. Company manager, Sam Brin. Stage manager, Pat Leonard. Press representative, Bill Doll. Presented by Adolph Thenstead. CAST: Sam Manning, Pamela Ward, Eddie Taliffero, the Smith Kids, Claude Marchant, Billie Allen, Eloise Hill, Duke of Iron, Pearl Primus, Peggy Watson, Alex Young, Curtis James, Padjet Fredericks, Fred Thomas, Helen Carr, Gem Bolling, Dorothy Graham, Charles Queenan, Josephine Premice.

DANCERS FOR "ROOKOMBAY": Gem Bolling, Dorothy Graham, Eloise Hill, Lillie Peace, Mildred Thomas, Curtis James, Andre King, Charles Queenan, Alex Young, Padjet Fredericks.
 CHORUS FOR "ROOKOMBAY": Helen Carr, Clara Hubbard, Dorothy MacDavid, Wahnetta San, Fannie Turner, Clifton Gray, Louis Sterling, Fred Thomas.

CALYPSO DANCERS: Gem Bolling, Dorothy Graham, Eloise Hill, Curtis James, Andrew King, Paul Meeres, Lillie Peace, Charles Quinan, Bernard Taylor, Mildred Thomas, Alex Young.

CLAUDE MARCHANT DANCE GROUP: Billie Allen, Jacqueline Halston, Marjorie James, Donald Curtis, James Brown.

ENSEMBLE: Clifton Gray, Clara Hubbard, William Johnson, Dorothy MacDavid, Louis Sterling, Jerry Meeres, Wahne Ha San, Helen Tinsley, Fannie Turner.

It is more than possible that Adolph Thenstead's *Caribbean Carnival* will draw a class audience with ears attuned to calypso rhythms. *Caribbean* is nothing else but. For the average pew-buyer, however, it would seem that about half as much would be more than enough of a good thing.

There is no question but that *Carnival* is packed with talent, but Producer Thenstead is laboring under the delusion that anything that is sock can be double-dosed for an audience and be twice as good. Unfortunately, he errs. *Carnival* suffers mostly from too many encores and repetitious emphasis on songs and dances. A fat half-hour or more clipped from the running time would not only do the show no harm, but a vast deal of good.

At the disk of being tabbed an ignoramus as far as calypso backgrounds are concerned, this reporter will go on record that top-featured Pearl Primus is far from up to the terping standard she set for herself Stemwise in *Showboat*. She is primarily featured in an item titled, *Rookombay*, a voodoo production sequence which unveils no great imagination and which has been done more effectively previously. However, Thenstead has assembled a deal of talent which if haltered properly in staging, could make the show something less than monotonous. The fault of *Carnival* is that it is just too long. Perhaps it stems from the beating of those thrice-damned tomtoms, but in any event, it builds for release before the second act curtain.

Premice, Personality Plus

Tops, however, are the contributions of Claude Marchant and Josephine Premice. Either or both should be outstanding in vaude or club assignments. Marchant and his troupe are excellent, and his solo terping is something to be clocked and remembered. Miss Premice has a way with a song which is personality plus, a chanting understatement which is likewise to be remembered.

As a matter of record, there is much other dancing and singing in *Carnival* to recommend it. The slight thread of book which is supposed to hold it together is rather dreadful—particularly as to comedy. Sam Manning as a Trinidad copper is supposed to have something to do with showing a couple of visiting photogs the town at carnival time. Mr. Manning is a bore and so is the material. This reporter will take the drums by preference.

In sum, there will undoubtedly be a certain audience for *Carnival*

A STREETCAR NAMED DESIRE

(Opened Wednesday, December 3, 1947)

BARRYMORE THEATER

A drama by Tennessee Williams. Staged by Ella Kazan. Setting and lighting, Jo Mielziner. Costumes, Lucinda Ballard. Company manager, Max Siegel. Stage manager, Robert Downing. Press representative, Ben Kornzweig. Presented by Irene M. Selznick. Negro Woman.....Gee Gee James
 Eunice Hubbel.....Peg Hillias
 Stanley Kowalski.....Marlon Brando
 Harold Mitchell (Mitch).....Karl Malden
 Stella Kowalski.....Kim Hunter
 Steve Hubbel.....Rudy Bond
 Blanche Du Bois.....Jessica Tandy
 Pablo Gonzales.....Nick Dennis
 A Young Collector.....Victor Christl
 Mexican Woman.....Edna Thomas
 A Strange Woman.....Ann Dere
 A Strange Man.....Richard Garrick
 (HABITUES OF THE QUARTER)

Tennessee Williams has written another fine play. In *A Streetcar Named Desire* he is once more concerned with the tragic frustration of little back-street people. This time his background is a back block in New Orleans and, as in *Glass Menagerie*, his dominating figure is a fading, tho younger, Southern belle. However, therewith any resemblance between the two plays ceases. *Streetcar* is a dynamic, gripping, clinical exposition of moral and mental decay and the contamination it can spread to all it touches. Its mood varies from tender to harsh and bitter, but it drives for steadily increasing interest from curtain to curtain and is packed with moments of fine theater. In short, *Streetcar* puts Williams up several more rungs on the scripting ladder and gives Irene Selznick a sock hit.

Since this so far has been a season for bringing distinguished performances to the Stem, chalk up another, and one of the best, to Jessica Tandy for her neurotic liar and cheat, Blanche Du Bois. It is anything but a sympathetic part, selfish and conniving, but somehow over and beyond the script Miss Tandy manages to build for pity rather than condemnation, and above all to convey the mounting mental unbalance which climaxes in the tragic denouement. It is a terrific assignment, keeping her on stage almost without intermission, but she rises to it completely for a beautifully shaded performance.

Nor is *Streetcar* Miss Tandy's play by any means. Kim Hunter is tremendously effective as the sister who has escaped aristocratic mental rot in the old homestead by getting out and marrying a down-to-earth Polish ex-G.I. Marlon Brando snatches new laurels as the loutish, but shrewd brother-in-law, and Karl Malden more than matches his most recent fine chore in *All My Sons* with a brilliant portrait of a silver-corded suitor. They are a trio to furnish perfect close harmony to Miss Tandy's quartet lead. In fact, all the neighbors who drift in and out of the Kowalski two-room flat are hand-picked for ability, and under Ella Kazan's superb direction give *Streetcar* the sheen which only comes from top professional approach.

Production standards are quite up to the scripting and acting. Jo Mielziner has designed a living room-bedroom flat interior which is exactly right for what goes on inside it and Lucinda Ballard's costumes are ditto for the people who wear them. Some customers may find Williams's latest effort on the grim side, but no one will deny the heft of its stimulating punch, or that it unveils some of the finest playing to be seen hereabouts this year. There is no question that *Streetcar* will stick to its tracks for a long, long time.
 Bob Francis.

which will find it "exciting." A reporter can only hope that it's bigger than he imagines. Cut to one act, this *Caribbean* dish might have more spice.
 Bob Francis.

OFF BROADWAY

ONE SUNDAY AFTERNOON

(Opened December 3, 1947)

GREENWICH MEWS PLAYHOUSE

A drama by James Hagan. Staged by Cecil Clovelly. Sets and costumes, Ruth Birnholz. Stage manager, Klaus W. Kolmar. Production manager, Jack Woods. Presented by the Equity Library Theater.

Biff Grimes.....Bob Faith Jr.
Snappy Downer.....Charles S. Percell
Hugo Barnstead.....Stewart Bradley
Virginia Brush.....Lynn Merrill
Amy Lind.....Frances Helm
Giggles.....Diana Craig
Waiters.....John Sullivan,
Raymond Allen, Danny Walden,
Stuart Germain, John Salter, Ted Spears
Mr. Schneider.....William Bach
Dainty Doretta.....Peggy Harris
First Rowdy.....Win Kelley
Second Rowdy.....James Morley
Young Couple.....Peggy Harris, Mel Jurdens
Piano Player.....Richard Stewart
Mrs. Lind.....Adele Fortin
Charlie Brown.....John Salter
Matt Hughes.....Gilbert Strange
Lampighter.....Vaughn Taylor

One Sunday Afternoon, the Equity Library Theater's second presentation of the season, is definitely one of its superior productions. The intelligence and ingenuity manifested in handling this tricky James Hagan script should be an object lesson to those producers who believe that spending moola is the only way to win in legit. For in addition to a very large cast, this show had a chorus of singing waiters, two female chirps and an ivory thumper—all on a very limited budget.

Hagan tells the sentimental story of a small town guy who falls in love with a shrew, only to be jilted by her, whereupon he decides to marry her girl friend. The g. f. has always worshipped him, but he hasn't given her a tumble. Just imagine the tribulations he goes thru with the true-blue gal always in his corner, until at the end of the play he realizes what a good deal fate gave him in a wife.

Keith Not Up To It

Casting of Bob Keith Jr. as Biff Grimes, the guy, was a major production mistake. Keith is a handsome lad, but for the part, he doesn't have enough experience to give the role the weight, sympathy and reading it deserves. Keith registers only in early scenes where he plays a youngster; in the heavy parts he throws many of his lines away, lacking the necessary voice, color and shading. However, playing opposite him, Frances Helm redeems the show by showing a great feeling for and understanding of her part. Gal is a good looking ingenue and with a few more shows she should be ready to step out and make a name for herself.

Charles Purcell, in the comedy role of Snappy Downer, Biff's friend, almost steals *Afternoon*. He mugs mercilessly to the delight of the audience. Off this performance it's safe to predict that Purcell will have little trouble landing a part on Broadway. Stewart Bradley, as the heavy Hugo Barnstead, also evidenced a great deal of acting talent. Bradley, a good-looking, dark type, also should be ready for bigger things with a bit more sharpening. In the role of the shrew, Lynn Merrill registers solidly. Diana Craig, William Bach, Peggy Harris, Adele Fortin and Vaughn Taylor in smaller bits turn in competent thesping stints.

Ruth Birnholz's four sets and many costumes add a mood and atmosphere which bring the Gay '90's right into the theater. Staging by Cecil Clovelly is not only slick but shows painstaking work with the actors to bring out their best. Clovelly is also responsible for going from his prolog straight into his story instead of using a break as the Broadway production did. The device is intelligent, but in the limited area of the theater it presents sight problems.

However, the entire production is a further step in the John Golden program of raising the standard of Equity Library shows this season.

Leon Morse.

TRIAL BY FIRE

(Opened Thursday, December 4, 1947)

BLACKFRIARS' THEATER

A drama by the Rev. George H. Dunne, S. J. Staged by Albert McCleery. Settings, William Riva. Stage manager, Allen Kramer. Presented by the Blackfriars' Guild.

Coroner.....Marc Snow
Mr. Applegate District Attorney.....
Thomas Roberts
Samuel Jones.....Jack Delmonte
Roy Johnson.....Will Marshall
Rita Johnson.....Paula Mayer
David Johnson.....Clarence Rock
Carol Ann Johnson.....Cherlynn Q. Wright
Helen Parks.....Valerie Cavell
Ed Parks.....Evelio Grillo
Jim Neal.....John Flower
Tom Craven.....John Young
John Bailey.....Harry Bolden
Edward Danforth.....Wayne Sherik
Hiram Jasper.....Tom O'Connor
Thomas Lawson.....Nappy Whiting
George Jenkins.....Walter Thompson
Mr. Hitchcock.....John Michael
Mrs. Haskins.....Helena Price
Mrs. Pritch.....Charlotte Nachtwey
James Cameron.....Seamus Maloney
Dr. Hauser.....Chris Gage
Nurse.....Mary Leigh
First Man.....Henry Justyne
Second Man.....Tom O'Connor
Mourner.....John Michael
Priest.....Angus McDonald

Some day, perhaps, a playscript on the subject of racial intolerance will come along which offers a solution of the problem. So far no one has come up with more than a ray of hope. The question is an open sore, and it seems to one reporter that unless a playwright can offer some concrete plan of medication, arraignments and pleas from the stage are not too lastingly effective.

However that may be, *Trial by Fire*, Father Dunne's tragedy of discrimination against a Negro family is a timely and often moving plea for social justice. Dunne has based his play on actual records of a coroner's inquest into the deaths of four Negroes burned alive in their home. The record smells to heaven of murder—murder because the Negroes had dared to build a house in a spot where they were not wanted. But prejudice whitewashes the record and the case is marked off as an accident.

Unique Presentation

Dunne's method of presenting his documentary drama has impact, the auditorium of the little Blackfriars' Theater becomes a coroner's court, with the audience acting as jury and with officials and witnesses spotted in the orchestra pit. As evasive witnesses are questioned, what really happened is acted out behind them on a crime-fronted stage. Unfortunately, the author's scripting does not always keep pace with its presentation. Where he has had records of actual testimony for a guide, he writes forcefully and with flashes of dry humor. But when he is strictly on his scripting own, his writing becomes uneven and frequently sticky. There is a bit too much sweetness and light, his characters are either very, very horrid or so good as to be almost unbelievable. There are practically no half-ways with Father Dunne.

But in spite of scripting defects, *Trial* is one of the most interesting experiments the Blackfriars have made to date. It has been well cast and effectively paced by Albert McCleery. It boasts some really outstanding performances from players both Negro and white. On the latter side of the ledger, this reporter particularly liked the coroner of Marc Snow and the brash district attorney of Thomas Roberts, and John Flower rates a special bow for a portrait of a vicious sheriff. Good contributions stem also from Helena Price and Charlotte Nachtwey. Will Marshall endows the young Negro father with dignity and sympathy, despite some of the sugary things that Father Dunne puts into his mouth. Paula Mayer is likewise effective as his wife, and the two youngsters, Clarence Rock and Charlynn Q. Wright,

LEGAL, FINANCE ACHES

(Continued from page 39)

ington to confer with the House Ways and Means Committee on a reduction of the 20 per cent amusement tax. Raynor said that he is communicating with several other groups involved in the tax hassel, and in view of the Midwest biz drop-off, he expects encouraging response to the projected delegation.

Raynor has also presented to city council a survey showing the need for a limit of 7,000 liquor licenses locally. At present 9,000 licenses are extant, or 6 per cent of the 158,000 business licenses in use. According to Raynor, the 6 per cent represented by the liquor licenses accounts for 71 per cent of the city's gross revenue from all business licenses.

Raynor, in his conference with council, pointed out that unless a permanent 7,000 list is maintained, the overabundance of niteries will ruin established ops and cut city revenue considerably.

CAPITOL, NEW YORK

(Continued from page 42)

thru *Civilization and Everybody Like It* for a beg-off.

Gene Sheldon got his share of yocks with his standard comic banjo bits, then came back with a good looking brunette straight for some hilarious panto nonsense. Both parts of Sheldon's act went over big.

Ben Beri, who opened after the first band number, warmed up the house with some fancy three-ball, club and tamborine comic juggling in perfect accord with the music. He held his spot well.

Pic: *This Time for Keeps*.

Jack Tell.

RADIO CITY

(Continued from page 42)

to the story. At times the music was so loud that it was almost a panto act. However, despite the musical handicap, they pulled some terrific laughs.

The Snow Maiden and Jack Frost were done by Germaine Myrtil and Roger Pacaud. The team worked in their standard gilt paint and flutter, doing an excellent job thruout.

The finale brought on the Acromaniacs, who seemed lost on the huge stage. But the three lads were as fast as ever, getting a terrific burst of speed into their crabs, reverse crabs, rowboat lifts and routines.

The kids came on as three gimpy fiddlers during the finale. They shed their coats and props and went into their act, getting some terrific mitting.

In the finale Myrtil and Pacaud meet, marry and set off in a balloon. It was in this last scene that the Rockettes came on for their customary unison terping, ending with the habitual big hand.

Pic, *Good News*. Bill Smith.

VILLAGE VANGUARD

(Continued from page 41)

folk singer, complete with guitar. The gal showed latent comic ability buried in a hodgepodge of Latin folk stuff which didn't mean too much. In fact her opening throw-away lines were the best part of her act. The gal has possibilities if handled right, but she's still some distance away.

The Max Kaminsky Trio (trumpet, piano and drums) played a lot of music. When the three boys got together they sounded like a 10-piece band making the room jump.

Don Frye, emcee and intermission pianist, still gets the crowds around him to sing to his barrel-house rolls.

Bill Smith.

are fine. All in all, the Blackfriars are to be heartily commended on a sincere and significant effort.

Bob Francis.

Montreal Preps A Lush Dec. 31

(Continued from page 39)

\$10 per person plus tax (30 per cent), which will pay for the dinner, one cocktail and the usual favors. It will be \$6 per in the Corinthian, where music will be provided by Max Shaffer, whose quartet relieves upstairs. Shaffer's band will be expanded and Neil Golden will play as usual on the Roof. Last year the rate at the Roof was just over \$9, which means an increase this year of almost a buck. Tickets are reported going great. The show will consist of June, of June Taylor Girls; Eric Thorson and McCarthy and Farrell. The Roof show will double at the Corinthian. At the Roof the entrance ticket plus tax will make the tab—before drinks—total \$13.45.

The El Morocco has also raised its ante to the same price as the Roof—\$10 per person plus tax. There'll be a regular charge for the dinner mob which has to be out by 9:15. Headlining the bill will be Eddie Schaeffer, comic.

The Samovar has reduced its bite from \$8 per plus tax, to \$6 per plus tax. Tickets for the big night started selling early in November.

The Esquire price is about the same as last year: \$5.50 per person plus tax—or \$7.37.

The prices in all these spots include dinner—turkey or steak—and a cocktail and favors. Most of the rooms will be open all night, which is something of a concession on the part of the gendarmerie who tell the public they keep a close watch on the nitery curfews.

Some business will be taken away from the niteries by cocktaileries and eating spots that have installed cocktail entertainment, but not enough to make any difference to the regular night clubs. The joints in the east end of town, like the Palm Cafe, Vienna Grill and lesser spots, will draw the usual crowds—mostly French-speaking.

A spot that came up fast this year is the plush Quartier Latin, with strictly Gallic atmosphere. The bite will be \$7.50 plus the usual.

Some neighborhood theaters will have vaudeville shows, but it's not anticipated they will take trade away from the downtown section, since those who attend the nabes of New Year's Eve usually can't get to the niteries anyway.

The restaurants are preparing for a huge turnover, but many of them will do away with the minimums installed during the plush war years.

AGVA IN LULL

(Continued from page 38)

AGVA funds to permit no withdrawals and honor no AGVA checks unless these withdrawals were joined in by Matt Shelvey.

Cowan said that the Four A's had signed a document November 29, 1946, which said in part that AGVA had bought, paid and earned its full autonomy and it was therefore restored immediately as of the date of the resolution. In this resolution, said Cowan, all the rights of AGVA as an autonomous branch of the Four A's were also returned.

Legal fees and other expenses incurred by Shelvey, said Cowan, will be paid by AGVA. "That includes me, Ernst and Shelvey," said Cowan. "We, however, don't want the Four A's to handle the money. We want the court to control it."

At a meeting held in New York last week between the Four A's committee and Cowan, Cowan said, discussions were friendly. The arrangement decided upon was to have Ernst get in touch with the international board of the Four A's (not the committee) and its counsel, Paul Turner, now on the Coast. Cowan said such a meeting would be held some time this week.

Burlesque

By UNO

MANDY KAY and Charlie Harris switched from the Hirst to the Midwest, opening at Fox, Indianapolis. . . . Jimmie Wilson, former burly producer, who just finished playing a star part in the film, *Summer Escapades*, on the Coast, is now managing the Green Corner in Mount Vernon, N. Y., operated by Leo Steiner, retired detective. The nitery features Bobby Jones, organist. . . . Allen Gilbert left the *Follies*, Los Angeles, to produce shows at the Latin Quarter, Miami Beach. . . . Lily Marlyn celebrated a birthday November 28 at the French Casino, Chicago, where she is featured. . . . Ann Bergin returned to the Hudson, Union City, November 30, elevated to strip tease principal ranks. . . . A new Hirst wheel unit started functioning at the Hudson November 23, with Stinky and Shorty headlining and starting their second tour of the houses, along with Laura Bruce. New co-principals are Harry Rollins, straight; Peggy O'Connor, strip, and Harry Lander, co-comic. . . . Trudy Parsons, formerly in the line-up at the Avenue, Detroit, has temporarily taken over the candy booth concession in the lobby of the Empress, Milwaukee, with Roland Porter doing the pitches.

HONOLULU'S second burly house, the Park, is under management of Alfred Jansen. Members of the Stateside imported cast are Diana DeLayne, strip; Smokey Wells, comic; Jack Herriod, straight and violinist; Alberta Holmes and Norma and Billy Elliot. In the line-up are Betty Herod, Helen McFall, Lee Stevens, Sunny and Betty Knight and Pepper Johnston. . . . Bob Ferguson and Mary Murray moved from the Midwest to the Hirst circuit, opening at the Casino, Pittsburgh. Opposite comic to Bob is Max Coleman. . . . The President, San Francisco, has in its current cast Charlie (Haba Haba) Fritcher, Jack Railey and Al (Tiny) Rutherford, comics; Joe Miller, straight; Judy King, Grace Hathaway, Margie (Dimples) Sullivan, Zandra and Mori White, strips, and Catherine Carver, vocalist. . . . Jack Conway, ex-burly ace comic, is now on the Pennsylvania Hotel (Manhattan) special officers' staff. . . . Joe Marks is rehearsing with the New Opera Company's comedy, *Topaz*. . . . Peggy O'Connor has been promoted from parade girl at the Grand, St. Louis, to principal on the Hirst wheel. . . . Mickey Scott replaced Ralph Elsmore as house singer at the Hudson, Union City, November 30, Elsmore migrating to the Casino, Pittsburgh. . . . Vernon Hoff is now at the My-O-My nitery, New Orleans, as a "frisque" singer and stripper. . . . Sammy Smith heads a new burly nitery unit at the Greenwich Village Inn, Manhattan. . . . Marie Cord, featured strip; Elsa Greenwell, acro dancer, and Will Wright, juggler-contortionist, were extra attractions at the Hudson, Union City, Thanksgiving Day week with a sellout at each performance to the credit of Sam Cohen's managerial abilities.

Hartford Theaters Plug For Show Time Change

HARTFORD, Conn., Dec. 6.—A proposal to extend Hartford's theater closing hour on Sunday from 11 p.m. to 11:30 p.m. may come up before the common council December 8. Hartford theaters have been urging patrons to sign petitions favoring the change. They also have been running trailers on screens to plug the campaign.

TERRY TRACY

Young, attractive blond Stripper and Talking Woman with BOB FERGUSON'S Unit.
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Aussie Agents To Look Over Equity's Offer

SYDNEY, Dec. 6.—Actors and Announcers' Equity (Equity) has submitted a proposal to booking agents for the better control of this phase of showbiz. Therefore, a meeting of all agents is to be called to form an organization so that the agents as a body can give full consideration to Equity's proposals.

The proposals follow:

(1). There shall be three classes of agents, each identified by one of the letters E, S, or P. An agent may classify for any or all of the three classifications, which are:

(E) Employment agents. Those holding this classification may charge no more than 10 per cent of a member's salary up to five weeks of an engagement, and the agent works entirely on the basis of the applicable New South Wales government regulations. Under no circumstances may such agent accept a percentage on work obtained by the member himself and no contract of exclusive booking may be entered into between the agent and the actor.

(S) Special employment representative. The holder of this classification are required to give more personal service and in general more expert service than those holding E classification. They must do this and secure to the artist a salary not less (See *Aussie Agents Look on page 48*)

Showbiz Sets Up Charity Campaign

NEW YORK, Dec. 6.—Machinery for the most intensive coverage ever attempted in a charity campaign among the ranks of music publishers, radio and recording artists, entertainers, songwriters, agents and others in showbiz was set in motion this week in behalf of the 1947 fundraising drive of the Federation of Jewish Philanthropies of New York. The campaign was a goal of \$15,000,000, of which the entertainment industry is pledged to collect \$325,000.

Action was taken following a conference of leading spokesmen in the East for the phases of showbiz involved. Si Fabian, chairman of the federation's amusement division, presided at the conference, which was held in the office of Emanuel Sacks, vice-president of Columbia Records. Besides Fabian and Sacks, those at the meeting were Harry Mayer, Warner Bros.' Eastern talent chief; Henry Frankel, talent booker for Paramount; Sidney Piermont, Loew's talent booking manager, and Howard Reinheimer, Henry Jaffee and Jack J. Katz, theatrical attorneys.

Move To Upset Tax Begins in St. Paul

ST. PAUL, Dec. 6.—An attempt to upset the 5 per cent admissions tax recently enacted by the city council got under way here this week with filing of petitions bearing 17,000 signatures asking for a public vote on the proposal.

The petitions were left with the city clerk, who immediately set about having the city elections bureau check signatures with voters' registration cards to determine whether there were enough (6,116) valid signers to bring about a special election.

In charge of the drive to invalidate the tax, a campaign spearheaded by theater men, are Carl H. Boyer, president of Midtown Theater Corporation, and Richard J. Leonard and Joseph W. Finley, attorneys for theater groups.

Magic

By Bill Sacks

RAY TERRELL, with Judy and Jack, move into Hotel Pierre, New York, Wednesday (10) for a fortnight's stand. . . . Frakson closed in the Town and Country Room of the Neil House, Columbus, O., Saturday (6) and the following day hopped by plane to Hollywood where his son, George, is hospitalized. . . . Joe Karston, magician and inventor of illusions, is operating Joe Karston's Show Place, a mammoth amusement plant at Bunker Hill Air Base in Indiana, near the towns of Peru, Kokomo and Logansport. . . . Ray and Norvelle, mentalists, while playing the Moose Lodge, Danville, Ill., visited Harry and Isabelle Ross, who also do a double mental turn. In Terre Haute, Ind., they visited with King Bailey, vet magicker and outdoor showman, and caught Marquis's ex-wife and sister-in-law, the Denece Sisters, in their double magic turn at the Club Rose Room there. . . . Chanda the Magician and Company, after winding up on Pennsylvania dates, is moving southward toward Florida. Princess Zeella, mentalist, continues as a feature. D. Travis is managing the unit. . . . Fred (Manipo) Harris, who has just concluded his fifth season with the Cole Bros.' Circus, working comedy coin magic and Punch, is resting up at his home in Gaffney, S. C. He infos that Coke Cecil is in the Carolina territory doing three schools a day to good results. . . . "Caught McDonald Birch's show here recently," writes L. E. (Roba) Collins from Sikeston, Mo. "He had a capacity house of 1,400 in the afternoon and a two-thirds house at night in spite of strong opposition from local picture houses. Show moves at a fast clip and runs two hours, with over six tons of equipment and four assistants. Birch uses a 27-foot semi-trailer to haul the show, besides a car, trailer and station wagon for the show's personnel. Birch closes his show for a two-week Christmas vacation at Crossett, Ark., December 15.

NED ALVORD, one of the leading n. p. a.'s of all times and sometimes referred to as "the man who blows up his words with a bicycle pump," is doing the tub-thumping for Slater, "The Master Eye," who bills with just the challenge "\$100 If I Can't." Slater played the Hartman Theater, Columbus, O., last week. Opening night there attracted a well-papered house; second night's business was meager. Final tab on business there not received. Show moved into the English Opera House, Indianapolis, Monday (8), for a week. . . . "Bic" Blankenship, well-known hypnotist of 30 years ago, has spent three decades as city editor of *The Times*, Frankfort, Ind. . . . Jay Palmer and Doreen, who recently returned to New York after several years of trouping abroad for Camp Shows, Inc., are still taking it easy around the Big Town, playing only an occasional club date with their magic kettle and comedy magic. . . . Benny Doss, assisted by Gwyn Doss and Willard Joyce, is set on school assemblies in the Deep South until January 1, after which the threesome moves into theaters. . . . Stan Kramien has his show booked in the Oregon territory until the end of December, after which the unit goes out for three months under sponsorship of the International Harvester Company. Kramien is assisted by three girls and variety is added by the work of Downing and Robbinette, comedy dance pair. . . . The Great Lester (Noel Lester), who recently went under the wing of the veteran exploiter-manager, Anton Scibilia, is now in Ohio theaters. Scibilia is also the pilot for the Bill Neff spooker. . . . (See *MAGIC on page 48*)

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THE FINAL CURTAIN

BROCKBANK—Harrison, 80, retired baritone and actor, November 30 in the Bronx, N. Y. He first appeared on the stage in his native England. He played here in *Sometime*, *Apple Blossoms*, *The Last Waltz*, *Melody* and *The Three Musketeers*. Also a playwright, he wrote *The Freebooter*, *Twelve o'Clock* and *Lords of the Sea*.

BURRICHTER—Harry (Bush), 54, comedian with various rep and tab organizations for 35 years, November 30 in General Hospital, Kansas City, Mo., of burns sustained five weeks previously. Survived by his widow, Trixie, with the Harley Sadler Tent Show this season; his mother and sister, of Waterloo, Ia. Burial in Waterloo.

COLE—Mrs. Walter, 31, who with her husband had been with the Howard Bros.' Shows the past three years and prior to that with the James E. Strates Shows, recently in St. Joseph's Hospital, Tampa. Besides her husband she leaves three sons, Michael, Walter Jr. and Robert. Burial in Latrobe, Pa.

COUILLARD—Anthony J., past president of the Fitchburg (Mass.) local of the International Alliance of Theatrical Stage Employees, recently in that city.

CROWLEY—Aleister, 72, magician, December 1 in Hastings, Eng.

FANELLE—Rockey M., 74, former orchestra leader and harpist and charter member of the Sioux Falls, S. D., Musicians' Union, November 30 in that city.

GAINES—Charles, 55, executive producer of the Frederic W. Ziv Company, producers of transcribed radio programs, December 3 in New York. Formerly with World Broadcasting and Blackett-Sample-Hummert, he produced many top ranking radio shows. His widow and daughter survive.

GRAFTON—Virginia, 33, songstress, November 30 in Seattle.

HEHN—William C., 56, former vaudevillian, December 3 in Middletown, N. Y. He had appeared with the George Primrose Minstrels and the Lew Dockstader Minstrels and later became a member of the Three Little Playmates team on the Keith-Pantages vaude circuit. He owned the Gold Nugget Hotel in Middletown at the time of his death. His widow, son and brother survive.

HOBBS—Maurene, 36, wife of W. E. (Johnny) Hobbs, manager of the B. & H. Amusement Company, and daughter of Mrs. Eleanor McCune, who with Hobbs operates the shows, November 30 in Tuomey Hospital, Sumter, S. C. She also leaves four children, Donald, Eleanor, Carol and Vera, and a brother, George Arbogen, all of Sumter. Burial in Sumter Cemetery.

HOLIDAY—Milton G., 58, former vaude boy-singer, December 3 in East Orange, N. J. He was known as Milton Dresser on the Beaux Arts circuit and with WOR's *Halsey Street Playhouse* show. His daughter and two sons survive.

JOHNSON—Roy W., 65, member of the Nebraska State Fair board and former lieutenant-governor of Nebraska, December 2 in the Hotel Sherman, Chicago, while attending the convention of the International

Association of Fairs and Expositions. His widow, Ione, survives. Services in Kearney, Neb.

KIME—Lauren H. (Pappy), 55, for eight years a front builder on the James E. Strates Shows, November 27 in Mishawaka, Ind., when his car was struck by a locomotive. Services in South Bend, Ind., December 1, with burial in Fairview Cemetery.

LAWRENCE—William E. (Babe), 51, film and stage actor, November 28 in Hollywood.

LUBITSCH—Ernst, 55, prominent Hollywood film director, November 30 at his home in that city. He had been ill for several years. Lubitsch won fame in Europe first as an actor, then as a director, and was brought to this country in 1923 by Mary Pickford to direct her in *Rosita*. Pictures he directed include *To Be or Not To Be*, *The Merry Widow*, *The Student Prince* and *Design For Living*. Most of his work was for Paramount, where he was vice-president and production chief in 1936-'37. Survivors include his daughter, Nicola Anne, of New York.

MATTHEWS—Francis T., 56, veteran actor, November 24 in Niantic, Conn. He had appeared with the old Hunter Bradford Players and the Poli Players and on the Pantages vaude circuit. He was a stage manager for numerous road productions and a former member of the Seth Parker group, heard over WTIC, Hartford, Conn. His widow, daughter and two sons survive.

MAXWELL—W. Kirk., 62, assistant mechanical superintendent of *The Dallas Morning News* and former circus trouper, at his Dallas home December 1, from heart disease. Funeral services were held December 2, with burial in Hillcrest Memorial Park. Surviving are his widow, a daughter and a son. Maxwell was on the road five years, working as an acrobat with Gentry Bros., Sells-Floto, John Sparks and Walter L. Main circuses.

McINTYRE—Matthew M., 66, father of Hal McIntyre, band leader, in Middlesex Hospital, Middletown, Conn., November 27.

MOORE—Baker, 62, speech teacher and former actor, December 3 in New York. He was discovered trapped in his closet.

MORNER—Costa, 49, founder of Morner Multigroove Recordings, December 1 in New York. He transcribed programs on radio stations throughout the world.

O'HARA—William F., 79, former circus trouper, November 26 in Community Hospital, New Haven, Conn. O'Hara joined the Barnum & Bailey Circus when he was 14 and eventually became an animal trainer. He had also been with the King & Smith Pavilion Shows and the old Adam-Forepaugh Show. Later he operated a movie theater and restaurant in Bridgeport, Conn. He was one of the founders of the American section of the Benevolent Order of Tigers, an organization of circus men and was president of Jungle No. 1 in Bridgeport. Burial in St. Michael's Cemetery, Stratford, Conn., November 29.

POOLEY—Robert, 42, orchestra leader, November 29 in Worcester, Mass.

RANKIN—Syd, 70, burlesque writer, December 2 in New York. He wrote burly copy on the now defunct *New York Clipper*, the *Burlesque Weekly* and *Zit's Weekly*. He later worked in connection with motion picture exhibitors, with offices in the Palace Theater Building, New York. His mother and daughter survive. Burial in Greenwich Cemetery, New York.

SELF—Mrs. Margaret Callahan, 57, stage and film actress, November 29 in New York. She was the wife of

Lucian Self, theatrical producer. Her parents survive.

SILLOWAY—P. M., 83, member of the Circus Fans' Association and known to many circus troupers, November 30 in Lewistown, Mont., of a stroke.

WALKER—Walter, 83, retired actor, December 4 in Honolulu.

WICKS—Kirk E., 50, pianist and singer known as Eddie Powell, November 28 in Chicago.

YOKEL—Alex, 60, theatrical producer, November 27 in Lawrence, L. I., N. Y. He began in showbiz as a press agent for Sam H. Harris, handling *Rain*, *The Coconuts* and others. His shows in order of production were: *The Song Writer*, 1922; *Under the Gaslight*, 1929; *Three Men on a Horse*, his greatest success, 1935; *Love From a Stranger* and *Bury the Dead*, his second greatest hit, 1936; *Young Mr. Disraeli*, 1937; *Horse Fever*, 1940, and *The Snark Was a Boojum*, 1943. His widow and three step-daughters survive. Burial in Westchester Hills Cemetery, Hastings, N. Y.

Marriages

BRAUNSTEIN - GREEN—Ben Braunstein, carnival agent, and Nettie Green, in Elkton, Md., November 21.

CLARK-BYRNE—Henry Clark, engineer at Station WHBC, and Mary L. Byrne, recently in Canton, O.

KIRCHNER-ROSE—Claude Kirchner, disk jockey and announcer on *Ladies, Be Seated*, and Ruth Rose November 29 in Chicago.

LEIBERT-BRUNS—Richard W. Leibert, organist, and Rosemary Bruns, November 29 in Malverne, L. I., N. Y.

RATLEY-CONLEY—Claire F. Ratley and Ruth Conley, both of the Conley riding act, in Cincinnati November 29.

REDMAN-BERGER—Albert Redman and Sylvia Berger, Columbia Broadcasting System program writer, November 29 in New York.

WILCOX-REYNOLDS—Frederick McLeod Wilcox, film director, and Toni Reynolds, actress, at All Saints Episcopal Church, Beverly Hills, Calif., November 29.

Births

A daughter to Mr. and Mrs. Howard Baird November 30 in Pittsburgh. Mother is the former vocalist, Patti Jean Baldrige.

A son to Mr. and Mrs. W. Ray Wilson November 26 in Hollywood. Father is a radio and film writer. Mother is the former Marion Jones, dancer.

A son, Richard Lee, to Mr. and Mrs. Jim Muzzy November 17 in Canton, O. Father is a sportscaster on Station WHBC.

A daughter to Mr. and Mrs. Sam Fante Jr., in Sioux Falls, S. D., November 19. Father is the president of Station KELO.

A daughter to Mr. and Mrs. Orin Melton in Sioux Falls, S. D., November 20. Father is news editor of Station KSOO and president of the Northwest Radio News Editors' Association.

Divorces

Joan Davis, radio and film comedienne, from Si Wills, screen writer, in Los Angeles December 1.

MAGIC

(Continued from page 47)
Sir Edwards, who opened with his magic-mental turn for International Harvester Monday (8) at Cadiz, Ky., is set with the firm until February 6, after which he follows with 20 additional shows for the Sioux City, Ia., branch of International Harvester.

Aussie Agents Look Over Equity's Offer

(Continued from page 47)

than 15 pounds a week in the theater, 20 pounds in radio and 27 pounds in pix, selling the actor to the manager and negotiating in person all details of the contract. If accepted by the actor on this basis the agent may charge a commission of not more than 10 per cent of the actor's salary for not more than 10 weeks of the engagement. The agent may charge the actor only for such work which he, the agent, obtains for the actor and no contract of exclusive booking may be entered into between the agent and the actor.

(P) Personal representative. The holder of this classification performs special service to the actor. He must be prepared, among other things, to guarantee the actor at least 20 weeks' work a year at a salary which is not less than 90 per cent of those mentioned in the previous classification. If the agent is prepared to make these guarantees in proper form in writing he may charge a commission of 10 per cent of the actor's entire salary earned from all work obtained by the agent. The agent may not charge commission on any work obtained by the actor himself, but may enter into a contract with the actor to exclude other agents from doing business for the actor, but such contract shall not bar the actor from obtaining work for himself on which he pays no commission to the agent.

Must Absorb Expenses

(2). The agent shall charge all ordinary business expenses such as stamps, telephone, telegrams, cables, etc., against commission payable to him and shall not make this an additional charge against the actor.

(3). No agent may act as exclusive booking agent for any theatrical company (touring or otherwise), film producer, broadcasting station or broadcast program producing company. No agent shall act as a central casting bureau for any persons, corporations, companies, syndicates, etc.

(4). It is permissible for an agent to act exclusively for any single night or casual job except in the case of regular radio programs or film productions.

Collecting Salaries

(5). It is not allowable for any agent to pay salaries or fees earned from an employer by the actor to the actor except where the actor is engaged on a weekly basis and is working for the employer on a signed contract, and even in such case the actor must give the agent written authority to draw his salary from the employer and pay it to him (the actor). This regulation shall not, however, have the effect of preventing the agent from fulfilling the 20 weeks' guarantee, as a (P) personal representative.

(6). The agent guarantees that at no time will he book an actor at fees which are less, or under conditions which are worse, than those laid down under the applicable award or industrial or other Equity-employer agreement.

(7). The agent guarantees he will not send an actor away from his home town or place of engagement to work elsewhere for an employer unless he first informs Equity of the full name of the employer, etc. No country, interstate or New Zealand engagement will be approved by Equity unless the bona fides of such employer are satisfactory to Equity or unless the actor's first-class return fare and one week's salary at the contracted rate are lodged with Equity and on conditions of agreement acceptable to Equity. Should the agent not comply with this regulation he, the agent, agrees that he accepts full responsibility for the return fare and contracted or agreed salary or fee up to one week.

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TRADE SHOW SALES HIT 5 MIL

Floyd Gooding Honored by SLA At Banquet-Ball

CHICAGO, Dec. 6. — Floyd E. Gooding, founder and sparkplug of the mustering-out fund of the Showmen's League of America, was honored at the 35th annual banquet and ball of the SLA, held Tuesday (2) in the Palmer House, for originating that fund and heading a campaign which raised about \$50,000 for distribution to club members upon their discharge from the armed service.

A plaque, in testimony of his efforts, was presented by Toastmaster Elwood Hughes, general manager of the Canadian National Exhibition, Toronto, who paid high tribute to Gooding for his services in behalf of club members who entered the service.

Bob Burns Surprises

The banquet and ball, attended by 1,329, was declared a huge success by those in charge. Persons attending were delighted by the surprise appearance of Bob Burns, radio and motion picture headliner and one-time carnival trouper. Burns made a brief but effective appearance, using the jargon of the outdoor amusement business in making his remarks.

Seated on the dais besides Hughes were 1947 club officers, namely, Irving J. Polack, president; Robert K. (Bob) Parker, second vice-president; Lou Keller, third vice-president; Walter F. Driver, treasurer; Joseph L. Streibich, secretary; Arthur Morse, counsel, and Rev. Marcel La Voy, chaplain.

Stage on Balcony

Also on the dais were Bernie Mendelson, vice-commander of the SLA American Legion Post; Archie Putnam, president of the International Association of Fairs and Expositions; Harold Elliott, of the Heart of America Showman's Association, Kansas City, Mo.; Max Cohen, American Carnival Association; Al Wagner, Michigan Showmen's Association; E. Lawrence Phillips, International Association of Showmen, St. Louis; Michael J. Doolan, PSCA, Los Angeles; A. B. (Brady) McSwigan, president of the National Association of Amusement Parks, Pools, and Beaches, and George A. Hamid, National Showmen's Association, New York.

The stage for the entertainment was built on the balcony of the ballroom and the air of the outdoor show world was provided by the use of a miniature circus marquee for the scenic effects. One act, listed as Dr. Jue Fong, was offered from the dais as a comedy innovation.

Whitey Roberts emceed the stage show, which offered Sylvania Manon Trio, dancers; the Martinis, singers; Pat Henning, comic, and Arren and Broderick, piano and singing.

Wilson Is Moosomin Prexy

MOOSOMIN, Sask., Dec. 6.—Andrew Wilson has been elected president of the newly formed Moosomin Agricultural Society. Named to vice-presidents posts were Gordon Osborne, Doug Redfern, Bob Harrison and Clarence Hill. Bert McKay is secretary and J. E. Smith, treasurer.

Pools Urged To Add Sports

Platt points up three necessities to help ops ward off swim monotony

CHICAGO, Dec. 6.—"Swimming by itself is monotonous, so it's necessary to give your customers something else besides just the chance to swim," said Vernon D. Platt, discussion leader at the beach and pool round table, held in connection with the NAAPPB meetings at the annual convention this week in Chicago.

Platt opened the Wednesday afternoon (3) sessions on "What Ways and Means Are Adaptable for the Promotion of Increasing Swimming Attendance, by telling those in attendance that in his opinion there were three necessities if one wonders how he can increase attendance at his pool or beach. Listed by Platt were (1) new equipment and attractions; (2) promote specific attractions; (3) lengthen your certain big days or your season as a whole.

In adding to his statement that swimming itself is monotonous, Platt said the addition of handball courts, basketball courts, shuffle board, etc., to a pool or beach are a great way to increase attendance. "Sports are needed to take away the monotony of swimming," he said.

Cites Manhattan Beach

In speaking of adding attractions, Platt cited Manhattan Beach. In the early '30's, he said, Manhattan Beach added sports facilities and in the last 10 years has added about 100 handball courts, 8 to 10 basketball courts, shuffleboard and softball fields. A lot of money was spent on these additions, but in 1938-39-40, Manhattan Beach, according to Platt, was able to get \$1.65 per person and on a good week-end would be host to between 40,000 and 50,000 persons.

In the event a pool or beach operator couldn't see his way clear financially to install a lot of sports equipment, Platt recommended that operators set up a picnic area. "Such an area gives the pool or beach owner a good chance for various promotions and, in addition, it encourages family groups to come and spend the day," he said. In connection with picnics at the pool or beach, Platt told park men present to seek school and church picnics as a valuable source of income.

Contests Help

Swimming contests, learn-to-swim campaigns and even membership drives are ways of increasing swimming attendance, he told those present. Platt also reminded pool and beach men to be sure that the water in the pools was chemically balanced; to have clean locker rooms, and, above all, he said, have good diving boards.

Carroll L. Bryant, collaborator with Platt at the round-table discussion, told members that 90 per cent of the bathing population, which runs into big figures, has to get its swimming outside during the summer months because indoor pools in the country can take care of only 10 per cent.

"Instead of lifeguards for your pool or beach," Bryant said, "hire

Knick Sunbrock 10G in Big Top Trial at N. Y.

NEW YORK, Dec. 6.—Larry Sunbrock was brought up for trial in Special Sessions Tuesday (2) in a case stemming from the short-lived Big Top Circus which he promoted here in 1943.

Suit to settle various unpaid obligations of the Big Top organization, which got out of the 1943 fiasco via a 77B bankruptcy tag, has been fought by Sunbrock on the grounds that he could not be held personally responsible for the corporation's debts.

After Tuesday's session, the trial was adjourned until Wednesday. Sunbrock held a number of conferences with parties involved in the case and it was agreed, with the assent of the presiding judge, that Sunbrock would pay off claims of approximately \$10,000 on or before January 6, 1948, on which date the case will come up for final disposal. Sunbrock's bond of \$5,000 and an additional sum put up by the defendant were held in escrow pending settlement.

Sunbrock left Wednesday afternoon by plane for Rodeo Ranch, Orlando, Fla.

Bob Stevens Buys Whitener Interest

CINCINNATI, Dec. 6.—Bob Stevens, of Bailey Bros.' Circus, is now sole owner of the show, having recently purchased the interest of Guy V. Whitener, Newberry, S. C. Org is wintering in El Monte, Calif.

The shows' elephants were featured in the recent Hollywood Lane Christmas parade. Mac McDonald is working with one of the bulls, Babe, in Ken Murray's *Blackouts of 1947*, El Capitan Theater, Los Angeles.

Haley Granted Extension On Ringling Petition

WILMINGTON, Del., Dec. 6. — Vice-Chancellor Collins J. Seitz on November 28 granted James A. Haley and the Fidelity & Casualty Company of New York an extension to and including February 2, 1948, "to plead, answer or demur or otherwise move" to the petition of Robert Ringling (*The Billboard*, October 4, 1947) asking that they be ordered to pay him \$15,000 "as damages for the unlawful usurpation by the said James A. Haley of petitioner's office as president of Ringling Bros. and Barnum & Bailey Combined Shows, Inc." between December 4, 1946 and June 4, 1947.

instructor supervisors. I don't like the term lifeguard because right off the bat it tends to tell people that swimming is a dangerous sort of entertainment. When you call them instructor supervisors it gives just the opposite effect." He added that a good instructor supervisor can be a big help in promoting water play days, informal competition and pageants.

Exhibitors Do Big Business

Some concerns reach saturation point in sales before show terminates

By Jim McHugh

CHICAGO, Dec. 6. — A record number of equipment-hungry carnival and park operators attending the annual trade show of the National Association of Amusement Parks, Pools and Beaches at the Hotel Sherman Monday thru Thursday (1-4) bought an estimated \$5,000,000 worth of shows, rides, concessions and miscellaneous units and supplies, it was announced by Paul H. Huedepohl, executive secretary of the NAAPPB. Altho business was not as brisk as a year ago when sales were stimulated by a host of new owners flush with war-time profits, no complaint was heard from exhibiting manufacturers, most of whom signed enough contracts here to keep their plants working at capacity for the coming year.

Reach Saturation Point

Plant capacity and a continuing shortage of necessary materials, like steel, resulted in some concerns reaching the saturation point on sales before the show was half over. One game manufacturer reputedly sold over \$100,000 worth of merchandise while one Miniature Train company closed its order books midway in the show after having signed contracts aggregating an estimated \$200,000. The value of merchandise on display ranged from a few dollars to upwards of \$30,000 per unit.

Huedepohl this year was able to make room for a record 127 exhibitors—22 more than last year. Even with the creation of additional space, 109 firms had to be turned down, according to Huedepohl. The show was sold out months in advance.

The NAAPPB registered a record 2,212 park, carnival and fairmen as against 1,868 last year. The largest group was made up of carnival people who accounted for about 80 per cent of the sales, Huedepohl said. Several individual show owners were known to have bought in excess of \$50,000 worth of equipment. The aggregate sale of costly rides, electric generators (See *Trade Show Sales on page 66*)

Fire Damage 30G At Carthage Grounds

CINCINNATI, Dec. 6.—Fire of undetermined origin leveled a 20-stall horse barn and heavily damaged a 10-stall barn at Carthage Fairgrounds here Tuesday (2). Three Shetland ponies and two horses, one a racer, perished in the blaze. Fairgrounds is the site of the annual Carthage Fair.

Clarence A. Peters, secretary and general manager of the Hamilton County Agricultural Society, operator of the fairgrounds, estimated the damage would hit around \$30,000. Myers Y. Cooper, president of the society, said both buildings were covered by insurance and that they would be rebuilt.

STRONG LINE-UP FOR POLACK

Western Gets New Program

Most of its acts shift to Eastern unit for new season opening in mid-January

CHICAGO, Dec. 6.—Most of the Polack Bros.' Western Unit will move over to the Eastern Unit, and the Western Unit will have an almost entirely new line-up when the two shows reopen in January, it was revealed by I. J. Polack here this week.

He regards the two programs as the strongest array of circus talent yet assembled under the Polack name.

The Western Unit begins its 1948 season January 11 at Saginaw, Mich., and the Eastern tees off January 19 at Richmond, Va.

Western Program

New features on the Western Unit will be the Ward-Bell Troupe, the past season with Ringling-Barnum, doing a flying act with four people and a trampoline teeterboard combination with three; the Berosini high-wire act; Don Dorsey, sensational young trapeze artist; Harold Barnes, on the tight wire; the Great Francisco, sway pole; the Konyots' high school horses, billed as Professor Asvera and Dorita; Roland Tiebor's sea lions, off the Ringling show; Ernie Wiswell's trick Ford; the Mustafas, hand balancing and comedy acrobatics, and Chai and Somay, Chinese equilibrists.

Coming from the Eastern Unit will be Massimiliano Truzzi, juggler; the Pete Iwanow Troupe, comedy bars and perch; the MGM Elephants, and Bobo Barnett, with his dogs, as producing clown. Also in clown alley will be Ed Raymond, Dennis Stevens and Charles Rainer. Dwight Moore's dogs will be held over from the 1947 line-up, Jack Kline will continue as equestrian director and announcer, and Bee Carsey as bandmaster.

Eastern Program

The migration from the Western Unit to the Eastern will consist of Emil Pallenberg Jr. and his bears; Miss Malikova, on the high wire; the Erickson Brothers, gymnasts; Adriana and Charley, trampoline; Pepi and Anita, juvenile acrobats; the Lopez Trio, casting act; the Polack elephants (four), trained by Cheerful Gardner and presented by Irene Lafferty; Conchita Morales, iron jaw, and the Randows, Kinko and Rudy, clowns.

New features will be Harold Voise with the Four Flying Harolds and a three-people bar act; Sandra (Iwanow), on the tight wire, and Jimmy Hamiter with a new Liberty horse act.

To be retained from the '47 program are the Cycling Sidneys; Erma and Ray, unsupported ladder; Ray Wilbert, hoop manipulator; Dime Wilson, table rock, and Jack Klippel, clown. Nate Lewis will be equestrian director and announcer.

Jay Gould Draws 2,500

CHILLICOTHE, Ill., Dec. 6.—The Jay Gould Circus, sponsored by the Chamber of Commerce drew an estimated 2,500 persons here at a single performance Monday (1).



HELEN WALLEDA, member of the Wallenda high-wire troupe, received a hearty handclasp from W. E. Franks, third from left, on her success in staging the 14th Annual Macon Shrine Circus, which drew more than 15,000 paid admissions for the three-day run. Karl Wallenda, Helen's husband, who was one of her main assistants, is at the extreme right. Standing next to Helen is Robert Domingos, director of Al Sihah's degree team and member of the circus advisory committee.

Kelley Quits R-B; Butler Back as Flack

NEW YORK, Dec. 6.—Resignation of Beverly Kelley, director of the press and radio department of the Ringling-Barnum circus, was announced on Wednesday (3) in news dispatches from Kelley's home town, Delaware, O. The story got considerable space in New York papers, most of which were a bit skeptical about his assertion that he intended to confine his efforts to selling furniture at the family store, Blair-Kelley, Inc. *The New York Times* not only carried the news story, but followed up with a laudatory editorial.

Kelley joined the Big Show in 1930 and handled the radio department for several years before stepping into Roland Butler's place as chief of staff at the end of the 1944 season. He spent a brief period away from the Ringling show handling press for the Hagenbeck-Wallace Circus and for various theatrical attractions, but returned to the Big One, with which he put in 12 seasons.

Roland Butler returns to the Ringling press department and will have with him two hold-overs from his former staff, Allen Lester and Frank Braden, both with the show for many seasons. No announcement has yet been made as to who the other members of Butler's crew of word-slingers will be.

Harry Dube, publisher of the Ringling program, still holds that concession, which he was reported to have lost.

John Ringling North, new head of the circus, leaves for Europe tomorrow (7) to book new acts for the show.

Police Show at Shreveport

SHREVEPORT, La., Dec. 6.—The police department will stage its fourth annual Hippodrome Thrill Circus next month, Capt. O. C. Merrett announced this week. Edwin N. Williams will produce and direct the 20-act show, which will include Virginia Lynne, Rooney's dogs, DeKohl Trio, the Latinas, Herbert Weber, Lamont's Birds, and the Great Fussner.

New Deal?

JACKSONVILLE, Fla., Dec. 6.—The *Jacksonville Journal*, while investigating old laws, discovered shortly after the appearance of Ringling Bros. and Barnum & Bailey Circus here that the Big Show broke an ordinance of 20 years standing which prohibits circuses and similar shows from exhibiting between November 10 and 30 of any year. Municipal License Inspector J. Ray Parmenter believes the law was probably enacted to protect an agricultural fair from competition. He will ask city council to repeal it.

Moslah Shrine Show Better 1947 Marks

FORT WORTH, Dec. 6.—Moslah Shrine Temple's fifth annual circus, ended November 30, played to 58,000 persons, an increase of 10 per cent over last year's attendance when 18 performances were given. Sixteen were scheduled this year. It was an all-professional show, lacking in publicity.

A financial report will be made in about 10 days. General admission was \$1.20; box seats sold at \$2.40, and children were admitted at 60 cents. Several thousand tickets were sold in bulk to merchants for \$1 each for general admission. Circus was held at the Will Rogers Coliseum.

Shrine officials said they plan another circus next year. This year's net profit may reach \$4,000 which will be used for Shrine activities including booster trips and for crippled children's hospitals.

They're Off! Polo Bros.

New Circus Title on Coast

SAN FRANCISCO, Dec. 6.—The West Coast is getting an early start in producing its crop of circuses for the coming year. Among those being formed is a new one, Polo Bros.' Circus, which will have Charles Camp as general manager. Interested in the venture are Joe

Strong Advance Gives Midian Shrine a Winner

WICHITA, Kan., Dec. 6.—Strong advance sales, plus splendid banner and program promotion combined to give Midian Shrine Circus, which winds up a seven-day run here tonight, one of the biggest send-offs in org's history. Promoted by Orrin Davenport, show opened November 30 to two capacity houses, which Jess Moore, Shrine show chairman, said represented the largest Sunday business ever recorded by the event.

No matinees were presented Monday and Tuesday, but night houses again played to capacity. Advance sales for Wednesday's matinee, combined with strong ducat distribution for the remaining nights presaged sellout houses for the entire run, show and circus officials stated.

Dick Scatterday handled banner sales and business from this source almost doubled the amount of last year's sales. Program netted the Shrine nearly \$1,000 more than the take in that department in 1946. Show is fast moving and local press has characterized it as being one of the best to appear in the Forum Building.

Staff includes Col. Harry Thomas, equestrian director and announcer; Izzy Cervone, musical director; Ralph Winarski, boss property man; Nena Thomas, wardrobe, and Earl Shipley, producing clown.

Clown alley includes Davidson and DeKoe, Brown and Lewis, Joe Lewis, Everett Hart, Hubert Dyer and Baghong. Oscar Cristiani doubles in the clown band.

Program Follows:

- Display No. 1, Stage No. 1, Brown and Lewis, comedy table rocks; Stage No. 2, Hubert Dyer, comedy rings.
- Display No. 2, Stage No. 1, clowns; ring, Miss June, riding act; Stage No. 2, clowns.
- Display No. 3, Stage No. 1, the Antaleks, high perch; Stage No. 2, the Da Vios, high perch.
- Display No. 4, Stage No. 1, clowns; ring, reducing gag; Stage No. 2, clowns.
- Display No. 5, Stage No. 1, Miss Ruby's Dogs; ring, Paul Nelson's Pony Drill; Stage No. 2, Harry Haag's Dogs and Ponies.
- Display No. 6, Stage No. 1, Aerial Soits, double trapeze; Stage No. 2, Miss Violetta, trapeze.
- Display No. 7, ring, Albert Fleet's Chimps.
- Display No. 8, ring, the Ortans Troupe.
- Display No. 9, ring, William Heyer's High School Horse, Starless Night.
- Display No. 10, Stage No. 1, clowns; ring, prize fight; Stage No. 2, clowns.
- Display No. 11, ring, Les Montes De Oca, trampoline.
- Display No. 12, Stage No. 1, clowns; ring, clown band; Stage No. 2, clowns.
- Display No. 13, ring, Liberty horses worked by Paul Nelson.
- Display No. 14, Stage No. 1, clowns; ring, clown car; Stage No. 2, clowns.
- Display No. 15, ring, Larry Griswold, comedy trampoline.
- Display No. 16, ring, Princess Musetta, toe and heel catch.
- Display No. 17, Stage No. 1, clowns; ring, camera gag; Stage No. 2, clowns.
- Display No. 18, ring, Louis Velarde, bounding rope.
- Display No. 19, Stage No. 1, Webb Girls; ring, La Louisa, swinging trapeze; Stage No. 2, Webb Girls.
- Display No. 20, Stage No. 1, clowns; ring, clown rocket; Stage No. 2, clowns.
- Display No. 21, ring, elephants worked by Ruth Nelson.
- Display No. 22, Stage No. 1, clowns; ring, Joe Lewis strip; Stage No. 2, clowns.
- Display No. 23, ring, Christiani Family.
- Display No. 24, Stage No. 1, clowns; ring, crazy number; Stage No. 2, clowns.
- Display No. 25, ring, the Flying Artonyms.

Alterman and Albert T. Roche, the latter as attorney.

Camp said the show will be three rings, move by truck and open in the Imperial Valley some time in March.

Shavings From the Sherman

By Justus Edwards

CHICAGO, Dec. 6.—The sprinkling of circus folks in Chicago this week for the showmen's convention was numerically about the same as in years past. Rumors and gossip, however, seemed thicker than ever, with changes on the Big One the main theme.

Present from Dailey Bros. were Charles (Butch) Cohn, assistant manager and treasurer, and William L. Oliver, advertising car manager. Jean Allen, of the Dailey concession department, also put in an appearance before the week was over. Cohn confirmed reports that Ben Davenport would add five cars in 1948, with 24 back and one on the advance for the first time in the show's history. Big top again will be a six-poler, somewhat larger than last year. A cargo of animals from India, expected in Boston around Christmas in charge of Lewie Reed, will increase the Dailey elephant herd to 27.

Annual meeting of the bill-posters' union took R. M. Harvey, general agent of Dailey Bros., and F. A. (Babe) Boudinot, assistant g.a. of Ringling-Barnum,

away to Miami early in the week.

J. C. (Tommy) Thomas, completing his first season as traffic manager of the Big One, was on hand as usual all week and enjoyed the annual visit from his brother, Billy John Thomas, of Dover, O. Theo Forstall, of the R-B red wagon, made a feed-and-water stop en route from Sarasota to the Pacific Coast. Eddie and May Howe were on the Welcome Stranger radio show in the Hotel Sherman College Inn, with an elaborate round of entertainment as their reward. Eddie last season was on the R-B press staff as special trainee for general advance work under the veterans' vocational training program, and May was secretary to the president. Lee S. Conarroe, manager of the R-B Advance Car No. 3, and R. M. (Hi-Brown Bobby) Burns, banner squarer, mingled with the crowds in the Sherman lobby.

A vague rumor was heard that a brand new circus would take to the road in '48. A report also persisted that the co-owner of a show that has been highly successful the past two seasons would take over the interests of his partner.

Vernon Reaver, who will be g.a. of Clyde Beatty in '48, was down a couple of times from Milwaukee. He is returning to show business after six years with the U. S. Treasury Department, promoting sale of War Bonds and U. S. Savings Bonds in Wisconsin. Bill Moore, Beatty's embullient legal adjuster, flew in for a brief appearance. Dee Aldrich, new side show manager for Beatty, arrived Friday to lay out his banner line with the Nieman Studios. It is no secret that the Beatty show again will head early and fast for the Coast.

James M. Cole announced he positively would go out again next season, with Charley Meyer retained as general agent. He was in a huddle with several fair secretaries, telling of the success of his grandstand appearance at the Mineola (L. I.) Fair last September.

Jack Mills, head of Mills Bros., again was a busy visitor, accompanied, this time by his general agent, Ted Edlin. For his ninth season, Jack will continue to adhere strictly to his policy of playing under auspices with an advance ticket campaign. Says he'll increase his seating capacity to 3,500 by upping his blues to 15 high and his grandstand to 10 high.

Arnold and Esma Maley, who have been getting around since the Sparks Circus folded in Tacoma, Wash., early

last September, were on hand. Arnold expressed the opinion that litigation would delay disposal of the Sparks equipment for some time.

The Atwell Club in the Sherman Coffee Shop had turnaway crowds all week. A daily visitor was Tom Gregory, of Cleveland, immediate past president of the CFA. He and Mrs. Gregory, however, were not idle convention visitors. They had charge of the balloon exhibit of the Oak Rubber Company, which is one of the accounts of Tom's advertising agency. Other CFA visitors were Walt Hohenadel, editor of *The White Tops*; Glenn H. Townsend, Battle Creek, Mich., and Dr. Paul F. Mehauffey, Springfield, Ill., all accompanied by their wives. Burt Wilson, back from an extended trip to the Southwest, got in on some of the noonday sessions.

Gene Haerlin, of the city engineer's office at Dayton, O., and well-known friend of outdoor showmen, took in the president's party and banquet. Attending the convention for the 14th time was Del Darling, former sheriff and now county commissioner of Erie County, Pennsylvania.

Charles Sparks, Macon, Ga., joined Jim Patterson, of Paola, Kan., and Walter E. Main, of Geneva, O., in the ranks of retired circus owners attending the convention. It was Charley's first visit in 30 years. He recalled that the last time he attended, Mrs. Sparks led the grand march with Tom Hanks, of the old National Printing & Engraving Company.

The indoor circus field was well represented. Frank Cervone, in charge of the Hamid space in the exhibition hall, came from Fort Worth, where he fronted the band at the Shrine Circus, and went from here to New Orleans for the Tom Packs Shrine date, December 8-15. Edna Curtis, whose annual Shrine date in Minneapolis opens March 1, was spotted in the Sherman lobby. Omer Kenyon more or less commuted between Chicago and Milwaukee, where Hamid-Morton opens February 23. Bill Garden conferred with the Zemeter office on the '48 program of Garden Bros. in Canada. Ayres Davies, in for several evenings, reported the Ayres & Kathryn Davies Circus doing okay in schools in Illinois, Wisconsin and Iowa.

Sam Ward followed his long cigar down from his Polack promotion in (See Sherman Shavings on page 66)

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SCHOTT NAMED NAAPPB PREZ

29th Meeting Biggest Ever

Registration, trade show, banquet record breakers from attendance standout

By Hank Hurley

CHICAGO, Dec. 6.—Edward L. Schott, president and general manager of Coney Island, Cincinnati, was named president of the National Association of Amusement Parks, Pools and Beaches at the 29th annual convention here this week in the Hotel Sherman. He succeeds A. B. McSwigan, president and general manager of Kennywood Park, Pittsburgh, who served a two-year term.

Other officers named were George A. Hamid, New York, first vice-president; Henry Bowen, Whalom Park, Fitchburg, Mass., second vice-president; Henry Rosenthal, Palisades Park, Palisade, N. J., third vice-president; Paul H. Huedepohl, executive secretary, and A. L. Filograsso, Chicago, treasurer.

Named to the board of directors for three years were Henry Bowen; John L. Coleman, Riverside Park, Indianapolis; E. E. Foehl, Willow Grove Park, Willow Grove, Pa.; George A. Hamid; W. H. Hitzelberger, State Fair Park, Dallas, and William B. Schmidt, Riverside, Chicago.

'47 Meeting Tops

According to retiring president McSwigan, this year's conclave was the biggest all the way around. Registration in attendance was ahead of last year, the trade show, from all angles, was the biggest in history, and the org's annual banquet and ball drew a record-shattering gathering.

This year's program, under the direction of Don Dazey, LeSourdsville Lake, Middletown, O., was a fast-moving affair and featured open forums, rather than speeches. Each forum boasted a faculty of from three to five members. Each member of each faculty read a paper on his assigned subject and then members were allowed to question the faculty from the floor or give their ideas on the subject discussed.

More than one member of the NAAPPB went on record as favoring this sort of program. As several said, the program gave more members a chance to participate and gave almost every one a chance to have his say from the floor.

Awards Announced

J. W. (Patty) Conklin, Brantford, Ont.; Don Dazey, LeSourdsville Lake, Middletown, O., and L. H. De Haven, Fort Wayne, Ind., were honored with awards by the NAAPPB. Conklin was presented with the D. S. Humphrey award for the finest program appearance on the subject dealing with amusement parks or piers; Dazey was given the Andrew S. McSwigan plaque for the most outstanding service to the industry for the year, and De Haven was given the A. R. Hodge award for the finest program appearance on a subject dealing with pools and beaches.

The open forums dealt with a variety of subjects, including such topics as "Cash Control," "The Future of the Outdoor Amusement Industry," "Ideas in Midway Design," "We Are Not the Largest, but Growing," "Federal Admission Taxes on Outdoor Amusements," "Admission Prices for 1948," "Employee Picnics," (See SCHOTT ELECTED on page 54)



EDWARD L. SCHOTT, president and general manager of Coney Island Amusement Park, Cincinnati, was named president of the National Association of Amusement Parks, Pools and Beaches at the annual convention in Chicago last week. He succeeds A. B. McSwigan, Kennywood Park, Pittsburgh.

Record Crowd At NAAPPB Banquet, Ball

MCA Presents Floorshow

CHICAGO, Dec. 6.—A record crowd of park men and their guests attended the annual banquet of the National Association of Amusement Parks, Pools and Beaches Thursday (4) in the Grand Ballroom of the Hotel Sherman. The affair was distinguished, as usual, by the elimination of a dais and speakers. The banquet was held this year for the first time in the ballroom to accommodate the large crowd. All of the available space, except for a small area set aside for dancing, was filled by the revelers.

A top-notch stagershow was presented thru the courtesy of the Music Corporation of America. Talent included Jene Field, emcee and mimic; the Dorothy Dorben Dancers; Johnny Allen, singer; the Sensationalists, roller skaters; Wayne and Jordan, comedy acro dancers; Emile and Evelyn, teeterboard; the Four Stewarts, quartet; Martels and Mignon, adagio; Rita Oehman, patter and songs; the Four Step Brothers, dancers, and Betty Lee, marimba. The latter, incidentally, is a niece of Mrs. Rose Stone, of Paragon Park, Boston. The ork which played for the show and dancing was in charge of Lou Diamond and Benny Sharp.

Aurel Vaszin, president of the National Amusement Device Company, Dayton, O., and A. B. (Brady) McSwigan, Kennywood Park, Pittsburgh, as president of the NAAPPB, were given citations by Commander Hasse, of the Department of Illinois 40 and 8 Society, as a result of the gift by Vaszin of a Kiddie Ferris Wheel to the Illinois Soldiers' and Sailors' School for Children of Dis- (See NAAPPB BANQUET, page 54)

Don't Forget the Children In Planning Future of Your Park, Hitzelberger Warns

Texan Lists Two Problems of Great Interest

CHICAGO, Dec. 6.—In speaking or planning for the future of the outdoor amusement industry, from the angle of amusement parks, the kids shouldn't be forgotten. That is the opinion of W. H. Hitzelberger, manager of the Dallas State Fair and Fair Park, who was one of the collaborators on the subject, "The Future of the Outdoor Amusement Industry," at the open forum discussions during the annual convention of the National Association of Amusement Parks, Pools and Beaches in the Sherman Hotel last week. Hitzelberger said, in his opinion, there are two problems for the future of the outdoor industry "in which we should take a deep interest." One, he said, is that of adjusting older people to happy and constructive use of their leisure hours. "Shorter working hours for adults and early retirement from active duties bring many people a problem of 'What shall I do today, and where can I go for entertainment.' The other problem is that of juvenile delinquency. The amusement park produces a great humanitarian opportunity for both of these problems," Hitzelberger told park men.

Many Opportunities

"There are many opportunities in the properly operated park or beach to provide children with interesting programs and opportunities to build healthy bodies and clean minds. We have sponsored these for years with various kinds of special events, including low prices on certain days for children, altho not on a regular schedule. Too, we have encouraged and have had specially arranged visits for children from the crippled children's hospitals and from every orphanage within 50 miles of Dallas. Naturally, these all have the free run of our grounds, free rides and free food and drink," Hitzelberger said.

The Fair Park manager said that after two years of planning and re-designing the Dallas amusement area, they have finally worked out a definite plan for Kiddieland.

"Ours will be known as Kiddie Town. This, we believe, will appeal to all children and we know, as do you, that these children grow fast and soon they are old enough to take advantage of our park and to impress others with its advantages.

"In speaking of the future of our industry, where is there a better opportunity to build for the future, since it is only a few years until these boys and girls will be in a position to be either a good or bad influence in their community, either a good or poor booster for our parks.

Basis for Future Success

"Sincerely, I believe the future of our amusement parks depends largely upon the careful attention we give to the children now and the impression we make upon their parents and organizations responsible for the welfare of children in our cities. We cannot wait for these children to grow up in order to have our parks make a success, however, but they are the basis for our future success," Hitzelberger said.

Hitzelberger pointed out that if park owners and operators are to prosper in their respective communities they should accept the responsibility and contribute from their resources. He added that in his mind one of the most important contributions (See Don't Forget Kiddies, page 79)

Small Gathering At AREA Feed; Wendler Is Prez

CHICAGO, Dec. 6.—Approximately 35 equipment suppliers and their guests attended the 23d annual dinner-meeting of the American Recreational Equipment Association at the Hotel Sherman here November 30. Attendance was disappointing, not more than a handful of actual manufacturers and suppliers of outdoor equipment being present at a meeting designed to bring together a representative group for discussion of industry problems.

The program, under direction of J. W. Goller, consisted of official greetings from A. B. McSwigan, president of the National Association of Amusement Parks, Pools and Beaches; Paul Huedepohl, executive secretary of NAAPPB, and an address by President Ben Roodhouse. Featured speaker was John D. Gordan, vice-president and general manager of Progressive Welder Company, Detroit, who discussed the philosophy of profit sharing. Harry G. Traver, Traver Enterprises, led an interesting discussion on new devices, pointing out the difficulties in development of new rides in the post-war era.

William Wendler Jr., Allan Herschell Company, was elected president for 1948; A. W. Sellner of Sellner Manufacturing Company, vice-president; Fred L. Markey, Dodgem Corporation, treasurer, and R. S. Uzzell, Uzzell Corporation, executive secretary.



WILLIAM WENDLER JR.

PENTHOUSE FROLICS AT THE NAAPPB CONCLAVE



W. J. Fischer, Mrs. W. J. Fischer, Mrs. Carroll, Ed Carroll



Harry Batt, Paul H. Huedepohl, Ed Schott



Harry Storin, Jack Duffield



William de L'horbe, Arnold Gurtler, Charles Paige



F. W. A. Moeller, Russell Facchine, Mrs. T. J. Gillespie, Vivienne Stewart, Gus Edwards, T. J. Gillespie



Mr. and Mrs. Art Briese



Virginia Kline, Mrs. Lawrence Taylor, Harold Mook



Freddie Williamson, Gus Edwards, Russell Facchine



James P. Donovan, Bill Wender Jr., Edward J. Flynn



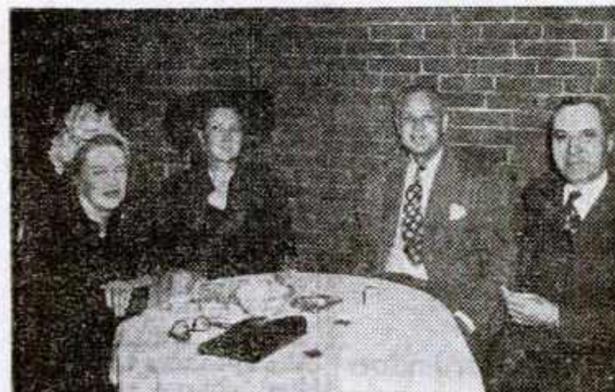
Joe Kayser, Fred W. Pearce Jr., Joe Collihan



Lou Hoffman, Mary Fowzer, Ralph Rocco, A. J. Teece



T. J. Tomblin, Mrs. Minnette Dixon Farrar, Elmer Strunk, Charles White



Mrs. O. B. Jenkinson, Mrs. J. A. Ripley, O. B. Jenkinson, A. N. Alexander



Rudolph Toth, David Price, Marilyn Meckling, George A. Hamid, Jr.



Charles Malec, Joe Malec, Milan Malec



Bill Schmidt, Irving Rosenthal, Mrs. Harry Batt

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Box 261, The Billboard
1564 Broadway New York City 19**Ops To Stand on '47 Prices; Food, Drinks Pose Problem**

CHICAGO, Dec. 6.—Despite the rise in prices in food, clothing, entertainment, etc., the public in all likelihood will be able to enjoy its entertainment at the various amusement parks thruout the country next summer for the same prices as this year. That was gleaned during the annual convention of the National Association of Amusement Parks, Pools

and Beaches, meeting this week in the Hotel Sherman.

On Thursday's (4) program one of the open forums was titled *Admission Prices for 1948*. Robert L. Ferguson, Capitol Beach, Lincoln, Neb., was chairman, with J. L. Coleman, Riverside Park, Indianapolis, and George M. Harton, West View Park, Pittsburgh, as collaborators.

The three speakers went on record as saying there was no plan, unless something unforeseen developed before next summer rolls around, to up prices on rides and shows. The food and drink problem, of course, is another thing. If the wholesale costs on these items are pushed up, as many predict they will be, then the park owner and operator will have to up his accordingly. And from the discussion from the floor, most members voiced the same opinion as the speakers, that prices on rides, shows and admissions would remain the same as last year at their respective parks.

Coleman, in his talk, said he planned to hold to 1947 prices, "because parks are a part of the community and must give local patrons as much as possible in the way of entertainment as cheaply as possible." "We'll just promote ideas, contests, etc., to increase our crowds and in that way build up our gross," he said.

Harton, who said his spot was primarily a picnic park, said prices, in some cases, were upped last year at West View, but he added there were no plans to raise them for 1948. He said that their dancing, bowling and roller skating projects in the winter were a big drawing card and a big help financially for the total year's gross.

Schott Elected NAAPPB Prez*(Continued from page 52)*

"New Promotions," and "Public Relations."

William de L'horbe, sales manager of the National Amusement Device Company, Dayton, O., spoke at Wednesday's (3) session. Title of his talk was "Observations Within Our Ranks," in which he took stock, from a personal viewpoint, of the park industry as a whole.

Streamlining Okayed

That those attending the afternoon sessions of the NAAPPB meetings favored the streamline effect of the program this year, as arranged by Dazey, was evidenced by the fact that attendance at the gatherings this year was larger than in the past and that members arrived on time each afternoon and, with few exceptions, all stayed from start to finish.

Outside of a few exceptions, speakers and those with papers to read were limited to a certain time schedule. A traffic light was set up at the speakers table and Dazey himself had charge of it. He clocked the speakers closely, giving them a yellow warning light and then the red light when their time was up. This proved highly satisfactory to those attending the meetings, as well as the speakers themselves.

C. Melvin Sharpe, Washington, speaking on federal admission taxes on outdoor amusements, told park men there was nothing definite he could tell them on whether the tax would be changed, but he added that he was hopeful something favorable would be done about such taxes early next year.

"After your convention a year ago, steps were taken on behalf of your organization on the tax situation," Sharpe said. "A. B. McSwigan,

Blevins Gets Ketchum Award

CHICAGO, Dec. 6.—Blevins Popcorn Company, Nashville, was awarded the A. W. Ketchum Trophy for the most meritorious and outstanding exhibit of equipment and supplies at the 29th annual convention of the National Association of Amusement Parks, Pools and Beaches here in the Hotel Sherman, December 1-4. The Blevins award marks the first time in history of the association that a popcorn company has received the trophy. The Blevins company was represented by Jim Blevins, Rusus Haris and Charles Wyman.

NAAPPB president, appeared before the ways and means committee of the house and read a statement, prepared by McSwigan, Edward Carroll, Leonard B. Schloss and myself. McSwigan did a grand job and much favorable comment was received from members of the ways and means committee," Sharpe said.

"Late last year and early this year we found the opinion on taxes among the men in Washington was unsettled. Today we are confronted with various opinions among those men as to what should be done and what will be done. All I can tell you is there is nothing definite on the situation as yet, but things do look favorable," Sharpe said.

Members attending the NAAPPB meetings in Chicago were given a comprehensive booklet, prepared by the Industrial Recreation Association, in co-operation with the NAAPPB, titled "Employee Picnics." This booklet gives all the facts concerning picnics, being especially aimed for park men at industrial plants, how to arrange them, various committees needed, etc.

NAAPPB BANQUET*(Continued from page 52)*

abled Veterans at Normal, Ill. George A. Hamid acted as emcee for this ceremony. Dancing, lasting until 2 a.m., followed the floorshow.

Park men again this year took over the Pent House nightly Monday thru Wednesday (1-3).

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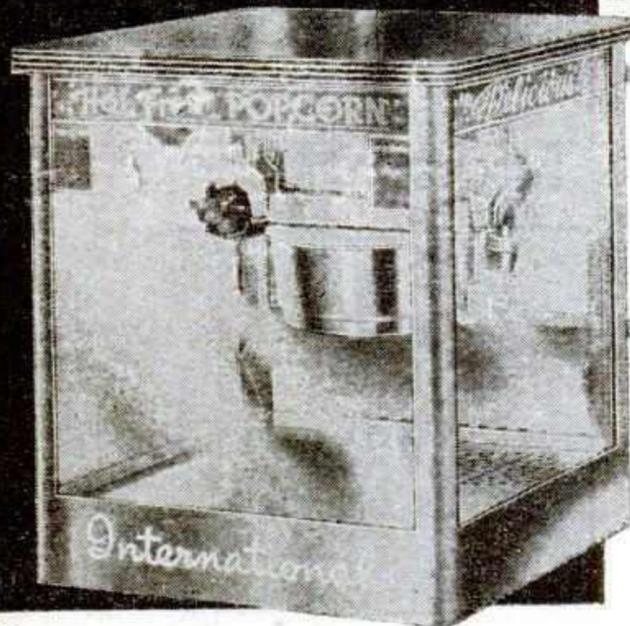
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- ★ Westerner 3 lb. Volume Popper.
- ★ Hot Popcorn Counter Model Dispenser.
- ★ Automatic Peanut Trio-Vendor.

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IAFE EYES FARM IMPLEMENTS

Correll Lauds Midget Racing

Bloomsburg, Pa., exec tells IAFE of success at his fair —others talk attractions

CHICAGO, Dec. 6.—Midget auto racing is a powerful attraction for fairs, Harry B. Correll, of Bloomsburg (Pa.) Fair, told delegates to the convention of the International Association of Fairs and Expositions here this week.

Midget events at his fair this year accounted for a grandstand take of \$16,000, tickets going for \$2.50. They also accounted for huge attendance at the grounds, Correll said. He said the cost of the attractions were in line with money they netted his fair.

Discussing the relative merits of midget car racing as compared to big cars, he pointed out that few big cars have been made in recent years, whereas a large number of midget cars have been manufactured. Correll added that there are today more good midget race car drivers than there are good big car drivers.

Compares Show

The midgets, he also pointed out, provide a better show. This year, he said, the midget races at his fair drew an entry of 60 cars, 54 of which participated in the afternoon's program and 24 of which took part in the final race. He added the midgets do not damage a race track as much as the big cars. The Bloomsburg Fairgrounds track is a half-mile oval.

Correll's discussion of midget auto racing came during a clinic on grandstand attractions which proved one of the high spots of the convention. William V. (Jake) Ward, of Illinois State Fair, Springfield, dwelt on motorcycle racing and its appeal, citing the success experienced at the Illinois event, and John Leahy, of Danbury (Conn.) Fair, told of his annual's experience with a circus-type show.

Discuss Lures for Kids

Other talks dealing with attractions included *A New Type of Attraction for Children's Day*, in which Edward Carroll, manager of Great Barrington (Mass.) Fair, told of his use of giant balloons (Jean Gros's) as a kids' day feature.

Dick Washburn, public relations director of the Western Fairs Association, described Enchantedland at San Diego (Calif.) County Fair. Washburn also gave a report on the California fair season and outlined (See CORRELL LAUDS on page 57)

Roy W. Johnson Dies At IAFE Convention; Neb. Fair Director

CHICAGO, Dec. 6.—Roy W. Johnson, 65, a member of the Nebraska State Fair board, died here Tuesday (2) in his room at the Hotel Sherman, where he was attending the convention of the International Association of Fairs and Expositions. His wife, Ione, was with him when he was stricken. She is the lone survivor.

He was a member of the Nebraska Legislature 1937-1939; lieutenant governor, 1942-1946; a member of the State board of agriculture, 1942-1947, and vice-president of that group this year. A retired farmer and banker, he lived in Kearney, Neb.



TO OLD-TIMERS, Mike Barnes (left), long identified with the attraction booking business, and Charlie Nash, veteran manager of the Eastern States Exposition, Springfield, Mass., the recent IAFE Convention was no new experience. It marked the 38th time each has attended the annual fair confab.

Collins, Wilburn Finish One, Two In IMCA Points

CHICAGO, Dec. 6.—Emory Collins, LeMars, Ia., was officially declared the IMCA's '47 champion auto race driver here Monday (1) at a meeting of the International Motor Contest Association.

Jimmy Wilburn, Indianapolis, was designated runner-up, with Deb Snyder, Kent, O., third. Official standings, released at the meeting, credited Collins with 5,270 points, Wilburn with 4,350 and Snyder with 4,155.

Raymond A. Lee, secretary of the Minnesota State Fair was elected president, and Lloyd Cunningham, secretary of the Iowa State Fair, was named vice-president for '48. Frank Harris, Davenport, Ia., was re-elected secretary-treasurer. Lee and Cunningham succeed Ralph D. Hemphill, Oklahoma City, and Maurice Jencks, Topeka, respectively.

Elected as directors to serve on the board with the officers are Sam Mitchell, Hutchinson, Kan.; Bill Hirsch, Shreveport; Hemphill and Jencks.

Point standings of leading drivers follow:

Emory Collins, LeMars, Ia., 5,270; Jimmie Wilburn, Indianapolis, 4,350; Deb Snyder, Kent, O., 4,155; Billy Snyder, Minneapolis, 1,685; Bert Hellmueller, Baltimore, 1,535; Wayne Wynn, Tampa, 1,460; Bayliss Levrett, Glendale, Calif., 1,290; Bob Frame, Owatonna, Minn., 1,125; Al Ketter, Quincy, Ill., 1,105; Russ Lee, Minneapolis, 1,095; Joe Baker, Indianapolis, 1,007; Harry West, Crestline, Kan., 999; Lee Adair, Indianapolis, 975; C. H. Ebsen, Springfield, Ia., 925, and Ernie Johnson, Christine, N. D., 835.

Lyle Christy, Detroit, 805; Phil Mocca, Maplewood, 707; Bill Anderson, Long Beach, Calif., 740; W. W. Wright, Quincy, Ill., 760; Harry King, Tampa, 610; Frankie Luptow, Tampa, 620; Ted Stubbe, Milwaukee, 595; G. H. Van Poll, Hopkins, Minn., 555; Fred W. Tegmeier, Elgin, Ill., 500; Donald E. Bohlender, Des Moines, 435; Loren Fondoble, Wichita, Kan., 405; Ralph Moore, Austin, Minn., 395, and Jack R. Martin, Chicago, 380.

Quentin Cowles, Davenport, Ia., 375; John B. Anderson, Winter Haven, Fla., 365; Carl Scarborough, 350; George E. Swangler, Grand Forks, N. D., 325; Howie Hoffman, St. Paul, 312; Thornton E. Russell, Denver, 300; Allen L. Yauger, Austin, Minn., 285; Herbert Eastman, Minneapolis, 280; George W. Lynch, Detroit, 270; C. N. Frame, St. Joseph, Mo., 252; Ingevar Erickson, Gurnee, Ill., 250; Clair Peterson, Walnut, Ill., 250, and Bud Simonson, St. Paul, 250.

Leon Hubble, Indianapolis, 240; Harold Stark, Sauk Rapids, Minn., 235; Clair Cotter, Austin, Minn., 225; Paul Craver, Chicago, 220; J. B. Smith, Frankfort, Ky., 201; Hank Schlosser, Cincinnati, 200; Hank Snyder, Minneap-

Monsour Again Midwest Prexy; Announce Dates

CHICAGO, Dec. 6.—Members of the Middle West Fair Circuit, meeting here Monday (1), discussed advance sale of admission tickets, reviewed the campaign of the International Association of Fairs and Expositions to effect the repeal of the federal tax on outside gate tickets and re-elected Joe Monsour, Shreveport, as president for '48.

It also was decided to hold the annual spring meeting in Kansas City, Mo., the latter part of March. Dates and the hotel at which the meeting is to be held will be set in the near future.

Fair dates for '48 were announced. They follow:

Wisconsin Centennial Exposition, Milwaukee, August 7-29.

Ozark Empire District Fair, Springfield, Mo., August 14-20.

Missouri State Fair, Sedalia, August 22-29.

Iowa State Fair, Des Moines, August 25-September 3.

Minnesota State Fair, St. Paul, August 28-September 6.

Nebraska State Fair, Lincoln, September 5-10.

Kansas Free Fair, Topeka, September 11-17.

Kansas State Fair, Hutchinson, September 19-24.

Arkansas-Oklahoma Livestock Exposition, Fort Smith, Ark., September 19-25.

Oklahoma State Fair and Exposition, Oklahoma City, September 25-October 1.

Oklahoma Free State Fair, Muskogee, October 3-10.

State Fair of Texas, Dallas, October 9-24.

State Fair of Louisiana, Shreveport, October 23-November 1.

olls, 175; Buster Whaley, Sylacauga, Ala., 175; Hal Cole, South Gate, Calif., 170; Bob Sledge, Houston, 165; Henry M. Wheeler, Grand Forks, N. D., 165; P. Ray Yauger, 165; Joe Gemsa, Pasadena, Calif., 150; Kirk Washburn, St. Paul, 150; Tommy Buenger, Chicago, 145, and Carl Larson, Davenport, Ia., 145; *F. Fournier, 140; Eddie Martin, Talladega, Ala., 130; Don Smith, Tampa, 125; Clarence Ketter, Utica, Ill., 115; Bill Hoff, Minneapolis, 110, and A. H. Givens, Shreveport, La., 105.

*—Home town not designated.

Moves To Set Rental Basis

Convention urges drafting of guide on rates—elects Rupard prexy, Dodds v.-p.

By Herb Dotten

CHICAGO, Dec. 6.—Spurred by frank convention-floor disclosures of a wide disparity in rates charged farm machinery manufacturers for display space, the International Association of Fairs and Expositions at its annual meeting here this week moved to establish a guide upon which such charges could be based.

A resolution was adopted urging the appointment of a committee which would study the existing charges and variable factors, consult with farm manufacturers and draft such a guide.

Wide Rate Range

Resolution was the result of a clinic on general pricing policies, in which Ralph Ammon, manager, Wisconsin State Fair, presided. During the discussions, it was disclosed that some fairs made no charges at all and that some charged as high as \$10 per front foot.

Practically all fairs make some charges, the discussion revealed. Sam Lewis, manager of York (Pa.) Interstate Fair, summed up the views expressed that reasonable charges should be made, pointing out that the farm machinery companies have to pay for the newspaper space they use and it was only proper that they should pay fairs for the advertising and for the direct sales they obtain with their displays at fairs.

Dodds Moves Up

Roy Rupard, of the State Fair of Texas, Dallas, was elected president for 1948, moving up from the vice-presidency. Bligh A. Dodds, manager of the New York State Fair, was elected vice-president.

Dodds, on behalf of the government relations committee, provided one of the highlights of the convention, with a detailed report on the intensive effort made by that committee to bring about the repeal of the federal tax on front gate fair admissions. He recounted how a bill sponsored by the committee had passed the House of Representatives without a dissenting vote and how it failed to win Senate approval.

Dodds' election as vice-president was construed in part as recognition of his efforts to effect the tax repeal. His election to the vice-presidency carries the strong implication that the campaign to have the tax lifted will be continued. Dodds is also credited with bringing in a substantial number of new IAFE members this year.

Kingman Re-Elected

Frank Kingman, secretary-manager of the Brockton (Mass.) Fair, was re-elected secretary-manager of the association. Elected for two-year terms as association directors were Harry B. Correll, Bloomsburg, Pa., who succeeded Dodds in Zone 1; Lloyd B. Cunningham, Iowa State Fair, Des Moines, in Zone 3, replacing E. S. Estel, of the Dairy Cattle Congress, Waterloo, Ia.; Ed Schultz, Nebraska State Fair, Lincoln, succeeding Frank H. Means, Colorado State Fair, Pueblo, in Zone 5, and Emery (See IAFE OGLS on page 57)

INFORMAL VIEWS AT THE IAFE CONFAB



Raymond Lee, Charles Yule, Emery Boucher



Frank Kingman, Roy Rupard, Mrs. Leahy, John Leahy



William V. (Jake) Ward, Sam Lewis, H. K. Leworthy



Mrs. Jencks, Maurice Jencks, Roy Kemper



Jack Reynolds, Mrs. Reynolds, Mrs. Ammon, Ralph Ammon



Charlie Nash, Mrs. Carl Sedlmayr Jr., Mrs. Al Sweeney, Frank P. Duffield



J. M. Dean, Moxie Mulrooney, Clarence Hamden, Mrs. Hamden



W. H. Hitzelberger, Mrs. Maude Atwood, Bligh A. Dodds



Lloyd Cunningham, Dan Thurber, Mrs. Art Briese, Joe Monseur



Harry Frost, Phil Travis, Allan Doran, Harry B. Kelley



Sheldon R. Brewster, Mrs. Brewster, Mrs. Roy Rupard, Hans Kardel



Mrs. Frank Duffield, Mrs. Milt Morris, Mrs. Ethel Murray Simmons, Mrs. Raymond Lee

Regina's Summer Annual in Dive, Report Reveals

REGINA, Sask., Dec. 6. — With revenue from this summer's fair totaling \$182,935 and expenses pegged at \$161,633, surplus from the event showed a total of \$21,302. Surplus figure reveals a drop of \$50,104 under last year's annual, which had a surplus of \$71,406. Revenue from the 1946 show totaled \$145,983 while expenses were \$74,576. Balance of this year's operations as a whole was \$18,209, representing a drop of \$21,573 from last year's \$39,781.

However, this year's surplus together with a balance brought forward from October 1, 1946, gives the exhibition association a surplus for the year of \$94,710. Funds available for future use now total \$203,515.

High costs and a decline in attendance at the annual were major reasons for this year's surplus being below last year's figure, according to the directors' report of D. A. R. McCannel, president, and T. H. McLeod, manager, who said: "This marked drop is attributed in part to higher costs of help, particularly at fair time; comparatively high costs of the rodeo; the assuming by the association of the insurance and debenture charges from the city, and lower than anticipated attendance at the summer exhibition."

Report gave credit to the rodeo for an increase of 16,707 in afternoon grandstand attendance and an increase of 7,599 in the total for both afternoon and evening performances.

Main gate attendance was down 2,572 from 1946, which compared favorably with results at other Class A exhibitions.

Particularly mentioned in the report were a surplus of \$4,358 for the winter fair, compared with a loss of \$2,595 in 1946, and the increase in revenue from rentals of \$17,168 over the previous year.

Expenditures for the summer fair in 1947 totaled \$161,633, as compared with a loss of \$2,595 in 1946, and the increase in revenue from rentals of \$17,168 over the previous year.

Expenditures for the summer fair in 1947 totaled \$161,633, as compared with a budget of \$154,945. The rodeo cost \$29,102; racing, \$34,257, and grandstand attractions, \$12,162. Gate, grandstand and midway receipts, prior to amusement tax deductions, were \$28,414, \$68,157, and \$17,921 respectively. Capital expenditure in 1947 totaled \$20,532.

Around the Grounds:

218G From Racing Group Lifts Detroit's '47 Profit to 272G

The Michigan State Fair this year recorded a profit of \$272,643, Manager Hazen L. Funk has announced. Of the total, \$218,584 was received from the Detroit Racing Association's fall meeting. The fair benefited by the State's 4 per cent take on pari-mutuel play.

All of the fair's surplus will go into the fair's revolving fund for premiums and other fair purposes. Funk reported that actual receipts from fair operations aggregated \$789,064. A \$50,000 State appropriation is included in these receipts, he pointed out.

Funk, in making his report, recommended severance of the fair and fairgrounds from the control of the agricultural department, maintaining that then the fair, with complete control, could arrange 10-year leases and could obtain the help of private agencies in the erection of exhibition buildings.

Fairgrounds at New Orleans celebrated its diamond jubilee November 27 with the inauguration of its winter race season.

Dates for the 1948 Boyd County Fair, Spencer, Ia., have been set for August 18-20. Re-elected to office were Adam L. Koenig, president; Frank W. Looch, vice-president; Esty Nelson, treasurer, and Louis Klasna, secretary.

The Mississippi Valley Fair, Davenport, Ia., will discontinue horse races in '48, Frank Harris, secretary, revealed during the IAFE convention. Failure of the horse events to pay for themselves caused the decision, Harris said. Last year the annual offered two days of racing, which combined runners and harness horses. Emphasis in '48 will be on motor speed events. Midget auto races will be offered one night and one afternoon, as will hot rods, and a thrill show will be staged one afternoon, as will big car races.

Boone County Fair Association discussed grounds improvements at its

IAFE Ogles Farm Implements

(Continued from page 55)

Boucher, Exposition Provinciale, Quebec, who succeeds himself in Zone 7.

Heartened by a substantial boost this year in IAFE membership by county fairs, the State Associations of Fairs committee, with Harry B. Kelley, Hillsdale, Mich., as chairman, passed a resolution, urging the IAFE's incoming officers to designate a program committee from the ranks of the State association representatives to draw up a special program designed primarily for fairs at county-fair level. Such a program would supplement the regular IAFE program.

Suggest County Program

The suggestion advanced was that perhaps part or all of one day, other than those given over to the parent body, during the annual convention be aimed primarily at county fairs. Kingman, secretary of the parent body, reported that total membership now numbers 153 members, the highest in the history of the association.

The attendance at the convention sessions topped anything in the memory of veteran fair executives. More fair men than ever before also made visits to the International Livestock Exposition, running simultaneously here.

annual meeting in Albion, Neb., where four directors were named for three-year terms. They were W. S. Price, Floyd Gilmer and George Ternes. New director is Leon Nelson. Association closed the year with a balance of \$4,295.

Directors of the Lincoln County Fair, North Platte, Neb., have decided on a five-day exhibit next year instead of the usual three. Dates are August 24-28. Annual 4-H Club Baby Beef Show will be held the final day.

August Boysen was elected president of Madison County Agricultural Society at its annual meeting in Madison, Neb., December 7. Next year's fair will be held August 28-30. Earl J. Moyer, who was renamed secretary, said the society's financial condition is the best in its history. Other officers elected were: Chris E. Marquardt and Clarence Bauermeister, vice-presidents; Honor Ochsner, George Hoffman and L. L. Boydson, directors, and Fred Hirschman, treasurer.

Correll Lauds Midget Racing

(Continued from page 55)

how the Western Fairs Association functions. Sheldon R. Brewster, secretary of Utah State Fair, Salt Lake City, gave a detailed report on the Utah Centennial.

Radio Use Discussed

Lloyd B. Cunningham, Iowa State Fair, Des Moines, and Ray Lee, Minnesota State Fair, St. Paul, discussed the "everybody pays" policy in practice at their fairs. Radio as a powerful selling force for fairs was the subject of both Orval Pratt, secretary of Indiana State Fair, and Jake Ward, of Illinois State Fair. Both detailed how their respective fairs worked with radio stations.

Ralph Ammon, of Wisconsin State Fair, sketched how next year the Wisconsin fair will be absorbed by the Wisconsin Centennial Exposition for an extended run spanning four week-ends. He pointed out that there would be no conflicts with other fairs on attractions, nor to any appreciable extent in any other department.

E. P. Pillsbury, a member of California State Fair board, outlined that event's concession sales program and discussed the findings of a public-opinion poll conducted at that annual.

Other speakers and their subjects were G. W. Wynn, Mid-South Fair, Memphis, *Non-Competitive Agricultural Exhibits*; Adrian L. Potter, Eastern States Exposition, Springfield, Mass., *Floor Plans for Commercial Exhibits*; Doug Baldwin, assistant secretary, Minnesota State Fair, who outlined efforts made to dramatize the apple industry in an exhibit at that event; J. Clark, Central Canada Exhibition, Ottawa, who told of rehabilitation of that fair's merchants building, and K. C. Wright, architect, who described Minnesota State Fair's new agricultural exhibit building.

Scott Re-Elected Eldora Boss

ELDORA, Ia., Dec. 6.—R. A. Scott, of Eldora, was re-elected president of Hardin County Fair Association at the annual meeting here. Secretary C. W. Haase said last year's fair was a success financially and one of the best held in recent years.

Weather Mars Mobile Event; Karr on Midway

MOBILE, Ala., Dec. 6.—Mobile's first all-Brahma Cattle Show and Fair, which opened November 27 at Lakeview Estates, Eight-Mile Community near here, closed November 30 with a good crowd. Altho inclement weather retarded attendance somewhat, the show was a success from an exhibition standpoint and probably will be repeated next year. Over 30 head of pure-bred Brahma cattle competed for \$1,000 in prizes, with blue ribbons being awarded to M. C. Stallworth, of Vinegar Bend, Ala., by Frank Scofield, nationally known cattleman, Austin, Tex., who judged the show. Mobile County Agent Charles J. Brockway acted as master of ceremonies, being assisted by George Haas and Jimmie Green. James A. Robinson, local truck dealer, who promoted the event, was assisted by Ralph J. Clawson, W. L. Deakle and Mrs. Edw. Dillard, who acted as secretary.

Wonder City Shows, owned and operated by Joseph E. Karr, local showman, were on the midway with 10 rides, 8 shows and about 35 concessions with an additional 20 concessions on an independent midway. Lester McGee acted as assistant to Owner Karr, who stated that after storing most of his paraphernalia locally, he would continue thru Alabama and Mississippi, with a small winter until thru the holidays. Visitors included Eugene Bass, Emory Kelly, Walter B. Fox, Mr. and Mrs. George Lucas and many of the personnel of Calvacade of Amusements wintering in Mobile.

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WITH

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THE STRATOSPHERE MAN

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RAILROAD SHOWS REROUTE

Strates Gets N. C. Annual

Dave Endy garners two of Pennsylvania's top fairs—WOM gets Brockton

By Jim McHugh

CHICAGO, Dec. 6.—Several major Eastern fairs will, for the first time in nearly a decade, present new shows on their midways in 1948 as a result of booking changes made at the annual outdoor meetings here this week.

Most notable was the acquiring by the James E. Strates Shows of the South's prize package, the North Carolina State Fair, Raleigh; Southern States Exposition, Charlotte, and Shelby County Fair, Shelby. These annuals, all managed by Dr. J. S. Dorton, were held for the past nine years, except for the non-operative war period affecting the State fair only, by Frank Bergen's World of Mirth Shows. The State fair is the plum of the trio since it is good for an estimated gross of not less than \$90,000, the amount reputedly garnered this year by the World of Mirth in the rain. In 1946 the take was about \$140,000.

Endy Gets 2 Pennsylvania Fairs

Dave Endy, owner of Endy Bros.' Shows, corralled two of Pennsylv.—(See STRATES LANDS on page 63)

Lohmar Elected SLA President

CHICAGO, Dec. 6.—R. L. (Bob) Lohmar was elected president of the Showmen's League of America at the annual election here Monday (1). Running on an independent ticket Lohmar defeated David B. Endy, running on the regular ticket. Other officers named were first vice-president, Robert K. (Bob) Parker; second vice-president, Louis Keller; third vice-president, Morris Lipsky; treasurer, Walter F. Driver, and secretary, Joseph L. Streibich.

Carl Sedlmayr Sr. was elected a trustee to fill a five-year term and the following were named to the board of governors: Oscar Bloom, Max B. Brantman, Art Briese, Elmer Byrnes, Fizzie Brown, Oscar C. Buck, James Campbell, William Carsky, Jack Duffield, Noble C. Fairly, Jack Gilbert, George Golden, Max Good.—(See LOHMAR ELECTED, page 63)



R. L. (Bob) Lohmar



OPERATIONAL CONTROL of the Johnny J. Jones Exposition passed to Harold (Buddy) Paddock and Morris Lipsky in Chicago last week. Paddock bought the interests of E. Lawrence Phillips to become a partner of Lipsky.

ACA Re-Elects Oscar C. Buck Prexy for '48

54 Member Shows at Meet

CHICAGO, Dec. 6.—Oscar C. Buck, owner of the shows bearing his name, was re-elected president of the American Carnivals Association at the 14th annual meeting at the Hotel Sherman Monday (1). Other officers are Merle Beam, owner, Beam's Rides, first vice-president; Ralph Decker, owner, Joseph J. Kirkwood Shows, second vice-president; Richard Coleman, owner, Coleman Bros.' Shows, associate secretary; Floyd E. Gooding, owner, F. E. Gooding Shows, associate secretary, and Max Cohen, general counsel, secretary and treasurer.

Members of the board of directors (See ACA Re-Elects Buck, page 62)

Convention Cullings —

Curtis Bockus New Endy G. A.; Golden Shift to C. & W. Org

CHICAGO, Dec. 6.—Curtis Bockus was active in his new position as general agent of the Endy Bros.' Shows. Bockus served the past season in the same capacity with the Joseph J. Kirkwood Shows and prior to that he had been affiliated with several other Eastern units. He also is known as the promoter of the Jacksonville (Fla.) Fair. Carson has joined the Royal Crown Shows in an executive capacity.

Raynell and George Golden announced that they had signed with the Cellin & Wilson Shows to produce shows and as business manager respectively. Well known in their fields the Golden's, identified with the Middle West for many years, will be tramping new territory. Raynell will build a Girl Show and Posing Show. Girl Show personnel will include Stormy Dale, Alice Shelton, Lee Yates, Bob and Betty Cox, Joe

SLA Memorial Services Draw Capacity Crowd

CHICAGO, Dec. 6.—A capacity crowd attended the annual memorial services of the Showmen's League of America in the Bal Tabarin Room of the Hotel Sherman Sunday afternoon, November 30. Bernie Mendelson, vice-commander of the Al Sopenar SLA Post, American Legion, was committee chairman. He was assisted by Lou Keller, commander, and other members of the post attired in full uniform who acted as ushers.

The program opened with an organ selection played by Gerald Grossaint. The Oxford Quartet sang *Crossing the Bar* and followed the invocation by Rev. Marcel La Voy with *The Trumpeter*. Following an address by Rev. La'Voy the quartet sang *Whispering Hope*. A presentation of colors was then made by (See Memorial Services on page 79)

Patecni, an eight-girl line and band. In addition to managing show concessions, George will have several of his own.

Ralph Decker, now the sole owner of the Kirkwood org. announced that William C. Breese, the org's new general agent, was on a business trip thru the Carolinas. He also disclosed that Al C. Beck, the org's secretary-treasurer, next year will serve as assistant manager and in addition will be in charge of the office.

Benny Harovitz, president of the Canadian's Showmen's League, was active in plugging the activities of that org. He said the banquet and ball held by that org October 15 proved a big success and it will be (See Convention Cullings on page 79)

Ward Signs 4 New Fairs

Signs Ky. State, 3 annuals in Rocky Mt. area—other Midwest shows contract

By Herb Dotten

CHICAGO, Dec. 6. — John R. Ward's World's Fair Shows, which last year didn't have much of a fair route, made the biggest gain among Midwestern railroad shows in picking up new fair dates during the convention of the International Association of Fairs and Expositions which closed at the Hotel Sherman here Wednesday (3).

The Ward org, with Bobby R. Kline doing the general-agenting, and Bill Cowan, concession manager, also extremely active, came up with contracts for the Kentucky State Fair, Louisville; Great Falls, Mont.; Billings, Mont., and Casper, Wyo.

Three Had Truck Shows

It was quite a score for the Ward outfit, tho, to be sure, it includes quite a bit of railroading, even at current prices, much less at the prices which would prevail under possible railroad boosts.

The Kentucky State Fair date had been filled the last two years by the Cavalcade of Amusements. That the date would go to another show this year did not come as a surprise even to Al Wagner, manager of the Cavalcade.

The Rocky Mountain fair dates knocked off by Ward were serviced by truck shows last year, and they yielded excellent grosses, grosses which to a railroad show the size of Wards could well be rated as good.

McCaffery Busy

What caused no little surprise, however, was the announcement made on the eve of the IAFE convention that J. C. McCaffery, general agent of the Hennies Bros.' Shows, in addition to his other tasks, would handle the contracting for the Cavalcade of Amusements.

This announcement followed close on the heels of an announcement from McCaffery that the Amusement Corporation of America, of which he is president, had bought out Max Goodman's Wonder Shows of America. Associated with the latter org will be Martin Arthur, due in here this week-end from the West Coast.

During the convention here McCaffery closed several contracts for the former Goodman organization, which will go out as the Imperial Exposition Shows, the title which had been carried by the truck show operated until recently by Arthur and the equipment of which Arthur sold recently.

Dates announced by McCaffery for the unit are the fairs at Chippewa Falls, Wis.; Cedar Rapids, Ia.; Albert Lea, Minn.; Fargo, N. D., and Huron, S. D. All of these, with the exception of Cedar Rapids and Albert Lea, were played by Goodman last year. Oscar Bloom's Gold Medal Shows filled the Cedar Rapids and Albert Lea dates last year and racked up grosses which lifted those fairs into the railroad show category.

The Hennies Bros.' '48 fair route looms substantially as powerful as this year, altho one change now is definite. For the first time in years (See J. R. Ward Signs on page 63)

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3,000 Jack Pot Slips (strips of 7 numbers), per 1,000 . . . 1.25
M. W. Cards, 5x7; White, Green, Red, Yellow, per 100 . . . 2.00
3,000 Small Thin "Brownie" Bingo Sheets 5 colors, loose only, no pads. Size 4x5, M . . . 1.50
3,000 Featherweight Bingo Sheets, large size 5 1/2 x 3; 5 colors; loose no pads. M . . . 1.75
Adv. Display Posters, Size 24x36, Each . . .10
Cardboard Strip Markers, 10 M for . . .75
Rubber Covered Wire Cable, with Chute, Wood Ball Markers, Master Board; 3 piece layout for . . . 15.00
Thin Transp. Plastic Markers, Bwn., 1/4 M . . . 1.00
Red or Green Plastic Markers, 1/4 Square, Round or Scalloped, \$2.50 M; 1/2 this Size . . . \$2.00 M

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Strates Boomed for NSA Prez Post at Chi Emergency Meet

CHICAGO, Dec. 6.—James E. Strates, owner-operator of the shows bearing his name, was nominated for the presidency of the National Showmen's Association on the regular ticket at an emergency meeting called at the Hotel Sherman here Wednesday (3) by president David B. Endy. A slate of officers, proposed several days ago, was termed illegal because the choice of members for the nominating committee was said not to have followed procedure as outlined in the by-laws. Other nominees are Frank Bergen, first vice-president; Jack Perry, second vice-president; Ross Man-

mittee in attendance here were Oscar C. Buck, chairman; Samuel T. Carson, Ben Weiss, Bernard Allen, Carl H. Barlow, William Hartzman, Curtis L. Bockus and Joseph T. Goodman, alternate.

Walter K. Sibley, executive secretary, and members of the association were advised Monday (1) of the decision to hold a meeting here.

The following members were present: Max Gruberg, Sam Prell, Harry Agne, Jeff Harris, Bucky Allen, Bill Cowan, Gerald Snellens, O. C. Buck, I. Cetlin, Vince Anderson, Frank Bergen, Ben Weiss, Jack Wilson, A. Hymes, George Golden, Carl Barlow, Eddie Elkins, Clem Schmitz, George A. Hamid, Max Cohen, Jim McHugh, Al C. Beck, I. Nathan and Morris Spitkove.

For the board of governors: Harry Agne, Bucky Allen, Vincent Anderson, Morris Batalsky, Dave Brown, Arthur Campfield, Isaac Cetlin, Roland Champagne, Myron Colegrove, J. W. Conklin, William Cowan, Ralph Endy, Jack Gilbert, Richard Gilsdorf, Max Goodman, Jerry Gottlieb, Jack Greenspoon, Max Gruberg, Henry Guenther, Jeff Harris, Harold G. Hoffman, Joseph H. Hughes, Phil Isser, H. William Jones, Harry Kaplan, L. (Dada) King, Johnny J. Kline, Jack Lichter, William Lynch, Sam Levy, Morris Levi, Morris Lipsky, John McCormick, Frank Miller, Russell Owens, Sam Peterson, A. M. Podsobinski, Sam Prell, King Reid, Louis A. Rice, Sam Rothstein, Clemens F. Schmitz, Jake Shapiro, Gerald Snellens, Leonard Traube, Justin Van Vliet, Morris Vivona, Joe McKee, Norman Marshall, Benny Herman, Jack Alfred, Harry Weiss, Jim McHugh, Curtis Bockus, Max Cohen, Eddie Elkins, Bligh A. Dodds, Roger Littleford, Harry Rosen, Joe Goodman, Bill Hartzman, Tom Carson and Carl Barlow.

Members of the nominating com-

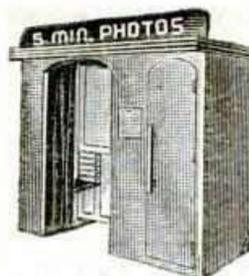


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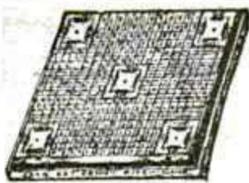
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MIDWAY CONFAB

Don Hartman, former carnival trouper, is wintering in Milwaukee.

Al Young, guess-your-age concessionaire, is working civic affairs around Milwaukee.

Paul LaPage, who closed with the Vicki Show on Zacchini Bros.' Shows, will winter in New Orleans.

L. O. Weaver and son are reported to be considering taking out their own shows in 1948.

Mrs. Minnie Simmonds and Mrs. Sophie Carlos attended the Chicago Outdoor Convention.

Walker brothers, signed for next season with the B & V Shows, are acquiring new canvas for their four concessions.

Sailor Joe Simmons, who for many years was with American shows, has opened a tattooing studio in Montreal.

W. W. Vaughn (Pea Ball Slim) is at his father's bedside in Benton, Ky. His dad's condition is reported as critical.

Bob Stairs, former carnival agent and advance man for Mills Bros.' Circus, is wintering in Milwaukee,

where he's employed at Charlie Fox's Empress Theater.

Bennie Weiss announced at the Chicago meeting that he had booked a bingo unit with the Goodman Wonder Shows.

George E. Walker, after closing with Bill Hunter's bingo on the New Regal Shows, is in the Tuberculosis Sanatorium, Florence, S. C.; address RFD 2, Box 220.

W. H. Kirby, who is working on a ship plying between San Francisco and Japan during the winter, expects to be back with Harry Mamas on the W. G. Wade Shows next season.

Phillipino Jimmie and wife, who closed the season with the Gulf Coast Shows, have booked their Devil's Daughter and What Is It? shows with Bill Gullette's Imperial Shows for 1948.

Sam R. Childers, Jasper, Ala., concessionaire, advises that he and Paul A. Brown, of Abingdon, Va., have formed a partnership for 1948 to operate in Michigan under the title of Childers & Brown Concessions.

Mr. and Mrs. C. W. Aldrich, wintering in Oklahoma City, report that Charles W. Lowell is in St. Joseph

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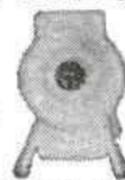
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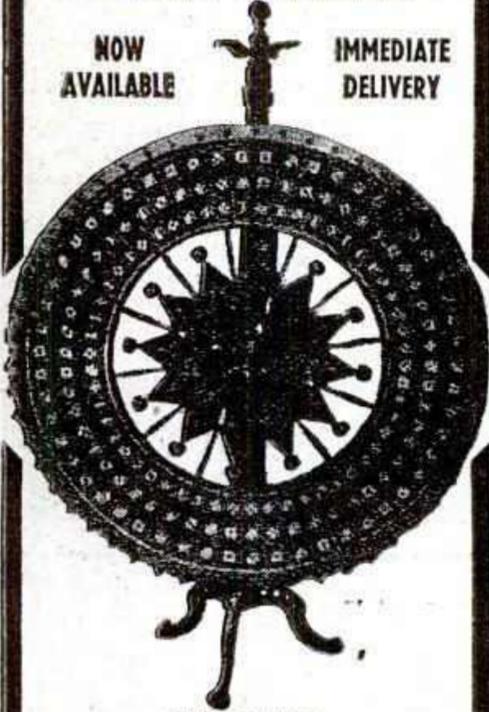
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Hospital, Houston, recovering from two operations. His address is 1806 Chenewert Street.

After closing the season with the Southern Valley Shows, Mr. and Mrs. Ernie Woodward motored to Los Angeles to visit the latter's mother, Mrs. Julia Dorcas, and then will go to San Francisco to visit Woodward's nephew.

C. H. (Pop) Sornsen, after closing on the Mike Rockwell Shows with his two bargain counters, is located at City Park, Mesa, Ariz. Julie Sornsen, who operated the kiddie rides for Ora Maddock on the Rockwell org, is attending school in that city.

Guests at the Thanksgiving dinner held in Bobby and MaBelle Keller's home in New Orleans included Gene LaMarr, Vernon Hoff, Dale Shawn, Bess Brennan, Torchy Wilde, Fuzzy Furr and friends from the French Quarter in the Mardi Gras city.

Dr. Serge Urling, physician with the Johnny J. Jones Exposition in recent years, is wintering in De Land, Fla. During the past season he served in several capacities besides physician on the show, handling the duties of trainmaster and official announcer.

Cuba and Juanita, dancers-producers of *Follies of '47* with the Johnny J. Jones Exposition, are wintering in their new house trailer in Florida. The Sophisti-Skates (Marge Thomas and Mary Robison), featured with the same show, are back in Chicago, their home city, where they are working club dates and preparing a new routine for their act with the same unit next season.

Jimmy Rose has signed up for the second year as press agent-radio director for the Johnny J. Jones Exposition. . . . Mr. and Mrs. Earl Lyons are wintering in Louisville. Earl is chief electrician on the Jones shows this year and his wife, the former Peggy Simmons, was with the Mickey Mansion Side Show with the same org. They were married this season while the show was playing Corinth, Miss.

Mrs. Helen Golden returned to Kissimmee, Fla., from New York, November 29 to close her side show on the Barney Tassell Shows. The following are remaining at Trailer Park, Kissimmee: Mary Huddleston, electric chair; Judy Ann, midget; Chief Washburn, magician; Francis Jablonski, fire; Ruby Neal, big snakes; Geritie McComas and sons, (See *MIDWAY CONFAB* on page 77)

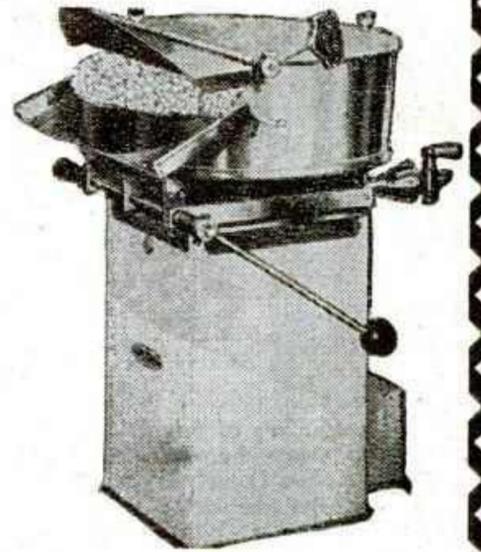


JIM SCHNECK, veteran in the outdoor amusement business, was recently named general agent of the Alamo Exposition Shows.

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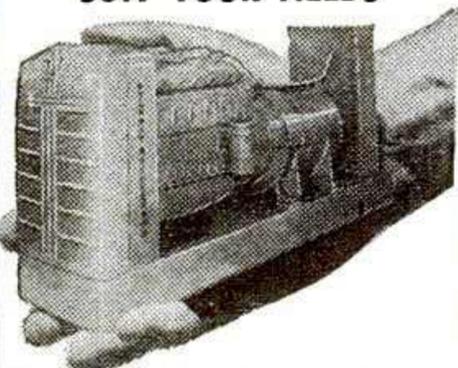
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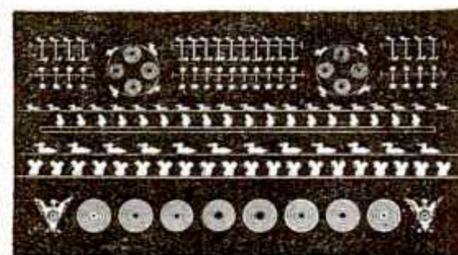
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San Fran Show Folks Ring Bell With Three-Day Event

SAN FRANCISCO, Dec. 6.—Local chapter of Show Folks of America rang down the curtain on the most elaborate three-day celebration of its short career here Tuesday night (2) when it held its sellout third annual banquet and ball in the Gold Room of the Palace Hotel. The gala event climaxed a program that had started Sunday with the Memorial Day exercises at the club's Mount Olivet Memorial Park Cemetery plot and the Monday night President's Party. Headed by Harry Seber, president, the showfolks went all out to make Day program, featuring Doc Waddell, who came from Columbus, O., to deliver the principal talk, was most impressive, despite inclement weather. The plot, nestled on the westward sloping range of the Sierra foothills, was verdant, lending solemnity to the occasion. Fred Weidmann directed the services, with Seber and Ted LeFors taking active parts. Talks were brief and were delivered by Reverend Warwick, chaplain of San Quentin Prison; Rabbi Joseph Gitin and Reverend Pittman, of the Olivet staff. Music was furnished by an orchestra and electric organ. Fred Boynton rendered a program of semi-sacred songs.

"Whitey" Monette, incoming president, expressed his appreciation for the excellent turnout, for nearly 500 were present.

Huge Turnout

Doc Waddell, who was the subject of a feature story in the daily News, started his brief talk with an impromptu message, reading the second portion of it along with some of his inspiring poems penned years ago. He pointed out the work being done by show clubs, especially the local one, in taking care of indigent and unfortunate show people. He added that it was thru the work of the clubs that many show people were prevented from going to a "nameless grave."

A squad fired the salute while taps were sounded in the background.

Following the services a party at which Frances and Harry Seber and Ethyl and Fred Weidmann were co-hosts was given at the Seber home. Tony DeFabro and Johnny Melnikoff were the chefs, and the menu included spaghetti and barbecued meats.

Among those attending were Lucille and Sam Dolman and Jack Hughes, Pacific Coast Showmen's Club chaplain, who had also spoken at the grave-side services.

Cemetery Fund Aided

With a contingent of PCSA folks who had arrived in the city to attend the banquet and ball Tuesday as honored guests, the Monday night's meeting and Presidents' Party, of which Seber was host, was given over to the cemetery fund. Among the showfolks attending were Minnie and Tony Spring, Maxine and Mush Ellison, Mary and Harry Taylor, Lee Brandon, Bill Meyers, Betty and George Coe, Edith and Harry Hargraves, Jewel and Bill Hobday, Bob Kennedy, Dorris and Earl Douglas and others. Ted Levitt, of the California Amusement Company, started off the fund by donating \$100, with Mrs. Douglas giving a like amount. Donations ran from \$5 up, and under the guidance of Mike Krekos nearly \$700 was raised within a short time.

Entertainment for the evening was furnished by the Eddie Burke Attractions and produced by Marie Delmore. Acts included Irene Cromwell, McConnel and Moore, Hemple, Jani B. Allan, Miss Delmore, and Dean Brothers and Jimmy. Mickey Hogan, personable showman, emceed. McConnel and Moore did a quick change and were rushed to the airport in time to make their plane for Honolulu, where they are to play an engagement for E. K. Fernandez.

Members Honored

The banquet and ball was an elaborate affair and carried out the

club's theme of being the "most enthusiastic club in the nation." Ted LeFors was chairman of the event and Fred Weidmann served as toastmaster. Life membership cards were awarded Milt Williams for his outstanding work as financial secretary; Harry Seber for his work as president, and to Weidmann for his untiring efforts during the years of the club's organization. Seated at the speakers' table from other clubs were Jimmy Lynch, president of Regular Associated Troupers, Los Angeles; Lucille Dolman, past president of RAT, and Sam Dolman, member of the PCSA cemetery board. Bill Hobday, PCSA president, and Everett (George) Coe, incoming PCSA president, attended and took bows, as did Harry Taylor, chairman of the PCSA banquet and ball.

Monette, incoming Show Folks proxy, made a brief talk. Weidmann read congratulatory messages from Elmer Robinson, mayor-elect of this city; Art Craner; Joe Glacy; Mary Ragan Kanthe, Show Folks' first president; Sam Miller, Inez and Clarence Alton, PCSA; Sammy Corson, past president of Show Folks; John T. Backman, Edith Corenson. E. K. Fernandez, Hawaiian showman, stepped to the speakers' table to extend "aloha" to fellow showmen. Representatives from West Coast Amusement Company, Craft Shows, Meeker Shows, McCloskey Shows, California Amusement Company, Douglas Greater Shows, Pacific United Shows, Redwood Empire Shows and others were announced.

The enjoyable entertainment program was directed by Euana Mack Hanna. Dancing and informal parties followed the show. President Seber, living up to his name as president, entertained in the suite used by the late President Harding.

ACA RE-ELECTS BUCK

(Continued from page 58)

are Frank Bergen, owner, World of Mirth Shows; William C. Fleming, James E. Strates Shows; Ben Herman, co-owner, Lawrence Greater Shows; Jack Perry, Crescent Amusement Company, and Ted Woodward, Midwestern Exposition. All associate counsels were reappointed. They are Richard S. Kaplan, Gary, Ind.; Paul M. Conaway, Macon, Ga.; Louis Herman, Toronto; Leonard Simons, Detroit, and Hyman G. Gould, Rochester, N. Y.

Cohen reported that 54 member shows were represented at the combined outdoor conventions and that about 25 individuals attended the various sessions which lasted thru Wednesday (3). Cohen made a record number of 124 visitations during the past season.

The public relations fund committee is headed by Buck with members Strates, Gooding, Decker, Bergen, W. G. Wade and Dave Endy. Several contributions were made to the fund.

The Ferris Wheel Song, written by Nick and Charles Kenny, was adopted as the official song for the 1948 season.

A resolution was adopted thanking The Billboard for its co-operation. Other resolutions expressed appreciation to various trade publications, the International Association of

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Strates Lands Raleigh Fair

(Continued from page 58)

vania's top four fairs, York and Bloomsburg. Strates couldn't make a bid to retain Bloomsburg, which he had held for a number of years, because its operation will conflict with his North Carolina route. Strates, rumored out of York after 11 consecutive years, made no bid for that spot.

World of Mirth shows announced here the signing of Brockton, Mass., a not unexpected happening. Prior to coming here Bergen had inked for his shows fairs in Presque Isle, Bangor and Skowhegan, Me.; Burlington and Rutland, Vt.; Trenton, N. J.; Winston-Salem, N. C.; Columbia, S. C., and Augusta, Ga. World of Mirth and Strates, assuming the latter retains his New York fair dates, are both in excellent shape.

Co-Owners Issy Cetlin and Jack Wilson, of the Cetlin & Wilson Shows, left here needing dates. They made a concerted, but unavailing pitch for the Dorton annuals which would fill in what last year was the weak part of their route. Several important dates eyed by the C. & W. org, including the Indiana State Fair, Indianapolis, at which they grossed more than \$150,000 this year, will not be awarded for several weeks. This procedure of booking late poses the problem of juggling dates and contracts because of potential conflicts. Cetlin & Wilson again have a foothold in the Midwest as a result of having booked the Ionia (Mich.) Free Fair prior to the convention. Their major loss to date is the Trenton (N. J.) State Fair which went to the World of Mirth.

Unsigned as of this writing and due for a heavy pitch from railroad units are lucrative spots like Allentown and Reading, Pa., held for many years by World of Mirth and Cetlin & Wilson, respectively, and important wind-up dates like Spartanburg and Anderson, S. C., both held this year by Strates.

The Eastern pie is divided as follows. The World of Mirth again scored a shutout as far as railroad orgs are concerned in New England. Strates probably will again have New York pretty much to himself. Pennsylvania will be cut up three ways as will Virginia. The Carolinas and Georgia will be the scene, as usual, of a free-for-all.

Rocky Mount, N. C., will this year, for the first time in many showings, revert to harboring a truck unit, Prell's Broadway Shows.

J. R. Ward Signs Four New Fairs

(Continued from page 58)

it will not play the Alabama State Fair at Birmingham. A new addition to the Hennies' route will be the fair at Tupelo, Miss.

The Royal American Shows will make the Alabama State Fair, Owner Sedlmayr announced. This will cause the Royal American to pass up one of its fairs this year. Other fair contracts announced by Sedlmayr are the Minnesota State Fair and the fairs at Oklahoma City; Topeka, Kan.; Fort Smith, Ark., and Shreveport, La. The org will, of course, be at Tampa and Orlando, the two early '48 fair dates set long ago.

The Cavalcade of Amusements, which last year played the fairs at La Porte, Ind., and Sedalia, Mo., will repeat there next year. New dates already added to the Cavalcade route are the fairs at Nashville and at Jackson, Tenn.

The Johnny J. Jones org, now in the throes of a change of ownership, played Nashville last year. It looms as one of the leading contenders for the Chattanooga fair contract, along

Lohmar Elected To Head SLA

(Continued from page 58)

man, Sam Gordon, Harry W. Hennies, Jack Hawthorne, Ben Hyman, S. T. Jessop, Frank B. Joerling, William Kaplan, Rube Liebman, Roger S. Littleford, Andy Markham, Bernie Mendelson, Arthur Morse, Edward Murphy, Maurice Ohren, Charles Owens, E. Lawrence Phillips, Pat Purcell, Denny Pugh, John Quinn, Jack Ruback, Harry Ross, Edward T. Schooley, Robert Seery, James E. Strates, Al Sweeney, James P. Sullivan, J. C. (Tommy) Thomas, Al Wagner, Edwin E. Wall, G. L. Wright, Eddie Coe, William Cowan, Art Frazier, Edward Gamble, Harry Modele, Harold (Buddy) Paddock and Ned E. Torti.

Other election results: Rev. Marcel LaVoy, chaplain; H. A. Lehrter, tiler; Louis Herman, Canadian legal representative, and M. M. (Neil) Webb, Canadian secretary. Physicians are Dr. Max Thorak at American Hospital, and Dr. John Havlik at Alexian Brothers Hospital.

Committee chairmen who will appoint their own committee members include: Max Brantman and Pete Pivor, house; Sam J. Levy, cemetery; Robert Seery, funeral; Al Sweeney, press; and Art Briese and Sweeney, co-chairman of banquet and ball.

Finance committee: S. T. Jessop, chairman; William Carsky, Art Briese, Alvin Beck, M. J. Doolan, Jack Nelson and G. L. Wright.

Welfare committee: James Campbell, chairman; Val Coogan, Charles Hall, Lou Leonard, Rev. Marcel LaVoy and Rube Liebman.

Committees appointed by Lohmar include:

Membership: Rube Liebman, John Gallagan and Ben Hyman, chairmen; Tom Baker, Oscar C. Buck, Earl Bunting, James Campbell, Frank R. and J. W. (Patty) Conklin, William Cowan, W. W. Davies, Paul Delaney, Frank P. Duffield, Jack Downes, Frank Ehlers, Joe Fontana, Harry H. Gahn, Jack Gilbert, Ralph Glick, George Golden, F. E. Godding, Max Goodman, Sam Gordon, Joe C. Harris, Jack Hawthorne, Harry Hennies, Maxie Herman, Arthur Hopper, Fred Kressmann, John Lempart, Lou Leonard, Morris Lipsky, Sam Levy, Harry Mamsch, Vince McCabe, J. C. McCaffery, L. C. McHenry, Jack Nelson, Bob Parker, Denny Pugh, James Richards, Jack Ruback, Carl J. Sedlmayr Jr., Robert Seery, Tom Sharkey, H. B. Shive, Louis Stern, James E. Strates, James P. Sullivan, Aut Swenson, Alex Wilson Jr., Harry Wingfield, Ned Torti, Al Wagner, Ted Woodward, Mike Wright, Ernie Young, Ralph Decker and Eddie Coe.

Ways and means: Harry Ross, chairman; Harold (Buddy) Paddock, Bob Parker, Mike Wright, Tommy Thomas, William Cowan, Jack Gilbert, Sam Gordon, George Golden, Ralph Decker, Oscar Bloom, Jack Ruback, M. M. (Neil) Webb, John Quinn, Noble Fairly, James E. Strates, Floyd E. Gooding, William Glick, J. C. McCaffery, Denny Pugh, Edward Murphy and Al Wagner.

Entertainment: Maurice (Lefty) Ohren and William Carsky, co-chairmen; Sunny Bernet, Jack Duffield, George Flint, William H. Green, Morris Haft, Fred Kressmann, Bernie Mendelson, Dave Malcolm, Sam Levy, Dwight Pepple, Dave O'Malley, Al Sweeney, Boyle Woolfolk, Ernie Young, Charles Zemater and Hubert Schloss.

with the John R. Ward shows. Decision on this contract is expected next week. Another contract up in the air is that for the Southeastern World's Fair, Atlanta. Chattanooga and Atlanta were played last year by the Endy Bros.' Shows, but that show has been contracted by fairs, the dates of which conflict with the Chattanooga and Atlanta operations.

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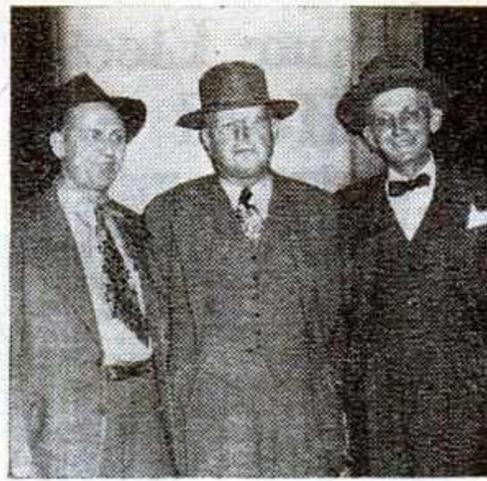
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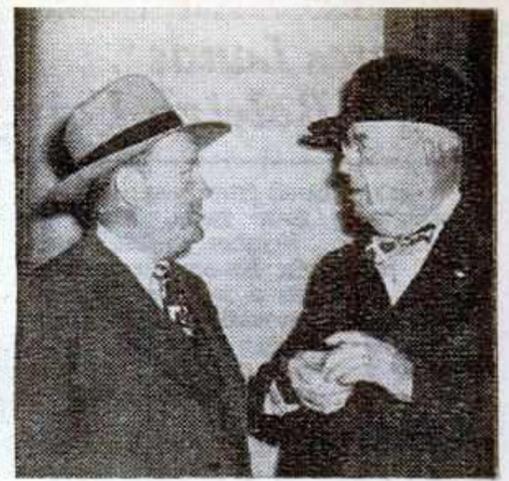
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Irish Horan



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Oscar Bloom, Max Goodman, Jack Terry



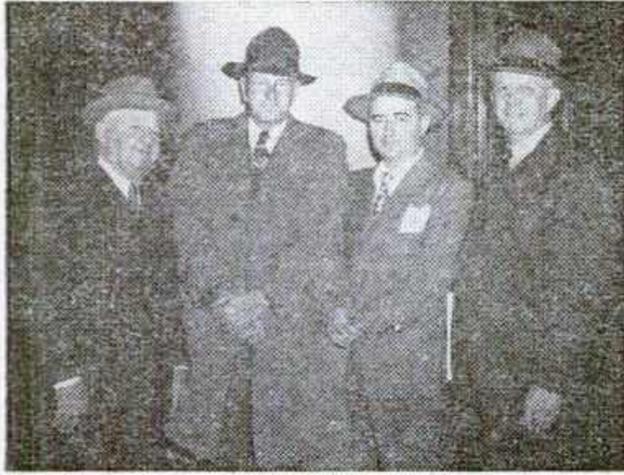
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Max Gruberg, Bill Cowan



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Monette Named SFA President

SAN FRANCISCO, Dec. 6.—
Whitey Monette was elected pres-
ident of the Show Folks of Amer-
ica, Chapter 2, and will succeed
Harry Seber January 1. Nominated
some weeks ago, the final voting
Monday night (1) put Monette in
office without opposition.

On the ticket with Monette and
also elected were Fred Weidmann,
first vice-president; Joe Franks, sec-
ond vice-president; Dan Meigs, third
vice-president; Adam McBride,
treasurer; Edna Raiford, recording
secretary; Harry Low, financial sec-
retary, and Albert Roche, corre-
sponding secretary.

Named to the board of directors
were: Mike Krekos, Frances Seber,
Charlie Albright, Council Raiford,
Tony Soares, Ted LeFors, Andy
Hynes, Bill Coles, Dr. E. P. Mann-
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Joe Alterman, Nellie Baker, Ted
Texiera, Mary Texiera, Bill Kindel,
Norman Schue, Alna Soares, Ralph
Deering, Mickey Hogan, Ralph Mee-
ker, Red Kearns, Harry Myers, Eddie
Burke, Art Craner, Oscar Walker,
Tony DeFabro and Fred Ramsey.

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.)

American Midway: Weslaco, Tex.; Mercedes
15-20.
Bell & Vinson: Weslaco, Tex.
Big State Am. Co.: Elsa, Tex.
Blue & White: Taft, Tex.
Bohn & Son's United: Hollandale, Miss.
Dixieland: Cotton, Ga.
Judy's Am.: Jamestown, S. C.
Majestic Greater: Vero Beach, Fla.
Midwest: Gila Bend, Ariz.
Magic Valley Am. Co.: La Pryor, Tex.; Eagle
Pass 15-27.
Mighty Van Dyke: Danla, Fla.
Palmetto Expo.: Olar, S. C.; Blackville 15-30.
P. & P. Am.: Sealy, Tex.
Royal Expo.: Punta Gorda, Fla.
Reynolds Am. Co.: Pearsall, Tex.
Rupe's Midway for Fun: Santa Maria, Tex.
Silver Fleet: Strong, Ark.
Silver States: Cottonport, La.
Texas Expo.: Odem, Tex.
Tri-State: Mathews, La., 8-14.
United Expo.: Galveston, Tex.

Circus Routes

Send to
2160 Patterson St., Cincinnati 22, O.

Gould, Jay: La Belle, Mo., 10; Memphis 11;
Barry, Ill., 12; Washington, Ia., 13; Oglesby,
Ill., 14; El Paso 15; Monticello 16; Auburn
17; Palmyra 18; La Harpe 19; Henry 20.
Gran Circo Americano: El Salvador, Guate-
mala, 19-Jan. 4.
King Bros.: West Palm Beach, Fla., 9; Fort
Pierce 10; Melbourne 11; Daytona Beach 12;
St. Augustine 13; season ends.
Maynard, Tex. (Capitol Theater) Waverly,
N. Y., 13; season ends.
Polack Bros. (Western) (Armory) Charleston,
W. Va., 8-14.

Misc. Routes

Send to
2160 Patterson St., Cincinnati 22, O.

Bradley & Benson Hillbilly Jamboree: Butte,
Mont., 10; Livingston 11; Bozeman 12; Bill-
ings 13; Missoula 15; Coeur d'Alene, Idaho,
16.
Miller's, Irvin C., Brown-Skin Models (Dream-
land) Tulsa, Okla., 10; (Rose Room) Dallas,
Tex., 13-14.
Plunkett's Stage Show: Hallettsville, Tex., 8-
10; Yoakum 11-13; season ends.
Skating Vanities of 1948: (Auditorium) Kansas
City, Mo., 9-14; (The Forum) Wichita, Kan.,
16-21.

SHERMAN SHAVINGS

(Continued from page 51)

Flint, Mich., for the president's party,
and was joined by one of his proteges,
Hal Lyon, who came all the way from
Portland, Ore., for the occasion. At
the same table were T. Dwight
Pepple, Polack g.a.; Mickey Blue, in
Chicago to get his promotion for
Medinah Temple started; Harry La-
Brique, p.a., who came in from the
Polack Shrine date at Davenport, Ia.,
and Karl (Kris) Krenkle. Sam and
Genevieve Polack arrived from the
Polack Eastern Unit in time to see
Uncle Irv receive his honors as retir-
ing SLA president. Henry Barrett,
of the Polack promotional staff, also
was a guest.

Circus press agents spotted dur-
ing the week were Ora Parks,
Emmett Sims, C. S. Primrose
and Eddie Johnson, all of Cole
Bros.; Ray B. Dean, of Clyde
Beatty, and Foster Bell, of the
Big One.

Miscellaneous visitors included
Johanna Rittley, last season with the
Pete Kortess Side Show on Sparks;
Ray Smith, in '47 on the advance of
C. R. Montgomery and Bailey Bros.;
Roy Barrett, still busy replacing his
wardrobe and props stolen in Hous-
ton; Neets Deisler, who with her
husband, Roy, has quit flying and
gone into the concession business;
Arturo the Great (Trosl), who signed
with Barnes-Carruthers and will be
at the Chicago Stadium Circus;
Poodles Hanneford and Gracie, who
will again be with the Boyle Wool-
folk Wonder Bros.' Circus fair unit;
Homer Hobson Jr., of Chicago; Hattie
Shipley (Earl was playing the Wichi-
ta Shrine date); Bill Blomburg, of
Wabasha, Minn., and from Peru, Ind.,
Freddie Freeman, Nick Carter and
Fred (Brig) Young and their wives.

Trade Show Sales Hit Five Million

(Continued from page 49)

tors, etc., skyrocketed the total show
take.

Winners of the American Equip-
ment Association awards were:

**Miniature Train & Railroad Com-
pany, Addison, Ill., the John R. Davis
Award, for the second straight year,
for "the most meritorious exhibit of a
device or equipment or supplies."**

**Blevins Popcorn Company, Nash-
ville, the A. W. Ketcham Award for
"the most meritorious equipment ex-
hibit of equipment or supplies."**

**Allan Herschell Company, North
Tonawanda, N. Y., won for the sec-
ond straight year the N. S. Alexander
Award for the "most meritorious de-
vice or ride exhibit."**

**Electric Air Engraving Company,
Chicago, won the L. B. Schloss Award
for the "most meritorious exhibit deal-
ing with pool and beach equipment or
service."**

Joe Malec, Peoney Park, Omaha,
was chairman of the AREA jury of
awards. Members of his committee
were R. M. Spangler, Rolling Green
Park, Sunbury, Pa.; Mrs. Minette Dix-
on, Lake Winnepesaukah, Chattanoo-
ga; Carl A. Sinclair, Meyers Lake
Park, Canton, O., and J. F. Singhiser,
Fontaine Ferry Park, Louisville.

New Rides Displayed

New rides were on display in num-
bers for the first time since before
the war. Allan Herschell Company
exhibited the Hurricane, designed by
Norman Bartlett. Frank Hrubetz
Company, manufacturer of the Spit-
fire, showed a model of its new
Hi-Ball. C-Cruise Corporation ex-
hibited a model by that name. Na-
tional Amusement Device Company
presented a kiddie Roller Coaster
which has a 14-foot drop.

Emphasis was on more speed and
diverted motion in all units. The Hi-
Ball features a hydraulic lift with the
racing in a circle about 25 feet above
the ground.

Demand for midway flash items,
novel lighting presentations includ-
ing towers, and animated figures was
big. Fair secretaries in some instances
were consulted by carnival ops hold-
ing their midway contracts.

On a whole the exhibits were pre-
sented better than at any time in the
past. The show hours coincided with
those of a year ago, including closing
during park meetings. About 13,000
people passed thru the turnstiles this
year as compared to about 11,000
last year.

HEADQUARTERS

FOR

WORLD FAMOUS
CONCESSION EQUIPMENT
AND SUPPLIES

BLEVINS POPCORN CO.
Nashville, Tenn.

Sunflower State Shows

WANT GENERAL AGENT season 1948. Must
have car. (Frank Gaskin, contact if at liberty.)
This Show carries 7 Rides, 6 Shows, 40 Con-
cessions. Pay gate. Light plants. NOW
BOOKING ALL CONCESSIONS. Show People
or Independent Shows. WILL BUY FOR CASH
NOW: 2 nice Kiddie Rides, Roll-o-Plane, Main
Entrance, Popcorn Trailer fully equipped.
FOR SALE AT BARGAIN PRICES: Complete
set of Tilt-a-Whirl Platforms, '41 model, all
7, \$250.00. One complete 18x30 ft. good
Bingo Top, khaki, frame and stools, \$250.00.
Due to buying Light Plants, will sell 50 KVA
Westinghouse Transformer, guaranteed first class,
\$350.00. Crated. 400 Amp. Heavy Duty
Switch Box, \$50.00. Three 50 Amp. Cut-Out
Fuses, \$25.00. RIDE MEN, NOTICE: Want
Foremen on Octopus, Tilt, Mix-Up, Small
Merry-Go-Round (Spillman) for 1948 season.
Will work on percentage or salary. Have best
of equipment. Write or come see me at my
home. Address:

C. A. GOREE
P. O. Box 455 Aransas Pass, Texas

BEACON BLANKETS

ONE CASE OR A CARLOAD
PLACE YOUR ORDER NOW

No.	Description	Size	Case Lots of 30 Each	Less Than Case Lots Each
No. 140	Toba Indian Hemmed Edge	Size 60x80	\$2.50	\$2.00
No. 144	Midway Plaid Hemmed Edge	Size 60x80	2.50	2.00
No. 145	Magnet Plaid Bound Edge	Size 86x80	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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NEW LOW PRICES ON BALLOONS. COMPLETE LINE OF PREMIUM MERCHANDISE.

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MILWAUKEE 12, WIS.

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M. STAHLEY, P. O. BOX 82, ALLENTOWN, PENNSYLVANIA

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TENTS—Concession, Gypsy,
Camping, Flashy trimmings.
Tents of all sizes. Merry-Go-
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Big Tops.

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For Parks and Carnivals

WRITE FOR DESCRIPTIVE CIRCULARS

FRANK HRUBETZ & CO., Salem, Oregon

Rafferty Is Robbed, Beaten in Burglary Of His N. C. Home

SOUTHPORT, N. C., Dec. 6.—James M. Rafferty, owner-manager of R. & S. Amusements, was beaten and robbed of \$1,500 and jewelry of unestimated value by a pair of masked bandits who invaded his home here Tuesday night (2) while he and his sister-in-law, Mrs. Lera Hedgecock, were having dinner. Mrs. Hedgecock looked helplessly on with her hands tied with wire and her mouth tapped as the burglars searched the premises and beat Rafferty intermittently.

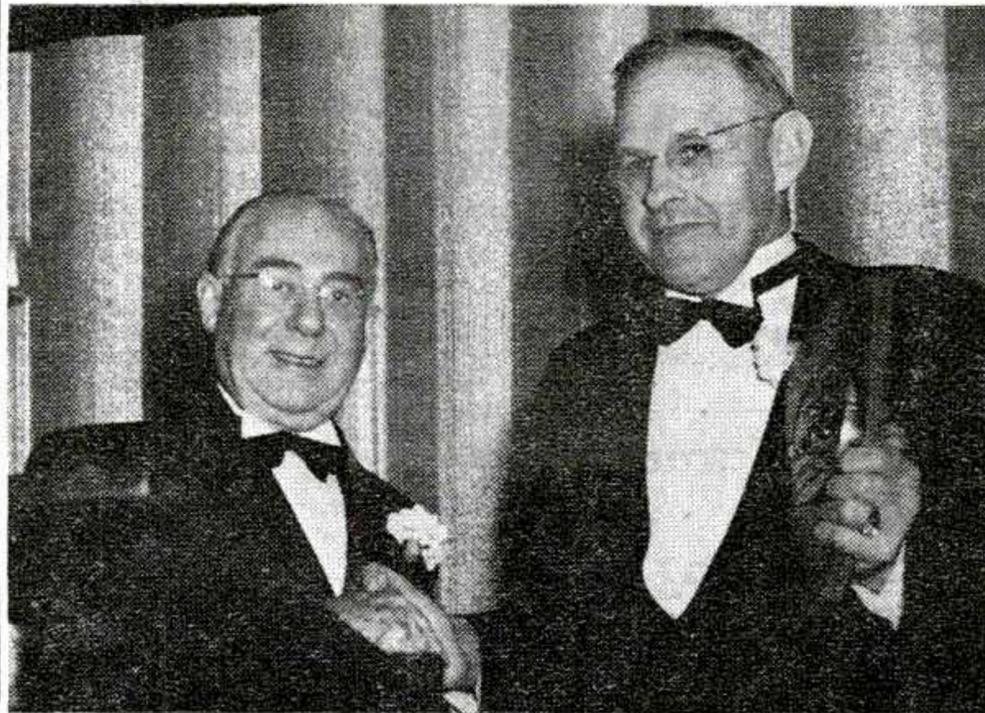
Rafferty told police he had not seen his attackers before and that one of them entered the house a short time before the other. He was able to give only a slight description of the attackers. Rafferty recently placed his shows in winter quarters here.

Kime Killed When Train Strikes Car

MISHAWAKA, Ind., Dec. 6.—Lauren Hubert (Pappy) Kime, 55, well known in midway circles as a mechanic and builder of show fronts, died in St. Joseph Hospital here on November 29 of injuries sustained when his car was struck by a Grand Trunk & Western Railroad switch engine here November 27.

Kime had been with the building department of the James E. Strates Shows for the past eight years, closing with the shows November 16 at Jacksonville, Fla. After helping to put the equipment away, Kime left for a vacation in Indiana and was to return to quarters to take up his duties January 1.

Funeral services were held in Bubb Funeral Home December 1, with Rev. Roscoe F. Wilson, pastor of Central Evangelical United Brethren Church, South Bend, officiating. Burial in Fairview Cemetery here.



FLOYD E. GOODING (right) was honored at the annual banquet and ball of the Showmen's League Tuesday night (2) in the Palmer House, Chicago, for originating the club's mustering-out fund and for heading its money-raising campaign. He is shown holding a plaque, presented in recognition of his work, and shaking hands with Toastmaster Elwood A. Hughes, general manager of the Canadian National Exhibition, Toronto. Approximately \$50,000 was raised for distribution to club members upon their discharge from the armed services.

Sibley To Quit As NSA Secretary

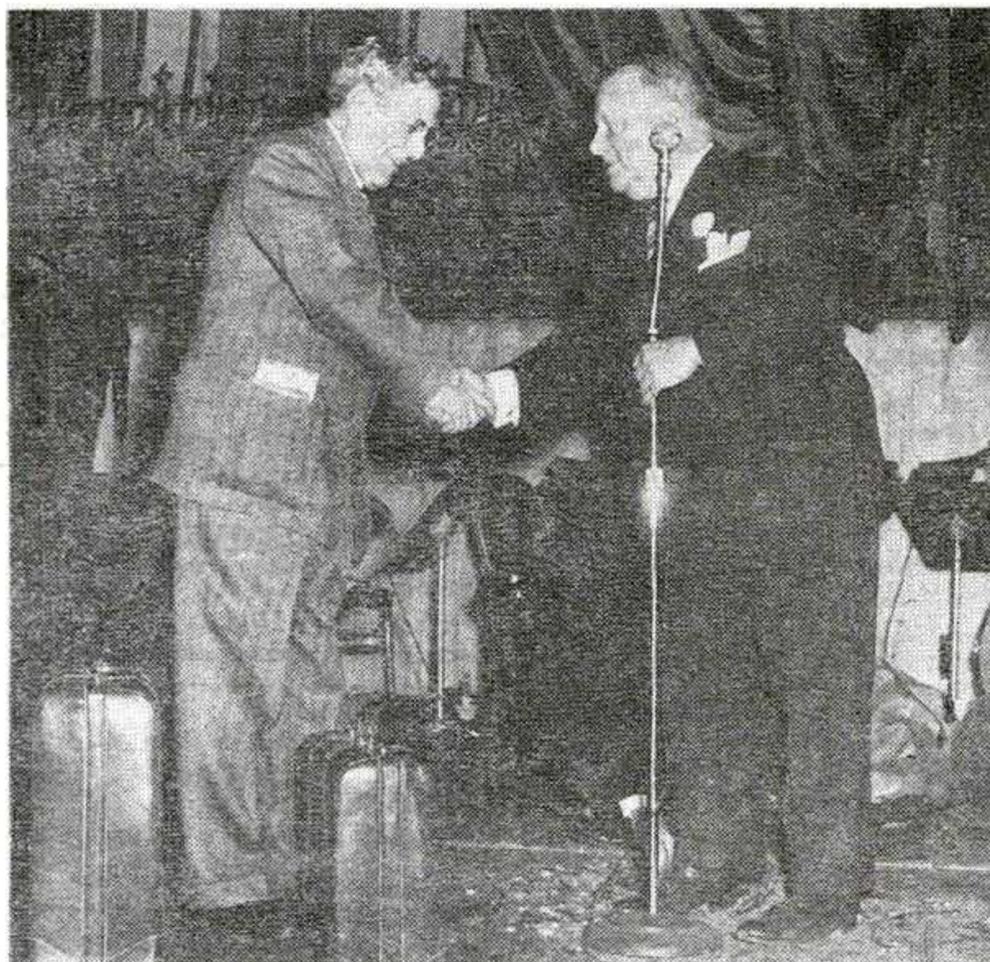
NEW YORK, Dec. 6.—Walter K. Sibley, executive secretary of the National Showmen's Association, announces that he is handing in his resignation at next Wednesday night's (10) regular meeting of the club.

Sibley's tenure of the office has resulted in the club being in exceptionally strong position, numerically and financially, and with the attainment of several pet objectives, such as the completion of the NSA Memorial Monument at Ferncliff Cemetery and installation of a television set in the clubrooms.

29 Palms Readies 3-Yr. Centen Plans

TWENTYNINE PALMS, Calif., Dec. 6.—This desert resort is being readied for a three-year centennial celebration—January 1, 1948, to December 31, 1950—according to M. G. (Watty) Watkins, unofficial mayor, who has issued an all-Western dress edict for the three years.

Under the plan, said Watkins, president of the Community Chamber of Commerce, all men, women and children will wear Western fashions. In addition, the community is planning pageants, dances and other entertainment to coincide with the State-wide centennial celebration.



RETIRING PRESIDENT IRVING J. POLACK thanks Sam J. Levy for the leather hand baggage he has just received, a gift from the members of the Showmen's League of America in appreciation of services rendered as head of the organization in 1947. Presentation of the gift was made by Levy at the annual President's Party at the Hotel Sherman, Chicago, November 30. Event was attended by over 700 members and guests, the largest party of its kind in several years.

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MERRY-GO-ROUND
AUTO RIDES

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BIRMINGHAM, 1947

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Want Grind Shows—Fat, Unborn, Snake, Baby, Funhouse, Mechanical, Motor Drome, Side Show, etc. RIDES—Laugh in Dark, Kiddy Whip, Fly-o-Plane, Caterpillar, Rocket, No. 2 Wheel, Tilt. All Concessions, Grind Stores, Camp Show. Open January 8th, then to Bowling Green Strawberry Festival, January 19th; Vero Beach Indian River Fair; then Ft. Pierce Fair. All address:

HOWARD INGRAM

BOX 2311, SARASOTA, FLORIDA.

For Sale—Single Loop-o-Plane and Truck, \$800 cash.

Spotlight To Turn on Biz At RSROA Cleveland Meet

DETROIT, Dec. 6.—Semi-annual meeting of the Board of Control, Roller Skating Rink Operators' Association of the United States, to be held December 9-11 in Hotel Cleveland, Cleveland, is expected to draw an unusually large number of operators in addition to a 100 per cent turnout of board members, it was announced by Secretary-Treasurer Fred A. Martin from national offices here. Martin said that at least 50 members will attend, a marked increase over the 36 who came to Detroit a year ago.

Changing business conditions faced by many operators are acting as the magnet to draw more operators to the meeting to discuss problems. During the discussions particular emphasis will be placed upon ways of meeting poor business reported in various sections of the country. All sessions will be open to RSROA members.

Other important matters getting attention will be the appointment of new committees and chairmen, and preparations for State, regional and

50G Storm Damage To Watertown Spot

WATERTOWN, S. D., Dec. 6.—Roller rink at Stony Point on Lake Kampeska near here collapsed recently in a storm which brought a high wind and piled an 18-inch layer of snow on the roof of the building.

W. T. (Billy) Williams, owner, said cost of rebuilding would be \$50,000. The circular building, 112 in diameter, was built in 1924 and was a popular landmark at the amusement center.

Martin Bros. in Supply Biz

DETROIT, Dec. 6.—Teaming up of the Martin brothers, veterans in the roller skating field, was disclosed this week with the new partnership of M & M Rink Supply, opening in Convention Hall here. The new partners are Fred Martin, until recently manager of Arena Gardens, and secretary-treasurer of the Roller Skating Rink Operators' Association of the United States, and Eddie Martin, who formerly owned the old M & K Rink Supply here. New firm is being set up to do local and national business.

national championships for 1948.

A new member will also be appointed to the board during the session, according to Secretary Martin, who disclosed that Lloyd G. Fox, Omaha, had presented his resignation because of the pressure of other business interests.

Capacity Turnout At Highway Arena Turkey Day Party

PETERSBURG, Va., Dec. 6.—A crowd that taxed the capacity of the rink and necessitated the closing of the doors at 9 p.m., turned out for a "giveaway" Thanksgiving party held recently at Highway Arena here, report operators Lou Tenace and Ray Sullivan.

Staged as a feature to advertise the rink, Tenace and Sullivan, who took over the Arena a few months ago, reported that no profit was shown on the night.

Highlights of the evening were turkey chases for men and women, six birds in all being turned loose for the events. In addition, three pairs of shoe skates, three skate cases and three sets of wheels were offered as door prizes, and cash was awarded winners of games. Refreshments consisted of doughnuts and soft drinks. The rink was decorated for the occasion and party hats were given everyone.

Margaret Ridge Teaching At Del Monte Roller-drome

MONTEREY, Calif., Dec. 6.—Margaret Ridge, formerly of Hollywood Skating Revels, joined Del Monte Roller-drome here yesterday as pro in charge of class work in free style skating and show skating, and to assist in the teaching of skate dancing, it was announced by Manager Paul J. Gilbert.

Gilbert, who had been handling classes of Del Monte Junior Skating Club, said a heavy increase in business and growth of the club made it necessary for him to have professional assistance in the conduct of classes. The club, composed of skaters under 15, has been split into two classes. It is now preparing to stage a Christmas party and show featuring Miss Ridge.

Broom Ball Clicks At Del Monte Spot

MONTEREY, Calif., Dec. 6.—Well advertised in advance, the introduction of broom ball hockey November 21 at Del Monte Roller-drome was greeted enthusiastically by a good crowd, according to Manager Paul J. Gilbert, who announced that the team is now booking games for regular Friday night presentation as part of the rink's weekly carnival night.

These nights will begin with an hour of free dance instruction and will be followed by a series of games offering prizes. The evening will close with a 45-minute session of hockey.

At its November 21 meeting Del Monte Skating Club elected Rosine Altavilla, president; Rexford Murray, vice-president; Rose Marinello, secretary-treasurer, and Paul J. Gilbert, business manager, who reports that recent growth of the junior club has made necessary the addition of an extra junior class.

Columbus Circle Beating Bushes With Mail Pieces

NEW YORK, Dec. 6.—Columbus Circle Roller Rink here is plugging for new customers with direct-mail pieces that invite personnel of organizations to visit the rink and join the rink club. The envelopes also contain a couple of courtesy passes and a number of tickets good for 15-cent discounts Mondays thru Thursdays, except holidays, the same rate offered club members.

Saturday, Sunday and holiday matinees start at 2 p.m., while evening sessions run from 7:45 to 11:15. A late Saturday session begins at 11:15. Free class instruction is offered Tuesday and Thursday evenings from 6:45 to 7:45.

Canadian Group Re-Elects

MONTREAL, Dec. 6.—Champlain Provencher was re-elected honorary secretary-treasurer of the Amateur Skating Association of Canada at the group's 60th annual convention held here November 15 at the Windsor Hotel. William E. Roughton, member of the Montreal Amateur Athletic Association, was re-elected president. Col. Sir H. Montagu Allan, C.V.O., E.D., a founder of the association; Frank White, St. John, N. B., and Jackson Dodds, C.B.E., Montreal, were named honorary presidents.

Buchanan Sells to Sorenson

YANKTON, S. D., Dec. 6.—Dale Sorenson, Beresford, S. D., has purchased Yankton Roller Rink from Lyle Buchanan and has turned management of it over to Robert Fenstra. The rink is open Tuesday, Friday, Saturday and Sunday nights and Saturday and Sunday afternoons.

"Hawkins" Day at Hartford

HARTFORD, Conn., Dec. 6.—Hartford Skating Palace held its annual Sadie Hawkins Day observance November 15 with a special program and skating until midnight. Included in the night's features was a Sadie Hawkins race in which each Daisy Mae had a chance to catch her favorite Abner.

Bal-a-Roue Rotary Benefit

MEDFORD, Mass., Dec. 6.—A skating party under auspices of the local Rotary Club was held December 3 at Fred Freeman's Bal-a-Roue Roller-way here, all proceeds going to the club's benevolent fund. Highlight of the evening was a show presented by Bal-a-Roue free style and dance skaters, including State and national champs.

Rawson Skating School Closes; Termed Success

ASBURY PARK, N. J., Dec. 6.—In announcing the closing of the fall session today at his skating laboratory here, where rink operators have been introduced to the teaching of skating thru the use of mechanical aids, Perry B. Rawson reports that the class work has been a huge success.

"The switching of the strategy from coaching the professional to coaching the operator is paying off handsomely," said Rawson, "and of the visitors who came from all parts of the country, most, if not all of them went away with a far different conception of how the art of skating can be developed."

Rawson said that the system is catching on and that it will hit the beginner rinks strongly within another year.

"Hundreds of thousands of patrons who think they are now skating will have to be reprocessed," Rawson says. Therefore, for psychological reasons he recommends that operators choose a more attractive, streamlined word than "beginner" in selling the patrons on the idea of revising their skating technique. "We should have a snappy, come-hither substitute," he claims.

Tex. Biz Holds for Martin; To Open Soon in Bay City

EL CAMPO, Tex., Dec. 6.—Business is holding up well for W. P. Martin, who recently opened his 42 by 106-foot portable Moonlight Roller Rink here, reports Landrus, the magician.

Martin, who operates six nights weekly and on Sunday afternoons, has a sound system and a maple floor surrounded by seating facilities. He formerly owned South Main Roller Rink, Houston, and recently established rinks in Liberty, Sealy and Wharton, Tex. He plans to open another one soon in Bay City, Tex.

At a recent Thanksgiving party two turkeys were awarded as door prizes.

R. J. Wilhelm, former manager of Ike and Mike Roller Rink, Dunwalk, Md., has returned to Coliseum Roller Rink, Baltimore.

"CHICAGO"

TRADE MARK REG. U.S. PAT. OFF.

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Full Grain Elk Leather Lined
Box Toe. 10° or 45° Action
Skate. Fibre or Maple Wheels.

Adjustable Cones or
Precision Bearings.

Keep Your Shoes White With

CHICAGO SHOE SOAP — 25c Per Jar or \$1.80 Per Doz.

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NEW AND BETTER SKATING RECORDS

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"America's Fastest Growing Recording Company"

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50x110 Tent, portable. Complete, all new October 1 this year. Beautiful outfit. Can be seen in operation Western Kentucky. Price, \$8,000.00.
50x132 Portable Building and Floor in Central Indiana, \$9,000.00
ROLLARENA CORP.
615 Locust Evansville, Ind.
Phone 43723

OPERATORS TALK IT OVER

(Editor's Note—"Should the roughhouse element be ejected from a rink immediately or should a thoro effort be made to convert those skaters into well-behaved, steady customers?" That is the current question up for discussion in this column. This is a problem that faces all operators and it is one of importance. Regardless of how you handle it, your experiences, your ideas, your troubles, etc., are of interest to everyone in the trade, so if you have not yet expressed your opinion, now is the chance to do so. Mail your opinion to Rinks and Skaters Editor, The Billboard, 2160 Patterson Street, Cincinnati 22, O.)

Peanuts Vs. Dollars

We are not troubled with rough-necks nearly as much as we have been in the past. Whether this is due to our efforts to eliminate them or whether there are not as many of them, I am unable to state.

I have noticed that some skaters go on the floor and start speeding, shoving people around and generally acting obnoxious just as if they thought their admission ticket had bought the rink for their private use.

Sometimes they are strangers who have been allowed to do that at other rinks. Sometimes they are beginners who do not know better. Then, again, they may be wise guys who like to show off and dare you to start something.

First, we try to find out to which class the skater belongs, and deal with him accordingly. In all cases we try to reason with him and show him that he is dangerous to other patrons; that other skaters do not like it, and ask him to behave as others do. If he is of the type with which you can not reason—there are a few of them—and continues his tactics after repeated warnings, then he is told to leave, sometimes with a little assistance. Does he get back in again? He does not. He is a detriment to the business that we try so hard to keep on a high plane. On the other hand, if the skater is one whom we think will behave after a little punishment, we get along with him during the program as best we can. When he leaves the rink we hand him a little present in the way of a two-week vacation, telling him not to bother us during

that period. Do you think that is not punishment? The smart operator knows it is and the unruly skater will beg like the devil to get back and promise to behave. Sometimes this works. If two or three treatments like that do not work, then we give him up as hopeless and bar him permanently.

For every dollar an operator loses by barring this type of skater, he will regain 10 times over in better business. I would rather close my place than let this type of skater run the rink. I have seen rinks where that kind of skaters did just that and the operator just stood around and looked silly. His attitude is, "What the heck, let them have a good time." But it is not what all skaters consider a good time and that operator is taking in peanuts when he should be taking in dollars.

I think that most operators treat the roughneck about as I have outlined, and orchids to them and a large bunch of onions to the operator who does not care enough about his fellow operators and the future of the business to keep out the roughneck, the drinking skater and the sloppy dresser.—ARCHIE WING, President, Uticac (N. Y.) Rollerdomo, Inc.

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AOW Starts 2-for-1 Nights

ELIZABETH, N. J., Dec. 6.—William Schmitz, general manager of the America on Wheels chain of rinks, with headquarters here, has inaugurated Friday two-for-one nights at three AOW rinks, Boulevard Arena, Bayonne, N. J.; Hackensack (N. J.) Arena and Mount Vernon (N. Y.) Arena. Skating is featured from 7:30 to 11 and dancing from 11 to 12:30 for the price of one admission.

Remodeled Rocket Reopens

DES MOINES, Dec. 6.—Rocket Roller Rink here reopened November 28 after being closed for several months for remodeling. The rink owned by William T. Striggles is 132 feet by 44 feet. Interior has been redecorated, air-conditioned and modernized. New variable colored lighting has been installed and the room has been sound-proofed.

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Couden Finds Few School Show Ops Resorting to Bread Lines

MEMPHIS, Dec. 6.—Impressed by Everett Lawson's recent discourse on modern school tricks, Doug Couden, widely known in rep, tent and tab show circles and whose tours of the hinterlands for the past 12 years with school shows has been a successful venture, comes up with additional digestives for those interested in the business. Couden points out that he and wife, Lola, come under the road show classification in school work, whereas Lawson is a local operator, maintaining his headquarters in his home and playing the city and surrounding territory. Like most road school show people, Doug and Lola live in a trailer and work in various parts of the country.

"Regardless of which method the school showman employs," says Doug, "I have yet to see anyone playing school assemblies independently and making a regular full-time business of it, who was broke or stranded. I can't say the same of acts in other branches of the business with whom we have come in contact.

Act Versatility

"The financial angle, altho an important one, is not the only advantage the school performer has over other acts. To my mind it means a lot to be in business for ourselves, to go where we want, work when we want or lay off when the spirit moves us. Altho the school season is only 30 weeks, it is possible to work a full 52-week season.

"The school act, playing assemblies during school hours, has to do from 45 minutes to an hour, so it can readily be seen that this is an advantage in playing night clubs, tent shows and the like during the summer. This versatility makes it easier to be held over with a change of act or to change acts for several days on the tenters

if the act wishes to work for someone else.

"During the summer lay-off, however, school performers can lengthen their show and play halls and auditoriums on their own, thus maintaining their independence. Herein lies the greater earning power of the act as the sky is the limit in this field, depending on an act's business ability in building a name and selling its show. I believe the possibilities along this line are far greater than for the act working for the other fellow.

"Everett Lawson has not been the first performer with wide experience in other branches of the business who has expressed a preference for school work. The late Dick Ricton, Barnum of the Sticks, once wrote me that if he had his life in show business to live over again, all of it would have been in schools. Ricton was an old-time vaudevillian as well as owning and operating his own tent and med shows.

Work in Sticks

"Unlike Lawson, most of our work is in the sticks, as we can book dates in closer. While making jumps we have even booked one in the morning and played it in the afternoon. Larger cities are best for the local acts, which don't mind waiting a month of two to play some of the dates. But what's the matter with the sticks anyway? A goodly portion of the performers in this country work in the hinterlands; hundreds make their living in outdoor show business, away from the large cities.

"An act can do a lot worse than playing to school kids. It's a step up the ladder from working thru agents as a performer automatically becomes a showman in his own right when he cracks the school field."

Bisbee Closes 34-Week Tour

MEMPHIS, Dec. 6. — Bisbee's Comedians closed their 20th consecutive season at Collierville, Tenn., November 22 and moved into quarters here. Outfit was out 34 weeks and biz was unusually good. Work will start immediately and rehearsals March 15. Org will have all new canvas next year.

Bob Brasfield went to Edinburg, Tex.; Audra and Virginia Hardesty, Broughton, Ill.; Billy and Vera Wanda Choate, Wayne City, Ill.; the Farrens (Eddy, Cille, Kitty and Jimmie), Bangs, Tex., to play dates; Neal Suddard, Wilmington, Del., to play schools; Bob Fisher will vacation at his home in Minnesota before joining a dance band; Leo and Maxine Lacy, Wynnewood, Okla.; Sam and Lola Hudson, Memphis (Sam will assist in overhauling the outfit); Cliff and Mabel Malcolm, Nebraska for a vacation and then to quarters; Red Turner, Princeton, Ky.; Roy Garrett in quarters; Mary and Jess Bisbee will spend a few weeks visiting relatives in Ohio and Illinois before returning to quarters.

Rooney Producing Story of Nativity

CHICAGO, Dec. 6. — Howard Rooney, former legit performer and last with the L. Verne Slout Players thru Michigan, now director of the Howard Rooney Studio of Drama on the South Side here, will produce a story of the Nativity written by himself, for a Loop showing December 13.

He will combine talents of his senior and junior groups for the production. More than 50 players will participate.

ANFA Dinner Speakers Urge 16-35MM. Film Co-Operation

NEW YORK, Dec. 6.—Full co-operation between the 16 and 35mm. film interests was urged at the dinner meeting of the Allied Non-Theatrical Films Association (ANFA) Tuesday (2). The subject of the evening, "What's Ahead for 16mm. in 1948?" was discussed by leaders in the manufacturing, distributing and library branches of the industry.

The growth of the 16mm. industry was traced by Horace O. Jones, vice-

president of Victor Animatograph Corporation, who said that he had estimated a sale of 20,000 projectors in 10 years before the war, and that during the first year after the war 40 or 50 thousand had been sold. He predicted that the output would double in the next few years.

Tom Brandon, of Brandon Films, speaking for the ANFA library division, called for united vigilance on the entire industry's part against "restrictive regulations and censorship which would strangle its growth."

The head of the foreign 16mm. distrib division of RKO Pictures, Robert Maroney, followed the general line of discussion by saying that the major film companies were "selling entertainment, not the size of a particular film" and that "co-operation between us is both necessary and possible."

Burricher Dies Of Burns in K. C.

KANSAS CITY, Mo., Dec. 6.—Harry (Bush) Burricher, comedian, who had been with various rep and tab organizations 35 years, died of burns in General Hospital here November 30. He sustained the burns five weeks ago when he fell asleep with a lighted cigarette in his hand and the bed clothes caught fire.

His wife, Trixie Maskew, with the Harley Sadler Tent Show this season, took the body to Galena, Ill., for burial. Other survivors are his mother and sister.

Rep Ripples

EIGHTON PLAYERS, six people, will operate in St. Louis territory. . . . Clough and Shurtliff have 16mm. pix around Salem, N. Y. They have been trying to spot a permanent circuit in that section, but until they do, are playing random dates, biz being good. . . . Writing from Lincoln, Vt., Ralph J. Weathers reports fair biz with his school magic show. Weathers gives magic, punch and novelty paper tearing, assisted by his wife, who does a Sis Hopkins talking act. He plays religious films on sponsored dates along with his other activities. . . . Allan Spear is endeavoring to break in with flesh bills in the Tacoma, Wash., section. He has been directing amateur productions in that territory for years and during the past summer and fall played sponsored dates with E. F. Hannan's *My Dad's a Fireman*. . . . Skirbald's Minstrels had good takes in Madison County, Alabama. Org plays for sponsors and will make a few theater dates during the holidays. . . . Northampton Players have had fine biz in Eastern New England. . . . Clifton R. Graeff, East Coast Motion Picture Service, Salem, N. J., advises that he is entering the 16mm. field. He has been connected with the film exhibition biz the past 28 years, covering projection and circuit management. He is organizing a 16mm. outlet catering to sponsored affairs, churches and schools, along with industrial visual educational and safety films.

ROBERT TALLER, who has had a 16mm. pic show playing sponsored dates around Wheeling, W. Va., is mulling the idea of adding short-cast bills. . . . Johnson and Neihart have 16mm. films around Newport, R. I. . . . Grail's Show, which has been in the Huntsville, Ala., area with vaude and pix, soon will move into Tennessee. Manager L. E. Grail is a former magic and novelty entertainer. . . . Alfred D. Young has a school show in Orleans County, Vermont, showing films and magic. . . . Charles Perlino has been showing religious pix around Detroit under auspices. . . . W. J. McDonald is playing schools in the Southwest with a two-people bill and soon will move into Washington and Oregon after the holidays. . . . Baller's Players, a new group, are working around Syracuse. . . . Leon and Herbert Terry have a 16mm. unit in the Chatham (N. Y.) area. . . . Turgeon's Show has been around Logan, Utah, recently. . . . William Tracy has a film show around Woodsville, N. H. . . . Scott's Show is having fair returns in schools around Springfield, Mo. . . . W. E. Weinn infos that he will open a school show agency in St. Louis around the first of the year. . . . Lee L. Burrill has been promoting amateur minstrel shows in the Baltimore region. . . . Freeley Players have had good biz in the Altoona (Pa.) sector. . . . Carol Players recently have played schools in Northern Florida. . . . Leland Players, a new group, are working around Nashville. . . . S. K. Samuels is trying to work out a flesh and pic circle around Herkimer, N. Y. . . . Gitts Show, vaude-pix, is playing schools in Eastern Colorado.

Rotnour Closes Circle

AUGUSTA, Wis., Dec. 6. — J. B. Rotnour closed his circle, which had been out since March, at Augusta, Wis., November 29. Rotnour, Jim Lawler and Toby Beeve hopped to Richmond, Ill.; Annette Fitzpatrick and Ann Spaulding, to Chicago; Don Beck, to the Little Ole Show; Ward Bentley to the *Passion Play*, and Ida Gobey to Missouri.

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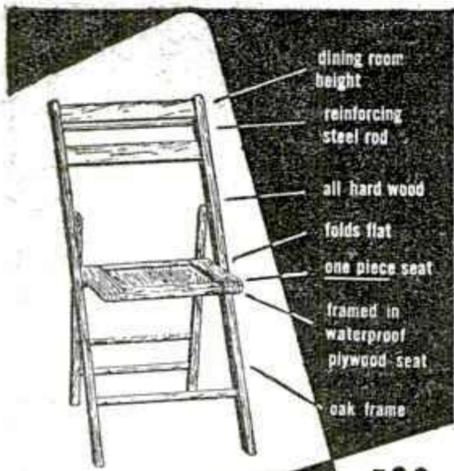
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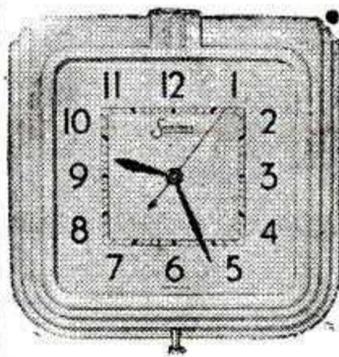
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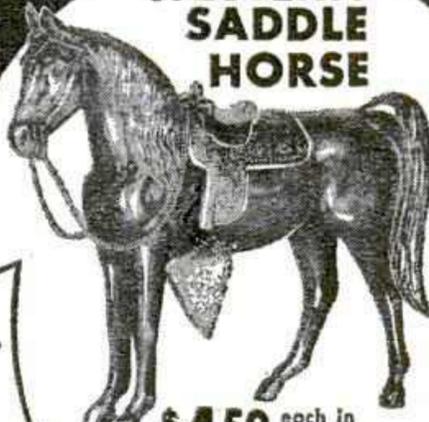
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\$4.50 each in
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A Large List of Second-Hand Coin Machine Bargains will be found on page 81 of this issue.

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CLOWNS' AND BURLESQUE COMICS' PROPS and Accessories. Free lists. (Assortment, \$5). Happy Morgan's Clown Headquarters, 2404-N. Fifteenth, Philadelphia. de27

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GUARANTEED STUMP REMOVER—EASILY, cheaply made. Sell product to farmers, landowners, etc. Formula, \$1; other formulas. Brooks, B120B, Arkansas, Wis.

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FOR SALE—ART GOODS AND NOVELTIES. Manufacturer, cheap for quick sale. 93 W. Main St., Shelby, O. de13

FOR SALE—COMPLETE SOUND SYSTEM FOR rink. Hammond B 40 Speaker, Hammond Preamp. Automatic Record Changer, Microphone. John Conant, Princeton, Ill.

FOR SALE—9 GENUINE LIFE-SIZE NAVY Airplane Cockpit Replicas. Cost \$1,900. Priced \$125 to \$150 depending upon quantity. Karl Ort, York, Pa.

GEARED ALUMINUM POPPING KETTLES, all Electric Popping Units, Peanut Roasters, Copper Carmel, Candy Kettles, Display Cases. Northside Co., Indianola, Iowa. ja10

LORD'S PRAYER PENNY ENGRAVING MA-chine, \$110. Rex Products, 1126 S. 9th St., St. Louis 4, Mo.

POPCORN MACHINES—LARGE ELECTRIC, rebuilt Burch, Manleys, \$250 up. Wilhoit's Popcorn Concessions, 103 N. E. 60th St., Portland, Ore. de13

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1 GROSS IN CARTON—NO LESS SOLD

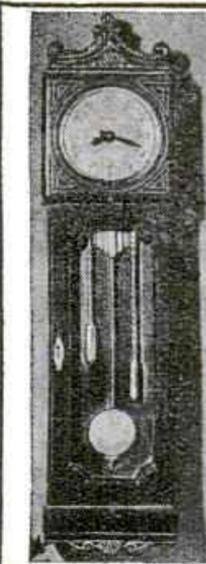
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Electric
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6 or more . . . \$5.80 Ea.
Sample \$6.65
Size 19 1/2 x 4 1/2

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1 Lb. High Quali-

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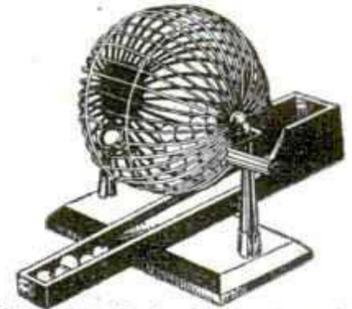
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Orders now shipped within 48 hours

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Also various 15 Lite and 25 Lite Sets—

\$5.90 Set and Up.

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Nationally advertised brands—various colors—

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B6 Series Small Rnd. Bulbs (like train

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B8 Indep. C7 Bulbs, white only—2000 hr. 23¢

B17 Indep. C7 Bulbs, ass't colors—

2000 hr. . . 28¢

B14 Indep. G14 Bulbs—ball shaped . . . 25¢

B9 Outdoor C9 1/2 Bulbs (pk'd 25's) . . . 25¢

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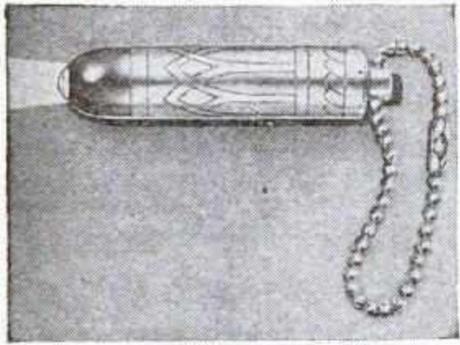
WATCHES

New 7 Jewel Swiss, Radium Dial, Second Hand, Chrome Finish, S. S. Band plus Strap, \$6.50 Ea. New 17 Jewel Watches as low as \$13.50. Write for prices on others. Men's 15 Jewel Bulova, Elgin, Waltham rebuilt like new, Rhinestone Dial, new R.G.P. Case with Stainless Steel Back and Strap, \$16.50 Ea. Gold Filled Stretch Bands, \$2.00 Ea. Wholesale Only. Samples \$1.00 Extra Postpaid. 1/3 Deposit, Bal. C. O. D.

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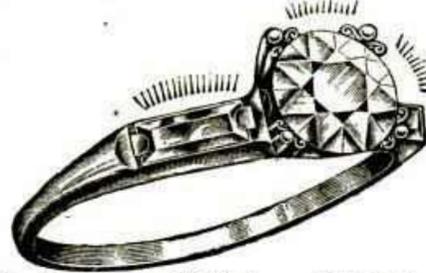
New Big Sellers In RINGS



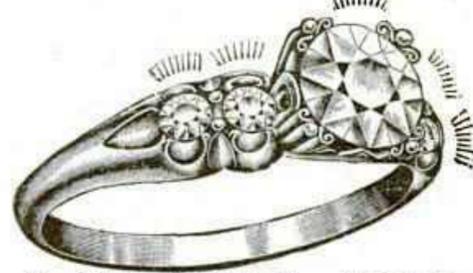
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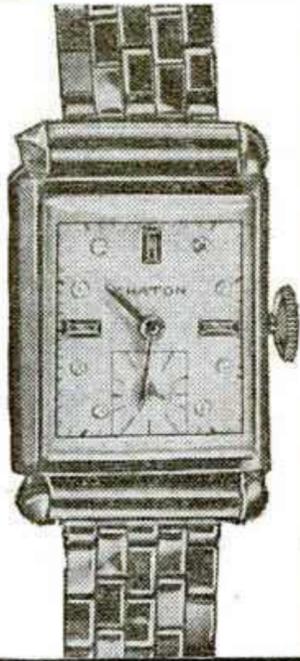
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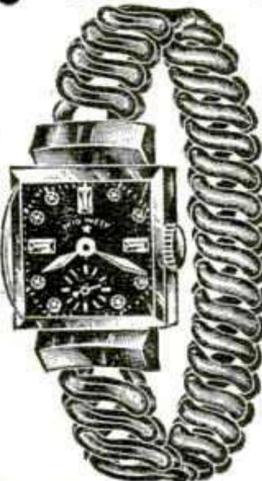
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Midway Confab

(Continued from page 61)

and Kitty Kelly, annex. Mrs. Golden and Bob Hoffman have gone to South Florida on a booking trip to find location for a museum. Mrs. Golden's trip to New York was for the purpose of attending the unveiling of her husband's monument at Ferncliffe Cemetery. He was a vet side show owner.

Herb Shive, general representative of Lawrence Greater Shows, was in attendance at the outdoor convention in Chicago and was receiving congratulations on the new advertising folder he recently had printed. The mailing folder is attractive and contains plenty of pictures of action on the Lawrence Greater midway. Shive left a few days after the convention for New York.

Present all week to cause non-convention guests in the Hotel Sherman lobby to turn and stare were Nate Eagles' troupe of midgets and Al Tomaini, giant side-show operator, last season with Cetlin & Wilson Shows.

Pvt. Jack Looney pens that Jackie Lynn, the male Carmen Miranda, is at the Club My-o-My, New Orleans.

Ralph J. Clawson, now on the managerial staff of the Cavalcade of Amusements, was kept busy explaining to friends why his wife, Rose, didn't feel up to coming to the convention this year.

George Amdor West has closed the season with his Jewel Box Casino in Macon, Ga., and is now emcee at the Youman Club, between Metters and Collins, Ga. Ted Kita, manager of Jewel Box, is at the club's cocktail bar.

FIRST AGAIN . . . IMMEDIATE DELIVERY!

NEWEST, MOST IMPROVED

BINGO SPECIALS

Regulars — 7 colors, 1500 series
 Padded 4-5-6 or 7 to the pad
 3000 Sets — 7 colors

Wire or Write for Samples . . . Jobbers Invited

John A. Roberts & Co.

235 Halsey Street, Newark 2, N. J., MA. 2-6657
 LARGEST BINGO MANUFACTURERS IN THE U. S. A.

BINGO

1 | 19 | 32 | 49 | 72

13 | 27 | 41 | 51 | 62

3 | 20 | 0 | 46 | 61

2 | 22 | 44 | 54 | 75

15 | 24 | 45 | 59 | 67

MEDICINE WORKERS

Here are tried and proven formulas that have been giving satisfaction for over a quarter century. We are now supplying some of the biggest users of medicine in the field, who have been using these formulas season after season for many, many years.

ZEST-O-LAX (Laxative Compound) One pint \$36.00 gross
TON-KO-LAX (Laxative Compound) 8-ounces 18.00 gross
PENETRATING OIL (Red Oil Liniment)

2-ounces 9.00 gross
SPEED (Liquid Dentifrice) 1-ounce 9.00 gross
SEPTO-SALVE (A general all around salve)

1 1/2-ounces 7.20 gross
CORNO (Corn Remedy packed in bottle with bakelite cap, glass applicator) 9.00 gross

The above prices apply to gross quantities only. For prices on less than gross lots, write for quotations. We allow free goods to cover transportation charges to any point in the United States.

Write for our illustrated catalog, showing hundreds of daily used items such as Perfumes, Cosmetics, Flavors, Household Items, Premiums, and many other Medicinal Items.

Terms on all orders: at least one-half deposit with order, balance C. O. D.

GOODIER COMPANY—MANUFACTURING CHEMISTS
 321 N. BISHOP AVE., DALLAS 8, TEXAS
 DIVISION UNIVERSAL LABORATORIES



Pipes for Pitchmen

By Bill Baker

SPEEDY HASKELL . . . and wife took delivery on a new house trailer recently. They are working around Dallas.

What are your plans for 1948? Or don't you have any?

LITTLE JOE MILLER . . . is back in the Windy City after a trek thru the South.

BERT GOLDEN . . . pens that he hasn't heard anything in two years on Mr. and Mrs. Bert Hull. "The last time I saw Hull," says Golden, "he was selling razor blades and home-made belts at Lima, O. I expect to hit the pitch field, circuses and small tenters in the spring with a line of comic novelties."

WORD REACHES . . . the column that Don Emory and Mary Lee Carroll "I do'd" in Du-buque, Ia., November 28.

You alone can make business good or bad. Take your best hold.

JACK MARTIN . . . chemical specialties worker in the South for the past 25 years, has completed a distribution set-up for his insect and pest-killing line. At present Jack is making his headquarters in New York.

BEN (HOBBO) BENSON . . . cards from Jacksonville, Fla.: "Here I am in Florida pitching *The Bowery News* and my sketch act. Will probably remain in the South for the winter. The moo may be in the North but so is the cold, blustery weather. Best wishes to all my pitch friends."

CHARLES (TEX) DOWNEY . . . erstwhile ship worker from Oxford, Mass., will desert the pitch field for the winter and go back to putting long heads on short beers, according to John (Slim Patterson) McLean. McLean inquires about John (Mother) Looney, Portland Joe, Zoot Suit O'Connell, Bill (Pexie) McKeon and Louis Trasko.

Famous Last Words: "I hit the jackpot every time I elect to work."

BOB BEAUDRY . . . of vitamin fame, is attending Marquette University in Milwaukee, according to Al Rinehart. Al says that Si Louis spent the Thanksgiving holiday in Milwaukee with his wife, Bea.

SOL KOMMIS . . . is on his way to Chicago after a fine season on the fairs with his new mechanical toy. "Had a lot of laughs with some of the boys when we got together in Kansas City, Mo., just before Jay Ross left for a deal he has cooking in the New England States. Sol, who says he expects to work a Christmas spot and then take it easy until early spring, asks about Joe Merritt, Sime Skinner and Timmie Newbold.

CLARENCE BARKER . . . is working in a Milwaukee theater.

E. J. HORST . . . Mount Healthy, O., visited Joe Beckett in Shreveport, La., during the recent State fair there. The fair, says E. J., was a bit of a larry for Beckett.

JOHN BRENAN . . . punch needle worker, has shifted his locale from New Orleans to the Lone Star State.

Fancy Freddie Says: "A person can be a sensible one even tho he doesn't always hold the same opinion you do."

ETHEL AND ED HILL . . . are ensconced in Sulphur Springs, Fla.

ANOTHER PUNCH . . . needle worker, John Jacobe, is win-

tering in Indiana, as are Gene and Hilda Krieg. The latter are already preparing for their string of fair dates.

THE GARRETTES . . . are putting in their time fishing around Tampa.

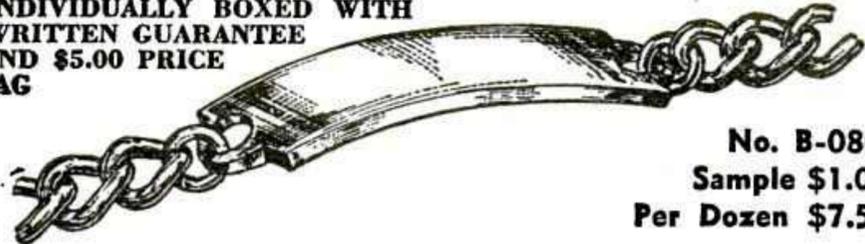
RUCKER H. TODEL . . . well-known in pitch circles, is confined in Ward B, Room 15, Sunnyside Sanitarium, R. R. 12, Indianapolis. He'd like to read letters from friends.

DOC GEORGE M. REED . . . old-time Columbus, O., pitchman, comes thru with a few odds and ends and his say on the question of a pitchmen's organization which has
 (See PIPES on page 80)

ATTENTION, DEMONSTRATORS!!

JUST OUT! NICKEL SILVER IDENTIFICATION BRACELET

INDIVIDUALLY BOXED WITH WRITTEN GUARANTEE AND \$5.00 PRICE TAG



No. B-080
 Sample \$1.00
 Per Dozen \$7.50

Frisco Pete Enterprises, Inc. 604 W. LAKE ST. CHICAGO 61, ILL.

JUST IN TIME FOR CHRISTMAS



BRAND NEW Beautiful Men's 17 J. Swiss Watch. Excellent time keepers. Sturdy one-piece construction throughout. 1/20-12K gold-filled Band and Case. High Dome Cylinder Crystal. Beautifully gift boxed.

Only \$27.50 Tax Included
 25% deposit must accompany all orders, balance C. O. D.
 Dealers, Deduct 10% Federal Tax.
Naveles Watch Company
 DEPT. B
 634 VINE STREET CINCINNATI, OHIO

ORIGINAL MAN IN BARREL

100\$18.75 DOZEN\$2.50

"KILROY WAS HERE"

100\$12.00 DOZEN\$1.60

3 3/4 INCH PLASTIC STATUETTE
 25% CASH MUST ACCOMPANY ALL ORDERS
 THOSE FUNNY COMIC CHRISTMAS CARDS, 12 ASSORTED SAMPLES
 PREPAID 60c, CASH WITH ORDER.

MIDWEST MERCHANDISE CO. 1010 BROADWAY KANSAS CITY, MO.

BOARD OPERATORS—CANVASSERS

BUY YOUR CHRISTMAS LINE HERE

We have a complete line of toys, novelties and gift wares of every description.

VISIT OUR SHOWROOM

SEND FOR ILLUSTRATED CATALOG

JOE END & CO. MIKE TISSER, General Manager Telephone Inc. 435 WEST BROADWAY WALKER Cor. Prince St., N. Y. 12, N. Y. 5-8280

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Send for our circulars on exclusive irresistible novelties that sell on sight, complete with special cards.

ECONOMY DISTRIBUTING CO.

308s West Superior Cleveland 13, O.

ATTENTION, MANUFACTURERS

Put us on your mailing list. WE SEEK ADDITIONAL LINES FOR PACIFIC NORTHWEST.

ADAMS NOVELTY CO.

108 N. Division St. Spokane 8, Wash.



Sold These Balloons 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.

ENGRAVERS

For the best in Engravers' Merchandise use "Morse Finish"; it stands up. Old reliables and new 1947 numbers now ready. New post-war Engraving Machines.

"Always Something New"

EDW. H. MORSE & CO.

ATTLEBORO, MASS.

"We Lead, Others Follow"

MEXICAN AND WESTERN RINGS!

WESTERN—RICH, SOLID, DETAILED
 SR-3 Ladies' Saddle, sterling . . . \$12 Doz.
 SR-4 Men's Saddle, sterling . . . \$15 Doz.
 MR-51 Men's Horse Head, sterling . . . \$15 Doz.
 HR-1 Men's Bucking Horse, sterling . . . \$15 Doz.
 MA-46 Men's Skull & Crossbones, sterling base . . . \$24 Doz.
 O-2 Men's Indian Chief, sterling . . . \$27 Doz.
 MEXICAN—MASSIVE, BRONZE & BRASS
 M-1 Men's, Ladies' and Children's . . . \$12 Doz.
 Sample assortment, 1 of each, \$12. Free catalog. 25% deposit, balance C. O. D. Quantity Buyers—Write for gross prices.

NAVO-MEX

2351 East Van Buren Phoenix, Arizona

FOR QUICK SALE!

TWO (2) A. C. ELECTRIC GENERATORS

Powered with 2 Cummings Diesel Engines. Owner will sacrifice these 2 A.C. Electric Generators, K. W. 25, K. W. A. 31.3, 3 phase, 60 cycles, 120-208 volts. Powered with 2 genuine Cummings Diesel Engines. Completely electrically equipped batteries, etc. All equipment was purchased new. Owner only used 3 weeks. Can be seen by appointment. Write

BOX D-181

c/o The Billboard Cincinnati 22, O.

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 MANUFACTURING PHARMACISTS established 1934.
GENERAL PRODUCTS LABORATORIES, INC.
 137 E. SPRING ST. Dept. X COLUMBUS 8, OHIO

INDIAN BEADWORK

Bright Colors—Original Designs
 Moccasin Earrings . . . \$6.00 dozen pairs
 Hat-Moccasin Chatelaines . . . \$6.00 dozen sets
 Beaded Saddle Patches
 (to pin or sew on) . . . 7.20 dozen
 Prepaid anywhere in United States

BILL & LEA ILFELD
 GALLUP, NEW MEXICO

Another First **2 For 5¢ PLAY!**
TWO TICKETS IN EACH HOLE

Now is the right time for low priced play!

"SEVEN FIVES"
840 G L HOLES
5¢ PLAY
TWO TICKETS IN EACH HOLE

No. 18171-7
SPECIAL THICK
Takes In.....\$42.00
Av. Payout.... 19.17
PROFIT.....\$22.83
COMPLETE WITH EASEL

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"

ANOTHER WINNER! ANOTHER GLOBE HIT!

KWIK TEN SAWBUCKS

A STUPENDOUS PROFIT board with SIX 10c tickets in each hole for 50c. 220 Multi-Giant Holes in thick board.

PROFIT (Average) \$70.10
Tremendous "try-again" appeal with its TEN \$10 Winners.

IMMEDIATE DELIVERY

Send for Illustrated Catalog of Our Full Line

GLOBE PRINTING CO.
1023-25-27 Race St., Philadelphia 7, Pa.

Increase YOUR Profit With PUNCHMASTER!

ATTENTION, Operators: This is it! PUNCHMASTER is the answer to MORE profit from Salesboards. You, too, will praise it as have many operators who use it as standard equipment. PUNCHMASTER encourages play as well as relieves the care and attention usually given to salesboards on location.

PUNCHMASTER is ADJUSTABLE to fit any board 8 to 11½ inches in width in any thickness. As PROTECTIVE as an attendant wants it to be. Cheating is discouraged. Switching of boards and multiple punchings are eliminated. AUTOMATIC—quickly and easily operated by a light pull of a finger. ATTRACTIVE—well made, beautifully designed and finished—a credit to any counter.

PUNCHMASTER has enjoyed four years of customer acceptance and play appeal on the Pacific Coast, now ready for national distribution. Join the operators that are netting MORE PROFIT with Punchmaster. Order a quantity NOW and let them go to work for YOU. We prepay shipping charges. **MODEL M-17—as illustrated**

Price to Operators: Lot of 1 (sample)\$16.00 each
Lot of 2 to 5\$15.50 each
Lot of 6 or more\$15.00 each

Terms: 30% cash with order, balance C. O. D. (Send full payment and save C. O. D. cost.) Shipping charges prepaid.

PUNCHMASTER COMPANY
5710 N. E. Prescott St. Portland, Oregon

LOOK NO FURTHER THAN RAKE'S COMPLETE SELECTION OF BOARDS AND DEALS

Our Salesboard Showroom is the "Mecca" of every operator in the field. Everything you need is here under one roof in a terrific assortment. We have the largest money-making selection of Salesboards, Coinboards, Jar, Ticket and other Deals and Novelties that are sure to click on Board Promotion. New numbers are added as fast as they come out. Come in and look around.

IMMEDIATE DELIVERY FROM STOCK

RAKE COIN MACHINE EXCHANGE
609 SPRING GARDEN STREET LOMBARD 3-2676 PHILADELPHIA 23, PA.

SALESBOARD SIDELIGHTS

Chicago:

Due to an error in transmission, last week's salesboard column stated that Irwin Feitler was head of Superior Products. Feitler is president of Gardner & Company, while Jack Morley is head of Superior.

Harold Boex, Pioneer Manufacturing Company vice-president, left last week for a two-three week tour of the East and South. Firm's sales manager, William T. Wollpert, is keeping close to the home office while Harold is off scouting the States. Empire Press' vice-president in charge of sales, Dave Rice, rolled in from his Ohio trip Saturday (6). Empire offices are a veritable picture gallery, now that the Company's board illustrations are being set in 8 by 10 frames and hung on the walls. Over three dozen pix now adorn the offices.

Reuben Berkowitz, the general manager of Bee-Jay Products, is one of the busiest boys in the business these days. . . . Another center of activity is Peerless Products, Inc. Irv Padorr says the production problem here is turning out smoothly, with more and better boards coming off the line.

New Gardner & Company board, Solid Sender, pulls in the legal tender, according to reports from operators in the field. Gardner officials say it is clicking just like the one,

Rife Appointed New Gardner Executive

CHICAGO, Dec. 6.—Gardner & Company appointed John E. Rife assistant sales manager this week. Rife, well known in board circles, has been in the industry several years.

Also announced was the addition of eight new sales representatives to Gardner's national sales organization during recent weeks. They are Homer Adama, Jay Alvarez, Dave Lande, Frank Murray, Fred Schwartz, L. A. Thompson, C. Byrd White and Herb Wolf.

Container Appoints New Sales Managers

ST. LOUIS, Dec. 6.—William Stone, manager of Container Manufacturing Company here, announced appointment of two new sales managers this week.

Robert Hanna was named district sales manager for Oregon and Washington; Steve H. Fenster was appointed district sales manager for Florida and Georgia.

MEMORIAL SERVICES
(Continued from page 58)

the Al Sopenar Post and a moment of silence was observed following the sounding of taps. The quartet sang two other selections, *Just Beyond the Hilltop* and *Journey's End*. Rev. La Voy then delivered the benediction. An organ solo by Gros-saint concluded the services.

Many of those attending the services journeyed in private cars and chartered buses to Showman's Rest in Woodlawn Cemetery to visit the graves.

Members who died during the past year are Jesse R. Edwards, Kenneth Van Zandt, August Janley, William J. Coultry, George Terry, George Atkinson, David L. Tennyson, George Davis, Gus Woodall, Jess C. Duggan, Delard F. Lamkin, James P. Madigan, Robert A. North, F. Bernie Head, F. N. Branson, Edward O. Conners, Mitchell J. Watson, Nathan Miller, Milton M. Morris, Joe Rogers, John R. Hannon, Charles T. Buell and Milton A. Paer.

two, three depicted in large numerals on the punching area.

Jack Morley, president of Superior Products; Sol Wyatt, Gardner & Company; Charles Lucenti, Pioneer Manufacturing Company, and Joseph Berkowitz, Bee-Jay Products, as the four-man board of directors of Novelty Manufacturers' Credit Bureau (NMCB), attended the two-day bureau meet in New York (December 4-5), as did executive director F. W. James. They return to Chicago Monday (8).

Robert Marcus, assistant manager of Superior Products, was robbed of cash, a watch and a diamond ring Wednesday (3) as he entered the vestibule of his home.

CONVENTION CULLINGS
(Continued from page 58)

come an annual feature. Club's headquarters have been established at 286 Demontigny E, Montreal.

The title of the Blue Grass State Shows will be shortened to the Blue Grass Shows, Owner-General Manager C. C. (Specks) Groscurth announced. He was accompanied to the convention by Mrs. Groscurth. The shows' equipment is in winter quarters in Owensboro, Ky.

Ralph P. Flannagan, who ran into difficulties this year with his newly-formed Paramount Exposition Shows, indicated that he would take to the road again next year following pending organization.

Confirmation was given that A. (Booby) Obadal and Alvin and Lowell Vandike will jointly operate the Victory Exposition Shows in '48. Harry Lamont will be the org's legal adjuster and assistant manager.

The New York Central Railroad's Commodore, arriving in Chicago Sunday morning, November 29, brought what was probably the heaviest single contingent of show and fair men. Included were Owner and Mrs. Frank Bergen, Mr. and Mrs. Bernard Allen, Neil Geary and Jim Bergen, all of the World of Mirth Shows; Jimmie Strates, owner of the shows bearing his name; Dave Endy, owner of Endy Bros.' Shows, and Issy Cetlin and Jack Wilson, co-owners of Cetlin & Wilson Shows. Other show owners included Sam Prell, Max Gruberg, Ross Manning, Oscar Buck and Ralph Flannagan. Others were George A. Hamid Jr., Benny Weiss, Joe Goodman, Director and Mrs. Bligh A. Dodds, of the New York State Fair; Mr. and Mrs. E. A. Band, of the Central Canada Exhibition, Clem Schmitz and Mr. and Mrs. John Leahy, of the Danbury (Conn.) Fair.

DON'T FORGET KIDDIES
(Continued from page 52)

tions park men can make for their success, and to the good of their community, is to encourage the use of their parks for clean, wholesome pleasure for all the public, but with attention to the children and older people.

"There is hardly a community in the country that does not have either a parent-teachers association or dad's club, or some group of adult citizens interested in protection of children, and the correction of this delinquent problem. Surely they will appreciate the efforts of the amusement park operators to provide clean and healthful fun for these children," he said.

Harry J. Batt, Pontchartrain Beach, New Orleans, was chairman of the forum on the Future of the Outdoor Amusement Industry." Also on the forum in addition to Batt and Hitzelberger, were Julian H. Norton, Lake Compounce, Bristol, Conn., and George A. Hamid, New York.

"WERTS"

OFFERS A COMPLETE LINE OF BOOKS
IN SIZES FROM 15 TICKETS TO 560
TICKETS, AND IF DESIRED, JACKPOT
FEATURES FROM 1 TO 50 SEALS

TIP BOOKS

BASEBALL BOOKS

DIE CUT JACKPOT BOOKS

SEWED SEAL JACKPOT BOOKS

FOOTBALL BOOKS

BASKETBALL BOOKS

RACING BOOKS

SPECIAL BOOKS MADE ON QUANTITY
ORDERS

"You might buy cheaper, but
you can never buy better"

WERTS NOVELTY CO., INC.

920 S. PERSHING DR.

MUNCIE, INDIANA

Pipes for Pitchmen

(Continued from page 78)

been raging in this column the past several weeks. Says Doc: "I have been reading in the Pipes column about pitchmen organizing. At one time I thought it was the thing but after spending a lot of time and money trying to put it over, I am convinced it cannot be done. I refer particularly to Sid Sidenberg's article in the November 15 issue of *The Billboard*. We who have tried it know that he is right—and what would pitchmen and pitchwomen gain? In fact, there are few pitchmen of the old school left. I am 72 years old and have been in the selling game 60 years and the pitch game for 40 years and am proud of it. As a real old-timer, I say take Sid's advice and forget about organizing. It can't be done. I first met Sid in Jamestown, N. Y., 25 years ago, and did not meet him again until 1938 when he visited me and my wife at our home in Columbus. Mrs. Reed passed away May 19, 1943. She was a real trouper and proud of the fact that I was a pitchman. I still work blades on High Street and the Market in Columbus and the latchstring at my apartment on 1051½ East Main Street is always out to old-timers. Among the oldsters in Columbus are Wayne Garrison and Ervin G. Baker. This is the first time I have seen Baker in 16 years. He is a clean and hard worker. There are several demonstrators here in the stores in Columbus but most of them are new faces to me. There are plenty of home guards on the street but money is not too easy to get."

The old-timers in the pitch field know that they have to go out and get it any year. They realized long ago that business won't come to them unless they do.

MADALINE RAGAN . . .
inks from Cleveland: "Here we are back up here in snow-bird country. We were as far South as New Orleans but good spots in the South are few and far between. Hubby Ray Herbers is working Sta-Clear to good results and we plan to put our sex show in a store in Cleveland." Madaline adds that her sister, Mary, is working Little Rock presently, that Al and Mabel Rice are in Oklahoma and that Eddie Kennedy, of scale fame, is in Los Angeles.

CHET WEDGE . . .
and Tip and Lil Hallstrom are working the market in Chicago when weather permits.

FRANK LODGER . . .
spent Thanksgiving with Tip and Lil Hallstrom, his first trip outside the hospital in three years.

GEORGE EARL . . .
is still in Cook County Hospital, Chicago.

We'd like to hear from demonstrators working indoor shows, including food expositions, household exhibitions and similar events. You don't need to tip off working dates in advance, but let's have lists of the boys and girls who are making the events right after they are over.

MERTON CRAIG . . .
sides with Tom Kennedy and Sid Sidenberg on the organization question, and says in part. "I remember Tom's efforts back in 1926 when I had a good-size med show under canvas, working along the order of Doc Morgan, Doc White and many others. When we got together the talk would generally drift around to the pros and cons of an organization. I spoke my piece on organization back then when I sent in an article to the Pipes column that rated enough to get a good display. At that time Denver and Los Angeles locals had been formed and in Baltimore, Kennedy and others were working to get one going. However, like the others, it petered out

strictly thru lack of co-operation. During a visit on a carnival this summer, of all the pitchmen I saw, none had ever worked cold turkey, everyone depending on the fair pull. As far as making any money after the fair, it is back to the shops for them. As I see it, the best bet today is to belong to all the lodges you can afford. The many towns and cities that are closed to the average razor blade and shoestring merchant can be cracked by a real, up-to-scratch worker who can pull the well-known strings."

HUBERT POTTER . . .
the venerable proponent of the pitch, pens from Hollywood, Fla., that he enjoyed reading the recent effusion of Sid Sidenberg's on the whys and wherefores of organization. "I've been down here all year," Potter adds, "but I haven't been making any money. Anybody planning to come down here should come in a trailer for living quarters are at a premium."

KEN AND GRETA . . .
gold wire experts, blast from Renfro Valley, Ky.: "We're parked outside Hotel Renfro here and the outside water is still on. Stopped at half a dozen spots en route to shop, including Whittler's Museum, and may take up whittling instead of twisting and wiggling. Our gas line stopped up on the side of mountain here recently and Greta and I had to push our car up the 45 degree road to the top where we managed to get going again with the help of two truck drivers, a garage mechanic and three lads. These hill people will help strangers in distress. We parked the car for a time while we watched a local render lard over an open yard fire in a huge iron kettle and we figured we'd come up with some cracklin's to eat in Florida. But the deal fell thru and we're looking over new fields as we proceed South. We stop on the least provocation, sometimes unexpectedly and against our will. Haven't seen anyone pitching in this neck of the woods."

Ticket Type	Price
"PICK A FIN"	NET PRICE \$2.75
1200 Holes, 5¢—Avr. Profit . . .	\$33.05
"TEN SPOTS"	
1200 Holes, 5¢—Avr. Profit . . .	\$31.16
"WIN 'N' GPIN"	
1200 Holes, 5¢—Avr. Profit . . .	\$32.84
"E Z CARTONS"	
1200 Holes, 5¢—Avr. Profit . . .	\$33.96
"PICK A TEN"	
1200 Holes, 10¢—Avr. Profit . . .	\$59.40
"\$255 SPECIAL"	
1200 Holes, 25¢—Avr. Profit . . .	\$137.07
"SUPER CHARLEY"	
1200 Holes, 25¢—Avr. Profit . . .	\$84.50

CROWN PRODUCTS
322 E. COLFAX AVE.
SOUTH BEND 24, INDIANA

TICKETS—TICKETS

Red, White & Blue Tickets, 1950's, 2050's, 2200's. Sample set, \$2.00; five folds or singles. Tip Books, 120's, five folds or singles. Sample doz., \$2.00. Can also supply a few more jobbers. Write for prices. No free samples. All orders cash or C. O. D.
BARNES NOVELTY CO.
NEW PARIS, OHIO



LUCKY Seven Jars

Red, White and Blue
Tickets
Salesboards

Write for
Circular and 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.B.T. CHALLENGERS, MOVING TARGETS, Kicker Catchers, \$15 each, five for \$70. Pikes Peaks, \$7.50. B. Marvin, 6812 N. Wayne, Chicago 26, Ill.

A-1 CIGARETTE AND CANDY VENDING MACHINES. All makes, models, lowest prices. What have you to sell? Mac Postel, 6750 N. Ashland, Chicago.

A-1 BUYS—CANDY, GUM, PEANUT, POPCORN, Smiles, Scales, Cent-a-Mint, Stamp Machines, Folders. U. S. P., 100 Grand, Waterbury 5, Conn.

BARGAIN—10 PANAMA DIGGERS, \$45 EACH. 10 Junior Diggers, \$49 each. All hand operated. National, 4243 Sanson, Philadelphia, Pa.

BARGAINS—50 HAWKEYE FREE PORTION 1c, 50 Hawkeye 5c, 5 Electro-Serv Popcorn. Slightly used, good as new. Will sell or trade. Make offer. Hudson Valley Vendors, 21 Warren St., Hudson, N. Y.

DIGGERS—10 JUNIORS, 8 PANAMAS, 10 Eries, hand operated; 10 Iron Claw Diggers, 12 Mutoscope Roll Chutes, 10 Buckleys, 4 Merchants, 4 Exhibit Rotaries (pusher type). National, 4243 Sanson, Philadelphia 4, Pa.

FIVE TEN STRIKES, \$29 EACH; FOUR Roses, Victory, many others, \$19.50 each. Strikes and Spares, \$595. Want Advance Rolls. 1/3 deposit. Donald Zak, 3017 So. 14th St., Milwaukee, Wis.

FOUR STRIKES AND SPARES FOR SALE—\$500; very clean. Modern Coin, 2492 Rosemead Blvd., Rivera, Calif.

FREE BOOKLET, "DOLLARS FROM PENNIES," a "must" for all bulk vending operators and beginners. Becker Vendors, 105-5 Dewey, Brillion, Wis.

LIKE NEW, MAKE OFFER—PERSONAL Music Boxes, Location Amplifiers, Studio Amplifier; 168 lbs. Aluminum Tape for Roovers Name Plate Stamper; one Kirk Horoscope Lobby Scale. Muskegon Music, Muskegon, Mich.

METAL TYPER—1,000 DISKS, 10c SLOT. Standard Scales Mfg., like new, \$350. H. W. Des Portes, 2321 Devine, Columbia, S. C.

PEANUT VENDORS—EVERREADY, \$5; CAIL-o-Scopes, \$12; Watling Double J. P. Bell, 5c play, \$27.50; Anti-Aircrafts, Mills Punching Bag, Mills Lift Test at \$45; Tommy Gun, Seeburg Parachute, Chicken Sams, Rapid Fire at \$72.50; Pollard Golf and late Bally Alley at \$55; Caille Electric Test and Grip Console, \$29.50; ABT Game Hunters, late, \$25; Grip Test, \$10; Shocker, \$7.50. One-third deposit. Woodrow McLennan, 335 W. Nevada, Detroit 3, Mich.

REBUILT POPCORN MACHINES FOR SALE—Fully guaranteed. Priced from \$150. Consolidated Confections, 1314 S. Wabash, Chicago 5, Ill.

WANT TO BUY—DU GRENIER "S" MODEL Cigarette Machines, L. & H. Vending, 4807 Foster Ave., Brooklyn, N. Y.

WANTED—ADVANCE MODEL C SINGLE column flat package 25 cent Vendors. Will purchase established route of Sanitary Vendors. Modern Sanitary Sales, 620 W. Saratoga, Ferndale, Mich.

WANTED—ERIE DIGGERS, ALL HAND OPERATED, in any quantity or condition. We pick up, no packing. J. W. Landi, 323 Sanford Rd., Upper Darby, Pa.

1 FOUR BELLS, ABSOLUTE A-1 CONDITION; three, five and one 25c Slot, \$75. 3 Paces Races, very good condition, \$125 each. 5 Evans 1941 Bang Tails, \$175 each. Copeland Wholesale Co., 1303 Carondek St., New Orleans, La.

5c CANDY VENDING MACHINES—ALL newly painted and completely reconditioned. 20 U-Select-It, Model 54, \$35 ea.; 20 U-Select-It, Model 72, \$45 ea.; 5 Vendits, 150 bar cap. with base, \$110 ea. Illinois Mechanical Candy Company, 1148 West Van Buren St., Chicago 7, Ill.

5 P & S TOM TOM MACHINES, LIKE NEW, \$199.50 each or all for \$950. 1/3 deposit. Lewis & Burt, Inc., 442 North Seneca, Wichita 12, Kan.

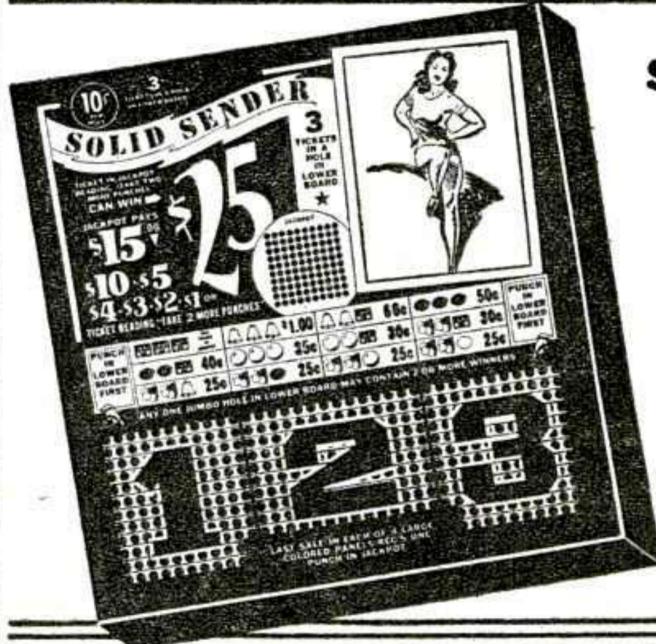
10 MASCO JERGENS LOTION DISPENSERS for sale, excellent condition. One A.B.T. Challenger, like new. Will consider offers. Clark, 55 May St., New Rochelle, N. Y.

14 DRINK DISPENSERS—FRIGIDRINK. Perfect condition; reasonable. Friedman, 305 Academy St., Jersey City, N. J.

29 VICTORY STAMP MACHINES, GOOD CONDITION; 15,000 Folders, \$325. M. K. Wilson, 2606 E. 8th St., Muncie, Ind.

240 CONSOLE COIN-OPERATED RADIOS FOR sale on location, New York City and vicinity. Gross \$1,000 monthly. Price, \$13,500. Box 263, Billboard, N. Y. City.

Solid Profits!



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SOLID SENDER**

10¢
PER HOLE
3 TICKETS
IN EACH HOLE

AVERAGE PROFIT
\$25.00

MAXIMUM PROFIT
\$27.10

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BE YOUR OWN OPERATOR OF PUSH CARDS

A once-in-a-lifetime opportunity to make \$250 to \$500 a week with little investment. These watches have outstanding, high-priced features. Precision built, imported Swiss watches. Handsome case. Red sweep second hand. Genuine leather band.
Watches Styled for Beauty and Built for Accuracy!
Place these Push Cards in factories, clubs, taverns and cigar stores. They will sell for themselves. Quick turnover, card sells out in 2 or 3 days. You can place hundreds of these cards each week.
25% Deposit with Order, Del. C.O.D., F.O.B. Chicago

PUSH CARD WITH 2 WATCHES
1 Watch to the seller and 1 Watch to the winning seal.
Push Card Takes in \$21.
Your Cost \$10.
EXTRA PUSH CARDS 10c EA.
Your Profit \$11.00

Write **J & M SALES CO.**—708 S. STATE ST.—CHICAGO 5, ILL.

PUSH CARDS

Straight numbers 10 to 200-Holes Girl Names. Also 1-29 to 1-99¢ in 12 to 66-Holes Girl Names, or All Winners. Others from 10 to 600 Holes. In Stock.
FREE Order Guide. Write
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CHIPPEWA FALLS, WISC.

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SALESBOARD & TICKETS

Holes	Special Price	Av. Profit	Net Price
960—5¢ Fifi—J. P.		\$26.75	\$3.26
800—5¢ Lotta Bucks		9.00	1.14
2500—10¢ Double Winners		78.00	4.00
800—10¢ Merry-Go-Round		54.31	2.48
1000—25¢ Jack Pot Charley		19.30	2.38
200—25¢ Prize Game		24.90	3.24
1000—Plain Board			
	10 Sections		.79
2500—Plain Board			
	25 Sections		3.08
1000—5¢ Smooth Sailing			
	Pad Tickets	19.00	1.39
1200—5¢ Wahoo Box			
	Tickets	27.00	1.93

We have many other Money Makers. 25% Deposit With Order—Balance C.O.D. Personal checks delay shipment.
PAN SALES COMPANY
334 E. 10th Street Newport, Kentucky

Ticket Folding and Banding Machines

A high production, trouble free machine. Does not tear up tickets. Ticket can be removed at any part of process in few seconds without loosening a screw or removing a part. Practically full-time production. Price \$3,000.00. Five-Fold Machine, same principle, \$3750.00.
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NEW PARIS, OHIO

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PROFIT MFG. CO.
41 West 23rd St.
New York 10, N. Y.

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

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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

SALESBOARDS—IMMEDIATE DELIVERY

Size	Play	Description	Profit	Price
400	5¢	Dollar Games	\$ 9.00	\$.60
1000	25¢	J.P. Charlie, Thick	51.95	1.25
1000	25¢	Charlie Bd. Def. Thick	50.00	1.10
1000	25¢	Charlie Bd. Def. Thin	50.00	.85
1000	5¢	Nickel Charlie	17.00	.75
1000	5¢	Bingo Bd.	12.00	.75
1200	25¢	Texas Charlie, Thick	102.98	1.98
Large Stock 5¢ 1000 to 1200 Girlie Jumbo				
			27.50	2.25
240 Hole, 6 for 25¢. GIANT HOLE BOARDS, 7 ass'd numbers.				
\$2.75 each				

WRITE FOR SPECIAL PRICE LIST
25% Deposit with orders, balance C. O. D.
BANNER PRODUCTS CO.
1526 Luxor Cleveland, Ohio

SPECIAL PENNY CIGARETTE BOARDS 65c

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
COLUMBIA SALES CO. 302 MAIN ST. WHEELING, W. VA.
PHONE: WHEELING 340

Predict Good Year for Arcades

Operators See New Machines At Chi Show

"War" Games Returning

CHICAGO, Dec. 6.—Arcade operators attending the annual convention of the National Association of Amusement Parks, Pools and Beaches (NAAPPB) at Hotel Sherman here this week gave optimistic reports about 1948 business prospects.

Altho the profits reaped during war years seem to be a thing of the past, arcade operators at the NAAPPB convention indicated that the 1948 season will bring higher profits than were experienced in pre-war years and may set the pace for a high "normal" during years to come. Arcade operators at the show indicated that they are still waiting for those "new" devices which were expected to enter the arcade picture once peacetime production was resumed. General opinion is that many operators are still holding a reserve fund in the hope that something "really new" will be introduced in the near future. None indicated just what lines they expect such a development is to take.

Among trends which have been noted recently, a returning demand for so-called "war games" leads the list. Immediately following the war, interest in games featuring planes, submarines and similar items took a decided slump. However, in the past few months, interest in these machines has been on the upswing, operators say.

14 Firms Exhibit

Some 14 firms, displaying various types of coin machines, were on hand for the exhibition accompanying the convention. Displays included several coin machines shown publicly for the first time.

Mike Munves Corporation, New York, had the largest display of coin-operated devices, with an exhibit of 26 arcade pieces. Included among the (See *Ops Predict on page 112*)

CMI Show Publicity Posters Available

CHICAGO, Dec. 6.—Herb Jones, chairman of the publicity committee for Coin Machine Industries, Inc. (CMI), convention and show in the Hotel Sherman here January 19-22, announced this week that publicity material is now available.

Consisting of wall posters and stickers, designed to boost the show, this material will be furnished free. "We hope exhibitors send copies of the poster to all of their distributors for display in show rooms over the country. Stickers should be put in every piece of mail to remind operators and distributors about the combined amusement - music - vending equipment show," Jones said.

Supplies of posters and stickers may be obtained by writing or phoning James Gilmore, Secretary-Manager, CMI, 134 N. La Salle Street, Chicago.

Tentative Plans Are Completed For Mechanics' School in Chi

CHICAGO, Dec. 6.—Officials and members of the National Association of Amusement Machine Owners (NAAMO) conferred here this week at the Hotel Sherman to chart the course of the association-sponsored Coin Machine Mechanics' School which will be started in Chicago in the near future. F. McKim Smith, NAAMO president, was on hand to lead the discussions. Meetings took place during the annual outdoor show, which drew amusement machine and arcade men from many sections of the country.

Smith and Herb Weaver, executive board member from New York, acting as a committee for the association, conferred Friday (5) with James Crowe, assistant director of the Chicago Board of Education's veterans' training program. They made tentative arrangements for the Board of Education to conduct the mechanics' school. As at the New York school, now in progress, Chicago courses will be sanctioned by the Veterans' Administration under the G.I. Bill.

Preliminary Conference

In preliminary conferences preceding a regular meeting of members and officers here December 4, Smith contacted John Chrest, of Exhibit Supply; Ken Wilson, NAAMO vice-president; Ted Kruse, the association's Illinois director; Judge Vincent Connor, one of the association's legal advisers; I. Edelman, Detroit, and Henry Grauf, Seaside

Heights, N. J.

At the December 4 meeting in addition to Smith and Weaver, were Carlisle Miller, Canandaigua, N. Y., New York State regional director; C. MacDonald, Ligonier Park, Pa.; Mike Munves, New York, executive board member; Joe Munves, Newark, N. J., and Irving Kirsh, Asbury Park, N. J.

Since Smith had prior commitments which made it necessary for him to leave for Dallas—where he will set up another coin machine mechanics' school—only preliminary details could be settled for the Chicago courses. At Dallas, Smith will meet with F. M. Eagan, association vice-president; Fred McFalls, Texas regional director; James T. Goode, principal of the Dallas Vocational School, and other school and Veterans' Administration officials.

Requirements Identical

In all likelihood the Chicago school will be conducted at the Manley Trade and Vocational School, 2935 West Polk Street, with 20 veterans, working under two competent instructors, serving as the first class. Requirements for the Chicago school will be identical with requirements set up for the New York courses. Only applicants who have completed high school and a year's work in radio and electronics will be considered.

Dallas class will be limited to between 12 and 15 students. This (See *Mechanics' School's*, page 112)

Canadian Coin Firms Take Stock of Ban, Toss Aside Idea of Assembling Units

Parts May Be Imported Only for Repair, Replacement

MONTREAL, Dec. 6.—Canadian operators and distributors of all types of coin machines are slowly starting to take stock of how badly they have been hit as a result of the Canadian government's order banning the import of U. S. coin machines and restricting the importation of parts to a minimum.

Canada's embargo, which was implemented to conserve the supply of U. S. dollars and which included the limiting of U. S. funds for pleasure travel to \$150 per person per year, means the Canadian coin trade for all practical purposes will be unable to even travel as they formerly did, visiting distributors and manufacturers in the States.

Parts Permitted

Only bright star on the horizon is that coinmen here may bring in parts, but these parts—the Canadian trade understands—must be used for repair and replacement purposes. In other words, no firm may now bring in parts in quantity with the idea of resale. Parts must be used directly

by the importing firm to repair machines. There is no special excise tax being placed on these parts, but they are subject to the existing duty of 25 per cent duty and an 8 per cent sales tax.

Operators who need repair and replacement parts for their machines must first apply to the Canadian Government's Foreign Exchange Control Board and sign affidavits that the imports will be used for the purposes specified—repair and replacement.

After permission has been granted by the board, the U. S. supplier must place on the express order, customs paper and bill of lading the notation: "F-E-C 100." The U. S. government has notified all transportation companies that they must not accept Canada-designated goods without the proper markings.

Assembly Plants Discussed

Since all imports of completed machines from the States have been banned, there has been some talk of (See *Canadian Coin on page 112*)

Coin Machine Ops Face New Allentown Tax

Plan Immediate Action

ALLENTOWN, Pa., Dec. 6. — An ordinance imposing municipal taxes on owners of vending machines, pinball games and juke boxes was passed by the city council Wednesday (3) on first reading, over the opposition of operators. The tax program, interpreted by coinmen as a move to raise additional revenue to meet a salary increase recently granted city employees, is slated to go into effect January 1 if it passes two more readings.

Under the proposed schedule the annual levy on pinball games and juke boxes will be a flat \$20; on vending machines which operate for 5 cents or more, \$3, and on venders dispensing merchandise for less than 5 cents, \$1. It is expected that the revenue accruing to the municipal treasury will total \$15,000 annually.

"Discriminatory"

Protesting the tax as "discriminatory" and, in effect, unconstitutional, as it pertains to venders, James Lansche, counsel for several operators, indicated that the ordinance would be challenged in court if finally passed. Before the tax is written into Allentown law it must be passed at three consecutive weekly readings, and may be revised during any one of the readings.

Lansche, who was supported in his presentation by Ray Vonesh, attorney for the National Automatic Merchandising Association (NAMA), argued that a tax on owners of vending machines, rather than on the merchandise sold, is unfair and could be justified only if a similar tax were levied on the salesmen who "sold over the counter." He said the ordinance was prepared by the city solicitor expressly to facilitate its passage this year. A similar proposal rejected a year ago by the council specified a tax on the machine itself, rather than on the operator. Lansche said the two proposals were identical in intent and would impose a discriminatory tax burden on vending machine operators.

To support his prediction that the measure, if adopted, would be voided by the courts, Lansche pointed to a 1940 decision by Judge Soffel, of Alleghany County, who, in the case of the Commonwealth of Pennsylvania vs. Bradley, ruled a similar ordinance unconstitutional. Further, he recalled that a tax proposal along similar lines (See *Ops Face New on page 114*)

Mass. Trade Eyes Measure For \$50 State Pinball Tax

BOSTON, Dec. 6.—Operators here are eying a measure, filed in the House of Representatives at Springfield, which would place a \$50 annual State tax on pin games.

Bill provides that cities and towns would collect the tax and retain the receipts.

Rocky Mountain Coinmen Aim at High Fund Goal

SALT LAKE CITY, Dec. 6.—Coinmen in the sparsely populated mountain region around Salt Lake City are fighting hard to make their average per capita contribution to the Coin Machine Industries, Inc. (CMI), drive for the Damon Runyon Memorial Fund for Cancer Research tops in the nation, R. F. Jones, regional chairman for the drive, reports.

Jones, head of the Jones Distributing Company here, informed *The Billboard* this week that his committee has forwarded to CMI a check for \$2,051 representing the gross receipts from the Damon Runyon cancer fund banquet held in Salt Lake City November 23.

The banquet was attended by 135 coin machine industry representatives who paid \$10 each to the fund for the dinner provided by the following distributors: Jones Distributing Company, R. F. Vogt Distributing Company, J. H. Rutter Distributing Company, Stewart Novelty Company, Wolf Sales Company and Yellowstone Novelty Company.

Gross receipts from sale of cocktails at the banquet was also included in the \$2,051 check.

Along with the coinmen, banquet guests included Harmon W. Perry, mayor-elect of Ogden, Utah, and his wife; Hall Baetz, past president of the Utah Cancer Society, and his wife, and Mrs. Vivian deNeuf.

Jones pointed out that special credit was due Glenn Earl, of Glenn Earl, Inc., Salt Lake City record distributor, who obtained the support of local record distributors for the banquet; J. A. Stevenson, Consolidated Amusement Company, Salt Lake City firm which had the largest attendance at the banquet, a total of 32, and C. L. (Bob) Beaver, Utah Music Operators' Association, who promoted support of operators.

Jones said that the efforts of Salt Lake City area coinmen in supporting the cancer fund drive will not diminish with the passing of the banquet. "We'll be in there pitching and we hope to have another nice donation to make at the coming Coin Machine Show," he added.

Edelman Shows New Games at Outdoor Show

CHICAGO, Dec. 6.—Displayed here this week at the annual outdoor show for the first time were two new coin-operated amusement games manufactured by Edelman Amusement Devices of Detroit.

Featured at the Edelman booth at the show were the firm's new Flash Bowler and Tin Pan Alley roll-down. Neither has been introduced publicly before.

Flash Bowler incorporates features of Edelman's Bang-a-Fitty bowling game with several improvements, including an animated, lighted backboard glass.

Game is available in four standard lengths and has special high scoring features. It uses nine wooden balls.

Tin Pan Alley game is a seven-ball roll-down. It has a console cabinet with lighted backboard. Game comes optional with free ball return for high scoring.

Featured in Tin Pan Alley are special bonus features, 12 scoring buttons and 14 scoring holes—seven on the regular playing surface and seven below the backboard.

Both Flash Bowler and Tin Pan Alley are in full production, Edelman officials report.

Canadian Operator Plans Rent System for Juke Boxes, Games

NEW YORK, Dec. 6.—A route-renting plan, designed to increase returns for all persons associated with him in his Canadian operation of juke boxes and amusement games, was announced this week by Mack Levin, president of Regent Vending Machine, Ltd., Ottawa. Levin's business interests also include jobbing and the sale of parts to other operators.

Four route operators, who previously worked for Levine on a straight salary basis, will be given the opportunity to rent the machines under their care from Levin at a moderate weekly fee per unit and operate their routes as a private business venture. All profits, Levin explained, would then be retained by his former employees, with any increase in the efficiency of their operation working to their own benefit.

The plan has already gone into effect on a test basis, Levin asserted, with the taking over on Monday (1) of 49 machines by one of his route operators. Earnings of these machines, which are located on the outskirts of Ottawa, has jumped considerably during the two-week period ending Monday when the operator was preparing to take over. Levin pointed to the greater revenue as a direct result of the increased attention given the operation by the route man.

Potential earnings of many routes are often not fully exploited, Levin stated, since many salaried employees feel their income is assured as long as they do an average maintenance and service job. But with the added incentive of greater profits they will

do a better job, he continued, making greater use of their initiative to discover ways of stimulating customer play. Under route-man operation, Levin predicted that service and part replacement costs would drop, with the operator exhausting his own mechanical talents before sending for an outside repairman or a replacement part for which he would have to bear the cost.

After the conclusion of a one-month trial period the remainder of Levin's route will be divided among his other route men. In all probability, rental contracts will be signed covering a full year's operation with option to renew. Altho operators will be encouraged to add locations to their routes, rental fees for additional machines will be slightly higher than for those under the original contract. This is to restrain pure speculation on the operator's part, Levin explained. The operator is expected to feel reasonably certain that a location will pay before including it on his route.

In commenting on the recent government ban on all coin machine imports into Canada, Levin claimed that operators will feel the effect least of all. While distributors and jobbers will suffer, small operators, hard pressed for funds to buy new equipment to satisfy location demand, will now have the answer at hand. "How can we give you a new machine," they will tell the location owner, "when we can't buy any?" Altho recognized by Levin as being a serious setback to the industry in the long run, the ban will, for a time, work to the small operator's immediate advantage.

Public Relations Luncheon For CMI's '48 Convention

CHICAGO, Dec. 6.—Public relations will be the theme of a luncheon Tuesday, January 20, during the annual Coin Machine Industries (CMI) convention to be held in Chicago January 19-22. Featured speaker at the luncheon, CMI announced this week, will be Dr. Preston Bradley, famed pastor of People's Church, author and radio speaker.

Dr. Bradley, who has been one of Chicago's outstanding civic and religious leaders for the past 35 years, was a speaker during the 1947 CMI convention. Bradley, in addition to his many other activities, is chairman of the Chicago Council Against Racial Discrimination and a member of the Illinois Prison Investigation Commission.

Huge Turnout Expected

Between 1,000 and 1,200 coin machine operators, distributors and manufacturers are expected to attend the luncheon. During the luncheon session, from 12 noon to 4 p.m., all convention exhibits will be closed. Vincent Gottschalk will act as toastmaster for the luncheon.

Following Dr. Bradley's address, Jim Mangan, CMI's director of public relations, will announce the winners of the CMI 1947 public relations awards. Four cash awards—ranging from \$250 to \$1,000—will be awarded the four CMI members who, in the opinion of the awards committee, have done the most outstanding public relations job in their own communities.

Entries for the awards must be sent to CMI's Public Relations Bureau, Room 2206, 134 North LaSalle Street, Chicago, before January 1. The entry may either be prepared by the entrant or by someone nomi-

nating him for the award. Entries may be accompanied by photos, newspaper clippings and scrapbooks to point up the entrant's activities.

After the awards are presented, Mangan will report on the association's public relations activities during 1947, with an account of his bureau's work in behalf of the industry. Mangan also will outline the bureau's plans for the coming year.

Following Mangan's address there will be an open forum on public relations.

As it did at the 1947 convention, the Public Relations Bureau will have a display on the lobby floor of the Hotel Sherman. Display will include movies and material prepared by the bureau as part of its public relations campaign.

Console Distrib Co. Moves Showing Site

NEW ORLEANS, Dec. 6.—Console Distributing Company here has changed the site of its December 11 and 12 special showing of the complete Buckley line, Bob Buckley and Sam Tridico, Console heads, announced. Two-day event will be held in Tregles Dreamland Ballroom, located at the Air Line Highway, a short distance from the New Orleans city limits.

Formerly, the showing was scheduled to take place in the Jung Hotel here (*The Billboard*, December 6), but Buckley and Tridico disclosed this week that the unusual interest created by the event caused them to move to the more spacious quarters available at the ballroom location.

Boston Puts Off Forming Association

Firms Are "Too Busy"

BOSTON, Dec. 6.—Plans for formation of a Boston coin machine operators' association have been temporarily set aside, it was disclosed this week by coinmen here who had been most active in getting the association movement under way. Reasons given were the pressure of business due to unusual pre-Christmas activity and the unsettled situation in regard to pending license bills.

Veteran coinmen in the area who have noticed the post-war expansion of the coin machine trade here were somewhat disappointed that the formal organization of the Boston group did not crystallize as expected. They pointed out that the coin trade is the sole important business segment in the city without an organization and also referred to the progress made in public relations for the coin machine business by associations in other metropolitan cities.

As things stand now, the brunt of all social and charitable activities undertaken by the local coin machine trade is carried on by three distributing firms which have taken the initiative in arranging meetings whenever the situation warranted. Altho these three firms never have complained of their time and money consuming efforts in behalf of the trade as a whole, they feel that it would be advantageous for all the local trade to take part in these activities. Their major point is that a well-knit association could better disseminate information pertinent to local coinmen. They also say that a well organized unit would be better equipped to combat unfavorable legislation, since it would have the advantage of a united front.

NAAMO Sets Annual Meet in Chi January 21

ATLANTIC CITY, Dec. 6.—The annual meeting of the National Association of Amusement Machine Owners (NAAMO) will be held January 21 at the Hotel Sherman, Chicago, F. McKim Smith, association president, reported. Preceding the meeting will be a luncheon which will be held in the hotel's Louis XVI Room. Highlighting the annual meeting will be the appearance of Sen. Homer E. Capehart.

Smith also reported that the NAAMO executive board will convene one day earlier, January 20, at the Sherman, with NAAMO officers, executive board members and regional directors in attendance to appoint a nominating committee and prepare the agenda for the annual get-together.

Southern Amuse. Co. Is New La. Firm

SHREVEPORT, La., Dec. 6.—Southern Amusement Company, Inc., filed articles of incorporation last week to deal in coin-operated machines of all types. Total of 500 shares of stock, with par value of \$100 each, were authorized. Firm begins business with a paid-in capital of \$13,000.

G. A. O'Steen is president; Florence Lillian Velotta, vice-president, and J. Velotta, secretary-treasurer.

ALL SET FOR BIG NAMA MEET

Registration Opens Dec. 14

Expect over 2,000 vender operators, distributors and manufacturers at show

CHICAGO, Dec. 6.—This year for the first time in its 11-year history, the National Automatic Merchandising Association (NAMA) will hold both a convention and equipment exhibition. Advance registration begins Sunday, December 14, and the convention runs thru December 17 at the Palmer House in Chicago. George M. Seedman, general chairman of the meeting, estimated this week that the four-day session should attract in excess of 2,000 automatic merchandising operators, distributors and manufacturers.

Both the fourth and seventh floors of the Palmer House have been set aside for exhibits. On the fourth floor will be the booths of vending machine manufacturers, while the seventh floor is set aside for suppliers to the industry and a number of equipment makers who could not be accommodated with space on the main exhibition floor.

Huge Exhibit Space

In all, 10,000 square feet will be turned over to vending machine exhibits, exclusive of supply exhibits. Machines to be displayed cover the full range of automatic merchandising and automatic service equipment, will include a variety of venders never before shown.

Only major speech scheduled for the four-day program will be delivered by NAMA's president, Robert Z. Greene. Greene, also president of the Rowe Corporation, will talk on the future of automatic merchandising at the concluding banquet to be held Wednesday evening, December 17.

Instead of speeches, the NAMA program includes special round-table forums and two one-act skits designed to pass along helpful hints on operating practices. The forums and skits are broken down into the various phases of vending—soft drinks, (See NAMA Meet on page 96)

Diamond Match Co. Plans NAMA Exhibit

NEW YORK, Dec. 6. — Diamond Match Company, at its exhibit at the NAMA convention in Chicago, December 14-17, will stress the importance of cigarette venders as a book match customer, general sales manager, Victor R. Kendall, announced this week.

Match company's exhibit will include a vender used 40 years ago which dispensed the firm's Knapsack matches in tin boxes. One of the oldest venders in existence, the machine is operated by a clock mechanism and wound with a key. Also included in the display will be a collection of old silver and gold match boxes.

Diamond officials, in addition to Kendall, who will attend the convention are James E. Okell, sales assistant; Eugene C. Reed, Eastern sales manager; O. E. Lowe, Midwestern sales manager; A. H. Rimmel, Western sales manager; George M. Danenbauer, sales promotion manager, and W. H. Bailey, of the general sales offices.

NAMA Convention Program

Sunday, December 14, 1947

9 A.M. to 10 P.M.

REGISTRATION: Corridor, 4th floor.

12 Noon to 10 P.M.

Ladies' Headquarters opens, Parlor 15, club floor. Note: The Ladies' Headquarters will be open Monday and Tuesday from 9 a.m. to 10 p.m., and Wednesday from 9 a.m. to 7 p.m.

2 P.M. to 10 P.M.

GRAND OPENING OF THE NAMA 1947 EXHIBIT: Machines and Equipment, Exhibition Hall, 4th floor. Supplies, Exhibition Rooms, 7th floor.

5 P.M. to 7 P.M.

PRESIDENTS AND DIRECTORS' RECEPTION: Red Lacquer Room, 4th floor. Get-acquainted party for all registered guests.

Monday, December 15, 1947

9:30 A.M. to 12 Noon

CIGARETTE SESSION: Red Lacquer Room, 4th floor. "A Day With a Cigarette Operation": Arthur Gluck, The Rowe Corporation, New York; George H. Duckett, The G. B. Macke Corp., Washington; J. Herman Saxon, Saxon's, Inc., Charlotte, N. C.; Martin Gluchow, East Liverpool Cigarette Service, East Liverpool, O.; Sidney Kronenberg, Alamat Co., Birmingham; E. G. Chandler, Rowe Service Co., Los Angeles.

9:30 A.M. to 12 Noon

BEVERAGE SESSION: Room 18, club floor. I. H. Houston, Spacarb, Inc., chairman, "Cup Vending Equipment; Type, Availability and Cost," Lionel Harris, New York; "Problems and Profit Potentials of a Cup Machine Operation," L. J. Granfield, County Beverage Co., San Diego, Calif.; "Problems and Potential in the Automatic Merchandising of Milk," Everett Newcomer, City Milk Co., Maspeth, N. Y.; "The Automatic Merchandising of Coffee—Present Position and Potential," K. C. Melikian, Rudd-Melikian, Philadelphia; "The Automatic Merchandising of Fruit and Vegetable Juices," Jack M. Cross, Telecoin Corporation, N. Y.

12 Noon to 6 P.M.

NAMA 1947 EXHIBIT: Machines and Equipment, Exhibition Hall, 4th floor. Supplies, Exhibition Rooms, 7th floor.

6:30 P.M. to 9:30 P.M.

DINNER AND NAMA ANNUAL BUSINESS MEETING: Red Lacquer Room, 4th floor. President R. Z. Greene, presiding. Reports

of the president, treasurer and executive director. Report of nominating committee, election of directors. Guest speaker, Bob Elson, noted sports broadcaster.

Tuesday, December 16, 1947

8:30 A.M.

ROUND-TABLE BREAKFAST: Crystal Room, 3d floor. Those who arrive on time (not later than 8:30) will be guests of NAMA. Tables will be marked "Candy, Gum and Nuts," "Cigarettes," "Beverages." Sit with the group of your choice.

9 A.M. to 12 Noon

NAMA 1947 EXHIBIT: Exhibition Hall, 4th floor. Exhibit Rooms, 7th floor.

12:30 P.M. to 3 P.M.

NAMA LUNCHEON: Grand Ballroom, 4th floor. Vice-President E. F. Pierson, presiding. NAMA Legislative Skit, a "mock" city council session featuring a cast of prominent NAMA members.

3 P.M. to 10 P.M.

NAMA 1947 EXHIBIT: Exhibition Hall, 4th floor. Exhibit rooms, 7th floor.

Wednesday, December 17, 1947

9:30 A.M. to 12 Noon

CANDY, GUM AND NUT SESSION: Red Lacquer Room, 4th floor. "A Typical Day With a Candy Operator," John Collins, The Canteen, New York; Paul I. Berkley, Vendex, Inc., Hillside, N. Y.; S. Quaranta, Forty Vendors, Mt. Vernon, N. Y.; William Emig, Variety Vendors, Detroit; H. A. Geiger, Geiger Automatic Sales, Milwaukee.

9:30 A.M. to 12 Noon

BOTTLE BEVERAGE ROUND TABLE: Crystal Room, 3d floor. I. H. Houston, chairman; T. Gordon Mason, Dr. Pepper Co., discussion leader, assisted by Louis Ripley, Pepsi-Cola Co.; Gardiner Tillinghast, Coca-Cola Co.; William Uzzell, Nehi Corporation.

12 Noon to 5 P.M.

NAMA 1947 EXHIBIT (final day), Exhibition Hall, 4th floor. Exhibit Rooms, 7th floor.

NAMA BANQUET: Grand Ballroom. George M. Seedman, chairman. Address: "Where Do We Go From Here?" President R. Z. Greene. Installation of officers and directors. Response by new president. Entertainment: Artini and Consuelo (dance team), Johnny Marlow's orchestra; Florence Desmond, impressionist.

Special Convention Features For Candy, Drink, Cig Ops

CHICAGO, Dec. 6.—Cigarette, candy and soft drink operators who attend the National Automatic Merchandising Association (NAMA) Convention and Exhibition at Chicago's Palmer House December 14-17, will find special events on the program for their information.

Candy and cigarette operators will be invited to see special one-act skits prepared to point up operating practices. Skits similar to those which will be presented during the convention were first tried out at re-

gional meetings, where they were well received.

Two Beverage Sessions

Beverage operators of all types of equipment—soft drinks, hot coffee, milk and fruit juices—will have two special sessions, the first held Monday morning, December 15 and the second held Wednesday morning. First session will be concerned with cup-type hot coffee and soft drink machines, and vending of packaged (See Convention Features, page 92)

Plan Special Program for NAMA Wives

Schedule Special Tour

CHICAGO, Dec. 6.—National Automatic Merchandising Association (NAMA), in providing special entertainment for wives of attending members during the association's four-day convention-exhibit at the Palmer House here December 14-17, has taken pains to make it a gala occasion for the ladies.

The women's program, highlighting a sparkling round of luncheons, musical programs, radio broadcasts, etc., has been tailored to the ladies' taste by wives of members.

Among the treats in store for visiting wives will be a magic carpet tour, on a chartered bus, of outstanding Chicago spots. This will include a stop-off in Chinatown for luncheon. A tour thru the famous stockyards will also be included, as will card parties and luncheon in the Palmer House Mural Room, the latter including entertainment.

Gayle Hastings, London fashion designer, and Doris Stockton, New York, marimba artist, will entertain. Visits to the Chicago Art Museum, the Lighting Institute and Chicago Radio Station WLS will also be on the ladies' itinerary.

Responsible for the ladies' program are convention hostesses Mrs. Edwin G. Chandler, Los Angeles; Mrs. Aaron Goldman, Washington; Mrs. Jack Gordon, New York; Mrs. J. Sidney Jones, San Antonio; Mrs. Sidney Kronenberg, Birmingham; Mrs. C. S. Darling and Mrs. T. B. Hungerford, Chicago.

Animated Displays For "Pop" Corn Sez NAMA, CMI Exhibits

DALLAS, Dec. 6.—T & C Company here, manufacturers of the 'Pop' Corn Sez vender, have scheduled animated displays for the two coin machine conventions in Chicago in December and January, Paul H. Rice, president, states.

According to Price, T & C will carry out the profit theme featured during the popcorn show in Chicago in November. The "flying dollar" display will be carried thru both NAMA and CMI meets, he said.

"There are over 25,000 T & C coin-operated popcorn vending machines on location now," Rice revealed.

Baron & Co. To Show Sirup at NAMA Meet

LINDEN, N. J., Dec. 6.—H. Baron & Company, Inc., which operates a large sirup processing plant here, will have an exhibit at the NAMA convention in Chicago, December 14-17, demonstrating how beverage sirups are dispensed in a three-flavored automatic vender, Ira S. Brightman, vice-president, announced this week.

Flavors to be used will be root beer, cherry, lemon, lime and grape. In addition, a display of beverage sirups made by H. Baron & Company will be featured in containers ranging from a gallon jug to a 50-gallon steel drum.

Inviting

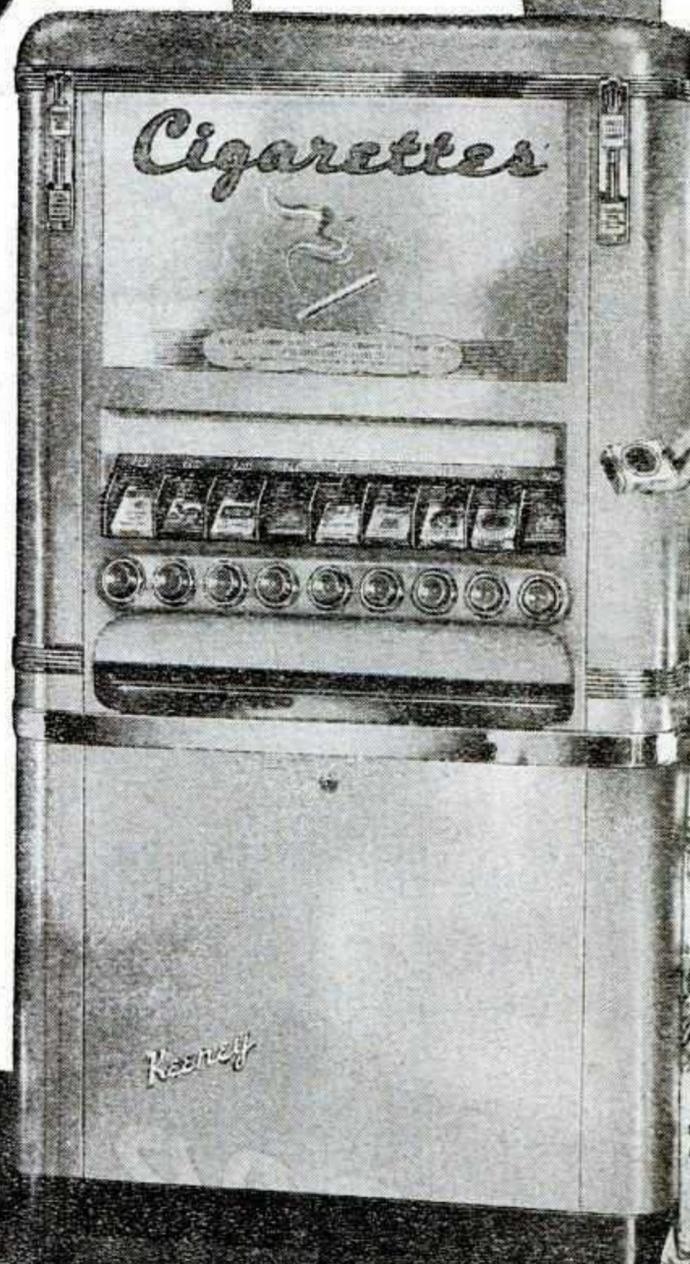
YOU TO SEE
KEENEY'S
NEW DE LUXE
ELECTRICALLY OPERATED

CIGARETTE VENDOR

ON DISPLAY

EXECUTIVE SUITE
Room 1818
HOTEL LA SALLE
corner Madison & La Salle Streets
CHICAGO

DEC. 15-16-17



* A STARTLING SENSATION!

* PEAK EFFICIENCY!

* YEARS AHEAD OF ALL OTHERS!

* STREAMLINED BEAUTY!

Don't miss this rare opportunity for first-hand inspection of
the one cigarette vendor that is YEARS AHEAD of the time!

REMEMBER THE DATES:

DEC. 15-16-17

PLACE: HOTEL LA SALLE
CHICAGO

J. H. *Keeney* & CO., INC.

"THE HOUSE THAT JACK BUILT"

2600 WEST FIFTIETH STREET, CHICAGO 32, ILLINOIS

DROP IN!



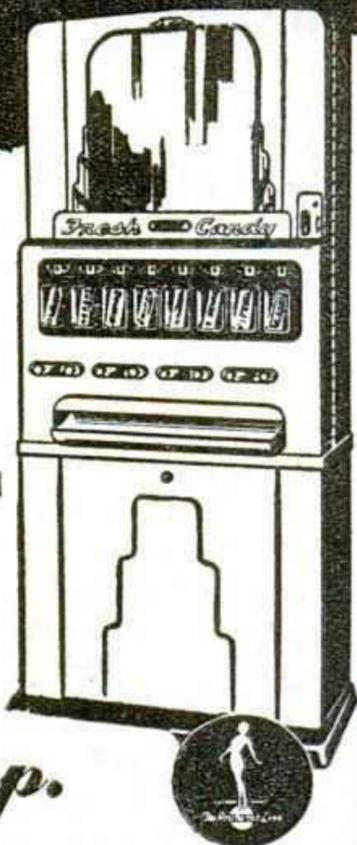
UNIVENDOR

**BOOTH
41-42-43**

**NATIONAL AUTOMATIC
MERCHANDISING ASSOCIATION
CONVENTION**

**PALMER HOUSE
CHICAGO • DEC. 14-17**

*Stoner Mfg. Corp.
Aurora, Ill...*



NAMA Exhibitors' Guide

Fourth Floor Exhibits

A.B.T. Manufacturing Corp., Chicago (slug rejector, money changer, totalizer, auto clerk); Booth 20.
Ald, Inc., Chicago (washing machine, dryer, ironer, water heater, extractor); Booths 84, 85.
Adams-Fairfax Corp., Los Angeles (hot nut, bulk candy); Booth 47.
Alkuno & Co., Inc., New York (bulk confection); Booth 82.
American Locker Co., Inc., Boston (parcel locker); Booth 50.
American Vending Corp., Kansas City, Kan. (candy bar); Booth 89.
Amity Manufacturing Corp., Perth Amboy, N. J. (cigar); Booth 79.
Automatic Canteen Co. of America, Chicago (candy, gum, nut, beverage, hot sandwich); Booths 23, 24, 25.
Automatic Syrup Corp., New York (syrup); Booth 31.
Auto Vend Co., Detroit (bottle vender); Booth 68.
Babaco Alarm Systems, Inc., New York (truck, car alarms); Booth 33.
Billboard Publishing Co., Chicago (Vend, The Billboard); Booth 35.
Bradley Associates, Inc., Chicago (bulk confection, popcorn, razor blade, liquid dispenser); Booth 78.
C. C. Bradley & Son, Inc., Syracuse, N. Y. (cup beverage); Booths 66, 67.
Chicago Lock Co., Chicago (locks); Booth 12.
Cigaromat Corp. of America, New York (cigar); Booth 34.
Coan Manufacturing Co., Madison, Wis. (candy); Booth 48.
Coin Machine Journal, Inc., Chicago; Booth 9.
Coin Machine Review, Los Angeles; Booth 19.
The Columbus Vending Co., Columbus, Ohio (bulk confection); Booth 71.
Daval Products Corp., Chicago (postage stamp); Booth 51.
Dispensers, Inc., Baltimore (cup beverage); Booth 8.
Dixie Cup Co., Easton, Pa. (paper cups); Booth 56.
Douglass Mfg. Co., Portland, Maine (coin changers); Booths 57, 58.
Drink-o-Mat Industries, Corp., New York (cup beverage); Booths 21, 22.
Eastern Electric Vending Machine Corp., New York (cigarette); Booths 14, 15, 16.
Ex-Cell Products Corp., Chicago (cup type soft drink vender); Booth 77.
Ford Gum & Machine Co., Inc., Lockport, N. Y. (bulk gum); Booths 86, 87.
Globe Distributing Co., Chicago (coin sorter, coin counter); Booth 63.
Gum Vending Corp., New York (stick gum); Booth 46.
Guardian Electric Mfg. Co., Chicago (central systems, switches, relays, solenoids); Booth 44.
Henry Valve Co., Chicago (valves, accessories); Booth 11.
Ideal Dispensers Co., Bloomington, Ill. (bottle beverage); Booth 75.
International Mutoscope Corp., Long Island City, N. Y. (voice recorder, photo machine); Booth 59.
O. D. Jennings & Co., Chicago (milk); Booth 64.
Johnson Fare Box Co., Chicago (coin changer, cup dispensing units, coin counters, sorters); Booth 76.
Knapway Devices, Inc., Kansas City, Mo. (coffee venders); Booth 26.
Lehigh Foundries, Inc., Easton, Pa. (cigarette); Booths 72, 73, Room 706.
Lily-Tulip Cup Corp., New York (paper cups); Booth 38.
Lion Manufacturing Corp., Chicago (cup beverage); Booth 55.
Charles H. Lipton Co., New York (self-locking coin box); Booth 69.
Malkin-Million Co., Irvington, N. J. (cigar); Booth 45.
Mills Automatic Merchandising Corp., Long Island City, N. Y. (gum, candy bar, cigarette); Booth 83.
The Bert Mills Corp., Chicago (coffee); Booth 36.

National Rejectors, Inc., St. Louis, Mo. (slug rejectors); Booth 52.
National Vendors, Inc., St. Louis, Mo. (cigarette, candy bar); Booth 54.
The Nik-o-Lok Co., Indianapolis toilet locks, seats, germicidal lamps); Booth 49.
The Northwestern Corp., Morris, Ill. (bulk confection, postage stamps); Booths 60, 61.
One Use Tooth Brush Corp., Van Nuys, Calif. (tooth brush); Booth 81.
Revco, Inc., Deerfield, Mich. (ice cream); Booth 53.
Rowe Manufacturing Co., Inc., New York (cigarette); Booths 5, 6, 7, Room 762.
Rudd-Melikian, Inc., Philadelphia (coffee); Booth 4.
Serval, Inc., Evansville, Ind. (refrigeration equip.); Booth 80.
Snively Vending & Sales Co., Winter Haven, Florida (fruit juice); Booth 65.
Spacarb, Inc., New York (cup beverage); Booth 37.
Statler Manufacturers Corp., New York (cookie); Booth 62.
Stewart Products, Greenwich, Conn. (cup beverage, bottle beverage, cigarette, candy bar, gum); Booths 28, 29, 30.
Stoner Manufacturing Corp., Aurora, Ill. (merchandise, candy, cigarettes); Booths 41, 42, 43.
Supervend Corp., Dallas, Tex. (cup beverage); Booth 70.
T. & C. Co., Dallas, Texas (popcorn); Booth 10.
Telecoin Corporation, New York (fruit juice, washing machine, ironer, extractor, dryer, soap); Booths 1, 2, 3.
Veeder-Root, Inc., Hartford, Conn. (mechanical, electric counting devices); Booth 27.
Vendall Company, Chicago (candy bar); Booths 17, 18, Room 729.
The Vendo Co., Kansas City, Mo. (bottle beverage, coin changer); Booths 39, 40.
Viking Tool & Machine Corp., Belleville, N. J. (popcorn); Booth 74.

Seventh Floor Exhibits

Fred W. Amend Co., Chicago (candy bars); Room 703.
American Chicle Co., Long Island City (chewing gum) Room 746.
Austin Packing Co., Inc., Baltimore (crackers); Room 702.
Bard Manufacturing Co., Inc., Los Angeles (mirrors) Room 718.
B.F.D. Company, New York (matches); Room 759.
H. Baron & Co., Inc., Linden, N. J. (sirups); Room 782.
Paul F. Beich Co., Bloomington, Ill. (candy bars); Room 707.
Bell Lock Co., Michigan City, Ind. (locks); Room 748.
Bowman Gum, Inc., Philadelphia (gum); Room 722.
E. J. Brach & Sons, Chicago (candy bars); Room 784.
Bruner Corp., Milwaukee (shoeshine machine); Room 721.
Bunte Bros., Chicago (candy bar) Room 728.
Burry Biscuit Corp., Chicago (biscuits); Room 765.
Canada Dry Ginger Ale, Inc., New York (beverages); Room 747.
The Charms Co., Asbury Park, N. J. (candy); Room 705.
Chase Candy Co., Chicago (candy bars, bulk candies); Room 786.
The Coca-Cola Co., Atlanta, Ga. (beverage); Room 736.
Coin Machine Acceptance Corp., Chicago (financing service); Room 761.
Deutsch Lock Co., Hammond, Ind. (locks); Room 775.
The Diamond Match Co., Chicago (matches); Room 776, 777, 778.
Dr. Pepper Co., Dallas, Texas (beverage); Room 763.
D. Goldenberg, Inc., Philadelphia (candy bars); Room 760.
(See NAMA Guide on page 99)

First in the Market

VICTOR'S NEW MODEL K

WITH PORCELAIN ENAMEL FINISH

Featuring... **PLASTIC MERCHANDISE WHEEL, GUARANTEED NON-CORROSIVE REGARDLESS OF CLIMATE OR MERCHANDISE VENDED.**

- Body of PORCELAIN ENAMEL.
- Built-In Merchandise Delivery Chute of PORCELAIN ENAMEL.
- Merchandise Hopper of PORCELAIN ENAMEL.
- Vends all types of bulk merchandise, including ball gum, without changing parts.
- "Wide-Open" Assembly for quick, easy servicing. If you prefer globes can be filled in warehouse and installed on location in 30 seconds.

Capacity, 5 to 6 lbs. of bulk merchandise, or 1,000 to 1,200 balls of gum. Vends 1/2", 3/8" and 3/4" ball gum.



**BEST IN OPERATION
BEST IN EARNINGS**

VICTOR'S MODEL V

**The Choice of
Thousands of
Successful Operators**

Globe Type or Deluxe Cabinet Type for Vending All Types of Bulk Merchandise. Capacity 5 to 6 Lbs. or 1,000 to 1,200 Balls of Gum. Cabinet Type 25% Greater.

**SEE YOUR NEAREST
Authorized VICTOR Distributor**

A & B Candy Co.
1622 N. E. Union Ave.
Portland 12, Oregon

Ace Distributing Co.
12 N. 23rd St.
Birmingham 3, Ala.

R. H. Adair Co.
6926 W. Roosevelt Rd.
Oak Park, Ill.

Adams-Fairfax Corp.
5721 W. Jefferson Blvd.
Los Angeles 16, Calif.

**American Coin-a-Matic
Machine Co.**
1437 Fifth Ave.
Pittsburgh 19, Pa.

Arkey Sales Co.
1912 N. 56th St.
Milwaukee 8, Wis.

**Asco Vending Machine
Exchange**
55 Branford St.
Newark 5, N. J.

Automatic Amusement Co.
1000 Pennsylvania St.
Evansville 10, Ind.

Bannister Vending Service
3310 Poplar St.
Port Huron, Mich.

**L. M. Becker Vending
Service**
105 Dewey St.
Brillion, Wis.

Bernard K. Bitterman
1405 Central
Kansas City 6, Mo.

Buckman Novelty Co.
107 S. Madison St.
Green Bay, Wis.

**Champion Nut &
Chocolate Co.**
1194 Tremont St.
Boston 20, Mass.

**Cleveland Coin Machine
Exchange**
2021 Prospect Ave.
Cleveland 15, Ohio

Cogswell Novelty Co.
202 Washington
Twin Falls, Idaho

**A. Connors Distributing
Corp.**
19 E. Utica St.
Buffalo, N. Y.

**Co-Operative Distributing
Co.**
234 Jefferson St.
Louisville, Ky.

Eastern Carolina Candy Co.
Box 629
Morehead City, N. C.

**Ellingsworth Nut & Supply
Co.**
659 Adams St., N. E.
Minneapolis 13, Minn.

**Empire Coin Machine
Exchange**
1012-14 Milwaukee Ave.
Chicago 22, Ill.

Frank Distributing Co.
535 N. 8th St.
Philadelphia 23, Pa.

General Distributing Co.
2812 Main St.
Dallas 1, Texas

1906 Leeland Ave.
Houston 3, Texas
3000 Alameda Ave.
El Paso, Texas

325 E. Nueva
San Antonio, Texas
119 S. Walker St.
Oklahoma City, Okla.

Arthur Graeff
1232 Broadway
Toledo 9, Ohio

Hermitage Music Co., Inc.
423 Broad St.
Nashville 3, Tenn.

T. B. Holliday Co., Inc.
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-o-Matic
Distributing Co.**
943 N. W. 7th Ave.
Miami 36, Fla.

Southwest Distributing Co.
17 N. 7th St.
Fort Smith, Ark.

Star Vending Co.
510 W. Fourth Ave.
Denver 9, Colo.

Russ Thomas Co.
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.

Wisconsin Novelty Co.
3734 N. Green Bay Ave.
Milwaukee 6, Wis.

VICTOR VENDING CORP.

5711 GRAND AVENUE
CHICAGO 39, ILLINOIS
Tel. NATIONAL 0220

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Cigarette Tax Stamp Sales Hit All-Time Record High

WASHINGTON, Dec. 6.—Cigarette operators this week took note of government and tobacco spokesmen's prediction that America's first "billion-pound annual cigarette requirement would likely be realized in the easily foreseeable future."

Soaring sale of cigarette revenue stamps for the current year, topping all Treasury Department records, was the primer for the huge production figure. For October Treasury figures show that stamps for an all-time high

of 33,236,876,920 cigarettes were purchased by manufacturers for domestic consumption. Total amount of cigarette grade tobacco to be used this year will reach 966,000,000 pounds, exactly 100 per cent greater than 1937, revenue officials state.

Edward F. Ragland, of the Association of Tobacco Manufacturers (ATM), in agreeing on the early realization of a billion-pound domestic cigarette grade leaf market, said: (See Cig Tax Stamp on page 99)

St. Louis Coin Laundry Boom On

ST. LOUIS, Dec. 6.—Self-Service laundries are booming in this area. Indication of the approval of coin laundries is the fact that a little over a year ago there was but one such establishment in the city, while today at least 15 are in operation.

Chief reason for the success of the coin wash idea, operators feel, is the speed with which a family's washing chore can be completed with the use of two or more machines. Operators say the average number of machines required by a patron is three or four.

Cig Vender Ops Must Add 1948 N. Y. Tax Stamps

ALBANY, N. Y., Dec. 6.—Retailers in New York State, including operators of cigarette vending machines, will be legally responsible for adding the extra 1-cent tax stamp on packs of cigarettes which they have on hand at the close of business on December 31, according to Alger B. Chapman, president of the State tax commission. The new tax, which becomes effective January 1, advances from 2 to 3 cents on a package of 20 cigarettes.

According to Chapman, owners of vending machines will be required to add the extra 1-cent tax stamp to stock in machines on December 31. They will be allowed to estimate, when they stock their vending machines for the last time this year, how many cigarette packs in each compartment should bear the extra stamp. However, packages of cigarettes stamped at the 3-cent rate must, in any case, be visible in each row of every vending machine on January 1.

Tax officials said that altho the stamps are ordinarily sold only to the jobber-agents licensed to affix them, the State tax commission will authorize their sale to retail dealers, including the vending machine operators, during the period starting December 15 so that retailers can prepare for the year-end stamping of their stock.

The officials warned that all retailers who, on or after January 1, still possess cigarettes stamped at the old rate, are liable to heavy penalties and the cigarettes are subject to seizure.

J. WARREN BOWMAN says:

Hi-Bub,



there's no sub for BUB!

CASH IN ON THE TREMENDOUS POPULARITY OF THE BUBBLE GUM OF CHAMPIONS THAT SELLS ON SIGHT TO ADULTS AS WELL AS KIDS

(Newspapers and magazines have carried stories and pictures of King and Queen BUB contests throughout the country.)

LET'S GET TOGETHER! WE WILL BE AT THE

N.A.M.A. CONVENTION

**Palmer House, Chicago
December 14th to 17th**

WE WANT TO TALK TO YOU —

YOU'LL WANT TO TALK TO US

JOIN THE FAST GROWING LIST OF OPERATORS WHO ARE INCREASING TURNOVER WITH FAST SELLING BUB

DON'T BE SATISFIED WITH SALES ON "ANY" BRAND —

There's no sub for Bub for either you or consumers

HEADQUARTERS

ROOM 722 PALMER HOUSE

BILL NOONAN WARREN GRANGER CHARLES MEEK

BOWMAN GUM, INC., Philadelphia

Manufacturers of BUB and WARRENS Mint Cocktail Gum

Bruner Corporation To Show Shine-o-Mat At NAMA Meeting

MILWAUKEE, Dec. 6. — Bruner Corporation here announced this week that it will hold the first showing of the firm's coin-operated Shine-o-Mat, automatic shoe brushing machine, at the National Automatic Merchandising Association (NAMA) convention to be held at the Palmer House in Chicago December 14-17.

The Shine-o-Mat is described by the Bruner Corporation as "the first coin-operated shoe brushing machine." It differs from shoeshining machines in that it uses no polish, but merely brushes and buffs shoes.

Machine was invented by George Beck, of Milwaukee, and developed by the Bruner firm. It has had extensive location tests in five Milwaukee locations, including an arcade, a bus depot, two hotels and an office building.

Shine-o-Mat is set up for 5-cent operation, giving 45 seconds of brushing upon the insertion of a single coin. Bruner research men say that the time cycle was set after extensive tests and found to be the proper timing element.

Featured in the new device are several simplified construction principles, including v-belt drive, which eliminates gears, and oilite bronze bearings on the buffer and brushes. The machine is four feet high, one and a half feet wide and two feet deep. An illuminated glass panel in the front of the machine gives operating instructions.

Bruner Corporation's main line has been water softeners and pumps. They have been in the business for about three years. Heading the firm is T. W. Bruner, president; James L. Bruner, vice-president, and George W. Adams, secretary.

As yet no definite distribution set-up has been established for Shine-o-Mats.

The profits are growing in the Garden State

NORTHERN
NEW
JERSEY

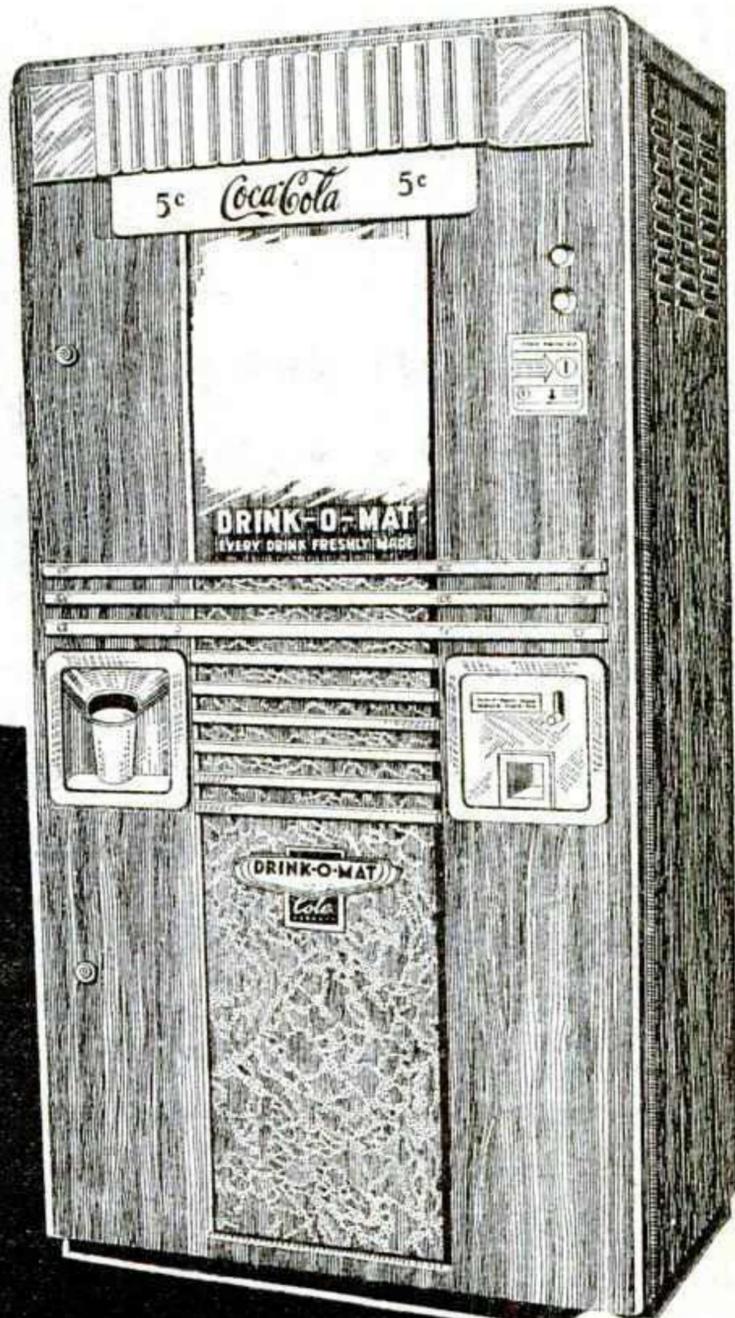
now has

DRINK-O-MAT

Coca-Cola CUP VENDOR

featuring

COOLER-CARB



franchised distributor



AUTOMATIC DRINKS, INC.

351 PLANE ST. • NEWARK, N. J.

MITCHELL 3-7389

....another in our team of key distributors

Drink-O-Mat

INDUSTRIES
CORPORATION



General Sales Office: 250 West 57th Street, N. Y. 19

Phone: Circle 6-5941 • Factories: Lawrence, Mass.

One of the finest sections of the country, Northern New Jersey, is in for a treat with Drink-O-Mat, the absolutely flawless CUP dispenser.

Here are the best 'cokes' you ever tasted, served ice-cold and sparkling, freshly made in 6 seconds from the time the coin is inserted. (5¢-10¢-25¢ coins, with change automatically delivered).

Only Drink-O-Mat has the **COOLER-CARB** unit that instantly DRY refrigerates and carbonates each drink as served. This is one of the many great technical advances, the result of 12 years manufacturing and operating experience, incorporated in this perfect machine.

Imagine a capacity of 1,000 cups! That's more than 41½ cases of bottles—and it can all be delivered with one servicing.

Best of all, Drink-O-Mat is NOW BEING DELIVERED IN QUANTITY to distributors and operators. See it at your Distributor's show-room today.

WRITE FOR FREE BOOKLET No. 57

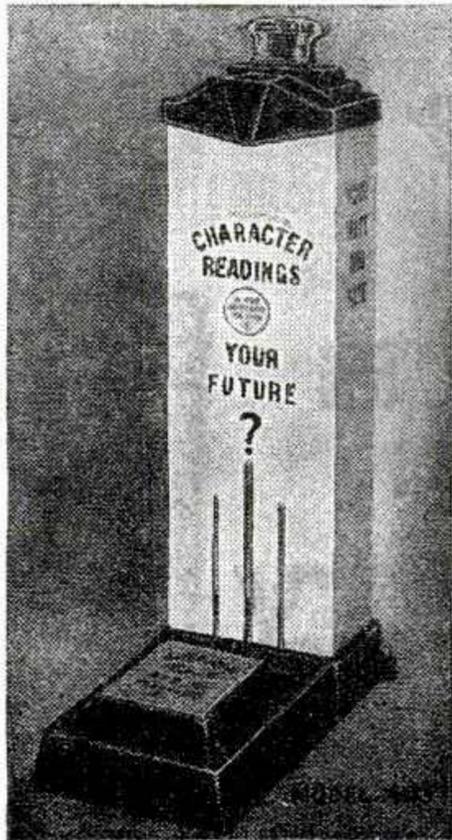
DISTRIBUTORS: A few franchised territories are open to recognized individuals and organizations. Write to our General Sales Office.

See Drink-O-Mat on display in Booths 21 & 22 at the NAMA Show.

AMERICA'S FOREMOST PIONEERS OF BEVERAGE DISPENSERS

**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 character 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"

OPERATORS!

be sure to see the first

Northwestern

**POSTWAR BULK VENDER
to be shown only at the
N. A. M. A. CONVENTION**

Palmer House, Chicago, Dec. 14-15-16-17

BOOTH 60 & 61

it's worth the trip alone

THE NORTHWESTERN CORPORATION
6 EAST ARMSTRONG STREET, MORRIS, ILLINOIS

Coan Company Names Zinner Ass't to Prexy

MADISON, Wis., Dec. 6.—Coan Manufacturing Company here announced the appointment of Henry W. Zinner as assistant to firm President J. W. Coan and the election of V. R. Johnson as vice-president in charge of sales. Firm also announced that it will hold a first showing of two new venders at the National Automatic Merchandising Association (NAMA) exhibit and convention scheduled for Chicago's Palmer House December 14-17.

Erstwhile assistant vice-president of the Chicago Terminal National Bank, Zinner is a newcomer to the vending machine industry and brings to it a wide experience in commercial banking. He was born in Chicago in 1913, received his preparatory school education in Winnetka, Ill., and later attended both the University of Illinois and Northwestern University, where he majored in business administration.

Joins Banking Firm

Upon completion of his advanced education in 1932, Zinner joined the staff of the American National Bank and Trust Company, remaining with that organization until 1937 at which time he organized the Autobank Finance Corporation. When this firm was liquidated in 1942 due to war emergencies, Zinner became affiliated with the U. S. Treasury Department as assistant defense securities promotion specialist working on War Bond drives. His tenure with the Chicago Terminal National Bank began in 1946, ended when he resigned to join the Coan concern Monday (1).

Johnson was elected to his new post at a special meeting of stockholders this week. He joined the Coan organization a year ago as sales manager and during that period became widely known in the automatic merchandising industry.

Coan Statement

In commenting on the appointment of Zinner and the promotion of Johnson, J. W. Coan stated: "The future of the vending machine industry is one of the most promising of any industry anywhere and we oldtimers who pioneered the vending machine thru its infancy and over the hump to public acceptance are finding that we need to train younger men so that they can take over some of the work and responsibility in keeping up with the growth of this industry. It is common knowledge to all of us in this business that our future holds the answer to a great many of the merchandising problems of both retailers and makers of consumer goods.

We are now beginning to attract a finer caliber of men with vision enough to see from the outside all these things we already know. We are happy to have men like Henry Zinner and Vic Johnson in our organization because we believe that they have been inspired to join us by the future this industry is approaching and by their desire to be a part of the great service we are ever increasing to this age of modernization and convenience."

No details were announced on the two new Coan products which will be shown at the NAMA convention. Firm is currently engaged in a major expansion program, which includes the building of a new plant designed to increase the Coan organization's manufacturing facilities by two and one-half times.

TOLEDO, Dec. 6. — Owens-Illinois Glass Company officials announced this week the sale of their corrugated plant and equipment in Vernon, Calif., to International Paper Company.

Tenn. Candy Mfrs. Predict Bar Price To Hit Seven Cents

CHATTANOOGA, Dec. 6.—Candy manufacturers and distributors in this area are predicting that the "6-cent candy bar may soon go up to 7 cents," basing their views on the high price of cocoa beans.

Altho other raw materials have increased in cost, they contend the cocoa bean is the biggest "fly in the ointment." Brock Candy Company purchasing agent, Allen Jordan, said that the beans, which averaged 8 cents per pound in 1941 and 30 cents a pound in October this year, have jumped to a 45 to 50-cent per pound price in the last two months.

Some candy manufacturers have not hiked their price of bars or reduced bar size because they are still using inventories of cocoa beans or chocolate coating acquired at pre-skyrocket prices. Replacement of these supplies at today's prices will mean inevitable increases in price and/or much smaller bars, candy spokesmen said, if the situation does not improve after Christmas.

Hint of an easing up in chocolate coating price was given by Jordan, who stated that last-minute news from New York authorities indicated such a possibility. "A decrease in demand for candy after the holidays may promote this," Jordan stated.

Dallas Plant Bought By Peter Paul, Inc.

DALLAS, Dec. 6.—Peter Paul, Inc., has purchased a \$200,000 plant here for its Southwest operations, J. Louie Simpson, firm's broker for this area, reported last week. Firm will move into the 33,000 square-foot factory shortly after January 1.

Building was formerly occupied by Hollywood Manufacturing Company, a dress manufacturing concern. Sale of the plant was verified Saturday (29) by Bryan Miller, official of the dress company.

Output To Begin Soon

Simpson stated that Peter Paul hopes to begin production in the new Dallas plant by mid-January. To date a plant manager has not been appointed by C. K. Kazanjian, president.

Kazanjian has announced that he expects firm's production to increase by 25 per cent in 1948, mainly because of the addition of the Dallas factory to the three plants in Philadelphia; Naugatuck, Conn., and Oakland, Calif. Latter are currently shipping over five carloads of candy daily to firm's 8,000 wholesalers. A Chicago plant is scheduled in the near future, he stated.

Doing a \$21,000,000 volume of business in 1946, 65 per cent of which was credited to firm's two leading candy bars, current earnings are running ahead of this figure, Kazanjian declared. Last year profits reached a record high of \$1,952,000, or \$2.92 a common share; previous high was \$792,000 in 1943.

One of Founders

Kazanjian, one of the six original founders of Peter Paul, started with a candy store in partnership with a brother-in-law at Naugatuck (firm's present headquarters) in 1900. In 1919 a \$6,000 factory was opened with the backing of six stockholders. ("Peter Paul" is Anglicized Armenian for Kazanjian.)

With the addition of Peter Paul, Inc., as a Dallas candy manufacturer, city now has two candy firms. First was Curtiss Candy Company, Chicago, which purchased a plant from the Dr. Pepper Company here recently and plans to begin candy production early in 1948.

Ask Congress To Eliminate Cig Mail Biz

Operators Back Bill

TALLAHASSEE, Dec. 6.—Florida cigarette operators, along with operators in 37 other States, may expect an uptrend in business if a recently introduced bill, designed to break up cigarette mail order sales, is passed.

Last week, Congress was requested to assist Florida, and the other States, in eliminating an existing mail order business estimated to cost them "millions of dollars a year in evaded taxes." Bill was introduced by Representative Rogers, Florida, and would require shippers of tobacco products across State lines to other than licensed dealers to furnish the tax administrator of the receiving State a complete listing of names and addresses of his customers.

Vocelle Backs Bill

Backing the bill, James T. Vocelle, Florida beverage director and chairman of the legislative committee of the National Association of Tobacco Tax Administrators (NATTA) is currently in Washington to urge approval of the bill by a House committee.

With the law in force, Florida would be able to levy evasion penalties, thus making mail order buying costly, and bring in approximately \$1,000,000 a year more in cigarette taxes.

Cites Competition

Vocelle states: "Thirty-eight States now are levying a cigarette tax and in some of the other 10 an enormous mail order business has arisen. It is costing the taxing States a loss of millions of dollars annually and is providing serious competition for local merchants who have to pay the tax."

Florida alone chalks up over a million dollar loss a year from untaxed cigarettes shipped across its borders, Vocelle estimates.

Deal Puts Square Cup Venders In ABC Vending's Theater Net

PHILADELPHIA, Dec. 6.—Allied Beverage Corporation has been set up here to operate cup soft drink venders in the networks of theaters and other locations with which ABC Vending Corporation has contracts for vending service.

ABC holds 50 per cent of the corporation stock, with the other 50 per cent held by Paul and Max Rosenbaum, owners of United Beverage Company, Chicago, a large cup vender operation with substantial coverage

in five cities.

The new Allied Beverage Corporation will use the same type of equipment as United—a twin-flavor cup vender made by Square Manufacturing Company of Chicago, which the Rosenbaums also head in partnership with Leslie Arnett. Except that it will sell machines to Allied, Square has no connection with the new firm.

However, in supplying soft drink vending equipment for installation in thousands of locations now included

in the ABC operation, it is expected that Square will increase its output substantially. Also, its plans for sales of cup venders to independent operators will probably be shelved for the time being, because potential production capacity will be absorbed by the new operation.

The Rosenbaums are specialists in theater cup soft drink vending with their own theater operations in Chicago, Dallas, Philadelphia; Newark, N. J., and South Bend, Ind. Sanitary Automatic and Berlo groups which recently were absorbed by ABC are leaders in theater confection vending.

First machines already are being operated by Allied in Philadelphia. Potentially its activity will cover the same area as ABC's far-flung operations, covering 25 States.



• Serves 1,200 drinks (9 ounces in 10½ oz. cup*) per service of syrup and cups:

*Cups of other sizes may be vended, if desired.

• Requires only 2 ft. by 2½ ft. floor space:

• Every drink freshly prepared.

• Every drink perfectly blended, highly carbonated, ice-cold.

• Simple, speedy installation opens new locations.

• Simple, trouble-free mechanism insures lowest operating cost.

• Extreme accessibility speeds up routine service.

• Quick delivery of drink increases profits.

• Smooth, streamlined, sanitary appearance attracts patronage.

• Construction complies with strictest sanitation and safety regulations.



**ON DISPLAY
BOOTH 55
NAMA SHOW
PALMER HOUSE
CHICAGO
DECEMBER 14, 15, 16, 17**

COIN CHANGER INSURES EXTRA SALES

Standard nickel coin-mechanism is designed to permit quick replacement with positive cheat-proof coin-changer which accepts nickels, dimes and quarters, delivering correct change to patron. Vender may be ordered with coin-changer installed.



NEW IMPROVED CARBONATOR

Instantaneous carbonation is insured by the improved Lion Carbonator—which actually carbonates sufficient water for 5,000 (9 oz.) drinks with 20 lbs. of carbon-dioxide gas. Carbonator has no moving parts.

BRUSH-UP

1st

AND ONLY

NOW DELIVERING



IT CLEANS IT SHINES IT BRUSHES

Tested and proven to get big money. Made of steel to last a lifetime. Flashy in appearance. 1000 hotels, cafes, recreation centers, bus stops, etc., waiting for this machine. Coin operated for 5¢ or 10¢ play.

WANTED

Distributors—Jobbers—Representatives everywhere.

SIROS MFG. CO.
1001 Louisiana
Houston, Texas

\$189.50



MANUFACTURING CORPORATION
MANUFACTURERS OF BALLY COIN-OPERATED EQUIPMENT
2640 BELMONT AVENUE, CHICAGO 18, ILLINOIS

Coke, Pepsi To Test Pa. Drinks Levy

Ask Court Injunction

HARRISBURG, Pa., Dec. 6.—Legal action has been started in Dauphin County Court here by Coca-Cola and Pepsi-Cola companies and their Pennsylvania bottlers in a move to

determine the constitutionality of this State's 1947 soft drink tax.

The two beverage manufacturers joined in an equity action already started by individuals and Philadelphia sirup manufacturers.

Citing the wide range of value of a gallon of sirup, the companies ask the court to issue a permanent injunction restraining the commonwealth from collecting the levy, and to hold that the tax is unconstitutional.

Under the bill, which became effective June 1, the State collects 1 cent tax on each 12 ounces of bottled soft drink, and one-half cent an ounce on sirup used for the manufacture of fountain drinks. Sirup used on sundaes is exempt from the tax.

Special Convention Features For Candy, Drink, Cig Ops

(Continued from page 84)

milk. Second will deal with bottle vending problems. Both sessions will be presided over by I. H. Houston, president of Spacarb, Inc., of New York.

Sessions of cup-type operation will have a number of speeches by authorities in the field, but the bottle vending session will be presented in forum fashion.

The cigarette skit will be presented in the Red Lacquer Room, with Arthur H. Gluck, vice-president of the Rowe Corporation, as "general manager" and forum leader. Handling of stock inventories, checking in and out of servicemen, and the handling of commission payments will be thoroughly covered.

Appearing with Gluck will be George H. Duckett, G. B. Macke Corporation, Washington; Sidney Kronenberg, Alamat Company, Birmingham; J. Herman Saxon, Saxon's, Inc., Charlotte, N. C.; E. G. Chandler, Rowe Service Company, Los Angeles; and Martin Gluchow, East Liverpool Cigarette Service, East Liverpool, O.

Typical Day on Route

Candy skit, scheduled for Wednesday morning, December 17, is designed to show a typical day with a candy operator. John Collins, of Canteen, New York, will be the typical firm's "manager." Others who will participate include William Emig, Variety Vendors, Detroit; H. A. Geiger, Geiger Automatic Sales, Milwaukee; Sal Quaranta, Forty Vendors, Mount Vernon, N. Y., and Paul I. Berkley, Vendex, Inc., Hillside, N. J.

Following both the cigarette and the candy skit, all persons participating will remain on the stage to answer questions from the floor.

Topics Covered

Topics which will be covered at the first soft drink session (Monday, December 15) include: Cup vending equipment-type, availability and cost; Lionel Harris, New York consultant; problems and profit potentials of a cup machine operation, L. J. Granfield, County Beverage Company, San Diego; problems and potential in the automatic merchandising of milk, K. C. Melikian, Rudd-Melikian Company, Philadelphia, and the automatic merchandising of fruit and vegetable juices, Jack M. Cross, Telecoin Corporation, New York.

At the December 17 bottle vending session, discussion will be lead by T. Gordon Mason. Dr. Pepper Company; Louis Ripley, Pepsi-Cola Company; Gardner Tillinghast, Coca-Cola, and William Uzzell, Nehi Corporation.

Adams-Fairfax Tells Details of New Cash- Trio, Triple Vender

LOS ANGELES, Dec. 6.—Adams-Fairfax Corporation, in announcing details of its recently introduced Cash-Trio unit, reports production of the new triple bulk vender is going ahead at an increased rate.

New vending unit mounts three bulk machines on a revolving turntable. Metal parts of venders and entire stand are of chrome-plated steel and polished aluminum. Feature of the stand is the hollow cast aluminum base and polished stand-pipe. To add weight to the stand, 10 pounds of water are poured in the pipe hole. For greater weight sand may be used instead of water.

Three varieties of merchandize may be vended thru a single unit, allowing any combination of penny and nickel machines. Firm officials state the Cash-Trio is available only as a complete unit (three machines) and may be either stand or wall mounted.

Also a feature of the stand mounted units is fact that they may be rolled into location at night, a special device eliminating dragging or lifting action making this operation possible.

SUCCESS STORY

"Automatically Yours" has been a sensation out where it counts—on location. Operations prove that it sells cigars in ever-increasing quantities. It's a terrific money maker, especially with . . .

OUR FAMOUS CIGAR DEAL THAT INSURES YOUR PROFIT

We offer you the leading 10c brands — Royalists, Ameradas, Muriels, Natural Blooms, Blackstone's Yankees, Seidenbergs, Flor de Melbas and many others — packed in special vending cartons that fit right into the machine—

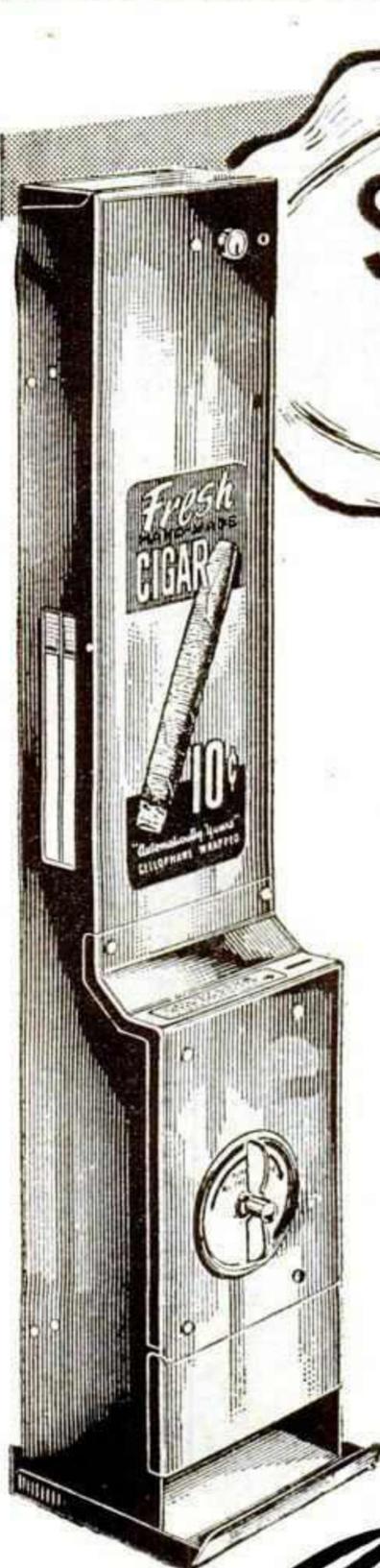
AT DIRECT FACTORY DISTRIBUTOR PRICES

Automatically Yours

IMMEDIATE DELIVERY — ORDER TODAY

STANGE-SHARENOW DISTRIBUTORS

Military Park Bldg., 60 Park Place
Newark 2, N. J. • Mitchell 2-3114



Approved by
U. S. Internal
Revenue Dept.

\$34.50—F. O. B. Newark, N. J.—\$2.00 discount for cash. Floor Stand (1 sq. ft. space), \$7.50 extra. Brackets to attach to cigarette machines, \$1.00 per set. Time Payment Plan—1/3 down, balance in 12 monthly installments AT NO INTEREST.

See

"AUTOMATICALLY YOURS"
at the NAMA Convention,
Palmer House, Chicago
December 14, 15, 16, 17

Booth Number 79

Firm Plans Nationwide Chain of Coin Laundries

NEW YORK, Dec. 6.—A plan to form a new nationwide system of self-service automatic laundries, announced here this week by A. L. Hansen, president of the Launder-Ease Sales Corporation, injected an additional element of competition in the self-service laundry field. The firm, located at 110 East 23d Street, will use Launderall automatic washers exclusively and has geared its program to achieve a goal of 300 stores within the next 12 months.

Operators of Launder-Ease stores, the name of the new laundries, will be offered a package purchase plan covering planning, construction and operation of automatic laundries, as well as purchasing arrangements for supplementary equipment and laundering supplies. A starting capital of \$6,000 to \$8,000 was estimated by Hansen as being necessary for the establishment of an average store. Veterans, with bank credit easily available, are foreseen by the firm to comprise the bulk of prospective operators.

Once a new operator has secured a location, approved by firm officials, a contract will be signed and orders placed for Launderalls and other necessary equipment. Then, Hansen explained, "A sketch of the store will be forwarded to our main office where a complete store layout will be drawn up and returned to the operator, together with detailed draw-

ings, blueprints and specifications for the construction of the store. There will be a \$25 charge for this architectural service. A Launder-Ease emblem for use outside the store, together with placards and advertising material, will also be provided at cost."

Cleanliness Standards

Altho no franchise fee will be charged for the use of the Launder-

Ease name, Hansen stated, contract provisions will require the operator to maintain set standards of cleanliness, maintenance and construction. The corporation reserves the right to withdraw its copyright name from any store failing to meet its standards.

To provide new operators with a practical introduction to the automatic laundry business, Launder-Ease will open a "pilot store" soon at 5703 Main Street, Flushing, N. Y., equipped with 24 Launderalls, 2 extractors and 2 gas dryers. There operators will have the opportunity to get free instruction in various phases of the business, including management, sanitation and mechanical

service, according to Hansen. A second pilot store will be opened in Alexandria, Va., early in January.

The corporation plans to appoint district managers in each of nine areas comprising the eastern half of the United States. District managers will appoint assistants as the number of stores under their jurisdiction increases. The policy of the corporation will be to purchase equipment from established F. L. Jacobs Company distributors in each territorial area.

Launder-Ease Sales Corporation officers, in addition to Hansen, are Edwin O. Butler, vice-president; W. E. Hansen, treasurer, and William Walzer, secretary.

Northwestern

1ST CHOICE OF ALL EXPERIENCED OPERATORS

This overwhelming preference didn't just happen—men who know the business and know machines have proved to their own satisfaction that Northwestern give you the most for your money. Here you get pre-war quality—dependability—bigger earnings—faster servicing—machines that are built for operating—that's what makes the difference. Be sure of your investment—write today for details of the five models now being delivered. You'll want our helpful free publication, too.

THE NORTHWESTERN CORPORATION
151 N. ARMY STREET, CHICAGO, ILLINOIS

BALL GUM

not bubble

only 31c per lb.

on orders 200 lbs. or over;
less than 200 lbs. 33¢ lb.

5/8 size—144 count—5 assorted colors.

Full cash with order,
P. O. B. Lansdowne, Pa.

ROY TORR LANSDOWNE PENNA.

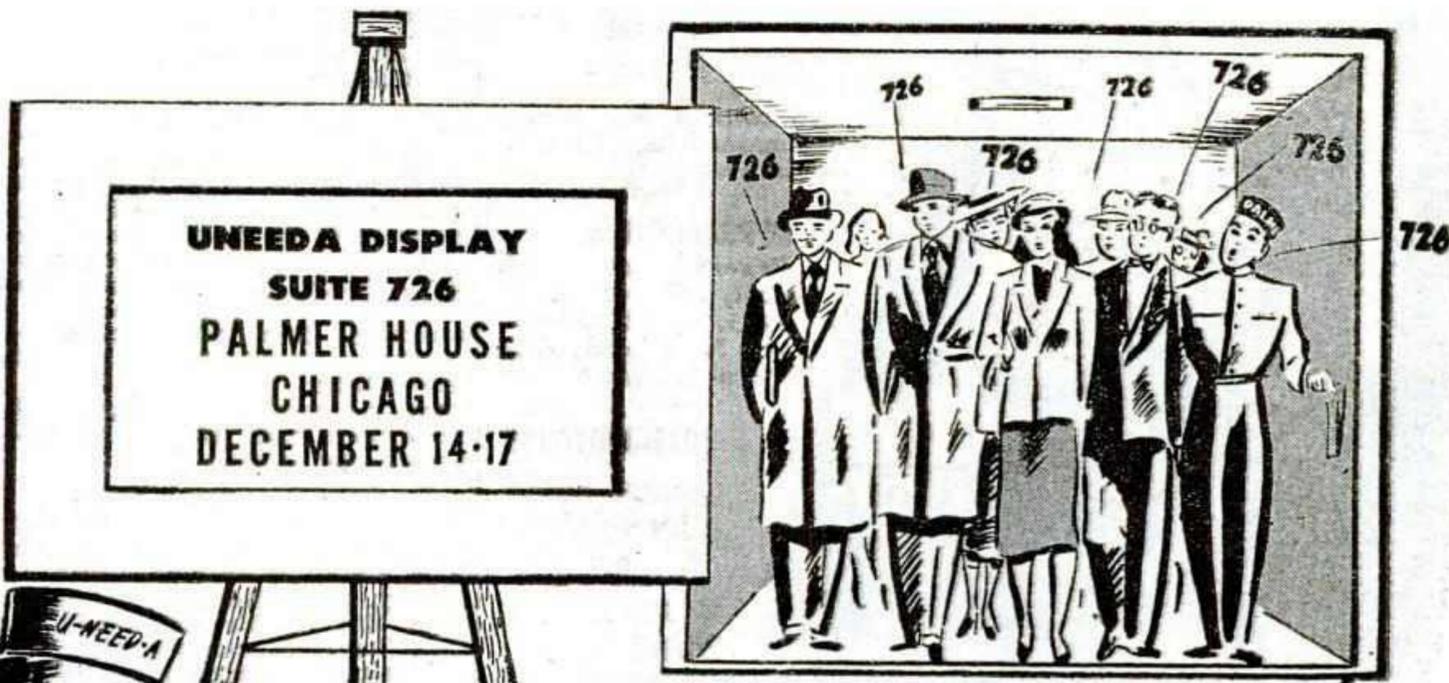
FOR VENDING MACHINES and SUPPLIES write RUSS THOMAS CO.

2189 Central Ave., Memphis 4, Tenn.
Telephone: 2-6410

CTN. 5/8" BALL BUBBLE GUM ..\$9.75
O. B. Toledo, Sweet HART Brand. "A little place it wants your little orders." Get on our Mailing List. Model V's, \$11.75. Samples: 630 Balls, \$3.00. per Quality. Send 10¢ and stamp for 12 Bubble Gum Labels, 15" Base, \$4.25.

ART GRAEFF

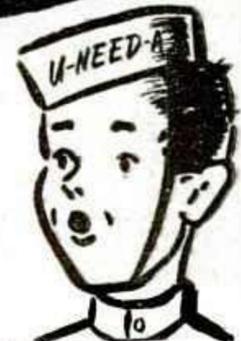
32 Broadway Toledo 8, Ohio



EVERYBODY'S GOING UP TO SEE...

The New U-NEED-A ELECTRIC CIGARETTE MACHINE

Congratulations! NAMA PALMER HOUSE - CHICAGO DECEMBER 14-17

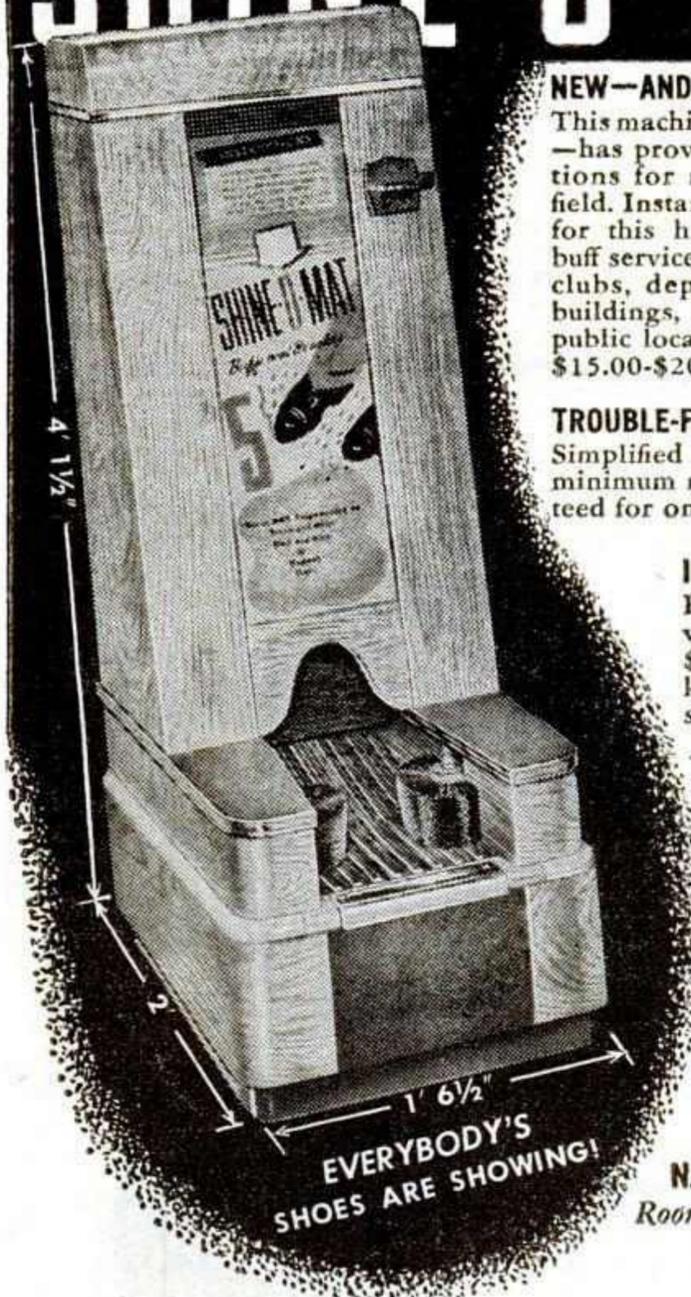


MURRAY WIENER - sales manager and his gang will be on hand to greet you and demonstrate the unique and important features of the NEW U-NEED-A ELECTRIC Cigarette Machine



U-NEED-A VENDORS, INC., 228-308 FRELINGHUYSEN AVE., NEWARK 5, N.J.-BIGELOW 3-1767

Tested - Proved - Available NOW SHINE-O-MAT



NEW—AND DIFFERENT

This machine works like a charm —has proved itself on test locations for months. Opens new field. Instant and repeat demand for this high class brush-and-buff service wherever installed—clubs, depots, schools, office buildings, arcades and all other public locations. Take averages \$15.00-\$20.00 per week.

TROUBLE-FREE

Simplified construction assures minimum maintenance. Guaranteed for one year.

IN PRODUCTION

Price to operators, 110-volt, 60 cycle A.C.: \$275.00 f.o.b. Milwaukee. Send for detailed specifications.

DISTRIBUTORS!

Some choice territories open.

ACT FAST.
PHONE,
WRITE
OR WIRE.

See it at the
N.A.M.A. CONVENTION
Room 721, Palmer House
DEC. 14-17

EVERYBODY'S
SHOES ARE SHOWING!

BRUNER CORPORATION

2318 N. 30th St. • Milwaukee 10, Wis. • Telephone Kilbourn 9100

CIGARETTE MACHINES

NEW LEHIGH PX, 10 COLS., 425 PACK CAP., AVAILABLE

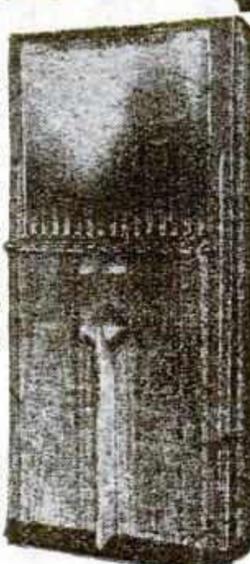
NEW DU GRENIER CHALLENGER, 7 COLS. \$125.00	NATIONAL 630, 150 PACK CAP. \$ 32.50
NEW UNEEDA, 8 COLS. 159.50	ROWE ROYALS, 10 COLS. 105.00
NEW UNEEDA, 6 COLS. 149.50	ROWE, 6 COLS., 150 PK. 32.50
UNEEDA MODEL E, 15 COLS. \$ 72.50	DU GRENIER CHAMPION, 11 COLS. 92.50
UNEEDA MODEL E, 12 COLS. 62.50	DU GRENIER "W" 9 COLS., 300 PACK CAP. 62.50
UNEEDA MODEL E, 8 COLS. 57.50	DU GRENIER "S," 7 COLS., 210 PACK CAP. 50.00
NATIONAL 950, K.S. ... 110.00	DU GRENIER, 6 COLS., 150 PACK CAP. 32.50
NATIONAL 750, K.S. ... 87.50	DU GRENIER, 4 COLS., 100 PACK CAP. 25.00
NATIONAL 930 SPEC. ... 82.50	STEWART-McGUIRE, 8 COLS. 35.00
NATIONAL 930 75.00	

CANDY MACHINES

NATIONAL 9-18, 9 COLS. \$110.00	UNEEDA, 5 COLS., 102 BAR CAP. \$ 75.00
ROWE DELUXE, 120 BAR CAP. 100.00	
STONER, 8 COL., 160 BAR CAP. 125.00	

5¢ GUM AND MINT MACHINES	
9 Col., Cap. 250 \$22.50	7 Col., Cap. 150 \$15.00

10¢ CIGAR MACHINES	
7 Col., Cap. 175 \$32.50	Single Col., Cap. 50 22.50



WEEKLY SPECIAL!
Uneeda Model 500, 15 Cols., 425 Pack Cap., \$100.00

TOP EQUIPMENT—UNCONDITIONALLY GUARANTEED

One-Third Deposit With Orders—Balance C. O. D.

Parts and Mirrors available, including the 25c vending changeover parts for all makes and models.

UNEEDA VENDING SERVICE

"THE NATION'S LEADING DISTRIBUTOR OF VENDING MACHINES"
166 CLYMER STREET Evergreen 7-4568 BROOKLYN 11, NEW YORK

C-8 Moves to New Bedford, Mass., Plant

N. Y. Sales Offices Stay

NEWARK, N. J., Dec. 6.—Mario Caruso, president of C-Eight Laboratories, manufacturer of the Electro cigarette vending machine, has completed arrangements to take over a factory in New Bedford, Mass., and removal of machinery from this city to the new site is already under way. According to officials, the new factory, which covers three stories and includes 125,000 square feet, is one of the largest in the coin machine field.

Marking its third expansion since its inception (the C-Eight Laboratories were initially operated in a small area in Staten Island), the company's move to New Bedford is expected to be completed early next month, with production under way by January 15. Meanwhile, some 2,000 machines will continue to be assembled here while the removal of the heavy equipment is being accomplished. Thus it is hoped to keep the machines coming off the production lines without a let-up despite the move.

Sales Org Stays in N. Y.

Caruso reported that the entire manufacturing and executive facilities would be housed in the new factory, while the sales org for the firm, Eastern Electric, would continue its headquarters in New York. The latter organization, with Joseph P. Marcel, president, and Lou Jaffa, sales manager, moved this week to larger quarters in the General Motors Building.

One of the major points favoring the move to New England was the fact that skilled labor was available in the New Bedford area in quantity. Before the factory was taken over, a test ad was run in *The New Bedford Standard* and it elicited more than 150 answers.

Meanwhile, it was learned that Caruso and his engineers have overcome a problem in connection with their electric machine which caused distortion to the picture images on a tele receiver in a place where the vender was located. A three-way condenser was developed by the C-Eight Laboratories. It eliminated the trouble.

Jacobs Co., Appoints Launder-All Distrib

DETROIT, Dec. 6.—F. L. Jacobs Company here, manufacturers of the coin-operated launder-all automatic washer, has appointed Interstate Electric Company, New Orleans, as a distributor for that area.

Washers will be shipped to Interstate out of Jacobs's Indianapolis plant, officials announced. Machines are to be spotted in motor courts, apartment houses and similar dwellings.

Penny Vender Profits Buy Children's Home Equipment

MACON, Ga., Dec. 6. — Junior Chamber of Commerce here, as a result of sponsoring gum ball vender operation for benefit of underprivileged children, last week presented a \$500 check to Hephzibah Children's Home.

Presentation of the check was made by chamber president, Wallace Miller Jr. Funds will be used to enlarge the home's laundry facilities.

Pistachios

JUST ARRIVED
NEW CROP

ask for ZALOOM'S

4 STAR RED OR WHITE

Perfect for Vending Machines and Packages. No outer skin, no blemishes. The Finest and Fastest Selling Grade of Pistachios.

- packed in 5 lb. moisture-proof bags
- 12 5-lb. bags to a carton

"4 STAR WHITE" — with the pure, thin, white salt coating.

"4 STAR RED" — with the pure, certified, attractive red color.

DELICIOUSLY ROASTED & SALTED
RECOGNIZED DISTRIBUTORS IN ALL TERRITORIES
WRITE US TODAY



Zaloom & Co.

AMERICA'S ORIGINAL
MASTERS IN IMPORTING, ROASTING
AND SALTING OF PISTACHIO NUTS
122 HUDSON ST., NEW YORK 13, N. Y.

Silver-King's NEW "PRIZE-KING" BALL GUM VENDOR

2 for 5c
2 for 1c



Sensational new 2 for 1c and 2 for 5c ball gum vendor. Puts ball gum vending in 5¢ field with appeal to adults as well as children. Bigger play and bigger profits for all types of locations. The most sensational ball gum vendor ever developed!

(Patent Pending)

AT ALL BEST DEALERS OR WRITE
SILVER-KING CORP.
622 DIVERSEY PARKWAY, CHICAGO 14, ILL.

NOW!

turn to
INSIDE FRONT COVER
for an important story on



POPCORN PROFITS

MANLEY INC., KANSAS CITY, MO.
"The Biggest name in Popcorn"

POPCORN MACHINES AND SUPPLIES

Wash. Medics Hit Vending Of Vitamins

Write Drugstore

SEATTLE, Dec. 6.—Vitamin venders were the object of an attack here this week by the Washington State Medical Association which asserted in a statement that, "The dispensing of any drug, whether vitamins or not, is certainly ill advised and dangerous to the public health." The medical association directed its remarks to the Seattle Junior Chamber of Commerce, which had been participating in securing locations for vitamin

venders made by Ven-Dures, Inc., of Seattle.

Stanley Palmer, of the Ven-Dures company, commenting on the medical association's statement, said that the "situation is being investigated."

The medical association, in addition to its letter to the Chamber of Commerce likewise addressed a bulletin to members of the State Pharmaceutical Association which said, in part, that the dispensing of drugs is a bad practice and that "your association is making every effort to stop this practice."

Currently, Ven-Dures, dispensing Miles laboratories' One-a-Day brand vitamins is conducting tests on location. The tests are being run in Seat-

tle, Spokane; Long Beach, Calif.; Shreveport, La., and Peoria, Ill.

When venders were first installed in Seattle, some of them were placed in drugstore outlets, theory being that the venders would help boost take-home sales in much the same fashion as other merchandising machines bolster sales of other products.

The Junior Chamber of Commerce, which was participating in the installation for test runs, was scheduled to receive 10 per cent of gross proceeds to be used for the Jaycees charitable purposes.

At present, in Seattle, the venders are now being placed on locations other than drugstores, notably restaurants and transportation centers.

NEW KAYEM ASPIRIN VENDING MACHINE

Now available for immediate delivery. Territories now open for distributors. Distributors, contact us for prices and territories available. Operators, contact us for your local distributors' addresses.

McCLURE DISTRIBUTING CORP.

703 N. Vandeventer St. Louis, Mo. 3423 Main St. Kansas City, Mo.

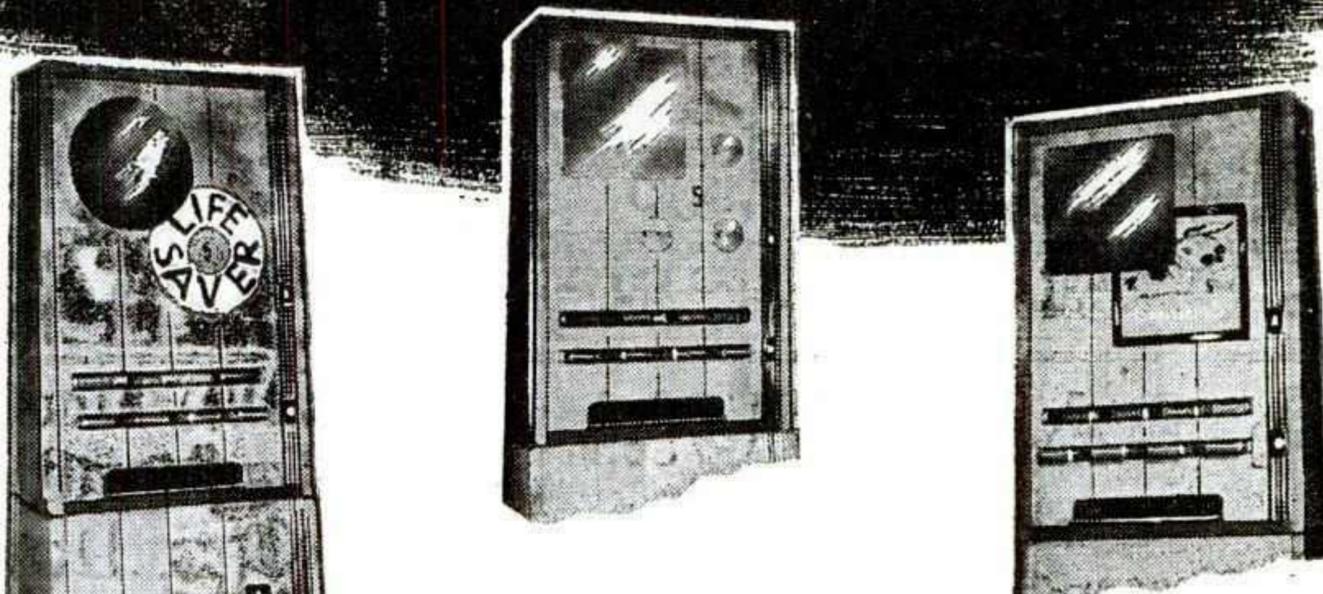
British Blamed For High Cocoa Import Prices

WASHINGTON, Dec. 6.—British government was blamed this week for the current high prices of cocoa by American importers testifying before the joint Senate-House economic committee.

Isaac Witkin, former president of the New York Cocoa Exchange, told the committee that "the British monopoly" will make a profit of 150 million dollars this year if it maintains the current high prices of cocoa from the African Gold Coast and Nigeria.

Witkin pointed out that a cartel set up by the British government is constantly pushing up prices on all cocoa imports and added "that he and other cocoa importers have protested in vain to the State Department over British methods."

PURE PROFIT DYNAMITE



Alkuno's

BRILLIANT, NEW PRODUCT

ONE Merchandiser with THREE faces

for one or all of these nationally advertised, proven, fast sellers . . .

CHARMS • CURTIS • LIFESAVERS • SMILES • GUM

and Similar Sized Products.

Exceptionally high capacity plus an average profit of over 40% means unusually quick amortization of the original low cost.

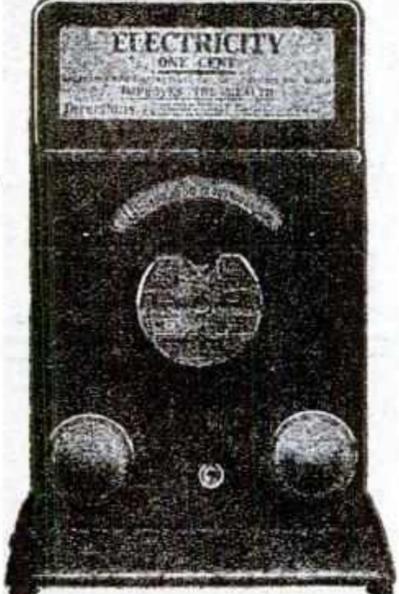
See Them on Display at the NAMA Show **Booth 82** OR WRITE FOR LITERATURE

Alkuno & co.

Mechanical Manufacturing Laboratories
408 Concord Avenue, New York, N. Y. • MEIrose 5-7757



ELECTRIC SHOCKER



Price of Machine\$22.50
2 to 11 Machines 18.75
Bracket (if desired)50
Floorstand (if desired) 4.00
1/3 Dep., Bal. C.O.D., F.O.B. Paducah, Ky.	

Address Mail to Dept. 13

T. O. THOMAS CO.

1572 Jefferson Phone 2131 Paducah, Ky.

BALL BUBBLE GUM

3/8 Inch, approximately 145 count. 100 Lb. Lots29¢ Lb. F. O. B. Chicago.

Warren Specialty Co. 1933 S. Halsted St. Chicago 8, Ill.

RAIN-BLO BALL GUM 38c Per Lb. In Lots of 25 Lbs. or More. 140 or 170 Count.
REGULAR BUBBLE GUM 33c Per Lb. In Lots of 25 Lbs. or More. 140 or 170 Count.
 Cashier's Check or Money Order in full with order. No C. O. D.'s.

Hamilton Scales
 Brand New!
 Immediate Delivery!
\$69.50
 Lots of 10 \$74.50 lots of 5—\$79.50 sample. The outstanding scale on the market today. Operators can double or triple the number of scales they have in operation if they use Hamilton scales, with no increase in investment.
LIFETIME GUARANTEE with all scales.



ADVANCE
 5c NUT VENDORS
 Immediate Delivery.
 1 ..\$14.25
 2 to 11, \$12.60.
 12 to 49, \$12.05.
 50 Up, \$11.80.

BALL GUM VENDORS
 Immediate Delivery
 1 ..\$13.75
 2 to 11, \$11.90.
 12 to 49, \$11.40.
 50 Up, \$11.00.



1948 IMPS
 1¢ or 5¢ Cigarette or Fruit
\$12.95
 Lots of 12
 \$18.75. 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
 Brand new! Vends 1¢, 3¢ and 5¢ Air-mail Postage Stamps.
 Sluggproof, compact, foolproof.
 Immediate Delivery.
 Operator's Price
\$39.50

STAMP FOLDERS
 For Shipman, Schermack, Victory.
 10,000 ... \$ 5.75
 25,000 ... 13.95

Distributors interested in selling our advertised machines, write for details.



PARKWAY MACHINE CORPORATION
 623 W. NORTH AVE., DEPT. B Phone: Madison 1447 BALTIMORE 17, MD.

5/8 BALL GUM 3/4
 Right Price. Finest Quality.
 Write for samples and prices.
U. G. GRANDBOIS CO.
 KALAMAZOO 24F, MICH.

SALES RECORDS PROVE PAN'S "HARD SHELL" CANDIES
 Sell fast as counter goods or bulk vendors.
 If you are not on our mailing list, write us today.
PAN CONFECTIONS
 DIVISION OF CHASE CANDY COMPANY
 311 WEST SUPERIOR STREET • CHICAGO 10, ILLINOIS

"WARNER" Coin Operated VOICE RECORDERS
 Pioneer of the Automatic Recorder Now Offers 1948 Models. Attractive All-Metal Cabinets—Trouble-Free Mechanism—200 Record Magazine—Fully Automatic—High Fidelity Recording.
 32"x42"x6" Cabinet Model \$750.00
 14"x18"x22" Counter Model 550.00
WARNER & SONS, 300 No. Lake St., Pasadena 4, Calif.

WEST SIDE WEEKLY SPECIALS!

DU GRENIER 7-COL. (S. D.) With Double Shift and King Size, 330 Pack Capacity.....\$60.00
U-NEED-A 8-COL. E, 240 Pack Capacity..... 59.50
NATIONAL 9-COL. 9-A, 390 Pack Capacity..... 95.00
 Packing Charge, \$3.00 Additional Per Machine
WRITE FOR COMPLETE LIST
 1/2 Deposit, Balance C. O. D., F. O. B. Warehouse
WEST SIDE DISTRIBUTING CORP.
 698 Tenth Avenue (49th Street) New York 18, N. Y.
 Phone Circle 6-8464

Ex-Cell Drops Nat'l Distrib Organization

Will Handle Own Sales

CHICAGO, Dec. 6.—Ex-Cell Products Manufacturing Corporation, producer of the new Ex-Cell two-flavor cup vender, announced thru its officials this week the dissolving of Ex-Cell Products Sales Company, national distributor firm formed in September. Ex-Cell Sales was headed by Bill Perry, with H. F. Bass and Lee Orenstein as assistant officials.

Ex-Cell Manufacturing Corporation, taking over national distribution activities, is currently appointing State distributors.

Joe Goldberg, president, reports Ex-Cell has completed its move into its new plant at 457 North Racine Avenue, Chicago. Production equipment was set up last week and output of venders is being increased daily, according to the firm's chief engineer, Joe Kacic. New factory contains 11,000 square feet of floor space and is a one-story structure.

Goldberg is readying final plans for the firm's exhibit at the National Automatic Merchandising Association (NAMA) convention December 14-17 at the Palmer House here.

THE ACME ELECTRIC SHOCK



Price of Machine.....\$22.50
 2 to 11 Machines..... 18.75
 Bracket (if desired)..... .50
 Floorstand (if desired)..... 4.00

ORDER TODAY
 1/2 Dep., Bal. C. O. D., F. O. B. N. Y.
J. SCHOENBACH
 Distributor of Advance Vending Machines
 1647 Bedford Ave. Brooklyn 25, N. Y.

NAMA Meet Registrations Open Dec. 14

(Continued from page 84)
 cigarettes and candy—so that operators may attend only those sessions which are of special interest to them.

First NAMA Exhibit

Last year, NAMA held its first national convention, but did not have an exhibition of equipment or supplies. To stimulate attendance at this year's combined exhibit and convention, the association has announced it will award the first annual convention attendance trophy to the region having the best representation at the four-day meeting.

"The convention executive committee," said convention chairman Seedman, "has worked out a system of points so that regardless of the number of members in any one region or the distance to Chicago, every region will have a fair opportunity to win the silver engraved trophy."

NEW! SILVER-KING HOT NUT VENDOR
 WITH THE GUARANTEED HEATING UNIT



BIGGER PROFITS from locations are a natural with the all-new Silver-King Hot Nut Vendor. Completely redesigned for sales-compelling eye appeal. Flashing ruby red jeweled top Vendor only **\$29.95**
 Cup Dispenser extra. See Your Dealer

SILVER-KING CORP.
 622 Diversey Parkway, Chicago 14, Ill.

At the banquet which will mark the end of the convention, new officers and directors will be installed. At a meeting held last December, members of NAMA's board of directors voted a change in the association's by-laws by which the president of the association cannot succeed himself. This means that NAMA board members must vote for someone to succeed Greene, under whose leadership the association has grown to a membership of over 1,000.

ALL SILVER KINGS
 Can be bought on **TORR TIME PAYMENT PLAN**
 16 weekly payments. Write for details.
ROY TORR
 Lansdowne, Pa.

Registration Schedule

Registration for the convention will begin at 9 a.m. Sunday, December 14. At 2 p.m. the same day, President Greene will open the exhibition hall. Opening of the exhibit floor will be followed by the president's and directors' reception, from 5 to 7 p.m. in the Red Lacquer Room.

Exhibit hours will be Sunday from 2 to 10 p.m.; Monday from 12 noon to 6 p.m.; Tuesday from 9 a.m. to 12 noon and from 3 to 10 p.m., and Wednesday from 12 noon to 5 p.m.

Attendance at the convention is not limited to members.

SPECIAL

25 1¢ 2 Col. Post Card Vendors, Late Models .. \$12.50 Ea.
 50 1¢ 2 Col. Nut Vendors .. 7.50 Ea.
 10 5¢ Masters, 1947 Models 11.50 Ea.
 7 5¢ U-Need-A Pak Candy Vendors 85.00 Ea.
 100 1¢ 8 Col. Adams Gum Vendors 12.50 Ea.
 Brand New Silver Kings and Columbus Vendors .. Write for Price

WANTED
 Pikes Peaks—Bingos—Totalizers—Kicker and Catchers—Counter Games.

Immediate Shipment
 Send 1/3 Deposit; Balance C. O. D.
CAMEO VENDING SERVICE
 432 W. 42nd St., New York 18, N. Y.

Heavy Rains Cause Peanut Price Climb

Say Prices Below 1946

CHICAGO, Dec. 6.—Record rains during November played havoc with the peanut crop in the Southwest, causing a general price rise in the peanut market.

Damage estimates running from 5 to 25 per cent of the late 1947 peanut crops in Alabama, Southern Georgia and Northwest Florida are reported by growers in that area. It is estimated that half of the late crop is still stacked unpicked in the fields.

Peanut crushers are currently out-bidding shellers for peanut offerings on the spot market. However, large peanut buyers say that current prices are lower than in 1946 because of additional plantings made this year.

Picking Behind Schedule

In North Carolina last week, State Department of Agriculture Marketing Specialist Harry Westcott pointed out that only 20 per cent of the peanut crop in the State had been picked at that time, whereas in normal seasons, half of the crop would have been picked.

Westcott also reported that the rainiest fall in years had also resulted in many instances in peanuts being picked before drying out sufficiently and in many cases mills have refused to purchase nuts because of their high moisture content.

The rainy spell in the Southeast set in about the time peanut plants were stacked and left to dry preparatory to picking the nuts. In many places the stacks are still in the fields with the nuts still too wet for marketing.

One of the hardest hit sections was in Toombs County, Ga., where peanut damage estimates are being set at \$500,000. In the Georgia county growers reported that at least 10,000 acres—half of this year's peanut crop—could not be gathered for commercial use due to the heavy fall rains. They will be salvaged so far as possible by running livestock thru the fields, the growers said.

New Shoe-Shine Machine Tested

LITITZ, Pa., Dec. 6.—Newest model of a coin-operated shoe-shine machine was unveiled in a Lancaster, Pa., bus terminal last week. Built by inventor Ivan Behmer, of this city, machine was placed in the bus depot for a test run.

With the assistance of his son-in-law, Walter Kissinger, Behmer designed the unit, which is set for nickel operation. Two types of brushes are used, cotton for the shoe toe and bristle for the lower parts of foot-gear. A neutral wax is applied by the machine, thus permitting both black and tan shoes to be shined.

Main body of vender is made of cast aluminum, Behmer explained. Operation of the unit requires only the usual 110-volt AC current.

Idea for the shoe shine machine occurred to Behmer before the war, but production of an actual model had to be postponed because of materials restrictions, Behmer said.

The bus depot was chosen as the ideal test spot because it provided two vital elements for successful operation of such a machine—people who want a speedy shine and a large influx of people.



\$79⁵⁰ EA.

COIN OPERATED POP-CORN VENDER

EXTRA LARGE CAPACITY. Holds 6 gals. of pre-popped corn. Vends 2 ozs. for 10¢.

STAINLESS STEEL mechanism with only four moving parts. Equipped with three thermostatically controlled heat elements that keep the corn at a taste-appealing temperature.

IF YOU WANT BIG PROFITS at low cost here's your opportunity. Popcorn earns a greater profit than any other item sold thru vending machines.

THERE ARE THOUSANDS of good locations in your own immediate vicinity. Be the first to operate hot popcorn machines.

If your distributor cannot supply you, order direct.

25% deposit required with order.

It's the sweetest operating deal in the business. The merchant does the servicing after you get machine placed. Leave supply of corn at location, let merchant keep machine full. You have separate key for cash box. Many ops averaging \$10.00 net per week per location.

JACK NELSON & CO.
Exclusive National Distributors
2320 Milwaukee Ave. Chicago 47, Ill.

SEE THE ABOVE
HOT POP-CORN VENDOR
ON DISPLAY
IN OUR SHOWROOM

RAKE COIN MACHINE EXCHANGE
609 SPRING GARDEN ST., PHILA. 23, PA.
LOmbard 3-2676

NOW!
turn to
INSIDE FRONT COVER
for an important story on
POPCORN PROFITS

MANLEY INC., KANSAS CITY, MO.
"The Biggest name in Popcorn"
POPCORN MACHINES AND SUPPLIES

CANDYETTE

THE OPERATORS' MODERN CANDY BAR VENDOR

Will Vend Hersheys and Most Other Popular Bars

SMALL INVESTMENT
DAILY TURNOVERS
BIG PROFITS
POPULARLY PRICED

SIMPLE IN CONSTRUCTION AND EASILY SERVICED.

Will handle Bars up to 15/16" thick, 1 7/8" wide and 6" long.

Dimensions: 24" high, 7 1/2" wide, 5" deep.

Weight: Approximately 5 1/2 pounds.

Finish: Hard lacquer.

Construction: Precision stamped, welded and riveted.

Materials: (a) Cabinet—aluminum. (b) Coin Rejector Mechanism—steel and aluminum.

(c) Merchandise Ejector Mechanism—steel and aluminum.

Color: Red and Cream Yellow.

Mechanism: (a) Coin Mechanism, steel and aluminum; selective type, rejects slugs, mills, etc. (b) Coin Return—returns defective and otherwise unacceptable coins.

(c) When empty will return coin. (d) Merchandise Ejector. Positive type actuated by side control knob.

Merchandise Magazine—Single column type designed to vend Hersheys and most other nationally known bars. Is adjustable to thickness, width and length of article to be vended—will vend package Gum, Chiclets and many other items.



CHOICE OPENINGS
FOR COIN MACHINE
SALESMEN AND
DISTRIBUTORS

VENDORS, INC. 520 North Grand Blvd. ST. LOUIS 3, MO.

RAIN-BLO BUBBLE BALL GUM

PER LB.
In lots of 25 lbs. or more. 140 or 170 count.
The new sensational technology color gum that produces as many as 20 colors.

38¢

"TOT" BRAND NO. 1 QUALITY

Salted Spanish Peanuts, 40 Lb. Case, \$10.00.

Boston Baked Beans, 35 Lb. Case, \$10.94.

1/3 Deposit, Balance C. O. D.

Address Mail Dept. 13



"TOT"

Brand Premium Grade 5/8" Bubble Ball Gum. Best of all
Now **40c** Per Lb.
Less than 100¢, F. O. B. Paducah, Ky. 100¢ or over, **FREIGHT PAID.**

ADVANCE BALL GUM VENDORS

Sample\$13.75
2 thru 11 11.90
12 thru 49 11.40
50 and up 11.00

IN STOCK

T. O. THOMAS CO.

1572 JEFFERSON

PHONE: 2131

PADUCAH, KY.

VENDING MACHINE SALESMEN

A new deal is on the market that is sweeping the country. It is the biggest thing ever to hit the industry. If you have had SHIPMAN, ASCO or MAIN or similar experience, you are sure to be able to earn \$800.00 minimum weekly. Write for full information, stating who you have sold for.

c/o The Billboard

BOX D-173

Cincinnati 22, O.

VENDING MACHINE SALESMEN!

We also manufacture 1¢ ATLAS Ace and 1¢ ATLAS Deluxe Vendors.
DISTRIBUTORS: Write for Prices and Territories.

ATLAS MFG. & SALES CORP.

12220 TRISKETT RD.

(Est. 1928)

CLEVELAND 11, OHIO

GIVE TO THE DAMON RUNYON CANCER FUND

Drink-o-Mat Plans Heavy Expansion; Adds New Plant

NEW YORK, Dec. 6.—With the disclosure this week that Albert Cole, president of Drink-o-Mat Industries, Inc., was searching out a suitable site for a new plant in Texas to assemble the firm's cup vender, the corporation executives in the general offices here revealed comprehensive plans for expanding the scope of their operations. Included in the firm's program will be a more intensive penetration of the domestic market thru the appointment of new Drink-o-Mat distributors, as well as a direct sales aid set-up for established distributors to further the machine's use and a continuing expansion into Latin-American markets.

As part of Drink-o-Mat's bid to increase sales in Latin-American countries (deliveries have already been made to Cuba), the Texas factory will occupy a strategic spot for shipments south. Its location will also permit the more efficient supply of venders to distribute in many of the Southern States and West Coast areas once it is in operation. Dick Cole, corporation vice-president, reported here that the new plant will not be in production until about the middle of 1948. He emphasized that it would supplement the production of Drink-o-Mat's present manufacturing facilities in Lawrence, Mass., whose output is scheduled to reach 25 units a day early next year. At the start it was anticipated that production in the Texas plant will also total 25 machines daily (the plant will employ about 400 workers), with a planned increase to 60 per day within a short period.

Promotion Campaign
To aid domestic distributors of the company's cup vender in achieving maximum sales within their respective territories, Cole announced that in 1948 the parent corporation will engage in a promotion campaign aimed at undeveloped spots within the distributors' franchise areas. Using promotional advertisements, direct mail pieces and local demonstrations, prospects uncovered by the parent sales organization will be turned over to the area representa-

tives for final sales. At the present time, distributorships have been set by the company in 11 States and Canada, with more than 20 additional recognized Drink-o-Mat agencies and sub-distributors located throught the country. However, Cole declared that many territories are still available, and it is the company's intention to appoint a sufficient number of additional distributors in the near future to provide outlets consistent with Drink-o-Mat's expansion program. In New York the parent corporation acts as its own distributing agency but works thru a number of sub-distributors.

In commenting on the rapid growth of the corporation, which has been delivering completed units for the past seven months, Cole pointed out that cup venders provide new operators with an opportunity to break into the Coca-Cola field on a comparable basis with established bottlers, since sirup purchasing on their part may now be done at prices similar to those paid by bottlers. He remarked that, according to Coca-Cola sales policies, franchise bottlers desiring to go into the cup vending business could not divert sirup on hand for the automatic merchandisers. As in the case of the small operator, they are required to make these purchases from sirup jobbers.

Drink-o-Mat Officers
Officers of Drink-o-Mat Industries, Inc., in addition to Al and Dick Cole, are: Samuel Kresberg, executive vice-president, and Gerald Rosenthal, secretary-treasurer. The firm took its present name early this year after two years of operation as Automatic Dispensers, Inc. Automatic was an outgrowth in corporate form of Cole-drix Company, organized by Al Cole in 1935.

All the Drink-o-Mat officers will be present at the National Automatic Merchandising Association show in Chicago, December 14-17, Dick Cole announced. Also in attendance will be M. B. Rapp, sales manager; L. G. Yeaton, production manager; A. M. Carr, chief engineer, and C. Burbank, production engineer.

Northwestern
MODEL 40
1c ALL PURPOSE
BULK VENDOR
\$10.85 EA.



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
SIZE 8"x8"x8", 5¢
OPERATOR'S PRICE
\$65.00
Rebuilt, \$49.50.



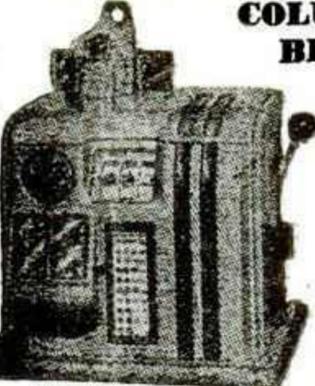
A pocket-size slot with automatic payout system. Awards from 5 to 20 nickels.

We've bought the complete stock of a large distributor and are again offering

COLUMBIA BELLS

Twin Jackpot 1947 Models
\$99.50 EA.
While They Last.
Changeable to 1¢, 5¢, 10¢, 25¢ Play

LARGE DE LUXE MODEL... \$159.50



TRADIO
THE PIONEER COIN OPERATED RADIO
\$59.95



ON DISPLAY IN OUR SHOWROOM
Come in To See It Today!

NEW PRICES ON LEAF GUM
BUBBL-OHEWS—ALL SIZES
100 Lbs. to 999 Lbs. 33¢ Lb.
1000 Lbs. up 32¢ Lb.
RAIN-BLO—ALL SIZES
100 Lbs. to 999 Lbs. 38¢ Lb.
1000 Lbs. up 37¢ Lb.
Less than 100 lbs., add 2¢ to above prices.
Packed in 25 Lb. Ctns.
Minimum shipment freight prepaid, 100 lbs.
WRITE FOR COMPLETE LIST!
1/3 Deposit must accompany all orders.

RAKE COIN MACHINE EXCHANGE
609 SPRING GARDEN ST., PHILA. 23, PA.
LOmbard 3-2676

VICTOR MODEL V
The Famous All Purpose Vendor
BALL GUM OR BULK
No Change Necessary
Globe Type \$11.75
Cabinet Type \$13.75
IN STOCK—RUSH ORDERS



Send for Free Catalog and Quantity Prices on All Machines.
1/3 Deposit Required With Orders.
Address All Mail to Dept. B.

FRANK DISTRIBUTING CO.
605 SPRING GARDEN ST., PHILA. 23, PA.



WEST COAST office of Ald, Inc., opens in Hollywood with a large crowd of coin laundrymen on hand for the firm's inaugural party. Left to right: J. Gilbert Baird, sales promotion manager for Westinghouse; Miss Milena Miller, singing star of Kraft Music Hall; and Don Reisser, Ald West Coast manager. Ald distributes coin Laundromats manufactured by Westinghouse.

The MIDWEST'S FASTEST GROWING JOBBER and DISTRIBUTOR OF VENDING MACHINES

A complete, experienced organization, equipped to handle sales and distribution for any non-conflicting line of vending machines in

- | | |
|---------------|--------------|
| MICHIGAN | IOWA |
| OHIO | PENNSYLVANIA |
| WEST VIRGINIA | MISSOURI |
| INDIANA | KANSAS |
| ILLINOIS | NEBRASKA |
| WISCONSIN | NORTH DAKOTA |
| MINNESOTA | SOUTH DAKOTA |

MANUFACTURERS:
Why not harness the sales power of our organization to your product? Contact us first before making distributor appointments in these States. Let us show you how we can be of help to you.

CONTINENTAL VENDING MACHINE COMPANY
7441 Grand River Avenue
Detroit 4, Michigan

MANY MEN (AND WOMEN, TOO)
have built up a nice legal, profit producing business of their own by building up a route—in their spare time—of LATEST factory model Shipman Triplex Stamp Vendors. Vends 1¢, 5¢ and New 5¢ Air Mail. Compact! Foolproof! Price, \$39.50 Ea. IMMEDIATE DELIVERY!
1/3 Dep., Bal. C. O. D. ★ Send for free leaflet ★
R. H. Adair Company
6924-26 Roosevelt Rd.
Oak Park, Ill.
FOLDERS—Only \$16.75 for 25,000, which return gross profit of \$250.00.



FAMOUS EPPY CHARMS
Series #1 \$3.50 per M
Series #2 \$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.

WRITE FOR OUR CATALOG VENDORS' SPECIALS

Mdse. Stands, Solid Steel—	\$4.50
Weight 35 Lbs.	
Double Plates for Two Machines	1.15
BUBBLE GUM—140 Count and 170 Count—25 Lb. Cartons, Per Lb.35

1/3 Deposit, Balance C. O. D. Fast Delivery.
VEEDCO SALES CO.
2113 Market St. Philadelphia 8, Pa.

NAMA Exhibitors' Guide

(Continued from page 86)

Hershey Chocolate Corp., Hershey, Pa. (candy bars); Room 727.
 The Charles E. Hires Co., Inc., Long Island City, N. Y. (beverage); Room 712.
 Hurty-Peck & Co., Indianapolis (beverage sirup); Room 719.
 Huyler's, Long Island City, N. Y. (candy); Room 711.
 Walter H. Johnson Candy Co., Chicago (candy bars); Room 744.
 Howard B. Jones Div., Cinch Mfg. Corp., Chicago (electric outlets); Room 709.
 Kelner Vendors, Chicago (coin changer) Room 725.
 Lamont Corliss & Co., New York (candy bars); Room 781.
 Leaf Brands, Inc., Chicago (gum); Room 710.
 Lehigh Foundries, Inc., Easton, Pa. (cigarette venter-nylon venter); Room 706.
 Lion Match Co., Inc., New York (matches); Room 717.
 P. Lorillard Co., New York (cigarettes); Rooms 739, 740.
 Luden's, Inc., Reading Pa. (candy); Room 741.
 Magnecord, Inc., Chicago (wire recorder) Room 757.
 National Lock Co., Rockford, Ill. (locks); Room 742.
 Penn Syrup Corp., Philadelphia, Pa. (Sirup); Room 704.
 Philip Morris & Co., Ltd., Inc., New York (cigarettes); Room 779, 780.
 The Nurre Companies, Inc., Egg Harbor City, N. J. (mirrors); Room 783.
 Ohio Match Co., Wadsworth, O. (matches); Room 787.
 Pioneer Vending Machine Co., Inc., Brooklyn (bulk vending machines); Room 730.
 Queen Anne Candy Co., Hammond, Ind. (candy bars); Room 708.
 Richardson Corporation, Rochester,

N. Y. (sirups); Room 743.
 Sero Syrup Co., Brooklyn (sirup); Room 758.
 The Shotwell Manufacturing Co., Chicago (candy bars); Room 734.
 Sperry Candy Co., Milwaukee (candy bars); Room 716.
 The Sweets Co. of America, Inc., Hoboken, N. J. (candy bars); Room 735.
 Switzer's Licorice Co., St. Louis (candy) Room 764.
 Topps Chewing Gum, Brooklyn (gum); Room 738.
 Uneeda Vendors, Inc., Newark, N. J. (cigarettes); Room 726.
 Universal Match Corp., St. Louis, Mo. (matches, candy bars); Rooms 731, 732, 733.
 James O. Welch Co., Cambridge, Mass. (candy bars); Room 745.
 Wilbur-Suchard Chocolate Co., New York (candy bars); Room 701.
 Brown & Williamson Tobacco Corp., Louisville, Ky. (cigarettes); Room 724.
 Wilcox-Gay Corp., Charlotte, Mich. (voice recorder); Room 785.

CIG TAX STAMP SALES

(Continued from page 88)

"Reintroduction of the 10-cent pack of cigarettes would win over at least 1,000,000 smokers who now for economy reasons roll their own." He adds, "If we are to hit this production figure we're going to have to win these people over to ready-made cigarettes."

Treasury officials, in addition to cigarette retailers and tobacco growers, would also like to see the predicted cigarette production figure materialize. On roll-your-own tobacco, the government collects only 18 cents per pound, while on ready-made cigarettes it receives \$1.23 per pound.

TRUSTEE'S SALE CIGARETTE, CANDY AND GUM VENDING MACHINE MANUFACTURING BUSINESS

In the Matter of DuGrenier, Inc. Proceedings for the Reorganization of a Corporation, No. 69,721 (U. S. District Court, District of Massachusetts).

Pursuant to the Order of the United States District Court, the Trustee in Reorganization of DuGrenier, Inc., 15-17 Hale Street, Haverhill, Massachusetts, offers for sale to the highest bidder or bidders, subject to the approval of the Court and the power of the Court to reject any and all bids, the following property:

All the property of DuGrenier, Inc., with the exception of cash on hand or in banks, of an approximate book value of \$500,000.00 or any part or parts thereof. This property is now being operated as a going concern by the Trustee. The property consists of:

1. Complete sets of tools and dies for the manufacture of cigarette, gum and candy vending machines.
2. Machinery and equipment, including lathes, drill presses, presses, milling machines, small tools, a Parker bonderizing and rust-proofing installation, Fostoria infra-red baking ovens, Pasch water-washed spray booths and miscellaneous tools and equipment.
3. Stocks of gum, candy and cigarette machine parts, enamels, lacquers, brass stock, miscellaneous supplies and miscellaneous stock in trade.
4. Office equipment, including desks, chairs, typewriters, adding machines, safe, files and other equipment.
5. Accounts receivable, subject to the interest therein of the Haverhill National Bank, Assignee.
6. Goodwill, trade names, rights under patent licensing agreement and other executory contracts.

The property may be inspected at the plant of DuGrenier, Inc., 15-17 Hale Street, Haverhill, Massachusetts, by arrangement with the Trustee or his Attorney.

Bids for the property as an entirety or for any part or parts thereof may be made to Chester C. Steadman, Trustee, at his office, 45 Milk Street, Boston 9, Mass., at any time up to 5:00 P. M. Thursday, December 18, 1947. The date of hearing on bids is set before the United States District Court on Friday, the 19th day of December, 1947, at 11:00 A. M. All bidders must be prepared to comply with such terms of sale as may be required by the Order of the Court.

Attorney for Trustee:
FRANCIS J. ULMAN
 1109 Barristers Hall
 Boston 8, Mass.

CHESTER C. STEADMAN
 Trustee of DuGrenier, Inc.
 45 Milk Street
 Boston 9, Mass.



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SEE NATIONAL

the ONLY AUTOMATIC MERCHANDISING
 MACHINES that are TRULY AUTOMATIC

NATIONAL VENDORS, Inc.
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 PALMER HOUSE
 CHICAGO
 DEC. 14, 15, 16, 17

Graduated Tax Is Major Issue at Tobacco Confab

WASHINGTON, Dec. 6.—Graduated tax on cigarettes was the major point of the discussion at the annual meeting of Associated Tobacco Manufacturers' convention, in session at the Shoreham Hotel here recently.

Proposition raised at the meet was that cigarettes with a current list price of \$2.25 per thousand, less tax and discounts, be taxed at a rate of \$1.75 per thousand, while cigarettes now listing at more than \$2.25 per thousand upon the same basis continue to be taxed at \$3.50 per thousand. Under this method, proponents of the proposition claim that cheaper cigarettes can be retained for 5 cents under the price of standard brands.

Principal speaker of the opening session, Stanley Stacy, National Association of Tobacco Distributors (NATD) president, stated that NATD favored the innovation, pointing out

that it would be of aid to distributors. He further proposed that prices be printed on cigarette packages.

At the present time all cigarettes are taxed at a flat rate regardless of price. Proposal of a graduated tax, incorporated in a bill introduced in the closing days of the last session by Congressman Roy O. Woodruff, Michigan, has the support of the Federal Trade Commission (FTC) and the Department of Agriculture.

Backers of the Woodruff bill claim that consumers and distributors of cigarettes and tobacco farmers can all benefit by the bill and the federal income will also get a boost. They say that the cigarette industry, by taking a lower profit on the lower taxed product, can bring back the 10-cent cigarette, before State taxes, on the market by the use of several technological advances made in recent years. This, the bill's backers say, will be especially beneficial to smokers in the vast low income bracket. They add that tobacco growers will have more incentive because of the added competitive market for his leaf tobacco. If the bill goes thru Congress, industry statisticians have estimated that the increased sale of the economy cigarettes will result in \$100,000,000 for the U. S. treasury.

So-called economy brand cigarettes were brought on the market in the summer of 1931, when the depression was in full effect. Those listed in the classification which came on the market at that time and later include Wings, Twenty Grand, Marvels, Domino, Avalon, Paul Jones, Sensation, Tipt and White Rolls. During the peak sale of these brands, 1939, they accounted for 17.4 per cent of all cigarettes sold. In the following years, rising raw material prices, competition of a type that now would not be permitted and increased taxes backed by the flat cigarette tax caused the consumption of economy brands to drop to but 8 per cent in 1941, last year to 1 per cent.

Economy brand manufacturers contend that if the Woodruff bill is enacted into law they could gain a foothold on about 15 per cent of the expanding cigarette market. In all, this would encompass the sale of some 60 billion cigarettes or 3 billion packs and would save consumers \$150,000,000 at the rate of a nickel saving per pack. They claim that of major importance would be the fact that this saving would fall to persons and families whose incomes are traditionally low.

Woodruff bill backers explain the treasury gain this way: lowered prices mean increased volume of sales; therefore lowered taxes would result in an expanded market that would in turn result in an over-all gain on cigarette tax collections.

If the bill does go thru, there is no indication that popular brand cigarettes will fall off in consumption, according to graduated tax proponents. They argue that the leading brands already are firmly entrenched with a steady following. They also say that by the same token economy brand manufacturers will have to dig in and create their own following in the expanding market, considered to be about 5 per cent annually.

Telecoin Announces Finance Plans for Coin Laundry Store

NEW YORK, Dec. 6.—A package finance plan, permitting the financing of 85 per cent of the cost of Launderette store equipment over a two-year period, was announced last week by Arthur W. Percival, president of the Telecoin Corporation. The plan is effective immediately and will be handled thru the facilities of the Bank of Manhattan Company headquarters here. The plan applies only to self-service, coin-operated laundry stores carrying the Launderette identification, a Telecoin trademark. Cost of equipment for an average 20-machine Launderette is estimated at \$6,500.

The financing plan encompasses all products necessary to equip and open a Launderette, including metered Bendix washers, ironers and dryers; soap venders, water heaters, boilers, water softeners, electric and neon signs, bag holders, electric clocks and scales. The firm's recently announced coin-operated extractor, a spin-type wringer, will be added to the list of equipment covered by the financing as soon as it is in full production.

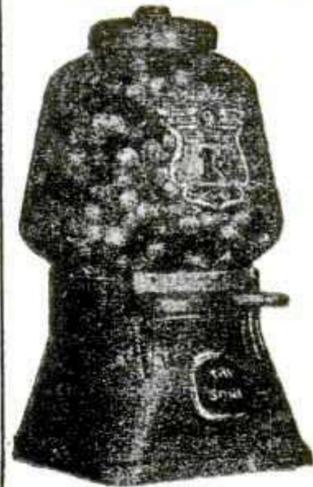
Third Jubilee

Announcement of the plan to assist operators in starting new Launderettes thruout the country came on the third anniversary of the opening of the first Launderette store. This installation, which opened its doors in the Parkchester housing development here on November 20, 1944, has now expanded to a chain of 1,200 outlets in 700 cities in 45 States. Telecoin estimates that 1,440,000 customers wash 16,200,000 pounds of soiled clothes each week in the chain's 30,000 coin-operated washing machines.

An additional 35,000 coin-operated washers have been placed in operation in apartment houses and factory installations by independent operators since 1938, the year Telecoin introduced the machine.

Commenting on the new finance set-up, Percival stated: "The bank of the Manhattan Company's financing of 85 per cent of equipment cost for stores carrying the Launderette name opens the door for expansion of the self-service laundry store business. It will enable many individuals, with limited capital, to attain their dreams of owning and operating their own business. It's one of the greatest boosts automatic merchandising has ever had. Not only is it a positive indication of the unlimited horizon of this business, but it demonstrates the confidence of financial circles in the future of the industry."

"Don't Gamble," Use '48 "SILVER KING" BALL GUM VENDOR



(PATENTS PENDING)
No missing—no adjustments
Handles 140, 170, 210 count gum, no breakage, and positive delivery.
If you want the best trouble-free ball gum vendor, try the new improved '48 "Silver King."
Nut and Ball Gum Vendors, 1¢-5¢, U. S. and Foreign Coins

AT ALL THE BEST DEALERS OR WRITE
SILVER-KING CORP.
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SALES STIMULATING VENDOR VALUES

Unsurpassed in PROFIT-MAKING Ability
GOLDEN STATE Favorite of Operators Coast to Coast. Rugged, service-free mechanism. All Purpose—All Product Available in 1¢ or 5¢ Model. Sample Lots. Write for Quantity Price.
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GOLDEN STATE Hot-Nut Vendor Vends All-Type Nuts. HEAT Element Guaranteed Forever. Flashing, Brilliant, Eye-Attracting Beauty. \$29.95

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NOW AVAILABLE THE Challenger

The most efficient profit-making Hot Nut Dispenser

3-way vending means 3-way profits!

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NOW! turn to **INSIDE FRONT COVER** for an important story on **POPCORN PROFITS!**

MANLEY INC., KANSAS CITY, MO.
"The Biggest name in Popcorn"
POPCORN MACHINES AND SUPPLIES

SPECIAL DEAL!
VICTOR MODEL V
FAMOUS PRE-WAR VENDORS
5 Globe Type Model V
\$58.75
plus 50 Lbs. Regular Ball Gum. all for **\$73.75**
or **RAIN-BLO GUM** for **\$78.25**
Mention Deal B When Ordering.
We Accept Trade-ins. We Buy & Sell Used Machines.

Virginia Peanuts, 30 Lb. Ctns., 28¢ Lb. Ctns., 25 Lb.50¢ Lb. Ctns.
Pistachio Nuts, Med., 25 Lb.59¢ Lb. Ctns.
Pistachio Nuts, Large, 25 Lb.70¢ Lb. Ctns.
Spanish Peanuts, 30-Lb. Ctns., 22¢ Lb. Cab. Deluxe**\$13.75**
Licorice Lozenges, 38 Lb. Ctns.30¢ Lb. Ctns.
Rainbow Peanuts, 35 Lb. Ctns.28¢ Lb. Ctns.
Boston Baked Beans, 32 Lb. Ctns.25¢ Lb. Ctns.
Candy Coated Chocolates, Assorted Colors40¢ Lb. Ctns.

BUBBLE BALL GUM
170 Count30¢
25 Lb. Ctns.—Full Cash With Order.33¢

RAIN-BLO
% size—140 count. Rainbows of color in this latest sensation that pops up sales unbelievably. Orders filled in rotation. Cash with order. **38¢ Lb.**

CLOSE OUT!
10 Cash Trays (Used). Ea. . . \$3.50
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We offer three models of top-notch 1¢ and 5¢ Vending Machines for nuts, candy and ball gum. If you have the experience you can earn \$1,000 a week. Write for full details. State previous experience and the companies for whom you have sold.
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Boston Coinmen Add \$2,100 to CMI Drive

BOSTON, Dec. 6.—Irwin Margold, of Trimount, reported today that \$2,100 on top of previous pledges has been sent to Coin Machine Industries, Inc. (CMI), in Chicago for the Runyon cancer fund. He said that operators are rapidly approaching the \$10,000 goal set a few years ago.

WILL THEY PAY FOR TELE?

Chi Juke Box Play Holding Steady, Say Tavern Owners

CHICAGO, Dec. 6.—Juke box play in this area is closely paralleling tavern business—with one location reporting play up, while another notes a similar percentage of decrease. Competition between taverns—now at an all-time high in the city—was never keener. Currently the city has nearly 10,000 taverns, but there is a movement to reduce the number of tavern licenses issued to a maximum of 7,000.

Juke box operators are not seriously worried over the possibility that tavern locations may be reduced, altho competition between operating firms for the remaining spots would undoubtedly be keener should the movement gain strength and be passed.

Juke Biz Steady

A spot check of taverns in various parts of the city this week disclosed that most tavern owners believe the juke box business is holding its own. There were, however, a few who claimed phonographs in their spots had dropped off noticeably, but in most of these instances, the tavern's own business at the bar had also dropped off.

Typical of Chicago tavern men is Vernon Johns, owner of the Acquarium Tap, who recently installed a new model phonograph and later added wall boxes. "Play jumped approximately 35 per cent after the wall

boxes were in," Johns said.

On the other hand, J. Petropoulos, Northwest Side tavern owner, claims he has experienced about a 40 per cent decline in juke box play. At the same time, Petropoulos pointed out that his liquor business dropped off a corresponding 40 per cent compared to last year.

Discusses Wall Boxes

Petropoulos, unlike most other tavern keepers contacted, does not believe in wall boxes. He is of the opinion that wall boxes detract "from the atmosphere of bar and booths and make a too commercial set-up." Neither was Petropoulos convinced that a new model juke box would increase play.

Leo Quincey, Quincey's Inn, agreed with Johns on the value of new equipment to the tavern location. Quincey said the firm which operates in his tavern recently removed an old model phonograph to install a new one after which play increased noticeably.

Many tavern owners—despite the ups and downs of their business—say that Chicago's juke boxes have levelled off on a fairly even keel. Michael J. Kennedy, who owns Kennedy's Tavern here, summed up the general consensus: "Juke business appears to stay at a good level in my place; it hasn't dropped any during recent months."

Alabama, S. D. Ops To Help Celebrate Marine Corps Week

NEW YORK, Dec. 6.—Assurances of full co-operation in the celebration of Marine Corps Week, December 7 thru 13, has been given by the Alabama Phonograph Operators' Association (APOA), Montgomery, and the South Dakota Phonograph Operators' Association (SDPOA), Moberg. The marine corps public information office reported that communications had been received from Col. R. E. L. Choate, executive secretary of the APOA, and Harold Scott, secretary-treasurer of the SDPOA, this week assuring them that juke box operators in their respective organizations would have the *Marine Corps Hymn* in their machines in time for the celebration.

Special Decca reissues of the hymn, as cut by Fred Waring, Bob Crosby and Dick Powell, are available for the drive. It was pointed out that the marines will follow up their one-week celebration with a recruiting drive early in the new year, and promotion of the *Marine Hymn* would continue from December 7 thru the end of the recruiting drive. This promotion includes special transcriptions sent to 1,200 radio stations and continuing performances by 1,000 disk jockeys thruout the country.

Debate Merit Of Coin Sets

After three weeks, video sets converted from coin operation to free play

NEW YORK, Dec. 6.—The \$64 question, "Will customers pay to see television?" has had its initial tests here and in four New Jersey communities and, while most coinmen in this area argue the question both ways, the results of those first tests were completely negative. Using the Videograph combination juke box-tele receiver, the four locations all reported, after three weeks of location tests, that the tele mechanism would have to be revised to free play or the equipment replaced.

While most observers consider a test of one location in the New York area, where there are 15,000 public sets in operation, as unsound, it is the opinion of H. F. Dennison, Videograph's president, that unless an area is blanketed by coin-operated tele receivers, the public will refuse to pay for video. With this area now covered by tele free play receivers (as are those larger cities such as Chicago and Los Angeles, where television is an actuality) Dennison believes that coin-operated television must be installed thruout a community before television signals are actually sent and free receivers become the habit. This would educate the public to pay from the start. However, here, too, there is a stumbling block, according to Dennison, but one which Videograph intends to side step, if necessary, by selling directly to locations.

Fast Start—Then Fade-Out

Introduced to the trade several months ago in a gala showing at the Hotel Pennsylvania (*The Billboard*, October 25), the Videograph as the first coin-operated combination, drew heavy crowds, including potential distributors who came from as far as California to view the equipment. But within a few weeks it became obvious even to the most optimistic that distributors and operators were going to take their time before committing themselves to the \$1,195 equipment to which they would have to add their juke box mechanisms.

(See Merit of Coin on page 102)

Rock-Ola Gives Georgia Area to 2 Distributors

CHICAGO, Dec. 6.—Rock-Ola Manufacturing Corporation here this week announced the assignment of State of Georgia territory to two established Rock-Ola distributors.

Area will be divided between the Southern Music Distributing Company of Orlando, Fla., and Southern Music Corporation of Charlotte, N. C. Firm officials are currently working on the actual territory division.

Just how the new territory will be handled has not yet been announced by the distributors concerned. Southern Music Corporation has assigned Howard Robinson as sub-distributor for their Georgia territory. Robinson has not yet chosen a location for his offices, however.

First Midwest Showing Given For Videograph

CHICAGO, Dec. 6.—Juke box operators from the Chicago area have been invited to attend the first Midwestern showing of the Videograph at the Automatic Phonograph Distributing Company here Sunday (7). The combination coin-operated juke box and television receiver will be tuned in on the Chicago Bears-Los Angeles Rams National Football League game.

The showing will be staged by the Videograph Corporation of New York. H. F. Dennison and Dave LaRue will be present at the affair to demonstrate the new machine and explain its details.

Boston Gets Look at Commercial Tele Set

BOSTON, Dec. 6.—Coin machine operators, club, hotel and restaurant managers attended a showing of commercial television receivers by the Television Sales & Engineering Company, Inc., headed by Frederick Pappas, president and treasurer, and L. A. Loumos, sales manager, December 4 and 5.

The private showing was first of its kind in Boston.

Modern Music Appointed Distrib for Coast Label

NEW YORK, Dec. 6.—Modern Music Sales Company has been appointed exclusive distributor for Coast Records in the New England States and New York, New Jersey and Pennsylvania, Nat Cohn announced this week. Modern's franchise became effective Monday (1).

Music Op Sets Up Profitable Juke Record - Removal System

CHICAGO, Dec. 6.—Floyd Pedone, head of Little Amusement Company here, has worked out a record disposal system that pays off in two ways; in addition to keeping top quality disks on his machines, it also returns him a higher profit on used-record sales.

Pedone states that by removing records from machines when they first begin to show signs of wear he can resell them over his retail store counter at 15 cents more per disk than if they were badly worn. Then, too, eliminating the possibility of worn records slipping thru on his juke turntables means a uniformly high quality of reproduction for customers. This in turn invites higher play, does away with "poor record" kick-backs from location owner and patrons.

Altho examination of each record on a machine means an average of 20 minutes more time spent in each location, Pedone is convinced that it pays off. Those records beginning to show wear, but which are still pulling high play, he replaces with a new disk of the same song and artist.

Such a system, Pedone believes, is especially valuable for the operator who has a retail record store in addition to his music route. However, even in the case of the non-store operator, the system is a business booster because record reproduction is always kept on a high plane. The operator may also be able to sell his used disks at a higher price to used-record outlets if they are advised of his removal program.

See Music Dept. for This Info

Among the stories of interest to the coin machine industry to be found in the Music Department of this issue of *The Billboard* are:

TEN YEARS OF PUBLISHER'S HITS. A compilation of hits based on sheet music sales and radio performances. In the succeeding two issues of *The Billboard* the music department will carry time-tested juke box hits.

IS DECCA BACK TO OLD POLICY OF MORE THAN ONE RECORDED VERSION TO A GIVEN HIT? *Golden Earrings* gets three waxing dates while *Ballerina* is assigned to two different artists.

RCA VICTOR REISSUING 70 HITS. Old favorites to be backed-up on special releases starting December 15.

PRE-PETRILLO TALENT GRABS CONTINUE. Race to cover future song issues gives talent a short-lived bonanza.

And other informative news stories as well as the Honor Roll of Hits and pop charts.

Forecast Return of "Soft Disks"; Drop In Shellac Imports

WASHINGTON, Dec. 6. — Music operators may find a return of the wartime "soft" disks if the current serious decline in shellac imports continues, Commerce Department officials indicated to *The Billboard* this week. Commerce statistics for September show that only 773,928 pounds of shellac came into the United States as compared with imports of 4,259,056 pounds in January.

Commerce spokesmen attributed the drop to the political situation in India that has developed in the wake of the recent partition of the country. India, it was stated, produces most of the shellac imported by the U. S. No increase can be expected from Thailand, the only other important producer, Commerce officials claim, since that country is already in full production.

One Commerce spokesman stated that the small imports of shellac during the last two months on record present "an unhealthy picture." He added that while there is no way of predicting future imports, "a continuation of the current trend could result in a serious shortage."

Total imports of shellac for the first nine months of this year amounted to 16,799,802 pounds, with the months of January and June accounting for nearly half the total.

AMERICAN FOLK TUNES

Cowboy and Hillbilly Tunes and Tunesters

Arnold Expands Show

Eddy Arnold and his personal manager, Tom Parker, were Chicago visitors last week, while they visited with folk music publishers to discuss Eddy's tunes for waxing, preparatory to the Petrillo wax stoppage. Eddy will expand his *Checkerboard Jamboree*, a Mutual web show, from three to five times weekly after January 1, and Brown Productions, the Nashville radio agency which handles him, will offer an open-end e.t. show, *The Eddy Arnold Show*, after the first of the year also.

Arnold will play Trenton, N. J., December 13, with a week of Victor platter cutting, starting December 17, plus dates at Fort Smith, Ark., December 29; Amarillo, Tex., 30-31, and Tulsa, Okla., January 1. Roy Wiggins' steel guitar is featured on Arnold's concert dates. In addition, the Plowboy is working on a movie deal, calling for one major flicker or six minor pix during 1948.

Hiram Higsby, formerly of the *Oklahoma Roundup*, Oklahoma City, has returned to KMBC, Kansas City, Mo. His latest Apollo release is *Daisy, Put On the Coffee Pot*. . . Gov. Jimmy Davis, of Louisiana, has cut an audition platter for a tentative radio show, *The Sunshine Hour*, for the American Broadcasting Company. The show is

being considered by web execs and may become a coast-to-coast half hour seg.

Gene Autry bought a radio station in Phoenix, Ariz., for almost \$250,000. Execs of the Maricopa Broadcasters, Inc., owners of Station KOOL, Phoenix, disclosed that the sale was up for approval by the Federal Communications Commission. Autry has assumed liabilities totalling \$191,383 as of last August 31, and 800 shares of common stock will be offered for sale. The sagebrush singer already owns a station in Santa Monica, Calif.

Dick Thomas, of *Stout City Sue* fame, has just finished his first pic, *Cimarron Gunfire*, for Universal. He does *Esmeraldy*, *Lazy Breezes* and *Pancho* backed by Shorty Long and his Santa Fe Rangers. All outdoor shots of the film were made at the Cimarron Ranch near Peakskill, N. Y. . . Linn Burton, Chicago freelance disk jockey, is starting to use more folk music on his shows, and reports that listeners are demanding more hillbilly and Western platters.

Blaine Smith and the Log Cabin Boys, who are heard on *Bullet Records*, started a new radio series over WICA, Ashtabula, O. The act includes Dale Cole, Cracky and Pepper. Blaine is set to cut eight sides for Country Music, Chicago. . . Estel and Rosa Lee are back working, following Estel Lee's long illness and have just compiled a song folio, published by Schuberth, New York.

Jim Eanes and His Black Mountain Boys are working two shows daily over WMVA, Martinsville, Va. Personnel of the group includes Uncle Bob Eanes, banjo; Percy Bradener, fiddle; Wally Tuttle, Hawaiian guitar, the leader's guitar. They recently rejoined WMVA after two years on WNOX, Knoxville, where Eanes paired with Joe Johnson to do the Blue Mountain Boys. The Eanes combo has inked a National recording pact and their first record will be Cliff Carlisle's *Scars Upon My Heart* and *Sundown and Sorrow*.

Little Jimmie Dickens, who was once featured with T-Tex Tyler, is now heard over WKNX, Saginaw, Mich. . . First combo hired by WTNS, Coshocton, O., consists of Tommy Thompson, leader, who plays all stringed instruments; Tex White, steel guitar; LeRoy Huff, harmonica, and Rodney Bassett, bass and fiddle. . . Marty Licklider has transcribed his radio shows over WICA, Ashtabula, to do his heavy sked of *International Harvester Family Parties*. His first releases are out on Fidelity Records.

Pie Plant Pete and Bashful Joe, of WHAM, Rochester, N. Y., are now doing a daily sponsored half-hour show, with Max Rainey, Flossie and the Hi Boys. Pete and Joe will cut 12 more sides for Process platters before the ban. . . A popularity poll was conducted last week over WHKK, Akron, with listeners to the *Morning Jamboree*, *Western Serenade* and *Melody Round-Up* voting for their favorites. Order of the finish was: Eddy Arnold, Ernest Tubb, Roy Rogers, Roy Acuff and Grandpa Jones. Mail came in from Ohio and neighboring states.

The Bailey Brothers and their Happy Valley Boys, formerly heard with the Grand Ole Opry gang, WSM, Nashville, have switched to WROL, Knoxville. . . Eva Foley, wife of Red Foley, has rejoined her husband in Nashville after a week of treatment in a Chicago hospital.

Randy Blake, who has the daily *Supper-time Frolic*, biggest Chicago folk music record show, has recorded

Merit of Coin Sets Debated

(Continued from page 101)

Too, many were dubious and wanted to be shown results before making commitments.

As a consequence, few commitments were made. Meanwhile, arrangements were completed to place a combination on test location in a tavern in Yorkville, a section of Manhattan which draws a regular trade from the immediate area, and four other locations were set in Newark, Union City, Elizabeth and New Brunswick, all close by in New Jersey. In each case, competing public spots featured free-play television. As the tests got under way, contacts with coin machine operators throught the country continued, but results were negligible.

15,000 Combos

Initial plans for Videograph call for a production of some 15,000 combinations, including Emerson Television and excluding juke mechanism unless an additional fee is paid, during the next year. These sets were to be sold thru established music machine channels—manufacturer to distributor to operator.

Now, after three weeks of tests, all five combinations used in the experiment have been shifted to free play. With distributors and operators in cities where television has not yet started still holding off, and with production lines set to roll, Videograph still plans to push 15,000 combinations into the market in the next year, but not thru the planned channels.

The second combination coin-operated television-juke box, now being completed by Speedway Products, Inc., is expected to go into production within four weeks. Al Bloom, Speedway president, reported that operator and location interest in his set, which includes the juke box, was brisk, and he was of the opinion that despite the Yorkville test conducted by Videograph, there not only was room for coin-operated television, but that there was a waiting market even in localities such as New York where free-play tele had held sway for a long period of time. In this regard, Bloom's lengthy experience as an operator and an official of the Automatic Music Operators' Association (AMOA) here is being utilized in pre-production surveys of the market.

Capehart To Head Ind. State Society

WASHINGTON, Dec. 6.—Senator Homer E. Capehart, chairman of the board of Packard Manufacturing Corporation, was installed here recently as president of the Indiana State Society, succeeding Claude R. Wickard, former secretary of agriculture and now head of the Rural Electrification Administration.

Named to serve another year as society officers were Gen. Lewis B. Hershey and Mrs. Esther Costa, vice-presidents, and Charles A. Baird, treasurer.

his voice on an original song, *Howdy, Friends, Good Evenin', Neighbors*, which is the theme of his show. Blake, who is heard over WJJD, wrote the lyrics, while Ken Nelson, station musical director, did the melody. The other side of the platter, which was cut for Gold Seal, will be *Little Golden Locket*.

Marty Licklider, of WICA, Ashtabula, O., did a second recording for Fidelity platters with his Missouri Fox Hunters, cutting *The Letter I Never Mail*, *Horse Pickin' Mama*, *Throw a Saddle On a Star*, and *I'm Gonna See My Honey Tonight*. . . Wally Fowler and His Georgia Clodhoppers made lots of personal appearances during November.



Eagle

PHONOGRAPH REPLACEMENT PLASTICS

PLASTIC WINDOWS

New, clear, transparent . . . for your model 850 program holder. \$5.00
Per Set

WURLITZER		ROCK-OLA	
	Each		Each
800 Top Corners	\$16.50	Standard, Master, DeLuxe or Supers:	
800 Lower Sides	15.00	Top Corners (Solid Red, Yellow or Green)	\$12.75
800 Middle Sides	3.00	Lower Sides (Red or Yellow)	12.75
800 Top Centers (Right or Left, Red)	9.50	SEEBURG	
800 Back Sides (Green)	9.50	"Hi-Tone" Model 8800, 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 Platters (Solid Red, Yellow, Green or Onyx)	2.25
700 Top Corners	8.50	"Classic"—"Colonel":	
700 Lower Sides	9.50	Top Corners (Solid Red, Yellow or Green)	6.00
700 Back Sides	8.50	Lower Sides	6.50
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		

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PHONE MICHIGAN 1247

when I want the best in music



I always play a Mills!



● NO OTHER PHONOGRAPH HAS ALL THESE FEATURES:

- Six Hits for Two Bits
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 - Aluminum Cabinet
- Adjustable Tone Arm
 - Table Top Service

● *Plays 40 Selections*

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RECORD REVIEWS

(Continued from page 34)

ARTIST TUNES LABEL AND NO. COMMENT	RATINGS			
	OVER-ALL	DISK JOCKEY	DEALER	OPERATOR
<i>Good-Bye to Love</i> Singer's attempts at Vaughnisms distort most of the lyric.	50	50	50	50
FOLK				
LUKE WILLS' RHYTHM BUSTERS (Johnny Tyler) (ECA-Victor 20-2577) <i>High Voltage Gal</i> Plenty of juke power in this folk presentation. Clever lyric, good execution.	81	82	75	86
<i>Cain's Stomp</i> The Wills' Rhythm Busters didn't quite bust out all over when they cut this one.	68	72	62	63
WALLY FOWLER AND HIS GEORGIA CLODHOOPPERS (Mercury 6069) <i>Shut Off From the World</i> Hillbilly lament that is long in performance, short in material.	59	60	54	63
<i>I Can't Go On Living This Way</i> Slightly better song makes this the topside of the Fowler pairing.	66	67	62	69
COWBOY COPAS (King 688) <i>Jamboree</i> Plenty of good hill guitar and fiddle in an instrumental potpourri of folk melodies.	74	78	70	75
<i>I'm Tired of Playing Santa Claus to You</i> Middlin' material. Gets its hype from the Copas vocal.	69	66	68	72
RACE				
PAUL BRECKENRIDGE (King 4196) (Johnny Taylor at organ) <i>Merry Christmas (To You)</i> A spiritual strictly for the home phonos, and then only where Breckenridge is very popular. Xmas season may help.	60	58	66	56
<i>In That Great Gettin' Up Mornin'</i> (Chicago Crusaders, Jubilee Singers and Brother Shoestring) A group rhythm spiritual that is also best for the home.	58	56	65	54
PAUL BRECKENRIDGE (King 4189) (Four Heavenly Knights) <i>Rock-a-Ma-Soul</i> This rhythm spiritual moves at a satisfactory pace.	66	66	68	63
<i>Lonesome Road</i> Good treatment with Breckenridge in fine voice.	76	74	77	76
BULL MOOSE JACKSON (King 4181) <i>I Love You, Yes I Do</i> Great disk that should grab coins aplenty. Vocal and ork arrangement nicely blended.	89	87	89	91
<i>Sneaky Pete</i> Peppy race ditty made to order for the jukes. Might be a bit off color for disk jockeys.	78	72	78	82
GATEMOUTH MOORE (With Ork) (King 4195) <i>Teasin' Brown</i> Good ork arrangement and vocal of so-so material.	74	75	72	75
<i>Christmas Blues</i> Likewise, material poor. Seasonal appeal might help.	68	69	67	69
BIG THREE TRIO (Columbia 37983) <i>After While (We Gonna Drink a Little Whiskey)</i> Old fashioned rockin' spiritual rhythm novelty which doesn't jell.	41	35	43	45
ARTIST TUNES LABEL AND NO. COMMENT	RATINGS			
	OVER-ALL	DISK JOCKEY	DEALER	OPERATOR
<i>Baby I Can Go On Without You</i> Poor ballad which goes on but gets nowhere.	40	35	41	44
BILL SAMUELS (Ram Ramirez Ork) (Mercury 8064) <i>If I Had Another Chance</i> Fairish love chant served up lushly by singer Samuels. Good juke stuff.	65	60	63	72
<i>One for the Money</i> Up tempo typical modern blues with tasty instrumental bits and fair vocal.	63	65	56	68
IVORY JOE HUNTER (with ork) <i>Don't Be No Fool, Fool</i> Hunter shouts his own blues lyric. Should do best in race boxes.	50	30	50	70
<i>San Francisco Blues</i> Lustily shouted blues about his blues in N. Y. for the gal in S. F. Good juke fare.	59	48	54	75
INTERNATIONAL				
LAWRENCE DUCHOW-RED RAVEN ORK (RCA Victor 25-1099) <i>Potter Polka</i> Lively polka wrapped up neatly and authentically by Duchow's crew.	73	68	74	76
<i>Swiss Girl</i> Slow tempoed polka follow up to "Swiss Boy" which doesn't match the earlier effort.	70	68	70	72
HOT JAZZ				
LEO PARKER (Savoy 912) <i>Wild Leo</i> Showcase for the bary horn of Leo Parker with boppish backgrounds.	69	79	79	50
<i>El Sino</i> Medium tempoed be-bop riffer with top notch Parker bary, Navarro trumpet solos.	76	79	70	79
LATIN AMERICAN				
CUARTETO HER-MANOS MERCADO (Yipe & Pepe) (Davis 627) <i>No Trates De Mentir</i> Poor material, poor recording.	32	35	30	31
<i>Jai, Jai, Jai</i> YIPE QUINTETO (Yipe) Guaracha draws firm ork beat but vocal and recording are below par.	39	35	39	42

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T & C Exec Heading Popcorn Association

CHICAGO, Dec. 6.—Paul H. Rice, president of T & C Company, Dallas, manufacturer of "Pop" Corn Sez, coin-operated popcorn vending machines, has assumed the duties of president of the National Association of Popcorn Manufacturers (NAPM).

Rice was unanimously elected to that post at the recent convention of NAPM at Hotel Sherman here (*The Billboard*, November 29). He served as a NAPM director during the past year before being elected to the association's top post.

Other new officers of NAPM are C. V. Pike, Dan Dee Potato Chip Company, Cleveland, vice-president, and W. T. Hawkins, Confections, Inc., Chicago, treasurer. A. J. Villiesse was re-elected executive secretary of the association.

S. Carolina Drink Tax Revenue Drops

COLUMBIA, S. C., Dec. 6.—State soft drink tax returned \$210,778 in revenue for November this year, compared to \$238,140 for the same month in 1946, tax commission officials reported this week.

Business license tax receipts also declined. Tax, which includes the cigarette levy, dropped from \$434,117 in November, 1946, to \$405,664 for November, 1947.

According to Dr. Walter G. Query, chairman of the State tax commission, the "bad weather in November this year" caused the drop in revenue.

Landis Mfr. Names Empire Coin Distrib

CHICAGO, Dec. 6.—Empire Coin Machine Exchange of Chicago, expanding further into the vending machine field, has been appointed Midwest distributor for the Landis Aristocrat coin-operated popcorn vender by the Landis Manufacturing Company, Santa Monica, Calif., maker of the vender.

Landis vender features adjustable popcorn delivery which allows the operator to regulate the amount of corn delivered. Vender is adjustable to either nickel or dime operation.

A single heating unit keeps only the amount of corn about to be delivered hot. A warmer maintains constant temperature in the remainder of the corn.

Landis Aristocrat is 60 by 18 by 18 inches with an illuminated plexiglas top with a metal cap. It is loaded from the top and has a storage compartment in the side of the base which will hold 10 gallons of corn in addition to the six gallons in the top compartment.

Newmark To Handle Pop Corn Maid Sales

NEW YORK, Dec. 6.—A. & J. Newmark, a firm new to the coin machine business, will distribute the Pop Corn Maid vender in New York and New Jersey, it was announced this week by David Brokaw, firm sales manager. The vender, manufactured by the Gale Engineering Corporation, is now being distributed in other areas by Jack Nelson & Company, Chicago.

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ROCK-OLA

COMMANDO	\$125.00
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ADVANCE RECORD RELEASES

(Continued from page 33)

LATIN-AMERICAN

Barco Samba
C. Vamurras Ork (Mi Gatto) Manor 1105

Bigote De Gato (Cat's Whiskers)
O. Guerra Cascarita Casino De La Playa Ork (Tramposo) Victor 23-0724

Canto Siboney
M. Valdes (Negro) Musicraft 526

Comprendeme
M. Alma (El Corazon) Peerless 2539

Conmigo
P. Galindez (Se Vende) Seeco 633

Contestacion a Por Seguir Tus Huellas
Trio R. Cordova (La Cruz) Seeco 632

Dale a La Primera
R. Gonzalez Pena Ork (Por Esos) Seeco 625

Decepcionado
La Panchita (La Rejeja) Peerless 2616

Desconsuelo
M. A. Rodriguez (No Se) Peerless 2627

Desprecio
J. Flores (El Tecatero) Peerless 2621

Donde Estas?
P. Torres Siboney Ork (Jingull Jongolo) Seeco 621

El Abrojo
Martin Y. Malena (Hay Que) Peerless 2619

El Alacran
Trio Durango (Quiza, Quiza) Peerless 2617

El Corazon Engana
M. Alma (Comprendeme) Peerless 2539

El Pollo
V. Valdes (Me Estoy) Peerless 2614

El Reacatan
Marilyn (Juan Charrasqueado) Peerless 2618

El Reacatan
Martin Y Malena (Paraditos) Peerless 2625

El Tecatero
J. Flores (Desprecio) Peerless 2621

Empanaditas Calientes
R. Gonzalez Pena Ork (Sueno Cruel) Seeco 624

En Revancha
F. Rosas (Lo Que) Coast 7002

Esperame (Will You Be Waiting)
P. Vargas (La Ultima) Victor 23-0719

Hay Que Dolor!
Martin Y Malena (El Abrojo) Peerless 2619

Jingull Jongolo
J. Curbelo Ork (Peanut Vendor) Victor 23-9023

Jingull Jongolo
P. Torres Siboney Ork (Donde Estas?) Seeco 621

Juan Charrasqueado
Marilyn (El Reacatan) Peerless 2618

La Cruz De Mi Dolor
Duo R. Cordova (Contestacion a) Seeco 632

La Rejeja
La Panchita (Decepcionado) Peerless 2616

La Ultima Noche (Evening Farewell)
P. Vargas (Esperame) Victor 23-0179

Llegastes Tarde
P. Torres Siboney Ork (Nanita) Seeco 623

Llore Por Un Amor
Hermanas Hernandez (Que Me) Peerless 2630

Lo Que Tiene Que Ser
F. Rosas (En Revancha) Coast 7002

Los Sombreros (The Hats)
Laurita Y Ray (Pelea De) Seeco 601

Maldita Sea Mi Suerte
P. Infante (Mi Carinito) Peerless 2622

Me Estoy Poniendo Viejo
V. Valdes (El Pollo) Peerless 2614

Mi Carinito
P. Infante (Maldita Sea) Peerless 2622

Mi Gatto Lindo
C. Vamurras Ork (Barco Samba) Manor 1105

Milagro De Amor
C. Alas Del Casino (Pecaedora) Peerless 2648

Nanita
P. Torres Siboney Ork (Llegastes Tarde) Seeco 623

Negro
M. Valdes (Canto Siboney) Musicraft 526

No Me Vuelvo a Enamorar
F. Rosas (Quizas, Quizas) Coast 7001

No Se Que Pasa
M. A. Rodriguez (Desconsuelo) Peerless 2627

No Seas Asi (Don't Be Like That)
F. Madera Ork (Que Venta) Victor 23-0721

Ora Va La Mia
J. Escoto (Sublime Inspiracion) Peerless 2626

Pa La Cola
V. Valdes (Ten Jabon) Peerless 2624

Pancho Pistolas
Laurita Y Ray (Que Voy) Peerless 2623

Paraditos
Martin Y Malena (El Reacatan) Peerless 2625

Peanut Vendor (El Manisero)
J. Curbelo Ork (Jingull Jongolo) Victor 23-9023

Pecaedora
C. Alas Del Casino (Melagro De) Peerless 2648

Pelea De Gallos (The Cock Fight)
Laurita Y Ray (Los Sombreros) Seeco 601

Por Aqui Se Fue
Martin Y Malena (Tu Voluntad) Peerless 2629

Por Esos Labios
R. Gonzalez Pena Ork (Dale a) Seeco 625

Que Me Importa
Hermanas Hernandez (Llore Por) Peerless 2630

Que Se Vaya (Get Going)
Conjunto Kubavena (Sonaremo El) Victor 23-0723

Que Venta El Mambo (Let's Have Mambo)
F. Madera Ork (No Seas) Victor 23-0721

Que Voy Hacer
Laurita Y Ray (Pancho Pistolas) Peerless 2623

Quiza, Quiza
Trio Durango (El Alacran) Peerless 2617

Quizas, Quizas
F. Rosas (No Me) Coast 7001

Rhumba Reel
Pancho Ork (Samba Polka) Apollo 1081

Samba Polka
Pancho Ork (Rhumba Reel) Apollo 1081

Se Vende Una Casita
P. Galindez (Conmigo) Seeco 633

Si No Te Veo Mas (If I Don't See You Again)
N. Morales (Vamos Ya) Seeco 602

Sonaremo El Tambo (Let's Play the Drum)
Conjunto Kubavena (Que Se) Victor 23-0723

Sublime Inspiracion
J. Escoto (Ora Va) Peerless 2626

Sueno Cruel
R. Gonzalez Pena Ork (Empanaditas Calientes) Seeco 624

Ten Jabon
V. Valdes (Pa La) Peerless 2624

Tramposo (Cheater)
O. Guerra Cascarita Casino De La Playa Ork (Bigote De) Victor 23-0724

Tu Voluntad
Martin Y Malena (Por Aqui) Peerless 2629

Vamos Ya (Let's Go Now)
N. Morales (Si No) Seeco 602

HOT JAZZ

Boipi Boipi!
S. Gaillard Trio (The Bartender's) MGM 10111

Cat's Boogie
C. Anderson Ork (For Jumpers) Apollo 774

Concerto for Guitar
E. Spencer Ork (Piano Interlude) Black & White 854

Everything Is Cool
Bab's 3 Bips and a Bop (1280 Special) Apollo 776

For Jumpers Only
C. Anderson Ork (Cat's Boogie) Apollo 774

Honeysuckle Rose
S. Stewart (Jingle Bells) Continental C-10003

Hot Piano Rhythms Album
D. Donegan . . . Continental 52

How High the Moon . . . Continental C-6057

Kilroy Was Here . . . Continental C-6056

Shuber's Boogie Woogie . . . Continental C-6057

Some of These Days . . . Continental C-6056

The Man I Love . . . Continental C-6058

Two Loves Wuz One Too Many for Me . . . Continental C-6058

Hot Rock
A. Lerner Quintet (Sometimes I'm) Black & White 841

Ja-Da
Ten Cats and a Mouse (Three o'Clock) Capitol 15015

Jingle Bells
S. Stewart (Honeysuckle Rose) Continental C-10003

Piano Interlude
E. Spencer Ork (Concerto For) Black & White 854

Skylark
J. Paris Trio (Your Red) MGM 10014

CHILDREN'S RECORDS

Spike Jones Plays His Kind of Nonsense Music for Children Album
S. Jones City Slickers . . . Victor Y-359

Little Gnatman Album
Dr. G. Rockwell-H. Rene Ork . . . Victor Y-355

Mr. Bitzel Album (3-10")
B. Thomson . . . Tiffany T-B-1

Sparkle Plenty's Birthday Party
Mercury MMP-19

The Mischievous Angel
Uncle Henry Walden . . . Kidisks

Sometimes I'm Happy
A. Lerner Quintet (Hot Rock) Black & White 841

Stay On It
Dizzy Gillespie Ork (Two Bass) Victor 20-2603

The Bartender's Just Like a Mother
S. Gaillard Trio (Boipi Boipi!) MGM 10111

Three o'Clock Jump
Ten Cats and a Mouse (Ja-Da) Capitol 15015

Then I'll Be Tired of You
K. Starr (Was That) Capitol Americana 40066

1280 Special
Bab's 3 Bips and a Bop (Everything Is) Apollo 776

Two Bass Hit
Dizzy Gillespie Ork (Stay On) Victor 20-2603

Was That the Human Thing To Do?
K. Starr (Then I'll) Capitol Americana 40066

When I Grow Too Old To Dream, Parts I and II
A. Cobb Ork . . . Apollo 775

Your Red Wagon
J. Paris Trio (Skylark) MGM 10114

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SEEBURG COMMANDER, R.C. . .	239.50	WURLITZER 600	149.50
SEEBURG MAESTRO, E.S.	215.00	ROCK-OLA 1422	425.00
SEEBURG HIDEAWAY	195.00	ROCK-OLA '39 STANDARD ..	139.50
SEEBURG WS2-Z WOM	28.50	ROCK-OLA '39 DELUXE	139.50
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New York:

Hugh L. McKeon, of Albany, N. Y., has returned to the vending industry after an absence of seven years. The first machines McKeon put out on location were Malkin-Illion cigar venders. . . . Jack Mitnick returned to his office at Runyon Sales Company Wednesday (3) well tanned after a three-week vacation in Hot Springs. . . . Harry Pearl, of Seacoast Distributors, returned from a Chicago biz trip last week.

Lester L. Paul, of West Side Distributing Company, will attend the NAMA show with the view of adding to his firm's vending machine line. . . . Sam Benowitz, who operates in Port Jervis under the name of Sa-Jule, stopped in at 10th Avenue distributing houses last week. . . . Mario Caruso, president of C-Eight Laboratories, reports the firm's new plant in New Bedford, Mass., will be opened late in January with a shore party.

Lou Jaffa, sales manager of Eastern Electric Vending Machine Corporation, has placed Meyer E. Starr in charge of the New York, Connecticut and Rhode Island territories. Meyer has been with the firm since its founding. . . . Arthur Klemm, who operates a cigarette and candy route in Poughkeepsie, N. Y., was in town last week. . . . Max Weiss, of the Brooklyn firm, Roni Sales, will attend the NAMA show in Chicago.

LeRoy Stein has left his post as executive director of the Music Guild of America. . . . Mike and Joe Munves, of the Mike Munves Corporation, reported that they were kept busy at their booths at the Chicago show of the National Association of Amusement Parks, Pools and Beaches last week. . . . Perry Wachtel, of the De Perri agency, will be at the Drake Hotel during the NAMA show in Chicago.

Bob Jacobson, of Miami, who distributes the Electro cigarette vending machine in Florida and Georgia, and his family were in town. They left for home Sunday (7). . . . Hymie Rosenberg, head of H. Rosenberg Company, Inc., and his family are consuming a gift of California nuts (See NEW YORK on opposite page)

COINMEN YOU KNOW**Buffalo:**

Herb Ross, well-known coinman who holds the keys to the Playland Arcade, reports that this spot is scheduled for further expansion. It has already been doubled in size; addition of a second-floor layout recently enabled a shooting gallery and miniature golf course to be installed. Now the third floor will be remodeled and house ping-pong tables. Herb is proud of the fact that his place was recently approved as a place of entertainment by four social agencies.

Currently, Ross is serving as chairman of the flying squad for the Golden Gloves Boxing Tournament (his seventh time in this office), and he is donating 1,000 tickets for underprivileged Negro youngsters to see the bouts. Herb is also preparing a special Christmas party for infantile paralysis victims at his arcade, closing the spot to the public during the event. Kids will have full run of the arcade on the party day and use all machines without charge.

Giff Jackson, back from a six-month stay in California, has re- (See BUFFALO on page 111)

Cincinnati:

Cincinnati Automatic Phonograph Owners' Association (CAPOA) is making final plans for the Christmas party to be held Tuesday evening (9) at the Hotel Gibson. Party committee held a meeting Wednesday afternoon (3), during which Chairman Ray Bigner reported excellent progress. Committee members are Harry Hester, Charles Kanter, Al Lieberman, Bill Harris and Mrs. Ganzmiller.

CAPOA reports that five new members have been accepted into the association. They are Joe Westerhaus, of Westerhaus Company, Inc.; Joe Friedman, D & C Music Company; James Drivakis, Atlas Amusement Company; William Strout, Automatic Music Company, and Howard Schwartz.

Los Angeles:

Bernie Shapiro, of Adams-Fairfax Corporation, has the model of his cigarette machine and leaves soon to show it at the NAMA convention in Chicago. This will be the first showing of the device. . . . Jay Kurtz, of Kayem Products Company, left Monday for the Chicago convention. He will show his Vit-O-Min and other machines. The McClure Distributing Company, St. Louis, will show the Kayem aspirin vender. Aubrey Stemler, of Stemler Distributing Company, which handles the Kayem line, is slated to leave for the convention the latter part of the week.

Lyn Brown, of the Lyn Brown Company, which is featuring the Ponsor Pro-Score, is anticipating another shipment of these games. . . . Mike Hobart, sales manager for Minthorne Music, is in San Diego on business. The firm represents Bally and Seeburg lines in this area. . . . E. J. Bullock, managing director of Southern California Automatic Music Operators' Association, is scheduling a meeting for December 11. It will be the last meeting of the year and the first one in several weeks. . . . Dee's Service, that was located for four years on Venice Boulevard, is on Pico in the quarters formerly occupied by SCAMOA. . . . Ray Powers, local manager of E. T. Mape Distributing Company, out of the city on business. . . . Charlie A. (See Los Angeles on opposite page)

Indianapolis:

James Vize, a former mechanic of Stiebel Company, Evansville, Ind., distributors for Seeburg Phonographs, has joined the service department of the Southern Automatic Service department. . . . Dan Brennen, president of the Indiana Music Corporation, Aireon distributors, called on operators in the northern territory during the week. . . . Mr. and Mrs. Huttinger, of the A.B.C. Novelty Music Company, Fort Wayne, Ind., were coin row visitors, buying equipment.

Mr. and Mrs. Peter Stone, Indiana Automatic Sales Company, Rock-Ola distributors, visited the Rock-Ola plant over the week-end. . . . H. R. Nast, sub-distributor, Rock-Ola phonographs, Fort Wayne, Ind., was a Chicago visitor over the week-end and toured the Rock-Ola factory.

George Morgan, Peru, Ind., operator, bought new equipment while on coin row last week. . . . Lloyd Ander- (See Indianapolis on opposite page)

Detroit:

W. R. Palechek, who formerly operated the Coin-Meter Detroit Company, one of the old line washing machine meter operations here, has formed the Howard Meter Company to combine both his present laundry installations in local apartment houses and similar locations and a route of candy vendors.

Arnold Michlin, of the Michlin Chemical Company, has formed the Dispensit Company to operate a route of carbonated beverage dispensers in partnership with his brother, Norman, Harry Green and Abe Solomon. . . . Morris Vayiar is operating a route of juke boxes as the American Music Company. . . . L. V. Harris, who recently formed the Excel Music Company, is specializing in race locations. He also operates as the Harris Music Company. . . . Dan Evans has taken over a partnership in the State Amusement Company, established by Andrew McLean. They are expanding into distribution of coin-operated pool tables in addition to their own manufacturing activities.

Herbert Weingarden, of the Action Music Company, one of the city's (See DETROIT on opposite page)

Chicago:

Harry Carlson, chief inspector for the Buckley Manufacturing Company, has almost recovered from his recent auto accident and is expected to resume plant duties soon, R. E. Smith reports. Recent callers at the Buckley plant included three European visitors. They were Einer Ekstrom and Arnholdt Olsson, both from Sweden, and Valdemar Lebech of Denmark. All three are amusement park owners and spent several hours looking over Buckley products. Nils G. Peterson, Buckley representative in Pennsylvania, left for a quick business tour of his territory. He is expected back in Chicago just before Christmas.

Callers at Williams Manufacturing Company last week included Sam Stern, of the Scott-Cross Company, Philadelphia. Harry Williams, firm head, returned this week from a combination business and pleasure trip to Los Angeles. Most important pleasure involved on the trip centered around a visit with his father, a resident of the Southern California metropolis. The Williams firm entered the roll-down field this week with the introduction of Box Score, a roll-down with a baseball subject, embodying many of the features of Williams' All Star game.

Bradley Associates, distributors of several vending machines as well as coin radios made by Tradio, had a visit from George Trad, one of the heads of Tradio. Bradley firm announced a new multiple dice amusement game, which marks its first venture in the manufacturing field. Bradley is headed by Morris Nozette, firm president and owner.

Harold Schwartz, Atlas Novelty Company, says the boys have not heard a peep out of Joe Kline since he left on his honeymoon last week. Joe is expected back early this week. Atlas officials are starting to prepare for the CMI show in January, and they intend to be very much in evidence during the four-day event at the Sherman Hotel.

Harold Pincus, Coin Machine Service, reports on the continued high level of shipments of his all-rubber service kit. Introduced several months ago, kit is being accorded a wide (See CHICAGO on page 110)

Boston:

Plans to form a coin operators' association here have been abandoned for the time being but may be revived after the Coin Machine Industries (CMI) Show in Chicago next month. . . . Dave Bond and Irwin Margold, of Trimount, and Ed Raverby heading for Chicago next week to attend the National Automatic Merchandising Association show.

Charlie Wirth, operator of three arcades, who was taken to the Peter Bent Brigham Hospital recently after suffering a heart attack, is now recuperating and expected back shortly. . . . Owners of arcades, clubs, hotels and restaurants were invited to a showing of commercial tele receivers at the Television Sales and Engineering Company, Inc., headquarters this week. The show was the first of its kind to be held in the city.

Dave Bond, Trimount, gave Thanksgiving baskets to his 17 employees, complete with a turkey and fixings, then followed up on Friday following turkey day by handing out his annual Christmas bonuses. Dave said the firm would hold its Christmas party in the firm's showrooms December 24. Irwin Margold, incidentally, reports that a check for \$2,100 has been sent to CMI headquarters in Chicago to be added to the Boston contributions to the Damon Runyon fund.

SHOW THAT YOU CARE... GIVE YOUR SHARE TO THE CMI DAMON RUNYON CANCER FUND

Make Your Contribution—Fill in This Form Now—Get Award at Once!

COIN MACHINE INDUSTRIES Damon Runyon Cancer Fund

COIN MACHINE INDUSTRIES, INC. • Room 2206, 134 N. La Salle St. • Chicago 2, Ill.

Enclosed here please find \$....., my donation to the Damon Runyon Memorial Fund for Cancer Research.

YOUR NAME _____

ADDRESS _____

TOWN _____

STATE _____



(All donations are deductible for income tax purposes. Make checks payable to Coin Machine Industries, Inc.)

New York:

(Continued from opposite page) Brought by Al Silverman, of the Los Angeles bulk vender firm, Adams Fairfax.

Theodore Silbert, president of Standard Factors, coin machine financial house, was host at a party celebrating the 15th anniversary of the firm Saturday (6).

Nat Choderker reports that the opening of the new arcade, 42d Street Playland, has been set back a few days to permit the completion of alterations.

George Jenkins, vice-president and general sales manager of Bally Manufacturing Company, was in town this week for a conference with Ben Becker, Bally's regional sales representative.

Joseph Gage, who recently sold his local music route, writes that he has established a new operation in Chicago, his home town.

Noted with much interest by local coin machine circles was the feature article in the Sunday (30) New York Herald Tribune headlined Vending Machines May Inaugurate New Set of Buying Habits.

Mack Levin, president of Regent Vending Machine, Ltd., Ottawa, Canada, in town on biz this week (see separate story), says one of the most pressing needs of the industry in Canada is trained mechanics.

George Trad, vice-president, and Harry Rockefeller, sales manager of Tradco, Inc., will make their headquarters at the Morrison Hotel in Chicago during the National Automatic Merchandising Association (NAMA) show.

S. Quaranta, of Forty Vendors, Mount Vernon, N. Y.; William Miglen, Hy-Bill Vendors, the Bronx, and several other ops have been testing Alkuno's new candy merchandiser machine which vends Charms, Life-avers, Curtis Smiles, gum and other products.

Charlie Stange and Johnny Sharenow, exclusive distributors of Automatically Yours, cigar vending machines, to Chicago for the NAMA show, where they will display their new 10-cent cigar vender.

Los Angeles:

(Continued from opposite page) Robinson, of C. A. Robinson Company, in Northern California after spending Thanksgiving in the city.

Lou Feldman, of Acme Vending Machine Company, has the Master vending line exclusively in Southern California.

Bill Aldridge and Hal Smoot, of Kwik-Kafe of California, are preparing a schedule that will allow Aldridge to attend the NAMA show.

Jack Greenfield, of Coast Enterprises, is looking forward to the arrival of the new Snively citrus juice vender.

Indianapolis:

(Continued from opposite page) son, Terre Haute, Ind., op, visited coin row last week and bought new equipment.

Peter Stone called on operators in Southern Indiana the past week. Coinmen here report an improvement in business generally.

Detroit:

(Continued from opposite page) newest operators, reports business holding up well despite the Christmas season.

O. M. Sly, of McMillan, one of the largest operators in the Upper Peninsula, was in Detroit on a business trip this week making headquarters at the Angott Sales Company.

48th streets, getting a face-lifting for the winter. The spot is also adding several new machines.

Look To The GENERAL For LEADERSHIP

CONSOLES

- NEW: Jennings CHALLENGER, 5-5¢ 5-10¢ 5-25¢ Bally's DOUBLE UP Bally's WILD LEMON RECONDITIONED: BONUS SUPER BELL, 5¢ \$350.00 TWIN BONUS SUPER BELL, 5-5¢ 575.00

SLOTS

- NEW: 5¢, 10¢, 25¢, \$1.00 Play Jennings STANDARD CHIEF SUPER DE LUXE CHIEF STAND CLUB CONSOLE DELUXE CLUB CONSOLE RECONDITIONED: MILLS BLACK CHERRY, 25¢ \$139.50 BLUE FRONT, 5¢ 109.50

5 BALLS

- NEW: Immediate Delivery Gottlieb's HUMPTY DUMPTY Chicoin's BASEBALL Chicoin's SEA ISLE Williams' GINGER Williams' BONANZA RECONDITIONED: BAFFLE CARD \$110.00 BIG HIT 69.50 BIG LEAGUE 69.50 BOWLING LEAGUE 189.50

ONE BALL-FREE PLAY

- NEW: Bally's JOCKEY SPECIAL RECONDITIONED: Bally's VICTORY SPECIAL, with chrome rails, clean \$249.50 DAILY RACES 295.00 LONGACRES 89.50 THOROBRED 89.50 PIMLICO 85.00

COUNTER GAMES

- NEW: Gottlieb DeLuxe GRIP SCALE A.B.T. CHALLENGER, 1¢ or 5¢ Daval's BEST HAND, 1¢ Daval's MEXICAN BASEBALL, 1¢ Daval's SKILL THRILL, 1¢ Marvel's POP-UP, 1¢ or 5¢

STAPLES

- RECONDITIONED: ACE BOMBER \$150.00 AIR RAIDER 89.50 BANK BALL 250.00 BASKETBALL CHAMPS 395.00 PANORAM 295.00 PLAY GOLF 89.50 SKY FIGHTER 125.00 TOTAL ROLL 189.50 UNDERSEA RAIDER 150.00

1942

3 PHOTOMATIC very clean with chemicals, frames, etc., \$650.00 All 3 for \$1,750.00

TERMS: 1/3 cash with order, balance C.O.D.



Exclusive distributors in Md., Del., D.C. and Va. for new POST-MASTER STAMP MACHINES.

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GENERAL Vending Sales Corp.

BIDDLE & HOWARD STS. Phone: Vernon 4119 BALTIMORE 1, MD.

PRICES SLASHED 20% EACH MONTH

We have cut the price on these machines 20% each month for the past six months and will continue to cut 20% off each month until the machines are sold.

- ARCAD: 1 Bally Rainbow Pencil Vender \$111.00 2 Evans Tommy Guns \$ 23.00 7 Muto, 5¢ Card Vendors, '44, Metal 9.00 1 Seeburg Shoot the Chutes 29.00 1 Muto, X-Ray Poker 7.00 2 Air Raiders, Keeney 14.00 2 Muto, Skyfighters 35.00 1 Keeney Submarine, '42 19.00 1 Shipman Select-a-View & Stand 19.00 1 Runyon Super Triangle, New 155.00 1 Mills Quarto Scope Viewing Mach. 18.00 1 Muto, Photomatic, Late Model 395.00 1 Smile-a-Minute Photo Studio \$71.00

- ONE BALL PIN GAMES: 1 Bally Santa Anita \$ 19.00 2 Record Time, F.P. \$ 14.00 2 Bally Sports Special, F.P. 14.00 1 Jockey Club, Bally P.O. 42.00 2 Bally Blue Grass, F.P. 13.00 1 Bally Race King 19.00

- SLOTS: 1 5¢ Mills Bonus Bell \$185.00 1 5¢ Columbia Bell, J.P. \$ 76.00 1 25¢ Mills Black Cherry Originals 195.00 8 5¢ Mills Q.T.'s 31.00 2 5¢ Mills Black Cherry Original 145.00 1 10¢ Jennings 4 Star Chief 49.00 1 \$1.00 Pace Deluxe Chrome Bell, '46 475.00 1 10¢ Jennings Silver Super Chief 59.00 1 50¢ Pace Deluxe Chrome Bell, '46 195.00 1 25¢ Pace Deluxe Chrome Bell, '46 145.00

- MISCELLANEOUS: 1 Keep 'Em Flying \$ 27.00 1 Kirk Astrology Model 80 Scale \$ 49.50 1 Marvel Catalina 23.00 1 Daval Skill Thrill, New 37.00 1 Chicago Metal Single Safe 64.00 1 Champion Basketball, New 18.00 6 1¢ Daval Best Hands, New 14.00 2 Mills 5¢ Four Bell, Late Head 85.00 1 Mills 5¢ Four Bell, Original Head \$59.00

STEWART NOVELTY COMPANY 1361 SOUTH MAIN ST. WHOLESALE DISTRIBUTORS TELEPHONES 7-8171-7-1195

USED PHONOGRAPHS—SHOP CHECKED CABINETS REFINISHED FOR IMMEDIATE LOCATION

- SEEBURG PHONOGRAPHS: 8200, 8800, 9800 LoTone ES \$225.00 8200, 8800, 9800 LoTone RC 250.00 8200, 8800, 9800 ES 200.00 8200, 8800, 9800 RC 225.00 Envoy RC 250.00 Envoy ES 225.00 Colonial RC 250.00 Concert Master RC 160.00 R.C. Special 200.00 Regal 150.00 Plaza 140.00 Gem 150.00 Royal 110.00

W.B. NOVELTY CO., INC. 1012-14 MARKET ST., ST. LOUIS 1, MO.



- SEEBURG (Cont'd.): K-20 \$110.00 Rex 110.00 Victory Model 100.00 Model J, 12-record 75.00 ROCK-OLA—USED: Model #2, 12-record \$ 50.00 Counter Model 75.00 MILLS—USED: Throne \$ 75.00 Empress 100.00

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AUTOMATIC COIN
America's Bell Machine Center

**GUARANTEED SLOTS
 RECONDITIONED,
 REFINISHED, REPAINTED**

Mills 5c War Eagle	\$ 69.50
Mills 10c War Eagle	74.50
Mills 25c War Eagle	79.50
Mills Blue Front, 5c	89.50
Mills Blue Front, 10c	94.50
Mills Blue Front, 25c	99.50
Mills Brown Front, 5c	89.50
Mills Brown Front, 10c	94.50
Mills Brown Front, 25c	99.50
Mills Bonus Bell, 5c	119.50
Mills Bonus Bell, 10c	124.50
Mills Silver Chrome, 5c	139.50
Mills Silver Chrome, 10c	144.50
Mills Silver Chrome, 25c	149.50
Pace Comet, 5c	49.50
Jennings Chief, 5c	59.50
Jennings Chief, 10c	64.50
Jennings Chief, 25c	69.50
Jennings Bronze Chief, 10c	89.50
Jennings Black Hawk Chief, 25c	89.50
Walling Rotatop, 10c	59.50
Walling Rotatop, 25c	59.50

CONSOLES

Mills 4-Belts, Late Head	\$139.50
Keeney 3-Way Bonus Super Bell	850.00
Mills Jumbo, Cash Payout	69.50
Pace Twin Reels, 5c & 5c or 5c & 10c	89.50
Evans Bang Tails, Jackpot (2-Tone Cabinet)	149.50

NEW 5-BALL FREE PLAY GAMES

Chicago Coin Sea Isle	
Gottlieb Humpty Dumpty	
United Singapore	Genco Broncho
Tally-Ho	Dolly

WRITE FOR NEW PARTS LIST—JUST OFF THE PRESS



**BRAND NEW 1947
 MILLS \$115.00
 5c Q. T.**

**BRAND NEW
 MILLS VEST POCKET \$65.00
 BELLS**



**BOOTH
 115**

Terms: 1/3 Deposit, Balance C. O. D.

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DISTRIBUTORS FOR ROCK-OLA PHONOGRAPHS
 COMPLETE LINE OF NEW 5-BALL FREE PLAY. ALL MACHINES RECONDITIONED, READY TO OPERATE.

WRITE FOR OUR NEW PRICES

ROCK-OLA 1422	\$450.00	Wurlitzer 750	\$300.00	Wurlitzer 61	\$49.50	
Rock-Ola Commando	95.00	Wurlitzer 780	225.00	(Counter Model)	..\$49.50	
Rock-Ola Super	175.00	Wurlitzer 500	150.00	15 Rock-Ola Wall		
Wurlitzer 850	240.00	Wurlitzer 600	150.00	Boxes, Model 1501,		
Wurlitzer 800	250.00	Wurlitzer 616	59.50	5¢	7.50	
AMBER	\$115.00	PIN BALL GAMES			Play Boy	\$150.00
BRONCHO	175.00	Honey	\$149.50	Ranger	160.00	
Cross Fire	125.00	Kilroy	135.00	Smarty	89.50	
Carnival	65.00	Lucky Star	150.00	Step Up	89.50	
Entry	15.00	Lightning	99.50	Show Girl	75.00	
Flamingo	165.00	Marjorie	150.00	Soft Ball Queen	25.00	
Gold Ball	175.00	Midget Racer	49.50	Torchy	150.00	
Havana, with motor	160.00	Miss America	89.50			
		Oscar	139.50			
		ARCADE EQUIPMENT				
Ideal Foot Ball	\$95.00	Sky Fighter	\$69.50	Chicago Coin Hockey	\$59.50	

TERMS: 1/3 Deposit With Order, Balance C. O. D.

MISSOURI TAVERN SUPPLY COMPANY

219 EAST PERSHING (Call Dale Rymer—Phone 6516) SPRINGFIELD, MISSOURI

Lightning Fast
 The Master Changer
 \$27.50 (Distributor Discounts)

- All metal, highly polished chrome finish.
- A flick of the finger automatically dispenses 5 NICKELS, 5 DIMES, 4 QUARTERS or 2 HALVES in the palm of your hand.
- Solid die cast construction with precision machined coin slides.
- Fully balanced on heavily weighted non-slip base.
- Time-tested for absolute accuracy.
- Sold on a money-back guarantee.

Northwest Sales Co.
 3144 ELLIOTT AVENUE SEATTLE 1, WASH.

COINMEN YOU KNOW

Chicago:

(Continued from page 108)

acceptance by the trade, Pincus says. Callers at Coin Machine Service the past week were A. J. Holbrook, Huntington, Ind.; Si Case, Kankakee, Ill.; Ray Martin, Omro, Wis., and A. J. Byrd and N. G. Zook, from B & Z Sales, Cairo, Ill.

Coven Distributing Company's sales representative, Dave Leitzell, wishes to correct an error in the extent of his "stamping grounds" which appeared in the last coinmen column. Instead of Indiana and Kentucky, his territory only covers Indiana, Dave affirms. Activity at Coven is at a pleasing pitch these days.

Monarch Coin Machine Company's cheerful Clayton Nemeroff left off his handshaking activities long enough to list the influx of visitors last week. Included in the parade of callers, many of whom were in town to attend the National Association of Amusement Parks, Pools and Beaches (NAAPPB) conclave at the Sherman Hotel, were T. Henninger, of Kennyland Park, Pittsburgh; Bartsch and Reebel, from Cascade Park, New Castle, Pa.; George Schnabel, Seattle, and Doc Howington, Freeport, Ill.

Murray Rosenthal, Coinex Corporation, says that his wife, Ethyl, entered the Grant Hospital Monday (1) and will remain there a short period. Mrs. Rosenthal, who is well known for her extensive work combating cancer, is in the hospital for a check-up, necessitated by her constant fund-raising activity. Robert, Murray's swim-champ son, starts work at his dad's side this week, after competing in the high school city finals (swimming meet) last week. John R. Jones, Vincennes, Ind., was a Coinex caller this week.

Chicago Coin Machine Company employees were all turkey eaters again this year, as firm handed out the holiday bird to everyone of its associates. Sam Gensburg left Chicago Saturday (6) to take his family to Miami; he'll return first part of next week. Sam Wolberg and his family will spend the Christmas holidays in Miami. Sales Manager Edward Levin reports that Chicago Coin's new roll-down game is hitting high play with roll-down enthusiasts. Coinman Richardson, head of Pioneer Distributing Company, Columbia, S. C., was a visitor during the week.

A. Garrick Alex, Vendall Company president, and Bert Riel, firm sales manager, are on their toes readying plans for their exhibit at the NAMA show next week. The new five-column Vendall candy vender will be debuted at the convention and will be shown along with the larger eight-column job.

J. L. O'Neill, general manager of Christian C. Buehler & Company, Chicago area Vendo coin changer distributors, took off on a brief business jaunt to Iowa last week. Hank Schulte, Vendo Company area manager, is in the city for a week's stay, after which he will return to his Kansas City office. O'Neill says coin changer installations in Chicago area hospitals are becoming almost a blanket coverage, and that other types of institutions and establishments are being scouted for similar set-ups.

Ex-Cell Products Sales Company, national distributor for the new Ex-Cell two-flavor cup vender, reports favorable Bell Telephone Company reaction to the unit. Phone people installed the machine in one of their exchange buildings recently. Ex-Cell Products Sales officials H. F. Bass and Seynour Gale predict location acceptance of the vender in many types of installations. Production by Ex-Cell Products Manufacturing Corpor-

ation is beginning to move upwards, with more machines scheduled to move out soon, Ex-Cell Sales officials say.

Joe Schwartz, National Coin Machine Exchange, had the ill luck to come down with an infected throat early last week. Doctor's orders kept Joe home from the office during remainder of week. . . . Bally Manufacturing Company callers the past week included Bill Fielding, Toronto Trading Post, Toronto; B. D. Lazar and F. Lazar, from The B. D. Lazar Company, Pittsburgh.

AMI's assistant sales manager, Joe Caldron, returned to his firm's Loop sales offices Wednesday (3) after attending grand opening festivities of the Baltimore headquarters of the Dave Rosen firm. He stated that the event drew more than 200 coinmen from the Maryland area and also from out of State. Caldron also made calls on Philadelphia coinmen while in the East. Monte West, AMI's service engineer, made a quick trip to Kingsport, Tenn., to conduct a one-day service school for the benefit of servicemen working for Joe Miller, a well-known operator in that area. Lindy Force, AMI sales manager, is still playing the roll of country gentleman at his Glenview, Ill., home while recuperating from his recent operation. He is expected to resume executive duties about December 15.

John Neise, O. D. Jennings Western sales manager, is due back from a New Orleans business trip Monday (8), while Bill Lipscomb, firm Eastern sales manager, will make a comprehensive tour of Ohio and Pennsylvania beginning Sunday (7). Jennings firm is preparing its exhibit for the coming NAMA exhibit and convention at the Palmer House here. Among its products to be shown at this event, Jennings lists a milk vender that had wide acceptance before the war years and has since been remodeled and improved.

Sol Gottlieb is away on a three-week trip thru the South and Southwest. He began the tour by calling on his brother Morrie, in Dallas, then both of them left for San Antonio where they called on the R. Warnecke firm. Following that they will visit the New Orleans Novelty Company, New Orleans, headed by Lou Bozeberger. After that trip they plan to take a few days of well-earned rest in Miami. Nate Gottlieb reports that the latest deluge of wires concerning Humpty Dumpty information caused a Western Union operator to call the firm to find out what Humpty Dumpty represented. B. D. Lazar and J. D. Lazar, of the B. D. Lazar Company, Pittsburgh, were among the out-of-town callers to visit the Gottlieb plant during the week.

Mike Spagnola was busy contacting phonograph operators this week inviting them to drop in at Automatic Phonograph Distributing Company Sunday (7) to see the Chicago Bears-Los Angeles Rams football game on Videograph, combination juke box-television set.

Majority of Rock-Ola Manufacturing Corporation distributors from all over the nation were in Chicago this week renewing their franchises for 1948 and laying plans for sales work on new Rock-Ola items to be introduced to the trade shortly. Rock-Ola salesmen were also in at the home office this week.

Bruno Kosek, of Mid-State Company, reports that things are going slowly in both Illinois and Michigan. His recent trip into the Wolverine State indicated that many operators there are holding off on buying until

ter the Coin Machine Show in January. Bruno says that Marvel's new dolly pin game is going fine. He has a model of the game set up in the Mid-State shop.

J. B. Rhodes, Standard Scale Company, St. Louis, spent a few days with Lee S. Jones, of P. & S. Machine Company this week. Lee reports that in spite of a business slowdown the past couple of weeks he "can't complain" about the way Tom Toms have been moving.

Colonel Ed Ross, general manager of Ald, Inc., is back at his home in Mansfield, convalescing after a lengthy stay in a Detroit hospital. It will be some time before he can be back in Chicago on the job, his secretary reports.

Employees out at Victor Vending Machine Company have been hard at work this week getting initial models of new Victor machines on their way to distributors throuout the country.

Jean Smith, secretary to Bert Davidson, general sales manager of National Filben Corporation, has resigned her position. Recent callers to Filben include Harry Jacobs Jr. and Sr., of United Coin Machine Company, Milwaukee, and John Laccia, Coin Machine Distributing Company, Pittsburgh.

It's back to normal routine around the Illinois Simplex office this week after last week interrupted by the Thanksgiving vacation. Gordon Sutton, back from Indianapolis, reports that business for Indiana Simplex is going along at a fast pace.

Visitors and employees at Empire Coin Machine Exchange are getting their fill of popcorn this week as the new Landis Aristocrat coin-operated popcorn venders get trial workouts.

Empire staffers aren't just sure how it all came about, but Ralph Sheffield showed up with a deer this week as the result of his Wisconsin hunting trip, which was formerly reported as something less than a success. Ralph had to leave Wisconsin in such a hurry to get back to business at Empire that he didn't have time to take part in a search for a deer that he had wounded. Some friends completed the search and delivered the animal to Ralph in Chicago this week. Empire experienced a big run on arcade equipment this week as conventioners from the outdoor show made buying calls at the Empire office. Other visitors included Bill Happel, Badger Sales Company, Los Angeles; Joe and Jack Brilliant and Bill Palmer, of Brilliant Music Company, Detroit. Because of bad weather this week, the Empire sales force remained in the home office warming their feet in front of the new hot popcorn machines.

Charley Schlicht, Mills manager of the music division, is suffering from a heavy attack of the flu but remaining on the job regardless. Out-of-town callers included Marvin Bland, Terre Haute, Ind., and Bill (Sphinx) Cohen, of Silent Sales, Minneapolis. Schlicht hopes to regain his health in time to attend the big Christmas party that the Cincinnati Automatic Phonograph Operators' Association has scheduled for Tuesday (9).

Bill Rabkin dropped in to see Ken Wilson, of Commodity Vendors, during the week. Rabkin's firm, International Mutoscope Corporation, was among the coin machine firms holding exhibits at the National Association of Amusement Parks, Pools and Beaches (NAAPPB) convention at the Sherman Hotel during the week. Howard Pretzel, Wilson's partner at Commodity, was in Ohio all week, where he called on coinmen in Cincinnati, Dayton and Columbus. He is due back at the office Monday (8).

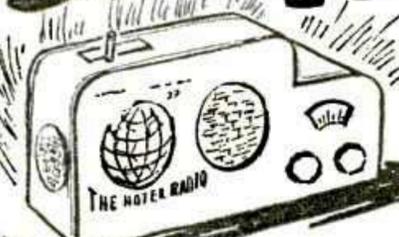
Buffalo:

(Continued from page 108)
sumed his job at Niagara Midland, Inc., on coin row. Giff is again taking up duties as promotion and publicity man. . . . Al Basson, Wellesville, N. Y., operator, was recently seen in a smiling mood at the Town Casino. . . . Sam Parlato is no longer at Redd Distributing Company. . . . Bob Miller, Iroquois Amusement Company, and his wife have finally found a home of their own after living doubled with his family since he returned to civilian life. Bob just came back from a hunting trip to Warsaw, N. Y., and brought in a deer.

Jim Blakeslee has closed his summer home at Sunset Bay after tarrying as long as possible, enjoying the fall week-ends there. . . . Murray Siedman, Capitol disk distributor, is watching Jean Madison, femme singing star at Anchor Bar, where she is delivering with the silver notes. Maybe Jean will be gracing juke platters soon? Siedman was instrumental in boosting the new tune, *I Told Ya I Love Ya, Now Get Out*, when John Carlis Trio debuted it at the Stuyvesant here. Result: Trio is signed up with an indie label as the Soft Winds and a Stan Kenton waxing of the piece is due for early release.

Phyllis Clark, coin secretary on "the row," is back with Mills Amusement Company after a temporary switch in affiliations. . . . Joe Molien, Niagara Midland, is back from a business trip to New York and reports that indie platter makers are well stocked with masters and not at all worried about the disk ban. Joe says trends seem to point to more novelty tunes; popular numbers are too unpredictable in the current situation. . . . Rochester, N. Y., coinmen Marty Levin, A-1 Amusement Company, and Barney Rapp, Liberty Bell Amusement Company, are frequent visitors to coin firms here lately.

Did You Know...



THE HOTEL RADIO

THAT THERE ARE MORE TRADIOS INSTALLED IN HOTELS, MOTOR COURTS, TOURIST CAMPS, HOSPITALS, ETC. THAN ANY OTHER COIN-OPERATED RADIO!

THAT TRADIO-ETTE, THE BOOTH RADIO FOR RESTAURANTS AND BARS, EMBODIES MANY OF THE ENGINEERING FEATURES FOUND ONLY IN EXPENSIVE CONSOLE RECEIVERS.



THAT MORE THAN A YEAR OF ENGINEERING DEVELOPMENT & LOCATION TESTING WENT INTO TRADIO-ETTE, FOR DURABILITY, SENSITIVITY & EFFICIENT PERFORMANCE, TRADIO-ETTE IS FAR AHEAD OF THE FIELD. IT'S TOMORROW'S RADIO... TODAY!



THOUSANDS OF LOCATIONS IN THIS NEW & UNTAPPED FIELD ARE AVAILABLE FOR IMMEDIATE LUCRATIVE OPERATION. CURRENT INSTALLATIONS PROVE CONCLUSIVELY THAT TRADIO-ETTE WILL OUT-EARN ANY COMPARABLE ITEM ON THE MARKET TODAY.

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Plastic Grille Cloth

Now Available in **COLORS**

**GOLD
SILVER
COPPER
GREEN
WINE**

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"DOLLY"

ORDER FROM YOUR DISTRIBUTOR
MARVEL MANUFACTURING CO.
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14 Late Model

STRIKES & SPARES

Like New

25 Brand New

TEST QUEST

Combination Gripper and Question and Answer Machine—Legal Anywhere.

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BAUM DISTRIBUTING COMPANY
2392 Locust St. ST. LOUIS, MO.
(Phone: Central 3045)

TRADIO TO SHOW LINE IN CHICAGO DURING N. A. M. A.

Visitors at the N. A. M. A. Show in Chicago are invited to visit the Tradio, Inc., suite at the Morrison Hotel and inspect the Tradio line of coin-operated radio products. George Trad, Tradio vice-president, and Harry J. Rockefeller, sales manager, will be on hand from Dec. 13 through Dec. 19. Tradio, Inc., Asbury Park, N. J., is the nation's leading manufacturer of coin-operated radios. Both the hotel radio and the newly announced booth radio, *Tradio-ette*, will be on display at the Morrison.

LAYMON'S Best Buy of the Week:

GENCO'S ADVANCE ROLLS

LIKE NEW \$295.00 EACH

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PAUL A. LAYMON, INC.

Distr. for Bally Mfg. Co. in So. Calif., So. Nevada and Hawaiian Islands
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STAN'S AMUSEMENT CO.

818 N. SAGINAW STREET FLINT, MICHIGAN

Bank a Filly	\$245.00	1946 Ten Strikes	\$120.00
King Pin	90.00	Chicken Sam	60.00
Roll a Barrel	99.50	Rifle Range	60.00
Bowling League	49.50	Amber	89.50
Premier Barrel Roll	125.00	Kilroy	119.50
Advance Ball	299.50	Smarty	89.50
Total Roll	160.00	Havana, With Motors	139.50

1/3 DEPOSIT, BALANCE C. O. D.



M. S. GISSER, Sales Mgr.

OUTSTANDING VALUES

- 50 PANORAMS, all cleaned and operating \$195.00
(Trade-ins, \$15.00 more)
- 100 CASH TRAY 5c VENDERS 4.50
- 25 WURLITZER SKEE BALLS, crated. 165.00
- 25 EXHIBIT MERCHANT MEN 75.00
- 25 BUCKLEY TREASURE ISLANDS... 95.00
- 5 BRAND NEW VEST POCKETS.... 59.00
- 6 SPORTSMEN ROLL DOWNS..... 150.00
- 1 TALLY ROLL 85.00
- SLIGHTLY USED VOICE-O-GRAPHS, '46 models..... 575.00

ARCADE EQUIPMENT

- 2 Lite-o-Leagues ... \$125.00
- 1 Evans in the Barrel 110.00
- 2 Rapid Fires ... 110.00
- 1 Pitchem & Katchem 85.00
- 1 Voice Recorder, F.S. 575.00
- 1 Anti-Aircraft 49.50
- 2 Exhibit Iron Claws 89.50
- Jafco 9 Ft. Barrel Roll 150.00
- 3 Ten Strikes 89.50
- 2 Battering Practices 95.00
- 3 Chicken Sams 95.00
- 3 Keeney Air Raiders 110.00
- 3 New Bowl-a-Scores 125.00
- 5 Heavy Hitters 136.00
- 1 Scientific Baseball \$ 95.00
- Champion Hockey 85.00
- Blow Ball 135.00
- Keeney Submarina 95.00
- Evans Super Bomber. 195.00
- Texas Leaguer 39.00
- 1 Scientific Field Goal 165.00
- 1 K.O. Fighter 150.00
- 2 Rotary Claw Type. 175.00
- 1 Drive Mobile 185.00
- 2 Sky Fighters 145.00
- 1 Bally Defender 145.00
- 2 Western Baseballs 95.00
- 1 World Series 95.00
- 1 Goalie 175.00

BOOMERANG

The finest of upright novelty games, scoring up to 265,000, with an out-ball release. SPECIAL \$150.00. Better than pin games. Will trade against other equipment. What do you have?



USED CONSOLES

- 3 Mills 4 Nickel 4 Bells \$150.00
- 1 Mills 3 Bells 245.00
- 3 Baker's Pacers, D.D. 175.00
- 2 Bally Big Tops, F.P. 79.50
- 2 Bally Club Bells, Comb. 95.00
- 3 Keeney 5c Super Bells, Comb. 95.00
- 8 Keeney 5-5-25 Super Bells 225.00
- 1 Paces Races, Brown 145.00
- 1 Silver Moon, F.P. 89.50
- 4 Paces Reels, Comb. 75.00
- 2 Bob Talls, F.P. 89.50
- 6 Bally Draw Bells 295.00
- 3 Keeney 3-Way Super Bonus Bells 850.00
- 3 Keeney 2 Way Super Bonus Bells 550.00

BOWLING GAMES

- 10 Wurlitzer Skee Balls, 14 Ft. \$125.00
- 4 Bowling Leagues 85.00
- 2 Jafco Barrel Rolls, 9 Ft. 140.00
- 2 Premier Barrel Rolls, 11 Ft. 175.00
- 6 Jafco Sportsman Roll Downs. 185.00
- 3 Total Rolls 150.00
- 1 Tally Roll 85.00
- 10 Pinch Hitters 95.00
- Advance Rolls. 350.00

NEW COUNTER GAMES

- A.B.T. Chal-lengers \$42.50
- Kicker & Catcher 35.00
- Gushers, 5c 25.00
- Pop Ups 19.50
- Non Coin Oper-ated American Eagles 25.00

USED COUNTER GAMES

- 2 Bombers Gum Venders \$12.00
- 2 Genco Peg Wees 25.00
- 15 Smileys 12.00
- 2 A.B.T. Red, White & Blue 20.00
- 20 Bat-a-Balls Jr. 19.50

TERMS: 1/2 DEPOSIT REQUIRED WITH ALL ORDERS. BALANCE C. O. D., F. O. B. CLEVELAND.

Cleveland Coin Machine Exchange

2021-25 PROSPECT AVE. CLEVELAND 15, OHIO
Phones: PRospect 6316-17

USED VENDERS

- 6 15-Col. U 500, U-Need-A-Pak Cigarette Venders \$110.00
- 2 7-Col. S. & M. Cigarette Venders 65.00
- 12 Silver King 1c Ball Gums 9.50
- 100 Cash Tray Venders 4.50
- 12 Lighter Fluid Venders 15.00

BRAND NEW SCALES

- Watling Tom Thumb Jr. Write
- Watling 500 Write
- Ideal Lo Boy \$125.00

GOLD NUGGET



Keeney's newest, Gold Nugget, twin heads, any coin combination, \$800.00.

100 BALLY 1 BALLS

- Sport Kings, Surf Kings, Kentuckys and Fairmounts Each \$65.00

Operators Predict Good Year For Arcades; Games Return

(Continued from page 82) machines in the Munves display was the American Gripometer, a penny grip tester designed primarily for outdoor locations, shown for the first time publicly.

Exhibit Supply Company, Chicago, was second in the number of machines shown, with 23 on the exhibit floor, including four, which were shown for the first time. New machines in the exhibit display were Crystal Gazer and Egyptian Cyrus, penny fortune card venders: Tunnel of Love, a Penny Arcade machine, and Vocation Teller, a penny card vender, dispensing cards giving clever vocational tips.

Edelman Amusement Devices, Detroit, had three coin-operated amusement games on display, including a new roll-down displayed for the first time. The new seven-ball game is known as Tin Pan Alley. Also on display at the Edelman booth were Bang-a-Fitty and Flash Bowler, both bowling games. It was the first public display for Flash Bowler, which has several improvements over the older Bang-a-Fitty.

Cartridge Vender

ABT Manufacturing Corporation, Chicago, exhibited its new Air-o-Matic coin-operated vender for shooting gallery use for the first time, along with a display of other ABT shooting gallery supplies and a counter model Challenger penny pistol game.

Greyhound Amusement Device Company, Inc., Brooklyn, flew in the pilot model of its new coin-operated Rola Numba roll-down, which will shortly be introduced for sale to coin firms.

H. C. Evans Company, Chicago, had its Champion Super-Bomber, coin-operated electric arcade piece, on display.

Coronet Novelty Manufacturing Company displayed a penny counter-model tester and an automatic coin counter.

New Pistol Gallery

Dale Engineering Company, Long Beach, Calif., included five coin-operated arcade pieces in its display, including the first showing of its new German Mauser Pistol coin-operated shooting gallery. Other Dale equip-

ment included Battle of Mars, Jungle Fighter and an electric, miniature P-51 Mustang.

The Philadelphia Toboggan Company drew attention with two nine-ball Skee-Ball games included in its display.

International Mutoscope Company, Long Island City, N. Y., showed several coin-operated devices, including its Voice-o-Graph, Photomatic, Atomic Bomber, Lite-Up card venders, and Mutoscope coin-operated movie machines.

Show Hair Dryer

Electric-Aire Engineering Corporation, Chicago, displayed its coin-operated electric hair dryer. Company representatives said that the firm plans to adapt its electric hand dryers for coin operation in the near future.

Other firms exhibiting coin-operated equipment included the Perey Turnstile Company, which showed coin-operated turnstiles; General Register Corporation, which included a coin-operated ticket vender in its booth, and the Wilcox-Gay Manufacturing Corporation's Coin-Recorder, which was included with the Edelman Amusement Devices display.

Canuck Coin Firms Take Stock of Ban

(Continued from page 82) Canadians getting together to build their own equipment, or at least set up assembly plants. It is conceded now, however, that this would be impractical.

For one thing, since the importation of parts is banned (except for repair and replacement purposes) assembly plants would not have access to U. S. components. Trade leaders here feel that the manufacture of parts in Canada for subsequent assembly is impossible from a cost standpoint, since there are not sufficient machines on location in the provinces to warrant the building of plants and the manufacture of machines.

Short Notice on Ban

According to J. M. Schwartz, general manager of the Quebec Coin Machine Exchange, one of the largest distributing companies here, Canadian coinmen were anticipating the embargo but had no actual tip that the law would go into effect on such short notice. All machines which were in transit November 17 (law became effective November 18) were allowed to come thru, while the remaining shipments are being returned to the original sender.

Schwartz believes, and other coinmen here agree, that the embargo will stay in effect for at least two years.

At the present time, most machines in the Montreal area are in fair shape, but operators have their fingers crossed on their chances for keeping all equipment operable. Some trade members believe that if the government feels too many U. S. dollars still are being shelled out under provisions of the limited import program, a further tightening of imports may result.

Mechanics' School's Tentative Plans

(Continued from page 82) school, conducted by the Dallas Board of Education, will follow the pattern of New York and Chicago courses.

Los Angeles Fourth

After making arrangements for the Dallas school, Smith will travel to Los Angeles, there to confer with veterans' officials and the city's Board of Education. C. F. Albright, regional director for California, will assist Smith in setting up the fourth mechanics' school.

All veterans—whether classified 346 or P.L. 16 (partial disability)—provided they can meet the educational requirements are eligible for attendance at the school nearest their homes.

Smith plans to return to Chicago December 14 to round out details of the Chicago school. At that time officials of NAAMO will hold a second meeting.

An executive meeting of the association is scheduled for December 22 at the Park Central Hotel, New York. At that time Smith will report to other officers and the directors on the results of his trip and his three-city conferences.

BUY FROM MARKEPP *It's Safer!*

Best Buy of the Week:

- 50 ADVANCE ROLLS \$295.00 EACH
- 10 BOOMERANGS 69.50 EACH

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We Are Receiving NEW GAMES Every Day. Place Your Order Now for Delivery Within Two Weeks.

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- Williams BONANZA
- Chicago SEA ISLE
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Our Complete Price List Will Be Mailed on Request



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WANTED
EXPERIENCED JUKE BOX AND PINBALL MECHANIC
MUST BE SOBER AND RELIABLE
Ted Key Amusement Co.
306 Taylor Ave. Farmington, Mo.

R. B. Lawrence Made Committee Chairman In CMI Cancer Drive

ALBANY, N. Y., Dec. 6.—Robert B. Lawrence has been appointed chairman of a special committee to raise \$4,000 for the Coin Machine Industries, Inc. (CMI), drive for the Damon Runyon Memorial Fund for Cancer Research in the eastern part of New York State.

Lawrence's committee will be known as "The CMI Campaign for Damon Runyon Cancer Fund of Albany." Lawrence has notified CMI headquarters in Chicago that "donations and pledges of the committee alone brought almost one-third of the \$2,000 goal originally set for the drive, and we decided to raise the original goal to \$4,000."

The committee was formed at the dinner held at the Ten Eyck Hotel in Albany November 23 to boost the fund. At the dinner, which was attended by coinmen from the eastern part of New York State, Dr. Tompkins, of the State Health Department's division of cancer research, was the principal speaker.

Committee members, along with Lawrence, are James D'Ambrosio, Fred A. Etoll, John Fuller, Fred Garrett, Howard Gordon, Burt Meyers, Herman Murray, Jules Olshin, Richard C. Puels, John T. Quinn, Henry W. Seiden, Ogden Whitbeck and Benjamin S. Wolman. Mrs. Jules Olshin will head a collection drive among the wives of operators and distributors.

BEAUFORT, S. C., Dec. 6.—First local self-service laundry was opened here Monday (1). Called Laundrylet, Inc., firm is managed by William G. Grindley, of Charleston, with John Trash and George Tucker, of this city, as other firm members.

Special!

SHOOT the BEAR RAY GUN

Completely reconditioned. Fully repainted.

\$124.50

Money-back guarantee

SEEBURG RAY GUN

Amplifiers, Motors and Rifles Repaired.

COMPLETE STOCK OF SEEBURG RAY GUN PARTS. Write for list.

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CORPORATION

1346 ROSCOE ST.

CHICAGO 13, ILL.

PHONO SALESMAN

Is there among these readers an outstanding, well qualified, experienced phonograph salesman to represent leading phonograph manufacturer. Your replies will be kept confidential. Apply BOX D-132, care Billboard, Cincinnati 22, Ohio.

ROUTE FOR SALE

Music and Amusement Machines. Upstate New York, old established. Price for this route will be my share of collection for 1947.

BOX D-182

c/o The Billboard Cincinnati 22, O.

Ga. Tax Revenue Gains Over 1946

ATLANTA, Dec. 6.—State Revenue Commissioner Glenn Phillips announced this week that State revenue collections increased \$4,406,179 during the first five months of the present fiscal year over same period in 1946.

For period from July 1 thru November 30 collections totaling \$36,698,722 were received, indicating total revenues for current fiscal year will top \$100,000,000, as summer months are tagged as least productive in State revenues. Winter months, a time when income tax payments are made, are heaviest.

November collections amounted to \$7,653,615.66, a gain of \$1,014,957 over the same month last year. Most pronounced gains occurred in income taxes, \$797,000, and liquor taxes, \$333,105. Motor fuel taxes were third with a \$214,000 gain.

Trimount Will Stage Staff Holiday Party

BOSTON, Dec. 6.—Dave Bond, of Trimount Coin, has announced plans for the company's annual Christmas party, which will be held December 24 in the firm's showrooms here.

A private party for employees will be held up to 1 p.m. on that day, after which the firm's doors will be thrown open to customers and friends. Entertainment and a buffet lunch will be presented, and Bond plans to run a raffle or penny sale, with proceeds to go to the Damon Runyon Memorial Cancer Fund.

Seventeen employees of Trimount were given Thanksgiving baskets, replete with a turkey and all the fixin's, the day before the holiday, and Bond followed this by passing out the annual Christmas bonuses to his 17 employees.

Commodity Vendors Names New Distrib

CHICAGO, Dec. 6.—Commodity Vendors, Inc., has appointed the Harlan Fairbanks Company, Seattle, as distributor for the Lewel Aspirin vender for the States of Washington and Oregon, Ken Wilson and Howard Pretzel, Commodity heads, announced Friday (5).

Fairbanks firm is headed by Harlan Fairbanks, who is widely known to the vending machine trade in the Pacific Coast area.

Lewel vender is made by the Lewel Aspirin Machine Company, Fort Worth, for the Commodity firm sells three-to-package aspirin for 5 cents.

North Carolina Receipts From All Taxes Increase

RALEIGH, N. C., Dec. 6.—North Carolina's revenue collections from all sources during November totaled \$11,581,381, an increase of \$1,802,816 over the \$9,778,565 collected during the same month in 1946. Revenue Commissioner Edwin Gill reported this week.

To date in the current fiscal year the State has collected \$57,428,660 in revenue, a jump of \$8,677,498 over a similar period last year.

Gasoline tax returns brought in a total of \$3,858,173 during November compared with \$3,440,459 for the same month in 1946. Sales tax collections for November, amounting to \$3,533,180, showed a slight gain over the \$3,205,711 received November, 1946.

Returns from the beverage tax, mainly because of a doubling of the levy on beer and wine, totaled \$880,301 during November against \$635,630 in the same month last year.

Exhibit Supply Bows Four New Arcade Pieces

CHICAGO, Dec. 6.—Exhibit Supply Company here has announced production of four new arcade pieces. All four were displayed for the first time at the annual outdoor show this week at Hotel Sherman here.

New pieces include Crystal Gazer and Egyptian Cyrus, fortune card venders; Tunnel of Love, electric arcade piece, and Vocation Teller, a penny card vender.

Crystal Gazer and Egyptian Cyrus are similar in design. Both are counter model card venders and each has two penny coin chutes.

Tunnel of Love has a lighted backboard which indicates the player's probable "reactions in a tunnel of love." It is an upright floor model and is penny operated.

Vocation Teller vends cards giving clever vocational tips of a light nature. It has an illuminated backboard and is designed as an upright floor model.

Danco Coin Machine Moves to New Bldg.

BALTIMORE, Dec. 6.—Danco Coin Machine Company, local vending machine distributor, has moved into its new building at 1304 East Baltimore Street here, firm officials report.

Dan Cohan, head of the firm, reports that his wife, Mildred, will take charge of Danco's bookkeeping department. Another new Danco staffer is Irvin Hoffman, well known among coinmen in the Maryland and Washington area.

BARGAINS MUSIC SLOTS CONSOLES

WURLITZER	
2 400	\$ 49.50 Ea.
5 616	74.50 Ea.
2 24	89.50 Ea.
2 850	274.50 Ea.
1 950	274.50 Ea.
SEEBURG	
1 8200 Hi Tone, ESRC	\$249.50 Ea.
3 8800 Hi Tone	244.50 Ea.
1 9800 Hi Tone, ESRC	249.50 Ea.
2 COLONELS	199.50 Ea.
3 Gams	124.50 Ea.
1 Seeburg Hideaway, R.C., With Master Control Station	249.50 Ea.
10 Seeburg WS2Z Boxes	17.50 Ea.
MILLS	
3 EMPRESS	\$124.50 Ea.
SLOTS	
1 Mills 5c Copper Chrome	\$ 79.50 Ea.
2 Mills 25c Copper Chrome	124.50 Ea.
2 Mills 5c Black Cherry, 2-5, Original, Like New	149.50 Ea.
1 Mills 25c Black Cherry, 2-5, Original, Like New	174.50 Ea.
1 Mills 5c Blue Front	74.50 Ea.
1 Jennings 25c Deluxe Club Chief, Like New	299.50 Ea.
1 Jennings 5c Silver Moon Chief	74.50 Ea.
1 Mills 10c Cherry Bell, Giltter Gold, KA	99.50 Ea.
1 Mills 10c Cherry Bell	99.50 Ea.
1 Mills 25c Cherry Bull, 2-5, Giltter Gold	109.50 Ea.
CONSOLES	
2 Keeney Super Bonus, 5c-25c Twin	\$575.00 Ea.
2 Keeney Pastimes	124.50 Ea.
1 Evans Bangtall, J.P., Two-Tone	149.50 Ea.
ARCADE	
5 Keeney Air Raldors	\$ 49.50 Ea.

SEASHORE MUSIC CO.
523 South Front St. WILMINGTON, N. C.

LOWEST PRICES IN THE COUNTRY!

14 Ft. Genco Bank Roll	\$ 75.00
9 Ft. Super Skeeroll	65.00
6 Ft. Midget Skee Ball	39.50
Chico Hockey	40.00
1942 Wurlitzer 24's. Ea.	95.00
Wurlitzer 1015's. Ea.	545.00
Mills Thrones. Ea.	65.00
Jennings 25c Club Bell	35.00
Buckley Dice Machine	25.00

SPECIAL
ONE WORLD ROLL DOWN GAME \$175.00
Super Triangle Roll Down 75.00
Total Rolls 165.00
Advance Rolls 325.00

Olshin Distributing Co.
1100-02 Broadway Albany 4, N. Y.

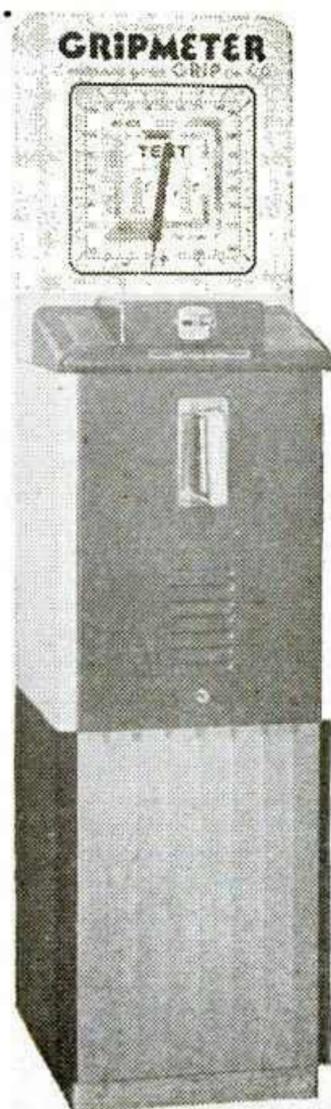
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NAMA CONVENTION
A NEW
CONSOLE MODEL
GRIP METER

TAX FREE! Opens New Fields of Operation for a "TESTED PROFIT MAKER"

- Clean, modern design.
- 3-COLOR, baked enamel finish.
- ALL STEEL CABINET.
- Size: 15" Wide, 15" Deep, 66" High, Weight 99 lbs. (uncrated).
- Multi-color dial with teasing, challenging descriptions at each number for both men and women.
- PERMANENT INSTALLATION.
- Built to stand up indefinitely with absolute minimum service!

DESCRIPTIVE CIRCULAR AND PRICES ON REQUEST . . .

American Gripmeter Co., Inc.
101-15 Metropolitan Ave.
Forest Hills, Long Island, N. Y.



DOWN GO PHONOGRAPH PRICES

Following are new low prices on used phonographs.

WURLITZER		SEEBURG	
850-950-800	\$225.00	HITONE, RC	\$169.50
500	129.50	HITONE ES	149.50
600K	119.50	COMMANDER, CADET, MAESTRO, MAJOR	169.50
600	109.50	PLAZA	89.50
24 VICTORY	79.50	CASINO	89.50
616, ILL.	59.50	REGAL	89.50
616, PLAIN	49.50	ROYAL	69.50
50	39.50	REX 30-WIRE CELLAR JOB	59.50
		1941 FACTORY R.C. SPECIAL	169.50
		FACTORY R.C. SPECIAL, 30-WIRE	139.50

The above prices are for equipment right off location. They will be complete and in working order, but not reconditioned. If you want them expertly refinished, mechanism washed, all parts checked, tone head renewed, and Talking Gold used, add \$35.00 per phonograph. At this price they are UNCONDITIONALLY GUARANTEED.

WALL BOXES	
SEEBURG 8-24-1Z	\$ 4.95
SEEBURG 8-20-1Z	4.95
SEEBURG 3-WIRE BAROMATIC	22.50
WS-2Z WIRELESS	19.50
DS-20-1Z 3-WIRE	17.50
WURLITZER 120	5.00

1946 PHONOGRAPHS—LIKE NEW	
WURLITZER	\$850.00
ROCK-OLA	395.00
SEEBURG	WRITE
AIREON	\$849.50

ALL TUBES AND MINIATURE BULBS—40% DISCOUNT
 Terms: 1/3 cash with order, balance C. O. D.
DAVIS DISTRIBUTING CORPORATION
 Seeburg Factory Distributors
 12 Years of Operators' Confidence.
 Buffalo, New York Syracuse, New York Rochester, New York
 738 Erie Blvd. East
 Tel: 5-5194

Bally Debuts New Bowl Game

CHICAGO, Dec. 6.—Bally Manufacturing Company has announced that a new Skee-Ball type game, Bally Bowler, was placed in production this week. George Jenkins, vice-president and general manager, reports that the game received prolonged location tests prior to introduction.

Feature of the new nine-ball game is a "white pocket." The special pocket, painted white, has a constantly changing value, from 40 to 80, which is indicated by means of lighted numbers on the glass backboard. When a ball is rolled any score from 40 to 80 may light up for this pocket, thus furnishing an element of surprise for the player. Other pockets range from 10 to 50, their value remaining constant.

Special Materials
 Jenkins revealed that the new game employs special acoustic materials that make it almost silent in operation. It also features an adjustable playing surface, which may be lengthened to 15 feet or shortened to nine feet.

In addition to projecting the score per game which appears on the backboard, previous highest score is also registered and remains as a competitive play factor for succeeding players.

According to Jenkins, first 50 Bally Bowler games out on test locations have shown promise of high play potential.

Tourists Tighten Spending in 1947

CHICAGO, Dec. 6.—Despite rosy reports on tourist spending and travel in recent months, members of the National Association of Travel Officials (NATO) heard dire predictions from Don Thomas, managing director of the All-Year Club of Southern California, during a recent meeting here.

Thomas stated that the tourist spending habits of 1946 were "ominous" for the future. It may soon be a question of not where to take a vacation but whether to take a vacation at all, he said. Basing his statements on the trend shown in the California travel year ended September 1, 1947, during which period 3,103,000 visitors were recorded from other states, he said: "While this is an increase of 8.4 per cent over the preceding year, tourists spent \$467,000,000. This expenditure was \$42,000,000, or 5.2 per cent, under the year-ago level."

"In other words, we had to get nine tourists to spend as much as eight did a year earlier. The man who earned \$5,000 in 1938 needs \$9,769 today to maintain the same living standards," Thomas said. He added that the tourist industry must return to selling travel itself rather than a specific travel objective.

During the meeting, a program was outlined which would educate the public, business firms and labor unions on the advantages of spreading the vacation season thruout the year.

Personal Invitation

TO JOBBERS, DISTRIBUTORS AND OPERATORS

You are invited to attend the greatest Coin Machine Industry Show ever held in Chicago, at the Sherman Hotel, January 19th-24th.

YOU will find there displayed the best and newest coin machines made by your favorite and reputable manufacturers whose products have brought you good results.

You will have the occasion to forget yourself for one week's time and indulge in some hilarious celebrations that renewed acquaintanceship may afford you . . . and while you revel and make merry . . . and if you still can spare some time, stop off and say Hello to us, as we will be at BOOTHS 15 and 16 with our newest

"FLASH BOWLER" Bowling Game and Edelco's "TIN PAN ALLEY" Roll Down Game, and others.

BOOTHS 15 AND 16

EDELMAN AMUSEMENT DEVICES

2459 Grand River Detroit 1, Mich.
 Phone Randolph 8547

Pre-war Games and Conversions, 7 for \$100.00; Gold Ball, \$145.00; Amber, Dynamite, Show Girl, Smarty, \$65.00 each; Big League, Surf Queen, Suspense, \$45.00 each; Rio, Havana, Kilroy, Carousel, \$90.00 each

LEHIGH SPECIALTY CO.

1437 W. MONTGOMERY AVE. PHILADELPHIA 21, PA.

FOREIGN ORDERS A SPECIALTY!

FOR SALE! 1ST CLASS CONDITION

ADVANCE ROLLS . . . \$339.50 | SPORTSMAN ROLLS . . \$149.50
 TOTAL ROLLS . . . 149.50 | Add \$10.00 for Crating Charge.
 Send Us Your Name and Address for Our FREE Monthly Newsette.

NATIONAL NOVELTY COMPANY 183 Merrick Road, Merrick, Long Island
 Phone: Freeport 8-8320

WILL SACRIFICE

10 MILLS Q. T. (USED 48 HOURS) . . . \$80.00
 20 MILLS JUMBO PARADES (COMBINATIONS) . . . 49.50
 22 MILLS JUMBO PARADES (AUTOMATICS) . . . 37.50

United Amusement Co., 3410 Main, Kansas City, Mo.

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NEW DELUXE DRAW BELLS

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176 Arch Street Phone 5154-W New Britain, Conn.

Ops Face New Allentown Tax

(Continued from page 82)

ilar lines was defeated in the city of Bethlehem last year.

Lower Jukes Tax Asked

Juke and pinball operators, who spoke on their own behalf, did not question the council's right to set a tax on their machines. Rather, their plea at Wednesday's meeting was that the proposed schedule was excessive and should be revised downward. They suggested that the tax of a flat \$20 per machine be modified to \$15 for pins and \$5 for juke boxes. They argued that juke boxes provided a less profitable operation than pinball machines and were much more expensive to service.

Speaking for the owner of the Central Park Penny Arcade, Kenneth Koch, attorney, requested that amusement game and vending machine taxes be pro-rated over the year. He pointed out that the arcade, which houses 76 amusement games and 35 venders, is in operation only four months of the year and should therefore not be required to pay the full tax.

Coinmen, who said they might find it necessary to remove some of their machines from location if the tax went thru as proposed, were assured by Mayor Brighton C. Diefenderfer that their objections would be given fair consideration by the council. He reminded them that the council could still change provisions of the tax, or reject it entirely, before its effective date in 1948.

Reynolds Gives Cig Sales

NEW SALEM, N. C., Dec. 6.—R. J. Reynolds Tobacco Company reports third quarter sales of cigarettes, as of September 30, 1947, amounted to \$190,900,000, including federal taxes. Figure is an increase of 12 per cent over second quarter sales this year and 20 per cent over third quarter sales in 1946.

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JACKPOT BELL
5c — 10c — 25c

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TRACK ODDS \$650.00
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24 Selections \$25.00 32 Selections

USED MILLS 4 BELLS \$150.00
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(in quantity)

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FINISH
MAHOGANY**

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**Dale Features
Pistol Range
At Chi Show**

CHICAGO, Dec. 6.—Dale Engineering Company, Long Beach, Calif., displayed its latest arcade pieces at the annual outdoor show at Hotel Sherman here this week.

Featured at the Dale booth was the new German (9mm.) Mauser pistol range developed by Eldon L. Dale, firm head. The new pistol range has been developed for universal location use.

Range has an authentic model of a German Mauser pistol which is engineered to give realistic recoil action when fired. A mirrored target set-up gives the shooter the illusion of shooting at a bull's-eye about 50 feet away, even tho the range is only 30 inches in depth. Other dimensions are: 60 inches high and 18 inches wide. Total weight is 100 pounds, allowing for easy shifting from one location to another.

Machine is set up for 15 shots for 5 cents and is adaptable for other coins. All electrical parts are made of stainless steel where practical. The cabinet has an illuminated micarta front and a natural finish birch plywood back.

Range has been given extensive location tests and is now in full production, Dale said.

Other games featured at the Dale exhibit were Battle of Mars and Jungle Fighter, arcade machine gun ranges, and a remote control, scale model of a P-51 Mustang fighter plane which is maneuvered by a coin-operated regulation pilot's control.

**New Roll-Down
By Greyhound**

CHICAGO, Dec. 6.—Pilot model of a new type of roll-down game was flown to Chicago this week for exhibition at the annual outdoor show at Hotel Sherman by Greyhound Amusement Device Company, Inc., of Brooklyn.

New game, known as Rola Numba, is described by its manufacturers as "a coin-operated dice game." It has a single rubber ball which is rolled toward a series of 36 holes by the player. Ball can be rolled as many times as required to make the necessary points for a regulation dice game.

36-Hole Game

The game is so set up as to allow for the same mathematical scoring possibilities as a regulation pair of dice. Each of the 36 holes has a number between one and 12, and the ball dropping into a hole lights that number on the backboard.

Game's backboard is a lighted mirror with pictures of dice scoring combinations in red and white which are illuminated as a ball drops into the proper hole.

Rola Numba has a standard pin-game-type cabinet with a glass top. A special control board retards movement of the ball as it enters the scoring field, increasing the element of chance.

E. N. Florimont, Greyhound representative at the show, reports that no distributor arrangement has as yet been decided upon and that plans are to distribute the game thru regular coin machine channels.

Altho it will take 40 to 60 days to get the game into production, all necessary equipment for turning out Rola Numbas is ready, Florimont said.

Also on exhibition at the outdoor show at the Greyhound booth was their Greyhound Race, a non-coin-operated group play game.

**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
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5 Balls **\$37.50** F. O. B.
For One Cent **CHICAGO**

5 BALLS FOR 5 CENTS, \$41.25

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KICKER & CATCHERS**

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"UTMOST Security!"

ASSURED!
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"ACE" of All Locks

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the famous, patented
CHICAGO ACE LOCK

Note unique 7-Pin Tumbler construction. Only the properly notched "ACE" ROUND key will properly engage ALL 7 tumblers to open this "ACE" of all locks. Can be keyed alike. Remember — there's a CHICAGO lock for EVERY purpose and all insure "UTMOST Security!" Write for catalog complete line.

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TRI-SCORE (Roll Down)	\$ 94.50
KEENEY SUBMARINE	29.50
3 UNDERSEA RAIDERS. Like New. Ea.	74.50
SKY FIGHTER	74.50
2 GOALEE. Ea.	124.50
2 LITE-LEAGUE. Ea.	29.50
CHICAGO COIN HOCKEY	29.50
BAT-A-BALL SR. Floor Sample	69.50
PREMIER SKEE BARREL, 10 1/2 FT. OR 12 FT.	179.50
BANK BALL, 14 FT.	79.50
1c BAT-A-BALL JR. Brand new in original carton	14.95
5 WHIZ. Ea.	44.50

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Mirro-Scales (New)	125.00
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Kirk Astrology Scales	\$ 95.00
Watling Astrology Scales	110.00
Also Mills, Watling & Other Porce- lain Scales (Large & Small Dials) ..	45.00
Watling Scale, Low Model	75.00
Royal Scale, Low Model	50.00

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MACHINES WORK AND LOOK LIKE
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8 Mechanical Race Horses, hand carved, English
bridle and saddle, mounted on steel carriage, runs
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steeple chase in Amusement Parks. Good money
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M. SCHNEIDER
1925 N. Paulina St. ARMITAGE 6766
Chicago 22, Illinois

**Oregon Coinmen's Cancer
Fund Dinner Yields \$1,600**

PORTLAND, Ore., Dec. 6.—The coin machine industry in Oregon gave an outstanding exhibition of its ability to marshal the co-operation of civic, business and amusement interests in a worthy cause when it garnered an estimated \$1,600 for the Damon Runyon Memorial Cancer Fund with a banquet here recently in the Heathman Hotel. Outstanding feature of the evening's entertainment was the willingness of these groups to contribute time, talent and funds for a social benefit.

The campaign sparked by the five Portland distributing firms reached into far corners of the State to bring coinmen here at \$10 a ticket. The list of ticket holders totaled 121, and the rest of the funds was raised thru auction of coin machine equipment donated by the distributors, from a kitty at the refreshment bar and thru donations.

Drive Explained

The necessity for the drive was pressed home by the guest speaker, Dr. Thomas Meador, Portland city health officer, who discussed the serious aspects of the fight against cancer. The general tone of the meeting, however, was on the light side as exemplified by the master of ceremonies, Jack Bain, night club owner.

General arrangements were in charge of Daniel V. Huguenin, sales director, Jack R. Moore Company. Subcommittees were headed by Frank Sandberg, Mills Sales Company, Ltd.; Budge Wright, Western Distributors; Bob Portale, M. S. Wolf Distributing Company; J. E. Cusson, Jack R. Moore Company, and E. Roland Allen, Columbia Music Company.

Model Co-Operation

Thru arrangements with Local 99, American Federation of Musicians, and the American Guild of Variety Artists, acts were provided by the Hy-Mac Club, owned by Harry Knouss and Webb McKarney, and by Bain's Tropics Club. These were obtained thru co-operation of Norman Anderson, booking agent.

Entertainers donating their talents were Tubby Thompson, Billy Greenfield, Wyn Walker, Philip Reitan, Jay Dryer, Jean Hoard, Alice Huilett, Isa-

bella Brooks, Dale Bray, Howard Russell, Fred Rusceigno, Bill Holtbaur, Maury Merriweather, Juanita Manix and Connie Ward.

List of Ticket Buyers

HOLDERS OF \$10 TICKETS WERE:
William Finley, Bill Manassaie, Stewart R. Finley, R. Geski, Fred Claus, Blayton Ballard, Jack Turner, Bill Terry, J. H. Gardinn, H. H. Beckett, L. Lehl, R. Wedekaller, Bill Bainton, Lyle Parker, Chuck Adams, Lonnie Logsdon, Nat Steinhart, R. Davis, Pappy Rader.

S. Halperin, Jack Weinstein, T. A. Ditmaus, L. W. Bangen, William Goebel, Norm Anderson, Charles N. Smith, C. D. Horsley, Castut & Sutherland, Jack Bain, Harold Thurber, Tom Bushby, Gordon B. French, Howard E. Serven, Cliff Goodspeed, George W. Davidson, Harry Knouss, Henry Robinson, V. P. David, Warren E. Hyde, Herman Walter.

Ralph Gaither, Grant E. Regan, Justin S. Hersh, Howard Budlong, David Pipes, Johnny Collins, George Helt, C. W. Tammen, Herman H. Hopper, C. M. Koepfel, Bud Larum, M. R. Davis, Al Haas, Nels Cheney, Ray Buckle, Harry Arnsberg, N. B. Keiper, G. A. Carroll, R. R. Schroth, Milt Halperin, Al Rupp, Harry Bates, James Murphy, Bob Portale, Ed Day, Bill Birokover, S. R. Scroggin, Roiese & Emery, Thomas Meador, Lee James.

Bill Darby, A. W. Lasko, Pierce A. Lerch, Floyd K. Conlee, J. S. Keilly, William Kiltch, Harold E. Crass, J. C. Peterson, R. E. Karls, Alonzo M. Rowe, W. I. Bobbit, Howard De Both, Irving Newman, Clem O. Lewis, J. T. Campbell, J. C. Dreher, G. E. Hammen, J. A. Hannier, George A. Gale, C. Krieger, Mike Legg, Mike Healy, Frank Bennett, Clifton Bienan, Merle Short, George Isreal, Ace Arnsberg, J. E. Cusson, R. S. Lane, Al Breinberg.

George Yerkovich, Les Austin, Peter Andickos, H. G. Eccles, Dick Hill, Harry B. Kelly, Frank Sandberg, E. Roland Allen, Budge Wright, Roy Gatto, Pete O'Neill, Eric Marcella, Roy Sundstrom, Archie C. Conlee, Webb McKarney, Lloyd Buroker, H. Hisuth, C. D. Kemp, Lynn Murray and H. W. Saull.



SALT LAKE CITY COINMEN weigh in with a heavy contribution of funds to fight cancer following the recent Damon Runyon Memorial Fund banquet held at the Congress Hotel there. Left to right: C. L. Beaver, secretary of Utah Music Operators' Association; Ed Morrow, member of cancer fund committee to obtain support of record distributors; W. J. Jennings, banquet's finance chairman, and who is presenting proceeds of dinner to R. F. Jones, regional chairman of Damon Runyon Fund; R. F. Vogt and Johnny Davis, both banquet committee members.



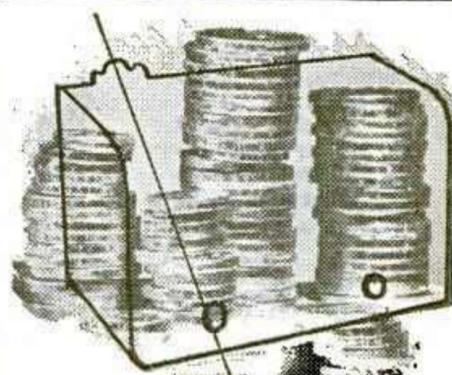
NEW LOW PRICES

5c ROL-A-TOP BELL	\$150.00
10c ROL-A-TOP BELL	150.00
25c ROL-A-TOP BELL	150.00
50c ROL-A-TOP BELL	250.00

The Above Prices are Net F. O. B. Chicago

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CORADIO

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"TOM TOM"

Tom Tom looks like a pin game, is the same size as a pin game, plays like a pin game (and in the most elaborate cabinet you ever saw)—but that's where the resemblance ends. The player shoots 8 plastic balls at a barrel that slowly revolves, and if he's skillful enough, he gets 100,000 for each ball in the barrel, and he gets that ball back for replay. Every ball counts for something, from 10,000 and on up to 990,000. With a total score of 500,000 or more the player receives a reward. It's about the most competitive game you ever saw.



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The NEW Mercury ATHLETIC SCALE

Operators report it the best Penny money maker ever made.

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3830 Holbrook Ave. Detroit 12, Michigan



Bradley Begins Production on New Dice Game

CHICAGO, Dec. 6.—Bradley Associates is now in production on 7 Grand, a multiple dice amusement game, Morris Nozette, firm president, announced Wednesday (3).

New game is for counter installation, measures 18 inches long by 12 inches wide and stands six inches high and comes in either a mahogany or walnut cabinet. As the game is designed with a multiple coin chute, it can be used on either penny, nickel, dime or quarter play.

Upon the insertion of a coin, the player presses down on a manually operated lever at the side of the game's cabinet, an operation that spins a felt-lined turntable on which the dice are located and also whirls the dice around. A tilt on a sensitive stand prevents the player from moving the dice once the dice have come to a stationary position. Since the turntable is under a curved, round shaped glass, reinforced by a chrome disk, the player never comes in contact with the dice.

Among the unusual features of 7 Grand are two coin boxes, each with separate locks. One coin box is for the location owner, the second for the operator. The mechanism leading to the coin box is designed so that three coins automatically drop into the location owner's coin box for every one that drops into the operator's coin box. Nozette says that this feature was incorporated on the game so that both the operator and location owner would be able to evaluate their individual returns without using up the location owner's and operator's time in figuring out percentages.

Nozette stated that the game will be marketed thru distributors, to be appointed soon, who in turn, will sell to operators.

Supervising the assembly of the game, at the Bradley plant, is John Selbach, whose career in coin machine production dates back to 1896, when he went to work for H. S. Mills, founder of the Mills Novelty Company, now known as Mills Industries, Inc. Selbach began as a mechanic for Mills and remained with the firm until 1912. He returned to Mills in 1918 for another five year period. Since 1923, Selbach has been with the Service Mechanic Corporation, Chicago, a free-lance mechanic for operating firms thruout the Midwest and for the seven years before World War II with Withey & Company, a well known coin machine manufacturer in pre-war days.

15 Midwestern Coke Bottlers Merge To Create Single Firm

CHICAGO, Dec. 6.—Consolidation of 15 Midwest Coca-Cola bottling companies into a single corporate firm called La Salle Coca-Cola Bottling Company has been announced. Setting up of the single firm, with offices in Chicago, was arranged to eliminate duplicating operating expenses and to insure more adequate development of the territories served by the individual companies, W. M. Brownlee, chairman and president, declared this week.

Vending operations of predecessor firms will be maintained and promoted under the unified arrangement, and are expected to benefit from the consolidation thru a more even development.

Officers of the new company, in addition to Brownlee, are Frank S. Sims, vice-president and treasurer, and O. E. Aspergren, secretary and treasurer. Directors are C. W. Hodgson, W. J. Hobbs, W. A. Boykin Jr. and Ralph Hays.



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WILLIAMS' BONANZA

Breaks its own record breaking records every day of play. Players can't resist the Repeat Bonus Feature and the Super Bonus Jackpot that goes up and up with each play until... wham!... winner takes all. Scores to a sensational high of 5 million.

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ROLLOWS

Genco Advance Rolls	\$319.50
Genco Total Rolls	150.00
Big City	319.50
Double-Up (Roll Over Buttons)	219.50
Tally Roll (Roll Over Buttons)	169.50
Tally Roll	139.50
Tri-Score	159.50

ARCADE

Tumbler	\$185.00
Boomerang	139.50
Heavy Hitter (Used)	85.00
Red Ball (Pool Game)	75.00
Western Deluxe Baseball	100.00
Western Major	125.00
Scientific Batting Practice (Refinished)	75.00
14" 6" Bowls-a-Way (1946 Skee Roll)	75.00

1/3 Deposit, Balance C. O. D.

Wisconsin Novelty Co.
3734 N. Green Bay Ave., Milwaukee 6, Wis. Locust 0100

SELLING OUT 28 NATIONAL SKEE BALL ALLEYS

36 ft. long, all stainless steel parts.
\$100.00 Each.

Hundred Arcade Pieces. Wire or write

SKEE BALL STADIUM
ATLANTIC CITY, N. J.

COIN MACHINE PARTS

WURLITZER, SEEBURG and ROCK-OLA MOTORS

Write for Our LATEST PRICE LIST

COIN MACHINE SERVICE CO.
1547 N. Fairfield Ave., Chicago 22, Ill. Phone: Humboldt 3476

Tobacco Man Urges Wage, Hour Change

Define "Outside Salesman"

WASHINGTON, Dec. 6.—Testifying in behalf of the Association of Tobacco Manufacturers before the Wage and Hour administrator here Thursday (4), Robert Lee Boyd, vice-president of Bloch Brothers Tobacco Company, Wheeling, W. Va., urged liberalization and simplification of exemption provisions for executive, administrative and professional employees under the Wage-Hour Law. Changes in the law could affect employees working in some phases of the coin machine industry—particularly some automatic merchandising firm's supervisory employees.

The United Electrical and Radio Workers (CIO) have proposed that an employee, to be exempted from Wage-Hour regulations, must be paid for his services on a salary or fee basis of not less than \$500 per month. Boyd, referring to the union proposal said, "It seems obvious that the level proposed by the CIO union is completely fantastic and unrealistic."

Boyd's own proposal calls for establishment of \$250 as the single basis below which employees would be subject to provisions of the Wage-Hour Act. Any employee earning more than this base wage would, under Boyd's proposal, be exempt from the regulations.

Declaring that many businesses operate in smaller communities where salaries are not as high as in larger cities, Boyd said, "It would be completely disruptive of the community and unreasonable to require an isolated industry in such community which might be engaged in interstate commerce to pay salaries to its exempt employees out of line with the community salary level."

Boyd made specific reference to "outside salesmen" employed by various firms, including tobacco firms. He proposed a new definition of outside salesman, suggesting that the 20 per cent limitation on non-exempt work should not be applied to outside salesmen.

"These employees," Boyd said, "whether or not 80 per cent of their time might be spent in making actual sales, or whether the major part of their time might be spent in activities incidental to the making of sales—such as the placing of advertising—operate in the same manner as those engaged 80 per cent or more of their time in making sales. It is impossible to distinguish between what is an act of 'actually making a sale' and an act incidental thereto."

E. C. Hires Co. Net Sales Near \$10,000,000 for Year

LONG ISLAND CITY, N. Y., Dec. 6.—Charles E. Hires Company announced net sales for the fiscal year ending September 20, 1947, amounted to \$9,548,295.31, an increase of over 50 per cent over the preceding year, following a meeting of the board of directors last week.

Earnings amounted to \$2.35 per share against \$1.50 per share in 1946. Increase was made possible by larger sugar quotas and return to a non-rationed basis July 28 this year, officials stated.

During the 1947 fiscal year new company plants were started in Burbank, Calif.; New Orleans, Milwaukee, and Newark, N. J., and a number of new franchised bottlers were licensed.

Increase in plant and equipment during the fiscal year 1947 amounted to \$880,083.60 net, after depreciation,

Automatic Devices Readies New Pistol Game for Chi Show

EAST LONGMEADOW, Mass., Dec. 6.—A new coin-operated miniature pistol range, known as Target Master, will be introduced by Automatic Devices, Inc., at the Coin Machine Industries (CMI) Show in Chicago next month, it was learned this week. The game is the first production of the firm which was formed several months ago to manufacture and distribute coin-operated amusement and merchandising equipment.

Target Master, which will be introduced for either 5 or 10-cent play, occupies less than one square foot of space and can be installed on a bar, counter or wall. The game is composed of three parts: A coin box, holding approximately \$25 in nickels, which comes with an ABT slug detector and cash box assembly; a target box with a fluorescent bull's-eye and a target area which reflects each shot, while lights flash and a gong rings for each direct hit, and finally, a pistol which is a duplicate of a U. S. Army .45. The distance from the target may be adjusted at the operator's convenience anywhere from eight to 100 feet.

The player receives 10 shots for his money, and where permissible, bonus shots may be given for the better scores.

The manufacturer has simplified servicing so that lightweight components are replaceable within 10 minutes.

Arcade Ops See New Gripmeter At Chicago Meet

CHICAGO, Dec. 6.—American Gripmeter, manufactured by American Gripmeter Company, Inc., was displayed publicly for the first time by Mike Munves Corporation, New York, at the annual outdoor show here this week.

The floor model coin-operated grip tester is designed by an operator especially for outdoor locations. It has been extensively location tested since July, 1946, and is now in production by American Gripmeter in Forest Hills, Long Island, N. Y.

Meter is encased in a colorful metal cabinet 66x15x15 inches. The entire device weighs 99 pounds uncrated. Cabinet is enameled on both outside and inside to give maximum service in outdoor locations.

Multicolor dial at the top of the meter has special sections for men, women and children. Bells of different tone ring at two stages on the dial and can be adjusted to any desired position.

All steel parts are case hardened and cadmium plated to prevent wear and rust, and machine has an electrically welded, steel chassis with all bronze and aluminum castings.

Grip has special fluid action with an oil sealed piston for smooth, positive grip action. Main spring is adjustable. Every part is accessible thru a single front door.

Meter operates on penny, nickel or dime operation. It has a separately locked cash box and is available with a coin registering meter if desired.

it was disclosed. During the coming year, officials estimated an additional \$475,000 will be needed for this purpose. Increase in inventory of \$522,848.56 for year just closed is mainly due to new bottles and cases necessary for handling increased volume of business and starting of new company plants.

LONDON HAS THE GREAT NEW SENSATION — GENCO'S BING-A-ROLL

A THRILLING GAME OF SKILL



HIGH SCORE!

BONUS SCORE!

ACCURATE SCORING
Regardless of Number of Balls Played at One Time!

NO WAITING FOR SCORE TO REGISTER
Backboard Lights Up Fast as Balls Fall Into Pockets!

ORDER NOW!

WRITE FOR SPECIAL PRICES ON USED TOTAL ROLLS ADVANCE ROLLS

J. L. Londen Music Co., Inc.
3130 WEST LISBON AVENUE MILWAUKEE 8, WISCONSIN

IMMEDIATE SHIPMENT

	Each
KEENEY SINGLE BONUS BELLS, 5c.	\$319.50
KEENEY TWIN BONUS BELL, 5c-5c.	529.50
BALLY SPECIAL ENTRIES.....	375.00
BALLY DELUXE DRAW BELLS....	319.50
BALLY VICTORY SPECIALS (CHROME RAILS)	199.50
MILLS FOUR BELLS, 5c-5c-5c-5c..	89.50
BALLY HIGH HANDS.....	45.00
KEENEY SUPER BELL, 5c-5c (AUTOMATIC PAYOUT).....	69.50
BALLY SILVER STREAKS (BRAND NEW)	159.50

One-Half Deposit With Order

CHRIS NOVELTY COMPANY

1217 N. CHARLES ST., BALTIMORE, MD.
Phone: VERNON 4223

Contributions to Cancer Fund Campaign Pass \$160,000 Mark

CHICAGO, Dec. 6.—Contributions to the Coin Machine Industries, Inc. (CMI), campaign for the Damon Runyon Memorial Fund for Cancer Research passed the \$160,000 mark this week as donations received during the 17 special dinners held throughout the United States on November 23 to boost the fund keep rolling into the Chicago CMI headquarters.

Altho many of the donations received during the dinners have yet to show up here for tabulation, by today the fund had reached \$162,969.78.

Bally Leads List

Leading the list this week were donations received from members of the staff at the Bally Manufacturing Company in Chicago. During the past weeks, Bally has been conducting special campaigns among its distributor, and employees.

For several weeks contributions from Bally employees have been flooding into CMI headquarters and

this week 21 Bally names were included in the weekly donor list, bringing the total to date to \$1,047.79. Included were:

Ray Moloney, \$2,500; Amos Voirol, \$10; Frank Barnish, Don Pearl, Carl Prime, Frank Prosser, A. Sandahl, Fred Sellbach and William Smith, \$5 each; Paul Calamari, George Patterson and Ken Zeh, \$3 each; George Benak, W. Dolphin and Charles Nelson, \$2 each; A. Baracani, Dave Eyre, Ralph Gayton, Julius Ivancsits, George Nelson and Gertrude Rees, \$1 each.

Another employee campaign was among the top donors to the drive this week. Employees of Mills Industries and Bell-o-Matic Corporation filled the hat in an in-plant campaign to the tune of \$934.77.

The drive which was conducted in one day took in some 1,800 employees at the Chicago plants.

Other Donations

Other donations from Chicago

sources included Dave Gottlieb, D. Gottlieb & Co., \$2,500; T. Rubinstein, Marvel Mfg. Co., \$500; Harry Williams, Williams Mfg. Co., \$500; O. R. Murphy, Electrical Windings, Inc., \$450; W. L. Runzel, Runzel Cord & Wire Co., \$250; Joseph Bernstein, \$250; Abe Putter, Fagman, Inc., \$250; Felt Products Mfg. Co., \$250.

C. E. Schulze, Chicago Mill & Lumber Co., \$200; Earl A. Olson, August J. Johnson Co., \$200; Sol Gottlieb, Gottlieb Foundation, \$200; Hamilton Glass Co. and employees, \$195.50; S. P. McElhatton, Atlas Spring & Mfg. Co., \$150.

Chas. W. Hoffman; R. J. Linehan, Linehan, Inc.; Roy W. Wilson, Advance Aluminum Castings Corp.; Sidney Falk; M. S. Kibell, D. Gottlieb & Co.; Paul Wixom, Nelson-Chevrolet Sales, Inc.; L. Shirley Tark; E. B. Green; A. J. Foute, Drake Mfg. Co.; S. B. Glass, Tremax Industries, Inc.; Denise J. Brown, Lifschultz Fast Freight, and Jas. A. Davis, Sheridan, Davis & Cargill, each \$100.

Employees of Coven Distributing Co., \$75. A. R. Husten, Ideal Metal Products Co.; H. C. Shaw, International Forwarding Co.; Harry J. Mabe; Charles J. Mehr, Automatic Coin Mach. & Supply Co.; Maurice Revitz, Advance Building Supply Co.; Edgar J. Meyer; Alvin J. Gottlieb; Sam H. Millman, Silver, Millman & Seskind; each \$50. B. H. Bradsky, Columbia Wire & Supply Co., \$35; Capitol Records, \$29.

Arthur A. Maes, Chicago Hardware Foundry Co.; Mrs. Irving Ovitz; Merle Samuels, Exchange Products, Inc.; Paul C. Dittman, Matchless Electric Co.; Retreats Social Club; Lou Kleiman; Harold D. Moss; E. Larson, Playland Arcade Co.; J. J. Moss; Irving F. Webb, Webb Dist. Co., Inc.; Abe T. Robinson, Addison Novelty Co.; Irving Ovitz, Iowa State Sales Co.; Charles Edson Rose Co.; L. Jorgensen, City Electric Supply Co.; Mr. M. Rosenthal, Coinex Corp.; Mercury Record Corp.; Wm. J. Friedman; Morris H. Mages; Harold Pincus; Dan Slavin; O. Hulen, Orleans Motor Express; Jim Albrecht, A & H Printing Co.; Joseph Bellanca, Acme Coil & Mfg. Co.; each \$25.

Meyer Friedman, Triangle Supply Co.; Emanuel Rothschild, Rothschild Insurance Service, and J. J. Weinberg, each \$20. Leo Lewis, Coin-a-Matic Distributors, \$15.

N. L. Swabinski, American Rivet Co.; Bernard B. Greby, J. F. Greby & Sons, Inc.; Robert J. Millman; Verne E. Smith, Drake Mfg. Co.; Frank T. McHugh; Star Chemical Co., Inc.; Maurice Ovis; Arthur F. Schwartz; each \$10. Hazel Blumenthal & Leo Eulberg; Norwalk Truck Line Co.; Arthur G. Zimmerly; Mollie Levin; Walter T. Duffy, Duffy's North Town Garage; and Helen Weiss, each \$5.

Contributions from Los Angeles: Curley Robinson & Dave Boran, Bear Sales, \$250; J. I. Minthorne, Minthorne, Minthorne Music Co.; M. W. Glotz, Automatic Vendors Co., and A. V. Shipman, Shipman Mfg. Co., each \$100. Irving Bromberg, Irving Bromberg Co.; Jack Simon, Sicking Dist. Co.; G. R. Burke, Coinmatic Distributors; Arnold Micon, Pacific Coast Distributors; Chas. Robinson, C. A. Robinson Co.; M. C. Hoppel Jr., Badger Sales Co., Inc., and Arthur C. Crane, each \$50.

Philip Robinson, \$30; Fred Reilly, Western Exhibit Co.; S. Donin, Automatic Games Co.; Mac Sanders and Lyn Brown, Lyn Brown Co., each \$25. W. H. Leuenhagen, W. H. Leuenhagen & Co., \$10.

Other contributions were as follows: H. J. Cleary, MGM Records, Bloomfield, N. J.; Robert MacLean, M. & C. Amusement Co., Kenosha, Wis.; each \$100. W. J. Price, president, Meshingomesia County Club, Marion, Ind.; Anthony & Ruth Jerard, Lincolnwood, Ill., each \$75. John H. Haley, Ross Roberts, Canton, Miss.; R. A. Giblin, Baker, Irene & Dockstader, Inc.; C. A. Culp, Chelsea, Okla.; Bernard C. Stillmaker, Still-

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Build Up Your Own NAME AND REPUTATION IN THE COIN-OPERATED FIELD!

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20 OUTSTANDING FEATURES INCLUDING:

AUXILIARY VOLUME CONTROL. Limits playing at any hour without disturbance to adjoining rooms. Adjustment made only by owner-held key.

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PERFECT OPERATION IN POOR SIGNAL LOCATIONS due to tuned radio frequency stage. Case designed as an electrostatic antenna, giving maximum performance in steel buildings without positioning set. No wires to connect.

ATTRACTIVE MODERN DESIGN. Neutral wrinkle finish with polished metal trim...harmonizes with any interior. Slide rule dial and many other features.



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aker Amusement Games; each \$50.
 Fred Jones, Eagles Club, Linton, Ind., \$40.
 R. F. Cummins, Bluffton Lodge No. 2, Loyal Order of Moose, Bluffton, Ind.; Robert T. Smith, Berwyn, Ill.;
 Eve J. Lesek, Polish Alliance Club, Porte, Ind.; Bicknell Lodge No. 87, Loyal Order of Moose, Bicknell, Ind., each \$30. J. C. LeFever, Automatic Canteen Co., Cleveland; A. R. Mas, Waukegan, Ill.; Reuben H. Scher, Scher's Vending Machine Co., Richmond, Va.; Chas. E. Novak, Nok-ak Amusement Machines, Cedar Rapids, Ia.; A. J. Bevilacqua, Bevy Novelty Co., Erie, Pa.; Tex Dickens, Kansas Novelty Co., Magnolia, Ark.; Jess Willard, Jess Willard Amusement Co., Minot, N. D.; Mr. Ed Mrs. Ed Upshaw, Upshaw Novelty Co., Junction City, Kan.; William Jensen, Jensen Automatic Music Co., Princeton, Ill.; John R. Baughn, Baughn's Amusement Co., Warsaw, Ind.; Standley Behm, Redmer Sons, Franklin Park, Ill.; David L. McKean, McKean's Recreation, Ridgway, Pa.; Guy D. Lanzietotti, Baltimore; Jos. Cueli, Villanova Italian Restaurant, New York; Joe F. Mickey, Tennessee Novelty Co., Nashville; Jos. P. Sinott, Washington Council, Knights of Columbus, No. 10, Washington, Ind.; Stanley Fishugh, Celina, O.; Rodger M. Work, Mayland Amusements, Garrettsville, each \$25.
 R. H. Snyder, Snyder Amusements, Denton, Pa., and Carlisle J. Miller, Canandaigua, N. Y., each \$15.
 W. L. Groover, Atlanta; Loda Sullivan, Lyons, Kan.; Harry H. Hoke Jr., Washington; Edwin Larson, Whitey's Cafe, East Grand Forks, Minn.; Ruth Smith, Williamsport Amusement Co., Williamsport, Pa.; R. G. Hagemann, Automatic Phonograph Co., Aurora, Ill.; Oscar Glickman, Big Spring, Tex.; T. E. Frazier, Frazier Music Co., Morrilton, Ark.; Melvin Weinbach, Saint Clari, Pa.; Carl Jackson, Western Novelty Co., Seminole, Fla.; Robert Lee Taylor, K-T Enterprises, Portsmouth, O.; W. P. Rolfs, Mobile Cigar & Tobacco Co., Mobile, Ala.; John Olshein, Olshein Distributing Co., Albany, N. Y.; Cecil Rider, Signal Radio & Coin Machine Service, Gibson City, Ill.; W. H. Corey, Inland Amusement Co., San Bernardino, Calif.; Frank Marcus, Brooklyn; Jack S. Katz, RKO & Ideal Novelty Co., Seattle; D. G. Harkins, Harkins & Harkins, Taylor, Tex.; R. Steele, H. M. Branson Dist. Co., Louisville; Andy Dambach, Milan, O.; J. Houser, Hudson & Houser Music Co., Centralia, Ill.; W. M. Montero, Leno, La.; Joseph Gemna, J. & G. Music & Novelty Co., Clarksburg, W. Va.; W. H. Adams, Temple, Tex., each \$8; Arthur L. Silknitter, Lansing, Mich., \$8.
 All of the following contributed each: J. M. Cloer, Cloer Amusement Co., Sherman, Tex.; Flo Preate, Old Forge, Pa.; James Esser, Terre Haute, Ind.; W. R. McMan, McKean's Amusement Co., Leech Creek, Pa.; Lewis H. London, Leech Creek, Pa.; Philip S. Katz, Main Street Tire Market, Columbus, O.; Roy L. Priebe, National Scale Co., Chester, Minn.; I. M. Lescander, Lescander Cigarette Service Co., Jamaica, N. Y.; Geo. Pieratoni, Wilmette, Ill.; I. N. Goulding, Garden City, Kan.; James Scott, Scott Amusement Co., Antsville, Tex.; W. W. White, Queeny Novelty Co., Cumberland, Md.; E. Groninger, Lewistown, Ill.; Theobenberg, Tri-City Cigarette Service, Gloversville, N. Y.; Wm. F. Miller, Miller Automatic Amusement Co., Anticello, N. Y.; W. D. Tanner, Tanner Music Co., Fresno, Calif.; H. E. King, Seashore Music Co., Wilmington, N. C.; Walter Raymond, Leavenworth, Kan.; R. C. Linker, Linker-Jensen Tours, Inc., Port Clinton, O.; James A. Beavers Sr., Beavers Amusement Co., Newnan, Ga.; Frank Hartz, Frank Schwartz Sales Co., Asheville; Percy Waters, S. & W. Music Machine Co., Anniston, Ala.; Wm. Vending Co., Cohoes, N. Y.; G. Davis, Ohio Vending Co., To-

ledo; S. H. Yon, Yon Amusement Co., Altoona, Pa.; John F. Bosch Sr., Avalon Amusement Co., New Orleans; Arthur L. Porpian, Universal Amusement Co., Philadelphia; Walter W. Witt, Minneapolis; O. C. Hall, Revco, Inc., Grand Rapids, Mich.
 James Ward, U. P. Novelty Co., Ishpeming, Mich.; N. S. Spangler, Belleville Dist. Co., Belleville, Kan.; J. T. Rayburn, Taylor, Tex.; Dilver Dickman, Dickman Amusement Co., Cincinnati; Ben Moscovitch, Mosco Specialty Co., Passaic, N. J.; Edward L. Schott, president, Coney Island, Inc., Cincinnati; W. E. Hill, H. & H. Amusement Co., Nashville; G. H. Stitt, Stitt Automatic Music Co., Opelika, Ala.; Mrs. Elree B. Clark, Clark's Dist. Co., Hammond, La.; V. W. Griffith, Benton Harbor, Mich.
 B. R. Ludewig, Oshkosh, Wis.; Donald Robertson, Lubbock, Tex.; W. E. Simmons, Alpha Dist. Co., Hollywood; Paul T. Sullivan, Kelly Distributing Co., Inc., Phoenix, Ariz.; R. J. Klein, Elgin, Ill.; Jas. J. Bergera, Helper Mercantile Co., Helper, Utah; Edwin Holmes, Holmes Coin Machine Co., Grand Rapids, Mich.; D. W. McFarland, Galesburg, Ill. Frank E. Skinner, Sandwich, Ill., \$2.
 Other contributions include American Spring & Wire Specialty Co.,

Chicago, \$500; Aeronautical Electric Co., Chicago, \$100; A. Benetti Novelty Co., Inc., Reno, Nev., \$100; Merit Screw Machine Products Co., Chicago, \$100; Nehring Electrical Works, DeKalb, Ill., \$100; Hamilton Glass Co., Inc., Chicago, \$100; Epstein, Arvey, Hodes & Mantyband, Chicago, \$100; O. J. Barsotti & Co., Memphis, \$100.
 Frank J. Stevens, General Bearings Co., Chicago, \$50; Miller Iron & Metal Co., Inc., Chicago, \$50; Three Star Manufacturing Co., Chicago, \$50; Modern Music Co., Hollywood, \$50; Pendleton Post No. 117, American Legion, Pendleton, Ind., \$40; Warrick Post No. 200, American Legion, Boonville, Ind., \$40; Mishawaka Aerie No. 2083, Fraternal Order of Eagles, Mishawaka, Ind., \$40; Clifford B. Witham Sr., Glen Falls, N. Y., \$40; Scotto Music Co., Sacramento, \$36.50.
 American Legion Osceola Post No. 308, Mishawaka, Ind., \$30; Anonymous, San Francisco, \$30; Gilbert Davis Post No. 157, Churubusco, Ind., \$30; S. C. Fehrenbacher, Seattle, \$30; Bienefeld Glass Corporation of Illinois, Chicago, \$25; Bill Eidt, Natchez, Miss., \$25; Exact Metal Specialties Co., Chicago, \$25; Joe Baine, Beau-

SILENT SALES SPECIALS

MUSIC

Rock-Ola 16 (Illum. Cab.)	\$ 99.50
Rock-Ola Commando, H/A (No Amp.)	99.50
Seeburg 8200 Hi-Tone	159.50
Wurlitzer 24	89.50
Wurlitzer 24 (Fixed for Hideaway w/12 Keeney W/Boxes)	139.50
5¢ Personal Music Boxes	Write

MUSIC SUPER SPECIALS

Rock-Ola '39 Standard	\$119.50
Rock-Ola Premier	159.00
Rock-Ola Commando	159.00
Wurlitzer 700	249.50

CONSOLES

5¢ Watling Big Game, F/P	\$ 29.50
5¢ Saratoga, F/P (W/Rails)	29.50
Triple Entry, F/P (Cracked Glass)	29.50
5¢ Keeney Super Bell, F/P, Comb.	69.50
5/5¢ Duo Bell '46, F/P	89.50
3-Way Keeney Bonus Bell (Fir. S.)	875.00
High Hand, F/P	49.50
Evans Racer, F/P, Comb.	Write
Evans Racer, P/O	Write
Columbia Twin Falls	Write

EXTRA SUPER SPECIAL

Three-Way Keeney Bonus Bell ... \$795.00



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● No matter where your customer is seated, Seeburg offers easier selection and music at conversational level. At all times, these silent, efficient salesmen assure you more plays and maximum revenue.

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STAGE DOOR CANTEN	\$44.50
SURF QUEEN	44.50
SUSPENSE	59.50
BIG HIT	44.50
DOUBLE BARREL	54.50
LAURA	29.50
ARIZONA	29.50
FLAT TOP	29.50
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WHILE THEY LAST!

METAL TYPER DISCS

FOR GROETCHEN TYPER

Finest Aluminum—Standard Thickness \$8.50 Per 1000
Satin Finish

PRECISION DISS Sample on Request

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MAX GLASS DISTRIBUTING COMPANY

914 DIVERSEY - CHICAGO 14, ILL.

- 5 TOTAL ROLLS, Guaranteed Best Operating Condition \$150.00 Ea.
 - 5 SPORTSMAN ROLLS, Guaranteed Best Operating Condition 110.00 Ea.
 - 5 WURLITZER SKEEBALLS, Guaranteed Best Operating Condition 125.00 Ea.
- One-Half Cash, Balance C. O. D., Plus Freight. Write, Wire, Phone Main 8462.

Automatic Coin Sales

2101 Chester Ave. CLEVELAND, OHIO

Contributions to Cancer Fund Campaign Pass \$160,000 Mark

(Continued from page 121)
mont, Tex., \$25; Continental Plating Co., Chicago, \$25.

Butterfield & Young, Hudson Falls, N. Y., \$20; American Legion Post No. 289, Gary, Ind., \$20; William A. Books Post No. 985, VFW, Goshen, Ind., \$20; Herbert Kuhn American Legion Post No. 253, North Webster, Ind., \$15; Jack Jackok, Chicago's Last Liquor Store, Inc., Chicago, \$15.

\$10 each: National Coin Machine Exchange, Inc., Rochester, N. Y.; South Georgia Music Co., Thomasville; D. G. Prunty, Fairmont, W. Va.; Playland Arcade, Jacksonville Beach, Fla.; Alice C. King, Vending Div., Arthur F. Schultz Co., Erie, Pa.; Ravenna Amusement Co., Ravenna, O.; Clyde J. Darter, Kankakee, Ill.; Harold J. Lynard, Kasson, Minn.; Rabkin Amusements, Inc., Keansburg, N. J.; National Vending Machine Co., Scranton, Pa.; Sadikoff Sales Co., Chattanooga; Oscar J. Strauss, Lehigh, Pa.; Gordon Stout, Pierre, S. D.; Jack Shops Co., Providence, R. I.; P. J. Messina, Farrell, Pa.; Marty's Sales & Service, Winona, Minn.

\$5 each: Ray Grassi, Barnesville,

O.; A. E. Condon Sales Co., Lewiston, Idaho; Ernest May, Jacksonville, Ill.; William R. Saluagno, Hamilton City, Calif.; Pioneer Vending Service, Brooklyn; Marcello Bros., DeRidder, La.; W. C. McClincy, Elmira, N. Y.; E. A. Blackwell, Rock Hill, S. C.; David L. Larkin, Battle Creek, Mich.; Morris Rosen, Lancaster, Pa.; Mrs. J. W. Hooks, C & H Music Co., Brownwood, Tex.; Cosby Enterprises, Lake Worth, Fla.; Gordon Roper, Los Angeles; C. A. Stebbins, Darien, Ga.; Marcresan Park Beach, Union City, Pa.; Red Line Vending Co., New Hampton, Ia.; Klick Vending Co., Inc., New York; Hammons Novelty Co., Barboursville, Ky.; Andre Distributing Co., Lansing, Mich.; C. E. Russell, DeRidder, La.; Topps Chewing Gum, Inc., Brooklyn; Herbert A. Golombek, Baltimore; O. A. Fike, Lima, O.; A. E. Hamby Jr., Boone, N. C.; Alfred J. Sweet, Millbury, Mass.; Elk Novelty Co., St. Mary's, Pa.; Star Music Co., Chicago; Avon Sales Co., Hollywood, Fla.; Morris Amusement Co., Somerville, Tenn.; Fred House Music Co., Sarasota, Fla.; J. M. Buie, Wagram, N. C., and W. H. Mitchell, Wilmington, N. C., \$2.

ABT Introduces New Vender for Gun Cartridges

CHICAGO, Dec. 6.—Coin-operated cartridge venders have been introduced by the ABT Manufacturing Corporation here to place their Air-o-Matic Rifle sport shooting galleries on almost complete coin operation.

Cartridge venders were introduced along with a new type of Air-o-Matic target rifle for the first time at the annual outdoor show at Hotel Sherman here this week.

Venders dispense a 20-shot paper cartridge of pellets upon insertion of a nickel, dime or quarter. The new vender can also be set to dispense two such cartridges for a quarter.

Known as the Air-o-Matic Cartridge Vender, the device is designed for mounting on the gun counter of arcade rifle ranges. It is approximately 14 by 6 by 6 inches and has a capacity of 350 loaded cartridges.

The vender is equipped with a slug rejector and coin return and has a coin box which is easily removable from the front. Loading is made from the rear.

Cartridges and shot pellets can be re-used several times thru the use of a specially designed loader. Arcade rifle range operators at the outdoor show showed a great deal of interest in the new vender and indications are that such devices will become standard equipment for air gun shooting galleries.

Previously cartridges had to be sold by gallery personnel. With the use of the venders such personnel will be free to devote the majority of their time to promoting customers and keeping rifles in operation.

Williams Makes New Roll-Downs

CHICAGO, Dec. 6.—Williams Manufacturing Company is now in production in a new roll-down game called Box Score, Fulton Moore, firm sales manager, announced Wednesday (3).

New game employs a baseball game background and differs from the conventional type of roll-down in that it actually uses only one ball in the play of entire game. However, this one ball is returned to the player after each play until the player makes three outs, just the way a team at bat in a real baseball game stays up until three outs have been recorded.

As Box Score is set up it is possible for a player to make as many as 30 runs during one game. After customer deposits nickel in coin chute releasing the game's ball for play, the player rolls the ball down the playing surface where the ball drops into either one of the five pockets placed in circular fashion on the center of the table or in one of seven pockets that are lined up at the far end of the playing surface. On this play it is possible for the player to get a single, double, triple, home run or make an out or a sacrifice. As soon as one player gets on base thru a hit a base runner immediately appears on base. Thus, if the ball rolls in a two-base hit hole the runner starts running from the batter's box and runs to first, continues on to second and stops there. If the next ball rolls in the single or one-base-hit pocket, the batter this time stops at first and the runner that had been on second advances to third. Naturally, any kind of a hit on the next roll-down will result in a run for the customer playing the game.

Box Score features many of the highlights of a previous Williams baseball game called All-Star. However, that game was not a roll-down type game.

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WORLD'S LARGEST COIN MACHINE DISTRIBUTING HOUSE

NEW PIN GAMES

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- UNITED SINGAPORE
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- WMS. BONANZA R
- MARVEL OSCAR
- GENCO BRONCHO T
- KEENEY HI RIDE E
- WMS. GINGER I
- EXH. STAR LITE
- CHICOIN SEA ISLE
- BALLY BALLYHOO

ROLL DOWN GAMES

- GENCO BING-A-ROLL \$499.50
- CHI. ROLL DOWN 395.00
- BALLY HY-ROLL 499.50
- ADVANCE ROLL 499.50
- BUCCANEER 499.50
- ESSO ARROWS 499.50

NEW COUNTER GAMES

POP-UP	\$ 17.50	MARVEL CIG. REELS	\$ 39.50
ABT CHALLENGER	49.50	MEX. BASEBALL	30.00
FOLDING STAND	11.95	SKILL THRILL	30.00
GOTT. GRIP SCALE	39.50	FREE PLAY	30.00
GRIP-VUE	48.50	IMP. 1¢ or 5¢	14.50
DAVAL BEST HAND	30.00		

NEW SLOTS

JENNINGS LITE-UP CHIEF	5¢	10¢	25¢	50¢
JENNINGS STANDARD CHIEF	269	279	289	299
MILLS JEWEL BELL	248	253	258	338
MILLS BLACK CHERRY	248	253	258	338
GROETCHEN DE LUXE CLUB COLUMBIA				\$129.50
GROETCHEN COLUMBIA, JP				109.50
VEST POCKETS				65.00

SLOT SAFES, STANDS

CHICAGO METAL REVOLVING SAFES—UNIVERSAL, Single, \$79.50; Double \$116.75
BOX STANDS \$27.50 • FOLDING STANDS 12.50

BAT-A-BALL UPRIGHT MODEL \$84.50 JR., WITH STAND 29.50

BRAND NEW, IN ORIGINAL CRATES! ORDER NOW!

NEW CONSOLES

- BAL. WILD LEMON \$542.50
- BAL. DOUBLE UP 542.50
- BAL. TRIPLE BELL 895.00
- DE L. DRAW BELL 512.50
- MILLS 3 BELLS 645.00
- JENN. CHALLENGER 595.00
- EVANS BANQTAILS 671.50
- EVANS RACES 631.00

NEW VENDORS

- SILVER KING, 1¢ or 5¢ NUT OR B.G. \$ 13.95
- SILVER KING HOT NUT VENDOR 29.95
- VICTOR MODEL V, 1¢ GLOBE TYPE 11.78

NEW ONE BALLS

- JOCKEY CLUB, P.O. \$645.00
- JOCKEY SPECIAL 645.00
- GOTT. DAILY RACES 650.00

RECONDITIONED 5 BALLS

- LUCKY STAR \$169.50
- MAISIE 145.00
- ROCKET 139.50
- RANGER 129.50
- VANITIES 119.50
- MYSTERY 129.50
- KILROY 119.50
- DYNAMITE 99.50
- SMARTY 99.50
- BAFFLE CD. 99.50
- SPELLBOUND 89.50
- SUPER SCORE 99.50
- FIESTA 84.50
- FAST BALL 79.50
- SUPERLINER 89.50
- STEP UP 79.50
- MID. RACER 44.50
- CANTEN 44.50
- SURF QUEEN 44.50
- LITE-O-CARD 44.50
- YANK DOODLE 44.50
- FLAT TOP 44.50
- LIBERTY 44.50
- SKY CHIEF 44.50
- BIG PARADE 44.50
- AIR CIRCUS 44.50
- KNOCK OUT 44.50
- SOUTH SEAS 44.50
- SANTA FE \$ 44.50
- BRAZIL 44.50
- TRADE WINDS 44.50
- 5-10-20 44.50
- STREAMLINER 44.50
- UN. MIDWAY 44.50
- KISMET 44.50
- BOSCO 44.50
- HI HAT 44.50
- YANKS 44.50
- VICTORY 44.50
- CLOVER 44.50
- FLY, TIGERS 44.50
- VELVET 44.50
- PRODUCTION 39.50
- SEA HAWK 39.50
- EAGLE SQUAD 39.50
- JUNGLE 39.50
- STAR ATTRAC. 39.50
- BELLE HOP 39.50
- BOLAWAY 39.50
- SHOW BOAT 39.50
- VENUS 39.50
- TOWERS 39.50
- ABC BOWLER 39.50
- '41 MAJORS 39.50
- SEVEN UP 39.50
- TEN SPOT 39.50

SLOTS

- 50¢ WATLING ROLATOP, 3-5 \$145.00
- 5¢ MILLS ORIG. CHROME, 2-5 109.50
- 5¢ MILLS BLUE FRONT, ORIG. 89.50
- 10¢ BROWN FRONTS 109.50
- 25¢ MILLS CLUB CONSOLE 149.50
- 10¢ JENN. SILVER CHIEF 89.50
- 5¢ JENN. CLUB CONSOLE CHIEF 109.50
- 5¢ JENN. BRONZE CHIEF 199.50
- JENN. CIGAROLA XV 99.50
- JENN. LITE-UP CHIEFS, Used 10 Days, 5¢, \$215; 10¢, \$225; 25¢ 235.00

ARCADE

COUNTER GAMES

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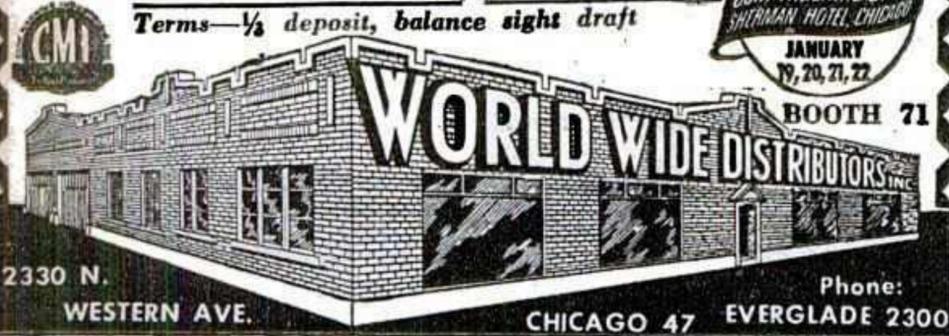
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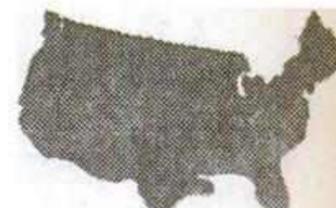
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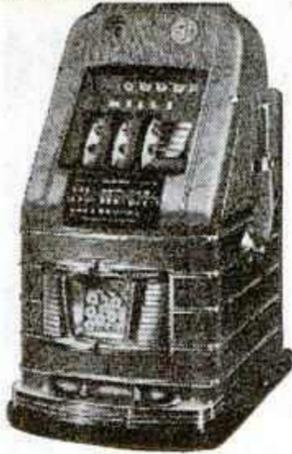
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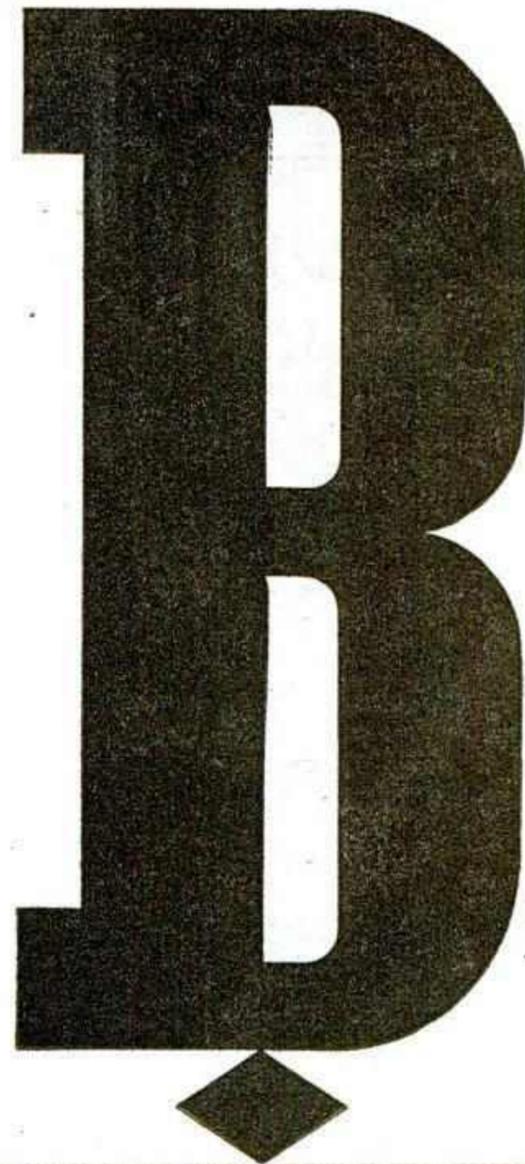
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2	25¢ Black Cherry Bell	" 150
12	5¢ Original Chrome	" 150
3	10¢ Original Chrome	" 350
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2	25¢ Golden Falls	" 45
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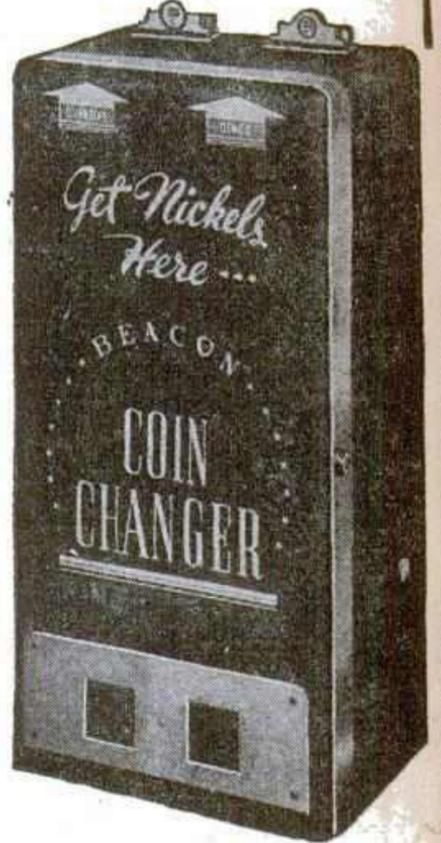
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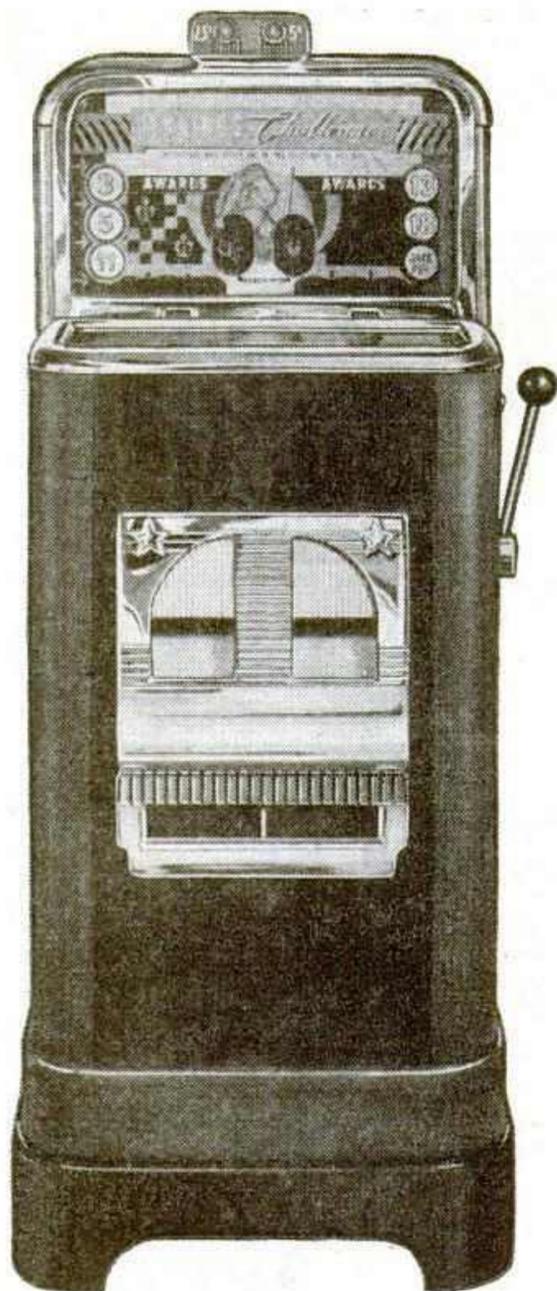
DISTRIBUTED MONDAY, JANUARY 19th

OPENING DAY OF THE CONVENTION

**Featuring a
 SPECIAL
 JUKE BOX
 SUPPLEMENT**
 with special reference lists,
 articles and buying guide fea-
 tures for Juke Box Operators.
 For further details contact
 your Billboard office.

**DEADLINE FOR ADVERTISING
 JANUARY 15**

**Reserve Your Space Now in the
 "Best Advertising Buy" of the
 Year.**



TWICE THE INCOME

JENNINGS CHALLENGER

Yes, operators all over the country report that the

has given them twice the income when it replaced a single machine in most locations

Prove to yourself that the Jennings Challenger can do the same for you. Comes in 5¢-5¢, 5¢-10¢ and 5¢-25¢ combinations.

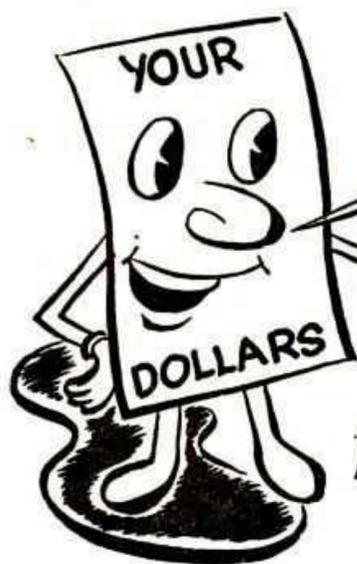
Occupies approximately the same floor space as a single machine, yet two can play at the same time because there are TWO coin chutes, TWO jackpots, TWO payouts, but only ONE revolving unit.

Make this test:—Move out all present single equipment and replace each piece with a Jennings Challenger. Try them 10 days and if you don't have twice the income, we'll cheerfully refund the purchase price—you keep the income.

Of course, you can check the results with one or more machines at different intervals—but the longer you wait to make a complete change—the more money you lose.

Write--wire or phone today--

O. D. JENNINGS & CO. CHICAGO 24, ILLINOIS
All Phones: Mans. 2612



**MORE PIN GAMES
FOR YOUR MONEY
AT THESE LOW
PRICES**



**ALL GAMES IN A-1 CONDITION
ALL READY FOR LOCATION**

BRONCHO	\$159.50	BIG HIT	\$49.50
GOLD BALL	149.50	BIG LEAGUE	49.50
KILROY	125.00	SURF QUEEN	45.00
ROCKET	115.00	DOUBLE BARREL	40.00
CAROUSEL	100.00	DUPLEX	25.00
SMARTY	95.00	VICTORY	25.00
SPELLBOUND	85.00	GUN CLUB	25.00
STEP UP	85.00	JUNGLE	25.00
SEA BREEZE	85.00	FOX HUNT	25.00
SUSPENSE	59.50	BOSCO	25.00
STAGE DOOR CANTEEN	59.50		

ALL ITEMS OFFERED SUBJECT TO PRIOR SALE
TERMS: 50% CERTIFIED DEPOSIT, BALANCE C. O. D.



SHAFFER MUSIC COMPANY
606 South High St. Columbus 15, Ohio
PHONE: MAIN 5563

**REMEMBER
THIS**

SOLID COLOR
NON-INFLAMMABLE
NON-BRITTLE
SHRINK-PROOF
EXPERTLY MOLDED — PERFECT FIT

New! Unbreakable! Guaranteed! Clear, transparent plastic windows for Model 850 Program Holder. \$5.00 Per Set.

Determine Right or Left as You Face Phonograph

ROCK-OLA Standard, Master, De Luxe or Supers: Each	"Glastron"—"Colonel": Top Corners (Solid Red, Yellow or Green)	750 Middle Sides
Top Corners (Solid Red, Yellow or Green) \$12.75	"Cardet"—"Major": Top Corners	\$ 2.25
Lower Sides (Red or Yellow)	WURLITZER	850 Top Corners
12.75	Each	12.50
Top Door Plastics (Red, Yellow or Green) 6.75	800 Top Corners	8.75
Commando: Top Corners	800 Lower Sides	12.50
8.00	800 Middle Sides	5.00
Top Center	800 Top Centers (Right or Left, Red)	12.50
7.00	800 Back Sides (Green)	1.20
Long Sides	800 Top Centers (Onyx)	5.50
12.75	600, 500 Top Corners	
Combination Yellow and Red Color Scheme.	700 Top Corners	
SEEBURG	700 Lower Sides	
"Hi-Tone" Model 9800, 8800, 8200: Lower Sides (Solid Red, Yellow or Green) \$14.50	700 Back Sides	
"Hi-Tone" Grille Pillars (Solid Red, Yellow, Green or Onyx)	750 Top Corners	
2.25	750 Lower Sides	
	750 Top Center	

**acme
PLASTICS**
ARE
**UNCONDITIONALLY
GUARANTEED
AGAINST BREAKAGE
FOR 3 YEARS**

IF YOU DON'T SEE WHAT YOU WANT, ASK FOR IT! WE MAY HAVE IT IN STOCK!

TERMS: 1/3 Deposit With Order, Balance C.O.D., F.O.B. New York. Remit Full Payment and Save C.O.D. Charges. Checks Acceptable!

ORDER FROM YOUR NEAREST DISTRIBUTOR!

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New York 18, N. Y.
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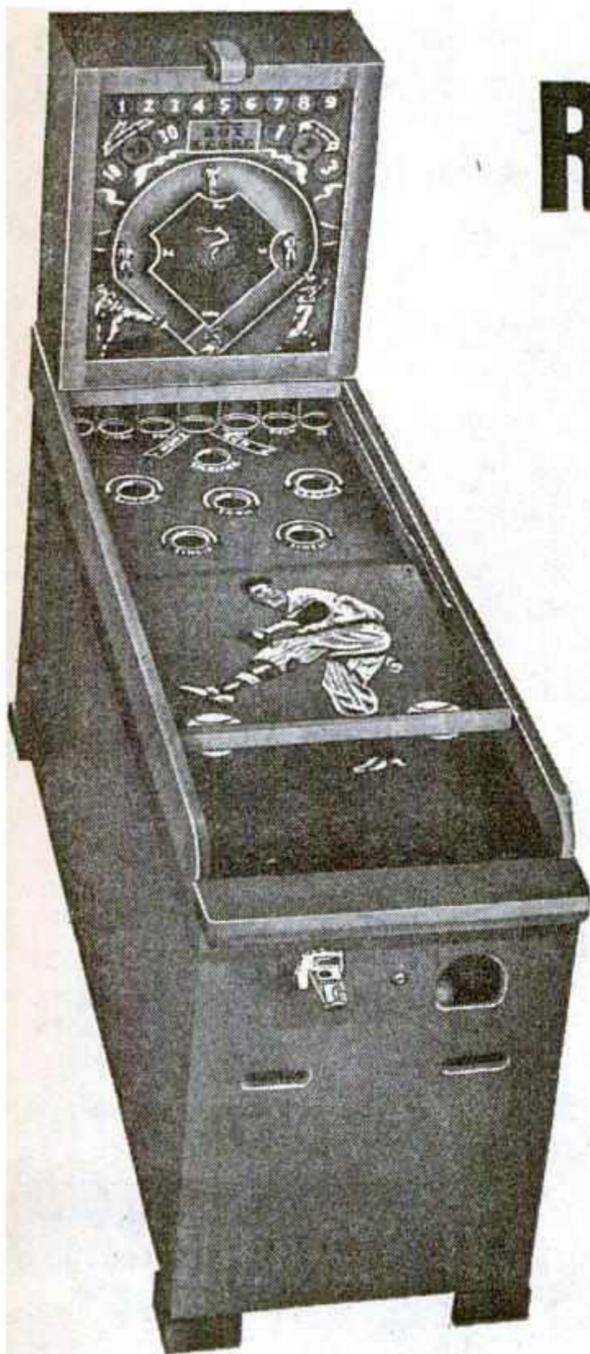
Williams

BOX SCORE

SUPER DELUXE ROLL DOWN

**THRILL-A-MINUTE
ACTION—
SUSPENSE!**

**MAKE
YOUR OWN
COMPARISON!**



Every Baseball Fan
a BOX SCORE Player!



BOOTHS 17-18-19

**BY EVERY
STANDARD
AND ANY TEST
EARNINGS—
APPEAL—
PERFORMANCE**



YOU'LL TAKE

Bonanza

WITH THE
EXTRA SPECIAL

**ORDER FROM
YOUR
DISTRIBUTOR
TODAY!**

Williams
MANUFACTURING
COMPANY
161 W. HURON STREET
CHICAGO 10, ILL.

**BONANZA
FEATURE and PREMIUM
FEATURE**

EXHIBIT'S STARROBOLITE

CONSTANT
CHANGE
OF
VALUES
FOR
SUPRIZES

CONSTANT
BUILD-UP
FOR
NEXT BALL
TO
FOLLOW

PLAY YOUR
A·B·C's

THE GAME OF ALL GAMES
Ask any Operator

ORDER
FROM YOUR
DISTRIBUTOR



EXHIBIT SUPPLY CO. (ESTABLISHED 1901) 4222-30 WEST LAKE ST. • CHICAGO, 24

World's Largest Manufacturers of

COIN OPERATED AMUSEMENT MACHINES

Send for Complete Literature



BADGER'S Bargains
"Often a few dollars less - Seldom a penny more"

LOS ANGELES see Bill Happel
MILWAUKEE see Carl Happel

NEW CONSOLES

NEW KEENEY GOLD NUGGET WRITE	NEW BALLY DOUBLE UP WRITE
NEW BALLY TRIPLE BELLS WRITE	NEW BALLY DE L. DRAW BELLS. WRITE
NEW BALLY WILD LEMON WRITE	NEW EVANS BANGTAILS WRITE

GUARANTEED RECONDITIONED CONSOLES

KEENEY BONUS, 1-WAY \$345.00	MILLS JUMBO, LATE P.O. \$ 49.50
KEENEY BONUS, 2-WAY 575.00	BALLY DRAW BELLS 245.00
KEENEY BONUS, 3-WAY 795.00	EVANS BANGTAILS, F.P., P.O. 395.00
MILLS 1947 THREE BELLS 595.00	BALLY CLUB BELLS, F.P., P.O. 49.50
MILLS 1941 THREE BELLS 245.00	BALLY HI HANDS, F.P., P.O. 49.50
LATE MILLS 4 BELLS, 5-5-5-25¢ 245.00	EVANS LUCKY LUORE, P.O. 49.50
LATE MILLS 4-BELLS, 5-5-5-5¢ 199.50	MILLS JUMBO, F.P. 39.50
MILLS JUMBO, LATE F.P., P.O. 59.50	PAGE SARATOGA, F.P., P.O. 49.50
	BALLY DELUXE DRAW BELLS WRITE

KEENEY SUPER SINGLE, 5¢, F.P., P.O., REBUILT AND REFINISHED LIKE NEW.. **\$59.50**

KEENEY TWINS, 5¢-25¢, F.P., P.O., REBUILT AND REFINISHED LIKE NEW.. **\$89.50**

SPECIAL

GENCO ADVANCE ROLLS \$289.50
REFINISHED LIKE NEW

GUARANTEED RECONDITIONED PHONOGRAPHS

WURLITZER MODEL 1015 \$575.00	ROCK-OLA MODEL 1422 (1946) WRITE
SEEBURG MODEL 1-48 495.00	A.M.I. 1946 MODEL WRITE
AIREON 1948 MODELS 295.00	PACKARD 1948 MODEL WRITE

TERMS: 1/3 DEPOSIT WITH ORDER, BALANCE C. O. D. OR SIGHT DRAFT.

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2251 WEST PICO BLVD.,
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Badger Novelty Co.
2546 NORTH 30TH STREET,
MILWAUKEE 10, WIS.
ALL PHONE KIL. 3030.

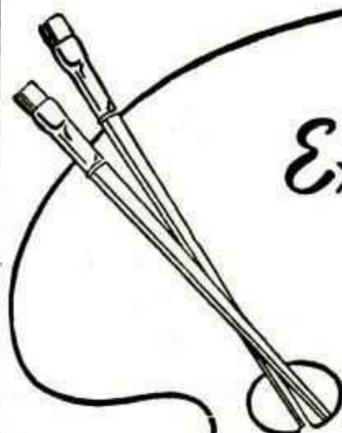


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STAR LITE

Art Work and Silk Screening

by

ADVERTISING POSTERS CO.
1500 N. HALSTED ST. • CHICAGO 22, ILL.



WILL PAY \$40.00 CASH

for

SUSPENSE — MIDGET RACERS — FAST BALL

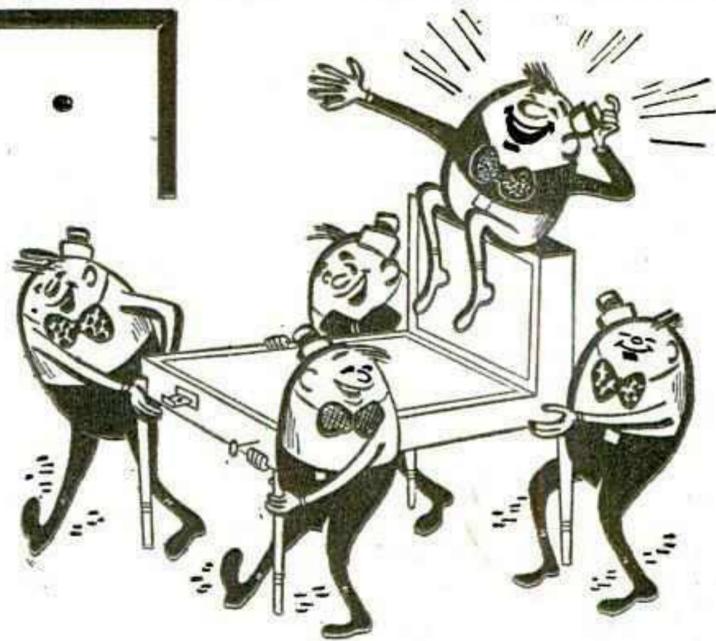
HENRY WEITZ

2130 Ewald Circle, Detroit 6, Mich.

Merrily We Roll
Along, Roll Along WITH

HUMPTY DUMPTY

THE
 GREATEST
 INNOVATION
 IN THE
 HISTORY
 OF
 PIN GAMES!



THE PLAYER WILL **LAUGH!**
 THE SPECTATOR WILL **ROAR!**
 THE OPERATOR WILL BE **THRILLED!**

YES . . . SOMETHING NEW HAS BEEN ADDED . . .
 SENSATIONAL PLAYER-CONTROLLED

FLIPPER BUMPERS

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!

PLUS
 HIGH SCORE • SEQUENCE
 BONUS • KICKER POCKETS

A GAME OF
 SKILL and
 TIMING!
 PLAYER
 CONTROLS
 FLIPPER
 BUMPERS!

ORDER FROM
 YOUR DISTRIBUTOR
NOW!



"There is no substitute
 for Quality!"



SEE OUR EXHIBIT
 AT THE
Coin Machine Show
 SHERMAN HOTEL CHICAGO
 JANUARY
 19, 20, 21, 22

BOOTHS
 2-3-4

WRITE FOR
 NEW
 PARTS
 CATALOG
 FACTORY PARTS FOR
 GOTTLIEB GAMES

D. GOTTLIEB & CO. 1140 N. KOSTNER AVENUE, CHICAGO 51, ILLINOIS

NOTE - WORTHY VALUES FROM "SOUTHERN"

USED MUSIC READY FOR LOCATION

WURLITZERS

MODEL 1015	\$525.00
71 OR 81 WITH STAND	110.00
850	225.00
24 VICTORY	75.00
780	195.00
24 HIDEAWAY	50.00
1015 WITH 216 RECEIVER AND 219 STEPPER	565.00
#3020, 5-10-25c WIRELESS BOXES, LIKE NEW	65.00
850 HIDEAWAY WITH #450 SPEAKER AND WALL BOX	150.00
950	200.00
MODEL 61	49.50
500 OR 600	125.00
700	225.00
616	69.50
750	295.00

SEEBURGS

CASINO	\$115.00
REGAL	150.00
MODEL D	75.00
VOGUE	225.00
CLASSIC	225.00
CROWN	145.00
8200 CONVERSION	75.00
ENVOY	275.00
CADET	195.00
R.C. 8200	275.00

ROCK-OLAS

WINDSOR	\$ 99.50
IMPERIAL 20	75.00
1939 DE LUXE	125.00
HIDEAWAY	50.00
1940 SUPER	165.00
SPECTRAVOX	50.00

AMI

STREAMLINER	\$ 75.00
HIDEAWAY	50.00
SINGING TOWER	75.00

MILLS

THRONE OF MUSIC	\$ 90.00
EMPRESS	100.00

ACCESSORIES

ROCK-OLA SPEAKER 1807	\$ 15.00
ROCK-OLA WALL BOX	5.00
ROCK-OLA BAR BOX	5.00
-120 WURLITZER BOXES	5.00
125 WURLITZER BOX	5.00
BUCKLEY BOXES	5.00
SOLOTONE BOXES	12.50
SEEBURG 5c WIRELESS	17.50
SEEBURG 5-10-25c 3-WIRE SELECTOMATIC	19.50

Write for Complete List
All Types Equipment.

"The House that Confidence Built"

SOUTHERN AUTOMATIC MUSIC COMPANY, INC.

SEEBURG DISTRIBUTORS IN
CINCINNATI · DAYTON · FT. WAYNE
INDIANAPOLIS · LEXINGTON



TERMS: 1/3 DEPOSIT, BALANCE SIGHT DRAFT

624 S. THIRD ST., LOUISVILLE 2, KY.
242 JEFFERSON ST., LEXINGTON 2, KY.
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228 W. 7TH ST., CINCINNATI 2, OHIO
603 LINDEN AVE., DAYTON 3, OHIO
325 N. ILLINOIS ST., INDIANAPOLIS 4, IND.
410 MARKET ST., CHATTANOOGA 2, TENN.

NOW DELIVERING NEW GAMES OF ALL LEADING MANUFACTURERS



HERE ARE JUST THE MUSIC PARTS YOU NEED!

616 Amplifiers	\$19.50	Tone Arms for Wurlitzer	\$15.50
412 Amplifiers	14.50	Wurlitzer Motors	19.50
24 Amplifiers	27.50	Speakers for 24 or 616	15.50
Coin Chutes for 24			\$14.50

1/3 WITH ORDER - BALANCE C. O. D.

PHONE-WIRE-WRITE TODAY!

RUNYON SALES COMPANY

123 W. RUNYON ST., NEWARK 8, NEW JERSEY - TEL: BIGELOW 3-8777
593 TENTH AVE., NEW YORK 18, NEW YORK - TEL: BRyant 9-2235

MUSIC-ROLL-DOWNS

WURLITZER

Wurlitzer 616 Plain	\$ 45.00
Wurlitzer 412	39.50
Wurlitzer 616 Lite Up	59.50
Wurlitzer 24	75.00
Wurlitzer 600	100.00
Wurlitzer 500	100.00
Wurlitzer 700	245.00
Wurlitzer 750	259.50
Wurlitzer 42/24 Victory	79.50
Wurlitzer 41 Counter Model	79.50
Wurlitzer 61 Counter Model	69.50
Wurlitzer 71 Counter Model	89.50
Wurlitzer Model #1015	475.00
Wurlitzer Twin 12 Celler Job	89.50
Wurlitzer 24 Celler Job	89.50

SEEBURG

Seeburg Rex	\$ 59.50
Seeburg Casino	89.50
Seeburg Plaza or Regal	79.50
Seeburg 8200 Conversion	79.50
Seeburg Gem	89.50
Seeburg Vogue	95.00
Seeburg Classic	99.50
Seeburg Cadet, ES	129.50
Seeburg Cadet, ESRC	159.50
Seeburg Envoy, ESRC	179.50
Seeburg Hi-Tone, ES	149.50
Seeburg Hi-Tone, ESRC	169.50

ARCADE & ROLL-DOWNS

Advance Roll	\$349.50
Sportsman	129.50
Total Roll	135.00
Hi Score	85.00
Roll-A-Score (Premier)	99.50
Esso Stars	250.00
Total Roll with Buttons	225.00
Genco Play Ball	79.50
Dynamic Roulette	235.00
New Race Horse Glass for Advance Roll	15.00
Western Baseball	79.50
Western Major League BB	99.50
Evans Ten Strike	59.50
Chicago Coin Goalee	159.50

ROCK-OLA

Rock-Ola Windsor, Monarch	\$ 59.50
Rock-Ola Standard	95.00
Rock-Ola DeLuxe	100.00
Rock-Ola Master	110.00
Rock-Ola Spectravox and Playmaster	99.50
Rock-Ola Imperial	49.50
Rock-Ola 1946, Like New	349.50

MILLS

Mills Throne	\$ 69.50
Mills Empress	89.50

WE HAVE ALL MAKES OF PHONOGRAPHS, ADAPTERS, STEPPERS, AMPLIFIERS, SPEAKERS AND PARTS IN STOCK. STATE WHAT YOU NEED-WRITE. Send 1/3 Deposit, Balance C. O. D.

HUB DISTRIBUTING CO.

632 Tenth Ave., cor. 45th St.
New York 19, N. Y. Circle 6-9570

COVEN'S COIN CORNER

USED FIVE BALLS

Action	\$19.50	Sky Ray	\$19.50
All American	19.50	Sluggo	24.50
Baffle Card	79.50	Stage Door Canteen	49.50
Big Hit	49.50	Stars	19.50
Big Parade	64.50	State Fair	69.50
Captain Kidd	19.50	Super Loner	69.50
Double Barrel	89.50	Surf Queen	49.50
Eagle Squadron	29.50	Suspense	69.50
Flat Top	29.50	Ten Spot	19.50
Four Roses	19.50	Venus	19.50
Gold Star	19.50	Wild Fire	19.50
Knockout	89.50	World Series '43	19.50
Land Slide	19.50		
Laura	49.50		
Liberty	49.50		
Majors '41	19.50		
Metro	19.50		
Sea Hawk	24.50		

USED CONSOLES

Big Game, F.P., 5¢	\$24.50
--------------------	---------

USED SLOTS

Mills Black Cherry, 10¢	\$149.50
Mills Chrome, 10¢ (Rebuilt)	149.50
Mills Chrome, 25¢ (Rebuilt)	149.50
Mills Vest Pocket (Reconditioned)	24.50

SPECIALS

Silver Streak (New)	\$160.00
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PARTS SPECIAL

Rubber Rings, Extra Large	\$2.25 per 100
Large	2.00 per 100
Medium	1.75 per 100
Small	1.50 per 100
Heavy Hitter Stands (Wood)	5.00 each

USED ARCADE EQUIPMENT

Advance Shocker	\$15.00
Evans Ski Ball	69.50
ABT Gun, Model F	19.50

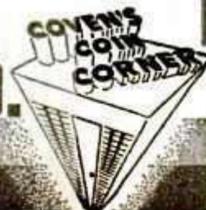
Terms: 1/2 Deposit—Balance C. O. D. or Sight Draft.

EXCLUSIVE BALLY DISTRIBUTOR

COVEN distributing Co.

3181 ELSTON AVE. CHICAGO, ILL.

Phone: INDEPENDENCE 2210



READY FOR OPERATION!

\$30 EACH OR 4 FOR \$100!

SHOWBOAT	TEN SPOT	ON DECK
SPOT POOL	BELLE HOP	SPORTS PARADE
MAJORS	DOUBLE PLAY	PARADISE
DIXIE	SLUGGER	GOLD STAR
STAR ATTRACTION	WILD FIRE	TWIN SIX
SEVEN UP	SCHOOL DAYS	SHORT STOP
A.B.C. BOWLER	MIAMI BEACH	MARINES AT PLAY
SNAPPY, '41	ALL AMERICAN	HOROSCOPE
JUNGLE	SECOND FRONT	LIBERTY (Bally)
DEFENSE	PURSUIT	G.I. JOE
VICTORY	FLICKER	STRATOLINER
BOLAWAY	CHAMP	

1/3 Deposit With Order, Balance C. O. D.

Mid-State Co.

2369 MILWAUKEE AVE., CHICAGO 47, ILL.

Phone: Everglade 2545

GENCO'S
Great Sensation

BING-A-ROLL

IT'S NEW! IT'S DIFFERENT!



Here's Why **BING-A-ROLL**
is a Great SKILL GAME

A high score of 285,000 can be obtained by skillful playing of balls.

Each ball played scores from 1,000 to 24,000.

PLUS a bonus score of 50,000 when a line is completed VERTICALLY—HORIZONTALLY or DIAGONALLY.

All balls can be played at once, yet the ingenious automatic scoring device will register the score of individual balls ACCURATELY plus the bonus!

Arrangement of playfield is duplicated in colorful lightup design on backboard glass; score lights up rapidly as played balls fall into pockets.

No waiting for balls to register. Scoring device registers while other balls are played.

ORDER FROM
YOUR NEAREST
DISTRIBUTOR



GENCO BUILDS GREATER GAMES

2621 NORTH ASHLAND AVENUE • CHICAGO 14, ILLINOIS



SENSATIONALLY NEW! CASINO BELL Sr.

ACCEPTS 5c AND 25c COINS ON SAME PLAY. PAYS OUT NICKELS OR QUARTERS, ACCORDING TO COIN PLAYED

For lasting appeal . . . dependable earnings rely on these peerless EVANS features:

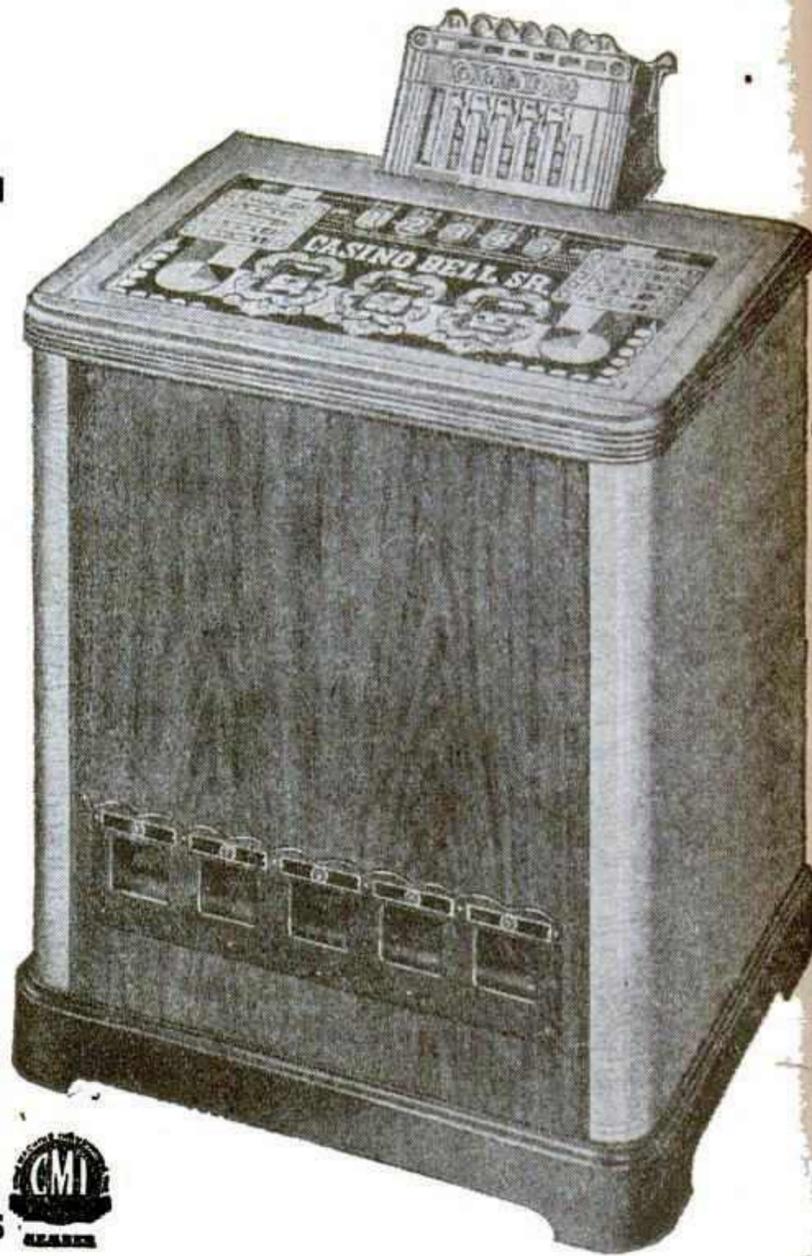
- 5-COIN HEAD! 5 PLAYERS!
- 5 INDIVIDUAL PAYOUT CUPS!
- 5 JACKPOTS WITH RESERVES!
- SINGLE COIN "MACHINE GUN" ACTION PAYOUT!
- EVANS' FAMOUS TROUBLE-FREE MECHANISM!
- LONG-LIFE, ATTRACTIVE EVANS-BUILT CABINET!
- BRILLIANT, COLORFUL TOP DESIGN!
- STANDARD BELL FRUIT REELS!
- STANDARD MODEL, 3/5c and 2/25c. ALSO AVAILABLE IN STRAIGHT 5c or 25c FIVE PLAY MODELS!

SEE YOUR DISTRIBUTOR TODAY

H. C. EVANS & CO.

1520-1528 W. ADAMS STREET

CHICAGO 7, ILLINOIS



HERE'S BUYING POWER FOR YOUR DOLLAR—EARNING POWER FOR YOUR LOCATIONS!

PIN TABLES

ALL CLEANED, CHECKED, READY FOR IMMEDIATE LOCATION! SPECIFY 1ST AND 2ND CHOICE WHEN ORDERING.

\$24.50 EACH — 5 FOR \$100.00

Glamour	White Sails	Lone Star	Capt. Kidd
Majors, '41	Sport Parade	Metro	Hold Over
Vacation	Play Mate	Line Up	Super Charger
Bomb the Axis	Anabel	Dough Boy	Hi Stepper
Seven Up	Golden Gate	Big Chief	Boom Town
Box Score	Roxy	C. I. Joe	Entry
Hi Hat	Stop and Go	School Days	Rebound
Big Town	Big Show	Ten Spot	Belle Hop
Eagle Squadron	Dixie	Formation	Wild Fire
Airport	Gold Star	Limelight	

\$39.50 EACH — 4 FOR \$130.00

Jungle	Hi Dive
5-10-20	Exh. Bowling Alley

Keep 'Em Flying..\$69.50
Western Baseball.. 49.50

SPECIAL!

#18 ZIP CORD

1 1/2c PER FT.

PHONOGRAPHS

All Phonographs Completely Reconditioned and Ready for Immediate Location!

WURLITZERS	ROCK-OLA	SEEBURG
412 \$ 49.50	Imperial 20 \$ 49.50	Gem \$ 94.50
616 79.50	Standard or DeLuxe. 119.50	Regals or Crowns ... 139.50
24 and 24A 89.50	Masters or Supers .. 139.50	Plaza or Mayfair ... 124.50
600-R 99.50	1948 Rock-Olas .. 194.50	Classics or Vogues .. 194.50
500K or 600K 125.00	AMI Top Flite 49.50	Colonel or Envoy, ES 250.00
Victory Model, Rotary board 79.50		Colonel or Envoy, ESRC 275.00
Victory Model, Keyboard 124.50		8800 or 9800, ES .. 175.00
780-M 229.50		8800 or 9800, ESRC 210.00
780-E 249.50		8200, ES 200.00
1015 (like new) Write for Prices		8200, ESRC 235.00

AIREONS, Used, Like New..\$250.00
Write for Quantity Prices

PHONOGRAPH ACCESSORIES

Seeburg Selectomatic, 20-Selection, 24-Wire, Ea. \$ 5.00	Rock-Ola Dial-a-Tune Wall and Bar Boxes, Ea. \$ 5.00
WS2Z Seeburg Wireless Wallomatics .. 19.50	Wurlitzer Model 125, 5-10-25¢ Wall Boxes, Ea. 15.00
3-Wire Seeburg Wired Wallomatic .. 15.00	Buckley 24-Selection Wall Boxes, Ea.. 5.00
WS10Z Seeburg Wireless 5-10-25 Wallomatic 39.50	
WB1Z Seeburg Wireless 5-10-25 Baromatic 44.50	

MISCELLANEOUS

A.B.T. Challengers, slightly used \$ 24.50	Bally Rapid Fire, crating included ... \$ 49.50
A.B.T. Challengers (New) Write for Price	Chicken Sam, with Rifle Range Conv., crating included 74.50
Gottlieb 3-Way Grippers 12.50	Champion Hockey, crating included .. 29.50
Supreme Ski Roll, 9 1/2 ft. (like new), crating included 89.50	Goatee, crating included 124.50
Supreme Ski Roll, 7 ft. (like new), crating included 74.50	Mills Owl, crating included 15.00
Bank Roll, 7 ft. (like new), crating included 74.50	Total Rolls (like new), crating included 174.50
Keeney Air Raider, crating included .. 49.50	Chicago Coin All Star Hockey, crating included 49.50
Tall Gunner, crating included 49.50	Scientific Batting Practice, crating included 49.50
Bang-a-Deer, crating included 74.50	

THESE BARGAINS ARE MOVING FAST! ORDER NOW!

Seeburg

EXCLUSIVE DISTRIBUTOR
WISCONSIN AND UPPER MICHIGAN

DEPENDABLE MUSIC SYSTEMS WITH SOUND DISTRIBUTION

TERMS: 1/3 DEPOSIT, BALANCE C. O. D.

FORMERLY MILWAUKEE COIN MACHINE CO.

PHONE: KILBOURN 7323

J. L. London Music Co., Inc.

3130 WEST LISBON AVENUE MILWAUKEE 8, WISCONSIN

Chicago Coin's 2 BIG HITS

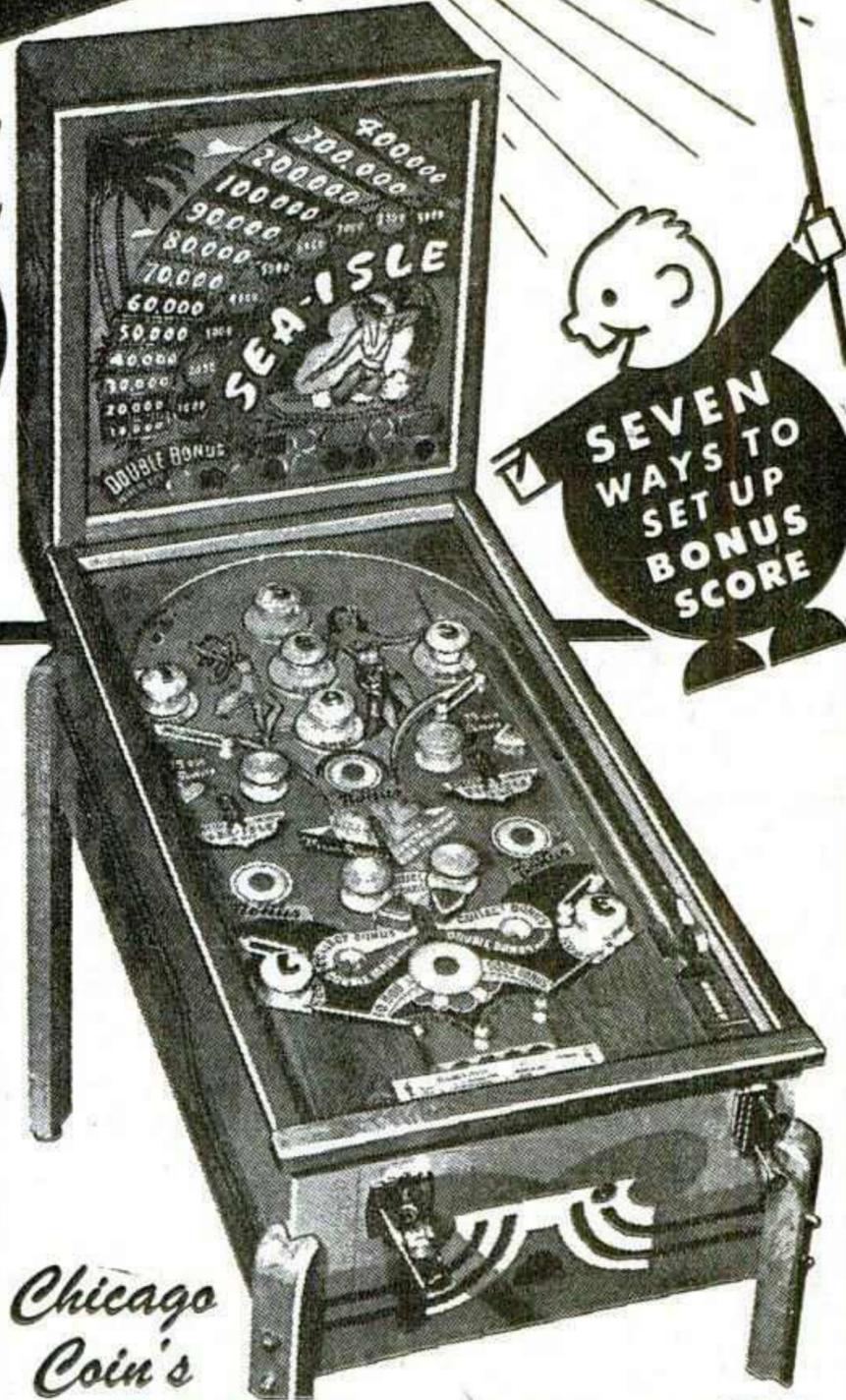


**FASTEST
PLAY OF ALL
ROLL DOWN
GAMES**

*Chicago
Coin's*

ROLL DOWN

**KICKOUT HOLE SPOTS NUMBERS
1 TO 7 AND DOUBLES SCORING ..
HIGH SCORE & LIGHTED DOUBLE
SCORE ROLL-OVER BUTTONS
.. BEAUTIFUL DELUXE CABINET**



**SEVEN
WAYS TO
SET UP
BONUS
SCORE**

*Chicago
Coin's*

SEA ISLE

**YES, 7 WAYS TO SET UP BONUS
SCORE & 3 WAYS TO COLLECT
THE BONUS .. NEW DOUBLE
BONUS FEATURE .. 4 LIGHTED
JUMBO ROLL-OVER BUTTONS**

WEST COST REPRESENTATIVE SEE YOUR CHICAGO COIN EASTERN SALES REPRESENTATIVE
PHIL ROBINSON DISTRIBUTOR TODAY! ALBERT SIMON
 607 KELTON, LOS ANGELES, CALIFORNIA 215 W. 64th ST., NEW YORK, NEW YORK



Chicago Coin **MACHINE CO.**
 1725 DIVERSEY BOULEVARD • CHICAGO 14, ILLINOIS



UNITED'S SINGAPORE

Greatest of Them All!



**FIVE-BALL
NOVELTY
REPLAY**

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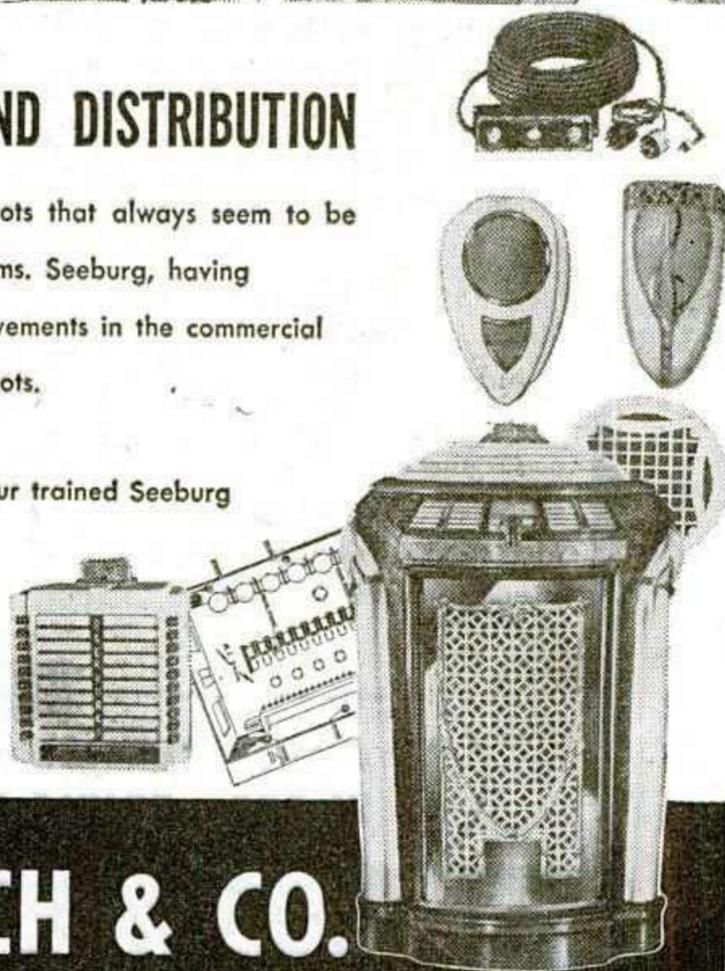


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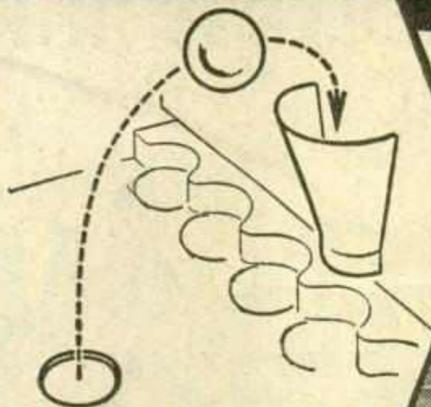
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