

The Billboard



THE WORLD'S FOREMOST AMUSEMENT WEEKLY • 25 CENTS

OCTOBER 25, 1947 ✓✓✓✓✓



Benny Goodman and longhair composer Paul Hindemith run thru a classical concerto written expressly for BG by Hindemith. Later in the season the clarinet king will do the piece with a symphony ork, in another of his periodic and successful excursions into the domain of untrimmed locks. On the pop front BG continues as busy as ever. He made a solid contribution to Capitol's star-studded "Freedom Train" disk in addition to etching the recent (Sept. 22 release) "Hi Ya, Sophia" backed by "Baby, Have You Got a Little Love To Spare?" and a new album tagged "Benny Rides Again." On the nation's screens the maestro will soon be riding in the new Danny Kaye-Virginia Mayo starrer "A Song Is Born," and a string of concert dates starting November 2 in Rochester, plus radio guest shots, rounds out BG's current campaign.

*The **newest** Addition
to the Music-Record Industry's
Most Complete, Most Authentic
Popularity Charts*

**DISK JOCKEYS,
RETAILERS and
JUKE BOX OPS
PICK THE NEW
RECORD HITS**

BEGINNING this week The Billboard Music Popularity Charts include a new, exciting feature . . . one in which the nation's platter spinners, record dealers and music machine operators go out on a limb (along with The Billboard*) to name the newer records which, in their opinion, are most likely to prove hits.

To the thousands of platter pilots, record retailers and operators who each week contribute their time and knowledge to make The Billboard Music Popularity Charts the most respected and most important "guide" feature in the industry, The Billboard expresses its sincere thanks.

To all in the music and record industries The Billboard pledges a continuing effort to improve and enlarge the Music Popularity Charts whenever conditions dictate.

*THE BILLBOARD WILL CONTINUE TO PICK ITS OWN "POSSIBILITIES" EACH WEEK, AS IT HAS IN THE PAST.

The World's Foremost Amusement Weekly

AFM OPPOSED ON WIDE FRONT

If ASCAP Can Do It, So Can CAPAC: Hike in License Fees Sought of Canadian Exhibs

Dominion Government To Get Bid for Increase by Nov. 1

TORONTO, Oct. 18.—The Composers, Authors and Publishers' Association of Canada (CAPAC) has begun a campaign to increase music royalties received from film houses across Canada, it was learned here this week. The Canadian body corresponds to the American Society of Composers, Authors and Publishers (ASCAP) in the U. S. and the Performing Rights Society (PRS) in Great Britain, having as its function the collection and distribution of royalties from all who use copyright

music and lyrics in Canada.

Nothing definite has been done yet, it has been learned that the 12 directors of the Canadian body will meet shortly to discuss plans for obtaining a greater yield from Canadian houses. Request for a higher cut must be in the hands of the Federal Copyright Appeal Board in Ottawa by (See CAPAC FOLLOWS on page 18)

Aussie Air Comics Beat Bush in P.A.'s

SYDNEY, Oct. 18.—Australia's top-line radio fun merchants, finding it essential to get in closer touch with their audiences, are following the lead of Jack Davey (Colgate-Palmolive headliner), who is on a tour of Queensland provincial centers. Bob Dwyer and Roy Rene are also scheduled for tours of the vaude stages in major cities, with bush beating to follow.

The comics claim that long periods of breathing into the mike without flesh-and-blood contact with their audiences makes them stale. They think meeting the listeners will give them a chance to watch the reactions to new patter and jokes. Other radio jokers are said to be considering the same idea, and the reports of enthusiastic receptions accorded Jack Davey probably will clinch their decision.

AGVA Group Seeks Adoption Of Constitution

NEW YORK, Oct. 18.—An organized plan to have the forthcoming American Guild of Variety Artists' (AGVA) convention, probably in December, adopt a platform and a constitution, has been started here by a group of rank-and-file AGVA members under the name of the Platform Committee (PC).

Group emphasized that it was not concerned with the choice of delegates. Its major objective is a platform, copies of which will be sent to every AGVA office in the country, with the request that each candidate for office in such an area have a copy forwarded to him from the regional AGVA office. The program is:

Employment: (1) Amendment of the Unemployment Insurance Law so (See AGVA Rank-and-File, page 37)

Chi Shuberts Light T-H Fire Under Petrillo

Theaters Fight Stand-Bys

CHICAGO, Oct. 18.—First legal test of the anti-featherbedding provision of the Taft-Hartley Law as it

Players' Playback

NEW YORK, Oct. 18.—"Did I read that line right? How did I play that scene?" These worries that have plagued thespians for centuries, particularly during rehearsals, may soon be forgotten, thanks to the newly designed magnasonic tape recorder.

This magnetic tape instrument, which is about the size of a table model radio, has been designed to enable an actor to read thru a scene and immediately check back on his lines, or it may be used during the run of a show to keep the player in touch with the quality of his performance.

A showing by the magnasonic's manufacturers, Sound Recorder & Producer Corporation of Philadelphia, will be given Tuesday (14) at the Hotel Pennsylvania.

might apply to the stand-by practices of the American Federation of Musicians (AFM) started here Thursday (16) when Prexy James C. Petrillo and Local 10, Chi AFM chapter, were charged by the Select Lake City Theater Operating Company, a Chi subsidiary of the Shubert Corporation, with forcing theaters to hire musicians they did not need.

An official complaint was filed here Wednesday with the National Labor Relations' Board (NLRB) office by (See Shuberts Fight AFM, page 42)

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*
NEAR YOU by Francis Craig, Bullet 1001
- No. 1 *Disk in the Nation's Juke Boxes*
NEAR YOU by Francis Craig, Bullet 1001
- No. 1 *Popular Album Via Dealer Sales*
DOROTHY SHAY (THE PARK AVENUE HILLBILLY) SINGS ALBUM by Dorothy Shay, Columbia C-119
- No. 1 *Classical Disk Via Dealer Sales*
JALOUSIE by Boston Pops, Arthur Fiedler, conductor, Victor 12160
- No. 1 *Classical Album Via Dealer Sales*
RACHMANINOFF CONCERTO NO. 2 IN C MINOR, by Artur Schnabel, pianist, NBC ork; Vladimir Golschmann, conductor, Victor 1075
- No. 1 *Folk Disk in the Nation's Juke Boxes*
SMOKE! SMOKE! SMOKE! (That Cigarette) by Tex Williams Western Caravan (Tex Williams-Trio), Capitol Americana 40001
- No. 1 *Race Disk in the Nation's Juke Boxes*
BOOGIE WOOGIE BLUE PLATE by Louis Jordan, Decca 24104
- No. 1 *Sheet Music Best Seller in England*
NOW IS THE HOUR
- No. 1 *Sheet Music Best Sellers in Canada (for two major jobbers)*
THE LADY FROM 29 PALMS
NEAR YOU
- The Billboard's Best Bets for Future Hit Disks*
A TUNE FOR HUMMING, Bob Houston with Hugo Winterhalter's ork. MGM 10091; Eddy Howard's ork. Majestic 1177
HARMONY, Johnny Mercer and the King Cole Trio, Capitol 15000
GOLDEN EARRINGS and I'LL DANCE AT YOUR WEDDING, Peggy Lee with Dave Barbours' ork, Capitol 15009

Full score on leading tunes and disks in the Music Department. (MUSIC POPULARITY CHARTS THIS WEEK APPEAR ON PAGES 22 TO 31 IN MUSIC SECTION.)

Radio, Music Join To Tackle Union Issues

Washington Parley Scheduled

WASHINGTON, Oct. 18.—A precedent-shattering united front meeting of representatives of all segments of the radio, recording and music industries will convene soon behind closed doors to seek "a lasting solution" to problems created by relations with the American Federation of Musicians (AFM). The meeting is to take place under the aegis of the National Association of Broadcasters (NAB).

First phase of the united front movement will take place Tuesday (21), when representatives of the top record manufacturing companies will meet at the New York headquarters of Broadcast Music, Inc. (BMI), to select their representatives to the industry-wide meeting which is to follow. This second meeting will take place in November, probably in Washington.

The Washington confab, the first of its kind, will be attended by representatives of not only the recording field but AM and FM broadcasting, television and electrical transcription (See Industry-Wide Front, page 8)

AFRA To Con Industry's Job And Pay Pitch

NEW YORK, Oct. 18.—A comprehensive survey of the employment situation in New York radio will be undertaken shortly by the New York local of the American Federation of Radio Artists (AFRA), with a view to acquiring enough data to determine local policy on the increasingly difficult job problem. In accordance with a resolution passed at a recent meeting, AFRA this week appointed a committee to handle the survey. The group is to meet shortly and set the machinery going.

AFRA's unemployment survey has even greater significance at the moment than it would in normal circumstances. The reason for this is the political situation inside the New York local, which has been virtually split by formation of the artists' committee. Furthermore, elections due next month are adding tenseness.

False Rumors

A typical instance developed this week, when it was erroneously reported that the survey was to be used as a means of bringing about imposition of a ceiling on incomes of AFRA members. The report is untrue, but behind it, according to the AFRA (See AFRA TO STUDY on page 5)

Little Theaters Eyed as Source Of Video Talent

PHILADELPHIA, Oct. 18.—Little theater groups as an untapped source of television programming are being eyed by Associated Television Productions, local video producing org headed by Joel Charles. Associated plan is to subsidize virtually all little theater groups in the city and re-direct their activities and talents primarily for the television cameras.

In the subsidy, a modest amount each year for each interested and promising group, the little theater writers and players would be schooled in television production and staging. Associated, holding the commercial rights to the performances, would then be in the position to offer a prospective sponsor a full and regular theater fare for television.

3% Showbiz Tax in Canton

CANTON, O., Oct. 18.—City council here has passed a 3 per cent admission tax to be collected from every person who pays an admission charge to any event. Ordinance exempts only events held on church property exclusively for church benefit. A \$2-a-year certificate of registration will also be required of all persons and organizations charging admissions to amusements. The municipal levy replaces a 3 per cent State amusement tax which expired September 30.

New B'way Ass'n Director

NEW YORK, Oct. 18.—Robert K. Christenberry, president of the Broadway Association, has appointed T. J. McInerney as managing director of the org, succeeding the late Henry G. Fargel. Christenberry has been named chairman of the Greater New York Navy Day Committee, which will seek the co-operation of the public, newspapers, radio and other media in observance of Navy Day, October 27.

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Urge More Dealer, Station Aid for Radio Week Push

NEW YORK, Oct. 18.—Industry associations sponsoring the Third Annual National Radio Week, slated for October 26 thru November 1, so far have found co-operation on the consumer-contact level exceedingly spotty, according to drive leaders. The objectives are designed to aid every facet of the industry, including broadcasters, set manufacturers, distributors, dealers, et al., by promoting sale of more radio sets and stimulating more regular radio listening, there are many stations thruout the country that have not yet begun organizational work necessary to proper programming of spot announcements and longer shows tying in with the week. Similarly, radio dealers (including music stores which carry radios and appliance lines) in many cases have shown surprisingly scant interest in a project so directly designed to help them achieve greater sales volume.

Peg for the week, of course, is celebration of radio's birthday and the current campaign commemorates the industry's 27th year. The drive is headed by the National Association of Broadcasters and the Radio Manufacturers' Association, with 10 other organizations participating. These are the FM Association, Television Broadcasters' Association, National Retail Furniture Association, Association of Women Broadcasters, National Association of Music Merchants, National Electrical Retailers' Association, Advertising Federation of America, American Association of Advertising Agencies, National Station Representatives and the Radio Executives' Club.

Stem Aids Hospital Drive for \$2,383,887

NEW YORK, Oct. 18.—Various branches of showbiz are co-operating in helping to raise \$2,383,887 in the 69th annual campaign of the United Hospital Fund to aid the 89 voluntary hospitals here.

The drive, which officially opened Wednesday (8), will make special use of radio, in addition to its many posters and fund flags. A panel program will be broadcast by Judith Anderson, Jane Cowl, June Duprez, Maggi McNellis, Ray Shaw, Rise Stevens, Thyra Samter Winslow and Gladys Swarthout.

Gertrude Lawrence will make special appeals to actors and actresses in the legit field, and Ilka Chase is responsible for special events for the

Guzzle Cast: Suds Drought, Hooch Flood

WASHINGTON, Oct. 18.—Despite optimistic reports from the Citizens' Food Committee on substantial supplies of beer, it appears likely that niteries, taverns and hotel rooms will be running into a shortage of suds as a consequence of the brewers' grain limitations, according to government experts here. On the other hand, liquor supplies will be ample regardless of the proposed 60-day distiller shutdown.

Beer stocks now on hand are about 9,000,000 barrels, according to the Internal Revenue Bureau, while consumption is running around 7,000,000 barrels a month. An additional 65,000 barrels monthly are earmarked for export.

Shortage Forecast

Beer production for the last year, the Revenue Bureau reports, has averaged only about 200,000 barrels a month in excess of consumption. With the brewers pledged to cut the use of corn by 25 per cent and discontinue using wheat and barley entirely for a 90-day period, it looks as if demands for beer will exceed production within a month. Beer shortages appear likely in some parts of the country before the limitation period is concluded.

The distiller "holiday" is seen as having little or no effect on the retail level with monthly production of all types of liquors running three times consumption during the past year, according to Internal Revenue figures. Stocks of liquors now on hand in warehouses are sufficient to supply the current rate of demand for at least a year, it is estimated.

Guzzling Declines

Revenue Bureau figures on liquor consumption for the 1947 fiscal year show the American public is retreating from its wartime binge. Consumption of all liquors is down an average of 25 per cent from war years.

The overwhelming preference of drinkers, statistics show, is for whisky. Gin runs a poor second, with brandy and rum bringing up the rear. Whisky consumption for the 1947 fiscal year was more than five times the total of all other liquors combined. Just under 59,000,000 gallons was consumed during the year ended June 30. In the same period gin drinkers accounted for 6,764,000 gallons, brandy 3,014,474 and rum 477,734.

Manhattan and Bronx Women's Division of the campaign.

The drive will continue thru Thanksgiving.

Philly Hypo: \$1 Legit Club Plan

PHILADELPHIA, Oct. 18.—In an effort to hypo attendance at opening nights for some of the shows playing at the four Shubert houses here, Nathan Abrahams, their manager, has organized a first night club of Philadelphia. With interest in legit hereabouts much on the decline, largely because of increased prices at the box office coupled with the fact that patrons have to pay premiums from ticket brokers when a hit show turns up, Abrahams has decided to whip up the club subscription plan.

The list will be limited to 2,000 subscribers, who will get a chance to (See Philly Shuberts Plan, page 42)

Crosby and Von Morpurgo Production Firms Merge

NEW YORK, Oct. 18.—Agreement on a merger of Crosby Productions, Hollywood Theatrical Productions and Show Management Unit, with Henry Von Morpurgo & Company, industrial public relations and advertising organization, was announced this week.

The new company, Crosby-Von Morpurgo Productions, will turn out commercial movies, and productions for pageants, conventions, fairs, expositions, industrial exhibits, etc., for commercial enterprises.

Bob Day, Crosby production coordinator, will be in direct charge of the actual productions; Larry Crosby, head of Crosby Productions, the talent and show management phases, and Henry Von Morpurgo, the industrial, organizational and exploitation section.

Hungary Bars Foreign Acts

BUDAPEST, Oct. 18.—A recently promulgated regulation bars the employment of all foreign acts in Hungary and provides that only members of the Hungarian Artists' Union can be given work. Booking agents are left out on a limb, since all artists must be booked thru their union and the collection of any commissions is taboo.

The Billboard

The World's Foremost Amusement Weekly

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The Billboard also publishes: The Billboard Encyclopedia of Music Vendors

Get on That Freedom Train

Since The Billboard believes that the American Heritage Foundation's rededication program, climaxed in each city by the arrival of the Freedom Train (full story in August 30 issue), gives show business an opportunity to participate in one of the most vital national drives since the recent war, the train's route for the current and following weeks will be published in this space regularly. September thru November route appeared in the September 13 issue of The Billboard. Quarterly routes will be published in full considerably in advance.

This Week		Next Week	
Date	City & Exhibition Terminal	Date	City & Exhibition Terminal
October 26	Lewiston, Me. Maine Central	November 3	Utica, N. Y. New York Central
October 27	Portland, Me. Maine Central	November 3	(Open date in Utica)
October 28	(Open date in Portland, Me.)	November 4	Rome, N. Y. New York Central
October 29	Fitchburg, Mass. Boston & Maine	November 5	Syracuse, N. Y. New York Central
October 30	Boston & Maine Springfield, Mass. Boston & Maine	November 6	Rochester, N. Y. New York Central
October 31	Pittsfield, Mass. B. & A. (N. Y. C.)	November 7	Buffalo New York Central
November 1	Schenectady, N. Y. New York Central	November 8	Elmira, N. Y. D. L. & W.

Show business personalities and organizations in these towns are urged to contact the local mayor's committee, which will be handling local details. Detailed stories of Freedom Train showbiz activity will continue to appear in The Billboard periodically thru the full run of the drive.

AFRA TO STUDY "HUNGER"

NBC Names New Pubserv Board Set-Up

Two-Division Department

NEW YORK, Oct. 18.—Realignment of the public service department of the National Broadcasting Company (NBC) along lines outlined recently in *The Billboard* was announced by the web late this week. Ken Dyke, administrative vice-president in charge of programs, public service and continuity acceptance, re-named the pubserv division as the public affairs and education department and announced creation of a pubserv board.

This board, which will assist Dyke in bringing the web's public service programming more in line with modern conditions, is chaired by Dyke and includes the following: William F. Brooks, vice-president in charge of news and international relations; Thomas C. McCray, national program manager; Sterling Fisher, who has been named advisor on public affairs and education; William McAndrew, assistant to the vice-president in charge of the web's Washington office, and Dwight Herrick, whose new post is operations manager of the newly organized department.

Two Divisions Created

Changes include the establishment of two divisions within the department. These are the talks division, responsible for clearance, approval and booking of all speeches on the web, and the organizations division, responsible for maintenance of liaison with religious, educational, professional, business, labor, agricultural, social welfare and other groups to insure co-operation with their public service activities.

In addition to appointments mentioned above, Margaret Cuthbert has been named manager of the organizations division, and Jane Tiffany Wagner assistant manager. Doris Corwith heads up the talks division. Division managers report to Herrick. Fisher, advisor on public affairs and education, reports directly to Dyke.

Dr. James Rowland Angell, member of the NBC board of directors, will continue as public service counselor, working directly with Niles Trammell, NBC president, and Dyke.

The newly organized department is expected to gradually get rid of virtually all purserv programming now on the web, and replace same with fresher, more down-to-earth programs.

Shapiro Joins BMI In Exec Capacity

NEW YORK, Oct. 20.—M. H. Shapiro, for years one of the best known trade paper men in radio, joined Broadcast Music, Inc. (BMI), in an executive capacity today (Monday). His principal concern, at least at the outset, will be in connection with BMI public relations.

Shapiro has been managing editor of *Radio Daily* for the past 10 years, and prior to that was with *The Billboard* as radio editor. He also worked as publicity director for Paul White-

List of Denny "Successors" Grows; Monroney the Latest

WASHINGTON, Oct. 18.—The list of prospects for successor to Chairman Charles Denny, of Federal Communications Commission (FCC), is continuing to mount, with the name of Rep. A. S. Mike Monroney (D., Okla.) among the latest additions this week. The list of serious prospects now embraces more than a dozen names, including the following: Former U. S. Senator James M. Mead, of New York; Telford Taylor, who has been on leave from general counselship of FCC to help prosecute the Nuremberg trials; J. Leonard Reinsch, advisor to President Truman; Sen. Edwin C. Johnson, ranking Democrat member of Senate Interstate and Foreign Commerce Committee; former Sen. Hugh B. Mitchell (D., Wash.), and Brig. Gen. Frank E. Stoner, United Nations communications co-ordinator.

Whether President Truman will make an "interim" appointment prior to the convening of Congress is still being conjectured at the White House, where it is reported that Mead, Taylor and Reinsch continue to be in the

lead of prospects altho the outcome of the race is uncertain. Unless Truman nominates a successor by the month's end, Vice-Chairman Paul A. Walker, of FCC, will accede to the post of acting chairman pending a permanent appointment. Truman is empowered to designate Walker as acting chairman or to designate a permanent chairman whose appointment would be on an interim basis pending confirmation by the Senate.

Possibility that Commissioner E. K. Jett might be elevated to the chairmanship is being discussed in FCC quarters. There also is some talk of possibility that Benedict Cottone, general counsel, might be given a place on the commission in the event of Jett's elevation, with Harry Plotkin, assistant general counsel, in a key spot to move up to the general counsel post in such event.

NADJ Chapter Formed in H'w'd; G. Norman Prexy

HOLLYWOOD, Oct. 18.—Chapter of the National Association of Disk Jockeys was formed here last week at a meeting called by Bill Leyden, secretary of the national org. Group picked Gene Norman as pro tem prexy and Bill McLaughlin as temporary secretary-treasurer. Some of the area's top name wax whirlers were not present, but according to the group, absence was result of other engagements slated for the time of the gathering. Permanent officers will be elected at a meeting in the near future when a greater turnout of jockeys will be possible, it was said. First disk jockey association was formed in Hollywood last year when spinners feared threat of band leaders invading their field. However, group was short-lived due to disinterest by some jockeys and internal strife in the org.

Pat O'Brien in Runyon Series On NBC E.T.'s

NEW YORK, Oct. 18.—Radio recording division of the National Broadcasting Company (NBC) has secured from the Damon Runyon estate the recording rights to the Runyon stories and will present the yarns in a 52-week series, with Pat O'Brien in the lead. Audition platter was cut this week in New York.

Deal was engineered by Lloyd Egner, vice-president in charge of the web's wax division. Platters will be 30-minute open-end jobs.

Dialers Buy Time To Help Station

WASHINGTON, Oct. 18.—WQQW, Washington independent station, which is now in throes of getting on a paying basis after months of "de-emphasis" of commercials, is still getting encouragement from loyal listeners to avoid going completely overboard on the commercial emphasis and to continue emphasizing long-hair music programs. One enthusiastic listener—Nathaniel Eiselman, president of Motor Credit Company—bought an hour's worth of time last Sunday, paying \$72 just to have the station play symphonic music without a single commercial blurb.

So many other listeners have sent in small contributions to keep the station on the air that WQQW, which is now managed by Robert Rogers, is planning a regular hour's program every Sunday under "community" sponsorship. The program will be financed completely by voluntary contributions, with the contributors invited to make the symphonic selections. Described as a "subscription" program, it's believed to be the first of its kind in American radio.

Critical Job And Pay Pitch To Be Conned

Union Politics Involved

(Continued from page 3)

independent group (liberal), was a maneuver designed to discredit them and gain votes for the artists' committee segment, the theory being that one prime way to scare an actor (especially the top bracket money makers) is to tell him he's going to have to give up jobs in a spread-the-work movement.

AFRA's "hunger" survey will seek to find out, among other things, the following: Income levels, from top to bottom; the number of performers who must supplement their incomes by non-radio or non-showbiz jobs, the number of actors who depend on doubling for living incomes, how much of a work spread exists in radio—in other words, how many jobs are in the hands of a comparative few, the number of "floaters" in AFRA, i. e., members who joined for just one or two jobs and then scrambled, and what effect, if any, the newly effected AFRA commercial code has had on actor employment.

Some Report Cutbacks

The last point is a hotly disputed issue. Many rank and file AFRA-ites claim that since wages have been increased, jobs have fallen off as agencies and advertisers have trimmed budgets.

Committee chairman is Clayton (Bud) Collyer, head of the artists' committee. Other members are Ned Wever, Milton Cross, Irene Beasley, Don Hancock and House Jameson, all of whom are said to be affiliated with the artists' committee. Independent members include Minerva Pious, Nelson Case, Dick Sanders and Mary Hunter.

The PERFECT CHRISTMAS GIFT

9

... to send to your friends

SILENT NIGHT • THE FIRST NOEL • ADESTE FIDELIS • JOY TO THE WORLD • CAROL OF THE BELLS • 'T WAS THE NIGHT BEFORE CHRISTMAS • HARK! THE HERALD ANGELS SING • O LITTLE TOWN OF BETHLEHEM • GOD REST YE MERRY GENTLEMEN

CHRISTMAS CAROLS

by the **HOUR OF CHARM**

ALL-GIRL ORCHESTRA and CHOIR

under the direction of PHIL SPITALNY



CHARM RECORDS, INC.

P.O. BOX NO. 40, RADIO CITY STATION, NEW YORK 19

PLEASE SEND TO:

ADDRESS

NUMBER OF ALBUMS (\$3.85 PER ALBUM)

This One



FNUK-10U-3WU3

INDIES' GROWING NAB VOICE

Influence on Policies Seen On Increase

Lively Meeting Skedded

WASHINGTON, Oct. 18.—Influence of independent stations on policies of the National Association of Broadcasters (NAB) is due to increase considerably within the next few months. That's the consensus of trade observers here, bolstered by the report that the recently appointed committee of independent station operators is very likely to wind up as a permanent NAB committee. Its function would be to voice indie angles on industry-wide questions.

Setting up a permanent NAB group to speak for indie stations would do much to bring an end to a long-standing criticism leveled at NAB—that it is not completely representative of all of broadcasting. The "network dominated" accusation is an old one, alleviated considerably by the recently effected membership status change for webs, which now participate as associate NAB members only. The permanent NAB independent committee, if materializing, would be an extension of moves by NAB to broaden its policy-shaping front.

Meanwhile, NAB is bracing for a lively session here Thursday (23) when the indie committee gets together on the new NAB code. NAB is indicating readiness to compromise in the interests of industry-wide harmony and universal acceptance of new standards and practices. Compromise is expected to come about thru revision of the currently proposed basic three-minute limitation on commercial plugs.

FM Session

At the same time an equally lively session is expected when the FM executive committee of NAB meets here Friday (24) on the code. One group of FM-ers, it is learned, is urging drastic changes on the ground the code is suited mainly to AM radio. These critics, consisting largely of FM-ers who do not have AM outlets, are not only opposed to existing commercial provisions but also are trying to initiate a move to "revolutionize" the standards in all fields of broadcasting as a stimulus to FM. This insurgency, however, is not regarded as serious at present.

Virtually a complete new code has been offered NAB by Ted Cott, of WNEW, New York (whose proposals will be a highlight of the indie meeting).

A significant development is a complaint by some network affiliates that the code would work to their disadvantage when they are not using web programs and are at such times independent in operation. According to the complainants, most indies would be compelled to recast their entire program schedules to meet the new requirements.

Indie Committee Increased

NAB this week added two more names to the special committee of indies after complaints had been received that independent broadcasters in Southwestern Mountain States were not represented. The committee will name its chairman at the re-

Ohio State Sets 1948 Institute

COLUMBUS, O., Oct. 18.—Eighteenth Annual Institute for Education by Radio will be held by Ohio State University here April 30-May 3, 1948.

Entries for the Institute's annual awards must be submitted to Keith Tyler, Institute director, on or before February 1.

CBS "Studio 1" To Get Build-Up With Hiked Nut

NEW YORK, Oct. 18.—In about one month the Columbia Broadcasting System (CBS) will inaugurate a name talent policy on its one-hour dramatic sustainer, *Studio One*. Web has in mind stars of the caliber of Tyrone Power, Helen Hayes and other toppers for lead roles. It's reported that the talent budget on the show will be upped \$1,000 per week to take care of the added nut.

Spending this much on talent for a sustainer is rare in network operations. Reasoning behind the move, however, is that the package is a good one and can corral a bankroller provided the web sinks more money into the production. Hooperatings on *Studio One* have been consistently over 6.0.

Three vehicles set for production when the name policy gets under way are Geoffrey Household's *Third Hour*, adapted by Charles Gussman; Edna Ferber's *So Big*, adapted by Nora Sterling, and Katharine Brush's *Young Man of Manhattan*, scripted by Van Woodward.

Mesters Lose Appeal On WOV Purchase

WASHINGTON, Oct. 18.—Last chance of Murray and Meyer Mester to buy WOV, New York, appears to have vanished with an order by the United States Supreme Court this week upholding Federal Communications Commission's (FCC) right to deny the transfer.

Case had been hanging fire for nearly four years, with the Mester brothers having been originally nixed by FCC because a firm in which they had an interest was cited by Federal Trade Commission for certain violations. FCC's denial was appealed to the court for the Eastern District of New York, which upheld FCC. This decision was then appealed to the Supreme Court with the result that the lower court's decree was affirmed.

quest of the session. It is believed likely that if the independent group fails to reach accord on a solution at next Thursday's meeting a second session will be called. Another alternative is that a resolution might be adopted calling upon NAB's board of directors to defer final action on the code. NAB's board is planning to take final action at its November meeting.

Up to the end of this week approximately 50 letters from broadcasters had been received by NAB on the code, with 30 per cent of the letters fully endorsing the document. The remainder of the letters proposed changes in the commercial section.

Inadequate Service Given Negro Press, Survey Claims

NEW YORK, Oct. 18.—The Negro press is not receiving adequate radio and television publicity service, according to a survey recently conducted by Carter-Johnson Associates. Company polled 126 Negro papers, most of them weeklies which make up the great bulk of the Negro press, and received returns from 30 papers, or 24 per cent of the total mailing. The findings are as follows:

(1) Twenty-eight editors said they were not receiving "adequate" information about the radio and video industries; one editor said he was, and another said the information was "sometimes" adequate.

(2) Eleven out of 15 editors asked for more information about radio programs, while four said they were satisfied with present information. Fifteen out of 18 felt an increased need regarding radio personalities; one saw less need, and two expressed satisfaction with present information.

(3) All 30 editors spoke up regarding information about Negroes in the industry. Twenty-eight asked for more copy, one asked for less, and another asked for "the same."

(4) Twenty-one out of 24 editors said they were receiving releases "regarding programs emanating or heard" in their area. Three were not.

(5) Editors stated local stations

FCC Comes to Grips On 'Gambling' Issue

WASHINGTON, Oct. 18.—Federal Communications Commission (FCC) is finally coming to grips with the "gambling on the air" issue in the wake of two major developments this week. The cases of WARL, Arlington, Va., and WWDC, Washington, afford FCC almost the first opportunity of dealing with the issue since the *Pot o' Gold* controversy during the chairmanship of James Lawrence Fly.

In the case of WARL, FCC ordered the Virginia station to appear at a hearing November 21 to explain the workings of its quiz program, *Dollars for Answers*. FCC feels the program may constitute a lottery in violation of the Communications Act. According to the commission, the program consists of an announcer giving a difficult question and its answer on the air and then phoning a number at random and asking the question. "It is virtually impossible," said FCC, "for people to answer the question unless they were listening to WARL."

Racing Results

In the second case, WWDC asked FCC to make a specific ruling, either denying the broadcasting of racing results by all stations or to permit WWDC to resume its racing programs. The station originally dropped racing programs when criticized by FCC during the Washington FM hearings.

WWDC was turned down earlier this week by the Federal Trade Commission (FTC) on its complaint that broadcasting of racing information by another station was unfair competition. FTC told the local station that the matter was under the jurisdiction of FCC.

and webs provided about 50 per cent of all copy received. Seventeen stated the releases dealt with programs in general, while six said they received copy about shows involving Negroes. Most editors said the general program copy was not being "angled" for their leaders.

(6) Sixteen editors stated releases arrived in time; three said they were late, and four said releases were "obsolete" for the next edition.

(7) Three papers out of 27 answering the question said they carry a radio column. Out of 20 replies to another question, it was indicated that 17 editors would carry a column if it cost them nothing, while three said they might pay a low cost.

(8) Eighteen editors out of 26 said they would use more mats or photos of personalities.

FCC's Refusal of WORL Renewal Going to Court

WASHINGTON, Oct. 18.—Way is now seen cleared for a court test of the refusal of Federal Communications Commission (FCC) to renew the license of WORL, Boston, in view of the strong dissent of Commissioner Ewell K. Jett accompanying this week's ukase by the FCC majority.

FCC in the meantime is expected to announce a date soon for a consolidated hearing on the bids of six applicants who are vying for the frequency to be relinquished by WORL. The bidders are Beacon Broadcasting Company, Bunker Hill Broadcasting Company, Boston Radio Company, Pilgrim Broadcasting Company, Continental Television Corporation and Joseph Solimeno.

In disagreeing with the commission majority, Jett remarked that he does not feel the record "supports the finding that any of the parties are guilty of having made willful misrepresentations to the commission." He argued that FCC had no need to "adopt the same drastic measures" as it did against WOKO, Albany, N. Y., since the record against WORL "does not disclose any motive" for concealing stock ownership.

Long Court Battle Likely

Should WORL carry the case to the courts, the matter could easily drag on as long as the two-year-old WOKO battle, since FCC would be unable to give the frequency to any other bidder until a judicial decision is made.

The next act of the WOKO drama is expected within a week, with FCC slated to make final its proposed decision giving the Albany station's wave length to Governor Dongan Broadcasting Company. However, this proceeding is considered likely to be tossed back to the courts by one of the rejected applicants, Van Curler Broadcasting Corporation, whose attorney indicated as much at recent oral argument before the commission.

Both WORL and WOKO are operating on temporary licenses pending final determinations of the two cases.

EDITORS' VIEWS ON P.A.'S

Publicity Survey

Good Over-All Job Being Done, Says "Cleveland Press" Ed; Annual N. Y. Visit Helpful

NEW YORK, Oct. 18.—Perhaps the most exhaustive commentary on radio publicity methods deriving from *The Billboard's* 10th Annual Radio Publicity Survey was the answer to the ballot furnished by Stan Anderson, radio editor of *The Cleveland Press*. The letter, except for brief deletions which, in most cases, dealt with specific ratings of press departments or the local situation in Cleveland follows:

"All four networks have improved since your last poll. . . . Any fault I might have with their services probably could be traced to confusion originating in other network departments. Program switchings and cancellations have been outrageously chaotic the past few months. All in all, I think a damned good job is done by all concerned. I wish to note the fact that they perform with dignity, not with cheap press agency tactics that are so blasted annoying among some other flacks. ABC's photos arrive late in the provinces and MBS's, while they have improved, still are inferior to those poured out by competitors. Suggest art departments break up flow of straight photos with cartoons and caricatures. NBC's current packet on *Parade of Stars*, executed by Sam Berman, is really magnificent stuff.

"I may be singular as hell in this, but I find it increasingly difficult to answer the questions in this poll. Frequent radio shopping trips to New York give me a different slant from one I would have if I stayed at my Cleveland desk. If I were to hit the Hollywood trail once or twice per annum, I would probably find my opinions colored even more. . . . Actually, close-up chit-chat in New York for two weeks is more valuable than releases flooding the desk over a period of six months. So it is hard to rate the ad agencies. . . . There are too many hard-working guys in the business and I don't happen to know any who are first-class. The value of their services is determined by too many factors.

Conflicting Efforts

"My one beef would be that there are too many fingers in the publicity pie. Duplication of effort often negates a whole project, since one flack thinks another is performing a chore and vice versa, thus bringing about a situation in which no one does anything. This may often be the fault of the radio editor, however, since, as has often happened in my

Need a Sharpener?

NEW YORK, Oct. 18.—John Crosby, radio columnist of *The New York Herald Tribune*, in commenting on ad agency press departments in the 10th Annual Radio Publicity Survey, recommended that the agencies:

"Stop sending crockery, pencils and liquors, giving lunches and cocktail parties, and concentrate more on ideas. I need ideas. I got plenty of pencils."

case, he is not too damned sure what he wants.

"What I have said about ad agencies goes also for the indies. . . . It seems it means there are only 24 hours in a day and that 30 or 40 days in New York each year are not enough. And since I have come to place more value on those 30 or 40 days than I do on written releases (alho I thank God for 50 per cent of the material coming thru the mail chute), I cannot in all justice rank ad agencies and indies in the four star-three star et cetera pattern. I see no reason why clients shouldn't glow with happiness over the activities of such flacks as Coll-Freedman-Gardner, Dave Alber, Earle Ferris and Banner-Greif. They are all alert, efficient and accommodating. I can't ask for anything more.

Not Many Gripes

"In short, I am not one with many gripes over the nets, the ad agencies or the indies. Responsibility for digging out local information rests as much with me as it does with the Cleveland flacks. I had gripes two years ago, but I think most of the reasons have been removed, including the fact that I have learned a little more about the functioning of the machinery. Seems to me, too, that all flack media involved with radio

A Friend

NEW YORK, Oct. 18.—Attached to the ballot returned by Peg Cushing, radio editor of *The Canton (O.) Repository* in *The Billboard's* radio publicity survey, was the following note:

"Publicity boys: Believe me, fellows, I hate answering these polls. Yours must be a heck of a job to take the digs of radio editors every year. I really think you do a fine job and I'd have no complaints to make if *The Billboard* would have left me alone."

Ain't we just devils?

have taken a new attitude in the face of a changing attitude on the part of newspapermen and magazine writers and in the face of a more critical attitude on the part of the dialers themselves. There is less trivia, more solid stuff. This fact gives more importance to the radio editor's job and keeps him on his toes.

"I like the fact that Syd Eiges, George Crandall, Earl Mullin and Jim O'Bryon and their staffs have no resemblance to those press agents who go around with tongue in cheek and try like hell to slip drivel into unsuspecting outlets. It seems to me that clean, frank operating techniques speak highly of radio publicity in general. The few shoe-string operators who violate the code are not worth mentioning, since they cut no ice in the total picture and eventually die an unnoticed death."

Publicity Survey

Tips From the Radio Editors

NEW YORK, Oct. 18.—A number of the radio editors participating in *The Billboard's* 10th Annual Radio Publicity Survey offered suggestions they thought might help, not only themselves and other radio editors, but the press departments concerned with improving their services. Here are some of the highlights:

ABC and Mutual to issue their own "Who's Who," similar to the NBC and CBS publications; mail all releases and pix first class; closer correlation between new show announcements and photos of performers concerned—Jo Bradley Reed, *Columbus (O.) Citizen*.

Faster mailings for Sunday page use—Jo Bradley Reed, and Grace Foote, *Port Arthur (Tex.) News*.

Greater brevity in copy; more data on activities of network performers; faster correction services; greater use of telegrams for news of personalities; correlation between giving news to New York papers and out-of-town papers, so the latter can keep day and date on breaking yarns; airmailed filmsies on an exclusive-for-your-city basis—Herschell Hart, *Detroit News*.

Radio press books, similar to those used in the film business; better timing for Sunday pages, especially on photos—Sonia Stein, *Washington (D. C.) Post*.

Include Pacific Coast times (of broadcasts or rebroadcasts) on releases—Paul Speegle, *San Francisco Chronicle*.

Provide indices to daily sheaves of releases; condense biographies—W. DeWitt Manning, *Democrat and Chronicle*, Rochestr, N. Y.

Correlate mailings of biogs and photos—R. J. Hoyland, *Kansas City (Mo.) Star*.

More data on supporting performers—Paul W. Larkin, *Worcester (Mass.) Telegram*.

Place publicity stories pertaining to same day on same sheet or sheets in sequence, rather than use multiple-date stories on one sheet, purpose being to simplify filing; more feature and "backstage" copy—Anthony Leighton and Ann Azalea (Mrs. Leighton), *Mobile (Ala.) Register and Press*, respectively.

Adoption of a system whereby releases on upcoming broadcasts are clearly marked with the date to simplify filing problems; grouping of stories by dates; speed up service to remotely located editors—Ken White, *Denver Post*.

A weekly service providing some of the top quotes, as well as the best gags, culled from each web's show—Chuck Gay, *Dayton (O.) Daily News*.

News Service Fails To Fill Special Needs

Improvement in Recent Years

By Jerry Franken

NEW YORK, Oct. 18.—Radio editors voting in *The Billboard's* 10th Annual Radio Publicity Survey are frank in their admissions that publicity operations in radio have improved enormously over recent years. When the survey began, in 1938, it was standard procedure—warranted in many cases—for the editors to lambast the bewiskers out of the p.a.'s, and this procedure continued for some years. This year, however, while many of the editors voice complaints and offer suggestions as to improving services for their own particular needs, several facts are apparent. One is that in most cases the editors realize the efforts being made in their behalf. Another is that geographical problems and mail deliveries seriously affect service to editors remote from key radio centers, and a revision of methods, by using either telegrams or air mail, should be considered by networks; and finally, that the rancor which previously marked the editors' attitude no longer exists.

The two principal complaints made against current radio publicity procedures concern the ever-present problem of last-minute program corrections and a lack of personalized service to individual editors. Column-writing radio editors clearly feel a need for network contact men who can feed them copy slanted to their own respective needs. This seems particularly applicable in New York City.

John Crosby, syndicated radio columnist of *Herald Tribune* in New York, noted on his *Billboard* ballot: "Instead of deluging all of us with the same publicity, networks should have three or four different mailing lists tailored generally for needs of different sorts of radio columnists or publications." This applies, Crosby added, even more to advertising agencies. The latter, Crosby said, "should tailor stuff to individual needs of writers or publications. After a year and a half in which I've never printed an interview, I still get hopeful calls asking me if I want to interview somebody."

New York Slant

This same claim, that publicity sources fail to custom-build their material for specific column writers, was voiced by Harriet Van Horne, of *The New York World-Telegram*; Ben (See *Editors Give Views on page 10*)

Photo List

Next week's issue of *The Billboard* will contain a list of top U. S. and Canadian radio editors, together with data as to the type of material they need most. Information is based on the ballots returned in the 10th Annual Radio Publicity Survey and will include information as to both the type of copy and photos the editors want.

INDUSTRY-WIDE FRONT VS. AFM

All Segments Join To Iron Out Problems

Meeting Under NAB Aegis

(Continued from page 3)
industries, the latter including both open-end and library producers. The Washington meeting will, in all likelihood, have two "delegates" from each field. AM radio reps will include spokesmen for the networks, network affiliates and independents, with John Elmer, WCBM, Baltimore, and Bill Fay, WHAM, Rochester, among those slated for the radio committee.

FM broadcasters will be represented not only by Len Asch, New York State FM operator, who is an NAB FM rep, but by one or more representatives of the FM Association (FMA). Television spokesmen will be named by the Television Broadcasters' Association (TBA). Transcription execs have been and still are meeting and are expected to designate their representatives shortly.

NAB Resolution

Meeting has been called in compliance with a resolution passed at the NAB's September convention in Atlantic City. The resolution called for creation of a group representing all phases of mechanical music users, save movies, to plan action to meet the emergency threatened by AFM President James C. Petrillo. The resolution called attention to the fact that AFM threatened a work stoppage on all recordings December 31 (since verified), and that New York network musicians' contracts expire January 31, 1948. In view of Petrillo's reported strategy to seek a situation where the record and radio contracts could be negotiated together, the NAB's meetings assume additional importance.

An international flavor is to be given the Washington conference, with the NAB due to extend an invitation to Canadian representatives of the respective fields in the near future. These invites may go out next week.

In addition to the recording work stoppage, and the possible radio work stoppage, items on the Washington agenda will, presumably, include the AFM ban on the use of live music in FM and television, as well as the (See NAB BID on page 17)

FM Turning Up Talent for AM

NEW YORK, Oct. 18.—FM broadcasting already is developing talent which is proving attractive to AM radio.

Godfrey Schmidt, prominent lawyer, whose hobby is story-telling, has been spinning his yarns over Fordham University's FM outlet. Now Schmidt, whose clients include Cardinal Spellman and John L. Lewis, has been so successful in fashioning a listenable program that WNBC is putting him on its sked Wednesday, 6:30-45 p.m., in order to further gauge listener reaction.

CBS and Mutual also are interested.

What's Wrong in Radio? WMCA Series Will Ask -- and Answer

NEW YORK, Oct. 18.—WMCA, New York independent, is planning an unusual public service series which will place the station itself, its competitors and broadcasters generally on the pan. As yet untitled, the series will analyze radio along the lines of, "What's wrong with radio?" It will be a nighttime seg, due to start in a few months.

The show plans to examine virtually every facet of radio—soap operas, jingles, spot announcements, forums, commercial practices generally and, of course, the perennial charge of over-commercialism.

Format will be to present the particular topic up for discussion via dramatization or the appropriate form, i.e., to do a hunk of soap opera, or play several jingles, etc., and then turn the discussion over to a panel representing broadcasters, radio critics and listeners.

So far as is known, the air has never heard a regular series on which

J. Baris Optioned By FC&B Agency

NEW YORK, Oct. 18.—Foote, Cone & Belding have taken an option on John Baris, singer, for 30 days. Agency is pitching him to a few clients, but has Bourjois in mind specifically as a bankroller.

Bourjois, slated to come back to network after the first of the year, also is interested in Carmen Cavallaro.

First BMB-Based Promotion Booklet Is Issued by NBC

New York, Oct. 20.—Even while the future of the Broadcast Measurement Bureau (BMB) continued to be speculated upon in the trade, National Broadcasting Company (NBC) this week issued the first BMB-based network promotion piece. Presentation is "a comparative analysis of the BMB audience of the four major networks," based on the BMB 1946 survey. Trade press preview of the promotion booklet was to be held early this week, with explanatory talks by Charles Hammond, NBC veepee and executive assistant to Exec Veepee Frank Mullen, and by Hugh Beville, director of research.

The NBC piece, tagged *Listening Levels*, takes the minimum BMB standard of 10 per cent (counties in which 10 per cent of the radio families listen one or more times a week to any one station or network) and uses it as a starting point from which to "look at the performances of the four major networks on levels of deeper network penetration—where advertisers are assured of more than a minimum BMB audience for the network which carries their advertising messages."

On the 10 per cent level (using BMB network area report figures) NBC purports to lead the next network (not identified in the booklet, but obviously CBS) by 2,500,000

a station has left both itself and the rest of the industry open for brickbats. Some shows, such as Columbia's recent Lyman Bryson seg, *Time For Reason About Radio*, analyzed and criticized radio, but did not do so on a regular basis. WMCA feels it might get squawks from other stations and advertisers, but isn't too concerned about either, since the constructive aspects of the efforts are expected to more than compensate for the slugs expected.

Rural FM Webs Get Spur in FCC Grant To Co-Op

WASHINGTON, Oct. 18.—Bids from groups in numerous States for rural FM networks are expected as a result of encouragement given this type of set-up by Federal Communications Commission (FCC) this week in granting six FM stations to a farm co-operative group in New York.

Grants went to Rural Radio Network, Inc., for stations in six New York towns, Newfield, De Ruyter, Cherry Valley, Highmarket, South Bristol and Wethersfield.

According to FCC, network plans are for all six stations to carry the same programs—each station in turn to pick up and relay the broadcasts, which will be of material especially designed for rural listeners.

Rural Radio Network, Inc., is made up of nine farm groups, including the Grange and Dairymen's League.

See Foreign Language Net In Seg Swap

N. Y., Chi Stations in Deal

CHICAGO, Oct. 18.—What could be the start of a foreign-language station network, or at least the beginning of a steady exchange of programs among various foreign-language stations, got under way this week with a program exchange between WOV, New York, and WSBC here and a follow-up of correspondence between management of the two stations.

On Columbus Day (13) WSBC did a special Italian language show, transcribed it and shipped it to WOV, where it was aired the next day. On this show, claimed to be the first of its kind by Robert Miller, WSBC manager, both stations split the cost.

As a result of the success of the show, Miller this week got a suggestion from WOV that the two stations from here on exchange shows and split costs on production. Plan, according to Miller, is to exchange not only sustaining shows, such as the Columbus Day program, but also programs for which each could find sponsors in its own market. Miller also stated that if the shows were important enough on a public service basis or if commercial return could offset costs on a sponsored deal, he would be willing to pay partial line costs for a direct hook-up.

Altho the plan is still embryonic, thinking now includes the possibility of selling to one national sponsor foreign-language shows to be aired on various stations, with anyone of the stations in the line-up acting as sales rep.

Next station planned to be included in any exchange or in any group selling arrangement will be an Italian language station in San Francisco, Miller said. But he also intimated that those participating in the plan would not have to be Italian language stations only. He claimed he foresaw the possibility of having shows done in other languages, thus making it possible to tie together in some manner the approximately 150 foreign-language stations in the country.

study would represent too small a share of audience to be truly significant.

Ultimate Action Uncertain

In the meantime, Mutual Broadcasting System's (MBS) refusal to subscribe to the next BMB study (*The Billboard*, October 18) has some phases of the industry still speculating on what the ultimate action of the other three webs and of non-subscriber stations generally will be. (More than 500 stations already have subscribed to the new 15-point BMB plan.) Most informed opinion is that final decision will not depend as much on the action of any single web or group of stations as it will on how urgently the advertising agencies and advertisers want the BMB data, despite the shortcomings of the BMB techniques. Supporters continue to point out that the organization is still in formative stages and represents at the least a series of steps in the right direction.

S. Klein Store Mulling Radio

NEW YORK, Oct. 18.—S. Klein, 14th Street department store, which heretofore has shied away from radio, is negotiating with independent WNEW for a series to be called *The Inquiring Recorder*. It would be the firm's radio debut.

Program is a combination interview and disk jockey show, with recorded interviews made in the store tying in with phonograph record requests of patrons.

Projected deal calls for three or

Special Holiday

NEW YORK, Oct. 18.—CBS press information chief, George Crandall, gave the press room staffers a holiday Friday afternoon (17) as a result of Columbia's win in *The Billboard's* annual publicity competition.

After nine wins out of 10, it's practically become a legal holiday.

four half-hour shots each week. Store now uses daily newspapers only.

Tom Harker Joins Ft. Industries Chain

DETROIT, Oct. 18.—Tom Harker, who recently resigned as sales director of WJR here, becomes the second executive from that station to join the Fort Industries chain, following Bob Anthony, now WJLBK publicity director.

Harker takes the new post of national sales manager for the entire chain, acting as liaison man between national representatives and individual stations. Objective is to coordinate sales efforts.

WJBK-FM Goes On 24-Hour Basis

DETROIT, Oct. 18.—WJBK-FM became possibly the first FM station on 24-hour operation this week, after operating six afternoon hours only since June. Operation is strictly simultaneous programing thruout with regular WJBK operation.

No FM rate cards have been issued, and FM time is not being sold at present, but regular AM commercials are being carried for a free ride on FM.

Congratulations!

We have always believed that Mutual stations yielded to none when it came to doing a job of Promotion, particularly in these two important categories—(a) Overall Promotion and (b) Public Service Promotion.

The fact that nine of our stations won awards in the 10th Annual Billboard Promotion Competition, proves we were right. To all of our winning affiliates, our sincerest congratulations. Here they are:

WOR, NEW YORK

2nd Place, Overall Promotion, network affiliates, clear channel.

WDVA, DANVILLE, VA.

2nd Place, Overall Promotion, AM stations in operation on or after Jan. 1, 1947.

CKWX, VANCOUVER, B. C.

1st Place, Overall Promotion, Canadian stations network affiliates, regional channel.

WLW, CINCINNATI

1st Place, Overall Promotion, network affiliates, clear channel.

2nd Place, Public Service Promotion, network affiliates, clear channel.

YANKEE NETWORK, BOSTON

1st Place, Public Service Promotion, regional networks.

KVFD, FORT DODGE, IA.

1st Place, Public Service Promotion, network affiliates, local channel.

WHYN, HOLYOKE, MASS.

2nd Place, Public Service Promotion, network affiliates, local channel.

WEBR, BUFFALO, N. Y.

3rd Place, Public Service Promotion, network affiliates, local channel.

CKEY, TORONTO

1st Place, Public Service Promotion, Canadian stations, network affiliates, regional channel.

and Thanks!

To the judges who devoted so much time and effort to the selection of the winners, Mutual offers its sincerest thanks.

For the second year in succession, Mutual itself has won the top award in the Billboard Competition—the one for Overall Promotion, national networks.

It is, of course, a satisfaction to win—but we derive even more satisfaction from the fact that, according to the judges, our Promotion is so conceived and prepared, that it is a helpful service to our clients and prospects and their advertising agencies. We hope to keep on getting the "you" into our Promotion.

—And Thanks to Billboard for Expert Handling of a Major Industry Project.

Mutual Broadcasting System

WORLD'S LARGEST NETWORK • WORLD SERIES NETWORK

WCON, 7th Atlanta AM Outlet, To Encourage Local Talent

ATLANTA, Oct. 18.—When Atlanta's seventh AM station, WCON, owned by *The Atlanta Constitution*, begins airing December 15, it will provide a fine new outlet for talent here since the station will lean heavily toward live shows, General Manager Dave Carpenter told *The Billboard* this week.

"With our entry into radio and with others to follow, Atlanta is rapidly becoming a center for radio comparable to cities which have a much greater population," said Carpenter.

At least 12 AM and FM stations are expected to be operating in the city within the next 12 months. Eighteen applications were filed during the past three years with the Federal Communications Commission (FCC) and a dozen of these have been approved thus far. Carpenter believes that metropolitan Atlanta is capable of supporting even more radio than now if smart programming is coupled with intelligent salesmanship.

Three Factors Helpful

WCON will come in with three items already in its favor, in the opinion of trade here. (1) The station is owned by *The Constitution*, a powerful newspaper, and will therefore receive much advertising and flacking just for the asking. (2) It will come on the air with an established audience. WAGA, now the American Broadcasting Company (ABC) outlet here, will switch to the Columbia Broadcasting System (CBS) December 14, and WCON will start with ABC. (3) WCON has first place on the dial, 550 kilocycles.

Carpenter emphasized that *Constitution* policy would cause the station to go in heavily for public service programs of all types. Special studios are being erected at Ben Hill, Ga., site of *The Constitution's* 1,000-acre model farm, to bring agricultural programs direct from the farm.

Establishment of the new station here will further intensify the rivalry between the city's two newspapers. *The Atlanta Journal* launched out early in the radio field, taking to the air with the National Broadcasting Company (NBC) affiliate WSB, now the only 50-kilowatt here. *The Constitution*, after making an early start in 1922 with WGM, decided radio wasn't here to stay and gave the station to Georgia Tech.

Change of Heart

Action of *The Constitution* in getting back into radio highlights a long rivalry and is construed by trade as a triumph for radio in the South and also a tacit acknowledgment by the newspaper that one of the best ways for a newspaper to compete with

radio is to build or buy a radio station.

WCON's contract with ABC is iron-clad, according to Carpenter, even tho WGST, now CBS affiliate, which has filed an injunction against WAGA for taking away its web, should succeed in its attempt to force the network to retain WGST. In any event, WCON will have ABC.

Estimated cost of the station is \$300,000. Main studios will be on the fifth floor of the new Constitution Building.

The station is skedded to begin FM broadcasting shortly after the first of the year. AM and FM airing will be beamed simultaneously. About 40 persons will comprise the personnel. Key men include Henry Allen, program manager; Crenshaw Bonner, sales manager, and Harvey Aderhold, chief engineer.

New 500-Watt Lines Up Staff

WARE, Mass., Oct. 18.—Donald W. Howe, recently granted a permit for a 500-watt station in this town, announced last week the names of the key men around whom he plans to build his staff.

His son, Donald W. Howe Jr., will be technical supervisor. He has his own ham radio station and is an electrical engineering instructor at Worcester Polytechnic Institute.

Daniel Hyland Jr., former Yankee Network announcer, will be general manager. William C. O'Neill, former newspaper reporter and newscaster on WTAG, Worcester, will be news editor and civic director.

Howe Sr. is president of the Ware Coupling & Nipple Company. He plans to build his staff from local young men and women who will be taught by the more experienced staffers.

Studios will be in the former Boston & Maine Railroad Office and transmitter atop Coy's Hill, highest elevation in the area.

CBS Angling for Danny Kaye Et Al in Personality Drive

NEW YORK, Oct. 18.—The Bill Paley-Hubbell Robinson-Bob Mann programming plans for the Columbia Broadcasting System (CBS) are beginning to crystallize. They involve, among other things, negotiations for a number of top personalities, including Danny Kaye, from films and other media, as well as an organized attempt to build shows around other types of talent, viz.: (1) Those on the way up and those who have arrived, and (2) performers who have been successful in non-radio fields, but who have—perhaps thru being mis-handled—failed to click in radio. Tied up with the entire CBS philosophy are two very important facts: namely, that CBS, thru its successful building of commercial packages, is gradually dissipating the notion that sustaining radio is the kiss of death, and secondly, the "box office" concept must always be borne in mind.

CBS now has a total of 14 house-built commercials on the air, and deals for another one or two are close to completion. The Abe Burrows show, for instance, is just about set for Listerine in a half-hour format with Margaret Whiting. *Strike It Rich*, another web-built opus, takes the air for Luden's on November 2. The web is also close to a deal with

Editors Give Views on P.A.'s; Service Fails on Special Needs

(Continued from page 7)

Gross, of *The New York Daily News*, and Paul Denis, of *The New York Post*. Miss Van Horne criticized, "dull routine releases. No attempt to meet specific needs of a radio editor. After a while, one begins to know which envelopes to drop into the basket as a sort of automatic reflex." She added that network copy lacked "anecdotal and good background material when new shows open."

Gross made the point that a principal network shortcoming was "their inability or unwillingness to help in digging up material that is outside the scope of their conventional releases." He added that in most cases he did not feel the press departments were at fault, feeling that rather the fault lay in "the restrictive red tape wound around them" by those responsible for shaping policy. Gross recommended that radio editors be given tips on pending developments not ready for release, as well as "more co-operation in digging up special material." Gross took a whack at indie press agents too, saying that too many of them attempt to "dream up stuff about their clients and failed to come across with news."

Networks, ad agencies and indie p. a.'s alike, Paul Denis declared, fail to provide material tailored to the type of copy he needs and uses, wasting their time frequently with "long-winded statements from stuffed-shirt executives." He expressed a need for more humorous items, more items and ideas that are "frankly controversial and meet public issue, more items about listener activities and reactions to programs." Too many publicity men, Denis added, ask for the use of items as a "favor" rather than trying to provide newspapermen with anything but "dull, corny, uninspired puffs."

Lack of specific material, however, was noted not only in New York. Zuma Palmer, of *The Hollywood Citizen News*, found precisely the same fault, declaring that, "material is not slanted for particular needs."

She also noted that the networks failed to "anticipate needs, specially since I am within reach of the telephone."

C. J. Ingram, veteran radio editor of *The Jersey City (N. J.) Journal*, directed his comments toward the manner in which copy was written, lamenting an overdose of adjectives and a scarcity of news-writing. C. E. Allard, magazine and feature editor of *The Arkansas Democrat*, Little Rock, commented on a failure to feature local angles in copy, another aspect of a need for specialized material.

A Washington editor, who preferred not to be identified, noted along the same lines. "A general disregard and lack of understanding as to actual needs of radio editors. Closer attention should be paid to individual needs and newspaper styles." Martha McHatton, of *The Indianapolis News*, also declared that copy was not sufficiently localized, and said that networks should assume the responsibility for notifying editors when programs are canceled. This was a point made by many other radio columnists, too. Miss McHatton emphasized the problems of editors away from broadcasting centers and stated that an increased impersonalized service was the answer.

Publicity men must pay "closer attention to the needs of particular columns," Dell Chandler, of *The Newark (N. J.) Star-Ledger*, declared, while a top magazine radio editor, who refused to be quoted by name, urged fewer cocktail parties and more attention to copy production.

Leo Mishkin, of *Cue* magazine, New York, urged press agents to "read the publication for which stories are aimed and try to make their copy fit accordingly. Not enough attention is paid to specific requirements," he added. "Irrelevant handouts" should be eliminated." Richard Oulahan Jr., of *Times* magazine, stated.

Several other editors expressed this same need for yarns dovetailed to their own papers' styles. Mary Wood, of *The Cincinnati Post*, sounded a call for more "exclusive, personalized service to outlying radio editors," while Justin L. Faherty, *Globe-Democrat*, St. Louis, commented that there was not "enough personal service nor attempts to give human interest material such as movies provide." Carolyn Rolland, of *Seventeen* magazine, found fault with an overly long "time lag on feature breaks and inability, or perhaps refusal, to assure exclusive rights frequently."

The second big beef against present space-grabbing methods is one that has been a grievous problem for press departments and editors alike for many years—the problem of notification on last-minute programs. A veritable chorus of editors raised that point, among them Paul Speegle, of *The San Francisco Chronicle*; Theo Jean Ahrends, of *Peoria Star*; Robert M. Sheperdson, of *The Peoria Journal*; Ina B. Wickham, of *The Davenport (Ia.) Democrat*, who also added that much of the copy sent her was received too late; Mary Little, *Des Moines Register and Tribune*; Angela Preis, who does highlights for *The Louisville Courier-Journal*, and *The Louisville Times*; William Terry, *Port Huron (Mich.) Times-Herald*; Richard Keeler, *Concord (N. H.) Monitor-Patriot*; Jeanne Yount, *Portland (Ore.) Journal*; Mildred Stockard, *Houston Chronicle*, and many others.

Elsewhere in this issue, in addition to the above suggestion, is a list of tips on how press departments may improve their services, culled from the editors' ballots.

WLW
700 ON YOUR DIAL
THE NATION'S
MOST
MERCHANDISE-ABLE
STATION

No Major Result Seen in Clear Channel Talks

WASHINGTON, Oct. 20.—Long-deferred clear channel hearing which gets under way here today at Federal Communications Commission (FCC) is expected to result in a series of inconclusive recommendations with no chance for resolving of major conflicting issues this year.

FCC is ready for a lengthy parade of witnesses representing all segments of radio industry, government and rural organizations. Clear Channel Broadcasting Service (CCBS), despite refusal by FCC to authorize entry of FM receiver-use statistics into records, is ready to proceed with testimony purporting to show that FM is failing to serve rural areas as result of bogging down of apparatus production, and CCBS will argue that clears are providing the best service to farm areas. CCBS's request for upping of power of clears is expected to come in for heavy discussion, but FCC is known to be resigned to deferring serious consideration of this until next year in connection with international conferences.

Hearings will consume several days, starting Monday, and witnesses will include spokesmen for at least three different governmental bodies, as well as two important farm groups. Agriculture Department and Department of Commerce are expected to offer some new data on rural listener potentialities.

H'w'd's KMPC Goes To 50,000 Watts

HOLLYWOOD, Oct. 18.—Station KMPC today started broadcasting on 50,000 watts, making the independent outlet one of three local stations operating on a 50 kw.-powered transmitter. Others are KFI, National Broadcasting Company, Los Angeles affiliate, and KNX, Columbia Broadcasting System's Coast key station. KMPC's boost from 10 to 50 kw. makes it the only top power independent west of the Mississippi and is expected to give the station a potential audience ranging from San Diego in the south to Santa Barbara and Bakersfield (Calif.) in the north and numbering 4,341,500 listeners.

Power hike was granted KMPC August 2, 1946, but equipment shortages and problems arising from the directional antenna were held responsible for the delay in utilizing the wattage boost. With KMPC now joining the 50 kw. ranks, Owner G. A. Richards now heads three top power outlets—WJR, Detroit and WGAR, Cleveland. The latter two are both CBS affiliates.

Part 1

The Billboard



NIGHTTIME Talent Cost Index

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



Program Sponsor Agency Net. & Sta.	Hooper-ating	Opposition	Talent Cost	Cost Per Point	Listeners
1—BOB HOPE Pepsodent Div., Lever Bros. Various Products F.C.&B. NBC 128	23.0	NSP—ABC NSP—CBS NSP—MBS	\$20,000	\$ 869.57	\$1.10
1—FIBBER MCGEE & MOLLY S. C. Johnson Johnson's Wax and Allied Products N.L.&B., Inc. NBC 141	23.0	NSP—ABC NSP—CBS NSP—MBS	12,500	543.48	•
2—RADIO THEATER Lever Bros. Lux Soap J.W.T. CBS 150	21.8	NSP—ABC Gabriel Heatter—MBS Real Stories, Real Life, LN—MBS Telephone Hour—NBC Dr. I. Q.—NBC	16,000	740.74	.85
3—JACK BENNY** American Tobacco Lucky Strike Cigarettes F.C.&B. NBC 160	20.6	NSP—ABC Gene Autry—CBS Sherlock Holmes—MBS	22,500	1,092.23	•
4—AMOS 'N' ANDY Lever Bros. Rinso R.&R. NBC 149	19.8	America's Town Meeting, LN—ABC We, the People—CBS Gabriel Heatter—MBS Real Stories-Real Life, LN—MBS	15,000	757.58	•
5—RED SKELTON B&W Tobacco Raleigh Cigarettes Seeds NBC 159	19.2	NSP—ABC NSP—CBS NSP—MBS	9,500	494.79	.58
6—AL JOLSON Kraft Foods Velveeta J.W.T. NBC 139	18.8	Willie Piper—ABC Dick Haymes—CBS Gabriel Heatter—MBS Real Stories-Real Life, LN—MBS	22,500	1,196.82	•
7—EDGAR BERGEN Standard Brands Chase & Sanborn Coffee, Royal Puddings and Desserts J.W.T. NBC 143	17.9	NSP—ABC Sam Spade—CBS NSP—MBS	20,000	1,117.32	1.24
8—WALTER WINCHELL** Andrew Jergens Jergens Lotion Orr ABC 214	17.8	Corliss Archer—CBS NSP—MBS Manhattan Merry-Go-Round—NBC	7,500	421.35	.48
9—MR. DISTRICT ATTORNEY Bristol-Myers Co. Vitalis-Sal Hepatica D.C.&S. NBC 133	17.5	Jack Paar—ABC NSP—CBS NSP—MBS	7,000	400.00	.52
10—FRED ALLEN Standard Brands Velveeta and Blue Bonnet Margarine J.W.T. NBC 143	16.9	NSP—ABC Crime Doctor—CBS Ned Calmer-MA—CBS Jimmie Fidler—MBS	18,500	1,094.67	•
11—SCREEN GUILD PLAYERS R. J. Reynolds Tobacco Co. Camel Cigarettes Esty CBS 155	16.7	NSP—ABC NSP—MBS Fred Waring—NBC	10,000	598.80	•
12—BANDWAGON F. W. Fitch Co. Various Products Ramsey NBC 158	16.5	NSP—ABC Blondie—CBS Gabriel Heatter—MBS	8,500	515.15	•
13—BING CROSBY Philco Radios and Refrigerators Hutchins ABC 238	15.5	The Whistler—CBS NSP—MBS Big Story—NBC	22,500	1,451.61	•
14—GREAT GILDERSLEEVE Kraft Foods Parkay and Velveeta N.L.&B. NBC 125	14.7	Vox Pop—ABC Dr. Christian—CBS John-Manville News—CBS NSP—MBS	6,500	442.18	.55

TOP THREE SUNDAY AFTERNOON PROGRAMS

1—QUICK AS A FLASH Helbros Watch Weintraub MBS 364	10.3	Counterspy—ABC Jean Sablon—CBS Ford Theater—NBC	\$2,000	\$ 194.17	\$.21
2—COUNTERSPY Schutter Candy S.&S. ABC 189	5.6	Jean Sablon—CBS Quick as a Flash—MBS Ford Theater—NBC	3,500	625.00	.77
3—SAMMY KAYE Raymond Labs Div. Wm. R. Warner Rayve Shampoo R.W.&O. ABC 206	5.2	NSP—CBS World Series—MBS NSP—NBC	4,000	769.23	.85

* Not available until November 30 audience composition report is made. LN—Limited Network.
** Includes repeat broadcast. MA—Moving Average.

Average evening rating is 8.9, as against 7.2 last report, 9.1 a year ago. Average sets-in-use are 27.5, as against 22.9 last report, 28.2 a year ago. Available homes are 76.5, as against 75.4 last report, 77.6 a year ago. Number of sponsored hours reported is 86, as against 61 1/4 last report, 70 a year ago.

Hope, Fibber Tied for Top Night Show

New Season Kickoff

NEW YORK, Oct. 18.—With the return of regular schedules, this week's Nighttime Talent Cost Index (TCI) represents the kickoff of the new season. There are some interesting angles to the analysis. Al Jolson, for instance, who wound up last season as a hot item after a long series of guest appearances, shows up well in this initial chart. He's in sixth position, just behind Red Skelton and ahead of Edgar Bergen. The rating of 18.8 and talent cost of \$22,500 breaks down to a cot per point of \$1,196.82. The TCI is based on C. E. Hooper, Inc., rating.

Tied for top spot in the TCI are Bob Hope and Fibber McGee and Molly, with ratings of 23.0. On the basis of cost per point, however, Fibber shapes up as the better buy, delivering at the rate of \$543.48 per point against \$869.57 for Hope. Jack Benny, in third rank, has a per point cost of \$1,092.23. Amos 'n' Andy, following Benny in rank, delivers at a much cheaper rate—\$757.58 per point.

Some good buys are among the lower position on the chart. Walter Winchell and Mr. District Attorney, for instance, are rated at \$421.35 per point and \$400, respectively; Bandwagon is estimated at \$515.15, and Great Gildersleeve at \$442.18.

Top three Sunday afternoon programs are Quick as a Flash, Counterspy and Sammy Kaye. Rating-wise, Flash leads strongly, with 10.3 as against Counterspy's 5.6 and Kaye's 5.2.

L. & M.—Lennen & Mitchell, F. C. & B.—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.—Ruthrauf & Ryan, D. C. & S.—Doherty, Ollifford & Shenfield, S. & S.—Schwimmer & Scott, R. W. & C.—Roche, Williams & Cleary, A. M. & W.—Audrey, Moore & Wallace, W. H. W.—William H. Weintraub, McC. E.—McCann-Erickson, P. & R.—Pedlar & Ryan, D. F. S.—Dancer-Fitzgerald-Sample, N. L. & B.—Needham, Lewis & Broby, R. M. S.—Russell M. Seeds, B. & B.—Benton & Bowles.

36% of NBC Time To Pubserv in '46

NEW YORK, Oct. 18.—Public service programming absorbed 36.3 per cent of the network's air time in 1946, according to an estimate made by the National Broadcasting Company.

Breakdown of the figures indicates that in '46 the web broadcast 106 hours and 15 minutes of specially booked pubserv shows. These were sustaining, causing cancellation in whole or part of 329 commercial programs.

Figures also reveal that regularly

Owen Uridge Resigns As WJR Gen. Mgr.

DETROIT, Oct. 18.—Owen F. Uridge has resigned as general manager of WJR after 19 years with the station. He was general manager since the resignation of Leo J. Fitzpatrick two years ago.

No explanation of Uridge's move or information about future plans were available at the week-end.

scheduled sustaining public service programs totalled 1,862 hours during 1946. The grand total of public service programs, both commercial and sustaining, reached 2,845 hours.

the book that tells you
HOW TO SELL NEW SPONSORS
BUILD NEW AUDIENCES
free!
send for it...
CAPITOL TRANSCRIPTION SERVICE
SUNSET & VINE • HOLLYWOOD 28

Part II

The Billboard



NETWORK PROGRAM Reviews & Analyses

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



Ed Murrow

Reviewed October 17, 1947

CAMPBELL SOUP COMPANY

R. M. Budd, Advg. Mgr.

Thru Ward Wheelock Co.

Arthur A. Bailey, Acct. Exec.

Via CBS

MTWTF, 7:45-8 p.m.

Estimated Talent Cost: \$1,250; commentator, Ed Murrow; announcer Ernest Chappell.

Current Hooperating of the program (Started September 29).....None
 Average Hooperating for shows of this type (News).....5.0
 Current Hooperating of show preceding ("Club 15").....3.6
 Current Hooperating of show following (M: "Inner Sanctum").....9.5 (TU: "Big Town").....8.7 (W: "American Melody Hour").....5.0 (TH: "Suspense").....9.7 (F: Fanny Brice).....9.5

CURRENT HOOPERATING OF SHOWS ON OPPOSITION NETWORKS
 ABC: "Lone Ranger" (MWF, 7:30-8).... 6.9
 "Green Hornet" (TU, 7:30-8)..... 8.9
 Sustaining (TH, 7:45-8).....None
 MBS: "Inside of Sports" (MTWTF, 7:45-8).....2.0
 NBC: Kaltborn (MTWTF, 7:45-8).... 7.3

ABOUT THE ADVERTISER

Campbell's souper has been one of radio's truest patrons for years and years, with a time budget alone in '46 of almost \$2,500,000 and appropriations, again for time alone, of about a million and a half for the preceding three years. The Murrow time purchase is part of a Campbell half hour, preceded by the quarter hour musical, "Club 15." Firm will be one of CBS's top '47 spenders.

Ed Murrow's keen analyses from London during the war supplied a constant highlight in news coverage during the long struggle and the same dignified, dimensional approach characterizes his treatment for Campbell's. Murrow is far more than a newscaster and just as his talks from London provided a close insight to the vast sociological changes taking place in London, so do his American commentaries outshine the usual 15-minute news spot.

If Murrow doesn't editorialize, he comes as close to it as radio does in any way today, or is ever likely to, should the Mayflower Doctrine be withdrawn. The first half or so of the period is devoted to the top news developments—the save-grain campaign, aid to France and so on. The second half gives Murrow the opportunity for his commentary.

Selects Top News

On the program reviewed, Murrow reported remarks of Sen. Styles Bridge (R., N. H.) and other legislators touring Europe to the effect that American aid would be dictated by recipient nations' policies toward creating jobs and fighting Communism. To this approach Murrow replied that the U. S. could not expect to create European democracies "in our own image" and that the most successful way to injure those whom America would help would be to attempt to dictate to them as to the form of government they should have. Such efforts, he pointed out, could only lead to discrediting the governments we might be trying to help—and yet (See Ed Murrow on page 16)

Christopher Wells

Reviewed October 12, 1947

DeSOTO-PLYMOUTH DEALERS OF AMERICA

C. E. Bleicher, President

Thru Batten, Barton, Durstine & Osborn, Inc.

Francis J. Mahoney, Acct. Exec.

Via CBS

Sundays, 10-10:30 p.m.

Estimated Talent Cost: \$5,000; producer-director, Ed Byron; writer, Robert Shaw; musical director, Peter Van Steeden; announcer, Richard Stark; cast (this program, "Three Strikes for Johnny"): Myron McCormick (Christopher Wells), Charlotte Lawrence (Stacy McGill), Billy Quinn (John), Jean Ellyn (Ruth), Santos Ortega (Lon), Grant Richards (Ed).

Current Hooperating of the program (Started September 28).....None
 Average Hooperating for shows of this type (Dramatic).....7.8
 Current Hooperating of show preceding ("Tony Martin").....7.6
 Current Hooperating of show following (Sustaining).....None

CURRENT HOOPERATING OF SHOWS ON OPPOSITION NETWORKS
 ABC: "Theater Guild"..... 8.7
 MBS: Sustaining.....None
 NBC: "Take It or Leave It".....11.4

ABOUT THE ADVERTISER

Plymouth and DeSoto (Chrysler), in keeping with the general trend, are returning to radio after having virtually disappeared as broadcast users since the inception of the war. Such advertising as has been maintained in recent years has gone primarily into magazines—\$1,800,000 was the 1946 mag budget, a considerable drop from the two preceding years. Account had been casting about for a network show for some time before finally settling on "Christopher Wells."

Ed (Mr. D. A.) Byron's new package, *Christopher Wells*, is straight escapist stuff. The central character is a newspaper columnist and in keeping with so many yarns with this sort of background, there is no attempt to adhere to realism. Thus, the adventure line is pursued from the opening line and from that standpoint, the show, judging on the production caught, succeeds in building considerable tension.

It took Byron's other top program, *Mr. D. A.*, a year or more to catch public fancy, altho the payoff, quite obviously, has been amply worth while. That payoff has been a program that's been in the top 15 Hooperatings for five years or more at a cost (\$7,000) of only a fraction of the other leaders. The difference between *Wells* and *D. A.*, tho, is that the newspaper lad, at present, doesn't have the same popularity-catching qualities as does his public servant counterpart. That means that DeSoto-Plymouth must expect to back *Wells* until he's had time to prove himself—one way or another.

Story Line

Robert Shaw's story on this program told of the columnist's support of a fighter who'd done time on a bum rap, with the pug losing his first post-stir bout as the result of a frame by his ex-girl friend. The joint efforts of the fighter and the columnist to vindicate themselves supplied excitement galore. Dialog, especially between *Wells* and his secretary, Stacy, is fast and flip, and Myron McCormick and Charlotte Lawrence turned in first-rate per-

The Joan Davis Show

Reviewed October 11, 1947

Co-Operatively Sponsored Via CBS

Saturdays, 9-9:30 p.m.

Estimated Talent Cost: \$9,000; producer-director, Dick Mack; writers, Abe Burrows, Larry Marks, Arthur Stander; announcer, Ben Gage; cast, Danny Thomas (guest star this program), Lionel Stander, Florence Halop, Jean Van Der Pyl, and the Choralaires (a capella choir).

Last Hooperating for the program (June 16, 1947).....7.0
 Average Hooperating for shows of this type.....8.0
 Current Hooperating of show preceding (Sustaining).....None
 Current Hooperating of show following (Vaughn Monroe).....4.7

CURRENT HOOPERATING OF SHOWS ON OPPOSITION NETWORKS
 ABC: "Gangbusters"..... 9.7
 MBS: Sustaining.....None
 NBC: "Your Hit Parade".....10.4

Joan Davis debuts this season as a co-op program over the Columbia Broadcasting System, with White Rose Foods sponsoring in New York.

There are some interesting facets to the Davis show. For one thing, the American Federation of Musicians' regulation banning music on co-op programs poses a tough problem, altho the preem show managed fairly well without instrumentalists. Occasional use was made of a choral group; but these usages seemed to be intended primarily as brief variations in the tonal pattern of the program. No complete numbers were sung, merely snatches tying in with the comedy situations as bridges on transitions.

Commercials, of course, vary according to which product is bankrolling the show locally. To this reviewer there seemed to be a time lag and a too sudden cutting off of the show when the New York announcer came in for the commercial. This is probably necessary owing to the mechanics of co-op programing, but it would help to make this transition as smooth as possible.

Talent-wise, the Joan Davis seg shaped up well on the initial show, for in addition to Miss Davis there were Danny Thomas and Lionel Stander as guests. They contributed measurably to the laugh quotient. Thomas was given more time than Sander, and his timing and general delivery were of a high order. As for Stander, his voice still has top comedy value, and given good lines he clicks. According to present indications the Davis show intends to spend considerable money for guests. Danny Thomas, for instance, will be back again next trip.

Another on the initial show gave a promising performance. This was Florence Halop, a regular, who plays the role of Gloria Newbold. She manages to speak with a voice whose quality connotes (1) great decorum, and (2) strangling to death on a hot potato. *Paul Ackerman.*

formances, with good support from Billy Quinn, Jean Ellyn and Santos Ortega. Production itself was taut and deft.

Commercials stressed DeSoto-Plymouth service. They didn't mention new cars and one can't imagine why. *Jerry Franken.*

Spike Jones's Spotlight

Revue

Reviewed October 3, 1947

The Coca-Cola Company,
 Felix W. Coste, Dir. of Advg.

Thru D'Arcy Advg. Co., Inc.
 Paul Louis, Radio Director

Via CBS

Fridays, 10:30-11 p.m.

Estimated Talent Cost: \$10,000; writer-producer-director, Hal Fimberg; musical director, Spike Jones; cast, Spike Jones and His City Slickers, Dorothy Shay (vocalist), Victor Borge (guest star, this program); announcer, Marvin Best.

Current Hooperating for the program (Starts October 3).....None
 Average Hooperating for shows of this type (Variety).....5.8
 Current Hooperating of show preceding ("It Pays To Be Ignorant").....5.9
 Current Hooperating of show following (Not Available)

CURRENT HOOPERATING OF SHOWS ON OPPOSITION NETWORKS
 ABC: Boxing Bout (in cities on daylight time).....2.9
 "The Sheriff" (in cities on standard time).....7.3
 MBS: Sustaining.....None
 NBC: Bill Stern (10:30-10:45).....3.7
 Sustaining (10:45-11).....None

ABOUT THE ADVERTISER

The Coca-Cola Company, which sponsors "Pause That Refreshes" on Sunday evenings over Columbia Broadcasting System (CBS), has been planning an intensified radio campaign since the sugar supply began to perk up. Firm formerly bankrolled "Spotlight Bands" over Mutual Broadcasting System until the decline in sweetenings necessitated cancellation. The firm, long sold on use of transcriptions, also sponsors the transcribed "Claudia" show over many stations thruout the country.

Radio expenditures by the firm last year were approximately double those put out for magazines. Air shows cost the company about \$2,000,000 in 1946, as against about \$1,000,000 spent for magazine space. This was slightly less for radio and somewhat more for magazines than was spent the preceding year.

The Coca-Cola Company, increasing its radio commitments, this week ushered in its new *Spotlight Revue* over CBS, with the two Spike Jones musical ensembles in the featured spot, and Dorothy Shay, known as the "Park Avenue Hill-billy," as co-star. Those who expected the program to be on the zany side were let down hard, for Jones's "other band," which goes in for complicated straight orchestrations, was the major musical element. Even Miss Shay, who has blossomed into stardom in recent months thru her slick, sly renditions of cornpone melodies, turned in one of her two songs in standard style.

The big Jones band, which is superior to most in that category, dressed up such numbers as *This Can't Be Love* and *Perfidia* in good fashion. Miss Shay put over the song she made famous (and vice versa), *Feudin' and Fightin'*, in her best mountaineer manner. She returned later to have a whack at the most popular chopping block of the moment, *Near You*, in which her personality was somewhat less successful in coming thru.

The more exotic of the two Jones bands, that which uses auto horns, washboards, cowbells, whistles and even garglings, finally made it appearance at the tail end of the show for a hilarious romp with the much-abused *William Tell Overture*, and for the first time the program perked up. But by then it was rather late in the day to save the child, even with the take-off on calling of a horse race thrown into the number.

Victor Borge Guests

Guest on the show was Victor Borge, the Danish pianistic come- (See Spike Jones's on page 16)

Candidates Selected For RWG Election

NEW YORK, Oct. 18.—Nominees for national and regional offices of the Radio Writers' Guild (RWG), including Erie Barnow for national prexy and Welburn Kelley for Eastern regional vice-president, were presented to the monthly membership meeting of the Guild Tuesday (14).

For the five positions on the national council to be filled by the Eastern region in this year's election, as well as their five alternates, the following 25 candidates were selected: Eleanor Abbey, Elaine Carrington, Henry Denker, David Driscoll, Jack Fink, Julian Funt, Elizabeth Hart, Philo Higley, Gene Hurley, Ben Kagan, Priscilla Kent, George Leferts, Peter Lyon, Ira Marion, Vincent McConnor, Leon Meadow, Albert G. Miller, Robert Newman, Arnold Perl, Howard Rodman, Aaron Rubin, Allan Sloane, Joseph Wershba and Max Wylie.

The entire membership of the RWG votes for national president, but each region nominates and votes for its own vice-president and national council members. Election will be held November 11.

Altho selections for office in the RWG are made by a nominating committee, there was considerable discussion at the Tuesday meeting as to the advisability of changing the method so that the members can nominate directly. This would call for constitutional revision.

H'w'd's KFI Enters FM Field Oct. 20

HOLLYWOOD, Oct. 18.—KFI, local National Broadcasting Company outlet, is skedded to enter the FM field permanently before October 20, operating six hours daily, according to Program Director Charles Brown. Air time and program content have not yet been set, but the outlet will beam FM stanzas from a small three-kilowatt transmitter atop near-by Mount Wilson. Station eventually will operate with a 50-kw. transmitter currently being built.

Programing will include both live and plattered shows, with news and interviews to highlight live airers. No rebroadcasts of net airers will be attempted at this time, Brown stated. KFI has heretofore beamed only test broadcasts locally, while developing its Mount Wilson site. Transmitter location is temporary, to be moved to larger quarters designed to house both FM and tele transmitters on 5,000-foot Mount Wilson peak.

Fast FM

AKRON, Oct. 18.—Less than 24 hours after receiving its construction permit, Akron's first FM outlet, WAKR-FM, went on the air Friday (10) for tests. Regular operation started Sunday (12) with a daily schedule from 2 to 11 p.m.

THERE'S PLENTY OF BUSINESS IN

DAYTON, OHIO

Get Your Share By Using...



WEED & CO. National Representatives

Part III

The Billboard



LOCAL PROGRAM Reviews & Analyses

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



New World A-Coming

Reviewed October 14, 1947

Sustaining Via WMCA

Tuesday, 9:30-10 p.m.

Estimated Talent Cost: \$300; director, Joseph Gottlieb; writer, B. Edgar Marvin; music director, William Taylor; narrator, Norman Rose; cast, Phil Loeb (Oleander), Lee Brodey (Delphinoba), Arnold Robertson (Professor), Eddie Lawrence (Kisselturf), Mort Lawrence (Kublai Kahn), Ruth York (Rolina).

New World A-Coming, a series in its third year on WMCA, presented a fantasy tabbed *Down to Earth* on Tuesday (14). Last year *Earth* won both a Peabody Award and an Ohio State citation and its presentation this week was of such caliber as to reaffirm the fact that local stations can, and do, produce public service programing timely in content and arresting in conception. For those unfamiliar with *Earth*, the story takes up the problem of race prejudice, which is beginning to plague the inhabitants of the planet Saturn, whose denizens possess skin colors of varying hues and tints. So one of them, Oleander, hoping to get away from it all, goes down to the earth, where he finds more of the same.

But before Oleander decides to return to Saturn, he and an earth-bound professor "go back in time" and traverse sections of the globe during ancient and medieval days. This trip calls for stop-overs at such ports as Egypt, Rome, etc., the idea being to show the listener how various racial groups at different times ruled vast empires and were considered "superior." In the telling, writer B. Edgar Marvin maintained a high standard of whimsy, satire and fantasy, using these elements to combat one of the pressing present-day problems, namely, racial prejudice, the generic *World* theme.

Director Joseph Gottlieb and a good cast contributed to a slick production. Outstanding were Phil Loeb in the role of Oleander and Arnold Robertson as the professor. Ruth York, as the "superior" fem met all over the globe, and Narrator Norman Rose delivered fine performances. Musically, the show had a tasteful score, with William Taylor as music director.

A top pubserv program.

Paul Ackerman.

Jay Latimer Show

Reviewed October 16, 1947

Sustaining Via WINS

Monday thru Friday, 12:15-30 p.m.

Estimated Talent Cost: \$150; producer and cast: Jay Latimer.

Jay Latimer's *Inside New York* is a modest program purporting to tell what's going on in the city in the way of entertainment, things to see and do, etc. Format calls for a good dash of local color, and on the show caught, for instance, Latimer told the "inside story" of the battle of the octogenarians. Latter are a group of elderly gaffers, some over 80 years old, who gather in Central Park to play croquet. Not very important stuff, but nevertheless something the average listener (See Jay Latimer on page 16)

Here Comes Tomorrow

Reviewed September 24, 1947

METROPOLITAN MUTUAL ASSURANCE COMPANY OF CHICAGO

James D. Granthem, Adv. Supervisor

Davis, Fouche & Powell, Adv. Agency
A. A. Davis, Acct. Exec.

WJJD, Chicago

50,000 Watts Independent

Monday, Wednesday and Friday, 10-10:15 a.m.

Talent Cost: \$500 per week. Produced and written by Richard Durham. Director, Allen Harris; announcer, Frank Sweeney; organist, Wilson Doty. Cast: Janice Kingslow, Wezlynn Tildon, Fred Pinkard, Jack Gibson, Harris Gaines, Oscar Brown Jr.

Hooperating for this program not yet released.

ABOUT THE ADVERTISER

Metropolitan Mutual is the largest Negro insurance company in Chicago. It has been in existence for about 20 years and at the present time grosses about \$4,000,000 a year. In the past it has used other media, and this series marks its entry into the radio field and the beginning of an expansion campaign. Advertising on the program is a combination of institutional, prestige messages and direct sales pitches tied in with mail-pulling pleas.

If all "soap operas" were as well written, produced and directed as this show, if they all had its intense dramatic content, its social significance and its potential as a weapon against intolerance, no one would ever again have to level an accusing finger at daytime dramatic serials. This show, written by Dick Durham, Negro author of *Democracy, U. S. A.* and other well-known local radio programs, utilizes an all-Negro cast and is built around search of a Negro family, the Redmonds, to find happiness in an intolerant society.

Principal roles are those played by Milton Redmond (Fred Pinkard) and his girl friend, Sarah, played by Janice Kingslow, who had an important part in the Chicago legit production of *Anna Lucasta*. Durham is utilizing a style which might be called a flashback technique for first 10 weeks of program. During this time Sarah will refresh the memory of Milton, a wartime aviator suffering from amnesia. As she recalls his past life to him, series re-enacts happenings in the past and relates intolerant conditions under which he had to live in the South. Each show is a story in itself, but there is a strong transition line running between all programs. After 10-week period, flashback technique will be eliminated and series will concern itself with present.

According to Durham, the program will always have a social theme as long as he writes it. So far the sponsor has not objected to habit of pulling no punches in placing blame for racial intolerance and station has received practically all complimentary responses from its listeners.

One of the unfortunate facts about this series is the small amount of money the writer and cast is (See Here Comes on page 16)

Freedom Train

Sustaining over WCAU, Philadelphia
50,000 Watts

Broadcast September 16, 10:30-11 p.m.

Talent Cost: Unknown; produced and written by Jack Charest under supervision of Joe Connolly; narrator, Roger Pryor.

WCAU's *Freedom Train* broadcast was fortunate from various points of view. First, it shaped up as a well-produced public service venture, pointing up the ideals of democracy and the American way. Second, the production was very timely in that the *Freedom Train* began its tour from Philadelphia. The station, therefore, was able to tie in with, and take advantage of, the mass of promotion accruing from the train's trip.

Station assembled some name talent for the job, Roger Pryor handling the narrator's spot. In addition to dramatic actors, cast included good musical talent in the Robin Hood Dell Choir under the direction of Walter Baker, and soloists Andrew Gainey and David Lloyd.

Colorful Script

Technique involved both narration and dramatic sequences, with the choral group and soloists providing stirring passages in a script which was in essence a rededication of democratic ideals. The half-hour condensed portions of the pageantry of American history, giving excerpts of speeches and dramatic scenes from the times of Patrick Henry, Thomas Jefferson, Abraham Lincoln and other great patriots.

Concluding section of the show was a visit to the actual train. This was done via wire recorder, the material being edited and incorporated into the program proper.

All in all, it was a flavorsome and colorful program, and succeeded in conveying to the listener the urgency of the message.

Paul Ackerman.

Breakfast at the Sheraton

Reviewed October 10, 1947

Co-Operatively Sponsored

KWNB, New Britain, Conn.

1,000 Watts—Independent Station

(Daytime Operation Only)

MTWTF, 10:05-10:30 a.m.

Talent Cost: \$20 per week, plus \$10 line charges per account. Producer, Bob Martineau; cast, Dave Scott, M.C., assisted by Pete Kenney.

Bob Martineau, WKNB's station manager, has come up with a neat package of morning audience-participation show that's proving the old-time *Breakfast Club* idea is plenty popular in cities where such a presentation hasn't been produced in the past. The show has caught on with New Britain radio listeners, and station has received much favorable comment.

Station has news on the hour every hour, and so program only runs for 25 minutes. Show keeps (See Breakfast at Sheraton, page 16)

CBS MOVES TO FORM TV WEB

Net Finally Joins Race in B & W Casting

Seaboard Will Come First

By Paul Ackerman

NEW YORK, Oct. 18.—Columbia Broadcasting System (CBS), which sharply curtailed its video activity after the Federal Communications Commission (FCC) nix of the web's bid for color television, is now going ahead rapidly with plans for a black and white video network. Leonard Hole, director of the television plans division, has been assigned to blueprint the web, whose outlines are now taking shape.

Already set for the CBS web are the following stations: KCAU, *The Evening Bulletin* station in Philadelphia; WMAR, *The Baltimore Sun* outlet in Baltimore, and WMAL-TV, *The Washington Star* station in Washington. It is likely that the network eventually will include WDRC, Hartford, Conn., which is filing for a construction permit. In addition, Columbia's owned-and-operated Chicago station, WBBM, has an application before the FCC.

As for starting dates, the situation is beginning to shape up. Columbia believes it will begin working with WCAU early next year and with WMAR, Baltimore, within 30 to 60 days. Transmitter for the latter has already been delivered. Some programs have already been exchanged with the Washington station.

Seaboard First

General plans include initial expansion up and down the Eastern Seaboard, with coast-to-coast operation to follow later, according to CBS execs. For the first half of 1948 the video network operation will be concerned primarily with New York, Philadelphia, Baltimore and Washington. As for programming plans, execs are mulling plans to make New York the mother station for feeding the web. Another theory, however, favors making certain stations the main feed for certain programming types. For instance, Washington might be used as the news programming center, with New York playing a similar role in sports programming, and Philadelphia and other stations feeding whatever is available as web material.

As facilities become available, new stations will be added to the Eastern

Video Workmen—No. 15 of a Series

TV Network for World Series Set Up So Fast, No Time To Mess Works, Says Co-Ordinator

By Robert F. Jamieson

Manager of Operations, DuMont (WABD) Television

"IF WE had more time to prepare, it might have been a fiasco." This was what I told them when they asked me how I managed to co-ordinate the World Series telecasts in three and one-half days. It really was a large order to find suddenly that you have to assemble an eight-station network with three originating stations from alternating locations—and to satisfy two sponsors! But let's start at the beginning. The "on again, off again" World Series negotiations with the Chandler office suddenly materialized, with a definite agreement being pacted between the Mutual Broadcasting System (MBS) and the office of the commissioner of baseball. This news, when flashed thru television circles, was accompanied by a sigh of relief from the dealers who had advertised the World Series as a means of selling television receivers—and by a horrible groan from the operating personnel, who alone realized the magnitude of the undertaking.

Bob Jamieson fell in love with television at the New York World's Fair in 1939. This romance blossomed into an engagement when he purchased a television receiver for his own home. The marriage followed when he affiliated with DuMont in the spring of 1942. At DuMont he designed studio equipment, operated same as cameraman, technical director, took his turn at directing and writing, moved into management in an administrative position and currently holds an executive position wearing the badge of manager of operations.

Thirty-two years of age, he has managed to accumulate six years of active television experience to his credit. Born and educated in Paterson, N. J., he still lives there. He spends his odd hours flying his own plane.

For a reason which I can only claim as a premonition, I had volunteered to call a meeting of NBC and CBS operating personnel who, along with a similar group from DuMont, met Friday afternoon (September 26). I had opened this meeting by saying, "None of us knows whether there will be a World Series telecast, but just in case there is, let us all agree now to pool our equipment." Much of the preliminary planning was agreed upon at this meeting. It was coincidental that, when this meeting adjourned, word was first flashed of the completed negotiations. The operating people felt that they had at least a two-hour jump on the top brass and pact signers. Then things really started to roll. A meeting was called

Seaboard web, according to a CBS spokesman, who added that the coast-to-coast hook-up will be dependent on such factors as development of micro waves, policies of AT&T, etc.

Four-Net Set-Up

Columbia's step in the video web picture means that there are now four companies, three of them radio, one purely television, actively working on TV networks. NBC has been shaping its network for some time; ABC, even tho it is not yet on the air, has five permits already granted and is pushing construction; DuMont has its own two stations on the air, a permit for Pittsburgh, an application in Cleveland and feeding arrangements with several others, set or pending.

at 10 p.m. Saturday, at which representatives of the three originating broadcasters, together with the two sponsors and agency representatives, were to get together "and figure things out."

As the meeting dragged on, it apparently become obvious to Ed Wilhelm, representing Gillette, that most questions had to be separately directed to each of the three originating stations and usually the answers were accompanied by, "How does Ford feel about this?" The planning was unwieldy and had settled down to a snail's pace. It was at this point that Wilhelm suggested a central point to which all questions would be directed and from which all authority would come. It was agreed that a co-ordinator would have to have knowledge of engineering problems and the network affiliation problem, understand programming and cuing and be able to handle two clients at once.

"Poor guy who gets that job sure has a headache," I thought. Then I felt a sharp pain in the back of my head, when I heard John McNeil, general manager of WABD, say "Allow me to offer the services of Mr. Jamieson, of the DuMont organization, as co-ordinator."

When I recovered, we really got busy. The meeting I had called the previous day had really placed us in an excellent position. Certain of the people who had attended the operations meeting were present and so, to the complete surprise of the group, I was able to announce that all broadcasters had agreed to pool their equipment and that to insure against operating failure we had allocated our pooled equipment so as to provide alternating routing of pictures at all times. The first game at Yankee Stadium was to be picked up by the National Broadcasting Company (NBC) remote crew, operating under the direction of Bill Garden. My first major decision was that no originating crew would identify itself on the air; altho a schedule of crew rotation was decided upon, their identities would remain anonymous as far as the viewing public was concerned. The NBC-originated picture at Yankee Stadium was co-axed to both an NBC and a DuMont micro-wave transmitter atop the stadium roof. The NBC unit beamed its picture to the top of the RCA building. Here it was cabled to the NBC master control and further cabled to the A T & T test room at 32 Avenue of the Americas. This was the central point for network distribution. From here the picture was cable-fed over existing co-ax installations to WABD-DuMont and to WCBS-TV. It was agreed that the commercials would be integrated at

Date With the Duchess

Reviewed Thursday (16), 7:45-8 p.m. Celebrity interview show presented sustaining via WBKB, Chicago.

Despite a valiant attempt by Virginia Marmaduke, reporter for *The Chicago Sun*, to give this show some life and interest by trying to bring out humorous facts concerning her guest, Bill Sinais, owner of famed Billy Goat Tavern on West Madison Street, this program fell flat. Interview shows, unless they have a very unusual format, are among the worse program fare for television. And since this show had little that was unusual it was little more than a radio program done in front of a video camera. Miss Marmaduke, one of the top *Sun* reporters, is personable enough and undoubtedly could present a good show if she had the proper support and instructions from the station's production staff new to television. She at times tried too hard and turned on the personality charm too much for this, her first show in a new series.

Show opened with simulated newspaper office setting with Miss Marmaduke seated at a typewriter. After introductory remarks that were far from brilliant, scene switched to replica of Billy Goat restaurant where interview with owner took place and Bill exhibited his beer-drinking boat. Sinais's efforts were about only section of program that really was video, visual stuff. Some day someone in this city is going to put on a good television interview program. When he or she does, it will have plenty of action and a minimum of conversation, and will be done without the mistakes in sloppy camera work and indifferent direction and production of tonight's show.

Cy Wagner.

NBC master control and the complete program thus fed to the network.

Alternating Route

It was when I had to consider the highly improbable, yet possible, failure of the micro-wave transmitter, a development which would interrupt the entire telecast, when I thought of a possible line failure between NBC and A T & T which, of course, would kill everything except NBC's broadcast, that I decided the alternating route would be as follows: The DuMont micro-wave transmitter as beamed to the WABD location at 515 Madison Avenue. At this point two additional micro-wave transmitters (*TV Series Net Set Up Fast*, page 16)

TAKE A CUE FROM ME

When you're ordering reprints get the best! You can't get any better than a glossy Moss photo. Clear, sparkling, low cost.

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

Write for
FREE Samples
and
Price List B.

MOSS PHOTO
155 W. 46th St.
N. Y. C. 19
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ESTABLISHED 1888
PRESS CLIPPING BUREAU, Inc.
165 Church St., New York 7, N.Y.
BArelay 7-5371

SEE THE
UNBEATABLE
CHRISTMAS
SENSATION
PAGE 77

NBC'S TV POLICY SWITCH

First Multi-City TV Hearing Slated by FCC on Para Bids

WASHINGTON, Oct. 18.—First multi-city video hearing in the history of Federal Communications Commission (FCC) is slated to be held in the near future in the wake of FCC's announcement this week that bids by four subsidiaries of Paramount Pictures have been lifted from suspended animation and designed for a consolidated hearing. Tossed into the same proceeding was the bid of Fort Industry Company to change its Detroit grant from Channel 2 to Channel 5.

Consolidated hearings on bids for television stations in the same city have been held several times, as in the case of Washington and New York, but the upcoming hearing will be the first to involve more than one city. To be aired are two bids by DuMont Laboratories for Cleveland and Cincinnati stations, and one each by New England Theaters (Boston); United Detroit Theater (Detroit), and Interstate Circuit (Dallas). With the exception of DuMont, the bidders are reported by FCC to be wholly owned subsidiaries of Paramount. The film company recently informed FCC that it owned all of DuMont's Class B stock and a small portion of the A stock, but does not control DuMont.

Hinges on Para Interest

Extent of Paramount's interest in DuMont will be the top criterion in FCC's determination of the various bids. Under commission rules, no licensee may hold more than five video grants, and Paramount already

holds two thru subsidiaries Balaban & Katz (Chicago); and Television Productions (Los Angeles). DuMont holds three other construction permits.

Should FCC decide that Paramount does not control DuMont, then the way is clear for the approval of all the pending bids. This would give both DuMont and Paramount the limit of five grants and restrict them from any new bids.

On the other hand, decision by FCC that Paramount does control DuMont would force rejection of all the bids on the grounds that Paramount now controls the limit of five grants.

Agey. Buys TV Time To Advertise Itself

PHILADELPHIA, Oct. 18.—Setting a new note in commercial television, Philip Klein Advertising Agency will make what is believed to be the first advertising agency buy of television time to advertise itself. Beginning October 28 on WFIL-TV and continuing for 13 quarter-hour periods on Tuesday nights at 8:15 the ad agency will produce and present its own show, to be called *Philadelphia—a Wonderful City*. Philip Klein, head of the ad agency, will be host on the show, being produced by Herb Ringgold, radio director of the agency.

Tele show will be a "boost Philadelphia" saga, spotlighting the local

KTLA Airs Pic Produced for Tele

HOLLYWOOD, Oct. 18.—A motion picture especially produced for tele was aired last week on Paramount's KTLA as part of the outlet's all-day Philco tele splurge. (Eight-hour Philco-sponsored telecast was occasioned by the introduction here of Philco's projection screen tele receiver.) Film, *North of the Slot*, filled a 15-minute seg and was produced on 16mm. by Larry Finley under the firm name of Telestory, in association with John Parsons. Latter heads Philco's Coast merchandising department.

According to Finley, pic cost \$1,500 to produce and was lensed in less than a week's time. He stated that he had 30 more scripts on the shelf and that he expects to start producing pix especially for the video medium on a similar small-budget basis. Finley would handle his own distribution via his transcription salesman now on the road peddling e.t.'s to radio stations.

library, museums and other civic centers, with Klein going before the cameras to introduce and interview the guests. Commercial plugs will be very subtle to start. At the beginning the agency will content itself with a picture mention that it is presenting the show. After the series is under way, it will frame copy and pictures designed to attract new accounts.

Web Passes Control to Ad Agencies

Marks Sharp Reversal

NEW YORK, Oct. 18.—National Broadcasting Company (NBC), which almost since the inception of its commercial television service, has insisted that its own staff directors retain full and final control over telecasts, has reversed that policy. This means that just as in NBC's commercial radio policy, advertising agency directors become top men in the studio insofar as television is concerned.

NBC's policy reversal was decided upon at its recent management meetings in Greensboro, N. C. It is understood that NBC's top execs are by no means in full accord on the switch, but that the change, in view of NBC's all-out drive to build its television network and its television billings, had to be made in order to increase agency interest in the new medium.

The policy switch was preceded by a number of spats with advertising agencies using the WNBC facilities. (See *Web Passes Control* on page 16)

GLOSSY PHOTOS

MADE IN QUANTITY AT 5c

We guarantee our reproductions as good as your original. 8x10's—5¢ each in quantity. Photo post cards, 2½¢ each in quantity. \$2.00 negative charge on first order. A trial order will convince you of our QUALITY work and FAST service. Price list and samples on request.

QUALITY PHOTO SERVICE

Perkins Street, Box 42 BRISTOL, CONN.

England-to-France Tele Link

Cross-Channel Relay System In the Works

French TV Ahead of British

WASHINGTON, Oct. 18.—England and France are working out details for a cross-Channel television link between the two countries, the Department of Commerce reported this week. The method is expected to be the use of a high-frequency radio relay system such as is now being worked out for British video transmission.

According to Commerce Department, French video is ahead of the British in two respects. The television pictures in France have a definition of 800 lines instead of the British standard of 400. In addition, the French have a more flexible camera which can take a greater variety of shots. While the British are using two cameras for near and far shots, the French have developed a camera which makes the shift with the touch of a switch.

French Programs Lag

The French, however, are said to be lagging behind the British in pro-

90 Min. Tele Show Set for Navy Day

PHILADELPHIA, Oct. 18.—U. S. Navy will produce a 90-minute television program, to be telecast over WFIL-TV here, on Navy Day, October 27. Program, which will have a recruiting angle, will be both live and film. Kitty Kirkbridge, formerly a WAVE lieutenant and now a director with Harvey Marlowe Associates, has been called in by the navy to produce the show.

Program, which may be piped to Washington and New York, will be produced mostly from the deck of an aircraft carrier. It will have professional entertainers and music, with clearance already set by the office of James C. Petrillo, president of the

gramming and are eager to co-operate in swapping information on all phases of video.

Britain recently has placed contracts with Marconi Wireless Telegraph Company, Ltd., for equipment to be used as a relay transmitter to carry programs from London to the Birmingham area. Marconi now is carrying on tests to compare relayed and unrelayed video pictures side by side to determine how many relay steps can be made without impairing picture fidelity.

American Federation of Musicians. The Fourth Naval District, sponsoring the show, includes Pennsylvania, New Jersey, Maryland and Delaware.

The Billboard 1947-'48 ENCYCLOPEDIA OF MUSIC

Order Yours NOW and SAVE \$5.50

FOR ONLY \$12.50 YOU GET:
52 Issues of The Billboard, worth \$13.00
Plus The Encyclopedia of Music, worth..... 5.00

\$18.00 Value



The Billboard
2160 Patterson St.
Cincinnati 22, Ohio

Gentlemen: Please ship at once one copy of the new Billboard 1947-'48 Encyclopedia of Music and enter my subscription to The Billboard for one year—52 issues—(or renew my current subscription upon expiration).

\$12.50 enclosed. Send bill for \$12.50.

My Name

Firm Name New

Address Renewal

City Zone State

READY NOW

Moscovics Raps Agencies on TV TV Series Net Set Up Fast

Commercials Miffed, Says CBS Exec

Personnel Held Incompetent

NEW YORK, Oct. 18.—Many big advertising agencies today are so unfamiliar with television that they cannot even talk about it sensibly to an advertiser, stated George Moscovics, CBS video sales chief, in an interview this week. Moscovics specifically charged leading agencies with serious failure in the use of commercials. He also aimed a blast at agency video personnel. "Instead of hiring people who can speak tele's language, agencies hire a jerk who was either a motion picture director or a stage producer," Moscovics said. In any event, "they don't know a thing about television," added the WCBS-TV exec, who also charged them with "masquerading" in order to maintain their jobs.

Stating that the lack of commercial savvy mirrored the early days of radio, the CBS video exec said that advertisers showed much interest in program content and in obtaining good time, but as for the commercial, "at the last minute they cast about for a beat-up film, or they use stills which are resented by the audience. Sometimes they don't even get prints which will show up well. They use half tones."

Commercial Techniques

"The time has come to stop treating the commercial as a stepchild," said Moscovics. He pointed out that there are a number of commercial techniques which are possible only on television and which are being neglected now. These include: (1) Demonstrations of products in use, and (2) so-called appetite stimulation. With respect to the first-mentioned, Moscovics said that advertisers currently spend \$75 to \$500 a thousand for demonstrations in grocery stores, etc. This technique is overlooked on video, which already can reach sizable audiences. As for appetite stimulation, Moscovics stated this commercial field is completely "buried" in current video advertising practice, despite its undeniable value in hyping sales of cigarettes,

BREAKFAST

(Continued from page 13)

up a fast and amusing pace for the full air time, however. Dave Scott, who is program director for the station, handles the emcee role, capably aided by Pete Kenney. Under the format of the show, local women are invited to attend the weekday breakfasts at the Sheraton Hotel, in downtown New Britain. Each day a femme is selected as "Lady Luck" on the show and showered with gifts from local merchants. Program features local discussions and the gifts. Good advantage of having Scott in emcee role is that his voice is known extensively in New Britain, a one-radio station city (population, 70,000).

Currently there are five sponsors: Latimer's Laundry, New Britain; Muzzy Department Store, New Britain; New Britain Dry Cleaning Corporation; Plainville Wayside Furniture, Plainville, Conn., and Victory Mattress, Hartford. Commercials sound lively and in keeping with the consistent smooth handling of the entire show. Selection of a "Lady Luck" or "Winner for a Day" isn't new, of course, but New Britain radio listeners haven't, as we've pointed out above, had such a show before and so are thoroughly enjoying the proceedings. Martineau has wisely slanted the program appeal to a local market, with the comment, prizes, etc., having New Britain color.

Program is being plugged on spot announcements over the station daily, thus keeping the name in front of listeners.

It's a bright and brisk entertainment package from the 1,000-watt independent station.

Allen M. Widem.

JAY LATIMER SHOW

(Continued from page 13)

doesn't know about his city and something which, thru its unusual nature, possesses a certain amount of charm and considerable color.

That's the idea. In addition, Latimer does movie reviews, gives a report on the weather, gives a quick summary of events in the various entertainment marts. It's by no means new in idea or outstanding in presentation, but it's chatty and informative, and, from the point of view of a prospective sponsor, very low in cost.

Paul Ackerman.

foods and other products.

"The more simple and direct the commercial, the more successful it is," said Moscovics. He warned against the use of "phony" advertising. Use of the latter in tele, he said, "leaps out at you from the screen—the absurdities are too apparent."

Moscovics predicted that unless larger agencies pay more attention to commercials, smaller, more flexible agencies will take the play away from them. One trouble with large agencies, he added, is that the cost of doing business is high because there are "so many levers and cogs."

Moscovics reiterated his faith in video, stating that it is "breathtaking when properly used as an advertising medium."

WEB PASSES CONTROL

(Continued from page 15)

ties. Among the ruffled agencies were J. Walter Thompson and Benton & Bowles. Walter Craig, B & B vice-pee in charge of radio and television, declared recently that his outfit would not buy any NBC video time until the network altered its stand.

However, NBC hopes to retain control of its video time in another fashion, that of producing package programs. This latter policy is gaining steady favor, apparently, both in radio and video, and is the course now being pursued by Columbia (CBS) insofar as its AM network packages are concerned. Under this system, a network package cannot be shifted to a competing outlet, and remains web property.

NBC's original policy was adopted to fend criticism in tele such as has followed the four networks' general policy in radio whereby control of air time has passed to agencies and/or sponsors. NBC believes, however, that by virtue of its package shows, by its general TV commercial standards and its general TV "know-how," on which agencies will have to rely for some time, its control will not be overly dissipated.

SPIKE JONES

(Continued from page 12)

dian. Borge turned in an ample rendition of DeBussy's *Claire De Lune*, but his humorous offerings were on the limp side. This can be said of the show as a whole, for the comic side of the scripting was sadly deficient.

Inasmuch as Hal Fimberg is directing and producing as well as scripting, it may well be that he has taken on a bit too much for one man. In any event, the cast would seem to indicate that the show's major emphasis was to have been on comedy, and it was precisely in that department that *Spotlight Revue* was weakest. A quick hypo on the funnies seems to be in order.

Sam Chase.

ED MURROW

(Continued from page 12)

reshape, if the Bridges have their way, for revolution marches in the wake of hunger.

"This is the news," is the opening Murrow tagline, paraphrasing his famed, "This is London." His ability to select the top, key items, and his ability to offer a penetrating thoughtful discussion of them, remains unchanged. It is a contribution to radio's news handling.

Ernest Chappell handles the Franco-American Spaghetti plugs well, but they're inevitably anticlimactic, as is a soup hitchhike.

Jerry Franken.

HERE COMES

(Continued from page 13)

being paid. Cast, experienced legit and AFRA performers, are getting only Class B station AFRA minimum from the sponsor. Durham and Hays, in order to give actors more than sponsor is willing to kick in with, are giving part of their earnings to cast.

This show is a steal for the advertiser. Such top-notch work, better listening from purely dramatic, literary, listener-holding viewpoints than practically all the expensive soap operas on the air, is worthy of payment commensurate with the shows which do little more than sell merchandise. This series sells racial equality, tolerance, and freedom—rather valuable and important commodities these days.

Cy Wagner.

(Continued from page 14)

were set-up, one to relay an alternate picture to the RCA Building and the second to relay another alternate picture from 515 Madison Avenue to the Chrysler Tower to supply CBS. This arrangement guaranteed a practically uninterrupted telecast if the first micro-wave transmitter should become inoperative, thru use of the Yankee to DuMont to RCA alternate route. If the out-going line from NBC to A T & T test room should fail, the Yankee to DuMont to Chrysler link could be employed. From the Chrysler Tower the picture could be fed to the WCBS-TV master control, where I had arranged for duplicate copies of the commercials to "stand by." The existing outgoing cable from WCBS-TV master control to A T & T would be employed to feed the network.

WFIL-TV in Philadelphia "picked up" the picture from the New York to Washington coaxial cable at Philadelphia. At the Washington termination of the north-south cable, the picture was dually fed to WNBW and WTTG, both of Washington. WPTZ, Philadelphia took WNBW, New York, off the air and simply rebroadcast the program in that area. WRGB, Schenectady, affiliated in a like manner. For this reason it was agreed that originating stations would not air their call letters in a video station identification, thus assuring the off-the-air pick-ups of not carrying the NBC call letters. Under normal circumstances, station identification can be scheduled in advance and affiliates usually know when to expect to disengage for local identification. However, cue lines to all participating stations were not installed and station identifications were contingent upon the game's progress. This is why there were audio identifications only. These were simply cued up by the field announcer who, in a moment of sparkling originality, would be required to say, "We pause now for station identification." A similar set-up of facilities was employed at Ebbetts Field.

By prearrangement it was agreed that the second game would be originated by the DuMont mobile group under the direction of Jack Murphy and Harry Coyle. CBS had their innings with games three and four at Ebbetts Field. NBC was again at bat for game five at Ebbetts, with DuMont encoring on the sixth and seventh stanzas. The assignment of announcers was settled simply by all agreeing that the station announcer who had worked with the originating crew all season would provide the play-by-play description on the days his particular mobile group was covering. In every case the announcer was assisted by one of the other two announcers, who were chosen by a rotating schedule. Ford and Gillette were kept happy by a series of alternating commercials at the end of every even-numbered inning, with the opening commercial changing hands from day to day. Film-recorded, joint sponsor credits preceded and followed each day's transmission.

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GENUINE GLOSSY PHOTOS 5 1/2" EA. 8"x10"

Unsurpassed in Quality at any Price

NO NEGATIVE CHARGE—NO EXTRAS OF ANY KIND

100, 8"x10", \$6.73	MOUNTED ENLARGEMENTS
1000, 8"x10", \$55.00	30"x40" \$3.85 EA.
Fan Mail Photos	20"x30" \$2.50 EA.
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WE DELIVER WHAT WE ADVERTISE

SPECIAL PRINTED ROLL OR MACHINE TICKETS

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

STOCK ROLL TICKETS

One Roll . . . \$ 1.35
Ten Rolls . . . 5.84
Fifty Rolls . . . 21.75
Rolls, 2,000 Each
Double Coupons
Double Price.
No C.O.D. Orders Accepted.

ELLIOTT TICKET CO. 409 LAFAYETTE ST., N. Y. C. 82 W. WASHINGTON ST., Chicago 615 CHESTNUT ST., Philadelphia

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AND HIS TYMPANY FIVE, THAT IS.

FLASH

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Mgt. BERLE ADAMS

Direction — GENERAL ARTISTS CORP.

NAB BID FOR DISKER REPS

AFM 'Stop Work' Disk Move Irks Congressmen But It Puzzles Justice Department

Petrillo Reaffirms Calling Halt January 1 at Chi Meet

WASHINGTON, Oct. 18. — The threatened ban on record making by the American Federation of Musicians (AFM) is rankling staff members of the House labor subcommittee investigating the union.

Chairman Carroll Kearns (R., Pa.) is slated to return to Washington early in November and will discuss with committee counsel the advisability of "inviting" AFM chief James C. Petrillo to appear at an open hearing, it was learned today.

Hearings on AFM activity were called off last summer to give Petrillo what committee member Richard Nixon (R., Calif.) called "a chance to be a good boy." However, committee investigators have quietly been gathering material in the meantime with which to confront the union.

Work-Stoppage Quandary

Whether the committee actually can call Petrillo to account for any general work stoppage by disk musicians is something now being studied by committee attorneys. A strike might be handled thru injunction proceedings under the Taft-Hartley Act, but a mass quitting of work by all musicians making disks is a tactic puzzling not only labor committee counsel but also Justice Department legalists.

Kearns has made strenuous efforts (See *Threatened Ban Irks*, page 35)

CHICAGO, Oct. 18.—James C. Petrillo, American Federation of Musicians (AFM) prexy, made it clear at a three-day meeting of Chicago's Local 10, AFM, which began Tuesday (14), that he was sticking to the "stop work on recordings" strategy first indicated at the AFM national convention in Detroit last June.

Petrillo reportedly told the Local 10 membership meeting that he would merely call a halt to recording activities by AFM members, following the termination of present recording contracts December 31. He said the work stoppage would go on "unless they can figure out something to keep all musicians employed."

Taft-Hartley Law Scored

Reaffirmation of a January 1 recording ban came in the midst of a general discourse on the workings of AFM. Petrillo also is stated to have repeated his attacks against the Taft-Hartley law, claiming it attempts to put him and his union out of business and that he would now take a stand and keep it. He added that during the first recording ban he had never received one word of protest from the biggest of name-band leaders who lost the most revenue as a result of the no-wax AFM edict. Petrillo declared the AFM membership (See *Petrillo Adamant on page 34*)

Petrillo Says He's Obeying Taft - Hartley.

Will Notify Govt. of Ban

By Joe Carlton

NEW YORK, Oct. 18.—Directly following his announcement to the press that the American Federation of Musicians (AFM) definitely would stop making recordings after December 31—"and none of the union's 220,000 members ever will record again"—James C. Petrillo told *The Billboard* via phone today (18) that he intends to notify the government of AFM's intention to terminate contracts with record manufacturers. Under the Taft-Hartley Law such notice must be made within 30 days after employers are so informed. The latter must be notified within 60 days of the date of termination.

Queried as to whether the Taft-Hartley Law did not also compel him to enter into collective bargaining sessions with diskers, Petrillo said: "No, only if you intend to go back to work, and we are not going to come back to work."

"Destroying Us"

The union boss waxed explosive on this point, declaring that "these records are destroying us, and no other union destroys itself this way."

Asked whether his policy might alter if the record and radio industry effected a compromise, by-passing some of the AFM-disliked provisions of the T-H Law, Petrillo repeated: "We don't want to make records."

Seek Wax Com. In All Industry Front Vs. AFM

Diskers in Prior Confab

(Continued from page 8)

union's ban on AM-FM music duplication.

NAB decision to call a special confab of recording companies (prior to the November meeting of an over-all industry music committee) followed its discovery that the disk biz, unlike radio, tele and e.t. facets, has no close-knit org or clique to form ready spokesmen. Major recording companies have no trade association and some have differed in the past on dealings with Petrillo. Many of the middle-bracket labels also enjoy no cohesive group voice apart from the Phonograph Record Manufacturers' Association, which takes in about 20 of the smaller diskeries.

Diskers Invited

Invites to the diskers reached nearly every major disk label and most of the more-affluent smaller firms by Friday of this week. First word of the NAB attempt to get a disk group going came in the form of a telegram which was followed up later by a letter.

Text of the telegram read:

Pursuant to a resolution unanimously adopted by broadcasters at their convention in Atlantic City, we are in process of establishing an over-all industry music committee to include representatives of AM broadcasting stations, FM stations, television stations, transcription manufacturers, and to consider urgent labor matters of mutual interest. Will you attend a luncheon meeting of representative record manufacturers at the board room of Broadcast Music, Inc., 270 Park Avenue, New York, at 12:30 p.m. Tuesday, October 21, to discuss participation and representation of your group. Suggest this invitation and meeting be treated as confidential for the present. Please wire reply.

A. D. Willard Jr.,
Executive Vice-President,
National Association of Broadcasters.

Text of the letter:

By this time you have received Mr. Willard's telegraphic invitation to attend the meeting of representative record manufacturers in the board room of Broadcast Music, Inc., 12:30 p.m., Tuesday, October 21. For your background information I am enclosing a copy of the resolution passed at the NAB convention at Atlantic City September 18. Substantial progress has already been made toward the establishment of the industry music committee. I sincerely hope that you will definitely attend next Tuesday's meeting so that you and other record manufacturers may be more fully informed of developments.

Sincerely yours,
Richard P. Doherty,
Director of Employee-
Employer Relations, N.A.B.

With NAB President Justin Miller vacationing, it is presumed that A. D. (Jess) Willard will handle the hosting chores at the disker feed.

Omaha Ballroom Closed by Fire

OMAHA, Oct. 18.—The Chermot Ballroom here was kayoed by fire Thursday (16) with an estimated \$50,000 loss to the Tom Archer enterprise, which was just completing its first month in its fall season. It was second time in four years that the terpery was swept by fire, with the first occurring in late 1943.

Spot manager, Dewery Hert, said that the ballroom is not expected to resume this season.

Ban Starts Wax Talent Flurry

Rush To Beat Deadline Set By Petrillo

East-to-West Activity

NEW YORK, Oct. 18.—The Eastern disk talent mart buzzed with activity this week as Petrillo's ban deadline began to come into sight.

Musicraft diskery, after signing Shep Fields' ork last week, pacted chirp Mindy Carson and is on the hunt for more talent. MGM Records is contemplating a group of new waxing additions within the next 10 days. Diamond added chirp Liza Morrow. Verne diskery took on the new Les Elgart ork for waxing, while De Luxe's prexy, Jules Braun, took off on a Southern and Midwestern tour to dig up talent for his firm. Apollo signed the Three Bips and a Bop, vocal group.

Majestic added the John Carlo Trio. Rainbow added singer Jimmy (See *Ban Starts Wax on page 34*)

"Petrillo, Petrillo, Petrillo"

The National Association of Broadcasters (NAB) invitation to diskers (see lead story on this page) caught many wax execs unawares. They were uncertain whether the Tuesday (21) luncheon was part of over-all music industry committee or strictly for diskers. The text of NAB's telegram and letter, however, made it clear that Tuesday's session was called to get diskers to pick their spokesmen and form a committee which would sit in on an over-all meeting in November. RCA Victor and Decca indicated their reps would be present; Columbia on Friday (17) still had no word of the invite, but was expected to attend. Capitol execs were all on the Coast, but one may fly in for the preliminary confab. MGM, Majestic, Musicraft had no word of the NAB wires, but expected that delegates would attend if invites came before Tuesday. Apollo, Signature, Keynote had received both wires and letters.

PRMA Waits on NAB

Meanwhile the Phonograph Record Manufacturers' Association (PRMA) agreed to postpone mapping strategy against the Petrillo ban until after the NAB-sponsored luncheon. PRMA had met Friday (17), but when members brought forth the wire and letter, it was agreed to wait and see what NAB had in mind. The session revealed that not all diskeries have been invited to the NAB meet. NAB officials had indicated, however, that wires had been sent not to all but to a "representative group" of disk firms.

While most diskers, large and small, said they would go to the NAB meet and form opinions later, Keynote's John Hammond voiced opposition. Hammond declared his belief that the radio brass would seek to use the Taft-Hartley Act as a guide for an anti-Petrillo bloc, claimed the disk biz had been scarcely affected by T-H and said he would not work with either the NAB or the T-H Law.

(See *Petrillo, Petrillo on page 35*)

ASCAP POINT, COUNTERPOINT

Editorial

Do Not Renew With ASCAP, Exhibits Urge

National Org Will Fight

DETROIT, Mich., Oct. 18.—Directors of the Allied States Association, a national motion picture exhibitor org which met here this week, passed a resolution requesting all pic exhibs to refrain from signing new music licensing contracts with the American Society of Composers, Authors and Publishers (ASCAP). Exhibs were asked to hold off signatures (except status quo renewals) until after Allied holds its Milwaukee convention in December.

The request highlights the org's declared opposition to ASCAP's proposed new formula for licensing film theaters. ASCAP now seeks to collect from theaters a fee equal to the gross take at one capacity performance rather than using the old method of taking from 10 to 20 cents per seat.

Criminal Action Proposed

Meanwhile the convention of Allied Theaters of Michigan proposed asking for Federal criminal procedure to be launched against ASCAP on charges that it is staging a campaign to institute monopolistic price raises. Abram F. Myers, Allied counsel, indicated that the org would seek to prove collusion between film producers and ASCAP, allegedly stemming from the plan to do away with "theater seat" taxing.

Observers here were inclined to discredit the possibility that such a charge would ever be pressed. They point out that the five largest film producers are still the five largest theater owners and would hardly gain by the new ASCAP proposals.

The Michigan move followed last week's announcement that New York's Independent Theater Owners' Association, headed by Harry Brandt, indie chain owner, would start legal action in an attempt to restrain ASCAP'S boosting licensing rates.

Jones Gets CRC Recording Post

NEW YORK, Oct. 18.—Columbia Recording Corporation (CRC) solved its problem of getting someone to handle the musical end of recording sessions on the West Coast this week when it hired Dick Jones.

Jones, former musician and arranger with the Tommy Dorsey band (was with the Casa Loma band before that), will work under Joe Higgins, West Coast boss of artists and repertoire for CRC.

Diskery has been looking for a guy to assume Coast disk-session chores ever since Bill Richards left the Hollywood branch and Higgins took over. The latter is figured to be busy enough with a. and r. duties, with Jones also providing that added music technician's touch for actual cutting operations.

Give and Take

The Music Publishers' Contact Employees' Union (MPCE) ought to straighten up and fly right, particularly on this business of banning Herman Schubert's Pelham Heath Inn to all song pluggers, and more recently (see news story) citing pianist-maestro Irving Fields for alleged "unethical practices." Schubert and Fields, say the MPCE trial board counsel, were guilty of something like PAYOLA (horrible word). Allegedly Schubert asked publishers to contribute toward the cost of a remote wire in his establishment: Fields reputedly was on the take for his Crest Room-Mutual shots.

MPCE's moves apparently are punitive measures aimed at making Schubert and Fields suffer from the lack of song pluggers attendance (in these days their trade helps the box office). They represent "wholesome" gestures on the surface.

Who's Paying the Payola?

But beneath the surface all looks inane. It occurs to us that if Herman Schubert and Irving Fields are guilty of accepting PAYOLA, someone was guilty of paying PAYOLA. Who? So far, MPCE has leveled no charges against any publisher or contact man representing a publisher and we all know they ain't a'gonna do so.

We respect MPCE's wishes to make a wave (No. 2,304B) at the PAYOLA racket, but said racket has gone on so long and has become so much a part of the business that song pluggers today are in no position to do anything about it.

Slapping on a ban against Schubert and tabooing Fields were plain stupid. The attendant publicity may give other location owners ideas akin to Schubert's alleged method of defraying "wire" costs, may embarrass pubs into making "cash" deals with other room owners and a few remaining pristine orks, and ultimately may mean less jobs for song pluggers.

A lot of rank-and-file pluggers, including trial board exec Rocco Vocco, who resigned, are indignant at the hypocrisy. We don't blame 'em. We think the payola is a rotten, unwholesome way to do business. But if MPCE wants to summon up a sudden case of guts (after all these years) let it strike firmly at the source. Under the fair trade agreement which pubs have signed with MPCE, it's illegal to tender a bribe. If Messrs. Schubert and Fields were parties to the taking of a bribe—then some publisher or publisher's representative paid it. If Schubert and Fields were guilty only of wanting to take a bribe—then MPCE's trial board ought to reserve the Radio City Music Hall for other logical victims.

Give the Pubs a Warning

A warning to the pubs who donated to a Pelham Heath "payola" system (backed up by stern penalties) would seem like a much more sensible solution than this "no-payoff-in-person-kindly-use-the-telephone" ban against a location operator and a maestro.

Was MPCE's exec board worried that it could not firmly remonstrate with music publishers? If so, maybe the union's exec board is the guiltiest party of all. Guilty of inconsistency, hypocrisy, weakness—and worst of all, stupidity.

CAPAC Follows ASCAP Lead; Will Seek Hike in License Fees From Canadian Film Exhibitors

(Continued from page 3)
November 1 if it is to become effective during 1948.

\$70,000 a Year

Actually, it's the actions on the part of the corresponding U. S. and British organizations which have prompted the move in Canada. CAPAC now gets about \$70,000 annually for its members. It is claimed that the Canadian association can't be satisfied with the present fees when royalty fees in countries with which it exchanges repertoires are taken into account. British fees, always higher than in Canada, reportedly will be doubled in 1948. The U. S. group has postponed for six months its proposed action for jumping the bite 200-300 per cent. The U. S. decision to postpone came after objection on the part of exhibitors.

Would Use British System

At present Canadian fees are determined by the size of the houses, but the sought-for increase will likely be asked on the basis of the British system: admission prices.

Per seat per annum fees now are:
1,600 seats and over.....15c

801 to 1,59912c
800 and under10c
800 and under operating three days weekly and under 5c
Minimum fee\$10

The PRS fee in Britain currently runs about 3 cents on each box-office \$10 bill. ASCAP's proposed new formula for exhib licensing here will run about a cent on the box-office \$10.

Fee in the case of 16mm. films is \$2 for four films and another \$2 for each additional four or fewer.

Industry Can Appeal

The film exhib industry in Canada in appeal the move by the organization, in which case an industry representative must state the case before the federal body, which usually meets in December. In U. S. and Britain exhibitors negotiate directly with licensing organizations, but in Canada the fee must be set by the government board. It is understood that an attempt at direct negotiation will be made before any appeal is submitted to the Copyright Appeal Board.

ASCAP Gains Ground in State Of Washington

NEW YORK, Oct. 18.—American Society of Composers, Authors and Publishers (ASCAP) here is hopeful that its years of trouble in the State of Washington will be settled shortly. Society cheer is based on issue last week of a fiat by the attorney general of Washington which declared the Society had lived up to regulations imposed a long time ago by a local anti-ASCAP bill.

Conditions imposed by the bill were considered almost unfillable at one time and were laid by ASCAP-ers to the pressure of industrial groups in Washington, particularly organized motion picture theater exhibitors. The Society set out to fulfill the complicated requirements of the State law, meanwhile experiencing not too much difficulty with radio outlets in Washington which all along felt it easier to deal with ASCAP, the collection group, rather than bargain individually with ASCAP writers and pubs for music used. Exhibs, however, were defiant about doing biz with the licensing org.

On the strength of the AG's fiat, Louis Frohlich, ASCAP's general counsel here, left for Washington's capital this week in what may be the first step toward paving a clear route for the Society among the battling theater owners.

MPCE Places Irving Fields On Unfair List

NEW YORK, Oct. 18.—Music Publishers' Contact Employees' Union (MPCE) this week placed pianist-maestro Irving Fields (currently at the Crest Room nitery here) on its unfair list and declared the Crest spot out of bounds to all song pluggers.

After an executive board session, MPCE wired all music pubs who have entered into fair trade agreement with the union as follows: "Irving Fields, now playing at the Crest Room, New York City, has been placed on our unfair list for unethical practices. Please notify your staff not to contact this man or to service him until further notice."

Ban on Pelham Heath

Move against Fields by the MPCE exec board came only a short time after the org had slapped a ban on Herman Schubert's Pelham Heath Inn on the grounds that the operator was guilty of alleged "unethical practices." This taboo also was accomplished by a wire to pubs, advising them that Pelham Heath was no man's land for contact men. The move against Schubert developed some fireworks on the MPCE exec board and saw resignation of Rocco Vocco from board membership.

The exec board members were mum, word was that MPCE wasn't thru banning artists and places. Another orkster, it is said, will be placed on the griddle momentarily.

Dorsey's Casino Gardens Reverts To 1-Night Plan

HOLLYWOOD, Oct. 18.—Tommy Dorsey's Casino Gardens will abandon its full-week policy and revert to a Saturday night only basis when Frankie Masters bows from the location tonight (Saturday). Gardens followed a somewhat similar plan of operations last year when winter fogs chilled week-night biz, with location shuttering every night except Friday, Saturday and Sunday.

Rumors that Dorsey was putting the dancery on the sales block again came to the fore, but were quickly dismissed by TD personal manager, Arthur Michaud, and the Gardens recently-named pilot, Eddy Gilmartin. Michaud said that the ballroom could possibly be sold if a buyer would come up with an unusually good offer, but TD has not openly put it up for sale nor does he expect that to happen. Bernie Cohen, Gardens' former owner, was said to be interested in taking back the Ocean Park dancery, but Michaud stated that he had not been approached by Cohen with an offer.

Ballroom will feature Bobby Sherwood for the next four Saturday nights, with spot canceling out Les Brown originally skedded to take over the podium after Masters' departure.

NEW YORK, Oct. 18.—As indicated in *The Billboard* last week, songwriter Hugh Martin's *Look, Ma, I'm Dancing* score went to Sinatra Songs after spirited bidding by several top pubs. Deal was closed yesterday for the show score that will reach Broadway in January.

"Hit Parade" Litigation Ended

SPA and MPPA Near Agreement On New Contract

NEW YORK, Oct. 18.—Songwriters' Protective Association (SPA) and Music Publishers' Protective Association (MPPA) committees, after a meeting this week, appeared on the verge of closing negotiations for a new tunesmith contract (as reported earlier in *The Billboard*). It is felt that the final negotiated pact (which should be completed after another committee meeting or two straightens out legal phraseology) will be ready for submission to the general membership of the MPPA and SPA by mid-November. Committeemen are confident that little opposition will be found in either camp and that the new pact will be ready to go into effect soon.

Option Clause

It is understood that the only major change in the proposed contract will be the inclusion of an option clause to be exercised by the writer only with the approval of the pubber. This would enable some writers to seek royalty payment on the basis of a sliding scale ranging from 2½ cents to 4 cents per copy as an alternate to the flat 3 cents per copy min-

Kornheiser Teaser On New Platter

NEW YORK, Oct. 18.—Open admission by a music publisher that the "other side" of a disk, not his own song, was making the big initial noise is something unusual. But Sidney Kornheiser, Burke and Van Heusen pub boss, has set out to capitalize on just that angle.

Kornheiser's plug tune is *Put Yourself In My Place, Baby*, which is on the back of Frankie Laine's *Two Loves Have I* (Mercury). He plans to letter all disk jockeys thruout the country declaring there are "two sides to every record," conceding that *Two Loves Have I* may have gotten the first flush of exploitation noise, but asking: "Now, fellers, why not turn over the disk?"

As a teaser tidbit for the jocks, Kornheiser says he aims to ask how many of them remember the other side of *Heatraches* (Ted Weems), *That's My Desire* (Laine), *Peg o' My Heart* (Harmonicats), etc. Figures the curiosity angle may get *Baby* going with the jocks and mebbe induce juke box operators to turn over their platters more readily.

imum to be retained in the pact (*The Billboard*, October 4). Apart from the sliding scale, the new draft calls for a repetition of the old deals set for royalty participation in folios, foreign collections and mechanicals,

Music Firms And Sponsor Reach Accord

Survey Formula Retained

NEW YORK, Oct. 18.—Legal haggling over the *Hit Parade* airer between Advance and Remick Music pubberies and the American Tobacco Company, show's sponsor, came to an end this week with an agreement that the Warner firms will have the privilege of checking the program's song choices for any week they may request.

Discontinuance of litigation came after a series of meetings between the pubberies' execs and the tobacco firm's officials during which the *Hit Parade* method of selection of top songs was aired.

Both parties agreed that the current method, survey and *Hit Parade* formula, will continue in effect for the next three years unless either party uncovers new factors which may have some bearing on selection. Tobacco firm will continue to have the Foote, Cone & Belding Agency compile its survey and have it checked each week by accountants Lybrand, Ross Bros. & Montgomery. Advance and Remick will have the privilege of having Price, Waterhouse & Com- (See "Hit" Litigation Ends, page 34)

"NEVER TRUST A WOMAN"

WORDS AND MUSIC WRITTEN BY AMERICA'S NO. 1 GIRL SONGWRITER

JENNY LOU CARSON

AND RECORDED BY . . .

- RED FOLEY DECCA
- FOY WILLING MAJESTIC
- BOB ATCHER COLUMBIA
- TINY HILL MERCURY
- TEX WILLIAMS CAPITOL

AND MORE COMING UP!

WITH THESE TOP ARTISTS . . . *It Can't Miss!*

PUBLISHED BY HOME FOLKS MUSIC—SOLE SELLING AGENTS, HILL AND RANGE SONGS, INC.

Thanks!

BILLY ECKSTINE

FOR A SWELL
MGM RECORD
OF OUR
BALLAD

The
Wildest
Gal in
Town

Jack Yellen
Sammy Fain

(Me, too—
CHARLEY ROSS)

PUBLISHED BY

YELLEN & FAIN

CHAS. ROSS
GENERAL MANAGER

131 West 52d St.
New York City
CI 6-8920

Library of Congress Waxing Folk Music at \$1 a Record

WASHINGTON, Oct. 18.—One of the most unusual developments in the platter-making business, the Library of Congress is developing a steadily growing production and public sale of folk music records. With nearly 200 titles already in stock, the Library anticipates a sale of 7,000 disks by year's end and hopes for steadily increased output in 1948. The government's venture, still among the lesser known projects, is being operated on a self-liquidating basis, with no intention by the Library of Congress to compete with the big commercial waxeries. Pressed in vinylite by the record division of the National Broadcasting Company (NBC), the disks feature little-known tunes from American folklore. Thru the years, the Library has collected about 10,000 master disks and has enough backlog to issue records for years to come. Typical of the titles now on hand at the Library are *Bile Dem Cabbages Down*, *The Whisky's Gittin Low* and *Johnny Mitchell's Train*. *Cabbages* is a Negro song outlining the best way to cook the vegetable. The *Whisky* disk is an old mountain tune offering spirited instructions to get the still going. *Train* is one of a series of tunes built around the coal strike of 1902.

Amid growing public interest, some of the government agencies are showing inclination to stimulate distribution, with the State Department's International Library Division emerging as the latest to express interest. This department hopes to purchase some of the titles for its foreign offices.

Backwoods Scouted

Library technicians have recorded a number of the tunes, while others have been donated by persons interested in Americana. One unofficial Library "scout" makes frequent trips to backwoods regions in a dilapidated station wagon and coaxes different groups to sing and play the songs of their grandfathers. He records these on his own machine and turns the disks over to the Library.

The Library has discovered from its record work that many folk songs played and sung in out-of-the-way communities are directly traceable to old English chanties, with the words shifted around to meet changing conditions. For instance, the old English favorite *Barbary Allen* has lost its Albion flavor in many parts of the South to become a Negro lament.

New Batch Soon

The Library's archive of American folk songs, which handles the records, is preparing to issue a new batch of some two dozen in the next few weeks. These will include Sioux, Puerto Rican and Mexican music.

Most popular of the titles now available are those dealing with American Negro chants and spirituals—many of them virtually unknown to the public. Other disks in stock include miners' songs, music from the bayou country and sea chanties.

No big names or famous tunes are in the Library's stock for sale, since officials feel that this field is better left to commercial recording companies. Those that are sold are what officials call "unique bits of Americana."

Quality of some of the reproductions is not too good, because the technicians go to the backwoods people for their material rather than bringing the natives to a big studio. Other disks, however, compare favorably with commercial pressings. The disks are priced at \$1 for 10-inchers and \$1.25 for 12-inchers, plus tax and album charges.

FEIN OUT OF MAURICE

NEW YORK, Oct. 18.—Peter Maurice Music (Leeds Music pub affiliate) this week let out professional manager Hal Fein. The firm's topper, *Happy Goday*, said Fein would be replaced within 10 days.

In Hollywood, Leeds Music boss, Lou Levy, described the Hal Fein

Dreyer Pubbery In British Deal

NEW YORK, Oct. 18.—Dreyer Music firm (pubbery owned by Dave Dreyer, orkster Frankie Carle and Mike Sukin) clinched a reciprocal publishing deal this week with wealthy English realty owner and music man, Colin Campbell.

Campbell, who owns Yale Music in England (currently riding with the hit British tune *Danger Ahead*), will have "first refusal" on all Dreyer-owned copyrights, with Dreyer here retaining the same privilege on any of Campbell's Yale songs. English pub is posting a nominal guarantee here against royalties which may accrue from Dreyer copyrights.

Move carries extra significance in light of Campbell's active connection abroad with E. R. (Ted) Lewis, head man of the English Decca wax interests.

Dreyer's biz move marked the second biz expansion in as many weeks. Last week the firm took over operation of Cork O'Keefe's Words & Music catalog (*The Billboard*, October 11).

Britain Curbs Non-Pro Orks

LONDON, Oct. 18.—British Ministry of Labor last week issued a directive which closed the door on semi-pro, amateur and student musicians seeking to make tootling a full-time biz. Directive dealt with determining the "essential" status of various labor groups, including tootlers. Altho currently working professional musickers were okayed, it was stated that embryonic tootlers would only in very rare cases be allowed to turn to music as a profession.

Objective of the directive was to draw manpower from unessential trades for work in "undermanned" and essential industries. The directive will stand until Britain's labor problem is solved. Meanwhile, the nation's musical blood appears certain to remain in status quo for an indefinite and undetermined period.

NEW KIDISKS LABEL

NEW YORK, Oct. 18.—Newest entry in the disk sweepstakes is a waxery which will produce only children's unbreakable records under the Kidisks label. Kidisks firm was set up by Henry Walden, director of the Children's Playhouse at Station WNEW, and Abram S. Jaffe, who formerly was a distrib for Majestic Records in New York. Initial release on the new firm's list is the P. K. Thomajan tale, *The White Lie*. Others in preparation are *The Mischievous Angel*, *The Bear Story* and *Favorite Poems of Henry Wadsworth Longfellow*.

departure as "a little house cleaning." Levy said Maurice's Coast man, Allan Ross, would remain, as would the firm's Chicago staff. He said he understood Fein would go to work for Robbins Music.

Disk Jockeys Give Public Hosings to Scratchy Etchings

NEW YORK, Oct. 18.—Some recent straight-from-the-shoulder ad libs on the late hour disk shows have been good for guffaws in the trade and may persuade the recording execs to forego the early ayem snacks at Lindy's for their bedside radios.

The first impromptu disk dig came when band leader Buddy Morrow, guesting on Jerry Roberts' WAAT show from Leon & Eddie's nitery burned because his latest Mercury platters showed up some bad surface. Morrow asked for the disk, busted it solidly for some good sound effects and then carefully announced the name of the record company.

The second incident took place a few nights later when Morton Downey ankle over to Jack Eigen's WINS mike at the Copacabana. When Eigen asked if the singer had any new cookies for airing, the high-voiced Irishman blandly announced that he had cut a few for Majestic but that the surfaces were so bad he had refused to let them be released. Eigen shadow-boxed his way out of the unusual (disk jock shows play up the sweetness and light angle of artists and repertory) and said he would mention it to Majestic execs.

The next night Lou Surritz, of Majestic, phoned Eigen and the jock repeated the beef to him over the air.

Maybe it's just the hour, say insiders, but if artists in the bistro bakes continue to let their hair down, recording execs will be doing likewise—to comb out the gray strands.

JINX PURSUES SHEROCK

BALTIMORE, Oct. 18.—Shorty Sherock, who must have walked under a ladder when he formed his first ork, ran into his latest hunk of tough luck Thursday (16). Band was playing the Famous Ballroom, new terpery here, when the podium caught fire and Sherock's library was literally reduced to ashes. Music publishers, notably Leeds' professional manager Al Gallico, had their help hustling the town all day yesterday picking up stocks, which ork's manager, Grady Watts, delivered to Sherock in Baltimore last night.

Jordan Big in Norfolk

NORFOLK, Oct. 18.—Louis Jordan's sextet played to 3,900 customers at \$1.95 and \$2.25, narrowly missing the King Cole Trio's record for a one-night stand at the Municipal Arena. Cole had 4,100 paid admissions and turned several hundred away.

Jordan grossed over \$7,500, remarkable in view of rainy weather.

Heap Big Wax

NEW YORK, Oct. 18.—Screwiest disk promotion gag since Bernie Kalbin (Mills Music) had a chick in chef's outfit deliver cream cheese and lox sandwiches on bagel to music desks (plugging *Bagel & Lox* platter) was Capitol Records' stunt this week. A plump fellow claiming to be Chief Red Wing, of the Seneca tribe, and fully dressed for the part, announced himself at reception desks around town and then delivered a copy of Sam Donahue's etching of *Red Wing*. The chief made the disk jockey shows as well as trade and daily music desks.

Agency Is Held Not Liable for Late Arrival

NEW YORK, Oct. 18.—An attempt to hold the Gale Booking Agency liable for the late arrival of two of its properties at an engagement was defeated in court yesterday when Supreme Court Judge Daniel I. Fimire, of Montgomery, N. Y., dismissed a lawsuit entered by Philip Wick Jr., a promoter.

Wick had filed suit asking \$5,000 as compensation on the claim that Gale artists Dizzy Gillespie and Ella Fitzgerald had arrived one hour late for an appearance at the Armory in Mohawk, N. Y., last November, due to bus trouble. Wick's claim stated that the complications of the late arrival had caused him financial and prestige loss.

Gale lawyer, Andrew D. Weinberger, interpreted the court ruling as setting a precedent, determining "that a booking agency is not liable to a promoter for the failure of a band or act to fulfill its contract."

13 Semi-Pro Orks Compete In All-British Contest

LONDON, Oct. 18.—Thirteen orks will compete in the All-Britain dance band contest to be held at the Kings Hall in Manchester tomorrow (19). Orks, which range in size from quintets to full-sized units, are semi-pro and winners will get a Regal Xonophone waxing date as a prize in addition to the usual gold cup. Judges of the contest will include top British

Chi's College Inn, Oriental Get Owens

CHICAGO, Oct. 18.—Jack Owens, whose first Tower recording, *How Soon*, is starting to climb, this week was inked to a two-week stay at the College Inn of the Hotel Sherman here, starting November 7, and following the Sherman date, will work a stint at the Oriental Theater, Loop house. Owens, who is a fixture on *Don McNeill's Breakfast Club* (ABC net), is limited in doing personal appearances because of the web show's Chicago emanation.

The Owens waxing of *How Soon*, his own tune, came about accidentally when the crooner-song-spinner did a promotional recording date for the Reynolds' Pen Company here about seven months ago. On the A side of the platter, which was utilized in the pen firm's plant for broadcast to employees, was a tune about the Reynolds' rocket pen. Rather than leave the other side blank, Owens did his *How Soon* ditty. Eventually the platter was sent out to pen distributors and retailers, and reports came filtering back about the response on the Owens tune. After several orders for shipments of the Reynolds promotional platter came in from persons who had heard the Owens cutting of *How Soon*, the tune was cut by Dick Bradley, of Tower, who originally cut the Reynolds sides.

orksters such as Geraldo and Paul Fenhoulet. Finalists in the contest are winners of area and county contests which have been going on for several months. The 7,800-seat Kings Hall is sold out for the affair.

Pact Practices Probe Seen In Penny, Aberbach Wrangle

CHICAGO, Oct. 18.—Current wrangle between Lee Penny, co-writer of *My Adobe Hacienda*, and Hill & Range Music, the West Coast firm operated by Jean Aberbach, over the newest Penny ditty, *With the Sweep of My Sombrero*, may develop into an investigation of existing contractual practices among music firms with Western and hillbilly songwriters.

Penny contracted his tune to Champagne Music in a deal with Berle Adams last June, and after the song was placed with several record firms (Coast has a record on the tune out by Jack McLean's ork, Cugat has cut the tune for Columbia and Lawrence Welk has a master with Decca), Penny heard from Aberbach a month ago, with Aberbach claiming that Penny was still under an exclusive writer's pact with H&R.

When Penny brought the matter to Adams's attention, he (Adams) placed the matter in the hands of his attorney, Lee Eastman, who is preparing an investigation of the contract, together with other exclusive writers' pacts, which have been brought to Adams's attention by other tune spinners who have dealt with other music firms.

Early in 1945, Adams said, Penny inked a writer's pact with H&R, and was promised \$50 per week salary to work in the H&R office. After Penny paid his own transportation to the Coast, he alleges that he was forced to accept \$25 a week as an advance against royalties and not as salary, as promised. In September, 1945, Penny says he was given a verbal release by Aberbach and was told he was free to make other deals.

When he asked for a written release, he was told that the firm's attorney would have to be consulted but that he could feel free to make other connections. After months of attempting to obtain a written release, H&R finally offered a release in which the firm claimed title to 109 Lee Penny songs, claiming they were entitled to all songs either written before or after he had signed the contract with them. No stipulation was made of their ever working on the songs or the reason for even wanting all the songs. Penny refused to sign the release.

After a year and a half, during which he never heard from the Aberbachs, Adams stated that Penny heard from Aberbach a month ago. Adams said he can furnish proof that no salary was ever paid Penny during that time. Adams says that he is currently corresponding with a number of rustic music writers and preparing a study of contracts, which indicate that the pacts offer the writer no mutual protection, with the music publisher the only party netting any gain.

Sam Donahue's One-Nighters

NEW YORK, Oct. 18.—Sam Donahue's ork went into percentage on two week-end one-nighters last week. Donahue did \$1,926 at the Central Amusement Park, Allentown, Pa., drawing 1,284 persons at \$1.50 per ducat last Saturday (11), and pulled 1,271 people into the Ritz Ballroom, Bridgeport, at \$1.30 each for a gross of \$1,652.30. Ork played both dates for a \$600 guarantee against 60 per cent of the gross.

MARKS manship... IS ANOTHER WAY OF SAYING **BIG-TIME RECORD HITS**

THERE'LL BE SOME CHANGES MADE

Miami Beach Rumba

Congo of Roses

THE ALL-TIME BIG-TIME EVERY-TIME FAVORITES COME FROM THE HOUSE OF HITS...

Edward B. MARKS Music Corporation
RCA BUILDING...RADIO CITY...NEW YORK, N. Y.

RECORDINGS

Blue Note 508	Art Hodes
Capitol 15001	Peggy Lee
Columbia 34943	Mildred Bailey
Columbia 35210	Benny Goodman
Columbia 37263	Dinah Shore
Dance-Tone 137	Phil Reed
Decca 18041	Eddie Condon
Decca 461	Clyde McCoy
Decca 25288	Ted Weems
Mercury	Ambrose Haley
Okeh 6114	Hoosier Hot Shots
Victor 26244	Bunny Berigan
Victor	Vaughn Monroe
Victor 20-2216	Fats Waller

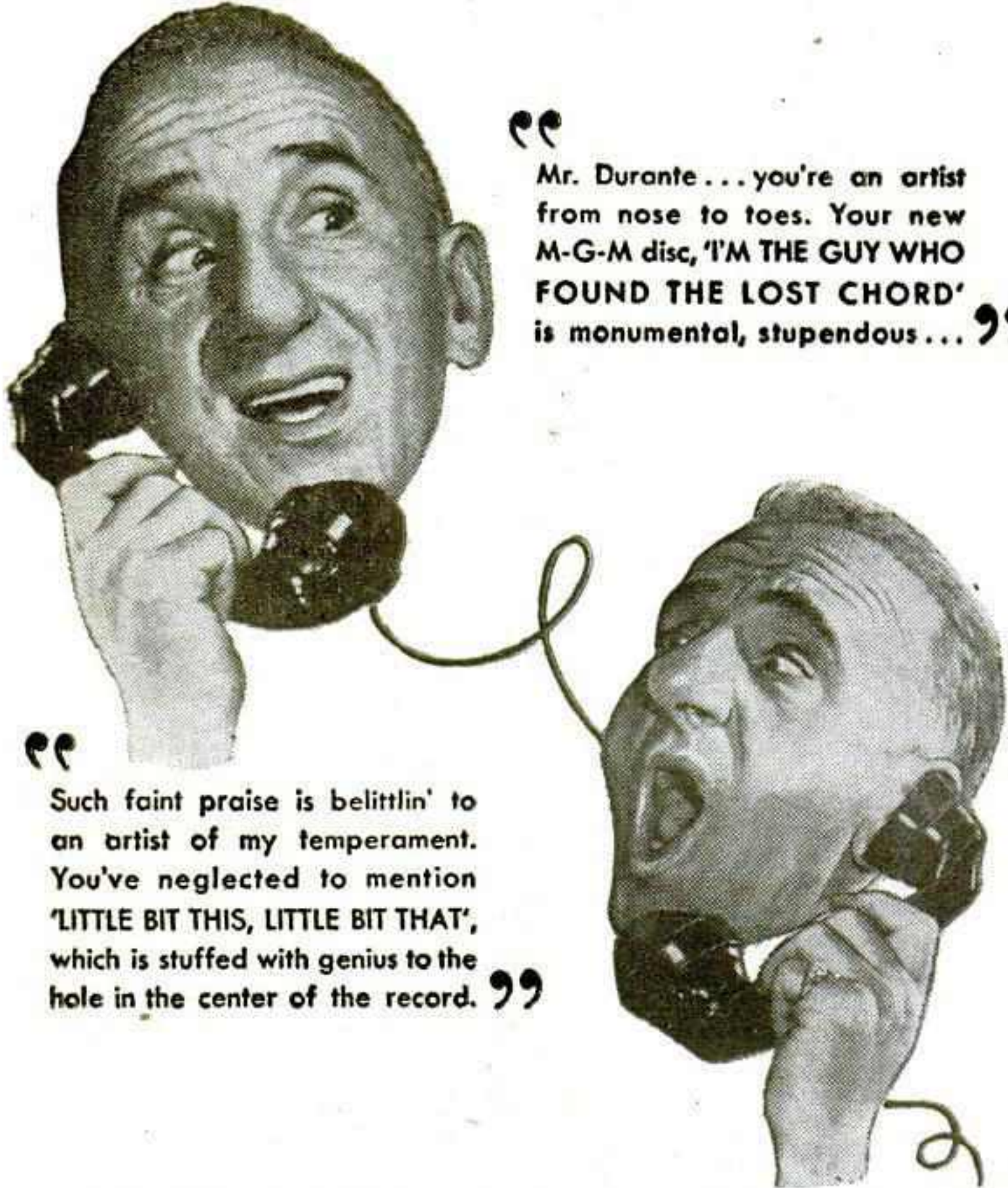
RECORDINGS

Apollo 1037	Pancho
Columbia 37556	Xavier Cugat
DeLuxe 1073	Emil Coleman
Gotham 139	Chiquito
Rainbow 10027	Rumba With Gomez
Victor 26-9012	Irving Fields

RECORDINGS

Apollo 152	Tony Bari
Columbia 36573	Marek Weber
Continental 5001	Lopez Orch.
Dance-Tone 118	Phil Reed
Decca 23881	Carmen Cavallaro
Decca 25071	Pancho
Diamond 2078	Jan August
Harmonia 3003	Juan Vicari
Musicraft 456	Phil Brito
Peerless 1973	Pepe de la Vega
Victor 20-2317	The Three Suns

GIMME CENTRAL... I'M CALLIN' MESELF



“Mr. Durante... you're an artist from nose to toes. Your new M-G-M disc, 'I'M THE GUY WHO FOUND THE LOST CHORD' is monumental, stupendous...”

“Such faint praise is belittlin' to an artist of my temperament. You've neglected to mention 'LITTLE BIT THIS, LITTLE BIT THAT', which is stuffed with genius to the hole in the center of the record.”

JIMMY DURANTE

with orchestra conducted by Roy Bargy

I'M THE GUY WHO FOUND THE LOST CHORD

(from the M-G-M picture "This Time For Keeps")

LITTLE BIT THIS, LITTLE BIT THAT

M-G-M 30035

OTHER NEW M-G-M HITS

JOHNNIE JOHNSTON
with orchestra conducted by Dick Jones
HOW LUCKY YOU ARE
WHY SHOULD I CRY OVER YOU
with The Crew Chiefs
M-G-M 10069

HAL McINTYRE
and his Orchestra
LOVE FOR LOVE
(from the Warner Bros. picture "Escape Me Never"). Vocal by Frankie Lester
JUMPIN' JUBILEE
M-G-M 10090

RAYMOND SCOTT
and his Orchestra
MOUNTAIN HIGH, VALLEY LOW
(from the stage production "Life Song")
Vocal by Dorothy Collins
TWO GUITARS
M-G-M 10086

BUDDY WEED TRIO
FUN AND FANCY FREE
(from Walt Disney's "Fun And Fancy Free")
SUGAR
(That Sugar Baby O' Mine)
Both vocals by Buddy Weed
M-G-M 10087

LARRY and EARL

Mandolin and Guitar accompaniment

PEG O' MY HEART

TRY FORGETTING

M-G-M 10088

M-G-M RECORDS

THE GREATEST NAME IN ENTERTAINMENT

The Billboard

MUSIC POPULARITY CHARTS

PART I

The Nation's Top Tunes

The nation's 10 top tunes, THE HONOR ROLL OF HITS, is determined by a scientific tabulation of various degrees of each song's popularity as measured by survey features of The Billboard's Music Popularity Chart.

Week Ending
October 17



HONOR ROLL OF HITS

(TRADEMARK)

The title "HONOR ROLL OF HITS" and the listing of the hits have been copyrighted by The Billboard. Use of either may not be made without The Billboard's consent.

This Week

Last Week

- 1. NEAR YOU** 1
By Kermit Goell and Francis Craig
Published by Supreme (ASCAP)
Records available: Francis Craig Ork, Bullet 1001; Larry Green Ork, Victor 20-2421; Elliot Lawrence, Columbia 37838; Alvino Rey, Capitol B-452; Andrews Sisters, Decca 24171; The Auditones, Rainbow 10025; Dolores Brown-Auditones, Sterling 3001; Victor Lombardo, Majestic 7263; Lonzo and Oscar and Their Winston County Pea Pickers, Victor 20-2502; The Auditones, Rainbow 10025.
Electrical transcription libraries: Music of Manhattan Ork, NBC Thesaurus; Lawrence Welk, Standard; Eddy Howard, World.
- 2. I WISH I DIDN'T LOVE YOU SO** 2
By Frank Loesser
Published by Paramount (ASCAP)
From the Paramount film "Perils of Pauline."
Records available: Dick Farney, Majestic 7225; Helen Forrest, MGM 10040; Dick Haymes, Decca 23977; Betty Hutton, Capitol 409; Vaughn Monroe, Victor 20-2294; Dinah Shore, Columbia 37506; Phil Reed, Dance-Tone 120; Carol Gable, Radio Artist 211; Phil Brito, Musicraft 15117.
Electrical transcription libraries: Mindy Carson, Associated; Eddy Howard, World; Lenny Herman, Lang-Worth; Music of Manhattan Ork-Louise Carlyle, NBC Thesaurus.
- 3. I WONDER WHO'S KISSING HER NOW** 3
By W. M. Hough, F. R. Adams and J. E. Howard
Published by E. B. Marks (BMI)
Records available: Perry Como, Victor 20-2315; Jerry Cooper, Diamond 2082; D'Artega Ork, Sonora 2012; The Dinning Sisters, Capitol 433; Bobby Doyle, Signature 15057; The Hollywood Rhythm-a-las, Hollywood Rhythms 1552; Jack McLean Ork, Coast 8002; Ray Noble, Columbia 37544; The Four Vagabonds, Apollo 1055; Ted Weems-Perry Como, Decca 25078; Foy Willing, Majestic 6013; Marshall Young, Rainbow 10002; Glenn Davis, Skating Rhythms, SR-239; Frank Froeba, Decca 23602; Joe Howard, DeLuxe 1036; Joseph Littau Ork, Pilo-tone 5132; Ben Yost Singers, Sonora 1084; Danny Kaye, Decca 24110; Larry Vincent, Pearl 15; Phil Reed, Dance-Tone 119; Jack McLean Ork-Wayne Gregg, Coast 8013; Jean Sablon, Victor 25-0101.
Electrical transcription libraries: Chuck Foster, Lang-Worth; Ozie Waters, MacGregor; Randy Brooks, Lang-Worth; Billy Butterfield, Capitol; Frank Froeba, World; Hollywood Serenaders, Capitol; Music Hall Varieties, NBC Thesaurus; Merle Pitt, Lang-Worth and World; Claude Sweeten, Standard; George Towne, Associated; Al Trace, Lang-Worth; Artie Wayne, MacGregor; Lawrence Welk, Standard.
- 4. FEUDIN' AND FIGHTIN'** 4
By Al Dubin and Burton Lane
Published by Chappell (ASCAP)
Records available: Tex Beneke, Victor 20-2313; Dorothy Shay, Columbia 37189 (also in Dorothy Shay Sings Album, Columbia C-119); Rex Allen, Mercury 6049; Bing Crosby, Decca 23975; Georgia Gibbs, Majestic 12011; Kate Smith, MGM 10041; Jo Stafford, Capitol B443; Phil Reed, Dance-Tone 133.
Electrical transcription libraries: The Song Spinners, World.
- 5. YOU DO** 9
By Mack Gordon and Josef Byrow
Published by Bregman-Vocco-Conn (ASCAP)
From the 20th Century-Fox Film "Mother Wore Tights."
Records available: Bing Crosby-Carmen Cavallaro, Decca 24101; Larry Douglas, Signature 15144; Helen Forrest, MGM 10050; Georgia Gibbs, Majestic 12011; Jerry Gray Ork, Mercury 5056; Vaughn Monroe, Victor 20-2361; Dinah Shore, Columbia 37587; Margaret Whiting, Capitol 438.
Electrical transcription libraries: Nat Brandwynne Ork, World; Phil Brito, Associated; Music of Manhattan Ork-Louise Carlyle, NBC Thesaurus.
- 6. AN APPLE BLOSSOM WEDDING** 8
By Jimmy Kennedy and Nat Simon; published by Shapiro-Bernstein (ASCAP)
Records available: Kenny Baker-Russ Morgan, Decca 24117; Phil Brito, Musicraft 15112; Buddy Clark, Columbia 37488; Jerry Cooper, Diamond 2081; Hal Derwin Ork, Capitol 430; Joe Dosh, Continental C-1101; Eddy Howard, Majestic 1156V; Sammy Kaye, Victor 20-2330; Ginny Simms, Sonora 3044.
Electrical transcription libraries: Nat Brandwynne Ork, World; Lenny Herman, Lang-Worth.
- 7. THE LADY FROM 29 PALMS** 7
By Allie Wrubel
Published by Martin (ASCAP)
Records available: Andrews Sisters, Decca 23976; Henry Busse, Vitacoustic 6; Victor Lombardo Ork, Majestic 7250; Freddy Martin, Victor 20-2347; Curt Massey, Coast 8011; Tony Pastor, Columbia 37562; The Pied Pipers, Capitol B460; Phil Reed, Dance-Tone 133.
Electrical transcription libraries: Eddy Howard, World; Tony Pastor, Lang-Worth; Sweetwood Serenaders, NBC Thesaurus; Vic Damone-Ted Dale Ork, Associated; Lawrence Welk, Standard.
- 8. PEG O' MY HEART** 5
By Alfred Bryan and Fred Fisher
Published by Robbins (ASCAP)
Records available: Buddy Clark, Columbia 37392; Glenn Davis, Skating Rhythms SR-235; Clark Dennis, Capitol 346; the Harmonicats, Vitacoustic 1 & 2; Dolph Hewitt, Dixie 115; Eddie Heywood Ork, Decca 23960; Art Lund, MGM 10037; Ted Martin, DeLuxe 1080; Red McKenzie, National 9027; Glenn Miller Ork, Decca 25075; Miff Mille Nicksieland Band, Commodore C-1518; Danny O'Neil, Majestic 7238; Phil Regan, Decca 25076; Floyd Sherman-the Chickering Four, Signature 15119; The Three Suns, Victor 20-2272; Ted Weems, Mercury 5052; Larry and Earl, MGM 10088.
Electrical transcription libraries: The Ambassadors, Lang-Worth; The Novatime Trio, NBC Thesaurus; Allen Roth, NBC Thesaurus; Eddie Skrivanek Ork, MacGregor; George Towne, Associated; Al Trace, Lang-Worth; Paul Martin, Standard; Lawrence Welk, Standard; Russ Morgan, World.
- 9. WHEN YOU WERE SWEET SIXTEEN** 6
By James Thornton; published by Shapiro-Bernstein (ASCAP)
Records available: Perry Como, Victor 20-2259; Mills Brothers, Decca 23627; Dick Jergens, Columbia 37803; Phil Reed, Dance-Tone 120; Herb Kern, Temp TE 1034; Lonzo and Oscar and Their Winston County Pea Pickers, Victor 20-2502.
Electrical transcription libraries: Phil Brito, Associated; Foursome Quartet, MacGregor; Emile Cote, Lang-Worth; Collins Driggs, Standard; Knickerbocker Four, NBC Thesaurus; Lawrence Welk, Standard.
- 10. I HAVE BUT ONE HEART** 6
By Marty Symes and Johnny Farrow
Published by Barton (ASCAP)
Records available: Carmen Cavallaro, Decca 24154; Tex Beneke-Miller Ork, Victor 20-2424; Gay Claridge Ork, Future F-105; Vic Damone, Mercury 5053; Monica Lewis, Signature 15130; Gordon MacRae, Musicraft 15069; Phil Brito, Musicraft 456; The Pied Pipers, Capitol B460; Frank Sinatra, Columbia 37554.
Electrical transcription libraries: Nat Brandwynne Ork, World; Sweetwood Serenaders-Charlie Jordan, NBC Thesaurus.

RCA VICTOR'S
SAMMY **KAYE!**

Chalk up another wow for Sammy, chosen by Song Hits Magazine as the December "Record of the Month."

Hand in Hand

Has a philosophical twist like "I'll Get By." Kaye's version will boom it sky high! (Neat vocal conversation between Laura Leslie and Don Cornell.)

Santa Claus for President

A dilly of a Christmas ditty that'll be catchy around election time, too. Don Cornell and The Three Kay-dets vocalize in jump march rhythm.
RCA Victor 20-2482



RCA VICTOR'S
BERYL **DAVIS!**

with Russ Case and his Orchestra
Two new ones from the pic, "Good News." Peace Pipe is a novelty which will have the kids reciting tribe names. Flip, Beryl's delightful version of a melody everyone knows.

Pass That Peace Pipe

AND

The Best Things in Life are Free

RCA Victor 20-2483

RCA VICTOR'S
TEX **BENEKE!**

with The Miller Orchestra

A Girl That I Remember

Swell arrangement of a plug song in typical Miller style. Garry Stevens at his best in the dreamy lyric.

Surprise Symphony

(Haydn—R. Wright)

Haydn put to swing is a nation-wide sensation with Beneke fans. The build-up from the original violin melody to the orchestra crescendo is terrific.
RCA Victor 20-2497

RCA VICTOR'S
BILL **JOHNSON!**

and his Musical Notes

Chickasaw Limited

A fast tune, a clever opening, a rhythm break and a vocal by Bill mean one thing: It's gonna be well plugged!

You're the Dream of a Lifetime

The Gus Gordon and Trio vocal blends smoothly in slow tempo to make this a bigger nickel eater than "Don't You Think I Oughtta Know."
RCA Victor 20-2498

RCA VICTOR'S
ROSALIE **ALLEN!**

and The Black River Riders

Mountain Polka

It's a triple feature! An excellent polka, a fine vocal and 3 sparkling guitars.

Believe Me, I'll be Leaving You

Rosalie tricks it up with a cute little touch of yodel.
RCA Victor 20-2486



RCA VICTOR'S
SONS OF THE PIONEERS!

They put outstanding harmonization and distinctive vocal blend into this song about the publicized California development. Reverse kicks out a nice lift in moderate beat.

Out in Pioneertown

AND

You'll be Sorry When I'm Gone

RCA Victor 20-2484

• **CLYDE GRUBB**

and his Tennessee Valley Boys.
First RCA Victor recording.

When God Comes and Gathers His Jewels
AND **I Saw the Light**

RCA Victor 20-2485

• **WALTER DAVIS**

Blues singer.

It's Been So Long AND
Oh! Me! Oh! My! Blues

RCA Victor 20-2487

MAURICE CHEVALIER

with Henri René and his Orchestra

A Barcelona

AND **You in My Dreams**

RCA Victor 25-0104

LAWRENCE DUCHOW

and his Red Raven Orchestra

Swiss Girl

AND **Potter Polka**

RCA Victor 25-1099

NILS KIHLEBERG

with Sune Waldimirs String Ensemble

Pa Begaran AND

Den Forsta

Gang Jag Sag Dig

RCA Victor 26-1066

ORLANDO GUERRA

with the Casino de la Playa Orch.

Palito de Tenedera

—Guaracha

AND **El Figurin**—Guaracha

RCA Victor 23-0699

TRIO TARIACURI

Sones Viejos—Potpourri

AND **El Cuerdo**—Huapango

RCA Victor 23-0705

THE STARS WHO MAKE THE HITS ARE ON





ONCE AGAIN
MERCURY

Proudly Presents

A NEW SINGING STAR

JOHN
LAURENZ

Singing the Unforgettable Theme Song
of RUSS COLUMBO

'YOU CALL IT MADNESS'

Backed by the New Smash Hit

'HOW SOON'

Mercury Celebrity Series-5069

TAKE OUR WORD FOR IT—
THIS IS IT!

MERCURY RECORDS



The Billboard
MUSIC POPULARITY CHARTS

PART II

Sheet Music

Week Ending
October 17



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		
8	1	1	NEAR YOU (R)	Supreme
11	2	2	I WISH I DIDN'T LOVE YOU SO (F) (R)	Paramount
11	4	3	AN APPLE BLOSSOM WEDDING (R)	Shapiro-Bernstein
14	3	4	I WONDER WHO'S KISSING HER NOW (F) (R)	E. B. Marks
7	5	5	THE LADY FROM 29 PALMS (R)	Martin
11	3	6	FEUDIN' AND FIGHTIN' (R)	Chappell
5	5	7	YOU DO (F) (R)	Bregman-Vocco-Conn
15	7	8	WHEN YOU WERE SWEET SIXTEEN (R)	Shapiro-Bernstein
22	6	9	PEG O' MY HEART (R)	Robbins
8	8	10	THE WHIFFENPOOF SONG (R)	Miller
2	11	11	ALL MY LOVE (R)	Harms, Inc.
9	10	12	I HAVE BUT ONE HEART (R)	Barton
3	13	13	KOKOMO, INDIANA (F) (R)	Bregman-Vocco-Conn
15	—	14	ASK ANYONE WHO KNOWS (R)	Witmark
8	—	15	ALMOST LIKE BEING IN LOVE (M) (R)	Sam Fox

ENGLAND'S TOP TWENTY

Weeks to date	POSITION		Song	English	American
	Last Week	This Week			
12	1	1	NOW IS THE HOUR	Keith Prowse	Leeds
20	2	2	COME BACK TO SORRENTO	Ridordi	Public Domain
8	3	3	CHI-BABA, CHI-BABA	Sun	Oxford
9	4	3	GUILTY	Francis Day	Feist
11	3	3	THE LITTLE OLD MILL	Irwin Dash	Shapiro-Bernstein
10	5	4	I BELIEVE	E. H. Morris	Sinatra Songs
2	11	5	THERE'S DANGER AHEAD, BEWARE	Yale	*
15	6	6	ON THE OLD SPANISH TRAIL	Peter Maurice	Peter Maurice
14	7	7	MAM'SELLE	Francis Day	Feist
18	8	8	DEAR OLD DONEGAL	Leeds	Leeds
3	9	9	MY FIRST LOVE, LAST LOVE AND ALWAYS	Irwin Dash	*
7	10	10	A GARDEN IN THE RAIN	Campbell-Connelly	Melrose
2	15	11	MY LOVELY WORLD AND YOU	Cinephonic	*
22	7	12	PEOPLE WILL SAY WE'RE IN LOVE	Chappell	Williamson
2	18	13	I'LL MAKE UP FOR EVERYTHING	Peter Maurice	*
17	13	14	I GOT THE SUN IN THE MORNING	Chappell	Berlin
39	14	15	ANNIVERSARY SONG	Campbell-Connelly	Mood
25	12	16	AMONG MY SOUVENIRS	Lawrence Wright	T. B. Harms
16	17	17	THEY SAY IT'S WONDERFUL	Chappell	Berlin
2	16	18	AU REVOIR	Chappell	Chappell

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

The Billboard MUSIC POPULARITY CHARTS

PART III

Radio Popularity

Week Ending October 17



SONGS WITH GREATEST RADIO AUDIENCES

(Beginning Friday, October 10, 8 a.m., and ending Friday, October 17, 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 60 per cent) alive.

(F) Indicates tune is from a film; (M) indicates tune is from a legitimate musical; (R) indicates tune is available on records. In each instance, the licensing agency controlling performance rights on the tune is indicated.

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The Top 30 Tunes (plus ties)

Table with 4 columns: Title, Publishers, Lic. By, and other details for the top 30 tunes.

The Remaining 18 Songs of the Week

Table with 4 columns: Title, Publishers, Lic. By, and other details for the remaining 18 songs.

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 replays 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.

Table with 4 columns: Position, Weeks Last, This to date, and Song Title with publisher details.

(Continued on page 134)

SIGNATURE'S PLATTER PLAYBOY MIKE RICH

Mike spins the shellac over Troy's WTRY nightly at 12. A quick man with an ad lib, Mike also takes phone calls.



Hey Ops!

Sure I'm rushing the season, but you would too if you had this hit tune in your bag.

S. Claus

Johnny Long

and his Orchestra



JINGLE BELLS

Vocal by Francey Lane and the Ensemble

WINTER WONDERLAND

Vocal by Francey Lane and the Ensemble

on Sig 15150

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The **Billboard** MUSIC POPULARITY CHARTS

PART
IV

Retail Record Sales

Week Ending
October 17



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 Title	Artist	Label
8	1	1	NEAR YOU	Francis Craig	Bullet 1001
6	2	2	I WISH I DIDN'T LOVE YOU SO (F)	Vaughn Monroe (Moon Maids)	Victor 20-2294
3	4	3	NEAR YOU	Larry Green Ork.	Victor 20-2421
3	5	4	NEAR YOU	Andrews Sisters (Vic Schoen Ork)	Decca 24171
9	3	4	I WONDER WHO'S KISSING HER NOW (F)	Perry Como-Ted Weems	Decca 25078
13	6	5	WHEN YOU WERE SWEET SIXTEEN	Perry Como (The Satisfiers-Lloyd Shaffer Ork)	Victor 20-2259
2	7	6	I WISH I DIDN'T LOVE YOU SO (F)	Betty Hutton (Joe Lilley Ork)	Capitol 409
8	9	7	FEUDIN' AND FIGHTIN'	Dorothy Shay (Mischa Russell Ork)	Columbia 37189
2	8	8	AN APPLE BLOSSOM WEDDING	Sammy Kaye (Don Cornell-The Glee Club)	Victor 20-2330
1	—	9	I WISH I DIDN'T LOVE YOU SO (F)	Dinah Shore (Sonny Burke Ork)	Columbia 37506
2	—	9	NEAR YOU	Alvino Rey (Jimmy Joyce)	Capitol B-452
3	—	9	I HAVE BUT ONE HEART	Vic Damone	Mercury 5053
1	—	10	KOKOMO, INDIANA	Vaughn Monroe (The Moon Maids)	Victor 20-2361

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 Title	Label
27	2	1	Dorothy Shay (The Park Avenue Hillbilly) Sings Album	Columbia C-119
11	1	2	Al Jolson	Decca 575
3	3	3	Prom Date	Victor P-183
16	—	4	Carle Comes Calling	Columbia C-129
4	5	4	The Three Suns Presents	Victor P-185
1	—	5	Glenn Miller Masterpieces (Volume II)	Victor P-189

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 Title	Label
80	4	1	Jalousie	Victor 12160
107	2	2	Clair de Lune	Victor 11-8851
96	5	3	Warsaw Concerto	Victor 11-8863
122	1	4	Chopin's Polonaise	Victor 11-8848
22	—	5	The Whiffenpoof Song	Victor 10-1313

BEST-SELLING RECORD ALBUMS BY CLASSICAL ARTISTS

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

Weeks to date	POSITION Last Week	POSITION This Week	Album Title	Label
58	1	1	Rachmaninoff Concerto No. 2 in C Minor	Victor 1075
113	2	2	Rhapsody in Blue	Columbia X-251
39	3	3	Tchaikowsky Nutcracker Suite	Victor DM-1020
25	4	4	Rhapsody in Blue	Signature GP-1
3	—	5	Strauss Waltzes	Columbia 481

The Billboard MUSIC POPULARITY CHARTS

PART V

Juke Box Record Plays

Week Ending October 17



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.

POSITION		Going Strong		
Weeks to date	Last Week	This Week		
8	1	1.	NEAR YOU	Francis Craig.....Bullet 1001
4	3	2.	NEAR YOU	Andrews Sisters (Vic Schoen Ork).....Decca 24171
11	2	3.	I WONDER WHO'S KISSING HER NOW (F)	Perry Como-Ted Weems.....Decca 25078 Perry Como.....Victor 20-2315
16	5	4.	WHEN YOU WERE SWEET SIXTEEN	Perry Como (The Satisfiers-Lloyd Shaffer Ork).....Victor 20-2259
5	4	5.	I WISH I DIDN'T LOVE YOU SO (F)	Vaughn Monroe (Moon Maids).....Victor 20-2294
18	6	6.	PEG O' MY HEART	Three Suns.....Victor 20-2272
15	5	6.	SMOKE! SMOKE! SMOKE! (That Cigarette)	Tex Williams Western Caravan (Tex Williams-Trio).....Capitol Americana 40001 (Johnny Bond and His Red River Valley Boys (Johnny Bond), Columbia 37831; Phil Harris (Phil Harris-The Sportsmen), Victor 20-2370; Cal Shrum and His Rhythm Rangers (Jack Gress), Westernair 101; Deuce Spriggins Band (Deuce Spriggins), Coast 263; Lawrence Welk, Decca 24113)
3	—	7.	I HAVE BUT ONE HEART	Vic Damone.....Mercury 5053
24	—	7.	THAT'S MY DESIRE	Frankie Laine.....Mercury 5007 (Ray Anthony Ork (Dee Keating), Sonora 2019; Hadda Brooks, Modern Music 147; Glenn Davis, Skating Rhythms SR-235; Ella Fitzgerald (Andy Love Quintet), Decca 23866; Golden Arrow Quartet, Continental C-6048; Woody Herman (The Four Chips), Columbia 37329; Sammy Kaye (Don Cornell-The Kaydets), Victor 20-2251; Curtis Lewis, (Curtis Lewis Trio), Apollo 1056; Art Mooney Ork (Bud Brees), MGM 10020; Phil Reed, Dance-Tone 110; The Cats and the Fiddle, Manor 1064; The Scamps, Modern Music 20-516, Martha Tilton (Dean Elliott Ork), Capitol 395)
4	8	8.	SUGAR BLUES	Johnny Mercer (Paul Weston Ork).....Capitol B-448 (Rice Brothers Gang, Decca 46069)
26	7	9.	PEG O' MY HEART	The Harmonicats.....Vitacoustic 1
5	9	10.	FEUDIN' AND FIGHTIN'	Jo Stafford (The Starlighters-Paul Weston Ork).....Capitol B-443
1	—	10.	MICKEY	Ted Weems.....Mercury 5062 (Air Lane Trio, De-Luxe 1119)
3	—	11.	NEAR YOU	Larry Green.....Victor 20-2421
7	—	12.	THE LADY FROM 29 PALMS	Freddy Martin (The Martin Men).....Victor 20-2347
2	14	12.	NEAR YOU	Two Ton Baker.....Mercury 5066
22	10	12.	THAT'S MY DESIRE	Sammy Kaye (Don Cornell-The Kaydets).....Victor 20-2251 (See No. 7B)
2	—	13.	AN APPLE BLOSSOM WEDDING	Sammy Kaye (Don Cornell-Glee Club).....Victor 20-2330
2	12	13.	NEAR YOU	Alvino Rey (Jimmy Joyce).....Capitol B-452
2	—	14.	FEUDIN' AND FIGHTIN'	Bing Crosby-The Jesters (Bob Haggart Ork).....Decca 23975
1	—	15.	AN APPLE BLOSSOM WEDDING	Eddy Howard.....Majestic 1156
1	—	15.	WHEN YOU WERE SWEET SIXTEEN	Mills Brothers.....Decca 23627

Coming Up

I WISH I DIDN'T LOVE YOU SO (F). Dick Haymes.....Decca 23977

MOST-PLAYED JUKE BOX HILLBILLY RECORDS

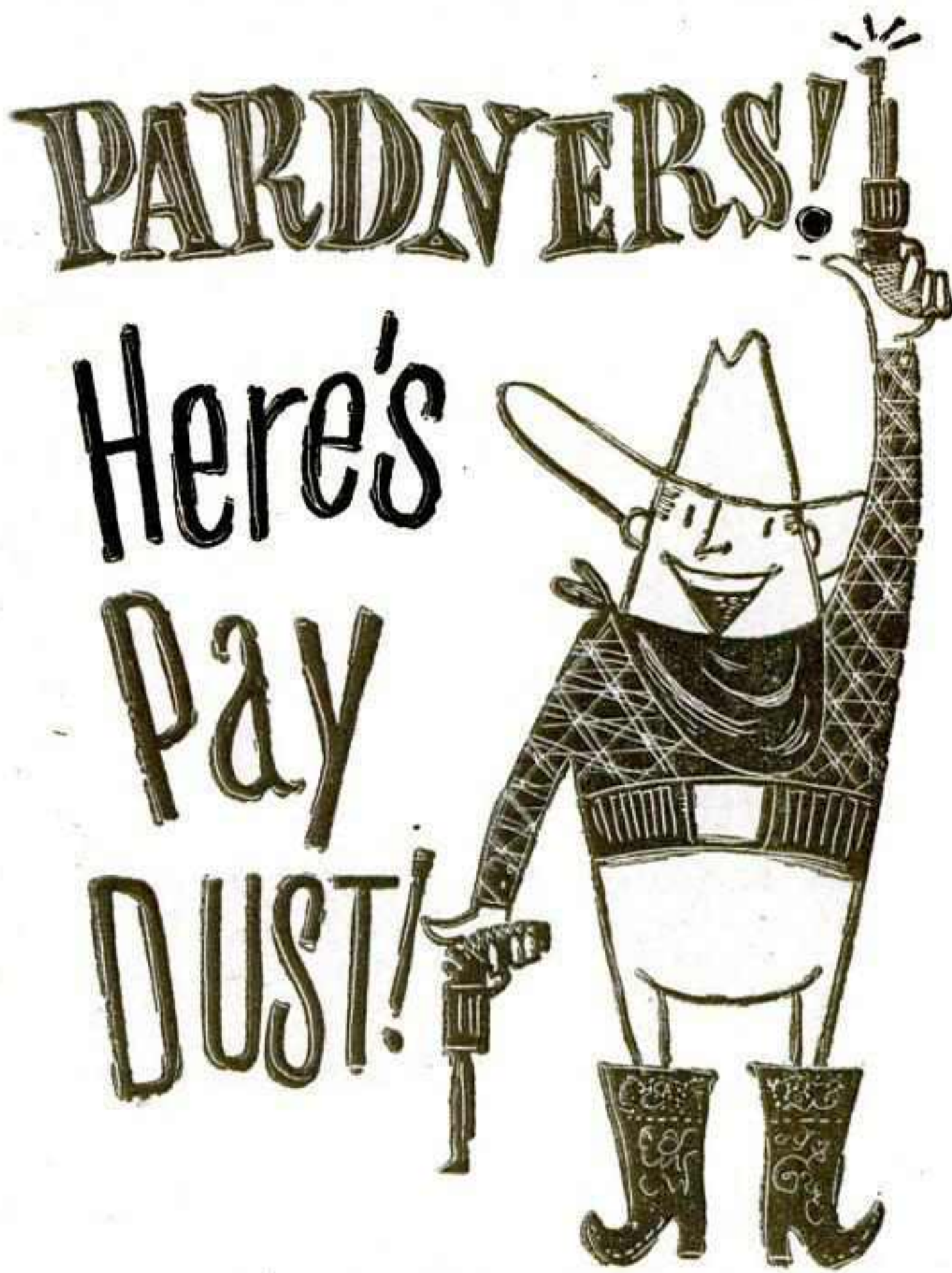
Records listed are hillbilly records most played in juke boxes according to The Billboard's weekly survey among juke box operators.

POSITION				
Weeks to date	Last Week	This Week		
18	1	1.	SMOKE! SMOKE! SMOKE! (That Cigarette)	Tex Williams Western Caravan (Tex Williams-Trio).....Capitol Americana 40001
10	2	2.	I'LL HOLD YOU IN MY HEART (Till I Can Hold You in My Arms)	Eddy Arnold and His Tennessee Plowboys.....Victor 20-2332
22	3	3.	IT'S A SIN	Eddy Arnold and His Tennessee Plowboys.....Victor 20-2241
4	4	4.	THAT'S WHAT I LIKE ABOUT THE WEST	Tex Williams and His Western Caravan.....Capitol Americana A-40031
3	—	5.	THE DAUGHTER OF JOLE BLON	Johnny Bond and His Red River Valley Boys.....Columbia 37566

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.

POSITION				
Weeks to date	Last Week	This Week		
9	1	1.	BOOGIE WOOGIE BLUE PLATE	Louis Jordan.....Decca 24104
3	2	2.	SNATCH AND GRAB IT	Julia Lee and Her Boy Friends (Julia Lee).....Capitol Americana 40028
5	2	3.	HE'S A REAL GONE GUY	Nellie Lutcher.....Capitol Americana 40017
4	3	3.	SINCE I FELL FOR YOU	Paul Gayten and His Trio (Annie Laurie).....De Luxe 1082
7	2	4.	HURRY ON DOWN	Nellie Lutcher and Her Rhythm.....Capitol Americana 40002
1	—	5.	LOOK OUT	Louis Jordan.....Decca 24155



ROY ACUFF

and his Smoky Mountain Boys

"BLUE EYES CRYING IN THE RAIN"

"THE DEVIL'S TRAIN"

Columbia 37822



AL DEXTER

and his Troopers

"TEXAS WALTZ"

"TWO BROKEN HEARTS"

Columbia 37881

"NEW BROOM BOOGIE"

"REMEMBER YOU'RE MINE"

Columbia 37594



JOHNNY BOND

and his Red River Valley Boys

"FAT GAL"

"TOO MANY YEARS TOO LATE"

Columbia 37856

"SMOKE! SMOKE! SMOKE!"

(That Cigarette)

"WASTED TEARS"

Columbia 37831

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- 1020 I'll Be Waiting
Nearer, My God, to Thee



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Album DR-100 contains (RETAIL PRICE \$3.94)

- 1001 If We Never Meet Again This Side of Heaven
Just Beyond the Surging Tide
- 1002 Just a Little Talk With Jesus
He'll Understand and Say, Well Done
- 1003 On the Jericho Road
Take the World But Give Me Jesus

Album DF-200 contains (RETAIL PRICE \$3.94)

- 1015 I Won't Have To Cross Jordan Alone
There Is a Fountain
- 1016 Keep on the Firing Line
The Great Redeemer
- 1017 Amazing Grace
I Will Meet You in the Morning

Christian Brotherhood Hour

Album T-2 contains (RETAIL PRICE \$4.99)

- 1006 Somehow
Prayer Perfect All-Girl Choir
- 1007 Wonderful
I'm Satisfied With Jesus Male Quartet
- 1008 Jesus, Lover of My Soul
Let Not Your Heart Be Troubled Choir of Mixed Voices
- 1009 What a Friend
The Lord Is My Shepherd Waneta Montgomery
(Chimes and Pipe Organ)

SACRED SINGLES

(RETAIL PRICE \$1.05)

- 1010 The Love of God
I'll Just Hold On to Jesus Herbert Thompson
- 1011 The Ninety and Nine
Zion's Hill Herbert Thompson
- 1012 The Haven of Rest
My Home, Sweet Home Russell Ford
- 1013 After
The Unclouded Day Russell Ford
- 1014 He Leadeth Me
Dear Lord and Father of Mankind Waneta Montgomery
- 1005 Jesus, Savior, Pilot Me
Glorious Things of Thee King's Messengers Quartet
- 1021 Beyond the Sunset
You Do Not Walk Alone Richard Maxwell

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The Billboard

MUSIC POPULARITY CHARTS

PART VI

Record Reviews and Possibilities

Week Ending October 17



RECORD POSSIBILITIES

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

- A TUNE FOR HUMMING**.....Bob Houston with Hugo Winterhalter Orchestra.....MGM 10091
Eddy Howard's Ork.....Majestic 1177

This newest tune from the prolific pen of Frank Loesser has plenty of mood and catchiness, brought out in full resplendence by the pleasant bary voice of Bob Houston in the Hugo Winterhalter conceived and directed setting. This dishing is getting plenty of promotional push from the diskery and the Houston end and should cop plenty of play in time. Disk is mostly a humming (as title says) and whistling thing with lyrics at a minimum, but the hummed phrases are easy to remember. Flip is the plug "Serenade to the Bells" tune done with polish, which may catch some of the coin which has been going Sammy Kaye's way until now. Eddy Howard's version of "Humming" is slow and pleasant and since Howard has proven to be a consistent disk seller, this waxing should add heavily to Howard's royalty statements. Flip is a revival of the "My Blue Heaven," given a slow caressing vocal by the amiable-voiced maestro. Howard fans will like "Heaven" immensely.

- HARMONY**.....Johnny Mercer and the King Cole Trio.....Capitol 15000

This dishing makes a strong first for the Capitol label's new 75-cent single series. Pairing of strong disk names like Mercer and the Cole threesome, with material of the superior type that "Harmony" is, should make for plenty of juke and jock interest. Aside from some amusing lyrical efforts by the effervescent Mercer and the rhythmic Cole, the disk features Cole in a solo on—of all things—a nickelodeon, which lends loads to the generally happy atmosphere of this matrix. Flip is an old race item—"Save the Bones for Henry Jones (Cause Henry Don't Eat No Meat)"—delivered with gusto and humor, but which doesn't stack up in general to "Harmony."

- GOLDEN EARRINGS and I'LL DANCE AT YOUR WEDDING**.....Peggy Lee with Dave Barbour and His Ork.....Capitol 15009

Great mood material of the anniversary song type is given warm and persuasive performance by la Lee in front of a glowing background that helps lift this number several notches out of the ordinary. Tune, slated for hypo via Paramount flicker of the same title is good torch material. "Dance at Your Wedding" is on the same high level. A bright toe-tapper that has good chance to catch on. Lee swings it down in good style with the usual intelligent Barbour backing.

- AIN'T WE GOT FUN**.....The Starlighters and Earl Hagen's Ork.....Mercury 3071-A

Revival of the Richard Whiting oldie is a smart one. The tune is fun and really jumps. Starlighters give it a brisk, clean run the aided more than somewhat by a classy, solid crew under Earl Hagen. Combination of material and performance a pleasant surprise.

- PAPA, WON'T YOU DANCE WITH ME?**.....Doris Day with Lou Bring's Ork.....Columbia 37931

This polka from the legiter "High Button Shoes" gets its best waxed treatment from upcoming Doris Day with solid musical accompaniment from Lou Bring and a studio ork. Should draw the juke coins wherever the polka goes and may catch on elsewhere due to the show's success. Flip is a new Sammy Stept tune, "Say Something Nice About Me," given fine treatment by the Day chick but which is not the material that "Papa" is.

RECORD REVIEWS

Lightface portion of reviews is intended for information of all record and music users. Boldface portion is intended for guidance of juke box operators.

- LAWRENCE WELK** (Decca 24197)
I'm a Lonely Little Petunia—FT; VC.
Svenska Flicka—W; VC.

A novelty dandy in "Lonely Petunia," it's cute and contagious, as Lawrence Welk whips it up at a lively and breezy clip with Bob (Tex) Cromer and the band boys singing the catchy chant about the lonely little petunia in an onion patch. And for the flip, it's another likeable novelty in the folksie Swedish waltz melody in "Svenska Flicka," with the sugar-coated baritone of Bobby Beers along with the band boys carrying the chant. "Lonely Little Petunia" promises to pile up the nickel pieces.

- HARRY JAMES** (Columbia 37929)
I Still Get Jealous—FT; VC.
Sentimental Souvenirs—FT; VC.

From the "High Button Shoes" show score, Harry James takes it at a bouncy and breezy pace for the "Jealous" ballad, whipping it up in sock ensemble formation with his own hot trumpet to kick off the spinning. Unfortunately, there's no rhythmic feel in Buddy D' Vito's baritone-ing to make the chant blend with the solid rhythm flavoring of the band. For the flip, it's a pleasant nostalgic ballad in "Sentimental Souvenirs," with the maestro's trumpet and Marion Morgan's fully expressive canarying to carry the spin. It will take tune popularity to attract phono play, with "Jealous" spinning plenty bright for the coin boxes.

- SAMMY KAYE** (Victor 20-2524)
I'll Hate Myself in the Morning—FT; VC.
Dream Again—FT; VC.

Sammy Kaye, geared to the smooth and sweet synops, fashions both of these new ballads with a generous measure of buoyancy and bounce. Both engaging melodies and with lyrical attraction to each, the boy-belle dittying of Laura Leslie and Don Cornell add much to the contagion of Jack Lawrence's "I'll Hate Myself," with the smooth harmonies of the Three Kaydets

making it count as much for "Dream Again." Sides will spell coinage if the songs strike pay dirt.

- WOODY HERMAN** (Decca 25274)
Intermezzo—FT; VC.
Sorrento—FT; VC.

A reissue of two song favorites of an earlier year with Woody Herman's singing, in full romantic blush as the band paints a colorful musical bank, making steller spinning for both slow spins. Still plenty of coin lure in Herman's lyricizing for both of these lovely ballads.

- THE THREE SUNS** (Victor 20-2513)
Sleepy Time Gal—FT.
That Old Gang of Mine—FT; VC.

Taken at a leisurely tempo, it's entirely melodious and dreamy music that comes from the blend of organ, accordion and guitar for a slow and lazy spinning "Sleepy Time Gal." A brighter but no less rhythmic pace is set for another evergreen in "That Old Gang of Mine," with an unnamed barber-shop harmony quartet ringing out the familiar song lyric. Taps and taverns will take to "That Old Gang of Mine," with the more intimate coin locations cashing in on "Sleepy Time Gal."

(Continued on opposite page)

Album Reviews

In a continuing effort to review as much of the output of all record manufacturers as manpower and paper limitations permit, The Billboard this week reviews recently released albums in a special ALBUM REVIEW section on page 140. These album reviews of course, are in addition to the reviews on this and the facing page, and those in the Music Machines department this week.

RECORD REVIEWS

(Continued from opposite page)

LOUIS JORDAN (Decca 24155)

Look Out—FT; VC.
Early in the Mornin'—FT; VC.
Directing his attention to the gals, it's a sequel to his "Beware" click for "Look Out." And with his small band providing the lively jump beats, Louis Jordan delivers a powerful talking sermon debunking the male of the species. Slows down the tempo for the "Early in the Mornin'" blues, and while the maestro is in fine whoo-ee shouting style, setting the spin to rumba rhythms hardly makes for contrasting attraction.
Race spots will shower "Look Out" with coins.

SAMMY KAYE (Victor 20-2482)

Hand in Hand—FT; VC.
Santa Claus for President—FT; VC.
Sammy Kaye introduces two new songs in this spinning, and both hold much pop promise. Of prime interest is the juvenile holiday novelty in Peter Tinturin's "Santa Claus for President." A catchy march ditty, taking its cue from Gershwin's "Wintergreen for President," Kaye turns it over to the spirited singing of Don Cornell and the Three Kaydets. For the flip, it's a tuneful and buoyant ballad by Jack Lawrence in "Hand in Hand," with Laura Leslie and Cornell making a fetching boy-belle singing team.
Both sides will count for coins if the tunes catch.

GUY LOMBARDO (Decca 25271)

Intermezzo—FT.
Stardust—FT; VC.
A reissue of two pop standards, both taken at a moderate tempo, with "Intermezzo" spinning without any degree of brightness or pronounced dance urge as an instrumental. And it's just as dated in the Lombardo disk of "Stardust," for which the soft and sugar-coating chanting of Kenny Gardner gives voice to the familiar lyrics.
Not enough life in this dated needling to encourage the phono fans to dig in for coins.

ERSKINE BUTTERFIELD (Super Discs 1021)

Them There Eyes—FT; VC.
Tain't Whatcha Do—FT; VC.
A rhythm quartet paced by Erskine Butterfield's light-fingered tinklings of the 88's with the gut-box pickings of Al Norris needling and Harold Baker's trumpet just as hot, both of these earlier song favorites spin out with plenty of zing for both sides of a lively label. Adding to the peppery instrumental rhythms is the snapping of Butterfield for "Them There Eyes," with the rhythm harmonies of the foursome making it all the more striking in the spinning of "Tain't Whatcha Do."
Both sides and particularly "Tain't Whatcha Do," should kick up plenty of coins.

JOHNNY HODGES (Sunrise 2005)

A Flower Is a Lovesome Thing—FT.
Longhorn Blues—FT.
It's entirely in the Duke Ellington tradition, as alto sax Johnny Hodges, together with a small unit that includes the top men out of the Ellington camp, transcribe their musical impressions on this platter. The compositions of Billy Strayhorn who occupies the piano bench, it's a beautiful melancholy mood melody for the "Flower" fancy, which gives Hodges' excellent alto phrasings ample expansion for toothsome expression. "Longhorn Blues," an Ellington-Hodges rhythm blues pattern, packs as much musical excitement with Hodges' alto sax sorcery complete and a session of Lawrence Brown's trombone slides for added interest.
A choice cutting for the hot jazz disk-opiles.

ART KASSEL (Mercury 5068)

Whiffenpoof Song—FT; VC.
Echo Said No—FT; VC.
Originally made for Vogue diskery, from whom Mercury bought Kassel's masters recently, this rendition of "Whiffenpoof" stands up with any other being done by a pop band. Kassel trots out Jimmy Featherstone, his drummer, to take the lead with the Trio and the Kassel Glee Club giving him vocal support. Kassel's sugary band gets more spotlight on "The Echo Said No," which spots Gloria Hart on the words.
Midwest ops especially will be interested in both sides.

LAWRENCE DUCHOW (Victor 25-1094)

Yes, Yes—FT.
Two Gossipers—W.
The old country dance music of the Northlands played with spirit and authentic flavor by Lawrence Duchow and His Red Raven Orchestra, fully instrumented with the thumping of the tuba sparking the rhythms, it's a gay and lively polka dance for an original "Yes, Yes" and the lilting three-quarter time rhythms for the Landler dance for the traditional "Two Gossipers" melody.
For the nationality spots.

HENRI RENE (Victor 25-0103)

Gypsy Polka—FT.
Valse Viennoise—W.
Excessive surface noises mar what might otherwise be pleasant and restful salon music as offered up by Henri Rene and a full-fashioned concert orchestra. It's a lively and tuneful Romany dance melody, with solo fiddle passages by Tosha Samarroff, for "Gypsy Polka," coupling with an orchestral concert version of Rudy Wledeeff's familiar sax solo, "Valse Viennoise."
No coin play in this plattering.

RUSS MORGAN (Decca 25152)

Goodbye, My Lady Love—FT.
Eli Green's Cake Walk—FT.
Two instrumental cakewalk selections are brought back, both dished up in instrumental style with plenty of whimsy and toe-tapping rhythms in the Russ Morgan styling. Plenty polished in the playing, it's Joe Howard's "Lady Love" cakewalk classic, brought back via the screen, and in the same lively frame, another all-time cakewalk favorite in "Eli Green's."
In rural corners where cakewalk music has meaning, both sides spin strong for phonos.

EDDIE HEYWOOD AND BOB EBERLY (Decca 24195)

When I Write My Song—FT; V.
Don't You Love Me Anymore?—FT; V.
Bob Eberly pipes it in straightforward baritone voice, without any appreciable measure of song devotion, for the lovely Saint-Saens ballad melody, "When I Write My Song" and for "Don't You Love Me Anymore?" With more polish and class than the chanting is the supporting Steinwaying of Eddie Heywood, much more individuality in his ivory phrasings than in Eberly's singing. Guitar and bass for rhythm assist.
Little coin lure in this cutting.

DAN BURLEY (Arkay 1001)

Chicken Shack Shuffle—FT; VC.
Skiffle Blues—FT.
The piano and singing of Dan Burley, a page from the old New Orleans school of jazz, that delta flavor overflows in this spinning that introduces another disk label devoted to le jazz hot. With John Hardee on tenor sax, Jimmy Archey on trombone and a solid rhythm beat sounded by the guitars of Danny Barker and Herman Mitchell, along with Pops Foster steadying the bass, Burley adds to his rock-and-rugged keyboard knucklings a grizzly vocal grooving for his "Chick Shack Shuffle." And the rhythms swing just as easy and relaxed for his instrumental "Skiffle Blues," entirely and tops in the New Orleans tradition.
A rare addition to the New Orleans jazz collections.

GENE KRUPA (Columbia 37875)

Fun and Fancy Free—FT; VC.
I'll Never Make the Same Mistake Again—FT; VC.
When beating it out in a bright bounce tempo with the ensemble hitting it solidly, Gene Krupa even making his drum beats pronounced, it's easy to keep the toe tapping to "Fun and Fancy Free," the movie title tune, even if Buddy Hughes's singing is without the rhythmic feel the band imparts to the ditty. Hughes is much more at home with the sentimental "Same Mistake" ballad on the mated side, only here it's the band lacking in lustre.
Movie will help bring some coin attention to "Fun and Fancy Free."

THE STARLIGHTERS (Mercury 3071)

Ain't We Got Fun—FT; VC.
School Days—FT; VC.
Earle Hagen's spirited studio band couple with the enthusiastic harmony blending of the Starlighters, heard regularly over "The Chesterfield Supper Club," for a pair of loud and lusty renditions of standards. The Whitting oldie takes on new drive, with the harmonizers even throwing in a laugh last chorus for good measure. "School Days" is a question mark, for tune has never been done in up-tempo, but this interpretation is enriched plenty by Hagen's smart scoring.
Sides need promotion before jukes will be interested.

BLUE BARRON (MGM 10081)

The Stanley Steamer—FT; VC.
Christmas Dreaming—FT; VC.
Geared to the sweet and smooth syncos, with the playing and singing entirely in the commercial frame, it's easy on the hoof as Blue Barron, with Clyde Burke's sugar-coated baritone assisted by the sustained harmonies of the Quartet for the lyrical dreaming, introduces an attractive holiday ballad rich in sentiment in "Christmas Dreaming." For the flip, it's a lively commercial cutting, with emphasis on its danceability, for "The Stanley Steamer," with Burke and the Quartet again holding forth lyrically.
If "Christmas Dreaming" gets a holiday hold, Blue Barron's entry will make for coins.

(Continued on page 134)

RAY MCKINLEY



and
the
most
versatile
band
in the land

The mobs that mill 'round a McKinley bandstand will up and bust a bodice getting to your jukebox when this platter's in it. No band in the land can do novelties like McKinley's—and CIVILIZATION is a piquant Bongo-Congo extravaganza with Ray at his vocal and instrumental best. Cooked up by the writers of "Red Silk Stockings," spiced up by the inimitable Sauter, this dish gets served up with a rendition that's strictly atomic. THOSE THINGS MONEY CAN'T BUY on the reverse is another "Elmer's Tune" in prospective popularity. Blast those babies on your box—and get set for a shower of nickels.

"CIVILIZATION"

(Bongo, Bongo, Bongo)

and

"THOSE THINGS MONEY CAN'T BUY"

(Vocal by Marty Luetz)

Majestic No. 7274

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 "LIVING SOUND" pianist **MEL HENKE**
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 "HONKY TONK TRAIN"
 and
 "IN A MIST"



HAVE YOU HEARD THESE FAVORITES

LEO DIAMOND *Harmonicartist*

9A "MY SIN"

9B "They Called it Dixieland"

11A "DONKEY SERENADE"

11B "Tonight You Belong to Me"

Henry Busse
 and his orchestra
 in
 "The lady from 29 palms"
 and
 "Jalousie"

VITA *coustic*
 "LIVING SOUND"

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 20 N. Wacker Drive, Chicago 6, Ill.

The **Billboard** MUSIC POPULARITY CHARTS
Advance Information PART VII

Week Ending
 October 17

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 CHRISTMAS CAROL (Charles Dickens) ALBUM	Lionel Barrymore	MGM 16-A
A TUNE FOR HUMMING	Bob Houston (Hugo Winterhalter Ork) (SERENADE OF)	MGM 10091
AS YEARS GO BY	The Auditones (NEAR YOU)	Rainbow 10025
BEYOND THE BLUE HORIZON	Mary Martin (I'VE GOT)	Decca 24227
BOOT WHIP	Anita O'Day (Will Bradley Ork) (WHAT IS)	Signature 15162
BOSS TROMBONE	Tempo's Trombone Trio-Herb Kern (MOSE TROMBONE)	Tempo TR-578
CARELESS LOVE	Ruby Hill (Enoch Light Ork) (I'M GONNA)	Crown 154
CURIOSITY	Stan Kenton (June Christy) (THEME TO)	Capitol 15005
DARDANELLA	The Korn Kobbler (IF YOU'RE)	MGM 10093
DEAR OLD DONEGAL	Ray Pearl Ork (FLAMIN' MAMIE)	Bullet 1007
DO IT AGAIN	Ruby Hill (Enoch Light Ork) (WHY WAS)	Crown 153
DOWN THE AISLE OF LIFE	Hugh Fowler Continental Ork (Terry Lee) (THE TEXAS)	Lone Star 101
EAST SIDE, WEST SIDE	Charlie Barnet (Bunny Briggs-Band) (MY Sidewalks of New York)	Apollo 1084
EL CUMBANCHERO	Desi Arnaz (Desi Arnaz) (MADE FOR)	Victor 20-2550
FLAMIN' MAMIE	Ray Pearl Ork (DEAR OLD)	Bullet 1007
FANTASIA MEXICANA (12")	Al Goodman Ork (THEME FROM)	Victor 28-0419
FUN AND FANCY FREE	Herb Kern (SAY IT)	Tempo TR-1036
FUN AND FANCY FREE	Buddy Weed Trio (Buddy Weed) (SUGAR)	MGM 10067
GOLDEN EARRINGS	Peggy Lee (Dave Barbour Ork) (I'LL DANCE)	Capitol 15009
HOW LUCKY YOU ARE	Johnnie Johnston (Dick Jones Ork) (WHY SHOULD)	MGM 10089
I NEVER KNEW	Bobby Doyle (Ray Bloch Ork) (LET BY-GONES)	Signature 15161
I STILL GET JEALOUS	Guy Lombardo (PAPA, WON'T)	Decca 24226
IF IT'S TRUE	Art Mooney (Bud Brees) (PAPA, WON'T)	MGM 10092
IF YOU'RE CHEATIN' ON YOUR BABY	The Korn Kobbler (Eve Young-City Squares) (DARDANELLA)	MGM 10093
I'LL DANCE AT YOUR WEDDING	Helen Forrest (Harold Mooney Ork) (THAT'S ALL)	MGM 10095
I'LL DANCE AT YOUR WEDDING	Peggy Lee (Dave Barbour Ork) (GOLDEN EARRINGS)	Capitol 15009
I'M GONNA BE A BAD GIRL	Ruby Hill (Enoch Light Ork) (CARELESS LOVE)	Crown 154
I'M THE GUY WHO FOUND THE LOST CHORD	Jimmy Durante (Roy Bargy Ork) (LITTLE BIT)	MGM 30035
IT'S A LONESOME OLD TOWN	Alan Dale (Ray Bloch Ork) (MY MELANCHOLY)	Signature 15163
I'VE GOT A CRUSH ON YOU	Mary Martin (BEYOND THE)	Decca 24227
JUMPIN' JUBILEE	Hal McIntyre (LOVE FOR)	MGM 10090
LASSUS TROMBONE	Tempo's Trombone Trio-Herb Kern (TEDDY TROMBONE)	Tempo TR-576
LET BYGONES BE BYGONES	Floyd Sherman (Ray Bloch Ork) (I NEVER)	Signature 15161
LITTLE BIT THIS, LITTLE BIT THAT	Jimmy Durante (Roy Bargy Ork) (I'M THE)	MGM 30035
LOVE FOR LOVE	Hal McIntyre (Frankie Lester) (JUMPIN' JUBILEE)	MGM 10090
LOVE FOR LOVE	Andy Russell (Paul Weston Ork) (MUCHACHITA)	Capitol 15006
LOVER, COME BACK TO ME	Monica Lewis (Ray Bloch Ork) (THE HOWLIN'EST)	Signature 15159
MADE FOR EACH OTHER (Tu Felicidad)	Desi Arnaz (Desi Arnaz) (EL CUM-BANCHERO)	Victor 20-2550
MAHALANI PAPA DO (Hoy Hoy)	Vaughn Monroe (Vaughn Monroe-The Moon Maids) (NINA NANA)	Victor 20-2528
MEAN TO ME	Alan Dale (Ray Bloch Ork) (SHINE ON)	Signature 15158
MICKEY	Dennis Day (Charles Dant Ork) (PEGGY O'NEIL)	Victor 20-2551
MINNESOTA MOON	Hugh Fowler Continental Ork (Art Linder) (WHISTLES)	Lone Star 102
MOSE TROMBONE	Tempo's Trombone Trio-Herb Kern (BOSS TROMBONE)	Tempo TR-578
MOUNTAIN HIGH, VALLEY LOW	Raymond Scott (Dorothy Collins) (TWO GUITARS)	MGM 10086
MUCHACHITA	Andy Russell (Paul Weston Ork) (LOVE FOR)	Capitol 15006
MY MELANCHOLY BABY	Alan Dale (Ray Bloch Ork) (IT'S A)	Signature 15163
MY OLD FLAME	Charlie Barnet (Jean Louise) (EAST SIDE)	Apollo 1084
MY RANCHO RIO GRANDE	Jack Smith (The Clark Sisters-Earl Sheldon Ork) (PEGGY O'NEIL)	Capitol 473
NEAR YOU	The Auditones (AS YEARS)	Rainbow 10025
NINA NANA (Neena Naa-Na)	Vaughn Monroe (Vaughn Monroe-The Moon Maids) (MAHALANI PAPA)	Victor 20-2528
OJ MARIE	Alan Dale (Ray Bloch Ork) (SO FAR)	Signature 15160
ONE FINE DAY	Herb Kern (POOR BUTTERFLY)	Tempo TR-1032
* OUT OF THE NIGHT	Ted Weems (THERE'LL BE)	Decca 25288
PAPA, WON'T YOU DANCE WITH ME?	Guy Lombardo (I STILL)	Decca 24226
PAPA, WON'T YOU DANCE WITH ME?	Art Mooney (Galli Sisters) (IF IT'S)	MGM 10092
PEGGY O'NEIL	Dennis Day (Charles Dant Ork) (MICKEY)	Victor 20-2551
PEGGY O'NEIL	Jack Smith (The Clark Sisters-Earl Sheldon Ork) (MY RANCHO)	Capitol 473
POOR BUTTERFLY	Herb Kern (ONE FINE)	Tempo TR-1032
SAY IT WITH A SLAP	Herb Kern (FUN AND)	Tempo TR-1036
SERENADE OF THE BELLS	Bob Houston (Hugo Winterhalter Ork) (A TUNE)	MGM 10091

(Continued on opposite page)

ANNIE LAURIE and the PAUL GAYTEN TRIO

...Terrific Hit!
SINCE I FELL FOR YOU
 LOVE THAT MAN
 DE LUXE #1082 Listed in The Billboard's Most Played Juke Box Race Records

Thanks, OPERATORS for Voting These 2 GREAT DE LUXE RECORD HITS into The Billboard's "Most-Played Juke Box Race Records" lists.

Thanks, too, to those Great De Luxe Artists PAUL GAYTEN TRIO and ANNIE LAURIE whose outstanding renditions of these tunes have earned the enthusiasm of operators all over the country.

... a Sensational Winner!
TRUE backed by YOUR HANDS AIN'T CLEAN
 by the PAUL GAYTEN TRIO DE LUXE 1063
 Listed in The Billboard's "Most Played Juke Box Race Records" lists

Courteous Distributors in All Principal Cities

DE LUXE RECORD CO.
 LINDEN, N. J.



ADVANCE RECORD RELEASES

POPULAR

(Continued from opposite page)

- SERENADE OF THE BELLS.....Jo Stafford (Paul Weston Ork) (THE GENTLEMAN).....Capitol 15007
 SHINE ON, HARVEST MOON.....Alan Dale (Ray Bloch Ork) (MEAN TO SIGNATURE).....15158
 "SHOWBOAT" ALBUM.....Decca A-619
 All the Things You Are (Tony Martin).....Decca 25262
 Bill (Frances Langford).....Decca 25261
 Can't Help Lovin' Dat Man (Frances Langford).....Decca 25261
 I Still Suits Me (Bing Crosby-Lee Wiley).....Decca 25259
 Make Believe (Kenny Baker).....Decca 25260
 Ol' Man River (Bing Crosby).....Decca 25259
 Why Do I Love You? (Tony Martin-Frances Langford).....Decca 25262
 You Are Love (Kenny Baker).....Decca 25260
 SO FAR.....Alan Dale (Ray Bloch Ork) (OJ MARIE) SIGNATURE.....15160
 SOMEBODY DONE SNAGGED
 THEIR BREECHES.....Junie Mays Ork (WE CAN'T).....Paragon 500
 SUGAR.....Buddy Weed Trio (Buddy Weed) (FUN AND).....MGM 10087
 SWINGING DOWN THE LANE.....Bobby Byrne Ork (UPPER FIFTH).....Rainbow 10012
 TEDDY TROMBONE.....Tempo's Trombone Trio-Herb Kern (LASSUS TROMBONE).....Tempo TR-576
 (I Don't Care) THAT'S ALL I WANT TO KNOW.....Helen Forrest (Harold Mooney Ork) (I'LL DANCE).....MGM 10095
 THE GENTLEMAN IS A DOPE.....Jo Stafford (Paul Weston Ork) (SERENADE OF).....Capitol 15007
 THE HOWLIN'EST, HOOTIN'EST GAL IN TOWN.....Monica Lewis (Ray Bloch Ork) (LOVER, COME).....Signature 15159
 THE OTHER SIDE OF THE MOON.....Junie Mays Ork (WHISTLE BAIT).....Paragon 502
 THE TEXAS POLKA.....Hugh Fowler Continental Ork (Art Linder) (DOWN THE).....Lone Star 101
 THEME FROM GONE WITH THE WIND.....Al Goodman Ork (FANTASIA MEXICANA).....Victor 28-0419
 THEME TO THE WEST.....Stan Kenton (CURIOSITY).....Capitol 15005
 *THERE'LL BE SOME CHANGES MADE.....Ted Weems (OUT OF).....Decca 25288
 TWO GUITARS.....Raymond Scott (MOUNTAIN HIGH).....MGM 10086
 UPPER FIFTH AVENUE.....Bobby Byrne Ork (SWINGING DOWN).....Rainbow 10012
 WE CAN'T FIND A PLACE TO LIVE.....Junie Mays Ork (SOMEBODY DONE).....Paragon 500
 WHAT IS THIS THING CALLED LOVE?.....Anita O'Day (Will Bradey Ork) (BOOT WHIP).....Signature 15162
 WHISTLES.....Hugh Fowler Continental Ork (Terry Lee) (MINNESOTA MOON).....Lone Star 102
 WHISTLE BAIT.....Junie Mays Ork (THE OTHER).....Paragon 502
 WHY SHOULD I CRY OVER YOU?.....Johnnie Johnston (The Crew Chiefs-Dick Jones Ork) (HOW LUCKY).....MGM 10089
 WHY WAS I BORN?.....Ruby Hill (Enoch Light Ork) (DO IT).....Crown 153

FOLK

- A LIGHT IN THE WINDOW.....Jim Hand (Mountain Ramblers) (BORN TO).....Crown 155
 ACE IN THE HOLE.....Jack Gress-Benny Olsen's Rancho Serenaders (THERE'S A).....Westernair 104
 ALPINE LOVE CALL.....Yodeling Slim Clark (MY LULU).....Continental C-8029
 APPLE BLOSSOM WALTZ.....Stan Boreson-Buss Boyk Ork (I'M LOOKIN').....Westernair 103
 BABY DOLL.....Sleepy McDaniel and His Radio Playboys (Bunkhouse Trio) (SHEIK OF).....DC 8025
 BON BONS, CHOCOLATES AND CHEWING GUM.....Josh White (YOU KNOW).....Apollo 170
 BORN TO LOSE.....Jim Hand (Mountain Ramblers) (A LIGHT).....Crown 155
 COLUMBUS STOCKADE BLUES.....Jim Hand (The Mountain Trio-Mountain Ramblers) (THERE'S NO).....Crown 156
 COOL WATER.....Sleepy McDaniel and His Radio Playboys (Bunkhouse Trio) (ORANGE BLOSSOM).....DC 8026
 *FIND MY PRECIOUS HOME.....Fred Kirby's Carolina Boys (PRECIOUS JESUS).....Decca 46083
 HAVE I TOLD YOU LATELY THAT I LOVE YOU?.....Sleepy McDaniel and His Radio Playboys (The Valley Sweethearts) (LISTEN TO).....DC 8029
 HAWAIIAN DREAMS.....Cecil Campbell's Tennessee Ramblers (Trio) (TALK, TALK).....Victor 20-2531
 I CAN'T HELP THE WAY YOU FEEL.....Cal Shrum (I'M HUMAN).....Westernair 106
 I DIDN'T HAVE TIME.....Cliff Carlisle (The Buckeye Boys) (YOU COULDN'T).....Victor 20-2532
 I WAS WRONG.....Judy Canova-Riders of the Purple Sage (YOU SANG).....Decca 46082
 I'M HUMAN SAME AS YOU.....Cal Shrum (I CAN'T).....Westernair 106
 I'M LOOKIN FER A WIFE.....Stan Boreson-Buss Boyk Ork (APPLE BLOSSOM).....Westernair 103
 ITALIAN DREAM WALTZ.....Red River Dave-Texas Tophands (LETTER EDGED).....Continental C-8026
 KICKIN' MY LOVE AROUND.....Bobby Gregory and His Cactus Cowboys (SHE'S ONLY).....MGM 10094
 LETTER EDGED IN BLACK.....Red River Dave-Texas Tophands (ITALIAN DREAM).....Continental C-8026
 LISTEN TO THE MOCKING BIRD.....Sleepy McDaniel and His Radio Playboys (HAVE I).....DC 8028
 MY LULU GAL.....Yodeling Slim Clark (ALPINE LOVER).....Continental C-8029
 ORANGE BLOSSOM SPECIAL.....Sleepy McDaniel and His Radio Playboys (COOL WATER).....DC 8027
 PEG O' MY HEART.....Larry and Earl (TRY FORGETTING).....MGM 10088
 *PRECIOUS JESUS, I'LL BE THERE.....Fred Kirby's Carolina Boys (FIND MY).....Decca 46083
 *QUADRILLES ALBUM.....American Square Dance Group-Margot Mayo, Dir.....Decca BA-617
 Plain Quadrille.....Decca 29245
 Polo Quadrille, Part 1.....Decca 29249
 Polo Quadrille, Concluded.....Decca 29246
 The Lancers Quadrille, Part 1.....Decca 29245
 The Lancers Quadrille, Part 2.....Decca 29246
 The Lancers Quadrille, Concluded.....Decca 29249
 RANGER BOOGIE.....Dusty Taylor (YOU'RE THE).....Westernair 107
 SHEIK OF ARABY.....Sleepy McDaniel and His Radio Playboys (BABY DOLL).....DC 8024
 TALK, TALK, TALK.....Cecil Campbell's Tennessee Ramblers (Cecil Campbell) (Hawaiian Dreams).....Victor 20-2531
 YOU COULDN'T BE TRUE IF YOU TRIED.....Cliff Carlisle (The Buckeye Boys) (I DIDN'T).....Victor 20-2532
 YOU SANG MY LOVE SONG TO SOMEBODY ELSE.....Judy Canova (WAS).....Decca 46082

(Continued on page 130)

Again Super Discs Rings The Bell With

THE WORLD'S TOP XMAS TUNE PLUS WORLD'S TOP GUITAR STAR

All America will buy this combination of **OLD TIME XMAS SPIRIT PLUS MAGIC GUITAR ARTISTRY**



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 Backed by **GUITAR ARTISTRY**
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Backed by "Mountain Polka" by **Arthur "Guitar Boogie" Smith**
 No. 1039 and his **Kracker Jacks**

"THEM THERE EYES"

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"WADE IN THE WATER"

Backed by "Low Down The Charlo?" by **THE SINGING CRUSADERS**
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BAND BIZ ONE-NITER BLUES

Pic Houses May Cushion Ork Biz Sag

More Exhibs Scanning Bands

NEW YORK, Oct. 18.—Only source of encouragement for wilting one-night band biz (see other story this page) is the possibility that a growing number of movie houses across the country will soon turn toward band shows and vaude. Several houses in the Midwest, including theaters in the Loew chain, already have skedded a series of fleshers with orks featured in such cities as Louisville, Memphis and Evansville, Ind.

British Tax Effect

Chief factor seen as causing classic houses in the hinterlands to mull the use of flesh and music stems from the recent imposition of the English 75 per cent on American flickers and the resultant effect on pic producers here. Exhibs close to the scene expect an increase next year in the total number of pix released, but see these as being cheaper productions (budgets per pic being slashed by the drop-out of the British market) whose power to maintain single-feature policies may be doubtful. Rather than revert to double-feature showings, which class houses feel may run down margins (See *Stages Open to Orks* on page 35)

Pre-Season Optimism Turns Dud; Low Grosses Force 4-Day Weeks; Midwest, Party Biz Holding Up

By Hal Webman

NEW YORK, Oct. 18.—Pre-season optimism of band bookers, orksters and promoters about the fall and winter one-nighter season has become a bitter pill to swallow. Low grosses forcing four-day weeks for most orks (except for extremely scarce top name bands) are worrying agencies and maestri who see severe band-biz effects coming from the evaporating one-night bread-and-butter dates. Only encouraging factor is an ever-increasing demand for orks from the college campuses and for private parties, and the recent blossoming of a new flock of one-nighter spots on the West Coast. But everything else in the field is another case of last year's biz blues with a 1947 set of lyrics.

Conjecture of Causes

Tradesmen readily roll off reason after reason for the current slump—not enough regular promoters around, admission prices are too high, band prices are still too high despite their decrease in the past year, too little promotion and publicity on dates, etc.—but no one seems ready to “bell the cat” on a solution.

Hardest hit by the current road situation are lesser name orks who depend on one-nighters to survive. Major bookers admit that these “lesser knowns” not only can't do better than a four-day week but frequently have to take temporary “vacations.”

One major booker has been advising his lesser orks to hire sidemen on a pro-rata basis until the current situation blows over or the individual

ork's itinerary rounds into shape. Middle-bracket orksters such as Frankie Masters (Music Corporation of America property) have notified agencies that road dates will not be accepted after the first of the year since returns probably would not warrant traveling report.

Top Names Affected

Even the top names are finding some rough sledding. The Dorseys, Kentons, Spivaks, Monroes and Benekes have gradually brought their guarantees down but still lay an occasional egg and find it difficult to hit the percentages that not too long ago were the accepted thing. Tommy Dorsey can be bought for \$2,000 a night and will take \$1,750 for an early-week date where once he was getting up to \$3,000. Guy Lombardo's last one-nighter tour was sold for similar money, while Gene Krupa's current \$1,000 price tag is little more than half of the former asking price. Bands like Charlie Barnet and Glen Gray are going for \$750 and less. Stan Kenton, whose \$1,750 price was a staple tag for that orkster even at his peak last year, today is accepting dates for \$1,500. Charlie Spivak is taking dates at \$1,250—a \$500 dip from his former tag—while lesser-name orks are being sold for as low as \$350 and \$400 per night for one-night promotions. With transportation costs, pay rolls, agency commissions, union taxes and arrangement costs deducted, the gravy to tide an ork over a location booking and still leave some profit for the leader has become considerably thinner.

High Admissions

While orkster prices have come down, leaders and bookers complain that the promoters are still stubborn about admish prices and keep too many low-budget customers away. Claim is that ops with \$1 and \$1.25 ducats average better long-term profits than those who hope for record grosses. The Totem Pole, Auburn-dale, Mass., and the Ritz Ballroom, Bridgeport, work on the cheap ticket basis and rarely drop a buck.

Old point reiterated by bookers is that regular one-night promoters, especially in the Eastern U. S., today are too far apart. The irregulars admittedly have done a large chunk of ork buying. But today the sporadic nature of their effort hurts the payoff. Regular promoters figure to stimulate dropping biz with more effective publicity and promotion than the irregulars can put out. The irregular's overhead costs, based on rental of halls or auditoriums at today's inflated prices, means he must work on a bigger net margin than the ops who own their own sites and contribute to the admish-price problem.

Lack of Promotion

The lack of promotion complaint is one of the standard one-nighter grievances, but a recent incident at (See *Pre-Season Optimism*, page 35)

London Drops Blue Series Price to 75c

NEW YORK, Oct. 18.—The newly formed London label (English Decca-owned pop diskery which makes its debut in this country November 15) changed plans this week and moved its blue series wax price down to 75 cents, rather than the previously announced 85. The red series will be set at \$1.

The decision to market at 75 cents—price level of most major pop disks in this country—followed huddles this week between E. R. (Ted) Lewis, bossman of English Decca, and members of his rapidly expanding organization. With Lewis expressing his prime motive as getting American dollars flowing into England, the firm has decided to cut its profit margin in order to stimulate the biggest volume possible and get greater U. S. credits back into Britain.

Distrib Org Set Up

The London firm, which will import its records (not masters) from England, featuring top British artists, is building a distributor org to cover the nation. Forming its policies on a long-term basis, the company still accepts the threatened Petrillo ban as a coincidental circumstance which may get it off to a flying start.

The firm's newest organizational moves include:

Setting up London Record Sales, Inc. (Under London Gramophone Corporation, which handles national operation) to distribute in the New York area.

Hiring Jim Bray, former Keynote exec, to serve as national sales manager; Kelly Camarata to handle overall radio exploitation and Remy Farkas to join the sales staff.

Adding three new distributors: Leon Hartson, of Boston, to handle New England; Buddy Davis, whose new Hudson-Mohawk outlet will service the Albany-Upstate New York area, and the All-State firm to cover New Jersey.

JOHNSTONE'S OWN PUB

NEW YORK, Oct. 18.—Correcting previous reports, Jack Johnstone told *The Billboard* this week that his newly formed Johnstone Music firm (BMI) is a wholly owned new biz operation, has no connection with Stevens Music or owns any part of its catalog. Stressing that he merely has sub-leased his office space from Jack Osfeld's Stevens Music pubbery, Johnstone pointed out that Osfeld is working for him on the West Coast only in a professional “songplugger” capacity.

BMI's deal with Johnstone, he averred, has no relation to Stevens' holdings and is an independently financed deal. Stevens firm apparently has inactivated here, with Osfeld already working on the Coast.

Woll Succeeds Padway

CHICAGO, Oct. 18.—J. Albert Woll, former U. S. attorney here until he resigned a year ago to join the law firm of the late Joseph Padway, general counsel for the American Federation of Labor, today was appointed general counsel for the American Federation of Musicians.

Woll, son of Matthew Woll, an AFL v.p., was located in Chicago before joining Padway's Washington staff.

SONGCRAFT Party SERIES



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Latest sensational
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MITZI GREEN—

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CIRCLE 7-8177

Music—As Written

New York:

Opening Night Notes

The Lombardo legend goes on ad infinitum. Back in the Roosevelt Grill, Guy's opening Monday night (13) registered as *The* trade affair of the season. A capacity throng sparked by celebs such as Frank Sinatra, Buddy Clarke, Vaughn Monroe and Skitch Henderson paid tribute to the evergreen box office of the Lombardo name. Decca's Milt Gabler, Paul Cohen and Mike Conner eyed their wax biggie proudly, with rival diskers—Manie Sacks, Harry Myerson, etc.—glomming the goings-on. Leave it to Lombardo to bring 'em in.

Manie Sacks left Friday (24) for the Coast. . . . English Decca bossman, E. R. (Ted) Lewis and wife return to England Friday (1) on the *Queen Mary* along with musical director, Tootie Camarata. English pubber, Colin Campbell, went back on the *Queen Elizabeth* one week before. . . . Harry Fox is Hollywood-bound for pic-pub synchronization talks. May stop off in Chicago to check auditing problems with Sonora Records.

Ted Weems ork due into Philadelphia's Click nitery for two weeks in January. . . . Sammy Kaye, following his Capitol Theater stint in January, will take off for a one-nighter tour of the Deep South and Southwest, territories which his ork has never hit before. . . . Elaine Cohen appointed director of the new publicity and promotion department of Lissen Records. . . . Fred Waring and His Pennsylvanians will begin a three-week concert and radio tour on October 20 at Penn State College.

Sterling diskery will put out a series of horoscope records featuring waxings by the astrologer, Myra Kingsley. . . . Edson Bradley appointed educational rep for the Eastern territory for Carl Fischer, Inc. . . . Station WEVD came up with something new in disk jockeys, a Scandinavian spinner, Thor Krogh, former flack and staffer of *The Billboard*. Known as *Viking Melody Time*, the weekly Saturday airer already has seven sponsors lined up.

Bea Wain and Tommy Dorsey may get together for a Victor recording session. If talks jell they'll team up in the diskery at Christmas when TD comes in for his annual Capitol Theater date. . . . Woody Herman recently cut *Cowboy Rhumba* and *I Fell and Broke My Heart* with Duke Ellington in Hollywood. . . . Benny Goodman solos with Houston Symphony Society November 11. . . . Larry Clinton's unorthodox set-up for his new ork to be three trombones, one sax, one clarinet and four rhythm.

Capitol diskery will introduce a synthetic plastic disk to the market for a new kidisk series. It's made up of a single 10-inch record with an envelope-album container. First in the set is a Jerry Colonna package. . . . Ronnie Deauville, formerly with Glen Gray's ork, is new boy singer with Ray Anthony replacing Billy Johnson. . . . Chuck Foster's ork will follow Bobby Byrne into the Hotel Roosevelt, New Orleans, with Victor Lombardo due in after Foster. . . . Carlos Castel back to the Coast over the week-end.

Chicago:

Mus-Art Agency has taken over one-nighter and location bookings for Tex Williams and his *Smoke, Smoke, Smoke* gang, with Williams Western Caravan to work Midwest dance dates until December 1, when Williams will be back at his Palace Barn, Santa Monica. . . . Clyde McCoy, who dropped his band chores for three weeks when his wife became seriously ill returns to fronting November 1. . . . Verdebar's Oh Henry Ballroom, Willow Springs, Ill., will probably get an ABC remote wire next week.

The Harmonicats play the Downtown Theater, Detroit, October 31-November 6; The Lake Club, Springfield, Ill., November 7-16; the Merry-Go-Round, new Youngstown nitery, November 17-December 1, and the Miller Theater, Gary, Ind., where they'll play the first full week of vaude the house has had in its five-year history. . . . Audrey Young, flicker starlet, has joined Tommy Dorsey as band chirp. . . . Phil Levant, who doubles as Mus-Art club-date booker and bandleader, has the season's contract to work all the Chicago Bear pro grid home games.

Eddie Hubbard, disk jockey of the *ABC Club*, WIND, Chi, is doing a Bill Anson, collaborating with Jose Melis, the fronter, on a couple of pop tunes. . . . The Jess Stacy combo, currently at the Rag Doll, includes Buck Clayton, trumpet; Ed Hall, clarinet; Nick Caizza, tenor, and Wingy Mannone's trumpet. . . . Norman Granz's *Jazz at the Philharmonic* concert here October 14 packed the Civic Opera House with the gross totaling almost \$8,500. J. C. Heard has been added on drums.

Hollywood:

Decca is making plans to wax a third Jolson album, with sessions skedded during forthcoming Coast trek of plattery topper Jack Kapp, in November. Tunes have been chosen, but waxery is keeping mum at this time. . . . Bill Millner ork cut first sides for United Artists Records, with Lillian Lane, Jan Charles and the Mel-Tones handling vocals. . . . Pic glamour gal, Chili Williams, is being groomed by vocal coach Bee Walker for a career as an ork thrush. . . . Frankie Masters set to do second recording session for MGM Records at end of month, following which ork goes on tour of one-nighters.

Red Ingle and His Natural Seven will do series of warm-up dates prior to stint at Oriental Theater, Chicago, beginning November 20. . . . Thrush Ella Mae Morse proud mama of a baby daughter. . . . Clyde Rogers, saxer-vocalist with Freddy Martin ork, has given Martin his notice. He will free lance as a singer; dropping playing chores. . . . Capitol's new unbreakable records (not vinylite) will reach retail market November 3 in release of Jerry Colonna kidisk. . . . Frankie Carle reports his bookings are set well into spring of 1948 with only one week off during Christmas holidays.

London:

Top orkster Ted Heath laying plans to sponsor an ork built around Carl Barriteau, clary-alto sax-vocal specialist and a leader in his own right. Heath, via his Music Artistes, Ltd., agency, will build the ork for Barriteau. Trumpeter Reg Arnold to lead the ork at the Orchid Room, replacing Billy Mu' an. . . . Quaglino's Grill will open again after eight years with a quintet led by violin-claryist Arnold Bailey. . . . Leslie "Jiver" Hutchinson ork flew to Prague for a four-week stand at the Cafe Fenix.



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Ban Starts Wax Talent Flurry; Rush Is on To Beat Deadline

(Continued from page 17)

Saunders, blues chanter La Verne Ray and the Claude Hopkins Quintet. Signature is planning to cut sides with Ray Anthony's ork just as soon as the orkster can get his release from a Sonora paper. Sterling Records signed a whole flock of talent a couple of weeks ago. Concert tenor William Horne was signed to a long term Key-note pact. Some orksters and agents spent much of the week trying to figure ways out of old deals in favor of what they feel are more advantageous waxing pacts, and the next few weeks may see a good many label switches in addition to the signing of still more talent.

West Coast Activity

HOLLYWOOD, Oct. 18.—West Coast talent signing activity, which has been moving at a rapid pace for the past few weeks, looks to increase in the next few stanzas. Past week's activity had Coast Records announcing the return of former fave orkster Isham Jones to wax after five years of retirement from music biz. Jones will do a couple of albums for the firm with a studio ork and singer Curt Massey.

Bill Millner ork was signed to a pact with United Artists Records, where he will cut wax with chirp Lillian Lane, singer Jan Charles and the Mel-Tones vocal group. New Coast diskery, Constellation Records,

this week signed the Three Lind Brothers to a waxing pact.

Chi Cutting Spree

CHICAGO, Oct. 18.—Impending Petrillo ban on recordings not only has started a wholesale cutting spree, but has Midwest independents keeping the pen wet with ink during the past seven days in a talent signing jamboree.

Universal platters, the local waxery formed six weeks ago by Bill Putnam, with the Harmonicats as a nucleus, took on three bands: Joe Sanders, once with Bluebird and Victor; Murray Arnold, a rising Mus-Art agency piano playing frontier, and Ralph Martire, featured trumpeter over American Broadcasting Company, and a small unit, Vince DiMaggio, with George Tasker, talent chief, reporting that he is still looking for a boy singer and some additional hill-billy and race talent.

Jimmy Hilliard, talent mogul for Mercury, reported that he is pretty well entrenched with established talent for the label's roster, but this week added Jerry Shelton's Trio and Billy Leech, Columbia Broadcasting Chi vocalist, and purchased a set of Clyde McCoy masters, made originally for Vogue, the now defunct Detroit firm. In addition, Mercury fortified its rustic department, bringing in Carl Story, Georgia Slim, Dewey Groom, Ambrose Haley, the Turner Brothers, the Willis Brothers, Lonnie Glesson, and will utilize Tiny Hill, who now waxes as a pop artist, on a 50-50 basis with half his future output on the folk side.

Aristocrat, a six-month old Chi label, this week went all out to fill its race roster, which will now be major concern of the firm. Combos added include Tom Archie, the Prince Cooper Trio, Bob Perkins, Timothy Ward and Lonnie Simmons, with vocalists William Jones Sheba Griffin, George Kirey, Bob White, Bill Ownes, Andy Tivs and the Seven Melody Men, spiritual singers, also into the Aristocrat fold.

Lloyd Garrett, prexy of Vitacoustic, stated that the firm will be ready to name a list of talent shortly for release. Only new addition this week was Lou Sanders, Negro crooner, but others would be forthcoming soon. Garrett said the firm had been readying its roster increase for the past three weeks.

Dick Stern, chief of the McConkey Music Corporation's cocktail section in Chi, who this week joined Mike Cudahy's Chord Record Company as v.-p. and general manager, said the label was adding three bands, Don Ragon, Leo Pieper and Jack Olson, plus several vocalists and small units, which they were in the process of inking.

BARRY GRAY FOR MIAMI

NEW YORK, Oct. 18.—Disk jock Barry Gray finally landed another all-night platter session Tuesday (14) when he closed a deal with the owner of the Copacabana in Miami Beach to emcee a midnight-4 ayem platter session beginning October 30 and extending thruout the winter season well into '48. Gray exits WOR as of the 28th.

"HIT" LITIGATION ENDS

(Continued from page 19)

pany check the figures for any week they may request.

Advance and Remick sued the tobacco firm a couple of years ago on the ground that the pubbies' tunes weren't fairly represented in the *Hit Parade* survey. Major question then was whether this was substantial grounds for suit. Six months ago it was determined that the action could be judged in a courtroom. This decision led to out-of-court talks which resulted in the final settlement this week.

PETRILLO ADAMANT

(Continued from page 17)

would back him to the hilt in this coming second ban.

Local Salary Boosts

Other business at the meeting included raising the salaries of Local 10 execs. Petrillo, who holds office not only as national AFM prexy but also as Local 10 chief, asked that his local stipend remain the same, but recommended that other local officers receive a boost. Membership okayed all of his suggested hikes, which reportedly covered the roster from Veepee Carl Bauman to Sergeant at Arms Biasi Mjraglia.

At the request of a member on the floor, Petrillo was said to have furnished a financial statement of the local which showed assets topping well over the million mark.

Veteran AFM members who attended the session expressed surprise at the disclosures made by Petrillo at this general membership meeting. Such meetings, held every five years, rarely have involved any real business discussions.



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Whelan Stores May Add Disks

NEW YORK, Oct. 18.—The Whelan drugstore chain, including approximately 1,000 stores from coast to coast, may soon be in the retail disk biz. Disk and drugs operation is being planned by orkster Dick Himber, who is skedded to plot the deal with Whelan Veepee Herman Goldstein Monday (20).

Current plan would have the drug outlets installing disk racks which would carry 10 *Hit Tunes of the Week* platters, with Himber supervising the choice as musical director of the operation. Plan also calls for the opening of a Philadelphia trial balloon in the chain's largest branch store.

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Pre-Season Optimism Turns Dud; Low Grosses Force 4-Day Weeks

(Continued from page 32)

the Three Rivers, Syracuse, readily proves the power of flackery. Skitch Henderson came into the spot for a Friday-Saturday engagement with very light advance ballyhoo and played to the halls' walls on Friday. On Saturday ayem and afternoon, Henderson hustled out to make personal appearances in disk shops and on jockey shows and that night brought in enough biz to make up for the bad Friday.

Bookers have got to the point where some say great box office tours are extinct. There is a rare exception like Louis Jordan, who currently is setting the South on fire, but it's generally felt that orksters and promoters will have to dig deeper in their jeans and give out with something extra for their dough in order to revive one-nighter grosses. It may mean cutting the line of profit, but at the same time it is felt that "something extra" could readily help to bring in the terpers. Bookers point out that recent tours with orks doing straight dance promotions including Skitch Henderson, Blue Barron, the Three Suns, Glen Gray and Charlie Spivak did N.S.G. biz, but that a Jordan or Norman Granz Jazz at the Philharmonic promotion have proven the good gross lower but-still-healthy-net theory.

The greatest Godsend to the bookers and orksters has been the increased interest in use of name and semi-name orks from college dances, proms, parties debutante parties and lodge gatherings. These private functions are keeping more than a few orks off the rocks. Typical is the case of Ray Anthony, "on tour" after leaving Arcadia Ballroom here. He's been working four-day weeks at \$3,500 or \$4,200 per week, mainly from private functions. Bookers in laying out coming tours are doubling efforts to bypass the promoters and sell to private parties. Claude Thornhill ork, which leaves the Hotel Pennsylvania next week for a tour, will have a five-day week itinerary, more than half of his dates will be private functions.

To partly offset the poor bookers' season in the East, the fall season found West Coast one-nighters take on a second breath after better than six months of almost complete inac-

tivity. The Coast currently can offer an ork a tour of better than three weeks, where only a short while ago a five-day trek was good.

With the Midwest still the bulwark of one-nighter biz and still holding its own the biz isn't up to normal it is the East, particularly the New England area, that is causing consternation in the promotion biz. The N. E. situation is blamed by most bookers largely on the fact that the area's biggest band buyers, Ray Galvin and Charlie Shribman, both took a heavy financial beating during the summer and consequently are buying with extreme caution now. But tho Galvin and Shribman are reportedly the key to N.E. band biz, one major agency spokesman has been bypassing both and has succeeded in locating a three-week tour thru the N. E. territory.

Altho theater bookings are on the upbeat (see other story this section), most bookers agree that if road biz and bookings aren't hypoed out of the current lull, the whole band biz is in for its worst dog days ever.

STAGES OPEN TO ORKS

(Continued from page 32)

queue importance, the elite exhibs are eyeing the vaude-band supplement as the logical way out.

Other factors which may stand stage bands chances in good stead include the possible elimination of stand-by fees, altho the American Federation of Musicians stand here has yet to be decisively determined. Should stand-by go bye-bye many ops are expected to revise thinking on ork shows. This combined with the gradually decreasing scale of ork prices for theaters, as they have been for all other band work, may encourage former flesh users to reopen their houses to band shows.

NEW YORK, Oct. 18.—The shuffle among booking agencies continues, with the latest switchover moving Bob Bundy from Consolidated Radio Artists (CRA) into the Moe Gale Agency. Bundy resigned from CRA today to take over a new Gale department that will cover roadshows, concerts, special events and paleface bands.

THREATENED BAN IRKS

(Continued from page 17)

for months to bring about a peaceful settlement of all of Petrillo's beefs in behalf of AFM and is certain to use all his persuasive powers in an effort to reach some sort of agreement between the union leader and disk manufacturers.

Nixon is understood to be standing pat on his assertion that he will ask the Justice Department to prosecute Petrillo and AFM for a conspiracy in restraint of trade if a ban is instituted. He has further indicated that a new anti-Petrillo bill will be offered—this time to deal with the disk problem.

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"Petrillo, Petrillo, Petrillo"

(Continued from page 17)

The Recording Rat Race

Talent and tune scramblings to get in under the Petrillo ban mounted to fever pitch. Decca preserved its traditional calm, altho publishers crowded Dave Kapp's anteroom like a locust swarm. Victor's Eli Oberstein was virtually incommunicado with recording sessions twirling off one after the other. At Columbia, while Manie Sacks and Ted Wallerstein journeyed to the Coast, Ben Selvin was staggering thru a mass of song material. MGM's Harry Meyerson canceled a trip to the Coast office to set up a heavy waxing sked here—the film subsid, with no appreciable wax backlog, takes the threatened ban to heart.

Capitol's Strategy

Capitol execs on the Coast told *The Billboard* they had sufficient material on hand to see them thru a two-year crisis, if necessary. The firm revealed it would boost its recording sked, altho claiming that to date it had stuck to regular program, relying upon unreleased stuff for backlog. Diskery now feels it must hypo its cutting to keep up with other labels racing on the record carousel. The argument: "We have to be protected on the tunes" even tho specialties and standards are expected to hold the sales line.

Scores of Scores

Frantic push by publishers to get their 1948 songs recorded now, just to be safe, is exemplified by production scores already dispatched to disk offices. Irving Berlin's *Easter Parade* and Cole Porter's *The Pirate*, both scores from pix that are not due for release until mid-'48, are on the waxmen's desks. Perry Como was slated to cut some of the Berlin tunes for Victor over the week-end; other firms were in the process of getting numbers to the copyist, setting dates, artists, etc. Even yet-to-be-seen legiters such as Hugh Martin's *Look Ma, I'm Dancing* and the Mel Torme-Bob Wells *Break It Up* opus, were getting the diskers eye. Capitol's Paul Weston already has asked Martin to send him copies of the score.

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

Alvino Rey
(Reviewed at Meadowbrook Ballroom, Culver City, Calif., October 14. Booked by Music Corporation of America. Personal manager, Art Thorsen.)
SAXES: Johnny Gruen, Levone Yardun, Harold Lavers, Ronny Perry and James Wise.
TRUMPETS: Dave Bowman, Frank Nelson and Russ Granger.
TROMBONES: Elmer Schneider, Sam Woodgate and Cliff Bachmann.
RHYTHM: Marvin Wright, piano; Iggy Shevak, bass; Irv Cottler, drums, and Alvino Rey, guitar.
VOCALISTS: Jimmy Joyce, Betty Bennett and the Blue Reys.
ARRANGERS: Frank Nelson and Dave Bowman.

Here is an ork with plenty of talent and showmanship, serving up a tasty musical dish. Fronter Rey brings to the stand years of mellowing experience, and his mastery of his instrument, smart appearance and knowledge of customers' likes and dislikes is pleasantly molded into a solid combination of easy listening and terpsing music.

As is to be expected, band is built around the solid guitar work of Rey. Still, ork maintains a solid beat thru-out, never sacrificing guitar specialties for a danceable tempo. Over-all tonal effect is sound and vibrant, with brass section coming in for heavy play. Ork, nevertheless, satisfies both the jivers and those who favor the muted sweetness of present trends.

Library is complete and well rounded, featuring a generous helping of instrumentals, and plenty of oldies in new and pleasing garb. Band boasts a strong vocal department, alternating tunes between canary Betty Bennett, bary Jimmy Joyce and the Blue Reys (four men, one gal). Miss Bennett does well on the ballads, with phrasing and tone much to her credit. Lass could use a bit more salesmanship at times, however. As for Joyce, he has a rich and vibrant voice, generously displayed on tunes like *Near You* and *When You're Alone*. Vocal five, made up of sidemen and two regular vocalists, shine on the novelty tunes. Best of the crop is *Oh, Peter*, oldie now returning to popularity. Voices are smooth, effective and well integrated.

There's nothing wrong with this ork that a hit record can't cure, and all it takes is one sock disk to zoom the crew to the top again.
Alan Fischler.

Noro Morales
(Reviewed at Havana-Madrid Club, New York, October 8. Personal manager, Bernie Ackerman. Booked thru Continental Artists.)

SAXES: Jose Morales, Drew Walker, William Cervantes, Jimmy English, Ismael Morales.
TRUMPETS: Johnny Costello, Vincent Castenado.
RHYTHM: Humberto Morales, drums; Ramon Rivera, bongo; Billy Richko, bass; Noro Morales, piano.
VOCALISTS: Nita Del Campo, El Boy.

If there are any new trends about to pop in the dance music field, Noro Morales has them covered like a circus tent. The wide-set maestro has been belting the rumba set to pieces in several choice locations for the past couple of years and is now back at his principal stomping grounds on Broadway with slicker band than ever. The field is wide open for Noro to give Cugat some serious competition, what with his forthcoming switch to the fast-growing MGM Record label and the interest developing in a jazz-rumba breed as evidenced by Stan Kenton, Dizzy Gillespie and others.

The *Wha Hoppen* kid currently is sporting a five-man reed section which shows marked adherence to the accepted dance band sound and sets the ork apart from the majority of thin-sounding Latin-American crews. In addition, Noro is mulling the idea of adding still another

Harry James
(Reviewed at Hollywood Palladium, Hollywood, October 9. Booked thru Music Corporation of America. Personal manager, Frank R. Monte. Road manager, Sidney J. Beller.)

VIOLINS: Joseph Barbary, John D. Voogdt, Ernest Karpati, Brad Tozier, Jerry Riesler and Johnny Spantulos.
VIOLA: David Amesterdam.
CELLO: Al Friede.
TRUMPETS: Pinky Savitt, Ralph Osborn, Eugene Komer and Dominick Buono.
TROMBONES: Ziggy Elmer, Juan Tizol, Charles Preble and Victor Hamann.
SAXES: Willie Smith, Sam Sachelle, Edward Rosa, Bob Poland and James Cook.
RHYTHM: Bruce MacDonald, piano; Ed Mihelich, bass; Bud Combine, drum, and Tiny Timbrell, guitar.
VOCALISTS: Marlon Morgan and Buddy Di Vito.
LEADER AND TRUMPET: Harry James.
ARRANGERS: Ray Conniff, Le Roy Holmes, Johnny Thompson and Ross Garsia.

The Horn is back, packing the same old zest and zing that pushed him to the trumpet top a few years ago in record sales and b.-o. draw. On Tuesday (7) James broke all opening night attendance records with the exception of the one he established in 1943, pulling in more than 5,100 persons. Who said swing is dead.

The James trumpet is currently pacing the greatest aggregation in its history. Each instrumental section is strong in its own right what with such men as Savitt in the trumpet wing, Ziggy Elmer and Juan Tizol sitting in with the trams and Willie Smith sparking the saxes. Crew possesses terrific drive, pouring out the rhythmic pyrotechnics in a manner that is sure to bring back the customers for a second hearing. Band performed with a precision and sharpness seldom found even in name bands. And it's this gusto and drive in the sidemen that seems to inspire the Horn to outdo himself.

Customers go wild whenever James dips into the past and comes up with his *One o'Clock Jump* or *You Made Me Love You*. His tone is full-bodied and warm thruout. Night when caught, a cold kept Marion Morgan off the stand, throwing the load of the vocal department on Buddy Di Vito. Lad sings capably but apparently wants to avoid putting too much behind the lyrics for fear that he would be classed with the mike clingers.

The James book consists of a palatable share of new tunes fortified by welcomed oldies. Strings are used prudently, getting the upper hand only in setting the mood for ballads. Basically, the Strads are used to add body to the ork's blends, and in this capacity serve their purpose well.

It's good to see the Horn back on the stand. His Coast tour, which will be followed by an Eastern trek and a weekly air show, should bring his disks back on the best-seller list.
Lee Zhitto.

trumpet and two trombones, which will pull the Morales sound up to a par with any of the top ranking bands. As it stands, they blow pretty much in tune and with decibels and spirit plus. But the big selling point has been and must continue to be the pulse-pounding rhythm section: Noro rides herd like a master musician and the drums-bongo-assorted shakers combination is an exciting spice to the South of the border brew. They practically have to shoo the hoofers off the floor.

Eyeful Nita Del Campo is one of the better singers in this band style. The four Morales brothers and wife, Nita, make this almost a Latin parallel of Lombardo. Noro's blend of Harlem and Havana takes him far over to the other side of the musical tracks, but may eventually pay off the way Guy does at the box office.
Bob Bach.

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Hildegarde Set At Miami Copa

NEW YORK, Oct. 18.—The Miami Copa, with new bookers Beckman and Pransky buying, have so far lined up Hildegarde for a 10-day date, starting October 10, followed by George Jessel. A Milton Berle and a Maurice Chevalier deal are still in the talking stage.

The Hildegarde deal calls for \$8,000, out of which she will pay the Hal Kanner ork which goes in with her. She also is to get a suite at the Roney-Plaza, a car and a chauffeur.

Starting with the Hildegarde show, Johnny Beckman and Al Pransky will have disk jockey Barry Gray working in the lounge. The original plan was to use a trio and a couple of singles in the lounge to cost about \$1,000. Ops and bookers decided that it would be better business to have a four-hour nightly show with Gray who would get acts cuff, plus plenty of publicity which would pay off better.

Booking Combine Reports Persist; Sennes Cites Time

NEW YORK, Oct. 18.—Despite the denials of Frank Sennes and Pete Iodice that any deal was in the making for a booking combine, another New York agent was contacted last week and asked by a spokesman for the group if he would be interested in joining the combo. Percenter, who didn't want his name used, said that some years ago a similar org was discussed but nothing came of it.

Sennes objected to the statement made by some of the major offices that he had only two to four weeks at the Beverly Hills Country Club. He pointed out that he was the exclusive booker for the Lookout House, Continental Club, Chesapeake, Chins and Borsellino's, Cleveland, and the Chez Ami, Buffalo, and all of them, said Sennes, use either names or semi-names and salaries are considerably above \$150. Booker also said that he puts similar high-priced acts into the Riviera, Columbus, O., and the Latin Quarter, Akron.

Virginia Beach Spot Sold for \$225,000 to Jack Kane Group

VIRGINIA BEACH, Va., Oct. 18.—Surf Beach Club, biggest on the beach, has been sold for \$225,000 to a corporation headed by Jack Kane, who operated the club under a lease last summer.

Kane says the name band policy inaugurated this year will be continued next summer. He took an option on the club some months ago, and bought it at the original option price despite pending litigation instituted by Mrs. Stuart James, owner of adjoining property, who claims the club is encroaching on public roadways. The case was decided in her favor in Circuit Court, but has been appealed to the State Supreme Court.

The Surf, built in 1936, underwent a \$100,000 improvement program last year. Dance floor accommodates 2,000. There are 300 cabanas and cabinettes and parking for 500 cars.

Vaude Tour for Ray Dorey

NEW YORK, Oct. 18.—Roy Dorey, who has completed several platters for Majestic Records, is skedded for a series of vaude dates. His initial appearance will be at the RKO Boston, October 23.

Baby Beaker

WASHINGTON, Oct. 18.—The case of the (very) short beer served to a (very) short tippler at a club here is being taken under advisement by the District of Columbia Alcohol Board. A policeman found a waitress serving the beer in a whisky jigger to a 2-year-old baby. "Only foam," the club protested at a hearing this week.

Walkout Shuts St. Paul Spot

ST. PAUL, Oct. 18.—Most of the 200 local drink spots finished the first week of shutdown without any sign of settlement in difficulties with three unions over wage scales.

Strike started Saturday (11), when St. Paul bartenders, cooks, waiters, waitresses and restaurant unions called work stoppage at 187 St. Paul bars after owners declined to meet union terms on a new contract. Only drinkeries open are in hotels and private clubs. With the town's top night spots shuttered and picketed and windows on six niteries smashed owners struck back with lockout against unions.

Attempts by State labor conciliator to mediate the dispute failed. Minneapolis locals of same unions also have filed strike notices against some 185 clubs and bars over terms of their contract, which expired October 1.

N. Y. Auditions for Acts

NEW YORK, Oct. 18.—Agents Joe and Abe Feinberg, in conjunction with E. M. Fay, of Fay's Theater, Providence, audition acts every other Tuesday at Nola's Studio. Fay provides the piano and gives the chosen acts a week at his Rhode Island spot, followed by dates on the Comerford Time. Dance schools, vocal coaches and other agents are circulated to find new faces and acts within the price budget. Two dozen acts get a hear-see twice a month.

Heidt for Capitol, New York

NEW YORK, Oct. 18.—Horace Heidt's first New York theater date since he reformed his ork will be at the Capitol starting January 22. Same theater has skedded Shep Fields and his band October 30. Current show with Hal McIntyre will be a two-weeker.

Cocktail Entertainment Trend Is Mushrooming in Montreal

MONTREAL, Oct. 18.—A new trend in Montreal night life is making itself very much in evidence these days with the mushrooming of cocktail entertainment. Bistro ops, who were in favor of revamping their spots to put in floorshows, changed their minds very quickly when they realized that using of shows would involve the 20 per cent tax. Cocktail lounges are exempt from the tax since there's no dancing or floorshows.

What probably started the trend was the success of Nan Blackstone at Ruby Foo's, swank eatery on the outskirts of town. Gal stayed three months on a salary plus percentage.

Other spots with cocktail entertainment are the Tic Toc, the Alberta and the El Morocco lounge. Hawaiian lounge also is planning to bring in lounge shows, with a few other spots contemplating the same move.

Inviting Set-Up

Currently at Ruby Foo's are Owen and Parker who've been around the

AGVA Rank-and-File Group Launches Move for Adoption Of Platform, Constitution

Plan To Be Presented at December Convention

(Continued from page 3)

that performers' earnings in all states will be counted toward unemployment benefits. (2) Right of the performer to determine whether he be considered an independent contractor or employee, in order that he may qualify for unemployment insurance if he so desires. (3) AGVA shall hold regular auditions of its members to which agents and employers shall be invited. (4) Initiation of a national promotion campaign to bring live entertainment to all motion picture houses. (5) An end to all free performances.

Working Conditions

Working Conditions: (1) Strict enforcement of the basic agreement clause calling for sanitary and well-heated dressing rooms. (2) Safe working conditions, such as stage equipment and dance floors. (3) An increase in all minimums to meet the higher cost of living. (4) First-class round-trip fares for all traveling units. (5) Rigid enforcement of the no-mixing clause. (6) Correction of abuses in resort engagements.

Organization: (1) Complete organization of all within AGVA jurisdiction such as circuses, rodeos, carnivals, fairs, aqua shows, ice shows, side shows, vaudeville and presentation houses and Radio City Music Hall. (2) One big union, in order that artists may work in any branch of show business without the necessity of paying multiple initiation fees and dues.

Constitution

Constitution: (1) Lower dues. (2) Regular membership meetings. (3) The re-establishment of locals which elect their own officers, appoint their own employees and franchise agents operating in their jurisdictions and establish minimum salaries and working conditions for places of employment in which their memberships perform, have their own trial and arbitration boards, but which in no way place any restrictions on the free travel and employment of any AGVA member of any local or established salaries and working conditions below

the national standards. (4) The right to hire and fire employees shall reside in the national board. (5) Hospitalization and death benefits without additional cost to the membership. (6) Regular publication to be issued, which will include a regular financial statement and all new rules and regulations adopted.

The following AGVA members will campaign for the acceptance of the platform: Jerry Brown, Jane Brown, Irwin Corey, Consula and Melba, the Duanos, Mark Feder, Hope Foye, Franklin Twins, Jack Guilford, Dorothy Jarnac, Eddie Kramer, Sybil Lewis, Phil Leeds, Nellie Litcher, Jay Marshall, Stanley Prager, Jerry Reed, Mark Robbin, Georgie Starr and Josh White.

The PC has established a mailing address at 20 West 83d Street.

Wanted: Line Gals By the Carload!

NEW YORK, Oct. 18.—Demand for line girls has reached a peak with two line producers begging for participants. All types, sizes, classes and grades are needed for jobs in niteries from coast to coast. Prices range from scale to upper levels, with added inducements like fares, room and board, rehearsal pay and advances thrown in. Only requisite is looks, with dancing and acrobatic ability added assets.

Wally Wanger, producing lines for clubs from the Flamingo in Las Vegas, Nev., to the Town Casino, Buffalo, says he could use about 500 girls immediately. Wanger specializes in ponies and show girls, with emphasis on looks.

June Taylor, who accents acrobatic chorus chores, needs fems for spots from the Mount Royal, Montreal, to the Beachcomber, Miami. Miss Taylor, a former outstanding acrobatic terp, has her choreographic brain children at the Glass Hat, New York, and the Terrace Garden, Albany, N. Y. She is also dickering for spots in Las Vegas, Nev.; Covington, Ky., and Mexico City.

McConkey NY Office Gets Hattie Althoff

NEW YORK, Oct. 18.—Hattie Althoff will head Mack McConkey's New York office, starting November 1. The fem percenter has been with Frederick Bros. for the past year, having joined that office after she pulled out of Consolidated Radio Artists.

Larry Funk, of Frederick's band and cocktail department, also will join the McConkey office, with Larry Myers and Tony Torre assisting him. McConkey will leave his Kansas City office in the charge of Paul Davis while he travels around the country.

The plan is to build an act department which will service McConkey offices in Chicago, Kansas City and Hollywood. It also is planned to bring McConkey Western territorial bands into the New York area.

Frederick Bros. will replace Miss Althoff with Aaron Kessler, old-time vaude percenter. There are no plans for the small band department.

Latin Quarter, Chicago

(Friday, October 17)

Capacity, 600. Price policy, \$2.50 minimum. Owner, Ralph Berger. Headwaiter, Eddie Meyers. Booking policy, non-exclusive. Estimated budget this show, \$3,900. Estimated budget last show, \$4,800.

Ralph Berger is inaugurating an economy policy with this show, having knocked down the minimum from \$3.50 to \$2.50 and sliced the budget in like manner. All-round entertainment caliber of the show is perhaps even a bit higher, for with the name headliner out, more care has been taken in selecting worth-while supporting acts.

Headliner Phil Foster adhered strictly to the material which he utilized during his first 10-week stay here last year. It would have been wise for him to insert some new bits opening night. Even his previously heard material, however, clicked thruout, because of sharpened delivery. Foster came up with an original bit on bosses and a song, *The Last Man on Earth*, as his only new contributions, with the boss routine, a shortie, pulling yocks.

The Callahan Sisters, looking cuter than ever, opened with their standard rain precision tap, saving their boogie tempo clearing for a closer, which won a call-back. The attractive duo continues as one of the outstanding cleat teams.

The Harmonikings, a pair of blond boys, are riding on the crest of the recent mouth organ popularity wave, getting better than average interest with a routine that lacks real individuality. Got their biggest mitt with their Harmonicats' rendition of *Peg*. Outside of their classical opener, the remainder of their numbers had all been done by the Harmonicats, who have worked many local spots.

Day, Dawn and Dusk, working next to closing, were the show-stoppers, winning three call-backs, an unusual distinction for a supporting act in this town. The Negro harmony threesome started out with a trio of their tried and true standard numbers, saving two newies, a smart parody built on *Low Flies the Gentle Lark*, in which the effect of the visit of G.I.'s to foreign countries is shown on the music of the European nations, and an animated vocal impression of a steam calliope, to reap huge mitts.

Production by Selma Marlowe was way above par, with both a Swiss chalet number, in which the eight girls handled a huge table full of tuned bells to play two ditties, and the closing Indian tepee registering because of smart costuming and rousing.

John Sipple.

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NIGHT CLUB REVIEWS

Persian Room, Hotel Plaza,
New York

(Thursday, October 9)

Capacity, 275. Price policy, \$1.50-\$2 cover after 9:30. Shows at 9:30 and 12:15. Owner-operators, Hilton Chain. Booking policy, Merriell Abbott, exclusive. Publicity, Dorothy W. King. Estimated budget current show, \$2,500. Previous show, \$2,500.

Hotel can boast of having the freshest dance team in New York in many a month. This duo is the newly married Marge and Gower Champion, who came in with a Coast reputation and lived up to every bit of it. The kids are young and they look wonderful together. He's a tall, slim lad; she's a cute, short blonde. But it isn't their dancing that makes them so wonderful, even tho they show skill of a high technical order. It's their imaginative routines that make them a standout. The couple did about eight numbers, each built around a story. One consisted of a series of boy-and-girl plots into which some delightful Bolger take-offs were worked. Another was the island girl and the missionary, and so they went.

The kids opened the show and could have stayed on all night, if the ovations meant anything. Their routine was packed with originality, whether it be a rib of a modern ballet, a poke at the song and dance teams of 1910 or just straight ballroomology. Which ever they did, it was packed so full of youthful enthusiasm that patrons ate it up. The Champions had everything. The should be around a long time.

Liberace in Tough Spot

Liberace, who came next, had a tough act to follow. He came on with all the drum-thumping trimmings, even to a billing for his piano. The dark curly haired pianist had improved tremendously since last caught. He showed a suavity and a floor presence that were amazing. But despite his technical skill—and Liberace is a top-drawer keyboarder—he was not strong enough to follow the Champions. He tried, he tried very hard. He milked extra hands and did it so gracefully that it seemed natural. Yet he would do better working ahead of the dance team. Liberace's routine is now highly commercial. He mixed up his Lizst with *Open the Door*, *Richard* and did it with a puckish sense of humor that tickled the educated palates of the Persian Room clientele. He even showed an audience participation gimmick using the Berle technique (the harmonica bit) with a customer on *Night and Day*. Liberace is a showman in addition to a real pianist. As a single act on the bill he'd do nicely. Coupled with such an outstanding team as the Champions, he was dwarfed.

Joe Herron's show cutting job was a thing of beauty. He was right on cue for the dancers and his duet with Liberace was more than adequate.

Mark Monte's Continentals did the dance sets more like a band in the top spot than a relief ork.

Bill Smith.

Slapsy Maxie's, Hollywood

(Thursday, October 16)

Capacity, 550. Price policy, \$3.50 minimum, \$4.00 Saturdays. Shows at 9 and 12. Owners, Sy and Charles Devore. Manager, Jerry Brooks. House booker, Milton Pickman. Booking policy, non-exclusive. Publicity, Pettebone & Wachsmann. Estimated budget this show, \$10,000.

It was a vastly different Slapsy Maxie's which preemed this week after a month-long shutdown during which new owners redecorated the spot formerly operated by Sammy Lewis and Ben Blue. Decor, atmosphere and type of show is a startling departure from previous operation. In fact, club name is hardly in keeping with the lush air of the new spot. Don Loper's excellent decorative hand was much in evidence. Black and white motif was used thruout, with over-all impression being one of elegance and good taste until room stacks up as one of the smartest in Hollywood.

The Loper-produced show, however, did not always make the grade, proving disappointing, especially in staging and technical precision. Show's smoothness was marred by muffed light cues and mikes which failed. Flaws, no doubt, will be eliminated in short order.

Opening night performance, sandwiching both portions into one long offering, ran two hours. It bowed on a note of promise with an original production number featuring the music of Allan Roberts and Lester Lee, and spotlighting eight Don Loper lovelies and four hoofing lads. Loper designed the costumes and acquitted himself nobly as gals sparkled in five wardrobe changes, all smart, eye-filling and, no doubt, costly. Opening was followed by a special slot given to George Lloyd, listed on the program as Loper's production assistant. Lloyd offered pantomime, monolog of a fem summer tourist, bits which snagged laughs. Third offering, however, was a take-off on a Salvation Army revival meeting which was neither funny nor in good taste.

Fred and Elaine Barry

Ballroom terpsiters, Fred and Elaine Barry, scored heavily with their precision hoofing and difficult twirls and lifts. Duo had to beg off after two callbacks. Another production number featured a ditty tagged, *My Heart's in the Middle of July*. Tune showed the most promise of any in Roberts and Lee score. Vocals by Mitchell Brother and Trudy Stevens was salable, and chorus backing colorful.

From here on, show began to sag. When ace mimic, Dean Murphy, came on midway, ringsiders were beginning to show signs of boredom. Hence Murphy, with all his talent and showmanship, was unable to hold 'em as he rambled thru his routine of more than 20 impersonations. It was perhaps this sense of uncertainty which dulled the edge of Murphy's performance, which was not up to his previous high standards.

Ella Logan's Miracle

To Ella Logan's present laurels must be added the title of worker of miracles, for that is just about what the Scottish lass accomplished. Gorgeously gowned, but openly nervous, she took the spotlight when show was at its lowest ebb. Opening with a tired tune like *There's No Business Like Show Business* la Logan brought the house up from the cellar. Ovation she got (and justly earned) was slightly less than sensational. And the reception built with each succeeding number. Warbling such oldies as *Sunny Side of the Street*, *Almost Like Being in Love*, she put everything she ever learned about salesmanship and vocalizing behind her warbling. In short, this was show-

Bowman Room, Biltmore
Hotel, New York

(Wednesday, October 15)

Capacity, 406. Price policy, cover \$1-\$1.50. Shows at 9 and 12. Operator, Hotel Biltmore. Booking policy, non-exclusive; publicity, Estelle Foley. Estimated budget current show, \$2,000; previous show, \$2,500.

Lanny Ross, in his first Stem date since his discharge from the army, showed a surprisingly good voice and a hep routine based on his many years of showbiz experience. He had difficulty with his music at the onset, the ork being conducted by Enoch Light pinch-hitting for Stephen Kiskey, who was out because of a death in his family. Later Ross worked with just a rhythm section.

The tall, youngish looking tenor's routine had all the ingredients that make for a commercial package. He did pops, show tunes and special things, some with topical implications, the whole thing salted down with nostalgia, and got good results for every one of his numbers. Where he missed was in staying on too long. His encores averaged two or more songs than his original spot, a condition that apparently made the waiters mad (there's no service during a show) because they banged dishes all over the room. Ross hasn't lost his touch and still looks like a matinee idol. If he had cut down his milking he might have wound up way ahead. As it was he got good hands from an audience which was already wrung dry.

Sonny Weldon's six-piece band alternated with the Kiskey ork.

Bill Smith.

biz at its best. After seven tunes, she begged off.

Principals in the production, spotted thruout the show included dancer Joel Friend, thrush Ruth Brady and terpster Mary Mullen. All tried hard and showed plenty of talent. Spanish torso-twister Isabelita was spotted briefly in finale, during which Loper intreed a new Latin-American dance called *The Bambuco*.

Dick Stabile's ork cut a difficult show well. With five long production numbers to handle, plus music for Miss Logan and other principals, ork was hard pressed and showed plenty of stuff.

The Roberts and Lee score was refreshing, altho inclusion of five tunes in lengthy show took the edge from individual ditties. Aside from the above-mentioned songs, *Doing My Christmas Dreaming Early* registered well. *Fighting Love* and *Bread and Butter Woman*, novelty ditties, showed possibilities.

Hollywood is ripe for a show of this type, if well planned, rehearsed, and executed. And judging by the opening effort, producers are on the right track, but it's a long haul to reach the state of perfection such production demands.

Alan Fischler.

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Bal Tabarin, New York

(Thursday, October 9)

Capacity, 200. Policy, no cover, no minimum. Shows at 7:45, 11:30 and 1:30. Operators, Johnny and Laurent Hourle. Publicity, Hecht O'Rourke. Exclusive booker, Jack Lewis. Estimated budget this show, \$850; previous show, same.

Five well chosen acts, plus one of the smilingest, zippiest choruses in town, form this low-budget spot's formula for a well rounded evening's entertainment. The six ponies, Vickie Barrett, Julia Barrett, Loretta Roberts, Anna Laurie, Helen Clemente, Rosemarie McKay and Freddie DePraz (one swings), were assembled by Jack Lewis. Billed as the Montmartre Girls, they pranced thru *Can Can*, *Red Silk Stocking* and *Wooden Soldier* routines in admirable fashion to win good mitting. The line's spunk sparked the entire production.

Acrobatic terp Dorothy Deering fronted the chorus for the middle number, then held her own spot with some good handstands and complete inside-outs. The five-foot five-inch brunette showed remarkable grace and poise, executing butterflies with little effort. Act was flashy, with slick costume showing enough shapely gam to arch the eyebrows. Her routines were show-stoppers, bringing her back for a number of bows.

Frank Benham

Frank Benham is a fresh looking, clean cut, rapid fire tapster who worked in his own spot after the opening chorus and led the girls with some adept twirling batoning in the finale. Both stints rated big. Aimee Valrez, French sweet-singer, has the rudiments of an outstanding chirp. She showed poise, a good voice, a fine delivery and is not a bad-looker. But she could not speak English. She warbled two numbers a la Jean Sablon (without his English intro) which few understood and consequently caught little interest. With a bilingual routine, the chirp could do quite well.

Marc-Denis, a male harmony French-English team, did two numbers accompanied by the guitar in adequate fashion, getting a nice reception. Their big bits consist of mucho eye maneuvering, which the customers seemed to go for. Emsee Al Ferguson showed some novelty-arranged special material in a Harry Richman style delivery which got yocks for the main part and titters on the very blue (almost purple) notes. Latter could easily be eliminated without damage to the act.

Lou Harold ork (5) did a notable job cutting the show and deserves added mention for danceable music in-between. Carlos Valencia (3) handled the rumba relief.

Jack Tell.

Cotillion Room, Hotel Pierre, New York

(Tuesday, October 14)

Capacity, 365. Price policy \$2-\$3 minimum. Shows at 9:15 and 12:15. Operator, Hotel Pierre. Booking policy, non-exclusive, with Charles Reader buying. Publicity, Madeleine Riordan. Budget for current show, about \$1,000; previous show, about \$3,000.

Show, the second of the season, apparently is well liked, judging from the audience reaction, but from a production standpoint it leaves a lot to be desired.

First on is the new dancing pair, McLerie and Butler, who just teamed up. Kids looked nice, exude a freshness and will probably overcome their tenseness once they get used to working with each other. Routine is imaginative, consisting of a kind of hoe-down, a floaty dream number and a low-down jazz thing. Both youngsters (he's tall and gangly—she's short and pert) show ability. With a couple of solid dates under their belts, working together, team should start climbing. They have the ingredients. They need combining

La Martinique, New York

(Wednesday, October 15)

Capacity, 373. Price policy, \$3.50 minimum. Shows at 9:30, 12:30 and 2:30. Operators, Dario and Jimmy Vernon. Booking policy, non-exclusive. Publicity, Dorothy Gulman. Estimated budget this show, \$2,500. Estimated budget last show, \$4,500.

Spot has dropped its continental fiddle-playing gimmick and is now back to straight shows. Only nod to the chi-chi set is Anne Francine, just back from Paris. Previous to her current date, she worked East Side intimate spots. Opening night room was jammed with Miss Francine's pals, who were out in droves.

Tall brunette canary came in with a bunch of special stuff that she told beautifully. Gal can't sing, but her rich, deep speaking voice overcomes that handicap nicely. Her torcheroos could be a draw for the late show.

Club also showed the Franklin Twins, two funny lads who fit the room like they were made for it. Kids have been knocking around small joints where nothing happened to them. Here they sold with a bang. Lads look and work somewhat like Danny Kaye, a fact they recognize by stating "if we can steal Kaye's face, why not his material." They are punchers with apparently limited material, but what they showed had plenty of yock stuff in it. Their pliable mugs make them good pantos, a fact that won them healthy yocks and sock mitts. With some additional routines, the lads could start climbing.

Anne Fields

Show opened with Anne Fields, ballerina, who showed an interesting routine, most of which was lost because it wasn't visible except to ringsiders. Gal (a former Beatrice of Beatrice and Gomez), costumed in peek-a-boo tights, mixed up her stuff between semi-classic, novelty and jazz numbers, doing each one with a snap and verve that was stimulating to see. Her musical arrangements were catchy enough so even those customers who couldn't see too well apparently liked what they heard.

Lander and Holland, dance team, wearing plum-colored costumes, followed the single (an odd bit of production, two dance acts following each other) with a long musical intro which dropped the previous hot pace to a crawl. Rest of their routine was in equally slow tempo. Ballroomologists can dance and look well. They don't show many tricks, tho their floor work is of high order. But if their footwork is good, the gal's painful mugging to establish moods is a handicap. In the boy and girl sequences, she seemed to be actually suffering. Less dramatics and a different room could show this team to better advantage.

Show cutting by Erwin Kent band was excellent. Maya rumbas also satisfactory. Bill Smith.

them into a palatable dish.

Walton and O'Rourke, new in the East, can handle the puppets. Where they miss is in their chatter. A combo of corn and over-cute bits isn't Stern material. Even working the tables with miniature mickey mice, or whatever they were, isn't suited for hotel room. Their routine consists of clever string pulling working from a high portable curtained platform and bits with each guy taking a turn straightening for the dummy. Latter was effective at the onset when boys used their king-size doll. But as chatter stayed in the same vein, it began to pall. Actually the team showed what is probably an excellent theater act. It was not a floor act.

Charles Reader's band cut the music for the dancers with considerable skill. His boy singer, Stanley Worth, was competent in the vocal department.

Van Smith outfit did the Latin music. Bill Smith.

New York:

Juggler Ben Beri, during his act at Loew's State, cut himself on the head with one of his clubs when the spot blinded him. . . . Paul Small is being sued by Ralph (LQ-Chi) Berger for *Show Time* dough. . . . Ray Green is recovering from two heart attacks. . . . Lou Walters is sighing with relief. His right eye was bothering him for almost a year and he was scared of going blind. Doctors finally found a microscopic ingrown hair that caused it all.

The Plaza's Oak Room is going chi-chi. It will have gypsy fiddles and candle-lit tables. . . . Dario has 22-week options on the Franklin Twins. . . . Willie Howard will have his brother, Eugene, back with him Oc-

Decision Is Delayed On Stem Stand - Bys

NEW YORK, Oct. 18.—Feather-bedding problem in Stem vaude-pic houses could not be ironed out in the meeting held between musicians' Local 802 reps and theater men yesterday. Bob Weitman, of Paramount, and Metro's Oscar Doob met with the union agents, but definite conclusions were stymied because Warner's labor spokesman, Frank Phelps, could not attend.

The union is seeking to reinstate stand-by musicians when traveling bands are booked. No new meeting date has been set.

Stork Club in Detroit Destroyed by 40G Fire

DETROIT, Oct. 18.—The Stork Club, East-Side night spot, was destroyed by fire attributed to a carelessly tossed cigarette after closing hours. Damage was estimated at \$40,000.

Spot was operated by Eddie De Mercurio and the several Bufalino brothers who have been prominent in the juke box and other music fields here.

Detroit Spot Changes Hands

DETROIT, Oct. 18.—The Penobscot Club, only local sky club, slated for an early reopening, is being taken over by Jack Culbertson, newcomer in show business, following the withdrawal of James Martin and James Hughly, former partners. Spot is to open with Routh's orchestra, a four-piece combo, together with vocalist and pianist for lulls. Routh was booked direct but other bookings will be handled by the Delbridge & Gorrell office.

Kay Frames Cocktail Org

CHICAGO, Oct. 18.—Siggie Kay, vet cocktail booker for past five years with Consolidated Radio Artists of Illinois (CRAI), resigned from that office this week to set up his own cocktail skeddery in the Woods Building. Kay, who before going with CRAI headed his own cocktail department in conjunction with the Pro-Art office, will take with him approximately a dozen pieces of talent, including singles and doubles.

Ouch!

NEW YORK, Oct. 18. — It happened at the late show at the Copa. Joe E. Lewis was on and Jackie Gleason, ringside, started a little heckling. "You're not obliged to entertain me," said Lewis, ". . . and neither are you equipped. You know that."

IN SHORT

tober 26 at the Latin Quarter when he celebrates his 40th year as a headliner. . . . Bert Rose will retire his two pooches, Boots and Saddles, as soon as his two new dogs are trained. The age of the present dogs limits him to one show a day. He will do five a day with the new mutts.

Garrison's Back Room is being renovated to handle a five-act show. . . . Billy Rose's Diamond Horseshoe will have a new show opening December 26. The production, under John Murray Anderson, will be built around the satirical dance interpretations of Mata and Mari. . . . Tom (Frederick Bros.) Kettering is going into a Chi hospital for appendix and hernia operation.

Chicago:

Step Wharton, piano single, will be honored at an October music festival, staged by Indianapolis Negro business and music associations, for his outstanding work in the music field. Wharton is a former Indianapolis athlete and musiker. . . . Charley Chaney follows a four-weeker at the Gourmet, Racine, Wis., with a two-weeker at the Bellerive, Kansas City, November 14 at \$700 per week.

Darrell Fisher has broken up his Log Jammers' combo and has re-joined Freddy Fisher's Schnickelfritz band. . . . Tweet Hogan and Ez Keough, Chi act agents, are back at work after siege of illness. . . . Joe Franks has reorganized his unit and will be known as the Mirthquakes. . . . Marv Himmel has turned to single ranks, following the break-up of the Make-Believes, record-panto trio, with the two other boys going into colleges for the fall semesters.

Philly Managers Nominate

PHILADELPHIA, Oct. 18. — The Entertainment Managers' Association (EMA), meeting this week at the Sylvania Hotel, nominated the following officers: President, Edward C. Zwicker; first vice-president, James V. Loughran; second vice-president, Harry J. Ritter; secretary-treasurer, Joel Charles. For the four vacancies on the board it nominated Earl J. Ball, Eddie Mack, Fred Sieglee and James Smith. A constitutional amendment, to be acted on at the election next month, provides associate membership for bookers employed by EMA members. Acceptances would make possible a large membership expansion.

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Oriental, Chicago

(Thursday, October 16)

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

There's no name appeal on this bill, save for Frankie Laine, who managed to pack the first floor opening show, and then proceeded to sew up the entire show in the wind-up slot. Laine had about the same program he utilized at the College Inn of the Hotel Sherman here, but the numbers went across better because of the better visibility on this stage. Lad's terrific animated delivery can be seen more easily resulting in a better wallop. He was called back twice and on the third time, ran out of rehearsed material so he jammed several choruses of *Sunny Side* with the band. Result of the jamming band behind his lusty vocalizing was a spontaneous clapping on the part of payees, a rare thing for Chi audiences, especially when it isn't asked for by the performer. Time limit cut him short at three call-backs and disappointed groans drowned out his thank-you bit.

The Winter Sisters, blond fem trio, opened the show to warm reception from the start with their unusual acro and tumbling bits. Their whole stay is packed with entertainment, such as a 90-second walk-on-the-hands bit, some unusually worked out two-man stands and a tumbling finale in which they build to a terrific climax.

Howell and Bowser do approximately the same routine they used here a year ago, but the entire stint has been polished and several new gags and songs have been added. The Negro comics offered an unusual combination of song and down-to-earth comedy that sold well. They would do well to drop a couple of those "I stole your wife" gags, for these lines spoil the otherwise smooth routine which rated and got a call-back.

Raymond Pike Jr., has done plenty of practicing with his juggling balls and Indian clubs since last time caught. He runs thru the usual comedy gamut of tricks, plus a number of his own invention that rate a hand. This juggling act has special appeal for vaude because the blond youngster continually moves from one end of the stage to the other, giving all parts of the house a better look at his smooth work.

Carl Sands' house band offered an unusual stage band presentation on the *Whiffenpoof Song*, between the first and second acts. Routine carried four choruses with the entire band stepping down to do a glee club arrangement a la Waring. Harmony was close and listenable and sparked by the solo work of drummer Smith Howard.

Johnny Sippel.

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VAUDEVILLE REVIEWS

Paramount, New York

(Wednesday, October 15)

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

Present show is a pleasant affair, getting most of its sock from Mel Torme and Al Bernie. Last time we caught Torme (at the Copa) he showed little except a latent charm and a lot of brass. Here on the stage, he is a winsome kid with an imaginative routine and an infectious personality. As a singer, Torme is a good songwriter. But as a showman he has plenty on the ball. Working with wonderful piano backing of Walter Gross, Torme mixed up his routine between oldies and novelties, among which his rah-rah *Jamboree Jones* rang the bell. He wound up with a drum solo, getting off to a big hand.

Al Bernie, with a new routine and sharper timing, just about broke them up. Starting fast, he kept the tempo all the way, building yocks upon yocks. His *You're the Girl for Me*, with chatter jammed in from his old routine, gave the thing plenty of pepper. But if Bernie was good on stage, his walk-off was clumsy. He showed the need of a running gag or bit that can take him off better.

Tip, Tap and Toe

Tip, Tap and Toe did their customary solo and trio hoofery on their oval platform getting the usual responses. Their heel and toe stuff is excellent. It is their chatter that is strictly from hunger. If the lads want to use their mouths they'd better find material that will sound like something when it comes out.

The Charlie Spivak ork (five sax, three rhythm, four trombones and five trumpets, including leader's), was adequate and more than that in show cutting. Spivak can blow that horn, he proved it time and again. But as a fronter he's still too stiff and gives an impression of tenseness which detracts from any effect he wants to give. Ork's biggest numbers were *Jealousy* and a beautifully arranged Fritz Kreisler number.

Irene Daye, band canary, a big blond gal, was adequate with her two numbers, *Near You* and *I Wish I Didn't Love You So*. The thrush's stance is awkward; being tall, she apparently tries to under-emphasize it by lowering her head between her shoulders in turtle-like fashion. The effect merely calls attention to her height.

Bill Smith.

RKO Boston, Boston

(Thursday, October 16)

Capacity, 3,200. Prices, 50 cents to \$1.10. Shows, four daily, five week-ends. House booker, Danny Friendly. Shows played by Larry Flint house band.

Every now and then the RKO Boston, the Hub's only vaude house, turns out a first-rate variety show as a relief from its name-band policy. The current line-up is a good example. The Shryettos perform their usual hand getting tricks on bicycles. Lucienne and Ashour make with the apache in sock fashion. Ella Fitzgerald tops the bill, singing ballads with style and feeling, and Senor Wences amazes the customers with his ventriloquism and amuses them with his sly humor.

But the real stopper in this show is a new act. Francis Craig and Bob Lamm, who made the first recording of Craig's own song hit, *Near You*, are cashing in on its top *Hit Parade* status. They are smart to do it while the noise lasts. In addition they have shown remarkably good taste and sense of honest showmanship. In the first place, this is not a slick, polished act. It has rough edges. But that is

Capitol, New York

(Thursday, October 16)

Capacity, 4,627. Price policy, 70 cents-\$1.50. Five shows daily. House booker, Sidney Piermont. Show played by name band on bill.

Show didn't open with much of a zing but picked up as it went along, winding up with a terrific hand. The spark in the powder keg came from Gertrude Niesen, who had about everything this time out. Her gown cut down to here, a la *The Look*, was an eye-popper. Her routine had zip and when she did her famous bit with Jackie Gleason right out of *Follow the Girls*, winding up with *I Wanna Get Married*, she was in by a mile. The gal teed off with *Freedom Train* and followed with a beautifully phrased *I Wish I Didn't Love You So*. Then came a novelty, *Coax Me a Little Bit*—off and back for the bit with Gleason.

Jackie Gleason started with one foot in the bucket. His first few gags scrambled with a squish. He didn't get started until he did his radio commercial bits which sequed into ribby take-offs. He wound up with a Durante bit, which seemed odd in view of the fact that Rose Marie, here in the previous show, also did a Durante. Latter got him off to a good mitt and brought him back for a hokey trumpet duet with Hal McIntyre, which was easily one of the best things he did. It seems that Gleason always goes better with a partner. He showed it with McIntyre and again with Niesen.

McIntyre's Ork

Hal McIntyre's ork (eight brass, four rhythm, five sax with McIntyre) did what it was called upon to do with no particular distinction as a stage band. The band opened with *St. Louis Blues*, giving it a treatment strictly for the jump fans. Its biggest number was *Donkey Serenade*, with McIntyre doing the sax soloing. Results was okay, but lacked spark. The rest of the time the band played for the show in competent fashion.

Johnny Turnbull (sax) did a pleasant vocal on *Civilization*, getting okay hands. He was followed by the band boy singer, Frankie Lester, who did a fair *Near You* and *I Have But One Heart*. The boy's delivery was slow and showed a need for proper phrasing.

Betty Bruce Dances

Betty Bruce, blond hooper, picked up the pace with a flashy set of routines which won respectable mitting. A mike set up under the entire length of the stage floor picked up the taps clearly, making for an echo effect that gave the gals work added authority. Her college medley routine, a combo of soft shoe, novelty and trick hoofery, was a flash closer and good for a nice exit.

Pic, *The Swordsman*.

Bill Smith.

half its charm. It's as tho a lad sat down at the piano to play because he liked it, and somebody else joined in on the vocals because he was moved to do so. That's the way the act appears. This ingenuous honest quality is half its charm, and Craig and Lamm will do well to stick to the present routine.

Craig at Piano

Craig's piano playing is stylized, lacking even in variety. But the customers liked every bit of Lamm's singing which is full bodied, well styled, and he gives a song real feeling. His trumpeting is sweet and old-fashioned—there again, the way the customers liked it.

The rest of the company perform with their usual expertness. And Larry Flint's band furnishes fine accompaniments backing the show. Pic, *Singapore*.

Bill Riley.

Loew's State, New York

(Thursday, October 16)

Capacity, 3,500. Prices 50 cents-\$1.10. Four shows daily, five Saturdays. House booker, Sidney Piermont. Shows played by Sammy Fidler house ork in the pit.

All-over flesh bill was a let-down from the high standard of in-person shows displayed at this theater the year round. Altho the individual acts had merit, the lack of humor and the preponderance of dumb routines was sorely felt. A good comic emcee might have pulled this one out of the doldrums.

Joan Roberts, in her first *Stem* vaude date, displayed charm and cultured voice in three good numbers, winding up with an *Oklahoma* medley which was a gem. However, tho the chirp filled singing spot to perfection, she was not strong enough to top the bill. Mitting was scattered, giving evidence that the audience was resigned to the general caliber of the entertainment.

New Haakon Partner

Paul Haakon brought out a zippy partner, Nina Novak, a former premiere danseuse of Warsaw, who registered big for her Broadway bow. The team showed skilled timing and articulate grace in a straight ballet number and a clever interpretive tennis routine. Both got hands. Haakon's inimitable ice skating single was terpsichorean class, which they liked but did not go overboard for. The act was flashed with stunning costume changes and is a cinch for a top club date or a legit show.

Buck and Bubbles came up with their standard routine, always good for laughs and a mitt.

The Angie Bond Trio (three girls, base-accordion-piano) ran the gamut of musical harmony with a diversified repertoire, from classic to bebop. This combo, doubling from the Mermaid Room, scored with excellent rhythm and meritorious arrangements by Margie Hyams. The fems' chirping, solo and in unison, rated a nod. As evidenced by the most sustained mitting in the show, the group achieved the difficult task of a cocktail unit clicking on its first stage appearance.

Ben Beri, Juggler

Ben Beri juggled balls and Indian clubs competently, breaking up his maneuvers with sly, well-spotted humorous twists good for titters. His tamborine juggling in rhythm showed novelty and proved a pay-off encore. The Five Grays (a man and four girls) opened the show with mediocre dance routines sparked by the male's able single. The closing number started as a cowboy yodel number, broke into Indian war whoops and wound up with some Russian dance steps. This hodge-podge, with no continuity or reason, did not enhance the value of the act. The *Loch Lomond* number in deep Scottish brogue did not register.

Sammy Fidler, leading the pit ork, did a capable job introing the acts. He went all out attempting to build up some enthusiasm. It was a lost cause. Jack Tell.

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Million Dollar, Los Angeles
(Tuesday, October 14)

Capacity, 2,400 seats. Prices: 55-98 cents. Four shows daily. House booker, Bill McElwain. Show played by name ork.

Jimmy Dorsey dishes out a lusty helping of ork numbers, and for those who prefer standard vaude acts, bill boasts of vets Dick and Dot Remy, and gagster Don Rice. Show moves swiftly and plays well.

Dorsey's opener is instrumental number, *Aces Up*, executed in bombastic style. Crew segues to a milder version of *Lover*, which spotlights tramman Bob Alexander. Other specialties are frequent, best being a drum number by Karl Kiffe, 20-year-old sideman. Dorsey takes the spotlight for a tricky version of *Finger Bustin*, a swift but effective sax solo. Fronter is much in evidence thruout, working in an unassuming but effective manner.

Vocal honors are shared by Carol Scott, Bill Lawrence and the Sky-Larks (4 guys and a gal). Miss Scott, tall looker with a good set of pipes and smart delivery, lacks in poise and showmanship, faults which time alone can cure. Lawrence, a newcomer, is plenty okay. All that he needs is experience to rid himself of stiffness in his offerings. Best of his trio of tunes was *Begin the Beguine*. For call-back he teamed with Miss Scott to do the tango, *Quien Sabe*, effectively.

Sky-Larks are an easy-selling quint, with both appearance and styling. Well chosen tunes included such perennial faves as *Walking My Baby Back Home*, *Night and Day* and *East of the Sun*.

Comic Don Rice scored solidly with familiar routines, including the pantomime of a gal getting dressed, the mythical phone conversation with a heckling wife and some slapstick bits with water-spouting phones and dummies. His drunk take-off, during which he falls into the ork pit, is good for a barrel of yocks. Rice is wisely spotted at three points on the bill.

Dot and Dick Remy are as funny as ever, plump fem knocking patrons on their ears with her amazing acro tricks. Partner Dick also scores with single handstands, back flips on roller skates and other eye-catching stunts. The Remy's bowed to a terrific hand and call-back.

Pic, *Heartaches*. Biz, fair.
Alan Fischler.

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New York:

Stem Picks Up; MH 145G,
Roxy 107, State 35, Par 65

NEW YORK, Oct. 18.—Army-Illinois football game Saturday (11), plus the added Columbus Day (13) week-end holiday, sparked the overall receipts in the six Stem vaudepic houses to a handy \$449,000. Only newcomer, besides the State's usual one-weeker, was the Music Hall, which opened to a juicy \$145,000.

Radio City Music Hall (6,200 seats; average \$100,000) lost no prestige with an initial stanza of \$145,000 for Elizabeth Talbot-Martin, Paul Franke, Lucile Cummings, Dorothy Keller and *Song of Love*.

Roxy (6,000 seats; average \$85,000) topped the 100G mark for the third successive week with \$107,000, having garnered \$126,000 in the opener and \$106,000 in the second slot. Total for the run so far is \$339,000, with Milton Berle, Nancy Donovan, Four Moroccans, Stan Fisher, the Vikings and *The Foxes of Harrow*.

Loew's State (3,500 seats; average \$25,000) hit the gong for a big \$35,000 with Bill Robinson, Kay Vernon (subbing for Wynn Murray after the

Boston:

The Boston Picks Up
As Regan Draws 28G

BOSTON, Oct. 18. — Biz has picked up a little in the Hub after suffering two week-ends of headaches, first the Holy Name Societies convention and then the two-day visit of the Freedom Train (11-12). Grosses for the week ended Wednesday (15) were back to about average at the RKO Boston. With Phil Regan heading the stagemore and *Slave Girl* holding the screen, the house drew \$28,000 at the box office.

The current week got off to a good start with Ella Fitzgerald and Francis Craig topping the show (reviewed this issue). *Singapore* is the pic.

BOSTON, Oct. 18.—Vaude biz dipped sharply last week because of the five-day convention of the Holy Name Societies here. The heaviest damage was done Sunday (5), when the Societies staged a 10-hour parade thru Boston. Foot-sore standees attending the parade improved the late shows at all theaters but the damage done to the afternoon shows was too great to overcome.

The Boston, with Jack Haley and Constance Moore heading the show, dropped to \$28,000 for the week ended Wednesday (8), or \$300 above adjusted averages. Pic, *Wyoming*.

Former Club Royale
In Detroit Plans
Return of Shows

DETROIT, Oct. 18.—Floorshows are tentatively slated to return to the former Club Royale, which once rated as the town's top swank spot but is now operating as a dine and dancery with on the Sunshine Trio, a small combo, on tap.

Spot was closed for three years following a fire and was reopened early last summer by the East Detroit Aerie of Eagles as the Club Eagle. The former game room, a high spot of the Royale, has been made into a lodge room, but the public rooms are being operated as a night club open to the public.

Frank Gasior has taken over management of the club and is trying to book acts and other musical attractions, but no opening date or definite policy has been set.

opening day), Consolo and Melba, Joey Rardin, Dave and Dorothy Workman, Jim Wong Troupe and *Living in a Big Way*. New show (reviewed this issue) has Joan Roberts, Paul Haakon, Buck and Bubbles, Ben Beri, Angie Bond Trio, the Five Grays and *Monsieur Verdoux*.

The Strand (2,700 seats; average \$40,000) did \$45,000 for the second period after a fair \$58,000 opener for \$103,000 total so far with Joey Adams, Tony Canzoneri, Mark Plant, Blue Barron's ork, Tari Vance and *The Unsuspected*.

Capitol (4,627 seats; average \$72,000) wound up a three-week stand with \$52,000 after \$73,000 and \$60,000 innings. Total was \$185,000 for Gene Krupa, Rose Marie, the Vagabonds, Cardini and *Desire Me*. New show (reviewed this issue) has Gertrude Niesen, Jackie Gleason, Hal McIntyre and ork, Betty Bruce and *The Swordsman*.

Paramount (3,654 seats; average \$85,000) closed with a weak \$65,000 after opening at \$83,000 followed by a slow \$70,000. Three-week gross was \$218,000 for Desi Arnaz, Marion Hutton, Rudy Cardenas, the Three Nonchalants and *Desert Fury*. New show (reviewed this issue) has Charlie Spivak and ork, Mel Torme, Al Bernie and Tip, Tap and Toe with *Variety Girl*.

Lionel Hampton Grabs Hefty
25G at L. A. Million Dollar

LOS ANGELES, Oct. 18.—Lionel Hampton's annual stint at the Million Dollar (2,400 seats, 55-98 cents) was good for a healthy \$25,402 for the week ended Tuesday (7). On the bill with Hampton were terpster Mara Kim, Barr and Estes, and comics Red and Curly. Pic, *Gas House Kids in Hollywood*.

LOS ANGELES, Oct. 18.—Vaude package featuring film player Leo Carillo and Latin tuner Carlos Molina gave Million Dollar its worst week since theater returned to flesh policy, grossing a weak \$13,000, far below house average of \$22,000.

Bill also included Manuel Viera and Martita and their Society Monkey Band and Latin terpsters Iris and Pierre. Pic was *King of the Badlands*.

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"Allegro" Scenic Technique Reduces Costs of Production, Widens Scope for Dramatists

NEW YORK, Oct. 18.—Successful employment in *Allegro* of a revolutionary scenic technique—projections—may not only be a financial answer to the multi-scene play, but, more important, may widen the scripting horizons so that the playwright of the future will not have to concentrate his play in as few scenes as possible. Dramatists now will be able to write about many places, go from one locale to another with ease and speed, and in a sense complete scenically with the movies.

Books, which are so seldom dramatized because it is necessary to reverse the process when recreating them as plays, jamming their ideas and many locales into one or two sets, now will become easier to adapt for the theater. Plays will be able to use montage effects. In musical comedies, the visible reprise—recreating the highlights of the show—may come into its own.

Low Cost

The cost is insignificant when compared to scenery budgets today. A screen is \$2,500, a slide machine \$1,500, both bought not for one show but for permanent use. The actual slides cost from \$25 to \$30.

In contrast to this, the present cost of building and designing a very cheap one set show is at least 5G.

Tho the use of projections may cause problems with unions for producers, an entirely new scenic art will have to be developed. Right now the slides are made from photographs, but the preferred method would be to have them painted by hand, and many scenic artists could conceivably be employed painting slides in days to come. In fact, when projections are perfected, legit costs can tumble enough to bring an entirely new public to see "round actors" at prices more in line with what the average person has to spend for entertainment.

But the trouble is that the development of the art of projections has been slow due to the set-up of legit where there is no group of producers or a trade association willing to sink dough for experimental purposes. However, the Theater Guild, knowing the process had many kinks in it, had enough faith in the idea to expend the dough, take the risk, build new machines and find new lenses to give projections a tremendous impetus.

Some Problems Solved

Allegro did prove that slides can be inserted automatically without breaking or fading (air cooling keeps the temperature down). Distortion and color aberrations have been solved, but blue and grey colors must be avoided because they absorb too much light, and a big picture can be projected from a short distance (you can now get a one-foot image at a foot distance).

However, the process is not even near to being perfected, and among the problems plaguing projections is the need for a source of light of exceptional intensity so that the other lighting of the actors does not wash out the projections; a luminous screen to minimize light absorption, corrected lenses and even larger image and the development of painted slides.

According to those in the know, the most intelligent use of projections is not as a replacement for scenery but together with it, so that there could be a projection and a stairway added to make a set. Of course, the most obvious use of the process is in shows where only a suggestion of a scene is needed.

A method of projecting the slide

immediately before the curtain has been worked out. Projecting from the balcony is impossible because the audience gets in the way, and projecting from behind the stage is difficult because there is not enough depth to theaters (the average Broadway house runs 26 to 29 feet).

Projections also could be of tremendous help on the road where heavy scenery must be toted along. However, their use in the hinterlands will have to wait more general acceptance on Broadway or else the theatergoers there might think they are being deprived of realistic scenery.

One disadvantage is the fact that the projections lack the full depth (third dimension) effect of regular stage sets, and whether this would be sufficiently frustrating to legit audiences is something that remains to be seen.

"Shoes" Megger Claim Going to Arbitration

NEW YORK, Oct. 18.—Mary Hunter's claim for directing fees against the producers of *High Button Shoes*, Monte Proser and Joseph Kipness, will be in arbitration within 10 days. Settlement which was expected to materialize after the show opened failed to take place and the case was thrown into arbitration.

Miss Hunter was signed for \$2,500 and a percentage of show's film, amateur and professional rights. She asks \$1,500 with her percentages as she has already received 1G. The megger did not go into rehearsal with the show but worked on it beforehand, she states. The best settlement offer the producers have made is reported as \$500. George Abbott, who took over the directing chores, was signed while her contract was still in effect, Miss Hunter claims. Fitelson & Mayers are her legal reps, while Jaffe & Jaffe are the producers' attorneys.

Buchanan Maps Big Musical

LONDON, Oct. 18.—Jack Buchanan, British actor, is joining forces with producer-promoter Firth Shephard for the biggest scale musical show ever performed here. Buchanan, who some say has amassed a bigger fortune than any other British actor, is said to be one of the main backers. Meanwhile he will star in a London revival of *Canaries Sometimes Sing*, produced by Shephard.

Experimental Theater To Open With Laughton in "Galileo"

NEW YORK, Oct. 18.—Charles Laughton in Bertold Brecht's *Galileo* will open the Experimental Theater, Inc., season late in November or early in December, probably at the Maxine Elliot Theater. Script will be produced by T. Edward Hambleton and directed by Joseph Losey.

ETI, which was voted a \$2,000 grant by the Actors' Equity council this week, is having trouble getting started because of the predominance of scripts by foreign authors which have passed critical reading scrutiny. Two plays by Americans—*The Fifth Horseman* by Abe Goldfein, and *King of the Mountain* by Roger Flood—are certain to be staged this season by ETI. There are several other scripts by Americans which are just

AE Referendum On Senior Status Loses by 676-560

NEW YORK, Oct. 18.—Membership of Actors' Equity defeated by a vote of 676 to 560 a referendum to determine whether to ease up requirements for senior status in the org. The present requirements for senior membership are two years and 50 weeks of employment. If the referendum had passed, an actor could have become a senior member with two engagements and 30 weeks of employment.

The referendum was recommended for adoption by the AE council, but at a membership meeting the required 750 members were not present and it could not be passed, hence the referendum. Defeat of the proposal will stop agitation among AE members for more lenient senior requirements for some time to come. Committee investigating the problem was headed by Sam Jaffe.

'All-Star Cast' New Anthology of Stage

The new tome, *All-Star Cast*, billed as "a footlight anthology" and edited by Sally Deutsch, associate editor of *Stage Magazine*, is a collection of short stories, essays or what-have-you (Ziff Davis Publishing Company, New York, \$3.75) about showbiz. Miss Deutsch has culled most of her material with care; her selections range from Shakespeare and Thomas Dekker down to Noel Coward and Irwin Shaw. A dozen and a half of them pack a punch for anybody interested in the theater. Tops are items by Ludwig Bemelmans, Irwin Shaw, St. John Irvine, John Galsworthy, Elliott Arnold, Vincent Sheean and Noel Coward.

Cast should do all right saleswise with consumer trade, altho a yarn or two are included which contain large overdoses of hokum and corn. A judicious culling of about a hundred pages would have given Miss Deutsch's theatrical phantasmagoria considerable added impact. But from outside, looking in, the drama fans will doubtless eat it all up.

Bob Francis.

Hall Shelton's Next Opus

NEW YORK, Oct. 18.—*The Legend of Lou*, by Stephen Gross, is next on the production schedule of Hall Shelton. Manager produced *Louisiana Lady*, musical which flopped out of town last season.

Shuberts Fight AFM for Use Of Stand-Bys

(Continued from page 3)

the Shubert firm, alleging specific cases, where the featherbedding provision had been violated. During a production, requiring the playing of a phonograph on stage, the complaint charged that the local forced the theater to hire a musician, who was paid \$88 for serving as record-player guardian. It was further alleged that in cases where dramatic productions did not require musickers, the union forced the theater to hire a minimum of eight men. During a recent production of *Cyrano De Bergerac*, not a single note of music was heard by the audience but eight musickers were paid for "playing cards backstage," the complaint stated.

Dave Katz, attorney for the AFM local here, said that the chapter intends to combat the charges on the ground that the theater is not engaged in interstate commerce. Congress, which passed the T-H ruling, has power to legislate only in cases where industries engaged in interstate commerce are involved, he added.

Shubert Theater Corporation reps, when contacted, would not comment.

Joseph L. Hektoen, chief on NLRB here, said he had met with the Shubert interests and AFM reps and would probably decide as to whether the complaint required a hearing sometime within the next two weeks. Hektoen can decide in favor of a hearing of the case or may throw the matter out completely.

If Hektoen decides in favor of a hearing, it may be a matter of hours or weeks before a decision is reached, he said.

The Shubert complaint did not specify theaters in the complaint. The Select Lake City Theater Operating Company includes six Shubert houses here: the Shubert, Harris, Selwyn, Blackstone, Studebaker and the soon-to-reopen Great Northern.

Philly Shuberts Plan \$1 Club

(Continued from page 4)

see a selected number of plays during the year at a cost of \$1 a play, plus taxes. The plays will be selected by the management, and to cover printing, and mailing and other costs, first night club members must kick in a fee of \$1 a year.

The club plan would assure a full house on the dubious first nights when the management can't fill the house even with paper. This marks the first time since before the war, when two-for-one admissions used to be utilized to fill up seats, that the legit houses have indicated the honeymoon is over.

75G Advance Sale For "Medea" With Gielgud-Anderson

NEW YORK, Oct. 18.—When *Medea* opens Monday (20), it will have a \$75,000 advance sale in the till. Show, in which John Gielgud and Judith Anderson are co-starring, received \$36,000 in mail orders before the box-office opened, and each day thereafter was good for about \$8,000.

Medea has been playing in Philadelphia for the past two weeks, its grosses being 17G and 21G respectively.

Foreign Openings

THE WEAKER SEX (Le Sexe Faible)

THEATRE DE LA MADELEINE,
PARIS

Comedy by Edouard Bourdet. Staged by Andre Brule. Sets by Jean and Emile Bertin.
Louise.....Luce Fabiole
Nicole.....Denise Provence
Jimmy Leroy-Gomez.....Claude Magnier
Isabelle Leroy-Gomez.....Pierre Vernet
Manuel Leroy-Gomez.....Pierre Vernet
Manuelito.....Gambier
Pepita.....Mireille Francois
Lili Leroy-Gomez.....Elaine Granet
Clarisse Lee-Gomez.....Marcelle Praince
Antoine.....Alfred Adam
Philippe Leroy-Gomez.....Gerard Landry
Cristina.....Jacqueline Porel
Carlos-Pinto.....Jose Noguero
Jules.....Max Doria
Le Garcon.....Gaston Douville
Le Maharajah.....Pierre Marnat
Une Americaine.....Marcelle Arnold
Une Americaine.....Jacqueline Caurat
Un Americain.....La Bruyere
Un Americain.....James Wodrow
A Spaniard.....Maria Regis
Another Spaniard.....Juan Habanera
Comtesse Potocky.....Marguerite Piery
Le Chasseur.....Jean Lachambre
Dorothy.....Christiane Delyne

Revival of Edouard Bourdet's three-act comedy *The Weaker Sex (Le Sexe Faible)* at the Theater De La Madeleine provides an evening of good theater with sparkling dialog and a sugar-coated thought or two.

After nearly 20 years the play is just as timely as ever. The lively-paced staging and brisk acting point up its sad commentary on European morals before the war. Young men of high-brow families were brought up to be parlor gigolos whose only aim in life was to marry a rich American, of the Northern or Southern varieties. Their opinion of America is summed up when the shocked young Adonis, who is told he may have to live in America if he marries the Boston heiress, exclaims: "America!—My God!—That's the country where men work!"

Lanvin's display of sumptuous gowns will delight every woman's eye. By contrast, the Jean and Emile Bertin set is flimsy and dowdy.

In the cast of 25, for the most part carefully selected, acting honors belong almost exclusively to Alfred Adam, who plays Antoine, the ubiquitous maitre d'hotel, with a remarkable balance of caricature and seriousness. It is a character worthy of Moliere. Played with Adam's sureness and dexterity, it remains unforgettable.

Jean White.

JOAN OF ARC

THEATER HERBERTOT, PARIS

Play by Charles Peguy. Adaptation, Andre Chancierel and Marcel Peguy. Director, Paul Oettly. Sets and costumes Jacques Dupont.

Joan.....Madeleine Ozeray
Brother Jean Pasquerel, Chaplain to Joan.....Jacques Sylvain
Master Jean, Archer.....Vital Raoul De Gaucourt, Military Governor of Orleans.....Pierre Magnier
M. Pierre Cauchon, Bishop of Beauvais.....Gaston Severin
Soldiers, Knights, Priests, Etc.

Charles Peguy's 50-year-old drama, *Joan of Arc*, produced by Jacques Herbertot, opens the Paris season and brings back, after a seven-year absence, Madeleine Ozeray in the title role.

Peguy's drama is being produced for the first time, long after Bernard Shaw's and a season behind Maxwell Anderson's. This *Joan* was written when Peguy was 24, but in so undramatic a form that until now no producer dared touch it. Originally it was three plays, *At Domremy*, *The Battles and Rouen*, but Andre Chancierel and Marcel Peguy (the author's son) have condensed them into one work of nine scenes. It is written in verse and, as staged by Paul Oettly, becomes one long prayer, at times exalting and moving, but rarely dramatic.

Madeleine Ozeray has chosen a heavy role for her slight shoulders. She is on stage almost constantly for three hours and it is a tribute to her

"Lucasta" Winds Up 4-Week Return Run

NEW YORK, Oct. 18.—*Anna Lucasta* closes a four-week stand at the National Theater today after doing spotty business. Play was brought in on short notice after 14 weeks on the subway circuit at prices half of those charged for the original Broadway engagement.

Management did not expect to make money but booked the show merely under urging by the Shuberts, who had been served with an ultimatum by Musicians' Local 802. Last show at the house was *Call Me Mister*, a musical, and the labor org gave the Shuberts until October 1 to book another drama into the theater or else the house would have been declared a musical house and a larger crew of musicians needed. Thus the booking of *Anna Medea* comes into the theater October 20.

Anna opens in Newark on Monday (20) and from there goes to Montreal, Buffalo, Rochester, Toronto and points west.

'GREAT WALTZ' TOUR SET

NEW YORK, Oct. 18.—*The Great Waltz*, being produced by Max Gordon, opens its road tour in Boston on December 24. Musical's physical production is being cut down, but the book will remain intact.

Show will hit large auditoriums for limited stands to make heavy grosses.

ROUTES

Dramatic and Musical

All Gaul Is Divided (Shubert-Lafayette) Detroit.
Angel Street (Geary) San Francisco.
Anna Lucasta (Newark O. H.) Newark, N. J.
Annie Get Your Gun, with Mary Martin (Music Hall) Kansas City, Mo.
Another Part of the Forest (Erlanger) Chicago.
Antony & Cleopatra, with Katharine Cornell (Nixon) Pittsburgh.
Ballet Theater (Davidson) Milwaukee 23-25.
Blackstone (Zembo Mosque) Harrisburg, Pa. 22; (Playhouse) Wilmington, Del., 23-25.
Call Me Mister (Curran) San Francisco.
Carousel (Shubert) Chicago.
Chocolate Soldier (Blackstone) Chicago.
Fatal Weakness, with Ina Claire (Lyceum) Minneapolis 20-23; (Auditorium) St. Paul 24-25.
Firefly, The (Boston O. H.) Boston.
For Love or Money (Wilbur) Boston.
Harvey (Hanna) Cleveland.
I Remember Mama (American) St. Louis.
Lady Windemere's Fan (Forrest) Philadelphia.
Musical Repertoire (National) Washington.
Oklahoma (Colonial) Boston.
O Mistress Mine, with Lunt & Fontanne (Cass) Detroit.
Private Lives, with Tallulah Bankhead (Harris) Chicago.
Red Mill (Park) Youngstown, O., 20-22; (Auditorium) Rochester, N. Y., 23-25.
Showboat (Bushnell Aud.) Hartford, Conn.
Song of Norway (English) Indianapolis.
S. S. Calypso (Shubert) Philadelphia.
State of the Union (Town Hall) Toledo, O., 22; (Michigan) Ann Arbor, Mich., 23; (Palace) Flint 24; (Temple) Saginaw 25.
Sweethearts, with Bobby Clark (Shubert) Boston.
Trial Honeymoon (Plymouth) Boston.
This Time Tomorrow (Selwyn) Chicago.
Tobacco Road (Walnut) Philadelphia.
Winslow Boy (Ford) Baltimore.

impeccable diction and magnificent voice control that she can be heard distinctly at the back of the house right to the final curtain. Her interpretation of the lyric passages, particularly her farewell to her beloved Meuse River and her accusation against God, touch the sublime. At the same time her unexpected femininity and disconcerting lack of forcefulness tend to make an uneven Joan. And her glistening blonde hair seems shocking for those accustomed to a brunette Maid of Orleans.

Jacques Dupont's costumes for the large cast are attractive and colorful, but his sets are conventional and unimaginative. A church bell accompaniment adds atmosphere. The bells could have been used more frequently.

In reality Peguy's *Joan of Arc* is not a play at all, but a beautifully written oratorio, and had it been staged as such Paris would have had a new theatrical experience. As it is, it becomes tiring and monotonous and is not good theater. Jean White.

Off-Broadway

LIFE SENTENCE

(Opened October 7, 1947)

CHERRY LANE THEATER

A drama by Phillip Van Dyke. Staged by Marjorie Hildreth. Scenic designs, Bob Ramsey. Costumes, Jackie Hitchcock. Presented by Onstage.

CAST: Anne Farrell, John Fitzgerald, Tom Long, Barry Rawlins, Margaret Gillespie, Peter Shortell, Charles Mason, Walter Mullen, Jim Cronan, John Fisher, Joe Sullivan, Edith West, Bill Kennevan, Barbara Long, Kenneth Dobbs, Gordon Sterne, Susan Ward, David F. Perkins, Ian Campbell, Pat Basch, Lella Ruggeri, Earl Booth, Barbara Long, Milner DeVore and Olivia.

The Stem is always full of stories about scripts which were rejected again and again only to be taken up and produced by some daring manager who thereupon made himself a pile of dough. However, producers never get credit for their intelligence in rejecting plays. Well, *Life Sentence* is a play which has kicked around for 12 years on Broadway only to be produced by an acting group in Greenwich Village, and decision is entirely in favor of the boys who wouldn't buy. They know their business.

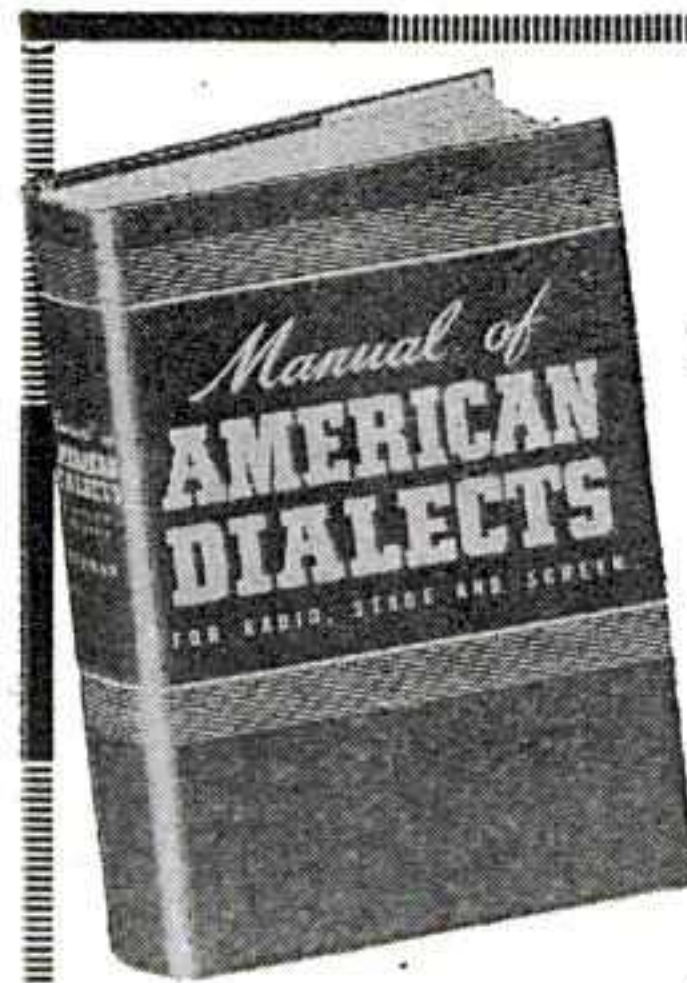
The script in 39 scenes and with 34 characters is as muddled and confused a piece of playwrighting as has been perpetrated on any stage. It seems to be saying over and over again that

we should be more imaginative and look beyond the facts, but the scripter does not show much imagination himself except as an essayist. He writes speeches where he should write scenes. He claims we should all be individuals and let the world go to pot. This all may be palatable to a few friends of his sitting around in a cafeteria but does not make for theater. Of course, this canny scripter starts right off by insulting his audience in the beginning of the play by claiming all they want is entertainment like perhaps *Hamlet* or *Anna Christie* or *Glass Menagerie*. What he really means is that, if you don't accept his message, it shows you to be unintelligent. However, I wouldn't say that about the producers. They still have their money.

Professional Production

The production, however, was very professional. In the role of the mother, Anne Farrell gives a very even performance. While she does not achieve any great dramatic depth and at times could show more shading and variety in her thesping, Miss Farrell does register as a very pleasing personality. Charles Mason, cast as the salesman of the scripter's intel-

(See *Life Sentence* on page 45)



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OUT-OF-TOWN OPENINGS

AN INSPECTOR CALLS

(Opened Tuesday, October 7, 1947)

PLYMOUTH THEATER, BOSTON

A play by J. B. Priestley. Directed by Cedric Hardwicke. Setting, costumes and lighting, Stewart Chaney. General manager, Albert H. Rosen. Press representatives, Marian Byram and Phyllis Perlman. Stage manager, Frank S. Stevens. Presented by Courtney Burr and Lassar H. Grosberg.

Arthur Birling.....Melville Cooper
Gerald Croft.....John Buckmaster
Ebella Birling.....Rene Ray
Sybil Birling.....Doris Lloyd
Edna.....Patricia Marmont
Eric Birling.....John Merivale
Inspector Goole.....Thomas Mitchell

Lovers of the well-made play, the sort the English seem to turn out so handily, are sure to find that J. B. Priestley's *An Inspector Calls* furnishes a fine evening in the theater. It combines those elements of psycho-thriller and drawing-room drama which, when handled well and observed by a willing audience, result in strong final impact. *Inspector* is leisurely. But drama is piled on drama, all to a definite purpose, and the cumulative effect sends the audience out of the theater deeply moved.

Priestley's skill was never better shown than here. He has a message: That "bystanders are not innocent," perhaps; that we are just as responsible to the world and our neighbor as to ourselves; that indulgence of one's own wishes, at the expense of our neighbor, is not justifiable. Priestley drives this home, not by lecturing his audience, but thru implication and contrast, thru the skilled employment of dramatic devices.

The scene is set shortly before World War I. The Birling family—a rich, middle-class industrialist father, his determined wife, his weakling son, his pretty daughter and her new fiance—are gathered at dinner celebrating the engagement of the daughter. Old Birling lectures his family in the best Colonel Blimp style: There won't be a war; thru the progress of the years these young people must look after themselves and their families and forget the rest of the world, etc.

Into the gathering comes an Inspector Goole, who says that he is investigating the suicidal death of a young woman who has recently been brought into a near-by hospital. By implication, he involves each member of the family in her life. The father had discharged the young woman for strike activities; the daughter had caused her dismissal from a department store; the mother refused her aid when the girl was in dire straits; the daughter's haughty fiance had kept her as his mistress, and the son was the father of her unborn child. This, of course, is a contrived situation, but the drama mounts convincingly despite it. When the inspector has left, the father makes a phone call and finds that there is no man of his name on the police force. The father returns to his blustering about moral values, but the children seem to have absorbed the lesson. The end of the play is effected thru a phone call in which the family is notified that the young woman had just been brought into the hospital, dying as the "inspector" described, and her notebook contained their names. They are left speechless, but they get the implications.

Talky Drama

To be sure, the play is talky. There is little physical action, and most of the play is a recalling in retrospect, so far as dramaturgy is concerned. But there is plenty of action of ideas in following the inspector's story.

In direction, casting, performance and setting, *Inspector* is about as perfect a job as we'll see this season. Thomas Mitchell's quiet, smooth-flowing voice dominates whenever he is present. He plays the inspector in a low key that is telling. Melville Cooper is the perfect, stuffy middle-class English snob. John Buckmas-

ANTONY AND CLEOPATRA

(Opened Wednesday, October 8, 1947)

ERLANGER THEATER, BUFFALO

A tragedy by William Shakespeare. Staged by Guthrie McClintic. Settings by Leo Kerz. Costumes by John Boyt. Music by Paul Nordoff. General manager, Gertrude Macy; company manager, William G. Tisdale; press representative, Francis Robinson; stage manager, James Neilson. Presented by Guthrie McClintic and Katharine Cornell.

Philo.....Alan Shayne
Demetrius.....Theodore Marcus
Antony.....Godfrey Tearle
Cleopatra.....Katharine Cornell
A Messenger.....David J. Stewart
Dolabella.....Robert Duke
Proculeius.....Charlton Heston
Charmian.....Lenore Ulric
Alexas.....Oliver Cliff
A Soothsayer.....El Wallach
Iras.....Diana Rivas
Enobarbus.....Kent Smith
Mardian.....Joseph Wiseman
Octavius Caesar.....Ralph Clanton
Lepidus.....Ivan Simpson
Maecenas.....David Orrick
Pompey.....Joseph Holland
Menas.....Martin Kingsley
Varrus.....Barnet Biro
Ventidius.....Bruce Gordon
Agrippa.....Huntington Watts
Octavia.....Betty Low
Candius.....Dayton Lummis
Silius.....Charles Nolte
Eros.....Douglas Watson
Thyreus.....Robert Carricart
Taurus.....Gilbert Reade
Gallus.....Robert Watson
A Soldier.....Bruce Gordon
Scarus.....Anthony Randall
Euphronius.....Ernest Rowan
Dercetas.....Martin Kingsley
Diomedes.....El Wallach
A Clown.....Oliver Cliff
Slaves, Guards, Servants, Soldiers: John Russo, Peter Barno, Drummond Erskine, Milfred Hull, Orrin Redfield, Charles Holt, James Grudier.

Antony and Cleopatra is sure of a warm Stem welcome under the Cornell-McClintic aegis. Play should be sure-fire at the box office, and appeal to classic drama connoisseurs, as well as regular theater-goers.

Not enough praise can be heaped upon Katharine Cornell's glamorous portrayal of the Egyptian queen. She does full justice to the large scope of tender and tempestuous emotions of the famous siren. Her acting is a joy to the eye and ear, and she makes Cleopatra an outstanding milestone to rank with her Juliet and other top roles.

Godfrey Tearle, making his first American appearance, will captivate audiences everywhere with a polished, restrained interpretation of aging Antony. His work gives credence to all the foibles of man. The classic, tragic love story of Antony and Cleopatra could not be entrusted to a more capable team.

Ralph Clanton's Octavius gives the role just the right amount of swagger, dash and cynicism. Kent Smith's Enobarbus has gusto and warmth. Ivan Simpson makes the aging Roman Lepidus a pathetic and kindly figure. Charmian, Cleopatra's attendant, is given commendable treatment by Lenore Ulric. Betty Low has the small part of Octavia, Caesar's sister, who is wed to Antony to cement relations between the two triumvirs, which ultimately breaks up their alliance. Douglas Watson adds an excellent bit as Eros, Antony's sword-bearer.

The whole large cast puts in a 14-karat job all the way. Staging, direction, the clever multiple set and superb lighting, and dazzling, colorful costumes combine into a fully absorbing evening not soon to be forgotten. Broadway is in for a treat, and the McClintic-Cornell combine is bound to chalk up another smash-hit. *Eva Warner.*

ter, as the fiance; John Merivale, as the son; Doris Lloyd, as the mother, and Rene Ray, as the daughter, are equally fine. Sir Cedric Hardwicke has put the whole thing together with subtle light and shade and a sure eye and ear for the over-all effect. The setting, costumes and lighting of Stewart Chaney set the atmosphere perfectly. *Bill Riley.*

FOR LOVE OR MONEY

(Opened October 16, 1947)

SHUBERT, NEW HAVEN, CONN.

A new comedy by F. Hugh Herbert. Staged by Harry Ellerbe. Settings, Raymond Sovey. Costumes, Anna Hill Johnstone. General manager, Lodewick Vroom. Press representatives, Richard Maney and Frank Goodman. Stage manager, Henri Caubisens. Presented by Barnard Straus.

Nita Havemeyer.....Vicki Cummings
Mrs. Early.....Maida Reade
Queenie.....Elizabeth Brew
Wilbur.....Grover Burgess
Mrs. Tremaine.....Paula Trueman
Mr. Tremaine.....Kirk Brown
Bill Tremaine.....Mark O'Daniels
Preston Mitchell.....John Loder
Janet Blake.....June Lockhart

F. Hugh Herbert has written another hit in *For Love or Money*, and at the same time offered a springboard to stardom for June Lockhart, who probably will capture the Stem audience as effectively as Judy Holliday did in *Born Yesterday*. Despite its many trite situations and its hopperful of corn, the play is delightful entertainment. While definitely on the sophisticated side and, in fact, blue in many parts, it is one of those things the ladies love. The matinee trade and the theater party groups should eat this up.

Herbert's scripting follows the general lines of all his plays, and while the plot is by no means new (a young, naive girl plus the middle-aged handsome roue, plus the young, good-looking boy from next door), Herbert has managed to fill the opus with some great laugh lines and situations. His adroit switching of familiar patterns is a joy to behold.

Surgeon's Knife Needed

The pacing is bad and Herbert can by no means put away his pencil yet. The show needs some quick surgery before it is completely ready; at least a half hour must be sheared away, and the woefully weak first scene curtain is in desperate need of adrenalin. However, the glaring weaknesses must certainly be apparent also to the author, and there is small doubt the opus will be in top shape for the Stem's first-nighters.

June Lockhart, offspring of Gene and Kathleen Lockhart, walks off with most of the honors and it looks as if she'll be hailed as a discovery as soon as the final curtain drops on Broadway. She captures the audience from her first sentence and never once loses them. Playing a naive, completely honest girl, she is continually in character.

Loder's Memory Fails

John Loder, who shares the lead, isn't quite so fortunate. While his performance as the middle-aged matinee idol can be termed adequate, he by no means brings to the role the same sincerity and belief that Miss Lockhart has been able to capture. Loder, handicapped by a faulty memory which was annoyingly noticeable, couldn't quite make the grade, and while highly decorative, was far from convincing.

Vicki Cummings, who portrays the female menace, does a neat job with her characterization of the typical theatrical version of a stage star, and while the old adage that reads "any actress that plays an actress always overplays" can be applied in this case, in all justice to Miss Cummings there is no doubt that her role required just such a playing, and she played it to the hilt.

Mark O'Daniels, Juve

Mark O'Daniels played his juvenile just like a juvenile, no more no less, and the audience was always conscious of the fact that he was an actor playing a role.

In the supporting minor roles, Maida Reade, Elizabeth Brew, Grover Burgess, Paula Trueman and Kirk Brown gave their parts all that the play required.

Harry Ellerbe's staging leaves a lot to be desired in its present state, with the pacing miles off and with too many lines delivered upstage.

BROADWAY SHOWLOG

Performances Thru October 18, 1947

Dramas

	Opened	Perfs.
A Young Man's Fancy... (Cort Theater)	4-29, '47	199
All My Sons... (Coronet)	1-29, '47	302
Born Yesterday... (Lyceum)	2-4, '46	720
Command Decision... (Fulton)	10-1, '47	21
Happy Birthday... (Broadhurst)	10-32, '46	400
Harvey... (48th Street)	11-1, '44	1,254
Heiress, The... (Biltmore)	9-29, '47	24
How I Wonder... (Hudson)	9-30, '47	23
John Loves Mary... (Music Box)	2-4, '47	295
Man and Superman... (Alvin)	10-8, '47	13
Our Lan'... (Royale)	9-27, '47	25
Voice of the Turtle, The... (Morosco)	12-3, '43	1,471

DRAMA REVIVALS

Burlesque... (Belasco)	12-25, '46	842
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Musicals

Allegro... (Majestic)	10-10, '47	11
Annie, Get Your Gun... (Imperial)	5-16, '46	596
Brigadoon... (Ziegfeld)	3-13, '47	252
Call Me Mister... (National)	4-18, '46	631
Finian's Rainbow... (46th Street Theater)	1-10, '47	323
High Button Shoes... (Century)	10-9, '47	12
Music in My Heart... (Adelphi)	10-2, '47	20
Oklahoma... (St. James)	3-13, '43	2,068
The Telephone and The Medium... (Barrymore)	8-2, '47	195
Under the Counter... (Shubert)	10-3, '47	19

ICE SHOWS

Icetime of 1948... (Center)	5-23, '47	188
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CLOSINGS

Anna Lucasta... (National)	9-22, '47	1,019
Limited engagement		
Dear Judas... (Mansfield)	10-5, '47	16

COMING UP

(Week of October 20, 1947)		
Medea... (National)	10-20, '47	
An Inspector Calls... (Booth)	10-21, '47	
Druid Circle, The... (Morosco)	10-22, '47	

Touring Players Report Biz At Best in College Towns

SANDUSKY, O., Oct. 18.—During their first two weeks on the road, the Touring Players, Inc., have run all the way from poor to good attendance, according to Janet Smith, technical director. When the group played State Theater here October 8 with *The Importance of Being Earnest*, there were fewer than 400 in the 2,500-seat house.

Miss Smith said that the best response has been in college towns, where dramatic students go for the English comedy, which is harder to sell to regular audiences.

The show will be on the road eight more weeks in Ohio, Indiana, Illinois, Kentucky and West Virginia before returning to New York. The troupe will then rehearse and take out *Twelfth Night*.

The group is one of three sponsored by the American National Theater and Academy.

However, the faults are minor and should be quickly overcome. Raymond Sovey's set is a top-drawer job.

Sidney Golly.

Magic

By Bill Sachs

ERNEST HELDMAN, St. Louis trix-ster, has contracted for a minimum of 12 telecasts a month over a Mound City station, using his magic to promote Sunrise Brand meats for American Packing Company. His telestint, which consists of one-minute spots preceding various sports events, started September 26 and will carry him thru next March. . . . Jimmy Mason, agent, was a visitor on the John Calvert show at the Taft Theater, Cincinnati, last week-end after suddenly blowing the Gene Pronk spooker in Texas earlier in the week. . . . Walt Williams is doing club dates in and around Chicago with his new novelty turn, *Rags to Riches*. . . . More than 1,000 magic enthusiasts greeted the nifties of Sam Berman, Jack Gwynne and Company, and Paul and Trudy Stadelman when they appeared on the annual show presented by the Magic Masters of Chicago at the Chicago Vocational School Friday, October 10. Ed Mackel emceed the show, which also featured Frank and Peggy Cole, Clark Crandall, Bob Lotz and Ralph Foote's ork. . . . The DeCourseys are currently showing their wares at the Palmer House, Chicago. . . . The Chicago Magicians' Round Table, which has had trouble finding a permanent meeting place since the folding of Delazon's, has settled on the Lido Restaurant, Clark and Washington streets in the Windy City. Magic lads gather there every day but Tuesday from 2 to 5 p.m. . . . Doc Baum has perfected a new all-purpose vanisher which will be marketed by Don Boss. . . . Ward Bentley, who used to author "New Horizons in Magic" for *Genii Magazine*, is trouping with the Rotnour Players in Wisconsin, doubling as magico and juve. . . . Earl Morgan continues to stupify 'em with his smoke miracles at the Casino, Chicago. . . . Bob Nelson, of the Nelson Enterprises, Columbus, O., will appear on the *We, the People* radio program, originating from New York, October 28. Billed as the "Ghost Builder and Merchant," Bob will do a Halloween haunted-radio-studio blackout for the studio audience.

JOHN CALVERT'S appearance at the Taft Theater, Cincinnati, Saturday thru Monday (18-20), was marked by the heaviest bit of newspaper advertising used by a magician since the days of the late Howard Thurston, and by the most ambitious piece of exploitation effort employed by a magus in the Cincy area since the days of the old two-a-day, when the late Nicola used to do his suspended strait-jacket escape to herald his appearances at Cincy's old vauder, the Keith Theater. Much of the credit for Calvert's major drum-beating on the Cincy engagement must go to his press agent, Jack Kaplan, whose efforts along those lines were exceeded only by the magician's willingness to co-operate. Kaplan set a nifty tie-up deal with *The Cincinnati Times-Star*, which netted Calvert rafts of free publicity daily for 10 days preceding his opening. In reciprocation, Calvert entertained almost daily for local orphans, underprivileged children, crippled kiddies, and the local newspaper carriers' clubs. To climax the week of smash publicity, Kaplan arranged, in co-operation with *The Times-Star* and the Cuvier Press Club, for a welcome-home celebration for Calvert in his hometown of Harrison, O., 23 miles west of Cincinnati Thursday afternoon. The celebration started out as a motorcade from Cincinnati, comprising a half a dozen jeeps, an army duck and a number of passenger cars carrying a detachment of marines, soldiers, Calvert's own bevy of beauties, the county sheriff, the county commissioner, as well as local newspapermen and photographers. In Harrison, where business houses closed down and

Met. Opera Prepping For Nov. 10 Opening

NEW YORK, Oct. 18.—The Metropolitan Opera House is now undergoing some face-lifting that should be ready to greet the first nighters on November 10. The club, the Guild Room and the lounge have had new paint jobs, and the walls of the parterre boxes have been stripped of their red damask. Further work on the "horseshoe" is under way to increase the sight of the stage about 50 per cent.

New faces also will be added to the stage with the inclusion to its roster of Polyna Stoska, Erna Schlueter, Claudia Pinza, Paula Lenchner, Elen Dosia, Pia Tassinari, and Inge Manski, sopranos; Chloe Elmo, mezzo; Evelyn Sachs, contralto; Max Lorenz, tenor; Giuseppe Valdengo, Melchiorre Luise, Clifford Harvuot, baritones, and Lawrence Davidson, bass. The musical staff has added Benato Cellini; the technical staff, Richard Rychtarik, and Giuseppe Antonicelli has been brought from Turin, Italy, to serve as conductor.

Besides *Un Ballo in Maschera*, the opening night performance, *Manon, Louise, Don Giovanni, The Magic Flute, Pagliacci, Cavalleria Rusticana, Tosca* will be revived during the season, and *Peter Grimes*, first given in this country at Tanglewood in 1946, and a complete revision of *The Ring of the Nibelung* comprise the opera's new productions.

Merchants Hit Va. Sales Tax Measure

RICHMOND, Va., Oct. 18.—Directors of the Virginia Retail Merchants' Association, representing 3,000 State merchants, voiced vigorous opposition to the enactment of a general sales tax "or any other unnecessary tax" at the 1948 session of the State General Assembly, after a special meeting held here recently.

Action against the general sales tax was taken after the hearing of reports from Charles B. McFee Jr., managing director of the association, and from the legislative committee, of which Leroy Hutzler Jr., of Richmond, is chairman, on the subject.

Showbiz Foster Kids Coming To U. S. To Help Fund Drive

NEW YORK, Oct. 18.—Five foster children adopted by Mary Pickford, Ginny Simms, Jack Benny, Jack Smith and Minerva Pious thru the Foster Parents' Plan for War Children, Inc., will be brought to this country December 8 to launch a 10-day drive to raise \$1,500,000 for the needy war orphans of Europe.

Crediting Jack Smith with the idea of bringing these children from Holland, Belgium, Italy and England, the committee has named the singer as its chairman.

At \$180 per year for the care of each child, the committee hopes to be able to pay for 75,000 children from the funds raised.

schools were dismissed for the occasion, the motorcade was joined by parading kiddies and floats sponsored by the local business men to make for one of the largest parades the town of 3,000 had ever seen. Curbs were lined with townfolk gathered to greet their native son and business houses all along the line carried "Welcome Home, Calvert" paper. To show his appreciation, Calvert entertained with an hour's free show on the Harrison playground. At night, he gave two pay performances at the town's new 500-seat State Theater to capacity crowds. In the midst of the proceedings, Calvert told the writer, who participated: "Gee, this is a wonderful gesture; but I don't really deserve it."

Burlesque

By UNO

TIRZA and her Wine Bath are co-featured with Jackie Whalen and Wally Kibbler, Chester Doherty Girls, Joe Guardini's ork and Teddy Lopez Hawaiians at the Melody Club, Union City, N. J. . . . Joe Prushay opened as comic-emsee at the Club 26, Milwaukee, where Sandy Lee captains the six Margaret Faber precision dancers. . . . Jack Kweiler, who used to usher at the former Olympic burly house, Manhattan, is now doubling as a one-man show and as doorman at the Nocturne Club in the 50's. . . . Carlton Brown is writing a story on burly for *True* mag. Ditto John Horn for *Argosy*, plus pictures. . . . Victor Puree and Josephine Marsh (Mrs. Puree), away two years from circuit shows, are back after an extended England tour with musicals on the Moss-Empire Circuit. . . . Ann Palmer, dancer, is a burly first-timer on the Hirst wheel from niteries. . . . Loney Lewis, transformed from a comic to a portrait painter, completed his first artist's job, an oil sketch of Dave Ferguson, Jewish Theatrical Guild exec, presented to Dave on his birthday, October 16. . . . James Cavanaugh, house canary at the Hudson, Union City, is another Hirst Circuit newcomer. Absent from burly seven years, during which he played five years with the Mimic Men and later with Mike Todd's *Star and Garter* musical.

RITA DeMARCO made her first appearance at the Hudson, Union City, last week, also in the East, in featured spot with the Hyatt-Puree unit after a summer's vacation in Montreal. . . . Lou DeVine and Tommy (Bozo) Snyder are co-comics in a Midwest circuit unit. . . . Dollie Dawson and Ray Kolb replaced Myrna Dean and Slat Taylor October 20 at Jacques, Waterbury, Conn., thru Dave Cohn. Joan Mavis comes in October 27. . . . Bob Lang returned from Honolulu, where he shelved *Clover Girls' Scandals*, his own show, and opened with his partner, Gayle Page, at the Music Hall Club in Seattle for the Bert Levy Circuit. Team will headline for an indefinite run. . . . Tom Ward is in St. Petersburg, Fla., doing missionary work for booker Mickey Owens. . . . Scurvy Miller is celebrating his 10th anniversary as house comic at the Avenue, Detroit. . . . Tom Barrett, dancer, has deserted the Gay Nineties to join his two grandchildren, Billie and Jack, in a new vaude act labeled the Marlboros. . . . Jean Falvey, Hudson, Union City front liner, extended assistance to Al Blanc, working his harmonicas under a handicap of an infected thumb. . . . Pat Mack, wife of Manager Hughie Mack, is number producing at the Fox, Indianapolis. . . . Walter Brown and Bert Carr are co-comics the first time in the same show on the Hirst wheel. . . . Jack Montgomery and Ronnie Sterling replaced Frankie Fay and Chet Atland as producer and house singer respectively at the Empire, Newark, October 17, with the latter two moving to St. Louis.

LIFE SENTENCE

(Continued from page 43)

lectual message, interprets what should be a very poetic part far too realistically. Margaret Gillespie, as the girl in the story, is a very fetching lass but shows a tendency to play Ophelia, not her part. In the role of the father, John Fitzgerald is a good type cast, but at times his rapid enunciation gets the better of him. In smaller roles, Bill Kennevan, Tom Long, Ian Campbell and Milner DeVore give good performances.

Marjorie Hildreth's staging was adequate. Sets by Bob Ramsey, on a limited budget, background the production nicely. **Leon Morse.**

Paris Ballet Halted By Political Strike

PARIS, Oct. 18.—Fifteen minutes before curtain time for an all-ballet evening at the Paris Opera on September 24, the lighting staff and machinists went on strike against dancer Serge Lifar.

Lifar, who had been barred from the stage for a year on charges of semi-collaborationist activities during the German occupation of France, was re-engaged by the corps de ballet, but the stagehands were not informed. According to them, their Liberation Committee had not been told of any change in Lifar's status, and they would not co-operate in the circumstances.

The situation now stands with the corps de ballet asserting that they will not dance at the Opera at all unless Lifar is welcome. Government arbitration is expected.

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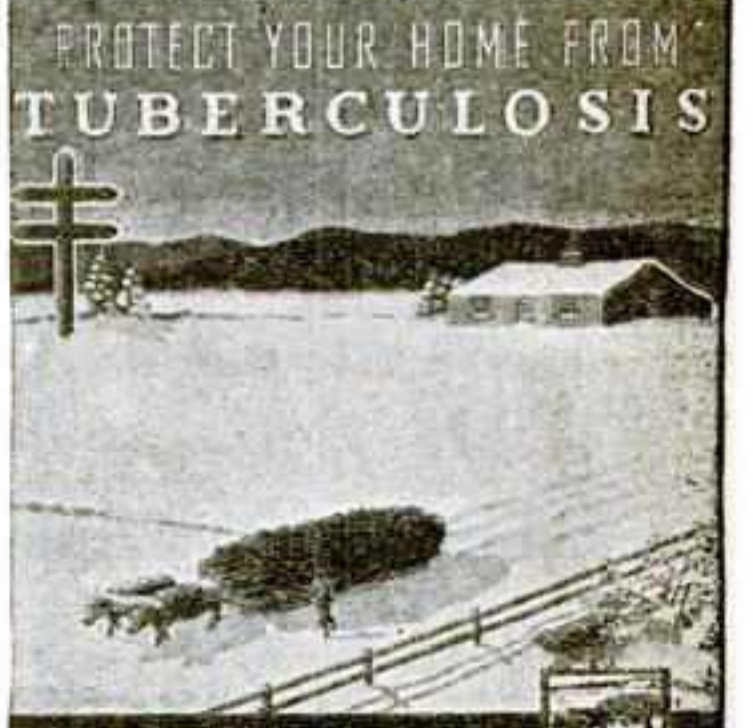
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ABBOTT—Mrs. Helen, 43, former actress in legit and silent films, October 10 in Oakland, Calif. Known on the stage as Helen Greene, she once was associated with David Belasco in New York. Surviving are her husband, Michael; her mother, Mrs. Clay M. Green; a sister, Mrs. Marion Bryant, and a brother, Adm. Arthur Granville Robinson.

ALGER—Mrs. Grace Drew, former actress and newspaper woman, October 9 in Rye, N. Y. Her husband, George W., and a daughter, survive.

BARTON—Arthur C., 62, carnival concessionaire and novelty dealer, in Bell, Calif., October 9 of a heart attack. Born in Lexington, Ky., he had spent many years as a carnival concessionaire before becoming a novelty dealer in Los Angeles. He was a member of the Pacific Coast Showmen's Association. Services in Bell October 15, with burial in Showmen's Rest, Evergreen Cemetery, Los Angeles. Survived by a brother and a son.

BERST—Frank, former advance man for Barnett Bros.' and Welsh Bros.' circuses, October 13 in Harrisburg, Pa. Survived by two sisters and a brother. Burial in Harrisburg October 16.

BESSENT—Lillian, formerly with Irons & Clamage, Bert Smith, Armstrong's *Baby Dolls* and other tab and burlesque units, October 10 in a California sanitarium. During silent film days she doubled for Mable Normand. Survived by her husband, A. C. Luty, a brother and sister. Burial in Inglewood (Calif.) Memorial Park Cemetery.

BURGESS—Mrs. Estelle Loomis, former leading woman with Richard Mansfield, October 11 in New York. Her husband, Gelett Burgess, author and illustrator, survives.

IN MEMORY
Of A True Friend
LLOYD R. CARLSON
Passed away October 5, 1947,
San Francisco, Cal.
TOMMIE & JEANNE PLATT

CALKINS—Arthur W. Sr., 67, Broadway scenic designer, October 9 at Lake Arrowhead, Calif. Among his stage settings were those for *No, No, Nanette* and *Desert Song*.

CRAIG—Arthur T., 57, outdoor showman and band director, September in Madrid, N. Y., of coronary thrombosis. Craig started in show business in 1910 and from 1911 to 1917 was co-owner of the Craig Bros.' Shows. In 1917 he organized an army band which he directed here and abroad until the end of World War I. He then returned to the Craig Shows until 1922 when he retired from outdoor show business to devote his time to the direction of the Madrid High School Band.

IN MEMORY
of My Dearest Wife
NELLIE DONEGAN
Who passed away
October 28, 1945
Earle Reynolds
Reynolds and Donegan

DEMPSEY—Thomas, 79, former vaudevillian, October 7 in Hollywood. After a long career on the stage, he entered films in 1920 and was in a number of Mack Sennett comedies.

De ROTHSCHILD—Henri, 75, financier, physician and playwright, October 12 in Lausanne, Switzerland.

THE FINAL CURTAIN

Under the name of Andre Pascal he wrote numerous plays, including *La Caducee*, *Le Rampe* and *Heritage*.

FABRIS—William, for many years a trumpet player with the San Francisco Municipal Band, October 14 in San Francisco. Surviving are his widow, Minnie, and two sons, Alvin and Leroy.

FINNEY—W. A., 65, retired motion picture theater executive, October 11 at Daytona Beach, Fla. Finney was formerly Southeastern division manager of Loew's, Inc., in Atlanta. He served as a theater manager in Atlanta, Savannah and Brunswick, Ga., and San Antonio. Survivors include his widow, a sister and a brother.

GORDON—Richard, 47, orchestra leader for the Paper Mill Playhouse, October 10 in Milburn, N. J. He formerly conducted orchestras for the St. Louis Municipal Opera Company and the Grand Rapids Civic Operetta Company. His widow and two daughters survive.

GOUGH—Emile J., 58, newspaper and radio executive, October 14 in San Francisco. Working in the newspaper field until 1920, he later joined the Hearst Radio Service, retiring from that post in 1937 to enter business in New York.

HALLIDAY—John, 61, actor, October 17 at his home in Honolulu of a heart ailment. His first stage role on Broadway was in *The Whip*. One of his best known stage roles was the lead in *Tovarich*. Among the movies in which he appeared were *The Philadelphia Story*, *Westward Passage*, *The Light That Failed* and *Intermezzo*. Halliday had made his home in Honolulu for the past several years and was active there in the Community Theater. Survived by his widow and son, John Jr.

HAMMER—Paul, 79, identified with Salt Lake City legit theater in various capacities for 65 years, recently at his home in that city. Hammer had been a stagehand, actor, stage manager and promoter and handled the box office for road attractions at the University of Utah's Kingsbury Hall. Burial in Salt Lake City October 15.

HANNON—John, 57, trade newspaper consultant and a member of the Showmen's League of America, October 15 in Chicago.

HEALY—Capt. Tim, 55, world traveler and radio performer, October 12 in Fort Worth. He became nationally known in 1926 for his NBC program, *The Stamp Club of the Air*. His last program, *At Home With the Heals*, was presented over Station WFAA. Survived by his widow, two sons and two daughters.

KERESTES—George, member of the Endy Bros.' Shows' staff, October 18 in Chattanooga. Burial in Lansdale, Pa., October 28.

HILYARD—Norman, 74, director and character actor, October 12 in Chicago. Among the shows in which he appeared were *The Cowpuncher*, *The Girl of the Golden West* and *Freckles*.

HOFFENSTEIN—Samuel, 57, scenarist and one of the best known dramatists in the film colony, in West Los Angeles, Calif., October 6 of a heart attack. Born in Lithuania, he came to America as a child, settled in Wilkes-Barre, Pa., attended Lafayette University and was a newspaperman before going to Hollywood as a script writer for Paramount. His most recent film was *Give My Regards to Broadway*, a 20th Century-Fox production as yet unreleased. Survived by a brother.

KENNON—Jess, 58, concession manager of Peppers All-State Shows, in Wallace, N. C., September 28. Survived by his widow, June, and son, Roy McCurdy. Burial in Roseville, O., October 1.

KING—Leslie, 71, retired actor, October 10 in Amityville, L. I., N. Y. Beginning his career in 1926, he ap-

peared in *The Blue Ghost*, *Dorian Gray*, *A Point of Honor*, *Mme. Capet* and *Delicate Story*. King supported such stars as Fannie Davenport, Joseph Jefferson, E. H. Sothern and Julia Marlowe.

KIPPEN—Manart, 55, stage, radio and film actor, October 13 in Claremore, Okla. He appeared with the late Minnie Maddern Fiske, supported Marjorie Rambeau in *Daddy's Gone A-Hunting* and was a member of the Jessie Bonstelle Stock Company. Survived by his widow, Jeanne.

LILLIE—Albert F., 81, brother of the late Maj. Gordon W. Lillie (Pawnee Bill), well-known outdoor showman, who at one time operated the Pawnee Bill Wild West Show, October 11 in Pawnee, Okla.

LITTLEFORD—Mrs. Margaret E., 88, mother of Roger S. Littleford Sr., chairman of the board of directors of *The Billboard*, and grandmother of Roger S. Littleford Jr. and William D. Littleford, publishers of *The Billboard*, October 16 at her home in Fort Thomas, Ky. Other survivors include her husband, John S., founder of Littleford Bros., Inc., sheet and plant steel manufacturers, Cincinnati; a daughter, Mrs. Arthur W. Wadsworth; another son, John S. Jr., and a sister, Mrs. Mary S. Scott, Los Angeles. Funeral and services October 18, with interment in Evergreen Cemetery, Southgate, Ky.

In Memory of My Beloved Husband
D. C. (MAC) McDANIEL
Died in Spartanburg, S. C., October 29, 1933.
Bertha (Gyp) McDaniel

MASON—LeRoy, 44, film actor, at Birmingham General Hospital, Van Nuys, Calif., October 13 after a heart attack. A native of Larimore, N. D., he made his film debut in 1919 at the old Fox Studio. In 1925 he became a leading man for five years and played opposite such stars as Esther Ralston, Betty Blythe and Belle Bennett. At one time he was married to Rita Carewe, daughter of Edwin Carewe, pioneer film producer. Of late years he played heavy parts, mostly in Westerns and serials. Survived by his widow and his mother.

McSTAY—James E., 70, singer and voice instructor of Rhode Island, recently in White River Junction, Vt.

MEAD—W. J. (Billie), 70, retired circus musician, October 6 in Cresco, Ia.

NAGEL—Walter, 58, one of the leading booking agents of Europe, in Copenhagen, Denmark, September 2. He had been inactive the past few years due to ill health. He headed the Scandinavian Vaudeville Agency of Copenhagen.

NEWSUM—Jeanette, wife of James K. Newsum, former circus and carnival general agent and press agent, recently at Baptist Hospital, Little Rock, after an operation. The Newsums had been associated with the Yankee Robinson Circus, Billick's Gold Medal Shows and J. O. McCart's Shows. In recent years they had operated the City Hotel, North Little Rock.

NORCROSS—Hale, 70, veteran actor, October 15 in New York. Over a period of 40 years he had appeared in *The College Widow*, *Is Zat So?*, *The Road to Rome*, *Caesar and Cleopatra*, *Juno and the Paycock*, *Abie's Irish Rose*, *Life With Father*, *The Last Mile*, *Suzanna* and *the Elders* and *Dunnigan's Daughter*. His daughter, Virginia, survives.

RICE—Girtz, 56, composer, October 16 in New York. He wrote several memorable songs of World War I, including *Dear Old Pal of Mine*, *Keep Your Head Down*, *Fritzie Boy* and *Mademoiselle from Armentieres*. He also did several selections for *Getting Together*, a Broadway musical in

which he appeared. A star of musical comedy and vaude, Rice co-authored the musical, *Princess Virtue*, and collaborated with Werner Janssen on *Nic-Nax*, in which he was a principal. Besides writing special music for Gertrude Lawrence and Beatrice Lillie, he toured with his own vaude company, Girtz and His Royal Mounted Police. Many of his tunes were published in England and France. Survived by his widow, a son and a daughter.

IN LOVING MEMORY
Of Our Brother
JOHN E. STEBLAR
Who passed away Oct. 21, 1945
Miss you at the breakfast table,
Miss you when we eat at night,
Miss you all the time, dear
Brother,
Yet we know God's will is right.
JOSEPH AND HANNAH STEBLAR

SEPETER—James N., 60, Lansing, Mich., night club operator, of a heart attack in Detroit October 12. He had operated the Tally Ho Club, major Lansing night spot, for a number of years. Survived by his widow and two daughters. Interment at Lansing.

TALENT—Florence (Flo Merritt), 50, former vaude performer, October 16 in Los Angeles. Beginning her career in legit with the Brandon Stock Company, she later toured the vaude circuits with her husband, Bill Talent, in the comedy act, Merritt and Talent. Her husband survives.

In Fond Memory of
FLO TALENT
Passed away Oct. 3, 1947.
Of the team Talent and Merritt
American Guild of Variety Artists
Chicago

TEITELBAUM—Abraham, 58, Yiddish actor, October 16 in New York. He had a feature role in the current play, *Shylock and His Daughter*, and had been with Maurice Schwartz's Yiddish Theater the past 15 years. His widow, Camille, and two daughters, survive.

IN MEMORY
Of My Dear Husband
GEORGE YAMANAKA
Died October 25, 1942, in Columbia, S. C.
LUCY YAMANAKA

WEBSTER—Alfred A., 70, character actor, October 12 in New York. After touring with stock companies for several years, he organized and managed his own unit for five years. Among the Broadway productions in which he appeared were *Street Scene*, *On Borrowed Time* and *Arsenic and Old Lace*.

Marriages

BRITTON-CONNERS—George Britton, musical comedy and operetta singer, and Kaye Connors, principal in *The Chocolate Soldier*, October 2 in Pittsburgh.

DUFFIN-ROUMEGUE—Matt Duffin, Paris correspondent for *The Billboard*, and Lucette Lil Roumegue recently in Paris.

EIDMAN-SPIETH—Brad Eidman, station manager of WAAF, and Ann Spieth, October 10 in Chicago.

IWANOW-MEDEL—Mario Iwanow and Josephine Medel, performers with Dailey Bros.' Circus, September 28 in Fairbury, Neb.

KETTER-WAFER—Warren Ketter, promotion manager for disk jockey Bill Evans, and Laverne Wafer, September 27 in Chicago.

ST. LOUIS COPS GO OUTDOORS

Richmond Draw Hits 125,000 Despite Weather

RICHMOND, Va., Oct. 18.—Rain on closing Saturday (11), the fifth successive day, dampened but failed to keep hefty crowds from the Atlantic Rural Exposition. Total attendance for the week was about 125,000, an exceptionally large turnout considering the weather and the condition of the grounds.

Big car auto races, staged by Nunis Speedways, with Al Nunis in charge, drew an estimated 9,000 Saturday afternoon. Fans came out and purchased tickets even tho a drizzle continued right up to the 1 o'clock time trials. About four inches of mud had to be removed from the track. General Manager J. A. Mitchell predicted a crowd of 15,000 would have turned out if favorable weather had prevailed. Results achieved in the rain would seem to substantiate this. Ted Horn won handily from Bill Holland in the feature race.

Annual is definitely beginning to catch on following a not too encouraging revival a year ago. Altho a successor in every way except title to the old Richmond State Fair, the public this year, for the first time, was not confused by the high sounding exposition moniker.

Publicity this year, under the direction of Tiny Heinie, was excellent, with papers and radio stations co-operating fully. A spring stock show, which was a bloomer, evidently didn't hurt, as many who witnessed that enterprise feared it might.

New coliseum is ideal for the staging of almost any type of indoor event, from wrestling to circuses. Mitchell has year round operation in mind, altho plans are all in the tentative stage. Promotion prior to the fair, mainly auto races, resulted in about \$12,000 being added to the treasury, Mitchell said.

Bailey Bros. Gets Red Ones in Texas

ODESSA, Tex., Oct. 18.—Texas business continues good for Bailey Bros. Business here was good, org getting a three-quarter matinee and capacity at night.

Mineral Wells, Tex., gave with an overflow at the matinee and a straw at night. Attendance in Mineral Wells was surprising, show officials said, in view of the fact the org came here only two weeks after Ringling-Barnum had been in Fort Worth.

En route to Odessa, one of the show's trucks, carrying a load of seats, was demolished in an accident.

Roger Bros. Business Is

Light in Two Texas Spots

HICO, Tex., Oct. 18.—Roger Bros. did only light business here and at Dublin, Tex. Weather was at fault here, rain holding the matinee crowd to a half house. Threatening weather at night held the crowd to about the same size as the matinee.

At Dublin the weather was good but the lot was located quite a distance from town. As a result only fair crowds caught the two shows.

Iowa Nets 50G In Show Taxes

Two per cent revenue represents 2½ million in sales —fair gate exempt

DES MOINES, Oct. 18.—Carnivals and fairs produced approximately \$50,000 worth of State sales tax revenue this year, the State tax commission reported. The 2 per cent tax revenue represented \$2,500,000 in sales.

The tax was applied to all types of amusements on the fairgrounds due to a new amusement tax, effective this year, which included all amusement games and devices not previously taxed. Only gate receipts of the fairs were exempt.

The tax commission set up a special collection force on the grounds for three of the larger fairs, the State Fair at Des Moines, Clay County Fair and the Waterloo Cattle Congress.

Sales tax receipts for the State Fair amounted to \$10,110.25; Clay County Fair, \$2,660.08, and the Cattle Congress, \$3,030.17. Other fairs pay their receipts in the regular manner to the tax commission.

Georgia Event Is Extended 3 Days

Four days of rain causes action—gate off 20% thru first few days of annual

MACON, Ga., Oct. 18.—Because of four straight days of rain, officials of Georgia State Fair, which opened here Monday (13) and was to continue thru Saturday (18), announced today the event was being extended three days, ending now on Wednesday night (22). Endy Bros.' Shows, on the midway, will remain over, officials said, and all exhibit halls will remain intact.

According to E. Ross Jordan, general manager of the annual, the gate was off 20 per cent the first few days because of the weather. The fair, with a record-breaking number of exhibits and events, he said, stood a good chance "to overcome this if we get a break in the weather."

A \$35,000 new livestock arena was presented formally to the fair opening day, Monday (13). Dedication of a new \$16,000 office building occurred the previous year.

The fair is operated by the Macon Exchange Club, under lease from the Macon Chamber of Commerce. Officials said the fair this year reached a new high in the number of counties represented, in the number of individual exhibits, and in the number of exhibit departments. Cattle shows reached a new high with five special shows this year.

Special events for the week included a horse show with 32 entrants, sponsored by the Macon Stirrup Club, which drew a good crowd under the dripping skies. Automobile races with stock cars were skedded Saturday afternoon.

All Santa Clara Records Broken, Figures Reveal

SAN JOSE, Calif., Oct. 18.—Santa Clara County Fair which closed here September 21, was larger this year in every respect than ever before, from attendance to the numbers of hot dogs sold, according to figures released by Russell E. Pettit, fair manager.

Final official attendance was 125,589 during the six-day run, as compared with 103,680 last year and 43,000 in 1941. A total of 15,238 cars were parked in two parking lots, nearly 5,000 more than last year, and 19,169 visitors rode the "Hi, Neighbor" trains on the ground.

Comparing exhibit figures with those of last year shows there were 94 more entries in the industrial tent, 280 more entries in agriculture and horticulture, 781 more livestock, 400 more domestic arts and sciences, 79 more poultry entries, 363 more in the junior divisions.

Grand total in all departments shows 1,027 exhibitors as compared to 444 in 1946, 3,271 entries this year as against 1,530 last year, \$22,186.50 in premiums paid as compared with \$9,960.86 last year and 6,652 awards offered as against 4,888 in 1946.

Even more children were lost this year than last. The number who "misaid" their parents this year was 136 as compared with 121 last year. A total of 195 persons were given first aid this year. A total of 20 pies were used in the kid's day contests and three gross of bubble gum.

This year hungry fairgoers ate and drank 12,640 hamburgers, 14,800 hot dogs, 5,600 ears of corn, 3,412 tacos, 7,411 waffles, 86,300 bottles of soft drinks and 28,600 bottles of beer.

Electricity used totalled 1,029,000 kilowatts.

Weather Fails To Halt King

MARION, S. C., Oct. 18.—Even threatening weather, with overcast skies, couldn't stop King Bros. from drawing here. Show drew capacity at night after a fair matinee.

Lumberton, N. C., gave with a similar crowd, matinee being fair, but a capacity throng being on hand for the night show.

Rain hurt at Roxboro, N. C., but even so business, considering the weather, was okay. Starting early in the morning the rain continued all day and thruout the night. Matinee was light but a strong house was on hand at night.

Barbourville, Ky., Legion Sells Hall, Buys Park Site

BARBOURVILLE, Ky., Oct. 18.—The Deacon-Smith Post of the American Legion sold its \$15,000 hall here and purchased a 15-acre tract on Barbourville's outskirts for use as a memorial park.

An athletic field, grandstand, clubhouse and other projects will be included in the park, eventually costing about \$50,000.

Shift Circus Into Stadium

Nix Arena's demands for Barnes Bros.' show, hike in rent—contract to Wirth

ST. LOUIS, Oct. 18.—The Police Circus here in 1948 will be staged outdoors for the first time in its 40 years, execs of the sponsoring St. Louis Police Relief Association this week shifting the big event to Walsh Stadium after a break-down of negotiations with Arthur M. Wirth, of Chicago, who heads a group which bought control recently of the Arena, the site of the circus in recent years.

The police had been paying a rental of \$15,000 to the Arena. Wirth, in negotiations for 1948 asked \$50,000, an increase of \$35,000, and also that the Police Association contract for the circus performance itself with the Barnes Bros.' Circus, the largest purchaser of stock in the Arena Corporation.

Firm in Stand

The police turned down this demand after first indicating they would pay \$30,000 in rental but would not accede to the demand that the Barnes Bros. show be contracted.

The negotiations were aired back and forth in the local papers, with Police Association being reported as determined not to relinquish control of the show itself. Wirth, in turn, was quoted by Police Capt. John A. Buck, president of the Police Association, as stating that the rental fee was not as important to him as gaining control of the show.

Retain Right To Pick

At the break-down in negotiations, the contract to supply the show was awarded to Frank A. Wirth, New York booker. Under the terms of the contract, the association retained the right to select its own acts from the booker.

After the Police Association made its plans known for 1948, Buck said that Wirth had withdrawn his original demand for a \$50,000 rental and offered to permit H. Sam Priest, president of the Police Association, to set a "fair figure" for the use of the Arena after the 1948 event was held.

Walsh Stadium, owned by St. Louis University, has permanent seats for 14,000 persons and provides space for an additional 5,000 seats. Rental of the stadium was said to be "below \$15,000." The circus will be held 17 days, beginning May 7.

Oklahoma Sports, Travel Show Skedded for March

OKLAHOMA CITY, Okla., Oct. 18.—A 10-day Oklahoma sports and travel show is scheduled for Municipal Auditorium here March 12-21. Show is being assembled by Phil Metz, official of an Oklahoma City photographic firm.

It will be the first such show here in several years. Metz said the show here will follow the pattern of those held in Chicago, Minneapolis, St. Louis and Detroit.

TEXAS SELLS SELF AT DALLAS

Fair Exhibits Do Potent Job

Souvenir Day hikes interest; wins for all—commercial firms pitch to folks

By Herb Dotten

DALLAS, Oct. 18.—Here in Texas they do things in a big way, although natives may regard that description as a masterpiece of understatement. Yet the size and number, not to mention quality, which is high of the commercial exhibits at the current State Fair, can well be tagged with the superlatives Texans are quick to give things Texas.

It is not alone biggest in numbers or in physical proportions which stamps the exhibits. It is in their effectiveness and the showmanship by which products are either displayed or ballyhooed.

Souvenir Day Big

As an illustration of the latter, consider Souvenir Day, thus named because commercial exhibitors that day broke out with free souvenirs. Held on the first Tuesday (7), normally one of the lightest days of the fair, it lifted attendance from 25,432 for the corresponding day last year, to 41,864 this year.

What's more, it sent Mr. and Mrs. Texas—and Sis and Junior, too, homebound, delighted and impressed by what they had seen—not to mention what they had been given—to give the event the all-important word-of-mouth advertising which assays so highly.

The day was, indeed, a notable success, not only for the fair and its patrons but for the exhibitors, for Texas, and for Dallas. Of the 345 commercial exhibitors contracted, some 216 participated in the souvenir give-away. Estimates placed the number of give-aways at well over the 1,000,000 mark. They included key rings, yard sticks, rulers, table mats, caps for kids, buttons, pins, colored feathers, free samples—and even shopping bags, given cuffo by two exhibitors to everyone who came thru the gates.

Prepare Early

Preparations for the day started well in advance of the fair—back in April, to be exact. Then, W. H. Hitzelberger, vice-president and general manager, and Fred Tennant Sr., superintendent of exhibitors, after sounding out the idea, wrote each of the commercial exhibitors for support of the souvenir program.

From an exposition slant, Souvenir Day emphasized the fair's importance as a place where the folks could see (See *Texas Sells Self* on page 101)

Truro, N. S., Annual Nets

9G Profit, 27G in 4 Years

TRURO, N. S., Oct. 18.—The 1947 Truro Fair here netted a profit of \$9,000, C. F. Kennedy, secretary-treasurer, reported. Total profit of the annual for the last four years is \$27,000, Kennedy also disclosed. All surplus will be used in expansion plans for 1948.

Attendance this year hit 50,000. Outside gate carried admission, but there was no charge for the vaudeville program offered nightly. Harness horse races, presented each afternoon, bore an admission charge.

Around the Grounds:

\$206,864 Sacramento Profit; Record \$60,000 at Louisville

The 1947 California State Fair, Sacramento, yielded a total net profit of \$206,864, the directors announced.

This year's Tioga County Fair at Whitney Point, N. Y., was one of the most successful in its history. An increase of 3,000 in paid admissions enabled it to finish well in the black. Annual will enter 1948 with a cash balance of \$7,400 after having spent \$5,000 this year on plant improvements.

The Flying Siegrists, who close a long season with the George A. Hamid office in Augusta, Ga., November 1, will jump to Kansas City, Mo., to start a series of indoor dates for Ernie Young.

The Health Museum at the Dallas event featured an exhibit furnished thru the Bureau of Medicine and Service of the U. S. Navy on the effects of atomic bombing. Two goats which were at the Bikini bombing drew much attention.

A \$2,000,000 collection of old masters was loaned by the Metropolitan Museum of Art to the Dallas Museum of Fine Arts, situated on the Dallas fairgrounds, for the run of the State Fair of Texas, and the showing brought much publicity to the fair.

Govt. Dept. Sees Big Year in '48 for International Events

WASHINGTON, Oct. 18.—The Commerce Department expects 1948 to be the biggest year in the last decade for large international fairs and exhibits, with over a score already slated, officials told *The Billboard* this week. Small fairs, according to commerce officials, will be a "dime-a-dozen," but the department is keeping tabs only on large ones of interest to American exhibitors.

First fair to get under way in 1948 will be the Tool Makers' Exhibition in London starting January 26, closely followed by the second Industrial and Commercial Exposition, which will be launched in Panama City, January 31.

Also slated for early 1948 are the Egyptian Agriculture and Industrial Exhibition at Cairo (February 15) and the Agriculture Machinery Exhibition at Paris (March 2).

One of the largest fairs, according to commerce officials, will be the Canadian International Trade Fair to be held in Toronto starting May 31. This exposition, officials say, will attract scores of American exhibitors. Canada will relax trade barriers sufficiently to permit exhibits from the U. S. to enter duty-free.

Remainder of this year finds a number of fairs still to be held including the International Motor Exhibition at Prague, Czechoslovakia (October 18), Indian Radio Exhibition at Bombay, India (December 19), and the Brewers Exhibition at London (October 27).

From reports received by Commerce Department, most fairs held this year in a dozen different countries were extremely successful with American exhibitors appearing in all the larger ones.

Also featured in the museum during the fair was a showing of contemporary magazine illustrators thru the co-operation of the Society of Illustrators. Norman Rockwell and Milton Caniff were included among the illustrators represented.

Audit of the 1947 Kentucky State Fair, Louisville, showed an estimated \$60,000 profit, the highest in its history. Previous peak profit was \$45,000 in 1945. Last year's profit was listed at \$25,000. J. O. Matlick, fair manager, said this year's profits will be plowed back into plant improvements.

Ventura Annual Draws 65,000; 12,000 Over '46

VENTURA, Calif., Oct. 18.—Total attendance for this year's Ventura County Fair, which closed here Sunday (5) after a five-day run, totaled 65,000 compared to a turnstile count of 53,000 in 1946.

Opening day saw a crowd of 20,000 on Ventura's streets to witness a two-mile long parade that ended at the fairgrounds on the ocean front. More than 10,000 paid their way into the exposition Wednesday (1); Thursday, 7,000; Friday, 7,000; Saturday, 21,000, and 20,000 Sunday, closing day.

In addition to the traditional horticultural, industrial, livestock, agricultural and poultry exhibits, the event featured an amateur rodeo, quarter horse races and a grandstand show staged by the famed Ojai Festival Players whose cleverly written and deftly staged production, *Frankie and Johnny*, proved that a full-fledged drama can be a welcome innovation for a county fair. Play was staged three nights.

Two outstanding contests unique to this fair were credited with drawing a record number of contestants and visitors. One, the Ventura County Fair table-setting contest, ran thruout the event. Table setting for different periods of history, with the *Emily Post Book of Etiquette* as the authority in judging winners, drew several columns of space in the local press during every day of the fair's run. Revival of the One-Family Fair also attracted much interest. These exhibits have been a major attraction at this fair for many years and were revived this year after being dropped during the war years. It consists of exhibits of produce grown by one family or on one ranch or farm.

Honolulu Annual Breaks

Attendance, Gross Mark

HONOLULU, Oct. 18.—The recently concluded Maui County Fair (October 9-11) celebrating its silver jubilee, established an all-time attendance record as well as in the gross cash receipts. Attendance for the three-day event was 60,000, which topped the attendance of 40,785 in 1941, the last year the fair was held.

Gross cash receipts for the entire fair, including all attractions, reached \$106,325, doubling the take of \$55,240 in 1940.

Pacific Int'l Attendance Up To '46 Record

Estimated at About 176,000

PORTLAND, Ore., Oct. 18.—Pacific International Livestock Exposition closed another bang-up season Saturday (11). Pending totaling of official figures, Manager Walter A. Holt said attendance was figured about even with last year's record outside gate of 176,000.

Same was true of the feature attraction, the rodeo and horse show, although nine night shows and four matinees were offered this year instead of the eight night shows and five matinees of last year. This resulted from the innovation of opening Friday (3) at 5 p.m. instead of on Saturday morning, as a year ago.

Concess Biz Good

Exposition bucked poorer weather than last year, rain pouring down on several of the show days. Bad effect was mitigated, however, by fact the exposition is all under cover, in a building extending over 11 acres. Concessions reported trade about on a par with a year ago, although there were some price reductions, notably in the restaurant.

Exhibits were heavier than a year ago, according to Holt, especially in machinery and livestock. Last year, first post-war showing, machinery houses were not yet in production stride, although the indoor exposition attracts a smaller proportion of this business than do outdoor expos. Livestock filled every possible space, and 4-H steers were even tethered to the walls outside. A new location and change in presentation brought an increase in county displays.

Draws From Wide Area

As an innovation, a large space—300 square feet—was devoted to a meat educational display, including a contest for identifying meat cuts. This was useful, said Holt, in determining the area from which patrons were attracted, showing attendance from nine States and Canada, 400 cities and towns. Display was entered by the National Livestock & Meat Board, Chicago.

Holt said that contact with the exhibitors forecast a considerable increase in exhibits for next year—"which will give us a housing problem."

A tour of the exhibits disclosed several modernizations in technique. A great increase was noted in the number of film attractions utilized, ranging from such attention getters as animated color cartoons to sound films of the product being displayed, the latter especially in the case of farm and construction machinery.

Neat Appearance

Exposition plant is unusually clean, owing in part to the wartime use of the building by the army, which paved the 11 acres. This adds considerably to the pleasantness of the animal display quarters, aided by generous use of DDT, which eliminates nuisance from flies. Management has installed an eye-taking diorama just inside the central entrance, which thru display of agricultural products, sets show's tone.

Holt said that Saturday (4) and (See *Pacific Int'l Up* on opp. page)

Raleigh Opens Big Despite Rains, Wind

May Top Predicted 250,000

RALEIGH, N. C., Oct. 18.—Record-breaking crowd of about 40,000 attended the opening of the North Carolina State Fair here Tuesday (14), despite intermittent rains which have prevailed in the South for the past two weeks with drastic effect on attendance at all major annuals operating in the Carolinas and Virginia. A hurricane which did considerable damage in the coastal areas resulted in drizzle in this area, but failed to hurt the gate. The storm coincided with the first two days of the fair. The predicted attendance of more than 250,000 seemed assured unless bad weather should interfere with today's closing activities.

The opener offered free admission and reduced midway prices to all children in Raleigh and Wake County. A second kids' day yesterday (17) was attended by equally hefty crowds of moppets from thruout the State. Dr. J. S. Dorton, manager of this and recently completed annuals at Charlotte and Shelby, boosted premium payments to an announced \$25,000, with the result that cattle, poultry and agricultural displays were pronounced the finest ever.

A strong wind Tuesday threatened to ruin the initial performance of the night grandstand feature, George A. Hamid's *Fantasies of 1947*. With a capacity audience on hand as a result of a large downtown sale, Dorton recruited numerous fair personnel to stand behind and support the several hundred feet of scenery extending on each side of the stage. The wind proved too strong, however, and the attempt was abandoned when 2-by-4-inch cross bars and struts snapped like match sticks. The show, altho lacking its colorful scenic effects, was enthusiastically received by the audience.

Wednesday (15) was wet and damp. Jack Kochman's Hell Drivers were to have been featured in the afternoon grandstand show but muddy track caused postponement of this event until Friday (17). Harness racing also was rained out until yesterday (17).

Because of the reduced prices in effect this year on both children's days, it is unlikely that Frank Bergen's World of Mirth Shows will equal the record \$140,000 gross it racked up here last year.

A preview of midway and grandstand attractions, usually held on the Monday before opening, was abandoned this year in favor of a press party held at a local hotel. Midway and grandstand talent was presented, along with refreshments, to numerous press and radio representatives. Governor Cherry and W. Kerr Scott, commissioner of agriculture, participated in ceremonies officially opening the fair.

A fence enclosing the main parking lot was moved to the rear of the midway and almost flush with the unit as a means of speeding the entrance of cars which heretofore caused considerable congestion when forced to slow down while admissions were collected at the edge of the road. Numerous drinking fountains were spotted thruout the grounds.

Fair Dates



A list of fairs two weeks in advance, arranged according to dates, States and cities, will appear in each issue. The complete List of Fair Dates was published in the issue dated August 16.

October 26-November 1

- ALABAMA**
Dothan—Houston Co. Tri-State Fair. Oct. 27-Nov. 1. Mrs. L. J. Lunsford.
Luverne—Greenshaw Co. Fair. Oct. 27-Nov. 1. W. J. Bell.
- FLORIDA**
Crestview—American Legion Harvest Fair. Oct. 27-Nov. 1. H. A. King.
Panama City—Bay Co. Agri. Exhibits. Oct. 27-Nov. 1. N. C. Yon Sr.
- GEORGIA**
Augusta—Exchange Club Fair. Oct. 27-Nov. 1. O. O. McGahee.
Cuthbert—Randolph Co. Fair Assn. Oct. 28-Nov. 1. H. L. Trussell Jr.
Hawkinsville—Pulaski Co. Assn. Oct. 27-Nov. 1. Roger H. Lawson.
Quitman—Brooks Co. Fair Assn. Oct. 28-Nov. 1. J. Pope Bass.
Savannah—Savannah Fair & Expo. Oct. 27-Nov. 1.
- LOUISIANA**
Eunice—Tri-Parish Fair Assn. Oct. 30-Nov. 2. Mrs. R. S. Parrott Sr.
Oak Grove—West Carroll Parish Fair. Oct. 28-Nov. 1. J. Wayland Smith.
- MISSISSIPPI**
Meadville—Franklin Co. Fair Assn. Oct. 27-Nov. 1. Annette Temple.
- NORTH CAROLINA**
Beaufort—Carteret Fair. Oct. 27-Nov. 1. T. E. Kelly.
Burlington—VPW Tobacco Festival & Fair. Oct. 27-Nov. 1. Thompson-Rumley, Durham.
- SOUTH CAROLINA**
Anderson—Anderson Co. Colored Fair. Oct. 27-Nov. 1. Joe Gresham.
Charleston—Charleston Fair. Oct. 27-Nov. 1. E. S. Welch.
Columbia—South Carolina State Colored Fair. Oct. 27-Nov. 1. Mrs. H. G. Reese.
Florence—Pee Dee Fair Assn. Oct. 28-Nov. 1. William B. Douglas.
Greenwood—Greenwood Co. Fair. Oct. 27-Nov. 1. E. B. Henderson.
- TEXAS**
Liberty—Trinity Valley (Colored) Expo. Oct. 31-Nov. 2.
Roby—Fisher Co. Fair. Oct. 30-Nov. 1. Otis Brown.

November 2-8

- ARIZONA**
Phoenix—Arizona State Fair. Nov. 7-16. Paul F. Jones.
- FLORIDA**
Blountstown—Am. Legion Calhoun Co. Fair. Week of Nov. 3. Wallace Finlay.
Tallahassee—Leon Co. Fair Assn. Nov. 3-8. James L. Rhoden.
- GEORGIA**
Alma—Bacon Co. Fair. Nov. 3-8.
- LOUISIANA**
Jennings—Jefferson Davis Parish Fair. Nov. 6-9. G. B. Martin.
- NORTH CAROLINA**
Franklinton—Franklinton Fair. Nov. 3-8. Thompson-Rumley, Durham.
- OKLAHOMA**
Enid—Garfield Co. Fair. Nov. 3-8. J. B. Hurst.
- SOUTH CAROLINA**
Orangeburg—Orangeburg Co. Fair. Nov. 3-8. J. M. Hughes.
Sumter—Sumter Co. Fair. Nov. 3-8. J. Cliff Brown.
Walterboro—Colleton Co. Fair Assn. Week of Nov. 3. E. E. Jones.

Exeter, Calif., Festival Acclaimed Best in History

EXETER, Calif., Oct. 18.—Annual Grape Festival was held here Saturday (11) and was acclaimed the most successful ever staged. Event opened with the crowning of the festival queen, followed by a parade.

Judging of the whiskerino contest and a barbecue were the afternoon features and a downtown street dance climaxed the affair. No attendance figures were given.

Pan - American Exhibit Upped

Latin countries planning larger displays this year at Tampa, Strieder says

TAMPA, Oct. 18.—International scramble for the American dollar will enter the picture in the Pan-American Building at the Florida State Fair here February 3-14, it was disclosed this week.

P. T. Strieder, general manager, announced that the fair would be used by Latin-American countries as a medium to build dwindling dollar exchanges and develop foreign business thru the port of Tampa.

The Pan-American exhibit which occupied more than 100 feet of space last year will be enlarged this year, and will be presented as a main fair attraction. Twelve Latin-American countries participated in the exhibit last year and plans are being made to increase participation.

Exhibits are being assembled in the various countries by stations of Pan-American Airways, and will emphasize manufactured products that could have a market in this country. Trinkets and tourist souvenirs have been ruled out of the display.

Exhibit will include such Latin-American merchandise as canned seafoods, raw and finished leather products, beverages, perfumes and cosmetics, cotton, wood and textile products, pottery, tile, jewelry and other products that can be exported to the United States.

It is planned to make travel and business information in Latin-American countries available at the exhibit.



Meetings of Fairs Assns.

Iowa Fair Managers' Association, Fort Des Moines Hotel, Des Moines, December 8-10. E. W. Williams, Manchester, secretary.

Wisconsin Association of Fairs, Pfister Hotel, Milwaukee, January 7-8. Doug Curran, secretary.
Illinois Association of Agricultural Fairs, St. Nicholas Hotel, Springfield, January 19-20. C. C. Hunter, Taylorville, secretary.

Virginia Association of Fairs, Hotel John Marshall, Richmond, January 26-27. C. B. Ralston, Staunton, secretary.

Nebraska Association of Fair Managers, Lincoln, January 26-28. (Hotel not selected.)

Pennsylvania State Association of County Fairs, Abraham Lincoln Hotel, Reading, January 28-30. Charles W. Swoyer, Reading, secretary.

New York State Association of Agricultural Fair Societies, Ten Eyck Hotel, Albany, February 9-10. James A. Carey, Albany, secretary.

INQUIRIES are being made and secretaries of associations of fairs should send in the dates of their annual meetings to *The Billboard*, 155 North Clark St., Chicago 1, Ill.

PACIFIC INT'L UP

(Continued from opposite page)

Sunday (5) attendance surpassed that of equivalent days a year ago, more than 25,000 jamming the show Sunday. Rain Monday and Tuesday was deemed to have cut the attendance somewhat.

The building had been redecorated, and acres of free parking space was available. The traction company put on a special bus service to the grounds, altho this year more patrons came in their own cars than in 1946.

The rodeo, handled by Christensen Brothers, of Eugene, Ore., was a sell-out on all but Monday and Tuesday nights. One night performance was enlivened by escape of a 1,500-pound Brahma steer, which leaped the five-foot guard rail in the arena, crashed thru a heavy wire gate and ran wild in the cattle and horse barns. Two women in the aisles were knocked down but not seriously injured.

This year saw the heaviest 4-H Club participation in the history of the exposition, with some 800 members entered.

"This growing participation emphasized the need for a new 4-H Club building," said L. J. Allen, State 4-H Club leader. Club members themselves are raising funds for such a building. Future Farmers of America exhibited livestock for the first time.

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464 Holly Ave., St. Paul 2, Minn.

Jimmie Lynch Plans Funspot

Buys controlling stock in Lakeside Club — will add rides, zoo, boats

TEXARKANA, Ark., Oct. 18.—Jimmie Lynch, the nationally known outdoor showman, has acquired controlling common stock in the Lakeside Country Club Corporation here and has been elected president.

In his announcement, Lynch said he planned to spend approximately \$100,000 in carrying out his own and the original plans of the \$120,000 private club which opened several months ago under management of C. M. Crawford, organizer.

Lynch said he planned to make the club grounds an amusement park with rides for the children, a zoo, boats on the lake and riding horses. He plans to start with nine rides for the children, including a toy train that will traverse the lake. Also, Lynch said, he planned to complete construction of the tennis courts and the nine-hole golf course and will install a tile swim pool. Pool will have an ultra-violet water treating system that will cost \$3,000.

Other officers, in addition to Lynch, are Ed Levee Jr., vice-president and C. E. Oxford, secretary and treasurer. Directors are Lynch; his son, Jimmie Jr., and Levee.

Lynch said no new members will be taken into the club until after improvements have been made. Present members will continue to receive the privileges they have had since the club's opening.

Lynch said he hoped to book four or five name dance bands between now and Christmas.

Millions Rides Lead At Big Dallas Fair

DALLAS, Oct. 18.—Harry A. Illions, president of Celoron Park, Jamestown, N. Y., reports that his Bozo and Rapids rides, transported from Celoron to State Fair of Texas here, have been duplicating their pace-setting record of last year among rides at the big Texas annual which closes a 16-day run tomorrow.

The Illions rides did capacity business at the fair Monday (13), Negro Achievement Day, being kept busy 9 a.m. until past midnight to gross as much as the new Roller Coaster which was recently erected in Fair Park here.

Illions, who closed a highly successful season at his New York park Labor Day, plans to return to Jamestown for a much needed rest following his strenuous season.

Philly Zoo Society Honors Frank Palumbo

PHILADELPHIA, Oct. 18.—Dr. Williams B. Cadwalader, president of the Zoological Society of Philadelphia, presented a life membership certificate to Frank Palumbo, Philadelphia restaurateur and philanthropist, at the Philadelphia Zoo Thursday (16). Ceremony took place at Solitude, former home of John Penn, and now used as the zoo's administration building.

Zoological society voted Palumbo a life membership in recognition of his gifts to the zoo. He recently presented a young leopard and four alligators to the garden, and has also given the society a check for a sizeable sum to be used for the purchase of a rhinoceros.



DR. LOUIS H. FIRESTONE, president and general manager of Flint Park, Flint, Mich., snapped with Bob Hope, his friend of many years' standing, during a recent visit with the latter in Hollywood. Firestone spent a week on the Paramount lot while Hope was making a picture, "Paleface," with Jane Russell, and also was a guest for a week at Hope's home in Palm Springs, Calif. Their friendship began in Cleveland years ago. Firestone is back in tip-top shape again after resting up since June, when his doctors ordered him to a hospital.

Sitting 'Round the Table

(Editor's Note: While the discussion on the current question, "Do you believe the expense of a first-aid department in your park is financially worth while?" continues the pros and cons are about running out, so here's the next question which will be the subject of this column. Think about it now so that when the time comes for you to send in your thoughts on the subject you will have definite ideas. The next question will be: "Do you believe park owners should offer free parking privileges with police protection against thefts and vandalism?" This subject is of vital interest to every park owner, so start thinking about it now.)

It's a Necessity

In my opinion a first-aid department with trained personnel is a necessity in a park doing a reasonable volume of business.

We are fortunate in Quebec in having an institution known as the St. John's Ambulance Corps. It is non-commercial. Its people are exceptionally well trained and their services are voluntary. It is maintained by donation.

The station should be in a convenient location but not too conspicuous. The writer once visited a park and was shown first-aid quarters located in the middle of the park with a huge Red Cross sign mounted on top of the building. My reaction was that it was an advertisement of accidents to come, a bad bit of psychology.

The service rendered by an institution of this kind seems to me to be an obligation to patrons. During the season just closed, we handled 1,536 cases. This might appear excessive but is the result of close reporting and includes about everything from indigestion and toothache to headaches and sore feet. It gave us that many opportunities to demonstrate our service to thousands of patrons and their friends. A great deal of additional good resulted from removal of paint and grease stains, repairs to clothing etc., in the same department.

While our physical set-up does not permit it, the handling of lost children could very well fit into the same operation.—REX D. BILLINGS, Belmont Park, Montreal.

Two First-Aid Rooms

In answer to your current question, we wish to inform you that we have two first-aid rooms, fully equipped to take care of any kind of accident. It is even equipped to take care of

a maternity case if need be.

As far as we are concerned, we believe the first-aid rooms are an asset to every amusement park.—ROLAND S. GAMACHE, Lincoln Park, North Dartmouth, Mass.

Have Registered Nurse

For 15 consecutive years we have maintained a first-aid room, fully equipped and in charge of a registered nurse. Every case receiving first aid is reported on a special form, signed by the registered nurse, and complete details of the case given. From such report, the data is submitted to our public liability carrier. The registered nurse's salary is \$85 per week since 1945 and was \$60 per week before that. She works a 12-hour day. Supplies, etc., bring the cost of the room to about \$2,000 per season.—LEONARD B. SCHLOSS, Glen Echo Park, Glen Echo, Md.

Calls It Obligation

The writer has been actively connected with the American Red Cross for the last 25 years and during the time of his affiliation with the Audubon Park, his experience has been that the maintenance of a first-aid department in a public park is a necessity. It is an obligation on the part of a concessionaire or a park superintendent to afford first aid free of charge to the public and it also is his belief that the public will more frequently patronize a park that affords them first aid for their children than they would one that doesn't.—GEORGE DOUGLASS, superintendent Audubon Park, New Orleans.

Bob Hand, Chester Park, Chester, W. Va., and his father-in-law, C. C. McDonald, proprietor of Idelwilde Park, Ligonier, Pa., are on a hunting trip while their wives vacation in Canton, O.

Atlanta Zoo Given Okay

Alderman Lee Evans says spot in good shape—Field tells committee he concurs

ATLANTA, Oct. 18.—Following publication of charges by the Atlanta Humane Society that the Atlanta zoo was poorly kept (*The Billboard*, October 18), Alderman Lee Evans, chairman of the city council's parks committee, made a detailed inspection of the Grant Park Zoo and said he found "nothing that could not be termed in first-class condition."

Evans's report was made at a meeting of the park committee Tuesday afternoon (14). Councilman R. E. Lee Field concurred with Evans and declared: "I've been by there about every two weeks this summer and it seemed to be in good shape to me."

Evans told the group he went to the zoo shortly after the story appeared in local newspapers quoting Mrs. Katherine Wheathersbee, a director, and Oby Brewer, president, of the Atlanta Humane Society, as saying the zoo was not being properly maintained.

Evans reported that he and Johnny Dilbeck, who is in charge of the zoo, inspected every cage and found them clean with the exception of the elephant pen.

Welsh Family Guests At Surprise Shower

PORTLAND, Ore., Oct. 18.—The place that a successful park operator occupies in the hearts of his fellow citizens was attested recently in a surprise affair given in the Fairview Grange Hall for the family of N. B. Welsh, operator of Blue Lake Park. The Welshes, who recently lost their home and furnishings in a \$14,000 fire at the park, were guests at a gift shower.

The Welshes, who had been living with relatives in Portland, received gifts that included silverware, china, pressure cooker, toaster and waffle iron. And there were a new rifle and skates for the 13-year-old son, Nicholas Jr. An impromptu program was presented with J. C. Lowit as emcee.

Organizations represented at the shower were Gresham Kiwanis Club, Gresham American Legion Post and auxiliary, Fairview Grange, Fairview Women's Society, Fairview Community Church, Osburn Road Dinner Club and Blue Lake Park Employees.

34G Development For Fort Myers

FORT MYERS, Fla., Oct. 18.—A \$34,000 development for the southeastern end of Estero Island, which will provide public facilities for bathing, fishing and picnicking at Fort Myers Beach was put in motion here Wednesday (8).

Project includes a \$25,000 bathing pavilion and restaurant to be built by Leonard Santini near his fishing pier, 400 feet of beach front to be provided by him for a public park and a \$9,000 paved road to the development from the end of the present hard-surfaced highway, to be built partly by Santini and partly by the county.

Proposed bathing pavilion will have two wings, 40 by 100 feet joined by a center section which will contain a restaurant and curio shop. Other shops may be added later. Each wing will have 100 lockers, one side for men and the other for women.

Strolling Thru the Park:

Freeland Buys Century Flyer For Conneaut Lake, Pa., Spot

E. E. Freeland, Conneaut Lake Park, Conneaut Lake, Pa., recently purchased a Century Flyer Miniature Train. On hand as technical advisor was Charles Beers Sr., Westview Park, Pittsburgh, who installed one in his park two years ago. Freeland says his train will be one of the feature attractions at Conneaut Lake Park and he is installing 3,000 feet of track thru the swamp lands back of the Coaster. He also says that along the right of way he plans to have realistic stations, with various signs, and will construct miniature cities for the train to pass.

Ben Sterling, owner of Rocky Glen Park, Scranton, Pa., is reported surveying ballroom plans with an eye toward the end of government restrictions on amusement buildings. Sterling says that altho business at his spot this season was down a bit from last year, he was well satisfied with the final count.

The Alex Moellers, of Waldemere, Park, Erie, Pa., are vacationing in Florida. Last reports said Alex was doing plenty of fishing with Carl J. Sinclair, of Myers Lake Park, but there were no official reports on their catches, if any. While cruising on his yacht at Fort Lauderdale, Fla., Carl, undoubtedly, is dreaming about the new Auto Scooter and new kiddie boat ride he is installing in his park.

A. B. (Brady) McSwigan, president of the National Association of Amusement Parks, Pools and Beaches, is expected to hit Chicago soon to go into a huddle with Executive Secretary Paul H. Huedepohl on the December meeting.

Fred Pearce, owner of Walled Lake Park, Detroit, and Excelsior Park, Minneapolis, is in California looking over parks there. Fred said he planned to visit owner George Whitney, of Playland Park, San Francisco, while out there.

Charles Paige, Roller Coaster engineer at the National Amusement Device Company, Dayton, O., is working on plans for a new

ride to be offered to the industry soon.

At Gerald Nierman's Lakeside Park, Dayton, O., a place has been cleared for a new Caterpillar for next season. Gerald recently spent a two-week vacation in New York.

Mrs. John Wendler, wife of the senior member of the Allen-Herschel Company, has recovered from a recent heart attack and is recuperating at her home in North Tonawanda, N. Y. Bill Wendler recently spent a week end in New York closing contracts for next season.

Owner Lou Grenier and Manager Lou Bruno, of Sandy Beach Park, Russells Point, O., are in a huddle over what work will be done this fall and winter to beautify their spot for next season's patronage.

From Norumbega Park, Boston, reservations have hit the NAAPPB desk for Roy Gill, park owner, and Sidney Curtis, concessionaire, for the December convention.

Harry Stahl, Jefferson Beach and Eastwood Park, Detroit, says that Mrs. Stahl and their offspring are traveling about in the Stahl's Spartan trailer and report an enjoyable time. Harry also says it won't be long now before he will head toward Florida and a vacation with his family.

Dr. Louis Firestone, Flint Park, Flint, Mich., is back from a California vacation.

Norman Alexander, Woodside Park, Philadelphia, has been devoting plenty of time out on the midway with park architects over expansion plans for next year. Park is revising its operating procedure to accommodate patrons thru the new entrance at the upper end of the park. This was occasioned by the discontinuance of the (See While Strolling on page 66)

Carpenter Out At Jantzen; Wells To Act

Will Return to Redmond

PORTLAND, Ore., Oct. 18.—The resignation of Roy J. Carpenter as manager of Jantzen Beach Park here was announced today by Harvey Wells, president of the Hayden Island Amusement Company, operator of the park.

Wells announced he would act as park manager, pending selection of Carpenter's successor. Wells said Carpenter was returning to Redmond, Ore., as manager of a branch of the United States National Bank, a position he left last January to take over the reins at Jantzen.

"I shall act as manager until the first of the year or until such time as we find the man we are looking for," Wells said.

Under Carpenter's management, the park saw its first extensive program since the war, with new rides installed, a seaplane strip and boat moorage put into operation. After nine years as bank manager at Redmond, Carpenter came to Jantzen as the successor to Bob Rennie, who had held the managership for one season.

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Beatty To Wind Up Season Oct. 27 at Beaumont, Tex.; Will Winter in Shreveport

Owner and Animals Will Play Shrine Date in Houston

CHICAGO, Oct. 18.—The Clyde Beatty Circus, in Kilgore, Ark., today for a one-day stand, will conclude the season at Beaumont, Tex., Monday (27) and will winter at the Louisiana State Fairgrounds in Shreveport, according to semi-official information reaching here today. Following the closing stand in Beaumont, it was said, all of Beatty's wild animals, elephants and ring stock will entrain for Houston, where Beatty himself will appear in the Houston Shrine Circus, opening October 29 and running thru November 11. Beatty also has a date to appear for Tom Pack's Circus in the Municipal Auditorium in New Orleans. Dates for the New Orleans event are December 8-14 and Beatty will furnish a complete menagerie for the engagement.

According to present plans, Beatty expects to enlarge his show by five cars next season, three flats and two sleepers.

Business for Beatty in the Southland continues good. At Tuscaloosa, Ala., business was excellent, the show getting a straw matinee and a capacity at night. El Dorado, Ark., gave with a strong matinee and a full one at night and the same was true at Ruston, La., where Mrs. Clyde Beatty, who had been hospitalized, rejoined. At Brookhaven, Miss., show played to capacity both matinee and night.

Org bucked a high school football game at Natchez, Miss., but registered near capacity at the matinee and better than a three-quarter house at night.

In this connection a pat on the back goes to Justus Edwards, Beatty's general agent, who, now that his duties as general agent are fulfilled, is doubling back and working the schools four days ahead of the show. Edwards distributed 4,500 special 35-cent school children's ducats for the matinee and was successful in getting the seven public schools, four parochial schools, the Negro college and Jefferson Military Academy, all Natchez organizations, closed at 11:30 a.m. circus day. All Natchez publications were liberal with space and Beatty did a 15-minute broadcast over the local radio station. He had as his guest at the matinee children from three local orphanages.

Bertram Mills Ends Season With Profit

LONDON, Oct. 18.—The Bertram Mills Circus wound up its season with a reported profit of \$850,829.72 and has declared a final dividend of 200 per cent, in addition to an already distributed 100 per cent, for the fiscal year ended April 5.

Mills' circus stock, up until a few months ago, was held by members of the Mills family, who have since marketed 200,000 of the 1-shilling shares at 42 shillings each. Mills family retains control of two-thirds of the circus stock.

Cincinnati Circus Fans Honor John G. Robinson IV

CINCINNATI, Oct. 18.—Local John Robinson-Loyal Repensky Tent of Circus Fans staged a dinner in honor of John G. Robinson IV, member of the org, at the Vernon Manor Hotel here Thursday night (16). Robinson is a candidate for municipal judge in the November election. Entertainment included motion pictures of Clyde Beatty and Cole Bros.' Circus and playing of Merle Evans (Ringling Bros. and Barnum & Bailey) records. Automatic phonograph was

Three Kansas Cities Give Dailey Kale

Ottawa Turns Out 8,000

OTTAWA, Kan., Oct. 18.—Dailey Bros. chalked up another successful stand here, after registering good ones at Clay Center and Belleville, with an estimated 8,000 at the two shows. Org received a good publicity break when *The Ottawa Herald* ran a four-column picture of the bulls being led from the train to the lot.

At Clay Center, the show overcame tough weather to draw a full house at the matinee and an almost full one at night. The windy weather prevented raising the big top, but the show went on as scheduled.

Belleville gave with a strong matinee and a full one at night. Advance men of the show were in Belleville two weeks ahead and did a good publicity job.

furnished by Don Fosgate, of Triangle Distributing Company, a new member of the local fans.

Gathering, numbering 35, included CFA members and wives and local newspapermen. Albert J. Mayer Sr., chairman-toastmaster; Cecil D. (Red) Scott, Frank Bevier and Arthur B. Becker were in charge.

R-B Southern Tour Still Big; Miss., La. Spots Okay

CHICAGO, Oct. 18.—The Southern tour of the Ringling Bros. and Barnum & Bailey Circus continues to pay off, with spots in Louisiana and Mississippi proving better than okay. Org's three-day stand in New Orleans was a winner, with attendance building each day until the final day, when sellout crowds caught both the matinee and night shows. Opening in New Orleans Friday (10), the Big One had a light matinee, only about a half-house being on hand. At night however, it was a full one. Second day, Saturday, found better than a three-quarter house on was capacity. Third day it was a full one at both shows. Cole Bros. had played New Orleans just about a month before the Big One, so attendance at the R-B show was considered good for the three-days, inasmuch as New Orleans had two railroad shows in about a month's time.

Hattiesburg, Miss., proved a winner. Moving in there Monday (13), the show attracted between 7,000 and 8,000 at the matinee and close to 10,000 at night.

At Greenwood, Miss., the R-B org drew a near full one at the matinee and close to capacity at night. Bev Kelley, show's press department head, called it "the best spot of the week."

Cole Pays Tribute To Col. Consolvo

NORFOLK, Oct. 18.—Cole Bros. personnel paid tribute to Col. Charles H. Consolvo, on the sick list, in the lobby of the Monticello Hotel here Monday (13). He heard the program via telephone.

Col. Harry Thomas acted as emcee and introduced Melvin D. Hildreth, past president of the Circus Fans Association, who was the main speaker. Hildreth told of Colonel Consolvo's long relationship with the circus world and he praised Zack Terrell, Cole Bros. owner, saying, "All a circus has to sell is a pleasant memory, but in these difficult days of strain and turbulence, one who gives back a happy recollection of pleasant memories deserves well of the world and is entitled to life's richest blessing."

Another speaker was Terrell, who told of his long association with Consolvo. Otto Griebing and Freddie Freeman, clowns, put on their boxing exhibition. Florence Tennyson, vocalist with the Cole org, sang several numbers.

B. O. Doldrums Hits Rodeo in Its 3d Week at Garden

NEW YORK, Oct. 18.—Attendance at Madison Square Garden's 22d annual World's Championship Rodeo dipped a bit the past week and has been about 30 per cent under that of last year. The drop, which has affected all sections of the house equally, is caused possibly by the extremely mild weather of the past two weeks.

Rodeo is garnering plenty of publicity and is advertising heavily. After heavy casualties opening week, contestants the past fortnight have come thru with only minor mishaps. At the end of the third week, top money winner was Todd Whatley, with \$2,395, followed by Bud Linderman, \$1,935; Charles Colbert, \$1,645; Bill Linderman, \$1,502, and Troy Fort, \$1,495.

On Monday afternoon (20) a special performance will be put on for 15,000 underprivileged children who will be the guests of Gen. John Reed Kilpatrick, president of the Garden. The rodeo bows out Sunday night (26).

Louie Stern Gifted With New Cadillac

SAN ANTONIO, Oct. 18.—Louie Stern, manager of Polack Bros.' Western Unit, was presented with a new Cadillac sedan on his birthday here, the gift of the Alzar Shrine committee and personnel of the show.

Business for the show here, which opened Monday (13) and plays thru Sunday (19), has been big, with turnaways the rule, rather than the exception.

Cole Scores In Norfolk

Org does capacity business at night despite threatening weather—matinees light

NORFOLK, Oct. 18.—Despite high winds and threatening clouds both days, Cole Bros. did good business on a two-day stand here, altho the weather did hurt the matinee draw. Business at night, however, both days, was capacity. Opening matinee drew a half-house, the weather being threatening. It cleared late in the afternoon and a full house was on tap for the night show. Second day found the weather cloudy and windy and again the matinee was on the light side. At night, despite a threatening storm, a capacity crowd was on hand.

Business at New Bern, N. C., was disappointing, with the weather blamed for the light attendance. It rained in the afternoon, holding the matinee to a half-house and threatened at night. Night show drew a three-quarter house, however.

At Williamston, N. C., the weather was bad, too, and the matinee was light as against a strong night house. At Elizabeth City, despite a muddy lot and threatening weather, business was good with a strong matinee and capacity at night.

Ringling-Fla. Court Actions Meet Approval

SARASOTA, Fla., Oct. 18.—County Judge Forrest Chapman Wednesday (8) approved agreements signed the day before by members of the Florida State Cabinet and Ringling Enterprises, Inc., in which the John Ringling estate assets, formerly held by the State, were transferred to the newly formed corporation for \$1,250,000, of which \$750,000 was in the form of a 4 per cent mortgage. Money will be used by the State to maintain and develop the Ringling Art Museum and home here.

Present at the ceremonies were John Ringling North and attorneys Leonard Biscoe and William Granger, representing Ringling Enterprises, Inc., and Doyle E. Carlton, Tampa, attorney for the State cabinet.

Maynard's Hillbilly Show Is Going Okay

NEW YORK, Oct. 18.—Tex Maynard's Hillbilly Circus reports things moving along okay and that business is good. Org is playing schools and theaters in New York State. Charles Cuthbert is the show's general agent. Org moves on four trucks and two trailers and has plenty of sound equipment.

The program, which runs one hour and 20 minutes, follows: Tex Maynard and the Oklahoma Aces; Louise Weir, Spanish web and swinging cloud; Scrub Board Wallace, rube comedy; Cousin Annie, songs; Hubbard the Mystic; Teto, wire; Marcy, Maynard and Sis Hopkins; LeRoy Wallace, trunk escape; Vera De Margo, guitar; Tex Maynard, drums.

Recent visitors have included Doc Miller, Clayton Hawks, W. Leonard, Mr. Farrell, Mr. and Mrs. James M. Cole and Joe McMahan.

Wyatt Davies visited Lou Walton when Clyde Beatty played Bogalusa, La.

Ringling-Barnum

During our New Orleans stand the night owls made the most of it in the French Quarter with their after-the-show dining and enjoying the gin fizzes in the Roosevelt Bar. Circus night at the Wonder Club and Club My O My was quite an event. The aftershow put on by members of the floorshow at the Club My O My was the highlight of the evening festivities.

Birthdays were celebrated by Bobby Behee and Jim Moriarity.

Walter (Codgie) Uchniot visited and reported that he and his wife, Joe Mae, are the recent parents of a son. Other visitors included Dr. H. H. Conley, Mr. and Mrs. Santos Glorios, Max Tubis, Ann Friel, Ruth Bainbridge, Bob Simpson, Marshall Johnson, Mrs. Victor Pratt, Mrs. Harry Carter, Mrs. Archie Blood, Felix Morales, Whitey Haven, Mr. and Mrs. Jim Aikens, Harry (Pop) La Van, Dick Anderson, Joanne Day, Bebe Siegrist, Dorothy Durbin, Jean Sleeter, Dave Ferriss, pitcher for the Boston Red Sox, and Mr. and Mrs. Bob Kinsey.

Around the lot: Bill Yeske rejoined after being on the sick list. . . . Dr. Conley, CFA prexy, entertained a group of showfolks at the Beverly Country Club in New Orleans. . . . The girls in the dressing room are busy making plans for their Halloween party to be held between shows in Asheville, N. C. . . . Mystery of the week was the disappearance of Saluto's rabbit. The big show performance has been cut due to the loss of the rabbit cage. Note to all other shows: If said bunny shows up, tell him all is forgiven and Frankie will welcome him back with a new contract for next season. . . . The 100 Per Cent Club is making plans for a farewell party in Miami and all members are invited. . . . The race for the cookhouse flag now is in its final stages and has boiled down to three contestants who never have missed a meal in the cookhouse.—DICK MILLER.

Stevens Bros.

The wind, sand and dust continue to follow us. Maybe it's blowing us closer to winter quarters. So far, however, no closing date has been announced and there aren't even any rumors.

While in Woodward, Okla., the town that nearly was blown off the map this spring, Shorty and Beulah Shearer entertained relatives and friends. It was a sad homecoming for Shorty, however, as several of his immediate family were victims of the disaster.

John Grady and Homer Phillips continue to haunt phone booths on Sunday nights. Ray Hedley and Johnny Latriski spend their spare time on the highways.

I'll wager Bob Stevens shouts, "Don't tear that canvas," in his sleep.

Bob Grubb has proved he can emcee a show from anywhere. Raymond Duke and Eddie Shearer, advance, spent the week-end with us, a combination social and business call. Other visitors were Mr. and Mrs. Franklin Noel, formerly with the Kelly-Miller show, who are breaking a horse they recently purchased; Mr. and Mrs. Melvin Iverson and party, and L. W. Turner.—DOLLY JACOBS.

Bailey Bros.

Manuel Barranger has purchased a Plymouth and plans to drive back home when the show closes. Buck Leahy should be careful in the future about who will pay the breakfast check.

Recent visitors were Poodles Hanford and family, en route to the West Coast after finishing fair dates; Messrs. Lane and Shirley, of Rogers Bros.; Hoxie Green, Doc Johnson, Mrs. Bessie Fulbright and Ford and

DRESSING ROOM GOSSIP

Dailey Bros.

Jesus Munoz and Alicia Maravillas were married in Norton, Kan. The bride and groom rode the beribboned hood of a Buick car in spec and were introduced to the audience.

Belleville, Kan., gave us an exciting day. Everytime a match or cigarette was dropped, the grass burst into flames. It was all due, they said, to a chemical that had been dropped around to kill sand burrs.

Next to the lot in Belleville there was a well equipped playground. The children on the show, not to mention the writer, hate to mention it, but the mothers of the kiddies were seen sliding down the chutes, too.

The Ray and Sugar-Brown families gave Hope Brown, nee Ray, a birthday party in Chief Sugar-Brown's tent. After Hope opened the many presents, ice cream and cake were served. Joe Rossi was hustled in from the big top with his cornet. There have been so many weddings this season that Joe started to play *Here Comes the Bride* instead of *Happy Birthday*.

Dave and Millie Curtis entertained friends when we played the Curtis's hometown. Also on the entertainment committee were Ray and Syl Curtis and Charles and Betty Passmore. Dave Curtis is wearing a compass on his wrist to locate the sleepers at night, no doubt.

Kansas definitely has gone Western. Ladies shops are displaying dresses, slacks, shirts, etc., all styled Western. Several of us replenished our wardrobes.

Corky Plunkett's sister, Tootie, and her husband, Lester Garrett, and son, Jimmy, paid a surprise visit. Phil Wright, trombone, and George Gardener joined Joe Rossi's band for the remainder of the season. Also joining was Charlie Nethercutt, horse shoer.

Visitors: Ward Hall's father and aunt; Mr. and Mrs. Joe Fleming, Mr. and Mrs. Chick Boyes, Mr. and Mrs. Jack Roberts, Mr. and Mrs. Harold Barnes, Doc Arrowsmith, mayor of Belleville and former manager of Garber's Flying Circus; Mrs. Ethel Baker, Mrs. Jack Wise, Charlie Archer, Virg Campbell and daughter, Blanche Collins.—HAZEL KING.

Gran Circo Americano

The Guayaquilenos celebrated Independence Day October 9 and it called for almost a full week of celebrating. This hyped our business considerably. As part of the show's contribution to the celebration, Jerry Wilson, our director, gave three morning shows to 3,000 underprivileged kids each day.

We are about to have an aerial ballet with swinging ladders. The girls are practicing long and hard, both between and after shows. Construction work on the rigging, and the teaching chores, are under direction of Eddie Milan.

Albert Spiller was honored by the Ministry of the Interior of the Ecuadorian government. Spiller was invited to accompany a party of scientists, reporters, etc., to the Galapagos Islands as an authority on seals and sea lion life. The Galapagos, off the coast of Ecuador, are said to be inhabited by the descendants of Fletcher Christian of *Mutiny on the Bounty* fame.

Rupert Sanchez recently joined. He does heel and toe routines. Another newcomer is Machaquito, who hails from Jipi-Japa, who joined clown alley.—JIMMIE HARRINGTON.

Eddie, Frank Yagla and Mr. and Mrs. Jack Alloway.

Blackie Martin is the new lot superintendent. Norman (Luke) Anderson joined with novelties and candy pitch.—GEORGE L. MYERS.

Clyde Beatty

In Natchez, Miss., Monday (13), we celebrated Jo Ann Day's birthday. She had many gifts and surprises but the biggest surprise was the unexpected arrival of her mother, Bebe Siegrist, accompanied by Dorothy Durbin. They drove from Wichita Falls, Tex.

A group of the Beatty personnel caught the Big One in New Orleans. Those making the trip included Kilroy Milliken, Scotty Davis, Frank Doyle, Jean Sleeter, Joe Ann Day, Bebe Siegrist and Dorothy Durbin.

Visitors recently have been Zelletta Lenneger and family, Mr. and Mrs. Ralph Clawson, Sugar Foot Williams, the advance of the Silas Green Minstrels, Bill Conrey and Dr. Conley. In Natchez, Miss., we saw the name of Hughie Hart on the coach of a model circus train in a drugstore window.

Pauline Penny joined in Natchez.

Jorgen M. Christiansen was entertained in McComb, Miss., by Mrs. Harry Sprangs.

Standing in front of a bandstand recently, a towner asked Vic Robbins: "What kind of music do you get out of that can in the middle?" Vic replied: "Aqua music." It was the water can the towner was wondering about.—DICK ANDERSON.

Polack Western Unit

At Wichita Falls, Tex., a football game the final night didn't hurt business. It was impossible to get the two large elephants thru the stage door, so shows did a routine with two small ones.

Dorothy Durban and Bebe Siegrist left after the last show for Mississippi to visit Bebe's daughter, Jo Ann Day, who is on the Beatty show. They arrived in San Antonio a bit tired but reported a splendid time. Conchita Morales visited her mother and sister, Teresa and Etta, and Carlos Carreon, who are with Mills Bros.

Justino Loyal made the front page of the newspapers but not for his backward somersault on a horse. The head on the story read, "Show Must Go On, Even Without Pants." While Justino was working his act, a thief entered his dressing room and stole his trousers and wallet, which contained \$95.

Clara Delbosq is writing her life story. Gene Randow's wife and partner, Elaine, and Maximo and Marie, entertained soldiers at a San Antonio army camp.

Only birthday last week was Louis Stern's.—IRENE LAFFERTY.

Clyde Bros.

Business has been good since the opening indoor date in Des Moines. In Cedar Rapids, Dorothy Herbert got some good publicity for herself and the show but it almost backfired. Here's the story: The gag was for Dorothy to ride her horse downtown and hitch him to a parking meter. Dorothy followed instructions and then, according to plan, was escorted to jail. However, the judge was not in on the "fix" and Dorothy was detained a bit longer than expected. Finally the judge was put hep by the Elks, sponsors at Cedar Rapids, and everything was okay.

Howard Suesz, owner-manager of the show, has done a great job putting the show together and everything moves along at a fast clip. Hap Kellens dropped his grease paint and is now the announcer and equestrian director. Jack Bell has the band. Shorty Lynn is doing a great job keeping the show jumping over the road.—VAN WELLS.

Charles Sparks, retired circus owner, is back in Macon, Ga., after spending several days with Cole Bros. and visiting Colonel Consolvo in Norfolk.

Cole Bros.

Here are the final destinations of personnel:

Mr. and Mrs. Zack Terrell, Mr. and Mrs. Noyelles Burkhart, Lorne Russell, Herbert Leeman, Arkie and Helen Scott, Norma Adams, George Churchill, John Smith, Charles Raimer, Ace and Bobbie Donovan, Willie (Waxy) Dyk, Fred Walker, Bill Bush, Bill Zastrow, George Davis, Tommy Price, Walter Rice, Mike Blatherwick, George (Hooks) Tilford, all Louisville; Mr. and Mrs. D. D. Monarch and Gus and Rita Taliferrio, Owensboro, Ky.; Mr. and Mrs. Frank Orman and Cecil LaBelle, Fort Lauderdale, Fla.

Frank Loftus, Oswego, N. Y.; Robert DeLochte and Gene Weeks, Peru, Ind.; Mr. and Mrs. Joe Hawthorn, Wilkesboro, N. C.; Kenneth Drake, Frank and Maggie Wise and Mr. and Mrs. H. J. MacFarlan, Hot Springs; Dr. Fritzie Partello Wagram and George Soble, St. Petersburg, Fla.; Johnnie Soble, Buffalo.

Winn and Marian Partello, Middletown, Conn.; Jack and Kay Burslem, California; Capt. Bill Curtis, Pass Christian, Miss.; Pete and Ann Marsh, San Diego; Jimmie Wilson, Hollywood; Bill Dwyer, Taunton, Mass.; Jimmie Ray, Omaha; Tommie Marvin, Evansville, Ind.; the Cris—
(See Cole Bros. on page 66)

★ ★

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Kelly & Morris Circus

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UNDER THE MARQUEE

Clayton Hawkes and Art (Doc) Miller report they caught Tex Maynard's Hillbilly Circus at Savona, N. Y.

Those who are afraid that thrilling circus specs scare the hell out of little children should see what they are reading in comic books.

Capt. Al Spiller and his seals and traveling zoo will leave San Francisco soon to join the Gran Circo Americano in South America.

Dave Murphy, after handling the publicity for Hamid-Morton in Cleveland, visited the Chicago office of *The Billboard* Thursday (16) while en route to Rockford, Ill., for Polack Bros.

Joe Beach, of Springfield, Mass., visited Wilfred Dubois, Marvin and Hazel Case, the Moore sisters, the Three Parks and the Juggling Elgins at the Court Square Theater in Springfield.

Maybe circuses would thrive better if they adjusted themselves to modern times instead of inheriting their ideas from former shows.

Many Macon, Ga., friends of Clint Shuford, for years treasurer of Sparks and Downie circuses, wintering there, journeyed to Columbus, Ga., to visit him. Shuford is back in the wagon on Hennies Bros.' Shows.

Gerry Murrell, Vern Brewer and A. Morton Smith, of the Gainesville, Tex., Community Circus, visited Polack Bros.' Western Unit when it played Wichita Falls, Tex., October 10.

Willard B. Cook, advertising manager of *The McComb* (Miss.) *Enterprise-Journal*, reports he caught both shows when Clyde Beatty appeared in McComb. He reported visits with R. B. Dean and Bill Antes.

Mr. and Mrs. Dave L. Curtis, of Dailey Bros.' Circus, were the subject of a story in *The Bellville Telescope*, Belleville, Kan., when Dailey

played that town. Mr. and Mrs. Curtis' son, Ray, is a resident of Belleville and his parents lived there from 1942 to 1944.

George A. Hamid Jr. was the fall guy chosen by the Richmond (Va.) Circus Saints & Sinners for their meeting during fair week. Ham Watson, assisted by Jack Lyons, staged the dinner-dance which was attended by about 300. Grandstand acts, furnished by Hamid, entertained.

Sudden changes in temperature can't be fatal, as towners allege, because of the number of troupers that have lived them for a half-century.

When the Ringling-Barnum circus played Houston, the show enjoyed a good press. One of the top publicity spreads was that in *The Houston Chronicle* rotogravure magazine section. First page of the magazine carried a full page picture in color. Inside there was another full page of color pictures, plus a story, entitled, *The Big Top Is Coming*, by Mildred Stockard.

Rumors have it that J. C. Fisher, Jackson, Mich., is planning on taking out a truck circus next year under the Fisher name. The same rumor reports Fisher already is buying equipment and that H. D. Golden will handle the advance and operate a concession and pit show with Fisher's org.

Cookhouse on Ford Axel Annie's Horseless Wild West held down its grocery bill by always starting meals with stomach-filling soups.

Frank Coleman, attorney and billed in the show world as the artistic armless marvel, reports that he resigned his position with the Veterans' Administration in Waco, Tex., and recently opened with the Eddy Theater in Eddy, Tex. Theater is located on Highway 81 between Waco and Temple, Tex.

When the Shrine Circus played Cleveland, Walter L. Main acted as

K-M To Spring In 1948 With All New Canvas

SILOAM SPRINGS, Ark., Oct. 18.—Al G. Kelly-Miller Bros.' Circus will spring with all new canvas next year, including the big top, menagerie and side show. That was the word here today as the show moved in for a one-day stand.

In addition to the new canvas, the K-M officials, it is reported, plan to purchase a new light plant and will use double deck banners for the side show. The cookhouse next year will be on a semi-trailer with electric ice boxes and equipped with butane stoves and steam tables.

Already purchased are three seals, which will be trained this winter, it was said.

Business in Arkansas has been good for the Kelly-Miller org. At Harrison, Ark., the show drew three full houses. The matinee was an overflow and so large was the night crowd it was necessary to give two performances. It was the first show to play Harrison in several years.

At Berryville, Ark., the K-M Circus was the first there in 10 years. Matinee draw was fair but at night it was an overflow. Police estimated the night crowd at 3,000.

honorary chairman, and was the subject of a feature story in a Cleveland paper, written by C. David Vormalker. Paper also carried a picture of the Main Circus wreck in 1893 and a picture of Walter as he appears today.

Most parents are pretty polite until a son, who deserted a farm for a circus, arrives back home with a \$30 bonus in his kicks and asks, "How'd I do?"

Edythe Siegrist, former aerialist with the Barnum & Bailey Circus, now retired in St. Petersburg, Fla., recently was the subject of a feature story in *The St. Petersburg* (Fla.) *Independent*, written by Alan Hopkins. Story also carried pictures of Mrs. Siegrist as she is today and one in her costume when she was trouping.

Whitey Harris and Roy Barrett, clowns, after working four weeks on the E. R. Braly Circus, went their separate ways, Harris going to Detroit to visit his mother, and Barrett to Savannah, Ga., to work for E. N. Williams. They reported visiting the Cavalcade of Amusements at Tupelo, Miss., where they met Mr. and Mrs. Al Wagner, Concession Whitey and Shaky.

It's refreshing to find that circuses are approaching the point when swinging ladder performers appear somebody always yells, "Here come the girls."

Rex M. Ingham and family caught King Bros.' Circus when the show played North Wilkesboro, N. C., and were guests of Owner Floyd King and the DeRiskies. In Reidsville, N. C., Dr. George D. Barrett and others connected with the Ingham Animal Farm at near-by Ruffin were guests of King, Ingham and Barrett also caught Cole Bros. when they played Raleigh and visited with Goldie Fitts and Billy Dick.

According to Mary Frazer, staff writer in *The Houston* (Tex.) *Press*, Emmett Kelly added something new and streamlined to his make-up during the Houston stand of the Ringling-Barnum show. In one hand, Miss Frazer reported, Kelly traditionally carries a head of cabbage. But at Houston he carried a paper bag in the other. In the bag was a tiny radio, said radio being tuned to the World Series.

Buster Keaton Now Circus Performer; Draws Paris Mobs

PARIS, Oct. 18.—Buster Keaton, star of the silent movies and known then as the "Great Stone Face," is now, at 52 years of age, carving a new career for himself as a circus performer. Keaton, whose act consists of fighting a sword duel, is drawing capacity crowds to the circus where he does a two-a-day routine in a little street in the Montmartre district of Paris.

The manager of the circus estimates Keaton has brought in as many customers as the show's pre-war feature, an act with four elephants. "We had to feed the elephants," the manager said.

Keaton, who says this is his first experience with a circus, is booked for a similar engagement in Stockholm next May.

Copenhagen Host to Four Shows During September

COPENHAGEN, Denmark, Oct. 18.—During September four circuses were playing Copenhagen and its immediate suburbs. Circus Schumann, as usual, occupied the Schumann indoor arena for its summer run with a good bill featuring the Schumann horses; Polo Rivels Family, clowns; Bello Troup (8), teeterboard, and Christians' Dog Revue.

Tent circuses operating were the Circus Louis, Circus Schmidt Bros. and Circus Rabello. In addition, the Swedish amateur childrens' circus, Furuvik, has been playing an extended run for the benefit of underprivileged children of Europe.

Middle Georgia territory, which turned out big grosses to King Bros. in early September, again will be visited by that org later this month. Outfit is contracted for Milledgeville and Thomaston on a trek westward thru the State, and many other Georgia spots will be played.

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RAS To Find Lots Opposish 'Round Tampa

Cavalcade Biggest "Foe"

TAMPA, Oct. 18.—When the Royal American Shows roll back into their winter quarters here the end of this month, they will find three carnivals in ahead of them—and all set up for business.

The RAS promoters for a 10-day date here, Egypt Temple Shrine, are howling about the prospects for their benefit performance. The Shriners, headed by Potentate Joseph S. Adams, called on Mayor Curtis Hixon this week to complain but there appeared no change in the situation.

A small carnival is operating full blast in Ybor City, Tampa's Latin colony, and Sunshine Park opened on Grand Central Avenue Sunday (12) with several rides.

Royal American's real competition is expected to come from Al Wagner's Calvacade of Amusements, which set up for a run from October 22 to November 2 at Cass Street and Willow Avenue, under auspices of the Ybor City Optimists Club for benefit of its boys club program.

This will result in a day and date for Royal American, which is due in here after the Louisiana State Fair closes October 27, for the opening of their annual stand November 1. And so the winter season gets off to a merry start in Sunny Florida, stomping grounds of many carnivals and circuses.

Strates Gross Tops Year Ago At Spartanburg

SPARTANBURG, S. C., Oct. 18.—Despite rain that fell intermittently during the week, Paul Black, president of the Piedmont Interstate Fair here, announced all records for attendance went by the wayside, and James E. Strates, owner of the shows on the midway, announced grosses for his attractions also were above previous years.

Three children's days—city, county and colored—brought out the youngsters early with folding stuff and they weren't reluctant in spending it.

Earl Truax reported the Pretzel ride enjoyed a phenomenal week, with long lines extending across the midway awaiting a turn.

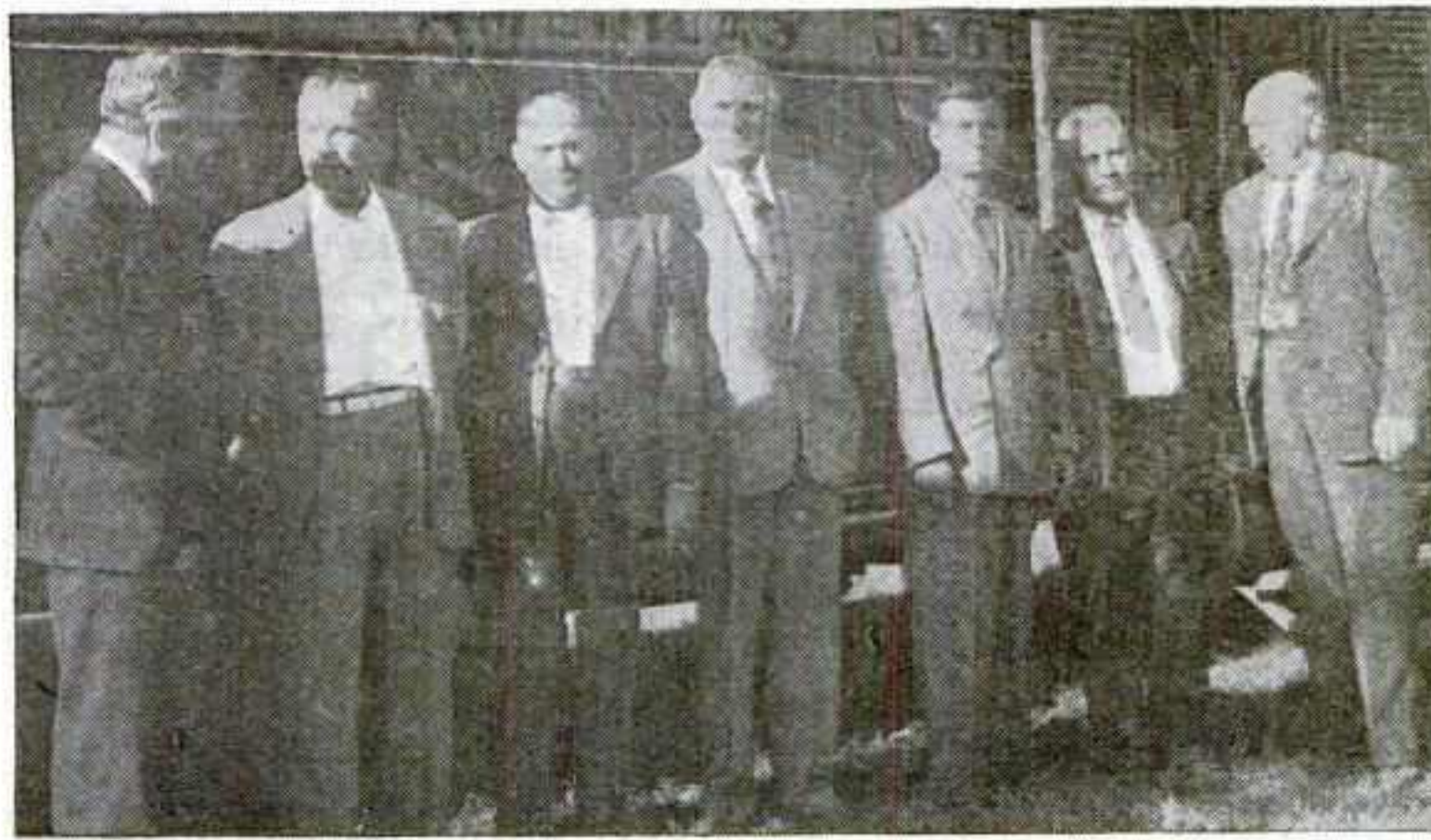
Since his arrival, Benny Wells, scenic artist, has been busy redecorating fronts and designing a new one for the Funhouse. Jack Hutchinson has assumed charge of the Funhouse.

Rides reporting top business for the week in addition to the Pretzel, were Mrs. Leworthy's Tilt-a-Whirl, Art White's miniature speedboat ride and the Ferris Wheels.

All shows were more than satisfied with the week's take. High in the running were George Murray's Motordrome, Jerry Jackson's Hep Cats, Walter McCracken's Society Circus.

Opening day, Manager Strates and Black were hosts to 125 handicapped children and personally escorted the children to and from each attraction.

Visitors here included W. C. Fleming, general agent; Dave Endy, Lou Rice, James Hurd, Joe Redding, Mike Benton and George Whitehead.



GOVERNOR R. GREGG CHERRY of North Carolina recently visited the Joseph J. Kirkwood Shows at the annual Cherokee Indian Fair, Cherokee, N. C. Left to right: John Hardin, secretary to the governor; Al C. Beck, Kirkwood treasurer; Tommy Carson, co-owner of the Kirkwood Shows; Governor Cherry; Ralph Decker, Kirkwood Shows co-owner; Jack Jackson, ex-chief of the Cherokees, and Joe Jennings, superintendent of the Cherokee reservation.

Franklin Org Spans 6,000 Miles, All in Home State -- and It Wins

DALLAS, Oct. 18.—Don Franklin Shows will have been routed over 6,000 miles by the time it closes its season, but not once will org have gone outside its home State, Texas, Owner Don Franklin, on a business trip to the State Fair of Texas, said this week.

The org, now in its second season, will close the week of November 11 after being out 40 weeks. Thus far it has experienced what Franklin described as "nice business."

Fairs Prove Excellent

The early part of the season, he pointed out, was off from '46, but he attributed this to public psychology which then prevailed in Texas that general business conditions were headed for a slump. Along about July 4, Franklin maintains, the public's attitude shifted, and spending mounted.

Excellent fair business has sent his org's grosses jumping. The seven played thus far—Junction, Fredericksburg, Boerne, Floresville, Wharton, La Grange and Rosenberg—all proved good, some, in fact, netted record business. A bumper rice crop, combined with peak prices for rice, gave the growers ample

money and they have spent freely, Franklin explained.

The org has two of its best fair-festival dates to go. They are the Trinity Valley Exposition and Bi-County Fair at Liberty, and the Turkey Trot and Fair at Cuero. The latter is a revival of the famed Turkey Run, which was suspended in '41. It is expected to be heightened by the opening-day appearance of General Jonathan Wainwright.

During his visit here Franklin closed with Jack Korie's Side Show, Babe Labarie's Baby Show and Stephenson's Monkey Motordrome to join his org for most of the remaining dates after those units close at the State fair. Up to now Franklin has been operating with seven rides and two shows. During recent months he built a new minstrel show and recently took delivery on a new miniature train.

To Winter at Angleton

Shows will winter this year at the Angleton Fairgrounds for the first time. Previously shows have wintered at the Rosenberg Fairgrounds, but the fair there plans on using one of its principal exhibit buildings for its own purposes, and for this reason Franklin is shifting to Angleton.

During the winter Franklin plans to add two rides and build two new shows.

Besides Franklin, the org's staff includes Arnold Dove, general superintendent; Johnny Clay, advertising; Frank Hendley, Diesel electrician, and Katherine Franklin, in charge of the office.

Golden West Ends Successful Year; Org Out 32 Weeks

WATSONVILLE, Calif., Oct. 18.—Golden West Shows closed following the recent Santa Cruz County Fair, which proved a big week, and Owner Harry (Polish) Fisher revealed business this year was biggest in history.

Org opened in San Jose, Calif., 32 weeks ago and played 23 fairs and celebrations and 9 still dates. Shows this year consisted of nine major rides, including a Merry-Go-Round, Ferris Wheel, Fly-o-Plane, Spitfire, Octopus, Rolloplane, trains, pony track and kiddie rides. There were several shows and 30 concessions.

Plans for next season include many innovations.

David B. Endy Heads Regular Ticket of SLA

Lipsky on for Third V.-P.

CHICAGO, Oct. 18. — David B. Endy, owner of Endy Bros.' Shows, was nominated to head the regular ticket for the presidency of the Showmen's League of America at a two-day session of the nominating committee this week.

Endy, contracted by long-distance telephone at Macon, Ga., expressed his pleasure at being so signally honored and revealed that he will run another benefit for the hospital and relief fund to augment the funds already garnered for that purpose.

Other presiding officers were moved up on the ticket, including Robert K. (Bob) Parker to first vice-president, Lou Keller to second vice-president, and the ticket was strengthened by the naming of Morris Lipsky, co-owner of the Johnny J. Jones Exposition for the third vice-president spot.

The nominating committee selected Carl J. Sedlmayr to succeed himself on the board of trustees. Irving J. Polack, president, automatically going on the board of trustees when his tenure of office is completed in December.

Walter F. Driver and Joseph L. Streibich were slotted to succeed themselves as treasurer and secretary, respectively.

Nominated for the board of governors were Oscar Bloom, Max B. Brantman, Arthur F. Briese, Elmer Burns, Fitzie Brown, Oscar C. Buck, James Campbell, Bill Carsky, M. J. Doolan, John M. (Jack) Duffield, Ralph Decker, Noble C. Fairly, Jack Gilbert, George Golden, Max Goodman, Sam Gordon, L. L. (Larry) Hall, Harry W. Hennies, Jack Hawthorne, Ben Hyman, S. T. Jessop, Frank B. Joerling, William Kaplan, E. (Rube) Liebman, R. L. (Bob) Lohmar, Andy Markham, Bernie Mendelson, Arthur Morse, Eddie Murphy, Maurice (Lefty) Ohren, Charles Owens, E. Lawrence Phillips, Harold (Buddy) Paddock, Pat Purcell, Denny Pugh, Harry Ross, Edgar I. Schooley, Harry Stahl, Robert Seery, James E. Strates, Al Sweeney, James P. Sullivan, J. C. (Tommy) Thomas, Ned E. Tori, Al Wagner, Edwin E. Wall, G. L. (Mike) Wright, Charles Zemater and John Quinn.

There was some talk in Chicago of an independent ticket, but it had not taken definite form as of Friday (17).

Billy Arnte Waxes Old Comedy Songs

COLUMBIA, S. C., Oct. 18.—Billy (Diamond Tooth) Arnte, one-time Negro singing headliner, currently with the Carolina Follies on Harrison Greater Shows, was skedded to make some records of his old comedy songs during the org's stand here.

Billy Baskette, songwriter, who has known Arnte for 40 years, came on from his home in Culver City, Calif., expressly to supervise the recordings.

Baskette points out that some 50 years ago his father had Arnte work for him in North Carolina. Baskette adds that he himself was one of the bookers who sent Arnte to Europe, where in 1908 Arnte appeared before the king in a command performance. Baskette also says that Arnte played 33 weeks in Australia and described his success there as being sensational.

While here, Baskette revealed he plans to take the records cut by Arnte back with him to Capitol Records in Hollywood.



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MIDWAY CONFAB

James Rapple has booked his guess your age concession on Majestic Greater Shows, with his son, Donald, acting as agent.

Nothing puts a trouper in a better mood for work than does a packed midway on kids' day.

Grady B. (Pat) Lynn, well known to troupers, cards that he is now living in Mountain Home, Tenn., having left Augusta, Ga.

Recently closing a successful tour as annex attraction with Freaks on Parade on the Meeker Shows, Rae Terrill has opened a theatrical costume shop in San Francisco.

Frank Zorda Jr., is managing his father's side show on the Mighty Page Shows and also makes first openings. Org recently purchased a 20-passenger bus.

Some of the smarter showmen are rounding up fairmen as friends for the convention-after-next.

Inez Stephens has been called to Des Moines by the serious illness of her mother, Mrs. Annie Crase. C. H. (Steve) Stephens will join his wife in Des Moines after the Louisiana State Fair, Shreveport.

Dick Hilburn reports he has concluded a successful season on Whitey

Judith Ann Apple, eight-year-old daughter of Mickey and Thurston Apple, is a resident pupil at the St. Cecelia Academy, Nashville. Mr. and Mrs. Apple have their Motordrome and kiddie rides on Capital City Shows.

Frank Hanasaki, concessionaire, closed with Gem City Shows at Monroe, La., Saturday (11) and is now operating concessions at Louisiana State Fair, Shreveport, after which he will go to his home in St. Louis for the winter.

This cold part of the year needs a few announcements from old-timers that they are thru with trouping forever—for at least some comic relief.

Mrs. Al Beard is convalescing at the home of her sister, Mrs. W. B. Popham, 304 Lee Street, Wichita Falls, Tex., after having undergone an operation at Denton, Tex., during the Alamo Exposition Shows' stand at the fair. Her husband has the clothes-pin concession on the shows.

Mr. and Mrs. Jimmy Bush, newlyweds, were gifted with a new house trailer by Mr. and Mrs. John Portemont, owners of Johnny's United Shows. Mrs. Bush is the former Kathleen Portemont. The groom is advance man on Johnny's United



ONE OF THE FEATURES on the John R. Ward Shows' midway this season was Pat W. Paxton's "Nuditease Show." Pictured out front are, left to right: Jean Courneya, Rita Cook, Pat W. Paxton, Marian Zoeller and Ruthie Neely.

Sutton's Side Show on O. C. Buck Shows. When the org played Dunkirk, N. Y., Hilburn enjoyed visits from his two brothers and their families.

Leon Long, magician, reports that he has been visiting fairs in North Carolina and that he recently enjoyed a visit with Jazbo Handy, cousin of W. C. Handy, who has the Minstrel Show on the W. C. Kaus Shows.

Life becomes dull around lots at this time of the year, with everybody behaving to make the season until bonus day.

Shows and the bride handles the mail and The Billboard.

Mr. and Mrs. Kenneth Garman, owners of Sunset Amusement Company, which closed a successful season two weeks ago, and Mr. and Mrs. C. I. Levin, Midwest Merchandise Company, Kansas City, after spending several days in New York, left Saturday (18) for a cruise of the South Atlantic.

New, powerful searchlight carried by the Bill Lynch Shows in Canada's Atlantic provinces has created a sensation. Natives were stirred by the light in the sky, and many put in

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Tickets Subject to Fed. Tax Must Show Name of Place, Established price, Tax and Total. Must be Consecutively Numbered from 1 up or from your Last Number

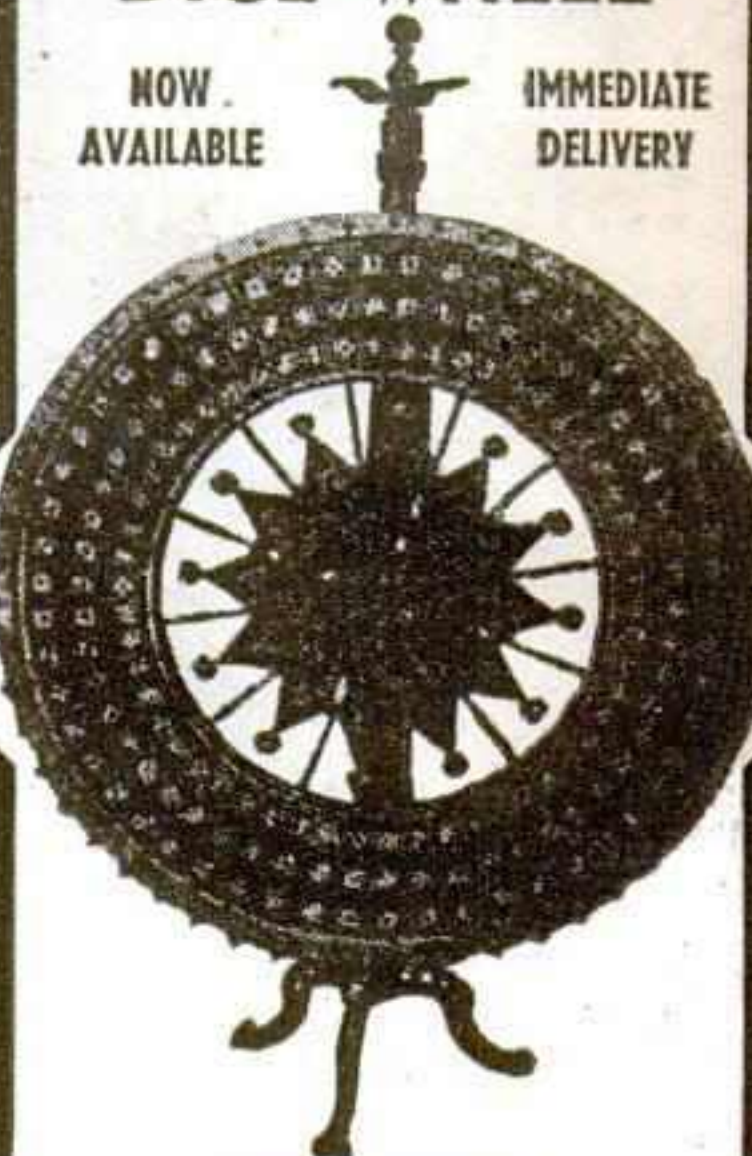
POPCORN CARTONS

We have a complete stock of the most popular concession sizes, Large 10¢ Medium 10¢ and Small 10¢ size. All you want, no limit. Stock up now and be all set for the Fair season.

GOLD MEDAL PRODUCTS CO.
 318 E. Third Street Cincinnati 2, Ohio

EVANS' JUMBO DICE WHEEL

NOW AVAILABLE IMMEDIATE DELIVERY



PARI-MUTUEL RACE HORSE WHEELS
 Write for complete Catalog
 CARNIVAL SUPPLIES, EQUIPMENT, GAMES, etc.
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CONCESSION TRAILERS



Write today for illustrated catalog showing 35 new models

KING AMUSEMENT CO.
 82 Orchard St., Mt. Clemens, Mich

OHIO SUPER YELLOW and DWARF WHITE HULLESS POPCORN

In 50 and 100-lb. moisture-proof bags. Also Cartons and Supplies. Write for catalog.

BETTY ZANE CORN PRODUCTS, INC.
 638 Bellefontaine Ave. MARION, OHIO

FOR SALE

16x32 Bingo, 60 Stools, complete, ready to go. \$800.00. Will invoice stock if wanted. Concession Trailer with living quarters, new Tires, 2 Cotton Candy Machines, A-1 condition. One almost new double head, one single head, some spare parts. Sacrifice, \$700.00. Kiddie Flying Scooter Type, complete with new half horse, ball bearing motor, \$600.00. Above equipment first-class condition.

E. F. DEIBERT
 Mad Cody Fleming Shows
 Crawfordsville, Ga.; then per route.

WANTED TO BUY

ELI #5 WHEEL
 LITTLE BEAUTY MERRY-GO-ROUND
 CONCESSION TRAILER

MULTIPRISES P. O. BOX 1125
 WATERBURY, CONN.

FOR SALE

3 Poker Tables, ea., \$100.00; 2 Electric Penny Pitch, ea., \$50.00; 1 Case Remington Bullets, .22 shorts, \$50.00. Games were used and are in perfect condition.

One-third deposit, balance C. O. D., F. O. B. Norfolk, Va.

Sportland Photo Studio
 512 E. Main St., Norfolk, Va.

COMPLETE SHOOTING GALLERIES
 MADE TO ORDER

With our specialized machine shop we are prepared to build your Shooting Gallery to your own specifications. Write or phone your needs.

V & M MACHINE WORKS
 1234 Adams St. ST. HELENA, CALIF.
 Phone 126-J

Ready Made!
Available Today!

GAS DRIVEN SCOOTERS

★ Operate your "Scooter" ride on any surface without costly electrical installation! Flashy, sturdy cars made to take the rough stuff. 3 3/4 h.p. Wisconsin air-cooled engine, starter, generator, battery. One speed ahead, one reverse, 10-hour operation on 2 gallons of gas. Pneumatic tires, upholstered seat and back.

Special offering:
\$250.00 Each, F. O. B. Prineville, Oregon.
Shipping Weight Approx. 800 lbs.
Send check with order to:

PRINEVILLE MACHINE & SUPPLY CO.
PRINEVILLE, OREGON

"LIGHTS"
AT LOWER COST

Generate your own electric current at less than city rates with a lightweight, compact, reliable Universal Lighting Plant. Simple and safe to operate, pays for itself in short time. Models to handle from 10 to 500 and more bulbs. For circuses, carnivals, road shows, etc. Write for free literature!

Universal LIGHTING PLANTS

UNIVERSAL MOTOR COMPANY
426 Universal Drive • Oshkosh, Wisconsin

ROSECAKE OR WAFFLE MOLDS

Best Winter and Spring Money Makers. 4" commercial size of cast aluminum. Complete with wooden handles and formulas. \$2.50 each. Get the "originals"! Terms: 25% with order, balance on delivery.

CONCESSION SUPPLY CO.
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Popcorn Machines & Concession Equipment & Supplies

BLEVINS POPCORN CO.
NASHVILLE, TENN.

HERALDS
THEATRES, CARNIVALS, FAIRS, ETC.

Another odd lot purchase of 8,000,000 Sheets 8 1/2 x 12 Yellow Herald Paper, printed F.O.B. Cato, at prices of \$3.95 first thousand, \$2.50 additional thousands. Just send us copy and amount of order. We'll do the rest.

CATO SHOW PRINTING COMPANY, INC.
Cato, New York Phone: Cato 86

PRODUCING AMERICA'S BEST Carnival and Circus Show

BANNERS

SNAP WYATT STUDIOS
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Phone: M-63562

SECOND-HAND SHOW PROPERTY FOR SALE

\$50.00 Wax Head Ghengis Khan, in glass case.
\$25.00 Wax Head Buffalo Bill, good specimen.
\$24.50 Wax Head Chinese Murderer 3000 Women.
\$15.00 Wax Hd. Man sleeping 30 days without food.
\$1.50 Pair Children's Unbreakable Hands, fine cond.

WEIL'S CURIOSITY SHOP
12 Strawberry St. Philadelphia 6, Pa.

telephone calls of inquiries, figuring the light spots might be flying saucers. Some of the calls came in from points 30 miles away from where the Lynch org was spotted. Not a few driving into town to determine what caused the rays, have wound up at the Lynch lot.

Perhaps the fact that midway children don't stay at home any more than they do helps them from becoming juvenile delinquents.

Don Gillette, one-time editor of *The Billboard* and other amusement trade papers, has obtained leave of absence from Warner Bros.' Pictures, where he has handled trade press activities since 1941, to devote all his time to writing a novel of carnival life. Gillette last year sold Warners on the idea of filming *King of the Carnival*, two-reel technicolor picture on the Royal American Shows, to be released nationally around the first of next year.

Charles E. Wallace, who has been playing Bloomsburg (Pa.) Fair for 11 years, says this year he had his biggest week there with popcorn, caramel corn, candied apples and floss. Wallace owns a 20-foot trailer. . . . Johnny and Janet Wuetherick, after closing with Wonder Shows of America, are vacationing in Hot Springs and Tucson, Ariz. . . . Mr. and Mrs. Eddie Steele have taken over the Hawaiian Village for Jack Ruback on Alamo Exposition Shows.

Michael and Hilda Roman have returned to their home in Miami, leaving their custard machine on the J. M. Raftery Shows in charge of Nish Pernicario and Eddie Scott. The Romans plan to add a popcorn and candy apple concession for their 1948 tour with the Raftery unit. . . . Whitey Hinckley writes that many members of Cavalcade of Amusements are looking forward to fishing trips when the show hits their home town of Tampa.

New midway owners spend thoughtful days choosing pleasant titles for their shows, which they later refer to as "head-aches."

Mrs. Joseph W. Helms, mother of Roy Allen, of the Kirkwood Shows, was hostess at a dinner in her Atlanta home for various personnel of the Kirkwood org, with Roy and Mildred Allen guests of honor. Guests included Mr. and Mrs. Dutch Schmith, Mr. and Mrs. Al Edwards, Mr. and Mrs. Jim Brady, Mr. and Mrs. Harry Pefinis, Mrs. Art Ludwig, Mrs. Evelyn Willingham, Mrs. Molly Decker, Pete Pefinis, Lamar Duncan, Steve Monticello, Mickey Gallo, Bobby Allen, Ernest Porter and Unise Demers.

After playing New England fairs with the Lawrence Greater, New England States and Lawrence Carr shows to good business, Robert S. Buffington closed his bingo and joined United States Shows, currently in Georgia. Mrs. Buffington's sister and brother-in-law, Mr. and Mrs. Frank Huneycutte, Johnson City, Tenn., visited the Buffingtons recently while playing Cleveland, Tenn. Mrs. Buffington's son, Billy Daniels Jr., will leave soon for school. The Buffingtons plan on building a No. 2 bingo this winter.

Members of Mighty Van Dyke Shows held a birthday party for Secretary Jackie Ledbetter and honorary guests Isabel Bard and Helen Alters, who also were celebrating their birthdays. Event was held in the Jig Show top, with Jack Perry and Leo Bistany emceeding for these acts: Neal Butters, Nancy Landers, Babe Scott, Maxie Glynn and Dustball Thomas. Mr. Abbott, representing Charles Lenz, insurance, and Clarence and Sonia Giroud, who were visiting the shows, also contributed to the entertainment. A buffet supper was arranged by Mrs. (See *Midway Confab* on page 58)

POPCORN HEADQUARTERS

TOP-POP Hybrid Popcorn is backed by a Money back guarantee if you are not completely satisfied in every respect. Send your order in today. Finest quality roasted peanuts—attractive circus bags.

5 sizes boxes—cones—bags—snow cones—floss papers—colors—napkins—spoons—ready-to-use flavors—apple sticks.

Immediate Delivery Star Poppers. Midway Marvel Candy Floss Machines—All-rubber shock-mounted. Stay ahead with Sno-King Ice Shavers—capacity 500 lbs. per hour. Used Popcorn and Peanut Machines bought and sold. Guaranteed trouble free. Big money makers.

CHUNK-E-NUT PRODUCTS CO.
Serving You From Coast to Coast

MATTY MILLER 231 N. Second St. Philadelphia 6, Pa.
HANK THEODORE 2908-14 Smallman St. Pittsburgh 1, Pa.
JOE MOSS 1261 E. Sixth St. Los Angeles 21, Cal.

QUICK DELIVERY
ON NEW AND IMPROVED, BIGGER AND BETTER 1948 MODEL SUNSHINE ELECTRIC CHOO CHOO TRAIN

This isn't a streamliner, but an old-fashioned train with smoke stack and bell—a real flash on any Midway or Amusement spot. Children and adults come miles to ride and re-ride. A proven portable moneymaker that sets up in less than one hour in a thirty-five foot circle. One person operates it from ticket box. Runs on 110 or 220 volt current. All steel, fabricated metal fence, ticket box, light stringer (no bulbs). Complete and ready to run. Will stand years of hard service. It's the hit ride of the year. There's plenty of time to make it pay for itself yet this season.

Three-car 18-passenger, \$1500.00. Four-car 24-passenger, \$1625.00. Five-car 30 passenger, \$1750.00. All F.O.B. Tampa, Fla. Fast truck delivery and set up for 15 cents per mile one way. Send one dollar for large photograph and complete description.

SUNSHINE MFG. CO., 2105 E. Chelsea St., Tampa, Fla.
Member, Tampa Chamber of Commerce

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NEW OR USED

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4105 16TH AVE. Windsor 8-3600 BROOKLYN 4, N. Y.

The TILT-A-WHIRL Ride
On Midways All Over America
Its Grosses Are Getting Better All the Time

Manufactured by

SELLNER MFG. CO. Faribault, Minnesota

FOR PROFIT AND FLASH THE SPITFIRE

IS "SUREFIRE"
WORLD'S MOST BEAUTIFUL RIDE

FRANK HRUBETZ & CO. SALEM, ORE.

FLASHY PLASTER **LOWEST PRICES**

LARGE (Asst.), \$18.50 PER 100; MEDIUM (Asst.), \$10.00 PER 100.
PIN-UP GIRLS (Asst.), \$15.00 PER 100.
25% Cash With Orders, Balance C. O. D.

Write or Wire **BOTTO NOVELTY PLASTER CO.** ACT NOW!
3032 WALTON PLACE ST. LOUIS 15, MO.

OCTOPUS ROLLOPLANE FLY-O-PLANE
World's Most Popular Rides

EYERLY AIRCRAFT CO., Inc., Manufacturers, Salem, Ore.

STOCK TICKETS

One Roll \$ 1.00
Five Rolls 4.00
Ten Rolls 6.00
Fifty Rolls 20.00
100 Rolls 38.00

ROLLS 2,000 EACH.
Double Coupons.
Double Prices.

No C. O. D. Orders.
Size: Single Tkt. 1x2".

"WEAR THE RED FEATHER"
RESERVE SEAT, ROLL, MACHINE

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THE TOLEDO TICKET COMPANY
114-116 Erie Street
Toledo 2 (Ticket City), Ohio

SPECIAL PRINTED
Cash With Order. Prices:

2,000	.. \$ 8.60
4,000	.. 7.45
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8,000	.. 9.15
10,000	.. 10.00
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Roll or Machine Double coupons, Double Prices.

"AMERICA'S FINEST SHOW CANVAS"
PRACTICALLY NEW!
24x36 BINGO TENT—USED 1 WEEK
IMMEDIATE DELIVERY!

QUICK CONCESSION TENTS, SHOW TENTS AND BANNERS DELIVERY..

The Best Flameproofed Available.

- Forest Green
- Royal Blue
- Orange
- Khaki

BERNIE MENDELSON—CHARLES DRIVER

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Dark Walkthru Funhouse
 Built on 32-ft. factory Semi, 60-ft. Front, Webster Sound, Jensen Hypex Speakers, Neonized Pictorial Front, '42 Cab over GMC Tractor, entire unit perfect, \$3,500.00. Terms to responsible operator.

J. "BILL" CARNEER
 2502 East Broadway, North Little Rock, Ark.

Popcorn Profits Doubled
 with **CRETORS** auxiliary
GIANT MODEL 41

Pops corn direct in seasoning and salt. 2 lbs. of raw corn each popping, giving about 19 bushels of popped corn per hour. Patented popper pan construction keeps heat where needed. Enclosed transmission.

PURDUE HYBRID S. A. CORN	Immediate delivery on Coconut Oil, Peanut Oil, Salt, Boxes
\$10.75 Per 100 Lb. Bag	

POPPERS BOY PRODUCTS CO. 60 E. 13TH ST. CHICAGO 5

MIDWAY CONFAB

(Continued from page 57)

Ruth Davis and served by the girls in the Jig Show.

Jack Wilson, co-owner of Cetlin & Wilson Shows, writes that he and his wife, Sadie, appreciate the more than 50 telephone calls and about the same number of wires which they received after an item appeared in *The Billboard*, saying Mrs. Jack Wilson recently underwent a major operation in St. Mary's Hospital, Rochester, Minn. According to Jack, there may be a Mrs. Jack Wilson in St. Mary's Hospital, Rochester, but it is definitely not his wife, Sadie, who, he said, "is very well at the present time."

If anything in midway biz has been studied more than routes and lack of help it's, "How much hike in footage can a concessionaire stand and yet pay off?"

DETROIT NOTES — Charles Lee, head of Lee's United Shows, left for a visit to Texas. . . William Postelwaitte, general agent of the Down River Amusement Company, is visiting relatives in Pennsylvania. . . Floyd Kent, concessionaire on the Joyland Midway Attractions, is a patient in Seymore Hospital, Eloise, Mich. . . Leo Lipka, past president of the Michigan Showmen's Association, has been fitted for an artificial leg following amputation. He expects to be back in circulation in a few months. . . Harry Stahl, superintendent of Eastwood Park, was robbed of \$2,000 and jewelry which were in the private safe in his home. . . Vic Horowitz plans to continue operation of the Motor City Park until snow or cold weather forces closing. . . Marshall Ferguson, concessionaire, is opening Marshall's Shoppe, handling theatrical costumes and original designs. . . Both units of the W. G. Wade Shows are in Coldwater, Mich., for repairs. . . Fred Miller, of the cookhouse and Harry Manas, coin game, are in Kalamazoo, Mich. . . D. Wade returned from a business trip to the western part of the State. . . Mr. and Mrs. Charles H. Hodges, side show with the Gooding Shows, are back in Coldwater for the winter. . . Mr. and Mrs. Edward Ingalls, kiddie rides, operators on the Gooding Shows, returned to their home in Coldwater, Mich., for the winter. . . Mr. and Mrs. Harry Bech, Auto Scooter and dark ride, W. G. Wade Shows, No. 1 Unit, will reside at Lake Charles, La., this winter. . . Mr. and Mrs. Frank Rupp are presently in Coldwater but will leave soon to spend the winter in Florida.

Beaumont Fair Winner for RAS

Org grosses neat \$61,000 for first six days—press, radio flack proves big

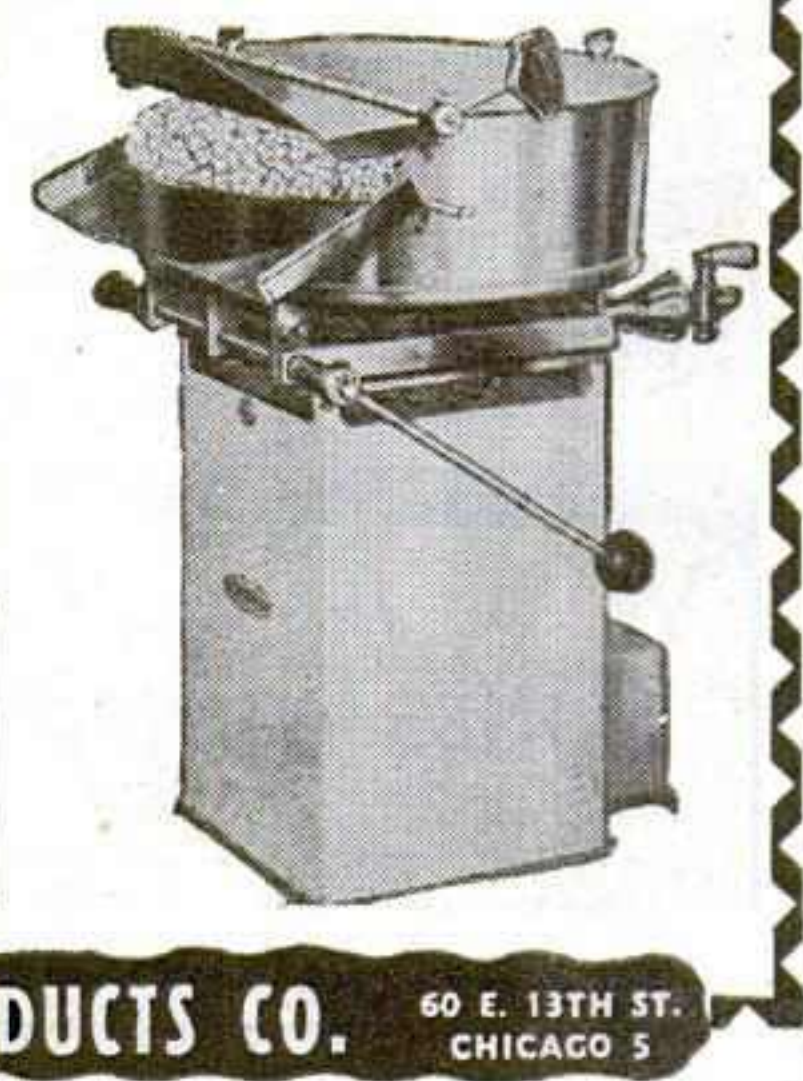
SHREVEPORT, La., Oct. 18.—Carl Sedlmayr's Royal American Shows moved in here from Beaumont, Tex., to occupy the midway for the annual Louisiana State Fair, which opens today and continues thru Monday (27). Org arrived from Beaumont in plenty of time and everything was up and ready a day before the annual opened.

The Beaumont date, according to Royal American execs, turned out to be an important one. Annual opened Monday (6) and thru Saturday (11) the Royal American org had grossed a neat \$61,000 for the first six days. Attendance Saturday (11) was over 57,000. Fair closed Wednesday (15).

Opening attendance at Beaumont was 7,000, with a steady climb noted each day. Tuesday (7) it hit 12,000, with 19,000 Wednesday, 16,000 Thursday and more than 23,000 Friday.

Royal American missed opening day at Beaumont because of the long jump. Advance publicity, both for the fair and the carnival, was strong. In addition to space in the dailies in Orange, Port Arthur and Beaumont, the annual garnered publicity in 15 weekly papers and over six radio stations.

Saturday (11), some 30 children from the Beaumont Crippled Foundation were escorted around the midway by members of the Shrine and entertained at various shows. A special show was given for them in Raynell's and Claxton's shows. Collections were taken up in the various shows and the children netted \$637.



Page Concludes Year In Springfield, Tenn.

SPRINGFIELD, Tenn., Oct. 18.—Page Bros.' Shows wound up the season and moved into winter quarters here. The new building, constructed last year, had to be enlarged this year to take care of all the show's equipment.

A season's farewell party was held in the Jig Show top Thursday night (9), with every member of the Page org present with the exception of Dad Reading, who was ill. Mrs. V. L. Collier was emcee.

With the season ended, personnel scattered. Here's the line-up: Mr. and Mrs. W. E. Page, Springfield, Tenn.; Mr. and Mrs. V. L. Collier, Atlanta; Mr. and Mrs. Don Myers, Scottsville, Ky.; Mr. and Mrs. Abe Frank, Pascagoula, Miss.; Ellis Roberts and mother, Mrs. May Howard, Mobile, Ala.; E. Z. (Dad) Reading, Nashville; Mr. and Mrs. Jessie Johnson, Hopkinsville, Ky.; Mr. and Mrs. E. L. Smith, Nashville; Mr. and Mrs. Curly Frances, Covington, La.; Mr. and Mrs. Paul Pittman, Jackson, Tenn.; Mr. and Mrs. Louie Cutler, Hot Springs; Mr. and Mrs. Roy Hildebrand, St. Louis; Mr. and Mrs. Herman Emmerton, Carthage, Tenn.; Bob Stewart, Murfreesboro, Tenn.; Mr. and Mrs. Eddie Woods, Los Angeles; Frank Hunter, Owensboro, Ky.; James Mofield, Nashville; Buck Lopez, Dalton, Ga.; Fiddlestick King, Jackson, Tenn.; Lee Moran, Hot Springs; Mr. and Mrs. Frandall Cashion, Martin, Tenn.; John Grose, Springfield, Tenn.; Mr. and Mrs. Roy Hufft, Danville, Ark.; Mr. and Mrs. Sailor Mack, Miami; John Butler, Pleasant View, Tenn.; and Charles Lynch, Hopkinsville, Ky.

3000 BINGO
 No. 1 Cards, heavy white, black back, 5 1/2 x 7 1/2. No duplicate cards. These sets complete with Calling Numbers, Tally Card; 35 cards, \$9.50; 50 cards, \$4; 75 cards, \$4.50; 100 cards, \$5.50. All cards from 100 to 3000 @ \$5 per 100. Fibre Calling Numbers, 50¢; Wood Calling Numbers, \$1; Printed Tally Card, 15¢. Colored Heavy Cards, #3, same weight as #1 in Green, Red, Yellow @ \$6 per 100. DOUBLE CARDS, No. 1, size 5 1/2 x 14 1/2, 10¢ each.

3000 KENO
 Made in 30 sets of 100 cards each. Played in 3 rows across the cards—not up and down. Light weight cards. Per set of 100 cards, tally card, calling markers, \$3.50.

LIGHT WEIGHT BINGO CARDS
 White, Green, Yellow, Black on White, postal card thickness. Can be retained or discarded. 3,000, size 5x7, per 100, \$1.25. In lots of 1,000, \$1 per 100. Calling markers, extra, 50¢. Ping-Pong Balls, printed 2 sides. \$80.00. Replacements, Numbered Balls, Ea.58

3,000 Jack Pot Slips (strips of 7 numbers), per 1,000 1.25
 M. W. Cards, 5x7; White, Green, Red, Yellow, per 100 2.00
 3,000 Small Thin "Brownie" Bingo Sheets, 5 colors, loose only, no pads. Size 4x5. M 1.50
 3,000 Featherweight Bingo Sheets, large size, 5 1/2 x 3; 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 for15.00
 Thin Transp. Plastic Markers, Bwn., 1/4 M 1.00
 Red or Green Plastic Markers, 3/4, Square, Round or Scalloped, \$2.50 M; 1/2 M Size \$2.00 M

All above prices are transportation extra. Catalog and sample cards free. No personal checks accepted. Immediate delivery.

J. M. SIMMONS & CO.
 19 W. JACKSON Blvd., Chicago 4, Illinois

BOOMERANG
 Unlimited Capacity — Repeater — Thriller
 Write for Catalogue
U. S. RIDING DEVICES CORP.
 298 Junius Street Brooklyn 12, New York

FOR SALE—COMPLETE CARNIVAL
 ALL AMERICAN AMUSEMENT
 Five Rides, consisting of 1-1947 #5 Eli Wheel, 1 Allan Herschell Merry-Go-Round, 1 Chairplane, 1 Kiddie Auto Ride, 1 Loop-o-Plane. Transportation as follows: 1 '38 International Tractor and 28' Semi Trailer, 1 '42 Chev. Tractor and 32' Semi Trailer, 1 '39 Ford Tractor and 28' Semi Trailer, 1 '47 Ford 1-Ton Panel, with less than 1000 miles, for use as Sound Truck, 1 '37 1 1/2-Ton Ford Truck, 1 '36 1 1/2-Ton Chev. Truck, 1 new Transformer, complete with switches and cable, mounted in '33 White van job, 1 25-Watt P.A. outfit, 1 Photo Gallery and Top with Auto Trailer to haul same. Concessions consist of 1 Penny Pitch, 1 Jingo Board, 1 P.C. Table (complete), 1 10'x12' Top and Frame, 1 Show Top, 1 Ball Game, Age and Weight, Lord's Prayer on Penny Machine. Everything in A-1 condition. Will sacrifice for \$25,500.00 for quick sale. See **JACK KLAUSEN, 1118 Richmond, Kansas City 2, Kan.**

FOR SALE
 One E-Z Way Frozen Custard, mounted on tandem wheeled Schult Trailer. Trailer equipped with booster brakes, hot and cold running water, sufficient neon signs and is completely enclosed with heavy plate glass. Also 1941 G.I. Chevrolet Truck, with winch. Can be booked in Florida all winter. This buy is in A-1 shape and can be had for \$4,500.00. One 10-foot, 4-way Round Popcorn and Candy Apple Outfit, new Anchor top with brand new "Super Styled" Popper. 1939 International Truck to haul the same. Price \$1,800.00. Will sell all or separately. Contact **MICHAEL BELDERES** c/o Fisher's Tourist Court, 2810 Clark St., Tampa, Florida.

GENERAL MOTORS DIESEL SALES AND SERVICE — PARTS
BEMISS EQUIPMENT CORP.
 Richmond, Roanoke, Virginia
 Dial 6-1502 Dial 2-3185

TICKETS PRINTED TO YOUR ORDER 100,000—\$24.70
 ROLL — FOLDED — CASH WITH ORDER — SAVE

Minimum Order Each Wording. Price for Order 10,000 Tickets.	10,000 Each Additional 10,000.	\$8.50
	Scms. Order	1.50
	Price Change	3.00
	Color Change	.80

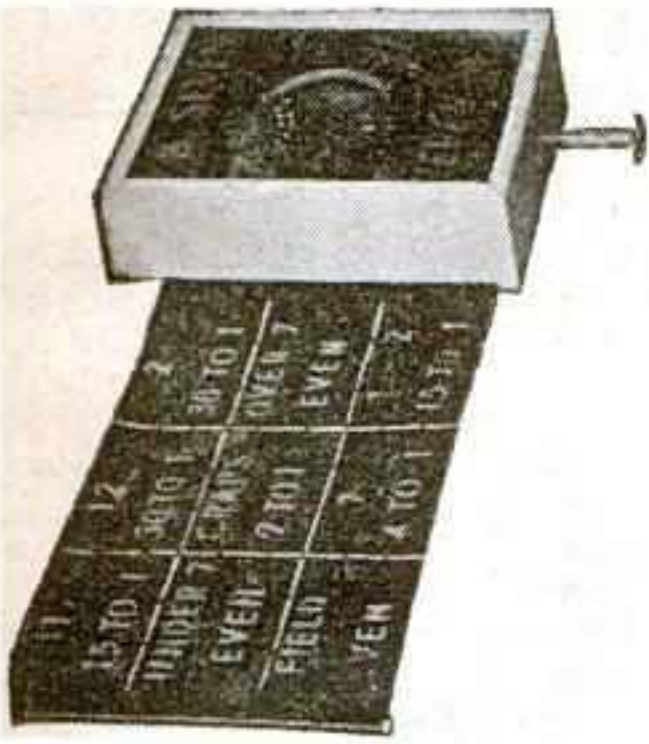
DALY TICKET CO. COLLINSVILLE, ILL.

FOR SALE
DENTZEL PARK MERRY-GO-ROUND
 50 ft. diameter, 50 stationary animals, 2 coaches, \$3,500.00. In operation at park, A-1 condition.
Island Amusement, Inc.
 ISLAND PARK SUNBURY, PA.
 Phone: Sunbury 2083

America's Pioneer Manufacturer of Corn-Popping Machines

CRETORS

Since 1885



7-11 DICE GAME

Ball-Bearing Roller. Layout rolls out of sight on touch. Metal casting, push button starter, screened glass top. A real money earner. Pays for itself in 3 hours' time.

\$39.50

GENERAL DISTRIBUTING CO.

2812 Main St. Dallas-1, Texas

American Carnivals Association, Inc.

By Max Cohen

ROCHESTER, N. Y., Oct. 18.—A Public Relations Bulletin covering the full report of the P. R. fund to October 10 is being prepared and will be sent soon to the membership along with information on the association's coming annual meeting.

Meeting will be held at the Hotel Sherman, Chicago, December 1-4. Directors will meet Monday afternoon (1), with the first business session scheduled Tuesday afternoon (2), and subsequent sessions scheduled daily thereafter until all business is completed.

All sessions will start at 1 p.m. Detailed notice of the meeting will be mailed the membership at least 10 days in advance.

Weekly indicator of business activities shows that prices again are rising, with spending still on the increase. The over-all picture would indicate a continuance of boom conditions for some time.

Indications are there may be a whole series of price rises and expectations are iron and steel products may go up from 3 to 4 per cent and that automobiles, paint materials and lumber also may sustain increases.

A detailed breakdown on the changes of per capita income in various states is on file. High income states include most of the states along the Atlantic Seaboard north of the District of Columbia, together with New York, Ohio, Illinois and five Western states. Remaining states north of Oklahoma are classed as middle-income states, as is Florida, with the remaining states listed as low-income states. Shows intending to operate during the winter would do well to secure the information indicating where business prospects might be brightest.

Association has been invited to attend the annual meeting of the American Standards Association in New York Thursday (23).

War Assets Administration has furnished the latest rules with reference to the disposal of war surplus goods and priorities.

Wallace & Murray Wind Up Season at Nashville, Ga.

PERRY, Ga., Oct. 18.—After a slow week here, Wallace & Murray Shows moved to Nashville, Ga., for the season's closing date. Shows will winter in Valdosta, Ga.

Mrs. Jack Murray, who recently suffered another stroke, had to be transported by ambulance. She is reported improving.

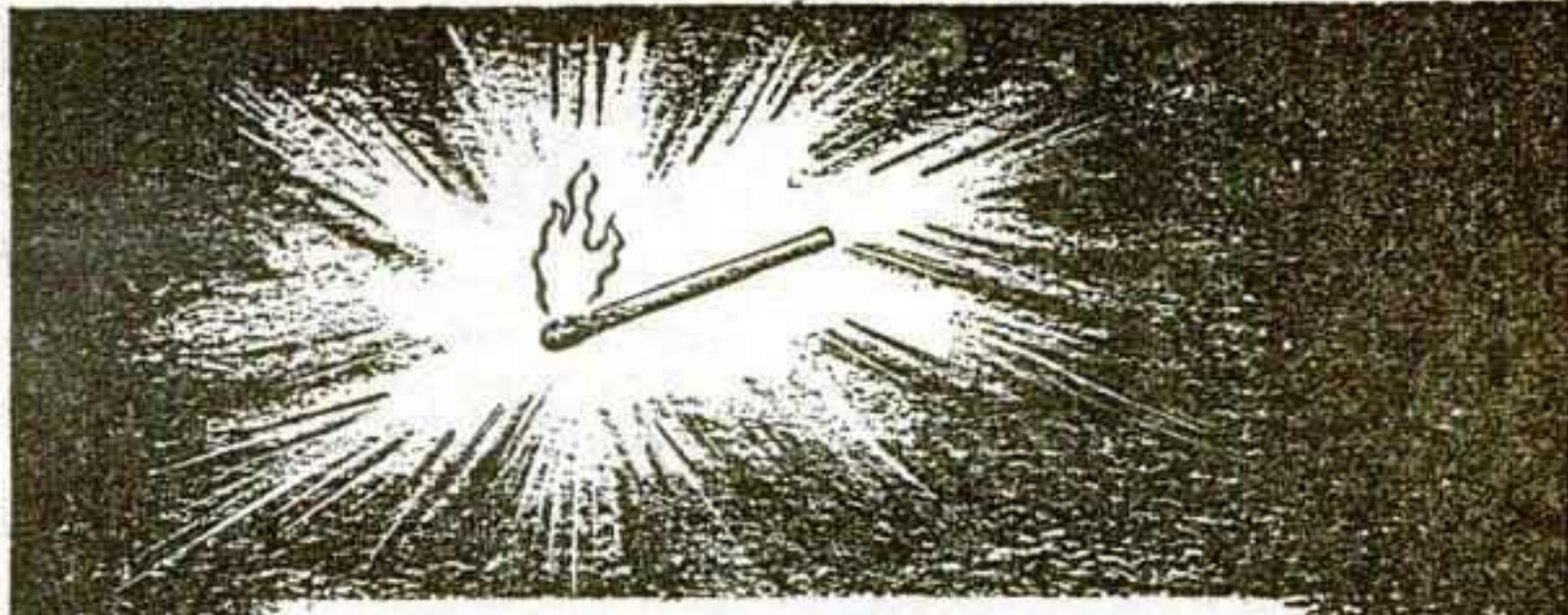
Biz at this lot, on the Dixie Highway, was only fair at best, officials said. Previous week at the Manchester (Ga.) Fair was good.

Visitors included W. R. (Red) Hicks, of Endy Bros.' Shows, and Paul M. Conaway, Macon.

Jayhawk Season a Winner

ERIE, Kan., Oct. 18.—Playing of the recent annual Erie Corn Festival marked the close of an excellent season for Jayhawk Amusement Company, reported P. W. Kyle, who with his brother, Ted, owns the show. Just prior to departure of personnel for their homes the Kyle brothers tendered a chicken dinner in winter quarters here to those who spent the season on the show.

Pocketbook Harris is working the Minstrel Show on the Mighty Page Shows this season. In outdoor show business 27 years, Harris managed the band and minstrel show on John Robinson's Circus; the Smart Set, a one-nighter minstrel, and the minstrel shows on Cavalcade of Amusements and Endy Bros.' Shows.



A Multi-Million Dollar Match!

Matches are one of the principal causes of fires in America, resulting in over \$500,000,000 of damage every year, destroying the property and life's work of thousands.

You may be helpless to prevent a fire from destroying your property . . . BUT YOU CAN PREVENT IT FROM DESTROYING YOUR LIFE'S WORK BY HAVING THE RIGHT INSURANCE.

The danger of complete loss from fire is one of the greatest dangers in show business. COMPLETE INSURANCE COVERAGE is a MUST for showmen and is your only protection.

CHAS. A. LENZ has been writing insurance for over 28 years . . . most of this insurance has been for showmen. I have just recently arranged for one of America's largest insurance companies to write a special insurance policy covering your equipment while it is in winter quarters.

Your Inquiries Are Invited

TRUCKS—TRAILERS—AUTOMOBILES
FULLY INSURED AGAINST ALL EMERGENCIES

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The Showman's Insurance Man

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Chicago, Illinois

1728 First St., N.

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HEADQUARTERS FOR WORLD FAMOUS CONCESSION EQUIPMENT AND SUPPLIES BLEVINS POPCORN CO. Nashville, Tenn.

FOR SALE

Short Range Shooting Gallery, 8x10, factory-built, new this year. All steel body on two-wheel trailer, in perfect condition. Also Long Range Gallery, made by Evans, built on 1941 G. M. C. Truck, new motor. Truck and Gallery in perfect condition. Has running and still targets, four guns and shells. Gallery is 14x35, takes one-half hour to set up and tear down, all folds into truck. The two galleries will pass inspection in any State. Also House Trailer, Dixie Coach, 24 ft.; electric refrigerator. Trailer sleeps four. This is like new, complete inside and out, with awning and poles. This is last chance to buy. Can be seen in Clinton, N. C., week of October 20. Will sell all together or separate. Reason for selling, leaving show business because of health. Write or wire or come and see.

All Replies to

ROGER D. FINGAR

c/o W. C. KAUS SHOWS

B. & H. AMUSEMENT CO.

WANTS

For BARNWELL COUNTY FAIR

No gate. Concessions that work for 10¢; no "X" except Bingo and Mitt Camp. Come on, will place you. All Fairs to follow. Will stay out until Xmas. Wires and mail to:

W. E. HOBBS

ALLEDALE, S. C., this week.

Majestic Greater Shows CAN PLACE FOR SWAINSBORO, GA.

and 4 more proven dates.

Concessions of all kinds. Everything open. No ex.

Magician and Working Acts, also Talker, for Sideshow. Address:

SAM GOLDSTEIN

AUGUSTA, GA., THIS WEEK

Cudney Border State Show

WANTS

Photo Gallery, Fish Pond, Hoop-La, Glass Pitch, Small Corn Game, \$15 a week. Any Stock Concession. Have good Armistice Celebration. All Concessions, ten dollars. Will be out until Dec. 13. Stringtown, Okla., week of Oct. 20th.

FOR SALE - - - FOR SALE

1 Cookhouse, 20x30', with 10x20' Kitchen, Panels and Screens, complete with '42 Chevy tractor (new motor) and 24' Fruehauf van-type trailer, 9-ft. frozen food locker, coffee urn, hot water heater, five 100-lb. gas bottles, everything ready to go, \$3,500.00.

1 Custom built, 27-ft. Diner, 16 steels, tables, cash register, deep frier, bottle gas, coffee urn, griddles, ice boxes, all fluorescent lighting, dishes, etc. Ready to go, with Diamond-T truck, new motor to pull same, \$3,500.00 complete.

1 New Roto-Whip, used six months, with ten-wheel Ford truck, brand new motor in this, price \$2,500.00.

1 77-ft. Jig Show panel front, built on 28-ft. Fruehauf trailer; 1 60-ft. all panel Girl Show Show front, built on 24-ft. G.M.C. trailer; 1 30 by 50-ft. Top; 1 45 by 90-ft. Top, fair shape; seats, bally, ticket boxes, amplifiers, piano, stakes, poles, etc., with 1 '36, 1 '37 Chevy tractor, \$5,000.00 takes all.

1 1941 Mack tractor, 10x20 tires, air brakes, saddle tanks; 1 home-made trailer, 24 ft., both \$1,500.00.

Contact

A. M. PODSOBINSKI, A. M. P. SHOWS

Hartsville, South Carolina, this week.



Want for Luverne, Ala., Oct. 27 to Nov. 1; Andalusia, Ala., Nov. 3 to 8, With Two More To Follow

Shows with own equipment, special proposition for Side Show, Minstrel Show; Doc Hamilton, wire. Motor Drome; Speedy Palmer, wire. These are two of the best Fairs in Alabama. Can place few more Concessions that work for stock. Will buy Monkey Speedway.

FOR SALE: 7-Car Tilt with or without transportation, Popcorn and Root Beer Trailer; will book on Show. This is one of the best, used one season. All wire Philadelphia, Mississippi.

LAST CALL

For ROBESON COUNTY MAIDEN INDIAN FAIR, Week Oct. 27, Pembroke, N. C.

Day and Night Fair. Over 50,000 Indians in the county. Being advertised in six newspapers and over two radio stations.

CONCESSIONS—Will place all Slum Stores, also Bingo. Shows with own outfit, 20 per cent after tax. Rides for balance of season, Wheel, Octopus, Merry-Go-Round, Roll-o-Plane and Flat Ride. Show out until Xmas.

SAM'S FUNLAND SHOWS

This week, BLADENBORO, N. C.

P. S.: Can place Grab outfits for Pembroke, also Jig Show.



Portable Electric Megaphone AMPLIFIES VOICE 2,500 TIMES!

IDEAL FOR SHOWS,
CARNIVALS, ETC.

The same PORTABLE ELECTRIC MEGAPHONE used on the beaches by our armed forces now offered at this exceptionally low price . . . delivers clear message over more than a mile . . . dry battery operated . . . 5000 ten-second messages without battery replacement . . . combination handle and shoulder strap . . . splash-proof case. Length, 12 5/16"; Width, 5 3/8"; Height, 8 3/8"; wt. inclu. batteries—ONLY 14 lbs. Excellent amplifier. MEGAPHONE has moving coil-dynamic type microphone, driver unit, molded phenolic sound head, Alnico V magnets. Wt. of Megaphone—9 lbs.

NEW
\$59.50

USED
\$39.50

LIMITED QUANTITY

First Come—First Served. Formerly sold for \$156.00, yours at this LOW PRICE. ORDER TODAY! All shipments F.O.B. Chicago—20% deposit on all orders.

ARROW SALES, Inc.

59 West Hubbard Street

Tel.: SUPERIOR 5575

Chicago 10, Illinois

SAVANNAH FAIR AND EXPOSITION (White)

SAVANNAH, GA., OCTOBER 27 TO NOVEMBER 1

Location—Next to Pepsi-Cola Plant, Montgomery Street

WANT several Flat Rides, Shows with own outfits, not conflicting, Motordrome, Funhouse. All Concessions open except Bingo, Photos and Cookhouse. Space limited. All communicate with

W. H. (SPLINTER) ROYAL

Statesboro, Georgia, this week, Fairgrounds.

MID-WESTERN EXPOSITION

AMERICA'S SHOW BEAUTIFUL

CAN PLACE for the LIVINGSTON PARISH FAIR, Oct. 21 to 25, Livingston, La., with American Legion Celebration, Plaquemine, La., Oct. 27 to Nov. 2, and other Louisiana and Texas Celebrations and Fairs to follow. OUT ALL WINTER. Always a winner, with elaborate plans for '48.

RIDES—Roll-o-Plane, Octopus, Tilt, Funhouse, Pony Track, Spitfire. LOW PERCENTAGE. SHOWS—Ten-in-One, Posing, Jig, Animal, Wild Life, Monkey, Iron Lung. Any worth-while attraction. CONCESSIONS—COOKHOUSE, GRAB, DIGGERS, Fish or Duck Ponds, String, ARCADE, POP-CORN, PHOTOS or any Stock Shm Stores. Reasonable privilege. Good locations, best of treatment. NO GATE. HELP—A-1 Electrician, Semi-Drivers, Front Arch and Tower Men. No first of Mays, agitators or those that can't stand PROSPERITY tolerated. REAL SHOWMEN are always welcome, any worth-while idea considered. Those joining now have preference for '48. To date this show has played 11 Fairs and 16 Celebrations. Thanks to committees, personnel, etc. All wires and correspondence to TED WOODWARD, Owner and Gen. Mgr., Fair Grounds, Livingston, La., now; then per route weekly in THE BILLBOARD. Jim Livingston, Gen. Rep.; George Manion, Legal Adjuster.

WANTED

Few more flashy Legitimate Concessions for five good bona fide spots starting Valdosta, Ga., on the streets for the veterans. Photos, Fish Pond, String Game. Can also use Two Good Shows, Animal or Monkey and good Side Show. Have some good spots to follow the celebrations, several weeks work in good territory.

MARIE K. SMUCKLER

Claxton, Ga., this week.

WANT—READ—WANT! FAIRWAY AMUSEMENTS

NEED IMMEDIATELY for all winter—Ride Help who drive semis and have driver's license. Capable Agents for following Concessions: Cigarette Gallery, Bumper, Scales, Hit-Miss Cat Rack, Milk Bottles, Pop Corn, Clothes Pin Pitch, Penny Pitch and Percentage Dealers. Also Caller and Counter Men for Bingo. Will book nice Grab and Photos. Only one Concession of a kind so all can make money. No flatties, no gyms, NO drunks. No collect wires. Ticket Sellers also come on. Grand Saline, Oct. 20-25; Hawkins, 27-Nov. 1; both Texas. C. A. BAIN, Mgr.

WANTED FOR THE SEASON OF 1948

Freaks and Working Acts for the most beautiful Side Show in America. All salaries paid from office. Name your lowest. Drunks and agitators, save your stamps. Want Tattoo Man, Sig Anderson or Diamond Ray, answer. One good Freak to feature. Geraldine, Grace McDaniels; Ralph, Elephant Skinned Man, answer. Girl for Blinde Box and Bally. Mental Act that can produce. Magician that can pitch and handle inside. Marvin Smith, Walter De Lenz, Billie Jewell, answer. Sword Swallower, Ticket Sellers that can grind. Half and Half; Billie Hayes, Sandra Lee, Adolphine, answer. Address All Mail to

SIDE SHOW MANAGER, Box 4134, Jacksonville, Fla.

FOR SALE

1947 Dayton Train, 600 Feet of Portable Track, Engine and 5 Cars. Can be seen in operation at Mobile, Ala., October 21-November 1, on Hennies Bros.' Shows.

A. WILSON

Per Address Above

FROM THE LOTS

Virginia Greater

WADESBORO, N. C., Oct. 18.—Org, in here the week ending October 11, was making its fifth showing locally is as many years. The American Legion, with Francis E. Liles as chairman, sponsored the engagement. Weather the early part of the week was spotty, with Tuesday night lost to rain.

Mr. and Mrs. R. Porter, natives, hosted Manager and Mrs. Masucci, Mr. and Mrs. Ed Curtin and William C. (Bill) Murray, general agent, at a turkey dinner.

Visitors included William C. (Billie) Owens, agent, John H. Marks Shows, and Peazey Hoffman, agent of the Johnny J. Jones Exposition.

Mr. and Mrs. Masucci celebrated their wedding anniversary at a banquet in Bob Coleman's bingo tent. All shows' personnel attended. Manager Masucci was host, with Eddie Curtin and Bill Murray assisting. Representatives of the shows' sponsors and city officials also attended.

Entertainment was furnished by the performers and musicians of the Cotton Club Revue, with Duke Robinson at the piano; O. G. Brown, drums, and Leslie Anderson, sax.

Weather during the latter part of the week cleared and shows wound up okay.

Mrs. Noel Bass spent several days at her Burlington, N. C., home visiting her daughter-in-law and grandson. Frankie Carlo also visited friends for several days.

James Borders is managing the Cotton Club Revue. Mrs. Borders is operating the penny pitch.

Org will close in two weeks at Marion, S. C. Winter quarters are Suffolk, Va.

Wolfe Amusements

LIBERTY, S. C., Oct. 18.—Everybody was in low spirits on arrival here after the previous stand at Fountain Inn, S. C., where we had nothing but rain. It stopped raining on the final day, Saturday (11), but the natives stayed home. As a result, it was a larry for everyone.

Only optimist was Owner Benny, who went on a spending spree, purchasing a new Octopus and Whip to give the show seven rides.

Mr. and Mrs. Pinky Edgar left at Fountain Inn to take a rest. The writer will lay out the lots the remainder of the season.

New concessionaires at Fountain Inn were Mr. and Mrs. Frank Cooper, fishpond and short-range gallery, who came on from Marion Greater Shows; Tommy Scott, slum store, and Whitey Siegfried, fishpond.

Helen (Blondie) McKinnon purchased a school bus and repainted it to resemble a circus parade wagon.

Org will close November 8 at Lavonia, Ga., and move to winter quarters at Royston, Ga.—ERNE SYLVESTER.

Harrison Greater

ORANGEBURG, S. C., Oct. 18.—Org has four more spots to go before closing. Lexington, S. C., stand was hurt by rain.

Show's staff consists of Frank Harrison, manager; Reid McDonald, business manager; Mrs. Francis Harrison, treasurer; Charles Powell, general agent; Victor Palmer, billposter and 24-hour man; Diamond Bill Arnte, Minstrel Show; Slim Young, side show; Anna King, Girl Show; John Dill, ride superintendent, and Mr. Sullivan, in charge of the sound truck and the mail.

Personnel includes Charles Heller, three rides, and Simon Krouse, custard.—VICTOR PALMER.

Caravella Amusements

NEWBERRY, S. C., Oct. 18.—Business at the fair here this week has been good. Org has 12 rides, 10 shows and 70 concessions here, plus the Aerial La Salles, free act.

Visitors here included Mr. Henderson, of the Greenwood, S. C., Fair; Mr. Allison, of the Union, S. C., Fair; Mr. Sewall, Laurens, S. C.; Ralph Flannagan, Paramount Shows; Rocco Masucci, Virginia Greater Shows; Mr. Mathias, agent for the A.M.P. Shows; Mr. Rahapple, billposter for the Majestic Greater Shows; Sheriff Manning, who visited Stan Teed, and Hap Long.

Following the show Monday (13), the bingo tent was cleared and a birthday party held for Owner Frank Caravella. A chicken dinner was served and Caravella received many gifts. Talks were made by Caravella, Mr. Rick and Mr. McGary. George Carr supplied the music.

Guests, in addition to Mr. and Mrs. Caravella, included Mr. and Mrs. Stan Reed, Mr. and Mrs. Neil Musser, Jack Smith, Mary Horvath, Frank Welch, Lew Moore, James (Sheik) Crowley, Mr. and Mrs. Don Whitney, Andy Vallo, Mr. and Mrs. Gibson, Hazel Bowman, Mr. and Mrs. Austin Deuting, Mr. and Mrs. Phil Rich, Mr. and Mrs. George Carl, Raymond First, Mr. and Mrs. John Yowns, Nita Devore, Mr. and Mrs. Tony Carl, Kirby McGary, Perry Russell, O. W. Barrineau, Mr. and Mrs. George Pappas, Cecil H. Hanniford, Fred Lape, Ed Norman, Harry Todd, Snowball, Harry Sager, Hank Saylow, Phillip Rich, Dusty Carr and Jimmie Gibson.

—PADDY RYAN.

Bee's Old Reliable

WARRENTON, Ga., Oct. 18.—Move here from Wrightsville, Ga., was made on time, and everything was ready for the Monday opening of Warren County Fair. The turnout was small, however, and Tuesday, Children's Day, was poor. The kids left early and rain that night kept receipts low. Wednesday, the shows felt the tail-end of the storm that had lashed the Coast, a few tents receiving minor damage.

Encountering rain and cold, Wrightsville was a loser despite full co-operation from the committee, which reported a small profit.

Show did little better than cover expenses the week ending October 4 at Sparta (Ga.) Fair because of poor co-operation by the committee. Heavy advertising by the show brought a good crowd for Children's Day and Saturday night. A new lot on the outskirts of town was used.

Owner and Mrs. David J. Huls returned to Winchester, Ky., after visiting here and at Warrenton. Huls plans to do some fishing and then make a hunting trip to Canada.—RAYMOND C. HULS.

Great Sutton

ABERDEEN, Miss., Oct. 18.—The 300-mile move here from Gideon, Mo., was the longest of the season. Fair didn't open officially until Wednesday (8), so there was plenty of time. Most of the shows and rides were ready Monday (6).

Five more rides joined here, bringing the total to 11. Flying Scooter topped the midway, with the Caterpillar second. Les Allen rejoined after being away two weeks attending the Southeastern World's Fair, Atlanta.

Some new building for next year has started under supervision of Pat Brown and George Kowatch. Owner-manager F. M. Sutton Jr., advises he has many improvement plans for next year. Sutton and the writer have been making trips of late, visiting other shows.—KEN MURRAY.

Prell's Broadway

SOUTH BOSTON, Va., Oct. 18.— Shows spent the past week at the Five County Fair in South Boston, Va., after playing Covington, Va.; Lynchburg, Va.; Lumberton, N. C.; Bennettsville, S. C., and Henderson, N. C. Covington proved a good spot, with 10,000 thru the gates on opening night and equally good business the remainder of the week. Rain on two days cramped biz at Lynchburg, but the week's gross equaled that of 1946. Top money in Lynchburg was copped by Professor Vadalia's Plantation Show, followed by Cash Miller's Side Show and Bob White's Scandals. Among the rides, top money was taken by the Caterpillar, Spitfire and twin Ferris Wheels. Children's Day at Lynchburg, promoted by the writer, was a big success.

Bad weather and complications snafued biz at Lumberton, but the week wound up with most of the folks satisfied. Surprise date of the southern tour was Bennettsville, where despite the town's meager population of 5,000, more than 15,000 paid admissions were chalked up and spending was liberal.

Herb Shive, general agent of the Lawrence Greater Shows, was a visitor on the lot in South Boston.—ALAN A. TRAVERS.

W. G. Wade

LAGRANGE, Ind., Oct. 18.— The weather played havoc with the shows the first part of the week but the last two days were okay. However, spending did not measure up to previous years. Shows were spotted on a street location around the courthouse and along the main streets.

With the wind-up here, personnel scattered for various points. Rupp's kiddie rides joined for this date, then headed for Florida. Harry Beach sold his Ghost Train, stored his Scooter and left for Orange, Tex. Clay May spent the week here. Eddie and Grace McKeowin left to play Texas dates. Harry and June Boyles, Margaret Delaney, Buck Allsop, Mrs. Clay May, Babe Pisara and Arnold Raybuck left for Ohio dates. Curly and Katherine Stevenson went to their Detroit home. Sammy Hansen took off for Elmer's farm and then will go to winter quarters. Fred Miller, after storing the cookhouse, left for Florida, along with Harry Mamas and crew.

Buster Grossland took a crew to winter quarters and work will start immediately repairing and repainting equipment to get ready for the early March dates around Detroit.

The No. 2 Unit, under management of Cameron Murray, pulled into quarters a day after the No. 1 Unit and work started under direction of Glen Wade Jr. D. Wade, general representative, will take a short vacation. Owner-Manager W. G. Wade will oversee the start of the rebuilding and then will be off to Florida.

Altho a bit tardy, here is a report on the stand at the Kalamazoo (Mich.) Free Fair. Grosses were up over previous years. Newspaper and radio publicity was the best.

Those who wound up the season in Kalamazoo included C. E. (Bama) Stepe, Bill and Silvia Warren, who went to their home in Florida; Paul (Spitfire) Rollins, to Mississippi; Ernest Ostrander to Memphis, Pop and Mom Burr to their Detroit home, the Findlays to Little Rock, Ark.

For the stand here, ride line-up was augmented with those owned by Herbert Simpkins, of Happy Holiday Shows. Mary Allen, Food City Shows, was a daily visitor to Kalamazoo.—WALTER A. SCHAFER.

Lee McDanials infos that he is doing okay with his grab stand on Royal Exposition Shows in Georgia.



PEE DEE FAIR

Florence, S. C., October 27 to 31 Inclusive

SUMTER COUNTY FAIR

Sumter, S. C., November 3 to 8 Inclusive

We will place all legitimate Merchandise Concessions and Eating and Drinking Stands.

WANTED—Experienced Carnival Workingmen in all departments

FOR SALE—1947 new Spitfire Ride and Smith & Smith Chairplane. All load in our wagons and can be booked with or taken off this show.

Address Wilson, N. C., this week, and then as per route.

THERE IS ONLY ONE

CHARLESTON COUNTY FREE COLORED FARMERS' AND INDUSTRIAL FAIR

WEEK NOVEMBER 3-8—HARMON FIELD, CHARLESTON, S. C.

100,000 persons attended in 1946—will be bigger in 1947. This is your chance to get your season's b. r. Every colored organization in county behind this one.



Concessions—Concessions—Concessions—Come On—Come On Will Place any kind Eating Stand, Candy Floss, Grab Outfits or what have you. Will place Colored Girl Shows.

Prof. Vadalia wants Chorus Girls, Comedians, Musicians; Office Show. WIRE WIRE WIRE

SAM E. PRELL, Prell's Broadway Shows Lancaster County Fair, Lancaster, So. Car., this week; then per route.

D. & H. SHOWS

WANT

WANT

Tabor City, N. C., Legion Fair, Oct. 27-Nov. 1. Positively the best in the South. Starting Monday. Tuesday—White School Day; Wednesday—Merchants' Day; Thursday—Farmers' Day, big hog-calling contest; Friday—Colored School Day; Saturday—Baby Show and Contest. You will get your winter B.R. here. All Concessions open, especially want Bingo, Floyd Shieks, wire me or come on. Want any Ride that does not conflict with Merry-Go-Round, Ferris Wheel, Whip or Loop. Place any Show or Ride, 20 per cent. All join on wire. Reed, come on back home. No time to lose. Out all winter. FAISON, N. C., THIS WEEK; THEN TABOR CITY.

F. E. DICKERSON

ART HINNANT

GULF COAST SHOWS

WILL STAY OUT UNTIL NEW YEAR'S NIGHT

Want General Agent that has car and knows Arkansas and Louisiana. Want Photo, Bingo, Ball Racks and Stock Concessions. Pat Bales will not be with this Show. Artie Marshfield, wire me. Address:

F. M. SUTTON SR., Mgr.

Leachville, Ark., Oct. 20-25; Blytheville, Ark. (up town), Oct. 27-Nov. 1. Then long jump South. P. S.: Do not want any Gypsies. Martin O. Smith, Cookhouse Man, or anyone knowing his present whereabouts, contact immediately.



Want Shows, Rides and Concessions of all kinds. Sell X on Diggers. Owing to open midway have for sale 2 Slum Skillos, complete with flash, \$200.00 each; one Roll Down, complete with flash, \$200.00; one Pin Store, complete with flash, \$250.00. The above are 8x14 new Blue Anchor Tops, good frames. Also have Kiddie Chair-o-Plane and 8-Car Kiddie Auto for sale, \$750.00 for both. Truck if desired at right price. Address:

JOE KARR

Ark., Fair, this week; Lake Village, Ark., to follow.

You Will NEVER, NEVER

Receive a Bag of

BAD POP CORN

From

THE INDIANA POP CORN CO.

MUNCIE, IND.

Processors for 15 Years BABY GOLDEN and HYBRID S. A.

WANT

Pin Store Agents for balance of season on Denton Shows, Eufaula and Troy, Ala.; then Jacksonville, Fla., Fair. Wire

JIMMY ANNIN

Care JOHNNY DENTON SHOWS Eufaula, Ala.



WANT RIDES—Will book Wheel now for all winter and give contract for 1948. Need Flat Ride, Tilt, Caterpillar or Whip. Can use Spitfire and Kiddie Swings and Auto. Roxy Blackman, Thompson Bros., contact. Want Hanky Panks. All Concessionaires going south, wire. No exclusive, no gift or racket. Three more weeks in Georgia, then South Florida all winter. Hazlehurst, Georgia, this week; then per route.

N. P. Roland, Owner; Paul Talbot, Mgr., Mighty Monarch Shows

FOR SALE—CHEAP

1942 Fly-O-Plane. In good condition. 1947 Laugh in the Dark Ride. Can be seen in operation at Mobile, Ala., October 21-November 1, on Hennies Bros.' Shows.

A. WILSON

Per Address Above

FOR SALE

Parker 2-Abrast 40-Ft. Merry-Go-Round, in first-class condition, driven by 5 horsepower electric motor. Price \$4500. Or with transportation, consisting of 1936 Diamond T Tractor and 1947 new 32-Ft. Fruehauf Van. Price complete for all the above, \$7500. 1 12-Seat Chairplane, price \$700. Or with 1936 Chevrolet Platform Truck with winch. Price complete, \$1500. All equipment is in first-class condition and ready to operate.

ARTHUR GIELOW

2315 W. SCOTT STR.

PHONE: ORCHARD 2962

MILWAUKEE 4, WIS.

PLASTER

Winter prices for 1948 users. Come in or write us. Orders now booked for next season. No DP required.

COSIMINI COMPANY

Cary 3001

CARY, N. C.

Prescient

AMUSEMENT COMPANY

Dependable Attractions Since 1912

WANT WANT WANT WANT

**GEORGETOWN EXPOSITION, Georgetown, S. C.,
week October 27th**

**COLLETON COUNTY FAIR, Walterboro, S. C.,
week November 3rd**

Concessions that work for stock and not over 10c—Photos, String Game, Swinger. No shows or rides wanted. Place modern Penny Arcade.

For Sale—For Sale—For Sale—For Sale

1947 Fly-o-Plane with U 4 International Power Unit.
1946 Super Rolloplane, \$1,000 worth extras, one of the best.
1947 16-Car Octopus, with International Power Unit.
These rides are in perfect condition, with or without transportation.
1 Jig Show, new Royal Blue 35x77 Top, new Banners, Banner Line, Stage on 20-ft. Semi-Trailer, Bus for people if wanted.
1 Snake Show Outfit, complete, 20x30 Blue Top, new Banners.
1 Girl Show Outfit Front, 20x50, new Blue Canvas.
1 Streamlined Bingo, seats 112, with Blower, P.-A. Set, new this April, cost over \$4,000 to build, sell for \$2,000; have 24-ft. Van and Tractor if wanted.

Modern Cookhouse with Floor, Bottled Gas, Electric Hot Water Heater, 26-Ft. Van with Sleeping Quarters, International Tractor. Sell for one-half original cost.

1 De Luxe Popcorn outfit, Candy Apples, Snow Ball in one, with or without transportation. Don't write, come and look this equipment over. 8 Mack Tractors, 6 International Tractors, 6 Ford Tractors, all kinds of Van and Rack Trailers for rides. Make your own price.

Address

L. C. McHENRY

Salisbury, N. C., this week, then as per route.

BEACON BLANKETS

ONE CASE OR A CARLOAD
PLACE YOUR ORDER NOW

Case Lots
of 30
Each

Less Than
Case Lots
Each

No. 140 Toba Indian Hemmed Edge	Size 60x80	\$2.50	\$2.60
No. 144 Midway Plaid Hemmed Edge	Size 60x80	2.50	2.60
No. 145 Magnet Plaid Bound Edge	Size 66x80	3.15	3.25
No. 146 Mingo Indian Bound Edge	Size 66x80	3.15	3.25
No. 141 Curlew Plaid Bound Edge	Size 72x84	3.75	3.85
No. 142 Wigwam Indian Bound Edge	Size 72x84	3.75	3.85
No. 154 Curlew Plaid Hemmed Edge	Size 72x84	3.25	3.35
No. 155 Wigwam Indian Hemmed Edge	Size 72x84	3.25	3.35

Our 1947 catalog is ready. Write for your copy. State business.

NEW LOW PRICES ON BALLOONS. COMPLETE LINE OF PREMIUM MERCHANDISE.

WISCONSIN DELUXE COMPANY 1902 NO. THIRD ST. MILWAUKEE 12, WIS.

LAWRIENCE

GREATER SHOWS
amusements of to-day plus a bit of tomorrow

Concessions all open for Clarendon County Fair, Manning, S. C. Will also place A-1 Percentage Agents. Want sober, seasoned Ride Help on all Rides for balance of season and 1948.

Have For Sale—Ride-O and Chairplane

Without transportation. Can be seen in operation on the show now. Also have complete Water Show and Motordrome for sale.

Address: Wadesboro, N. C., now; then Manning, S. C.

C. A. STEPHENS SHOWS

Wanted for Elberton, Ga., Colored Fair

Concessions, come on; can place you. Cotton Candy, Apples, Snow, American Palmistry, String Game and Scales.

Johnny Green wants Agents for Skillo, Rolldown and Line-Up.

RIDES—Glen Wyble, will place all your rides. Want Wheel Foreman. Frank Durham, called you.

SHOWS—Want a couple of Grind Shows.

Address Lexington, Ga., this week.

ANDERSON'S GREATER SHOWS

Want for De Kalb, Miss., followed by five more Corn Belt red ones.

Diggers, Bingo and Novelties, Slum Stores, \$15.00; Skillos and Roll Down, \$25.00 and 1/3 P. C. open, \$10.00 and 1/3. All address:

H. KERMIT SUMNER, Mgr.
DE KALB, MISS.

Carnival Routes

Send to
2160 Patterson St., Cincinnati 22, O.

(Routes are for current week when no dates are given. In some instances possibly mailing points are listed.)

Alamo Expo.: (Fair) Waco, Tex.
American Beauty: Portageville, Mo.
American Eagle: Tchula, Miss.
A. M. P.: Hartsville, S. C.
A. & P. Am. Co.: Nettleton, Ark.
Anderson Greater: De Kalb, Miss.
Bain's Attrs.: Chipley, Ga.
B. & D.: Lockhart, S. C.
Bee's Old Reliable: (Fair) Butler, Ga.; Swainsboro 27-Nov. 1.
Bell & Vinson: Marshall, Tex.
B. & H.: Allendale, S. C.
Big Four Am. Co.: Marianna, Ark., 20-Nov. 2.
Big State Am. Co.: (Fair) Jourdan, Tex.
Blue Grass State: (Fair) Greensboro, Ga.
Bohn & Sons United: Boyle, Miss.
Borderland: Kerens, Tex.; Hubbard 27-Nov. 1.
Brewer's United: (Fair) Centerville, Tex.
Bullock Am. Co.: Maxton, N. C.; Rosehill 27-Nov. 1.
Capital City: (Fair) Buena Vista, Ga.
Caravella Am.: Bath, S. C.; Aiken 27-Nov. 1.
Caudles Rides: Biscoe, Ark.
Central Am. Co.: Scotland Neck, N. C.; (Fair) Loris, S. C., 27-Nov. 1.
Central State: Lampasas, Tex.; San Marcos 27-Nov. 1.
Cetlin & Wilson: (Fair) Wilson, N. C.; (Fair) Florence, S. C., 27-Nov. 1.
Crafts Expo.: Calexico, Calif.
Crandell's Midway: Brookville, Miss.
Crescent Am. Co.: (Fair) Salisbury, N. C.; (Exposition) Georgetown, S. C., 27-Nov. 1.
Crystal Expo.: (Colored Fair) Macon, Ga.; (Fair) Cuthbert 27-Nov. 1.
Cudney Border State: Stringtown, Okla.
Denton, Johnny J.: Eufaula, Ala.; Troy 27-Nov. 1.
D. & H.: Faison, N. C.; Tabor City 27-Nov. 1.
Dudley, D. S.: Snyder, Tex.
Dupree, Jimmie: La Mesala, N. M.
Dyer's Greater: Batesville, Miss.
Eady Bros.: Macon, Ga., 20-22; Savannah 24-Nov. 1.
Fairway Am.: Grand Saline, Tex.; Hawkins 27-Nov. 1.
Fay's Silver Derby: Wynne, Ark.
Fleming, Mad Cody: (Fair) Crawfordville, Ga.; (Fair) Jesup 27-Nov. 1.
Franklin, Don: (Fair) Liberty, Tex.; El Campo 27-Nov. 1.
Gem Carnival: Elaine, Ark., 20-28.
Gentsch, J. A.: Natchez, Miss.
Georgia Am. Co.: Bishop, Ga.
Gold Medal: (Fair) Eupora, Miss.
Gooding Am. Co., No. 1: Circleville, O.
Gooding Park Attrs.: North Ridgeville, O., 30-Nov. 1.
Great Sutton: Belzoni, Miss.
Greater United: (Fair) Yorktown, Tex.; (Fair) Gollad 27-Nov. 1.
Groves Greater: (Fair) Sulphur, La.
Gulf Coast: (Fair) Leachville, Ark.
Hames, Bill: (Fair) Henderson, Tex.; Bryan 27-Nov. 1.
Hannum, Morris: (Fair) Pageland, S. C.
Harrison Greater: (Colored Fair) Charleston, S. C.; (Colored Fair) Columbia 27-Nov. 1.
Heth, L. J.: Tifton, Ga.; Hawkinsville 27-Nov. 1.
Hottle, Buff: Marrero, La.
Imperial: Cherry Valley, Ark.
Jones Greater: (Fair) Baxley, Ga.
Jones, Johnny J., Expo.: Greenville, S. C.; (Fair) Greenwood 27-Nov. 1.
J. & S.: Lakeview, S. C.
Kaus, W. C.: Clinton, N. C.
Kilgore: (Fair) Emory, Tex.
Kirkwood, Joseph J.: Americus, Ga.; Fitzgerald 27-Nov. 1.
Lamb, L. B.: Philadelphia, Miss.; Luverne, Ala., 27-Nov. 1.
Lawrence Greater: Wadesboro, N. C.
Leeright, J. R.: Wellington, Tex.
Long's United: Merced, Calif., 20-26.
Lottidge, Harry: Apalachicola, Fla.; Crestview 27-Nov. 1.
Magic Empire: (Colored Fair) Yazoo City, Miss.
Magic Valley Am. Co.: Goldsmith, Tex.
Majestic Greater: Augusta, Ga.
Marion Greater: (Colored Fair) Chester, S. C.; (Colored Fair) Rock Hill 27-Nov. 1.
Marks, John H.: (Fair) Greenville, N. C.; Kingston 27-Nov. 1.
Martin United: Bellgardens, Calif., 20-27.
McCall, Jim: Ashburn, Ga.
McKee, John: Senatobia, Miss.
Midway of Mirth: Luxora, Ark.
Midwest: (Fair) Del Norte, Colo.
Midwestern Expo.: (Fair) Livingston, La.; Plaquemine 27-Nov. 1.
Mighty Monarch: Hazlehurst, Ga.
Mighty Page: (Fair) Edenton, N. C.; Farmville 27-Nov. 1.
Mighty Van Dyke: Orlando, Fla.
Moore's Modern: Parkin, Ark.
Norton's Midway: Rochester, Tex.
Omar's Greater Am.: Lake Providence, La.
Pearl City Rides: Canton, Mo.
Peerless Celebration Am.: Stoneville, N. C.
Pepper's All-State: (Fair) Siler City, N. C.; (Fair) Burlington 27-Nov. 1.
Prel's Broadway: (Fair) Lancaster, S. C.
Raftery, James M.: Goldsboro, N. C.; Williamston 27-Nov. 1.
Raines Am. Co.: Mena, Ark.
Regal Expo.: Abbeville, S. C.; Dublin, Ga., 27-Nov. 1.
Rogers & Powell: (Fair) Canton, Miss.; (Fair) Iita Bena 27-Nov. 1.
Royal American: (State Fair) Shreveport, La., 20-27.
Royal Crown: (Fair) Marianna, Fla.; (Fair) Dothan, Ala., 27-Nov. 1.
Royal Expo.: (Fair) Statesboro, Ga.; (Fair) Savannah 27-Nov. 1.
Royal Rides: Eutaw, Ala.; Livingston 27-Nov. 1.
Rupe's Midway for Fun: Post, Tex.
Sam's Funland: (Fair) Bladenboro, N. C.; Pembroke 27-Nov. 1.
Shan Bros.: (Fair) Eastman, Ga.; (Exposition) Waveross 27-Nov. 1.
Shipley's Am.: Ashland, La.

Siebrand Bros.: Phoenix, Ariz.
Silver Slipper: Bremen, Ga.
Silver States: Tutwiler, Miss.
Smith, Casey: Tallhina, Okla.
Smith, George Clyde: (Colored Fair) Suffolk, Va.
Southern States: (Fair) Newton, Ga.
Southern Valley: (Fair) Fordyce, Ark.; (Fair) Oak Grove, La., 27-Nov. 1.
Stebler Greater: Simpsonville, S. C.
Stephens, C. A.: Lexington, Ga.
Strates, James E.: (Fair) Gastonia, N. C.
Sunflower State: Rotan, Tex.
Tassell, Barney: (Colored Fair) Kingstree, S. C.; (Colored Fair) Savannah, Ga., 27-Nov. 1.
Tidwell, T. J.: (Fair) Brownfield, Tex.; (Fair) Lamesa 27-Nov. 1.
Tinsley, Johnny T.: (Fair) Griffin, Ga.
Triangle: Albany, Ga.; Anniston, Ala., 27-Nov. 1.
Turner Bros.: Manlia, Ark.
United Expo.: Calvert, Tex.
United States: Colquitt, Ga.
Victory Expo.: Pelly, Tex.
Virginia Greater: (Fair) Bennettsville, S. C.; (Fair) Marion 27-Nov. 1.
Ward, John R.: Lake Charles, La.
West Coast: Clovis, Calif., 21-26; Hanford 26-Nov. 2.
White Star Attrs.: Austell, Ga.
Williams, Lewis: Trenton, N. C.
Wilson Greater: Globe, Ariz.
Wolfe Am.: (Colored Fair) Greenville, S. C.; (Colored Fair) Anderson 27-Nov. 1.
Wonder City: McGehee, Ark.; Lake Village 27-Nov. 1.
World of Mirth: (Fair) Columbia, S. C.
Zeiger, C. F., United: Coolidge, Ariz.; Casa Grande 27-Nov. 2.

Circus Routes

Send to
2160 Patterson St., Cincinnati 22, O.

Bailey Bros.: Roswell, N. M., 23.
Beatty, Clyde: Beeville, Tex., 21; Corpus Christi 22-23; Bay City 24; Galveston 25; Goose Creek 26; Beaumont 27; season ends.
Clyde Bros.: Freeport, Ill., 20-23; Streator 24-26; Manteno 27-29; Kankakee 30-Nov. 1.
Cole Bros.: Danville, Va., 21; Lynchburg 22; Roanoke 23; Bluefield 24; Pulaski 25; Bristol, Tenn., 27; Johnson City 28; season ends.
Dailey Bros.: Joplin, Mo., 21; Vinita, Okla., 22; Claremore 23; Fort Smith, Ark., 24; Wagoner, Okla., 25.
Davenport, Orrin: Duluth, Minn., 20-25; Houston, Tex., 29-Nov. 11.
Kelly, Al G., & Miller Bros.: Sallisaw, Okla., 21; Stillwell 22; Poteau 23; Heavener 24; Van Buren, Ark., 25.
King Bros.: Washington, Ga., 21; Milledgeville 22; Thomaston 23; La Grange 24; Opelika, Ala., 25; Cullman 27.
Maynard, Tex.: Romulus, N. Y., 21; Horseheads 22-23.
Mills Bros.: Pearsall, Tex., 21; Crystal City 22; Eagle Pass 23; Del Rio 24; Hondo 25; Laredo 27; Benavides 28; Corpus Christi 29; Port Lavaca 30; Bay City 31; Alvin Nov. 1.
Polack Bros. (Eastern): (Armory) Schenectady, N. Y., 20-25; (Armory) Utica 27-Nov. 1.
Polack Bros. (Western): (Auditorium) Little Rock, Ark., 22-25; (Auditorium) Oklahoma City, Okla., 27-Nov. 1.
Ringling Bros. and Barnum & Bailey: Nashville, Tenn., 20-21; Decatur, Ala., 22; Birmingham 23-24; Montgomery 25; Atlanta, Ga., 27-28; Chattanooga, Tenn., 29; Knoxville 30; Asheville, N. C., 31; Spartanburg, S. C., Nov. 1.
Roger Bros.: Bellville, Tex., 23.

Misc. Routes

Send to
2160 Patterson St., Cincinnati 22, O.

Holiday on Ice (Armory) Louisville, Ky., 22-29; (Auditorium) Charleston, W. Va., 30-Nov. 5.
Miller's, Irvin C., Brown-Skin Models (Am. Legion) Mayfield, Ky., 22; (Auditorium) Earlinton 23; (Lyric) Louisville 24-25; (Sunset Terrace) Indianapolis, Ind., 26; (Palace) Dayton, O., 30-Nov. 2.
Plunkett's Stage Show: Turkey, Tex., 20-22; Quitaque 23-25.
Renfro Valley Folks: Hartford, Ala., 22; Slocumb 23; Dothan 24-25; season ends.
Sadler, Harley, Tent Show: Snyder, Tex., 20-22; Colorado City 23-25; Hamlin 27-29; Stamford 30-Nov. 1.
Slout Players Tent Show: Yellville, Ark., 20-26; Marshall 27-Nov. 1.
Skating Vanities (Auditorium) Milwaukee, Wis., 21-Nov. 2.

PHONEMEN

25% on what collects. Hal Beveridge, come on; several good dates to follow.

#71 S. Tuxedo St., Indianapolis, Ind.

JOSEPH SHERMAN

Contact your brother, very important, or anyone knowing his whereabouts wire collect.

GEORGE SHERMAN

6203 Hazel Ave. PHILADELPHIA, PA.

FOR SALE—PYTHON SHOW—CHEAP

Beautiful big 12 ft. Rock Python, cost \$200; big 8 ft. Boa Constrictor, cost \$65. Four beautiful Banners (same as new), Bannerline, complete (all aluminum, modernistic columns), Aluminum Ticket Box, Light Stringer, P. A. Set, complete with Amplifier, Speaker, Mike, etc. Opening spiel on record. \$300 cash for all or best offer. Will express anywhere on deposit.
ODELL FARMER, General Delivery, Tampa, Fla.

Fairly Buys Interest in Hennies Bros.

Will Act as Business Manager

DALLAS, Oct. 18.—Noble C. Fairly, veteran agent, manager and show owner, has purchased an interest in Hennies Bros.' Shows and will join that organization next season as business manager.

The deal was completed here this week at the State Fair of Texas, Hennies flying over from Pensacola, Fla., in his personal plane for the wind-up conference.

Fairly is here handling the rides owned by Denny Pugh and Joe Murphy, and also caring for the World of Today property owned by Curley Reynolds and Izzy Wells. Fairly will return the Reynolds and Wells's property to winter quarters at Muskogee, Okla., before assuming his new task with Hennies.

The return of Fairly to the Hennies fold marks the completion of a circle which started when Fairly was manager of the Hennies org when it was formed by Harry W. and the late Orville Hennies.

Mrs. Fairly, who has been in ill health most of the season, was on hand when the deal was completed and announced that she expects to be back on the road again next season.

Reynolds expressed his regret at losing such an experienced operator and manager as Fairly, but said: "I am happy to see Noble and Harry together again, as I feel they will prosper together. There is no ill feeling in this parting and there will be no change in the policy of our operations."

Jimmie Lynch Gives Bike

To Texarkana, Ark., Boy

TEXARKANA, Ark., Oct. 18.—Jimmie Lynch, Texarkana resident and owner of Jimmie Lynch's Death Dodgers, read in a Texarkana paper about Billy Herman Sutton, eight-years-old, who claimed he held the winning ticket on a bicycle giveaway at a local theater but got up to the stage too late to claim it. So Jimmie up and bought one for Billy, who lost his battle for the theater bike in a court action, and the Texarkana paper carried a three-column picture of Jimmie presenting the bike to Billy.

Chuck McElwain, formerly sound technician with the Continental Shows; J. Cordina and M. Conrad are now agents for Dorso' and Goodman's bingos.

Mighty Van Dyke Shows

WANT SET OF RIDES

For seven or eight weeks in Florida. Must join October 27, as we have extra dates and must have extra Rides. Possible to give you all winter's work. Time is short, don't write, wire.

LEO M. BISTANY

Angebilt Hotel ORLANDO, FLA.

WANTED

2 HIGH-CLASS TELEPHONE MEN, BOOK AND BANNER

Must be able to cut it for Shrine Circus, Nov. 20-21-22. Acts and Units; need Bull Act. All Contact

BILL FRANKS

Gen. Chairman, Shrine Temple, Macon, Ga.

Dallas Record Sets; Everything Ready 8 A.M. Opening Day

By a Staff Correspondent
DALLAS, Oct. 18.—Among the mid-way records set this year at the State Fair of Texas is that for the first time all rides and shows were ready to go at 8 a.m. on opening day, according to Claude Hamilton, for many years in charge of the fair's ticket-takers.

"That's some record," the veteran declared. "Especially when you consider there are 65 shows and rides in operation." Credit for the early make-ready he tossed to such men as Denny Pugh and Ray Marsh Brydon.

Brydon, incidentally, suffered the loss of \$2,000 thru theft. The long green was taken from the trunk compartment of his car at night while the car was parked alongside of a tourist cabin where he put up during the early days of the fair.

Praise was heaped upon Denny Pugh, Joe Murphy and Jack Lindsay by "visiting firemen" for the neat appearance along the amusement zone. Continuing to get much comment was the striking appearance of the men behind the concession counters, the uniform garb of white shirts and black ties eliciting much praise.

Don Brashear, of the Victory Exposition Shows, was in for a visit. Discussing Victory's season, he declared that the fairs have been "good—quite good." The early part of the season was light, he added, but more than compensated for by the good fair play. The shows will be out until November 1, their last stand being skedded for October 30 at the Valley Mid-Winter Fair, Harlingen, Tex.

Harry Hennies, owner of the Hennies Bros.' Shows, planned in his own private job.

M. A. Srader Ends '47 Tour With Two Red Ones in Kan.

HUTCHINSON, Kan., Oct. 18.—Playing to big business the last two weeks of the season at the Medicine Lodge (Kan.) Peace Treaty Celebration and Kingman County Fair, Kingman, Kan., M. A. Srader has taken his M. A. Srader Shows into winter quarters at the Hutchinson (Kan.) Fairgrounds, reports Patsy Srader.

Medicine Lodge was especially big, drawing people from many States, plus Mr. and Mrs. Blackie Jett and Kenneth Smith, showfolk visitors.

Owner Srader will begin overhauling of equipment in quarters as soon as materials arrive. He plans the addition of two rides and several trucks for 1948.

Showfolk departing for their homes and vacations were Mr. and Mrs. Elmer Harlem and family, H. Gibson and family, Coonie Clark, Jim Kerns, Otto Thompson, K. C. Stilwell and Mr. and Mrs. Denson. Mrs. Oran Jones headed homeward, while Jones and his son, Ralph, will play a few Southern fairs with popcorn before calling it a season. Mr. and Mrs. Howard Jones will spend a few weeks in Shreveport, La., with relatives before attending the Chicago meetings. Jack Natsworthy and family returned to Venita, Okla. Patsy Srader will leave soon on a Mid-western hunting trip.

Kerestes, Ride Owner, Dies

CHATTANOOGA, Oct. 18.—George Kerestes, 64, for many years a ride operator on Endy Bros.' Shows, died here yesterday. Funeral services will be held Tuesday (21) at the Skelly Funeral Home, Lansdale, Pa.

Original "BARNEY TASSELL UNIT SHOWS"

WEEK OCTOBER 27, SAVANNAH, GA., COLORED FAIR

★ W ★ A ★ N ★ T ★

Concessions of all kinds (everything open). Shows of merit, including Colored Minstrel and Colored Girl Show. This is in town of Savannah.

We are closing November 29 in Florida and open again first day of January, 1948.

THIS WEEK COLORED FAIR, KINGSTREE, S. C.

Wire **BARNEY TASSELL**

HARRISON

GREATER SHOWS

PRESENTING "THE SHOWS OF SHOWS"

WANT For South Carolina State Colored Fair, positively the biggest colored fair in the South, six big days and nights, Oct. 27-Nov. 1, Columbia, S. C.; followed by Lancaster County Colored Fair, Nov. 3-8, Lancaster, S. C., with three more fairs to follow.
WANT No. 5 Eli Wheel to make Dual Wheels to join on wire. All Concessions open, space limited. Will book any Show of merit. Have Top and Banner Line for Side Show. What have you to go inside? All wires to

FRANK HARRISON, Owner
CHARLESTON, S. C., THIS WEEK; THEN COLUMBIA, S. C.

NEW REGAL SHOWS

Heading South—Abbeville, S. C., this week; Dublin, Ga., week of October 27.

Want People for Side Show. Stock Stores of all kind open. Bill Hunter wants Count Store Agent. Mike Moore, come on. Want Agents for office-owned Concessions. We're going into Florida.

BULLDOG AMUSEMENT CO.

lean entertainment for the whole family

Wants for Rosehill, N. C., Free Street Celebrations
SPONSORED BY CIVITAN CLUB. FIRST CARNIVAL IN FOUR YEARS.
Mug Outfit, Ball Games, Penny Pitch, Bowling Alley, Short Range Gallery or any other Legitimate Concession except Cook House or Pop Corn. Want Merry-Go-Round Foreman and Second Man that can drive truck; must join this week. Will book one more Grind Show, twenty-five per cent after tax. No gate, no racket.
Maxton, North Carolina, this week; Rosehill, week of October 27.

WHITE STAR ATTRACTIONS

Want Fishpond, Hoop-la, String Game, Blower, Bumper Store, Wild Life, Monkey Show, any kind of Grind Show, Candy Floss, Candy Apple, Pitch-Till-You-Win, Watch-la, any Stock Concessions. Wire

A. O. COFFMAN, Owner-Mgr., or
BILL REESE, Concession Mgr.
Austell, Ga., this week.

JOHN R. WARD'S WORLD'S FAIR SHOWS

WANT

For Tri-Parish Fair, Eunice, La.; Jeff Davis Parish Fair, Jennings, La.; Fair, Orange, Texas.
Stock Concessions—Photo Gallery, American Mitt Readers. Ride Foremen for Twin Wheels and Spitfire. Chorus Girls and Strip Tease for Girl Revue. Talker and Girls for Posing Show, Working Men, Ticket Seller and Girls for Side Show. Fun House Operator.
LAKE CHARLES, LA., THIS WEEK.

FOR SALE

1 Ten-Car Kiddie Auto Ride, top in good condition, first \$50.00 takes. 1 18x20 Canvas Top, \$25.00. 1 #5 Eli Bar Star Light Line, A-1 condition, \$50.00. 6 Rolls 20" Aluminum, 50 ft. long, \$10.00 per roll. Gear Box for Eli Power Unit and Flat Belt Pulley, \$25.00. 1 Green Tent and Sidewall, 10x12, \$45.00. 1 8x8 Blue Top and Frame, opens all around, new, \$150.00. 1 30 W. Amplifier and Speaker, \$20.00. 1 Trailer House, 18 ft., accommodations for 4, Alma shaped, oil heat, \$1,200.00. 1 Trailer House, accommodations for 2, permanent bed, \$600.00. 1 Cook House Trailer and sleeping accommodations, \$1,000.00.

PEARL CITY RIDES, REGER BROS.
CANTON, MO.

WANT

Attractions of all kinds for

Armistice Day Celebration

WEEK OF NOVEMBER 9

Auspices American Legion. Will consider a Carnival. Address all communications to
CELEBRATION COMMITTEE
Box 143, Boonville, N. C.**TELEPHONE SALESMAN**ROOM FOR ONE MORE DEPENDABLE MAN to sell Advertising on Weekly Sports Magazine. Good sponsors—year-round job. Write
BOX 285, Kansas City, Mo.**Advance Agent Wanted**

With car, to book one day stands—for Christmas Fireworks Production on streets for merchants—to boost Christmas business. Good money for Agent.

ELMER BROWN

390 Arcade Bldg., St. Louis, Mo.

SPONSORED EVENTS

Veteran, Lodge and Other Organization Festivities

Rehearsals Are in Progress For Phoenix Aquacade Show

PHOENIX, Ariz., Oct. 18.—Rehearsals are underway here for the Polar Bear Aquacade of the Maricopa County Chapter, American Red Cross, which will be presented in late November in the St. Francis Xavier pool. Members of the cast are being trained by Edith M. Ralph. Mrs. Ray Henning has charge of make-up and wardrobes and Christy Liuzzo is property man.

Following the presentation here the show will be given in other pools over the State and in Utah, bookings for which already are being made.

East St. Louis Cele Proves Big Success

EAST ST. LOUIS, Ill., Oct. 18.—East Side Industrial Fiesta, sponsored by the Junior Chamber of Commerce, October 7-11, was highly successful. It was the first time a combined trade show and circus was tried. As a result of the successful operation, contracts were signed with the sponsor to present a similar show here next June or July. George C. McCarthy was general manager of the event, Jack Guertin was his assistant, and Gene Chambers was promotional manager.

The Gus Sun office, Springfield, O., presented Sun Bros.' Sawdust and Spangles All-Star Hippodrome, and acts included Hoagland's Hippodrome, Zavata-Zoppe Troupe, Mel Hall, Fisher's elephants, Ruby's dogs, Sensational Kays, Bozo Harrell and the Lewis Brothers. Bob Shaw, general manager of the Sun office, was a visitor here.

New York—Antiques Fair. Oct. 20-24. C. J. Nuttall, 40 E. 49th St.
New York—Nat'l Crafts & Hobby Show in Madison Sq.-Garden. Nov. 23-30. Campbell-Fairbanks Expo., Inc., 139 E. 47th St.
New York—Nat'l Horse Show in Madison Sq. Garden. Nov. 4-11. G. W. Brassil, 90 Broad St.
New York—Nat'l Hotel Expo. Nov. 10-14. Arthur L. Lee, 221 W. 57th St.
Rochester—Better Homes Expo. Oct. 18-25. Frank Dubinsky & Sam E. Stone, 71 Sharon St., Hartford, Conn.
Rochester—Poultry Show. Nov. 26-30. O. J. Harmon, 293 E. Henrietta Road.
Rochester—Shrine Circus. Nov. 10-15. Elmer Raithel, 334 East Ave.
Troy—Shrine Circus. Oct. 28-Nov. 1. Len A. Young.**Ohio**Circleville—Pumpkin Show. Oct. 22-25. Ned H. Dresbach, Court House.
Cleveland—Nat'l Airport Show. Nov. 4-7. Benj. T. Franklin.
Ripley—Farmers Fall Festival. Oct. 23-25. Eugene F. Drake.**Oklahoma**

Tulhina—Lions' Club Halloween Carnival. Oct. 30. Ed Foster.

PennsylvaniaNazareth—Farm Products Show. Nov. 6-8. Paul R. Selfert.
Philadelphia—Amateur Science Hobby & Craft Show. Oct. 20-25. H. Sherman Assn., 1321 Arch St.
Pittsburgh—Beef & Lamb Show. Nov. 18-20. Albert J. Roth, Chamber of Commerce.**South Dakota**Sioux Falls—Auto Show. Nov. 27-30. DeWalt T. Kieffer, o/o Argus-Leader.
Sturgis—Poultry Show. Nov. 21-22.**Tennessee**

Knoxville—Am. Nat'l Polled Hereford Show. Nov. 1-7. G. L. Taylor.

TexasBeeville—Hereford Show, Sale & Rodeo. Nov. 3-4. Edwin S. Brown, Box 607.
Cuero—Turkey Trot. Nov. 8-11.
Fort Worth—Shrine Circus. Nov. 21-30. H. W. Collier, Box 1320.
Gilmer—East Texas Yamboree. Oct. 29-Nov. 1. Don V. Purlington, Chamber of Commerce.
Harlingen—Valley Mfd-Winter Fair. Nov. 24-30. Joe L. Mock.
Houston—Shrine Circus. Oct. 29-Nov. 11.
Waco—Cotton Festival. Oct. 20-30. Pop Hale, 610 Webster St.**Utah**

Ogden—Ogden Livestock Show. Nov. 15-19. E. J. Fjeldstad.

WisconsinLa Crosse—Poultry Show. Nov. 19-22. G. K. McDonald, Victory, Wis.
Milwaukee—Food Show. Nov. 11-15. M. C. Perschbacher, 611 N. Broadway.**Canada**Amherst, N. S.—Maritime Winter Fair. Nov. 6-12. R. F. McCunn.
Toronto, Ont.—Royal Winter Fair. Nov. 18-26. Will A. Dryden.**UNITED STATES SHOWS****WANT A FEW MORE LEGITIMATE CONCESSIONS**

Jewelry and Photo Gallery. Want Glass House or any Grind Show. Can use a good Animal Show or Snake Show. Want for Albany, Ga., October 27 to November 1, in heart of town, Colored Daugherty County Fair—40,000 colored in Albany alone. Plenty in county. P. C. Dealers. Red Clark, wire Fred Bell. Will buy Tents, or what have you? Want Motordrome.

Colquitt, Ga.—American Legion Fair, this week, October 20 to 25; five more weeks to go.

JAS. M. RAFTERY'S SHOWS

Week Oct. 27—AMERICAN LEGION MARTIN COUNTY FAIR, Williamston, N. C.

Nov. 3—FIREMEN'S FAIR, Ayden, N. C.

Nov. 10—ARMISTICE CELEBRATION, Warsaw, N. C. You All Know This One

Nov. 17—BRUNSWICK COUNTY FAIR

WANT Frozen Custard and any Legitimate Concession, all open except GRAB, COOK HOUSE AND BINGO. Will book some P. C.

Can place Ride Help at all times.

WANT GIRLS FOR GIRL SHOW, also TALKER AND WORKING ACTS FOR SIDE SHOW.

WANT MAN to take over Funhouse for balance of season.

All address

JAS. M. RAFTERY

GOLDSBORO, N. C., THIS WEEK; THEN AS PER ROUTE.

LAST CALL

HOUSTON COUNTY FAIR, DOTHAN, ALA., OCTOBER 27 THRU NOVEMBER 1

CONCESSIONS—Ball Games, Novelties, Scales, Age, High Striker, Grab, Popcorn, Drinks, Photos. Shows, any kind shows not conflicting.

Address

E. L. YOUNG, ROYAL CROWN SHOWS

Marianna, Fla., this week.

WANT TO BUY

MERCHANDISE WHEELS, 24 and 30 numbers, 9 or 10 spaces to a number; Big Six Wheel. Also one 40'x100' or 120' Hip End Tent, 10' wall; must be in good condition.

FOR SALE

2 new Jeep Motors, still in crates, \$175.00 each. 2 Marquees, size 18'x20', \$50.00 each. Smith & Smith Chairplane, perfect condition, fence, ticket booth, complete, \$2500.00.

MIKE PRUDENT

124 CEDAR AVENUE

PATCHOGUE, L. I., N. Y.

Coming Events**Arizona**Sells—Papago Indian Rodeo. Nov. 22-23. Joe Reno.
Tucson—Old Tucson Days. Nov. 15-16.**California**Anaheim—Halloween Festival. Oct. 31. J. W. Moeller, 138 N. Los Angeles St.
Los Angeles—Great Western Livestock Show. Nov. 28-Dec. 4. Harold W. Lane, 4500 Downey Road.
San Francisco—Grand Nat'l Livestock Expo., Horse Show & Rodeo. Nov. 1-9. Carl I. Garrison.**Colorado**

Del Norte—Livestock Fair. Oct. 23-25.

Florida

DeFuniak Springs—Armistice Day Celebration. Nov. 11.

GeorgiaAdel—Am. Legion Celebration. Nov. 10-15. James T. Dampier.
Atlanta—Shrine Circus. Nov. 10-20. C. E. Wilson, 650 Cascade Ave., S. W.
Macon—Shrine Circus. Nov. 20-22. J. P. Kennington.**Illinois**Chicago—Int'l Hobby Show. Nov. 1-8. Campbell-Fairbanks Expo's, Inc.
Chicago—Nat'l Aircraft Show. Nov. 1-9. T. Bates, 7010 Empire State Bldg., New York.
Chicago—Int'l Livestock Expo. Nov. 29-Dec. 7. W. E. Ogilvie, Union Stock Yards.**Indiana**Evansville—Shrine Circus. Nov. 19-30. Harold E. Berges, 6 Walnut St.
Ligonier—State Muck Crop Show. Nov. 11-14. Roscoe Fraser, W. La Fayette, Ind.**Kentucky**Louisville—Pat Cattle Show. Nov. 10-12. Ernest L. German, Bourbon Stock Yards.
Patterson—Fall Fair & Air Show. Nov. 8-9. L. W. Vetter, Box 404.**Louisiana**Crowley—Int'l Rice Festival. Nov. 6-7. Mrs. Elizabeth L. Barnett.
New Orleans—Poultry Show. Nov. 14-17. Milton J. Walch, 608 Chartres St.**Maine**

Portland—Elks Charity Circus. Nov. 17-25. Edward R. Twomey, 92 Free St.

Maryland

Baltimore—Livestock Show. Nov. 17-21. Fred H. Leimbach, College Park, Md.

MichiganBellaire—Potato & Apple Show. Nov. 10-11. N. G. Kirkpatrick.
Hancock—Potato Show. Nov. 4-6. D. L. Clannahan, Marquette, Mich.
Ionia—Pat Stock Show. Nov. 4-6. Louie Webb.
Middleville—Community Fair. Nov. 7. E. Q. Lawrence.**Massachusetts**

Boston—Boston Garden Rodeo. Oct. 30-Nov. 11. Walter Brown.

Mississippi

Meadville—Livestock Show. Oct. 30-Nov. 1. H. R. Babington.

MissouriKansas City—Shrine Circus. Nov. 10-16. George M. Saunders, Continental Hotel.
Kansas City—Poultry Show. Third week in Nov. Mrs. K. Biorek, Independence, Mo.**Nevada**

Carson City—Nevada Day. Oct. 31. E. H. Miller, Box 612.

New York

Albany—Better Homes Show. Nov. 1-8. Frank Dubinsky, 71 Sharon St., Hartford, Conn.

Speed Round-Up**Adams Is Victor**

TAMPA.—Eddie Adams, Bradenton, Fla., added the Gasparilla Cup to his racing honors at Plant Field here Sunday (12) by capturing the 15-lap feature before 4,000 fans. Adams came from last place to win first money. The event had to be restarted because of a four-car crack-up on the first turn, eliminating three cars. Adams piloted the old Eight-Ball.

The feature winner was presented a trophy by John Dolcater, Tampa business man, for Sports Center Enterprises, Inc., promoters of the program.

Colkitt Fatally Hurt

BRIDGEPORT, Conn. — Midget racing closed a successful season last week at Candlelight Stadium here. George Rice won the 100-lap race, with Rex Records second. During the race Alvin (Jeep) Colkitt, Paterson, N. J., was fatally injured when his car hit the wheels of a racer in front of him on the 24th lap and spun into the rail. He died in St. Vincent Hospital here.

FOR SALEOne 1947 Streamliner Caterpillar, 18 cars, Allan Herschell make. Been set up only 7 times. Was delivered from factory in July. This Ride is clear from all debt. Will sell for \$13,500.00 cash. Now operating in Arkansas. Address: **BOX D-141, Care Billboard, Cincinnati 22, Ohio.****FOR SALE**

Electric Rubber Ground Cable, No. 1-7-37, three wire, 220 volt. Will carry 50 kw. Brand new. Sample if you wish. Hurry, only 5,000 feet left. 25% deposit with order.

J. R. McSPADEN

465 North James Road COLUMBUS, OHIO

DALLAS GROSSES TREMENDOUS

Jack Mills Handed A Big Surprise in Grand Prairie, Tex.

GRAND PRAIRIE, Tex., Oct. 18.—One of the big surprises of the season for Mills Bros. was the big business done in this Dallas suburb Saturday (11).

With terrific opposition anticipated from the State Fair in Dallas, which incidentally broke all records with an attendance of 250,000, and the annual Texas-Oklahoma football classic, which drew 46,000 to the Cotton Bowl, Owner-Manager Jack Mills ordered the backside grandstand and the blues in one end of the big top torn down after the matinee registered a full house.

But the frontside grandstand and remaining blues filled up quickly for the night show and as hundreds poured into the big top, backside chairs were set up on the ground and the blues erected once more to accommodate the crowds. Despite this, there were many standers in the entrance. The Grand Prairie Fire Department sponsored the date.

Mr. and Mrs. A. Morton Smith and Mr. and Mrs. Alex Murrell, of Gainesville Community Circus, were guests of Manager Mills at the night show and enjoyed visits with Mr. and Mrs. George Bell and Johnnie Mae Snyder, Art Lanford, stilt-walking clown, of Dallas, was in clown alley, along with his son, for the Grand Prairie engagement.

Ray Goody joined with his wire act Saturday, after the Acevedo family closed because of illness. Doc Waddell, show's press agent, preceded the caravan to Brownwood, where the show exhibited Monday (13), for a preaching engagement in a Brownwood church Sunday morning.

At Terrell, Tex., show enjoyed ideal weather and good business. Sponsored by the fire department, the show had better than a three-quarter house at the matinee and an overflow at night.

Penguins Arrive in Miami

MIAMI, Oct. 18.—Twenty penguins arrived here from Montevideo, Uruguay, en route to the Bronx Zoo, New York. White-breasted, black-coated birds came from South Georgia Island, 1,600 miles from the South Pole and traveled by boat to Montevideo.

Shipment included 10 king-size birds about 24 inches high; five junior graders and five youngsters who stand about one foot high.

FOR SALE
 SELLING BEST RIDES MADE DUE TO
 REDUCTION IN SIZE OF SHOW

**ROCKET
 CATERPILLAR
 LOOPER • COMET
 CENTURY
 FLYER TRAIN**

With 3 cars, 500 ft. of track. Will also sell Tractors and Trailers with each ride. Rides and transportation bought new 1946-'47.

Two 100 kw. Transformers on 30-ft. Fruehauf Van Trailer with work shop.

**DRINKER
 COLLINS IRON LUNG**

Everything in A-1 condition. See equipment in operation.

TRIANGLE SHOWS
 NOW—ALBANY, GA.—NOW.
 Week Oct. 27, Anniston, Ala.

Top Rodeo Stars At Grand Nat'l

Gene Rambo heads big list from 30 states at grand national event in San Fran

SAN FRANCISCO, Calif., Oct. 18.—Top hands from 30 states, headed by the world's champion, Gene Rambo, will compete at the Grand National Livestock Exposition, Horse Show and Rodeo, at the Cow Palace here November 1-9, according to Carl L. Garrison, executive secretary. Inasmuch as the Grand National is the last large rodeo of the season at which International Rodeo Association points are awarded, many 1947 world championships are expected to be decided at the event. Rambo will seek to retain his title as Grand National all-round champion as well as to retain that of the IRA.

Nion R. Tucker, president of the board of directors, announces that Harry Rowell, Hayward, Calif., will again be rodeo director and stock contractor, with top stock being furnished. (See Rodeo Stars at Nat'l on page 104)

Singer Midgets Get "Reprieve" To Fight For Their Citizenship

TAMPA, Oct. 18.—The three former Singer Midgets whose deportation appeared "inevitable" a few weeks ago, now have a "reprieve" to stay in this country and fight for citizenship.

Kind-hearted U. S. immigration officers here indicated their department would hold up final action ordering the little people back to their native Czechoslovakia, until Congress has another chance to pass a special "hardship" bill for their benefit.

The almost-certain deportation order faced them because the last Congress, before it adjourned, failed to act on a special bill which would grant them relief.

Solons Interested

But thanks to Mrs. S. W. Thomason, who has worked ceaselessly in behalf of the midgets, whom she and her husband employ at their wild animal ranch at St. Petersburg, Fla.; U. S. Sen. Spessard L. Holland (D., Fla.), (See Reprieve for Midgets, page 102)

Honolulu Police Start Test Case on Giveaway

HONOLULU, Oct. 18.—Recent engagement of *Hollywood on Ice* here was climaxed by a declaration of open warfare by the police department on any form of lottery. It was charged that on the final night of the ice drawings for a new car giveaway were made. Police seized the drum containing the ticket stubs. Chairman of the Shrine Patrol, which sponsored the ice show engagement, will be brought to trial, the police department using the incident as basis for a test case.

Royal Hawaiian Shows, the Hawaiian Shows, the Hawaiian Government Employees Association and the Kamehameha Alumni Association followed the police department's action by serving it with restraining order which prevents the police department from interfering with the sale of tickets for a carnival scheduled for November 22. Sponsors of

Vanities Draw At Chattanooga

CHATTANOOGA, Oct. 18.—About 4,000 attended the opening of the *Skating Vanities of 1948* at Memorial Auditorium here Tuesday (7). The roller skaters, sponsored by the Alhambra Shrine Temple, continued to draw hefty crowds thru their Sunday (12) closing. Glowing newspaper reviews helped the box office. Tickets, tax included, were priced at \$1.50, \$2, \$2.50 and \$3.

Personnel includes Gloria Nord, Mickey Meehan, the Craddocks, Melvo Moreno, Eileen McDonnell, Jane and Jean Cunningham, Bobby May, Tony Mirelli, Rose Piccola, the Rudells, Lillian Schroeder, Buddy Swan and Terry Taylor. Orchestra was under the direction of Benjamin Schwartz.

Campbell-Fairbanks Announce 12 Shows

BOSTON, Oct. 18.—Boston's largest sponsors and operators of outdoor-indoor expositions, the Campbell-Fairbanks Expositions, announce not less than 12 shows and expositions for this season.

Starting with the New England Sportsmen's Shows, now in the 33rd year, the C-F Expositions have built up a chain of various expositions and shows.

This year the operators opened with the *South Shore Pageant of Progress* in Quincy, five miles from Boston, and drew more than 20,000 persons in five days.

Among other C-F shows will be the New England Sportsmen's and Boat Show in Boston the last week in January, to be followed by the National Sportsmen's shows in Albany, Buffalo and Detroit. Also scheduled are a homecraft show in New York, a home show in Boston, a large highway show in Boston and the knitting arts (trade show) in Atlantic City.

Next season it is probable that Sheldon H. Fairbanks, controller and director of the C-F Expositions, will play a prominent part in the staging of a big indoor county fair in Boston and in all probability an outdoor circus at Braves Field there.

Zoo's Largest Sea Lion Has Debut at Brookfield

CHICAGO, Oct. 18.—Newest acquisition to Brookfield Zoo, Butch, 1,200-pound sea lion, took his place in the pool recently but was separated from smaller sea lions by a fence. Butch cavorted for the entertainment of visitors after he was released from the crate in which he traveled here from San Diego, Calif. Unlike the other sea lions, Butch will remain outside all winter. Water of his section of the pool will be prevented from freezing by circulation of air bubbles.

Mich. Association of Fairs Sets 1948 Convention Dates

DETROIT, Oct. 18.—Dates for the 1948 convention of the Michigan Association of Fairs have been set for January 18-20, Harry B. Kelley, secretary-treasurer, announced.

Sessions will be held at the Fort Shelby Hotel here.

the event have had 120,000 tickets at \$1 each printed, with the tickets stating that two 1947 automobiles will be given away.

Texans Unload Heavy Folding Kayo Records

1,653,003 Spin Turnstiles

DALLAS, Oct. 20.—A total of 1,653,003 persons pressed their abdomens against the turnstiles at the outside gates of the State Fair of Texas thru the first 15 days of the 16-day run, making this the largest annual in the United States and the second largest on the North American Continent.

On Sunday (12) there were 221,320 registered on the tickers, which was the biggest day of all time at this annual, and inasmuch as it was a Sunday, most of these folks laid their 60 cents on the planks to get in. The previous single-day record was on the last Friday of the 1946 engagement, 218,075, and it was High School Day which meant that a lot of them merely pressed the turnstiles, not laying down anything of a negotiable nature. The new record hitting on Sunday means lots of extra money for the harassed cashiers to count.

And, speaking strictly of money, the folks around this territory have unloaded bales and bales of it around these grounds.

Concessions Up 17%

Denny Pugh, collaborator with Joe Murphy in the operation of the concessions, said yesterday that the take in this department was a snappy 17 per cent ahead of the staggering total of 1946, and Ray Marsh Bryson, generalissimo of the show department, had receipts from the auditor's office to show that more than \$200,000 had been garnered at the 15 attractions still in action.

Bryson also revealed that Walter Hale's *Pin-Up Parade* was a cinch to land in the winner's circle for the laurels that go with the snatching of top gross. The *Pin-Up Parade* trailed *American Cuties* and the *Motordrome* the first half, but the quality of the production pushed it into the lead in the stretch.

W. H. Hitzelberger, vice-president and general manager, spent most of his time this week greeting and entertaining executives from other leading State fairs and expositions. Among those noted were Frank Kingman, manager of the Brockton (Mass.) Fair and secretary of the International Association of Fairs and Expositions; Frank H. Means, of the Colorado State Fair, Pueblo; Keith Walling, Alabama State Fair, Birmingham; W. R. (Bill) Hirsch, Louisiana State Fair, Shreveport; Maurice Jencks, Kansas Free Fair, Topeka; S. M. Mitchell, Kansas State Fair, Hutchinson; Bligh A. Dodds, New York State Fair, Syracuse; Archie L. Putnam, North Wisconsin District Fair, Chippewa Falls and president of the IAFE; Raymond A. Lee, Minnesota State Fair, St. Paul, and Orville Pratt, Indiana State Fair, Indianapolis.

Carnies on Hand

Carnival owners from hither and yon were around, with Mel Vaught doing a fair share of the greeting and talking. Jack Ruback and Harry Craig had a good look at everything, while Harry W. Hennies was around with an arm around Noble C. Fairly (see Carnival Section). John Sheik (Pots and Pans) Lempart spent freely as Sunny Bernet's personal (See DALLAS GROSSES on page 66)

Rogers Rodeo in Front of 1946 Biz in Chicago

CHICAGO, Oct. 18.—The Roy Rogers Rodeo today entered the last half of its 18-day, 24-performance stand at the Chicago Stadium with attendance running slightly ahead of the '46 engagement. Stand opened Thursday (9).

Week-end play has been excellent, with the Saturday matinees, to which kids are admitted at half the regular tariff, doing capacity. There were many turnaways at today's matinee.

Thru the first 10 performances, Glen Christian was leading the field of calf ropers, followed by Whit Kenney. Speedy Densmore is pacing the steer wrestlers. His closest rival is Leonard Milligan.

Vic Schwarz is tops in bronk riding, having scored a total of 654 points, followed by Claude Morris with 646. Fess Reynolds is leading the bull riders with 656 points. Ink Grimsley, who was runner-up, is out for the balance of the engagement with a broken shoulder. He had tallied 648 points.

Savannah Show Rained Out One Day on Five-Day Stand

SAVANNAH, Ga., Oct. 18.—E. N. Williams Thrill Circus here, sponsored by the Savannah Junior Chamber of Commerce, was rained out one day of its five-day stand. Show opened Saturday (4) and ran thru Thursday (9). There was no Sunday show and only two matinees, Saturday and Wednesday. Monday (6) was rained out. Roy Barrett did the clown numbers as a single.

Acts included Miss Freida's dogs; Jack Lerch and Lanchey, wire; Ruth Conley, bareback rider; the Great Morales, tight wire; the Dekohl trio, jugglers; Winifred Colleano, trapeze; the Ciacoffs, cycledrome; Penny Millette, swaying pole; the Flying Dunwards, trapeze; the Morales Troupe, trampoline; the Conleys, bareback riders; Pape and Renee, perch; Virginia Lynn, balancing, and the Waldorfs, aerial.

Hopper Goes to Hot Springs; Sells Tourist Camp Interest

FORT WORTH, Oct. 18.—Arthur R. Hopper, retiring general agent of the Ringling Bros. and Barnum & Bailey Circus, has sold his half interest in Tex Courts, tourist camp here, to his partner, Mrs. Tess Hood, local hotel operator.

Hopper has gone to the Majestic Hotel, Hot Springs, for the winter.

Circus Historical Society

Fulton White, CHS of Portland, Me., has an International Congress of Freaks, including a snake charmer, giant boa constrictor, bearded lady, bird woman, fat girl, three-legged man, sword swallower, Ubangi woman, giraffe-necked woman, tattooed man and Zip, the what is it. The freaks are hand-carved at a scale of one inch to the foot. White also has more than 100 animals in miniature.

Charles Gerlach, E. Deacon Albright, Jack Livingston and Elmer Jones have been made honorary members of CHS.

Bob Taber, Riverside, Calif., is visiting in Clinton, Ind. Burns M. Kattenberg received a write-up in *The Jamestown Post-Journal*, taken from the *Banner Line*, published by John Van Matre. Kattenberg recently was presented with a \$25 check, the gift of employees at the Jamestown Hotel, where Kattenberg is manager. The occasion was his birthday.

While Strolling Thru the Park

(Continued from page 51)
trolley lines and the substitution of traction busses which stop at the new location.

E. E. Foehl, Willow Grove Park, Pa., near Philadelphia, was kept entertaining friends in his park arena during the recent annual police benefit boxing meet.

Harry J. Batt, owner of Lake Pontchartrain, New Orleans, was a visitor at the State Fair of Texas, Dallas, and was closeted many times with W. H. Hitzelberger, general manager of the Dallas expo, about the formation of the Southwestern Amusement Park Proprietors' Association, which would be an adjunct to the national association. From Texas, Batt planned to go to Hot Springs for a vacation and then on to San Francisco to visit George Whitney. According to rumors, Batt plans to bring several bottles of the famous New Orleans nector, Sazerac, which, according to more rumors, is better than vodka, to the December convention.

Garvis Kincaid, Joyland Park, Lexington, Ky., reports that work continues on the new ballroom and refreshment center being built to replace the one lost by fire this year. Roof has been completed, 10 months behind schedule, and other materials are trickling in. Kincaid reveals that more than \$70,000 has been expended to date on the new building and that it will take another \$20,000 before it will be ready for operation. Plans have been completed to rebuild the Roller Coaster and the lake is being enlarged to permit water ride operation. Pop Degnan is in charge of the rebuilding program.

Charles Rose, owner of Fair Park, Milwaukee, and Edgewater Park, Detroit, is in Miami to look over the damage done his property by the recent hurricane.

John Carlin, owner of Carlin's Amusement Park, Baltimore, recently was a business visitor in New York.

Vernon A. Trigger, superintendent of Riverside Park, Agawam, Mass., really gave his new plane, a Beechcraft 35, a baptism. Trigger received the plane Thursday (9) and flew his boss, Edward J. Carroll, Riverside owner, to Wheeling Downs, Va., Friday (10). He returned Saturday (11) and took off Sunday for a flight to Michigan to see his folks. He got his youngsters back Tuesday (14) in time for school and then flew to Teterboro, N. J. The ship, which seats four, will average 175 miles per hour. Trigger plans to fly to Chicago for the annual December convention.

It's Grandpa Harry Storin now. Mrs. Harry Storin Jr. gave birth to a daughter, October 1. The grandpappy is one of the top execs at Riverside Park, Agawam, Mass., and Owner Ed Carroll insists that next summer when the park holds its annual Father's Day promotion a new contest be added, that of the youngest grandfather, so Grandpappy Storin can qualify.

Swedish Funspot Marks

Its 25th Anniversary
GOTHENBERG, Sweden, Oct. 18.—Liseberg, one of Sweden's top amusement parks, celebrated its 25th anniversary this summer, climaxed by a jubilee festival beginning August 27. Park, under the supervision of Einer Ekstrom, offers the usual rides and park attractions plus open-air circus performances and first-rate indoor vaude revue shows—both using internationally known acts.

Weather Belts Winston-Salem

WINSTON-SALEM, N. C., Oct. 18.—Rain held attendance at the Winston-Salem and Forsyth County Fair for the week ended Saturday (11) to a scant 80,000 paid admissions, one of the smallest crowds ever to attend. Manager Tom S. Blum estimated the gate at less than half of what it would have been had good weather prevailed. Last year a one-day attendance of 57,000 established a new record.

Most grandstand shows had to be cut or revised because of the weather. George A. Hamid's *Fantasies of 1947*, night grandstand entertainment, was presented in the rain for three consecutive nights. Joie Chitwood and His Hell Drivers were rained out Friday (10). Big car auto races, staged by Sam Nunis, had to be cut short closing day for the same reason. Joie Chitwood was leading at the time. About 2,000 attended. Fireworks were staged nightly.

World of Mirth Shows were on the midway.

COLE BROS.

(Continued from page 53)

tiani family to Orrin Davenport's winter dates; Georgia Sweet, Hurton, S. C.; Milly Chamberty, Sarasota, Fla.

Florence Tennyson, New York; the Voise troupe and Jack Harris, Baltimore; the De Rue brothers, Marion, Ind.; Harry Freehan, Redford, Calif.; the Del Moral brothers, Sosimo, John Esquida and Chano Esquida, Mexico City; Mr. and Mrs. Bob Morrill, Dallas; Fred Donovan, Springfield, Ill.; Mr. and Mrs. Bill Spaulding, Davenport, Ia.

Joe Good, Altoona, Pa.; Albert White, Lee Virtue, Billie Burke, Billy Griffin and Grover Nitchman, Kansas City, Mo., for Ernie Young; Horace Laird, Chester, Pa.; Jack Crippen, New Sharon, Ia.; Ernie Burch, Linden, N. J.; Steve Seline, Terre Haute, Ind.; Don Archer, Phoenix; Clarence Canary, Indianapolis; Harry and Nena Thomas, Houston, for Orrin Davenport; Milt Herriott, St. Peter, Minn.; M. F. (Alabama) Campbell, Veto, Ala.; Mr. and Mrs. Charles Lucky, Denver; Hubert Castle, Rochester, Minn., and Mexico City.

Dick Scatterday, Pontiac, Ill.; Mamie Ward, Kansas City; Frank Cain, Los Angeles; Bogonghi, Rochester, Minn.; Arthur Hoffman, Greenwood, S. C.; Fred Harris, Gaffney, S. C.; Goldie and Ann Fitts, Philadelphia; Rose Westlake, Sarasota; Joe and Eleanor Carvalo, Los Angeles; Duke Kamakua, Oakland, Calif.; Charles Christian, Lynchburg, Va.; Billy Dick, Cincinnati; Captain Deefong, Los Angeles.

Leona Theodora, Chicago; Leandro De Castillo, Mexico City; Mrs. Hernandez and daughters, Monterey, Mex.; Jose Leon Hernandez, Pachuca, Mex.; Robert Esquivell, Mexico City; Marie and Margarito Aspeitia, Pachuca, Mex.; Philipa Mansor, Mexico City; Vincente and Jovita Leyton, Pueblo, Mex.; R. V. and Irene Lewis, Owensboro, Ky.

John Webb, Macon, Ga.; Henry (Tubby) Grundy, Detroit; Fountain B. Woods, Kansas City; Shufflin' Sam House, Birmingham; Noah Robinson, Cuthbert, Ga.; Billy May, Cleveland; Billy Freeman, New Orleans, and Mr. and Mrs. Freddie Freeman, Peru, Ind., then the Orrin Davenport winter dates.

Birthdays: Hilda Burkhart, Ken Drake and Joe Haworth Sr.

Visitors: Mr. and Mrs. Richard Mader and son, who visited Mrs. Mader's parents, Mr. and Mrs. Noyelles Burkhart; A. J. Grey, Herman Joseph, old-time Ringling clown; the Labelle Ray troupe, Mrs. Roger Barnes, Mr. and Mrs. Charles H. Godwin and daughters; Lois Barnes,

Circus Clown Club

LOS ANGELES, Oct. 18.—New members are Mrs. Clara Little, auxiliary member, Los Angeles, and Bill Treadwell, New York.

Communications received from Stan Bult, England; Phil Kallail, who reports leaving the 20th Century Shows for a visit in Wichita, Kan.; C. S. Karland, owner of the Great Karland Shows, and Mrs. Judy Christy, the last named sending a \$5 donation for the policy fund.

Richard Arcand, president, recently returned from a business trip to Phoenix, Ariz.

Dues are due and payable before December 1 and should be sent to the secretary, Marge V. Kelly, Box 606, G.P.O., Los Angeles 52.

Next board meeting is November 6.

Dallas Grosses Go Sky-High

(Continued from page 65)

plenipotentiary, while Al Humke exercised his tonsils helping Sunny make a Garrison finish to get the White Horse Revue out of the bag at the grandstand. Ernie Young was around to pay off Selden, the Stratosphere Man, and the Great Arturo at Pepsi-Cola's *Sky-Hi Revue*, and he dropped a couple of bucks into the kitty to help the Dallas Variety Club's charitable activities.

A complete line-up of the Pugh-Murphy concessions would read like the roster of that double-decker J. C. McCaffery and Andy Markham ran at Birmingham, but to keep the records straight, let it be recorded that Sammy Dolman, Max Sharp, Larry Stone, Emil and David Friedenheim, W. T. (Tuba) Hyman, Ben Spencer, Paul Olson, Sol Seldon, Sam Ansher, Abe the Greaser, and Billy Stevens were dealing out stock to help make the frolickers happy.

Ted Webb's two custards were in their customary locations, and Ted wore the satisfied smile of a well-fed kitten when he was counting it up yesterday.

Some of the lads on the back-end offered the customary comment that, "It could have been better," but as they were preparing to tear down last night there wasn't anyone around trying to borrow. It looks as tho they all broke even, and the front-end fellows were jovial, indeed.

Spartanburg, S. C., Count Hits 120,000

SPARTANBURG, S. C., Oct. 18.—Despite heavy rains thruout most of its five-day engagement, ended Saturday (11), the Piedmont Interstate Fair drew about 120,000 paid admissions, it was announced by Tom Moor Craig, secretary-treasurer. Friday (10), with a crowd of 30,000 and Saturday, with 25,000, proved the two best days.

About 6,000 attended stock car races Saturday afternoon. Glenn Dunnaway, Charlotte, won the 50-lap feature. Buddy Shuman, Charlotte, was second; Conty Flock, Atlanta, third, and Ed Samples, Atlanta, fourth.

Reading Fair Declares 40-Cent Stock Dividend

READING, Pa., Oct. 18.—A 40-cent dividend on the Reading Fair stock has been declared by the board of directors. There are 20,000 shares of capital stock outstanding.

Dividend is payable December 15 to stockholders of record December 1.

Yvonne Ray, Mr. and Mrs. Walter Davis and Dr. L. C. Holland.—**FREDDIE FREEMAN.**

Down River Org Merges With Lee For Mich. Date

DETROIT, Oct. 18.—A smashing wind-up to the Detroit carnival season was staged Sunday (12) in suburban Ecorse, with Lee's United Shows and the Down River Amusement Company merging for the sponsored date. Shows were located on Jefferson Avenue, which carries some of the heaviest traffic in Southern Michigan, on Great Lakes Steel Corporation's property.

Date was booked by William Postelwaitte, of the Down River org. With the closing in Ecorse, personnel scattered to various points. Charles Lee went to Hot Springs; Harry Taylor, Bay City, Mich., to get equipment in winter quarters; Robert (Percentage) Lewis, St. Louis; Bill (Bingo) Porter, Kansas City, Mo.; Glen Preston, Penn Yan, N. Y.; Belge Margot, to the North country for some hunting; Jack Winters, Florida; Capt. R. V. Ritz and Hilo Severin, River Rouge and winter quarters; Jack Halstead, various Ohio dates; Tommy (Paddles) Riesner, Detroit, to operate his shooting gallery; Tommy (Bingo) Walden, home for a rest; J. J. Fredericks, with his side show and arcade, to the Carolinas; Rufus Alexander, with his Jungland, to the Carolinas; Louis Holman, Pennsylvania; Pat Winer, New York; Art and Mary Greenwald, Pittsburgh; Smoky (Rollo) Hammond, Chicago; George and Nellie Schimberg, up State for a rest; Bud Paul, Cleveland; Cameron Murray, Florida, and Harry A. Freeman, to winter quarters.

Open house was held each night during the Ecorse stand and visitors included D. Wade, general representative, W. G. Wade Shows; Belle Powers, Ladies' Auxiliary, Michigan Showmen's Association; Mrs. Eddie Miller, Happyland Shows; Roscoe and Mayme Wade, Joyland Midway Shows; Arthur J. Frayne, Michigan Showmen's Association, and Floyd Mellen, World of Pleasure Shows.

Joe Fowler, sponsoring committee chief, and his co-workers co-operated in putting over the Ecorse date. A bubble-gum contest was one of the features Saturday (11).



SUNSET AMUSEMENT COMPANY donated space at the Holden, Mo., Fall Festival October 4, where Vince McCabe erected the high blanket wheel, which was operated by Chester I. Levin and Ed (Slim) Johnson, co-owners of the Midwest Merchandise Company, Kansas City, Mo., and where \$350 was raised for the Heart of America Showmen's Club. Club members who helped put it over were Mr. and Mrs. Kenneth Garman, Woodie and Mary Gaither, Jimmie Marshall, Mr. and Mrs. Al Campbell, and McCabe, Levin and Johnson, all of whom are in the above picture.

BALLYHOO BROS.' CIRCULATING EXPO

A Century of Profit Show

By Starr De Belle

Belch, Ala.
October 18, 1947.

Dear Pat:

This is America's greatest beefing midway. Our concessionaires seem to think that they've been whizzed. This is the shows' second appearance here at the Trucklow County Hog, Hay and Hominy Festival. Last year the county was known as Knee Gaff County. Twenty years ago the county was named after a bucket store operator, Knee Gaff Whitey, who is now with this midway. Naturally, when a better man with a bigger proposition arrived the county changed its name to Trucklow in honor of our general agent.

For years the bucket store operator booked the spot but had no midway, only a title. He gave as a name for his enterprise and address, "Bucket Store Attractions, Unlimited, Day & Night Tourist Camp, Sneak Spot, Fla." Last year the show had one of those pending dates open and bought the date from the Bucket Store operator for 10 per cent of the gross, plus privilege free. So well did the festival board think of our show that they rebooked it for this year, which eliminated the words, "Bonafide Fair. Week of October 20 pending," from our '47 ads. Now the concessionaire is yelling that we stole his spot besides charging him \$7.50 per foot for his store.

It's bad enough when rank outsiders beef, but when a manager's own kith and kin, flesh and blood, start yelping it is more than one, can bear. To tie up any fair one must make a few concessions to the fair board. The boss agreed to let them operate our bingo game. That threw Rod and his sister, Minnie Pearl Ballyhoo, son and daughter of the boss, in with the beefers.

As this was more or less an underbrush date with no sanitation facilities, Lem Trucklow agreed to let the fair men operate our portable rest rooms. The privilege of mooching was sold to a local Sam. That threw our Sam into a rage and he started suit over breach of contract. The case was thrown out of court when it was learned that Sam is a stock rest room name, and that our alleged Sam had wilfully, unlawfully and falsely signed a name other than his own to telegram used as a contract, thus losing a lucrative concession with a show on which everyone eats in a cookhouse.

We have 85 concession operators on the show with each a beeper.

From their conversations one soon learns that they do not read newspapers or they would know that during this big home-building boom, the prices of real estate had jumped up by leaps and bounds. Building booms are building booms and real estate prices are boom prices over which no midway manager has any control. Yet, our concessionaires are squawking over a normal increase of \$7.50 per foot over last year's 50 cents per foot with the purchaser having no State, city or county taxes to pay.

It all adds up to one concessionaire on the show, who for weeks would sit in the cookhouse, order food and then push it away from him. When asked if he had ulcers or was gloomy over a bad season, the concessionaire answered, "I've had the best season of my life and have nothing to worry about." "Then why no appetite?" asked a fry cook. "Who in the hell," advised the booth operator, "could sit in any cookhouse and enjoy food with nothing to beef about?"

Lou Keller Heads Al Sopenar Legion

CHICAGO, Oct. 18.—Lou Keller was installed as commander of the Al Sopenar Showmen's League of America, American Legion, Post No. 1008, at a meeting in the League's club-rooms Wednesday (8).

Other officers installed were Bernie Mendelson, senior vice-commander; Jack Hawthorne, junior vice-commander; John P. Wulf, adjutant; Jack Duffield, finance officer; Walter F. Driver, secretary; Sam Arenz, sergeant at arms; Max Brantman, post historian; Larry O'Keefe, chaplain; Dr. Joe Dugan, dental officer; William I. Glickman, judge advocate, and Fred B. Steinberg, medical officer.

The next meeting will be held Wednesday (22).

FOR SALE

GLASS HOUSE

28 Mirrors, 14 plain glass, all 36 by 82. Top notch condition. New Front, new Canvas. Can be seen this week at the Columbia (S. C.) State Fair; next week, Exchange Club Fair, Augusta, Ga.

Charlie Holliday
WORLD OF MIRTH SHOWS

MAKE \$100.00 A DAY ON CANDY FLOSS



This is the SUPER WIZARD you hear so much about and see so many places. The most profitable and fastest money maker of all times. Be your own boss—send us your order NOW.

ELECTRIC CANDY FLOSS MACHINE CO.
202 Twelfth Ave., So.
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Endy Battles Tough Weather At Ga. Annual

MACON, Ga., Oct. 18.—Despite rain and high winds, which threatened to reach hurricane proportions, Owner David B. Endy reported brisk business for Endy Bros.' Shows at the Georgia State Fair.

Org arrived late Sunday night (22) from Greenville, S. C., and everything was up by mid-afternoon Monday, opening day. Weather was cloudy but midway biz for first day was a few hundred dollars above grosses last year. Opener is traditionally light in this spot.

Tuesday was Children's Day and about 9,000 had entered when rain started at 3 p.m. Shower continued on-and-off rest of day and night but was not heavy. Night play was nearly up to par.

7,000 Brave Weather

Winds of 30-miles-per-hour force and a predicted hurricane Wednesday caused the fair gates to drop, but about 7,000 braved the forecast and all shows and rides operated without mishap or damage.

Louis (Stretch) Rice, business manager, termed the grosses "very satisfactory under the circumstances."

E. Ross Jordan, veteran general manager of the fair, said the fair's admissions were running "about 20 per cent below" the same three days last year, blaming the unfavorable weather.

Unlike last year when no concessions were operated, Jack Gilbert has more than 50 locations in action, and Ben Weiss has bingo on the independent midway. W. R. (Red) Hicks is assisting Rice as legal adjuster.

Visitors included Johnny J. Denton, of the Denton Shows; Curtis L. Bockus, Joseph J. Kirkwood Shows; R. C. McCarter, Cetlin & Wilson; Walter Fox, Triangle Shows; Shan Wilcox, Shan Bros.; J. L. Johns and Jim McCall, Jim McCall Shows; Charles Sparks, retired circus owner; Bill Franks, Franks Playland, and H. W. Jones, bingo operator.

One-Day Cast Shift To Negro Gals Pays Off Big at Dallas

By a Staff Correspondent

DALLAS, Oct. 18.—Big winner on the midway at the State Fair of Texas here Monday (13), Negro Day, was the *American Cuties* shows, owned and operated by L. C. (Curley) Reynolds and H. Wells, co-owners of the World of Today Shows.

All the other midway shows which offered gals shuttered for the day, but the cast in the *American Cuties* was changed to Negroes for that day only and the unit, operating as a minstrel show, netted a bounteous take.

Only Two Ballys

Business was so brisk that only two ballys were needed—one to open in the morning and one late at night.

Discussing the World of Today Shows, which closed in late September, Reynolds said its business had been spotty. The back-end held up to last year, he explained, but the front end was off, as the show was routed thru North Dakota and Minnesota.

Reynolds' Booking Plans

Speaking of the International Shows, one of his other interests, Reynolds said that it has been enjoying nice business. It was routed thru Oklahoma, Nebraska, Kansas, Iowa and will finish in Texas, closing November 1 at Texarkana. It is currently playing at New Boston. The unit is managed by Coleman Lee.

Reynolds said he plans to handle the booking of both the World of Today Shows and the International Shows. After the close of the fair here, he will go to Muskogee, Okla., to begin winter quarters work on the World of Today Shows. In addition to the *American Cuties*, he and Wells also have the Monkey Circus and the Mickey Mouse Show on the midway here, and they have been getting nice grosses.

World of Mirth Piles It Up at N. C. State Fair

RALEIGH, N. C., Oct. 18.—With two big children's days already tucked away, Frank Bergen's World of Mirth Shows was well on its way to tabbing a sizeable gross at the North Carolina State Fair, which winds up here tonight. It is unlikely, however, that final figures will approach the record \$140,000 gross garnered here a year ago, when top prices were exacted from youngsters, since this year only a 9-cent fee was charged for all units up to 6 p.m.

Only a few ball games were in operation here, since concessions, including bingo, were tabooed even before the show's arrival by Sheriff Robert Pleasants, of Wake County. Edict resulted in a bad break for Buck Allen's department, here for the second consecutive year, since last year a fire in the front end resulted in a loss estimated in excess of \$5,000.

Average Gross 40C

World of Mirth Shows, however, have no financial headaches, despite the concession ban, since reliable sources report its average gross for the past six weeks, including fair dates at Rutland, Vt.; Brockton, Mass.; Allentown, Pa., and Shelby and Winston-Salem, N. C., to be around \$40,000. Excluded is the better than \$140,000 take at the Central Canada Exhibition, Ottawa. Average would be considerably higher, with the exclusion of Shelby, which was a bloomer, and better weather than was experienced at most of the above annuals.

Bergen reported Winston-Salem contributed a gross in excess of \$40,000, a remarkable figure in view of the fact that it rained every day and attendance was only about 80,000 on the week, while last year a single day drew more than 57,000 paid admissions. Good weather, in Bergen's opinion, would have made this an outstanding date.

Giving Kids a Break

Some showfolks, faced now with a return to reduced prices for kids, are dismayed at the amount of play it takes to add up to a sizeable gross at a 9-cent charge, including taxes. So little of this was encountered during the war years that some operators were inclined to forget it ever existed. Most, however, including Owner Bergen, favor giving the kids a break.

Painting and rebuilding continue here, even tho the season lacks only two weeks of completion. Greenville, S. C., which was to have been the last date, was canceled because plans for a new fair were not up to schedule.

Pearl and Charlie Holliday have purchased a new 29-foot trailer.

McCall Gets Rain But Wins In Jackson, Ga., Engagement

JACKSON, Ga., Oct. 18.—Jim McCall Shows, playing the Butts County Fair here for second year, suffered from three nights of rainfall, but the engagement ended on the winning side, Owner McCall said.

McCall said he has bought two rides from Mrs. Babe Scott which will be delivered next week, bringing the total number of rides to 10. He had a record-breaking number of 62 concessions for this spot.

Mad Cody Fleming Shows, playing McDonough Fair, was only 17 miles away and there were numerous visits exchanged by personnel of both orgs during the week.

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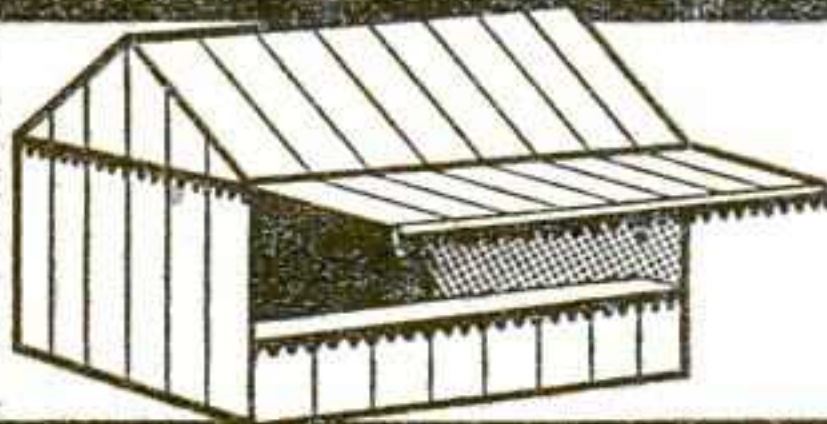
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CLUB ACTIVITIES

Showmen's League of America

400 So. State St., Chicago

CHICAGO, Oct. 18.—Vice-President Lou Keller presided at the regular meeting Thursday (16). With him at the table were Treasurer Walter F. Driver, Secretary Joe Streibich and Past Presidents Jack Nelson and Fred H. Kressmann.

Letters were received from John R. Castle and John U. Lefebvre.

The membership drive is progressing okay, with 162 applications in to date. Recently elected to membership were Jack Joyce, Millard Roberts, S. L. Greco, L. M. Higgs, E. R. Murray, Martin E. Arthur, Richard E. Adams, Hubert Schloss, Kermit Tatham, Phil A. Ogburn, Edward Johnson and Jacob E. Yonover. These are credited to Irving J. Polack, James T. Richards, Petey Pivor, Vince McCabe, K. H. Garman and Cecil Meyers.

Trustees have approved renewal of the lease, and counsel Arthur Morse is attending the legal details. Art Briese and Al Sweeney report reservations for the banquet coming in rapidly.

The welfare committee reports Joe C. (Chink) Harris is confined to St. Luke Hospital, St. Louis. Others on the sick list are John U. Lefebvre, John Castle, Marshall L. Green, W. C. Deneke and H. D. Wilson. News of the death of John R. Hannon was received. He died at his home Tuesday (14) and was buried Friday (17).

George Bischoff and Herb Larimer were club visitors. Gerald J. Ramsey and Joseph Tannous attended their first meeting.

The report of the nominating committee is carried elsewhere in this issue. (See Carnival Section.)

Members present after absences were Ray Oakes, Milton Cohen, William I. Skinner, William E. Donahue, Bob Hughey, Joseph Taylor, M. L. Krieger, Dave Malcolm and Howard Gloss.

Maxie Herman and M. J. Doolan left for the West Coast. Ralph Wiberly is back for the winter and Julius Wagner returned from an Eastern visit.

Ladies' Auxiliary

Social was held Thursday night (9) by Secretary Elsie Miller. Frances Keller won the crocheted end table lamp sets, donated by Etta Henderson, and Louise Rollo won the box of candy.

Among those attending the social were Mrs. Martha Kenyon, Los Angeles; Phoebe Carsky, Alice Hill, Frances Keller, Marie Brown, Louise Rollo, Carmen Horan and Rose Jarbo. Mrs. Kenyon won a table cloth. Cash donations were received from Mr. and Mrs. Kenyon and Mrs. Al Wagner.

Nan Rankine, past president, who has been on the sick list, is reported okay again.

Letters were received from Meta Eyerly, Babe Keating, Martha McKay, Trixie Clark, Lee Gluskin and Edna C. Riley.

Heart of America Showmen's Club

931A Broadway, Kansas City, Mo.

KANSAS CITY, Mo., Oct. 18.—Treasurer George Carpenter is back in the city for the winter. Mr. and Mrs. Raymond Clayton advise that they will be back about November 1.

Frank Ryan has leased two and a half acres of land in one of Kaysee's parks for concessions and rides. Spot is located on a 12-acre lake and only a short distance from downtown.

George Howk is a daily visitor to the clubrooms, coming in from Fairyland Park, where he and Mrs. Howk make their home. Russell Jewell, who

Show Folks of America 1839 W. Monroe St., Chicago

CHICAGO, Oct. 18.—The regular monthly meeting will be held in the home Tuesday (21). Nominating committee will present the slate of officers for 1948.

The anniversary of the Anne Lynch Home will be celebrated Sunday (26) with an open house from 2 p.m. until the wee hours. All show folks, whether members of this organization or not, are invited.

New members are Pat Purcell, sponsored by Dwight Pepple; Alma Rosenberg by Meyer Cherkas; Leonard Barr by Arthur May, and Floy Druin by Etta Coulthard.

Nellie Grosch, welfare chairman, reports former Mayor Edward Kelly, SFA, is on the mend; that Mrs. William Rossiter is improving; that Mother Christine Snow is still in county hospital; that Laura Roth Young is showing improvement at the Municipal Tuberculosis Sanitarium and that Pinxy and Nan Rankine are convalescing at their homes.

Everyone grieved at the death of Norman Hilyard (Norman Brooks), who died in the county hospital. Burial was in Show Folks Rest, with Rev. Marcel La Voy conducting the service, which was arranged by Herman Stoike, chairman of the cemetery committee.

The club dinner of Show Folks is scheduled December 13 in the Hotel Sherman.

Warren Warren and Tom Coulthard, co-chairmen of the annual barn dance, scheduled Friday (31) in the Midland Hotel, report that many pages have been disposed of in the souvenir program and according to the advance sale of tickets for the dance, the largest crowd in history will be on hand. Guy Colby and his WLS Barn Dance will furnish the music. Jess Harlow, chairman of the publicity committee, announces that more than 2,000 invitations have been mailed.

Arizona Showmen's Association, Inc.

317 W. Washington, Phoenix

PHOENIX, Ariz., Oct. 18.—Clubrooms are now open and many members are dropping in daily. Percy M. Jones, owner-manager of Victory United Shows, is here with Mrs. Jones, who is a patient in a rest home. Her condition is reported improving.

President Siebrand reports he has many plans for the club this year. J. B. Austin, secretary, is issuing 1948 membership cards.

Ed Smithson, general agent of Siebrand Shows, is here under care of a doctor. Don Hanna is busy doing billing for the Siebrand Shows with Ed Salter.

Harry L. Gordon, this season with Dailey Bros. advance, is in Phoenix for the winter. Arthur Hockwald, general agent for Zeiger's United Shows, is in and out of Phoenix.

Plans are to have a banquet and ball this year, to be held sometime in January. Plans will be made at an early meeting.

underwent a major operation at Cleveland Clinic Hospital, Cleveland, is on the road to recovery and is expected to be home shortly. Blanche Francis and Jeriann Jewett returned from Cleveland.

L. K. Carter was in the city last week, but will play a few more spots before closing for the season.

Regular meetings will start in a few weeks and President Harold Elliott states that he has set a number of surprise innovations.



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National Showmen's Association
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NEW YORK, Oct. 18.—Executive Secretary Walter K. Sibley visited Ferncliff (N. Y.) Cemetery Thursday (16) and was agreeably surprised to note the progress made by the builders of the memorial monument. All of the Chelmsford paving, 20 tons of it, has been laid and all of the name plates are in place. Next step will be placing the black marble base upon which the big Barre die is to be placed. Work of cutting the paths and paving same will start as soon as the granite is all on the grounds. The Rev. Dr. Allan Claxton, who will have charge of the dedication and unveiling ceremonies, has his scripts all ready and printing of the program will proceed at once.

Chairman of the banquet committee, Ralph Endy, Secretary Sibley and Banquet Manager McCull, of the Hotel Commodore, held a conference Wednesday (15) and settled on a menu which will provide a meal fit for connoisseurs. Tickets are going fast and the seating committee met Friday night (17) to arrange the placing of guests. Chairman Endy will also select a chairman of the distinguished guests committee in place of the late Thomas Brady, who had held that post for several years.

The president's dinner, under the direction of Dada Simmons, is going apace and will be a sellout. Some tickets remain but these will have to be ordered at once as capacity of Leon and Eddie's night club is limited.

Leonard Traube, who will edit this year's banquet year book, has recovered from his recent tonsillectomy and is rarin' to go. Better get your ads and stories in as soon as possible as the deadline is November 10. Mrs. Sam Golden, who recently buried her husband in Ferncliff, has purchased an adjoining grave. Mrs. Ella Rogers, widow of the late Joe Rogers, is arranging to have Rogers' ashes placed in the Ferncliff Mausoleum.

Town is fast filling up with outdoor showmen who are returning from the South. The boys say "the war is over," and most of the people down there are back on a corn pone diet. The first cash purchaser of a table for the banquet, Jack Hornfeld, will be one of the first to receive a table assignment. Incidentally, Hornfeld put on a bingo for the veterans' fund some time ago and inadvertently, Jack Lichter, chairman of the veterans' committee, overlooked mentioning the fact at the last meeting. Apologies are offered for this slip-up for both the organization and Jack Lichter personally.

Thursday (16) was the 21st anniversary of the wedding of Mr. and Mrs. Ralph Endy. Congratulations. All new members brought in by Ralph Decker, chairman of the membership drive committee, have received their cards and club emblems. Decker has applied for 50 more application blanks. L. James Quinn, of the O. C. Buck Shows, brought in three new members. T. Jay Quincy, on his return from a brief vacation in Columbus, O., reports that his mother fell and broke her hip.

Recent visitors to the clubrooms were Harry Schwartz, Barney Silver, Joseph Walker, Adolph Ehrman, John J. Carlin, Jack Stern, Hugh Carrity, D. L. Basinger, Dave White, John V. Hunt, David Solomon, Martin Byrnes, Irving Pearlstone, Joseph Dubin, Charles Rubinstein, Louis Victor, Allen McCombs and Bucky Allen, of the World of Mirth Shows. Dates to remember: President's Dinner, November 24; Annual Banquet, November 26; Monument Dedication, November 23.

Ladies' Auxiliary

Doris Eicholz recently broke an arm. The nominating committee has completed its panel. Members unable

Pacific Coast Showmen's Association
1106 S. Broadway, Los Angeles 15

LOS ANGELES, Oct. 18.—President Bill Hobday conducted the Monday (13) session. Vice-President Harry Suker, Chaplain Jack Hughes and Secretary Ed Mann assisted.

Silent tribute was paid to the memories of Barney Fishman and Arthur C. Barton, who died recently.

New members are James R. Brownlow, Eugene L. Hoffman and Elmer E. Madden. Present after absences were Ellis Zemansky, who celebrated his 24th year as a club member with a \$5 donation to the Christmas Dinner fund; Charles Rising, who contributed \$10 to the same fund; Louie Petternari, Harry Merkel, Charlie Prosser, Humdinger Kesterson, Al Musante, Jack Glassman, Ed Davis, Al (Red) Cohn, Bob Downey, Joe Steinberg, Lee Smith, Rex Boyd, M. E. Arthur, Blackie Woods, Rodney Hughes and Sammy Correnson.

A vote of thanks was extended to Bob Downey for his many generous contributions thruout the years. Harry Hargrave also was applauded for his untiring efforts on behalf of the club.

Past President S. L. Cronin, Rudy Jacobi and Sammy Coomas gave short talks.

In addition to the contributions of Ellis Zemansky and Charles Rising, Bill Meyer donated \$10 and other members chipped in for a total of \$56.60, to be used to finance the annual Christmas Dinner.

Chairman Harry Hargrave, of the building fund, presented President Hobday with a \$100 check to the fund, which was contributed by Larry Ferris, Ferris Greater Shows.

Harry Rowllins conducted a building fund tickets sales campaign on the floor and sold \$98 worth of tickets. Those buying tickets included G. C. Atkinson, Candy Moore, Al Weber, Clyde Gooding, Harry Taylor, Joe Case, Joe Mead and Bob Downey.

Paul Eagles, who has been on the sick list for several weeks, is recovering at his home.

Drawing was won by Bob Matthews.

Regular Associated Troupers
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LOS ANGELES, Oct. 18.—Nell Robideaux, first vice-president, was in the chair at the Thursday (9) meeting. Babe and Mike Herman, Joe Steinberg and Sam Brown, all of whom had been absent for some time, were invited to the rostrum.

Silent tribute was paid the late Lloyd Carlson.

Vasil (Hap) Young, William Emery and Gene Rosencrantz were elected to membership.

Madame Delma was reported improving. Johnny Castle, who is recovering from a serious illness, attended the meeting.

Letters from June and Ivan Gilligan, Jessie Loomis, Bee Stein and Glayds Grant Boyce were received.

Called on for remarks were Mike and Babe Herman, Joe Steinberg, Sam Brown, Abe and Lucille Perper, Helen Smith, Fred McCrea, E. J. Rose, Abe Fabricant, Stanley Hinckel, Fred Smith, Charles and Emily Blair, Vera Downey, Bill Meyers and Bill Sucher.

Charles Blair won the Old Grand Dad, which netted \$35.35 to the emergency fund. Ogla Weber won the door prize.

Edna and Joby Kanthe opened their new gift shop in El Cajon.

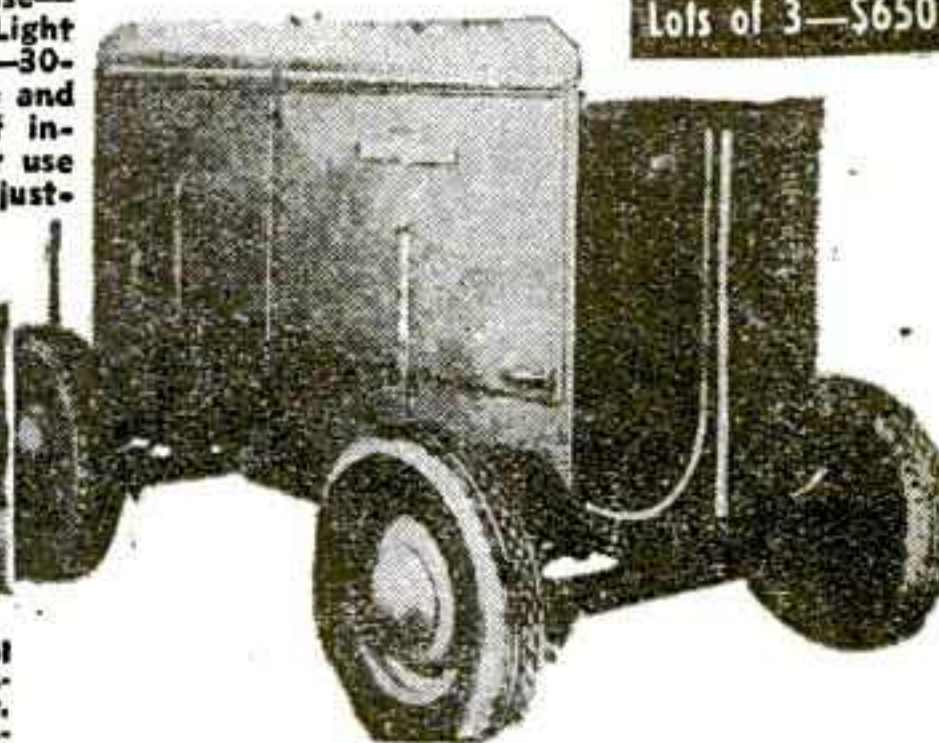
A donation of \$10 has been made by Robert Bishop, while the Martin Shows contributed \$6.25.

to attend are urged to write now for absentee ballots. Since the time for the bazaar is drawing near, members are urged to make returns and to request more books if possible.

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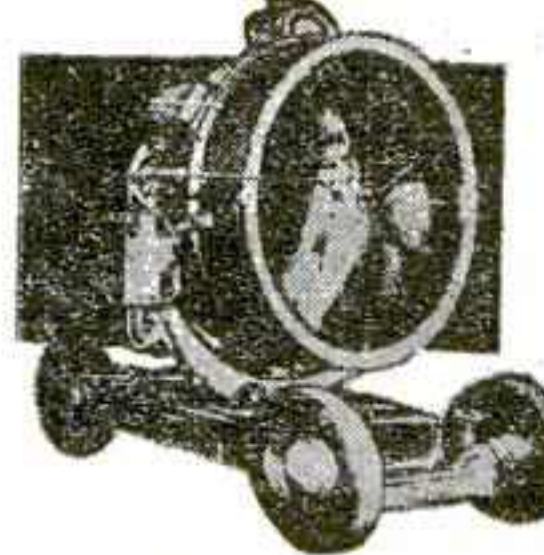
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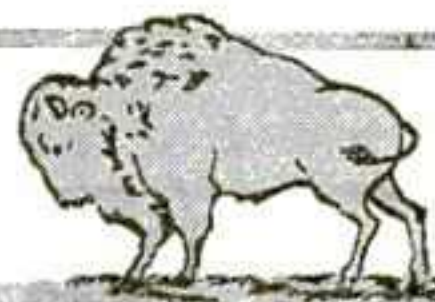
FOR THE BIG MARION COUNTY AGR. FAIR — A BONA FIDE ONE
MARION, SOUTH CAROLINA, Oct. 27-Nov. 1

Mug Outfit, Ball Games, Frozen Custard, Penny Arcade, Pitch-'Til-Win, Balloon Darts, Penny Pitches, Cigarette Pitch, Grab Outfits, Basket Ball, Cigarette Shooting Gallery, Hoop-La, High Striker, Bumper, Age and Scales. Bill Moore, answer. This Show closes at Marion, S. C. Winter Quarters at Suffolk, Va. Now booking for '48.

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Two weeks starting November 3rd to November 15th, 1947. Other dates to follow. WANT Fun House, Snake Show, or any other Novel Show with own equipment. WILL BOOK Roll-o-Plane, Fly-o-Plane, or Tilt-a-Whirl. CONCESSIONS—Will book any kind of legitimate Concessions or Stock Wheels that will throw out stock. No Flat Wheels, no P.C. needed. Will sell Exclusive on Photos, Scales and Age. Wire, or write to

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7 COLUMN CANDY MACHINES

7-column candy machines will vend any 5¢ box of candy. Equipped with Advance units for 5¢ vending. Some 10¢ units available. Machines have coin boxes with separate locks and base storage cabinet. Attractively finished in walnut with mirror front and fluorescent lighting. Capacity, approximately 280 pieces. Dimensions, 6'x30"x16". May be purchased "as is" or completely reconditioned.

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THE BILLBOARD, 1564 BROADWAY, NEW YORK 19, N. Y.

Crops, Weather Kind To Sadler in Texas

TAHOKA, Tex., Oct. 18.—West Texas has been kind to the Harley Sadler Tent Show both in crops and weather; first, a record wheat harvest and now a bumper cotton crop, a bale to the acre in some sections. As to the Texas weather a few blow-downs a season are taken in stride out here, where the wind has nothing to stop it, but so far this summer Joe McKennon, owner of the outfit, with the aid of his boys, has kept 'er in the air. Steel cables are strung in all directions from the tops of the four center poles.

The Sadler lot is beginning to look more and more like a trailer camp from week to week. Rae and Lucille Baillie are the latest to desert the hotels for a new trailer. Joe and Marian McKennon, Mundee and June, the Crawford Eagles, the McJohnstons and Bennett Massengale are others who have them. Clyde and Ginger Holmes have a new Studebaker coupe. Billie Sadler has her order in for a fall delivery of a new Buick.

Mazie and Rebecca Kemo and Jerry Sizemore, members of the Ray Kemo unit, are visiting in New Orleans. All are due back on the show next week.

Rusty Plunkett, ahead of the Plunkett Show, was a visitor Saturday night in O'Donnell. Other visitors there were Bob Stevens, of Bailey Bros.' Circus; Stout Jackson, operator of tent picture theaters in the valley; County Judge Tom Garrab and wife, and Gilbert (Sheep) Lamb and wife and daughter. The Lambs, out of the business, were members of the Sadler show for many years.

The American Legion and Veterans of Foreign Wars, of Lamesa, Tex., under whose auspices the show was appearing, surprised Harley Sadler by coming to the stage at the closing performance last Wednesday night and presenting him with a traveling bag as a token of friendship and esteem.

Gene Wrightson Hankers For Revival of Tommers

Brooklyn

Editors *The Billboard*:
The announcement in a recent issue (Rep Ripples, September 27) that Tom shows have at last been recognized as worthy stuff for a history, *The World's Greatest Hit*, by Harry Birdoff, did not in the least surprise me. I always felt that some day the subject would come into its own, for it's as homespun as Stephen Foster melodies, pumpkin pie, turkey and hot-dog stands.

I can remember when *Billyboy* would list the routes of at least 10 Tom companies in each issue. What days they were! There were such competing Tom troupes as Cosgrave & Grant, Stetson, Kibble, Billy Furlong, Jim Silver, Andrew Downie, Witherell & Doud, Harmount, Ed F. Davis, Al W. Martin and Billy Reap.

I hope the industry is revived again. I would like to see once more such ads as: "Wanted, lady with small daughter for Eliza and Eva; must sew costumes; do specialties between acts, and double in brass in street parade. Address *The Billboard*."

Well, you never can tell.—GENE WRIGHTSON.

Eugene Emmett Featured

ST. JOHN, N. B., Oct. 18.—When his old hometown and birthplace, St. Andrews, N. B., on the Canada-U. S. boundary, participated in a month-long celebration recently, William Howland, known on the stage as Eugene Emmett, was a special attraction. He formerly toured with his own and other rep troupes in the maritime provinces and New England.

One of his partners in rep was the late Jere McAuliffe, singing comedian, who headed the Jere McAuliffe Stock Company on both sides of the border.

Specialty Shows Vital Factor Back in Good, Old Rep Days

By C. A. George Newmann

AMONG the more interesting items appearing in *The Billboard* are the occasional references to old-time repertoire, musical and minstrel companies that toured the Middle West way back when. However, it seems strange that no mention is ever made of the many specialty shows which were just as much appreciated and kindly remembered by the public of that period. And, frankly, I am unable to understand just why the exponents of tragedy, comedy or musical entertainments should regard their particular brand of amusement as more legitimate than the brand purveyed by those who specialized in conjuring, mentalism and other types of mystery. After all, every entertainment, regardless of its nature, comes under the head of amusement, doesn't it?

Warnecke and Bennett

As a small boy I always looked forward to the annual visits of the Buchanan Stock Company, Myrtle Vinton, the Crows, the Andrews Opera Company and similar organizations, as well as to the appearance of Warnecke the Magician; Prof. William Bennett, the noted English mesmerist, and other mystery attractions. I enjoyed them all and, in comparing the various types of entertainment one with the other, I cannot see that Warnecke's mystifying performance or Bennett's funny mesmeric show was less legitimate in character than

the performances of well-organized theatrical companies in other fields.

Incidentally, Billy Bennett later blossomed out as a rep impresario, and his daughter, Belle, eventually became a noted Broadway and motion picture star. However, when I first knew him he was none other than "Professor William Bennett, Noted English Mesmerist in Marvelous Feats of Mesmerism and Clairvoyance, assisted by Mme. Bennett and Little Hazelle"—respectively his wife and elder daughter. Warnecke, then known as "Harry Heller, the Man of Mystery," presented a two-hour performance of legerdemain featuring black art, the vanishing lady, the Asiatic trunk mystery, the levitation and other illusions then being performed in the metropolitan theaters by Bancroft, Kellar and Herrmann.

Mentalists and Hypnotists

I well remember the wonderful mindreaders, Paul Alexander Johnstone, of St. Paul; Washington Irving Bishop, and John Randall Brown (also a resident of Minnesota), and the furore their feats created. It should be noted that Brown was the originator of and the first man to present a truly psychological mind-reading entertainment, which was far better than those of his present-day imitators.

Flint the Hypnotist made annual visits to the Midwest and was a witness in the famous Hayward-Blixt murder trial, it having been claimed that Hayward had hypnotized Blixt to murder the fashionable modiste, Catherine Ging, for her money. Flint's testimony negated the possibility of a hypnotic murder at the hands of playboy Harry Hayward. The Great McEwen, also a Minnesota resident, was first to tour the Northwest with a tip-top hypnotic attraction. In my opinion, he was the greatest hypnotic entertainer of all time. Then came Santanelli, whose resemblance to the fictional Svengali gave him much publicity, and McIvor Tyndall, a scholarly man of distinguished appearance whose visits, like those of McEwen, were (See *Specialty Shows* on page 103)

Holland's Mustard And Gravy Gets Fair Biz in N. C.

LUCAMA, N. C., Oct. 18.—Holland Attractions' Mustard & Gravy and Gorilla Show combined, which hit the road September 15, playing Eastern North Carolina dates, has been working to fair business since its inception, officials reported during the local stand. Playing under Eddie Mellon's 60 by 120-foot top, show got off to a slow start, but business has shown decided increase in recent weeks, it was revealed.

Line-up included E. S. Holland, advance agent and manager; Eddie Mellon, transportation manager and boss canvasman; Mrs. E. S. Holland, assistant manager and tickets; Mae Noell, song book pitch, cartoonist and concert tickets; Bob Noell, vent, juggling and presenting Joe and Snookie, trained chimps; Mrs. M. E. Eting, concessions; Frank (Mustard) Rice and Ernest (Gravy) Stokes, featured performers.

Noell recently purchased a bear from J. S. Roach for the blow-off with Snookie. Visitors here included Mr. and Mrs. Lonnie West and son, Broncho; Mrs. Bertha Woods, Mr. and Mrs. Ike David, Mr. and Mrs. Jack Roach, Johnny and Charles Roach and Mr. and Mrs. Tex Johnson and family. During the local engagement Bob Noell visited the Diamond Jim Circus.

S. O. S. Has New Catalog

NEW YORK, Oct. 18.—S. O. S. Cinema Supply Corporation, this city, announces release of a new 48-page catalog, which lists about 900 different items in motion picture projection and production equipment including 16mm. and 35mm. projectors, sound systems, equipment for road shows, etc. The catalog commemorates the firm's 21 years in the business.

J. A. Tanney is president of the concern.

Gosh Starts Tour With Country Store

CHARLESTON, W. Va., Oct. 18.—Byron Gosh, who recently concluded a successful 32-week tour with his *Hit Parade* Tent Show in Dixon, Tenn., has begun his annual tour of the Publix Ohio and West Virginia Circuit with his Country Store here. This year marks his 10th season over the same route.

Gosh says the *Store* show is booked solid until May, 1948, when he will again take out his *Hit Parade* tent. Gosh said that during a recent tour of Ohio, he visited with the Bartone Players, Mr. and Mrs. Bud Hawkins and Lester Rosenfield, RKO booker.

Rooney Group To Present 3 One-Acters in Chicago

CHICAGO, Oct. 18.—Howard L. Rooney, last with the Slout Players thru Michigan, will present his *Masquer Little Theater* Players in three one-acters here October 24. Over 25 players will participate, among them Marvin C. Howard, also formerly with the Slout org.

Annette Fitzpatrick, formerly with the *Masquers*, is leading woman with the J. B. Rotnour Players on a Wisconsin circle. The *Masquer* group rehearses at the Howard Rooney Studios here.

School Days

By E. F. Hannan

WHATEVER ELSE the school show is, it's a smalltown biz. There may be scattered spots where a list of schools may be booked around big cities but it's a sure bet that anyone looking for a steady living must be a trouper and a stick's trouper at that. It's a life of trailer, fresh air, open spaces, and country kids as customers. The booking of such shows in big cities, particularly in the East is too much. Then, again, in large cities it is football until Christmas, basketball the rest of the school year, and proms the whole year 'round.

School showbiz is geared for those who can't rest still in any one place; those that like the hamlets and, better still, for those who have a little dough at interest, or pension, or even dole.

It's a flashback to Comical Brown, the Henry Family, and Simpson's Swiss Bellringers. They were all good in their line, too.

Rep Ripples

CHARLES MCCAULEY, Riverton, Wyo., has worked out a circle for 16mm. pix in that area and will open late this month. He will present short-cast bills and vaude. . . . Dyke's Show, 16mm. pix and short-cast bills, is in Central Missouri. . . . Variety Players are readying at Rochester, Minn. . . . Edwards and Weinburg will have an eight-people colored minstrel show around Atlanta to play theaters and sponsored dates. . . . Gray's Show, which has been around New Castle, Pa., is heading south. It has 16mm. films and short-cast bills. . . . Dave Costa has closed his summer show and will take E. F. Hannan's *Hotel De Bunk* on one-day stands in Western Canada. Org will have cast of five. . . . Walter E. Rice will have 16mm. pix in the Montpelier, Vt., area on a weekly circle route. . . . Ernest Tellier has been looking around Bellingham, Wash., for 16mm. circle spots. He had a tent film show in that State the past summer and wants to settle on a circuit idea.

WILLIS FREY, former rep trouper and agent, is promoting amateur shows in the Columbia, Mo., sector. . . . Hass and McCauley have a 16mm. outfit around Mankato, Minn. . . . Turgeon's Show, in Central Wisconsin (See *REP RIPPLES* on page 103)

\$19.50 PUTS YOU IN SHOW BUSINESS

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16MM.-8MM. FILMS—Catalog Free

Sam's Electric Shop
Passaic, New Jersey

"Feet-on-Desk" Technique Passe Method of Operation

By C. V. (Cap) Sefferino, Assistant Manager,
Sefferino's Roller-drome, Cincinnati
(Second and Concluding Installment)

With the exception of Arena Gardens, Detroit, I have never been in a roller rink where the management seemed to give any thought whatever to the promotion of skating party business. No signs, no announcements, no method of solicitation are apparent. In Cincinnati we pound and keep pounding away at the advantages of a skating party to organizations, and I am certain that if I were to neglect this duty for any length of time William would soon have a new assistant.

There is no question but that skat-

ing party business is one of the best ways of getting new business into a roller rink. A large percentage of the persons attending these functions have not been on a pair of skates since childhood. This type of patron should prove duck soup as repeat business to properly operated rinks.

Nix on Um-Pa-Pa

There is considerable difference in the type of music played in our rink as compared with other rinks I have visited. In most rinks the number coming up is announced by the organist. Then there is a two-bar opening followed by a terribly heavy down beat. Believe me, I have sat thru skating sessions listening to that infernal "um-pa-pa, um-pa-pa" until I have become so annoyed I felt like leaping out a window. In our rink we do have a slight touch of this during international style dance numbers, but these dances are in the minority. The greater portion of the dance numbers on our program are skated to popular rhythmic backgrounds. Because of this the Roller-drome has acquired a reputation for being a jitterbug palace, which has not bothered Bill in the least. He is more interested in seeing hundreds of skaters who seem to be enjoying themselves than to watch four or five couples execute a tango barn dance. The figure-skating club has most of its activity on Sunday mornings when the boss is out playing golf, and it is during this time that the competitive skater has his share of the weekly program.

Racing Important

I have found few rinks where any interest is shown in speed skating, which I believe is a mistake. I have repeated this many times in articles I have written for *The Billboard*, so it may be imagined that I received quite a bang out of two articles which made the September 20 issue. One was captioned *AOW Sees Races as Answer to Box-Office Problem*. The other was a summary of speed-skating events at Reading, Pa., which claimed 1,200 spectators on August 30.

There are three reasons why a roller rink has no interest in this phase of skating: (1) The owner is afraid that it will turn his rink into a Merry-Go-Round. (2) The manager is unfamiliar with the promotion of speed skating. (3) He is too lazy to put in a few extra licks in behalf of better business. These points, along with a few other supposedly objectionable features, have been discussed at length many times before and they have been efforts thrown to the winds.

Simple Events Draw

There are quite a few items practiced at the Roller-drome which I find missing during skating sessions I have witnessed at other rinks. Now and then we hold a simple step dancing contest, a block party or perhaps (See *FEET-ON-DESK* on page 102)

Sports Center Company has been organized in New Glasgow, N. S., to build and operate a rink for roller skating in summer and ice skating and hockey in winter.

Det. Arcadia Holds Hockey Benefit for Sister Kenny Fund

DETROIT, Oct. 18.—What is believed to have been the first event of its kind ever staged for the Sister Kenny Foundation was a benefit roller hockey game held October 6 at Arcadia Roller Rink here. Orville Godfrey, owner-manager, predicts a great future for the amateur sport.

Principals in the game were the Arcadia Wildcats and the London (Ont.) Tecumseh's, the latter winning 3-0. Tickets were 75 cents.

Billy Paye, who was singing at the Town Pump, local night club, opened the program by leading the audience in community singing and following with several solos. Bill Snyder, public relations man for the Foundation, acted as emcee. Also featured were Dolores Molla, regional skating champ, and Ernie Wettler, Arcadia instructor, who offered freestyle skating exhibitions.

Speed Skating Continues A Big Draw in AOW Chain

ELIZABETH, N. J., Oct. 18.—Racing continued to demonstrate its drawing power at Twin City Arena here October 11, attracting a crowd in excess of the turnout registered for the inaugural event last year at the Elizabeth link in the America on Wheels chain of rinks, reported Jack Edwards, AOW director of speed.

Mount Vernon (N. Y.) Arena leads the standing with 50 points, followed by New Jersey rinks at Hackensack, 25; Elizabeth, 20; Passaic, 10; Bayonne, 5, and Trenton and Perth Amboy, 0.

1,000 at Mineola Inaugural

MINEOLA, L. I., N. Y., Oct. 18.—Souvenir programs went to more than 1,000 skaters who turned out for the recent opening of Earl Van Horn Mineola Roller Rink which featured skating exhibitions by Mineola's national champions of the United States Amateur Roller Skating Association. Program included June Henrich, Barbara Killip Gallagher, Fred Ludwig, Donald Mounce, Dorothy Boiarsky, George Dahl and Frank Henrich. Mineola staged a trio voodoo number October 8, each member of the winning trio receiving a pair of Liberty skates.

12 Rollerries Placed On RSROA Roster

DETROIT, Oct. 18.—Fred A. Martin, secretary, Roller Skating Rink Operators' Association of the United States, announced from his headquarters here the addition of 14 members, representing 12 rinks, to the association's roster.

They are Eric W. Kunzel, Santa Ana (Calif.) Roller-cade; E. S. and Claribel Sweeney, Sweeney's Roller Rink, Antioch, Calif.; Robert Phillip Metts, Marietta (O.) Skating Rink; Charles W. Young, Amador Roller Rink, Jackson, Calif., and Alvarado Roller Rink, Richmond, Calif.; Ernest O. Ellis, Maryville (Mo.) Roller-drome; Cloye A. Bryant, Casino Roller Rink, Vallejo, Calif.; Clement Pallo, Pallomar Roller Rink, Milwaukee; Fred Alford, Merry Garden Roller Rink, Modesto, Calif.; Melvin W. Zornes, Roller-drome, Moses Lake, Wash.; Anthony F. Bannon, Sidney Hirschfeld and Leo Monte, Palace Roller Rink, Stapleton, N. Y., and Charles W. Moorehead, Bedford (Pa.) Roll Arena.

Toronto Mutual Takes to Ether To Sell Skating

TORONTO, Oct. 18.—Reporting crowds totaling 7,000 to 10,000 weekly, Mutual Arena here has experienced no drop-off of business in comparison with last year, according to Manager E. J. Dickson, who attributes the excellent record to an intensive advertising program being carried on by the operators.

Highlight of Mutual's advertising campaign is sponsorship on Tuesday and Thursday evenings of a 15-minute radio program featuring Barry Wood and Margaret Whiting. Supplementing radio advertising are 20 billboards scattered about the city, plus use of 300 inside trolley car ads.

After an unsuccessful experiment with plastic flooring, Mutual, in cooperation with its own chemist, has developed a new surface that Dickson (*Toronto Mutual on Air*, page 102)

New

SHOE POCKET



Two separate pockets for your skaters' check, coins or keys. Easily stitched onto shoe, as shown here, leaving an open inside pocket and secure snap flap pocket outside. Your skaters will go for this novel and practical "Price" accessory styled by Hyde.

HYDE ATHLETIC SHOE COMPANY
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Complete Roller Skating outfit, 200 prs. of Chicago 778 rink clamp skates, brand new, the latest type skates; Stromberg-Carlson amplifier, 60-watt; Webster Chicago automatic turntable, Turner microphone and 7-ft. chrome stand, 3 double type trumpet speakers with Driver's transformers, each speaker will give you 20 watts more, 110 watts in all with amp. and speakers; 3 electric skate signs, 5 sections in each; some shoe skates, skate boxes, brushes, and a full line of new parts, etc.

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steal at \$4,150.00.

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Idaho Falls, Idaho

Choice of Champions!

Roller skaters have accepted Liberty as unquestionably the finest skate ever constructed. No other skate is used by so many present-day champions!



LIBERTY ROLLER SKATE CO., Inc.
FARMINGDALE, L. I., NEW YORK

Disk Jockey Promotion Turns Them Away at Cavalier Arena

RICHMOND, Va., Oct. 18.—Altho general business at Cavalier Arena here has not recovered since stumbling last April, Operator Tom Noble has come up with a couple of promotions that give evidence of being the hypo necessary to make the turnstile hum during the business-adjustment period.

Noble's first gimmick, a two-for-one Friday night platter party featuring a local disk jockey, is paying off handsomely at the gate—so much so that attendance on that night has increased from 300 to 1,500 people since the program originated in August and the capacity crowds make necessary the closing of doors at 9:30.

Following the regular skating program from 7:30 to 9:45, a booth is rolled out on the floor, lights are turned low and the jockey takes over with a bang-up show that is broadcast over Station WLEE and sponsored by a local dairy company. From that time on there is a series of conga lines, Paul Joneses, and jitterbug and waltz contests.

Price Gets 'Em

Reasons for the program's great success, said Noble, are the 65-cent price which covers everything and the fact that it has the wholehearted approval of the city division of recreation. "If the youngsters went dancing anywhere else in town," he said, "it would cost them several dollars."

The No. 2 promotion is a roller hockey league currently being formed by Noble and other operators in the area in an attempt to feed the box office on other weekday nights.

Lauds Rawson Gadget School

ELIZABETH, N. J., Oct. 18.—Jack Edwards, director of speed for the America on Wheels chain of rinks, was a recent observer at the Perry Rawson skating school in Asbury Park, N. J., where Edwards's son, Jay, former pro of the Roller Skating Rink Operators' Association of the United States, undertook the course in the teaching of skating with mechanized aids. "I went there to see the theory that Rawson claims is an asset to the box office," said the elder Edwards, "and I can say it was very good."

Indpls. Coliseum Resumes

INDIANAPOLIS, Oct. 18.—Skating clubs got back on ice this week as the rink at the Coliseum began its ninth season. Among oldest of the groups are the Gay Blades, sponsored by Indiana Vassar Club for the benefit of its scholarship fund, and the Keen Cutters, organized by the Indianapolis Wellesley Club for youngsters up to the eighth grade, with proceeds going to the Wellesley College and scholarship funds. Several commercial groups have reserved skating periods for employees and their families.

Roller Rumbblings

Rollarena, Gloucester City, N. J., held its reopening party October 11. Rink will operate nightly except Tuesdays and Thursdays. Saturday and Sunday matinees are offered.

Ice rink at University of Illinois, Champaign, is being used as a dormitory owing to the housing shortage and increased student enrollments, said C. W. Lyon, business manager of the university's athletic association.

The league, which is expected to get under way in about two weeks at the Arena, includes rinks in Norfolk, Newport News, Gloucester and Suffolk. Noble plans to stage games on Monday and Wednesday nights of each week, incorporating them into the regular skating sessions.

Noble attributes the current slump to sharply increased living costs. "The kids do not have the money to spend," he said. "Whereas our box office used to be swamped with \$10, \$20 and even \$50 bills, it's all \$1 bills and change now. Instead of attending amusement places three to five times a week, people have to satisfy themselves with one or possibly two nights a week. This situation is also true of other amusement lines here, such as movies and dance halls."

Billie MacIntire, who was with Cavalier Arena in 1941 and '42, has returned to the rink as pro. The rink offers patrons two clubs, several classes and the usual practice sessions.

Operators visiting Cavalier recently were Leo Doyle, Webster Square Arena, Worcester, Mass., and Bill Holland, Skateland, Bridgeport, Conn.

Raps Claim to Origination of Broom Hockey

NORWOOD, O., Oct. 18.—A sharp denial was voiced this week by Ed J. Von Hagen, operator of Norwood Roller Rink, to an article in *The Billboard* of September 27 claiming that Murray L. Rose, operator of Biscayne Roller Skating Palace, Miami, is originator of broom-ball hockey, as played with the skates-broom-football combination. Von Hagen says Rose is 11 years late in his claim. The article quoted a write-up in *The Miami Daily News*, in which the reporter said Rose claimed origination.

Broom-ball hockey, using a football for a puck, was played at Norwood as early as 1936, according to Von Hagen. Later, a tennis ball was used for a puck to speed the game. Currently, the game is played at Norwood by members of the Norwood Hockey League, which is affiliated with the Amateur Athletic Union. Each team has five players who use regulation ice hockey sticks and a five-ounce puck.

The game received wide publicity in Cincinnati when it first appeared, said Von Hagen. Peter Grant, one of the Middle West's ace newscasters, (See *First Broom Hockey*, page 102)

SEE THE
UNBEATABLE CHRISTMAS SENSATION
PAGE 77

FOR SALE
In the Atomic City, 50x110 ft. Mesker Portable Steel Building, northern maple floor, plenty of skates, P. A. system, cash register, pop cooler, heating plant, everything needed for good rink. Town of 50,000; only rink here; excellent bus service. On Government area, but have contract to move building on 30-day notice. Operate on percentage basis with everything furnished. Plenty of houses for concessionaires. Have one 45x90 ft. Portable for sale. New skates and everything in good condition. Can use good Rink Man. Prefer man and wife to take charge. Have building for winter operation.
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ROLE-RITE "C"
FOR CEMENT ROLLER SKATING FLOORS
Deep Penetrating Rubberized Surfacers. Gray, Tile Red, Brown. No Fuss, No Muss, No Dust, Anti-Skid.
C. W. BENSTED AND COMPANY
525 First National Bank Bldg., Utica 2, N. Y.
Phone 4-8210

Hit the Profit
BULLS-EYE with ARROW SKATES
ARROW PRODUCTS MFG. CO.
HOLLAND, BUCKS COUNTY, PA.
WRITE FOR ILLUSTRATED FOLDER

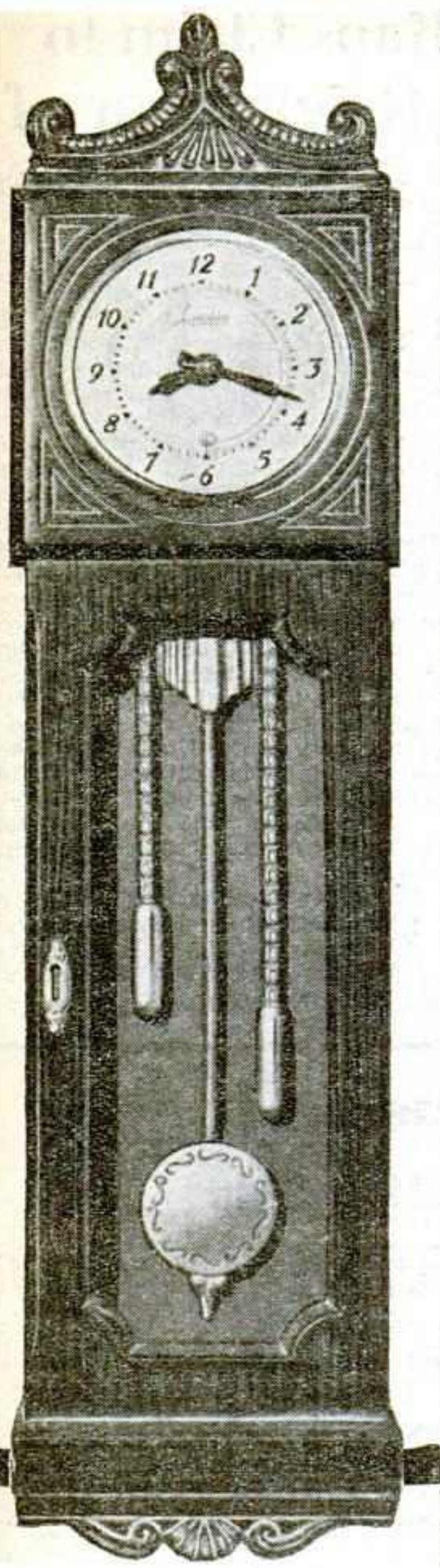
RIEDEL
THE BETTER SKATING SHOE
NOW AVAILABLE
2727 Milvia Street Berkeley, Calif.

FOR SALE
HAMMOND ELECTRIC NOVACHORD
Good condition. Price \$1,800.00.
J. H. MACK
BOX 683 SCOTTSBLUFF, NEB.

Extra Special!
Stock Reduction Sale
15 SKATING RECORDS \$12.10 (including Tax)
ADDITIONAL RECORDS OVER 15 — 81c EACH INCLUDING TAX
Stock Up on Your Favorite Records Now and
Save 25%
All Orders Must Be Postmarked Not Later Than Nov. 10th.
OVER 1200 SATISFIED CUSTOMERS
MONEY BACK GUARANTEE ON ALL ORDERS
Finest Selection of Skating Records on the Market Today!!
NATION'S TOP HIT TUNES
Played by that Popular and Nationally Known Organist
GLENN DAVIS
AT THE
New Hammond Vibrato Organ
Skating Rhythms Recording Company
P. O. BOX 1838 — SANTA ANA, CALIF.
Your Skaters Are Entitled to the Best — Don't Give Them Less.
SPECIAL NOTICE
This Special Sales Price applies only on orders of 15 or more records. Smaller quantities may be purchased at regular prices. We fill any order of 4 records or more.

COMPLETE PORTABLE RINKS
SECTIONAL FLOORS
The World's Largest Manufacturers of Complete Portable Rinks and Northern Rock Hard Maple Floors. We welcome a visit from you. Let us know your wants.
BILT-RITE FLOORS AND RINKS
Mailing address: 1413 Crescent Drive, Tyler, Texas
Factory: 1016 East Locust St., Tyler, Texas
Phone: 2968 Night Phone: 719-W

ENROLL NOW
DETROIT SCHOOL FOR ROLLER SKATING TEACHERS
"Licensed by the State of Michigan"
BODY CONTROL SKATE DANCING BUSINESS ADMINISTRATION
FIGURE SKATING & JUDGING RINK MANAGEMENT
FREE STYLE MUSIC SHOW PRODUCTION
For information write Miss Vivian Heard, S.R.S.T.A., affiliated with R.S.R.O.A.
ARCADIA ROLLER RINK, 3527 Woodward, Detroit 1, Mich.



**EXTRA SPECIAL
"GRANDPAPPY"
ELECTRIC
WALL CLOCK**

Here is a "prize" that will get you the play. A real "Grandpappy" colonial style wall clock that's right up to the minute with a modern electric movement. Beautiful etched dial. Pendulum, weights, key plate and bezel in gold finish—chain and pendulum rod in gun metal. "Korbonite" case with simulated hand-carved trim at top and bottom, beautifully grained in Mahogany, Blond or Walnut finishes. Case is 19½ inches high, 4¾ inches wide. Individually boxed, six to a shipping case. Immediate deliveries. You can be first with it if you act now.

**F. O. B. CHICAGO
LOTS OF SIX OR
MORE, EACH..... \$5.80**

SAMPLE \$6.75

Write, wire or phone
your order—now

D. A. PACHTER CO.

America's Foremost
Premium Distributors

705 W. Washington Blvd.
CHICAGO 6, ILLINOIS

**POPULAR
CHRISTMAS ITEMS**

For the addresses and prices of the items shown below, see the large ads in this section . . . or write The Billboard, Popular Christmas Items Dept., 155 N. Clark St., Chicago 1.



**CHRISTMAS TREE
WINDOWS**

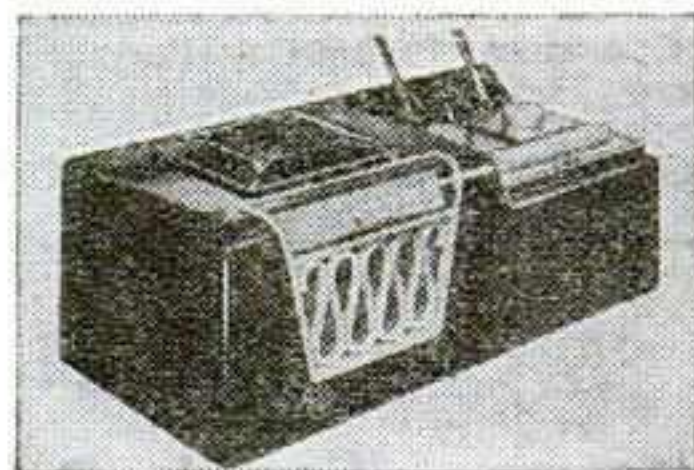
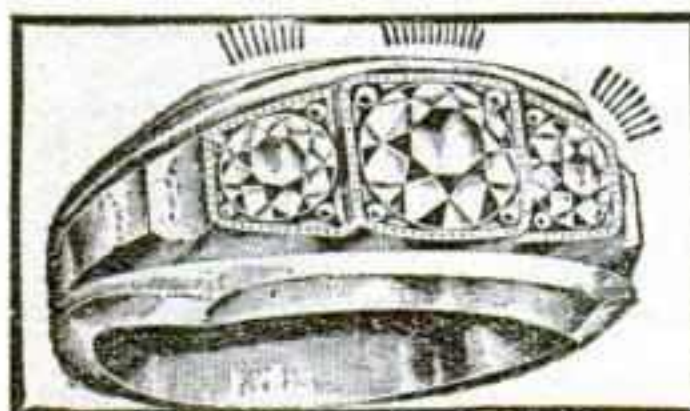
A beautiful new idea in Christmas tree ornaments combining the tradition of the past with the taste of today. Made of heat resisting, unbreakable plastic to look like stained glass. In a choice of two subjects, The Nativity and Dickens' Christmas Carol.

SOLD BY.....REED CORP.

**SMART WHITESTONE
RINGS**

Brilliant new styles for men and women. Distinctive sterling and gold filled rings set with brilliant stones, including the new multi-stone styles in combinations of white with red. Advance sales on this item prove it will be a popular Christmas item.

SOLD BY.....PAKULA AND COMPANY



**NEW SMOKERETTE-
RADIOS**

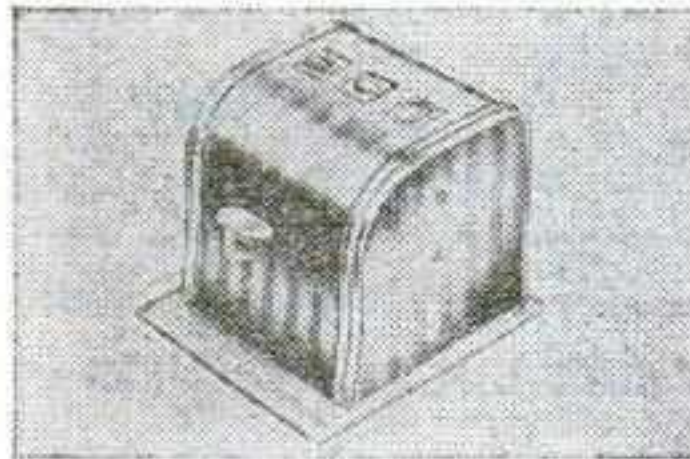
Manufactured by Stewart-Warner, here's an item that combines a five-tube super-heterodyne radio with a handsomely styled smoker's set. Beautiful plastic case that has a four-piece rack, removable jumbo ashtray and humidor for cigars, cigarettes and tobacco. Measures 21¼ inches long, 12 inches wide and 8 inches high.

SOLD BY.....DE FOUR SALES

**NEW PORTABLE
"POT LUCK"**

Just like the original, a portable that makes everyone excited when the plunger is pushed and the cherries, bells, etc., spin. Complete with chips for the winners. Made of two-tone steel that gives it the appearance of being the real thing. Size, 3½ by 4½ inches.

SOLD BY....FIFTH AVE. MDSE. MART



RING SETS IN BOXES

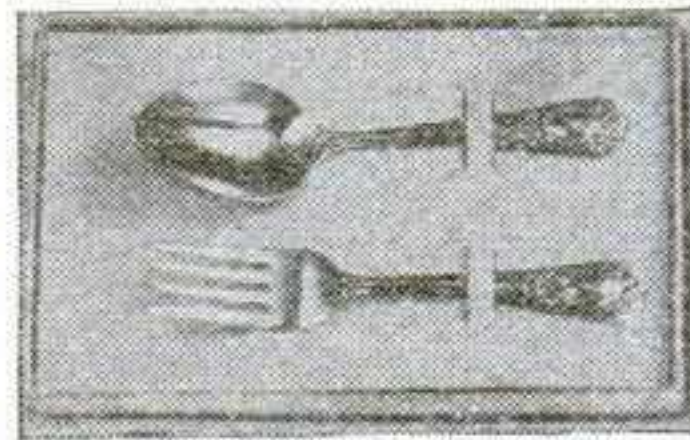
Superb reproductions of expensive originals, they come in a choice of white or yellow and are packaged in a beautiful gift box for Christmas giving. This item has been chosen by this firm as its Christmas special and has been priced low for added interest.

SOLD BY.....TUCKER-LOWENTHAL

**2 PC. FORK AND SPOON
SET**

Here's a gift item that should appeal to everyone with a youngster or who has friends with small children. It is fine silverplate with a lovely design and smooth shiny finish. Packed in smart gift boxes, it should be a natural for all sales and premium outlets.

SOLD BY.....GAINES & GAINES



**CHATELAINE AND
EARRING SET**

A beautiful lovebird design enhances the beauty of the brilliant imported rhinestones and aquamarine stones in this set. Comes in polished silver white or 14k, pink gold finish with a fine curb chain. Can be had in a distinctive individual box for gift giving.

SOLD BY.....CLARION SALES, INC.

**LUCKY PENNY KEY
CHAIN**

A clever idea tied up with an attractive counter card. Shiny aluminum horseshoe with a brand new penny that keeps the owner from going broke. A novelty that has year-round sales appeal, particularly at Christmas time. Two dozen key chains to each card.

SOLD BY.....H. MEINHARDT & CO.



(See POPULAR CHRISTMAS ITEMS on page 78)

**PRITT NOVELTIES
Tremendous
Profit Makers**

**MAGNETIC
FIGHTERS**

It's New. It's Sensational. Attention Street Men. Here's an item right up your alley. BIG PROFITS



Buy direct from manufacturer.
\$18 Gross—Sample 3 Doz. Sets, \$4.50

**Frisky-Cute
Magnetic
DOGGIES**

They attract and repel each other. STILL A HOT ITEM.

Colors:
black and white, red and white, red and black.



\$15 Gross—Sample 4 Doz. Sets, \$3.75

**THE NOW FAMOUS
GLUB-GLUB DUCK**

Most famous of all drinking birds. Never stops drinking.

\$13.80 Dozen—Sample \$1.25
(Still \$1.98 retail)

**Unbreakable
PLASTIC
DIPPY BIRD
\$7.20 Dozen
Sample 60c**



25% deposit with orders, balance C. O. D.
Wholesalers, Jobbers, Write for Prices

PRITT NOVELTY

12 West 27th St. New York 25, N. Y.

FOLDING CHAIRS

PROMPT DELIVERY

IN
STEEL
OR
WOOD



WRITE FOR CATALOG

J. P. REDINGTON & CO.

DEPT. 28

SCRANTON 2, PENNA.

**COMPARE OUR PRICES
BALLOONS #10**

\$1.40 PER GROSS

F. O. B. Factory. Packed 50 Gr. to Case.

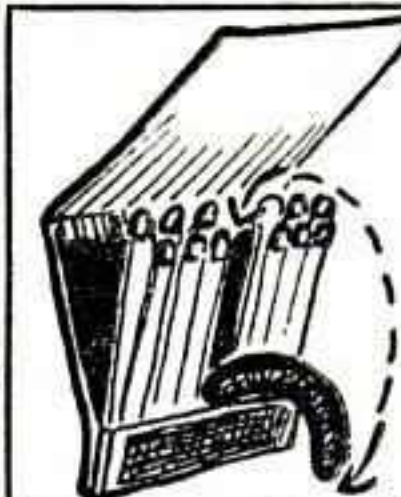
Less Than Case, \$1.65 Per Gr.

Minimum Order, 10 Gross.

25% Deposit, Balance C. O. D. With
All Orders.

BEAMAR BALLOON CO.

205 West 26th St., New York 1, N. Y.



IT'S NEW, Surprise Frankfurter Match Card. When opened out pops 2-inch Frankfurter with a Bing. Sells on Sight. Folds back in a second to use again. Price \$5.75 gross, cash with order; for more than gross send only deposit, bal. C. O. D. Shipped same day. (Copyright Pending.) New Circular ready. **THE MANES CO.** 433 Westminster St. Providence, R. I.

**NEW CATALOG
NOW READY**

Send For Your Copy Today.

SCHREIBER MERCHANDISE COMPANY

100 W. 9th St.

Kansas City 6, Mo.

**SALESMEN — JOBBERS — DISTRIBUTORS —
CONCESSIONERS — SALESBOARD OPERATORS**

*Here is the Sensational Christmas
Item you are looking for!*

**Magnificent, Magic, New
Christmas Tree Ornaments**

Christmas Tree Windows

**IN DAZZLING, RADIANT
STAINED-GLASS PLASTIC
MINIATURES**



**First completely new Christmas tree
ornament in more than a hundred years**

Christmas windows capture all the inspirational splendor and dazzling brilliance of magnificent stained-glass cathedral windows. These works of art feature the timeless and stirring Bible story of the Nativity in one set, and Charles Dickens' heart-warming Christmas Carol story in another set. The exquisite frames of these windows are diamond cut to reflect the color of Christmas tree lights with jewel-precious multi-color rays. As each Christmas tree window ornament is attached to the lighted bulb of a tree it becomes ablaze with magical radiance—displaying its subjects in all their colorful beauty!

**Wherever a Christmas tree is sold—
there you'll find millions
ready to buy**

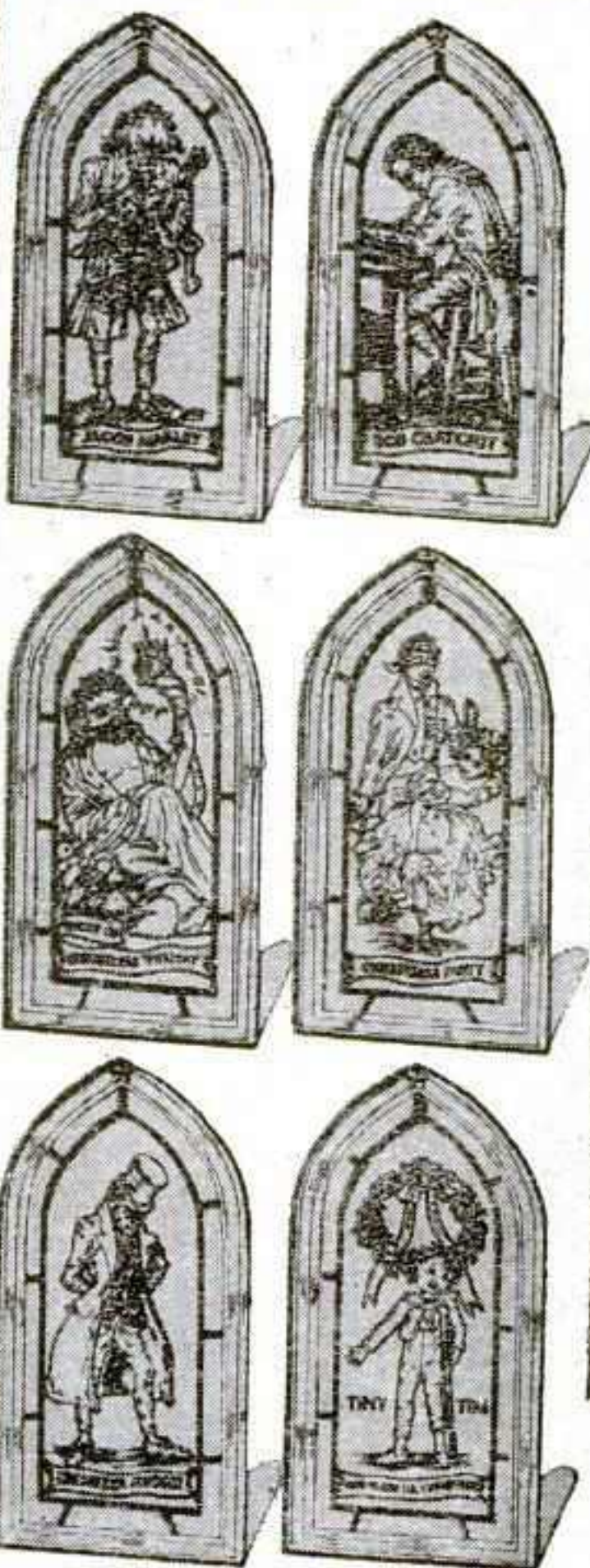
People of practically every faith celebrate the Christmas holiday. . . . And what's Christmas without a Christmas tree? And everyone dresses up trees with all kinds of colorful ornaments. Now . . . you can bring the newest idea in Christmas tree ornaments directly into millions of homes, stores, businesses, institutions, taverns, schools, churches . . . in fact, wherever there's a Christmas tree to be decorated.

**Everyone can afford low \$1.25 retail
price. Your profits start at 120% . . .
zoom past 170%.**

Whenever something new comes out, the price is usually so high only a comparatively wealthy few can afford it. But since we wanted immediate national distribution of Christmas Story Windows in time for the coming holidays, we have deliberately kept the price down 'way low . . . so low that everyone can afford a couple of sets at least . . . at only \$1.25 per set of six subjects. And just look at the terrific volume profits you collect . . .

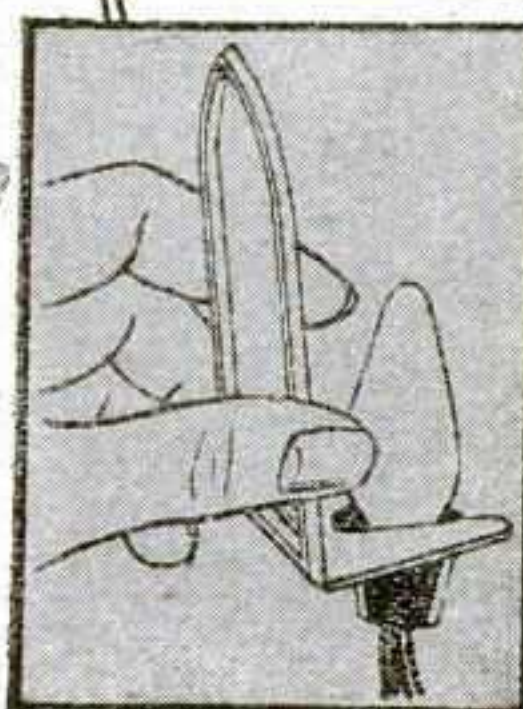
A CHRISTMAS CAROL

Dickens' famous story with
each lovable character shown
in one of the six windows.



THE NATIVITY

Set of 6 subjects with each window
depicting one of the soul-stirring episodes



EASY TO ATTACH

Simply slip patented holder over neck of any type of Christmas tree bulb and window is held firmly upright and in place. Each Christmas tree window is large — 3" high and 1 1/2" wide — and is absolutely heat resistant. The windows are made of the highest quality, heat-resisting, unbreakable plastic.

Both stories are not only ornamental but educational for the children as well. The magnificent artwork, complete in every detail of contour, costume and background, is in six brilliant colors on transparent plastic.

**YOU BUY
24 to 143 sets
144 to 1439 sets**

**YOU PAY
55c per set
50c per set**

**YOUR PROFIT IS
70c per set
75c per set**

WRITE FOR SPECIAL DISCOUNTS ON 10 GROSS OR MORE!

NOTE! ADD 10c PER SET IF DESIRED IN BEAUTIFUL 4-COLOR HOLIDAY GIFT BOX!

TERRIFIC TIMELY APPEAL QUICK EASY SALES

Act now on this sky's-the-limit market ornament. Immediate delivery of any quantity desired. You run no risk. . . . Money cheerfully refunded without question if you are not completely satisfied. Use the handy order-coupon for your convenience and mail today!

**ACT NOW! TIME IS SHORT!
ORDER TODAY FROM
REED CORPORATION**

118 SOUTH CLINTON STREET, DEPT. B-25, CHICAGO 6, ILL.

100% SATISFACTION GUARANTEE

**REED CORPORATION, DEPT. B-25
118 South Clinton Street
Chicago 6, Illinois**

Please rush at once. . . . sets of Christmas Story Windows at . . . per set (see prices in box), or find enclosed \$1.00 for prepaid sample set. No C. O. D.'s on sample orders. 25% deposit required on C. O. D. quantity orders. Send money order or cash. Money refunded at once if not satisfied. Please check choice.

**..... HOLY BIBLE NATIVITY CHRISTMAS STORY
..... DICKENS' CHRISTMAS CAROL STORY**
(Please state amount of sets of each set desired.)

Name
Address
City Zone State

EXCITING BUYS

Prices Cut Very Low To Move Large Stock on Hand

PAY STATION TELEPHONE BANK. \$2.00 value. Dozen, \$7.20. Gross **\$79.20**

UKULELE. Biggest flash and value. Plastic, two-tone colors. Individually boxed. Retail \$1.39. Dozen, \$6.25. Gross **69.00**

CHARACTER FIGURE LAMPS. A real fine super value. Each \$2.50. Dozen Complete **27.00**

TOYS. Assorted. Very big values. Gross **39.00**

TOYS. Giant sizes. Gigantic values. Dozen **7.80**

PERFUME. Old Acquaintance with Bud Vase. By Karoff. Retail \$1.00. Very exquisite. Dozen complete, \$4.50. Gross **48.00**

DUSTING POWDER. Bubble bath salts, baby bath salts, baby talcum powder. Retail to \$1.00. Gross Assorted **18.00**

MEN'S TOILETRIES. Also for milady. 6 oz. to 32 oz. sizes. It's a must. 10 gross, \$144.00. Gross Assorted **18.00**

SQUIBBS. Kolyons, 25¢ cans tooth powder. Special price. Gross **9.00**

KEY CHAINS. With assorted charms. Carded. 10 gross, \$27.50. Gross Complete **2.95**

POCKET COMBS. Terrific value. Gross **1.35**

RAZOR BLADES. 5 to a box. 1,000 Blades **4.00**

GEM RAZORS. Genuine. With 5 genuine Gem Blades. Retail to \$1.00. Dozen Complete **3.45**

FLORIDA AGENTS, BUYERS, CONCESSIONAIRES
OUR AFFILIATE
GLOBE TRADING CO.
 109 WEST FLAGLER ST.
 MIAMI 32, FLORIDA

... is eagerly looking forward to serving you, offering values NEVER before had in Florida.

CIGARETTE HOLDERS. Assorted. 10 gross, \$25.00. Gross **2.75**

POKER CHIPS. 100 assorted colors in rack. Close-out. 100 Racks Complete **20.00**

WATCH BRACELETS. Stainless steel. Sensational value. Gross **19.80**

HUNTING OR FISHING KNIVES. With Sheath. 100 complete, \$30.00. Ten Complete **3.50**

MEN'S HOSIERY. Firsts. 10 Dozen Assorted **23.50**

LADIES' NYLON AND SILK HOSIERY. Firsts. Dozen **9.00**

BOBBY HAIR PINS. 24 count. Attractively carded. 100 gross, \$350.00. 10 gross, \$37.50. Gross Cards **3.95**

INK WRITING TABLETS. 90 pages. Fine cover. Extra special price. 10 gross, \$32.50. Gross Tablets **3.75**

BALLOONS. Assorted colors. 10 Gross **9.00**

SACCHARIN TABLETS. 12 bottle lots. 1000 to a bottle, 1 grain, 80¢. 1/2 grain, 65¢; 1/4 grain bottle **.40**

EDUCATIONAL system of the deaf, also ex-service men envelopes with close-out merchandise. Your choice 100 Assortments **4.50**

Deposit or payment with all orders. Act fast. We defy all. Our prices cannot be beat.

MILLS SALES CO
 Cut-Rate WHOLESALERS Since 1916
 901 BROADWAY, New York 3, N. Y.

Pitchmen! Wagon Dealers! Demonstrators!

NEW!! **NOVELTY** **Free-Action** **LADDER** **NEW!!**

Full 28" high—4 1/2" wide
 Made entirely of wood, complete with 2 tumble blocks with jingle bells and decals included. Blocks tumble automatically down length of the ladder. It's fun for the customer—a natural for the kiddie—and an excellent Christmas item.

SURE PROFITS FOR YOU!
 See it and appreciate it. \$1.00 brings you 2 samples prepaid anywhere. Write or telegraph.

H. BUSCH
 Novelty Manufacturer
 512 E. 14th St., New York 9

FIREWORKS
ATTENTION, DEALERS AND JOBBERS
 For Lowest Prices write Today for complete Price List.

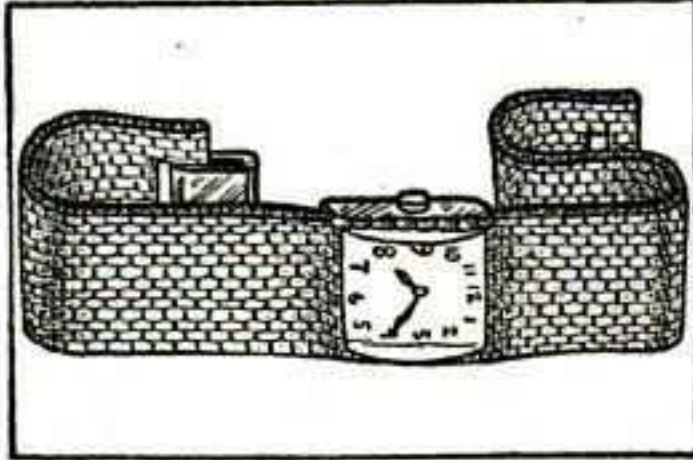
MID-WEST FIREWORKS
 114 W. SECOND ST. SEDALIA, MO.

FOR SALE
PLASTER FACTORY
 95 Molds with Cases.
 These Molds are all in good shape, with new Air Compressor and Spray Outfit.
 PRICE \$750.00.

HOWERTON
 BOX 25, EUREKA, MO.
 (Phone: Eureka 2927)

POPULAR CHRISTMAS ITEMS

(Continued from page 76)



NEWEST IN SPORT WATCHES

An authentic duplication of watches that sell for \$250. Skillfully styled for both men and women. Solid gold-filled mesh bracelet set with 17 jewel A. S. movement. Can be retailed for \$65. You'll thrill at the beauty of this amazing reproduction.

SOLD BY.....IRVING H. GILBERT

GIANT CHRISTMAS BALLOONS

What could be more timely and popular than a balloon decorated with a jolly Santa Claus head in a holly wreath with a season's greetings design? Inflates to 16 inches. This is one of many offered by this company for the coming holidays. Sold only thru jobbers.

SOLD BY.....OAK RUBBER CO.



PENDULUM WALL CLOCK

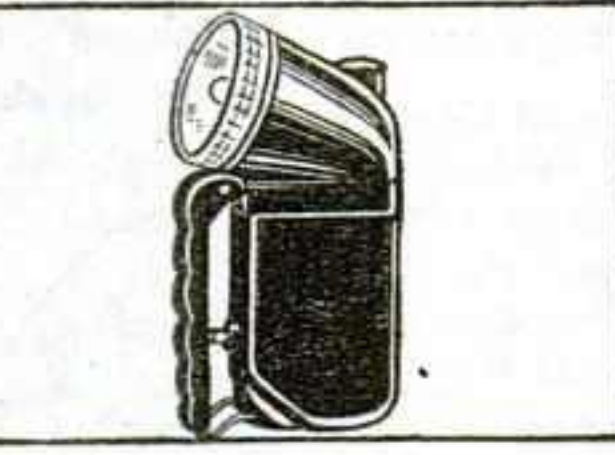
Here's a hand-carved, hand-painted beauty that should be a terrific Christmas gift item. Pendulum model with bobbing bird. Frame size six inches by nine inches in a beautiful walnut shade. Can be handled in practically any sales outlet. Has a retail value of \$5.98.

SOLD BY.....SUPER SALES COMPANY

THE LIFETIME DACO-LITE

The kind of light everyone has always wanted. Precision-built instrument that was developed for the army air corps. Uses no battery... never needs a re-charge... works on a hand-generation principle. Colorful plastic case with spare bulb. Can be sold to everyone.

SOLD BY.....MERLIN & COMPANY



SENSATIONAL BUG EYES

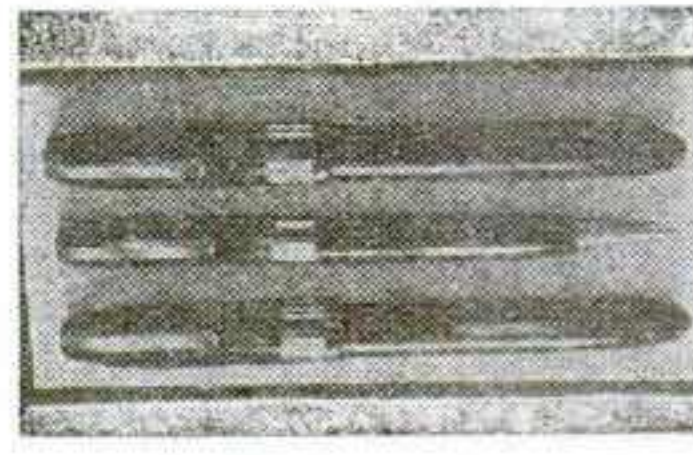
Here's the item that gets the practical jokers and should prove a good item for all novelty users. Mounted on an attractive display card, two dozen to each card, Bug Eyes sell on sight. You can still order this item for Halloween... but it's a year-round seller, particularly for the holidays.

SOLD BY...STANDARD SPECIALTY CO.

WEDDING AND FRIENDSHIP BAND

A beautiful cocktail band handset with seven simulated rubies or sparkling sapphires in rich looking sterling silver. Luxury that belies the low price. Here's an item you can mark in your book as a real sales getter. A marvelous combination for your Christmas gift trade.

SOLD BY....SUPERIOR JEWELRY CO.



THE TRIO PEN SET

Reported as the fastest selling pen set ever handled by this company, the trio consists of a fountain pen and ball pen and a fine mechanical pencil packed in an attractive gift box. Looks like a set that should sell for \$15.

SOLD BY.....GEM SALES CO.

THE ZEPHYR FOOD MIXER

Here's an item with unlimited demand as a gift... as a premium or for year-round sales. Lightweight yet sturdy, it comes complete with heat resisting Fire-King bowl. Has a two-speed motor that makes it easy and efficient to use on 95 per cent of a woman's mixing needs.

SOLD BY.....LYNN STEWART CO.



MEN'S WHITESTONE RING

The maker states that this patented ring already shows signs of becoming one of his best sellers. It has a 14k. rolled gold mounting and is set with a large center stone of approximately one and a half carats. Can be had with white or ruby side stones.

SOLD BY.....STERLING JEWELERS

(See POPULAR CHRISTMAS ITEMS on page 80)

GREATEST BALL PEN EVER MADE



First Time Shown!
New ROLLIT
 Retractable Point
BALL PEN

NEVER STOPS WRITING

Reloads in 2 seconds

A NEW EXCLUSIVE IMPROVEMENT

It's amazing—Squeeze, clip cartridge drops out—slip in new cartridge, squeeze clip and locks in position automatically.

- Push-pull for instant action
- No Cap or ink worries
- No stains on fingers or clothes
- Plastic barrel, gold or silver finished jacket, clip of anodized aluminum
- Cartridges come with red, blue or green ink
- Unconditionally Guaranteed against mechanical defects

\$7.20 Doz. Refills \$2.40 Doz.
 Sample \$1.00

25% With Order—
 Balance C. O. D.

Write for literature on other fast-selling merchandise.

MUTUAL Distributing Co.
 801-S Milwaukee Ave., Chicago 22, Ill.

BINGO CAGES



Wire and Rubberized Cages Now Available With Catalin Uprights and Chromium Finished Trimmings.

FOLDING CHAIRS
 SEND FOR PRICE LIST

New Style Bingo Blower, P.A. Systems and Complete Line of Bingo Supplies Available. Send For Free Catalogue.

MORRIS MANDELL, INC.
 Dept. B, 131 W. 14th St., New York 11, N. Y.
 Chelsea 2-3064

LEADING SELLERS IN FUR COATS

LOW JACKETS
PRICES CHOKERS • SCARFS
ALL GENUINE FURS
 Our new 1948 Sure Fire Line is our greatest variety of best sellers for you! Latest styles. All sizes. Write for FREE NEW COMPLETE CATALOG! Satisfaction guaranteed or money refunded. Prompt deliveries.

H.M.J. FUR CO.
 150-B W. 28th St., New York 1

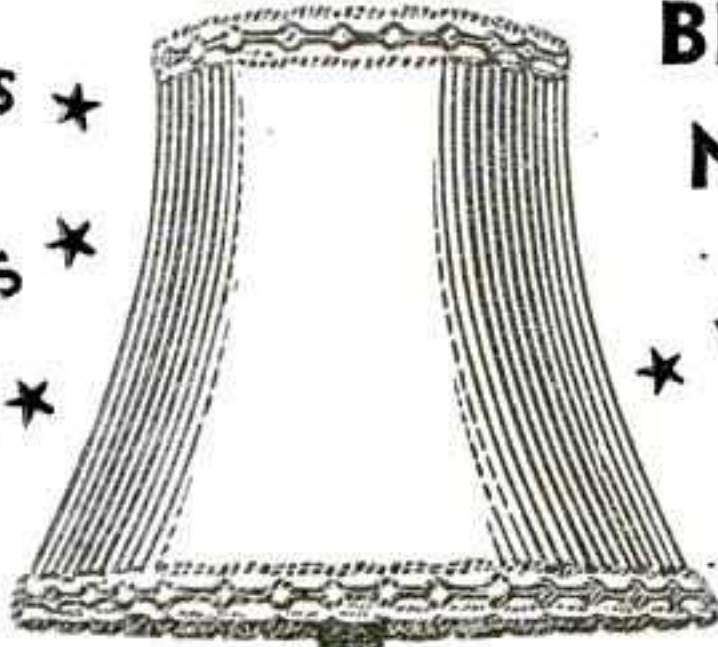
Hand Made 12K R.G.P. **THE NEW *CLIP TYPE EARRINGS** From \$1.50 Per Doz.
IS OUR SPECIALTY

Our new styles are money getters. Whitestones, Initials, Dangles. Send \$5 or \$10 for samples and prices. Manufacturer of Gold Wire Jewelry.

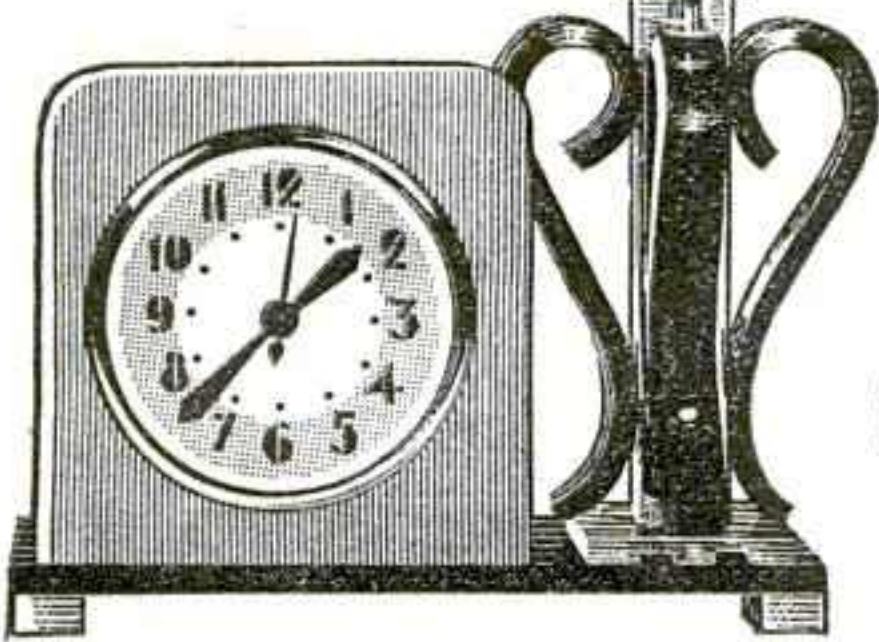
ALI BEN CREATIONS
 579 Lafayette Ave. Hawthorne, N. J.
 Pat. Pend.

Another CARTER Original!

PREMIUMS ★
CARNIVALS ★
GIFTS ★



BRAND NEW!
★ PUNCH BOARDS
★ PRIZES



Beautiful Lucite or Catalin
ELECTRIC CLOCK and
LAMP Combination
FULLY GUARANTEED

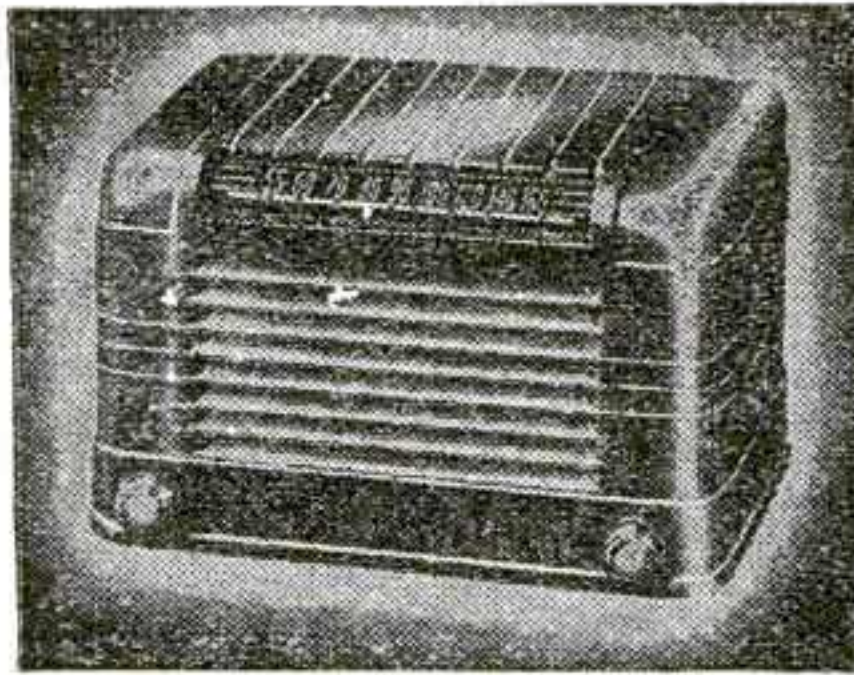
Available in red, green, blue and canary with ivory front and solid colors at no extra cost.

Samples, \$8.50 each. Twelve or more, \$8.00 each, F. O. B. New York. (*Slight additional charge if alarm clock requested.)

Nationally Advertised OXFORD Electric Clock,
*Alarm with Clock Optional

New Electronic RADIO

- ★ Large Plastic Cabinet
- ★ Size: 10" long, 6½" high, 6" deep
- ★ Automatic Volume Control
- ★ Super-Sensitive Transformer
- ★ Built-In Loop
- ★ Illuminated Slide Rule Dial
- ★ Works on AC & DC 117 Volts
- ★ Single Band Superheterodyne
- ★ Super 5" Alnico Speaker
- ★ Packed in Air-Cushioned Cartons



FULLY GUARANTEED

WRITE, WIRE OR PHONE
FOR SAMPLE AND QUANTITY PRICES

CARTER RADIO & APPLIANCE, INC.

43-45 43d Street, Dept. BB-2 Long Island City 4, N. Y.



KIM & CIOFFI

Reports from Opening Game Sales Prove BAR PIN a Terrific Winner \$12.00 Per Gross

Eagles vs. Bears 3372 Bar Pins sold
Georgia vs. Furman 1932 Bar Pins sold
Alabama vs. Miss. So. 2764 Bar Pins sold
California vs. Santa Clara. 2380 Bar Pins sold
Ohio State vs. Missouri . . . 3691 Bar Pins sold
Mississippi vs. Kentucky . . 2388 Bar Pins sold
Metal Cowbells \$24.00 Per Gross

Order early to insure delivery.
Demand is greater than supply
POPULAR COLORS STILL AVAILABLE
Send for free illustrated football catalog
912 Arch St. PHILADELPHIA 7, PA.
Ma 7-2283



STERLING JEWELERS has the biggest Xmas Values!

For your best Christmas business yet—buy from Sterling and profit greater. Sterling Jewelers offers you the finest fast-moving line of popular-priced rings in every style and every size—just check the prices—see the values Sterling offers!



MEN'S RINGS A red-hot new style

Heavy 14-Kt. rolled gold mounting set with approx. 1½ carat whitestone and four white or ruby side stones.

#8012 \$27.00 per doz.



Massive Men's 3-Stone Ring, 14 kt. rolled gold.
#4012---\$27.00 per dz.



Men's Massive S.S. Hematite, gold filled double warrior head.
#699—\$12.75 per dz.



Men's Popular S.S. Whitestone Solitaire. Neat and dignified.
#125SS—\$9.00 per dz.
Same ring, gold filled.
#125GF--\$11.00 per dz.



Ladies' Solitaires

Large center whitestone set in solid Sterling mounting. #A-1SS.

\$4.00 per doz.
\$42.00 per gr.

6-Stone Sterling Wedding Band to match. #B-6SS

\$5.00 per doz.
\$57.00 per gr.

Matched Five-Stone Solitaire and Six-Stone Wedding Band in S.S.
#477SS and B6SS

Only \$9.50 per dz. sets (24 rings)
Each style sold singly at \$5.00 per doz.

Same pair, gold filled.
#477GF—SOLITAIRE, \$6.00 per doz.
#B6GF—BAND, \$5.50 per doz.



Ladies' "Tiffany" Solitaire. S.S. or rolled gold. Whitestone (approx. 1 carat) with blue or white baguette sides. A perfect reproduction.
#018—\$12.00 per doz.

Available at the same price in either S.S. or 14 kt. rolled gold.



Beautiful Fishtail Band with 5 stones.
#1—\$2.85 per doz.
\$33.00 per gr.



Ladies' Ring, gold plated on base metal. Either white or yellow.
#S-42—\$3.00 per doz.



Sterling Silver or Gold Filled Cluster Ring. Available with beautiful birthstone colored centers. Surrounded with sparkling whitestones.
#863-SS—\$10.50 per doz.
#863-GF—Gold Filled, \$12.00 per doz.

Send orders in now! No shipping delay. We will send a \$10 or \$20 sample assortment or a catalog upon request.

Sterling jewelers

85 E. GAY STREET

COLUMBUS 15, OHIO

Merchandise You Have Been Looking For

Lamps, Clocks, Enamelware, Houseware, Aluminum Ware, Decorated Tinware, Toys, Every kind of Glassware, Blankets, Hampers, Hassocks, Plaster, Slum, Flying Birds, Whips, Balloons, Hats, Canes, Bail Come Specials, Bingo Merchandise.

Catalog Now Ready — Write for Copy Today

IMPORTANT To Obtain the Proper Listings, Be Sure and State in Detail Your Business and Type of Goods You Are Interested In.

ACME PREMIUM SUPPLY CORP.
1111 South 12th, St. Louis 4, Mo.

NEW EXCLUSIVE TRICK MATCH ASSORTMENT



They do the DARNEST things! SMOKE—SQUIRM—SPARKLE—BANG!

50 Popular 10¢ Items on this gorgeous MULTI-COLORED CARD that moves out the goods fast!

SPECIAL TRIAL OFFER Only \$7.50

- 1 Bamboozle Matches, Card of 50 10¢ Items\$5.00
1 Barrel o' Fun, Card of 15 25¢ Items 3.75
1 Jolly Jokers, Card of 40 10¢ Items 4.00
1 Moocher Matches, Card of 42 10¢ Items 4.20
1 Smokers' Fun Shop, Card of 53 10¢ Items 5.30

TOTAL RETAIL VALUE ..\$22.25

These Five Famous Carded Displays shipped by Express for only \$7.50. No C. O. D. orders. Rush Money Order today for these fast sellers.



JOBBER SUPPLIED

BIG PROFITS for you with this fast moving, year round Repeat Seller. Write for Quantity Prices.

LYLE DOUGLAS

Mfr. Joke Novelties

238 W. DAVIS DALLAS 8, TEXAS

ATTENTION!

GOLD WIRE ARTISTS

- Square and round rolled gold plate wire, all gauges and qualities. • Stone-set and plain bangles as follows: • hearts • stars • clovers • crescents • beaded hearts • wagon wheels • crosses, etc. • Jewel sets, all sizes, with 1 and 2 holes set with stones and pearls. • 3-stone ring top of beaded stock. • Beaded band wire. • Plain findings, such as crosses • anchors • bowknot pins • springrings • jumpings • swivels • chains • plain and twisted hoops • earwires • earcrawls, etc. • Hoop earrings • earrings for pierced and unpierced ears. • Hand-made adjustable bangle bracelets. • Wire knot rings of rolled gold plate. • Pearl plates of small shell. • Cameos, etc.

Write for \$5 sample order with price list. Deposit, \$2, bal. C. O. D.

EMROW JEWELRY CO. Box 93, North Station, Providence 8, R. I. Buy Direct From Manufacturer and Save

ATTENTION, WAGON JOBBERS

DISTRIBUTORS, AGENTS, P-N WORKERS, etc.

DELUXE BALL PENS

1 Doz. on Display Card, \$6.95 Sample, Prepaid \$.75 3 Doz. Lots, Doz. 5.95 12 Doz. Lots, Doz. 5.50 Guaranteed to write for years. A Streamlined Beauty, Gold Toned Cap and Clip.

NEW DRINKING BIRD #7 Plastic Drinking Birds, \$7.80 Doz. Sample, Prepaid \$1.00 3 Doz. or more, \$7.50 Doz. 6 Doz. or more, \$7.20 Doz. Cedar Chests, Gift Mds., etc. Send for Catalog. DELUXE SALES CO. Box D, Blue Earth, Minn.

POPULAR CHRISTMAS ITEMS

(Continued from page 78)

For addresses and prices of items shown below, see large ads in this section or write The Billboard, Popular Christmas Items Dept., 155 N. Clark St., Chicago 1



ELECTRIC CLOCK & LAMP

A new two-in-one item that combines an electric clock with a smartly styled lamp on one plug-in cord. Clock frame and base are of genuine lucite. The Oxford clock is self starting with sweep second hand. Choice of handsome color combinations or solids.

SOLD BY CARTER RADIO & APPLIANCE

BALLOON PARTY HATS

A Lee-Tex creation combining a gay balloon with a crepe paper party hat. The balloon has a simple wooden twist valve to keep it inflated. Hats fit snugly to the head. Packed in assorted colors, these balloon party hats are the newest novelty sensation by this firm.

SOLD BY LEE-TEX RUBBER PRODUCTS CORP.



ELECTRIC EYE DOLL

Adorable all-cotton stuffed dolls in assorted colored chenille fleece. Has a clever washable, fireproof plastic face. The eyes light as you touch. Has handy zipper back for replacing batteries. Measures 14 by 9 1/2 inches.

SOLD BY GOTTLIEB-CUTTLER CORP.

DICK TRACY WRIST RADIO

One of the cleverest items to reach the market. Combines the magic of the Dick Tracy name with a wrist radio that really works. Engineered by electronics experts, it is factory inspected and tested for perfection. No batteries, tubes or electricity, absolutely safe to use. Picks up its energy (with aid of suitable aerial and ground) from power transmitted by broadcasting stations.

SOLD BY I. GELLER



ELECTRIC DRY SHAVER

A natural for gifts, premiums and prizes. Has self-sharpening shearing mechanism that never needs oiling. Nickel-plated copper cutting head. No switch to get out of order. Guaranteed for one year against defects in workmanship and materials. Factory service for life.

SOLD BY SPECIALTY SALES CO.

(See POPULAR CHRISTMAS ITEMS on page 82)

"TO-DAY'S" Prices 7 JEWEL



Accurate precision movement, Chrome Case, red sweep second hand, also 7-jewel marked on the dial. Colors, white gold and black. Unbreakable Crystal. Outstanding value—

\$6.75

Act fast. Price subject to change.

15 JEWEL

Movement insures accuracy. Stainless Steel Back Second Hand, Unbreakable Crystal, Chrome Case Radium. 10 1/2 Lines. Price—

\$9.25

with Leather Strap

\$11.25

with Cold Filled or Silver Expansion Band. Add \$1.00 additional if waterproof case desired.



TIMELY GIFT ITEMS

- EXPANSION WATCH BANDS—Ladies' and Men's Sterling Silver or Gold Filled. Each \$2.25
MASONIC RINGS—Sterling Silver with Eagle design on shank Gold Filled Emblem heavy weight ring. A beauty. Dozen \$14.00
STONE RINGS—Men's 1/20 12K Gold Filled Imitation Diamond. Modern design. Dozen \$17.50
RUBY RINGS—Men's 10K solid GOLD. Modern design. Outstanding Brilliance. Each \$9.50
BABY RINGS—All with stones Gold Plated Finish. Czech Made. 6 Doz. in Box. Gross \$1.30
COMPACTS—Metal, Hard Enamel Bottom. Genuine Pearl Top. Size 2 3/4 x 2 1/2 inch. Finest quality merchandise. Dozen \$12.00
CROSS AND CHAIN—14K Gold Plated. Carved. Size Cross is 1 1/2 inch. Attractive. Dozen \$9.50
LOCKET—Baby Size with a 10K Solid GOLD Locket, Silver Gold Plated Chain. Dozen \$12.00
PRAYER BEADS (ROSARIES)—All Colors, Glass Beads for Men and Ladies. Chain Gold Finish, boxed. Dozen \$4.50
BELTS (GARRISON)—Genuine Cowhide. Width 1 3/4 inch. Russet or Mahogany, all sizes. Dozen \$9.50
HUNTING OR FISHING KNIFE—Fine Sheath included. Beautiful Handle, Fine Quality Steel, 5 1/2 inch Blade. Each \$1.45
LIGHTERS—"Handy-Lite" Stainless Steel, no wheels, gears, mechanism never fails. Retail 40¢. Dozen \$1.25
HANDKERCHIEF SETS—Embroidered, 3 pieces in a box. Ladies' assorted color silk on White. Dozen \$5.75
GIFT SAMPLES—Locket, Bracelets, Brooches, etc., 5 assorted pieces. Gold Plated, Silver \$2.50

JULIN CO. WHOLESALE DIST. SINCE 1932 221 Fourth Ave., New York 3, N. Y.

ATTENTION!

Carnival, Bazaar, Bingo, Concessionaires & Salesboard Operators



Beautiful Bobbing BIRD WALL CLOCK

HAND-CARVED, HAND-PAINTED PENDULUM WALL CLOCK Framesize 6"x9"

SAMPLE

\$4.50

\$48.00 Per Doz.

Artistic reproduction of Swiss Chalet Clock. Two-tone, rich antique walnut and gold wood finish. Easy-to-read Roman numeral dial and winding chain. Runs 24 hours without winding. Pendulum and Bird constantly moving.

FACTORY MONEY-BACK GUARANTEE WITH EVERY CLOCK

25% DEPOSIT, BALANCE C. O. D.

CROWN NOVELTY CO.

2960 West 23rd St., Bklyn 24, N. Y.

DEMONSTRATORS, PITCHMEN, PROMOTIONAL ITEMS



- Newest sensational Ladies' Baguette Engagement Ring \$ 9.00
Ladies' Large Sterling Cluster Ring 12.00
Ladies' Sterling Fishtail Engagement Ring 6.75
Sterling Fishtail Wedding Band 5.50
Men's 3-Stone Ring, All Whitestone—Sterling 12.00
or Ruby Center—Gold Filled 18.00
Men's Heavy 3-Stone Ring, All Whitestone—Sterling 22.50
or Ruby Center—Gold Filled 27.00
Wide Gold Filled Friendship Rings 6.00
Gold Plated Chatelaines and Pin and Earring Sets 6.75
Sterling and Gold Filled Anklets 5.00
Ladies' Heavy Identification Bracelets 2.75
Men's Heavy Identification Bracelets 3.75
Latest Styles in Men's and Ladies' Sterling and Gold Filled Whitestone and Signet Rings. 20% Deposit, Balance C. O. D. Samples, \$15.00.

JACK ROSEMAN CO.

307 5TH AVE. NEW YORK 16

POCKET KNIVES At REDUCED PRICES!

From dainty MIDGETS to robust AUTOMATICS!

SAMPLE ECONOMY ASSORTMENT, 14 Excellent Knives, all different Styles, Sizes and number of Blades! Truly a VALUABLE BUY OF LOW-PRICED, POPULAR-BRAND KNIVES! Only \$16

—Full Satisfaction Guaranteed—

- SPECIAL Pre-Xmas SALE
PUSH-BUTTON AUTOMATICS, \$21.00
3" Blade Doz.
Sample Knife, \$2.00 5.40
MIDGETS, Newest Fancy Styles, Only Doz.
Samples (6 Ass'd. Styles), \$3.00. 20% Deposit, Balance C. O. D.

S. RABINOWITZ CO. 108 Neptune Avenue Brooklyn 24, N. Y.

1 STARTS YOU IN BUSINESS

TIES LINED ON BOTH ENDS 100% WOOL INTERLINING Large assortment of patterns. RAPID FIRE \$1.00 seller. Costs you \$7.00 per doz. You make \$5.00 per doz. SEND \$1.00 FOR SPECIAL INTRODUCTORY OFFER OF 2 lined ties. PHILIP'S NECKWEAR 20 WEST 22nd STREET, Dept. B-81 NEW YORK 10, N. Y.

BALLOON HATS

Complete line of Paper Hats, Balloon Hats, Paper Vans, Xmas Corsages, Signs and Empty Red Net Xmas Stockings. Samples, \$1.00. Open to rated Jobbers, Dealers or Specialty Salesmen.

JOHN F. HOUGHTALING Box 7034, Sta. G, Los Angeles 37, Calif.

ELECTRIC CLOCKS

GUARANTEED MOVEMENTS

Self Starter Electric Alarm Clock

\$3.55

Each in lots of 12 or more



Maple finish. Westinghouse guaranteed. Licensed movement. In 4 asst. styles.

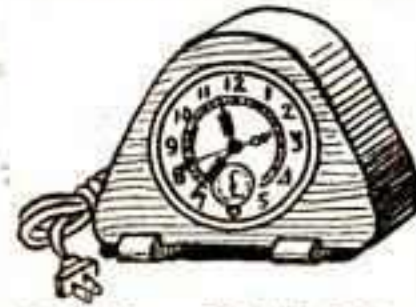
Fireside Mantel Clock



\$5.35

Each in lots of 12 or more. Maple and Mahogany finish. Westinghouse guaranteed. Licensed movement. Extra switch controls Fireside Light.

Self Starter Electric Alarm Clock



\$4.05

Each in lots of 12 or more. Maple and Mahogany finish. Westinghouse guaranteed. Licensed movement.

Self-Starting Westinghouse

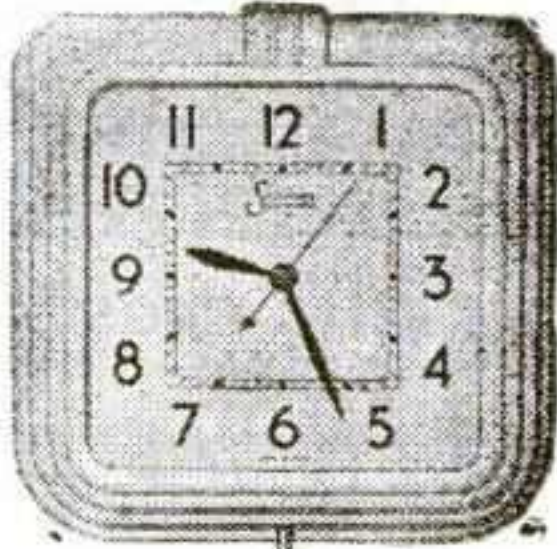
STATUE OF LIBERTY CLOCK



18 Inches High
It's Bronze Finish All Metal

SPECIAL \$5.50
in Dozen Lots
SAMPLES \$6.00

"SESSIONS CLOCKS"



\$2.96 Each, Lots 12

No. 386W—7" Wide, 7 1/2" High, 5" Square Dial. White Plastic Molded Case. Self-Starting Electric Time Movement With Convenient Bottom Hand Set.



\$2.90 Each, Lots 12

No. 451W—7 1/2" Wide, 4 1/2" High, 3 1/2" Metal Dial. Ivory Colored Plastic Desk Clock With Self-Starting Electric Time Movement.

GOTTLIEB-CUTTLER, CORP.
928 BROADWAY NEW YORK CITY

25% Dep., bal. C.O.D.
WRITE FOR NEW 1948 LIST

MEN'S FLASHY WHITESTONE RINGS



BB-164 Men's Heavy 1/30-14K RGP. All Whitestone or Red Stone combination. **\$27.00** Doz.



BB-291 Men's Heavy 1/20-12K gold filled all Whitestone or Ruby center. **\$27.00** Doz.



BB-163 Men's Heavy 1/30-14K RGP imitation Star Sapphire with 2 White Side Stones. **\$27.00** Doz.

SAMPLE OF 3 MEN'S RINGS AS ILLUSTRATED. \$6.75

BB-200—Regens Automatic

STORMLITER

Nationally known famous quality lighters. Fully guaranteed.

\$10.80

Doz.



BB-501—Men's Beautiful Swiss

DRESS WATCHES

\$4.25 ea.

Famous quality watches with large sweep second hand. Accurate time-keepers.



25% deposit, bal. C. O. D.

WRITE FOR NEW CATALOGUE

WRITE—WIRE—PHONE

TUCKER-LOWENTHAL CO.

5 E. Wabash Ave.

PHONE: DEArborn 1403 or 1921

Chicago, Ill.

LEVIN BROS.' PRICES ARE LOWER!

Order From This List and Save

2" Jumbo Paper Leis	Gr. \$ 5.50	Plastic Thimbles	Gr. \$.85
1" Medium Paper Leis	Gr. 3.50	Plastic Toy, Kn., Fork, Spoon	Gr. .85
1" Medium Cellophone Leis	Gr. 6.75	Band Rings, White Metal	Gr. .80
36" Swaggers, Lancaster	Gr. 9.75	Band Rings, Gold Plated	Gr. 1.65
R.W.B. Batons w/Bells	Gr. 16.50	Stone Set Rings	Gr. 1.00
R.W.B. Batons w/o Bells	Gr. 14.00	Ash Trays, Metal, Enameled	Gr. 3.00
6-8" Tails w/Comic Cards	100 5.50	Cigarot Cases, Enam. Metal	Gr. 4.50
16-18" Heavy Bushy Tails	100 30.00	Beacon Toba Blankets	Er. 2.70
Yellow Whistle Birds	Gr. 9.00	Beacon Midway Blankets	Er. 2.70
Metallic Whistle Birds	Gr. 12.00	Electric Dice Lamps	Dz. 16.00
Oak Brand 4" Dart Balloons	Gr. .95	Pin-Up Plaque, Horseshoe	Gr. 10.00
Worth Baseballs	Gr. 2.15	Glass Min. Hdle, Mugs	Gr. 3.40
Plaster Doll, Asst. 13 1/2 to 15 1/2	Dz. 3.00	Whiskey Glasses	Gr. 3.25
Plaster Plaque, Asst. Fruits	Dz. 3.00	9 oz. Glass Tumblers	Gr. 3.95
Chinese Paper Snakes	Gr. 16.00	Juice Tumblers	Gr. 3.50
Felt Cholo Hat	Gr. 25.00	Glass S & P Shakers	Gr. 2.90
Felt Spanish Hats	Gr. 30.00	Glass Candle Holders	Gr. 4.50
Pin Wheels, Seconds	Gr. 4.25	Glass Dessert Dishes	Gr. 4.25
Comic Books, Small	Gr. 1.25	Glass Custard Cups	Gr. 4.25
Comic Books, Large	100 3.00	Glass Hdle, Grape Dish	Gr. 4.85

NEW FALL AND WINTER CATALOG READY — WRITE FOR YOUR COPY AND STATE YOUR BUSINESS

ORDER IN UNITS LISTED—NO LESS SOLD
25% DEPOSIT REQUIRED ON C. O. D. SHIPMENTS

LEVIN BROTHERS

Established 1886
TERRE HAUTE, INDIANA

LEAD WITH "ACE" STUFFED TOYS!

DOWN GO OUR PRICES!

No. 252X—GRIZZLY BEAR

Beautiful animal in long-hair fur, 30" tall. Assorted colors. Packed 1 dozen to the carton.

ONLY \$42 DOZEN

No. 240—Same Grizzly Bear in Rayon Plush. Asstd. colors. 28" tall.

SPECIAL \$27 DOZEN



Send for 16 page Catalog listing 37 other numbers.

STATE DEPT. "B"

No. 10—PLUSH SCOTTY
Size 12"x10". Asst. colors. **\$8.00** Doz.
SPECIAL

No. 99X—SITTING DOLL
16"x8" PRESSED MASK **\$9.00** Doz.
FACE, RAYON PLUSH.

25% deposit with orders, balance C. O. D. (if not rated)
CHOICE TERRITORIES OPEN FOR REPRESENTATION

ACE TOY MANUFACTURING CO.

Manufacturers of Fur Stuffed Toys
122 WEST 27TH STREET NEW YORK 1, NEW YORK



SEND FOR OUR NEW 1947 CATALOG

ILLUSTRATING A COMPLETE LINE OF CONCESSION GOODS AND NOVELTIES, INCLUDING:

Beacon Blankets — Aluminumware — Electric Clocks and Appliances — Chromeware — Dolls — Stuffed Toys — Plaster — Balloons — Whips — Canses and hundreds of other fast selling items too numerous to mention. You can't afford to miss the

hundreds of "money making" values to be found in this truly money saving "Buyer's Guide" which is now available.

SEND FOR YOUR FREE COPY TODAY

GELLMAN BROS. Inc. 119 NORTH FOURTH ST. MINNEAPOLIS 1, MINN.

Everlast THE MOST SENSATIONAL OFFER IN PEN HISTORY



18.00

DOZEN SETS

Sample Set \$2.00

ATTRACTIVELY BOXED

GEM SALES CO.

533 WOODWARD AVE. DETROIT 26, MICH.

Attention, JOBBERS! Don't Wait—Order Today THE NEW TRIO SET OF WRITING INSTRUMENTS

A Matching Set of THREE Pens & Pencils. Everything Under the Sun in Writing.

LOOKS LIKE 10 TIMES ITS VALUE AND PERFORMS LIKE IT

Has Terrific Sales Appeal

- A Precision Writing Fountain Pen.
- A Highly Perfected Ball Pen.
- A Mechanical Pencil That Propels—Repels—Expels.
- Richly Finished with Gold Plated Trimmings.

1/3 Deposit with order, balance C. O. D.

EXTRA SPECIAL!

In the original containers—
**BRAND NEW U. S. GOVERNMENT
GENUINE NYLON
PILOT PARACHUTES**

(30-inch diameter)
Complete with Automatic Metal Release
Device as used in the U. S. Air Forces.

A TERRIFIC 69¢ SELLER

As a toy, kids have loads of fun tossing this
well-made, light-weight parachute into the
air and watching same float gently to the
ground. This item actually cost the govern-
ment \$4.80. It is being offered to dealers
for resale as a toy.

\$36.00 Per Gross

**SAMPLE DOZEN SENT POSTPAID FOR
\$4.00**



★ **DANCING
HEPCATS**

★ Still selling in a
big way, wherever
shown. Comes
complete with
instructions and
bags.

★ **\$12.00**
Per Gross

★ **SIX SAMPLES
\$1.00**

**GIANT 1030
AIRSHIPS**

These are the largest packaged SILVER AIR-
SHIPS, WITH CABINS AND FINS. Every
one is a worker. A terrific 35¢ seller from
now until after Xmas. Fair workers are
selling five to ten gross per day at 35¢ each.

\$9.50 Per Gross

TEN SAMPLES \$1.00



Here is a brand new,
pure rubber, noise mak-
ing doll. Stands over
ten inches high. Just
squeeze them and the
customers start buying.
Comes in an assortment
of colors and facial
characters. A fast 35¢ seller.

\$24.00
Per Gross

**FOUR SAMPLES FOR
\$1.00**

**HERE ARE OUR LOW PRICES ON
AIR TESTED
FIRST QUALITY TOY BALLOONS
(PURE LATEX)**

#5's \$1.10	#13 Paddles \$5.50
#7's 2.25	#16 Paddles 7.50
#9's 3.25	#7 Catheads 3.60
#418 1.65	#10 Catheads 5.25
#524 3.25	#18 Footballs 6.25

All prices F. O. B. Washington, D. C.
25% deposit required.

TERRELL-KOEHLER ENTERPRISES
802 F ST., N.W. WASHINGTON, D. C.

**AIRSHIPS
NEW WORKERS &
NEW PRICES**

All-Silver balloons. Envelopes printed front
and back. Outstanding flash, finest quality
merchandise. Come in two sizes.
#524 Airship, Complete, Fins,
Cabin and Envelope. Per Gross. \$ 6.50
#850 Airship, Complete, Fins,
Cabin and Envelope. Per Gross. 10.00
Workers. Per Doz. 3.50
Cabin and Envelope Without Bal-
loon. Per Gross 3.25
Minimum Order Cabin & Envelope, 10 Gross.
Send 75¢ for sample set of #524, #850,
Cabin and Envelope Without Balloon, and
Worker.
25% Deposit on All Orders. Balance C. O. D.

**FIG FLASH
JACK KELLER**

128 W. VINE ST., READING 15, OHIO

**MAN'S GENUINE
ZIRCON
RING \$10.95**

Flashing Siam For
Zircon in mas- Resale
slve 10-kt. yellow gold set-
ting. Send ring size. For
personal use, add 20%
Fed. Tax.
VOGUE JEWELERS
Dept. 125
1003 Locust, St. Louis, Mo.



PLASTER NOVELTIES

— Attention Carnivals, Circuses, Novelty Shops —
We have assortment of large, medium and small
novelties—Flash items with tinsel and high gloss.
Write for particulars and prices.

ROWLAND PRODUCTS COMPANY
3170 Essex Rd., Cleveland Hqts., Ohio
Phone: Yellowstone 3880

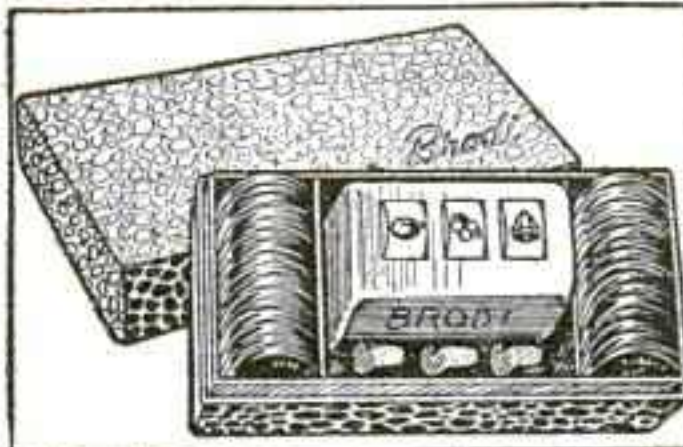
POPULAR CHRISTMAS ITEMS

(Continued from page 80)

**MINIATURE SLOT
MACHINE**

Can you imagine the demand for this
popular party item. Acts like the real
thing, coming complete with chips for the
payoff in a handsome leather-grained carry-
ing carton. Chips are sturdy composi-
tion and come in a variety of colors.

SOLD BY.....M. D. ORUM



**THE BING CROSBY
DERBY**

All the fun, fascination and thrill of an
actual horse race packed into this new
sensational game that bears Bing Crosby's
endorsement. Backed by powerful national
advertising, this should prove to be a
popular Christmas item and a sales getting
addition to your stock.

SOLD BY . . . FISHLOVE INDUSTRIES

5-IN-1 GAME TABLE

Monte Carlo game table gives five games
in one . . . roulette, chuckaluck, cards,
chess and checkers. National advertising
has already created a terrific demand for
this item. Your customers will be pre-
sold, so be sure you have it in stock.

SOLD BY.....D. A. PACHTER



**NOVELTY CHARM
BRACELET**

Here's that item to drive the high school
set wild. A charm bracelet with ball-point
pen and notebook with paper. The chain
is white or yellow plate with ball point
pen and notebook cover to match. You
can retail this item for \$1.95 for volume
sales.

SOLD BY.....BEILER-LEVINE

**AUTOMATIC PIPE
LIGHTER**

Mart's answer to the pipe smoker's
prayer. A downdraft automatic pipe
lighter that is really windproof. The per-
fect gift for that pipe smoker, also for
premiums, prizes, etc. Can be used for
any purpose where a flame is needed in
windy weather.

SOLD BY . . . CLARK INDUSTRIES

**"LAST SUPPER" ART
PLATES**

Beautiful 10-inch chinaware plate bor-
dered with a delicate, leaf-lace design in
pure, 23-k gold. In the center—in nine,
glowing colors—is a faithful reproduction
of Leonardo Da Vinci's world-famous

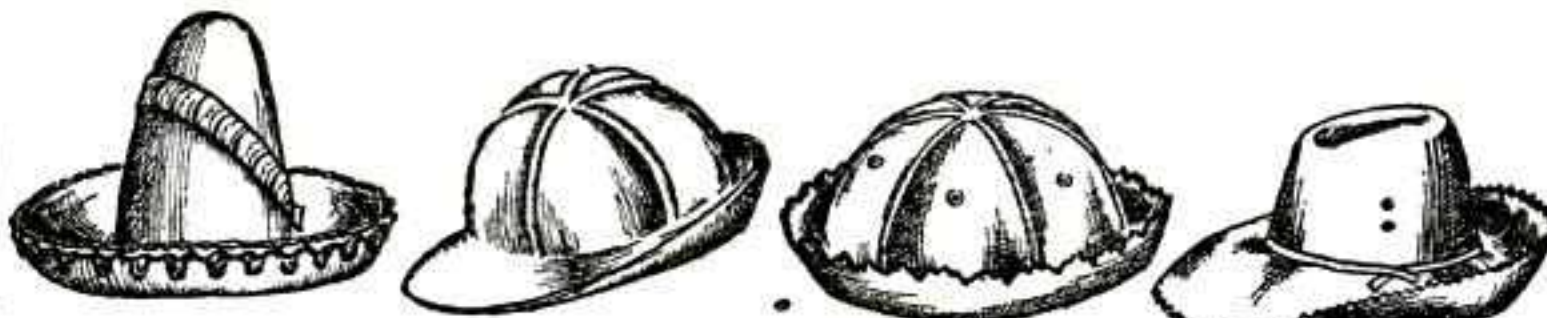
painting, The Last Supper. The china-
ware is an opaque white of excellent
quality. Its extraordinary beauty captures
interest and its religious significance
makes it an excellent merchandise item
for the Christmas trade. The plate can
be hung on the wall, displayed on plate
racks or utilized as serving plates.

SOLD BY . . . SANDERS MFG. CO.

For addresses and prices of items shown above, see large ads in this section
or write The Billboard, Popular Christmas Items Dept., 155 N. Clark St., Chicago 1

Get Your NOVELTY HATS Now!

- ASSORTED COLORS • QUALITY FELT •
- IMMEDIATE DELIVERY •



Gay "SOMBRERO"
Caudy trimming,
ELASTIC chin band.
Plenty of flash!

Colorful "CREW"
Suitable for em-
broidery writing.
Sure fire seller!

Famous "GOB"
Suitable for em-
broidery writing. A
good repeat item!

Natty "WESTERN"
Forms many shapes.
ELASTIC chin band.
Popular? You bet!

We do not sell to the consumer trade. Jobbers' inquiries invited.

WRITE OR WIRE FOR PRICE LIST

BENAY-ALBEE NOVELTY CO.

201 GREENE ST.
NEW YORK 12, N. Y.

CONCESSIONAIRES...SALESBOARD OPERATORS...CANVASSERS...GIFT SHOP DEALERS
Here is the item that every home wants!

THE FAMOUS WILLIAMS 1880 SILVERWARE

"Roberta Pattern"

This flatware is service for 8, consisting of knives, spoons, forks, teaspoons, dessert
forks, butter knife and sugar shell. Complete in a beautiful tarnish-proof chest.
This silverplate must be seen to be appreciated.

A TERRIFIC FLASH

Retails for \$29.95

\$12.50 in Dozen Lots

Sample Set \$14.50

25% deposit with order, balance C. O. D.

STRATFORD DIST., INC.

118 EAST 28 ST.

NEW YORK 16, N. Y.

**IMMEDIATE DELIVERY
The New PRESS-TO-MAGIC
Automatic
POP-UP TOASTER**



Retail **\$19.95** All tax 5%
Included. higher in
Zone 2.

\$13.75 each for 1 to 11 Toasters
13.30 each for 12 to 35 Toasters
12.97 each for 36 or more
(Minimum order for 6 Toasters)

Packed individually, six to a master carton.

Weights 37 lbs.

C. O. D. 25% with order.

F. O. B. Brooklyn, N. Y.

800-Watt nichrome element that toasts with-
out charring. Permanently attached cord set.
Approved by Underwriters' Laboratories. Steel
casing with polished hard chrome finish. New
Pat. Pend. shaker-designed crumb remover.
Price fixed.

Bernard M. Luloff Co.

473 Hudson Ave., Dept. B2, Brooklyn 1, N. Y.

**CONEY ISLAND
SPECIALS**

- ANTI GRAVITY (Bottle Trick). Doz. . . \$3.00
- BLOODY POWDER (Pkgs's). Gr. . . . 4.00
- BITTER TOOTHPICKS (Pkgs's). Gr. . . . 4.00
- BRIDE'S CONFESSION (Buzzer). Gr. . . . 8.00
- CIGARETTE BITTERS (Pkgs's). Gr. . . . 3.50
- CIGARETTE THRU HANKY. Doz. . . . 3.00
- CIGARETTE LOADS (Pkgs's). Gr. . . . 4.00
- CHINESE ILLUSION (Metal Rings). Gr. 8.00
- COMIC CIGARETTE LABELS. Gr. . . . 1.80
- COMIC THEATRE TICKETS. Gr. . . . 2.50
- FAMOUS T PUZZLE. Gr. . . . 3.00
- GREAT HINDOO MYSTERY. Gr. . . . 8.00
- HOT CIGARETTE POWDER (Pkgs's). Gr. 3.50
- HOT TOOTHPICKS (Pkgs's). Gr. . . . 4.25
- HOT GUM (Chewlets). Gr. . . . 4.00
- HOT GUM (Slices). Gr. . . . 6.25
- ITCH POWDER (Cans). Gr. . . . 4.00
- INVISIBLE INK (Pkgs's). Gr. . . . 4.00
- JOY HAND BUZZERS. Doz. . . . 6.50
- LUMINOUS POWDER (Pkgs's). Gr. . . . 7.00
- MIRRORS (Upside Down). Gr. . . . 7.00
- MIRRORS (Pin Up Girls). Gr. . . . 4.00
- SHOOTING BOOK MATCHES. Gr. . . . 3.50
- SNEEZE POWDER (Pkgs's). Gr. . . . 1.50
- SCOTCH PIPES. Doz. . . . 7.00
- STINK PERFUME (Bottles). Gr. . . . 7.00
- VENTRILLOS (Best). Gr. . . . 4.00
- WHISTLING CAR TORPEDOS. Doz. . . . 1.50
- WONDER MOUSE (Carded). Gr. . . . 6.50
- 200 OTHER JOKE ITEMS. CATALOG FREE.

DEPOSIT WITH ORDER. BALANCE C. O. D.
HARRY SCHWAMM, Dept. B. C.
237 EAST NINTH ST., NEW YORK 3, N. Y.

SLUM

(GIVE-AWAYS)
Novelties, Toys, Brooches, Pins, Kids,
Necklaces, Jewelry, Cosmetics, many oth-
er items too numerous to mention.
3,000 Pieces, Ass't.

\$25.00

SOME ITEMS RETAIL UP TO 25¢ EACH.

NEW ITEM!

LUCKY NOVELTY

PRIZE BOXES

ASSORTED NOVELTIES OF ALL KINDS
\$4.50 Gr. Boxes

5 Gross Lots—\$4.00 Gr.

25% Deposit, Balance C. O. D.

Mdse. Distributing Co.

19 E. 16 ST. NEW YORK, N. Y.

**FOUNTAIN
PENS**

★ **Send for
Price List** ★

STARR PEN COMPANY
54 W. ILLINOIS ST. CHICAGO, ILL.

DEMONSTRATORS—JEWELRY WORKERS—ATTENTION!

 No. 3R157 Per Doz., \$4.00	 No. 3R180 Per Doz., \$4.50	 No. 3R178 Per Doz., \$5.60	 No. 3R195 Per Doz., \$7.20
 No. 3R220 Per Doz., \$9.00	 No. 3R239 Per Doz., \$5.25	 No. 4R208 Per Doz., \$7.50	 No. 4R259 Per Doz., \$12.00
 No. 4R304 Per Doz., \$24.00	 No. 4R279 Per Doz., \$27.00	 No. 4R172 Per Doz., \$12.00	 No. 4R269 Per Doz., \$12.00

WE CARRY THE MOST COMPLETE LINE OF ENGRAVING JEWELRY!

 No. 4X3—Gold Finish \$2.10 Dozen	 No. 1X7 \$12.00 Per Gross
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NO. 4X14—GOLD FINISH ... \$2.65 DOZ. | NO. 4X15—WHITE FINISH ... \$2.65 DOZ.

Over 300 different ring numbers in stock!!!

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5 N. WABASH AVENUE
CHICAGO 2, ILLINOIS

THE S. & P. NOVELTY CO.

428 SIXTH ST., N.W.

WASHINGTON 1, D. C.

NOVELTIES AND BALLOONS FOR ALL OCCASIONS

Christmas Balls, 2 1/4", glass, Gr. \$ 7.00	Small Challo Hat, felt, Gr. \$29.00
Christmas Light Sets, 3,000 hrs. Doz. 26.10	Large Spanish Hat, Gr. 28.00
Display Elec. Bells, sgle. Ea. 1.80	Confetti, 100 bags, Carton 3.00
dble. Ea. 2.20	Tissue Lanterns, assort. colors, Doz. 3.50
Dancing Santa Claus, Gr. 8.50	Stuffed Panda, Doz. 16.50
Life size, art-tissue Santa (5' 6") Doz. 30.00	Piggy Bank Lamps (pink and blue), Doz. 28.50
Green Tissue Trees, Doz. \$1.00, \$1.80	Silent Flame Lighters (Desk), Doz. 18.50
Red Tissue Bells, Gr. 6.48	Rubber Squeeze Doll, Doz. 1.85
Christmas Banner, Doz. 5.00	#9 Xmas Print Balloons, Gr. 4.50
New Year Banner, Doz. 5.00	#7 Xmas Print Balloons, Gr. 3.30
Christmas Sign, Doz. 1.60	#14 Kat Head Toss-Up, Gr. 9.25
New Year Sign, Doz. 1.66	#526 Toss-Up, Gr. 4.20
Christmas Decoration, Doz. 4.50	#3005 Assort. Balloon Package, Gr. 10.00
New Year Decoration, Doz. 4.50	#1030 All Silver Airship, Gr. 8.75
Display Grass Mats, tissue, Ea. 3.00	(Free Worker Each Gross)
1948 Bands, Doz. 1.32	#9 Balloons, all red, Gr. 4.00
Foil Crowns, Doz. 1.00	24-inch, all red, Gr. 12.00
Horns with Tassels, Doz. 1.20	24-inch, Bl., Org., Yel. Gr. 11.52
Horns, Doz.72	40-inch, all red, Per 100 15.00
Christmas Candy Boxes, Per 100 3.60	40-inch, all orange, Per 100 10.00
Metallic Masks, Gr. 4.50	6-Ft., blue or orange, Per 100 21.00
Black Masks, Gr. 1.20	2-Inch Musical Horns, Per 1,000 6.50
Party Hats, Reg. Hd. size, felt, Per 100 25.00	Balloon Sticks, Gr.75
Party Hats, Miniature, felt, Per 100 12.50	Airship Workers, Ea.50

All prices F. O. B. Washington, D. C.
A 25% Deposit required with all orders.

Phone: Republic 6961

Here It Is, Men:-
Newly Invented Portable
"POT LUCK"

Just like the original . . . a portable that makes everyone excited . . . they thrill when they push the plunger and the old familiar cherries, bells, etc., spin . . . more fun than a circus when they hit the jackpot and rake in the chips.



Size
3 1/2" x 4 1/2"
Retail Price,
\$3.00.
50 Per Cent
Off in Doz.
Lots or More.

FUN FOR ALL—Big Profit for You

Show . . . Display "POT LUCK" . . . its shiny, two-toned durable steel body along with the chips . . . instructions to make "POT LUCK" an Eye Catcher and fast seller.

COMPLETE OUTFIT—\$18.00 a Dozen

ORDER NOW!

Get in fast on this new item. Price, \$18.00 Dozen F.O.B. N. Y. Sample at \$3.00. Send money order. On quantity purchase 25% advance required and you can pay balance C. O. D.

WRITE NOW TO

FIFTH AVE. MDSE. MART

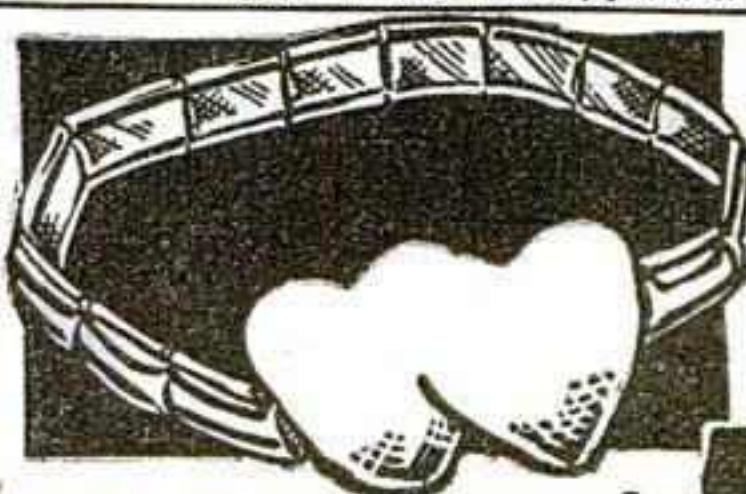
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SUPERIOR SELLS BETTER!

SOMETHING NEW IN LADIES' STRETCH BANDS!



A gracefully designed stretch band that will fit any wrist and watch. Looks like the expensive types. Choice of white, yellow or pink finish—\$6.00 a dozen.



ROMANCE BRACELET

THE PERFECT XMAS GIFT ITEM. A cleverly designed stretch band bracelet with double heart attachment. White, yellow or pink finish.

\$6.00 DOZEN

WITH LOCKET ATTACHMENT \$8.00 DOZEN

NEW CATALOG NOW READY

SUPERIOR JEWELRY CO.

740 SANSON ST., PHILA 6, PA.

**Genuine Filigree
PIN & EARRING SETS**

Increase
SALES
PRESTIGE
PROFITS

SPECIAL
PRICE
\$8.00
Doz.

Dozen
Assorted
Samples,
Boxed
\$9.00

Best Sellers Everywhere!
Individually packed in
cotton-padded boxes.
Three glamorous finishes:
18K Pink Gold Plated,
22K Yellow Gold Plated,
Silver Nickel Plated.

Six Different Styles.

1/2 Deposit With Order—
Balance C. O. D.

Free Catalogue on Request

Novel-Art Mfg. Co.

187 East Broadway
New York 12, N. Y.

INDIAN HAND WOVEN TIES

100% WOOL. Finest, full-length. Beautiful color combinations in plaids and stripes. Also rich, colorful solids in Blue, Brown, Red, Gray, etc. . . . Ideal Fall and Christmas numbers. Shipped assorted.

Dozen \$7.80. 1/2 Gross \$45.00. Gross \$85.00
25% deposit with order, balance C. O. D.
Sample prepaid, \$1.00.

Domestic & Import Sales Co.

2417 McKinney Ave.

Dallas 4, Texas

LAMPS—IMMEDIATE DELIVERY

TABLE LAMPS \$15.00 Doz.
BED LAMPS \$15.00 Doz.
DICE LAMPS \$16.00 Doz.

Minimum order, 1 dozen.
Send For Our Complete Carnival Catalog.

STANLEY TOY & NOVELTY COMPANY
110 WEST BROAD ST. RICHMOND 20, VA.

RED HOT



THEY ARE NEW

AND SELLING FAST



Practical jokers are laughing their heads off over this new gag that's sweeping the country. Nothing like it on the market. Set of 10 bottle labels. All different—Belly Wash, Skunk Hollow, Hair O' The Dog, etc. Everybody wants a set for his own bottles. NOVELTY DEALERS, PITCHMEN, —costs you 50 cents per set. Retail at \$1. Send 25 cents for sample set. NONE FREE.

LANKER LABELS

Dept. B, 17121 Van Buren, Detroit 28, Mich.

FOOTBALL SUPPLIES

- Any College, Any Team!
- FOOTBALL BADGE, illus. Per 100 \$8.00
- GOLD FOOTBALL, American Made, Beautiful Finish. Gr. 4.95
- TIN FOOTBALL, Color Brown. Per 100 3.50
- PLASTIC FOOTBALLS, Per Gr. 3.50
- PENNANTS, Heavy Felt With Tie-Backs, Per 100 15.00
- PENNANT CANES, Per 100 1.75
- RIBBONS, Any Color Per Yd. .04
- RABBITS, FEET, With Key Chains (Extra Large) Per 100 5.00
- FEATHERS, Including Letters, Per 100 4.00
- FOOTBALL FOBS, Gold Finish, Per 100 3.50
- 1/4 Deposit, Balance C. O. D.

R. WORTON NOVELTIES
900-902 Gerard Ave. New York 52, N. Y.
Phone: Jerome 8-6712



3-Way Zipper Pocket Book with Money Changer for Coins.
Gross Lots \$8.00
Dozen Lots 9.00
Sample 1.00

IRVIN MFG. CO.
937 E. 128th St. Cleveland, Ohio

PERFUME

You have been waiting for. Fast seller, wonderful flash, in velour and gold color attractive boxes. Sensational Perfume at a Sensational price. Clean up, sell direct to stores, looks like a \$10.00 seller. Rare, irresistible scents. 1 oz. size, \$9.00 doz. Special, Nardise and Bouquet Charm in cellophane wrapped 2 oz. flat bottles, silver and red color box. At \$3.60 a doz., 25% deposit with order, balance C. O. D., F. O. B. N. Y. C.

JOMUR SALES CO. 140 E. 13th St. New York 3, N. Y.

"Bella"

MIRROR-TINSEL DECORATED FRAMES
Greatly reduced prices for fall season make line most attractive to jobbers selling concessionaires and pitchmen. Send \$1.00 (refundable) for samples to
BELLA PRODUCTS CO.
Manufacturers since 1935
41 Union Sq., New York 3, N. Y.



OPPORTUNITIES

A Display-Classified Section of
Business, Sales and Employment Opportunities

RATES: Display 70c an agate line Minimum 10 lines
Classified 12c a word Minimum \$2.00

IMPORTANT—All Classified Advertisements Must Be Accompanied by Remittance in Full

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THURSDAY NOON IN CINCINNATI

FOR THE FOLLOWING WEEK'S ISSUE

To insure publication of your advertising in the earliest possible issue arrange to have your copy reach the publication office, 2160 Patterson St., Cincinnati 22, early in the week.

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A GREAT SONG (SURE HIT)—"GEE I WISH I Had a Man." Prof. copies free. Liberty Music Co., 612 E. 11th St., New York 9, N. Y. oc25

BACK POPULAR MUSIC TO 1850—BALLADS, rags, comic, novelty songs, everything. List, 10c. Fore's, L-3151 High, Denver 5, Colo. no8

"LIBERTY SPECIAL," "WAITING ON BROADWAY." Send stamps. Will accept disc jockey job. John Storm, Sardis, Ohio.

MASTERS-PRESSINGS FOR JUKE BOXES, Transcriptions; any quantity. Catalog (stamp), reasonable. URAB, BB 245 West 34 St., New York 1, N. Y. nol

NEW SONG PARODIES, DIFFERENT SITUATIONS. 1948 list on request. Manny Gordon, 819 W. North Ave., Milwaukee, Wis. de20

PARODIES, SPECIAL SONGS, BITS, MATERIAL for any act. 1948 catalogue free. Kleinman, 25-31 30th Road, Astoria 2, N. Y. de13

SONGS—GOOD CATALOG FOR SALE: SMALL, but consisting recorded, published and unpublished, popular and novelty songs. Some collegiate material. "Performing Society Licensed." Selling owing to owner concentrating other field. Inquiries, Box NY 95, Billboard, 1564 Broadway, N. Y. nol

60 EXCEPTIONAL ACTOR'S AUDITIONS—Men, Women, Children, Character, Dialects, \$1. Personality-styled Announcer's Audition Material, \$1. Both, \$1.75. National Script Service, 927 David Stott Bldg., Detroit.

600 GAGS, JOKES, \$1—12 MONOLOGS, \$1. 12 Talking Skits, \$1. Witmark Minstrel, \$5. E. L. Gamble, Playwright, East Liverpool, O.

AGENTS & DISTRIBUTORS

A BIG BALLOON BUY—ALL FIRST QUALITY, assorted colors. Big No. 11 Rounds, \$3.25 gross. No. 7 Paddles, \$2 gross. Dart, \$1 gross. Send check or money order for immediate postpaid shipment. Wellesley Distributors, 5 Walnut Place, Wellesley Hills 82, Mass.

ACTION TOYS—AGENTS AND STORES cleaning up with this fast selling line of 4; dollar sellers. Send \$1 for sample and prices, all four, \$3. Jack Blades, Box 944, Altoona 5, Pa.

AGENTS-DEMONSTRATORS—ITS TRUE, 900% profit manufacturing and selling Embossment. Sensational demonstration transfers ordinary handwriting into beautiful gold-silver raised lettering; everybody wild about it. Sample writing free. Western Chemical, Salem Ore. no8

AGENTS — SELL "KLEAR-VIEW." KEEPS windshields, eye glasses and windows free from frost, steam and fog. Big demand everywhere; sells quickly direct or to dealers; large profits. Write today for particulars and sales plan. National Distributors, 812 Main St., Kansas City 6, Mo.

AGENTS, DEMONSTRATORS, OPERATORS— A prize winning Level Wind Casting Reel. Proven by more than 50,000 experienced anglers. \$70 dozen, sample \$6.50, retails \$10.95. Cash only. Eddies Supply, 218 W. Water St., Sandusky, Ohio.

AGENTS, GIFT SHOPS, DEALERS—HIGHEST quality Statuary Bookends, Novelties. Exclusive creations. Beautiful China and chrome finish. Sample set Bookends and Statuary items, \$2. Satisfaction guaranteed. Ohio Statuary Company, 344 Arlington, Youngstown, Ohio. nol

AGENTS, PITCHMEN AND DEMONSTRATORS: Super Grip, the hottest big money making item in years. This 3-purpose kitchen utensil is selling fast at \$1 apiece in Atlantic City. We sell them for 25c each in dozen lots. Special offer sample, 25c. They sell themselves. Order today and start making big money. Morris Mandell, 131 West 14th St., New York City.

AGENTS AND DEALERS WANTED—TO SELL our latest sheet music. Parker Publications, 615 North Temple Ave., Indianapolis, Ind. nol

ALARM CLOCKS, ELECTRIC BELL—SELF starting; plastic cases, 1 year factory guarantee, \$48 dozen. Sample, \$4.50. United Watch Company, St. Cloud, Minn.

BOOKS—MOST EVERY SUBJECT, THOUS- and free. Office Supplies, Duplicators, Rubber Stamps, Mailing Lists, Plastics. Write Reynolds, 6510 Le Moyne, Chicago 51, Ill.

BRAND NEW JOKE NOVELTY—25c COIN. Real good; no fooling! R. B. Cunningham, Gen. Del., Corpus Christi, Tex.

DEALERS—TWO DOLLARS BRINGS FIVE dollar assortment fastest sellers in entire Joke Novelty field. Wholesale prices, Blue Moon Specialty Co., Dept. B., Ravenswood, W. Va.

FACTORY TO YOU—GENUINE STAINLESS Steel Wrist Watch Expansion Bands. Regular 98 cent seller. Sold as high as \$2.50 each. While they last, \$24 a gross freight paid to you. Natco Supply Company, 1090 W. 43rd St., Norfolk 8, Va.

FAST SELLING PLASTIC AND METAL TOYS —Ten cents to three dollars retail, each. Also children's two-wheel sidewalk bikes, \$13.75 each. Immediate delivery. Courtesy Products, Inc., 693 Broadway, New York 12, N. Y.

FAST SELLER POCKET CLIP CIGARETTE Holder, 20 water proof fillers. Cash in now, write for details. A.I.L. Mfg. Co., Hartington, Neb. nol

LIQUID RUBBER FOR MAKING FLEXIBLE molds. Qt. \$2. Gal. \$5.75. Sample Bottle, 25c. Chaney, 1130 E. 16th St., Jacksonville 6, Fla.

LORD'S PRAYER, TEN COMMANDMENTS, OR Crucifixion, reproduced on a real penny, individually carded, \$9 gross. Sample assortment sent prepaid, \$1. Perkins, Dept. B, 1190 Lawrence, Chicago. no15

MAKE QUICK CLEAN UP SELLING PERFUME Beads. Jobbers prices. Particulars free. Sample line, \$1.00. Mission, 2328 W. Pico, Los Angeles 6, Calif. de6

MARVEL WAX—WORLD'S FASTEST 25c seller. Agents profits, 150%. Write Marvel Belt Wax Co., Batavia, N. Y. oc25

MEXICAN MECANIC POTTERY NOVELTIES— Turtles, Armadillos, Alligators, moving the head and tail, special for making money, \$8.40 gross. Mexican black Spiders, wire long legs, \$15 gross. Mexican Fur Monkeys, wire legs and arms, \$16 gross. Mexican Desert Resurrection Plants, \$15 thousand; \$2 hundred. 10 samples, 50c. General Mercantile Co., Laredo, Tex.

MEXICAN FEATHER BIRD PICTURES—\$15 dozen. Size 9x16. Same Picture, framed with mat and bamboo frame, \$30. 5 inch bamboo Bird Cage, \$6 dozen. 2 boxes, you make them right with your hands, \$15 per hundred. Send in for catalog. Liberty Sales, 2624 South Central Park Avenue, Chicago, Ill.

MOLDS FOR MAKING NOVELTIES—POSTAL brings pictures. Concrete Machinery Company, Hickory 50, N. C. nol

MYSTERY PHOTOS AND COMIC GREETING Folders; sell on sight. 3 samples, 25c. 15, \$1. List free. Lewis, 1105-B East 42nd Place, Chicago 15, Ill. no15

NYLON, RAYONS, MEN'S WHITE SHIRTS— Parker "51" and Eversharp Pens. Radios, other standard merchandise. Write your wants. Simmonds, Warwick, N. Y.

SELL OUR NEW POCKET PERFUME ATOM- izer, gift boxed, \$3.95 seller. Every woman wants one. Your cost only \$1.95 for any one of five beautiful colors. Sample at above price. Send for catalog. Philkay, 30 Irving Place, N. Y. 3.

SENSATIONAL JOKE CARDS IN PAIRS—A big laugh on a serious problem. Hazards of Automotive Traffic. Send 30c for sample dozen. Will carry in bill fold or vest pocket. Al D. Engles, 503 Dennis St., Houston 6, Tex. no15

WAGON JOBBERS FOR 5c AND 10c NUT Meats and Candies; also 5c Boneless Herring Card to call on stores, taverns and roadstands. Every stop handles them. Write Royal Nut and Candy Co., 1015R Grand Street, Hoboken, N. J.

YOU MAKE \$25 FOR SELLING FIFTY \$1.00 boxes 50 beautiful assorted Christmas cards, sell for only \$1.00, your profit, 50c. Write today for free samples 50 and 25 for \$1.00 and other boxes on approval. It costs nothing to try. Cheerful Card Co., White Plains, N. Y. oc25

100% PROFIT—BEAUTIFUL LINE FISH- scale and shell Costume Jewelry and Novelties. \$2.00 brings 5 samples, returnable. Wonderland Studios Inc., Box 799B, St. Petersburg, Fla. no8

\$100 AND UP PER WEEK NOW BEING made selling a new sensational novelty. Women buy on sight. Write immediately for particulars and territory desired. Suite 433, Holdall Bag Co., 1947 Broadway, N. Y. nol

(See CLASSIFIED ADS on page 86)

ATTENTION, CONCESSIONAIRES IN THE SOUTH

"THAT FUNNY RUBBER MAN IN A BARREL"

The fastest selling pocket novelty to be had. Dozen, \$3.00; 100, \$22.50.

Express prepaid in lots of 3 dozen or more. Cash with order.

OUR NEW COMPLETE CATALOG IS READY

Write for your copy today. Be sure to mention line of business for proper classification.

MIDWEST MERCHANDISE CO. 1010 BROADWAY KANSAS CITY, MO.

They're Here

VOLUME VALUES

THE NEW 1948

HAGN MERCHANDISER

434 Pages . . .

5,000 Specials

- Novelties • Dolls • Toys
- Housewares • Jewelry • Watches
- Sporting Goods • Cameras • Ap- pliances • Textiles • Glassware
- Games • Gifts

WHOLESALE ONLY

Write for your Free Copy today stating nature of business.

Hagn JOSEPH HAGN COMPANY
WHOLESALE DISTRIBUTORS SINCE 1911
217-223 WEST MADISON ST., CHICAGO 6

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A fast seller. Easy 50c retail . . . \$1.00 with demonstration. New magic trick. No sleights or forcing. Used by professional magicians. \$2.50 dozen, cash with order; \$24.75 gross, 25% deposit, balance C.O.D. Send 50c for sample.

COLETTE PRODUCTS CO. DEPT. M-2
8653 Grand River, Detroit 4, Mich.

ADVERTISING BALLOONS

Appreciated holiday gifts for the kiddies with your advertisement printed on. 500 or 100,000 lots.

Early delivery, order now
Send for list

New Year's Noisemakers, Balloons.

WILLIAM ELVERS

194 Plane St. Newark N. J.

IT'S A BUY

HARD CANDY IN GLASS JARS

24 Jars to Case, \$2.50
8 1/2 to 9 1/2 Oz. to Jar Doz.
\$5.00 Case

Cash with Order—No C. O. D.'s.
F. O. B. Evanston, Ill.

PAUL X. BERGIN CO.
1900 Central St. Evanston, Ill.

EASY SALES—BIG PROFITS HAND PAINTED — GENUINE LEATHER

ALL AROUND ZIPPER WALLETS



Gorgeous multi-colored wallets with 4 cellophane windows, built-in bill compartment, zipper change purse. Irresistible \$3.00 direct-to-consumer seller. Costs you only \$17.50 doz., \$50.25 3 doz., \$160 10 doz. You make from \$18.50 to \$20 per doz. Send 25% dep., bal. C. O. D.

Sample, \$1.50

2 WAY SALES PLAN

Sell Stores and Direct. Write today for FREE wholesale catalog of other sensational big value leather Wallets, Belts, Novelties—all new, different.

GOLDEN NOVELTY CO.
648 Broadway, Dept. B-5, New York 12, N. Y.

Men's Guaranteed Swiss Wrist Watches

All latest features.
Be on time to school
and work.

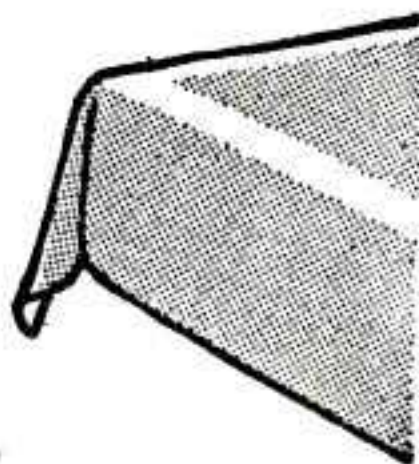
1. Guaranteed 100 days against defective material and workmanship.
2. Sturdily built.
3. Good timekeeper.
4. Non-breakable crystal.
5. Sweep second hand.
6. Radium dial.



ONLY \$5.95 in lots of 4
Packed in cotton filled Gift Box.

PRICES CUT 30%

NEW HEAVY QUALITY WATERPROOF TABLECLOTH IN BEAUTIFUL COLORS



Packed in individual envelopes. Build a repeat business on a quality product. Here's an item really in demand in HOMES, RESTAURANTS, TAVERNS and HOTELS. Saves laundering! Just wipe clean with a damp cloth.

Size 52x52 was \$12.00 per doz. NOW \$8.40 per doz. assorted.

\$7.95 dz. in 2 dz. lots
\$7.00 dz. in 4 dz. lots

Terms: 1/2 cash with order.

We pay freight when cash in full accompanies order. Minimum order, 1/2 doz. Assorted.

E. F. BERNHOLD, INC.

330 S. WELLS STREET

CHICAGO, ILL.

BIGGEST SELLERS IN RINGS

Volume Sellers Are Your Money Makers!



Sterling
No. 4R36
\$12.00 Doz.



Gold Filled
No. 4R77
\$18.00 Doz.

Sterling
No. 4R64
\$22.50 Doz.

Gold Filled
No. 4R65
\$27.00 Doz.



Sterling
No. 2R203
\$4.80 Doz.



Gold Filled
No. 2R223
\$5.60 Doz.



Sterling
No. 2R200
\$6.75 Doz.



Gold Filled
No. 2R217
\$7.20 Doz.



Sterling
No. 2R192
\$4.80 Doz.



Gold Filled
No. 2R195
\$5.60 Doz.



Sterling
No. 2R301
\$5.60 Doz.



Gold Filled
No. 2R307
\$6.75 Doz.



Sterling
No. 4R306
\$12.00 Doz.



Sterling
No. 4R203
\$13.50 Doz.



Sterling
No. 4R428
\$12.00 Doz.

Also Available in 1/20-12K Gold Filled

Over 500 Ring Styles — All the Best Sellers
Write for Catalog — State Your Business

FAST SELLING IDENTIFICATION BRACELETS

White Finish—Massive Aluminum Plate identification bracelet with extra heavy curb link chain. Carded.

No. 309
\$4.65 Doz. \$54.00 Gr.

White or Yellow finish heavy weight man's identification bracelet. Popular oblong plate. Carded.

No. 302
\$2.75 Doz. \$31.50 Gr.

Big Selling Ladies' white or yellow finish identification bracelet. Oblong plate—curb link chain. Carded.

No. 301
\$2.75 Doz. \$31.50 Gr.

(State Your Business)

HARRY PAKULA & COMPANY
5 NORTH WABASH AVE. CHICAGO 2, ILL.



FREE CATALOG

- OVER 1000 ITEMS ●
- FAST SELLERS ●
- LOW WHOLESALE PRICES ●

A complete line of Fall and Christmas items—Dolls, Animals, Games, Toys, Novelties and seasonal goods. 88-PAGE CATALOG.

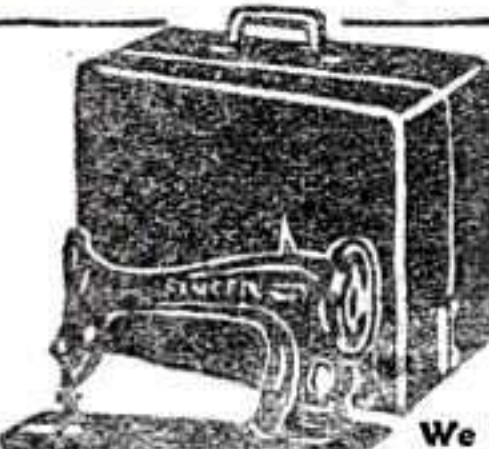
WRITE OR WIRE FOR YOUR
FREE CATALOG NOW

3 - - CHRISTMAS SPECIALS - - 3

- | | | | |
|--|----------------------|----------------|----------------|
| 16-INCH CUDDLY AND STANDING PANDA | Retail Value, \$1.75 | Sample, \$1.25 | Dozen, \$10.98 |
| 18-INCH DRESSED P.E. SOFT BODY DOLL | Retail Value, \$3.29 | Sample, \$2.25 | Dozen, \$19.75 |
| 14-INCH IDEAL MAGIC SKIN DOLL WITH LAYETTE | Retail Value, \$6.50 | Sample, \$4.75 | Dozen, \$49.50 |

BERTRAM NOVELTY CO.

524 North Water Milwaukee 2, Wis.



PRICE \$68.50 EACH
3 OR MORE 65.00 EACH
6 OR MORE 60.00 EACH
REBUILT SINGER PORTABLE ELECTRIC SEWING MACHINE, with new electric motor, controls, electric wheel, luggage carrying case and equipment. All nickel parts chrome plated and new crinkle paint finish on the head. Every machine a perfect stitcher, ready to do your sewing in comfort.

F. O. B. New York. 25% with Order, Balance C. O. D.
We buy old Singer sewing machine heads regardless of condition.

MITCHIE GOLDMAN

5 BRIGHTON 1ST ROAD

BROOKLYN 24, NEW YORK

NEW PRICE

STAINLESS STEEL BANDS, \$1.50 EACH

Also on Gold-Filled Bands at \$2.50. Same price on quantities of 1 or 100. Our stock consists of 75% SS, 25% Gold Filled.

NATIONAL METAL CO., 168 N. Main St., Fall River, Mass.

UNBELIEVABLE VALUES!

A SACKFUL OF XMAS SELLERS

ALL STAINLESS STEEL OUTLERY SETS, 30 pieces, 12 teas, 6 each knives, forks and soup spoons. Mirrored finish. Per Set Boxed\$4.75

XMAS TREE LIGHT SETS, CG bulbs. Made in U. S. A. Each ... 1.30

MUSICAL POWDER BOXES, assorted colors and tunes. Each ... 3.75

ELECTRIC SANDWICH GRILLS, Each 3.50

ABCO ALL ALUMINUM COFFEE MAKER, 8 cup, slix type, complete with filter rod, stand and cover. Each 3.25

KEY CHAIN SETS, 4 piece, 24 kt. gold plated tie slide, key chain, collar holder and money clip. Each \$1.75

MEN'S EXPANSION BANDS, gold filled, will not corrode. Each 2.00

BASKET WEAVE EXPANSION BAND, gold filled, latest style. Ea. 4.20

MARINE TABLE LIGHTERS, Each 3.75

AEROPLANE TABLE LIGHTERS, Each 3.75

USALITE FLASHLIGHTS, 2 cell, prefocused bulb, all metal, nickel plated. Each60

OWEN'S NYLON HAIR BRUSHES, 7 rows of nylon bristles, flare style. Dozen\$7.80

GENUINE PINAUD TOILET WATER, 8 Oz. Apple Blossom Scent. Dozen 4.80

GENUINE PINAUD TALCUM POWDER, giant canister. Dozen 1.80

PLASTIC BUBBLE BALLOONS, 1 oz. tubes with applicator. Dozen .. 1.50

HOLLYWOOD BALL POINT PENS, gold plated, all metal. Dozen 6.50

DOUBLE EDGE RAZOR BLADES, first quality, double wrapped, 5 to box, 20 boxes to ctn. Per 100 ...\$3.75

MERCERIZED SHOE LACES, 27", black or brown, banded in dozens. Gross 1.40

BOB PINS, 24's on 3-color card, black or brown. Gross Cards 3.60

ELECTRIC CORD SETS, with rubber plugs, 6 ft. cords. Each25

EXTENSION CORDS:
6 Ft. Lengths. Each25
9 Ft. Lengths. Each30
12 Ft. Lengths. Each35

WRITE US FOR OUR COMPLETE WHOLESALE CATALOGUE

Terms: Net F. O. B. Our Place.

25% Deposit Required on All Orders.

Balance C. O. D.

SUPER SALES CO. 25 EAST 17TH STREET NEW YORK CITY 3

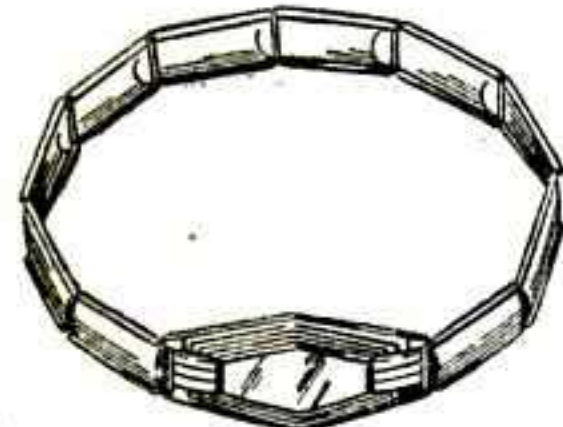
NOTICE, ENGRAVERS

NEW XMAS NUMBERS

A real, watch type Expansion Identification Bracelet
5 New Styles—High Polished Gold Electro Plated \$6.00 Doz.

With heart, oval or octagon locket instead of bracelet center—\$8.40 Doz.

Will send display that holds 8 expansions—worth \$1.00—FREE with order for 3 dozen or more.



NOVELTY CHARM BRACELET SPIN DISC "Boy Kissing Girl" or "I Love You"—Gold Electro Plated\$4.00 Doz.

19-INCH SHAD BACK KEY CHAIN with Tag for engraving—Gold Electro Plated \$6.60 Doz.

Also other good new Christmas numbers. Send for folder with pictures and prices.

Dexter Engraving Jewelry Co.

Manufacturers of Engraving Jewelry

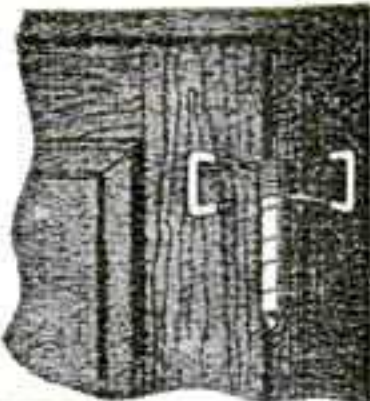
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Providence 7, R. I.

EVER SEE ANYTHING TO EQUAL THIS!

AMAZING CLOS-IT DOOR CLOSER
EAGERLY BOUGHT ON SIGHT

Imagine the instant sales you will make with this amazing clever patented door closer that does the work of high priced door closers! For 35¢ thousands will eagerly buy what 'til now they would have to pay several dollars to get! Saves fuel. Installed without screws in 5 seconds. You simply spread the "wings" and place on pintle of hinge. Nothing more to it. No metal to mar woodwork. Every Home, Store, Factory, Office—every outside door you see needs one. Sells for 35¢ or 3 for \$1.00. \$1.50 per doz. \$4.25 for 50. \$2.50 for 25. F. O. B. Detroit. Order now or write for details. Sample postpaid 25¢. Rush TODAY.



CLOS-IT MFG. CO., 5434 15th St., Dept. 15, Detroit 8, Mich.

BARBECUE ASH TRAY

Beautiful, different. Useful as ash tray or incense burner. Holds generous supply matches and cigarettes. Metal fireplace grill. Smoke curls up chimney from burning cigarette. Made of durable, hardened composition. Finished in Chartreuse and Antique—Firestone white. 9" long, 5 3/4" high and 3 3/4" wide.

PER DOZEN \$15.60
25% Deposit with order, balance C. O. D.
Sample Prepaid, \$2.00

Domestic & Import Sales Co.
2417 McKinney Ave. Dallas 4, Texas

ANIMALS, BIRDS, PETS

AFRICAN GREEN MONKEY—TAME AND chain-broken. Excellent specimen, \$35. Madison Square Pet Shop, 857 Eighth Ave., New York 19.

AFRICAN ANIMALS, BIRDS, REPTILES—World's largest direct importations. Also regular direct shipments from Central and South America, India, Siam, Philippines, Europe, etc. Our collectors cover the globe. Get our free wholesale price lists issued several times yearly. Meems Bros. & Ward, P. O. Box B, Oceanside, N. Y.

A GOOD STOCK SMALL ANIMALS—RING- tial, Lemur, Marmosette Monkeys, Azoutis, Pacas, Ocelots, rare Black Tyra, Boas, Iguanas, 40 years reliable service. Snake King, Brownsville, Texas. no22

BEAUTIFUL, TRICK COLT—2 YEARS OLD; does 25 tricks. Learns in 24 hours. N. L. Kuhlman, North Baltimore, Ohio.

FOR SALE—PEACOCKS, CALIFORNIA SEA- Lions, Guanacos, Exhibition Chimps and Monkeys. All healthy, acclimated stock and priced right for immediate sale. Benson Wild Animal Farm, Hudson, New Hampshire. no15

MEXICAN YOUNG TAME BURROS FOR IM- mediate delivery; from 6 to 8 months old, \$40 each or \$60 each prepaid. General Mercantile Co., Laredo, Tex.

REAL BARGAIN—BEAUTIFUL TEN MONTHS' old female Mountain Lion cub. First fifty dollars takes her. George J. Keller, Bloomsburg, Pa.

RHESUS MONKEYS, BABOONS, GUANACOS, Dendrodor Skunks, Giant Jungle Rats, Deer, Lions, Pumas, Eagles. Many other desirable items. Obase Wild Animal Farm, Egypt, Mass. no15

TAME ARMADILLOS FOR MAKE A PET—\$5 each; \$9 pair. Mexican Chipmunks (Whistling Squirrels), \$4 each; \$7 pair. General Mercantile Co., Laredo, Tex.

BUSINESS OPPORTUNITIES

FREE BOOKLET—"DOLLARS FROM PEN- nies," a "must" for all bulk vending operators and beginners. Becker Vending Service, 105-5 Dewey, Brillion, Wis. no15

LEARN PIANO TUNING AT HOME—COURSE by Dr. Wm. Braud White, Write Karl Bartenbach, 1001-C Wells Street, La Fayette, Ind. no15

MAKE MONEY BY MAIL!—PROGRESSIVE Mail Trade Magazine teaches you. Sample, 10¢. \$1 per year. Big Mail included. Mallo, 767-B Leith, Flint 5, Mich. no1

NOW YOU CAN HAVE AN OFFICE—LEARN credit-collection business by new home study course. Many earn up to \$5,000-\$15,000 annually. Free Bulletin. Franklin Credit School, Dept. 210-K, Roanoke 7, Va. no25

OPERATE OUR PUSH-CARD DEAL, GIVING 2 Fan Dancer Lighters and 1 Ball Point Pen for each card sold. Takes in \$8.88. Your profit, \$5. Sample card and details, 10¢. Variety Sales, 1058 N. Rockwell St., Chicago 22, Ill.

STUMP REMOVER FORMULA FOR SALE— No digging, blasting, pulling, the chemical decomposes the stump. \$50. Barnhart, 107 1/2 S. Broadway, Peru, Ind.

COIN-OPERATED MACHINES, SECONDHAND

A Large List of Second-Hand Coin Machine Bargains will be found on page 105 of this issue.

COSTUMES, UNIFORMS, WARDROBES

ALL BRAIDED CELLOPHANE WAISTBAND Hula Skirts with leis, \$7.50; Oriental and Strip Costumes, \$12.50; Chorus or Strip Panties, \$1.35; Bras, 75¢; Rhinestone Patches, \$4.50; Rhinestones with Settings, \$1.85 a gross. Folder? Yes! C. Guyette, 346 West 45th St., New York 19. Tel.: Circle 6-4137.

CREATIVE PAPIER MACHE DECORATIONS, Plastic Display, Maska made to order. No catalogue. John Praetorius, 603 W. 45th St., New York City. CI-rcle 6-7672. no8

FOR SALE—SET OF FOUR NEW PARISIAN Solid Sequin, Cerise Gowns with Coatecs and Hats to match. Price \$1,000 complete. Box 250, Billboard, N. Y. City.

LARGE OSTRICH FANS FOR FAN DANCERS—Used, good condition, \$75. pr. Costumes and Gowns, \$2.50 up. Bundles of odd Costumes, Gowns, etc., \$5. C. Conley, 308 W. 47th St., New York, N. Y.

SILVER FOX SCARF—LIKE NEW, GIANT size, \$30. Several Men's Suits, Overcoats, Bargains, Orchestra Coats, Wigs, Evening Gowns, Tuxedos. Wallace, 2416 N. Halsted, Chicago.

SINCE 1869—COSTUME BARGAINS, CHORUS, dollar up; Principals, three up. No catalogue. State wants. Guttenberg, 9 W. 18th, New York 11, N. Y. ded

(See CLASSIFIED ADS on page 88)

WALLETS

3-Way Zipper, Alligator Grain, Ass't Colors. Per Doz., \$6.50. Sample, \$1.00.

COSTUME JEWELRY

Large Assortment of Pin and Earring Sets and Chatelaines. Individually Boxed. Beautiful Flash, Fast Sellers.

Per Doz., \$10.00. Sample, \$1.50.
25% Deposit With Order, Balance C. O. D.
This is our new address:

BENJO NOVELTY CO.

148 Park Row NEW YORK, N. Y.

NEW AND EXCLUSIVE FISH-TAIL ENGAGEMENT RING WEDDING BAND TO MATCH



Gold Filled No. 993 \$9.00 Doz.
Sterling No. 994 \$7.50 Doz.

Band \$6.50 Doz. Band \$6.00 Doz.
No Catalog. No Pictures. Send for Samples. See the Rings. Compare quality. See what you get for your money. 34 Newest Styles in Men's and Ladies' Sterling and Gold Filled Finest White Stone Rings. Fancy dinner and engagement rings from \$4.50 to \$45.00 per doz. If you want fine quality merchandise we have it.

SEND FOR ILLUSTRATED CIRCULAR. Samples are returnable for full credit on order. Money returned in full if no order.

Visit our showroom and see the largest variety of costume rings in America.

America's Exclusive Ring House
HARRY MAHREN RING CO.
116 W. 34th St., Room 257, Herald Square Hotel Bldg., New York 1, N. Y.

FOOTBALL SUPPLIES

Gold Footballs, best made. Gr.\$ 4.50
Plastic Footballs. Gr. 3.50
Charm Football Players. Gr. 2.50
Jumbo Rabbit Feet. Per C 3.50
Rabbit Foot Key Chains. Per C 5.00
Pennants. Per C 15.00
Pennant Sticks. Per C 1.50

HOT SPECIALS

Running Plastic Turtles, assorted colors. Gr.\$12.00
Plastic Bubble Balloon. Gr. 15.00
10 Latex Balloons. Gr. 1.60
SPlastic Harmonicas. Gr. 21.00
Plastic Puzzle Pups. Gr. 12.80
Hand Monkeys. Dz. 1.75
Chinese Paper Snakes. Gr. 10.00
Target Balloons—Inflates 30 inches, assorted colors. Per C 8.25
Barrel Key Chains. Gr. 3.00
Key Chains w/assorted ornaments attached. Gr. 2.75
Children's Diamond Rings in display trays. Gr. 4.80
48 L. Comic Buttons. Per M 9.00
Jumbo 4-Inch Comic Buttons. Per C 9.00
Special Yellow Flying Birds, inside whistle. Gr. 10.50
1/4 deposit with order, balance C. O. D.

Schattur Novelty Co.

142 Park Row New York 7, N. Y.
Phone: Cortlandt 7-8078

"HOT SELLER" WATER PISTOL

150 SHOTS ON ONE FILLING

\$5.40 Per Doz.

\$60.00 Per Gross

We pay postage if remittance is made in full with order.

Dan Car Novelty Co.

492 Broad St. Newark, New Jersey

CHOCOLATES

In CEDAR CHESTS
MAPLE CHESTS

Filled with 2 pounds delicious assorted hand-dipped, hand-rolled and hand-strung chocolates.

\$30.00 per dozen

SAMPLE \$3.50 POSTPAID

1/3 Deposit, Balance C. O. D.

SEND FOR COMPLETE CATALOG

EARL PRODUCTS CO.

221 N. CICERO AVE., CHICAGO 44, ILL.

DEALS

2 Great Sales Winners . . . and both HOT AS FIRECRACKERS!



DICK TRACY WRIST RADIO

IT REALLY WORKS

A phenomenon of engineering makes this a phenomenal winner everywhere! Just imagine—no batteries, tubes or electricity, yet it really works. The DICK TRACY WRIST RADIO, with the simple aid of a suitable aerial and ground, picks up its energy from the power being transmitted by the Broadcasting Stations. But it's no secret how it wins customers. One look and it's in!

\$2.50 Each in 3 Doz. Lots

Samples **\$3.00** Each Complete Instructions in Every Package

TWO-WAY ELECTRONIC SOUND-POWER TELEPHONE SET

It works anywhere . . . indoors and outdoor . . . and at surprisingly long range. Absolutely safe to use. No batteries or electricity. Sensationally sure for sales. Complete with 2 electronic microphone receivers and roll of double wire. No extras needed. Colorful display packages.

\$1.35

Each in 3 Doz. Lots
SAMPLES \$2.00 Each



"They're Toys That Really Work"

1/3 Dep. With Order, Balance C. O. D.

I. GELLER

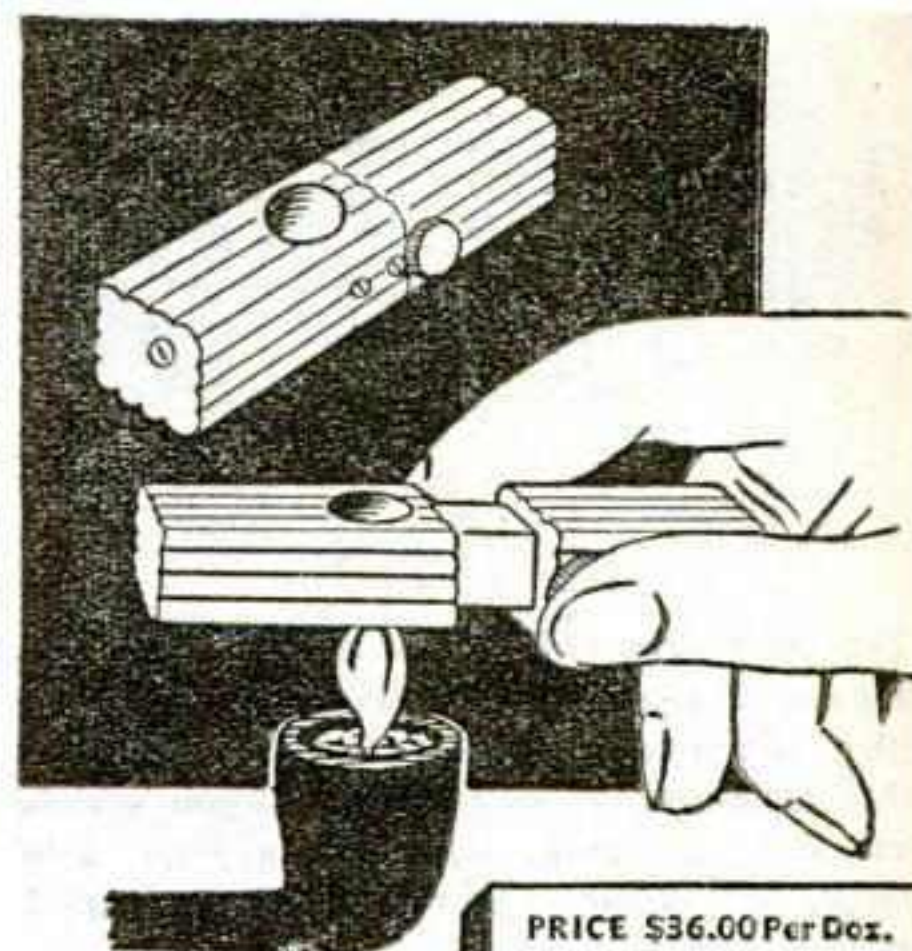
147 West 42nd St., New York, N. Y.

Here's a HOT, Fast Moving PREMIUM! Mart's Automatic PIPE LIGHTER

NEW!

Hunters, Fishermen and Sportsmen EVERYWHERE will go for this practical DOWN-DRAFT AUTOMATIC lighter. A lifetime friend for pipe, cigar and cigarette smokers.

- WINDPROOF
- PRECISION BUILT
- BEAUTIFUL!



Just a click . . . and zip . . . there's your flame . . . a DOWN DRAFT flame that defies the elements. Mart's Automatic Pipe Lighter is usable wherever a flame is needed.

NO WORKING PARTS ARE VISIBLE!

PRICE \$36.00 Per Doz. A \$5.00 Retailer. SAMPLE \$3.50 Each Large users write for quantity prices. 25% deposit with order, balance C. O. D.

We are EXCLUSIVE DISTRIBUTORS for Premium, Carnival, Salesboard and Coin Machine Trade thruout the U. S.

PETTY GIRL HI-BALL GLASSES

Six gorgeous, luscious lovelies by the world-famous girl illustrator - - GEORGE PETTY.

DELIVERY SOON. WRITE FOR DETAILS.

CLARK INDUSTRIES

108 West Lake Street

All Phones: Central 5747

Chicago, ILL.

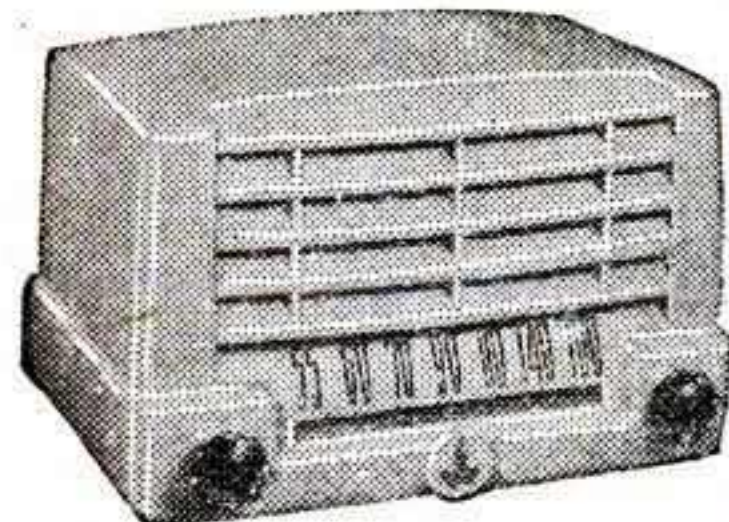
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MEXICAN IMPORTER

ARTISTIC MECIAN POTTERY.

Decorated, assorted shapes Hemp and Willow Baskets; Hand Carved Wooden Coffee Tables, Trays, Powder Bowls, Jewel Boxes, Vases, Sewing Boxes and Liquor Sets; Colored Woolen Zarapes; Feather Bird Cards; Bone Letter Openers; Horn Bone Oxen Carts, Airplanes, Table Lamps, Sail Ships, Wall Vases and Eagles. NOVELTIES: Tarantula Spiders, Devils, Skeletons, Turtles, Snake Boxes, Miniature Tea Sets. Prices on request. Address:

904 SCOTT ST., LAREDO, TEXAS



EMERSON TABLE MODEL RADIOS

- ★ AC-DC Superheterodyne
- ★ 5-Tube Set
- ★ Alnico Magnet Dynamic Speaker
- ★ Oversize Built-In Super Loop Antenna
- ★ Slide Rule Dial
- ★ Automatic Volume Control
- ★ Plastic Cabinets in 4 Colors: Maroon, Green, Ivory and Amber
- ★ Immediate Delivery

\$16.00 Each In Lots of 3 or More.

Sample Orders \$1.00 Extra.

25% Deposit With Order, Balance C. O. D.

ALLIED SERVICE CO.

929 Fifth Ave. PITTSBURGH 19, PA.

The ZEPHYR MIXER

A "NATURAL" as a Christmas Gift Item!



List Price for Retail \$13.95
IN LOTS \$8.37 Each
OF 6
LESS 40% DISCOUNT
Samples—\$9.75 Each

Here's an item with unlimited demand as a gift . . . as a premium . . . or regular selling. Has 2-speed motor for mixing frostings, cakes, waffles, etc. Lightweight for easy carrying. Complete with Fire-King Bowl.

GRANDPAPPY ELECTRIC WALL CLOCK

Packed in Individual Cartons, 6 to Case. **\$5.95** EACH

Samples—\$7.00 Each

Karbonite composition case styled in the true colonial tradition with ornamented top and bottom. Choice of mahogany, walnut or blonde finishes.

1/3 Deposit—Balance C. O. D. on all Items.

LYNN STEWART CO.

150 N. WACKER DR.

CHICAGO, ILL.



UNBREAKABLE RUBBER BANKS



Packed 30 to a Box (SOLD No other way)

CASH WITH ORDER
\$8.75 PER BOX 30

Chas. Demeo 108 E. WALNUT ST. MILWAUKEE, WIS.



Send \$1.00 For 2 Samples



Step Right Up, Demonstrators and Concessioners, Don't Miss This Marvel of The Century...

NO-BATTERY

Flash-Light



ARMY AIR FORCE SENSATION

The army airmen dared not rely on batteries—because a dead flashlight might mean a dead flier. Then came DACO-LITE—the magic light that generates its own brilliant beam without batteries. Shock-proof, corrosion-proof, cold-proof, heat-proof—never failing. Sure fire in every emergency.

LIFETIME GUARANTEE

\$21.00 Per Doz. Lifetime service guarantee by makers; you take no chances. Colorful plastic case, streamlined, fits palm of hand. Each light carries "spare" bulb. Money back if not satisfied.

America's Most Sensational \$1-Selling Toys.

- * "Quirly—the walking spring"
* "The barking dog"
* "The rocking horse"

We carry a complete line of Novelties and Toys. Ask about our Dolls, Cameras, Clocks, Skates, Knives, Stuffed Animals.

Merlin & Company

22 Marietta Street Bldg.

Atlanta, Georgia

FOR BIG HOLIDAY PROFITS!

SMART HAMMERED ALUMINUM GIFTWARE

- Assorted Neat Floral Designs

- Guaranteed not to Tarnish
Simulated Smart Hammered Effect



No. 40 — Bon Bon Dish, 7 1/2" diameter, floral design. Satin finish... Doz. \$7.80 Bright finish... Doz. 9.00 Sample, Ea. \$1.00

No. 102 — Cocktail Tray, 11" diameter, floral design. Satin finish... Doz. \$12.00 Bright finish... Doz. 15.00 Sample, Ea. \$1.50

No. 70—Vegetable Dish or Bun Warmer, 12" diameter, floral design cover with black lucite knob. Bright finish... Doz. \$41.40 Sample, Ea. \$4.00

Write Dept. B-25 for Illustrated Literature and Prices on Additional Pieces Priced From 65c to \$7.50

25% With Order—Balance C. O. D.

Wholesale Distributors

SHEFFIELD RADIO & APPLIANCE CO.

916 W. BELMONT AVE. CHICAGO 14, ILL.

HEADQUARTERS FOR FOUNTAIN PENS

BALL-POINT PENS—8 different styles \$.25—.38—.45—1.00 each
FOUNTAIN PENS—10 different styles \$.25—.50—.60 each

We carry all standard make fountain pens at lowest prices. Extra large discounts for large quantities. Terms: 25% deposit with order, balance C. O. D.

Send us \$10.00 check or money order for assorted sample shipment. Money-back guarantee if samples are not satisfactory.

Elgeen Novelty Co., 1199 Broadway, New York 1, N. Y.

FORMULAS & PLANS

MAKE "DUNCAN'S FAMOUS HAMBURGER Spread." Is delicious; faster. Makes more money; beats competition. Formula, one dollar. Hamburger Duncan, De Leon, Tex.

MORE THAN 100 FORMULAS AND HOUSE-hold secrets, 25c; coin or stamps. Tesco, Box 189-BB, Wilkes-Barre, Pa.

PLASTIC BALLOON FORMULA—COMPLETE instructions. Hottest item on market. Send \$3. Box C-337, care Billboard, Cincinnati, no8

FOR SALE SECONDHAND GOODS

ALL ELECTRIC POPPING UNITS—GEARED Aluminum Kettles, Peanut Roasters, Copper Carmel Candy Kettles, Display Cases. Northside Co., Indianola, Iowa. no1

COLEMAN HANDY GAS PLANTS, BURNERS, tanks, tubing, 20% discount. Bottled gas burners, regulators. Northside Sales Co., Indianola, Iowa. de13

FOR SALE AS UNIT—450 PAIRS CHICAGO Skates; 3 Sanders, 2 12"; 1 Vertical Skate Grinder and Blower, Electric Skate Sign, Boot Racks, Vacuum Sweeper, Hammond Organ, Model B Vibroto attached; 3 B-40 Speakers, miscellaneous parts, \$5000. Contact Andrew Sirko, 610 Idlewood Ave., East Carnegie, Pa. oc25

MINIATURE STEAM LOCOMOTIVE, TENDER, two 12 Passenger Closed Coaches, 1,000 feet track. Everything first class running order; appraised at \$1,200. Make an offer, I mean business. Call or write Leon Dundon, 4224 Lovers Lane, Kalamazoo, Mich. Phone 43180.

POP CORN MACHINE — IN VERY GOOD shape. Write Louis Lehner, 1067 Seymour Ave., Columbus 6, Ohio.

TWIN COACH TRANSIT BUS—CONVERTED into Diner; makes excellent cook house. Runs like new; cheap to quick buyer. Roger S. Williams, Box 121, Union Bridge, Md.

FOR SALE—SECOND-HAND SHOW PROPERTY

ABOUT ALL MAKES POPPERS AVAILABLE—50 complete Candy Corn Machines and Cookers, \$225; complete set, 50 all-electric, from \$155. Krispy Korn, 120 S. Halsted, Chicago, Ill. de20

FOR SALE—60x90 KHAKI TOP WITH 6 FT. side wall. In good shape. Bale ring type; all poles painted white. Completely fire-proof. First \$600 takes it. Subject to prior sale. We are selling in order to purchase larger tent for next season. Used for Gospel Tent. Pastor Otis B. Read, 5814 Hartford Road, Baltimore, Md. Phone Hamilton 4784. oc25

FOR SALE—10 PASSENGER KIDDIE SWING; Portable, \$500. Like new. Also Penny Pitch. Parker, Manufacturer, Bluffs, Ill.

FOR SALE—CHAIR SCALE. INQUIRE OF Wm. McCourt, 338 N. Main St., Charlotte, Mich.

FOUR SMALL PONY LIBERTY TRAPPINGS—18x20 cocoa ring mat, 30 ft. Midge for 50 ft. top, 74x21 hip roof top. Al Jones, 730 S. Main, Greencastle, Ind.

GOVERNMENT SURPLUS THEATER SOUND Projectors, Arcs, Rectifiers, Chairs, Drapes, Screens. Catalog mailed. S. O. S. Cinema Supply Corp., 440 W. 42d St., New York 18. oc25

HOLMES 16MM SOF PROJECTOR, NEWLY factory reconditioned. New 52x72 inch Tripod, Beaded Screen. All for \$250. (Projector \$225.) Deposit required. H. D. Parker, 1004 Holly St., Gadsden, Ala.

LONG RANGE LEAD SHOOTING RANGES—Portable or stationary. R. Schmidt, 548 Linder, Bellwood, Ill. oc25

NEW ROYAL BLUE 10x12 ANCHOR TENT AND new pin linged frame, never used, \$160. Howard, 11658 Wyoming, Detroit 4, Mich.

ONE 1936 CHEV. 1 1/2 TON TRUCK, VAN body, good rubber, good condition. One 18x35 Tent, with wall poles, stakes in good shape. One 20x30 Tent, with wall poles, stakes in good shape. One Hit and Miss Cat Rack, complete with Cats and Balls; ready to operate. One 8x12 Pin Hinged Frame and Top in fair shape. One 12x12 Pan Game, complete with no top. 2 P.C. Pin Hinged Tables, lights and laydowns. All equipment in good shape; must sell on account of sickness. Frenchy Zobel, care Harpers Ser. Station, East Side Highway, Macon, Ga.

POPCORN TRAILERS—NEW, TEN AVAILABLE. Krispy Korn, 120 So. Halsted St., Chicago. no15

SHORT RANGER TARGETS—2 NEW ONES, 14 kinds. Free samples. W. Wooley, 115 Donald, Peoria, Ill.

TEN SEAT KIDDIE ELEPHANT RIDE—ALSO Ten Seat Clown Go Round. R. Horn, 515 Crown, Ave., Scranton, Pa.

THEATRE FILMS SOLD AND EXCHANGED. 2714 Seavers, Dallas 10, Tex.

USED TENTS—ONE 50x110, THREE 40x60, one 40x70, one 40x80. Sigmund Bros., Keokuk, Iowa. oc25

35MM SOUND FILMS—NEW LISTINGS FEATURES and Shorts. Rental and sales service. Oakley Film Exchange, 242 Kontner, Nelsonville, Ohio. oc25

\$100 BUILDS 12-PASSENGER KIDDIE Chairplane. Tested Plans, \$5. Free catalog of 9 ride plans. Brill, 228-B North University, Peoria, Ill.

2500 THEATER SEATS, BARGAIN; PROJECTORS, Folding Chairs, Screens, Tents. Sell 16mm. Film, Fiber Cases. Lone Star Film Co., Dallas, Tex.

(See CLASSIFIED ADS on page 90)

BALLOONS

BUY DIRECT at LOWEST PRICES in UNITED STATES

#10 ROUND, PURE LATEX. \$1.50 PER GROSS TRANSPARENT. Packed 50 Gross to Case. LESS THAN CASE \$1.75 PER GROSS

#22 ROUND, PURE LATEX. \$2.50 PER GROSS TRANSPARENT. "Blows up as big as a watermelon" Packed 50 Gross to Case. LESS THAN CASE \$2.75 PER GROSS

TERMS: Certified Check or Postal Money Order with Order.

ARROW SALES CO. 22 HANOVER STREET BOSTON 13, MASSACHUSETTS



- A-1 MDSE. PROMPT DELIVERIES
ALL SILVER AIR SHIPS, FULL SIZE
W/Cabin, Flins, String, each in separate envelope. Per Gr. \$12.00
ALL SILVER WORKERS—Ea. 40c
WATERPROOF RAIN-CAPE COVER, clear window face. TOPNOTCH for all outdoor sports and weather emergencies. FOLDS TO FIT IN COAT POCKET. Packed 100 to Case. Per C \$15.00
RABBIT FEET KEYCHAIN—\$5.00 Per C
Rabbit Feet, assemb. comp., w/Button and Ribbon \$10.00
P-E-N-A-N-T-S (All Colleges) 15.00
FOOTBALL BUTTONS (All Colleges) 1.75
FOOTBALL, Gold, assemb. complete w/Button and Ribbon 8.00
FOOTBALL, Gold, plain 3.50
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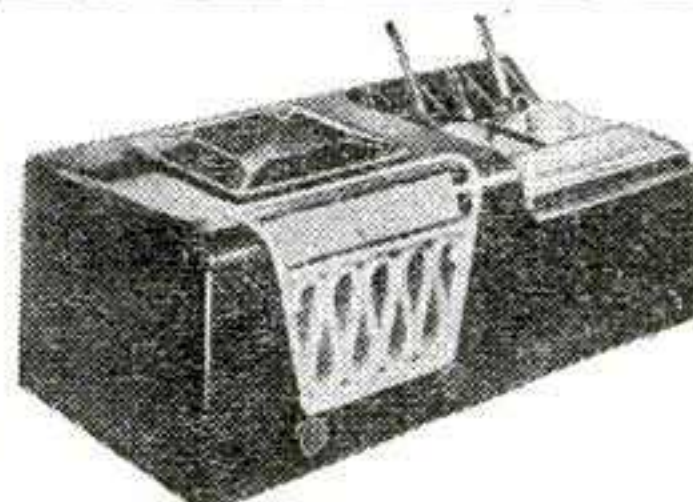
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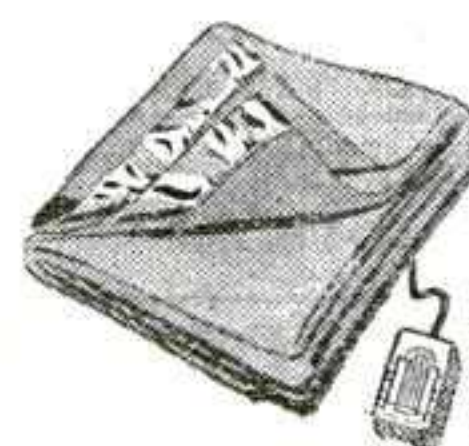
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Write for Our New Catalog Showing Our Complete Jewelry Line

LOUIS PERLOFF

737 Walnut St., Dept. C PHILADELPHIA 6, PA.

PHOTO SUPPLIES DEVELOPING-PRINTING

ATTENTION, DIRECT POSITIVE OPERATORS—Write for 1947 catalog announcing new line medium priced Metal Frames, also Glass Frames, Folders, Chemicals, Hand Painted Backgrounds, Comic Foregrounds, Paper, and our new Double Unit Photo Machine. Hanley Photo Supply Co., 1414 McGee, Kansas City, Mo. no1

CAMERAS WANTED—CASH PAID FOR YOUR idle camera equipment; Kodaks, Leicas, Contax and other good cameras, lenses and accessories; movies and projectors. Highest cash prices paid. Koby Photo Supply, 3240 Superior Ave. or 2126 E. 9th. no1

COMIC FOREGROUNDS AND BACKGROUNDS—Large assortments in stock. Free illustrated circular. Miller Supplies, 1535 Franklin Ave., St. Louis, Mo. oc25

COMPLETE LINE OF EASTMAN AND MARFOL Direct Positive Supplies. Write for price list. Marks & Fuller, Inc., 70 Scio Street, Rochester 4, N. Y. no1

DIME PHOTO OUTFITS CHEAP—ALL SIZES. Drop in and see them; latest improvements. Real bargains. P. D. Q. Camera Co., 1161 N. Cleveland Ave., Chicago 10, Ill. oc25

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MINUTE STREET CAMERAS—COMPLETE with lens and shutter, \$60. New Booth Roller Cameras, \$35. Glossick Mfg. Co., 544 Monson St., East Peoria, Ill. no1

WALLET SIZE PLASTIC PHOTOCOPY MADE from any size photo or document, \$1; original returned. Solfis, Box 1942R, Boston 5, Mass. no1

YOUR FAVORITE SNAPSHOT ENLARGED TO 5x7 inches and laminated, sealed in plastic, which protects them for life from moisture, dirt, wear or tear, only \$1.85. Send negative and money order to Quinteen Trent, Toller, Ky. no1

2 1/4 x 3 1/4 DIRECT POSITIVE MARFOL CAMERA (used) with F 4.5 lens and prism to give true image, \$150. Rawlins Co., 427 N. W. Broadway, Portland, Ore. no1

PRINTING

ACTION ADVERTISING CARDS—COLORED stock, post card size, up to 125 words copy; attention attracting illustration furnished. Special, only \$2.95 per 1,000 in 5,000 lots. Millions used as Mailing Cards, Throwaways, Enclosures, etc. Business Builder Press, 812 Main, Kansas City 6, Mo. no1

ATTRACTIVE 100 8 1/2 x 11 LETTERHEADS and 6 1/2 Envelopes, Hammermill Bond, four lines copy, \$2 postpaid. Samples. Dickover Printing, 5233 Cleveland, Kansas City 4, Mo. no29

SORRY!

Due to error of copy in The Billboard, issues of October 11 and 18, our copy read:

"HANDLING MORSE' FINE LINE OF ENGRAVING JEWELRY."

This should have correctly read: "HANDLING A FINE LINE OF ENGRAVING JEWELRY!"

Therefore we publicly apologize to the Edward H. Morse Co., of Attleboro, Mass., for this gross misrepresentation.

MILLER CREATIONS MFRS.

DATED HERALDS, SHOW CARDS, THROWAWAYS; seek contracts for stringing or die cut novelties, publications. Enterprise, Delavan, Wis. oc25

MIMEOGRAPHING—TYPING, DESIGNS, LETTERS, Booklets composed. Free samples. Topical Emprise Corporation, 1527 Highland, Box 42 B, Louisville 4, Ky. oc25

NEARGRAVURE EMBOSSED LETTERHEADS!—Striking colors, distinctive illustrations: Circus, Clowns, Tent Shows, Midways, Magicians, Orchestras Acts. Samples, 10c; be surprised. State profession. Sollidays, letterhead specialists, Knox, Ind. no1

PRINTING—ALL KINDS; FREE ESTIMATES. No order too small or too large. We invite your inquiry. H. M. G. Company, Mecca, Ind. no1

SPECIAL—INCH DISPLAY ADVERTISEMENT "Mail Order World," year, \$24. Wood's Popular Advertising Service, Atlantic City, N. J. no1

SALESMEN WANTED

AMAZING PROFITS SELLING PERSONAL initialed, individualized Buckles, Belts, Cap Badges, Tie Holders, Flexible Cap Bands; 2,000 emblems to choose from. Repeats. Write today Special Outfit Offer. Hook-Fast Company, Box 480-BB, Roanoke, Va. oc25

BRAND NEW!!—"CIRCLINE" FLUORESCENT sweeping country! Fabulous profits selling stores, offices, homes. Also exclusive Fluorescent Table Lamp. Complete line modern fixtures. Rush name for free sales kit, sample offer. Rose Co., 529CJ S. Franklin, Chicago. no1

SCENERY AND BANNERS

FLASHY SHOW BANNERS—WALK-THRU shows for '48. Chas. T. Buell & Co., Box 306, Newark, Ohio. oc25

BEST CARNIVAL AND CIRCUS BANNERS—Positively no disappointments. Nieman Studios, 1236 S. Halsted St., Chicago 7, Ill. Canal 2544. no1

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ENGLISH NEEDLES—11, SHARP, \$12 TH.; 12 sharp, \$15 th. Coil, Tubes, Designs and complete Tattoo Outfits. Rogers, 1704 N. Broadway, Baltimore 13, Maryland. no8

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WANTED TO BUY—3 OR 4 PASSENGER Bicycle. Ike Tegeler, Dyersville, Iowa. no1

WANTED—SMALL STAGE FLYING RIGGING complete. Write Johnny and Betty, 944 Early Rd., Youngstown, Ohio. no1

WANTED TO BUY CHEAP—BUCKLEY TRACK Odds; long or short tube. Write, wire or call Alabama Amusement Co., P. O. Box 229, Phenix City, Ala. Phone 3-3991. no1

(See CLASSIFIED ADS on page 94)



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Machines (all types)

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Amso means more profits. Fastest delivery. Plenty supplies. New—Used. Beautiful, durable, portable.

Simplified so anyone learns in hour. Sign below for literature. American Stamp & Novelty Mfg. Co., Dept. 1025, 1132 W.N. 2, Oklahoma City 4, Okla.

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Headquarters for **COUNTERCARD** **MERCHANDISE** **NOTIONS-SUNDRIES** FOR IMMEDIATE DELIVERY

LEE RAZOR BLADES Write for Price List - LEE PRODUCTS CO. 437 WHITEHALL ST. S.W. ATLANTA 2, GA.

Big Profits **PHOTO MACHINES** New Street and Booth Models Ready! Shipped in 2 days! Exclusive features—easy to operate. Hands not in chemicals. KD or 1 piece. 5-year warranty. Cameras only or complete. 10 sizes—single, double or triple. Supplies. Write—phone—wire. **Federal Identification Co.** Dept. 48, 1012 N.W. 17, Oklahoma City, Okla.

XMAS SALES SPECIAL NEW LOW PRICES ON COMPLETE LINE OF TOYS LIGHTERS JEWELRY FOUNTAIN PENS COMBS LEATHER GOODS NOVELTIES HOUSEHOLD ITEMS WRITE FOR NEW LIST OF OVER 250 MASTER MONEY MAKERS. **Gordon Mfg. Co., Dept. X** 110 East 23rd St. NEW YORK 10

CARNIVAL ENGRAVERS **STORE ENGRAVERS** Handling MORSE' Fine Line of Engraving Jewelry (These are not Larries) 1927 ACH—Alum. Tag and Silver Plated Chain \$5.50 Doz. 1927 AA—Alf Alum. Idents. 4.40 Doz. Send for Illustrated Catalog. **MILLER CREATIONS** 6625 Kenwood Ave. CHICAGO 37, ILL.

AMERICA'S NO. 1 PROFIT MAKER! **BIGGEST SELLER IN 25 YEARS!** Men's Brand New 15 Jewel **CHATON WRIST WATCHES** Beautiful rhinestone dial looks like it has genuine diamonds. Assorted styles—black with white stones, all white stones and white stones with simulated rubies. In modern 10Kt. R.G.P. yellow gold case with stainless steel back. With leather strap. At the sensationally low price..... **\$14.95** Minimum order 3 watches 25% With Order—Balance C. O. D. Write Dept. B25 for our new 16-page Xmas Catalog with hundreds of profitable watches, diamond rings, etc. **WHOLESALE ONLY** **JOSEPH BROS.** 59 E. MADISON ST. CHICAGO 3, ILL. Member of Jeweler's Board of Trade.



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

Nationally Known American Made **Wrist and Pocket Watches** For Ladies and Gents Reconditioned like new. Guaranteed like new. Prices From **\$7.25** Elgin Waltham Hamilton Bulova Gruen SEND FOR OUR FREE 1948 WHOLESALE CATALOGUE OF WATCHES, DIAMONDS and JEWELRY IMMEDIATELY! **ARPEL JEWELERS** 316 Washington Square Bldg., Dept. B 7th and Chestnut Sts. Philadelphia 6, Pa.

GENUINE FUR COATS CAPES JACKETS, ETC. **LOWEST PRICES** Buy direct from our factory at wholesale price. The latest styles in all sizes. Wide range to select from including Silver Foxes, Marminks, Muskrats, Pony, Coneys, Skunks, Mouton Lamb, Cheekiang, Kid Skins and others. Satisfaction guaranteed or money refunded. Send for free catalog just off the press. Mouton lamb bands a specialty \$2 Ea. **BON MARCHE FUR CO., Mfg. Furriers,** Dept. V4, 287 7th Ave., N. Y. 1, N. Y.

RINGS—RINGS **MASSIVE RINGS** Skull and Crossbones, Indian Head, Horse Head, Snake. Assorted Doz.\$18.00 Men's Whitestone, 1/70 12 Kt. G.F. Large White, 2 Small Red Stones. Doz. 22.50 25% Deposit, Balance C. O. D. **B & B JEWELRY SALES** 407 Travis St. HOUSTON 2, TEXAS

FOOTBALL NOVELTIES

- Tin Footballs ^{2 1/4 x 1 1/2}/_{inches} Per 100 \$ 4.25
- Plastic Football Charms..Gross 3.75
- 718 Football Balloons...Gross 7.95
- Comic Buttons.....Per 100 1.65
- Per 1,000 15.50
- #5 Ribbon Cut edge rayon satin. Bolt is 7/8 in. wide, 50 yards long. In white, red, blue, green, black, orange, maroon Per Bolt 1.65

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FANCY BOX CHOCOLATES • CHOCOLATE CHERRIES

Outstanding Quality • Fresh Merchandise

5 Lb. Bulk Hand Dipped Chocolates
All Kinds of Bulk Candy Specialties

Chocolate Bridge Mix, Malted Milk Balls, Chocolate Peanut Clusters, Fudge, Peanut Brittle, Assorted Jellies, Panned Candies, Sugar Mints, Chocolate Mints, Lozenges, Salted Nuts, etc.

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Specify line interested in. Be sure to state your type of business.

G. B. BROKERAGE & DISTRIBUTING CO.

618 S. Dearborn St.

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Large assortment of NEW 1947-'48 outstanding creations. Perfect quality. Excellent workmanship. Distinctive furs of all types at popular prices. Earn EXTRA MONEY in your spare time selling furs to your friends and neighbors. Send TODAY for our New Illustrated Catalog and Price List. It's FREE.

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Fireman's Red & Ivory Trim
Sample \$12.00
1/2 Dozen 10.50
Dozen 9.00

FREE with samples. 120 Hole Tip Board, 25¢ play, takes in \$30.00, or 66 Hole Pushcard, 1¢ to 39¢; takes in \$24.15, 25% Deposit, Balance C. O. D.

MARION COMPANY

Wichita, Kansas

ORDER DIRECT FROM YOUR NEAREST JOBBER

World's Largest Manufacturer of Nationally Advertised Ball Pens

B•B "Retractable" in Three Styles No. 446. Gold plated metal cap, tip and clip. In beautiful Presentation Box.

PRICE **\$1.98** RETAIL

No. 445. Chrome cap, tip and clip. In Presentation Box.

PRICE **\$1.49** RETAIL

No. 444. Polished plastic. Chrome tip and clip.

PRICE **98¢** RETAIL

Ready to Write or Safely Tucked Away by a Simple Turn of the Wrist



Each a gem of design, each the ultimate in ball pen performance. Dealers will now be equipped with a pen style for every member of the family. Millions of the "B•B's" and "VP's" are in service, millions more of the newer models soon will be, backed by extensive national advertising. The B•B pen is made by the largest producer of ball pens in the world and one of the first to bring good ball pens to all at a sensible price.

All Pens are FAIR TRADED—NO LUXURY TAX

The B•B ball pen carries an ALL-TIME SERVICE AGREEMENT

Standard B•B Refill Cartridge fits all B•B Pen Models

49¢ Retail



Attractive 12 pen, 2 color counter display furnished with Model No. 444.



Display holds 6 each of Nos. 223 and 114 or 12 of one, plus 12 refill cartridges.

the **B•B** family of fine ball pens outstanding performance—handsome styling nationally known and advertised

No. 224. B•B DeLuxe. Attractively boxed. Gold plated cap and polished plastic barrel. Compares in appearance with pens costing many times more.

PRICE **\$1.49** RETAIL

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PRICE **98¢** RETAIL

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PRICE **98¢** RETAIL

SPECIAL CHRISTMAS PROMOTION ADS IN

LIFE November 24, December 15

SATURDAY EVENING POST

November 15, December 6

COLLIER'S November 15, December 6

LOOK December 9

Intensified National Advertising in '48

Patents Pending

B•B PEN COMPANY, INC.
6245 SANTA MONICA BOULEVARD
HOLLYWOOD 38, CALIFORNIA

Chicago Offices and Warehouse, 230 E. Ohio St., Zone 11

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JEWEL PIXIE

PORTABLE
Battery Radio

Tiny, lightweight low priced! Adjustable shoulder strap or hand strap Brown alligator leatherette "Deep Voice" tone chamber Wonderful radio!

\$20.95

LESS BATTERIES

WEIGHS ONLY 3 1/2 LBS.

6 1/2" HIGH
4 1/4" WIDE
4 1/4" DEEP

Built-in Loop Antenna
Plays with lid open or closed
4 Tube Superheterodyne

PRICE
\$15.07 each, less batteries—lots of 6 or more.
\$16.84 each, with batteries—lots of 6 or more.

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320 W. 12th St., Los Angeles 15, Calif.

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AGENT, BOOKER, CONTRACTOR, PUBLICITY director, assistant theater manager; 25 years' Theatrical, Musical Comedy, Vaudeville, Circus experience; have car. State salary. Join on wire. Robert Saul, 113 W. Butler St., Adrian, Mich. oc25

JOB WANTED — EXPERIENCED ARCADE manager and repair work. Box 522, Manitowish Springs, Colo. nol

SEVENTEEN YEARS' EXPERIENCE IN OWN- ing and operating music machines. Wish connection with reliable music company as operator. Capable of supervising music routes. Joe Huey, Henderson, Tex. nol

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COCKTAIL DUO — BENNIE AND BENNY JO Martin playing piano, Solovox, vibraphones, bass fiddle and both do vocals. Popular numbers, all old standards, large library. Do all requests, fine wardrobe, and have all instruments. Best references. Available after November 20. Wire or write permanent address: P.O. Box 122, Ponca City, Okla.

CIRCUS AND CARNIVAL

CAPABLE OFFICE SECRETARY, NOW EM- ployed wants winter connection. Handle all routine office work of any size show. Reliable. No wires, flow time for mail to be forwarded. State salary and all details. Secretary, Box 11, Browns- town, Ill. oc25

MISCELLANEOUS

FAT DWARF WOMAN—AGE 40, WANTS TO join other dwarfs or midgets. I have a small musical act. No others need answer. Blanco Ober, 1516 Orange Ave., Fresno, Calif.

FEMALE IMPERSONATOR—DANCE ACT OR anything. Interacted persons, men or women, write to me. Box 222, Western Port, Maryland.

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VERNON HOFF—FEMALE IMPERSONATOR. Held over! Sixth successful week! Frisique singer and pose-style strip tease dancer. AGVA. Vernon Hoff, Ring Cafe, Dayton, Ohio.

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DRUMMER — PLENTY EXPERIENCE WITH semi and name bands. Read well, have steady beat. Do vocals; now pearl drums. Age 24, sober and reliable. Will travel. Norman Cogan, 45-17 43rd St., Sunnyside, N. Y.

DRUMMER—UNION; AFTER NOV. 20TH. Experienced pit-man, vaudeville, burlesque; will consider winter circuits. L. A. Cook, 266 E. Gib- son St., Tonawanda, N. Y. nol

DRUMMER — EXPERIENCED ALL LINES. Union, mte club, dance, indoor circus units, anything reliable. Troupe or location. Jack Sweetman, Circleville, Ohio.

ORGANIST—COMMERCIAL STYLE. EXPERI- enced, young, read, fake, Southwest only. Rob Stevens, 4506 Avenue B, Corpus Christi, Tex. Telephone 20139.

PIANIST — YOUNG MAN, AVAILABLE IM- mediately for Southern hotel or club location. Combo or single. Pianist, General Delivery, San Antonio, Tex. oc25

PIANIST—SOCIETY, COMMERCIAL, SOBER; location preferred. Pianist, 713 So. Brown Ave., Terre Haute, Ind.

PIANIST — MUSICAL BAR, LOUNGE, CLUB (intermissions); "Gay Nineties." Work with your vocalist, if good tips. Experienced. Dick Tone, Newnan, Ga.

PIANIST—COMMERCIAL STYLIST, EXPERI- enced, young, read, fake, fills, solos. Southwest only. Pianist, 4506 Avenue B, Corpus Christi, Tex. Telephone 20139.

PIANO MAN, TENOR MAN NOW—TENOR man sings. Plenty experience. Ages thirty. Location only. Write, wire Glenn Thorson, Spooner, Wis.

RINK ORGANIST — COMBINE NOVACHORD, Solovox. Experienced, reliable. When writing please state all, and best salary offered. Organist, Box C-340, care Billboard, Cincinnati 22, Ohio. nol

RINK ORGANIST—FIRST CLASS RINK EX- perience, now employed, desires change, any lo- cation. Co-operative, dependable and sober. Write Box C-342, care Billboard, Cincinnati 22, Ohio.

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TENOR SAX, CLARINET—YOUNG, SOBER, fast reader, experienced with commercial bands, no ride. Musician, 777 Lexington Avenue, New York City.

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MALE VOCALIST — LYRICIST, DESIRES spot with sweet band. Age 30, look younger. Sober, reliable, single, excellent voice, repertoire, appearance. Prefer Toledo area but will travel. Full particulars and photo first letter. All mail will be answered. Address R. L. (Bob) Rodgers, 506 So. Prince St., Lancaster, Pa. Phone 2-7665.

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\$24.00
GROSS

\$6.75
PER BOX OF 3 DOZ. (minimum quantity)

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Made of 3-part green lacquered Holly Leaf, Red Holly Berries, natural Pine Cone, 2 special shaped Bells and Red Ribbon Bow.

25% Deposit, Balance C. O. D.

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Men's **MIDWEST** and other FINE NATIONALLY ADVERTISED WATCHES for Immediate Delivery.

ALL MOVEMENTS AND CASES GUARANTEED NEW

7 JEWEL \$11.95
Plain Dial

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Plain Dial



Rhinestone Dial—\$2.50 additional
Stretch Band, 1/20 12K GF. \$2.50
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MIDWEST WATCH CORP.
5 S. WABASH CHICAGO 3, ILL.
Exclusively Wholesale

IMPORTED SWISS WATCHES
New Watches - - - Latest Designs



GENT'S 10K
Rolled Gold
7 Jewel S/B
Raised Rock
Crystal
\$13.00

17 Jewel S/B
\$15.50
Simulated Dia-
mond Dials
add \$2.00

Ladies' S/B, 10K
Rolled Gold
Raised
Rock
Crystal

7 Jewel \$13.50
17 Jewel \$16.00

Wholesale. Single Samples, add \$1.00 to above Prices. All Watches Guaranteed, 25% With order, balance C. O. D. Write for Literature.

MERIT SALES CO., Wholesale Jewelers
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Brightly Decorated Metal Box.
\$13.50 Doz.

Minimum Quantity, 1 Dozen.
Also a Line of Dolls From \$8.00 Doz. Up. 25% deposit with order, bal. C. O. D.

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Folding, non-folding
Many Styles
Steel, Wood,
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State requirements.
Minimum order—two dozen

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FOLDING CHAIRS



Even Jumbo Can't Tip Them

Send for Our Price List

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Dept. B, 131 W. 14th St.
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Phone: CHelsea 2-3064

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718 Football \$6.00 Gross
524 Airship 3.75 Gross
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= 11 Round 4.50 Gross
= 14 Round 7.50 Gross
Lash Whips 12.00 Gross
1 1/4" Return Balls 7.00 Gross

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ABALONE PEARL SEA SHELL LADIES' RINGS

Sterling Silver, \$6.75 Doz., \$9.00 Doz., \$12.00 Doz. Eight Styles.

We also have Abalone Earrings and Necklaces.

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LOWEST PRICE YET!
2-OZ. SIZE TUBE **\$12.00** Gross
Immediate Delivery

25% with order, balance C. O. D.

Mass production economies enable us to hit this low price. Choice of orange or clear. Football Workers—Jobbers—Novelty Stores —Peddlers, here's your chance to increase your profit on this fast-selling item.

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Heavy Weight Cards, Specials, Cages, Blowers, Transparent Markets.

Write for bulletin.

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Smart, modern design. Covered in simulated leather. 4" high, 3 1/4" wide. Needs but 4 fillings a year. Heavily chrome plated. Hand- sanelly plated. FREE. 24-Hole Pushover, takes in \$3.25, or 35-Hole, takes in \$12.35. SAMPLE, \$3.50 prepaid. Dozen, \$36.00. 25% Deposit, Balance C. O. D.

MARION CO.
Box 1586 Wichita, Kansas

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Our 5¢ to \$5 **BILFOLDS**, Key Cases, Purses, Belts & re- lated items. Circulars & Samples Available. **CUTTING LEATHER NOVELTY CO.**
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BIG PROFIT IN GIFT GIVING RINGS!!

#3598 Wedding and Friendship Band. Sterling Silver. Hand set with 7 simulated rubies or sapphires. **\$4.50 EACH.**

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#6228—Man's Onyx Ring Hand set with beautiful cut rhinestone. 1/20 12K G.F. **\$15.75 DOZEN.**

Send \$15.00 for assf. ring samples

SUPERIOR JEWELRY CO.
740 SANSOM ST., PHILA 6, PA.

Look at this LEE-TEX LINEUP for NEW YEAR'S EVE


1. BALLOON HATS

It's a brand new idea, and already a smashing success—crepe paper hats with full-sized balloons attached. Simple wooden twist valves keep balloons inflated. Sensational is the only word for this item!



2. NOISEMAKERS

A new variation of an always-popular item. They're small, pocket size, but they pack a lot of noise. Gaily striped and colored. Unusually well made, with safe plastic mouthpiece and brass reed squawker.



3. SPECIAL BALLOONS

Here are Lee-TEX balloons in special dress for New Year's—imprinted with gay party greetings. Available in a wide range of sizes and shapes. Lee-TEX processing make them tougher, uniform, easier to inflate.



LEE-TEX

THE BALLOON PEOPLE

LEE-TEX RUBBER PRODUCTS CORPORATION
2762-92 N. CLYBOURN AVE., CHICAGO 14, ILL.
321 JACKSON STREET, LOS ANGELES 12, CAL.

PREMIUM USERS—NOVELTY AND GIFT SHOPS—CONCESSIONAIRES!

BRAND NEW! GORGEOUSLY COLORED UNBREAKABLE ALL METAL LIFETIME GIANT PIGGY BANK

Holds up to \$1,000.00 in coins.



Beautiful porcelain-like finish in a variety of attractive colors: White, Baby Blue, Pale Green, Chartreuse, Pink. Measures 14" from nose to tail. Stands 7 1/2" high. Highly decorative. Ornamental as well as useful. Plexiglass window on top enables user to see coins in bank. Each bank individually cartoned. Shipping wt. approx. 5 lbs. Retail \$4.98 each.

\$36.00 Doz.
Sample \$3.50

F. O. B. Chicago

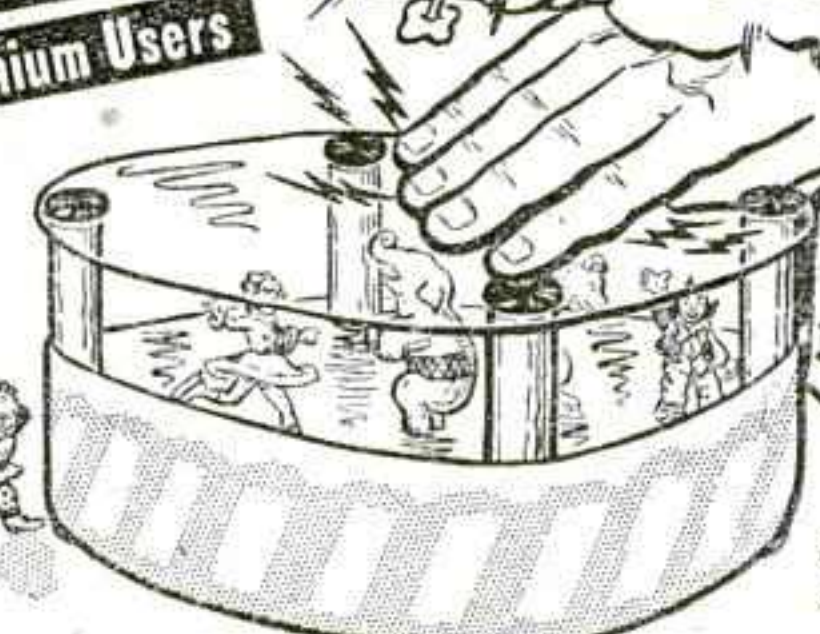
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ATOMIC ENERGY CIRCUS

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Easy to Demonstrate! Sells on Sight! 12 colorful Circus figures dance, tumble and do countless tricks from just a stroke on the magic film. Get this item now!

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GENUINE CROCODILES
Plastic Wood. Realistic in Natural Color. Size 6 1/2". **\$6.00 Doz.**
Other Animals, Lge., \$3.00 and \$4.50 Doz.



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Sea Shell Picture Frame. Size 5 1/2"x8", \$5.25 Doz. Large Size, \$8, \$10.50, \$14.50 Doz.



EARRING, \$12.00 doz. pr.
Genuine Italian Mosaic, Beautiful and Artistic Design.



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SEA SHELL NOVELTIES
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AGENTS \$\$\$\$

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THE YEAR'S BIGGEST MONEY MAKER

Now in a QUICK PROFIT COUNTER CARD

Here's the IDEAL SOUVENIR for Agents, Salesmen. Lucky Penny Tokens with Brand New Shiny Penny sells on sight. Everybody wants to carry this unique GOOD LUCK TOKEN and will carry it for years.

BIG PROFITS & PROSPECTS GALORE!

Cigar stores, drug stores, taverns, souvenir spots, etc., are push-overs for these Lucky Penny Key Chain Cards. Each card has 2 dozen LUCKY PENNY KEY CHAINS to sell fast at 25¢ apiece, giving retailer \$2.40 per card profit. Your price to retailer, \$3.60; your profit, \$1.00 or more each card.

AGENTS' PRICES—Immediate Delivery

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100 Cards, Each	2.50

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For conventions, fairs, centennials, jubilees, carnivals, rodeos, or any special event or opening, or souvenir of your city or State. LUCKY PENNIES stamped on back with special souvenir message. Minimum order 100 cards. Ship 3 to 4 weeks. Price, \$2.50 card.

WANT AGGRESSIVE REPRESENTATIVES !! EACH TERRITORY TO PROMOTE LUCKY PENNY DEALS. DEPOSIT WITH ALL ORDERS, BALANCE C. O. D.



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• Nero and Charlot Chatelaine
• Ship and Anchor Chatelaine
• Hand Painted Bracelets
• Charm Bracelets

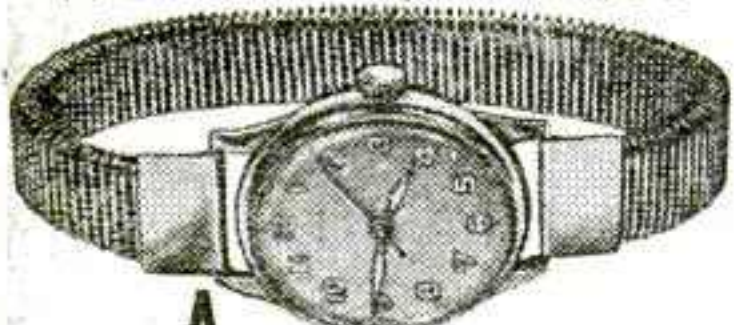
Each set is highly polished 24K gold plate.

\$9.00 Doz. Without Boxes 9.50 Doz. With Boxes

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A Super-Value ONLY \$4.15 Ea. Accurate precision movement. Chrome case. Sweep second hand. Radium Dial and Hands.

EXTRA! BOTH Stainless Steel Expansion Band and Strap included with each watch.

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NO FILMS - NO DARK ROOM. Direct Positive Photos, size 2 1/2 by 3 1/2 inches. NOT TIN TYPES. Big attraction. Watch photos develop in daylight in one minute. Easy to operate. Simple instructions show you how. P. D. Q. Photos are guaranteed NOT TO FADE. In this interesting, BIG MONEY business—anywhere—indoors or outdoor, you will make BIG MONEY with the P. D. Q. . . . A real "Portable Photo Studio." Write or wire

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SPIDERS—15c EACH 5 Samples for \$1.00, Post Paid

10 GR. SLUM—\$9.00 25% deposit must accompany all orders. Merchandise shipped same day order is received.

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Letters and packages addressed to persons in care of The Billboard will be advertised in this list two times only. If you are having mail addressed to you in our care, look for your name EACH WEEK.

Mail is listed according to the office of The Billboard where it is held, Cincinnati, New York, Chicago and St. Louis. To be listed in following week's issue mail must reach New York, Chicago or St. Louis office by Wednesday morning, or Cincinnati office by Thursday morning.

MAIL ON HAND AT CINCINNATI OFFICE

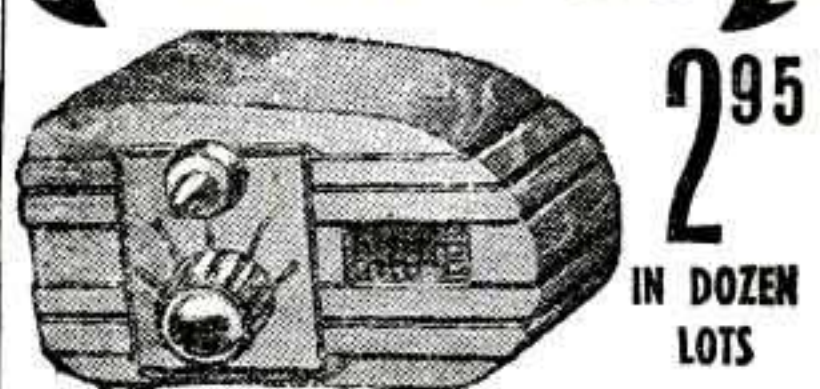
2160 Patterson St. Cincinnati 22, O.

Parcel Post

Driver, Billy .90c Lowery, Grace 10c
Patterson, V. E. Lambert, Chas M. 15c

- Adams, Frank (Adams Amuse. Co.)
Adams, Mrs. Helen Davis
Albrecht, Geo. R.
Allen, Harry A.
Allen, Al & Opal
Allen, H. S.
Allen, Roy Stephen
Altman, Barney
Ames, David
Anders, Lysle
Anderson, D. W. (Hollywd Revue)
Andrican, Mrs. C. E.
Ankrim, Geo., Jr.
Arbogast, John K.
Ashley, Blanchard W.
August, D.
Awalt, Harry H.
Babbs, Louis W. & Alvina
Baker, Barney
Baker, Louis
Balog, John E.
Bancroft, Harry L.
Bantly, Herman
Barclay, Richard
Barfield, David
Barnell, Anthony
Barnes, Pinky
Basha, Jos. Conrad
Bauer, Harry
Bauman, Bob
Beem, John H.
Beene, Elbert
Behymer, Chas. G.
Benesch, Frank
Benjamin, Joan
Berman, Joe
Billingsley, Fred
Bilrick, Mrs. Marie
Bilz, Geo. C.
Blair, E. M.
Blair, Harry H.
Blair, Jos.
Blakely, Benton H.
Blevins, Carter & Alvis
Bligh, Mrs. Lena
Blough, Mrs. M. A.
Bluestein, Rubin
Bockus, Ehel May
Boehm, Jos. J.
Bolan, Elizabeth
Bordon, Sam
Brady & Leedy Shows
Bradley, A. C.
Bradley, Jos. A.
Braswell, Hilliard H.
Briggs, Robt.
Briggs, Tex
Bristow, Orville C.
Britton, Glenda Rose
Broome, C. E.
Brooks, John
Brouette, Albert
Brown, Wendell S.
Brown, Mrs. Elley
Brown, E. C.
Brown, Vona Earl
Bruce, J. R.
Buckhann, Tommy
Burke, R.
Burns, James G. (Gennie)
Burns, Scotty
Butler, John W.
Brundell, Billie
Bryant, Howard & Cameron, Skeets
Campbell, Dorothy S.
Bryden, Tommy Mrs.
Buley, Jerry
Burlison, Millie
Burney, Thos. J.
Burns, B. A.
Busch, Frank C.
Buxbaum, Edw. S.
Caldwell, J. E.
Caldwell, Walter
Cardona, Ramona
Carl, Geo.
Campbell, Glenn
Carrejo, Mrs. Alonzo
Campbell, Rosemary
Cannon, Mrs. J. O.
Cantrell, Beverly
Carter, Helen Ellen
Cartwright, K. G.
Cary, John R.
Caron, Geo. E.
Carroll, Dave
Caudillo, R. E.
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Chaney, Mrs. Carol Fay
Chaney, Glenn (Curler)
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Chapman, Jack & Mrs. May L.
Chambers, Fred
Chapman, Mrs. May L.
Charles, Ireland
Chunas, A. J.
Chunas, Mrs. Mae
Clark, Harry K.
Cohen, Raymond
Christensen, Geo. (Speed)
Chizem, Jack
Cibull, Mrs. Frank
Cibull, Frank
Cline, Mrs. Fred
Clink, Frank
Coleman, Evelyn
Colora, Ralph
Constantine, Mrs. Billie
Copps, Wm.
Corbett, John M.
Coryell, J. D.
Costa, Steve
Cottrell, Wesley
Counoutsos, Steve
Coutts, Jr., Mrs. R. R.
Couture, Leo J.
Coven, Newman or E. Sam
Cozzens, Chas. Brown
Craden, S. Kenneth
Craman, Max
Cramer, Ray
Crawford, Art & Clara (Musical)
Crawford, R.
Crawford, Mrs. Robt. P.
Crewz, Pearl & Elmer
Crocker, Miss Lee X.
Crowder, Geo. L.
Crull, R. N.
Cummings, Pfc. Wm. G.
Curtin, Minnie
Curning, Nell M.
Cushman, Mrs. Billy J.
Custer, Ted
Cutler, Tiny
Dadswell, Jack
Dapierski, Wm.
Dabney, Tex & Bertha
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Darezzie, Frank
Darling, Happy Jack
Davidson, A. F.
Davies, Wm. W.
Davis, Al
Davis, Geo. Costello
Davis, C. H.
Davis, John Raymond
Davis, L. Raton
Davis, Texas Jay
Dawson, Jimmie
Dawson, Frank Wm.
Day, Dalton
Day, Chas. Owner
Decker, Mrs. Stephen
Demetro, Steve
Demetro, Walter
Decker, Otis
Demetro, Grabbo
Demetro, John
Demick, John
Dennis, Theo.
Dennis, A. J.
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Denton, Joe
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Ditto, Bert
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Donaldson, Slim
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Engle, Chas.
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Eulo, Jack L.
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Fefebue, Jack
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Ferguson, McD.
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Floy, Kitty
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Glidden, Floyd E.
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Glover, Chas.
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Goss, Robt. L.
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Harris, Rome
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LaZellas, The
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Stronk, Walter
Sumner, H. Kermit
Sundstrom, John E.
Swan, Walter
Sweeney, Ed.
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Thomas, Napoleon
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Tylor Jr., Fred G.
Uscilowicz
Van Horn, C. M.
Venner, Robt.
Volching, Alolph J.
Wales, H. E.
Waligorski, Mrs.
Lucille
Wallace, R. B.
Walsh, James P.
Wantz, Mrs. Ruby
Warbritton, Clyde
Warren, S. B.
Watt, Russell
Weathersbee, Louie
Webb, Joe B.
Webb, Ko
Weber, Raymond
Weekly, Mrs. Earl
Wells, Pvt. Melvin
C.
West, Margie
Westbrook, H. E.
(Buster)
Westphall, A.
Whaley, Silas
White, Frank

White, Joseph
Michael
White, Mrs. Mary P.
White, Robt. E.
White, Mrs. Willie
Mao
Wientherick, Mrs.
Johnny
Wilkerson, Robt.
Willinson, Benjamin
Williams, Jack
Wills, Johnny
Winters, Thos. J.
Wojaszek, Bronislaw
Wolfe, Raymond
Womsley, Eddie
Woodward, Rufus
Woodward, Mrs.
Winona
Woody, Miller
Woolsey, John
Workman, William
Wray, Ross
Wright, Chas. T.
Wright, Ervin
Jackson
Wyatt, Lubie
Yennie, Harold
Yoder, Floyd
Zabriskie, C. L.
Zabriskie, Mrs. L.
Zurbede, Mrs. Mae

MAIL ON HAND AT CHICAGO OFFICE
155 No. Clark St.,
Chicago 1, Ill.

Barnell, Anthony
Beard, Jack
Becker, Clifford L.
Belmont Bros.
Bowen, Roy W.
Braunstein, Benjamin F.
Brock, Mrs. Frances
Brown, Fitzie
Burney, Thomas J.
Dever, A. "Red"
Davis, Charles
DeVere, Mr. A.
Dixon, Louis
Dixon, Vyron
Flowers, Jack Carl
Harry, Geneva & W. H.
Harvey, R. M.
Hastings, Mrs. Tilly
Horowitz, Leon
James, Mr. H. E.
Kelly, E. C.
"Roughhouse"
Kennison Sisters

Volins, Bill
Ward, Hank
Watson, Edwin A.
Weaver, C. B.
Williams, Gilbert
Green, Mr. & Mrs. Woody
Gregory, R. W.
(Bob)
Hall, Mrs. Albert
Hamilton, Jay
Anson
Harvilla, G. E.
Hatfield, Dale
Havens, Charles L.
Hilderbrand, Roy
Hill, John C.
Hook, Eddie
Howard, John
Hughes, Mrs. W. L.
Irby, J. L.
Jackson, Miss
Pauline
Jarvis, Jack
Jones, Clyde
Jones, Miss
Frances
Keckler, Charles W.
Kennedy, C. B.
King, Mrs. Marjorie
Kirkwood, Mrs.
Linda
Knight, Robert O.
Laundry, George
Henry
Lavelda, Ted
Leary, Dick
Lewis, Francis
Lewis, R. V.
Litts, Mrs. Gna
McKay, Arthur H.
McLean, M. H.
McPherson, Ralph
Mansur, S.
Martin, Ralph
Miller, Cole
Moore, Paul
Morgan, Willard C.
Musgrave, Ross, Jr.
Orchard, H. L.
Peemont, Jean Paul
Pelen, Chas. W.
Peyton, William
Alfred
Pordon, William
Rachelle, Renee
Randolph, Robert
Reed, Ivan C.
Reynolds, Duke
Robertson,
Queenabeth
Rohter, L. S.
Rose, Mike
Schemel, Mrs. Ann
Scagg, Ray
Shunway, L. T.
Sinclair, Glads
(Red)
Spake, Bill
Smith, Henry
Norman
Stanley, Miss Marie
Stevens, Geo. W.
Stevens, Grant
Stundstorm
Thompson, Billy E.
Toulin, W. F.
Turner, Leonard D.
Wachtel, Elmer T.
Wagner, W. J.
Weiss, Ben
Winn, Gene
Winrod, Mrs. E. L.
Wright, Marvin
Zingara, Frank A.

Prised for Quick Sales! "STRUCTO"

STEAM SHOVEL

Size: 21" Long
6 1/8" Wide, 8 1/4" High

\$20.00 Doz.

Crank controls the automatic loading of shovel. Housing revolves. Here's a toy every active youngster wants. Sturdy construction.



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New York 19, N. Y.

Alton, Carl
Anderson, Lucile
Ballard, Viola D.
Braunstein, Ben- jamin F.
Broun, Whitey
Buckner, Joseph
Burgher, Anthony
Campfield, Arthur
Caramela, Frank
Carr, Neal
Chase, Mildred & Frank
Coley, Clark Z. Jr.
De Phil, Chas. & Henrietta
De Sista, Joseph
Erbangh, Ethel
Ewing, Ed
Ferry, Mrs. William
J.
Fontez, Louise
Brown
Gallagher, John
Gardner, Mrs. M.
Gerber, Mr. Joseph
Gold, Lou
Grauer, Ernie
Glick, William
Greene, Horatius
Heath, John
Hepper, Paul
Hitzelberger, W. H.
Hilton, Harry A.
Kennedy, Louisa & Frank
Kline, Robert
Krauer, Rose

MAIL ON HAND AT ST. LOUIS OFFICE
390 Arcade Bldg.,
St. Louis 1, Mo.

Mathrew, W. L. 6c
Winn, Gene 32c

Parcel Post

Allen, Ireland G.
Alvino, Thomas
Anthony, Mrs.
Milo Lucille
Bacon, Wm. and Imogene
Barlow, Edward H.
Barues, Mrs. Jack
Barry, A. J.
Barry, Frank
Beard, Mrs. Myrtle
Hutt
Bell, Dorothy
Bennett, Dale R.
Bryer, Mrs. Mae
Buck, Mrs. Lula L.
Burke, Joseph
Thomas
Burto, L.
Canser, Jack Lee
Cecord, Ernest
Clemmons, Miss
Betty D.
Cook, Mr. & Mrs.
Fred H.
Cook, Paul L.

G.I. JOE JEEP
\$14.32 Doz.

Famous wind-up mechanical toy, makes a terrific pitch item. Runs backward and all ways. 4 doz. limit.

Keystone Station
\$41.00 Doz.

The item that is already creating a sensation. A child's delight, a gas station that operates like a real one.

TOY IRONER
\$9.00 Doz.

Electric toy ironer with light. Every mother will want her little girl to have one. Safe low heat. AC-DC, complete with plug. 6" long.

Soda Fountain
\$33.00 Doz.

There isn't a child who can resist this wonderful new toy. A real sales getter, because it looks and works like the real thing.

Auto-Magic Picture Gun
\$24.00 Doz.

A sell-out every time with terrific repeat sale features in bulbs, film, batteries. A picture projector in a gun.

Mail Box Bank
\$5.40 Doz.

A replica of the U. S. Mail Box. Heavy steel enameled in green. Weighs one pound, 5 1/2 inches high. Complete with lock and key.

Wrist Watches
\$4.86

Cash in on this, the most wanted men's watch on the market today. Nationally advertised. Handsome chrome plated case.

Cost \$4.86
Retails \$6.95
plus 10% Fed. Tax
Retails for \$13.95

STEAM IRONS
\$5.75 Ea.

There isn't a woman who wouldn't want one of these handy, efficient steam irons. Makes a good selling, year around item, one that must be in your stock.



JOBBERS—LOW PRICES ON HOLIDAY GOODS

ORDER TODAY FROM THIS LIST—DON'T DELAY

POPULAR CHRISTMAS ITEMS

	Gross	Dozen
Tissue Dancing Santas	\$ 7.00	\$.75
Tissue Xmas Tree, 7 1/2", Red and Green	6.60	.65
Tissue Xmas Tree, 11", Red and Green	10.80	1.20
Tissue Xmas Tree, 15", Red and Green	21.00	2.25
Tissue Xmas Bell, 12"	10.80	1.20
Electric Wreaths, 10"	90.00	9.00
Electric Tree Lite Set, C 6	175.60	15.00
Electric Tree Lite Set of C 7 1/2	288.00	27.00
Silver Foil Icicles, Boxed	7.50	.75
Flameproof Xmas Snow	7.80	.75
Flameproof Angel Hair	19.80	1.80
Silver Foil Star Ornaments	4.00	.40
Jeweled Foil Reflectors, 8's	17.40	1.60
Glass Pendant Tree Ornaments	4.00	.40
Glass Candy Stick Tree Ornaments	7.80	.75
Glass Candy Cane Tree Ornaments	7.80	.75
Jeweled Foil Icicles	7.80	.75
Tinsel Cord, 60 ft. on Reel	4.00	.40
Friill Tinsel Gift Cord	7.80	.75
Tinsel Gift Tying Ribbon	7.80	.75
Gift Wrap Scotch Tape	7.80	.75
Scotch Tape Xmas Seals	19.80	1.80
Mistion Gift Ribbon, Assorted	7.80	.75
Sparkling Gift Tying	7.80	.78
Angel Tree Top, Ind. Boxed	90.00	9.00
Rayon Ribbonzene, 500 Yd. Spool, All Colors	18.00	
Fancy Tinsel Tying Ribbon	7.80	.75
Dripless Xmas Candles, 8"	4.75	.50
Holly Gift Wrap Paper	8.00	.78

25% DEPOSIT REQUIRED ON ALL C. O. D. SHIPMENTS
One of America's Leading Distributors

GEM SALES CO. 533 WOODWARD AVE. DETROIT 26, MICH.

FAST SELLING HOLIDAY ITEM!

WATERBURY SENATOR Wrist Watches

Cost \$4.86
Retails \$6.95
plus 10% Fed. Tax
Retails for \$13.95


All Items — 1/3 Deposit — Balance C. O. D.

M. D. ORUM

1519 W. North Ave.
Milwaukee 5, Wisconsin

NEW PLASTIC BALLOONS

25c ITEM
SAMPLES—SEND \$1.00 BILL
1 to 10 Days' Delivery
PRICES RANGE
\$12.00 TO \$16.20 PER GR.
According to Quantities



EDWARD M. IRONHILL
246 FIFTH AVENUE NEW YORK CITY

NEW! Novel Toy, Gift and Boudoir Decorations

Everyone will be delighted with these marvelous Toys! Loads of fun for children and all ages. Beautifully finished!



Kitten made of all white rabbit skins, highly processed and Sitting Down Puppy made of highly processed rabbit skins, black fur tails and ears. Both have life-like bright eyes, embroidered nose and tongue, silk-like ribbon around neck. Packed in \$24 individual boxes.

LESS THAN DOZEN LOTS—\$2.50 EACH POSTPAID. 25% DEPOSIT, BALANCE C. O. D. ALSO MANY OTHER FUR SPECIALTIES

MAILOR CO., Dept. B, 233 West 26th St., New York 1, N. Y.

LAMPS

Here Are The LATEST Lamps Offered

#311 CARD DESIGN LAMP, as illustrated. Shade and base each have "ACE" card indentures. Colored red and black. Made of white opal glass. Wired. Height 11". Individually packed.

#711 DICE LAMP, as illustrated. Same as card lamp except with black dice marks.

#301 SCOTTY LAMP, not illustrated. Shade has black Scotty dog. Made of white opal glass.

PRICE: \$ 1.50 Each
16.50 Per Doz.

We carry a full and complete line of corn game items: Beacon Blankets, Lamps, Chrome-ware, Clocks, Canes, Whips, Smoke Stands, etc.
25% deposit required on all orders, balance C. O. D.

Send for Our New 1947 Illustrated Catalog **IT IS FREE!!! M. K. BRODY** 1116 S. Halsted St. CHICAGO, ILL. (Monroe 9520)
In business in Chicago for over 35 years

OAK-HYTEX MICKEY



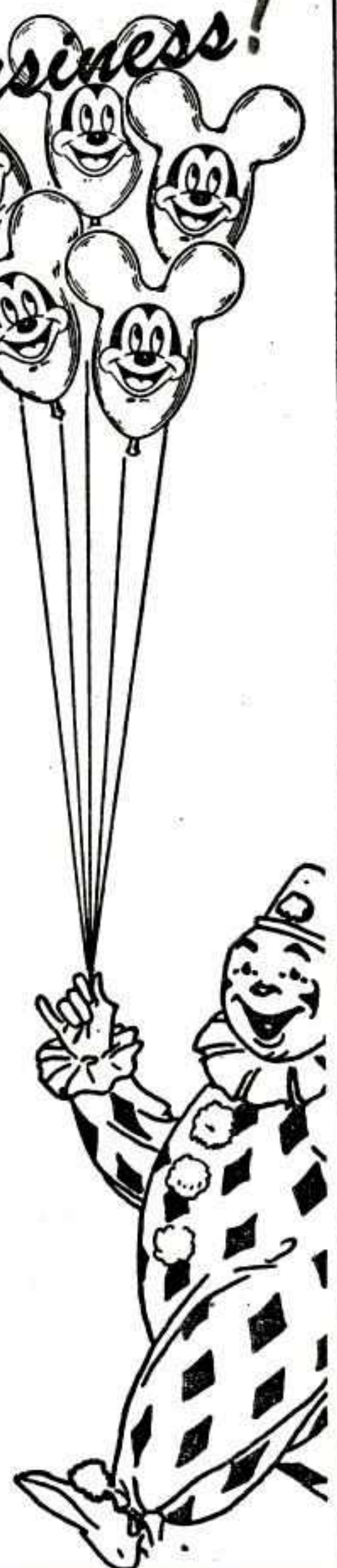
**MOUSE
TOSS-UP
BALLOONS**
**MICKEY MOUSE
HEADS**
for Gas Inflation
SPIRAL • NOBBY
SERPENTINE
SLIM JIM

Now Ready for Big Fall Business!

These Jobbers Have Stock for Immediate Delivery:

- ACME PREMIUM SUPPLY CORP.
1113 S. 12th St., St. Louis, Mo.
- GIBSON MERCHANDISE CO.
2127-29 Franklin Ave., St. Louis, Mo.
- EXCEL MERCHANDISE & NOVELTY CO.
1316 Farnam St., Omaha, Neb.
- UNITED NOVELTY & CANDY CO.
2114-2116 Gratiot Ave., Detroit, Mich.
- CONTINENTAL DISTRIBUTING COMPANY
822 N. Third St., Milwaukee, Wis.
- SAUNDERS MERCHANDISE & NOVELTY CO.
708 Frankfort Ave., Cleveland, O.
- TIPP NOVELTY COMPANY
Tipp City, O.
- PICO NOVELTY CO.
807 1/2 S. Flower St.
Los Angeles, Calif.
- SCHILLER FAVOR CORP.
346 E. Jefferson Ave.
Detroit, Mich.
- S. F. BERG COMPANY
707 Preston Ave.
Houston, Texas
- WESTERN NOVELTY CO.
1729-31 Lawrence St.
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- MR. A. SUSSMAN
1330 S. W. Third Ave.
Portland, Ore.
- THE U. S. NOVELTY CO.
2142 S. State St.
Salt Lake City, Utah
- KRAVITZ & ROTHBARD
720 E. Baltimore St.
Baltimore, Md.
- YOUNG NOVELTY CO.
70 Hanover St.
Boston, Mass.
- HARRY KELNER & SON
50 Bowery
New York, N. Y.
- M. GERBER, INC.
505 Market St.
Philadelphia, Pa.
- MILTON D. MYER CO.
332 Third Ave.
Pittsburgh, Pa.
- KIPP BROTHERS CO.
117-119 S. Meridian St.
Indianapolis, Ind.
- LEVIN BROTHERS
Sixth & Ohio Sts.
Terre Haute, Ind.
- M-G NOVELTY CO.
19 S. Walker St.
Oklahoma City, Okla.

ASK your jobber about OAK-HYTEX Christmas Balloons and Toss-ups printed with Santa Claus and Christmas scenes and greetings. Also ask about helium for promoting Christmas Balloons at Department Stores and other concessions.



Pipes for Pitchmen

By Bill Baker

STANLEY NALDRETT . . . is still in the H. L. Green Company store in Greenville, S. C., with a lay-out of kitchen gadgets put up for him by Acme Metal Goods Manufacturing Company. He plans to remain there until November 15 when he heads for South Bend, Ind., for his sixth consecutive year in the Green Company's store there with his usual line of bill-folds and fountain pen and pencil sets.

No one has to alibi if he just goes along making the gelt.

MORRIS KAHNTROFF . . . following a lengthy silence, cards from Miami that he's still going strong after a good season. He plans to work Florida spots for the winter and will get started, he says, "as soon as the hurricanes stop harrassing the natives."

BEN (HOBO) BENSON . . . is back in New York from a two-week stint in Iowa. "My last trip," says Benson, "was the best I've ever made. There seemed to be plenty of moola in circulation and I got my share of it. Plan to stay here until New Year's Day when I head for Florida for the remainder of the winter. I'm working sheet and doing my sketch act here to good takes. Let's have more pipes from all the pitchmen in the business."

Continually go forward and a great measure of your success is assured.

REPORTS . . . from New York indicate that all the boys and girls working the big city during the World Series grabbed a plethora of greenbacks.

JERRY FRANTZ . . . fogs thru the following from Slatington, Pa.: "Just closed my show here and business on the season was good, despite a slow start occasioned by the heavy and numerous rains early in the summer. In the line-up this season were Billy Moring, comedian; Jimmy Kish, singing cowboy; Bea and Joe Bennett, songs and dancing; Jean Fern, trick roping; Chief Lone Fox, Indian folklore; Cardie Frantz, concessions. I did the lecturing. I plan to remain here thru the winter."

End-of-season accounts usually reveal how well you kept the hot pace with which you inaugurated your tour.

DAVE ROSE . . . has returned to New Orleans following a successful tour which took him thru 30 states and on which he worked a number of State fairs for his winter's bankroll. Dave says he'd like to read pipes here from T. F. McCluskey.

MAE NOELL . . . is still with the Mustard and Gravy unit, currently playing Zebulon, N. C. Mae says she recently visited Cole Bros.' Circus, where Joe, boxing chimp owned and worked by Bob Noell, worked in the concert taking on Tommy Marvin, professional wrestler. Mae says she spent a pleasant afternoon in the backyard with her camera. She says she'd like to read some pipes here from the old-timers in the profession, and wants to know what has become of Morris Kahntroff, Whitey Johnson, Salem Bedoni and Chappy Chapman.

Fancy Freddie Says: "The most brilliant of men cannot accomplish the simplest things unless their thinking is constructively done."

IT'S ABOUT TIME . . . we hear from the following pitcheroos: T. D. (Senator) Rockwell, Ernie Baldwin, A. H. Wiley, Harry (Key Check) Hisco, L. C. Chapman, E. J. Franklin, Snoden Holland, C. L.

MEDICINE MEN

Write today for prices on our quality Tonics, Liniments, Salves, Tablets, Soaps, Herbs, anything and everything you need at lower prices.

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If you buy from us your goods will always be shipped promptly.

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WRITE TODAY for new wholesale catalog on tonics, oil, salve, soap, tablets, herbs, etc. **LOW PRICES—RAPID SERVICE!** (Products Liability Insurance Carried). We are **MANUFACTURERS PHARMACEUTISTS** established 1934.

GENERAL PRODUCTS LABORATORIES, INC.
127 E. SPRING ST. Dept. X COLUMBUS, OHIO

THE BECKER LINE IS BETTER

Write for price list on Finer Soaps, Tonics, Liniments, Tablets and Salves. We also carry fastest selling Herb Package on the market, formula attached. Prices right; plenty of margin for you.

BECKER CHEMICAL CO.
(Established 1890)
235 MAIN STREET CINCINNATI, O.

RUN MENDERS ARE BACK

54-Gauge with Rubber Handle. Gross, \$4.32; 1,000, \$27.50. With Wood Handle. Gr. \$7.20. No. 2 Nylon, Special Rubber Handle, 50 or more, 10¢ each. Wood Handle, 12 1/2¢ each. No. 86 Hook 1/2 in. long. 68D Hook 5/16 in. long. Directions furnished. Deposit required. 5 samples, one of each kind, \$1.00.

RUN MENDER WORKS
230 W. Broadway, Dept. X, Waukesha, Wis.
J. O. JOHNSON, Manager

ENGRAVERS & DEMONSTRATORS

NOW is the time to order that CHRISTMAS MERCHANDISE

Always remember that we are a one price, cash house with no special trade discounts. No one can buy from us cheaper than you boys. We have no agents, salesmen or distributors other than our own factory and catalogue.

We are manufacturers and can give you the best in quality at the lowest possible price. Our own famous "MORSE FINISH" stands up and is known and purchased by the boys who want the best in signet jewelry. All know that when buying our fine merchandise every piece is backed by a guarantee of satisfaction to both you and your customers or merchandise replaced. Can anyone offer more?

BRACELETS	\$22.68 Cr. to \$37.58 Cr.
BROOCHES	11.66 Cr. to 29.81 Cr.
FOBS	21.38 Cr. to 31.75 Cr.
PIN & GUARDS	21.38 Cr. to 23.97 Cr.
TIE SLIDES	19.44 Cr.
TIE CHAINS	27.86 Cr.
TIE & COLLAR SETS	35.64 Cr.

Prices of our "MORSE FINISHED" merchandise with genuine gold or rhodium electroplates and beautifully polished signets, guaranteed as above, include carding and cellophane envelopes. In addition we have complete lines of Pearl Front, Roller and Ice Skate, Bowling and Souvenir Merchandise, as well as Pendants and Locketts and Chains, Long Key Chains and Chatelaines.

SEND FOR CATALOGUE
"ALWAYS SOMETHING NEW"
EDW. H. MORSE & CO.
ATTLEBORO, MASS.
"WE LEAD, OTHERS FOLLOW"

FAMOUS ELECTRIC ENGRAVING PENCIL

Favorite of 5 and 10's, pitchmen, libraries, industries. Great money maker for you wherever crowds appear. "So easy to handle, does such beautiful work." Sold on 5-day approval, guaranteed one year. "Just with a twist of the wrist," engraves fine, medium or big lettering in gold, silver, colors on almost any material.



We originated the practical electric pencil in 1931. Famous professional model No. 3, switch on 5-foot safety asbestos insulated resistance cord with exclusive aluminum heat dissipater assuring safe, comfortable, profitable, continuous use all day long. \$7.25, including 6 rolls, 1 inch by 400 inches, superior first quality gold foil. Post-

paid Cash With Order. Extra rolls gold, silver, waterproof, permanent—black, blue, white, red, green, etc. 6 rolls, \$2.50; 12 rolls, \$4.80 postpaid. Cash with order. ORDER NOW BEFORE TOO LATE. BURGESS VIBRO-TOOL for engraving on jewelry, all metals, wood, plastics, glass, etc. We are closing out our stock of these wonderful tools and will accept \$7.00 money order for Tool and 20 regular Needles and hard Carbide Needle for use on even hardest metals—value \$9.50.

R. E. STAFFORD

2434 N. Meridian St. Indianapolis 8, Ind.

Stumpf, Dot Noyes, Tom and Mary Burrows, Mr. and Mrs. Dick Knight, Bill Clark, Frank (Red) Roberts, Jimmie Rogers, William C. Turtle, Robert Hampton, Alice Perkins, Evelyn Striker, Frank Hayton, Whitey Alms, Charles and Earl Kittridge, R. Guild Stewart and Leo Schultz.

Co-operation, in the minds of most pitchmen, is the best result-getter in the world.

WHAT'S THE NEWS . . . from the cotton sectors? Some of you fellows making that territory are lying down on the job of writing. Now is as good a time as any to begin your slinging.

About this time each year the column receives numerous letters carrying such statements as "Don't know for sure yet what item I will handle for the Christmas trade. I'm awaiting announcements from various novelty firms." For mutual benefit, manufacturers and jobbers who have not done so, should start their campaigns now.

LET'S HAVE . . . some short notes from the following: Roy Wyant, Linden Coward, Mr. and Mrs. H. L. Rogers, Irving Isenberg, Toby Johnson, Doc Tom McNeeley, Doc George Ward, Phil Pressen, Billy (Jiggs) Finnegan, Mrs. Helen Serlen, George Haney, Fred Crouse, Musical May Mack, Chief Gray Fox, George H. Allen, Jack Earley, Lou Krem, Myrtle Hutt, Helen Teeters, Joe Ackerman, C. Darling, Ray Martz, Bert Skiles, Mr. and Mrs. Hubbell, Jack (Gummy) Current, Al Decker, Melvin Sproat, Art Nelson, Bob Marsh, Eddie Reed and Doc J. C. Miles.

Feeling thruout the country seems to be that holiday spending will be on a par with other good years. That means big business. Are you ready for it?

WAS THE SEASON . . . just another season for you? Or are you headed Southward loaded for bear?

Fancy Freddie says: "Potency of your tip gathering propensities and money getting capabilities can be determined by how well you please your listeners."

WHILE YOU ARE . . . making plans for the South this year, don't overlook the possibility of the bowl football games currently in the formative stages. A good spot for novelty workers is the annual King Orange Jamboree, of which the Orange Bowl game is a big feature. Jamboree usually attracts crowds estimated at 100,000 or over and it is one of the major features of the winter season and annually comes up with the year's largest gathering. So, take your best hold!

We'll wager there are few city officials who realize how much big money pitchmen spend in the towns where they winter.

Pitchmen are the first to admit that lucky breaks help them, but you'll find that most successful pitchmen are artists in their profession and not necessarily overly lucky.

FRENCHY LaBOE . . . currently working St. Louis to fair business, shoots thru a vote for an organized pitch field and gives the following as his reason: "I have been pitching for some 33 years," says Frenchy, "and have been selling all kinds and types of items from which I could accrue a profit. My complaint is this. Two firms I have been buying from have been loading up local firms with the same items which I have been selling. For instance I worked balloons here for 25 cents per copy and was doing well until the company from which I obtained them stocked up a local store, which sold the same item for 15 cents. Here is an item which pitchmen started going, but now can't work them be- (See PIPES on page 100)

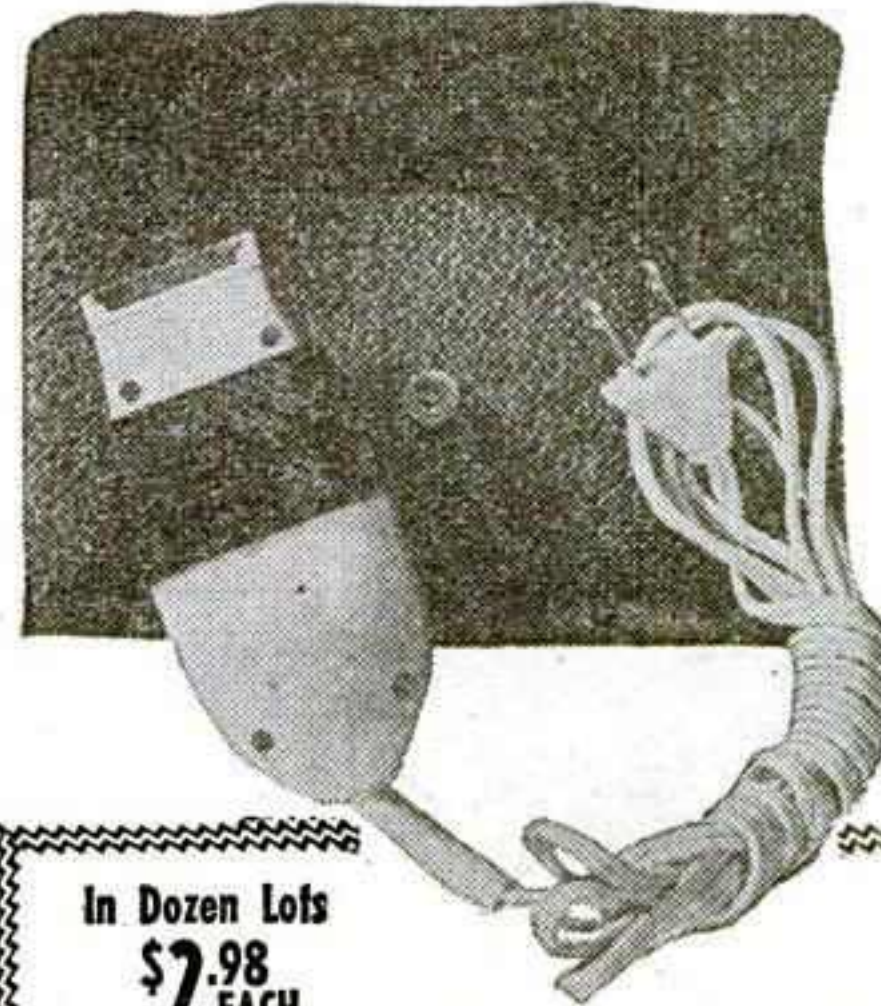
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Precision ground

ELECTRIC DRY SHAVER

that really works wonders!

1. Never needs oiling.
2. Nickel plated copper cutting head.
3. Self sharpening shearing mechanism.
4. No switch to get out of order.
5. Non-slip rubber grip.
6. 110 Volts A.C.



Complete with handsome simulated leather case. Individual attractive display box. One year guarantee against defects in workmanship and material. Factory service for life.

In Dozen Lots

\$2.98 EACH

Lots of 3 to 12

\$3.45 EACH

Single Sample

\$3.95 EACH

The manufacturer of this shaver believes it to be equal in quality and performance to any \$15.00 Shaver.

A SURE-FIRE CHRISTMAS SELLER
A "NATURAL" FOR GIFTS, PREMIUMS AND PRIZES
LARGE JOBBERS AND OPERATORS ARE INVITED TO WRITE FOR GROSS LOT QUANTITY PRICES

25% Deposit,
Balance C.O.D.

SPECIALTY SALES CO.

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KILROY DOLL

3 3/4" High, Gold and Silver Finish.

Gross Lots, \$18.00

5 Gross Lots, \$16.50

Immediate Delivery

COSTCRAFT CO.

2534 N. Fairhill St.,
Philadelphia, Pa.

PLASTIC BUBBLES

In Colors

The New Toy Sensation

Packed in tubes!
Priced right! **\$9.75**

ORDER NOW PER GROSS

Enclose 25% deposit with order, bal. C. O. D. Immediate delivery. Get on the band wagon for BIG PROFITS. 25¢ Retailer.

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LOWEST WHOLESALE PRICES

Buy direct and save. New 1948 styles. Popular variety of genuine furs. Superb quality. Prompt shipment. Satisfaction guaranteed or money refunded. Also AGENTS WANTED to sell to neighbors, friends. Write TODAY for illustrated FREE 1948 Catalog & Prices.



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Engravers! Demonstrators! Whitestone Rings in brass, Sterling and Gold filled. Also our Heavy Weight Identification Bracelets that sell on sight! Send \$2.00 for samples. No catalogue. Our bracelets are outstanding!

Milwaukee Novelty Co. 224 Metropolitan Bldg. Milwaukee 3, Wisc.

Here's The Season's Greatest Premium Buy!

GENUINE CRYSTAL NECKLACES

IMPORTED

(From Czechoslovakia)

\$5.00 RETAIL VALUE

SPECIALLY PRICED AT \$13.50 Doz.

SAMPLE, \$1.50 POSTPAID

Genuine imported Czechoslovakian, graduated cut Crystal Necklaces at a sensational low price! Lustrous, sparkling gems, exquisitely styled. Sterling clasp. Rich satin-lined gift box. Sells on sight! Order Now! Include check with order.

LOUIS A. LANDA

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615 RIDGE BLDG. KANSAS CITY, MISSOURI

ATTENTION, GAGGET WORKERS!

NOTE THE DEEP THREADS Illustration shows actual size of screw. Handle 4 1/2" long.

Now—Improved All-Metal Spiral Slicers, highly polished nickel plating. Send 10¢ for return mail sample.

NEW LOW PRICE **\$6.00** Per Gross

GENERAL METAL SPECIALTY CO. 4103 W. Lake St. Chicago 24, Ill.

Pipes for Pitchmen

(Continued from page 99)

cause the local stores can undersell him and still come up with a fair profit. The fellow who moves merchandise when the manufacturers' salesmen cannot is the pitchman if he can purchase the stock at a fair price. I have quit buying from the balloon firm, simply because it gave me no protection. A pitchman working the streets has thousands of people passing him daily. They are people who do not find the pitchman's items in the stores. However, when the store gets the item he (the pitchman) is done for. That's why I'm for organized pitchmen if for no other reason than that all could let each other in on raw deals like the one I mention and that mentioned by Jack Schard-

ing in a recent issue. I love to pitch but what can I buy?"

If you're convinced that you cannot make good, you're a cinch to become a failure.

NICK BENNY . . . who yearly presides over the jack pot sessions held in Harrisonburg, Va., has been on sick leave, but his wife, Polly and son, Ralph, continue to keep the coffee pot boiling.

Now's the time to let **Ole Gas Bill** in on some of the comedy emanating nightly from the hot stove, fireplace and pipe-shooter leagues. It makes for good reading.

JACK (BOTTLES) STOVER . . . is back on the hustle again after spending a few days in Harrisonburg, Va., where he renewed his contract for the coming winter's jack pot sessions. Stover is en route to Maryland.

Recollection of friends' names is interesting reading for the boys and girls in pitchdom, even tho no mention of the site being worked is given.

IT'S NO SECRET . . . that because doorways, store locations and lot sites have been left in an unsanitary condition many towns have been closed from time to time and other town officials have sloughed spots for all time because of these actions on the part of some little-thinking pitchmen. It is not fair, however, to remark that pitchmen always have been at fault in these instances which resulted in the creation of new ordinances directed at Pitchdom generally. Often money has been left behind by these itinerant workers to more than take care of the cost of cleaning up doorways, store locations and various other sites. More often than not those who have been entrusted with the clean-up job have neglected their obligations leaving the task to the four winds. There are some store-show operators and spots who have been nearly ruined because of trash left behind for passers-by to view thru front windows. Some rental agencies have been hopelessly alienated because balconies have been torn out and other unauthorized alterations made. Of course, there are some pitchfolk who never countenanced such conditions and who will never permit such conditions to exit. We don't believe it is too much to hope that in the future all of Pitchdom will operate in such a manner that they will never again finish in the unwelcome-guest class.

Armistice Day isn't far away. It should be a big day for novelty workers.

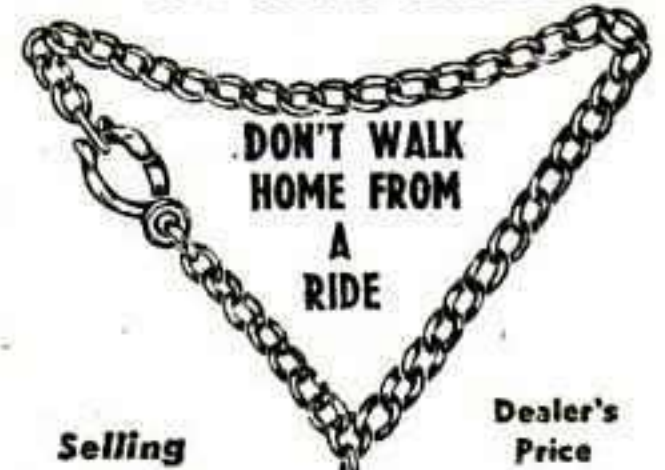
WHILE EN ROUTE . . . to the East recently, Kid Carrigan stopped over in Granada, Miss., to visit with Madaline E. Ragan and husband, Ray C. Herbers, who have their sex show playing the cotton country to satisfactory business. Most of the time was spent cutting up jack pots, Madaline says.

DOC MARVIN . . . noted med performer of the old school, and his wife, were among recent visitors to Madaline E. Ragan's sex show at Granada, Miss.

HERE IS THE PERFECT FLASH for Demonstrators, Agents, Canvassers

Walk Into Offices, Crowds, Factories, wherever girls assemble—Show them this

PREMIUM NOVELTY MAD MONEY BRACELET



Selling Like Hot Cakes for \$1.49

Dealer's Price \$6.00 Doz. Minimum 3 Doz. \$70.00 Gross

A little Charm for a Dollar Bill Should you ride with a boy and t's Motor stands still And he begins the old line of talk—If you wear your charm—there is NO NEED TO WALK.

Finished in Gift or Silver, assorted, if desired. SAMPLES: Two samples, one of each kind, by Airmail, \$1.75.

We also have a fine line of SHARK'S TEETH JEWELRY. Complete sample line, \$1.75. Retail for \$4.00.

BASS CO. 35 WEST 32D STREET NEW YORK 1

SPIRIT CRYSTAL BALL
Demonstrated in 10 Seconds. Automatic! Answers thousands of questions, mysteriously **FLOAT INTO VIEW**. Jobbers' Price, \$88.40 Gr., F. O. B. Cincinnati. Send \$1.00 for Sample and Display Card, Wt., 90 lbs., per Gr. Selling like wild! Over 1,000 in a day in a single city.
ALABE CRAFTS, Dept. 20, 348 W. 5th St., CINCINNATI 2, OHIO.

PROFITABLE SIDELINE!
Fast Sellers! Sure Money Makers!
ERNO PUZZO-GAMES are exciting puzzlers for all ages. Beautiful 6-color panels. **IDEAL GIFTS**. Send \$1 for 5, all different; \$1.25 outside U. S. A. Solutions included. Wholesale prices with order if requested. Agents wanted. **ERNO SALES CO., Box 1146-Z, Cleveland 3, Ohio.**

POLL PARROT BANK
Holds \$500.00 in Silver. 21" Long—complete with rings. Brilliant natural Colors. Special Wholesale Price—**\$24.00 Doz.**

GIANT PIGGY & BUNNY BANKS
9" High and 16" Long. Large as a Watermelon. Special Wholesale Price—**\$24.00 Doz.** or \$2.00 Ea. Holds \$1,000 in Coins. Packed in individual cartons.

WE GUARANTEE OUR BANKS TO BE THE MOST BEAUTIFUL AND FASTEST SELLING ON THE MARKET

HAPPY JR. PIGGY and BUNNY BANKS
7" High and 10 1/2" Long. Special Wholesale Price, \$18.00 Doz. Holds \$500 in Coins. Packed 3 to a Carton.

ADVERTISING MATS FREE
on Request

Display Cards Free With Order.
Send \$6.00 for 3 Samples
Check with Order or 1/3 Deposit, Balance C. O. D.—F. O. B. Chicago.
JOBBERS AND WHOLESALERS
10% Discount—
12 1/2% Discount in 6 Doz. lots

All PIGGY and BUNNY Banks come in Pink, Yellow, Blue or White base colors with red cheeks and mouth.
Send Orders Direct to
MAGIDSON BROTHERS
30 W. Washington Street, Chicago, Illinois

WAXED FLOWERS

Best Quality—Attractive Colors

- No. 3—LARGE GEORGINE . . . \$50.00 Per 1,000; \$5.50 Per 100
- No. 60—LARGE ROSE . . . 50.00 Per 1,000; 5.50 Per 100
- No. 7—LARGE DAHLIA . . . 80.00 Per 1,000; 8.50 Per 100
- No. 40—Large Size Xmas Red Poinsettia. Can be mounted on laurel same as Georgines, Dahlias and Roses . . . Per Gross \$16.50
- No. 40B—Medium Size Xmas Red Poinsettia . . . Per Gross \$12.50
- IMPORTED WOOD FIBRE—ALL COLORS—LARGE PACKS.
Gross Packs . . . \$65.00 Doz. Packs . . . \$7.20

MOUNTAIN LAUREL

50-Lb. Carton, \$12.50; 25-Lb. Carton, \$7.50.

CHRISTMAS CORSAGES

A Real Flashy Number in Bright Holiday Colors. Large Size, Gross, \$36.00; Medium Size, Gross, \$27.50.

PREPARED HOLLY WREATHS—GREEN ENAMELED
Decorated With Plenty of Artificial Red Holly Berries.

- 14 Inch Diam. Doz. . . . \$ 7.50
- 18 Inch Diam. Doz. . . . \$15.00
- 16 Inch Diam. Doz. . . . \$10.50
- 20 Inch Diam. Doz. . . . \$20.00

DECORATED XMAS RED ROPING WREATHS

- 7 Inch Diam. Gross . . . \$12.00
- 12 Inch Diam. Gross . . . \$36.00
- 8 Inch Diam. Gross . . . 15.00
- 14 Inch Diam. Gross . . . 48.00
- 10 Inch Diam. Gross . . . 22.50
- 14 Inch Diam. Elaborately Decorated. Doz. . . . 12.00

DANCING SANTA CLAUS 20 Inch Length, Gross . . . \$12.50
DANCING CLOWN 20 Inch Length, Gross . . . \$12.50
Better Quality in Larger Size, Gross . . . 18.50

METAL JINGLE BELLS—GOLD AND SILVER
Cluster of 3 Bells on Chain With Red Ribbon Bow. Can be used as Corsages and Holiday Decorations. Gross Sets . . . \$15.00

METALLIC HANGING XMAS BELLS—ALL COLORS
3 1/2 Inch Diam. Gross . . . \$7.50 | 4 1/2 Inch Diam. Gross . . . \$12.00

METALLIC HANGING STARS—ALL COLORS
3 Inch Diam. Stars on 4 Inch Diam. Silver background, Gross . . . \$ 7.50

FANCY HORNS
12 Inch Cardboard Horn. Covered with bright colored paper in assorted colors. Has mouthpiece and loud squawker. Gross . . . \$ 7.50
16 Inch Cardboard Horn. Covered with bright metallic foil in assorted colors. Has mouthpiece and loud squawker. Gross . . . 12.50

FANCY CREPE HATS
A combination of Fancy Art-Glo Foll and Crepe Sewed Bands, Crepe Tassels and Ornaments. Gross . . . \$10.50

CHAMPION FOUNTAIN PENS
Standard Size. Screw Cap. Gold Plated Ball Point, lever filler and pocket clip. Every Pen mechanically perfect. Assorted attractive colors. Gross, \$50.00; Doz., \$4.50
Send for our New Price List of all Flowers, Follages, Artificial Flower Material, Corsage Material, Costume Jewelry Material and other fast-selling Holiday Items.
50% Deposit, Balance C. O. D.



FRANK GALLO, Importer and Manufacturer
1429 LOCUST STREET ST. LOUIS 3, MO.

BUY DIRECT FROM MANUFACTURER!

NATURAL RUBBER DOLLS

- Height 18"
- Moving Eyes
- Boxed
- \$10.00 Retailer
- Complete With Beautiful Layette

\$52.00 Doz.; Sample \$4.50

19 1/2" PAINTED EYE DOLLS

Each with dotted organdy dress, hat, shoes and socks.

\$14.40 Doz.; Sample \$1.50
With Voice, \$15.40 Doz.

DRINK AND WET COMPOSITION DIAPER DOLL

Height 12", Boxed
\$6.40 Doz.; Sample 75c

25% deposit with order, balance C. O. D.

We handle a complete line of composition dolls from \$15.00 Gr. up. What are your requirements?

E. LEVENSON

1107 Broadway New York 10, N. Y.

CARNIVAL ENGRAVERS STORE ENGRAVERS

Handling Finest Line of Engraving Jewelry

Not The Lowest Price—
But The Highest Quality.

IDENTIFICATION BRACELETS

- 1927 AGH—Ident. Silverplated Chain Alum. Tag . . . \$5.50 Doz. \$60.00 Gross
- 1927 AA—Ident. All Alum. Chain and Tag . . . \$4.40 Doz. \$50.00 Gross
- 1926 SS—Ident. Stainless Steel Tag, Silverplated Chain \$5.00 Doz. \$55.00 Gross
- 1928 A—Double Heart Ident. Silverplated Chain . . . \$4.40 Doz. \$50.00 Gross

Over 200 other engraving items. Write for \$10.00 sample assortment today. All merchandise guaranteed. Your money refunded if not satisfied. All orders shipped same day received. Write For Catalog.

MILLER CREATIONS MFR.

8628 Kenwood Ave. Chicago 37, Ill.

5,000 ITEMS AT FACTORY PRICES

Largest Variety Stock in U. S. A.

LONG PROFIT MERCHANDISE

Your complete needs at one source—Fireworks, Cleaning Tissue, Ammunition, other scarce items, Socialites, Dry Goods, Notions, Automobile Supplies, Carried Goods, Salesboards and Deals. We guarantee prices. Write for catalog and samples.

H. L. BLAKE

Speaker-Factory Distributor Little Rock, Ark.

Texas Sells Self at Dallas; Fair Exhibits Do Potent Job

(Continued from page 48)

the new wonders and products, and taste many of them, too. All kinds of edibles were offered for sampling. More commercial exhibitors than ever before continued to give free samples throughout the run of the fair. One packing firm alone reported thru Thursday (16) of having dished out more than 30,000 sample servings of chili.

The exhibits themselves, following the plan pushed here in the past, are notable for avoiding the booth-type set-ups characteristic of so many of the nation's fairs. Curving lines predominate, with a notable absence

of high walling at the ends of each exhibit.

The fair, unlike many, has ample space in its buildings, and this permits wide aisles, free-flowing traffic and easy vision of the exhibits. In treatment, many of the exhibits represent the last word in not only arresting attention but in selling either a product or an idea. Particularly notable are those exhibits which depict the contributions of the various sections of the State of Texas's economy. These also serve strongly to emphasize the balance between agriculture and industry, and to indicate their interdependence.

They were carefully drawn and carefully executed. The art work features pastel shades. Mounted cut-outs, held to a size necessary only to tell the story, not oversized merely to grab attention, and brief, information-packed captions combine to do a powerful, effective job. It is practically impossible to spend even a few cursory glances before each of the displays without grasping the tremendous variety, scope and opportunities depicted for the various sections of the State.

Advertisers Vie

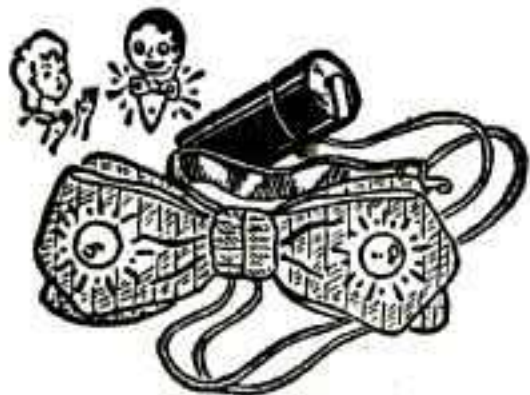
National advertisers vie with one another for attention, both indoors and outdoors. Free entertainment is one of the big lures. Pepsi-Cola, for instance, cashes in heavily with matinee and night appearances of two high acts; Selden, the Stratosphere Man, and the Great Arturo. Spotted centrally, the two acts bring the pedestrians to a halt and even the 10-cent sight-seeing buses halt in their routes while the acts are on. And Pepsi-Cola reaps a healthy harvest, advertise-wise.

Southern Select Brewery cashed in, too, with the fireworks show it sponsors nightly from the Cotton Bowl, which is located in the center of the 187-acre fairgrounds. Borden's Milk has Elsie here; Gulf Oil Company puts on an entertainment program in its own building, and also pipes music over the fairgrounds' loud speaker system, the standard of which bears the company's name in big neon letters, and not a few of the tented exhibits, such as International Harvester, which offers Hal Horton and His Cornbread Matinee, presents cuffo entertainment. All of which sells their products, helps the fair and pleases the customers.

Radio outlets and network shows get in powerful selling, too. They pull the folks thru the gates—and they please 'em. And they give the fair some free advance publicity and some on-the-spot build-up.

Queen for a Day (Mutual) was aired from the Cotton Bowl three days, and the count after the first two of these noon broadcasts showed an average of 10,000 persons, mostly women, in attendance. Not a few of these were drawn to the fair solely by the program. And the fair in turn supplied an excellent, enthusiastic and large audience, plus a good cross section of rural and urban folk. And, in the wind-up, everyone was a winner; the fair, the network, the show, its sponsors and the women folk, not to mention Dad and the kids, who probably tramped along to the fair that day with Ma.

FAST SELLERS LOWER PRICED!



ELECTRIC BOW TIE

\$8.00 Doz. 3 Doz., \$23.00. 1/2 Doz., \$4.25.



DRINKING DUCK
\$7.50 Dozen
3 Dozen, \$22.00
1/2 Dozen, \$4.00



ELECTRIC CLO-TIE
\$8.00 Dozen
3 Dozen, \$23.00
1/2 Dozen, \$4.25



EXTINGUISHER ASH TRAY
With Water Attachment

\$8.50 Doz. 3 Doz., \$24.00. 1/2 Doz., \$4.50.

IMMEDIATE DELIVERY!

Check with order or 25% deposit on C. O. D. orders. We pay shipping charges on orders of \$50.00 or over. Write for prices on larger quantities.

LARAE INDUSTRIES

2039 5TH AVENUE, DEPT. B
PITTSBURGH 19, PENNA.

ORIGINAL The Mysterious WONDER MOUSE

EMIL SEIBOLD

97-36 63rd Dr., Forest Hills, N. Y.
Tel.: Illinois 9-5861

Mouseworkers, Demonstrators

NOW IN PLASTIC ATTENTION **NOW IN PLASTIC**

MADE BY EMIL, WELL KNOWN MOUSEWORKER
AN IDEAL CHRISTMAS ITEM!

They are perfectly balanced, everyone a worker, natural looking. Non glare wire. Gray or black. Packed in attractive 3-colored boxes.

\$7.20 Per Gross

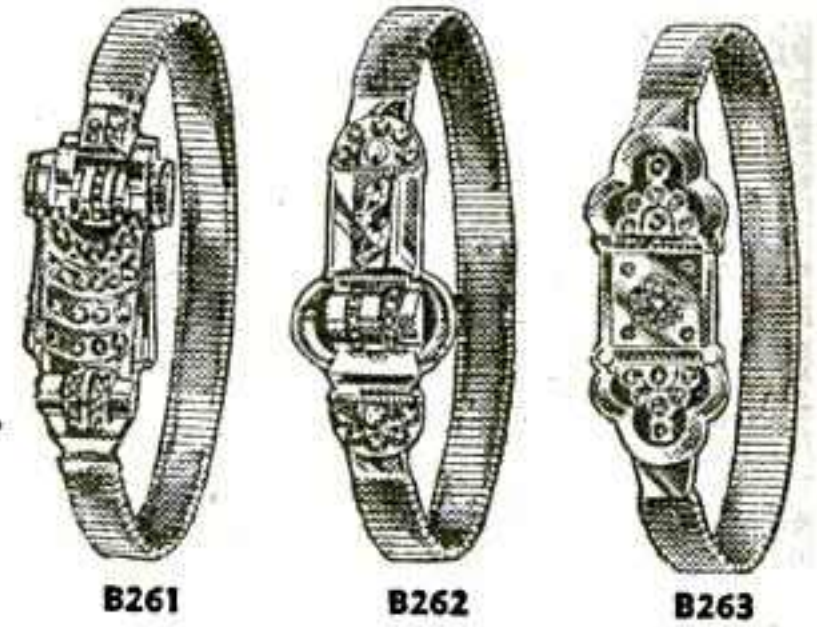
Prompt shipment. Send \$1.00 for sample dozen.
25% Deposit, Balance C. O. D.

HERE ARE PROVEN QUANTITY SELLERS FOR A BIG PROFITABLE XMAS!

De Luxe Rhinestone Cocktail Bracelets

With New Type Expansion Band

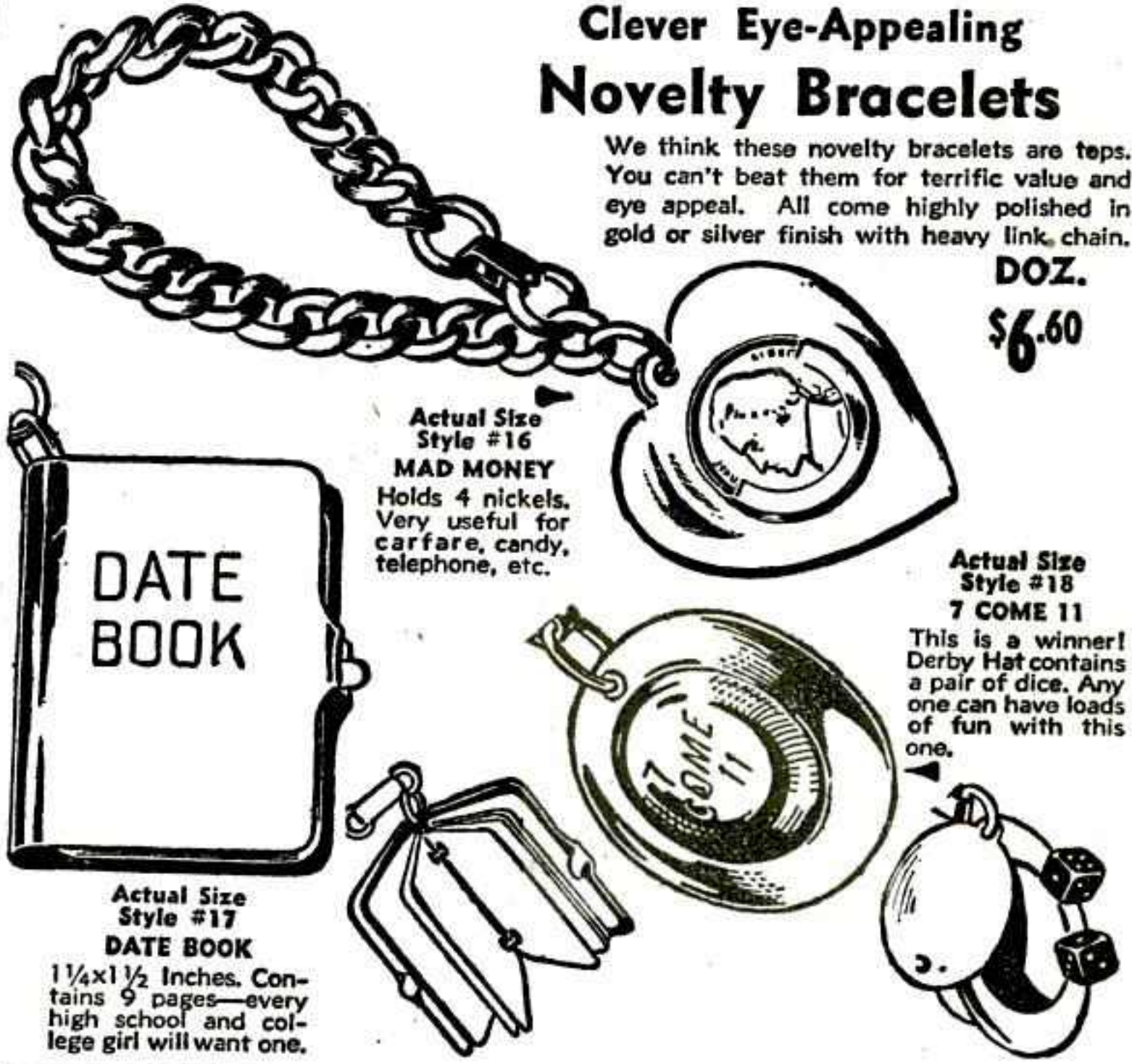
- New Stunning Designs
 - Choice of 3 Styles
 - Stainless Steel Bands
 - Sensational Premium Items
 - Set with Brilliant Rhinestones and Imitation Rubies or Sapphires
 - Replicas of \$500.00 Cocktail Watches
- LOW PRICED **\$8.40** Gross
AT-DOZ. **\$86.40**



Clever Eye-Appealing Novelty Bracelets

We think these novelty bracelets are tops. You can't beat them for terrific value and eye appeal. All come highly polished in gold or silver finish with heavy link chain.

DOZ.
\$6.60

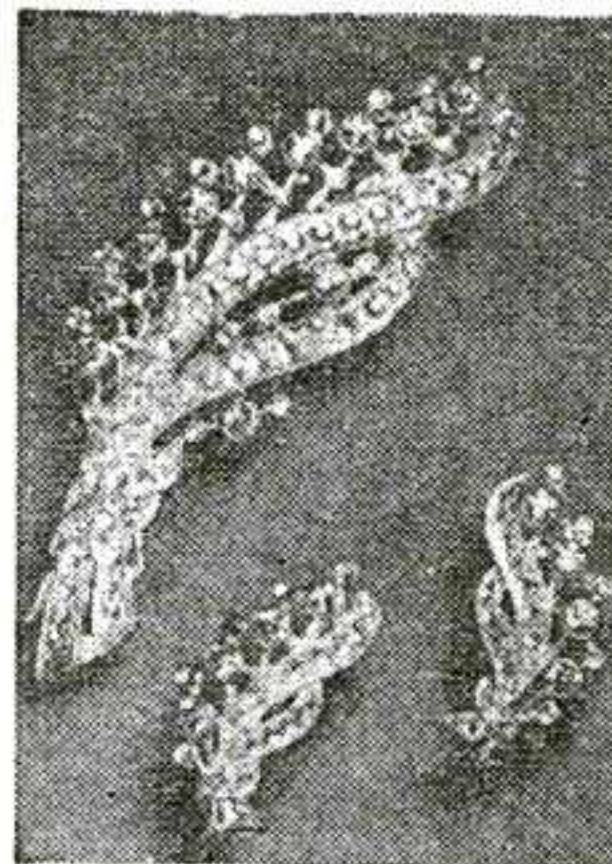


Actual Size
Style #16
MAD MONEY
Holds 4 nickels.
Very useful for
carfare, candy,
telephone, etc.

Actual Size
Style #18
7 COME 11

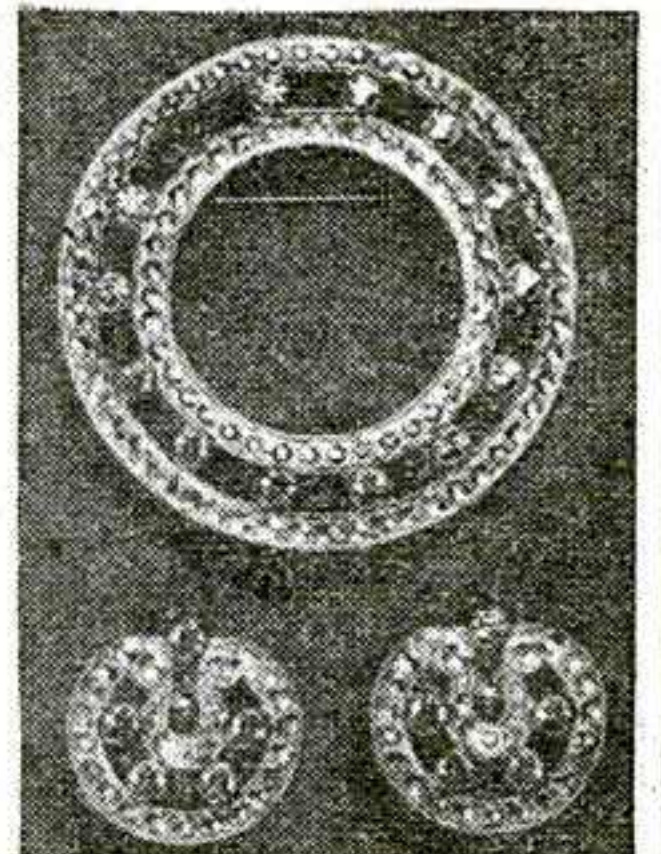
This is a winner! Derby Hat contains a pair of dice. Any one can have loads of fun with this one.

RHINESTONE & IMITATION MARCASITE BOXED PIN AND EARRING SETS



This is by far the most unusual Costume Jewellery set ever offered at so low a price. Pins come in rhinestones, assorted colors combined with marcasite effect. Earrings to match. You will say these beautiful creations are worth \$5.00 or more. Order at once for immediate delivery.

DOZ. SETS
\$6.60



Send for Complete Sample Assortment, Only \$7.00
25% Deposit With Order, Balance C. O. D.

GAINES & GAINES 5 N. WABASH AVE.
CHICAGO 2, ILLINOIS

NEWEST BOARD AND SALES ITEM!

"Sensational" AUTO-MAGIC PICTURE GUN

Projects 29 views of Artistic Models on any flat surface wall, ceiling, floors, etc.

\$24.00 PER DOZEN

Terms: Net 90% to rated accounts.
Others, 25% Dep., Balance C. O. D.

ACME NOVELTY CO. 712 SO. LOS ANGELES ST.
LOS ANGELES 14, CALIF.

Feet-on-Desk Passe, Says Cap Sefferino

(Continued from page 74)
 a change partner skate number, and it is not a rarity to see a grand march being skated during one of our sessions. We believe these little knick-knacks serve to break the monotony of a set skating program and offer an opportunity to the average skater to participate in the activity. We also find time for staple attractions such as a rube carnival, mask carnival and RSROA benefit shows which, by the way, have developed into a patron-getting feature. A lot of this activity may be old-fashioned, but still is interest-creating to such an extent that it has not chased anyone out of the rink.

Another item I think important as a comparison is that while Bill insists upon neatness in dress and what he feels is within the limit of respectability in skating costumes, we are not nearly as severe as most of the rinks I have visited. Personally, I believe he is correct, for to insist that your female patrons confine their costumes to Mother Hubbards and expect them to be happy is beyond my imagination. Just in case this statement may create a wrong impression, let me advise that we have always enjoyed only the best relations with school, church and public authorities, and I feel secure in stating that I believe the Rollerdrome compares favorably with any rink in the nation

in regard to a clean and inviting environment.

In summing up the situation, it should be remembered that while the 20 per cent drop-off was perhaps noticeable, it definitely was not universal. At least I have not heard this confirmed by the Browns, Martins, Freemans and the like. Nor do I claim that my brother is a magician. I do say that he practices sound business principles and has his hand on the pulse of the business at all times. We are getting 75 cents for admission and skates, with a 25-cent extra levy for the use of shoe skates, so there still must be plenty of money available for roller skating. I believe that as conditions gradually adjust themselves, roller skating will be in a preferred position. Personally, I feel that the only reason for a 20 per cent drop-off in business in any roller rink is that the manager has not been able to realize that it is high time to get his feet off the desk and go to work.

TORONTO MUTUAL ON AIR

(Continued from page 74)
 claims is giving a high degree of efficiency. Installed three months ago and still in the experimental stage, Dickson says the plastic will not be offered commercially until it has been in use six months. He claims, however, that it dries quickly, can be made in a variety of colors, and is easy to patch when ruptured by skate axles, nails in toe-stops, etc. Mutual scrubs its floor once a week.

FIRST BROOM HOCKEY

(Continued from page 75)
 was assigned to cover games for Station WSAI, Cincinnati, and complete coverage was assured in Cincinnati's Post, Times-Star and Enquirer, the last named holding an open wire each night to get results of the games for the first morning edition.

However, in 11 years many innovations have been added to make the game faster and safer, says Von Hagen. Today's game, as played at Norwood, bears little resemblance to the old version. It is now a fast, safe and scientific game which draws not only novelty seekers but sports enthusiasts as well.

Von Hagen says he has set forth the rules for roller hockey. They adhere rather closely to those of ice hockey, calling for five players on each team—two forwards or wings (centers in ice hockey), two defense men and one goalie. In addition to a field referee, Von Hagen uses an announcer to clarify the game for spectators.

Some well-known skaters figured in the old games at Norwood, said Von Hagen. Bob Stites, Frenchy Loux, Joey Ralston, Sure-Shot Crocker, Lyle Tuttle and Joe Koetter were regular contestants. Eight men's teams and eight women's teams formed the regular Norwood leagues.

'REPRIEVE' FOR MIDGETS

(Continued from page 65)
 and Rep. J. Hardin Peterson (D., Fla.) have become interested and each has introduced a bill for the very special relief of the trio.

Representative Peterson told Mrs. Thomason his bill passed the House of Representatives but Senator Holland's was not acted upon. Mrs. Thomason reported at a formal hearing for the midgets before immigration authorities here Tuesday (14).

After the hearing the recommendation of the hearing agent will be sent to Washington and it is now understood a ruling will be held in abeyance until Congress has a new opportunity to act on the bill which would legalize the status of the midgets.

Brought Here by Singer

The three little people are Kristina Buresova, 43; her sister, Ludmila Buresova, 40, and their brother, Edward, 38. They were brought to the U. S. by Baron Singer and traveled with the famous Singer troupe until it was broken up by the war five years ago.

The trio then came to Florida, where they now make leather goods which is sold at the Thomason ranch. Others of the 32 midgets in the troupe are scattered throught the U. S. and many of them are facing the same kind of scrap that Mrs. Thomason is putting up for the trio here.

HERE IT IS!

Your TOP Holiday Sales-Getter

Style 1219 RE

- Czechoslovakian stones
- Polished 24K gold plate
- Mesh or expansion band
- Individually carded, boxed, and marked 24K gold plate

\$18.00

Doz. Sets (Includes Ring, Bracelet & Earrings)

Sample Set \$3.00

(Partial listing of pin and earring sets, chatelaines, bracelets, etc.)

CHATELAINE & EARRING SETS PRICE: \$10.00 per dozen. In gross lots, \$9.00 per dozen. In five gross lots, \$8.50 per dozen—all with boxes.

1304 Aladdin and Lamp, chat. and ear. set	1322 Two Keys, chat. and ear. set
1305 Love Birds on Twig, chat. and ear. set	1330 Gun and Holster, chat. and ear. set
1307 Curved Sword and Scabbard, chat. and ear. set	1334 Long Jeweled Sword and Scabbard
1311 Key To My Heart, chat. and ear. set	1335 The Twins, chat. and ear. set
1312 Dutch Dolls, chat. and ear. set	1309 Dancing Dolls, chat. with no earrings
1314 Bambi, chat. and ear. set	1500 Sword and Crown, chat. and ear. set
1317 Swan, chat.	1501 Lavalier and Earrings
1318 Ax, chat. and ear. set	1502 Seven-stone Star, chat. and ear. set
1319 Singing Troubadour, chat. and ear. set	1503 Heart with Love Birds, chat. and ear. set
1320 Crown, chat. and ear. set	1504 Two Horse Heads, chat. and ear. set
1506 Cannibal with Dagger, chat. and ear. set	1505 Heart Sunburst, chat. and ear. set
1507 Pearl center Sunburst, chat. and ear. set	1508 Mexican by Palm Tree, chat. and ear. set

PIN & EARRING SETS PRICE: \$10.00 per dozen. In gross lots, \$9.00 per dozen. In five gross lots, \$8.50 per dozen—all with boxes.

1101 Scallop Petal Flower Pin	1406 Pearl Center Flower Pin
1102 Spray Pin with Calla Lillies	1407 Butterfly on Flower Pin
1108 Filigree Pin set with Pearls	1410 Hand holding Large Jewel
1135 Basket Pin with Cameos	1410X Hand with lovely Jeweled Flower
1142 Harp pin and ear.	1411 Sunburst with Pearl Center
1159 Banjo pin and ear. set	1412 Flower Pin with Bug and Butterfly
1183 Large, graceful Tulip Pin	1413 Spray Pin with Strawberry
1401 Jeweled Filigree Flower	1415 Bouquet of Flowers in Hand
1402 Two large Jewels with Leaf	1420 Bird at Fountain
1403 Lady Savage Face set in Rhinestones	1421 Jeweled Reindeer Head
1404 Graceful Maple Leaf Pin	1422 Fob Pin, Heart set with Rhinestones
1405 Flower Spray Pin with many Jewels	

COCKTAIL BRACELETS

Many beautiful styles in both expansion band and flexible mesh weave bands.

PRICE: EXPANSION BAND, \$7.50 per dozen, boxes 50¢ dozen extra if desired. In gross lots, \$7.50 per dozen boxed. In gross lots without boxes, \$7.00 per dozen.

MESH BAND: \$8.00 per dozen, boxes 50¢ per dozen extra if desired. In gross lots, \$8.00 per dozen boxed. In gross lots without boxes, \$7.50 dozen.

COCKTAIL RINGS & EARRINGS

In several beautiful styles to go with the bracelets.

Cocktail Rings, medium and large sizes, \$5.00 per dozen boxed.

Cocktail Earrings, in several beautiful styles to match bracelets, at \$5.00 per dozen, carded.

OTHER BRACELETS

Many unusual and beautiful styles in bracelets, such as

#1210—Wide, flexible link bracelet set with brilliant imported rhinestones.

#1212—Graceful link bracelet set with delicate cameos.

PRICE: \$8.00 per dozen Boxes 50¢ per dozen extra if desired. In gross lots, 50¢ per dozen less.

FREE ILLUSTRATIONS ON REQUEST

1/3 Deposit with order, balance C. O. D. Allow for postage on prepaid orders.

STAR IMPORT NOVELTY CO.

535 EIGHTH AVE. NEW YORK 18, N. Y.

CHRISTMAS SPECIALS AND FOOTBALL NOVELTIES

Christmas Waxed Dahlias, Per 1,000 . . . \$32.50	6 1/2" Doll With Feather Backs and Sticks, complete. Per Gross . . . \$27.00
Waxed Roses, Per 1,000 . . . 32.50	
Corsages for Christmas, Per 100 . . . 10.00	
DeLuxe Yellow Flying Birds, loud whistle. Per Gross . . . 10.00	
Long Cowboy Lash Whips, Per Gross . . . 12.00	
Lancaster Batons, R.W.B., With Bells. Per Gross . . . 14.50	
Maple Walking Canes, Per Gross . . . 45.00	
DeLuxe Fur Monkeys, Per Doz. 2.50	
Fur Monkeys With Stick and Feather and Hat—\$2.00 Per Doz. Per Gross . . . 21.00	
Jumbo White Fox Tails With Comic Sayings—\$4.00 Per Doz. Per Gross . . . 45.00	
Large Fox Tails—\$3.25 Per Doz. Per Gr. 36.00	
Rabbit Feet With Key Chains, Jumbo size, Per 100 6.00	
Large Rabbit Feet Key Chains, Per 100 . . . 4.50	
Large Gun & Holster, complete—\$13.00 Per Gross. Per Doz. 1.25	
Large Leis, Per Gross 6.25	
Medium Leis, Per Gross 3.25	
Comic Hat Bands, long length—\$1.50 Per 100. Per 1000 13.00	
Comic Buttons, 50 ligne—\$1.50 Per 100. Per 1000 14.00	
Feather Backs for Dolls, Per Gross . . . 9.00	
12-Inch Metal Horns, Per Gross 10.00	
12-Inch Saxophone, assorted colors, plastic. Per Doz. 4.00	
Plastic Water Bird Warblers that sing—90¢ Per Doz. Per Gross 9.00	
Chinese Paper Snakes, complete with sticks, Per Gross 12.00	
Sliding Metal Trombones, Per Gross . . . 22.50	
Turtles—Running Turtles, assorted colors, latest sensation. Sells like wildfire. Per Gross 12.50	
Electric Bow Ties, Complete, Per Doz. . . 7.50	

SPECIAL

Target Balloons, Red, Blue and Yellow. Blow up to 2 to 3 feet, first quality. Per 100 \$ 6.50

Leaping Frogs, Per Gross 9.00

Noise Makers (assorted), Per Gross . . . 8.50

BALLOONS

Dart Balloons, Per Gross \$ 1.00	#5 Balloons, assorted, Per Gross 1.25
#6 Balloons, assorted, Per Gross 1.50	#7 Balloons, assorted, Per Gross 2.25
#8 Balloons, assorted, Per Gross 3.00	#9 Balloons, assorted, Per Gross 4.00
#11 Balloons, assorted, Per Gross 4.00	#16 Jumbo Paddle Balloons, Per Gross . . . 7.50
#7 Circus Prints, Per Gross 3.25	#9 Circus Prints, Per Gross 4.00
#418 Air Ship Style Balloons, Per Gross . . 1.80	#524 Air Ship Style Balloons, Per Gross . . 3.00
#822 Air Ship Style Balloons, Per Gross . . 4.00	Cat Balloons with ears, jumbo, #14, Per Gross 8.50
Cat Balloons with colored ears, large size, Per Gross 7.20	Balloon Bellows, Each 6.50
24-Inch Balloon Sticks, Per Gross75	2-Inch Squawkers for Balloons, the good loud kind, Per Gross 1.25

AIR SHIP PACKAGE

The Greatest Flash in the Country

3-Color Wax Envelope, complete, sells on sight. Per Gross \$ 8.50

Sample Package—25¢

Workers, all silver, complete with cabin and fins50

PENNANTS

Foot Ball Pennants, 12x30 inches, Big 10 Colleges—\$12.50 Per 100. Per 1000 \$115.00
Pennants made to order of any description
Gold Foot Balls for Badges, Per Gross . . \$ 4.00
Brown Foot Balls for Badges, Per Gross . . 3.75
Foot Ball Buttons, 50 Ligne, Per 100 . . . 1.75
50-Yard Roll Ribbon, #5, any color, Per Roll 1.65
Painted Pennant Sticks With Knobs, Per 100 3.00
Plain Pennant Sticks, Per 100 1.50

All orders shipped same day we receive them
 25% deposit required on all orders

YOUR OWN ADVERTISEMENT ON BALLOONS

We take orders to put advertisements on Balloons.

PENNANTS AND BUTTONS MADE TO ORDER

We take orders for special made Pennants and Buttons.

FOREIGN BUYERS

We ship to Canada, Mexico, Cuba, Honolulu, Philippines and all parts of the world.

WRITE FOR 1947 CATALOG

HARRIS NOVELTY COMPANY

1102 ARCH STREET Phone: Market 7-9848 PHILADELPHIA 7, PENNA.

Introducing Another "KANCO" Product

JOCKO

The Sensational

CLIMBING MONKEY

Terrific Demonstration Number for Christmas and the Year 'Round!



Made by the originators of JO-JO, the jumping monkey, JOCKO SPEAKS FOR HIMSELF! His fascinating action and performance, his colorful make-up will sell him on sight. 22" steel rod has colored knob and handle. Order today!

Suggested retail price

29c

Packed gross to shipping container

JOBBERS! Write for prices and samples.
KAYE NOVELTY CO., INC.
377 Hudson Ave. Brooklyn 1, N. Y.

Specialty Shows Old-Time Clicks

(Continued from page 73)

eagerly looked forward to by amusement lovers of that era.

Other mental attractions that toured the Middle and Northwest in the late '80s and early '90s were Fontana, Glick, Ormonde, Cannon, Vernon, Mack, the Butlers, the Knowles, the Griffiths, and Pauline (later a vaudeville favorite) and his partner, Frank Suter, of Fairmont, Minn., who was theatrically known as Carnavaux. Carnavaux and Pauline were popular wherever they appeared and are well remembered in the territory to this day.

From Hyp to Shakespeare

I must make special mention of Don C. Hall, who was also a success- (See Specialty Shows Click, page 104)

REP RIPPLES

(Continued from page 73)

sin, reports fair returns. . . . Brook Players, four people, will operate around Tampa on sponsored dates after November 1, using E. F. Hannan's *So It Goes* as opening bill. Unit will make a two-week circle. . . . Willis Family Show is reported experiencing fair business in schools and halls in Eastern Washington. . . . George Dunn, who has opened his season with religious pix, will work from Salem, N. Y., toward Florida. It marks his fourth season with this type of show. . . . Everett Players again will be in New England, making headquarters in Boston for the first month of the season. . . . Parish Players, with four in cast, have opened their season and recently have been in the Susquehanna, Pa., area. . . . F. L. Nolan will promote amateur minstrel shows around Poughkeepsie, N. Y. . . . Carol Players, colored, who opened their season with E. F. Hannan's *On Vacation*, have been around (See Rep Ripples on page 104)

NEW-GUARANTEED

MODEL 917

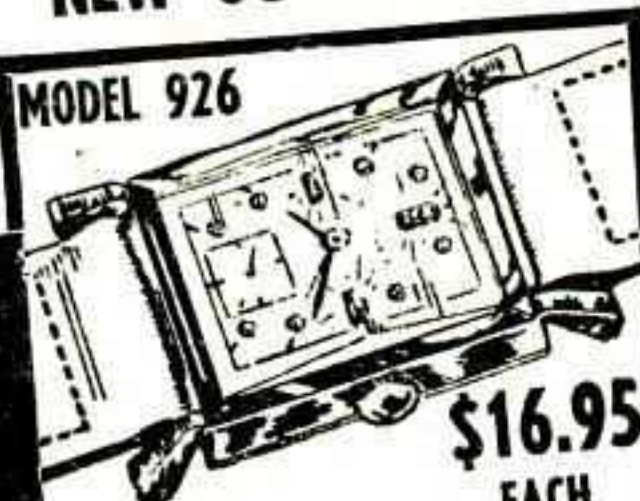


\$29.95 EACH

- 17 Jewels
- 14 K. Gold
- 6 Genuine Sapphires or Rubies
- White or Pink (14 K. Solid Gold) Case
- Raised Crystal
- Cord Bracelet

NEW-GUARANTEED

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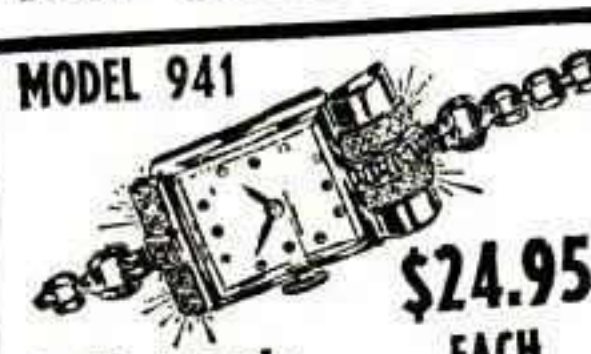


\$16.95 EACH

- Men's
- 17 J.—A.S. Movement
 - Rhinestone Dial
 - Dome Crystal
 - Yellow 10 K. R.G.P. Steel Back

NEW-GUARANTEED

MODEL 941



\$24.95 EACH

- 17 Jewels
- Simulated Diamond and Rubies 1/20—12 K. Gold Filled
- Rhinestone Dial With G.F. Snake Bracelet or Cable Link

NEW-GUARANTEED

MODEL 932



\$29.95 EACH

- New Bangle Bracelet Watch
- 17 Jewels
- 14 K. R.G.P. Case
- Simulated Diamonds and Rubies

1/3 DEPOSIT, BALANCE C. O. D.

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WHOLESALE JEWELERS

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A Terrific Sensation For BINGO-CORN GAMES and CONCESSIONS

Big WHITE ENAMEL finish Utility Container with removable pail. Size 16 1/2 x 15 1/2" overall. Everybody wants one. Used for garbage pail, diapers, oiled rags, waste etc. Patented built-in deodorizer in cover. Porcelain enamelled inner pail WILL NOT RUST. . . . has wire bail for easy removal, and flanged rim that fits over rim of outer container. Rubber gasket seals cover tightly. 20 quart capacity.



\$2.00 each
In 6 dozen lots one dozen \$25.00
Single order \$2.25
F.O.B. Dunbar, W. Va.

... SPECIAL INTRODUCTORY OFFER ...

REGULAR \$5.95 RETAIL VALUE, NOW REDUCED AS LOW AS \$2.00 EACH WHOLESALE! This merchandise is ready now for immediate shipment. NO waiting. Hurry, Hurry. Shipped C.O.D. anywhere in U.S.A. Direct from factory.

FLETCHER ENAMEL COMPANY
DUNBAR, W. VA.

MAGNETIC NOVELTIES TRICKY DOGS MA and PA

Plastic

Popular — entertaining! Plastic Scotties on Alnico Magnets.
No. 771 — \$1.55 Doz. \$18.00 Gross

Funnier than ever! Pa tries to sneak in—Ma catches him. Laugh riot!

No. 777—
\$1.65 Doz. \$19.20 Gross

MICKEY AND MINNIE

Hilarious pair! On powerful Alnico magnets.
No. 778—
\$1.65 Doz. \$19.20 Gross

BULL FIGHT

Thrilling magnetic action! Red Matador, charging Black Bull. Fast Seller!
No. 779—
\$1.65 Doz. \$19.20 Gross

MONKEY SHINES

Mike and Mabel Novelty Monkey Couple on Alnico magnets. Laugh-provoking!
No. 776—
\$1.65 Doz. \$19.20 Gross

No. 866 — **TRICKY DOGS**
M fal

Special \$1.20 Doz. Price: \$13.50 Gross

No. 772 — **BATTLING PALS**

C.O.P. Elephant Dem. Donkey \$1.55 Doz. \$18.00 Gross

No. 780 — **FIGHTIN' CAT AND DOG**

\$1.55 Doz. \$18.00 Gross

Call — Write — Wire
H. FISHLOVE & CO.
714 N. FRANKLIN ST. CHICAGO 10, ILL.

CANDY SALESBOARD DEAL

By Candy Manufacturer. Well known established high-grade deal with proven sales appeal. Excellent value and good profit margin for jobbers and retailers. Territory open to live jobbers or retailers.

We ship deal complete prepaid.

Box 118, c/o Billboard, 155 N. Clark St., Chicago 1, Ill.

SALESBOARDS

Holes	Name	Profit	Price
400	5¢ Dollar Board, Thick, Def. \$ 7.00	\$.65	
1000	1¢ Cig. (Girlie), 28 Pack	.78	
1800	5¢ Lulu Board X Thick, Def. 18.00	1.69	
1000	25¢ J.P. Charley, Thick, Avr. \$52.08	\$1.25	
1000	5¢ Win A Fin, Jumbo, Avr. 25.20	1.98	
NEW! 8 TICKETS PER HOLE BOARDS			
200	25¢ J.P. Kwik Fin, Max. Avr. \$37.50	\$2.92 1/2	
200	25¢ J.P. 6 in 1, Max. Avr. 37.50	2.92 1/2	
1000	10¢ Rody Money, Jbo., Avr. \$50.70	\$2.25	
1000	5¢ J.P. Girlie Boards, Avr. 27.00	2.89	
2400	5¢ J.P. Barrel, Avr. 48.32	3.45	
2400	10¢ J.P. Barrel, Avr. 92.65	3.45	
1650	5¢ Bell Boards, Avr. 48.50	3.75	
2170	5¢ Rd. Wh. Bl. Single Tickets \$36.50	\$1.59	
120	Tip Ticket Books, Gr. \$20.95, Doz. \$1.89		

NEW LOW PRICES—WRITE FOR CATALOG

WORLD'S BEST BOARDS, TICKETS, CARDS
DELUXE MFG. CO.
DeLuxe Building Blue Earth, Minn.

PUSH CARDS

All sizes of straight or skip numbers, with all winners, or with one winner under Master Seal. Also regular Cards up to 600 Holes.
FREE Catalog. Write.
W. H. BRADY CO., MFRS.
CHIPPEWA FALLS, WISC.

SALES BOARDS - - TICKETS
EMPIRE LINE
MANUFACTURER'S DISTRIBUTOR
GRAND NOVELTY COMPANY
1304 E. Indianola Ave., Youngstown, Ohio
Phone: 8-2479

SALESBOARD SIDELIGHTS

New York:

Jack Glass, of Greenglass Sales Company, has returned from a business trip that covered most of the country. . . . A. N. S. Sales, Inc., Elmira, N. Y., is still reporting big sales for its gun and knife board deals. . . . Globe Printing Company will announce a new board next week, according to Sales Manager Otto Goldman.

Six coin-filled boards, in addition to those already announced, are set at the Profit Manufacturing Company. The firm reports the biggest sales in its history and says low prices have had a lot to do with it. . . . "First with the latest in quality boards" has been adopted as a motto by Rake Coin Machine Exchange, Philadelphia.

Heavy increase in luxury-type merchandise boards—as well as box candy boards—is being noted in the East as the holiday season approaches. . . . Boards with crystals and other very small radios are drawing the coins in New England.

Chicago:

Charles Leedy, sales manager for Gardner & Company, reports that firm is increasing its sales force in all territories. Leedy, who was in the East recently interviewing applicants for sales jobs, says the outlook for continued good business is encouraging. Most of the local salesboard manufacturers report expanding their field sales force.

Mobile X-ray truck will visit the Bee-Jay Products Company plant and offices next Friday (24). Truck will give every employee of the plant a chest X-ray free. Last winter, Reuben Berkowitz, general manager, provided cold shots for every member of his staff.

Manny Gutterman, director of sales for Harlich, is still on the West Coast, and isn't expected back for another two or three weeks, according to Sam Feldman, sales manager for the firm.

Jack Morley, president of Superior Products, is expected back from a well-earned vacation. With Mrs. Morley, he went to the West Coast, mixing some business in with pleasure. Like other salesboard executives who have journeyed into the field recently, Morley sends back enthusiastic reports of the fall outlook, says that business this

autumn and winter will be up to expectations and perhaps better. Superior's Seymour Trott arrived in town this week from a two-week trip thru the Southern States, likewise optimistic about business conditions.

RODEO STARS AT NAT'L

(Continued from page 65)

nished, in addition to that of Rowell, by Cuff Burrell, Bob Barmby and Jim Millerick.

Cy Tailor has been signed as rodeo announcer.

"The Grand National will be greater will feature bareback and saddle bronk riding, steer wrestling and calf roping. Purses of \$11,250 are being offered, to which will be added the entry fees, making the total money for competition more than \$18,000.

A 25 per cent reduction in seat prices from that of last year has been announced.

"The Grand National will be greater than ever this year," said Garrison. "It will move faster and be even more dramatic in all departments. In addition to the regular program of horse show, rodeo and circus events, we will have special attractions for children. Other special attractions are now being arranged."

Mail Order Heavy

According to officials, the mail order ticket applications for the 13 performances are up 25 per cent over the same period last year.

"Even with our three new permanent barns, giving us 320,000 additional square feet of stall and pen space, we probably will fill up to capacity this year with beef and dairy cattle, sheep, swine, show horses and rodeo stock," declared Garrison.

Naming of the Grand National as the 1947 World Champion Show by the International Rodeo Association, has resulted in a heavy increase in demand for tickets. Said Garrison: "This means that San Francisco for the first time will see a World Series of international cowboy competition."

REP RIPPLES

(Continued from page 103)

Selma, Ala., recently. . . . Verdor's Show, three people, has been showing around Trinidad, Colo., with films and short-cast bills.

D. K. DANIELSON has left Iowa City, Ia., with 16mm. pix and flesh to play Central Missouri. He will locate when he finds a suitable town for a central 16mm. circuit. . . . Lone Oak Players, four people, recently organized, will play the Denison (Tex.) area. . . . Lanier Players will operate around Savannah, Ga., the next two months. . . . Dill's Show, three people presenting 16mm. films, has been in the Hawthorne (Nev.) area. . . . Edward E. Crowley is booking religious pic dates around Glens Falls, N. Y. . . . Howe's Show, which has had fair biz in Oklahoma the past month, will play Central Texas towns with recently added 16mm. pictures. . . . Oscar Dolte is readying a flesh trick at Laredo, Tex., to play halls and schools in Western Texas. . . . Downes Hall Players, four in cast, who have been around Oshkosh, Wis., will soon trek south. . . . Turgeson's Show has been in vicinity of Ogden, Utah. . . . Kay Players, with cast of six, will soon open near Kensington, Pa., to play sponsored dates. . . . Freeley Players are mulling the idea of locating at Sedalia, Mo. Four-people org plays sponsored dates. . . . A. L. Langly is promoting amateur minstrel shows in the Homestead (Pa.) sector. . . . Skerbolt's Minstrels, colored tab show, playing sponsored dates around Biloxi, Miss., is using E. F. Hannan's Old Plantation.

SPECIALTY SHOWS CLICK

(Continued from page 103)

ful hypnotist who later blossomed out as a Shakespearean actor with some success. Upon retirement he became a member of the Wisconsin Legislature from his district. Hall was small of stature but compensated for this by wearing his hair a la Buffalo Bill, and as he had a deep and powerful voice he was popularly referred to as "the little man with the big voice."

Anna Eva Fay and Ruth Grey created a sensation in the larger towns, while the Roving Ramseys, with a similar offering, were very successful in the smaller spots.

Warnecke the Magician is still with us, and I have many pleasant memories of Fait the Great, Forsberg, Mock Sad Alli (a great comedy magician), McCune the Mystifier, the original Fredrik (not Blackstone), Millard, and Ziska, later of Ziska and King. In the lyceum field there were Reno, Maro, Brush, Laurant, Nicoli, Durno and Shungopavi, all of whom frequently repeated in the territory and who were always considered the star attractions on the small-town lyceum or chautauqua program.

Who shall say that they, and others like them, did not present as clean, moral, instructive and genuinely entertaining a performance as any of the better repertoire, musical or minstrel units, past or present, and who can honestly charge them with being less legitimate than the best of the good ones in other amusement fields?

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FOR THE *Finest*

in SALES BOARDS

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and

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Distributor of

Bee Jay Products

Universal Mfg. Co.

Write for prices

LUBIN SALES

625 Fifth Ave. Pittsburgh, Pa.

SALESBOARDS & TICKETS

Holes	SPECIALS Name	Average Profit	Net Price
1000	1¢ Cigarette Board, Pays Out 30 Packs		\$.78
500	5¢ Silver Peak, Coins Not Included (8)	\$15.00	1.73
1500	15 Section Plain Board		1.78
2500	25 Section Plain Board		3.08
980	5¢ Fifi	26.70	3.28
1250	25¢ Cheery Charley	89.00	2.58
600	5¢ Lotta Bucks	9.00	1.15
1020	5¢ Everything Goes	24.55	2.18
1200	5¢ Sittin' Pretty	24.30	3.69
1000	5¢/25¢ Poke-a-Seal Ticket Pad	31.50	1.74
2040	5¢ Single Sewed Red, White, Blue Ticket	30.00	.90

We Have Many Other Money Makers
25% Deposit—Balance C. O. D.

PAN SALES COMPANY
7 West 5th Street NEWPORT, KY.

JAR DEALS

&

SALESBOARDS

Write for prices

Galentine Novelty Co.

520 E. Sample St.
South Bend 18, Ind.

Another First



TEN 'ER FIVE

840 G L HOLES

5¢ PLAY

Two Tickets Per Hole

SPECIAL THICK

No. 18171-5

Takes In \$42.00

Av. Payout 19.17

PROFIT \$22.83

2 For 5¢ PLAY!

TWO TICKETS IN EACH HOLE

Now is the right time for low priced play!

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"

COIN-OPERATED MACHINES, SECOND-HAND

Only advertisements of used machines accepted for publication in this column.

RATE: 12¢ a word . . . Minimum \$2.00

Remittance in full must accompany all ads for publication in this column.

A-1 BUYS—STAMP MACHINES, SHIPMAN
Victory Rolls, Peanut Gum Machines, Multiplex
Pokers, U. S. P., 100 Grand, Waterbury (5),
Conn. oc25

A.B.T. TARGETS—LATEST MODEL F OR
Challengers, \$24.00. Five for \$115.00.
Kicker-Catcher, \$19.00. Edford, 541 So. Dear-
born, Chicago 5, Ill. oc25

COIN COUNTING AND WRAPPING MACHINES
Several for sale; bargains. Write for infor-
mation. Mills original Black Cherry Bells, like
new, nickels, dimes, quarters; just off location;
bargains. Harden Supply Company, 3011 Vane,
Omaha 11, Nebr.

FIRST REASONABLE OFFER ACCEPTED FOR
25 Model 46; 50 Model 46Z Columbus Vending
Machines, new, original cartons. E. C. Huber,
757 Carlyle Place, Indianapolis 1, Ind.

FOR SALE—1947 DELUXE PHOTOMATIC,
quarter play; 1946 Voice-o-Graph, 35¢ play.
Used about 90 days; asking price Photomatic,
\$1000; asking price Voice-o-Graph, \$800. Perfect
condition crated ready to ship. Mail \$100 de-
posit each machine with order, balance C.O.D.
J. A. Smith, P. O. Box 123, Lunaberton, N. C. oc25

FOR SALE—SEVENTY-THREE NEW, FIF-
teen slightly used, Hawkeye Peanut Vending
Machines. Original value, \$17.50 each. Will
sell at reduced price. Write E. W. Saddler, R.F.D.
No 2, Benidji, Minn.

FOR SALE—10 MARVEL POP UPS, USED
only a few days. In original cartons, \$22.50
each or \$200 for all 10. ½ deposit, balance
C.O.D. F.O.B. May Novelty Co., 5919 ½ S. Hal-
sted St., Chicago 21, Ill.

GOOD AS NEW PEANUT MACHINES FILLED
with Peanuts, \$4.75 each. ½ deposit. Wil-
helm F. Gothe, 225 Commerce, Grand Rapids,
Mich.

MINT POP AUTOMATIC POPCORN MA-
chines, slightly used. Some for only 2 weeks.
Newest model, in excellent condition; 15 available.
\$325 each. ¼ cash, balance C.O.D. Stanley
Evanson, Agent, 144 W. Allens Lane, Philadelphia,
Pa.

NINE SKEERBALL ALLEYS—MUNVES MAKE.
\$100 each, A-1 condition. Sorin, 400 East
52nd St., Brooklyn, N. Y.

NOW—1 TO 100 BRAND NEW STAR PEANUT
Vendors, filled with number one Spanish Peanuts,
\$4 each. Cash with order. T. O. Thomas Com-
pany, 1572 Jefferson, Paducah, Ky.

POST WAR PIN GAMES FOR SALE—VAN-
ties, \$65; Canteen, \$45; Smoky, \$100; Rio,
\$100; Mystery, \$135; Havana, \$110; Carnival,
\$40; Cross Fire, \$150; Miss America, \$90;
Maise, \$150. All games in perfect condition.
North Central Amusement Co., 458 Griswold St.,
Princeton, Ill.

REBUILT POPCORN MACHINES FOR SALE—
Fully guaranteed. Priced from \$150.00. Con-
solidated Confections, 1314 S. Wabash, Chicago
5, Ill. oc25

REQUEST BARGAIN LIST SLOT MACHINES
and Parts, Consoles, Phonograph Accessories,
Vending, Amusement Machines. Coleman Novelty,
Rockford, Ill.

ROUTE OF 25¢ LATEX VENDING MACHINES
earning \$12,000 per year, \$7,500 cash. Owner
must move to Arizona for health. L. Honsinger,
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SMALL GEORGIA PINBALL OPERATORS—
Let's swap (cash box) Average. Beat high
prices, low-trade values. Used Games, which
haven't covered my route, are worth more to me
than ones which have. Mac Music Company, Du-
luth, Georgia.

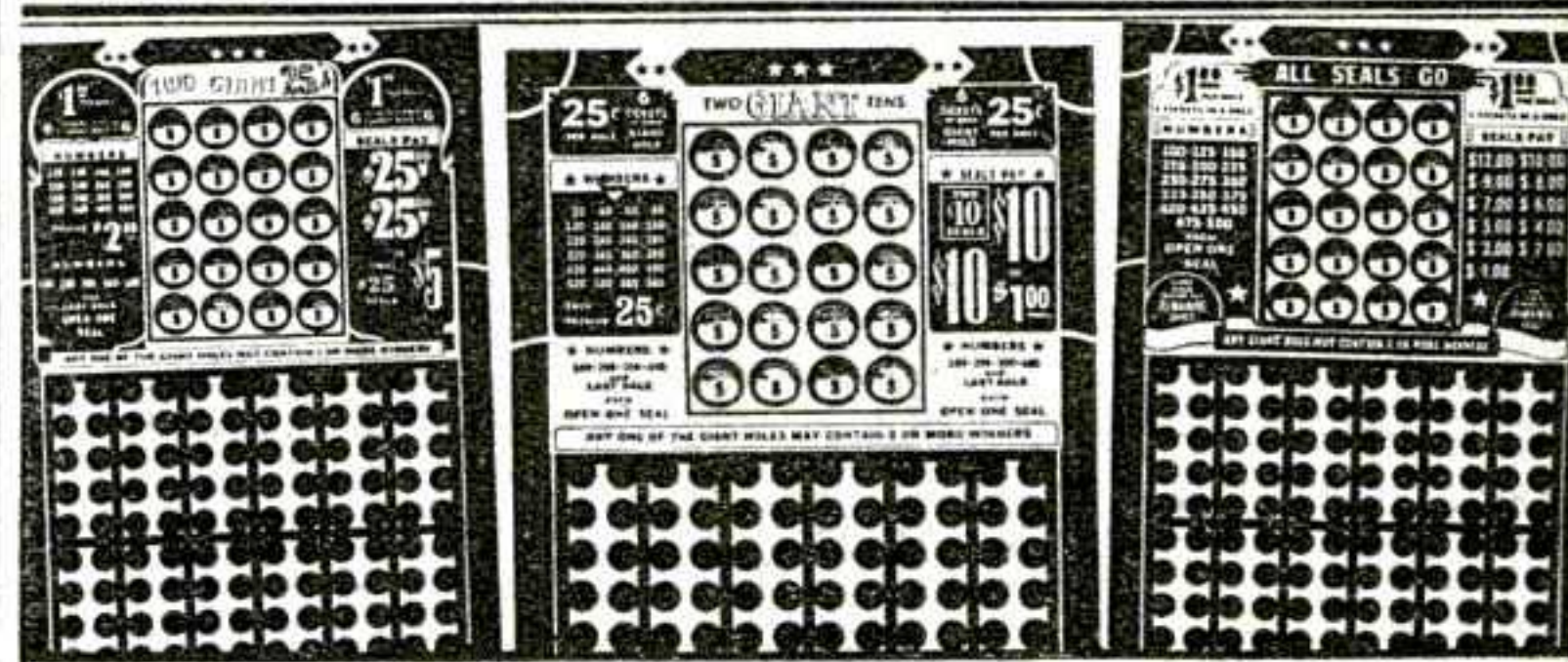
WANT TO BUY—DU GRENIER "S" MODEL
cigarette machines. L. & H. Vending, 4807
Foster Ave, Brooklyn, N. Y.

4 NEW NORTHWESTERN NO. 40, \$7 EACH.
1 A.B.T. Target Game, \$10. Forsyth, 1318
Sherman, North Side, Pittsburgh, Pa.

10 JUNIORS, 8 PANAMAS, 8 ERIES—ALL
hand operated Diggers; 10 Iron Claws, 12
Ruckley Treasure Islands, 10 Exhibit Rotarya, 6
Skee Alleys, 9 ft. National, 4243 Sansom,
Philadelphia, Pa.

New Small Size Fast Moving Profit Loaded Giants

SIX TICKETS IN A HOLE — THICK BOARDS — STITCHED SEALS



120 HOLE TWO GIANT 25'S	120 HOLE TWO GIANT 10'S	120 HOLE ALL SEALS GO
\$1.00 PER HOLE (SIX TICKETS)	25¢ PER HOLE (SIX TICKETS)	\$1.00 PER HOLE (SIX TICKETS)
AVERAGE PROFIT— \$46.00	AVERAGE PROFIT— \$14.50	DEFINITE PROFIT
MAXIMUM PROFIT— \$58.00	MAXIMUM PROFIT— \$19.00	\$44.00

GARDNER & CO. 2222 S. MICHIGAN AVE., CHICAGO, 16 ILL.

WINNER of the WEEK

THE BRAND NEW 25c BOARD
250 Holes—6 tickets in each hole
for 25¢.

TAKES IN . . . \$62.50
Average Payout . . . \$23.94

Average Profit . . . \$38.56
See Rake for the largest selection of all
the latest boards—Coin Boards, Jack-
pots, Definites and Plain—also Bingo
Tickets, Tickets, Jar Deals, Box Deals,
Pad Style Deals.

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Distributors for
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Consolidated Mfg. Co.
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WATCH THIS SPACE FOR A NEW WINNER EACH WEEK

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Phone: Lombard 3-2676

Score a Fin

SEND FOR FREE CATALOG
We have a large
selection of boards on
display.

LARGEST SELECTION OF COINBOARDS IN THE NATION!

TYPICAL SPECIALS

Piggie Bank, 1500 holes—5¢ play
Takes IN—\$75.00 Pays OUT—\$38.25
PRICE \$4.18 plus \$1.70 in coins

Play Ball, 2000 holes—10¢ play
Takes IN—\$200.00 Pays OUT—\$124.00
PRICE \$6.40 plus \$7.70 in coins

Jack Rabbit, 1500 holes—10¢ play
Takes IN—\$150.00 Pays OUT—\$99.50
PRICE \$5.00 plus \$1.70 in coins

3-Way Money, 1200 holes—25¢ play
Takes IN—\$300.00 Pays OUT—\$190.00
PRICE \$5.67 plus \$6.00 in coins

Lucky Dimes, 1500 holes—10¢ play
Takes IN—\$150.00 Pays OUT—\$84.00
PRICE \$5.60 plus \$3.00 in coins

Pennies From Heaven, 1200 holes—5¢ play
Takes IN—\$60.00 Pays OUT—\$28.50
PRICE \$3.80 plus 26¢ in coins

Standout, 1792 holes—5¢ play
Takes IN—\$89.60 Pays OUT—\$38.50
PRICE \$5.50 plus \$2.20 in coins

**ALSO AVAILABLE: Multi-Giant Boards—
6 Tickets for 25¢**

Send for FREE 64-page Illustrated Catalog.
25% Deposit With Orders, Balance C. O. D.

PROFIT MFG. CO.
41 WEST 23RD ST. NEW YORK 10, N. Y.

Jack in Barrel
2000 holes—10¢ play
Takes IN . . . \$200.00
Pays OUT . . . \$129.00
PRICE \$5.67 plus \$8.30 in coins

TICKET PRICES CUT TO THE BONE!!
Excessive Inventory Causes Us To Sacrifice Our Stock at a LOSS!

JAR DEALS

2170 RWB	\$1.15 Ea.	\$13.80 Doz.	\$165.60 Gross
2170 RWB (Pasted 5's)	1.45	17.40	208.80
2170 RWB (Stapled 3's)	1.55	18.60	223.00
2100/420 RWB (Pasted 5's)	2.00	24.00	288.00
2280 Comb. (101-102—Stapled 3's)	1.72	20.64	247.68
2280 Comb. (101-102)	1.25	15.00	172.80

BINGO REFILLS ON STICKS

1000 Size	80¢ Ea.	\$ 7.20 Doz.	\$ 86.40 Gross
1200 Size	75¢	9.00	108.00
1260 Size	85¢	10.20	122.40

LIFETIME METAL BINGO STANDS — 75c EACH
No Order Accepted Less Than \$15.00—25% Deposit MUST Accompany All Orders.

Orders Shipped Immediately
NO WAITING!
CIRCLE PRODUCTS CO.
2820 W. Peterson CHICAGO 45, ILL.

All tickets advertised above are machine folded
and banded of finest quality kraft. Made by
one of the largest mfrs. in the industry, but due
to these special prices we have been requested
to withhold his name.

**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¢	SPOT OF GOLD, THICK, JUMBO HOLES	28.40	3.25
1000	10¢	BIG DIME DOUGH, THICK, JUMBO HOLES	28.14	3.25
1200	5¢	TEN BIG FINS, THIN, JUMBO HOLES	42.75	3.25
1200	5¢	VICTORY BELL, THICK, JUMBO HOLES	35.20	2.50
1200	50¢	TEXAS CHARLEY, THICK & PROTECTED	38.57	3.60
			152.75	3.00

WRITE FOR OUR LATEST PRICE LIST

Large Stock Plain, Tip, Definite, Jackpot Boards and all kinds of Cigarette Boards, 1¢, 2¢ or 5¢,
stating your requirements, 25% deposit with all orders—balance C. O. D.

MICHIGAN CITY NOVELTY CO. BOX 66, MICHIGAN CITY, INDIANA

Make \$250 to \$500 a week

BE YOUR OWN OPERATOR OF PUSH CARDS

A once-in-a-lifetime opportunity to make \$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, Bal. C.O.D., F.O.B. Chicago

**PUSH CARD WITH 2
WATCHES**
1 Watch to the seller
and 1 Watch to the
winning seal.
Push Card Takes in \$21.
Your Cost \$10.
EXTRA PUSH CARDS 10c EA.

Your Profit \$17.00

Write J. & M SALES CO. — 708 S. STATE ST. — CHICAGO 5, ILL.

SALESCARD OPERATORS

The most sensational gift item ever created. Sells on sight. Send \$3.25 for prepaid sample
and card that takes in \$12.35. Money refunded if not satisfied.

ECONOMY DISTRIBUTING CO.
308s W. SUPERIOR CLEVELAND 13, OHIO

N. Y. COURT OKAYS PINBALLS

Special Sessions Decision Holds Novelty Pinball No Violation of State Code

Operators Now Awaiting Action on Licensing

NEW YORK, Oct. 18.—In a decision handed down in Special Sessions Court here Thursday (16), Justice James V. Flood ruled that pinball machines do not violate Section 982 of the Penal Code of the State of New York and approved a motion for dismissal of the city's case against Joseph Hirsch for possession of a Chicago Coin Machine Company Kilroy and a D. Gottlieb & Company Lucky Star. The ruling, in effect, allows novelty pin games to operate freely in the city.

Even tho under the ruling pinball machines are free to operate in any part of the city for the first time since 1941, Hirsch, who also is chairman of the board of the Associated Amusement Machine Operators of New York (AAMONY), states that no coinman will operate until after a decision is reached with Benjamin Fielding, New York City License Commissioner, regarding a fair license for the machines.

Meeting Set for October 27

Arrangements have already been made with Commissioner Fielding for a meeting with Hirsch, Joe Hahnen, president of AAMONY, and several New York coin machine distributors on the afternoon of October 27, in the commissioner's office.

"Main thing is," Hirsch said today, "we will be able to put on location as many pinball machines as we desire as soon as we reach an agreement with the license commissioner."

Roll-down game machines have been operating in the city for some months and it is estimated that there are over 5,000 of these machines in the city. Pinball total for New York will be many times this figure.

The case was first given a hearing July 19 in Magistrate's Court, and upon application of the New York Police Department a 90-day postponement was granted because the police engineer was on a vacation. After the 90-day delay there was a hearing September 15, and the case was referred to Special Sessions Court.

Hirsch's Views

Samuel Markewich, attorney for Hirsch, told the press in July that

"these new games (Kilroy and Lucky Star) are not in violation of Section 982 of the penal code dealing with gambling on pinball machines, since they are straight novelty strip pinball machines."

Hirsch points to the 1946 issue of the *State Provisions of Law and Rules of the State Liquor Authority*, a book given to all tavern owners by the (See *Court Okays Pinballs*, page 130)

NAAMO Fetes Donors to Vets' School in N. Y.; Graduation Dinner To Be Held Nov. 13

Joe Ash Committee To Plan Future Spendings

NEW YORK, Oct. 18.—Many of the nation's leading coinmen attended the \$100-a-plate dinner for the veterans' coin machine mechanics school Wednesday (15) evening in a private suite of the Waldorf-Astoria Hotel, sponsored by the National Association of Amusement Machine Owners (NAAMO). Attendance represented only part of those who contributed to the fund, F. McKim Smith, NAAMO president, pointed out at the business meeting which followed the dinner.

Smith announced that the school's graduation dinner in the Downtown Athletic Club had been put off from November 6 to November 13 to insure the attendance of Mayor William O'Dwyer and Dr. William Jansen, of the New York City Board of Education. Leading figures in the industry, as well as in public life, are expected to speak at the graduation dinner.

Special Committee

While every coinman who sent in \$100 will be on the NAAMO appropriation committee, Smith announced at the dinner that a special committee

Dept. Stores Using Coin Machine Pix

NEW YORK, Oct. 18.—Additions to the ranks of department stores in this area which feature midget movies in their toy departments, were reported this week by Ralph Hotkins, president of Capitol Projector Corporation. New locations include Geungs, White Plains; Frances Rogers, Bronx, and Wares, New Rochelle. Sears-Roebuck has the coin-operated movie machines on location in Union City, N. J., Baltimore and Los Angeles.

Hotkins reports that the large New York department stores which have been displaying midget movies for some time, such as Namm, Gimbel Bros., Hearn's and Macy's, will increase the number on location for the Christmas season.

Eastern CMI Cancer Fund Drive Rolling

Add Names to Committees

NEW YORK, Oct. 18.—With less than three weeks to go before the November 3 jamboree program at Manhattan Center, organized by local coinmen under the chairmanship of Jack Mitnick to raise a major contribution for the Damon Runyon Memorial Cancer Fund, a meeting to further plans for the affair was held this Wednesday (15).

Present at the meeting, during which the details of running an affair of the magnitude planned (the largest organized under Coin Machine Industries auspices in the East) were ironed out, were Jack Mitnick, Runyon Sales Company; Mike Munves, Mike Munves Corporation; Leroy Stein, Music Guild of America; Harry Rosen, Bert Lane and Meyer Parkoff, Atlantic and New York Seaboard Corporations; Irving Katz, Apollo Records; Charles Aronson, Brooklyn Amusement Company; Dave Stern, Seacoast Distributors, Inc.; Barney Schlang, manager, Automatic Music Operators' Association; Bessie Berman and Jerry Rosen.

250G for Runyon Fund

Mitnick announced that in a recent telephone conversation with Jim Mangin, public relations director of Coin Machine Industries, he learned that the halfway mark in the industry drive to raise \$500,000 for the Damon Runyon Memorial Cancer Fund had been reached. Contributions obtained in the East are expected to account for most of the remaining \$250,000.

To broaden the base of coin machine support for the cancer fund drive, and to insure greater efficiency of operation (See *Eastern Cancer Fund*, page 128)

Arcade Jobbers Ready Machines For Dec. Show

CHICAGO, Oct. 18.—Distributors and jobbers of arcade equipment in this area are readying their showrooms and breaking out equipment to show outdoor showmen who will be in town December 1-4 for the annual outdoor convention.

Altho the past season—with its low temperatures early in the summer—did nothing to boost total sales, good arcade equipment, both new and used, has been moving steadily out of distributor and jobber showrooms. Resort season, and the regular park business, made for constant movement in the used arcade machine field, and new machines—which have not been too plentiful since 1940-'41—found their place in year-round arcades as well as resorts.

Number of new pieces designed exclusively for arcades is small, and the demand for most of these machines, distributors say, is still heavy, leaving an active demand which must be filled with used and reconditioned equipment.

Open CMI Legal Bureau Oct. 20

CHICAGO, Oct. 18.—Coin Machine Industries, Inc. (CMI), tax and legal bureau will officially get under way Monday morning (20) when Dudley Ruttenberg, counsel who will head up the department, goes on the job at the association's headquarters here in Chicago.

Ruttenberg, who is a brother of J. J. Ruttenberg, Rockford, Ill., coin machine operator, will start immediately to assemble material for CMI's legal files.

Calendar for Coinmen

October 20-23—National Tavern Association's annual convention, Steel Pier, Atlantic City.

October 27-29—International Association of Ice Cream Manufacturers' annual convention, Miami Beach.

October 27-31—National Electrical Manufacturers' Association convention and show, Hotel Traymore, Atlantic City.

November 17-21—American Bottlers of Carbonated Beverages annual convention and international beverage exposition, Atlantic City.

November 18-20—National Association of Popcorn Manufacturers' annual convention and show, Hotel Sherman, Chicago.

December 1-4—Outdoor convention, Hotel Sherman, Chicago.

December 14-17—National Automatic Merchandising Association's convention and exhibit, Palmer House, Chicago.

January 19-22—Coin Machine Industries, Inc., convention and show, Hotel Sherman, Chicago.

New Materials in Coin Machines

New York Tops All States In Purchases of Federal Tax Stamps for This Year

Pennsylvania, California Next, Revenue Report Shows

WASHINGTON, Oct. 18.—New York, Pennsylvania and California lead the nation in the number of coin machines on location, according to figures released this week by the Internal Revenue Bureau. These three states had the highest number of coin machine tax stamps sold during the 1947 fiscal year.

California was well out in front as leading purchaser of \$100 stamps, with 10,949 sold there during the fiscal year. Illinois was second with 7,813, while Washington was third with 6,314. Fewest \$100 stamps were purchased in Wisconsin, where only 10 such stamps were bought.

New York Leads

In leading the country with tax stamp payments on juke boxes, pinballs and other amusement games, New Yorkers bought a total of 32,618 stamps. Pennsylvania totals during the year were 31,144, while California stamp sales totaled 29,951.

Altho the bureau's statistics are considered fairly reliable in giving the relative ranks of the states, they do not show the actual number of machines within a particular State.

Officials explain that while the amusement games tax is \$10 per machine, tax stamps may be bought in any denomination. For instance, one tax stamp may be purchased for \$1,000 and cover 100 machines, while

another stamp may cover only one game. Only the total number of stamps sold is tabulated by the revenue bureau. However, officials figure that these differences cancel out in State totals, and therefore relative ranks can be calculated.

All States in List

During the 1947 fiscal year, a grand total of 409,892 \$10 stamps were sold, and 84,088 \$100 stamps. Every State is represented in the purchase of both kinds of stamps. Interestingly, Nevada, where State-wide gaming is legal, ranked only 15th in the number of \$100 stamps purchased.

Close on the heels of the three leaders in the \$10 field came Ohio, with 24,821 and Illinois, 23,825. Runners-up in the \$100 stamps were Louisiana, Pennsylvania, Minnesota and Texas.

New Eight-Ball Pin Is Readied By P & S Mach.

CHICAGO, Oct. 18.—Full production on Tom Tom, a new game incorporating pin game style with a special skill idea, was announced this week by Lee S. Jones, of P & S Machine Company here.

Outstanding feature of the new game is a constantly revolving tom tom at the back of the cabinet which has a hollow in each end at which plastic balls are shot. When a ball is successfully shot into the tom tom, it runs the score up 100,000 and returns the ball for another shot.

Eight-Ball Game

Tom Tom game has eight red plastic balls in all. However, the average playing cycle is less than the ordinary five-ball pin game. Every ball scores between 10,000 and 100,000 on each play, with a total possible score of 990,000. Scoring elements, aside from the 100,000-point tom tom, are four rubber-padded rings below the revolving drum.

Game is pin-table size, with a natural wood cabinet. The revolving drum is incorporated into the lower part of the backboard. Upper portion of the backboard is the scoreboard, following traditional pin game style.

All electrical parts are located in a vertical position behind the backboard, with no mechanical parts under the playing board of the machine. (See New 8-Ball on page 128)

Hospitalized Vets Get Miniature Pins From Empire Firm

CHICAGO, Oct. 18.—Gil Kitt, of Empire Coin Machine Exchange here, reported this week that requests are still coming in for supplies of Pin-Bo, miniature pinball game, for distribution to patients at veterans' hospitals thruout the country.

The miniature games were originally procured by the firm for distribution to coinmen attending the 1947 Coin Machine Industries, Inc. (CMI), show. Some of the games found their way into the hands of Red Cross officials who requested supplies for hospital patients.

Games are small enough to hold in the hand. They are made of brightly colored plastic and are 5/8 inches by 2 inches by 2 1/2 inches in size. A small plunger in front shoots a single metal ball onto the playing board. Games come in four different styles.

Kitt stated that the firm has procured a large supply of the novelty games and will welcome requests from veterans' hospitals all over the country for as many of the games as they can use.

Use Aluminum And Plastics

Steel shortage prompts coin machine research—new methods developed

By Dick Hodgson

CHICAGO, Oct. 18.—Trend towards the use of more aluminum and plastics in the manufacture of all types of coin machines has become increasingly apparent during recent months.

Many firms, in an effort to get around the steel shortage, have put their research sections to work developing the use of steel substitutes. Others, finding that the use of aluminum or plastics sometimes has definite advantages over the use of another material, have extended their usage of these two materials.

Used for Years

Extensive use of plastics has been common in certain types of coin machines for years. Largest users of plastics in the industry are the makers of juke boxes and pin games. For the past 10 years these two items have leaned on the use of plastics for many of their parts.

Largest supplier of plastic parts to pin-game manufacturers is the American Molded Products Company, of Chicago. Among the parts made by them which are used by nearly every pin-game manufacturer in the country are bumpers, islands, light caps, ball shooter gauges, ball shooter housings and ball lifter housings.

The majority of the nation's juke box manufacturers have used part plastic cabinets for years and have used the material successfully for such things as selection keys and decorations.

Greatest extension of the use of plastics of late, however, has been for mechanical parts. Several manufacturers have found that expensive hand-tooled metal parts can be successfully replaced with molded plastic parts that not only save money but do the required job better.

Extended use of aluminum is considered by most manufacturers as a stop-gap measure for the duration of the steel shortage. However, many firms that have shifted to aluminum as a substitute for steel are finding that it is the answer to many other problems and do not expect to drop its use even when steel becomes readily available.

Lighter, Better Appearance

According to those now using aluminum in some way in the manufacture of coin machines, its main advantages are lighter weight, better appearance. (See Steel Shortage, page 128)

Nevada New Pin Game by United

CHICAGO, Oct. 18.—United Manufacturing Company here has announced production of a new pin game, Nevada. New game follows the general style of Hawaii, last game produced by United, with a new bonus feature giving four ways to set up special scoring awards.

New game, using a modern Western scene as its motif, is now in full production, firm officials said this week.

Announce New Donors To CMI Cancer Fund Drive

CHICAGO, Oct. 18.—Coin Machine Industries, Inc. (CMI), this week announced contributions to the Damon Runyon Cancer Fund campaign bringing the total thus far collected by CMI to \$120,881.31.

New donors were announced in two lists. The first included Michigan Miniature Bowling Association, Detroit, \$500; Mills Sales Company, Ltd., Oakland, Calif., \$500; Taran Distributing, Inc., Miami, \$200; Valley Specialty Company, Inc., Rochester, N. Y., \$200; Rex Distributing Corporation, Syracuse, N. Y., \$200; O'Connor Vending Machine Company, Richmond, Va., \$200; Reichel Distributing Company, El Paso, Tex., \$200; Stan Terry Coin Machine Service, Portland, Ore., \$200.

Christopher-Luker Company, Inc., Miami, \$100; J. R. Townsend, Dallas, \$100; Jake Sherban, Alliance, O., \$100; Hermitage Music Company,

Nashville, Tenn., \$100; Penoyer Merchants Transfer Company, Chicago, \$100; Town Club of Jamestown, Inc., Jamestown, N. Y., \$100; Block Marble Company, Philadelphia, \$50; Davies Plating Works, Chicago, \$25; W. A. Stanford, Winter Haven, Fla., \$25; Hays & Russell, Inc., Winter Haven, Fla., \$25; Automatic Phonograph Company, Macon, Ga., \$25; John C. Black, Battle Creek, Mich., \$25; General Etching & Manufacturing Company, Chicago, \$25.

Henry B. Smith, Long Beach, Calif., \$15; June Dixon, Doyle, Calif., \$15; John Jellison, Midway Tavern, Doyle, Calif., \$15; Hank & Hazel, Doyle, Calif., \$15; Shirley Villon, Susanville, Calif., \$15; Victor Conte, Utica, N. Y., \$10; Paul J. Manafort, New Britain, Conn., \$10; Warren H. Taylor, Los Angeles, \$10; M. C. Britz & Company, Great Falls, Mont., \$10; Anonymous, \$10; Roscoe Overall Service, Inc., Chicago, \$10; the Charles E. Shute Enterprises, Longmeadow, Mass., \$10; Bouchard's Store, Standish, Calif., \$10; Deer Haven Lodge, Susanville, Calif., \$10; Bert M. Kramer, San Francisco, \$10; J. H. Kimbrough, Johnsonville, Calif., \$7.50; J. Schoenbach, Brooklyn, N. Y., \$5; Superior Record Distributors, Muncie, Ind., \$56; Edgar L. Hagist, Los Angeles, \$3; William M. Williams, Dearborn, Mich., \$2.

Gottlieb Bows New Five-Ball

CHICAGO, Oct. 18.—D. Gottlieb & Company is now in production on a new five-ball game called Flying Trapeze. Sol Gottlieb announced Monday (13).

As the name implies, game has a circus background for its subject. On the backboard a series of lights go into action as the player score builds up. Three acts featured on the backboard's scoring lights are an animated trapeze act, high wire act and the human cannonball act. On the field of the new five-ball are bumpers and kickouts placed in the manner of three rings used at major circuses.

Flying Trapeze features fast action and several ways to win.

A second list included Empire Vending Company, Buffalo, \$100; Ace Amusement Company, Buffalo, \$100; Max E. Dozoretz, Buffalo, \$25; Rudolph Meister, Williamsville, N. Y., \$25; Leroy Lambert, Lambert Music Company, Stockton, Calif., \$20; Lynn Furman, Buffalo, \$15; Gene C. Gilhofer, Gilhofer Sales Company, Cairo, Ill., \$10; Wayne Wilson, Lodi, Calif., \$8; Ed Swanson, Arrowhead Music Company, Moose Lake, Minn., \$5; Ted Anderson, Arrowhead Music Company, Moose Lake, Minn., \$5; T. F. Deal, Great Bend, Kan., \$5, and Buccanero Novelty Company, Nashwauk, Minn., \$3.

Consider Drugstore Venders

Exhibitors at NARD Meet Express Interest in Use Of Coin Vending Machines

Contemplate Automatic Merchandising for Many Items

CHICAGO, Oct. 18.—Manufacturers of products sold in retail drugstores thruout the country are seriously considering the use of coin-operated vending machines as an additional sales medium for their products.

A check with over 100 exhibitors of products suitable for sale thru coin-operated vending machines at the convention of the National Association of Retail Druggists (NARD) here this week revealed that over 50 per cent of them had given thought to the possibilities of selling their products thru venders.

Show Vending Interest

Many of those interviewed by *The Billboard* said that they had already investigated the field or had conducted some experiments with vending machines. Most of these firms were manufacturers of products whose sales depend somewhat on customer impulse.

Sole coin-operated vending machine on display was a Drink-o-Matic cup beverage vender being used by the Dr. Pepper Company in its display booth. (See story elsewhere in this section. However, there were several score of manually operated venders of one type or another. These included special devices to dispense such things as hot chocolate, malted milk, headache remedies, stomach-ache remedies and toilet articles.

A Point of View

Several of the firm representatives contacted said that they feared sale of their products thru vending machines in other locations than drugstores would offend their best sales medium, the druggists, but most of these same men expressed the belief that the use of coin-operated vending machines with their products in drugstores, themselves, might be a possibility.

Some of the exhibitors said that they felt that "spot" use of vending machines to stimulate sales of their products in a certain area at a time when sales were lagging, or to introduce a new product into an area, was one of the strong possibilities for the future. In such a case, they said, the manufacturing company or its distributors would operate the venders and move them from area to area as sales stimulation was needed.

Typical of the ideas brought forth by exhibitors was that of the makers of Tums. They were enthusiastic about the possibility of selling their

product thru vending machines. They pointed out that Tums, which come in rolls approximately the same size as standard candy rolls, could be placed in most any type of vender already developed for dispensing candy rolls. Much of their selling consists of impulse sales, they said, and counter vending machines, particularly, would fit in nicely with their present merchandising plan. No definite steps have been taken in this direction, it was stated, but representatives at the display said they felt sure their firm would be greatly interested in the possibility of vending machine sales.

Another typical response was that of the Miles Laboratories, Inc., of Elkhart, Ind., makers of Alka-Seltzer. On display at the Miles' booth at the NARD show was a manually operated counter vending machine for dispensing individual dose packets of Alka-Seltzer. Firm representatives pointed out that in many states, regulations would forbid sale of Alka-Seltzer thru coin-operated machines since sales must be by druggists, but that in many other regions automatic venders would be an excellent merchandising medium.

Miles Laboratories are presently working with Ven-Dures, Inc., Seattle, in the sale of their One-a-Day (brand) vitamins thru coin-operated vending machines (*The Billboard*, May 24). This machine, however, was not exhibited at the Miles' booth.

Among other items suggested as possibilities for vending machine sales in the future were styptic pencils, chapped lip ice, inhalers, various fountain items and other things which were displayed in manual venders.

Druggists, themselves, were divided in their attitude toward vending machine use. Many were favorable toward use of beverage venders to supplement their fountains, but the general attitude was a "show me" one. Most of them indicated that they would welcome vending machines if venders would build up their net income, but that they wanted to have the idea proven to them first.

Coffee Vender Gets L. A. Publicity Break

LOS ANGELES, Oct. 18.—Kwik Kafe of California came in for a good publicity break recently when Lee Shippey, columnist in *The Los Angeles Times*, wrote about Hal Smoot, one of the partners in the distributing firm here.

After discussing prices of commodities in 1936, Shippey wrote: "Latest in vending. We've progressed a long way since 1936, but we still may have a nickel cup of coffee. Hal Smoot, grandson of Sen. Reed Smoot, and another G.I. named Bill Aldridge have a coffee vending machine. You put a nickel in the slot and out slides a paper cup. Then comes boiling water and liquid coffee concentrate. A wooden spoon comes out next. But you have to press a button to get cream and another one to get sugar. A nickel gets it all, and there's no tip."

Best Yet

HARRISBURG, Pa., Oct. 18. When soft drink venders made their initial appearance in the Dauphin County headquarters building here, the employees were most happy, for the machines were installed during the height of the summer heat. Recently, one of the machines, due to the heavy play, started jackpotting—then would take the nickel but deliver no drink.

The other midnight one of the county officials was awakened at 2 a.m. by his phone. Sleepily answering, he heard an angry voice demanding his money back. The official finally learned that the caller was the building night watchman, who wanted to know what the official was going to do about it. "I'm going back to sleep," was the retort, "and tomorrow I'm going to get a new machine. If they'll keep you on the job all night, they're the best invention to come along since the automobile."

Brokers Kill Rumor Of Sugar Shortage; Say Supplies Enough

WASHINGTON, Oct. 18.—Sugar brokers quickly squelched stories current in the East this week that there might be another sugar shortage, to the relief of vending machine operators who are just now beginning to secure more supplies.

Rumor of another shortage arose as a result of isolated "runs" on sugar banks in a few cities. Housewives speculating on what is likely to happen when price control over sugar ends October 31 also gave cause to wonder whether over-buying might produce a shortage, at least for a time.

But sugar brokers say that, even tho the demand for sugar is at an all-time high, available supplies are sufficient to take care of everyone.

Refuse Slash in Tax On Canadian Venders

REGINA, Sask., Oct. 18.—City council here refused the request of J. G. Pells, operator of stamp venders, that city license fees of \$15 per machine annually be reduced. Pells had requested a reduction in the fees.

Council committee for revision of licensing laws said that it intends to recommend later that the vender license fee be reduced to \$10 per machine per annum. Pells currently has 14 stamp venders in operation in Regina.

New Jersey Tobacco Ass'n Studies Taxes

NEWARK, N. J., Oct. 18.—Proposed cigarette taxes in New Jersey were the main topic discussed at the meeting of the Tobacco Distributors of New Jersey Saturday (11) in the Essex House, with A. H. Finley, managing director of the association, presiding.

Jerome Kaufman, National Association of Tobacco Distributors executive, conducted a session on "unfair" cigarette sales laws in various parts of the country. Local operators and jobbers made up most of the attendance.

"Pop" Corn Sez, Minit-Pop Plan Vender Exhibits

CHICAGO, Oct. 18.—Two coin-operated popcorn vender manufacturers are among 36 firms who will exhibit their wares at the National Association of Popcorn Manufacturers' (NAPM) convention here November 18-20.

Two firms are T & C Company, of Dallas, makers of "Pop" Corn Sez venders, and the Viking Tool & Machine Corporation, of Belleville, N. J., manufacturers of Minit-Pop venders.

Other exhibitors will include manually operated machine manufacturers, popcorn supply manufacturers, packaging companies, and other firms whose products are used within the popcorn industry.

New Drink-o-Mat Offices in N. Y.

NEW YORK, Oct. 18.—Sam Kresberg and Al Cole, principals in Drink-o-Mat Industries, opened their New York offices at 250 West 57th Street this week and announced that Dick Cole will move there at once from the factory in Lawrence, Mass.

Kresberg reported that the firm, which recently appointed the H & L Distributing Company, Atlanta, to handle its distribution in that area, soon will announce additional distributors. H & L firm will hold a showing of the Drink-o-Mat shortly, with Kresberg and Al Cole attending.

Illness Forces Slade To Leave Coin-Arts; Cline Now in Charge

MILWAUKEE, Oct. 18.—Art Slade, president of Coin-Arts Industries, Inc., who has been ill since the coin machine convention and show in February, has been advised by his doctor to retire from his position with Coin-Arts. Slade has turned over all of his interest in the firm to his associate A. R. Cline as trustee.

Coin-Arts announced its intention a year and a half ago to bring out a coin-operated shoeshining machine, and this machine, called the Shine-a-Minit, was first down to the trade at the February convention. Thus far, the firm has not gotten into production with the service machine.

Cline, an attorney of Toledo, will handle all details of the corporation effective now. He said that the firm plans to go ahead with production of the shoeshiner, and that he is negotiating with several manufacturing firms to produce the machine. Because of Slade's retirement, Cline said that all details of Shine-a-Minit will be handled from his office, 420 Security Building, Toledo.

Pitney-Bowes Buys Up Firm

BOSTON, Oct. 18.—Pitney-Bowes, Inc., stamp machine manufacturer, has purchased the Tickometer Company, Cleveland, according to Walter H. Wheeler Jr., Pitney-Bowes president.

Newly acquired firm, a counting and imprinting machine company, was purchased for an undisclosed price and will be operated as a Pitney-Bowes subsidiary.

whether you say



in all of CANADA it's

DRINK-O-MAT *Coca-Cola* CUP VENDOR

featuring COOLER CARB



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Of course Drink-O-Mat is now in Canada. Wherever drinks are served this is the modern way of cup dispensing.

Drink-O-Mat serves ice cold, sparkling drinks, freshly made every 6 seconds.

It is the only dispenser with **COOLER-CARB**, the unit that instantly refrigerates and carbonates each drink as served. It is the perfect machine, the result of 12 years manufacturing and operating experience.

At your distributor's showroom see for yourself the 1,000 cup capacity that is the equivalent of over 41½ cases of bottles. See the Automatic Changer that unerringly serves the proper change along with the drink. And see the many other features that mean unsurpassed, perfect performance.

WRITE FOR FREE BOOKLET No. 50

DISTRIBUTORS: A few franchised territories are open to recognized individuals and organizations. Write to our General Sales Office.



Drink-O-Mat

I N D U S T R I E S

General Sales Office: 250 West 57 Street, N. Y. 19

Phone: Circle 6-5941 • Factories: Lawrence, Mass.

AMERICA'S FOREMOST PIONEERS OF BEVERAGE DISPENSERS

SEEK NEW CIG TAX SCALE

N. C. Distrib Incorporates
 RALEIGH, N. C., Oct. 18.—Secretary of state here has issued a charter of incorporation to Brady Distributing Company, Charlotte, to deal in

automatic vending machines. Authorized capital stock, \$100,000; subscribed stock, \$300 by C. B. Brady, Maude Brady and J. H. Wilburn, all of Charlotte.

7 REASONS WHY

The POSTMASTER

is the PREFERRED
 POSTAGE STAMP VENDER!



ORDER A SAMPLE NOW!
 See Your Nearest Distributor

DAVAL PRODUCTS CORPORATION
 1512 N. FREMONT ST., CHICAGO 22, ILL.

1. Vends choice of three sanitary stamps directly from U. S. Government rolls!
2. Each unit adjustable to vend 2 to 3 stamps.
3. Stamps are accurately cut off on perforations!
4. Full rolls of 500 or 1000 stamps inserted in a few seconds. Eliminates expense and nuisance of tearing sheets and inserting stamps into folders.
5. Capacity 2 to 3 times greater than folder-type venders. Takes only a few minutes to service.
6. Aluminum cabinet (11" x 11 1/2" x 8" deep), finished in attractive colors and trimmed in chrome. Precision-built mechanism constructed to last a lifetime.
7. Merchants welcome Postmaster because of its compactness, streamlined beauty, time-saving and money-making features.

Small Mfrs. Ask Federal Tax Revision

Could Mean Price Cut

RICHMOND, Va., Oct. 18.—Independent cigarette manufacturers are plumping for passage of a congressional bill which would change the federal tax on cigarettes from a flat 7-cent-per-pack rate to a graduated tax to be determined by the retail selling price. Similar proposals have been pushed in Congress before with no success, but the current flurry of activity to get the tax changed splits tobacco people into two camps.

What effect a graduated tax on cigarettes would have on vending operations is a matter of conjecture. Most cigarette venders stick fairly close to the widely advertised, high-demand cigarettes, altho some stock a column of other brands where a particular independent brand is popular.

T. F. Flanagan, chairman of the Associated Tobacco Manufacturers, revived the whole subject of changing the federal tobacco tax here last Sunday (12) when he spoke out in favor of a bill introduced in Congress during the last session which would provide for this modification.

10-Cent Price

Flanagan said that it would be possible for the smaller, independent cigarette makers to put their packs out at 10 cents, adding only State and local taxes. At this time, he pointed out, 98.5 per cent of all cigarettes produced are sold at the same price. Introduction of graduated tax scale would, he argued, bring about a competitive price system because the tax would vary according to the manufacturers' price.

"The industry can make good," Flanagan said, "on the proposed plan for a 5-cent lower pack of cigarettes by using all the new technologies developed during a period of high demand, and by taking a much lower margin over manufacturing costs. The new schedule of proposed taxes on cigarettes, graduated in accordance with selling prices, exactly as cigar, luxury and nearly all excise taxes are levied, will bring standard quality cigarettes to the consumer at a price that will put a dent in high prices, particularly for the low-income smoker."

Starts at 3 1/2 Cents

Proposed schedule calls for a 3 1/2-cent federal tax on all cigarettes that can be sold at 10 cents retail before State and local taxes. Proponents of the plan said that "the standard price cigarettes will hold their present volume, while the new lower price product will attract a new market among people who now roll their own, and among smokers with thrifty instincts will go for a 5-cent saving. Thus, the United States Treasury is likely to reap another \$100,000,000 of tax income from a business that is now bringing in over a billion dollars a year in taxes."

Whether or not cigarette operators would be able to take advantage of lower priced cigarettes is another matter. Newer model venders, equipped to handle different priced packages, might conceivably benefit if they were able to offer a secondary

New Wrinkle

NEW YORK, Oct. 18.—A palm-pressure, fortune-telling arcade machine that has been converted, so that when a palm is placed on the machine a recording of a Coca-Cola limerick is played, is being planned as part of the Coca-Cola Company's booth at the American Bottlers of Carbonated Beverages convention in Atlantic City next month.

Lay Foundation In Silver King Expansion Plan

CHICAGO, Oct. 18.—Foundation for a new addition to the Silver King Corporation's plant in Aurora, Ill., is being laid this week as the bulk vender firm carries out its plans for expansion. H. F. Burt, Silver King's president, announced the ground breaking this week, said that the new building will be approximately 125 by 75 feet.

Silver King built its first factory at Aurora in February, 1946, supplemented that with a second building completed in April, 1947, which now houses the firm's aluminum foundry. Latest addition is not designed for any particular phase of vending production, Burt said, but will provide additional space for manufacturing parts and doing final assembly.

Currently, the firm is going after the Mexican and Latin American market, Burt said (see *The Billboard*, August 9). Within the next month, the firm expects to dispatch a special representative to South America. This representative will set up jobbers in the Latin countries and generally serve to bolster the firm's growing export business.

Charleston Candy Co. To Wholesale Bars

CHARLESTON, S. C., Oct. 18.—A. B. G. Candy Company here expects to have a new plant producing a ton of candy per day in operation next week.

Candy produced at the plant will be for packages, but firm officials announced that they also will wholesale bars.

brand at as much as a nickel saving.

Flanagan concluded his remarks favoring the graduated tax scale by saying, "Whatever increases in cigarette prices have been made since pre-war days came from a 1-cent-a-pack increase in the federal tax, an increase of 1 cent to cover the manufacturers' higher costs, particularly leaf tobacco, which jumped to 28 per cent of the pre-war price, and the State taxes now in effect in 38 States, plus 35 municipalities that now tax cigarettes."

Bill which stirred up enthusiasm for a graduated tax scale was introduced before the Economic Report Committee in the House last session by Rep. Roy Woodruff (R., Mich.). At that time, independent tobacco makers supported the bill in hearings the committee held. Twice before, a similar bill had been introduced but the committee never reported one out favorably.



1948 IMPS

1¢ or 5¢
 Cigarette or Fruit
\$12.95
 Lots of 12

\$13.75, Lots of 5. Sample, \$14.50. Here's the tiniest Bell in the world. A brand new Three Reel Counter Game that is worth its weight in gold. Finished in brilliant colors.

SHIPMAN TRIPLEX STAMP MACHINE

STAMP FOLDERS
 For Shipman, Schermack, Victory.
 10,000 ... \$ 5.75
 25,000 ... 13.95

Distributors interested in selling our advertised machines write for details.

Brand new! Vends 1¢, 2¢ and 5¢ Air-mail Postage Stamps.
 Sluggproof, compact, foolproof. Immediate Delivery.
 Operator's Price

\$39.50



1/3 Deposit on All Orders. Write for Catalog on Bulk Vendors, Games, etc.
PARKWAY MACHINE CORPORATION
 623 W. NORTH AVE., DEPT. B Phone: Madison 1447 BALTIMORE 17, MD.

HERSEY Choice California ALMONDS

Roasted, Salted and Packed in 20 lb. Case Upon Receipt of Order.
GUARANTEED FRESH—1947 CROP

Write for Prices.
HERSEY & KERR

ALMOND GROWERS, SHELLERS and DISTRIBUTORS

Rt. 4, Box 202

Chico, California

VICTOR'S FAMOUS MODEL V

SEE YOUR NEAREST
Authorized VICTOR Distributor



MODEL V
GLOBE TYPE

A & B Candy Co.
1622 N. E. Union Ave.
Portland 12, Oregon

R. H. Adair Co.
8926 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 & Choco-
late 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. Conners 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.**
15 Thirteenth Ave., N. E.
Minneapolis, Minn.

**Empire Coin Machine Ex-
change**
1012-14 Milwaukee Ave.
Chicago 22, Ill.

Fielding Mfg. Co.
250 W. Pearl St.
Jackson, Mich.

Frank Distributing Co.
535 N. 8th St.
Philadelphia 23, Pa.

General Distributing Co.
2812 Main St.
Dallas 1, Texas

1906 Leeland Ave.
Houston 3, Texas

3000 Alameda Ave.
El Paso, Texas

325 East Nueva
San Antonio, Texas

119 So. Walker St.
Oklahoma City, Okla.

Arthur Graeff
1232 Broadway
Toledo 9, Ohio

T. B. Holliday Co., Inc.
1200 W. Morehead St.
Charlotte 1, N. C.

**Miami Valley Vending
Supply**
330 W. Norman Ave.
Dayton 5, Ohio

Jack Nelson & Co.
2320 Milwaukee Ave.
Chicago 47, Ill.

Parkway Machine Corp.
623 W. North Ave.
Baltimore 17, Md.

Penn-Jersey Distributing Co.
Stratford, N. J.

Pioneer Vending Service
461 Sackman St.
Brooklyn 12, N. Y.

J. Rosenfeld Co.
3218 Olive St.
St. Louis 3, Mo.

Leon "Hi Ho" Silver
760A Hayes St.
San Francisco, Calif.

**Southern Coin-a-Matic Dist.
Co.**
943 N. W. 7th Ave.
Miami 36, Fla.

Southwest Distributing Co.
17 N. 7th St.
Fort Smith, Ark.

Star Vending Co.
510 W. 4th Ave.
Denver 9, Colo.

Russ Thomas
2189 Central Ave.
Memphis, Tenn.

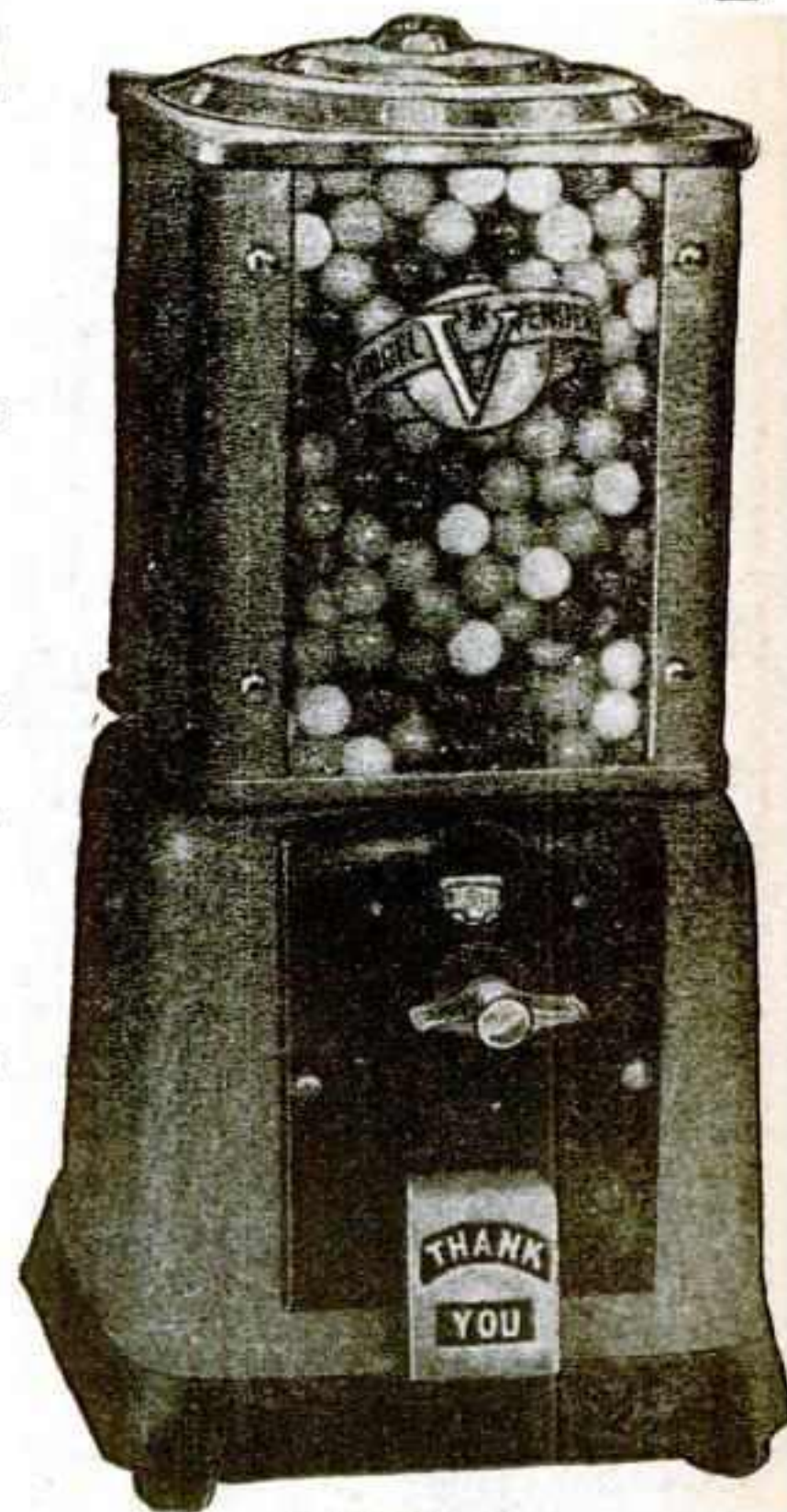
T. O. Thomas Novelty Co.
1572 Jefferson St.
Paducah, Ky.

Roy Torr
Lansdowne, Pa.

Vending Machine Co.
207 Franklin St.
Fayetteville, N. C.

Veterans Vending Co.
1304 21st St.
Port Huron, Mich.

Wisconsin Novelty Co.
3734 N. Green Bay Ave.
Milwaukee 6, Wis.



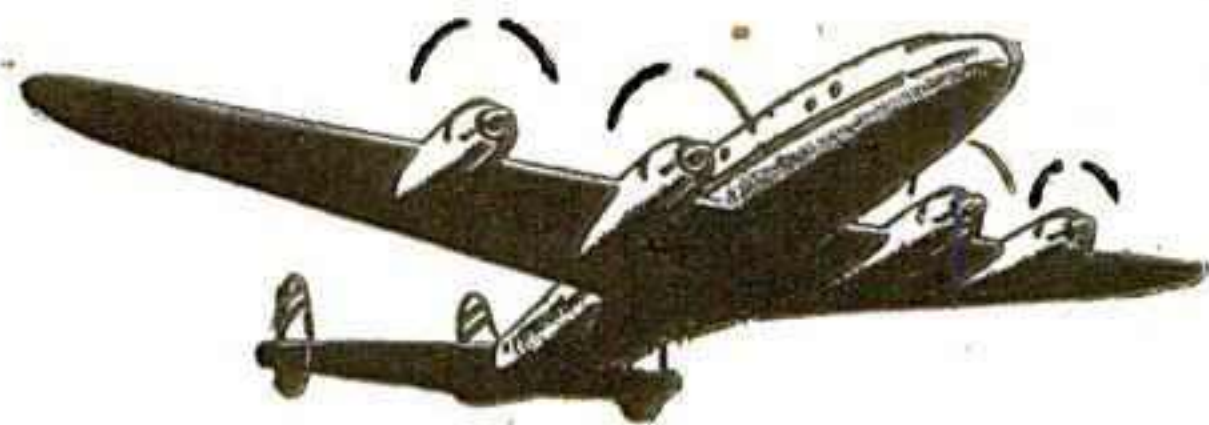
MODEL V
DELUXE CABINET TYPE

VICTOR VENDING CORP.

5711 GRAND AVENUE

CHICAGO 39, ILLINOIS

TEL.: NATIONAL 0220



The Billboard

SPECIAL DISPATCH SERVICES AVAILABLE

AIR MAIL _____

Tuesday delivery. Cost 5c an ounce, an average of 80 cents a copy. Special delivery 13c extra.

SPECIAL DELIVERY ONLY _____

Tuesday delivery within 300 miles of Cincinnati. Cost 17c a copy.

SPECIAL HANDLING _____

Same delivery as first class mail, applies to subscription copies only. Cost 10c a copy.

Above rates in addition to price of The Billboard.
Single copies can be mailed at above rates plus 25c.

For more information write

Circulation Dept., The Billboard
2160 Patterson Street, Cincinnati 22, Ohio

Northwestern World's Finest Bulk Vendors

DELUXE 1¢ or 5¢ Combination \$27.00
PLASTIC GLOBES 30.20
MODEL 39 14.40
MODEL 33 12.60
33 BALL GUM .. 11.40
MODEL 40 10.85
LESS IN QUANTITY

BRAND NEW IMPS
 EITHER 1¢ OR 5¢ PLAY
 Cig. or Fruit Reels
\$12.95 ea.
 LOTS OF 12
 OR MORE
 5 or More Ea. \$13.75
 Sample 14.50

MILLS VEST BELL
POCKET SIZE 8" x 8" x 8"
 A 5¢ pocket size slot with automatic payout system. Awards from 3 to 20 nickels.
OPERATOR'S PRICE \$65.00
 In Stock—Mills Black Cherry and Golden Falls.

SUPPLIES AND ACCESSORIES
 Hard Shell B.B. Beans, 35¢ Ctn. Per lb. 29¢
 Hard Shell Army-Navy Mix, 35¢ Ctn. Per lb. 29¢
 Hard Shell Rainbow, 35¢ Ctn. Per lb. 29¢
 Licorice Lozenges, 38¢ Ctn. Per lb. 30¢
 Pee Wee B.B. Beans, 32¢ Ctn. Per lb. 27¢
 Pee Wee Rainbow Peanuts, 32¢ Ctn. Per lb. 27¢
 Pee Wee Cinnamon, 32¢ Ctn. Per lb. 27¢
 Charms, Large, Per 1000 \$4.50
 Charms, Small, Per 1000 3.50

BUBBLE GUM
 144 and 170 COUNT } Per Lb. 38¢
 35 LB. CARTONS..... }

Spanish Peanuts, 30¢ Ctn. Per lb. 22¢
 Virginia Peanuts, 30¢ Ctn. Per lb. 28¢

WRITE FOR COMPLETE LIST!
 1/3 Deposit must accompany all orders.
RAKE COIN MACHINE EXCHANGE
 909 Spring Garden St., Philadelphia 23, Pa.
 Lombard 3-2976

Druggists Show Interest In Coin Beverage Venders

CHICAGO, Oct. 18.—Retail druggists attending the National Association of Retail Druggists (NARD) convention here this week showed a great deal of interest in the Dr. Pepper Company exhibit which featured an Ex-Cell coin-operated Drink-O-Matic cup beverage vender and a Vendo coin changer.

Over 1,000 people were served with free drinks of Dr. Pepper from the machine each day of the week-long

convention. Many of the druggists indicated a definite interest in the possibilities of use of the vender to supplement their fountain service.

Representatives of the Dr. Pepper Company in charge of the booth stated that it was the company's intention to furnish sirup for vending machine use only to independent operators and that the firm did not intend to operate cup venders.

At present, firm representatives said, Dr. Pepper sirup is available in sufficient quantity to any operator. The firm is planning a sales campaign to increase use of the sirup in vending machines.

Firm representatives said that the Dr. Pepper Company has no specific arrangements for the use of Drink-O-Matic venders or Vendo coin changers with their product, but that they were being used in the display to typify what could be done with Dr. Pepper in cup-type vending machines.

ABT Producing Coin Meters for Home Devices

CHICAGO, Oct. 18.—A. B. T. Manufacturing Corporation is now in production on two different models of coin meters, firm's R. L. Budde announced this week.

Budde disclosed that both coin mechanisms were the outgrowth of many inquiries by concerns that manufacture non-coin-operated electrical equipment adaptable to coin operation.

Chief difference between the two meters is that one, called Universal coin meter, contains a timing device, while second meter, known as the A. B. T. wall box, is made without a timing device. Both are made for quarter operation.

Size of Meter
 Universal is 6 inches wide by 3½ inches deep by 9¼ inches long. Sheet steel that houses this meter comes in either a gray wrinkle or white enamel finish. It can be used on such electrical appliances as washing machines, extractors, mangles, irons, etc., and radios.

Wall box measures 5½ inches wide by 2¾ inches deep by 11¾ inches long, and comes in black wrinkle finish. As opposed to the firm's Universal meter, wall box is used on electrical appliances that embody timing devices.

Transposition of non-coin-operated electrical appliances to a coin-operated machine by the use of A. B. T. coin meters can be accomplished by attaching the meter in series fashion between the appliance and the electrical outlet.

Some of the features of both coin meters are slug rejectors, screw locks on the coin box and the use of the unit system that permits repair or replacement of any one part of the meter without disturbing the other component units.

Budde stated that the timing device on the Universal meter, tho usually set for half-hour operation, can be adjusted to the requirements of practically any machine, namely from a few minutes to two hours.

Tells Candy Makers Nut Price Important

ATLANTA, Oct. 18.—Smith H. Cady Jr., director of Council on Candy of the National Confectioners' Association (NCA), told candy manufacturers and distributors at a special meeting here that peanuts "might price themselves out of the market."

Cady's warning emphasized that an increase in peanut costs would mean cutting down their use in candy and termed the government's parity program as "to a great extent" responsible for high peanut prices.

Meeting, attended by 125 candy men, was sponsored by NCA, the Southern Wholesale Confectioners' Association and the Southern Salesmen's Candy Club.

NATD Western Meet Draws 650

LOS ANGELES, Oct. 18.—"Another milestone in the history of the tobacco industry and allied trades" was marked last week-end at the Biltmore Hotel during the National Association of Tobacco Distributors' (NATD) Western conference, according to Joseph Kolodny, NATD managing director. Event took place October 9-11, with the Los Angeles Tobacco Table luncheon Friday breaking all attendance records for table gatherings, numbering 650 present.

Contributions made to the clarifications and understanding of current issues was one of the highlights of the three-day meeting. Competitive relations, better management, giving impetus to fair trade activity, revision of the unfair practices act, candy merchandising and many other major problems of the industry were gone into by the members present, Kolodny stated.

Distributors from all of the Western states—California, Oregon, Washington, Utah, Idaho, Nevada, Montana, Wyoming, Colorado, Arizona and New Mexico—as well as from Texas, Wisconsin, Virginia, Alabama, Pennsylvania, New York and many others, were present. Manufacturers from the coin machine, tobacco, candy and other allied trades were in attendance as well as their key executives, Kolodny points out.

Frances Langford and Frank Morgan appeared at the affair thru the courtesy of Old Gold cigarettes to provide one of the lighter moments of the luncheon. The broadcasting of the radio program *Queen for a Day*, thru the courtesy of Philip Morris, and a floorshow of most of the outstanding night club stars appearing in the city, helped make the NATD banquet on Friday night a success.

"The NATD is fully cognizant of its duty to keep abreast with the meteoric development of the West and it aims to play an important role in rendering the trade, associated industries and the public at large greater service in keeping with the ever-growing importance of the West," Kolodny stated at the closing of the gathering.

Thieves Rob Coin Automatic Laundries

MINNEAPOLIS, Oct. 18.—Police here are seeking thieves who have been robbing coin-operated vending machines installed in apartment houses.

During the past week four apartment house managers reported theft of quarters from automatic laundry machines.



ADVANCE MODEL D BALL GUM VENDOR

USED A-1 CONDITION
 2 or more \$9.00 each
 SAMPLE \$10.00

5/8 and 170 Count BALL BUBBLE GUM
 100 Lbs. and Over
ALL 38c PER LB.
 25 Lbs. to Carton.
 The Best in the Nation.

Write for Prices on Complete Line of Vending Machine Merchandise. We Buy and Sell New and Used Vending Machines.
 All Orders F. O. B. New York
 1/3 Deposit, Balance C. O. D.
SUNFLOWER DISTRIBUTING CO., INC.
 2125 Amsterdam Ave., New York 32, N. Y.

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.

YOUR BEST BUY!

Arist-o-Scale Mir-o-Scale

These modern, accurate weighing scales will make extra profit for you in any of your locations! Black porcelain foot base. Takes only 12" by 20" floor space! Aluminum cast column for strength and lightness! Baked enamel finish. Simple, foolproof weighing mechanism!

Arist-O-Scale, Ea. \$115.00
Mir-O-Scale, Ea. 125.00

IMMEDIATE DELIVERY!
 1/3 Dep., Bal. C.O.D.
 ★Send for free leaflet★
R. H. Adair Company
 6924-26 Roosevelt Rd. OAK PARK, ILL.

FAMOUS EPPY CHARMS

Series #1 Series #2
\$3.50 per M \$4.50 per M

Six other charm and prize items available from us. Write in and ask for free samples.

SAMUEL EPPY & CO., INC.
 113-08 101ST AVENUE
 RICHMOND HILL 19, L. I., N. Y.



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

NEW Silver King Vendors
 BULK OR BALL GUM
 1c-5c MODEL SAMPLE \$13.95
 10 or More \$12.50 Ea.
 25 or More \$10.30 Ea.



SILVER KING HOT NUT VENDOR \$29.50

Send for Literature and Quantity Prices on All Machines.
 1/3 Deposit Required With Orders.
 Address All Mail to Dept. B.
FRANK DIST. CO. 535 N. 8th St. Phila. 23, Pa.

Charter Carolina Laundry

COLUMBIA, S. C., Oct. 18.—Deas Bros., Inc., Charleston, S. C., has been issued a charter by the South Carolina secretary of state to operate a self-service laundry business with capital stock of \$2,400. William B. Deas will head the concern.



NOW AVAILABLE THE Challenger

The most efficient profit-making Hot Nut Dispenser

3-way vending means 3-way profits!

- Uniform heat in all 3 units • It's attractiveness means finer locations • Operates at 5c-5c-5c; 10c-10c-10c; 10c-5c-10c; 5c-10c-5c (25c slot soon)
- Each slot reversible • Beautifully designed with highly polished finish • Engineered for economy • Lifetime construction—Inexpensive part replacement.

DISTRIBUTORS • SALESMAN

• OPERATORS •

Territories Now Open

TROPICAL TRADING CO.
716 W. Madison St. • Chicago 6, Ill.

It's Sparky

PHILADELPHIA, Oct. 18.—Spacarb's trademark, Sparky, came to live here recently, and now the firm is making plans for the young man come 1967. The living trademark is the new son of Lloyd Coleman, Spacarb's local franchised operator, who has named the boy Sparky after his bread and butter winner.

Hires Announces 2 New Plants; Reopen In Tulsa, Sabraton

CHICAGO, Oct. 18.—Announcements were made this week of the opening of two new Hires Root Beer bottling plants and the reopening of two others.

New plants will be located in New Albany, Miss., and Bellaire, O. Reopened plants are in Tulsa, Okla., and Sabraton, W. Va.

Hires is being bottled in New Albany by the Shelton Bottling Company, owned by J. B. Shelton and managed by W. B. Ausborn. Bellaire operation will be an exclusive Hires bottling plant owned and operated by Emil Jacobs, owner of the Red Rock-Cola Bottling Company, and Dr. R. J. Jacobs, of Wheeling, W. Va. Plant will be under the management of R. T. McConnell, former branch manager of Hires' Pittsburgh plant.

Hires plant reopened in Tulsa and is under the charge of A. D. Strahm and J. Creekmore. The plant was closed down due to wartime shortages. Reopened Sabraton plant is operated by the Hires Bottling Company, of Morgantown, W. Va. Owner of the plant, which has been closed for four years, is J. Goldhaber who is also owner of the Hires Bottling Company, of Johnstown, Pa.

Bubble-Up Corp. Appoints N. C. Bottler New Distrib

FAYETTEVILLE, N. C., Oct. 18.—Bubble-Up Corporation, St. Louis, has appointed Richard B. and Herman S. Minges, local bottlers, distributors of their thiated lemon-lime beverage in this area.

The Minges brothers will handle the new line thru a separate sales and service organization, adding a fleet of trucks with the Bubble-Up color and design to deliver the drink.

SPECIAL BRAND NEW VENDERS!!

IMMEDIATE DELIVERY

- Each Silver Kings (1¢ or 5¢) \$13.95
- Columbus Nut or Ball Gum (1¢ or 5¢) 12.50
- Reliable Cash Trays (Almonds), 5¢ 9.83
- Vloter Model V (Ball Gum or Nut, 1¢) 12.00

10 1¢ A.B.T. Challengers, Reconditioned \$22.50 ea.

Ball Gum (5¢ or 170) 38¢ lb. (100 lbs. or more)

California Teeney Almonds (A-F), in 5 lb. cartons 85¢ lb.
Pistachios 60¢ lb. | Va. Peanuts 28¢ lb.
Adams Gum 55¢ box | Cashews 58¢ lb.
1/3 Dep.—Balance C. O. D.

Wanted To Buy—Cigarette Machines, 1¢ Snack Nut Machines, Counter Games.

CAMEO VENDING SERVICE

432 W. 42nd St. New York 18, N. Y.

MAKE REAL MONEY VENDING DELICIOUS AFTER-DINNER MINTS

5c Four-Way Mint Selector

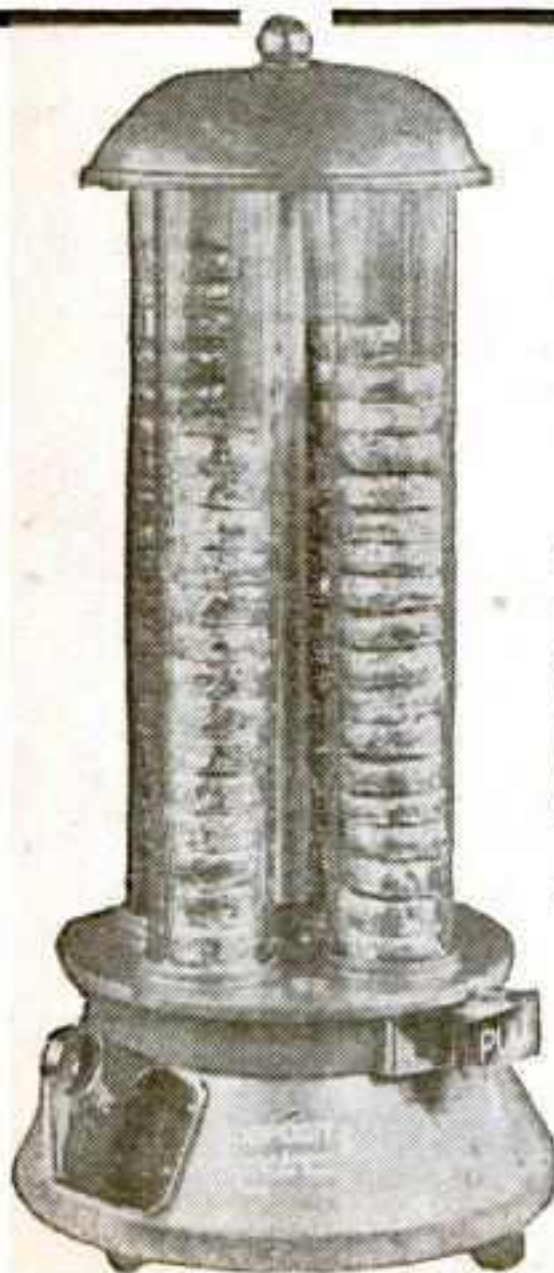
Fancy, delicious mints, vended in a beautifully designed selector, 18 inches high . . . Requires only 6 square inches of counter space . . . Capacity, approximately 100 5c chocolate-covered mints . . . Easy to service . . . Convenient to handle . . . Can be placed on stands or brackets.

Distributorships Open!

Eastern Representative:
CHARLES F. BLOOM
366 Madison Avenue
New York 17, N. Y.

Factory:

MANUFACTURERS AGENT SALE CO.
935 MARKET STREET SAN FRANCISCO, CALIF.



Headline Performance
with UNIVENDOR

VENDS CANDY AND ASSORTED MERCHANDISE FROM 5c to 20c

UNIVENDOR heads the sales parade in every location—tempting every customer with a wide variety of assorted merchandise. Simple adjustment sets the columns for items most popular at each location.



- ★ SWINGING DOOR—FREE WHEELING MECHANISM
- ★ STEEL CONSTRUCTION—CHROMIUM TRIM
- ★ IMPROVED COIN MECHANISM
- ★ AUTOMATIC "OUT SIGN"
- ★ ATTRACTIVE MERCHANDISE DISPLAY
- ★ ADJUSTABLE BASE

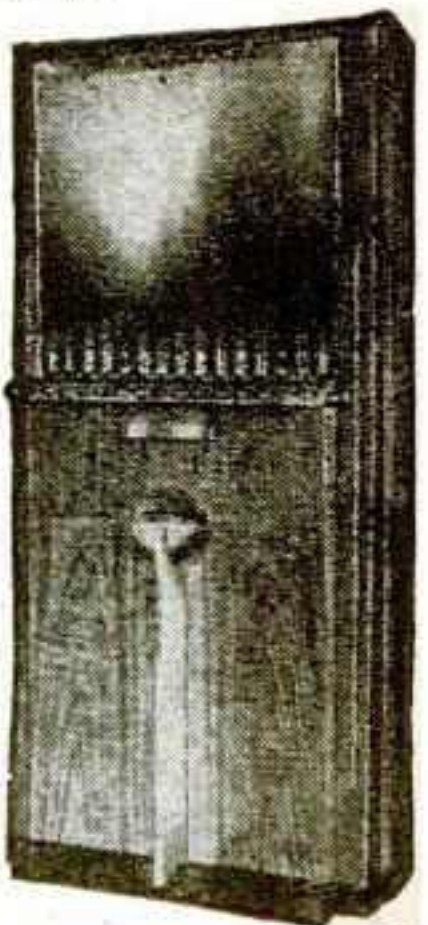
Other UNIVENDOR models are available in Junior 6 column, Senior 8 column, and 8 and 16 column Theatre design—and in wall models. Write today—for illustrated literature.

Moner Mfg. Corp. Aurora, Illinois

CIGARETTE MACHINES

NEW LEHIGH PX, 10 COLS., 425 PACK CAP., AVAILABLE FOR IMMEDIATE DELIVERY!!!

NEW EASTERN ELECTRIC	\$222.50	NATIONAL 950	\$100.00
NEW DU GRENIER CHALLENGER, 7 COLS.	\$125.00	NATIONAL 750	90.00
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 500, 7 COLS.	\$105.00	DU GRENIER CHAMPION, 11 COLS.	92.50
UNEEDA MODEL E, 15 COLS.	72.50	DU GRENIER "W." 9 COLS., 300 PACK CAP.	62.50
UNEEDA MODEL E, 12 COLS.	62.50	DU GRENIER MODEL WD, 9 COLS., 385 PACK CAP.	72.50
UNEEDA MODEL E, 8 COLS.	57.50	DU GRENIER "S." 7 COLS., 210 PACK CAP.	50.00
NATIONAL 930	75.00	DU GRENIER, 6 COLS., 150 PACK CAP.	32.50
NATIONAL 630, 150 PACK CAP.	32.50	STEWART-McGUIRE, 8 COLS.	35.00



CANDY MACHINES

NATIONAL 9-18, 9 COLS.	\$110.00	UNEEDA, 5 COLS., 102 BAR CAP.	\$ 75.00
ROWE STANDARD, 8 COLS., 120 BAR CAP.	95.00	DU GRENIER CANDY-MAN, 72 BAR CAP.	62.50
ROWE 5¢ MINT GUM	\$15.00		

10c CIGAR MACHINES, Cap. 175, 7 Col. . . . \$32.50

WEEKLY SPECIAL!
Uneeda Model 500, 9 Cols., 350 Pack Cap. \$115.00

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

VENDING MACHINE SALESMEN

"Breathes there one with soul so dead"

who has never once said: 'This year I am really going to pile up a REAL BANK ROLL.' Well, brother, we have the very deal that will turn the trick. It's a natural! If you are experienced in establishing new operators through business opportunity ads, you can easily earn \$900.00 weekly. We are now assigning protected territory to proven producers. Tell us about yourself and state territory desired. Write

UNIVERSAL, Schween-Wagner Bldg., Youngstown, Ohio

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 Northwesterns give you the most for your money. Here you get pre-war quality—dependability—bigger earnings—faster servicing—machines that are built for operating—that's what makes the difference. Be sure of your investment—write today for details of the five models now being delivered. You'll want our helpful free publication, too.

THE NORTHWESTERN CORPORATION
1414 W. WASHINGTON ST. CHICAGO, ILLINOIS

Drug Chain Cig Price War In L. A. May Have Effect On Sales by Vender Firms

Cartons Go for \$1.33; Vender Pack Price 18 Cents

LOS ANGELES, Oct. 18.—Cigarette machine operators believe that the price war between two large drugstore chains will affect their business. Since the price feud in which cigarettes are being offered at \$1.33 a carton only recently got under way, the operators have not yet felt its effects.

Cigarettes are 18 cents per package thru machines.

Al Weymouth Service said that so far he had not felt any curtailing of machine sales because of the price cutting. "It will, no doubt, affect us," Weymouth said. He recalled that years ago when cigarettes were two packs for a quarter in drugstores, the operators were getting 15 cents per package. Weymouth said he was filling a machine when two people he knew offered to pay 25 cents for two packages. The operator replied that they knew the price was 15 cents straight. They did not buy from him, preferring to go next door to a cut-rate store where they found cigarettes at "their" price.

Weymouth's point in relating this story is that people shopped then and he expects them to do the same again.

Russell Collier, of Cigarettes Unlimited, North Hollywood, said that he did not expect the price war to affect his sales too much. He said that machines in filling stations were doing good business and were showing no signs of slackening. It is

obvious that in cases of this type that the people do not object to paying a little extra for availability of the product.

Wilson T. Ensign, of Edward T. Nelson, reported that he had not heard of the price war. The machines covered by Ensign are in industrial plants principally and not likely to be patronized by the same people who would buy from the drugstores.

A point in favor of the operator is that cigarette consumption is on the upgrade. Stanley Stacy, Milwaukee tobacco jobber, told the National Association of Tobacco Distributors (NATD), "more women are smoking cigarettes every year. As nearly as we can figure it, 85 per cent of the male population smokes cigarettes exclusively or are mixed smokers—that is, smoking cigarettes with an occasional cigar."

50% of Women Smoke

Stacy said that less than 50 per cent of the women smoke but added that theoretically the women's consumption ultimately will reach the 85 per cent male consumption, which, too, may increase.

Stacy also added that cigar costs had increased to "unacceptable heights" and had caused consumer resistance.

Meanwhile, the chains continue to battle. There is a possibility that further cuts may follow, for in Long Beach smokers are buying cigarettes in cartons for as low as \$1.31.

Resume Bottler Trade Show at ABCB Conclave

ATLANTIC CITY, Oct. 18.—Return of its big trade show for the first time since the war will make the annual meeting here of the American Bottlers of Carbonated Beverages (ABCB), November 17 thru 21, the biggest event of the soft drink industry in six years.

International Beverage Exposition, with 213 exhibitors of machinery, equipment, supplies and services, will be held at Steel Pier in conjunction with convention sessions.

Program has been planned so that a maximum of free time will be left for visitors to cover exhibits. Except for short afternoon meetings, the entire first day, November 17, will be free for exhibit visits, with doors open from 11 a.m. to 6 p.m. Exhibit hours on other days are from 1 p.m. to 6 p.m., except for Friday, November 21, when hours will be from 10 a.m. to 4 p.m.

Altho specific details of convention sessions were not available, convention's two big events have been set for Tuesday and Thursday evening.

ABCB Ball and Entertainment is scheduled for November 18 at 9 p.m. Closing banquet and floorshow will be held November 20 at 7 p.m. Wednesday evening, as traditionally, will be set aside for entertainment and activities planned by individual exhibitors.

Among exhibitors will be a number of vending machine manufacturers and makers of supplies used in soft drink vending. Many of the soft drink parent companies which will have booths will feature samples of their product dispensed thru vending machines.

SPECIAL CLOSE-OUT!

ACT AT ONCE—LIMITED QUANTITIES

BOSTON BAKED BEANS

(Candy coated peanuts—chocolate flavored)
Packed 9 lbs. to box.
(24 6-oz. bags)
54 lbs. to shipping ctn. **20c LB.**
(6 boxes)

RAINBOW PEANUTS

(Candy coated peanuts—assorted flavors)
Packed 12 lbs. to box.
(48 4-oz. bags)
72 lbs. to shipping ctn. **20c LB.**
(6 boxes)

CHOCOLATE COVERED PEANUTS

Packed 7 1/2 lbs. to box.
(24 5-oz. bags)
45 lbs. to shipping ctn. **30c LB.**
(6 boxes)

SUGAR TOASTED PEANUTS

(Virginia peanuts—sugar roasted)
Packed 2 1/2 lbs. to box.
(30 1 1/4-oz. bags)
49 1/2 lbs. to shipping ctn. **18c LB.**
(21 boxes)

IMMEDIATE SHIPMENT

Terms—50% with order, balance C. O. D., F. O. B. Newark

ASCO PACKING CO.

55-57-59 Branford St., Newark 5, N. J.
Bigelow 3-7744-5

BUBBLE BALL GUM

5/8's, 170's 210's

39¢ FREIGHT PAID

Quantities 500# or more, 40c lb. smaller quantities. Full cash with order, minimum prepaid shipment, 100 lbs. Prompt shipments.

L. M. Becker Vending Service
106-6 DEWEY ST. BRILLION, WIS.

Announcing the New '48' Regal Royal' Vendors



- Ball Gum Vendor for 140, 170, 210 size with no adjustments—over 1000 5/8" ball capacity.
 - 1¢ Bulk Vendor — peanuts, candies, charms, etc. 6 lb. capacity.
 - 5¢ Bulk Vendor — almonds, cashews, pistachios, etc. 6 lb. capacity.
 - 2 sizes plastic globes ready.
 - More beautiful—smoother operating.
- Distributors! Operators! Salesmen!

Write, Wire, Phone for Prices
REGAL MFG. CO.
Whitewater, Wis.

PROVEN Money Makers!

WHY PAY MORE???
BUY DIRECT—SAVE 40%

TOM THUMB Vendors are time tested. Thousands in operation. Die cast, precision built—2 sizes, 1 1/2", 3" interchangeable mechanism.

You should be able to earn \$5.00 to \$6.00 a week net per machine.

ORDER FROM STOCK—immediate delivery (money-back guarantee on sample).

WRITE FOR PRICES AND BULLETINS. (We distribute Victor Vending Machines.)

FIELDING MFG. CO., INC.
258 W. Pearl St. Jackson, Mich.
Department BB-25

SPECIAL! \$82.50 11-COL. "LS" MODEL DuGRENIER CHAMPION CIGARETTE MACHINES

Complete With Stands
Guaranteed ready for location. Mechanically perfect. 20¢ operation. New, attractive paint. 1/3 deposit with order, balance C. O. D.

G. B. MACKE CORPORATION
212 H St., N.W. Washington, D. C.

25# CTNS. BUBBLE BALL GUM 5/8"

\$10.00, Sweet HART Brand, F. O. B. New Model V 1¢ Vendors, \$11.75. "A little place that wants your little orders." Get on our mailing list.

ART GRAEFF
1232 Broadway Toledo 9, Ohio

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"

SPECIAL DEAL!
VICTOR MODEL V
 FAMOUS PRE-WAR VENDORS
 5 Globe Model Type
 \$58.75
 Plus Sub-50 Lbs. Ball Gum, all for \$76.25
 Mention Deal B When Ordering
 We Accept Trade-ins. We Buy & Sell Used Machines.

Virginia Peanuts, 30 Lb. Ctns., 28¢ lb. Ctns.
 Pistachio Nuts, Small, 25 Lb. Ctns.47¢ lb.
 Spanish Peanuts, 30-Lb. Ctns.58¢ lb.
 Model V Deluxe Cab. Type22¢ lb.
\$13.75

BUBBLE BALL GUM
 144 Count40¢
 170 Count37¢
 25 Lb. Ctns.—Full Cash With Order.
 1/3 Deposit, Certified Check or Money Order. Balance C. O. D.
PIONEER VENDING SERVICE
 Exclusive Victor Distributor in N. Y.
 461 Sackman St., Brooklyn 12, N. Y.
 Phone: Dickens 2-7992

Peanut Acreage May Be Cut by Growers

WASHINGTON, Oct. 18.—Peanut acreage is likely to be cut when the U. S. Department of Agriculture asks peanut growers to vote for acre allocation. Spokesmen for the department said the vote would be taken some time prior to December 15. Outcome may have a bearing, not only on nut vender supplies but on the supplies and prices of nuts available for candy bar use.

If the growers vote in favor of the acre allocation, 2,359,372 acres will be covered, compared to the 3,104,000 the agriculture department estimated would be harvested and picked in September. Under the allocation biggest producers, in order of acres planted, would be North Carolina and Virginia.

New Seattle Office For Universal Match

SEATTLE, Oct. 18.—Customers in Washington, Oregon and Western Idaho will be served by a newly established Universal Match Corporation office here.

Wayland Tonnig has been appointed to head the office, with the title of district manager. Abe Brasphen, Harold Hovet and W. E. Templeton will head Tonnig's sales staff.

In addition to Universal's lines of wood and book matches, Red Cross Cough Drops and candy drops, they will handle distribution of Old Nick and Bit-o-Honey candy bars for accounts they serve.

Universal recently announced the opening of a new book match plant, its fifth, in Los Angeles.

BALL BUBBLE GUM

All sizes—5/8-1/2-3/8
 only **40¢** per pound
 in 500 pound lots
 Orders less than 500 lbs., 2¢ per lb. additional in price.
FULL CASH WITH ORDER
FREIGHT PAID TO YOUR DOOR
 Do you know about the **TORR TIME PAYMENT PLAN!**
 Better write for details on machines you are interested in.

ROY TORR LANSDOWNE PENNA.

MERCHANDISE SPECIALS

140 Count Bubble Ball Gum 38¢ per lb.
 170 Count Bubble Ball Gum 38¢ per lb.
 Minimum 100 lbs.

AN ADVANCE MACHINE TO SUIT YOUR NEEDS
 My Best Advertisement Are the Machines in Use
ORDER TODAY
 1/3 Dep., Bal. C.O.D., F.O.B. N. Y.
J. SCHOENBACH
 DISTRIBUTOR OF
ADVANCE VENDING MACHINES
 1647 Bedford Ave. Brooklyn 25, N. Y.

WRITE FOR OUR CATALOG VENDORS' SPECIALS

Mdse. Stands, Solid Steel—Weight 35 Lbs. \$4.00
 Double Plates for Two Machines 1.00
BUBBLE GUM—140 Count and 170 Count—25 Lb. Cartons, Per Lb.40
 1/3 Deposit, Balance C. O. D. Fast Delivery.
VEEDCO SALES CO.
 2113 Market St. Philadelphia 3, Pa.


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.
\$12.95 Sample Lots. Write for Quantity Price.
DISTRIBUTORS: Contact U. S. Some Territories Still Open.

GOLDEN STATE Hof-Nut Vendor
 Vends All-Type Nuts.
HEAT Element Guaranteed Forever.
 Flashing, Brilliant, Eye-Attracting Beauty.
\$29.95

VENDOR SUPPLIES
 Write for List.
 Distributors, Write for Quantity Prices.
BADGER SALES CO., INC.
 2251 W. Pico Blvd. Los Angeles 6, Calif.

It's out of this world. You'll see it at the NAMA Show



ALKUNO

YOU ASKED FOR IT—AND HERE IT IS!

The new **Lehigh PX-8**

PX the name that means **AUTOMATIC VENDING** to millions

- ★ 340 Package Capacity. Fits small space.
- ★ 27" Wide. 69" High. 12½" Deep. Popular baked-on enamel colors with everlasting chrome.
- ★ Attractive indirect illumination.
- ★ Perfected mechanically. Quiet, smooth, trouble-free action.
- ★ Four shift columns with ample book match capacity.
- ★ Backed by a company of PROVEN responsibility.
- ★ A fitting companion to the popular and widely used PX-10.
- ★ Priced right!

For Information—**STANDARD VENDORS DIVISION OF Lehigh Foundries, Inc. EASTON, PENNA.**



"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.** 622 Diversey Parkway CHICAGO, ILL.

FOR VENDING MACHINES and SUPPLIES write RUSS THOMAS CO. 2189 Central Ave., Memphis 4, Tenn. Telephone: 2-6410

AVAILABLE NOW!!! UP TO 200 NEW ADVANCE MODEL D BALL GUM VENDORS!!!



First Come, First Served. Orders Filled In Rotation.
 Sample \$19.25
 2 thru 11 10.85
 12 thru 49 10.35
 50 and up 9.95
 1/3 Deposit, Balance C. O. D.

T. O. THOMAS CO. Phone 2131 1577 Jefferson Paducah, Ky.

Cincinnati Music Op Group Seeks Harmony With Indies

CINCINNATI, Oct. 18.—Seeking permanent solution to the dispute between members of the Cincinnati Automatic Phonograph Owners' Association (APOA) and non-member, independent operators, outlines of a working agreement between the two factions and terms of a contract with juke box servicemen were discussed at two meetings Thursday (16) in the law offices of Lawrence Kane, APOA counsel.

Kane said APOA would seek an early meeting with representatives of the independents. The association, he said, is prepared to offer a rule for voluntary lease agreements to run one year or more to replace the present APOA rule prohibiting members from attempting to place machines in locations already serviced by other members, and a proposal calling for submission of all grievances to a standing arbitration committee. A careful study of legal aspects of the proposals at early meetings will have to be made before final acceptance, Kane said.

Kane pointed out that bargaining with Local D-422, International Brotherhood of Electrical Workers (AFL), the juke box service union, is on a contract that expired last

month. It carried a clause calling for the agreement to remain in effect for several months during negotiations. Some workers not only work as servicemen, but have an interest in placements and business volume on certain routes, it was said.

Union officials, Kane reported, said that they had no interest in industry differences except as they affect employees. Alfred Salupo, business representative of the union, said he was interested only in a stable industry to insure steady employment for his members.

The current dispute, one of a series, dates back to the September 26 bombing of a local tavern housing a juke box.

AFM Disk Ban

NEW YORK, Oct. 18.—With the music industry faced with an American Federation of Musicians' (AFM) ban on recordings effective December 31, *The Billboard*, on Page 3 and in the Radio and Music departments is offering full coverage of the developments. While most music machine operators in this area are aware of the situation, no potential course of action has been discussed should the ban materialize. Executives of several associations advised that their officers plan to take up the problem at an early date in order to lay plans for continued juke box record supplies in the event recordings are stopped by the AFM.

Music Guild of America Plans Hit Tune Parties

NEW YORK, Oct. 18.—Music Guild of America (MGA) plans to hold a series of hit-tune parties to sound out the popular music preference of audiences served by juke boxes in New Jersey. Tunes selected by the party-goers will be featured on MGA music operators' phonographs, according to an announcement made Wednesday (15) by LeRoy Stein, executive director of the association. Two other associations—the Cleveland Phonograph Merchants and the Philadelphia Music Operators—have already launched similar parties with marked success.

Program is geared to get under way the latter part of November, according to Stein, with the first hit-tune party scheduled to take place at West Side High School in Newark. Music enthusiasts will receive invitation tickets from record stores and juke box location owners, thus insuring participation of the audience group comprising the most consistent juke players.

At each party current popular records in the instrumental, vocal, hillbilly and race categories will be played, with the audience selecting their favorites in each. The four records thus chosen will provide a guide for operators looking for selections that will receive the greatest play on location.

For the first time, in this area, operators of automatic music machines feel they will have an accurate local check on music preferences. "Cooperation by operators in featuring the chosen records," Stein said,

"would insure greater returns on location." He said such catering to public tastes in records would enable the industry to meet the challenge of newer forms of location entertainment.

Hit-tune parties sponsored by MGA probably will be held once a month. After the Newark party, the tentative schedule calls for programs in the New Jersey communities of Passaic, Paterson and Union City. Other cities will be skedded later.

Philco Offers Trade Patents

PHILADELPHIA, Oct. 18.—Philco Corporation is making 700 of its patents and inventions available to the rest of the industry, President John Ballantyne announced recently. They apply to radio and television receivers and electrical phonographs.

Ballantyne said that the firm is offering on a royalty basis formal licenses on such developments to set manufacturers. Among the patents released are the record player used in the Philco 1201, an electronic voltage regulator, large screen projection television system with a micro-lens screen, and an advanced FM system.

Firms granted licenses to use this equipment, to date, are Radio Corporation of America, General Electric Company and Westinghouse Electric Corporation.

Two Juke Shows In Los Angeles Draw Big Crowd

LOS ANGELES, Oct. 18.—Two firms displayed new lines here Sunday when E. T. Mape Distributing Company showed Filben Mirrocle Music, and Minthorne Music also held open house for Seeburg.

Both shows attracted large crowds, with most of the operators taking advantage of the close proximity of the shows to attend them. Open houses were held from 11 a.m. until 8 p.m. Buffet lunches were served.

Showing here of the Filben line followed the Mape San Francisco show by a week. Leonard Baskfield, head of the Mape Bay City office, attended this showing along with Ed and Vance Mape. Bert Davidson, vice-president and general manager of National Filben, was here for the party.

The Seeburg showing, featuring the all-aluminum Symphonola, was staged under the personal direction of Dolores and Jean Minthorne. C. T. McKelvy, Seeburg sales director, attended the show. Minthorne's sales and service men, headed by Mike Hobart, were on hand to greet the many operators and explain the new features offered by the model.

Dennison Shows Tele-Juke Sets

NEW YORK, Oct. 18.—Members of the coin machine industry, both here and out-of-town, turned out in large numbers this week-end to obtain their first view of the completely coin-operated combination juke box-television set shown by the Videograph Corporation. The showing started Friday (17) in the Salle Moderne of the Hotel Pennsylvania and was to run thru Sunday night. On display were two combinations and a frame cabinet of a third. Videograph's second system, a wall box offering television, music and radio selectivity, was also displayed.

While visitors were especially interested in seeing the two new systems, they were also given several promotion pieces stressing the \$30-a-week front money guarantee system being pushed by H. F. Dennison, president of Videograph. A sample contract which would be signed by the location owner guaranteeing the front money and the division of income over and above the guarantee has been prepared by Videograph for use by the operators.

Emerson Tele Units

Both videograph systems feature Emerson television units with multi-speakers. The combination as sold by Videograph does not include the juke mechanism—the operator being able to install his present machine with a minimum amount of technical knowledge.

A heavy attendance was indicated by the number of early visitors to the showing, with many out-of-towners turning up in the first few hours. Included were W. T. Quickley, of Springfield, Mass.; D. D. Levitt and P. Goldberg, both of Buffalo; Frank Engel, of Philadelphia; R. E. Scott, of Chicago; H. D. Leif and H. D. Boune, both of Cleveland; H. Lawrence, Reading, Pa.; V. G. Ross, Morris Vinocur, Charles Nussbaum and J. D. Lazar, all of Pittsburgh, and Ben Kodius, of Washington.

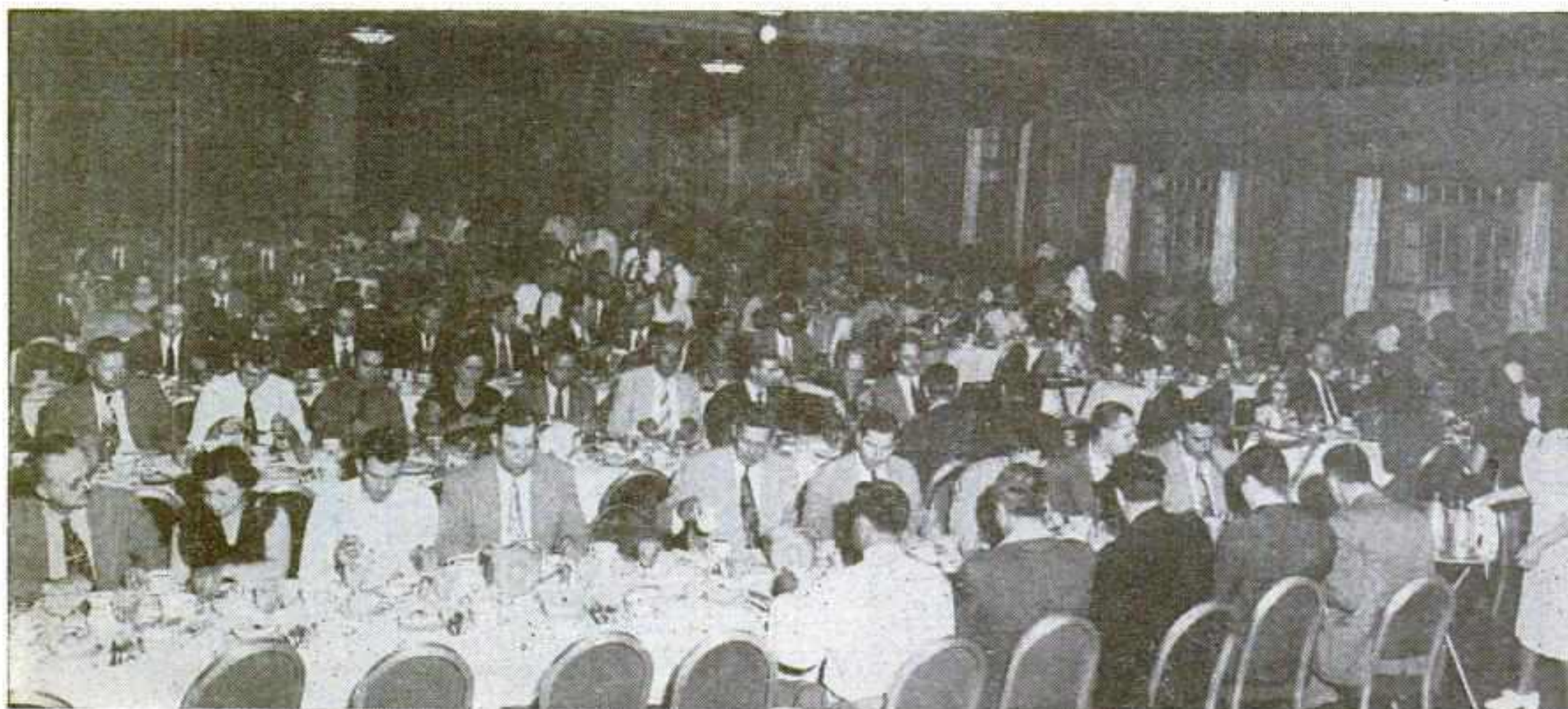
Visitors from New Jersey included Dave Stern, of Elizabeth; George Mills, of Paterson; D. Zeller, of Jersey City; S. Samet, Harry Pearl, Bert Adams and Leroy Stein, all of Newark, and Edwin B. Henck, of Nutley.

Partnership in Wausau Distrib Firm Dissolved

WAUSAU, Wis., Oct. 18.—Partnership here known as Green & Delitz distributing firm has been dissolved, it was disclosed by E. R. (Mickey) Green and Otto Delitz, firm heads. Under a new arrangement, company will continue to function as the Green Novelty Company, with Green as sole principal.

Delitz, prior to joining Green, was a well known operator in Southern Wisconsin. He has just joined the Mayflower Distributing Company, Milwaukee, headed by Herman Paster.

Green, one of the pioneer handlers of Mills Industries' products, having had the line for 32 years, will continue to distribute Constellation music machines in North Central Wisconsin and Upper Michigan from 620 Second Street, Wausau.

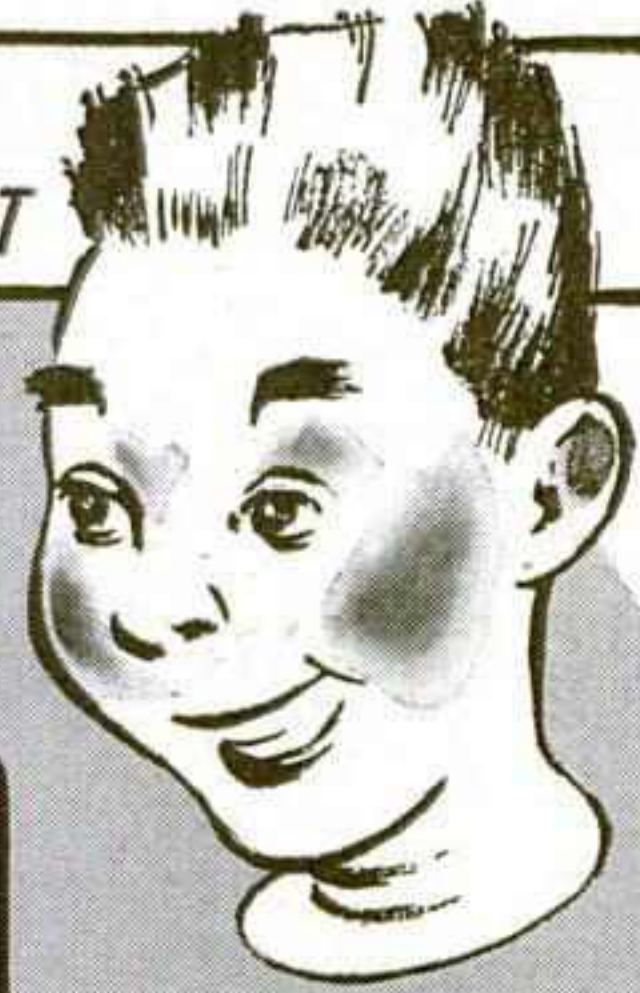


OPERATORS AND FAMILIES, some 400 of them, are shown gathered here for lunch in the Crystal Ballroom of the Rice Hotel, Houston. Sponsor of the luncheon was S. H. Lynch & Company, Seeburg distributor for Southwestern States.



SO COLORFUL!

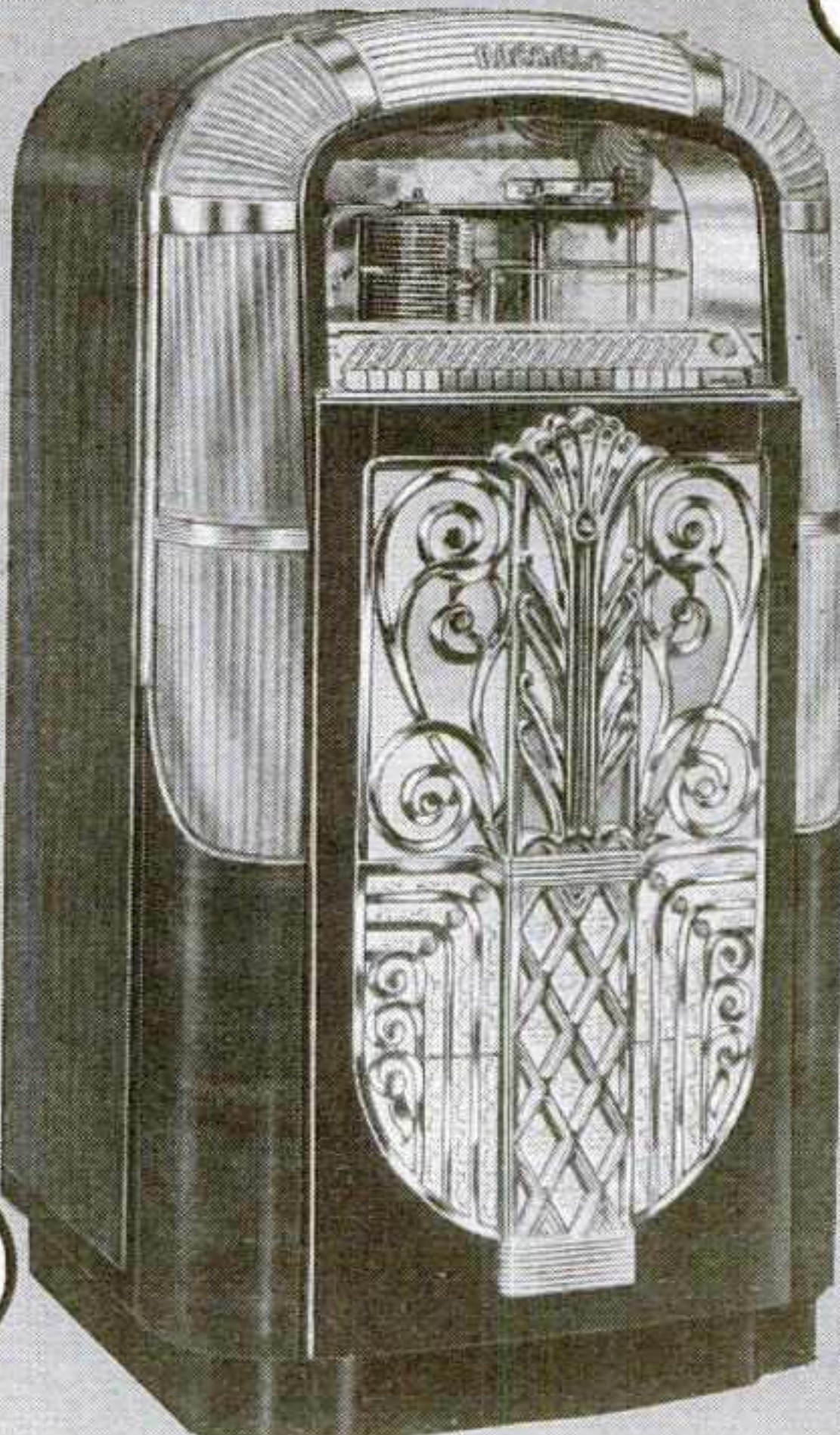
WE ALL GO FOR IT



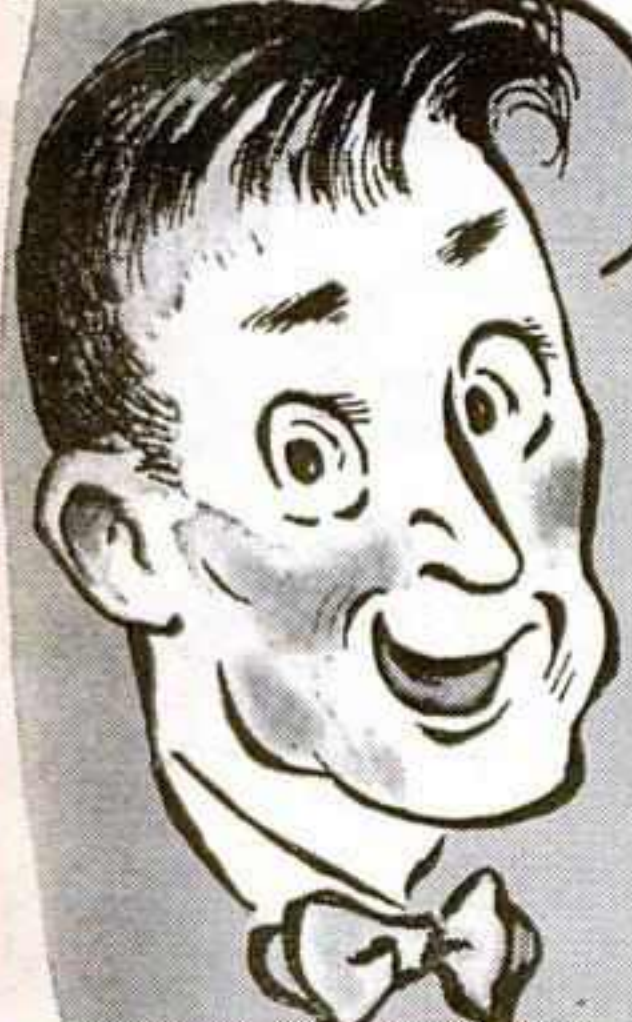
ROCK-OLA

THE PHONOGRAPH THAT *Sells* MUSIC

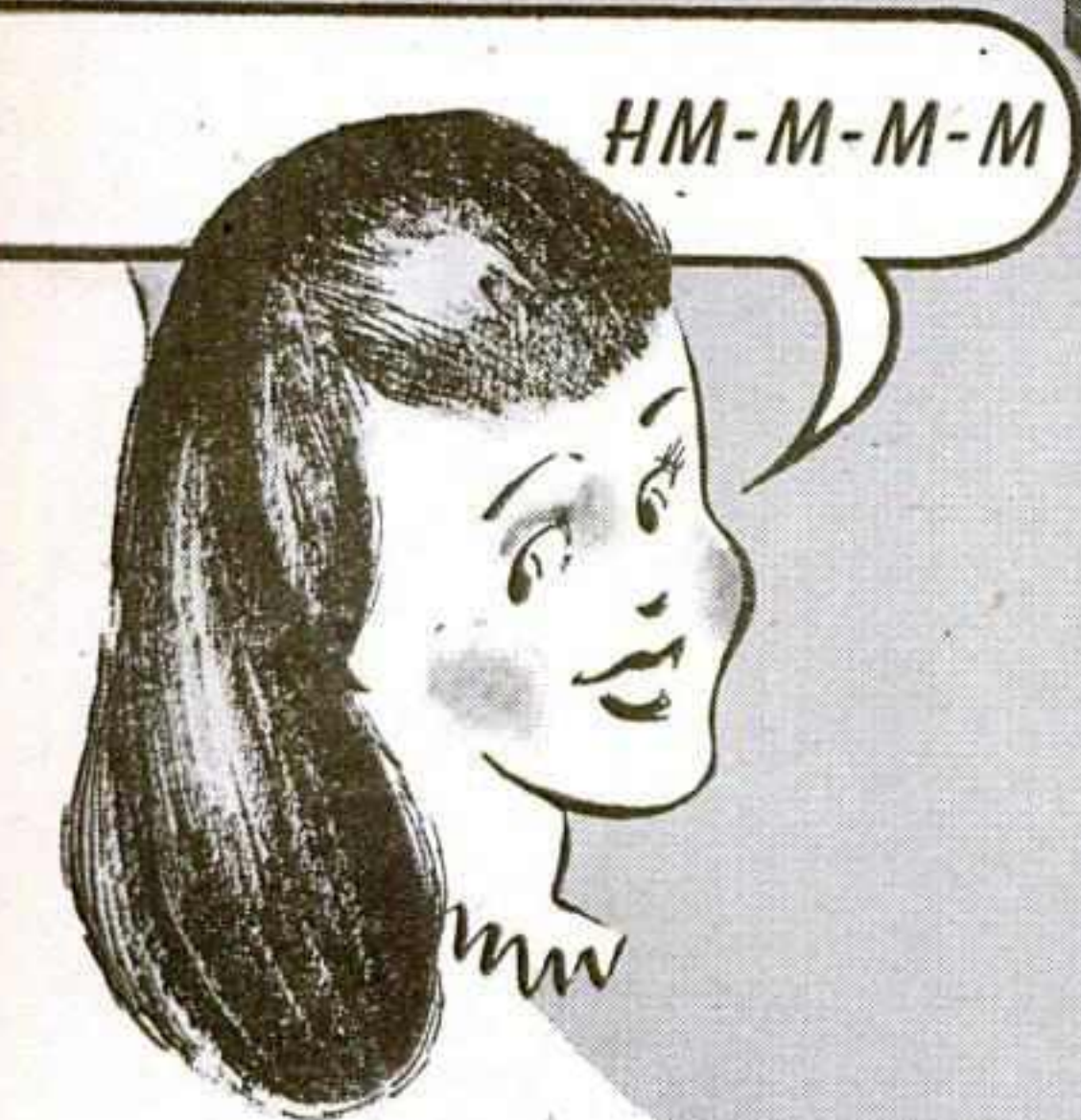
MUSIC TO PERFECTION



TONE THAT IS TONE!



PERFECT PROFIT PROVIDER!



HM-M-M-M

ROCK-OLA MANUFACTURING CORPORATION
800 NORTH KEDZIE AVENUE • CHICAGO 51, ILLINOIS



A SNAP TO SERVICE!





A NEW DAY FOR OPERATORS

- NO MORE INDIVIDUAL TITLE SLIPS
- UP TO 250% MORE INCOME
- A REMODELED WALLBOX
- LESS TIME TO CHANGE PROGRAM
- BETTER SATISFIED LOCATIONS

Star Tunes

A SYSTEM OF MUSIC SELECTION

A brand new idea. Will fit any location. This new system of music selection will install on your old wallboxes in less than a minute. Gives the appearance of a new box. Locations demand it. Customers can't resist its play appeal. Never before has anything so simple accomplished so much. You will be amazed at the results.



HERE'S HOW IT WORKS

Remove the old program holder and insert the new STAR TUNE panel behind the glass of your wallboxes. Immediately the old wallbox is aglow with new life. Every eye is attracted to the beautiful coloring, and every nickel is attracted to the slot. Music selection with this new system is really an interesting game. Customers play and play because it's fun. One group of records is selected by artist, and another is selected by title. The element of surprise keeps the cash box full.

The easy-to-make programs are changed in an instant. You will make more money and save more time with STAR TUNES than you ever thought possible. Every location is a good location with STAR TUNES. Plexiglas panel.

The STAR TUNES system of music selection is copyrighted with patent pending. It is adaptable to most every type of Wallbox. At present we are manufacturing units only for SEEBURG WS-2Z and DS-20-1Z, so limit your orders to these or those of similar window size.

Only \$3.00 Each

F. O. B. Okmulgee, Oklahoma

TERMS: 1/3 DEPOSIT, BALANCE C. O. D.

BE FIRST IN YOUR TERRITORY TO INSTALL STAR TUNES AND REAP A HARVEST OF CASH ORDERS FILLED IN ORDER RECEIVED

WRITE — WIRE & MAIL DEPOSIT

MARSHALL PLASTIC CO.

306 N. MORTON

OKMULGEE, OKLA.

AMERICAN FOLK TUNES

Cowboy and Hillbilly Tunes and Tunesters

Williams's Tour

Tex Williams's Western Caravan, currently making a Midwest theater and one-night tour, includes such names as Deuce Spriggins, the Coast Record artist, and Smoky Rogers, who is featured on Four-Star platters. Tex and his gang expect to return to the Palace Barn, Santa Monica, by November 15. Tex is fronting Spade Cooley's old string band on this tour and the boys will stick with him for his barn dates.

Smiley and Sue, those haystack maniacs, together with Eddie Robinson and Penny Lee, the Buckeye Pals, plus Ray R. Myers, the armless wonder, are airing daily over WHJB, Greensburg, Pa. . . . Shep Sessions, who played piano with the Dixie Dandy Roadshow until he was injured in an accident last June, is back again ivorying for Jaxie Carter over WRRZ, Clinton, N. C.

The Delmore Brothers have just done an eight-side album for King platters. . . . After a long series of outdoor appearances all over the Midwest this summer, Homer and Jethro, the King waxery comedy duo, are back at WNOX, Knoxville. . . . Bill Carlisle and his brother, Cliff, have left WNOX, Knoxville, for WLEX, Lexington, Ky.

Tommy Summers, the balladeer, formerly head over WPIK, Alexandria, Va., has moved to WEAM, Arlington, where his outfit will do their *Songs of the Saddle* program from now on. . . . Hugh Fowler and his band, heard over KRLD, Dallas, together with the station's singers, Terry Lee and Art Linder, have just made their first sides, *The Texas Polka*, *Down the Aisle of Life*, *Whistles and Minnesota Moon*, for Lone Star platters of Dallas. The plattery is a branch of Lone Star Publishing Company.

Westernair Formed

Another Western and hillbilly record firm, Westernair, located at Oakland, Calif., has been formed, with the first artists including Curly Ross, Stan Boreson, Jack Gross and Dusty Taylor, all members of Cal Shrum's Rhythm Rangers. They air regularly over KYA, San Francisco.

Roy Acuff has just been released on an album of his past hits, called *Songs of the Smoky Mountains*, by Columbia. . . . The Dixie Dudes, WPTF, Raleigh, N. C., will play the *Willoughby-Kinsey Circuit* during November. . . . Gurney Thomas and His Hillbilly Pals have moved from WDVA, Danville, Va., to WPTF, Raleigh, where they have several shows. Personnel includes Cub McGee, fiddle; Mitchell Parker and Jim Hall, guitar; George Mitchell, Hawaiian guitar; Cecil Heathcock, bass, and the leader's guitar.

Universal and Vitacoustic, both Chicago platteries, are looking for more hillbilly and Western talent to record. . . . Ernest Tubb has signed a management contract for radio and theaters with the William Morris Agency. . . . Flash and Whistler, comedy hillbilly duo from KWTO, have just recorded their own version of *Near You* and *That's My Desire* for early release on Universal label, with both sides showing plenty of promise.

Beasley Smith, whose train songs, *Tennessee Central No. 9*, *Night Train to Memphis* and *City of Memphis* were big sellers, collaborated with Francis (Near You) Craig in a tune called *Beg Your Pardon*. . . . Whitey Ford, the Duke of Paducah, is back at WSM after a summer of successful roadshow dates. . . . Biggest new folk music show of the winter at WSM is the *Roy Acuff Show*, which is sponsored by a coffee concern. The half-hour show is heard Saturday nights over 13 stations of the Universal

network, with plans calling for 35 stations to ultimately carry the Smoky Mountain boys.

Mel and Stan Honkinson, the Kentucky twins of WSM, have what looks like a hit in their new Majestic release with Bill Monroe in *Don't Let Your Sweet Love Die* and *Tennessee Gambler*. . . . Eddy Arnold ran into some bad luck on a recent date at Russwood Ball Park, Memphis, when he had to do his entire show in the rain. He didn't want to disappoint 1,200 customers who showed up despite the downpour.

Estes Flies on P.A.'s

Milton Estes, the WSM singing emcee, is flying to all his personal appearance engagements. He has now logged over 1,000 miles per week. . . . The York Brothers have just written *Don't Go To Sleep Again*, which they waxed for King platters, in conjunction with Cousin Louie Buck, the WSM, Nashville, announcer. . . . Jimmie Walker, the most recent addition to the folk music roster at WWVA, Wheeling, W. Va., is already in solid with his listeners and is going on the *WWVA Jamboree*. Currently that station has four shows besides the *Jamboree* which are touring nearby States.

Wally Fowler reports that he expects to be on the road most of this winter, with a full itinerary of dates currently being skedded for him. . . . Cliff Rodgers, the rustic disk jockey over WHKK, Akron, has been utilizing transcribed interviews with some of the top hillbilly and Western record artists over his daily shows. Rodgers, who also does some singing on the station, may be on records soon. . . . Walt Turner, Doc Williams and Abner Cole, of WWVA's folk staff, all now hold private pilot's licenses.

First Dan Snyder release on Majestic Records is *Rye Whiskey* and *I Don't Fool Around Women No Mo'*. Snyder is still heard daily over WMPS, Memphis. . . . The WWVA, Wheeling, W. Va., jamboree set for October 25 will present a contest, with radio folk entertainers from other stations, competing for a \$100 first prize. . . . Doc Williams racked up a new high at Musselman's Grove, Pa., when he drew 7,437 September 21, and had to turn 3,000 away.

Marquette Company Conducts School for Mills Phono Service

DETROIT, Oct. 18.—Marquette Distributing Company in conjunction with the music division of Mills Industries, Inc., held a two-day sales and service school Thursday and Friday (16-17) at Marquette headquarters here. Marquette, Mills distributor for the lower peninsula territory, is headed by Vic DeSchryver and Mike O'Connor.

Mills representatives on hand to welcome and instruct the many operators and servicemen attending the two-day event included Joe Stella, music division assistant sales manager, and Eddy Howard, music service manager.

Cade Distributing Asks Incorporation

PHILADELPHIA, Oct. 18.—Altho Charles L. Cade has left Philadelphia to become national sales manager for the Packard Manufacturing Corporation, Cade Distributing Company here will continue to function as Packard distributors. Continuing its present quarters at 2013 North Broad Street, Cade Distributing September 18 filed a petition for corporate status.



If it's a Mills, I always play it—

I like to get my money's worth!

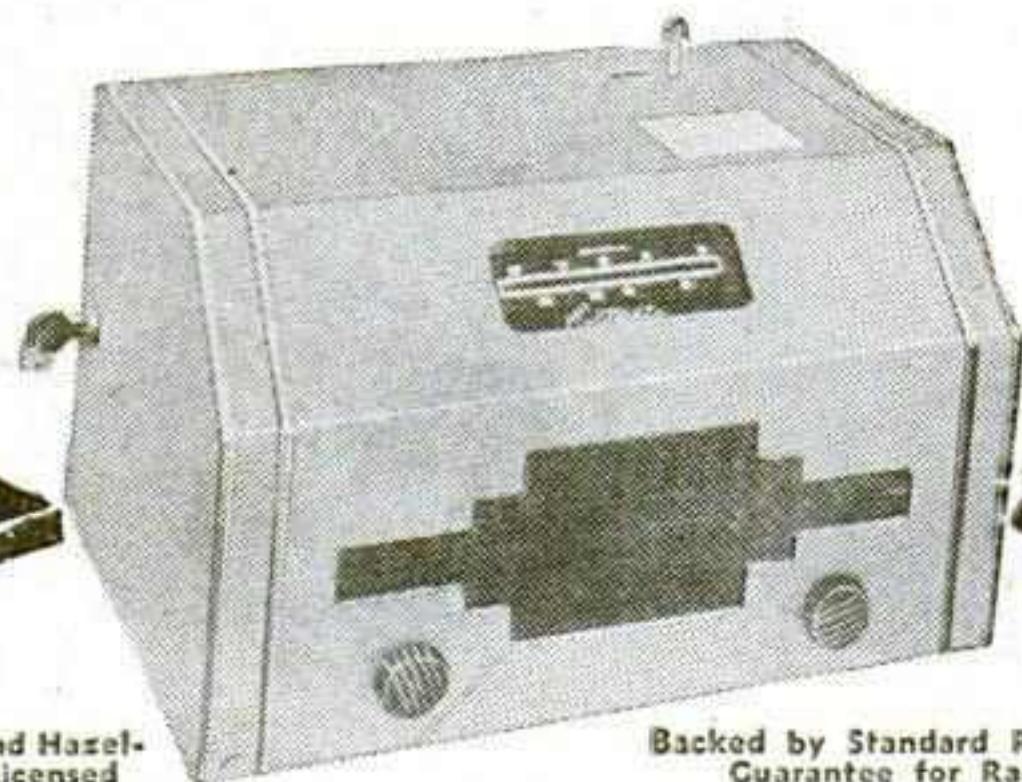


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CHICAGO 10, ILLINOIS

Miss. Phono Ops Hold Oct. Meet; Aid Cancer Fund

JACKSON, Miss., Oct. 18.—Members of the Mississippi Phonograph Operators' Association, Inc. (MPOA), met in this city at the Hotel Heidelberg October 8 to examine samples of the association's 1948 decals and decide on a contribution to the Damon Runyon Cancer Fund.

After lengthy discussion, the members present decided that they would make their contribution to their local chapters, while the association will donate \$50 to the national fund, thru Coin Machine Industries, Inc.

Samples of the 1948 decals were shown in both red and silver, with the operators voting to use the red color. Association executives assured the operators that the decals will be ready in time for use at the beginning of next year.

Set Next Meet

Following the business meeting, the operators had a steak dinner in the hotel's Rose Room. Next meeting of MPOA will be held in Jackson, November 13, at which time the association will announce plans for the coming year's activities.

Present for the meeting were, Dick Farr, Farr Amusement Co.; S. P. McCormick, Ross Roberts Music Co.; C. D. Casey, Mississippi Novelty Co.; Phil Friend, Friend Music Co.; J. C. Weaver, Dixie Vending Co., all of Jackson; John Haley, Ross Roberts Music Co., Canton; T. C. Null, Null Amusement Co.; Charlie Hall, Magnolia Amusement Co., and J. C. Moore, all of Meridian; C. B. Shive, Yazoo Novelty Co., Yazoo City; H. E. (Bunker) Hill, LeFlore Music Co., Greenwood; Joe Levene, Friars Point; J. C. Herman, Dixie Novelty Co.,

Laurel; Woodrow Gammill, Gammill & Swartz, and Guy Slay, Slay Music Co., both of Hattiesburg; Leslie Wade, Waynesboro, and Roy Gullledge, Dlo. Ed Daniels and W. S. Stewart represented Les Griffin.



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Atlas Peoria Show Oct. 19 Marks Last In Series of Three

CHICAGO, Oct. 18.—Final showing in a series of three, to show the 1948 Seeburg line, will be held by Atlas Novelty Company in Peoria's (Ill.) Hotel Jefferson tomorrow (19). Entire staff from the Atlas headquarters in Chicago will be on hand for the event scheduled to start at 11 a.m.

Both the new light and dark all-aluminum Seeburg cabinets will be among the items displayed. The manufacturing firm's complete line of accessories will be shown as well.

Series of showings by the Atlas organization got under way October 11 with a meeting at the Paxton Hotel in Omaha. Bill Cuff, of the distributing company's Omaha branch office, was on hand with Nate Feinstein, Joe Kline and Harold Schwartz, of the Chicago office.

Second showing, at the Des Moines branch office, took place October 12. In addition to the three representatives of the Chicago office, Phil Moss, of the Des Moines branch, and Reed Whitney, Seeburg regional manager, were on hand as hosts.

Cleveland Distrib Company To Expand Record Business

CLEVELAND, Oct. 18.—Cleveland Distributing Company here will handle Columbia records in Northern Ohio, effective October 15, George Schwartz, distributing firm head, announced last week.

Under the new set-up, the entire record department of Strong, Carlisle & Hammond, a firm which has been distributing this same label in Northern Ohio, will move over to Cleveland Distributing's new quarters.

Don Seager will head the record department.

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F&M Record Distrib Formed in Cleveland

CLEVELAND, Oct. 18.—Formation of the F&M Record Distributing Company, which will serve as distributor of Apollo and Signature records in Ohio was announced here last week by Bernard Mervis and Morton Frankel.

Pending availability of permanent quarters, the company has offices at the Mervis Trucking Company here, headed by Mervis. Frankel was formerly sales manager of Pan American Distributing Company here.

W. Palm Beach Ops Protest License Hike

WEST PALM BEACH, Fla., Oct. 18.—Juke box trade here, thru the local Association of Coin-Operated Music Machines, protested at a hearing of the city commission against any increase in the amount of license fees assessed juke boxes.

N. C. Paper Plugs Jukes in Feature

CHARLOTTE, N. C., Oct. 18.—A three-column feature story in *The Charlotte Observer* recently dealt with popularity of recorded music with Carolinians and delved into the juke box side of the picture, depicting a modern juke "in action" at the head of the article.

According to the newspaper, there are an estimated 7,000 juke boxes in North and South Carolina which account for "a healthy slice of the total disk sales" in the two states.

Juke boxes are an important item in the musical life of the natives of the two states, the story suggested. Local taste in music was judged by selections most in demand on the phonos, and according to the article "hillbilly and popular swing records head the parade, as anyone knows who has listened to a juke box."

Sutton Heads New Indiana Distrib Firm

NORTH TONAWANDA, N. Y., Oct. 18.—Appointment of Indiana Simplex Distributing, Inc., of Indianapolis, as Wurlitzer distributor for Indiana, was announced here this week by E. R. Wurgler, general sales manager of the Rudolph Wurlitzer Company.

New firm will be headed by Gordon B. Sutton, formerly assistant sales manager of Wurlitzer's North Tonawanda division and presently head of Illinois Simplex, Wurlitzer's Illinois distributor. Sutton will remain head of the Illinois firm as well as directing the activities of the Indiana organization.

Fine Record

Sutton, who has a distinguished record in the distributing field, is a native of Indianapolis. His initial connection with the Wurlitzer distributing organization was in 1940. He served as assistant sales manager in North Tonawanda from January, 1945, until October, 1946, when a reorganization of certain Wurlitzer distributing activities brought him back into the distributing end of the business.

Manager of the new Indianapolis firm will be Harry Henning. Henning, native of Brownsburg, Ind., has been associated with Wurlitzer distributing activities for several years.

Indiana Simplex will carry a full line of Wurlitzer juke boxes, auxiliary equipment and parts and will maintain a repair service on all makes of commercial music equipment.

Offices for the new firm will be at 2451 North Meridan Street, Indianapolis.

Display New Seeburg Features at Memphis S. H. Lynch Showing

MEMPHIS, Oct. 18.—S. H. Lynch & Company held a showing of the 1948 Seeburg music line in the Hotel Claridge here October 10, it was announced by George W. Sammon, manager of the local Lynch office.

With 95 operators from Tennessee, Arkansas and Mississippi in attendance, the one-day event was launched with a noon hour luncheon, followed by a showing of equipment. Principal innovation disclosed at the showing was the Seeburg aluminum cabinet, which its makers claim will withstand 75 per cent more rough handling and location wear than conventional wooden cabinets.

A. C. Hughes, vice-president of the Lynch organization, was on hand to greet visiting coinmen and old friends. R. L. Dunlap, Seeburg sales manager, was guest speaker.

Dunlap, outlining Seeburg's post-war policy, revealed that for the first time since the war the firm has two different colored phonographs, light and dark. He pointed out that the added light color was designed for locations with blond or light colored appointments.

Recoton Starts Production Of Post-War Phono Needles

NEW YORK, Oct. 18.—Recoton juke box Phoneneedles are back in full production for the first time since wartime priorities halted manufacture, according to Herbert H. Borchardt, executive vice-president of Recoton Corporation.

Known as the Juke Box No. 2050, the osmium alloy needle is designed to give long life, and features an "operation record" for noting installation date and other details, on the back of each packet.

Detroit Op Employs Balanced-Business

DETROIT, Oct. 18.—Novel balanced-business technique in juke box operation employed by Joe's Music Service here was explained by Joseph A. Licavoli, owner of the firm.

Licavoli, who recently established the firm as a larger operation after operating under the firm name, Christy Electric Company for two years, says that he divides his efforts between a refrigeration business he has developed and the juke box route.

Pointing out that the summer season tends to be unfavorable for phonograph operation, Licavoli says that he devotes most of his attention during hot weather months to his refrigeration business, assigning two routemen to handle the juke operation for him. He makes no attempt to solicit new locations during the summer.

Instead, by concentrating his promotional activities during the winter months—which is the slack period in his refrigeration work, he is able to get new locations started off at the most favorable time.

Licavoli said that location attempts at air conditioning in hot weather was one juke box operating problem often overlooked. Use of large fans creates a constant noise that makes it difficult to hear phonographs in many locations, and he believes that the effect is felt in play.

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SPECIAL—I Wonder Who's Kissing Her Now, That Old Feeling; Oh, How I Miss You Tonight—30¢ each. Hoagy Carmichael's Christmas Song—30¢ in lots of 25; Irish Records by McNulty Family, 30¢ each; V. Monroe—As You Desire Me—30¢; Whiffenpoof Song—30¢; 10" Classical, Victor, Columbia—\$35.00 hundred, good assortment. 3 Suns—I Never Knew—30¢. Terms: 25% Deposit, Balance C. O. D.

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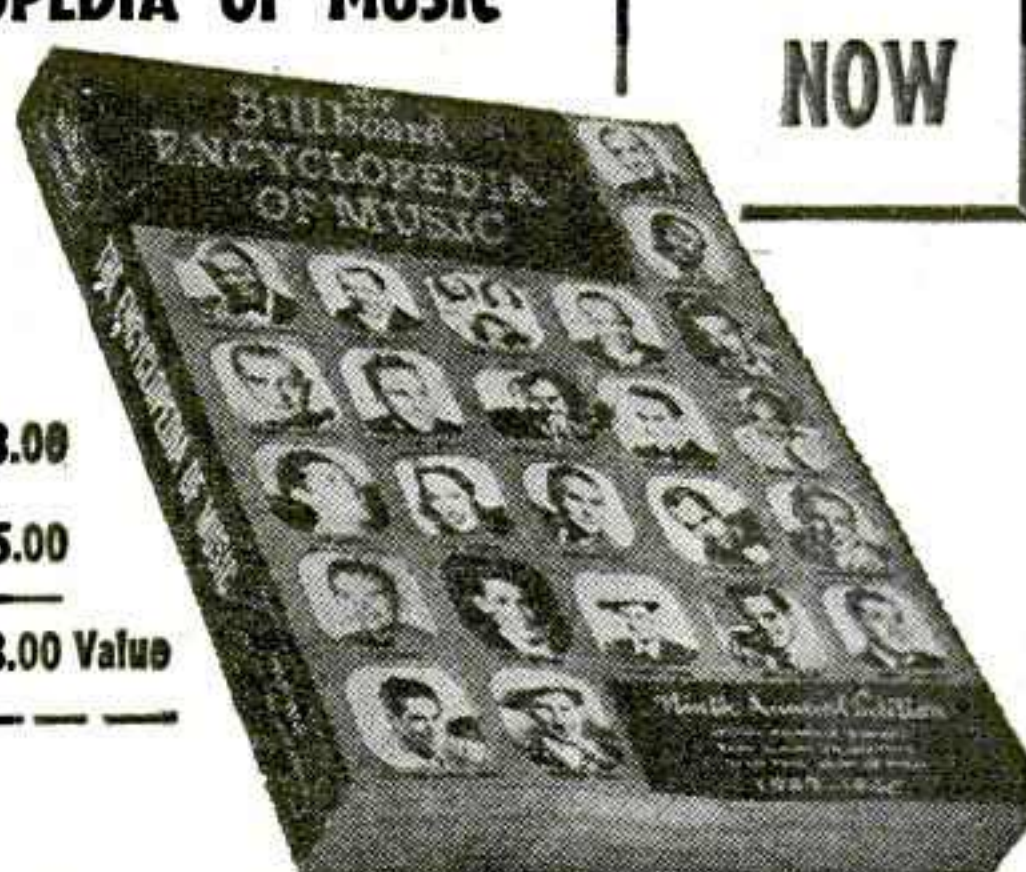
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850 Wurlitzers.....	265.00
750 Wurlitzers, Mech.....	265.00
800 Wurlitzers.....	250.00
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Chicago:

Sol Gottlieb, of D. Gottlieb & Company, reports that an unusual number of visitors have been dropping in during the past several days, an omen of healthy fall business. Among the out-of-towners were Hy Zorinsky, H & Z Vending & Sales, Omaha; Hy Greenstein, of Hy-G Music, Minneapolis; Harry Silberberg, W. B. Novelty, Kansas City, Mo.; Lee Rubinow, Miami, who was in with three of his branch office managers; and Leo Weinberger, Southern Automatic Music Company, who was traveling with eight of his office managers; Dave Bond, Trimount Coin, Boston; B. D. Lazar, of B. D. Lazar Company, Pittsburgh, and Walter Solomon, Seattle.

R. L. Budde was readying some announcements concerning new equipment for A. B. T. Manufacturing Corporation. Firm's head, Walter Trautsch, and W. A. Patzer were both out of town on brief business trips. Patzer returned Wednesday (15).

George Ponsler, well-known in New York coin circles, arrived here Tuesday (14) to confer on final details for the manufacture of coin equipment that he will undertake in the same Grand Avenue building occupied by Harry Brown, American Amusement Company head. . . . Charlie Shutz, of Coin Amusement Games, is still in the hospital for medical observation. Brother Bernie says that the case seems to be a puzzle for the medics, but it is believed to be an unusual case of malaria. Recent visitors at Coin Amusement included Cornelius Salsburg, well-known arcade man from Waukegan, Ill.

Over at Williams Manufacturing Company the All Star production continues to be the main theme. Fulton Moore just got back from a business trip to Kansas City, Mo., for the firm. He purchased a three-passenger Rocket airplane while there. Now if Tony Gasparro, firm vice-president, gets on the band wagon and buys a plane, the firm will have a flying circus. Harry Williams, firm head, has owned planes for some time.

Gill Kitt, of the Empire Coin Machine Exchange, thinks Baltimore is a mighty fine city. Not only is it his home town but last week he received a special shipment of iced crab meat from Irv Blumenfeld, of General Vending Sales of that city. Empire has hired an operator for its new switchboard and is awaiting five new phone lines before the installation is complete. Bob Schaffer and Paul Glaser will take to the road next week to contact Illinois and Indiana operators.

Billy De Selm of United Manufacturing Company, reports that they are loaded with orders for their new pin game, Nevada. Callers at the United office this week were Buster Williams, of Music Sales, Memphis; and Al Simon, Simon Sales, New York.

Visitors at P & S Manufacturing Company this week had a chance to try out the firm's new Tom Tom combination pin and special skill game and were enthusiastic about its possibilities. Lee S. Jones is still searching for a Chicago cabinet maker to produce the cabinets for the game. He was in St. Louis this week in an effort to speed up cabinet production there.

H. M. Schaefer, of Victor Vending Machine Company, reports that the firm is hard at work developing a new model for its line. Sales on present equipment are going fine, he said. . . . Dick Hood, of H. C. Evans Company reports constant activities in its research department aimed at several new ideas to be displayed at the 1948 Coin Machine Industries (CMI) show.

Al Dubin, regional distributor here for Vendi-Freeze, reports the firm's (See Chicago on page 124)

COINMEN YOU KNOW

New York:

Automatic Music Operators' Association (AMOA) celebrated its 10th anniversary Saturday (18) with a dinner and dance at the Waldorf-Astoria. More than 900 guests turned out for what proved to be AMOA's most successful affair to date. Popular recording stars provided topnotch entertainment.

Leading coinmen met at a \$100 dinner at the Waldorf-Astoria Wednesday (15) to raise money and further plans for the graduation of the first class to complete its course of study at the mechanics school operated by the New York Board of Education, and sponsored jointly by NAAMO and the Veterans' Administration. F. McKim Smith, NAAMO president, announced that outstanding public officials were expected to attend the graduation dinner, scheduled for November 13 at the downtown Athletic Club.

George Trad, vice-president of Tradio, Inc., is planning an extensive national tour beginning the middle of November, to service applicants seeking distributorship of his firm's new coin-operated radio, Tradio-ette.

Jack Pero, Spacarb sales manager, left for a 10-day business trip thru the South Monday (20). . . . Glen Bradley, Detroit operator, was in town this week. . . . Abel Kessler, of U. S. Television, and his wife, June, have announced the birth of a son, Bruce. . . . Star Records' first release designed for juke box play will be out November 1. It will feature Lanny and Ginger Grey.

Johnny Singer, of Playland Arcade, Atlantic City, takes off this week in his cabin cruiser down the inland waterway to Florida. . . . Bill Rabkin, president of International Mutoscope Corporation, spent last week in Washington on business. . . . Mac Pollay and Nat Goros have started deliveries on their first Dynamic Devices' game machine, Roll-Ette.

George Seedman, convention chairman of the National Automatic Merchandisers' Association, expects attendance to reach several thousand at Chicago. . . . Jack Semel, president, and Jack Rubin, secretary, of Esso Manufacturing Corporation, are expanding their operations. . . . C. M. Frost, of Frost Vending, Boston, is expected in town next week on biz.

Herb Weaver, of Forest Hills, L. I., returned from a tour of Washington, Philadelphia and the Central East with his new grip machine. . . . Music Guild of America (MGA) has begun its promotion campaign in behalf of the Damon Runyon Memorial Cancer Fund Drive, with LeRoy Stein, MGA executive director, in charge.

Johnny Christopher has removed the hot dog stand from his 42d Street arcade and placed his poker tables nearer the street traffic. . . . L. & H. Vending, Brooklyn, is expanding its cigarette route.

Jules Kornblauer and Jack Cohen have closed their Atlantic City arcade for the winter, but most of the Boardwalk arcades have decided to remain open. . . . E. F. Mooney, general sales manager of the American Tobacco Company, is back in New York after a European trip. . . . J. Schoenback, of the Brooklyn distributing firm of the same name, reports heavy action in the bubble ball gum field.

F. McKim Smith, president of the National Association of Amusement Owners (NAAMO) and owner of Smith's Gameland, Atlantic City, plans to leave on a two or three-week cruise the end of November. . . . Jack Lipschitz's daughter, Florence, was married Saturday (11). Jack is general manager of Leading Candy Company.

Indianapolis:

Gordon B. Sutton has acquired the Brandt Distributing Company. Concern will be known as Indiana Simplex Distributing, Inc., and the new manager is Harry Henning, who succeeds Richard Wagner, who in turn joins the sales organization of the company. . . . Peter Stone, of Indiana Automatic Sales Company, Rock-Ola distributor, called on operators in Southwestern territory last week.

Southern Automatic Music Company held a pre-showing of the new 148M Seeburg phonograph Sunday and Monday. Operators from all parts of Indiana filled the display rooms. There was a buffet luncheon and refreshments for the visiting operators. . . . Record department at the Janes Music Company reports a substantial increase in the demand for popular records and the increase is attributed to cooler nights keeping people at home to listen to the phonograph.

Frank Bannister, of Bannister & Bannister Distributing Company, was a Chicago business visitor last week. . . . Prominent out-of-town Indiana coinmen calling on local distributing firms included Donald Hyten, operator at Bainbridge, Ind., who bought parts; Irwin and James Eyster, who have the Eyster Music Company in Terre Haute, and Leon Bane, Oxford Music Company, Oxford. . . . Thomas Birch, Muncie operator; Russell Pennington, who operates in Columbus, Ind., and Chester Bridwell, who operates the Bridwell Music Company at Bedford, were on coin row business.

Brooklyn. . . . Harry Berger, of West Side Distributing Corporation, is the latest to join NAAMO.

Ed Levy and Herb Zebley, operating as major distributors, are now handling the Tower, Bullet, Alladin and Regent labels. . . . Martin Steinhauer, of Milwaukee, and Morris Meyerson, of Boston, visited the avenue last week. . . . Al Price, owner of Al Price Tobacco Company, University City, Mo., was a visitor in coin machine circles last week.

George Hearn, of Brooklyn Vending, reports he will add ice cream venders to his route next spring. Contract is already signed for the delivery of the first 12 machines in March. . . . Coin radio manufacturers and distributors are getting set for record business during the National Hotel Exposition in the Grand Central Palace. . . . Charlie Lichtman, Hub Distributing, claims for his firm the title of "largest wholesalers of used phonographs."

Al Rodstein, of Arco Sales, Philadelphia, has started a route of soft drink cup venders with 20 newly purchased 1947 model machines. . . . Max Schaffer, his son, and the Schork boys, partners in three Times Square arcades, were visitors last week at the NAAMO-conducted veterans' mechanic training school. . . . Typo-o-Matic will have a new coin-operated typewriter, mounted on a table, set for production soon.

Mike Munves, of the firm of the same name, has issued a new six-page catalog. . . . Reports indicate that the practice of renting coin machines to operators lacking capital to purchase new or almost new game machines is increasing. . . . F. D. Munson, of Terminal Arcade, Indianapolis, writes that he has just returned from a successful fishing trip. . . . George Litot leaves next week for his annual vacation in Florida.

Maurice Shack, president of Milk-o-Mat, states that production is well under way in his firm's Canadian plant, with U. S. deliveries due the (See New York on page 126)

Los Angeles:

Ollie Trevillian, of Santa Barbara, in the city recently to visit with Dolores and Jean Minthorne and to look over the new Seeburgs. . . . Jack Simon, of Sicking Distributors, making the rounds of the shows. . . . Burt Velie, of the parts department at Badger Sales, in Chicago on a combination business and pleasure trip. . . . Kathleen Bird is the new secretary at Charles A. Robinson's.

Lowell Ayers a buyer from Inglewood. . . . Bud Parr, of General Music and Solotone, just back from Chicago and leaving over the week-end to visit General's branch in San Francisco. . . . R. J. Pello, of Russell Enterprises, Devon, Pa., named a distributor for Kayem Products for Pennsylvania and Delaware, and Westway Vending Company, Washington, for the area around the capital, according to Aubrey Stemler, Kayem sales representative.

Fred Gaunt, of General Music Company, taking off the last of the month for a week's vacation with his brother, Walter, in 29 Palms. . . . F. C. Sheffel, of Reseda, in the city during last week. . . . Jack Gutshall, of Jack Gutshall Distributing Company, back from Big Bear. During the summer he has been spending the week-ends there. . . . Richard Kliza, of Torrance, in town. . . . Hal G. Sherry, of IBEW, back in town after attending the AFL conclave in San Francisco.

Ken Bevan is pushing his Melody Time inter-com radios now that he can point up the fact that they comply with a recent assembly ruling. . . . Stanley Little, of Lakewood Village, stopping off at Badger Sales. . . . Bill Fyfe, of Shine Distributors, awaiting the arrival of the improved models of the Douglas Shoeshiner. . . . Frances Ruth Dunning, of Charles E. Washburn, plans to study fiction writing. . . . George Burke, of Coinmatic, is getting set for fall and winter business. . . . Charlie Adams, who handles the promotion on Jack McLean's Coast recordings, back in town from Chicago where McLean is currently playing at the O. Henry Ballroom.

Detroit:

Joseph Kanterman, formerly a partner in the Joy Amusement Company, has bought the interest of Ely Rose in the K & R Novelty Company, and is renaming it the K Amusement Company, with new headquarters in the island suburb of Highland Park. . . . Michael J. and Rose Gaydos are establishing the Gay-Dal Music Company in the down-river suburb of Wyandotte at 12761 Commonwealth Avenue.

Frank Healey, of Atlantic Products Company, is selling out his skeeball operations. . . . Martin P. Freese, of Continental Vending Machine Company, is starting a big sales campaign for the Star candy vender, which he distributes in about 38 states. . . . Max Baron, who operated the Wells Automatic firm in Michigan, placing coin-operated Emerson radios in hotel and hospital rooms, is withdrawing from the business, but may return with another enterprise in the field. Jay Wells, of New York, who was a partner, continues as sole owner of the business, with operations in several cities.

Morry Kaplan, veteran of the juke field, is promoting the new Savoy recording of Paul Williams's Sextette in Hastings Street Bounce as the biggest local specialty since Hamtramck Mama several seasons back. . . . Joseph J. Frederick, arcade operator, is heading for a tour thru the Carolinas after closing with the Lee United Shows in the suburb of Ecorse Sunday. . . . Arthur P. Sauve, Genco distributor, was out in the woods Wednesday for the opening of the pheasant hunting season.

Look To The GENERAL For LEADERSHIP

★ ★ 5 BALLS ★ ★
NEW: Immediate Delivery
 Exhibit's CO-ED
 Genco's BRONCHO
 United's NEVADA
 Williams' FLAMINGO

RECONDITIONED:
 AMBER \$129.50
 BIG HIT 79.50
 DYNAMITE 110.00
 KILROY 149.50
 MAIZIE 169.50
 MISS AMERICA 169.50
 PLAY BOY 129.50
 RIO 69.50
 SMARTY 69.50

RECONDITIONED:
 STATE FAIR \$119.50
 STEP UP 109.50
 SUPERLINER 99.50
 SUPERSCORE 129.50
 SURF QUEENS 69.50
 SUSPENSE 99.50
 TORNADO 149.50
 WAFFLE CARD 129.50
 STAGE DOOR 69.50
 CANTEEN 69.50

CONSOLES
NEW:
 JENNINGS CHALLENGER
 5-5¢, 5-10¢, 5-25¢

RECONDITIONED:
 BAKER'S PACERS.
 DD & JP \$175.00
 GALLOPING DOMI-
 INOES, walnut
 cab., clean 99.50
 LUCKY LUORE,
 walnut cab. 99.50
 MILL'S 4 BELLS,
 Special 125.00
 KEENEY
 PASTIME 150.00
 KEENEY
 TRIPLE ENTRY 140.00

SLOTS
NEW:
 5¢-10¢-25¢-\$1.00 Play
 Jennings STANDARD
 CHIEF
 Jennings SUPER DELUXE
 CHIEF
 Jennings STANDARD
 CLUB CONSOLE
 Jennings SUPER DELUXE
 CLUB CONSOLE

RECONDITIONED:
 MILLS BLACK
 CHERRY, 25¢. \$139.50
 BLUE FRONT, 5¢ 109.50
 BLUE FRONT, 10¢ 114.50
 ORIGINAL
 CHROME, 10¢. 124.50
 BROWN FRONT,
 5¢ 114.50
 BROWN FRONT,
 10¢ 119.50
 GOLD CHROME,
 10¢ 160.50

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¢

**Exclusive distributors
 in Md., Del., D. C. and
 Va. for new POST-
 MASTER STAMP MA-
 CHINES.**

STAPLES
NEW:
 BANK BALL, 9-ft. skee roll
 ONE WORLD, roll down
 game
 WILLIAMS' ALL-STARS,
 new improved model.

RECONDITIONED:
 ACE BOMBER .. \$150.00
 AIR RAIDER ... 89.50
 BANK BALL ... 250.00
 PANORAM 295.00
 PLAY GOLF 99.50
 SKY FIGHTER .. 125.00
 TOTAL ROLL .. 275.00
 UNDERSEA
 RAIDER 150.00

ONE BALL — FREE PLAY
NEW — Immediate Delivery
 Bally's JOCKEY SPECIAL, Gottlieb's DAILY RACES
RECONDITIONED:
 Special—BALLY VICTORY SPECIALS, \$249.50
 with chrome rails, clean.....

**Write for
 prices on all
 new equip-
 ment. Send
 for complete
 bulletin.**

Established 1925 **Growing Steadily Ever Since**

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 five months, and will continue to cut 20% off each month until the machines are sold.

ARCADE

1 Bally Rainbow Pencil Vendor	\$ 16.00	2 Evans Tommy Guns	\$ 29.00
1 Bally Torpedo	19.00	1 Seeburg Shoot-the-Chutes	36.00
7 Muto 5¢ Card Vendors, '44	13.00	2 Air Raiders, Keeney	19.00
1 Muto, X-Ray Poker	11.00	1 Keeney Submarine, '42	29.00
2 Muto, Skyfighters	47.00	1 Runyon Super Triangle "New"	155.00
1 Muto, Love Pilot	54.00	2 1¢ Peeks	11.00
2 Astrolograph 10¢ Vendors	18.00	1 Smile-A-Minute Photo Studio	89.00
2 Mills Quarto Scope Viewing Mach.	18.00	1 Muto, Photomatic, Late Model	475.00

These Prices or Best Offer in Lots of Five.

ONE BALL PIN GAMES

1 Bally Victory Derby	\$155.00	2 Record Time, F.P.	\$ 19.00
1 Bally Santa Anita	29.00	1 Jockey Club, Bally, P.O.	72.00
2 Bally Sports Special, F.P.	19.00	1 Bally Race King	24.00
3 Bally Blue Grass, F.P.	16.00		

These Prices or Best Offer in Lots of Five.

SLOTS

1 5¢ Mills Golden Falls	\$181.00	1 5¢ Columbia Bell, J.P.	\$ 95.00
1 10¢ Mills Golden Falls	186.00	3 5¢ Mills Q.T.'s	39.50
1 25¢ Mills Golden Falls	191.00	1 10¢ Jennings 4-Star Chief	64.00
1 5¢ Mills Black Cherry, Original	145.00	1 10¢ Jennings Silver Super Chief	69.00
1 50¢ Pace DeLuxe Chrome Bell, '46	227.00		

These Prices or Best Offer in Lots of Five.

MISCELLANEOUS

1 Keep 'Em Flying	\$ 34.00	1 Wuriltzer 61	\$ 95.00
1 Marvel Catalina	29.00	1 Wuriltzer 850	295.00
1 5¢ Bally Reliance	11.00	1 Rook-Ola 20 Hidden Unit	125.00
8 5¢ Daval Free Plays "New"	15.00	1 Mills Dance Master	49.50
6 1¢ Daval Best Hands "New"	22.00	1 Meter-Matic Coin Radio "New"	19.00
2 Mills 5¢ Four Bell, Late Head	125.00	1 Columbia Coin Radio "New"	19.00
1 Mills 5¢ Four Bell, Original Head	76.00		

These Prices or Best Offer in Lots of Five.

STEWART NOVELTY COMPANY
 WHOLESALE DISTRIBUTORS TELEPHONES: 7-8171, 7-1195
 1361 SOUTH MAIN ST. SALT LAKE CITY, UTAH

EXCLUSIVE DISTRIBUTORS
 for
Homer E. Capehart's PACKARD MFG. CORP. ★
EXHIBIT SUPPLY CO. ★ U. S. VENDING CORP.
 in
 Minnesota — North Dakota — South Dakota — Northwestern
 Wisconsin — Upper Michigan

Top locations will demand the world's
 finest phonograph **"Manhattan"**

Also delivering Williams, United, Genco and all other latest type machines

TWIN PORTS SALES CO.
 MINNEAPOLIS, MINN. DULUTH, MINN.
 2029 Washington Ave., So. 230 Lake Ave., So.

COINMEN YOU KNOW

Chicago:
 (Continued from page 123)
 ice cream bar vender is now in production at the American Fitting Company on the West Coast. New vender has some changes incorporated after initial location tests. One increases the machine's capacity. . . C. F. Harris, of Johnson Fare-Box, was in Fort Wayne this week at the Bowser plant. Look for some news soon on this company's gasoline vender. Tom Forester, sales engineer for Johnson Fare-Box, is still on the West Coast contacting manufacturers of drink vending equipment.

Advance Machine Company's E. C. Travis Jr. says the firm is now producing seven different coin machines—ranging from bulk venders and stamp machines to nickel vending equipment. . . . Over at Globe Distributing Company, Jimmy Johnson is "shooting" all the visitors with a brand new Speed Graphic.

This week-end will wind up Atlas Novelty Company's three showings of new Seeburg equipment, including both the light and dark aluminum cabinets. Nate Feinstein, Harold Schwartz and Joe Kline, of the Chicago office, went out to Omaha and Des Moines to attend the showings there. They were joined by Bill Cuff, of Atlas' Omaha office, and Bill Moss of the Des Moines office. This week-end will find all the Atlas staff in Peoria for the third showing.

Bob McClean, Kenosha, Wis., and Al Holbrook, Huntington, Ind., were callers at Monarch Coin Machine Company. Monarch's Clayton Nemeroff says it is getting all of its arcade equipment down on the floor and in shape for the visitors who will be in town December 1-4 for the outdoor convention.

Bill Lipscomb, Eastern sales manager of O. D. Jennings, left Thursday (16) for a two weeks' business trip. Firm visitors from out of town included Lynn Chamberlain, Peru and Wabash, Ind.; Arnold Lee, Lee Sales, Ft. Wayne, and John Biehl, Batesville, Ind. John Neise, Jennings' Western sales manager, reports a noticeable upswing in business.


AMI's Lindy Force, manager of general sales, left for Boston Thursday (16) to confer with coinmen interested in handling AMI equipment. While in the East Force planned to attend the 10th annual dinner dance sponsored by the Automatic Music Operators' Association at the Waldorf-Astoria, New York. AMI callers included Mr. and Mrs. Sam Yaras, who were up from Dallas. Sam has the South-West Amusement Company there. Monte West, the firm's roving sales engineer and currently motoring thru the Western States for AMI, is really rolling up the mileage, Force said.

Charlie Schlicht, Mills Industry's hard-working sales manager of the music division, returned to his office from the hospital Tuesday (14). The surgery performed on his head was termed a complete success. He celebrated this occasion with Gibson Bradshaw, of the Denver Distributing Company, who recently became a proud pappy of a girl, his third youngster.

Other out-of-State visitors at Mills included Vic Manhardt, Milwaukee; Ben Friedman, Silent Sales, Minneapolis; Whitey Lemkuhl, W & L Distributing, St. Louis, and Mickey Green, Wausau, Wis. Green, formerly a partner with Otto Delitz in the firm of Green & Delitz, is now sole head of the firm. Delitz has joined Herman Paster's firm in Milwaukee.

STANDARD METAL TYPERS

NEW AND USED MACHINES

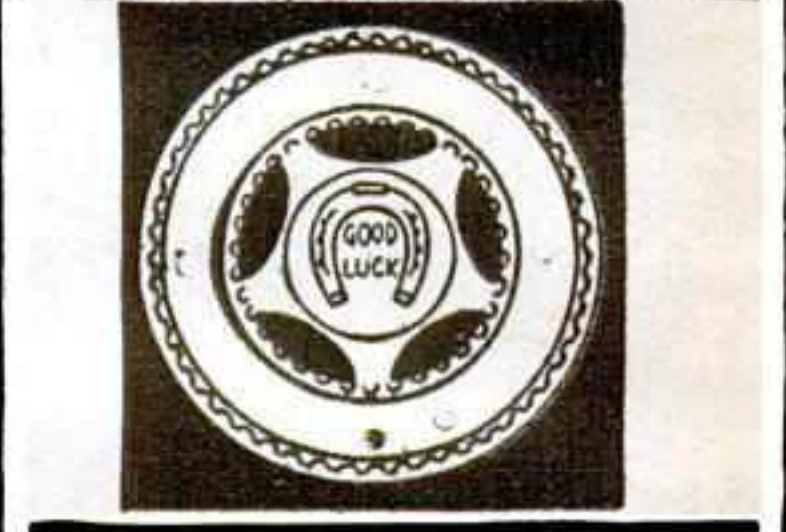


MACHINE PARTS AND SUPPLIES

EXPERT REPAIR SERVICE

FINEST QUALITY METAL TYPER DISCS
 Priced from **\$7.50** Per 1,000
LUMIFRAME LIGHT-UP TOP SIGNS

NEW COLORED DISCS
 NOW AVAILABLE
 Guaranteed to increase your receipts.
 WRITE FOR SAMPLES AND PRICES.



STANDARD SCALE CO.
 4333 DUNCAN AVE., ST. LOUIS 10, MO.

FOR SALE
 SELLING BEST RIDES MADE DUE TO
 REDUCTION IN SIZE OF SHOW

ROCKET CATERPILLAR LOOPER • COMET CENTURY FLYER TRAIN

With 3 cars, 500 ft. of track. Will also sell Tractors and Trailers with each ride. Rides and transportation bought new 1946-'47.

Two 100 kw. Transformers on 30-ft. Fruehauf Van Trailer with work shop.
DRINKER COLLINS IRON LUNG
 Everything in A-1 condition. See equipment in operation.
TRIANGLE SHOWS
 NOW—ALBANY, GA.—NOW.
 Week Oct. 27, Anniston, Ala.

WE ARE NOW DELIVERING

Bally Heavy Hitter
 Bally Silver Streak
 Bally Eureka
 Bally Nudgy
 Bally Jockey Special
 Bally Jockey Club
 Genco Broncho
 Evans Races

We Also Have a Complete Stock of Used Post-War Games

Terms:
 1/3 Deposit, Balance C. O. D.

O. K. MACHINES, INC.
 509 Kearney Ave., Cliffside Park, N. J.
 Phone: Cliffside 6-2893

ROME AIN'T BURNIN' AND WE AIN'T FIDDLIN'

CHECK THESE PRICES

CONSOLES	ONE BALLS	ARCADE
Paces Saratoga . . . \$ 39.50	Club Trophy, FP . . . \$ 59.50	Bally Defender . . . \$119.50
Big Top, PO 49.50	Dark Horse, FP . . . 39.50	Bally King Pin . . . 59.50
Jumbo Parade, FP . . . 59.50	'41 Derby, FP . . . 69.50	Chicoin Goalee . . . 119.50
Silver Moon, FP . . . 59.50	Jockey Club 79.50	Chicoin Hockey . . . 47.50
Paces Twin, 5-10 . . . 69.50	Longacre 129.50	Evans Ten Strike, HD . . . 47.50
Evans Galloping . . . 129.50	Pimlico, FP 79.50	Genco Total Roll . . . 157.50
Dominos 95.00	Record Time, FP . . . 39.50	Keeney Air Raider . . . 37.50
Super Bell 5¢ Comb. . . 269.50	Turf King 79.50	Seeburg Chicken Sam . . . 57.50
Bally Draw Bell, 5¢ . . . 375.00	Victory Derby 169.50	Seeburg Shoot the Chute . . . 57.50
Keeney Bonus Super, 5¢ . . . 375.00	Victory Special 295.00	Supreme Skee Roll . . . 87.50

FIVE BALL FREE PLAYS

Amber \$124.50	Fiesta \$129.50	Smarty \$119.50
Baffle Card 139.50	Havana 149.50	Spellbound 99.50
Big Hit, Single Play . . . 69.50	Kilroy 179.50	Stage Door Canteen . . . 69.50
Big League 69.50	Laura 59.50	State Fair 99.50
Carousel 169.50	Lightning 149.50	Step Up 99.50
Cover Girl 59.50	Midget Racer 89.50	Superliner 99.50
Cyclone 169.50	Miss America 164.50	Superscore 99.50
Double Barrel 74.50	Rio 139.50	Surf Queens 69.50
Dynamite 119.50	Rocket 144.50	Suspense 89.50
Fast Ball 99.50	Show Girl 129.50	

NEW PIN GAMES

Exhibit Coed	Gottlieb Trapeze	Genco Broncho
Bally Ballyhoo	United Nevada	Keeney Click
Bally Silver Streak	Williams Torchy	Marvel Lightning
Bally Nudgy		

NEW ONE BALLS

Bally Jockey Special, F.P.
Bally Jockey Club, P.O.
Bally Eureka

NEW ARCADE EQUIPMENT

Williams All Stars	Chicago Coin Basketball Champ
Genco Advance Rolls	Chicago Coin Goalee

WANTED TO BUY: Genco TOTAL ROLLS
 Terms: 1/3 Deposit (Certified), Balance C. O. D., F. O. B. Chicago.

ALL USED EQUIPMENT THOROUGHLY RECONDITIONED AND READY FOR LOCATION



BELL PRODUCTS CO.

2000 N. OAKLEY CHICAGO, ILL.



AL SEBRING

COINMEN YOU KNOW

New York: (Continued from page 123) first of the year. . . Mrs. Constance Moore, Atlantic City arcade owner, leaves next week for the West Coast. . . Larry Ash, New York Kwik-Kafe representative, reports that coffee venders on location are getting better play than initially expected.

Dave Rosen, of the Philly firm of the same name, has had the State of Maryland added to his AMI territory. . . Meyer Wolf, Atlantic City arcade owner, arrived in town last Tuesday (14) on business. . . Mardi Gras Arcade (Times Square) has removed its record department and moved poker tables into the space it formerly occupied. . . Ralph Hotkins, president of Capitol Projectors, reports that department stores in the metropolitan area are increasing the number of midget movie machines in their toy departments in preparation for the holidays. . . Seen along the avenue last week were Rafael Cervantes, of Guatemala; J. H. Besserman, of Fargo, N. D.; Paul A. Starliter, of Martinsburg, Va., and Edward Cohen, of New Britain, Conn.

Harry Blumenburg is now operating under the name of Superior Vending, in Long Island. . . Jack Feinberg, of U-Need-a-Cap, Detroit, Midwest distributor for U-Need-A venders, spent the last week in New York, flying back to Detroit Wednesday (15). . . Bob Cohen is going heavy in drink venders in Hempstead, L. I. . . Martin Berger, of Cigar-o-Mat Corporation, reports that the firm's new model is in heavy production.

Sid Middleman, of Abbott Specialty Company, states that larger quarters have been obtained for the manufacture of the firm's first roll-down, Buccaneer. . . Amity Manufacturing Company, Perth Amboy, N. J., is now rolling on a new cigar vender. The firm will have a new vender ready for unveiling within two months.

Ben Becker, of the firm of the same name, reports heavy increase in game machine sales in the East. . . Ernest Vathis, of Texarkana, Ark., was a visitor to coin machine row last week—mixing business with pleasure.

Ray Volmer Killed in Motorboat Accident

ELKHART, Ind., Oct. 18.—Ray Volmer, 40, distributor for O. D. Jennings equipment in Northern Indiana, was killed near here Sunday (12) when the motorboat in which he was passenger capsized. Accident occurred on the Saint Joseph River. Volmer was active in the coin machine business for 17 years, beginning as a salesman for Jennings, later becoming a distributor for the same concern.

His survivors include his widow, Mrs. Ruth Volmer, and a young son.

New Tape Recorder Shown; Features Fast Rewinding

NEW YORK, Oct. 18.—A new tape recorder and player, Magnesonic, which has an audio frequency response ranging from 30 to 20,000 cycles, was demonstrated at the Hotel Pennsylvania Tuesday (14) by S. Stanley Schary, president of the Sound Recorder & Reproducer Corporation, a Philadelphia firm.

Magnesonic, which is about the size of a table model radio set, uses six tubes and has a power output of eight watts. Schary said that a special speed adjustment made it possible to rewind in two minutes a reel of tape that would play for 30 minutes at normal speed.

It's CONDITION That Counts!

ONE BALLS	
Big Parlay, FP \$249.50	
Fortune, Comb. FP/PO 29.50	
Record Time, FP (Compl. but needs repair) 25.00	
Whirlaway, FP 39.50	
Bally Eureka (New) Write	
ARCADES	
Atomic Bomber \$269.50	
Bally Defender 59.50	
Bowl-o-Ball, 6' 139.50	
Bowl-o-Ball, 14' 179.50	
Chi-Coin Goalee 149.50	
Genco Whizz, w/stand (Brand New) . . . 74.50	
Panoram (Viewing Show) 229.50	
Pokerino 179.50	
Red Ball 99.50	
Stands for ABT Challenger 9.75	
Ten Strike, '46, FP 159.50	
Undersea Raider 99.50	
Voice-o-Graph, 35¢ Slot, '46 (Like New) Write	
MUSIC	
Rock-Ola Commando (Very Clean) . . . \$189.50	
Rock-Ola Commando Hideaway (No Amp.) 99.50	
Rock-Ola Standard, '39 189.50	
Wurlitzer 700 259.50	
Wurlitzer 950 289.50	
Wurlitzer 618, 110V-DC 119.50	
Seeburg 8200 (Very Clean) 149.50	
Alreon, '46, Super DeLuxe 399.50	
Packard W/Boxes, '46 22.50	
Ultra-Tone Chandelier Ceiling Speaker, Baffles 30" (Any Phono. Speaker fits) 19.50	
COUNTER GAMES	
ABT Challenger, New \$ 44.50	
American Eagle, Non-Coin, New 19.50	
American Eagle, 5¢, Used 17.50	
Bouncer, New 19.50	
Daval Free Plays, New 32.50	
Daval Free Plays, Used 22.50	
Daval Gushers, 5¢, New 22.50	
Hi-Fly 39.50	
Kicker & Catchers, New 37.50	
Pop-Ups 37.50	
Wagon Wheels, F/Reels, Used 17.50	
Whirl-o-Balls, New 37.50	
SLOTS	
Columbia Bell, DJP, '46 (Used 5 Days) . . . \$98.50	
Columbia DeLuxe Club (Used 5 Days) . . . 149.50	
Columbia Bell GA Cig. Reels 29.50	
Daval, FP, New (Fruit or Cig. Reels) . . . 32.50	
Jennings 10¢ 4-Star Chief 69.50	
Jennings 5¢ Silver Chief 69.50	
Mills 5¢ Copper Chrome 84.50	
Mills 25¢ Gold Chrome 99.50	
Mills New Vest Pocket (Blue and Gold) . . . 74.50	
Pace DeLuxe 4-Star, '46, 5¢ 149.50	
Pace DeLuxe 4-Star, '46, 25¢ 179.50	
Timco Safe Stand, Single, New 129.50	
Mills 5¢ Black Cherry Bell 119.50	

The House of Quality

SILENT SALES SYSTEM

635 D STREET N. W. - WASHINGTON 4, D. C.
 2505 N. CHARLES STREET - BALTIMORE 18, MD.

FOR SALE

Complete Coin Machine Operation, established 15 years. I am compelled to sacrifice this business on account of ill health.

75 Arcade Machines, including 5 Goalees, 1 1947 Chicago Coin Basketball, 2 Undersea Raiders, 3 Atomic Bombers, 4 Harvard Metal Typers, 50 assorted Penny Machines, late models; 100 Scales, 75 Watlings and 25 other makes. 90% of the above machines are on location in perfect condition. 10 Phonograph Machines, 4 are 1946 Seeburgs, 6 are Wurlitzers, 3 Speakers and 7 Coin Boxes. 35 1946 and 1947 Pin Ball Machines, Freeplays, late models. 3 Photomatics by Mutoscope. 1 is 1946 model and 2 are pre-war models. All on location and in perfect condition. Have been overhauled. 2 Voice Recorders by Mutoscope, 1946 models. On location. This will stand the most rigid investigation and all these machines are in good locations such as railroad terminals and bus depots. A lot of 24-hour-a-day stops, such as restaurants. This also includes a big stock of parts, 3,000 Records, 1 1946 1/2-Ton Ford Pick-Up Truck, Office Furniture. The price is \$30,000.00. It will pay for itself in 1 1/2 years. Located in Indiana in an industrial city. Also included are 20 Slots, Mills and Jennings, of the late models. I have 10 in private clubs, and 3 Consoles, including Bonus Super Bell by Keeney.

Net receipts to the Operator, \$36,000.00 a year.

BOX D-140
 c/o The Billboard Cincinnati 22, O.

SOON!

NEW COIN OPERATED TYPEWRITER WATCH FOR IT!

HOWARD MACHINE PRODUCTS CO.
 2754 Diversey Blvd., Chicago, Ill.

LOWEST PRICES IN THE COUNTRY!

Sportsman Rolls, Ea.	\$195.00
Total Rolls	200.00
Super Skee-roll Alley	75.00
Rock-Ola World Series	35.00
Goalees	95.00
ABT Game Hunter Guns	22.50
Keeney Submarine Gun	45.00

Includes crating. 1/2 deposit.

OLSHEIM DISTRIBUTING CO.
 1100-02 Broadway Albany 4, N. Y.

NEW BALLY GAMES

(IMMEDIATE DELIVERY)

BALLY JOCKEY CLUB	\$645.00
BALLY JOCKEY SPECIAL	645.00
BALLY EUREKA	489.50
BALLY HI-BOY	339.50
BALLY TRIPLE BELL	895.00
BALLY DELUXE DRAW BELL	512.50
BALLY SILVER STREAK	289.50
BALLY BALLYHOO	179.50

USED EQUIPMENT

	Each
3 Keeney Bonus Bells, 5c	\$349.50
1 Keeney Super Bells, 5c-5c, (combination)	119.50
1 Keeney Super Bells, 5c-5c, (automatic)	109.50
2 Mills Four Bells, 5c-5c-5c-5c	119.50
2 Walling Big Game Consoles, F. P.	39.50
1 Jennings Silver Moon, F. P.	35.00
5 Bally Victory Special	199.50
1 Bally Longacres	55.00
4 Bally Thorobreds	55.00
1 Genco Total Roll	139.50
1 Stage Door Canteen	39.50
1 Ten Spot	19.50
1 Captain Kidd	19.50

One-half deposit with order, Balance C.O.D. or Sight Draft.

BALLY REGIONAL DISTRIBUTOR: MARYLAND-PENNSYLVANIA-VIRGINIA-DELAWARE

CHRIS NOVELTY COMPANY

1217 N. Charles St. Baltimore, Md. Vernon 4223



State Tax Calendar

Alabama

November 1: Tobacco stamp and use tax report and payment due. Tobacco wholesalers' and jobbers' report due.

November 20: Sales tax report and payment due.

Arizona

November 15: Gross income report and payment due.

Colorado

November 14: Sales tax report and payment due.

Georgia

November 10: Cigar and cigarette wholesale dealers' report due.

Idaho

November 15: Cigarette wholesalers' drop shipment report due.

Illinois

November 15: Cigarette tax return due. Sales tax report and payment due.

Indiana

November 10: Cigarette distributors' interstate business report due.

November 15: Cigarette distributors' drop shipment report due.

Kansas

November 20: Sales tax report and payment due.

Kentucky

November 10: Amusement and entertainment report and tax due. Cigarette wholesalers' report due.

Louisiana

November 1: Tobacco wholesalers' report due.

November 15: Income tax third installment due. Soft drink wholesalers' report due. Tobacco wholesalers' report due.

November 20: New Orleans sales and use tax report and payment due. Sales and use tax report and payment due.

Maryland

November 15: Sales and use tax report and payment due.

Massachusetts

November 20: Cigarette tax report and payment due.

Michigan

November 15: Sales tax report and payment due.

Mississippi

November 15: Sales tax report and payment due.

Missouri

November 30: Soft drink manufacturers' report and payment due.

New Mexico

November 15: Occupational gross income tax report and payment due.

North Carolina

November 15: Sales tax report and payment due.

North Dakota

November 10: Cigarette distributors' report due.

Ohio

November 10: Admissions tax report and payment due. Cigarette wholesalers' report due.

November 15: Cigarette use tax and report due.

Oklahoma

November 10: Cigarette wholesalers', retailers' and vending machine owners' report due.

November 15: Sales tax report and payment due. Tobacco wholesalers', jobbers' and warehousemen's report due.

Tennessee

November 20: Sales and use tax report and payment due.

Utah

November 15: Sales tax return and payment due.

Washington

November 15: Cigarette wholesalers' report of drop shipments due. Gross income tax return and payment due. Sales tax report and payment due. Seattle occupation tax report and payment due. Vancouver occupation tax report and payment due.

West Virginia

November 15: Cigarette use tax report and payment due. Sales tax report and payment due.

Wisconsin

November 10: Cigarette wholesalers' and manufacturers' report due.

Wyoming

November 15: Sales tax report and payment due.



JOE ASH

ACTIVE RECONDITIONED GAMES 'NUFF SAID

COMPLETELY RECONDITIONED—READY FOR LOCATION!

EXHIBIT CARD VENDORS

NEW — IN ORIGINAL CARTONS WRITE!

MUTOSCOPE

ATOMIC BOMBERS
NEW — IN ORIGINAL CRATES WRITE!

CHICAGO COIN GOALEES

NEW — IN ORIGINAL CRATES WRITE!

ALL POST-WAR MACHINES

STAGE DOOR CANTEN \$49.50

SURF QUEEN \$49.50

BIG HIT \$49.50

SUSPENSE \$64.50

SUPERLINER \$89.50

1/3 WITH ORDER, BALANCE C. O. D.

ACTIVE AMUSEMENT MACHINES CO.

666 No. Broad St. Philadelphia 30, Pa. Fremont 7-4495

1060 Broad St. Newark 2, N. J. Mitchell 2-7646

1120 Wyoming Ave. Scranton, Pa. Scranton 4-6176



"YOU CAN ALWAYS DEPEND ON ACTIVE--ALL WAYS"



GET IN THE MONEY WITH THE NEW

BAKERS PACERS

The Aristocrat of Consoles
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Wurlitzer Victory Cabinet 24 . . . \$105.00
Wurlitzer 412 . . . 69.50
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CLEVELAND 3, OHIO

Steel Shortage Prompts Use Of New Machine Materials

(Continued from page 107)

appearance in many cases, corrosion resistance and most important of all, its availability. At present sheet aluminum can be readily procured within six to eight weeks.

There is one drawback to sheet aluminum's use, its cost. With the rising steel prices, the comparative cost of aluminum is not a great deal higher, but its price is still prohibitive to general use.

Another handicap in the use of sheet aluminum is the problem of welding. Bert Riel, of Vendall Company, Chicago, says that this is the main reason his firm has not used aluminum in their products.

One of the most extensive uses of aluminum in a coin machine is the use of an all-aluminum cabinet on the J. P. Seeburg Corporation Symphonola juke box. Daval Products Company likewise has turned to cast aluminum for the cabinet on their Postmaster postage stamp vender.

Dick Hood, of the H. C. Evans Company, points out that his firm uses as much aluminum as possible in its products in order to keep weight down and for ease of machining. Jack Ryan, of J. H. Keeney Company, reports that new Keeney products will also look to the use of more aluminum.

Aluminum Changer Parts

Several juke box firms have recently turned towards the use of various aluminum parts within their machines, such as record support disks, stack separator disks and other parts.

The advantages of using plastics are much the same as those of aluminum. In many cases, plastic use cuts down on weight and helps a machine's appearance. One large manufacturer of plastics centered one of its recent sales arguments around the use of a special corrosion resistant part built especially for refrigerated bottle drink vending machines. Like aluminum, plastics are more readily available than steel.

Plastics firms are out after business from coin machine manufacturers. Many plastic makers have initiated research work on their own in an attempt to develop items suitable for use in various types of coin machines. Other industry uses for plastics have

been developed by coin machine makers themselves.

Typical of the uses for plastics that have been developed by the coin machine industry is the use by the Buckley Manufacturing Company, of Chicago, of a molded plastic part in their Track Odds race-horse console. The plastic piece replaced a part that formerly required several hours of skilled hand tooling. The new part costs but a few cents whereas the metal part formerly used ran into many dollars, and the plastic item is more practical than the old style.

Many Use Plexi-Glass

Perhaps the largest use for plastics in coin machines is that of plexi-glass. This product has been used in numerous ways thruout the entire industry. Many pinball manufacturing firms have used it. It is common to arcade equipment. Vending machine makers have used it in place of glass. Juke box manufacturers have put it to use on various models.

Typical of the firms using plexi-glass in their products are the Rudolph H. Wurlitzer Company which features a window of plexi-glass in its 1948 phonograph; P & C Machine Company which uses it on its new Tom Tom game; United Manufacturing Company which incorporates it into their roll-downs, and many other firms.

Other uses for plastics which are common today are typified by the new plastic head on A. B. T. Manufacturing Corporation's Challenger counter pistol type coin game, decorations on Drink-o-Matic's new cup-type beverage vender and the plastic key assembly on Rock-Ola juke boxes.

Considering the relative newness of the extensive use of plastics in coin machines, their growth as a principal material in the industry is not to be taken lightly. Each week plastic firms are developing new types of plastics or improving on old ones.

Plastics manufacturers claim that the day is not too far distant when entire coin machines may be made of plastics. However, most coinmen are inclined to believe that the more likely development is for more extensive use of plastic parts along with metals.

East's CMI Cancer Fund Drive Rolling

(Continued from page 106)

tion in the time remaining before the jamboree, a general reorganization of the committees announced two weeks ago (*The Billboard*, October 11) was effected. However, Jack Mitnick and Harry Rosen remain as chairman and treasurer.

Appointed to the new executive committee were Al Denver, Charles Aronson, Bill Rabkin, Nat Cohn, Eddie Smith, Dave Simon, Barney Sugarman, George Ponsler, Harry Pearl, Is Horowitz, Mike Munves, Sidney Levine, Bessie Berman, Joe Hahnen, Sam Kresberg, Sam Waldor, F. McKim Smith, Saul Pearlman, Herbert Blum, Robert Z. Green, Mario Russo and Murray Weiner.

The revised ticket committee was broken down into separate sections for New York, New Jersey and Connecticut. The New York section, the largest, comprises Barney Schlang, Bennie Linn, Gloria Friedman, Joe Hirsch, Dave Stern, Dave Simon, Matty Forbes, Max Schaffer, Irv Katz, Bert Lane, Albert I. Gerner, Dave Gilbert, Nat Faber, Harry Krane, Jack Schoenback, Herbert Weaver, Al Bloom, Willie Levy, Milton Green, Charlie Lichtman, Hymie Rosenberg, Harry Berger, Dave Lowy, Sam Sachs and Maxie Green.

Named to the New Jersey section of the ticket committee were Leroy Stein, Abe Green, Joe Fishman and Harry Steinberg, while the Connecticut section was announced as including George Hurwich and Ralph Colucci.

Professional assistance to set up a talent roster and performance time table for the Manhattan Center affair was obtained in the person of Jerry Rosen, theatrical agent. Other members of the entertainment committee announced at Wednesday's meeting were Jack Mitnick, Gloria Friedman, Bessie Berman, Eddie Smith, Irving Katz, Harri Pearl and Leroy Stein.

Names of all industry contributors to the Damon Runyon Cancer Fund Drive, regardless of the amount donated, will be printed in a special book to be distributed at the Coin Machine Industries convention at the Sherman Hotel, Chicago, January 26-28.

NEW 8-BALL PIN

(Continued from page 107)

chine. This, Jones points out, allows for easy servicing.

In order to draw attention, the drum is kept revolving at all times the machine is turned on and the portion of the backboard upon which it is mounted is constantly illuminated. Other attractors include bells attached to the scoring mechanism and nine bright colors on the cabinet. The scoreboard is on timed-lighting.

Operation Described

Tom Tom game is operated in the same manner as the conventional pin game with a plunger operated ball delivery. Balls are shot as in a pin game with a ramp elevating the ball toward the revolving tom tom. Jones said that the game is adaptable to free play operation altho standard form is straight nickle play.

Both the playing surface and revolving tom tom are covered with plexiglas. Game will be shipped in one piece ready for operation. First shipments are scheduled to be made Monday (20).

Mich. City Against Meters

EATON RAPIDS, Mich., Oct. 18.—Parking meter idea has temporarily been given up here. Business people, farmers and citizens in general have expressed opposition to the meters, claiming Eaton Rapids is a "farmers' town" and farmers don't like to be charged for parking while spending their money.

New Esso Roll-Down Production Started; Now Naming Distributors

HOBOKEN, N. J., Oct. 18.—Jack Semel, president of Esso Manufacturing Company, and Jack Rubin, secretary, this week reported that their new game, the Esso Arrow, is now in production and more than 200 machines have already been shipped. The new roll-down was designed by Semel, who, with Rubin, took over the firm several months ago.

The Arrow has a number of new features including a floating rollover button with spring action; a special featherweight gate which prevents return balls so that only seven balls can be played, and a colorful mirrored glass backboard. The cabinet is constructed of one-inch matched birch with a natural finish.

In discussing their operation, Semel and Rubin said they plan to expand their manufacturing facilities in the near future, and that they will be ready to reveal their distributorship set-up shortly.

Charter Laundry in S. C.

COLUMBIA, S. C., Oct. 18.—Secretary of state here has issued a charter to the Elmwood Laundry Center, this city. Firm, headed by Fletcher Ruff Jr., president, listed capital stock at \$10,000.

DOWN GO PHONOGRAPH PRICES

Following are new low prices on used phonographs.

WURLITZER		SEEBURG	
850	\$269.50	Hitone, R.C.	\$209.50
780	249.50	Hitone, E.S.	179.50
500	129.50	Commander, Cadet, Maestro, Major	189.50
600K	119.50	Plaza	89.50
800	109.50	Casino	89.50
24	89.50	Concert Grand	89.50
24 Cellar Job	69.50	Regal	89.50
24 Victory	79.50	8200 Conversion	79.50
61	59.50	Royal	69.50
616, Ill.	59.50	Melody Queen	69.50
616, Plain	49.50	Rex 30-Wire Cellar Job	59.50
50	39.50	1941 Factory R.C. Special, R.C.	169.50
		Factory R.C. Special, 30-Wire	139.50
ROCK-OLA		MILLS	
Commando	\$149.50	Empress	\$ 89.50
Super	139.50	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.	
De Luxe	120.00		
Standard	115.00		
Playmaster and Spectravox	99.50		
WALL BOXES			
Seeburg S-24-12	\$ 5.95	Rock-Ola Dial-a-Tune	\$ 5.95
Seeburg S-20-12	5.95	Seeburg Remote Control Wireless	219.50
Seeburg Wireless Baromatic	29.50	3-Wire	199.50
Seeburg 3-Wire Baromatic	22.50	Needles	Write
WS-2Z Wireless	19.50	10,000 Title Slips	3.75
DS-20-1Z 3-Wire	17.50	Talking Gold	75¢ per 100 sq. inches
Wurlitzer 120	7.50		
1946 PHONOGRAPHS — LIKE NEW			
Wurlitzer	\$650.00	Aireon	\$349.50
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RCA Surveys Chi Tavern Television

CHICAGO, Oct. 18.—Tavern owners are learning to use television to boost business as well as draw customers into their establishments, according to a survey concluded here this week by the Radio Corporation of America (RCA).

Survey indicated that 80 per cent of Chicago tavern owners having television thought that its use had increased business, RCA officials said.

600 Replies

Out of 1,700 questionnaires sent out by RCA, some 600 replies were received indicating an average business rise in Chicago taverns using television of 20 per cent. Reported increases ranged from 10 to 60 per cent, it was reported.

Dan Halpin, RCA television sales manager, credited the reports of increased business, which were contrary to previous surveys conducted by other organizations on Chicago tavern television, to the fact that bartenders are learning to capitalize on the increased number of patrons during television broadcasts.

Main beef of Chicago tavern owners about television has been that customers will nurse a 10-cent beer or single drink thru a lengthy television broadcast, keeping net business down.

Halpin says that, thru increased sales effort, bartenders have been able to overcome this handicap to use of video in taverns and now find that tele helps business.

RCA spokesmen reported that another recent survey brought out that over 50 per cent of the present television set owners in this area admitted that they had seen their first telecasts in taverns or other public spots.

Greatest present sales climb, Halpin said, is in sales of sets to private clubs and fraternal organizations. Home sales and tavern sales are also moving steadily ahead, he said.

Figures show that as of October 3 there were 1,790 taverns and restaurants in Chicago with tele sets. This represents about 27 per cent of the total of all video sets in the Chicago area—6,636 at that date.

RCA survey indicated that most popular television features in Chicago taverns were sports broadcasts, with wrestling first and baseball second. Most of the survey was made during August and RCA officials expressed the thought that football shows are currently leading the popularity list.

Start Delivery Of Latest Bally Bell Consoles

CHICAGO, Oct. 18.—Deliveries of Wild Lemon and Double-Up are scheduled to begin this week, according to an announcement by George Jenkins, vice-president and general sales manager of Bally Manufacturing Company. Both of the games are bell consoles which feature three spinning reels and the familiar bell-fruit symbols.

Wild Lemon introduces a new wild lemon light which flashes on the back glass. When this light is lit, lemons on the reels score as any symbol. The game also features changing odds. Double-Up is a hold-and-draw type which has the "extra draw" feature of the De Luxe Draw Bell. Game likewise has a double-score spinner which spins on every play, automatically doubling awards if lit symbols match symbols on reels.

Both new games are being made for nickel or quarter play and can be converted to automatic or replay operation.

Food-o-Mat Corp. Officials Talk Coin Operation

CHICAGO, Oct. 18.—Chain food store representatives attending the convention of the National Association of Food Chains (NAFC) at Hotel Drake here this week got a demonstration of the Food-o-Mat Corporation's gravity feed automatic food shelves.

The automatic self-service food shelves were designed and first used by the Grand Union chain. Lansing P. Shield, Grand Union vice-president, holds the patents on the device. However, the Food-o-Mat Corporation is offering the shelves to any firm which wants to use them and has accepted orders from several sections of the country.

Altho the Food-o-Mat is not coin operated, F. Arthur Hall, firm representative in charge of the convention display, said that they have seriously considered experimenting with methods to adapt the shelves to coin operation.

Hall reported that the firm is now in full production at its plant in Schenectady, N. Y. Food-o-Mat offices are in New York City. He said that installations have already been made in some 14 stores and new installations are averaging three a month.

An average Food-o-Mat store carries 1,700 automatically vended items. Shelves are loaded from the rear where servicemen are out of the consumer's way. Average shopping time is cut down at least 30 per cent, the firm claims.

Barney Fishman Dies In L. A.; Sisters Keep Ocean Park Arcades

LOS ANGELES, Oct. 18.—Sportland and Playhouse arcades, operated for years by Barney Fishman, who died recently, will continue to function on the pier at Ocean Park, located near here, with Mrs. Paul Gerber and Mrs. Fishman, sisters, retaining their interests.

Fishman succumbed to a kidney ailment at the Cedars of Lebanon Hospital here Tuesday (7). Altho he had been in bad health for several months, his death was unexpected.

Sportland, one of the largest arcades in this section, was established some years ago by the late Paul Gerber, of Gerber & Glass in Chicago, and his brother-in-law, Fishman.

Fishman had divided his time in recent years between the arcade and the manufacturing of store fixtures.

Joe Rose, who has actively managed the arcades for nearly three years, will continue in this capacity.

Propose Tax Hike on New Orleans Pinballs

NEW ORLEANS, Oct. 18.—Newspapers here this week carried stories saying that Utilities Commissioner Fred Earhart has proposed doubling the present city license tax on pinballs. The commissioner is attempting to raise funds for street paving. Operators, who are already heavily licensed, are dubious about their future should the proposal go thru.

The pin games are already operating under four separate tax levies—State, city and federal excise, plus a special \$2.50 tax dedicated to hospitals. Under the proposal, as announced here this week, pin games would be taxed a total of \$162.50 per year.

NAAMO Fetes Contributors To Vets' Fund at Waldorf Feed

(Continued from page 106)

The *Billboard*, will be in charge of the school co-ordination committee, assisted by Nat Faber, New York arcade owner, and I. H. Rothstein, of Banner Specialty Company, Philadelphia.

Reception Committee

The reception committee at the November 13 dinner will be headed by Al Rodstein, assisted by Herb Weaver, New York arcade owner, associate chairman, and Al Blendow, Joe Ash; Bernard Katz, Coney Island arcade owner; Ben Rodins, Dave Simon and Miss E. Vaughn, acting executive secretary of NAAMO. This committee will be in formal dress at the function, as will all at the speakers' table, but dress will not be required of the other diners.

A committee to take charge of a group of scholarships (total value \$500) that was voted for all coin machine mechanics classes will be headed by Rodins, assisted by Ash, Simon and William Weinstein, Atlantic City arcade owner.

Smith, as NAAMO president, will serve on all committees, elected or appointed, under provisions of the NAAMO charter.

Several coinmen at the dinner reported plans to establish scholarships under their own names or their firms' names. A. P. Henry, in charge of the Manhattan Trades Center—where the coin machine mechanic classes are being held—will work with the scholarship committee in selecting the type of scholarships, as well as choosing the winning students.

Second Class November 3

The second class of the school will have twice as many students as the first and will begin November 3. Bill Lanzy, chief mechanic at Smith's Gameland, Atlantic City, formerly in charge of mechanics for a coin machine manufacturer, will be present at the school for two weeks to help plan the second course of study with Henry and to answer questions for students in the first and second classes.

The board of education has assigned two classrooms to the second class and electricians are now rewiring these rooms so that coin machines can be placed solidly next to each other on three sides of each of the two rooms.

The Veterans' Administration, as well as the board of education, expressed "the sincerest thanks to the coin machine industry" for the almost 200 coin machines that have been donated to the school and to NAAMO for making the school possible.

Co-Operating Firms

Firms that sent machines and guest instructors to the first class, and have promised to continue their co-operation include International Mutoscope Corporation, Long Island City; Imperial Distributing Company, Brooklyn; Capitol Projector Corporation, New York; A. B. T. Manufacturing Corporation, Chicago; National Slug Rejectors, St. Louis; Bally Manufacturing Company, Chicago; Runyon Sales Company, New York; Scientific Machine Corporation, New York; Rock-Ola Manufacturing Company, Chicago; Edelman Amusement Devices, Detroit; Atlantic New York Corporation, New York; Spacarb, Inc., New York; Telecoin Corporation, New York, and Amusematic Corporation, Chicago. Besides these firms, Smith says, he has promises of support for the second class from five others.

The first mechanics' course included six months' instruction on re-

pair of all types of vending, music, amusement and arcade machines. The vets who took this first course all had 12 months previous training in radio, television, electrical appliances and electronics. In order to qualify for the second course the students must have completed the same type of schooling—or be able to prove sound knowledge of the electrical and electronic fields.

Lynn Durant, head of United Coin Machine Manufacturing Company, Chicago, was named by Smith at the close of the meeting as having given \$300 to the fund, his being the largest single contribution. The J. P. Seeburg Corporation donated \$200. Those who donated \$100 (one ticket) included Joe Ash, Bert Lane; I. H. Rothstein, of Banner Specialty Company, Philadelphia; S. Wolberg and S. Gensberg, of Chicago Coin Machine Company; Dave Gottlieb, of D. Gottlieb & Company, Chicago; Ted Kruse, Amusematic Corporation; Max Levine, Scientific Machine Corporation, New York; Bernard Katz, Mike Munves, Ben Rodins, Al Rodstein, Dave Simon, F. McKim Smith, Herb Weaver, Meyer Wolf; Nat Faber, New York arcade owner; A. Joseph Geist; William Weinstein, Atlantic City arcade owner, and Max Schaffer.

Others who contributed to the fund were Jack Kaufman, of K. C. Novelty Company, Philadelphia; A. Lissianski, of New York, and Alfred Bergman, of Alfred Sales, Buffalo. Smith reports checks are still coming in to the fund every day.

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Wurlitzer 600R	150.00
Seeburg Gem	100.00
Rock-Ola Windsor	100.00
Seeburg-Hide-Away	100.00
WALL BOXES—USED	
30-Wire Seeburg	5.00
Buckley Boxes	5.00
Rock-Ola Dial-a-Tune	10.00
ARCADE	
Evans Ten Pins, repaired and in nice shape, Each	50.00
Barrel Rolls, 9-ft. Each	200.00
Bowling League, 9-ft. Each	100.00
Bowl-a-Bomb, 9-ft. Each	100.00
Seeburg Guns, Each	50.00
Pop-Up, Kicker and Katcher, Each	25.00
Mills Vest Pocket, Each	35.00
Record Time, Each	50.00
Sport Special, Each	50.00
5-BALL GAMES—Clean and Ready To Go	
Laura, Marvel Baseball, Jeep, Keep 'Em Flying, Four Aces, Victorious '41, Liberty, Each	50.00
Victory, Invasion, Hi-Dive, Bowl-Away, Each	35.00
Spot-Cha, Sport Parade, Britle Spot, Lead Off, Crystal, Bombardier, Drum Major, Each	20.00
Flat Top, Bosco, Trade Winds, Oklahoma, Each	75.00
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Chicago Wants Legal Gaming, Survey Shows

CHICAGO, Oct. 18.—According to a survey made here this week, 55 per cent of all Chicagoans would like to have gaming legalized.

Survey was made by Research Associates, an independent organization, and was published in the October 13 *Chicago Sun*. The research organization reported that its findings indicate nearly half of the city's residents now indulge in some kind of gaming, and that more men are inclined to wagering than are women.

Here's the way *The Sun* published the breakdown: 55 per cent are in favor of legalized gaming; 35 per cent are opposed and 10 per cent had no opinion to offer.

The research organization asked why people believed gaming should be legal and got, among other replies, the answer that the State would find it a good source of revenue, that gaming should be in the open instead of under cover, and that people should have the right to gamble if they wish.

COURT OKAYS PINBALLS

(Continued from page 106)

liquor authority, for an easy statement on New York's pinball games. The book states: "Pinball machines so constructed that the user may not secure additional chances or rights to use such machines are not in themselves gambling devices, provided they are used only for amusement and nothing of value is given to the person playing the machine."

ADVANCE RECORD RELEASES

(Continued from page 31)

RACE

- ACE IN THE HOLE.....Jesse Stone Ork (Jesse Stone) (HEY, SISTER).....Victor 20-2554
- ALL ABOARD FOR OKLAHOMA....Spade Cooley Band (TAILOR-MADE).....Victor 20-2552
- AMERICAN BALLADS AND FOLK MUSIC, Volume 11, Album (3-10")...John Jacob Niles.....Disc 733
- Frog Went A-Courtin'.....Disc 6015 | John Henry.....Disc 6014
- Go Way From My Window...Disc 6016 | The Lass From the Low Countrie...Disc 6015
- Jack O' Diamonds.....Disc 6016 | Who Killed Cock-Robin?...Disc 6014
- CAN'T HELP LOVIN' THAT MAN...Stenis Ousley (HONEYSUCKLE ROSE).....Westernair 109
- CATCHIN' AS CATCH CAN.....Bea Booze (SEE SEE).....Decca 48055
- DON'T YOU THINK I OUGHT TO KNOW?.....Stenis Ousley (I CRIED)...Westernair 108
- HASTING ST. BOUNCE.....Paul Williams Ork (Muddy Waters) (WAY LATE).....Savoy 659
- HEY, SISTER LUCY (What Makes Your Lips So Juicy?)...Jesse Stone Ork (Jesse Stone) (ACE IN).....Victor 20-2554
- HONEYSUCKLE ROSE.....Stenis Ousley (CAN'T HELP).....Westernair 109
- I CRIED FOR YOU.....Stenis Ousley (DON'T YOU)...Westernair 108
- I'M ALL ALONE.....The Toppers (I'M LIVING)...Savoy 656
- I'M LIVING FOR YOU.....The Toppers (I'M ALL)...Savoy 656
- OUT OF SIGHT, OUT OF MIND....Slim Lindsey and His Drifters (THE DRIFTERS)...Paragon 510
- PLAIN FOOD BLUES.....Arnold Wiley (WILEY'S BOOGIE).....Apollo 391
- SEE SEE RIDER BLUES.....Bea Booze (CATCHIN' AS).....Decca 48055
- TAILOR-MADE BABY.....Spade Cooley Band (ALL ABOARD).....Victor 20-2552
- THE DRIFTERS' POLKA.....Slim Lindsey and His Drifters (Slim Lindsey) (OUT OF)...Paragon 510
- THE HEARTSICK BLUES.....The Buchanan Brothers (The Georgia Catamounts) (THERE IS)...Victor 20-2553
- THERE IS A POWER GREATER THAN ATOMIC...The Buchanan Brothers (The Georgia Catamounts) (THE HEARTSICK).....Victor 20-2553
- UNFAIR LOVER.....Little Eddie Boyd and His Boogie Band (Little Eddie Boyd) (YOU GOT).....Victor 20-2555
- WANTED.....Eddie McMullen (WEDDING BLUES)...Rainbow 50003
- WAY LATE.....Paul Williams Ork (Muddy Water) (HASTING ST.).....Savoy 659
- WEDDING BELLS ARE BREAKING UP THAT OLD GANG OF MINE...Eddie McMullen (WANTED)...Rainbow 50003
- WILEY'S BOOGIE.....Arnold Wiley (PLAIN FOOD)...Apollo 391
- YOU GOT TO LOVE THAT GAL...Little Eddie Boyd and His Boogie Band (Little Eddie Boyd) (UNFAIR LOVER).....Victor 20-2555

*Re-issue.

CHILDREN'S RECORDS

- A KIDDIE KORNCERT ALBUM....The Korn Kobblers.....MGM 13
- Chopsticks.....MGM 10076
- Mary Had a Little Lamb.....MGM 10078
- Myrtle the Turtle and Flip the Frog.....MGM 10080
- The Barnyard Band.....MGM 10080
- The Whistler and His Dog.....MGM 10078
- Three Blind Mice.....MGM 10077
- When the Circus Comes to Town.....MGM 10079
- Who's Afraid of the Big Bad Wolf?...MGM 10077
- ALADDIN AND HIS WONDERFUL LAMP ALBUM.....Milton Cross (Ted Dale Ork).....Musicraft M 87
- BUSTER BAGS THE BANDIT ALBUM (2-10")...Lon Clark-Haakon Bergh Ork.....Harmonia HR-26
- HERE COMES COLONNA'S TROUBLE ALBUM.....Jerry Colonna (Billy May Ork).....Capitol DAS-60
- KANKIE AND THE CONCERTINA ALBUM (2 by 10")...David Allen (Charles Hale Ork).....Columbia MJ-39
- LITTLE STORIES FOR LITTLE PEOPLE (A Collection of Nursery Rhymes) Album (2-10")...Monica Lewis (Ray Bloch Ork).....Singer CF-1
- MICKEY AND THE BEANSTALK ALBUM.....Johnny Mercer-Luana Patten-Bobby Driscoll-Original Cast.....Capitol CCX-67
- OLAF AND HIS MAGIC VIOLIN...Leslie Biehl-Haakon Bergh Ork.....Harmonia H-5005
- SING A SONG OF SAFETY ALBUM..Dick Gilbert-The Bluebirds-Ray Carter Ork.....Adventure ARC 6
- SPARKY AND THE TALKING TRAIN ALBUM.....Henry Blair-Billy May Ork...Capitol BC-66
- THE GOOBLE FAIR ALBUM (2-10")..Lon Clark-Haakon Bergh Ork.....Harmonia HR-27
- TIGE—The Beautiful Butterfly.....Leslie Biehl-Haakon Bergh Ork.....Harmonia H-5004

*Re-issue.

RELIGIOUS

- CHRISTMAS HYMNS AND CAROLS ALBUM.....The Canterbury Choir (Macklin Morrow, Dir.-Ernest White).....MGM 15
- CLIMBING UP THE GOLDEN STAIRS.....Sister Lillie Mae Littlejohn (DEAD CAT).....Manor 1089
- DEAD CAT ON THE LINE.....Sister Lillie Mae Littlejohn (CLIMBING UP).....Manor 1089
- HERE AM I (Lord Send Me).....Heavenly Gospel Singers (MY LIFE).....Manor 1094
- HIGH HOLIDAYS ALBUM (2-12")...Cantor Jonah Binder.....Disc 904
- Kaddish.....Ovinu Malkeinu Yaaleh
- Kol Niderl
- I CLAIM JESUS.....Sister Dorothy Willet (STRANGE THINGS).....Apollo 163
- I SAW THE LIGHT.....Clyde Grubb and His Tennessee Valley Boys (Leonard Dabney-Clarence Harell) (WHEN GOD).....Victor 20-2485
- LOWDOWN THE CHARIOT.....The Singing Crusaders (WADE IN).....Super Disc 1040
- MOVE ON UP A LITTLE HIGHER, Parts 1 and 2.....Mahalia Jackson.....Apollo 164
- MY LIFE IS IN HIS HANDS.....Heavenly Gospel Singers (HERE AM).....Manor 1094
- ROMAN SINGERS OF SACRED MUSIC FROM THE VATICAN CHAIRS ALBUM.....Roman Singers of Sacred Music (Msgr. Refice, Dir.).....Seva 18
- Acclamations (Salute).....Seva 7001
- Ave Maria, Part I and II.....Seva 7002
- Jubilate Deo.....Seva 7003
- Regina Coeli.....Seva 7003
- Tu Es Petrus.....Seva 7001
- *Re-issue.
- STRANGE THINGS HAPPENING EVERY DAY.....Sister Dorothy Willet (I CLAIM).....Apollo 163
- WHEN GOD COMES AND GATHERS HIS JEWELS.....Clyde Grubb and His Tennessee Valley Boys (Leonard Dabney-Clarence Harell) (I SAW).....Victor 20-2485

*Re-issue.

(Continued on opposite page)

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ADVANCE RECORD RELEASES

(Continued from opposite page)

INTERNATIONAL

ADAMA (Song of the Earth)	Saul Meisel (HATIKVA)	Victor 25-5080
ALMA A FA ALATT	Imre Varga (Rad Koltottem)	Continental MR-83
BUMBLE BEE SCHOTTISCHE	Whoopie John Wilfahrt Ork (OH-KAY POLKA)	Decca 45059
CERLAMA-KOLLO (Cherlame Circle Dance)	Edo Lubich Tamburitza Ork (DUZGI, DUZGI)	Victor 25-3058
CUCKOO WALTZ	Henri Rene Musette Ork (DANCING DOLL)	Victor 25-1098
DANCING DOLL (Poupee Valsante)	Henri Rene Musette Ork (CUCKOO WALTZ)	Victor 25-1098
DAWN POLKA (Na Vasi)	Podobnik-Gregoire (Joseph Kusar Ork) (FAREWELL WALTZ)	Continental C-419
DIE GREENE KUZINA	Jacobson Bros. (MATZOH BALLS)	Continental C-13001
DUZGI, DUZGI-JA VARAZCHNIC-TI SI ANCICE	Edo Lubich (Mirko Tamburitza Ork) (CERLAMA-KOLLO)	Victor 25-3058
FAREWELL WALTZ (Na Oknu)	Podobnik-Gregoire (Joseph Kusar Ork) (DAWN POLKA)	Continental C-419
HORA STACCATO	Charles Magnante (MISIRLOU)	Standard F-8009
HORA STACCATO	Charles Magnante (MISIRLOU)	Standard F-9044
1. HORAH; 2. HASHIVEINEC (Palestinian Folk Dances)	Dave Tarras Palestinian Dance Ork (1. NIGUN BIALIK)	Victor 25-5079
MATZOH BALLS	Jacobson Bros. (Die Greene)	Continental C-13001
MERRY MINCERS POLKA	Polka Kings (WHIRLWIND POLKA)	Continental C-1207
MISIRLOU	Charles Magnante (HORA STACCATO)	Standard F-8009
MISIRLOU	Charles Magnante (HORA STACCATO)	Standard F-9044
1. NIGUN BIALIK (Song of Bialik); 2. OMU BONU ARTSO (We Build Our Home Land)	Dave Tarras Palestinian Dance Ork (1. HORAH; 2. HASHIVEINEC)	Victor 25-5079
NO LUCK WITH GIRLS	Frank Wojnarowski Ork (ONLY FOR)	Harmonia H-1163
NO' PROSC E	Gennaro Amato ('O RISTORANTE)	Harmonia H-2017
NUTTATA 'E SENTIMENTO	Joe Masiello (ZINGARO)	Harmonia H-2025
'O MARITO E' COMME 'O CIUCCIO	Gennaro Amato (TUTTO SAGLIE)	Harmonia H-2018
'O, RISTORANTE 'E MARIANNINA	Gennaro Amato (NO' PROSC E)	Harmonia H-2017
OD JAWOREM	Brunon Kryger Taneczna Ork (JEDZIEMY, JEDZIEMY)	Harmonia H-1180
OH-KAY POLKA	Whoopie John Wilfahrt Ork (BUMBLE BEE)	Decca 45059
OJ SZEWCZYKU	Brunon Kryger Taneczna Ork (GORALSKA POLKA)	Harmonia H-1182
OLD TIMERS POLKA	Walter Solek Ork (HI GIRLIE)	Harmonia H-1153
OMNIBUS POLKA (On a Bus Polka)	Joseph Bednarek Ork (NIESPODZIANKA POLKA)	Standard F-3031
ONLY FOR YOU	Frank Wojnarowski Ork (NO LUCK)	Harmonia H-1163
OVER THE MOUNTAIN	Walter Solek Ork (I BOUGHT)	Harmonia H-1154
PATRICIA POLKA	Polish Aristocrats Ork (LUMBERJACK POLKA)	Harmonia H-1159
PEP IT UP	Walter Solek Ork (BRIDGEPORT POLKA)	Harmonia H-1162
PICCOLA CAPRICCIOSA	Giovanni Vicardi Ork (IL GOLFO)	Harmonia H-2056
PIJE KUBB	Polish Aristocrats Ork (WANDA I)	Harmonia H-1167
PIOGGIA DI FIORI	Giovanni Vicari Quartetto Siciliano (LA VEZZOSA)	Harmonia H-2100
POLISH LIFE	Bee Gee Tavern Band (RED WINE)	Columbia 37946
PONIEDZIALEN SMUTNY BANEK (Monday Morning Blues Polka)	Clara and Nell Zamachaj (J. Lazarz Ork) (PRZYREECE MNIE)	Standard F-3030
PRZJAZD DO AMERYKL	Wacek Solek Ork (VERMONT POLKA)	Harmonia H-1164
PRZYREECE MNIE (Promise Me)	Clara and Nell Zamachaj (PONIED-ZIALEN SMUTNY)	Standard F-3030
RAD KOLTOTTEM KET PENGOMET	Jozsef Cselenyi (ALMA A)	Continental MR-83
RED WINE	Bee Gee Tavern Band (POLISH LIFE)	Columbia 37946
ROLLING ROCK POLKA	Frankie Yankovic and His Yanks (John Pecon (ANDY'S JOLLY)	Columbia 37948
ROMAN HOLIDAY	The Gondoliers (CARMELITA)	Harmonia H-2201
SHPILT A CHASANA OIF (Strike Up the Kapelye)	Miriam Kressyn (Abe Ellstein Ork) (MARCERITKES)	Standard F-8008
SONGS OF MANY LANDS ALBUM	Josef Marais and Miranda	Decca A-605
Beside the Windmill (Dutch)		Decca 24224
1. Go Tell Aunt Rody (American); 2. The Sheep Are Coming Down the Road (South African)		Decca 24224
Ihashe (Zulu Chant)		Decca 24221
Johnnie With the Bandy Legs (South African)		Decca 24221
The Bouquet (Flemish)		Decca 24223
The Cherries (French)		Decca 24222
Waltzing Matilda (Australian)		Decca 24222
When a Little Farm Me Keep (Old English)		Decca 24223
SPERANZE PERDUTE	Giovanni Vicari Ork (MIGLIAVACCA)	Harmonia H-2057
SPRINGTIME POLKA	Polish Aristocrats Ork (DOLORES POLKA)	Harmonia H-1186
STROFETTE ALLEGRE	V. Bellantoni (L. Canoro Ork) (CAMAG-NOLA CALABRESE)	Harmonia H-2043
SUCCESS POLKA	Fr. Wojnarowski Ork (BIJE MAMCIA)	Harmonia H-1151
TAM ZA GORAMI	Brunon Kryger Taneczna Ork (CISAWY KONISIU)	Harmonia H-1181
TUTO SAGLIE E TUTTO CRESCE	Gennaro Amato ('O MARITO)	Harmonia H-2018
VACO 'E PRESSA	Anna and Roberto Ciaramella (NEL NEGOZIO)	Harmonia H-2041
VERMONT POLKA	Wacek Solek Ork (PRZYJAZD DO)	Harmonia H-1167
VIOLETTA	The Gondoliers (LOVE SERENADE)	Harmonia H-2200
WANDA	Walter Solek Ork (CHOO-CHOO POLKA)	Harmonia H-1156
WEDDING MARCH FROM LOHEN-GRIN	Brunon Kryger International Ork (COUN-TRY WEDDING)	Harmonia H-1116
WESOLY WACEK	Wacek Solek Ork (LAMENT PIJAKA)	Harmonia H-1152
WHIRLWIND POLKA	Polka Kings (MERRY MINCERS)	Continental C-1207
WHOOPEE POLKA	Walter Solek Ork (JEANNIE POLKA)	Harmonia H-1157
ZAPPATORE	Joe Masiello (CARME' TU)	Harmonia H-2026
ZEMILE	M. Thomakos (IRTHES ARGA)	Standard F-9042
ZINGARO	Joe Masiello (NUTTATA 'E)	Harmonia H-2025

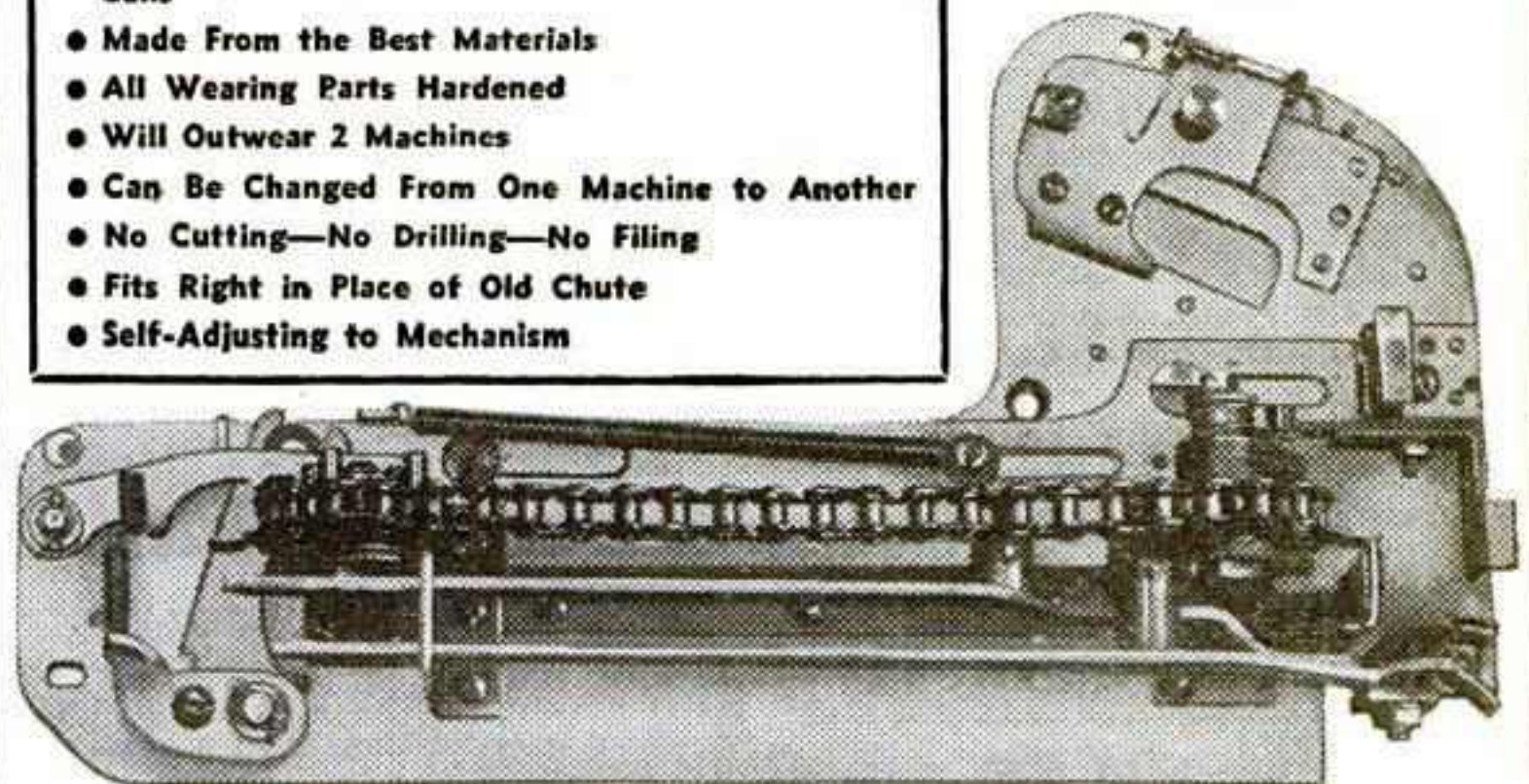
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Display New Juice Vender

CHICAGO, Oct. 18.—The California Fruit Growers' Exchange displayed a manually operated fresh fruit juice vending machine at the National Association of Food Chains (NAFC) convention which ended at Hotel Drake here today.

The refrigerated juice vender was a Sarco machine distributed by the RDD Company of Los Angeles. Over 100 gallons of fresh orange juice were vended free to the 1,000 food merchants attending the three-day convention.

According to Warren G. Darnell, of the exchange's Chicago office, the California organization is currently experimenting with several methods for coin-operated vending of fresh orange juice. None were displayed at the convention, however.

The Sarco vender keeps the orange juice at a 32 degree Fahrenheit temperature and has a constantly moving agitator. Juice is vended thru a hand-operated faucet.



ILLINOIS PHONOGRAPH OWNERS, INC., President Ray Cunliffe (center) receives thanks from Barbara and Freddy Nagel, well-known band leader, for contribution of a juke box to the Northbrook, Ill., Youth Center, recently housed in a new building thru a community effort.

Chi Council Considers New Licensing Law

Would Limit Taverns

CHICAGO, Oct. 18.—A possible drop in the number of juke box locations here was indicated this week as representatives of the retail liquor business agreed in principle yesterday with a suggested ordinance to restrict the number of liquor licenses issued by the city council.

Ordinance, if passed by the council, would limit the number of liquor licenses to about 7,000. The present total is 9,970. Agreement was reached at a meeting with a city council license subcommittee which has been trying to increase the city's revenue by raising license fees.

One of the points in the suggested ordinance would prohibit the establishment of liquor stores or taverns within 600 feet of each other.

Representatives of retail liquor businesses were warned by the committee chairman, Thomas E. Keane, that as the number of licenses decreases, there must be a corresponding increase in fees. City presently receives \$9,334,000 annually from liquor licenses.

Commodity Vendors Adds Three Western States to Territory

CHICAGO, Oct. 18.—Three new States—California, Washington and Oregon—have been added to the territory in which Commodity Vendors, Inc., of this city will distribute the Lewel aspirin vender. Commodity has now moved into offices in the Randolph-Wells Building. Ken Wilson, formerly representing International Mutoscope here and Howard Pretzel, formerly vice-president of Coin Machine Acceptance Corporation, head up the distributing company.

Wilson said this week that the firm has received its first production model of the aspirin machine, and expects to start receiving regular shipments next week. Meantime, Commodity announced that it will set up a model aspirin vending route in Chicago to explore the possibilities of this new merchandising idea.

One of the principal purposes of the test operation, Wilson said, would be to determine how best to finance operators of the equipment. Currently, Commodity has set up a plan whereby operators amortize their investment in 12 months. Results of the model operation will determine whether this period should be maintained or modified.

Await Announcement of U. S. Cocoa Allotment

CHICAGO, Oct. 18.—Cocoa buyers expect the allocations of the West African cocoa crop to be announced in Washington early next week. Allocations of the important candy-making ingredient were set up at a meeting of the International Emergency Food Council (IEFC) in London this week.

Meanwhile, in New York, the price of cocoa remained unchanged, running between 46.50 and 48 cents per pound.

NEW YORK, Oct. 18.—Walter J. Niles was announced this week as president of Frederick Hart & Company, manufacturers of electronic and electrical equipment.

Niles succeeds Charles R. D'Olive, resigned.

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Leased Television Sets Direct Competition for NY Phono Ops

NEW YORK, Oct. 18.—Influx of a new group of radio dealer-video operators and growing tendency to lease large-screen television sets to locations in this area offers additional direct competition to juke box operators.

This week Hamilton Hoge, president of United States Television (UST), disclosed that his firm's dealers are opening up new public locations to tele sets. These locations include bowling alleys (heavy placement in this type of location has been noted here during the past few weeks); theaters, for use in rest rooms and foyers to entertain persons who prefer to wait to see the film from the beginning; churches, automobile showrooms, and fraternity and sorority houses. At least one theater chain, comprising more than 125 houses, is now negotiating for television receivers for their entire group.

More Leases to Taverns

One of the newest, rapidly growing developments is the leasing of large-screen tele sets to taverns, bars and grills in this area. And with this new development has come a new-type operator who is competing with juke box firms for locations.

Under its present set-up, UST is selling public location television sets to radio dealers who in turn act as

the operator with the location. While UST does not come into the picture after the initial sale is made, Hoge said that one-third of his firm's sets on public locations here are leased to the location at an average monthly rental of \$112.50. Locations are asked to pay a month's lease charges in advance, and the radio dealer-operators do the servicing.

Increasing acceptance of such lease deals—which amounts in a year to more than the purchase price of many public tele models—has focused attention on the minimum guarantee plan advanced by H. F. Dennison, president of Videograph, who will show the first coin-operated juke box-television set at the Pennsylvania Hotel this week.

Dennison's plan calls for operator-location contracts which provide for a minimum \$30 weekly guarantee. Operator and location divide any amount above this minimum in much the same fashion as some juke box operators already operate.

Operators here believe locations will favor the guarantee over monthly rental fees where the actual financial gain from the set is measured only in terms of increased crowds.

Okla. Cig Vender Firms Who Use Tax Stamps Get New Rule

OKLAHOMA CITY, Oct. 18.—Cigarette wholesalers and vending machine operators who place their own tax stamps on packs have been authorized to replace tax decal stamps by the use of a special stamping machine. John Dunn, chairman of the Oklahoma Tax Commission, said that it will not be compulsory for wholesalers of cigarettes to use the machine if they prefer not to.

The tax commission chairman said he expects that approximately half of the State's 220 wholesalers will use the new process. The stamping machine, he said, makes for a speedier, more efficient operation on the wholesaler's part and will likewise save the State approximately \$10,000 in stamps. Dunn said approximately 150,000,000 cigarette tax stamps are used each year in Oklahoma.

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Few Booths and Rooms Left for '48 CMI Confab

CHICAGO, Oct. 18.—Only seven booths remained to be assigned at noon Friday (17) for the 1948 Coin Machine Industries' (CMI) Convention and Show, Jim Gilmore, the association's secretary-manager, revealed.

As things now stand—with the show selling out in record time—Gilmore said he did not believe the association would make a mailing to non-member firms who have never exhibited in the show.

CMI customarily permits member-exhibitors to have first crack at space, then allows non-member firms, who exhibited in the previous year's show to make their choice. If there are booths remaining unsold when both these groups have had an opportunity to specify preferences, the association permits non-member firms who did not previously exhibit to buy the remaining booths.

This year, however, Gilmore said it was evident that all available space would go to member-exhibitors and former non-member exhibitors.

Nearly all available sleeping room space has been sold in the Hotel Sherman, according to a statement from the manager's office. To secure sleeping rooms from the available space remaining, coinmen must write the Convention Department, Sherman Hotel, Chicago.

Display Juke Boxes At Omaha Meeting

OMAHA, Oct. 18.—When the Nebraska Beer and Retail Liquor Dealers' Association met here this week in the second annual convention, displays of the Packard and Wurlitzer phonograph lines drew good crowds. Steve Weyerman, of Omaha, was re-named association president for the third time, and the association went on record as opposed to gaming devices and sale of liquors to minors.

American Toy Show Set For Dec. in RCA Building

NEW YORK, Oct. 18.—The American Toy Show will take place during the entire month of December in the New York Museum of Science and Industry in the RCA Building, Rockefeller Center, Robert P. Shaw, director of the museum, announced this week.



MURRAY WIENER, recently appointed general sales manager of Uneda Vendors, Inc., has devoted more than 20 years to cigarette and vending fields. At his new post Wiener will work on Uneda's cigarette machines as well as in merchandising firm's new candy vender.



WELL-KNOWN COINMEN CONFER during the Filben Music line showing at San Francisco's Clift Hotel. Left to right: George A. Miller, president and business manager of the California Music Operators' Association; E. T. Mape, president of Mape Distributing Company; Bert B. Davidson, vice-president and general manager of National Filben Corporation, and Leonard E. Baskfield, Mape firm's vice-president and general manager. Showing was attended by over 500 people.

NAMA Urges Immediate Hotel Registration; Offers Help

CHICAGO, Oct. 18.—With all single hotel rooms for the 1947 National Automatic Merchandising Association (NAMA) convention and exhibit already taken, Convention Chairman George Seedman announced this week that NAMA headquarters has made itself available to secure hotel space for automatic merchandisers, members and non-members, who are still

without convention time lodgings. He explained that all suites were sold out within 10 days after applications for reservations were mailed to members, only twin bedrooms and double bedrooms remain. In order to handle as great a convention turnout as possible, Seedman advised: "Guests who plan to attend alone are requested to share a twin bedroom with a fellow operator. Toward this end NAMA will be glad to make the sharing arrangements, if the operator so indicates. For this reason I urge all operators to write to NAMA immediately so that reservations can be properly handled."

Dr. Pepper Urges Bottle Venders in Lobby of Theaters

DALLAS, Oct. 18.—Latest release of the *Clock Dial*, house organ issued here for personnel of the Dr. Pepper Company, carries a short feature on the subject of theater lobbies as an outlet for beverage, giving prominent mention to soft drink bottle vending machines.

Altho most of the vending machines now in theaters are cup-type dispensers, the Dr. Pepper feature said: "For the average theater the bottle vender is an ideal way to serve Dr. Pepper to theater patrons. The larger units have a capacity of about 250 bottles and can be easily refilled during an evening's run. The bottle vender delivers a uniform, quality product, made according to Dr. Pepper bottling standards. It is properly chilled and ready for consumption."

In another paragraph the company house organ suggested "The trend in the soft drink industry is to make its products more readily available to customers wherever they may be. There is certainly no single attraction in America that consistently draws such a tremendous number of people as does the theater. Theater owners and managers have recognized the feasibility of including soft drinks in their lobby sales program and are keenly aware of the added profits they can make from the sale of this popular item.

"It now remains for local bottlers to follow thru on this new contact and to develop it further by working closely with theater managements."

Seedman also had a message for wives of automatic merchandisers: "A wonderful program for every day of the convention has been arranged for the women, and operators are urged to bring their wives, so that they may share in their husbands' business interests and enjoy convention activities. Fortunately, there are still enough double rooms on hand to take care of operators and their wives, but again we point out that applications for reservations should be made as soon as possible to avoid disappointment."

Seedman said present indications are that more than 2,000 will attend NAMA's biggest activity of the year.



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RECORD REVIEWS

(Continued from page 29)

BENNY STRONG (Tower 1254-1255)

Mary Lou—FT; VC.
Stumblin'—Instr.
Baby Face—FT; VC.
Sweet Georgia Brown—FT; VC.

Benny Strong, latest addition to the Tower roster, makes an impressive debut, not only with a very listenable and danceable two-beat styling, but also in prudent tune selection. Strong, whose billing is "the young man who sings the old songs," lives up to his rep, unearthing four oldies, with *Mary Lou* and *Baby Face* outstanding. Tunes, all of which are almost two decades old, are handled in nostalgic manner, except that the Strong men feature fuller ensemble work and tricky fiddle passages to enrich the standards. Save for the rich instrumental, *Stumblin'*, all feature the frontier's easy, merry throating, which is especially apt, for Strong originally introduced the bulk of these tunes as a boy song-plugger in Chicago 20 years ago.

A strong contender for the juke box nickels has four potentials.

RAY BLOCH (Signature 15148 and 15149)

It Creeps By Night—FT.
You'll Never Walk Alone—FT; VC.
Two Guitars—FT.
When Day Is Done—FT.

Once the large studio band gets by the instrumental riff pattern of *It Creeps by Night* and settles down to the full blossom of salon music that is rich in instrumental color and harmony, it's refreshing and relaxed listening to Ray Bloch's orchestral creations. The maestro, commanding with a spirit in keeping with the melodies selected, and with full tonal expanse in the band's interpretations, is restful on the ears as Bloch spins out the familiar themes of the spirited *Two Guitars*, a richly scored *When Day Is Done* and the somber strains of *You'll Never Walk Alone* from the *Carousel* score with the Ray

Bloch Choir bringing out its hymnal qualities in full song.

For the parlor players seeking out colorful music for the listening.

JOHN LAURENZ (Mercury 5069)

You Call It Madness—FT; VC.
How Soon—FT; VC.

John Laurenz, heralded as the next Russ Columbo, really hits the Columbo trail, doing the tune which Russ made famous and vice versa. Laurenz, abetted by an Earle Hagen arrangement reminiscent of the original Columbo waxing, does a fine job of simulating the late Columbo's throating. Flipover is the up-and-coming Jack Owen's ditty, *How Soon*, with Laurenz giving the tune slower and more soulful treatment than any of the other copies now in the record field.

A double-header for locations that go for romantic moods.

CHARLIE SPIVAK (Victor 20-2500)

How Lucky You Are—W; VC.
At Dawning—FT.

It's a smooth and danceable dishing that Charlie Spivak turns in for both sides of this biscuit. His sweet-toned trumpet and the trombone choir setting the stage, it's a pleasant plattering in the waltz tempo for *How Lucky You Are* with Tommy Mercer adding the vocal force. For the flip, it's a moderately spaced band scoring for *At Dawning* with the maestro's trumpet tones carrying the familiar melodic theme. No special sparkle or color to the cutting, being strictly for the dancing.

No real pulling power for nickel pieces in this plattering.

EDDIE GETZ QUINTET (Chord 838)

Wrap Your Troubles in Dreams—Instr. & FT; VC.
The First Attempt—Instr.

The A side here is Mike Cudahy's *Mystery Disk*, on which are parallel grooves, carrying two separate versions of *Wrap Your Troubles*, one an up-tempo instrumental by Eddie Getz's jazz combo and the other a bouncy vocal by Bob Dunne, backed by Eddie Getz's group. Phono needle is set down in the outside groove and either version of the tune may result. Each version is only a minute and a half play. Firm is putting out special juke box sticker to attract notice to the platter. Reverse is strictly for the jazzophile, with the Getz group taking out on a be-bop effort, which features fluid altoing by Getz and some very mediocre guitar work.

Novelty of the *Mystery Disk* will make this a big seller.

COOTIE WILLIAMS (Majestic 1171 and 1172)

Echoes of Harlem—FT.
Save the Bones for Henry Jones—FT; VC.
Sweet Lorraine—FT.
I Should o' Been Thinkin' Instead of Drinkin'—FT; VC.

It's a return of the fine and pungent trumpet tooting of Cootie Williams for Ellington's *Echoes of Harlem*, the maestro's most effective show piece, coupled with a Sextet spin that provides rhythm support as Williams phrases it with fine jazz flavor for a slow spinning *Sweet Lorraine*. For the second set, it's a pairing of excellent race doggerels with Bob Merrell's rhythmic and lusty race blues shouting carrying the cuttings. The band setting down a solid base, Merrell brings out the race humor flavor for both novelty pieces, taking both at a lively tempo and allowing for some of Cootie's trumpet growling to groove.

Race spots will rave about *Save the Bones* and *I Should o' Been Thinkin'*.

CHARLIE STONE (20th Century 20-43)

Peggy O'Neill—FT; V.
Till the Journey Ends—FT; V.

With a likeable lustiness in his baritone that measures close to outdoor singing standards, Charlie Stone impresses with his forthright lyricizing for *Peggy O'Neill* as Jack Verna's *Musicalaires* (accordion, clarinet, guitar and bass) bring up a toe-tapping beat. For the flip, it's an attractive sentimental cowboy ballad of his own origination in *Till the Journey Ends* with Stone singing it with full sagebrush feeling.

Peggy O'Neill should catch some coins.

VICTOR LOMBARDO (Majestic 7269)

A Girl That I Remember—FT; VC.
Let's Be Sweethearts Again—FT; VC.

With a sticky reed section in the lead and the blend of ensemble entirely without polish or distinctive styling, the Victor Lombardo band brings a very ordinary brand of dance music to these spinning sides. More attractive than the music are the songs, introducing a nice sentimental ballad in *Girl That I Remember*, with Mark Carter giving it the nostalgic ring lyrically, and a tuneful rhythm ballad in *Sweethearts Again* with the mixed voices of the Three-some harmonizing it smoothly.

Nothing here that makes for real coin lure.

HAL McINTYRE (MGM 10075)

My, How the Time Goes By—FT; VC.
I Still Feel the Same About You—FT; VC.

The sweet and well-rounded tones of the maestro's alto sax pacing the music, and with the band blend making for colorful harmonies, Hal McIntyre makes it entirely attractive and fully danceable for the dishing of these two ballads. Takes it at a bright rhythmic tempo for *How the Time Goes By*, which will be included in the *If You Knew Susie* movie, with Johnny Turnbull imparting the rhythmic touch to the lyrics. For the flip, it's a tender ballad melody in *Still Feel the Same* with Frankie Lester singing the romantic wordage expressively.

If the songs strike pay dirt, the dishing will come in for its share.

BON BON (Beacon 7201)

I Drove You Into Someone Else's Arms—FT; V.
Do You Know How It Feels To Be Lonesome—FT; V.

Sentimental baritone of Bon Bon, one-time vocalist for Jan Savitt, brings full and expressive voice for both ballads. Bringing out the full meaning of the wordage, Bon Bon takes it out of tempo for the starting verse and then dips into an easy moderate beat for the attractive *Someone Else's Arms*. The Red Caps Trio (piano, guitar and bass) adds to the intimate appeal of his chant. For the flip, in the slow ballad frame, Bon Bon sings it just as feelingly for *Feels To Be Lonesome*.

If the song attracts attention, Bon Bon will get nickels for *Someone Else's Arms*.

EARL BOSTIC (King 4175-76)

Cuttin' Out—FT; VC.
Here Goes—Instr.
I'm the Guy That Loves You—FT; VC.
My Special Dream—FT; VC.

Earl Bostic's combo, currently the house band on Mutual web's *Harlem Hospitality Club*, rack up a quartet of sides, designed to show their versatility. The Bostic combo, tenor, trumpet the leader's alto and a four-piece rhythm section, shows it can handle any assignment with this

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RECORDS MOST-PLAYED ON THE AIR

(Continued from page 25)

2	10	12. CIVILIZATION ...Louis Prima (Louis Prima Ork)..... Victor 20-2400—ASCAP (Woody Herman, Columbia 37895; Ray McKinley, Majestic, 7274; The Murphy Sisters (Jerry Jerome Ork), Apollo 1059; Sy Oliver Ork (Sy Oliver), MGM 10083; Jack Smith (The Clark Sisters-Frank De Vol Ork), Capitol B-465)
1	—	12. SAVE THE BONES FOR HENRY JONES ('Cause Henry Don't Eat No Meat)..... Capitol 15000—ASCAP (Cootie Williams (Bob Merrill), Majestic 1172)
22	15	13. I NEVER KNEW...Sam Donahue (Bill Lockwood)..... Capitol 405—ASCAP
2	—	13. NEAR YOULarry Green..... Victor 20-2421—ASCAP
9	8	14. FEUDIN' AND FIGHTIN'Jo Stafford (The Starlighters-Paul Weston Ork)..... Capitol B-443—ASCAP
1	—	15. YOU DO (F).....Dinah Shore (Sonny Burke Ork)..... Columbia 37587—ASCAP (Bing Crosby-Carmen Cavallaro, Decca 24101; Vic Damone (Jerry Gray Ork), Mercury 5056; Larry Douglas (Ray Block Ork), Signature 15144; Georgia Gibbs, Majestic 12011; Helen Forrest (Harold Mooney Ork), MGM 10050; Vaughn Monroe (Vaughn Monroe-The Moon Maids), Victor 20-2361; Margaret Whiting (Frank De Vol Ork), Capitol 438)

Coming Up

SO FAR (M)Perry Como (Russ Case Ork)..... Victor 20-2402—ASCAP
THE STANLEY STEAMER (F).....Jo Stafford (Paul Weston Ork)..... Capitol B-454—ASCAP

brace of sides. *Cuttin' Out* is a jivey novelty ditty, replete with an interesting set of race lyrics, well done by the ex-Hampton alto ace, with the reverse a stereotyped riff tune, spotlighting the band's hornmen. Other platter shows the Bostic band on a pair of ballads, the A side being an up-tempo offering with Bostic piping the contagious lyrics. Reverse is a slow ballad featuring the husky baritone of Roger Jones.

Cuttin' Out and *I'm the Guy* will sock with race and even some olay locations.

VAUGHN MONROE (Victor 20-2514)

Love for Love—FT; VC.
Baby Be Good—FT; VC.

On his own for the singing of the attractive *Love for Love* ballad, with the Strad section sparking the musical bank created by the band, Vaughn Monroe is entirely in his romantic element and in good voice for the spinning. For the flip, it's an engaging rhythm ditty in *Baby Be Good*, with the band boys in full rhythmic formation. Only the maestro is more at home with the slow ballad singing.

Love for Love, with the *Escape Me* Never movie to hypo attention, should attract coinage.

EDDY HOWARD (Majestic 1175)

White Christmas—FT; VC.
I'll Be Home For Christmas—FT; VC.

Eddy Howard give sweet and nostalgic treatment to these holiday ballads as he pipes 'em in the characteristically coated sugar style against a bank of soft clarys and muted trumpets. Takes both at a slow tempo and sells 'em strong all the way.

For Yuletide coin catching.

SY OLIVER (MGM 10083)

Civilization—FT; VC.
You Can't Tell the Depth of the Well—FT; VC.

With his band partial to the solid and bouncy beats, Maestro Sy Oliver pipes it effectively in his characteristically rhythmic style for the *Civilization* specialty. Band's beats and maestro's wording of the satirical song novelty pack the primitive punch that makes for strong song selling in this instance. For the flip, in the same solid bounce frame, the maestro allows some of the hot horns to get in their improvised licks as he chants it lustily and rhythmically that you can't judge a book by its cover for *You Can't Tell the Depth of the Well*.

Both sides spin bright for the coin-catching with *Civilization* the clincher.

WAYNE KING (Victor 20-2474 and 20-2492)

Love Will Keep Us Young—W; VC.
Dedication—FT; VC.
Absence Makes the Heart Grow Fonder—FT; VC.
Traumerei—W.

It's the Wayne King brand of music to dream by in these four sides with the sweet-scraping Strads and low-pitched clarinets carrying the melodic themes. Nancy Evans, singing in full voice, adds expressive song to *Love Will Keep Us Young*, which melody is more familiar as Brahms' *Waltz in E Flat*. And for the flip, the lyrical tenor voice of A. Kenneth Stevens revives *Absence Makes the Heart Grow Fonder* from the old-time song folios. Schumann's *Dedication* music provides a musical background for Franklyn MacCormack's soulful reading of poetry and prose, mating with the slow waltz music of the same composer's familiar *Traumerei*.

For the old folks at home.

BOSTON SYMPHONY ORCHESTRA (Victor 11-9729)

Pavane for a Dead Princess—Parts I & II

The familiar mood and melancholy *Pavane* melody by Ravel is played with full breath and tonality by the strings and the woodwinds of the Boston Symphony Orchestra in this expressive interpretation by Serge Koussevitsky. Makes an excellent addition to Ravel's music on wax, spinning over both sides of a 12-inch track.

For the classical shelf at home.

THE HARMONICATS (Vitaoustic 7)

Peggy O'Neill—Instr.
September Song—Instr.

Jerry Murad and his Harmonicats don't hit the peak of their original *Peg* epic with this oldie, for tune suffers from draggy tempo. Side doesn't carry the guitar obligato which also made their first Vita platter a million-seller, but does carry enough of the mouth-organ trio's style to excite considerable listenership. Flip was originally the B side for *Peg* as issued on Universal label, until Vitaoustic took over with *Fantasy Impromptu* as the B side for *Peg*. *September Song*, even if tune was revived heavily six months ago and the rise has disappeared, still packs plenty of punch with Sid Fisher's excellent vibrato guitar doing the obligato effect a la *Peg* in the echo chamber.

Both sides will excite interest, with *September Song* the stronger side.

WALTER BROWN (Mercury 8054)

Just Thinkin'—FT; VC.
Lovin' a Beggar—FT; VC.

This pairing again units the Kansas City duo, blueshouter Walter Brown and 88-er Jay McShann, who made Decca Negro series hits 10 years ago. *Just Thinkin'* finds Brown in a philosophical mood, going back vocally over a series of bad breaks. B side is more in the metier which made the pair a success years back, with Brown shouting out a tune that is a lot like their earlier success, *Hootie Blues*. Brown's shouting seems to inspire McShann's rhythm section to the kind of performance that's in the true K. C. jazz tradition.

Lovin' a Beggar carries plenty of race allure.

AL AMMONS (Mercury 8053)

St. Louis Blues—Instr.
Shufflin' the Boogie—Instr.

This pairing is reminiscent of the early Ammons Chicago Rhythm King sides, which became Decca classics. Playing what sounds like a beat-up upright piano, Ammons and his cohort's including his son, Gene, tenor sax ace, stir up a mess of driving jazz. First portion of both sides is taken up with Ammons' driving keyboard, with remainder given over to tenor, trumpet and guitar improvisations. While *Blues* has been cut often as a jazz ditty, this pairing is an original treatment. *Shufflin'* packs plenty of drive, with Ammons' boogie piano spearheading the riffs, which also include a screech horn solo by son Gene.

Nickels should drop for *St. Louis Blues*.

DINAH WASHINGTON (Mercury 8057)

You Can Depend on Me—FT; VC.
Since I Fell for You—FT; VC.

Dinah Washington hits a peak on *You Can Depend on Me*, doing a job comparable with the blues work she did on a quartet of sides made with Lionel Hampton's combo on Keynote three years ago. Ex-Hamp chirp shows herself an original stylist, featuring a beat that makes this version of a much-cut oldie a well-deserved re-waxing. Gal co-ordinates her work nicely with Rudy Martin's trio, with the 88-er in the threesome coming in for bows. Reverse is a sleeper race item, one of those slow, moody ballads with a tricky tempo and melody that hit the race pop charts.

You can depend on *You Can Depend on Me* to collect coins.

LEO DIAMOND (Vitaoustic 11)

Donkey Serenade—Instr.
Tonight You Belong To Me—Instr.

Vita's newest harmonica bid, Leo Diamond, comes up with an interesting instrumental treatment of the oft-done *Donkey Serenade*. Credit for the scoring, which welds the Diamond mouth organ with a different instrumentation of harp, French horn, trumpet and flute, plus rhythm, again goes to the harmonicartist. Reverse shows Diamond in very romantic setting, with the guy exerting a terrific vibrato to give the oldie real meaning.

Tonight You Belong To Me will get the romantic set's nickels.

SHELTON BROTHERS (King 660)

Deep Elm Boogie Woogie Blues—FT; VC.
I Don't Want You—FT; VC.

The Shelton Brothers, vet rustic record favorites, offer their Southern swing treatment to a pair of worthy originals. *Boogie* side is aimed at South and Southwest folk music fans, with a set of homey lyrics that will bring repeat performances. Reverse is in a more romantic setting, with the fraters again blending pipes for the vocal. Band is a hybrid rustic type, with all instrumentalists, including the not-oft-heard Western piano, coming in for a ride chorus.

Southwest locations will keep *Deep Elm Boogie* in stock.

TODD RHODES (Vitaoustic 1001)

Bell Boy Boogie—Instr.
Flying Disc—Instr.

Vitaoustic debuts its race series with this pairing by Todd Rhodes, originally released by Sensation platters, but which was purchased together with Rhodes' pact by Vita last week. *Boogie* is a gutty, driving showcase for sax and brass soloists in the combo, with piano and rhythm section adding nice backing. Side builds to frantic climax. Reverse is a be-bop tune in very polished fashion, with alto, tenor and trumpet taking impressive solos.

Both sides will click with race rhythm fans.

MIRIAM KRESSYN (Standard F-8008)

Margerithes—W; V.
Strike Up the Kapelye—FT; V.

The dramatic soprano voice of Miriam Kressyn serves effectively for both of these Jewish folk melodies. Sings it plaintively and with full feeling for the melodious *Margerithes* love lullaby, the strings and clarinet of Abe Ellstein's orchestra sustaining the flow of waltz rhythms. And is even more effective as she gives vent to the dramatic expressions in her singing for *Strike Up the Kapelye*, a musical folk fantasy of the girl in love with a musician who serenades her on his violin.

For home buyers.

BUTCH STONE (Majestic 7264)

Hey, Sister Lucy—FT; VC.
I'll Love You Till Your Money's Gone—FT; VC.

Without the backing of Les Brown's band. Butch Stone has rounded up a
(Continued on page 138)

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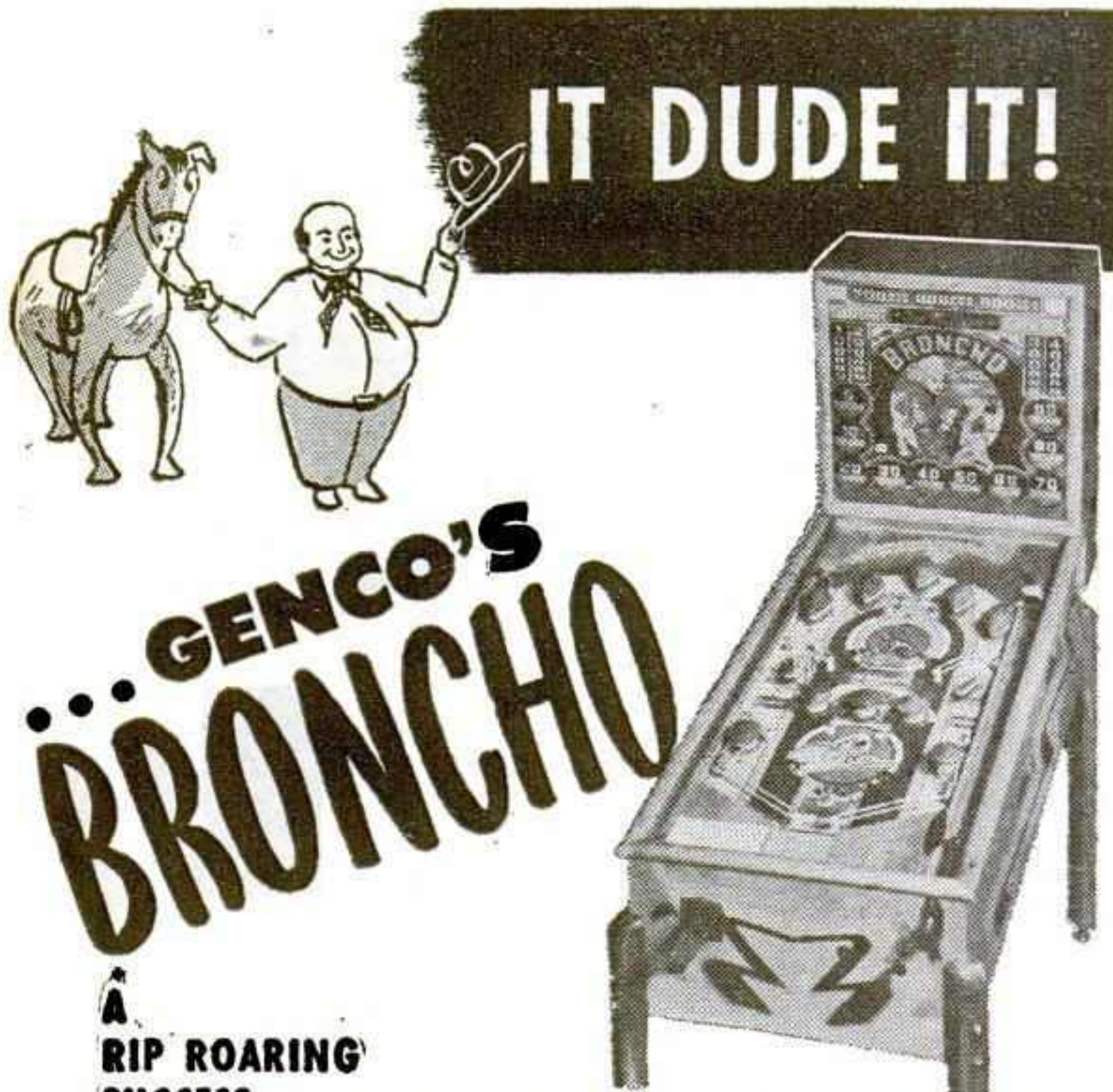
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ADVANCE RECORD RELEASES

(Continued from page 131)

CLASSICAL AND SEMI-CLASSICAL

A PLEA TO GOD	Jan Peerce (Warner Bass, Dir. Ork) (KOL NIDREI)	Victor 11-9760
BACH: THE B MINOR MASS ALBUM (9 12")	Robert Shaw, Dir.-RCA Victor Chorale & Ork-Anne McKnight-June Gardner-Lydia Summers-Lucius Metz-Paul Matthen	Victor M/DM-1145
BACH: CHACONNE ALBUM	Andres Segovia	Musiccraft M 85
Chaconne, Part 1		Musiccraft 1185
Chaconne, Part 2 and 3		Musiccraft 1186
Gavotte for Lute		Musiccraft 1185
BERNSTEIN: FACSIMILE, A CHOREOGRAPHIC ESSAY ALBUM (2 12")	Leonard Bernstein, Dir.-RCA Victor Ork	Victor M/DM-1142
BORODIN: POLOVTSIAN DANCES ALBUM (2 12")	The London Philharmonic Ork-Gregor Fitelberg, Dir.	Decca London EDA-34
CARMEN: ACT II (La Fleur Que Tu M'Avais Jetee)	James Melton-RCA Victor Ork-Jean Paul Morel, Dir. (MARTHA: ACT)	Victor 10-1329
CONCERTO THEMES (12")	Whittemore and Lowe	Victor 11-9771
DER TOD UND DAS MADCHEN, OP. 7, NO. 13	Marian Anderson (Franz Rupp) (WOHIN?)	Victor 10-1327
ANTON FILTZ: SYMPHONY IN E FLAT	Boyd Neel String Ork-Boyd Neel, Dir.	Decca London K-1680
FRANCK: SYMPHONIC VARIATIONS ALBUM (2 12")	Eileen Joyce (L'Orchestre de la Societe des Concerts du Conservatoire de Paris-Charles Munch, Dir.)	Decca London EDA 35
GRAINGER: HANDEL IN THE STRAND	Boyd Neel String Ork-Boyd Neel, Dir. (VAUGHAN WILLIAMS)	Decca K-1216
HOME, SWEET HOME	Dorothy Maynor (George Schick) (THE LAST)	Victor 10-1340
KOL NIDREI	Jan Peerce (A PLEA)	Victor 11-9760
LA BOHEME: ACT I (Mi Chiamano Mimi)	Dorothy Kirsten-RCA Victor Ork-Jean Paul Morel, Dir. (LA BOHEME)	Victor 11-9694
LA BOHEME: ACT III (Addio Di Mimi)	Dorothy Kirsten-RCA Victor Ork-Jean Paul Morel, Dir. (LA BOHEME)	Victor 11-9694
LISZT: CONCERTO NO. 1, IN E-FLAT ALBUM (2 12")	Artur Rubinstein-Dallas Symphony Ork-Anton Dorati, Dir.	Victor M/DM-1144
MARTHA: ACT III (M'Appari Tutt' Amor)	James Melton-RCA Victor Ork-Jean Paul Morel, Dir. (CARMEN: ACT)	Victor 10-1329
MINUTE WALTZ	Burrus Williams (PIANO PORTRAIT)	Paragon 508
NIGHT AND DAY	Burrus Williams (STARDUST)	Paragon 506
PAVANE FOR A DEAD PRINCESS	Boston Symphony Ork-Serge Koussevitsky, Dir.	Victor 11-9729
PIANO PORTRAIT	Burrus Williams (MINUTE WALTZ)	Paragon 508
PONCHIELLI: DANCE OF THE HOURS	The National Symphony Ork-Anatole Fistoulari, Dir.	Decca London K-1119
PROKOFIEV: CLASSICAL SYMPHONY IN D MAJOR, OP. 25 ALBUM	The Philadelphia Ork-Eugene Ormandy, Dir.	Columbia MX-287
RAVEL: BOLERO ALBUM (2 12")	L'Orchestre de la Societe des Concerts du Conservatoire de Paris-Charles Munch, Dir.	Decca London EDA-33
RAVEL: DAPHNIS ET CHLOE, SUITE NO. 1 ALBUM (4 12")	San Francisco Symphony Ork-Pierre Monteux, Dir.	Victor M/DM-1143
REPEAT PERFORMANCE ALBUM (4 12")	Lily Pons-Andre Kostelanetz	Columbia MM-720
Ay, Ay, Ay		Columbia 72397-D
Blue Danube Waltz, Op. 314		Columbia 72395-D
Estrellita (Little Star)		Columbia 72396-D
Le Bonheur Est Une Chose Legere (Happiness Is a Fleeting Thing)		Columbia 72398-D
Les Filles De Cadiz (The Girls of Cadiz)		Columbia 72395-D
The Last Rose of Summer		Columbia 72396-D
Voices of Spring (Beginning)		Columbia 72397-D
Voices of Spring (Conclusion)		Columbia 72398-D
SEA MURMURS; THE BUMBLEBEE (ZAPATEADO)	Jascha Heifetz (Emanuel Bay)	Victor 10-1328
SELECTIONS FROM THE MUSIC OF SCHUMANN-BRAHMS-LISZT ALBUM (3 12")	Artur Rubinstein-Dallas Symphony Ork-Anton Dorati, Dir.	Victor M-1149
SONG OF SCHEHERAZADE ALBUM	Dana Ensemble	Harmonia HR-28
Capriccio Espagnol		Harmonia H-1651
Pandango		Harmonia H-1653
Flight of the Bumble Bee		Harmonia H-1652
Hymn to the Sun		Harmonia H-1652
Song of India		Harmonia H-1651
Song of Scheherazade		Harmonia H-1653
STARDUST	Burrus Williams (NIGHT AND)	Paragon 506
STRAUSS WALTZES ALBUM	Harry Horlick Ork	MGM 9
Artists Life		MGM 30044
Blue Danube Waltz		MGM 30041
Emperor Waltz		MGM 30042
Lagoon Waltz		MGM 30042
Sweetheart Waltz		MGM 30041
Vienna Life		MGM 30043
Where the Citrons Bloom		MGM 30043
Wine, Women and Song		MGM 30044
TCHAIKOWSKY: FIRST SYMPHONY "Winter Reveries" ALBUM (4-12")	Jacques Rachmilovich, Dir.-Santa Monica Symphony Ork	Disk 801
THE KISS IN YOUR EYES	Lauritz Melchior (Georgie Stoll Ork) (EMPEROR WALTZ)	MGM 30030
THE LAST ROSE OF SUMMER	Dorothy Maynor (George Schick) (HOME, SWEET)	Victor 10-1340
VAUGHAN WILLIAMS: FANTASIA ON "GREENSLEEVES"	Boyd Neel Strink Ork-Boyd Neel, Dir. (GRAINGER: HANDEL)	Decca London K-1216
VERDI: UN BALLO IN ASCHERA: ACT I	Jussi Bjoerling (Nils Grevillius, Dir.) (GIORDANO: ANDRE)	Victor 10-1323
WARSAW CONCERTO	Burrus Williams	Paragon 504
WOHIN? (From Die Schone Mulierin)	Marian Anderson (Franz Rupp) (DER TOD)	Victor 10-1327
ZAPATEADO (The Gobbler)	Jascha Heifetz (Emanuel Bay) (SEA MURMURS)	Victor 10-1328

HOT JAZZ

BANJO BOOGIE (Jazz Legato)	Harry Reser's Jumping Jacks (BANJO BOOGIE)	Apollo 1085
BANJO BOOGIE (Jazz Pizzicato)	Harry Reser's Jumping Jacks (BANJO BOOGIE)	Apollo 1085
BEFORE LONG	Sid Catlett's All Stars (Matthew Meredith) (WHAT'S HAPPENIN')	Super Disc 1023
DIMINUENDO IN BLUE	Duke Ellington (JAM-A-DITTY)	Musicraft 511
FIFTY-FIFTY BLUES	Louis Armstrong All Stars (SOME DAY)	Victor 20-2530

(Continued on opposite page)

ADVANCE RECORD RELEASES

HOT JAZZ

(Continued from opposite page)

- GONNA GET A GIRL..... Benny Goodman Sextet (Al Hendrickson) (NAGASAKI) Capitol 15008
- I'M EASY TO GET ALONG WITH... Dardanelle Trio (DARDANELLE) (MY LOVE) Victor 20-2253
- I'M THE LONESOMEST GAL IN TOWN Kay Starr (Dave Cavanaugh Ork) (SHARE CROPPIN') Capitol Americana 40051
- JAM-A-DITTY Duke Ellington (DIMINUENDO IN)..... Musicraft 511
- MY LOVE IS ELITE..... Dardanelle Trio (Dardanelle) (I'M EASY) Victor 20-2253
- NAGASAKI Benny Goodman Sextet (GONNA GET) Capitol 15008
- NO SMOKE BLUES..... Sarah Vaughan (Dizzy Gillespie Ork) (WILLIE MAE) Continental C-6061
- O.K. SARGE Herbie Fields All Stars (STARDUST)..... Savoy 654
- SHARE CROPPIN' BLUES..... Kay Starr (Dave Cavanaugh Ork) (I'M THE) Capitol Americana 40051
- SKIFFLE BLUES Dan Burley and His Skiffle Boys (Dan Burley) (CHICKEN SHACK)..... Arkay DB-101
- SMACK! Coleman Hawkins-The Chocolate Dandies (DEDICATION) Commodore C-533
- SOME DAY..... Louis Armstrong All Stars (Louis Armstrong) (FIFTY-FIFTY BLUES)..... Victor 20-2530
- STARDUST Herbie Fields All Stars (O.K. SARGE)..... Savoy 654
- STOMPING AT THE SAVOY Jonah Jones Ork (ROSE OF) Commodore C-602
- SWEETHEARTS JAM..... The International Sweethearts of Rhythm (THE THING) Manor 1095
- 'TAINT WHATCHA DO..... Erskine Butterfield Quartet (THEM THERE) Super Disc 1021
- THE THING..... The International Sweethearts of Rhythm (SWEETHEART'S JAM)..... Manor 1095
- THEM THERE EYES..... Erskine Butterfield Quartet ('TAINT WHATCHA)..... Super Disc 1021
- THREE O'CLOCK JUMP Joe Marsala and His Delta Four (REUNION IN) Commodore C-1524
- "TRENDS" IN JAZZ ALBUM (2-10")..... Milton Orent-Frank Roth Ork..... Disc 705
- Roth Ork..... Disc 705
- Lonely Moments..... Disc 6067
- Spring Fantasy..... Disc 6066
- Whistler's Blues..... Disc 6067
- Wild Rose..... Disc 6066
- WHAT'S HAPPENIN'..... Sid Catlett's All Stars (BEFORE LONG) Super Disc 1023
- WHEN DID YOU LEAVE HEAVEN?..... Mel Powell Ork (BLUE SKIES) Commodore C-543
- WILLIE MAE WILLOW FOOT..... Hot Lips Page Ork (NO SMOKES)..... Continental C-6061

* Re-issue.

LATIN-AMERICAN

- BE NINGUNA MANERA..... Pepito Torres Siboney Ork (CALYPSO MAN) Seeco 599
- BLÉN-BLÉN Machito Ork (Machito) (ME DEJA)..... Continental C-9005
- CALYPSO MAN..... Pepito Torres Siboney Ork (DE NINGUNA) Seeco 599
- BOBBY CAPO ALBUM..... Bobby Capo..... Seeco SA-3
- El Embrollon Mucho Mas
- Hembra Mala No Espero Nada De Ti
- Mi Amor Por Ti Ya No Me Quieres
- CHINA DE LOS OJOS NEGROS (My Black-Eyed Baby)..... Fernando Fernandez (Andres Huesca Group) (EL DUAJOLOTE) Victor 23-0697
- CLARINET SAMBA..... Jose Curbelo Ork (RUMBA MEJORAL) Victor 23-0691
- COGIENDO AGUA..... Pepito Torres Siboney Ork (DONKEY CITY) Seeco 622
- CUBA Y MEXICO..... Armando Ork (DOROTHY) Seeco 619
- DI SI ES VERDAD..... Eddie Gomez (Jose Morand Ork) (HOY VUELVES) Decca 50033
- DIMELLO (Tell Me)..... Miguelito Miranda Ork (Santos Colon) (YIMIRIYA) Victor 23-0694
- DOLCE VENENO (Bittersweet)..... Cuarteto Mayori (TU CASTITO) Victor 23-0695
- DONKEY CITY..... Pepito Torres Siboney Ork (COGIENDO AGUA) Seeco 622
- DOROTHY Armando Ork (CUBA Y) Seeco 619
- DUERME BIEN (Nighty-Night)..... Cuarteto Hermanos Mercado (LINDA JIBARITA) Davis 620
- EL DUAJOLOTE (The Turkey)..... Fernando Fernandez (Andres Huesca Group) (CHINA DE) Victor 23-0697
- ESE SOY YO..... Bobby Capo (YO LA) Seeco 620
- HOY VUELVES A MI LADO..... Eddie Gomez (Jose Morand Ork) (DI SI) Decca 50033
- LA NORA..... Don Alfredo Latin-American Ork (SIN SAN) Pan-American Pan 075
- LINDA JIBARITA (Pretty Girl From the Farm)..... Cuarteto Hermanos Mercado (DUERME BIEN) Davis 620
- ME DEJA SOLITO..... Machito Ork (Machito) (BLÉN-BLÉN)..... Continental C-9005
- MIAMI BEACH RHUMBA..... Gomez Ork (Gomez) (AROUND THE) Rainbow 10027
- MI NOCHEBUENA Davilita (A. Coen Ork) (TUS LABIOS) Seeco 618
- MOFORIVALE AL TAMBO (Play the Drum)..... Conjunto Kubavana (YO TENGO) Victor 23-0693
- NEGRA LEONO..... Gomez Ork (Gomez) (SHEIN VI) Rainbow 10029
- PROMESAS DE UN CAMPESINO..... Noro Morales Sexteta (Guillermo Portabales) (SE CONTENTO) Seeco 598
- RHUMBAS TO REMEMBER ALBUM..... Noro Morales Ork Seeco 2
- RUMBA MEJORAL..... Jose Curbelo Ork (P. Tito Rodriguez) (CLARINET SAMBA) Victor 23-0691
- SE CONTENTO EL JIBARITO..... Noro Morales Sexteta (Guillermo Portabales) (PROMESAS DE) Seeco 598
- SHEIN VI DI L'VONE..... Gomez Ork (Gomez) (NEGRA LEONO) Rainbow 10029
- SIN SAN SORE..... Don Alfredo Latin-American Ork (LA NORA) Pan-American Pan 075
- TU CASTITO SERA GRAND (Chas-tisement)..... Cuarteto Mayori (DOLCE VENENO) Victor 23-0695
- TUS LABIOS..... Davilita (A. Coen Ork) (MI NOCHEBUENA) Seeco 618
- YIMIRIYA Miguelito Miranda Ork (Santos Colon) (DIMELLO) Victor 23-0694
- YO LA QUIERO..... Bobby Capo (ESE SOY) Seeco 620
- YO TENGO ANSIAS DE AMOR (Hungry for Love)..... Conjunto Kubavana (MOFORIVALE AL) Victor 23-0693

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RECORD REVIEWS

(Continued from page 135)

little jump band of his own for his solo spinning session. Only the combo of alto sax, trumpet and rhythm just ain't there. Moreover, these race-styled rhythm blues bring no stature to Stone's capabilities of singing the novelty songs and it all adds up to a bad start for the singing maestro. Both taken at a moderate tempo, Stone manages to inject a little race humor for Jesse Stone's *Hey, Sister Lucy*, and for the flip, patters it in talk all the way for *Money's Gone Blues*. In neither case does Stone, either in his singing or the band's playing, bring anything to the spinning.

Race spots may take a try for the *Hey, Sister Lucy* side.

GEORGE PAXTON (Musicraft 15115)
Yale Blues—FT.
Sweet and Lovely—FT; VC.

Originally made for the one-time Guild label several years ago, George Paxton's music here impresses most for a smooth and clean danceable ballad frame for *Sweet and Lovely*, showing off the blended harmonies of the band ensemble and the romantic voice of an unnamed male. For the maestro's *Yale Blues*, a fast-spinning riff romper, all the hot men in the band get a chance to blow out the hot notes. Only the band is too tense and tight to make for rhythmic relaxation that adds up to that swing lilt.

Nothing of major coin interest here.

HARRY COOL (Mercury 3070)
Mama's Gone, Goodbye—FT; VC.
My Baby Just Goes for Me—FT; VC.

Harry Cool, backed by a picked combo of Chi radio musikers, doesn't seem inspired to his best efforts on these sides. He sounds like he's holding back, especially on the *Baby* cutting. A big fellow, Cool can really give out and these sides are not to be considered his best work. Chief allure will have to come from titles, for both ditties are worthy of revival, especially the B side. *Baby* is a nifty semi-jazz scoring, but still fails to work Cool up to a vocal lather.

Fair interest for jukes.

GATE-MOUTH MOORE (King 4178)
I'm a Fool to Care—FT; VC.
Highway 61 Blues—FT; VC.

Gate-Mouth Moore proves he can stray from the blues-shouting idiom and still do a good job when he croons *I'm a Fool to Care*, with the first half in draggy tempo, while second half spots Moore emoting in up-tempo. Reverse is Moore reverting to his shouting, with the Monte Morrison Trio, which does the backing, getting its inspiration and vice versa from Gate-Mouth. Result is one of Moore's finest performances in a long series of past dates. Last four choruses of this side are some of the jumpingest and feelingest blues ever made.

Highway 61 Blues is a favorite to cop plenty of coin.

MARION ABERNATHY (King 4179)
You Ain't Got Nothin' for Me—FT; VC.
Stormy Mood—FT; VC.

Aided by some neat backing from Paul Bascomb's screech tenor and his combo, Marion Abernathy peddles a pair of her own blues. *Ain't Got Nothin'* relates the story of a small-town chick who is having trouble with her big-town beau. On the flip-over, the *Voo-It* chirp goes really sad and low-down to reap a harvest with *Stormy Mood*. Long, sustained minor chords by the Bascomb band keep the mood the same and make the side a blues standout.

Both sides will reap a share of the race nickel harvest.

TODD RHODES (Vitaoustic 1002)
Dance of the Redskins—Instr.
Blue Sensation—Instr.

Another of the masters which Vita purchased from Sensation, the Detroit

label, the *Redskins'* instrumental is a take-off on the *Barnet Redskin Rhumba*, with the Rhodes' band continuing the original riff at the early part of the *Barnet* epic for the entire side, with the alto and tenor man sharing the solo spotlight. The matting spotlights a fine alto solo thruout by Hal Dismukes, who rates with the top stylists on the short sax with this side.

Frantic jazz fans will play the *Redskins'* side.

GRANDPA JONES (King 668)
Old Rattler—FT; VC.
Mountain Maw—FT; VC.

Replete with plenty of barking and dog-calls, Grandpa Jones applies his real mountain flavored vocalizing to the traditional favorite, *Old Rattler*. The last two choruses, in which the Jones' six-string banjo moves into high gear, are some of the most spirited and vigorous work that Jones has cut yet. Reverse is a comedy ballad about a two-gun hill matriarch. Lyrics from the pen of the singer are heard the length of the record and are not monotonous for Jones has mixed up the characters in the ditty plenty.

Old Rattler should be Jones' top seller thus far.

JOHNNY DICICCO QUARTET
(Rego 1011-12)

Don't Tell Me—FT; VC.
Dreamin'—FT; VC.
Tale of Capri—Instr.
The Bachelor and the Bobby-Soxer—FT; VC.

These platters introduce Johnny DiCicco's foursome (clary, guitar, bass and the fronter's accordion), providing a very pretty backing for vocals by Jeanne Rand on *Don't Tell Me* and *The Bachelor and Bobby-Soxer*, with Morgan Miller, the claryman, doing the words on *Dreamin'*, an original. The latter tune is the best of the four sides, for it shows possibilities of being a ballad hit. The *Isle* ditty, done in an instrumental job with band moving into high-gear as far as tempo goes, shows the DiCicco unit as a smooth functioning combo, the leader taking a nice get-off chorus.

With promotion, *Dreamin'* may elicit nickels from many pockets.

**New Package Systems
Highlight Food Show**

NEW YORK, Oct. 18.—New packaging methods and new products will highlight the Food Industry Exposition in Atlantic City January 18-21, according to David M. Sloane, managing director of the annual event. The entire Steel Pier will be taken over for the convention.

Of interest to coin machine operators will be the many frozen foods, candy bars and soft drinks that will be displayed. Sloane states that at least a half dozen new candy products will be shown for the first time, perhaps along with an automatic grocery store in miniature.

**Prophecies 1948 Cig
Production Increase**

WASHINGTON, Oct. 18.—More cigarettes will be produced and sold during 1948, the U. S. Department of Agriculture predicted this week, as it reported on production gains in the tobacco field and estimated the future.

Agriculture department officials said that about 365,000,000,000 cigarettes will be produced this year, compared with 353,000,000,000 during 1946. Growers' prices for tobacco are holding close to support levels which have been increased during the past year.

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Rangers—Mam'selles.

BRAND NEW
Write for Prices. Packard
H i d e a w a y unit; Pla-Mor
Boxes; Evans Casino Bells;
Ev. Bangtalls, Comb.; Ev.
Ten Strike.

- NEW EQUIPMENT
IMMEDIATE DELIVERY**
- Williams
 - All Stars
 - Advance Rolls
 - Broncho
 - Coed
 - Nevada
 - Bowling League
 - Nudgy
 - Tom Tom
 - Oscar
 - Heavy Hitter
 - Silver Streak
 - Eureka

- RECONDITIONED PHONOGRAPHS**
- Rock-Ola Model 1422 (1946) \$395.00
 - Rock-Ola Commando 199.50
 - Rock-Ola Super 139.50
 - Rock-Ola DeLuxe 199.50
 - Rock-Ola Standard 179.50
 - Rock-Ola Imp. 20 125.00
 - Rock-Ola Amb. 16 110.00
 - Seeburg Gem \$197.50
 - Seeburg Envoy, ES 224.50
 - Wurl. 816-V 135.00
 - Wurl. 600 KV 175.00
 - Wurl. 600 R 165.00
 - Wurl. 51 Counter 125.00
 - Mills Throne 169.50
 - Mills Empress 179.50

SLOTS

- Black Cherry, 2/5, 5¢ \$175.00
- Gold Chromes, 5¢ 115.00
- Gold Chromes, 10¢ 125.00
- Gold Chromes, 25¢ 135.00
- Jen. Silv. Chief, 5¢ \$ 85.00
- Jen. Silv. Chief, 10¢ 95.00
- Jen. Vict. Chief, 25¢ 135.00
- Vest Pocket Bells 39.50

WRITE FOR LATEST LIST of New and Used Consoles, 1-Balls, 5-Balls, Arcade Equipment, Vending Machines, Counter Games, Phonographs, Slots and other choice equipment.

FOREIGN TRADE: We are prepared to serve you now. Write in your own language for information. We make all coin chute adaptations; are experts in special packing and crating. Send for our illustrated literature. CABLE: MOCOIN.

Terms: 1/3 Deposit, Balance C. O. D. or Sight Draft.

MONARCH COIN MACHINE CO.

1545 N. FAIRFIELD AVE., (PHONE ARMITAGE 1434) CHICAGO 22, ILL.

Kiwanis Puts Penny Bulk Venders Out To Secure Youth Funds

ANADARKO, Okla., Oct. 18.—Penny gum venders were placed on location here last week under the supervision of the local Kiwanis Club, presumably working with the Ford Gum & Machine Company of Lockport, N. Y. Ty Yount, local Kiwanis president, said that so far 15 of the penny bulk venders are out on location, and the group hopes to place 50 more.

Kiwanis, following the same basic pattern used by other Kiwanis local groups, will receive the commission which would ordinarily go to the location owner. Commission money will be used for the Anadarko Youth Fund to first purchase bicycle racks, and later for other youth projects.

Need for the bicycle racks, which caused the venders to be installed, arose with notice that a city ordinance prohibiting parking of bikes on sidewalks would be enforced. Plans now call for installation of steel racks in front of the local Chamber of Commerce Building and in front of theaters.

Hardware Up 15%; New Lines Shown

NEW YORK, Oct. 18.—An average jump of 15 per cent in hardware prices over levels obtaining last year was noted as the National Hardware Show opened at the Grand Central Palace Wednesday (15). At the same time the quality of goods displayed surpassed last year's production, while hitherto scarce items proved more generally available.

One of the new lines exhibited, aluminum nails and staples, manufactured by Nichols Wire & Steel Company, garnered many orders because of the only slightly relieved shortage in normal steel nail lines. Other aluminum products were announced as ready for immediate delivery. Most manufacturers offered an average of 30-day delivery on steel tools, but delivery on heavy equipment was still hampered by shortages of steel, motors and castings.

L. Gardner New Head Of Gem Vending Co.

CLEVELAND, Oct. 18.—Leo Gardner became president and owner of the Gem Vending Manufacturing Company, manufacturers of razor blade venders, upon purchase of the Gem Vending Machine Sales Company from L. Sgro. In the new set-up, Sgro remains as exclusive sales representative. Firm's office has been moved to 3471 W. 140 Street.

Vendi-Freeze Distributing Files Charter in Delaware

DOVER, Del., Oct. 18.—Vendi-Freeze Distributing Corporation has filed a charter with the corporation department of the secretary of State's office to deal in vending machines.

The new corporation's capital is stated at 2,000 shares of no par value stock, and the principal office is listed at the Corporation Trust Company, 100 West Tenth Street, Wilmington, Del.

Marine Corps Asks Music Ops To Spot Special Recording

WASHINGTON, Oct. 18.—U. S. Marine Corps headquarters here has invited music machine operators, as well as men from all other phases of the music and entertainment field, to join in the observance of the 100th birthday of the famous *Marines' Hymn* the week of December 7. Special recordings of the hymn will be re-issued by the recording companies to tie in with the celebration.

Brig. Gen. W. E. Riley, director of the division of public information for the Marine Corps, issued the following statement in connection with the event:

"We marines are proud of our traditional marching song—the *Marines' Hymn*. During the week of December 7-13 we are going to celebrate the centennial of this grand old song, which was written in 1847.

"The Marine Corps cordially invites the operators of automatic music machines to participate in this centennial observance. Wide publicity and frequent playing of the *Marines' Hymn* over radio stations and by dance orchestras is planned. Placement of popular recordings of the *Marines' Hymn* on automatic music machines will assist greatly in reaching a large audience.

"We hope, by frequent playing of the *Marines' Hymn*, to make the public "Marine-conscious" in preparation for the nationwide drive during January to bring the Citizen Marine Corps up to its full post-war strength. The Citizen Marine Corps is the new Marine Corps reserve force which is to be kept trained and ready to preserve the peace. You can help the Marine Corps build this insurance for peace by placing copies of the *Marines' Hymn* on your machines during December and January. Whatever you can do to help will be greatly appreciated by your United States Marines."

Candy Wholesalers Start Boston Club

BOSTON, Oct. 18.—Two meetings of the candy wholesalers in this area have resulted in the formation of the Boston Candy Table, built along the lines of the local groups sponsored by the National Candy Wholesalers' Association (NCWA).

The first meeting, held several weeks ago at the Kenmore Hotel, set up the framework for the new group while the second meeting, held at the Miles Standish Hotel, furthered the plans.

C. M. McMillan, executive secretary-treasurer of NCWA, spoke at the first meeting on the need for local groups. He also assisted in working out details for the Boston Table, which will hold monthly meetings hereafter. Funds have been raised for the employment of an outside secretary for a trial period of one year.

Del. Coin Firm Chartered

DOVER, Del., Oct. 18.—Automatic Fountains, Inc., has filed a charter with the corporation department of the secretary of state's office for the purpose of dealing in vending machines.

Appoint John Henry Head of NCA Group

CHICAGO, Oct. 18.—John Henry, of DeWitt P. Henry Company, has accepted the chairmanship of the National Confectioners' Association (NCA) research committee, NCA president announced. He succeeds H. B. Cosler, Chase Candy Company, who recently completed a one-year term at the post.

New members of the research committee include John Heller, Heller Candy Company, who has had extensive experience in research work in Europe and this country, and Thomas Sharp, of Stephen F. Whitman & Son, Inc., for whom he is chief chemist.

MAKE US A REASONABLE OFFER ON 60 UNIT AMI HOSTESS OR ANY PART OF IT

Envoy, R.C.	\$200.00
500 Wurlitzer	169.50
600 Wurlitzer	149.50
700 Wurlitzer	249.50
750 Wurlitzer	325.00
800 Wurlitzer	300.00
850 Wurlitzer	325.00
1/3 Deposit, Balance C. O. D.	

SUPREME DISTRIBUTORS, INC.

3817 N.E. 2nd Ave. 49 Riverside Ave.
Miami 37, Fla. Jacksonville, Fla.
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J. ROSENFELD WILL NOT BE UNDERSOLD

Specify Second Choice When Ordering!

USED 5-BALL PIN GAMES—All Parts Intact!

\$19.50 Each — 3 for \$49.50

1 Air Force	1 Dude Ranch	1 Marines	1 Skyline
1 Attention	1 Formation	3 Miami Beach	1 Sparky
2 Battle	1 Genco Big League	2 New Champs	1 Sports Parade
1 Big Chief	1 Genco Baseball	2 Paratrooper	1 Tail Gunner
1 Bombardier	1 Hi-Babe	1 Play Ball	2 Ten Spot
1 Boom Town	1 Hi-Hat	1 Production	1 Three Score
1 Chubbie	1 Hi-Stepper	1 Repeater	1 Twinkle
1 C.O.D.	1 Invasion	1 School Days	2 Venus
1 Destroyer	4 Jungle	1 Short Stop	2 Victory (Genco)
1 Double Feature	2 Majors, '41		

\$24.50 Each
3 For \$64.50

1 ABC Bowler
1 Action
5 Big Parade
1 Defense
1 Jeep
1 Legionnaire
1 Liberty
1 Sky Blazer
3 Sky Chief
1 South Paw
1 Spot-A-Card
1 Star Attraction
1 Thumbs Up
2 Torpedo Patrol
1 Yanks
1 Zig-Zag

\$29.50 Each
3 For \$79.50

2 Army-Navy (Knockout)
1 Artists & Models
1 Five, Ten, Twenty
1 Four Aces
2 Keep 'Em Flying
1 Knockout
1 Midway
1 Pin-Up Girl
1 Sentry
3 Shangri-La
1 Strip Tease

\$34.50 Each
3 For \$94.50

1 Catalina
3 Flat Top
3 Grand Canyon
1 Hollywood
1 Laura
1 Oklahoma
1 Shooting Star
2 Streamliner
1 Sun Valley

THOROUGHLY RECONDITIONED — READY FOR LOCATION

BALLYHOO ..\$149.50	SURF QUEENS \$47.50	MIDGET RACER \$ 59.50
BIG LEAGUE...\$54.50		ROCKET\$125.00
DOUBLE BARREL ...\$59.50		STAGE DOOR CANTEEN ...\$59.50
Big Hit\$ 89.50	Sea Breeze\$125.00	Step-Up\$ 89.50
Cyclone 159.50	Show Girl 139.50	Superliner 89.50
Kilroy 139.50	Smarty 129.50	Superscore 119.50
Lightning 129.50	Spellbound 79.50	Suspense 79.50
Rio 149.50	State Fair 99.50	Tornado 149.50

NEW 5-BALL PIN GAMES

BALLYHOOS\$169.50	ROCKETS\$159.50
DOUBLE BARRELS\$79.50	SILVER STREAKS WRITE

HURRY! Order NUDGY Today HURRY!
★ First really new game in ten years! A few days' delay in ordering may mean a week's delay in delivery. So—WRITE—WIRE—PHONE TODAY! ★

EXPORT BUYERS Write for our complete list of machines available for export!

ATTENTION, OPERATORS IN OUR TERRITORY
Use our E-Z PAYMENT PLAN! Your credit is good at ROSENFELD'S. Stop in or write today for details!

TERMS: 1/3 certified deposit, balance Sight Draft or C. O. D.
MEMBER: C.M.I. Reference: United Bank & Trust Co., St. Louis.

J. ROSENFELD CO.

3218 OLIVE ST. ST. LOUIS 3, MO. NEWSTEAD 1582

★ Exclusive Factory Distributors for BALLY • JENNINGS • U-NEED-A • VICTOR • DAVAL • MIDGET MOVIES ★

Personal Income Declines

CHICAGO, Oct. 18.—Personal income of Americans during August showed a slight decline from the all-time high registered in July, according to latest government figures released this week.

At the August rate, personal income for the year is at a level of \$194,400,000,000. A decline in farm income was credited with the drop in August, which is the first monthly drop in the past 11 months.



M. S. GISSER, Sales Mgr.

SPECIAL—THIS WEEK ONLY

10 Wurlitzer 850 E's, Peacock Model. Clean as a whistle, ready to operate \$325.00 Each
25 Panorams 195.00 Each

USED VENDING MACHINES CIGARETTE VENDERS

- 5 Stewart-McGuire, 7-Column \$ 65.00
- 1 National 9-30 85.00
- 5 8-Col. Rowe Royal 85.00
- 5 10-Col. Rowe Royal 95.00
- 5 8-Col. Rowe Imperial 85.00
- 5 45-Col. V-500 110.00

USED VENDERS

- 125 Esquires \$ 8.50
- 12 Silver King 1¢ Ball Gums 3.50
- 100 Northwestern 1¢ #33 Ball Gum Venders, Red Porcelain Finish 3.50
- 2 Shipman Postage Stamp Venders 15.00
- 2 Asco Postage Stamp Venders 15.00
- 6 University Postage Stamp Venders 15.00
- 100 Cash Tray Venders 6.95

BOWLING GAMES

- 10 Wurlitzer Skes Balls, 14 ft. \$165.00
- 4 Bowling Leagues 85.00
- 2 Jacco Barrel Rolls, 9 ft. 140.00
- 2 Premier Barrel Rolls, 11 ft. 175.00
- 7 Jacco Sportsman Roll Downs 195.00
- 3 Total Rolls 210.00

NEW VENDERS

- Victor V 1¢ Globe Type \$11.75
- Silver King 1¢ '47 Ball Gum Venders 10.50
- Silver King 1¢ '48 Ball Gum Venders, Samples 13.95
- Silver King 1¢ Nut Venders, Samples 13.95
- Silver King 5¢ Nut Venders, Samples 13.95
- Lots of 10 or more on the above 11.50
- Master 1¢-5¢ Comb. Advance 1¢ Nut Venders 11.25
- Advance 1¢ Ball Gum Venders 11.25
- Advance 5¢ Pistachio Venders 13.75
- Advance 1¢ Stick Gum Venders 15.50
- Write for Prices on Advance Venders for special products.

ORIGINAL BELLS

- 2 5¢ Blue Fronts \$ 65.00
- 2 5¢ Black Cherrys 125.00
- 2 5¢ Cherry Bells 70.00
- 2 10¢ Pacas Comets 60.00
- 2 10¢ Rol-a-Tops 60.00
- 1 5¢ Jennings Chief 65.00
- 1 10¢ Jennings Chief 75.00
- 1 Cigarolla 110.00

BRAND NEW SCALES

- Watling Tom Thumb Jr. Write
- Watling 500 Write
- Ideal Lo Boy \$125.00

ARCADE EQUIPMENT

- 2 Lite-o-Leagues \$175.00
- 1 Evans in the Barrel 110.00
- 2 Rapid Fires 110.00
- 1 Pitchers & Katchem 85.00
- 1 Radiogram 125.00
- 1 Voice Recorder, F.S. 895.00
- 1 Brand New Jack Rabbit 250.00
- 1 Anti-Aircraft 49.50
- 1 Undersea Raider 175.00
- 2 Exhibit Iron Claws 69.50
- New Chi Coin Basketball 499.50
- Jacco 9 Ft. Barrel Roll \$150.00
- 5 Ten Strikes 69.50
- 2 Battling Practices 95.00
- 3 Chicken Sams 95.00
- 3 Keeney Air Raiders 110.00
- 3 New Bowl-a-Scores 125.00
- 1 Scientific Baseball 95.00
- 15 Boomerangs 150.00
- Champion Hockey 65.00
- Blow Ball 135.00
- Keeney Submarine 95.00
- Evans Super Bomber 195.00
- Texas Leaguer 39.00

100 BALLY 1 BALLS

- Payouts With Bases
- Jockey Club
- Sport King
- Surr King
- Kentucky
- Fairmount
- Just off location, crated, \$60.00 Each.

DRAW BELLS

10 Bally Draw Bells \$310.00

POP UP

Originally \$39.50. Special price, \$25.00. In lots of five or more, \$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: PProspect 6316-17

- MUSIC**
- Wurlitzer 1015 \$625.00
 - Wurlitzer 750 M 325.00
 - Wurlitzer 750 E 325.00
 - Wurlitzer 800 150.00
 - Wurlitzer 500 165.00
 - Wurlitzer 24 140.00
 - Wurlitzer 616 125.00
 - Wurlitzer 71 125.00
 - Wurlitzer 61 110.00
 - Wurlitzer Victory 24 125.00
 - Rock-Ola '46 440.00
 - Rock-Ola Counter Model 110.00
 - Seeburg 8200, RC, Master Station 195.00
 - Seeburg 8800, RC, Master Station 195.00
 - Seeburg 9800, RC, Master Station 195.00
 - AMI Singing Towers 125.00
 - Mills Empress 150.00
 - Mills Throne 150.00

- NEW CONSOLES**
- Evans Winter Book, 5¢ Model \$826.00
 - Evans Roll Hi 826.00
 - Evans New Races, 5¢ 931.00
 - Mills 3 Bells 645.00

- USED CONSOLES**
- 3 Mills 4 Nickel 4 Bells \$195.00
 - 1 Mills 3 Bells 245.00
 - 8 Keeney 5-5-5-25 Super Bells 225.00
 - 3 Baker's Pacers, D.D. 175.00
 - 4 Bally Club Bells Comb. 95.00
 - 4 Keeney 5¢ Super Bells Comb. 110.00
 - 2 Bally Big Top, F.P. 79.50
 - 1 Pacas Races, Brown 145.00
 - 1 Silver Moon, F.P. 89.50
 - 4 Pacas Reels, Comb. 110.00
 - 2 Bob Tails, F.P. 89.50

Cement Filled Pipe Stands, 3 for \$10.00. Brackets for all Venders, \$1.00 each or \$10.00 per dozen.

WANTED TO BUY
Mills Lo Boy Scales
Watling Lo Boy Scales

30-Wire All-Color Coded Cable.
In 1,000 ft. reels, \$195.00.

ALBUM REVIEWS

CHRISTMAS CAROLS (Charm Album No. 1)

Maestro Phil Spitalny launches his own label with a yuletide package that's really a gift for dealers and disk jockeys. Playing pop, middlebrow or longhair music of any type, the all-fem Hour of Charm records consistently deliver a brand of melody-making that's rich, lush and as colorful as a rainbow. And when they sink their instruments and voices into Spitalny arrangements of such standard and haloed Christmas music as *Silent Night*, *Adeste Fidelis*, *'Twas the Night Before Christmas*, *The First Noel*, *Joy to the World*, *Carol of the Bells*; *Hark! the Herald-Angels Sing*; *Oh! Little Town of Bethlehem* and *God Rest Ye Merry Gentlemen* they achieve a cathedral-like quality of stirring proportions. The aforementioned nine selections are packaged on six sides by devoting complete sides to each of the first three and pairing the remaining six two to a side. Treatment varies and runs the arrangement and production gamut from dramatic recitation with fine musical backgrounding (on the classic Clement Moore Christmas poem) thru narration plus choral work (on *Silent Night*) thru solos, choral singing and ork (on *Adeste*), etc. The choir arrangements and singing are among the finest heard in a long time.

With top promotional backing on the part of the fledgling diskery (full-page ads in October, November and December *Life* magazine), program publicity on all the band's concerts, plugging on the *Hour's* weekly air show, which plugging will start soon), the package can't miss as an over-the-counter holiday item. And radio's platter spinners will find any or all of the sides giving their shows that class Christmas spirit in the days leading up to and right thru the season.

ARTUR RUBINSTEIN—Selections from the Music of Brahms, Schumann, Liszt (Victor M-1149)

It's a private piano recital that Artur Rubinstein provides in this package of three 12-inch records. All of it eloquent music, and playing the familiar concert pieces with full sensitivity for its varying moods and expressions, the waxed recital takes in Liszt's arrangement of Schumann's lovely *Widmung*; Schumann's *Arabesque and Traumerei*; and Brahms's *Hungarian Dance No. 4*, *Rhapsody in G Minor*; *Widmung, Op. 25, No. 1* and the everlasting *Cradle Song*. Cover design takes in a pictorial array of the piano master and the three composers, with notes on their music filling the inside page.

GLENN MILLER MATERPIECES, Vol. 11 (Victor P-189)

This set of four records, re-issued by the label by request, again offers some of the best Glenn Miller offerings on the spinning sides. Each selection an everlasting Miller favorite, set starts off with *Chattanooga Choo Choo*, with Tex Beneke and the Modernaires for the vocals, and save for *Perfidia*, that has Dorothy Claire and the Modernaires for the singing, the other six sides are all instrumental show-pieces, including *Johnson Rag*, *Missouri Waltz*, *Pavanne*, *My Isle of Golden Dreams*, *Runnin' Wild* and *Bugle Call Rag*. An excellent opportunity to fill in on the Miller sides missing in the home library, apart from the fact that music operators may still find coin magic in most of the sides.

BARBARA CAMERON (King K-4)

King has high hopes for this WLW, Cincinnati, songstress, releasing the gal on wax for the first time and she

comes thru with an intimate, original style of delivery which should win her a notable following. Platters feature la Cameron's pipes on eight heart throbbers, seven of which are standards, all in the *Thrill Is Gone* and *Goodbye to Love* category, with some soft, romantic Wurlitzer organ backing that fits the mood perfectly. Platters get an extra drive for the fems as middle portions of each platter carry a poem narrated by Marshall Pope. Lad packs plenty of sex appeal in his voice and verses all correlate with the tunes. Records shipped without album cover for review.

BARBER SHOP HARMONY (Wurlitzer 1)

With record shops constantly on the lookout for a leader, with which to draw new customers into the store, Bob McCloud, of Wurlitzer's retail record chain, decided to cut his own leader item for his stores, coming up with this 10-inch album of tonsorial parlor blending. Album, which carries the seal of approval of the Society for the Preservation and Encouragement of Barber Shop Quartet Singing of America (SPEBSQSA), is made up of ditties done by top quartets, which won out in the society's national finals for 1947. Tunes are like *Freckles*, *No One Knows* and *Mother*, but each is done in an intricate blending of voices, and appeal is to oldsters who recall the well-rehearsed shop foursome of yesteryear and the thousands of SPEBSQSA members thruout the country. Sides could be useful today to a number of leading pop harmony groups who are looking for new ideas in vocal blending. Cover carries barbershop illustration.

AN IGOR GORIN PROGRAM (Victor M-1125)

One of the younger baritones of the day, Igor Gorin's singing stature is something to occupy attention. A familiar voice on the radio, opera and concert stage, displays an unusually rich and wide-ranged voice with a lyrical impact that rings out in thrilling fashion. While he displays a deep affection in his hearty and masculine delivery for the Russian-gypsy songs, Gorin fashions it just an engagingly here for the pop standards in *At Dawning* and *One Alone*. Other four sides in the set, a 10-inch package, take in the romantic Romany melodies including the traditional *Dark Eyes*, which he sings in Russian; *The Volga Legend*, folk song presented in English and in Russian, and the previously recorded *Play, Gypsies, Play* and *Song of the Open Road*. Picture of the singer graces the title page with bio notes filling the inside page.

A KIDDIE KORNCERT—The Korn Kobblers (MGM 13)

After all the symphonic overtones given to the music on wax geared to the kiddie trade, along come the Korn Kobblers and pitch a package full of the corn music they cook up so well with their pots and pans along with the hayseed harmonies given out by their horns. Whether or not the younguns will yawn or yearn at these will depend largely on individual tastes of the more-grown tots who may take to it. At least, it's all happy and toe-tapping harmony husking with vocal refrains added to most of the spinning. Sides take in *When the Circus Comes to Town*, *Chopsticks*, *Myrtle the Turtle* and *Flip the Frog*, *The Barnyard Band*, *Who's Afraid of the Big Bad Wolf?*, *The Whistler and His Dog* and *Mary Had A Little Lamb*. Cover design carries a mimi illustration for each song, Korn Kobblers getting no pictorial identification, with inside cover page blank.

T & L HAS ANOTHER \$9 SALE!!!

State Second Choice When Ordering

- FIVE BALLS**
- 5/10/20 \$19
 - Argentine 19
 - Arizona 29
 - All American 19
 - Double Barrel 39
 - Fast Ball 79

- Grand Canyon \$29
- Idaho 29
- Jungle 19
- Laura 29
- Legionnaire 19
- Majors, '41 19

- Oklahoma \$29
- Riviera 39
- Spellbound 79
- Star Attraction 19
- Sun Valley 29
- Texas Mustang 19

- CONSOLES**
- Evans Lucky Lucre \$ 49
 - Evans Good Luck 29
 - Evans Jungle Camp 29
 - Jennings Multi-Racer 49
 - Mills C. or F.P. Jumbos 49
 - Watling Big Game, F.P. 39
 - Keeney 5¢ Super Bonus Bell 319
- MUSIC**
- 1 Mills Empress \$159
 - 2 Mills Thrones 119
 - 1 Wurlitzer 800 249
 - 1 Wurlitzer 850 299
 - Wurlitzer Twin 12, metal cab. 49
 - Wurlitzer 500 Hideaway with 30-wire adaptor 99
 - 8 Seeburg Classics 139
 - '46 Seeburg 609

Personal Music Studio & Distribution Panel \$299.00

Attention! Get our prices on the following: NEW EQUIPMENT

- Bally NUDGY Write
- Bally SILVER STREAK Write
- Chicago Coin BASEBALL Write
- Gottlieb FLYING TRAPEZE Write
- Genco BRONCHO Write
- United NEVADA Write
- Williams FLAMINGO Write
- Williams ALL STARS Write
- Bally 1-Ball JOCKEY SPECIAL Write
- Mills Slots Write
- Packard Phonographs Write
- Rock-Ola Phonographs Write

- MISCELLANEOUS**
- ABT Big Game Hunters @ \$ 19
 - ABT Gun Stands @ for 19
 - Walters Coin Oper. Salesboards 19
 - Mills Vest Pocket Bells 29
 - Parts and Plastic for DeLuxe Rock-Ola, Wurlitzer 850 and Mills Throne Write
 - Chic. Double Revolve Round Safe 119
 - Chic. Single Revolve Round Safe 79
 - Two-Door Single Safes Ea. 49

T and L DISTRIBUTING CO.

1321 Central Parkway Cincinnati 14, Ohio

License Change For Conn. City

NEW BRITAIN, Conn., Oct. 18.—Operators of pinball games will go thru a new procedure to secure licenses for their games, city officials revealed this week. Licensing, formerly handled by a clerk of the police department, will now be handled by Police Lieutenant James Kelly, who will have virtually complete control over games licensing.

Until now, Kelly was assigned to pass on the status of each pinball licensed here, and he will continue to determine whether or not licenses should be issued. Only step not within his jurisdiction is issuance of permit applications, which will be given out at the city clerk's office.

Chi Funland Arcade Closes; Empire Coin Acquires Equipment

CHICAGO, Oct. 18.—All of the equipment formerly located in the Hotel Sherman Funland Arcade, owned by Max Glass, has been moved to the Empire Coin Machine Exchange where it will be placed on sale in the immediate future. Funland, a famous Chicago landmark for years and always one of the centers of attraction during the annual coin machine convention and show, was forced to vacate its premises when its lease expired.

Approximately 156 pieces—ranging from old-timers to recent models—were transferred from the arcade to Empire. One of the more unique pieces—a handmade model called the Village Blacksmith—will, according to Howie Freer, of Empire, probably be kept in the office for the time being for its curiosity value. Rest of the equipment includes a wide range of arcade machines from target and ray guns to voice recorders and horoscope machines.

New Vibrator Motor For Coin Machines Developed by Piqua

PIQUA, O., Oct. 18.—The Piqua Machine & Manufacturing Company here has announced the development of a new type of small motor suitable for use in coin machines.

New motor, called the Vibratrol, is a high efficiency A.C. vibrator. According to firm officials it has high starting torque, high over-load capacity and good speed regulation.

One of the principal features of the motor, it was pointed out, is that it creates no radio interference since there are no brushes or contacts to spark. It is built for use on 115 volt, 60 cycle, alternating current.

Chase Candy Votes 25-Cent Dividend for This Quarter

ST. JOSEPH, Mo., Oct. 18.—Chase Candy Company's board of directors has voted a dividend of 25 cents per share on common stock, an increase of five cents over previous quarterly dividends, it was announced by the office of W. A. Yantis, president.

The firm announced that the action places the stock on a dividend basis of \$1 per year. Dividend is payable November 15 to stockholders of record November 1.

Increase in dividend rate followed a report that the company's net income for July, first month of the current fiscal year, totalled \$110,600 on sales aggregating \$1,040,000.

NAPM Offers Point Of Purchase Aids

CHICAGO, Oct. 18.—National Association of Popcorn Manufacturers (NAPM), set to meet at Sherman Hotel here November 18-20, is currently offering its members several point of purchase advertising items.

Included among the items being offered are banners, cards, newspaper advertising mats and handouts which carry a selling story on popcorn.

Bob Franklin Leaves Mills for Ad Agency

CHICAGO, Oct. 18.—Robert E. Franklin has resigned his post as assistant to Richard K. Law, director of advertising for Mills Industries, Inc. to become assistant account executive for Batten, Barton, Durstine & Osborne, advertising agency, in firm's Cleveland office, it was announced.

Franklin joined Mills in February, 1947, completing a year as advertising manager of Soundies Films, Inc. He is a native Chicagoan, a graduate of Northwestern University and spent four years of wartime service with the navy.

NEW DRAW BELL, BALLY	Write
NEW HI BOY, BALLY	Write
NEW UNITED NEVADA	Write
NEW CHI COIN BASEBALL	Write
NEW MILLS BLK. CH. BELLS	\$215.00
USED KEENEY SUPER BONUS BELL	
NEW DAVAL MARVEL TOKEN, P/O	
WRITE FOR PRICES	
Phone: WA 2-4378	
GENERAL COIN MACHINE CO.	
227 N. 10th St. PHILADELPHIA, PA.	49 N. 2nd St. ST. CLAIR, PA.

FOR SALE

Mills 1946 used V.P. Bells\$35.00
A.B.T. 1946 used Challengers 25.00
Good operating condition.

A. L. KROPP
MERIDIAN, MISS.



Now Delivering!

Esso ARROWS

...the Rolldown that has EVERYTHING!

Guaranteed FAST PLAYING ACTION

Guaranteed TOP PROFIT MAKER

Guaranteed LONG-TERM EARNING POWER

(a tested winner on same locations for months)

Guaranteed MECHANICAL PERFECTION

Guaranteed ATTRACTIVE, ATTENTION-GETTING APPEAL

EXCLUSIVE FEATURES:
(Esso Arrows is the only Rolldown that has all these features)

- ▶ Floating Rollover Button with Spring Action
- ▶ Cabinet constructed of 1 inch Matched Birch—natural finish
- ▶ Colorful Mirrored Glass Backboard
- ▶ High Score (299,000)
- ▶ Special Featherweight Gate prevents return of balls so that only 7 balls can be played

DISTRIBUTORS—A FEW TERRITORIES STILL AVAILABLE

Phone, Write, Wire

PRICE \$499⁵⁰

F. O. B. Hoboken, N. J.

Jack Semel

ESSO MANUFACTURING CORP.

Jack Rubin

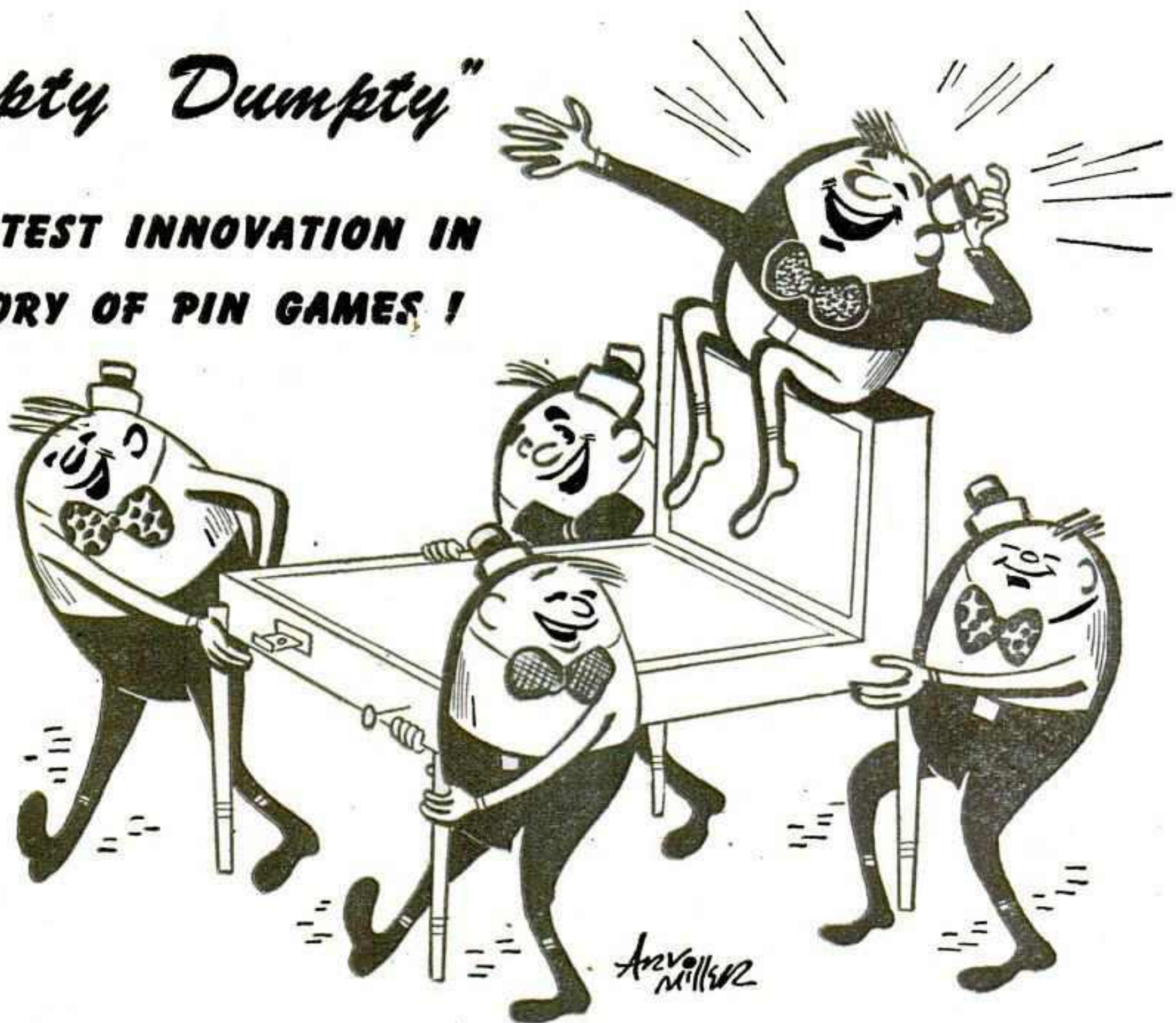
701 MONROE ST., HOBOKEN, N. J.

(Phone: Hoboken 3-5331)

COMING !

"Humpty Dumpty"

THE GREATEST INNOVATION IN THE HISTORY OF PIN GAMES !



THE players WILL BE THRILLED !

THE operators OVERJOYED !

THEY'LL GO FAST AT THESE PRICES
SPECIAL CLOSEOUT
ALL EQUIPMENT THOROUGHLY RECONDITIONED — READY FOR LOCATION

PINS		MUSIC	
1 5-10-20	\$ 19.00	1 Rock-Ola Monarch, AD.	\$ 49.00
1 Double Barrel	49.00	1 Wurlitzer 24	119.00
3 Stage Door Canteen	59.00	1 Wurlitzer 600K	159.00
1 Marines at Play	19.00	1 Wurlitzer Victory 600	
1 Spellbound	75.00	Rot.	139.00
2 South Seas	29.00	1 Mills Ferry Wheel	19.00
1 Arizona	29.00	1 Wurlitzer 600K Victory	159.00
1 Santa Fe	29.00	1 Rock-Ola Standard	
1 ABC Bowler	19.00	W/Dial	159.00
1 Formation	15.00	1 Seeburg Royal	129.00
1 Midget Racer	49.00	2 Wurlitzer 616A	69.00
1 Bally Hoo (Post-War)	139.00	1 Rock-Ola 16R	79.00
1 Stratoliner	34.00	1 Wurlitzer 71, Counter	
1 Big Chief	15.00	Model	89.00
1 Four Roses	19.00	1 Wurlitzer 616, Lite-Up.	79.00
1 High Hand	49.00	1 Wurlitzer 500	139.00
1 Suspense	59.00	2 Rock-Ola Playmasters	119.00
		1 Seeburg 8800, Remote	229.00

CONSOLE

Bonus Super Bell (Single) \$295.00

1/3 With Order, Balance C. O. D.

Scott-Crosse Co.

1423 Spring Garden Street • Phila., Pa. Rittenhouse 6-7712

BARGAIN CLOSEOUTS
 Sensationally low prices for machines that are thoroughly remodeled and reconditioned. Not just cleaned, but reconditioned in our own shop, and that means:

- chassis completely overhauled
- cabinet resprayed
- amplifier thoroughly checked and every part perfect
- all plastics intact
- look and work like new

Model	Price
Hitone, ES	\$210.00
Hitone, RC	250.00
Casino	145.00
Classic	250.00
Colonel	250.00
Envoy	225.00
Vogue	145.00
Gem	125.00
Rex	
24	
500	
600 Packard	\$129.50
800 Rotary	149.50
750E	100.00
850E	130.00
24/42 Victory	325.00
	350.00
	350.00
	100.00

WURLITZER
 De Luxe Master Standard
 Have 30 slightly used Seeburg 1946 Se Wireless Wallomatics in excellent condition. SPECIAL PRICE, \$42.50 EA. WS102—\$10.25¢ Wireless Boxes \$45.00 Ea.

ROCK-OLA
 Brand New—Individually Boxed—
 Guaranteed
 2A3 \$1.26 5Z3 .70 604 .70
 6SN7 1.04 6J7. Metal .83 6L6 .63
 6U4 .63
 Write for Our Special Tube Price List
 1/3 Deposit, Bal. C. O. D.
 Crating on Phonos Only, \$15.00 Additional.



THE ATLANTIC TRIPLE TEST GUARANTEE. THE STRONGEST GUARANTEE EVER MADE

Our Export Department is completely equipped to convert all reconditioned phonographs according to voltages, currents and coins for any country. Write for our Export Catalogue and Price List.

America's Largest Coin Machine Distributor

Occupying 15,000 Square feet of FAITH in the Future.

ATLANTIC

ATLANTIC N. Y. CORP.: 540-550 W. 58th St., N.Y.C. CO 5-4585
 ATLANTIC N. J. CORP.: 27-29 Austin St., Newark. BI 8-4105
 ATLANTIC CONN. CORP.: 1625 Main St., Hartford. HA 2-6141
 Exclusive Seeburg Distributors

NEW LOW PRICES

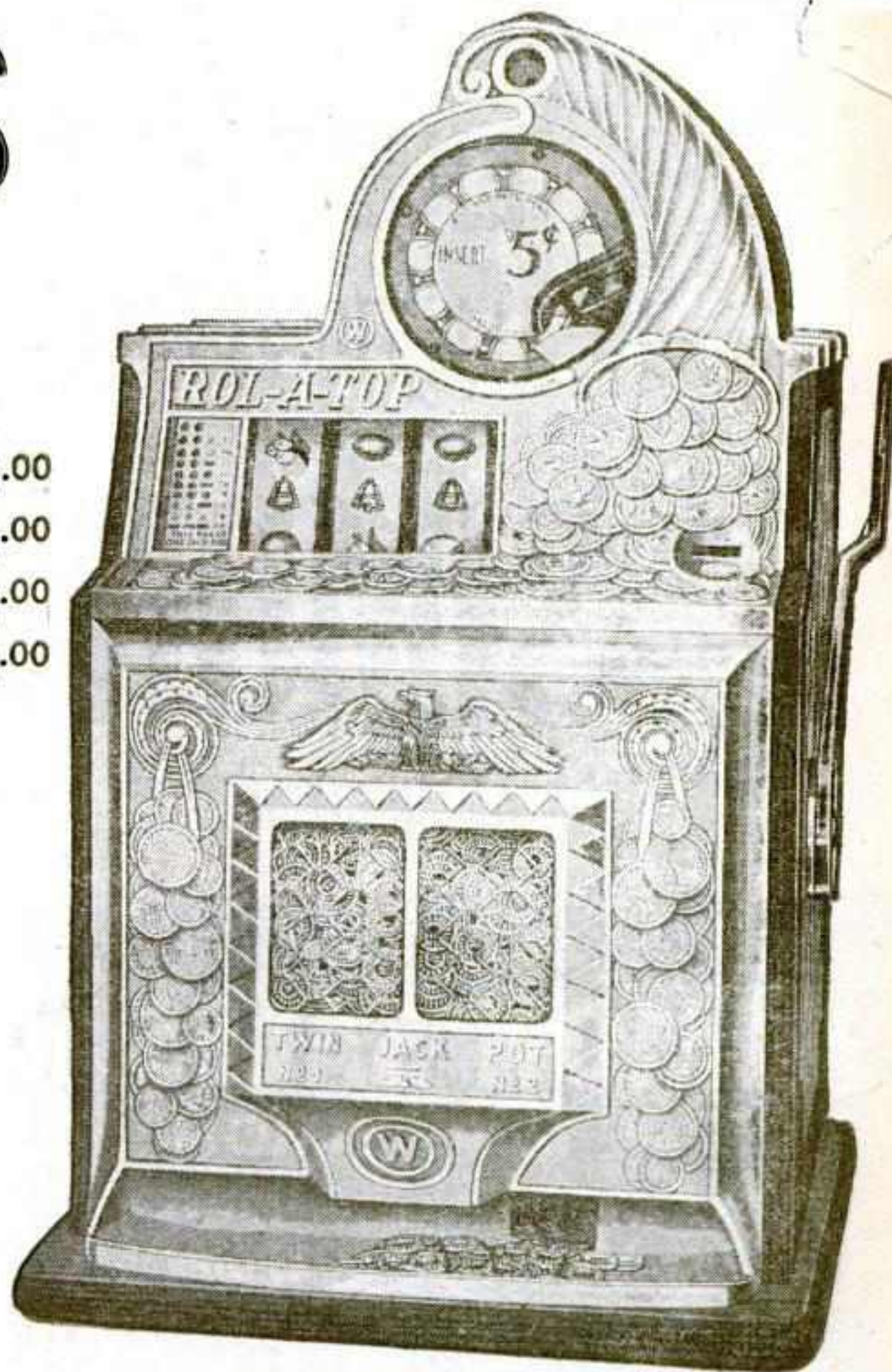
BRAND NEW MACHINES

5c ROL-A-TOP BELL	Was \$175.00	Now \$150.00
10c ROL-A-TOP BELL	Was 200.00	Now 150.00
25c ROL-A-TOP BELL	Was 225.00	Now 150.00
50c ROL-A-TOP BELL	Was 300.00	Now 250.00

THE ABOVE PRICES ARE NET F. O. B. CHICAGO

WE CAN FURNISH ALL TYPES OF REEL COMBINATIONS TO MEET YOUR REQUIREMENTS:

1 Cherry Pay 2 — 1 Cherry Pay 3 — Mystery 3-5 Payout, Standard
 — Mystery 3-5 Payout, Club — No Lemon on First Reel



ROL-A-TOP

DON'T WRITE - WIRE! WATLING MFG. CO.

Est. 1889 — Tel.: COL. 2770

4650 W. FULTON ST. CHICAGO 44, ILLINOIS
 Cable Address: "WATLINGITE," Chicago

NOW DELIVERING

MARVEL'S

OSCAR

NOW ON DISPLAY AT
 DISTRIBUTORS
 EVERYWHERE

- A 5 BALL WINNER
- OSCAR AWARDS
- 6 WAYS TO WIN
- SUPER HIGH SCORES
- MYSTERY ROLL-OVER SCORES

ORDER FROM YOUR DISTRIBUTOR TODAY

MARVEL MANUFACTURING CO.

2847 FULLERTON AVE. • EVE. 0230 • CHICAGO, ILL.

WANTED to BUY or TRADE FOR NEW GAMES

Kilroy	Fast Ball	Surf Queen	Havana
Amber	Superliner	Big Hit	Mystery
Smarty	Step Up	Sea Breeze	State Fairs
Spellbound	Midget Races	Tornado	Suspense
Dynamite	Big League	Rios	Rocket
			Fiesta

All games must be in working order but not cleaned. State price and games you have in first letter. The listing of games above are for resale.

Mid-State Co. 2369 MILWAUKEE AVE., CHICAGO 47, ILL.
 Phone: Everglade 2545

COIN MACHINE OF PITTSBURGH

Delivering Mills Latest Machines

JEWEL BELL

Available in 5c-10c-25c Play



BRAND
 NEW
 MILLS

5c Q T,
 \$115.00



Exclusive Distributor for Mills
 Slots in Western Pennsylvania,
 Ohio and West Virginia.

NEW FIVE BALLS
 Exhibit Mam'selle
 Gottlieb Flying Trapeze
 Genco Broncho
 Bally Silver Streak
 Bally Nuddy
 United Nevada

NEW
 Bally Triple Bell Write
 Buckley Track Odds Write
 Evans Bang Tails Write
 Keeney Bonus Super Bell, 5c \$550.00
 Champion Hockeys 60.00

USED SLOT MACHINES

Slightly Used Columbia Bells \$ 55.00	5c Jennings Victory Chief ..\$50.00
3-Way Keeney Bonus Bells . 795.00	10c Jennings Victory Chief .. 55.00
5c Mills Vest Pockets . . . 35.00	5c Jennings Silver Moon Chief 60.00
5c Mills Blue Fronts 50.00	10c Jennings Silver Moon Chief 65.00
5c Jennings Silver Moon Club 60.00	10c Pace Comet 49.50
10c Jennings Silver Moon Club 65.00	25c Pace Comet 59.50

TERRIFIC BUYS—USED FIVE BALLS
 \$29.50 \$39.50 \$49.50

C'MON IN AND SEE!
 Filben Stow-a-Way ..\$398.00
 Filben Mirrocle Cabinets 325.00

FILBEN
 MIRROCLE MUSIC

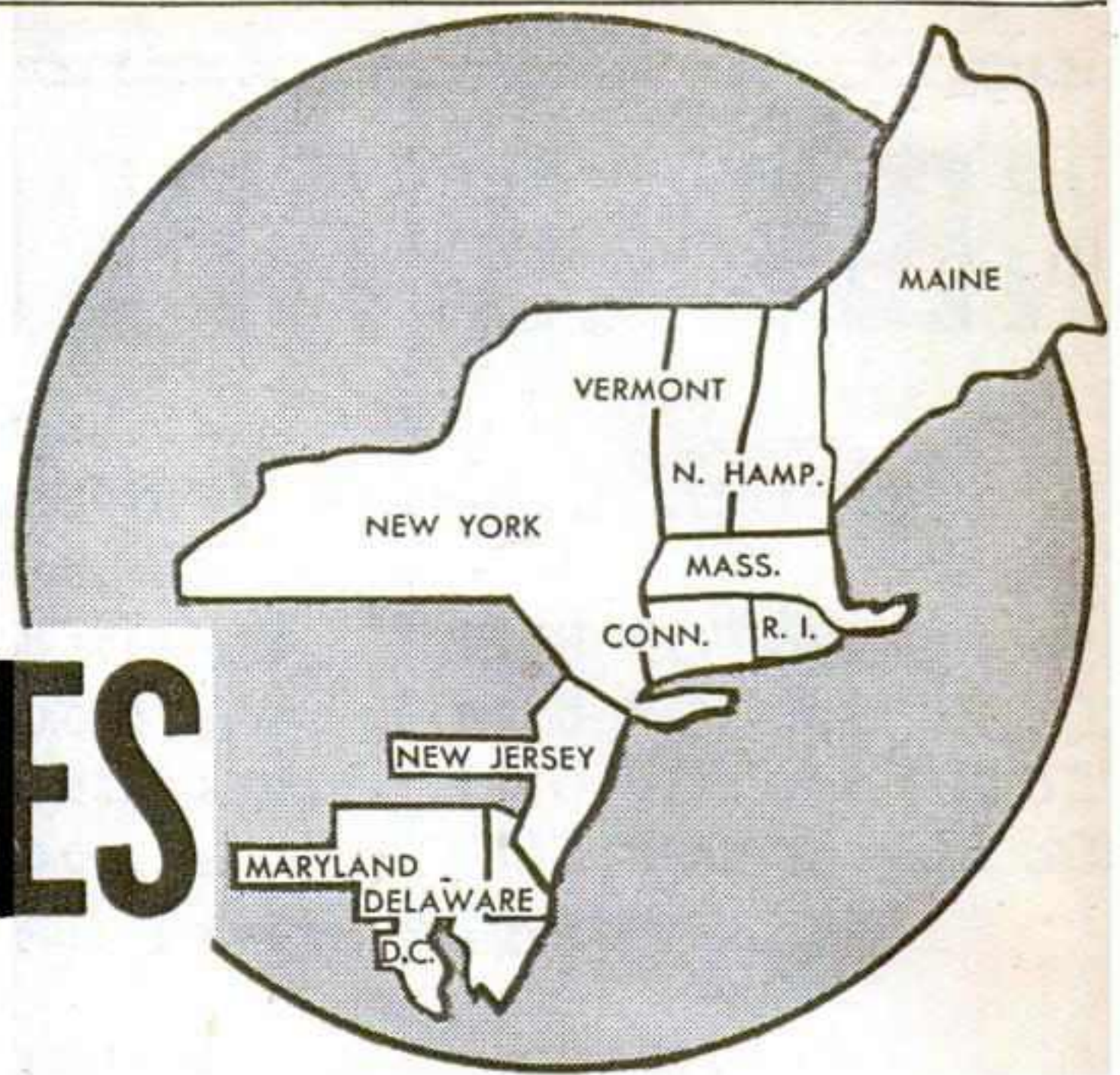
we can show you how to
 turn your old electric selection
 mechanisms into new equipment.

COIN MACHINE DISTRIBUTING CO.
 500 NORTH CRAIG ST. • PITTSBURGH, PA.

FOR ALL THE SENSATIONAL...
"EXHIBIT" GAMES
 IN ALL THESE STATES

place
 your
 order
 with

SIMON SALES



SIMON SALES, INC.

DAVE SIMON

NOTE THE NEW ADDRESS

627 10th Avenue, New York 19, N.Y.

All phones: LOngacre 3-0241, 0242, 0243

SIMON SALES Is Direct Factory Agents for
 the **EXHIBIT** Supply Company in . . .

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| Maine | Rhode Island | Delaware |
| Vermont | Connecticut | Maryland |
| New Hampshire | New York | Washington, D. C. |
| Massachusetts | New Jersey | |

For immediate delivery drop in to see us or . . .

WRITE—WIRE—PHONE
 and our representative will see you

O. D. JENNINGS
 Wants Two
ACE SALESMEN

to work as direct factory representatives calling on fraternal organizations and coin machine operators all over the United States.

Prefer men thoroughly familiar with selling Chief and other type coin-operated machines. We need fellows who will be up early and are not afraid to work long hours to get the job done.

To men who are ready to travel at a moment's notice we offer a real chance to share in this huge market and to grow with a leading manufacturer who has gone forward for more than forty years.

Write fully, giving age, experience in detail and tell us why you think you can handle one of these important jobs.

Address

O. D. JENNINGS AND CO.

4309 W. Lake St.

Chicago 24, Ill.

Dept. JRB

BUSINESS is O.K. Joe. I've got **EXHIBIT** games on all my spots **NOW!**

ME TOO! GEORGE

You too, will be ahead with **EXHIBIT** games. They are always **MECHANICALLY RIGHT**

EXHIBIT SUPPLY CO. (EST. 1901) 4222-42 W. LAKE ST., CHICAGO 24, ILL.

Jennings Start Up Production On New Console

CHICAGO, Oct. 18.—O. D. Jennings firm is now in production on a new Club Console, it was announced here.

New bell console is available in both Club Chief and Standard Chief models, features such customer conveniences as coin return chute in the center of the machine, ash trays located approximately waist high on both front ends, beverage holder, and an indented section in the lower front of the machine. Indented section houses a purse holder for women customers and a foot rest.

Club Console is available at penny, nickel, dime, quarter, half dollar and dollar play.

Winter Tour Trade To Soar in South, Officials Predict

SAN ANTONIO, Oct. 18.—Winter tourist trade is being talked up as a big item here, with one of the busiest winter seasons in the city's history forecast, according to travel agencies, hotels and the tourist department of the Chamber of Commerce.

One reason for the expected lush winter crop of visitors is said to be the campaign the chamber initiated this summer to point out the city as a winter haven for northern travelers. Alex Thomas, president of the chamber, directed letters to similar organizations thruout the nation advising them of the availability of accommodations.

The convention schedule during the winter months is also promising, the chamber stated, as there are numerous such gatherings planned.

Following suit in the desire to attract winter visitors is the campaign being waged by the State of Tennessee. Latter is advertising its tourist attractions by adopting a full publicity schedule directed by the State Department of Conservation. Upon the recommendation of B. T. Gregory, State information division director, the ad campaign includes newspaper advertising to the tune of \$13,000.

Meanwhile, in the hurricane stricken area about the Gulf Coast, winter tourists are expected to appear as usual and perhaps in even greater numbers. William E. Barksdale, executive director of Mississippi's agricultural and industrial board, stated recently that swift progress is being made getting things back to normal. He said all the hotels are operating and that damaged tourist courts are being rebuilt.

U. S. Gov't Earns, Spends More in '47

CHICAGO, Oct. 18.—An indication of the circulation of money in the United States was given this week in the announcement by the U. S. Treasury that the government is taking in more cash and spending more this year than last.

Record shows a net income of more than \$10,000,000,000 in the first three months and three days of the 1948 fiscal year which began on July 1. Spending during the same period was about \$9,444,000,000.

Spending during this period was

Philadelphians Open A New Amuse. Firm

PHILADELPHIA, Oct. 18.—A new amusement machine operation was established here by Joseph E. Lunne-mann and Edward W. Lunnemann. New operators, calling their firm Joe & Ed's Amusement Machines, have set up shop on Frankford Avenue and will operate in that section of the city.

Certificate for the conduct of their business under that name was received from the county courts as provided for under the State's fictitious name act.

about \$200,000,000 above that during the corresponding period last year.

K. C. SPECIALS

ORDER THEM QUICK!

New Bally De Luxe Draw Bells
New Bally Jockey Specials
New Mills Jewel Bells
Write for Prices

CHECKED, CLEANED 5 BALL, F. P.

Streamliners, Arizona, Trade Winds, Oklahoma, Grand Canyon, Midways, Each . . . \$29.50
Post War, Stage Door Canteen . . . 39.50
Surf Queen and Big League . . . 49.50
Bally Club Bells . . . 49.50
Keeney Super Bells . . . 59.50
New Daval Free Play . . . 25.00

TERMS: 1/3 Deposit, Balance C. O. D.

K. C. NOVELTY CO.

419 MARKET ST. PHILA. 6, PA.
MARKET 7-4641

3 Good Reasons

Why Buckley Built Equipment... belongs on your operating schedule

Buckley Chrome MUSIC BOX
Available in 20 or 24 Selections

Buckley TRACK ODDS
A New 7 COIN RACE HORSE CONSOLE, Cash or Check Play

Buckley BELLES Available in the Following Models:

- **CRISS CROSS BELLES** Newest idea in payout combinations.
 - **BUCKLEY GUARANTEED JACKPOT BELLES** For Clubs and Locations desiring to give definite Jackpot Payouts.
 - **HAND LOAD JACKPOT BELLES**
 - **AUTOMATIC JACKPOT BELLES**
- All Models Incorporate NEW Features and IMPROVEMENTS Not Found on Other Machines



(1)
THE WALL BOX
OPERATORS PREFER!



SEE THE UNBEATABLE CHRISTMAS SENSATION PAGE 77

FOR SALE MILLS BRAND NEW 50c PLAY BLACK CHERRY BELLS
A. L. KROPP
3106 8th St. Meridian, Miss.

Buckley Manufacturing Co.
4223 WEST LAKE STREET • CHICAGO 24, ILLINOIS
PHONES: VAN BUREN 6636-6637-6638-6533



This is it!

CONVERTIBLE FREE PLAY—PAYOUT



2 WAY MODEL ONLY

Keeney's "GOLD NUGGET"

THE LATEST AND GREATEST CONSOLE WINNER!

★ Here is the new Keeney 2-Way Console that makes operators, locations and players all exclaim, "This is IT!" Keeney's GOLD NUGGET—a winner from top to bottom.

Each time the machine operates, a flasher on the backboard lights up one of the 8 scoring combinations (such as 2 cherries, 3 oranges, etc.) signifying a much greater award is to be made should the reels stop on a like combination. **Example:** If backboard flasher lights up 3 lemons with a single coin and the reels stop on 3 lemons, the award increases automatically from 8 to 36. Two coins increase the award from 8 to 100. Imagine! Scores up to 100 on the three cherries! Up to 200 on the plum combinations instead of the usual 16. What a "come-on" for players!

Little wonder that experienced console and veteran bell-fruit operators pronounce Keeney's "GOLD NUGGET" to be the best yet! See it. Play it.

ORDER FROM YOUR KEENEY DISTRIBUTOR NOW!

J. H. *Keeney* & CO., INC. "THE HOUSE THAT JACK BUILT"

2600 WEST FIFTIETH STREET, CHICAGO 32, ILLINOIS

IN PRODUCTION—ORDER NOW!

The NEW Mercury ATHLETIC SCALE

Operators report it the best Penny money maker ever made.

15 different moneymakers in one great machine. Invites repeat plays.

NEW — SENSATIONAL — LEGAL — BUGPROOF — DURABLE

PRICE **\$195.00** F. O. B. Detroit

1/3 Deposit with order, balance C. O. D.

Some protected territories open for bona fide distributors

MERCURY STEEL CORPORATION

3830 Holbrook Ave. Detroit 12, Michigan



MUSIC

LARGEST WHOLESALEERS OF USED PHONOGRAPHS
IF WE DON'T HAVE IT—WE CAN GET IT

WURLITZER		SEEBURG	
Wurlitzer 616, Plain	\$ 59.50	Seeburg Casino	\$ 72.50
Wurlitzer 616, Lite-Up Top & Bottom	69.50	Seeburg Regal	95.00
Wurlitzer 71, Counter Model	95.00	Seeburg Gem	95.00
Wurlitzer 24, Cellar Job	79.50	Seeburg Classic	99.00
Wurlitzer 42/24 Victory	79.50	Seeburg Cadet, ES	149.00
Wurlitzer 24	79.50	Seeburg Envoy, ESRC	189.00
Wurlitzer 500	119.50	Seeburg Hitone, ES	165.00
Wurlitzer 600	119.50	Seeburg Hitone, ESRC	175.00
Wurlitzer 700	250.00		
Wurlitzer 850	259.50		

Heavy Side Plastics for Wurlitzer 500 and 600 (Lower Sides) **\$5.50 EA.**

ROCK-OLA

Rock-Ola Windsor-Monarch \$ 65.00
Rock-Ola Standard 115.00
Rock-Ola Spectravox & Playmaster 110.00

WALL BOXES AND PARTS

Seeburg 20 Wall-o-Matics, RC	\$17.50	Buckley Chrome Lite-Up Boxes	\$ 9.50
Seeburg 24 Wall-o-Matics, RC	19.50	Wurlitzer #100 5¢ Boxes	7.00
Buckley Plain Boxes	3.00	Wurlitzer #120 5¢ Boxes	9.50
Buckley Gold Lite-Up Boxes	7.50	Wurlitzer #125 5-10-25 Boxes	12.50
Wurlitzer 1946-1947 Boxes	Write		

We Have All Makes of Phonographs, Adaptors, Steppers and Parts in Stock
State What You Need—Write
Send 1/3 Deposit, Balance C. O. D.

HUB DISTRIBUTING CO.

632 Tenth Ave., cor. 45th St.
New York 19, N. Y. Circle 6-9570

BARGAINS ★★★ VERY SLIGHTLY USED

2 KEENEY "BIG PARLAY," COM. F. P. C. P. (LIKE NEW.) Each	\$225.00
1 BALLY "VICTORY SPECIAL," CHROME RAILS	275.00
1 BALLY "VICTORY DERBY," CHROME RAIL	150.00
1 BALLY "SPORT KING" (RECONDITIONED), PAYOUT	75.00
1 BALLY "SPORT SPECIAL" (RECONDITIONED), F.P.	35.00
1 CHI COIN GOALEE (JUST LIKE NEW)	150.00

NEW ★★★ THE BEST ONE BALL "FREE PLAY" EVER PRODUCED
"RED DOT," WITH THE SPINNING REEL. 475.00
One-third with order, balance C. O. D. Immediate shipment, carefully crated.

THE R. F. VOGT DISTRIBUTORS

MILNER HOTEL BLDG. (Phone 5-0461) SALT LAKE CITY, UTAH



FOREIGN ORDERS A SPECIALTY!

RENT A MACHINE KEEP THAT LOCATION HOT

Established operators — Save money by renting games and phonographs. 1/2 rental fee may be applied against purchase.
Send Us Your Name and Address To Receive Our Monthly Newsette

NATIONAL NOVELTY COMPANY 183 Merrick Road, Merrick, Long Island
Phone: Freeport 8-8320

SPECIAL

Here is your chance to buy one of the best games made by Daval Mfg. Co. for 1/3 of list price. 25 new, late style Daval FREE PLAY Games in original cartons, cigarette or fruit reels. This machine has been proven to be one of the best money makers in closed territories. Price, \$24.50 each; 5 for \$110; 10 for \$210. WRITE, WIRE OR PHONE

PENNIES, INC.

246 CHARLOTTE STREET ASHEVILLE, N. C.

Duke Luker, Miami Distrib, Rallies Ops for CMI Fund

MIAMI, Oct. 18.—Duke Luker, of Christopher-Luker Company here, is out to stimulate as much interest in the Coin Machine Industries, Inc. (CMI), drive to aid the Damon Runyon Memorial Fund for Cancer Research as possible. Luker recently sent the following letter to operators in his area:

The man who wrote *Sand in My Shoes* and, who was best known in Florida as the "Hermit of Hibiscus Island," lost his fight against cancer so recently that it seems only yesterday.

A group of his friends, headed by Walter Winchell, organized a cam-

aign to solicit funds in his name to fight cancer.

The Coin Machine Industries, Inc. (most all coin machine people belong as associate members), has subscribed to this fund to the tune of \$250,000.00 a year until further notice. Now, they are calling on all their members and friends to help them help Winchell and company aid the cancer fighters by putting up the money to carry on the fight against this dreaded disease.

Now to get down to "Cracker-talk"—what is needed is for all of us Crackers and Yankee Doodles, who came to visit and got sand in their shoes and stayed to get in the coin machine business, is to come on in

with a few skins and help the CMI make good its promise. If there "ain't" nothing in the "cash box," let's knock a little out of the tubes and send it in to this outfit. Remember that no "scratch" is coming out of your donation. Whatever you put on the ticket, that's what goes into the office. If you would like to help in this fight and don't want to send your donation to Chicago, just put it in an envelope, along with your name and address, and I will see that you get a "paid ticket" for it, plus getting your donation mentioned in the coin machine publications.

Hoping to help you pass on a little of that stuff, I remain

(Signed) DUKE.

OFF LOCATION

BARGAINS

	5¢	10¢	25¢
MILLS BLUE FRONTS . . . \$	50	\$ 55	\$ 60
MILLS BONUS	70	75	80
MILLS HAND LOADS	80	85	90
MILLS CHROME	80	85	90
MILLS BLACK CHERRY 120	125	130	

ORIGINAL CLEAN EQUIPMENT
1/3 Deposit, Balance C. O. D.

HAWKEYE SALES CO.
258 Highland Dr., N.W., Cedar Rapids, Iowa



MEMBER

Number of Federal Licenses Up in Iowa

DES MOINES, Oct. 18.—U. S. Bureau of Internal Revenue here issued a report this week that license tax stamps for both liquor sales and bell machine operations are higher this year in Iowa than they were during 1946. Department said that so far 1,006 bell machine stamps had been purchased, and that liquor dealers' tax stamps have been purchased by 2,607.

Last year's liquor stamp purchases amounted to 2,580.

WORLD'S LARGEST DISTRIBUTING HOUSE!



LESS THAN MANUFACTURER'S COST!
BAT-A-BALL UPRIGHT MODEL \$84.50
JR., WITH STAND 29.50
BRAND NEW, IN ORIGINAL CRATES! ORDER NOW!

NEW COUNTER GAMES

POP-UP	\$ 24.50	MARVELOIG. REELS \$	39.50
ABY CHALLENGER	49.50	IMP., 1¢ or 5¢	14.50
FOLDING STAND	11.95	BEST HAND	30.00
GOTT. GRIP SCALE	39.50	MEX. BASEBALL	30.00
GRIP-VUE	49.95	SKILL THRILL	30.00
BASKETBALL, 1¢	39.50	FREE PLAY	30.00
WITH STAND	49.50	HEAVY HITTER	160.00
KICK & CATCHER	37.50	WITH STAND	175.00

NEW SLOTS

JENNINGS LITE-UP CHIEF	\$324	\$334	\$344	\$454
JENNINGS STANDARD CHIEF	268	278	288	399
MILLS BLACK CHERRY	248	258	268	338
MILLS GOLDEN FALLS, H.L., 2-5	258	268	278	348
WATLING ROLATOP	175	200	225	300
GROETCHEN DE LUXE CLUB COLUMBIA	\$149.50			
GROETCHEN COLUMBIA, JP	145.00			
MILLS VEST POCKETS	\$74.50. LOTS OF 5 65.00			

SLOT SAFES, STANDS

CHICAGO METAL REVOLVING SAFES—
UNIVERSAL, Single, \$79.50; Double \$116.75
BOX STANDS \$27.50 • FOLDING STANDS 12.50

WILLIAMS' GREATEST MONEY MAKER! ALL STARS .. WRITE

SLOTS

50¢ GOLDEN FALLS, NEW REB.	\$185.00
5¢ MILLS BLUE FRONT, ORIG.	89.50
10¢ BROWN FRONTS	109.50
5¢ BONUS BELL	119.50
10¢ BONUS BELL	129.50
25¢ BONUS BELL	139.50
5¢ GOLD CHROME, H.L.	119.50
10¢ GOLD CHROME, H.L.	129.50
25¢ MILLS CLUB CONSOLE	149.50
5¢ MILLS Q.T.	69.50
VEST POCKETS, 1946 Model	49.50
10¢ BLACK CHERRY, NEW REB.	134.50
25¢ BLACK CHERRY, REB., 2-5	139.50
5¢ JENN. SILVER CHIEF	99.50
5¢ JENN. CLUB CONSOLE CHIEF	109.50
COLUMBIA'S J.P., 1946 Model	89.50
5¢ JENN. BRONZE CHIEF	199.50
JENN. CIGAROLA XV	99.50
JENN. LITE-UP CHIEFS, Used 10 Days	235.00
5¢, \$215; 10¢, \$225; 25¢	235.00

CONSOLES

5¢-25¢ 2-WAY BONUS SUPER	\$625.00
5¢ KEEN. BONUS SUPER BELL	395.00
25¢ KEEN. BONUS SUPER BELL	449.50
BAKER'S PACERS, D.D., J.P.	395.00
5¢ COMB. SUPER BELLS	79.50
BALLY SUN RAYS, F.P.	69.50
HI HAND, COMB.	99.50
WATLING BIG GAME, P.O. or F.P.	69.50
5¢ PACE SARATOGA SR., P.O.	69.50
5¢ PACE REELS, COMB.	89.50
JENN FAST TIME, P.O.	59.50
BALLY BIG TOP, P.O. or F.P.	69.50
MILLS JUMBO, LATE HEAD	69.50
JENN. SILVER MOON, F.P.	69.50
5¢ BALLY CLUB BELL	89.50
EVANS LUCKY STAR	149.50
GALLOPING DOMINOS, J.P.	149.50

NEW CONSOLES

BALLY TRIPLE B.	\$895.00
DE L. DRAW BELL	512.50
BALLY HI BOY	339.50
MILLS 3 BELLS	645.00
JENN. CHALLENGER	595.00
EVANS BANGTAILS	671.50
EV. WINTERBOOK	828.00
EVANS RACES	931.00
BAKERS PACERS, 5¢, DD	629.50
GROET. TWIN FALLS	485.00

NEW VENDORS

SILVER KING, 1¢ or 5¢ NUT OR B.G.	\$ 19.95
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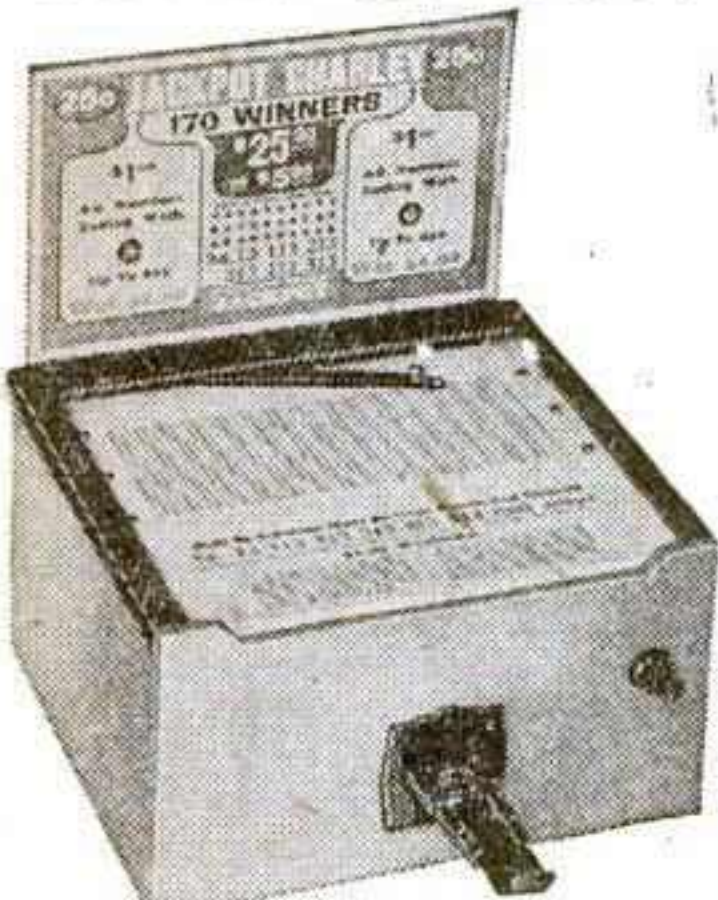
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Britain Must Wait for Dollars To Satisfy Great Import Needs

CHICAGO, Oct. 18.—British Isles and continental Europe have an unsatisfied demand for all kinds of American equipment, but a long period of time will lapse before that general area will have sufficient dollars to pay for its import needs, according to a nationally known industrialist just back from a tour of Europe.

Harold T. Ames, president of the Chicago Electric Manufacturing Company and a member of American Airlines' board of directors, stated these facts upon arriving back in the Midwest following an inspection assignment of the airline's European installations. Among the countries he traveled thru were Ireland, England, Holland, Germany, Norway, Sweden and Denmark.

Ames stated that the foreign situation, excluding Germany and a couple of other nations, is not quite as critical as a few eye witnesses have declared. Regardless, he pointed out there will be few deliveries of American manufactured equipment until Europe's currency standards become more stabilized.

One of the oddities of the European manufacturing picture, Ames said, is that altho few units of electrical equipment are being made in foreign nations most of the output, as little as it is, currently goes to the United States for sorely needed American dollars. He explained that in a majority of cases it is possible to uncover more foreign-made merchandise in this country than in the nation where it was produced.

The Chicago executive said even when the dollar shortage is eradicated it will still be a long time before American manufacturers do any large-scale exporting. Among the handicaps confronting U. S. output are the varied differences in electrical wiring in individual cities within a single country. He felt that this fact alone would almost make it mandatory that electrical circuits within equipment, such as appliances, be slanted at a specific market.

In Ames's opinion Holland and

Belgium are at the present the two most prosperous countries in Europe, having made the quickest recoveries since the end of the war. He also revealed that in many countries there seems to be a general lack of incentive among the workers.



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Soreng Designs New Coin Mch. Solenoid

CHICAGO, Oct. 18.—A newly designed solenoid was announced this week by the Soreng Manufacturing Corporation here, producers of switches, solenoids and terminals.

Officials of Soreng said the new design has a unique magnetic circuit intended to overcome "power-drops" which occur at critical points of the stroke on some solenoids. New design, its makers claim, is designed to give steadily increasing power in the stroke, up to and including the seal.

New solenoid will be marketed to manufacturers of vending machines, automatic washers and other electrically operated machines.

Mutoscope Appoints Regional Salesmen

NEW YORK, Oct. 18.—A. W. Blendow, sales manager of International Mutoscope Corporation, this week announced the appointment of three territorial salesmen, the appointments to become effective immediately.

New additions are Sherwood C. Ives Sr., of Buffalo, who will cover New York and Pennsylvania; J. A. Woodward, of Portsmouth, Va., covering Virginia, and Emery Rizsak, of Chicago, covering Illinois and Indiana.

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JEEP	24.50
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LUCKY STAR, New	175.00
MARVEL BASEBALL	19.50
MIDGET RACER	49.50
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SKY CHIEF	29.50
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STARS	19.50
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SUN BEAM	19.50
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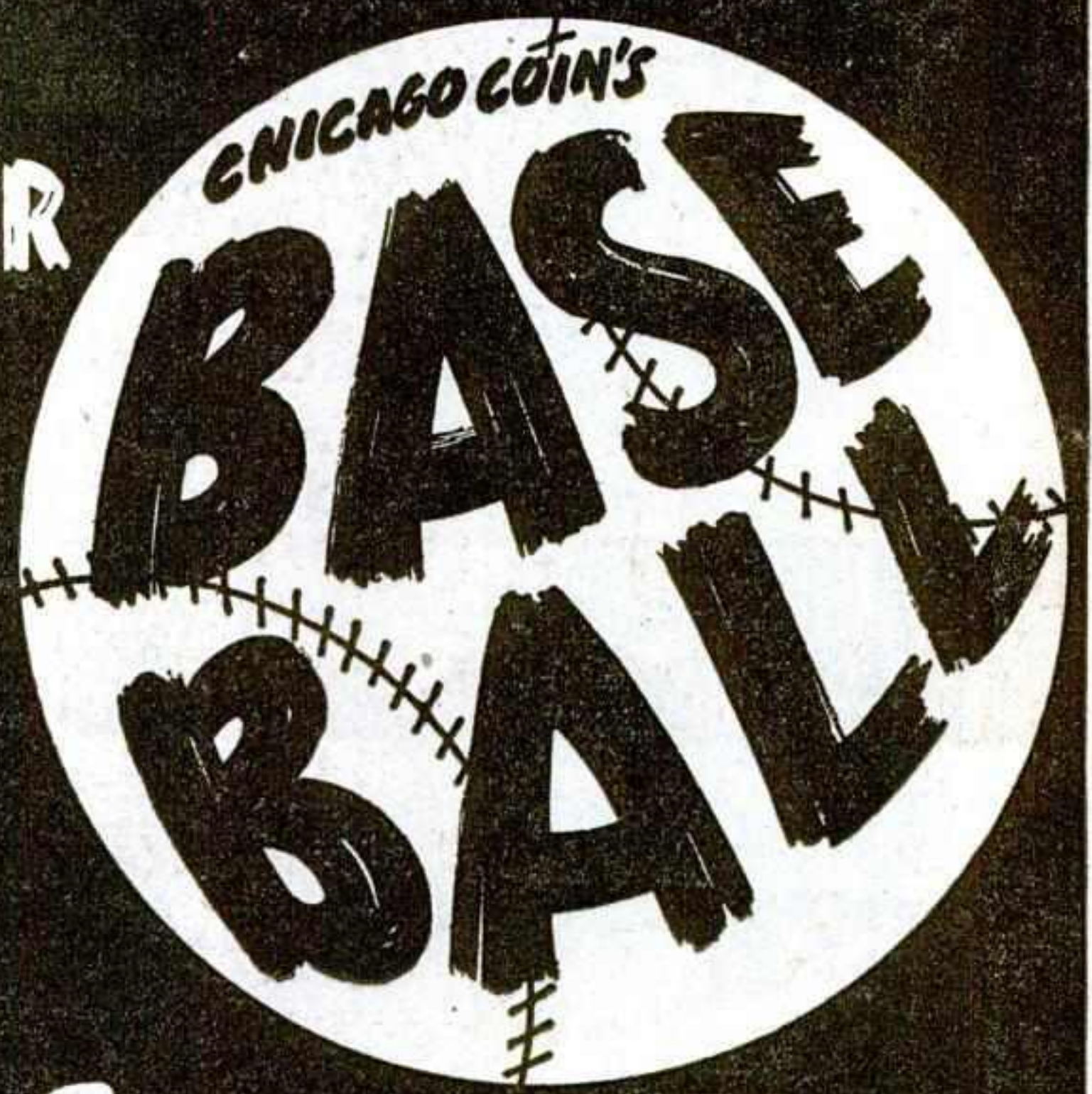
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- Seeburg Vogue 149.50
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- Seeburg Hi-Tone 8800, ES 185.00
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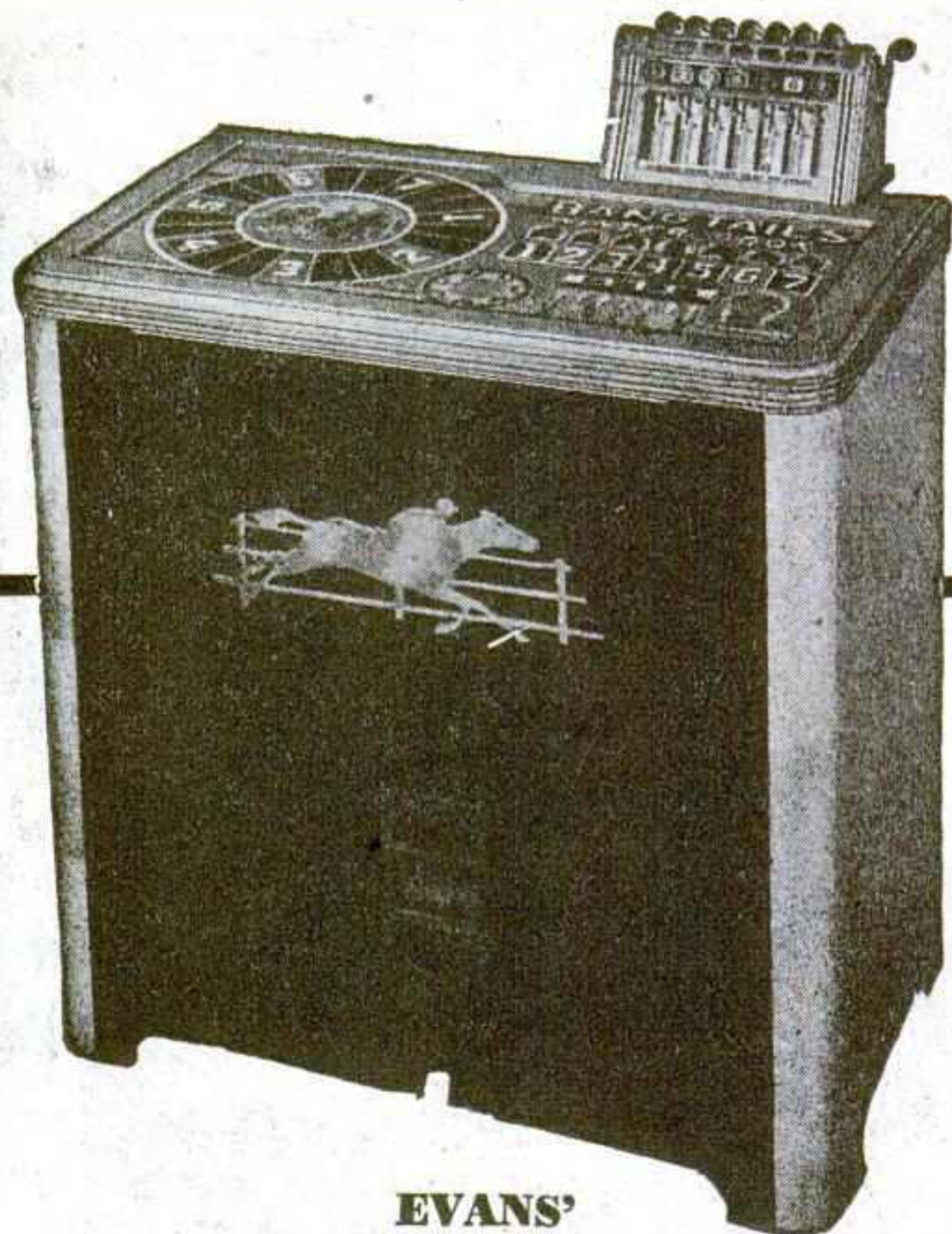
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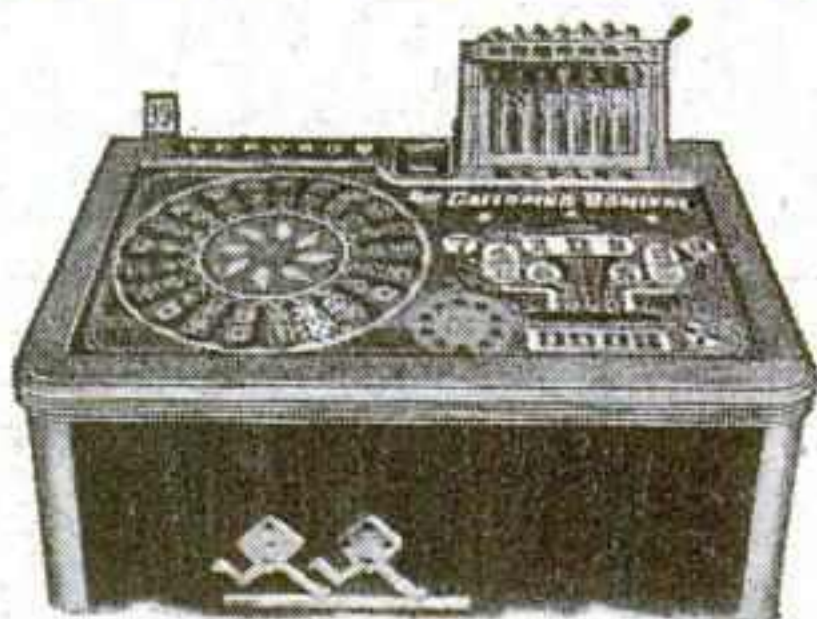
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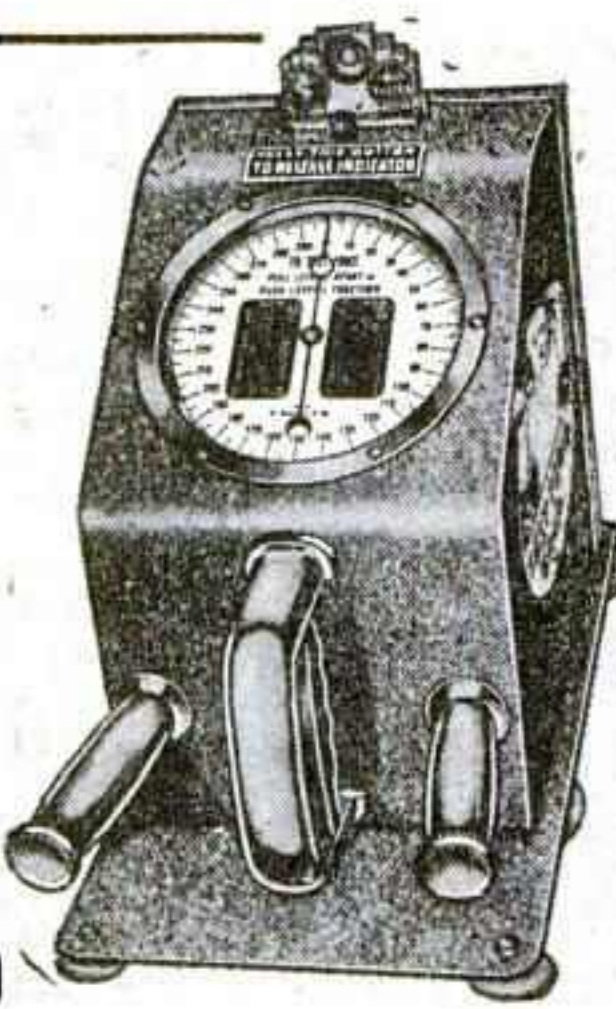
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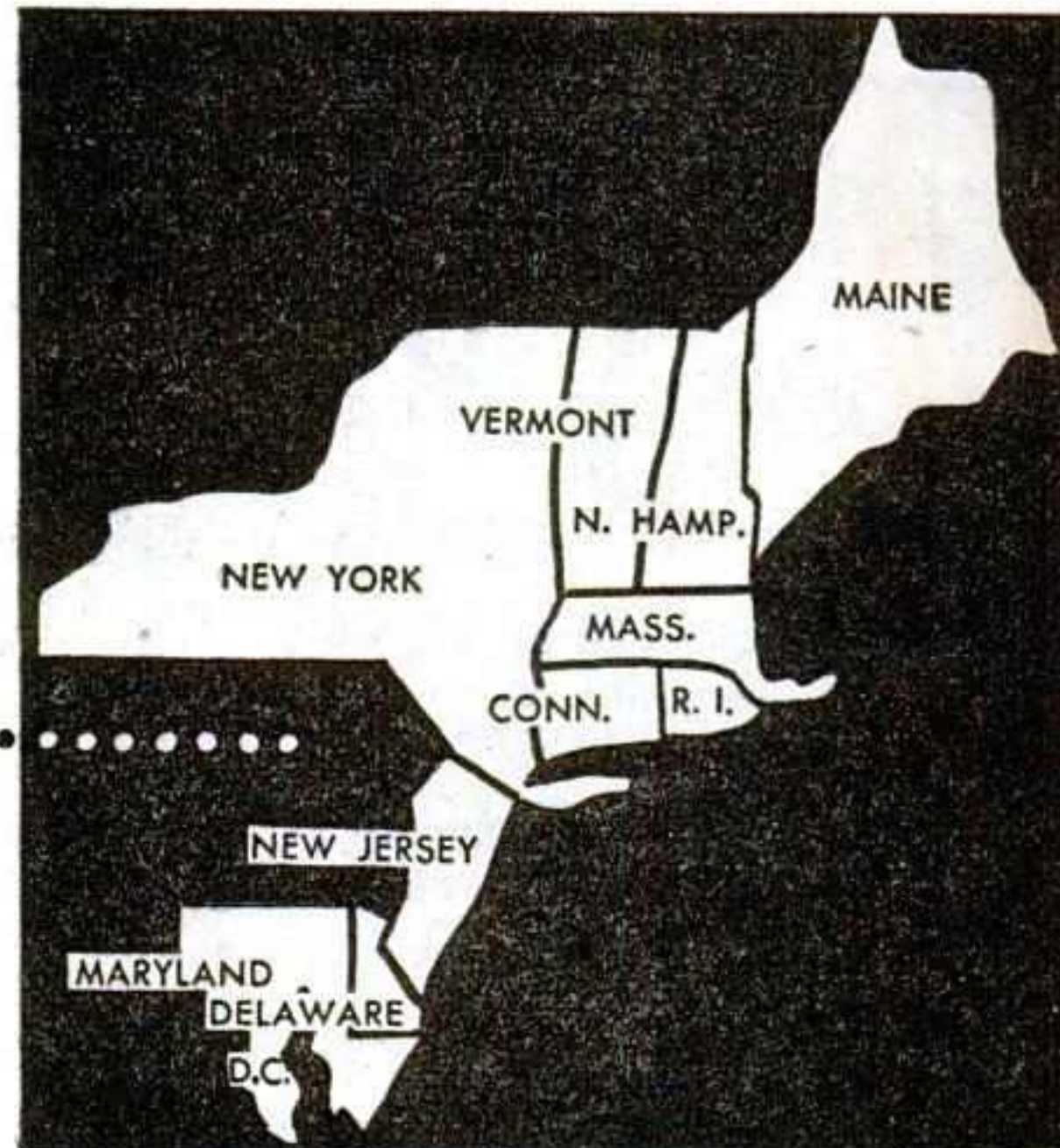
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IMMEDIATE DELIVERY

De Luxe & Universal REVOLV-A-ROUND Safes and Stands

Protected by U. S. Patents

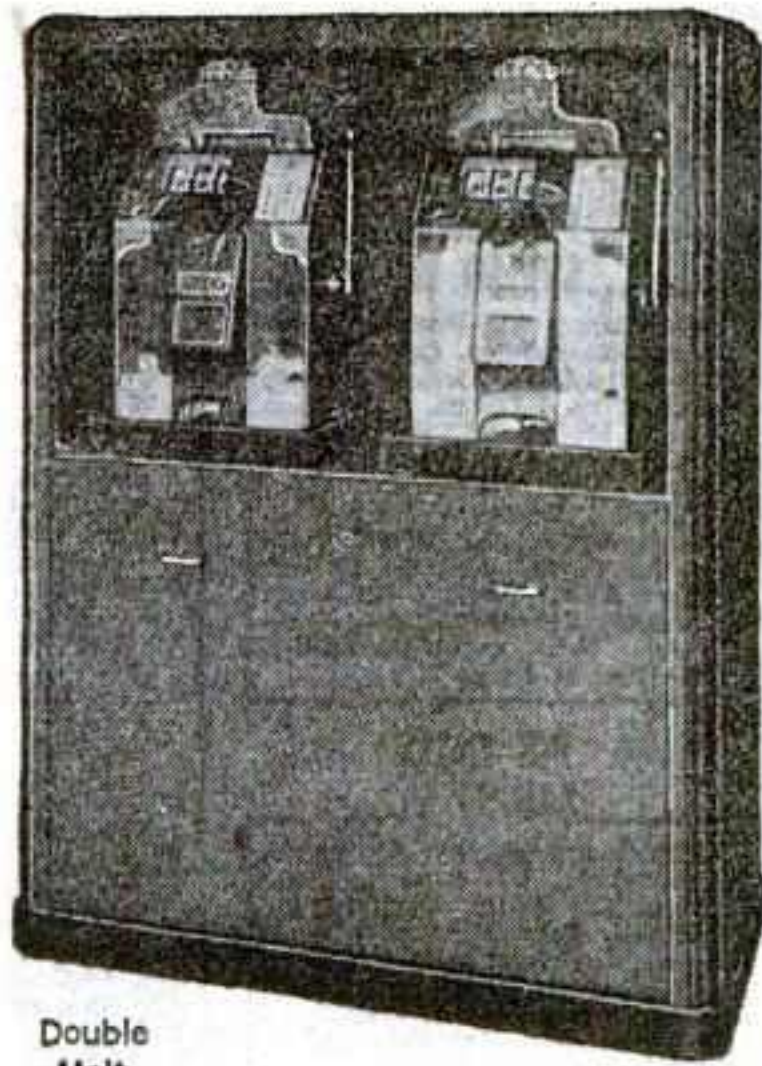
These streamlined units are equipped with the latest and best exclusive safety and convenience features. They hold all machines with a vise-like grip that prevents movement in any direction. De Luxe Safes and Stands and Universal Safes are equipped with Revolv-A-Round feature that permits operator to turn machine on revolving base to empty coin box. Available in single, double and triple units.

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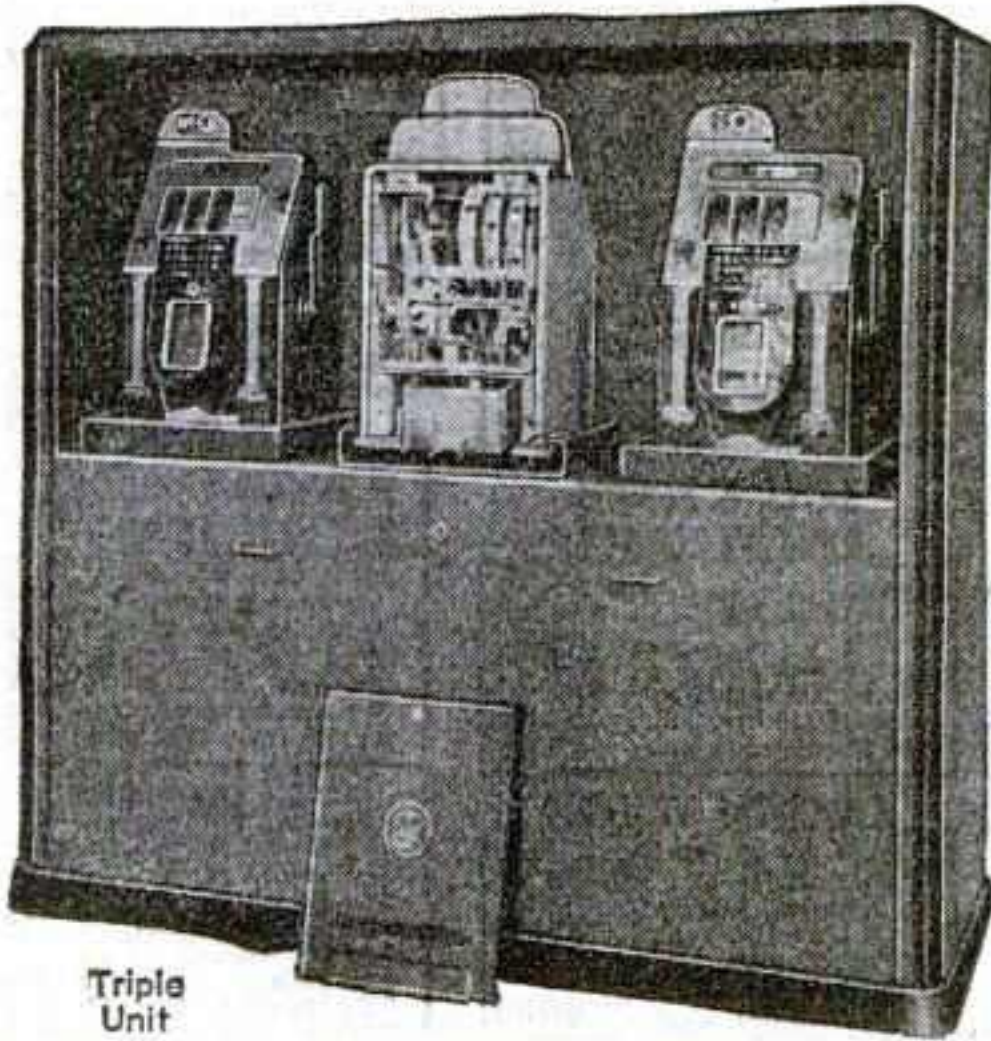
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NOW and ALWAYS A GREAT GAME

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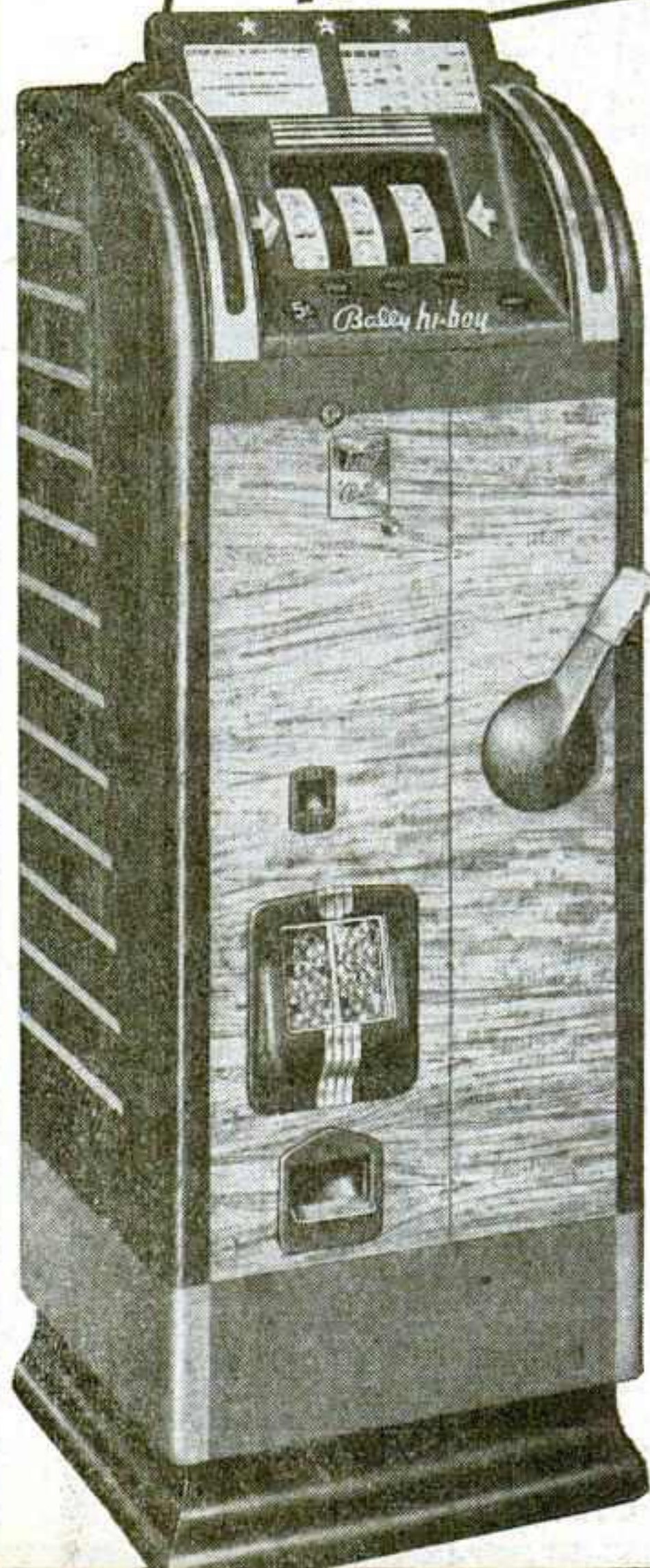
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or
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Bally MANUFACTURING COMPANY
DIVISION OF LION MANUFACTURING CORPORATION
2640 BELMONT AVENUE, CHICAGO 18, ILLINOIS

CENTRAL OHIO COIN'S QUALITY BUYS SACRIFICE SALE—PRICES SLASHED

PIN BALLS \$29.50 Ea. Air Circus, Big Parade, Bolo-way, Bombardier, Bosco, Bubbles, Catalina, Defense, Eagle Squadron, 5-10-20, Four Aces, Jeep, Hollywood, Home Run '42, Idaho, Invasion, Flat Top, Keep 'Em Flying, Knockout, Marvel Baseball, Topic, Streamliner, Sky Chief, Mustang, Venus, Victory, Yankee Doodle, Yanks, American Beauty, Sentry, Kismet, Midway, G.I. Joe Horoscopes, Marines at Play.	MUSIC Rock-Ola Standard \$109.50 Rock-Ola De Luxe 149.50 Seeburg 9800, R.C. 195.00 Seeburg Envoy, R.C. 175.00 Seeburg Hideaway, R.C. 245.00 Wurlitzer 600R 109.50 Wurlitzer 500, Victory Cabinet 145.00 Singing Towers 99.50 Aireon, 1946, Like New 375.00 AMI Hiboy, 40 Records 295.00 Personal Music Boxes, Ea. 15.00 5 New Buckley Wall Boxes and new adapter, 32 Selections 99.50 8 Wurlitzer 125 Wall Boxes, Ea. 15.00 Wurlitzer 750E 295.00	CONSOLES 50¢ Jumbo Parade, F.P. Ea. \$ 39.50 25¢ Silver Moon, F.P. Ea. 39.50 25¢ Watling Big Games, F.P. Ea. 39.50 5¢ Super Bells, Comb. 99.50 5¢ Bobtalls, F.P. 39.50 5¢ Pace Reels, C.P. 39.50 5¢ Pace Reels, Comb., F.P. 49.50 5¢ Saratogas, Comb., F.P. 49.50 Super Bells, Twin, 5¢-25¢ 199.50 Mills Four Bells 225.00 Mills 3 Bells, 5¢-10¢-25¢ 285.00 5¢ Bally Draw Bells 325.00 5¢-25¢ Twin Keeney Super Bonus Twin 645.00 5¢-10¢-25¢ Keeney Triple Super Bonus 985.00
PIN BALLS \$19.50 Ea. A.B.C. Bowler, All American, Argentine, Bandwagon, Belle Hop, Big Chief, Dixie, Dude Ranch, Polo, Gold Star, Jungle, Legionnaire, Monicker, Play Ball, Slugger, School Days, Sport Parade, Spot Pool, Stratoliner, Sunbeam, Ten Spot, Wildfire, Hi Hat, South Paw, Zig Zag, Star Attraction.	ARCADE EQUIPMENT Batting Practice \$ 79.50 Sky Fighter 119.50 Air Raider 79.50 Tommy Gun, Late 79.50 Panorams 189.50 Undersea Raiders 149.50 Lite Leagues 149.50 Voice Recorder 89.50 8-Ft. Skee Roll 79.50 Scientific Baseball 89.50 Jack Rabbit, New 300.00 Buckley Diggers 99.50 Rotary Pushers 265.00 Pop Up, New 25.00 Champ Basketball, New 49.50 Pokerino, Scientific 199.50 Goalee, New 225.00 Wurl. Skee Rolls, 14-FL. 165.00 10 1/2-Ft. Premier Skee Rolls WRITE	COUNTER GAMES 1¢ Sparks, Check P.O. \$12.50 1¢ Daval Marvels 19.50 5¢ Gushers, New 29.50 5¢ Davals, Free Play 39.50 1¢ Marvel Pop Up, New 25.00 1¢ Target Skills 22.50 1¢ Gottlieb Grip Scales 32.50 1¢ Daval Buddy-Cigarette 27.50 5¢ Jennings Grandstands 12.50 5¢ Vest Pockets, Late 49.50 1¢ Basket Ball, New 44.50 1¢ Genco Pee Wee, New 29.50 1¢ Windmill Jr., New 17.50
PIN BALLS LATE Big Hit \$ 79.50 Big League 79.50 Surf Queen 69.50 Fast Ball 99.50 Step Up 99.50 Smarty 139.50 Show Girl 99.50 Suspense 89.50 Double Barrel 129.50 Stage Door Canteen 69.50 Superliner 89.50 Midget Races 89.50 Spellbound 109.50	SAFES & STANDS REVOLVAROUNDS Single \$ 79.50 Single DeLuxe 119.50 Double 116.50 Double DeLuxe 162.50 Triple DeLuxe 262.50 Heavy Double 265.00 Box Stands 25.00	NEW SLOTS Mills Black Cherry 5¢ \$248.50 10¢ \$253.00 25¢ \$258.00 50¢ \$338.00 Mills Jewel Bells 248.00 253.00 258.00 350.00 Mills Golden Falls 248.50 253.50 258.50 350.00 Mills Vest Pockets 74.50 Jennings Std. Chief 269.50 279.50 289.50 399.00 Jennings Club Chief 324.00 334.00 344.00 454.00 Groetchen Columbia 145.00 Watling Rotolop 175.00 200.00 225.00 300.00 Pace DeLuxe Chrome 245.00 255.00 265.00 375.00 \$1.00 Pace DeLuxe 550.00
CIGARETTE VENDORS U-Need-A-Pak, 1942, 15 Column \$ 89.50 Du Grenier, 1942, 11 Column 99.50 U-Need-A-Pak, U-Need-A-Pak, 1940, 15 Column 69.50	USED AND FACTORY REBUILT SLOTS 5¢ Blue Fronts \$ 79.50 10¢ Blue Fronts 89.50 25¢ Blue Fronts 99.50 5¢ Brown Fronts 99.50 10¢ Brown Fronts 109.50 50¢ Chiefs 249.50 50¢ Blue Fronts 249.50 \$1.00 Chief 475.00	REBUILTS LIKE BRAND NEW 5¢ COPPER, GOLD AND BLUE, Hammerloid Finish \$149.50 10¢ COPPER, GOLD AND BLUE, Hammerloid Finish 159.50 25¢ COPPER, GOLD AND BLUE, Hammerloid Finish 179.50 (Drill Proof and Knee Action)
NEW PENNY SCALES Mirro-Scale \$125.00 Aristo-Scale 119.50	1/3 DEPOSIT WITH ORDERS	

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ALL THE LATEST BRAND NEW FACTORY RELEASES IMMEDIATE SHIPMENT — NO DELAYS!!

5 BALLS COED BRONCHO COTTLIEB FLYING TRAPEZE NUDGY NEVADA Our Reconditioned Machines Are Up To A Standard, Not Down To A Price. Distributors, Send for Full Particulars.	THE DOWNEY-JOHNSON COIN COUNTER  217.50 F. O. B. Chicago	ONE BALLS ENTRY SPECIAL ENTRY EUREKA JOCKEY SPECIAL JOCKEY CLUB VICTORY DERBIES VICTORY SPECIALS Still Available at Bargain Prices.
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WELL KNOWN, PRACTICAL GLOBE COIN SORTER, \$290.00

WANT TO BUY!!
500 LATE POST WAR 5 BALLS. SEND US YOUR COMPLETE LIST, QUANTITIES AND LOWEST PRICES. CASH WAITING!!

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PHONOGRAPH AND PIN BALL ROUTE

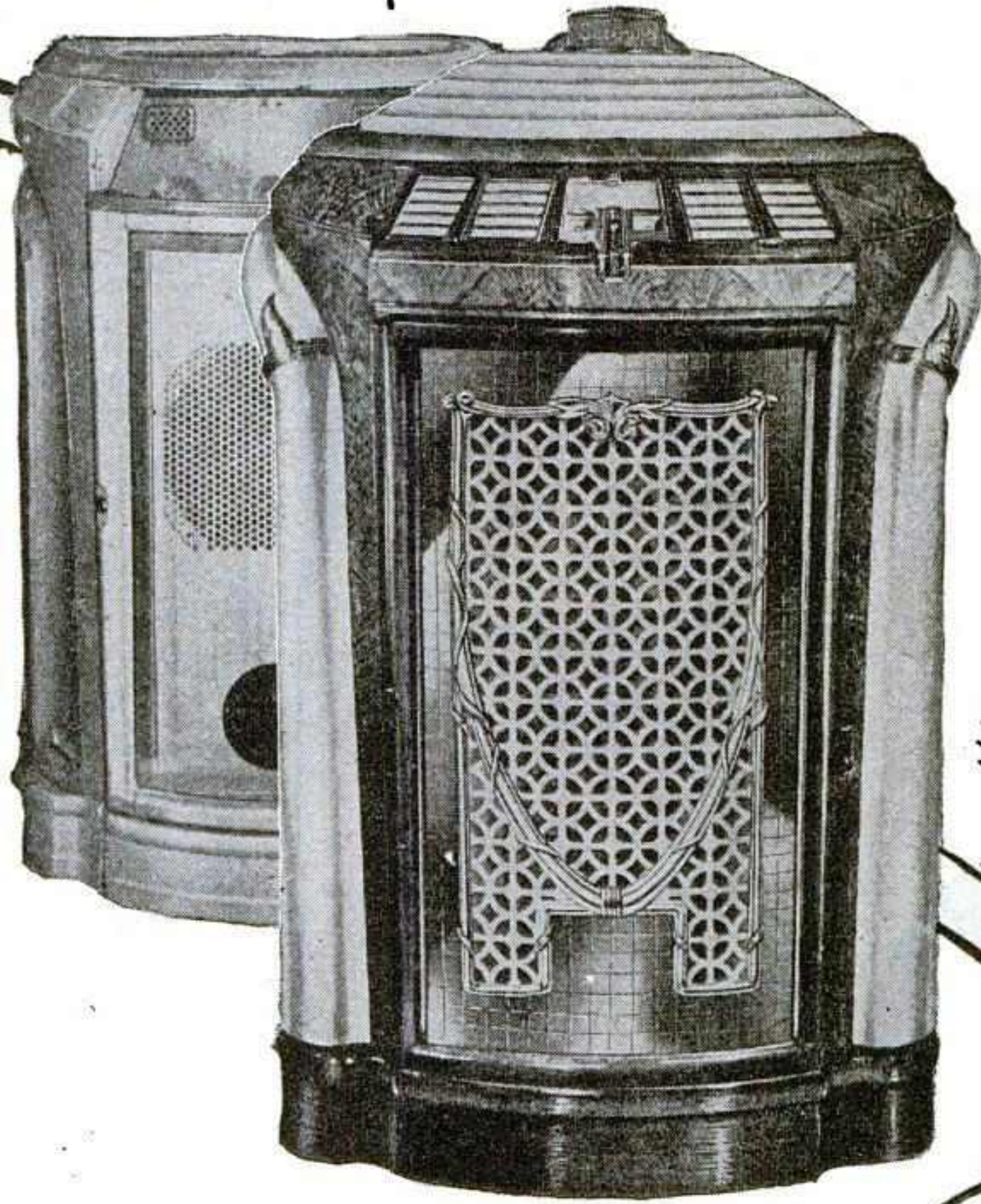
55 Phonographs, 50 new and 5 used; 130 Pin Balls, 90 new, 40 used; Arcade Equipment, 6 Slots, 2 Consoles; 1940 De Luxe Ford Panel, all parts, and Two-Story Brick Building. This is a good route, but other business forces me to sell. Route taking \$5000.00 per month net.

BOX D-139, c/o The Billboard, Cincinnati 22, Ohio.

another SEEBURG first

All Aluminium Cabinet

- ✓ Unaffected by age
- ✓ Unaffected by moisture
- ✓ Unaffected by changes in temperature
- ✓ Danger of warpage or shrinkage is eliminated
- ✓ All parts remain in alignment
- ✓ The same rich walnut burl finish of the Symphonola 47's



Now—more than ever—you stay ahead with Seeburg. The '48 Symphonola cabinet is all-Aluminum! This eliminates many of the little problems which add up to a lot of service trouble. It adds to the life of your Seeburg investment. It demonstrates once again Seeburg's leadership in providing operators with the finest and most complete music systems. See the new All-Aluminum Symphonola now at our nearest office.



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First really new game since original Bumper!
Not merely a new score-system, but a new, startling PLAYER-CONTROLLED action!
Playboard actually shakes and vibrates when player flips the Nudge-Lever . . . kicks the ball back up the field! Plenty of high-score, bumper, and kick-out appeal. Don't let competition nudge you out—order NUDGY today!

PATENT PENDING

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CONVERTIBLE NOVELTY OR FREE PLAY



NUDGE-LEVER

Snap the lever and entire playboard shakes and vibrates . . . kicks ball back up field to pile up fantastic high scores.



Bally MANUFACTURING COMPANY
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2640 BELMONT AVENUE, CHICAGO 18, ILLINOIS

MILLS LATEST MACHINES



GOLDEN FALLS

You can make MORE MONEY with this New Mills Bell (with Hand-Load Jackpot). It is modern in design and has the "come-on" appeal. Full Jackpot at all times is one of its "Come-On" Features. Write for illustrated circular giving full details on this unusual Bell. Immediate delivery in 5¢, 10¢, 25¢ and 50¢ play. WRITE FOR PRICES



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New Box Stands, Single, Double and Triple Safes

SICKING, INC.



NEW VEST POCKET BELL

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1/3 Deposit

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MILWAUKEE see Carl Hoppel

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NEW BALLY TRIPLE BELLSWRITE	NEW DE LUXE DRAW BELLSWRITE
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MILLS JUMBO, LATE, F.P., P.O. 69.50	KEENEY TWINS, F.P., P.O., 5¢-25¢ 139.50
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Bally's NEW HOLD & DRAW BELL-CONSOLE

DOUBLE-UP

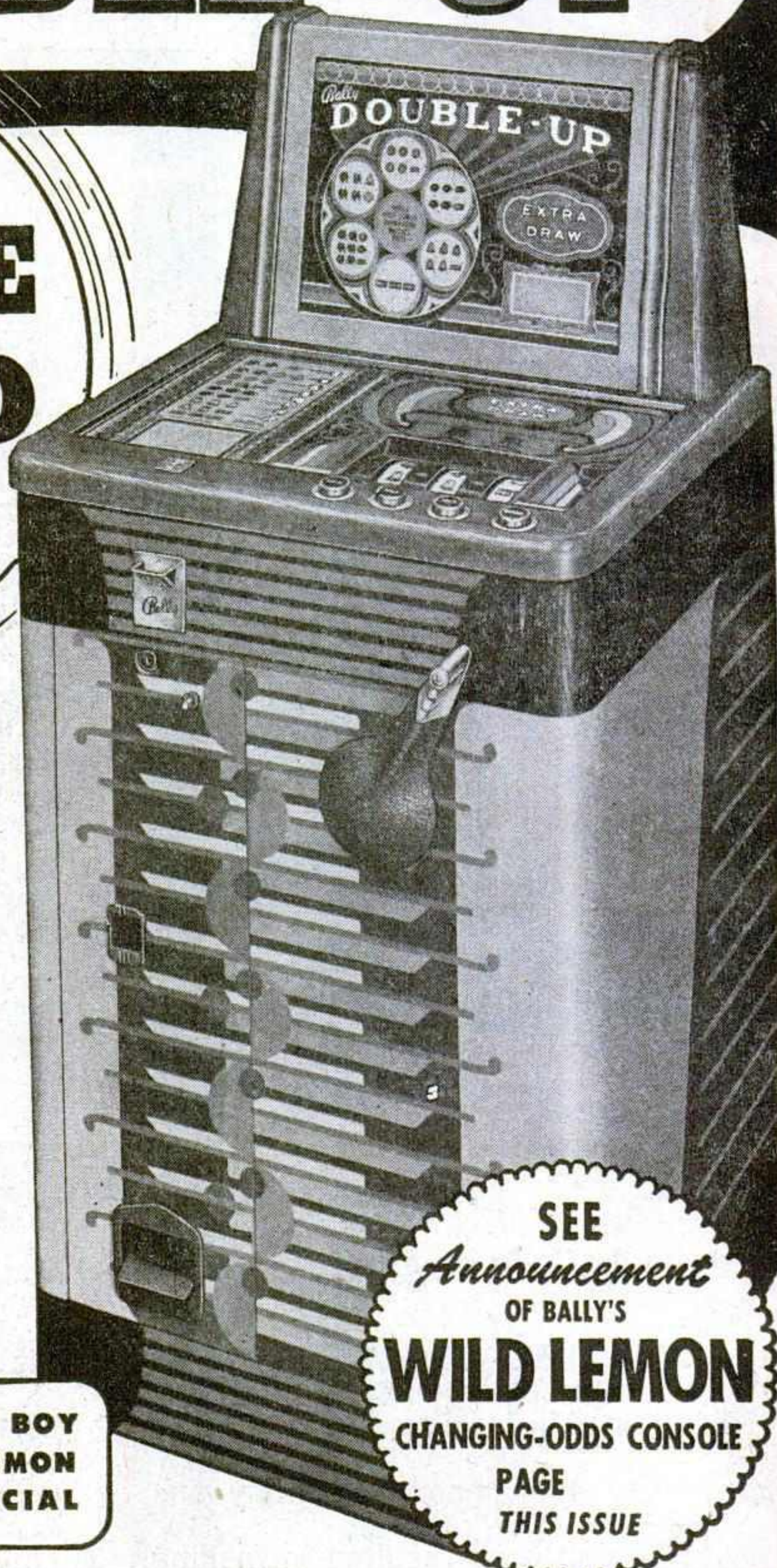
New DOUBLE AWARD Spinner

Another great HOLD-AND-DRAW bell console by Bally . . . featuring famous EXTRA DRAW popularized in De Luxe Draw Bell . . . plus fascinating new DOUBLE AWARD SPINNER which automatically doubles winners when spinner lights match reel combination. Spinner twirls in a blaze of brilliant light every play . . . and at least one winning combination is lit every play. Double-up your console profits by ordering DOUBLE-UP now.

**CONVERTIBLE
AUTOMATIC—REPLAY**

**NICKEL OR
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A BALLY GAME FOR EVERY SPOT
**EUREKA • HEAVY HITTER • HI BOY
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JOCKEY CLUB • JOCKEY SPECIAL**



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CHANGING-ODDS CONSOLE
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THIS ISSUE



Bally MANUFACTURING COMPANY
DIVISION OF LION MANUFACTURING CORPORATION

2640 BELMONT AVENUE, CHICAGO 18, ILLINOIS

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TO THE
DAMON RUNYON
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ALL STARS

100% MECHANICALLY PERFECT



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"ALL STARS
BROKE ALL COLLECTION
RECORDS ON EVERY TYPE
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4 Ways To Set Up
SUPER
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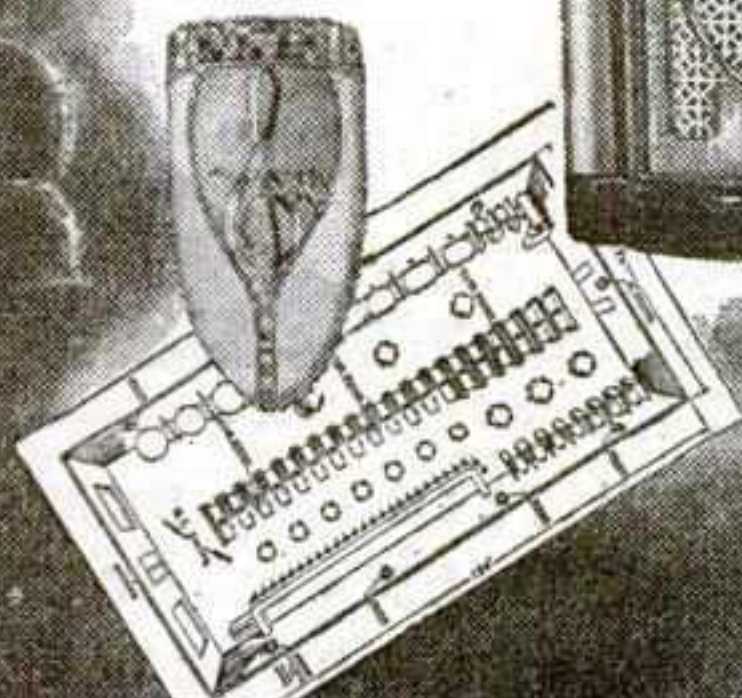
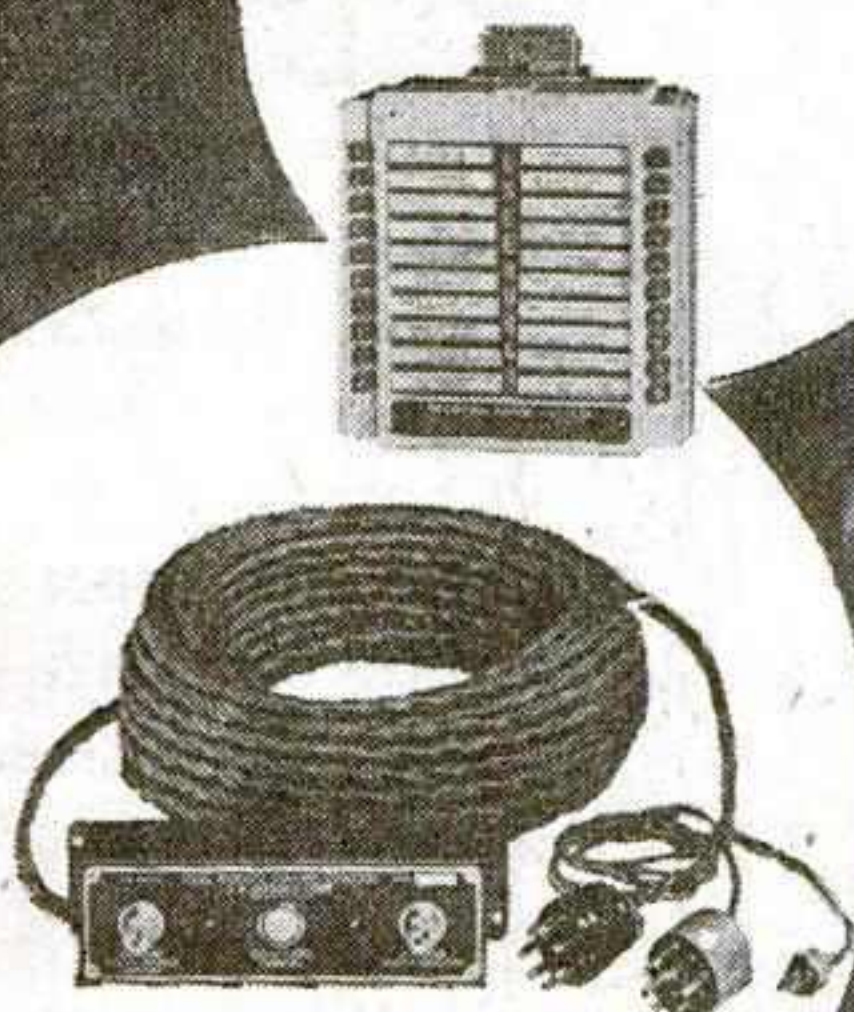
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The Dual Remote Control panel at the cashier's stand . . . makes it possible to tune the music to fit either large or small crowds . . . keeping the volume at conversation level.

In commercial music . . . as in so many other modern treasures . . . Remote Control is paramount and Seeburg offers the finest Remote Control features.

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Changing Odds

NEW
Wild Lemon
FEATURE

Bell-fruit appeal and
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ever-popular CHANGING ODDS...

with big winners blazing on
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plus new sensational
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players that LEMONS
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Location tests in dozens
of scattered spots prove
players go wild over
WILD LEMON. For
quick delivery, call your
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**CONVERTIBLE
AUTOMATIC—REPLAY**

**NICKEL OR
QUARTER PLAY**

SEE
Announcement
OF BALLY'S
DOUBLE-UP
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PAGE
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A BALLY GAME FOR EVERY SPOT

**EUREKA • HEAVY HITTER • HI BOY
TRIPLE BELL • DOUBLE-UP • NUDGY
JOCKEY CLUB • JOCKEY SPECIAL**



Bally

MANUFACTURING COMPANY

DIVISION OF LION MANUFACTURING CORPORATION

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**GIVE
TO THE
DAMON RUNYON
CANCER
FUND**

Making MUSIC MERCHANDISING History

Over the years operators have recognized the advances made by Seeburg in the interests of the automatic phonograph industry.

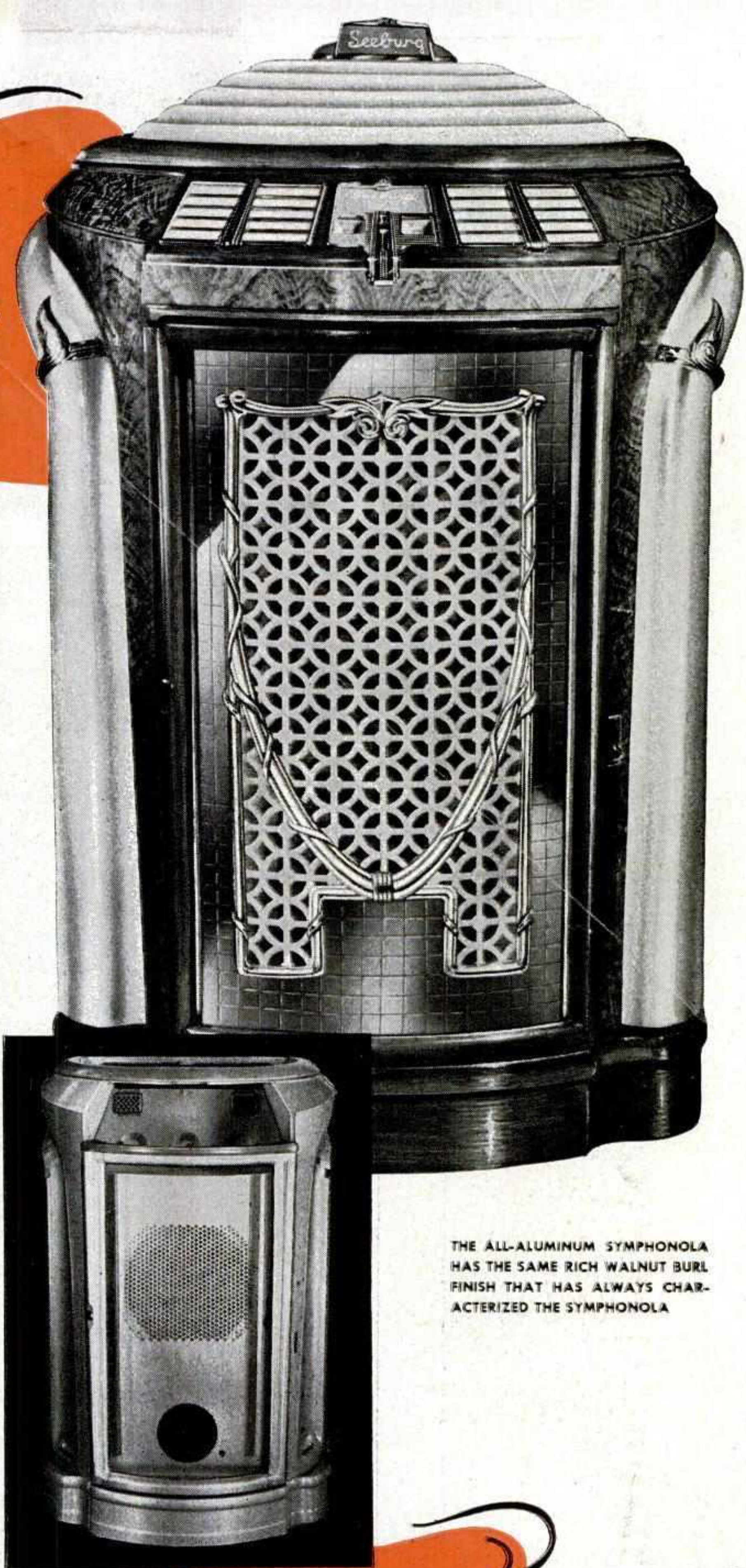
Immediately after the war Seeburg was the first manufacturer to deliver coin-operated phonographs.

Seeburg was the first manufacturer to offer a completely new post-war phonograph.

Seeburg was the first manufacturer to recognize the importance of Scientific Sound Distribution and Reproduction Control.

In 1947 Seeburg was the first manufacturer to produce a phonograph with an all-aluminum cabinet.

The Symphonola 1-48 is now on display at your Seeburg Distributor. See it at your first opportunity.



THE ALL-ALUMINUM SYMPHONOLA HAS THE SAME RICH WALNUT BURL FINISH THAT HAS ALWAYS CHARACTERIZED THE SYMPHONOLA

ALL ALUMINUM
FOR-'48

America's Finest and Most Complete Music Systems

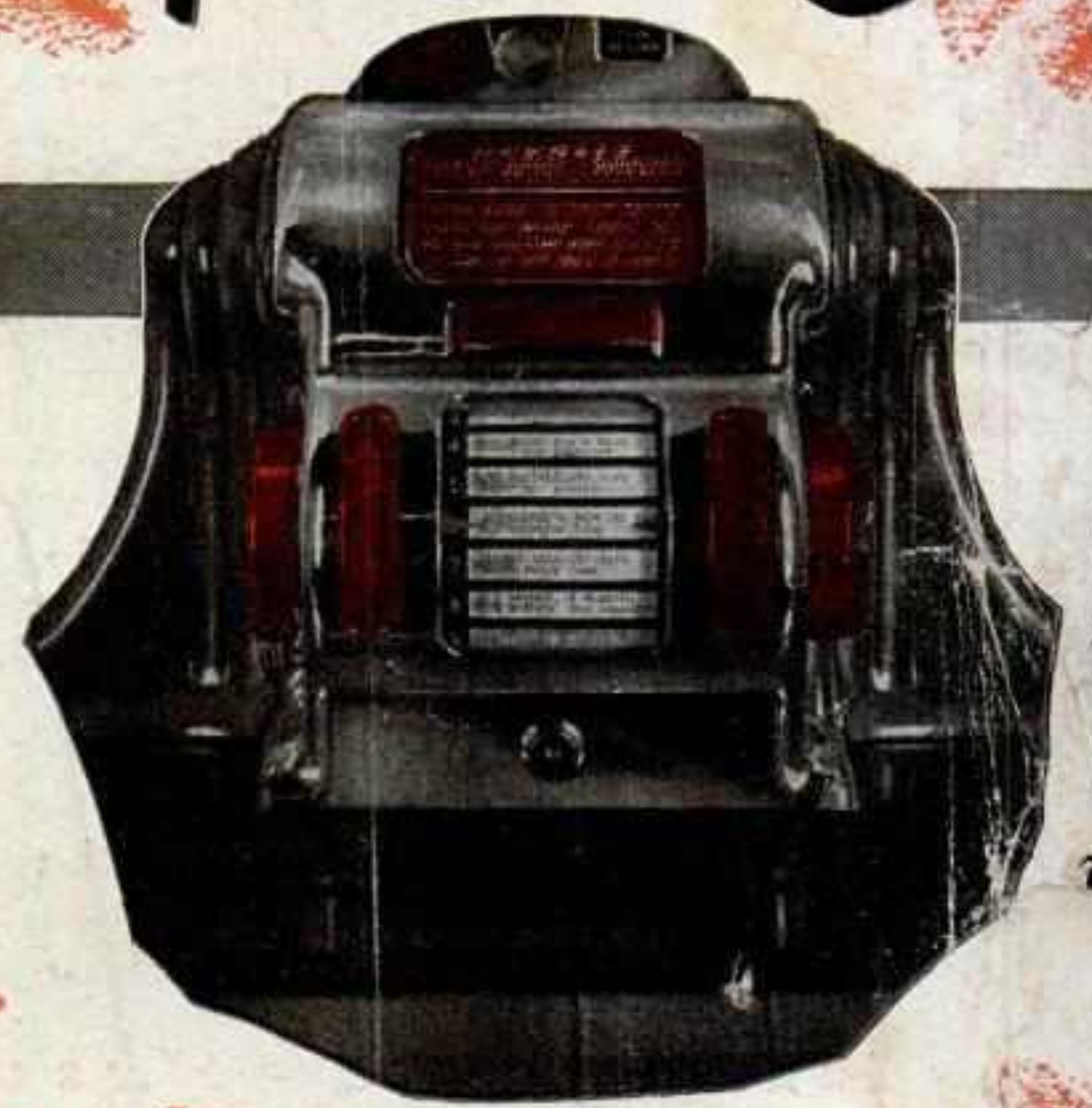
Seeburg

1902 • DEPENDABLE MUSIC SYSTEMS • 1947

J. P. SEEBURG CORPORATION
1500 N. Dayton St., Chicago 22

PACKARD...THE ORIGINAL

Spinning wheel



**FOR EXTRA PROFITS...
AND MORE PLAY APPEAL**

● It's the operators' favorite! The experience of *all* has proved Packard's selector the simplest, most dependable... and BEST! Tops in *play appeal*... and *profit*!

Now... here's *new appeal*! A *new design* with eye-catching illumination and gleaming chrome finish to fascinate your patrons. Selection is easy, rapid... and *at eye-level*. Now... in *daylight or darkness*, the spinning wheels beckon all who pass "*to stop and play*"—and take in *more money* day after day!

Here at last is the phonograph "you've been waiting for"—"The MANHATTAN," with its new luxury of styling and miraculous tone that points the way to
... a new Era of Automatic Music!



THE

Manhattan

CREATED BY

HOMER E. CAPEHAR

PACKARD MANUFACTURING CORP., Indianapolis 7, Indiana