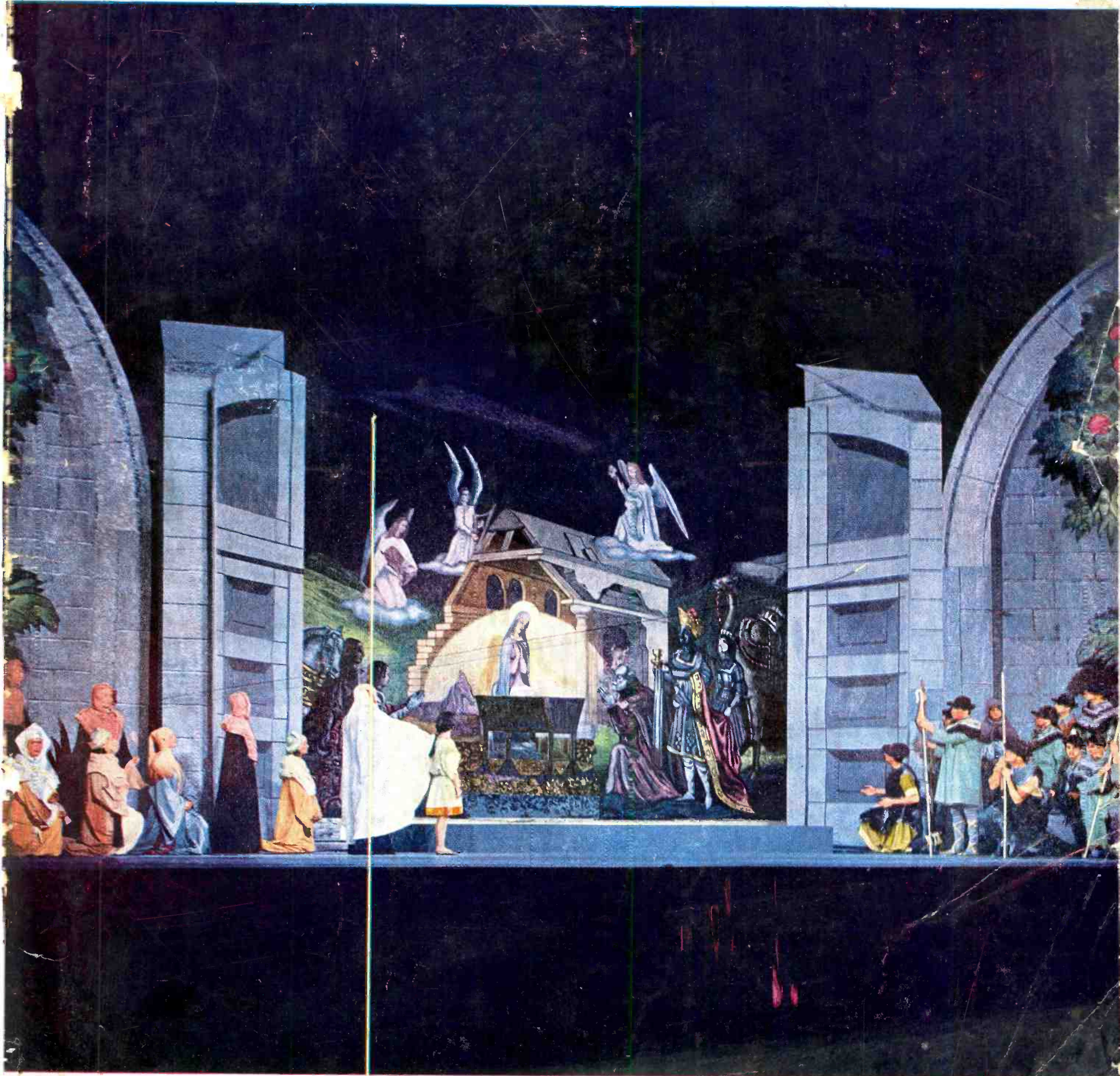


The **Billboard**

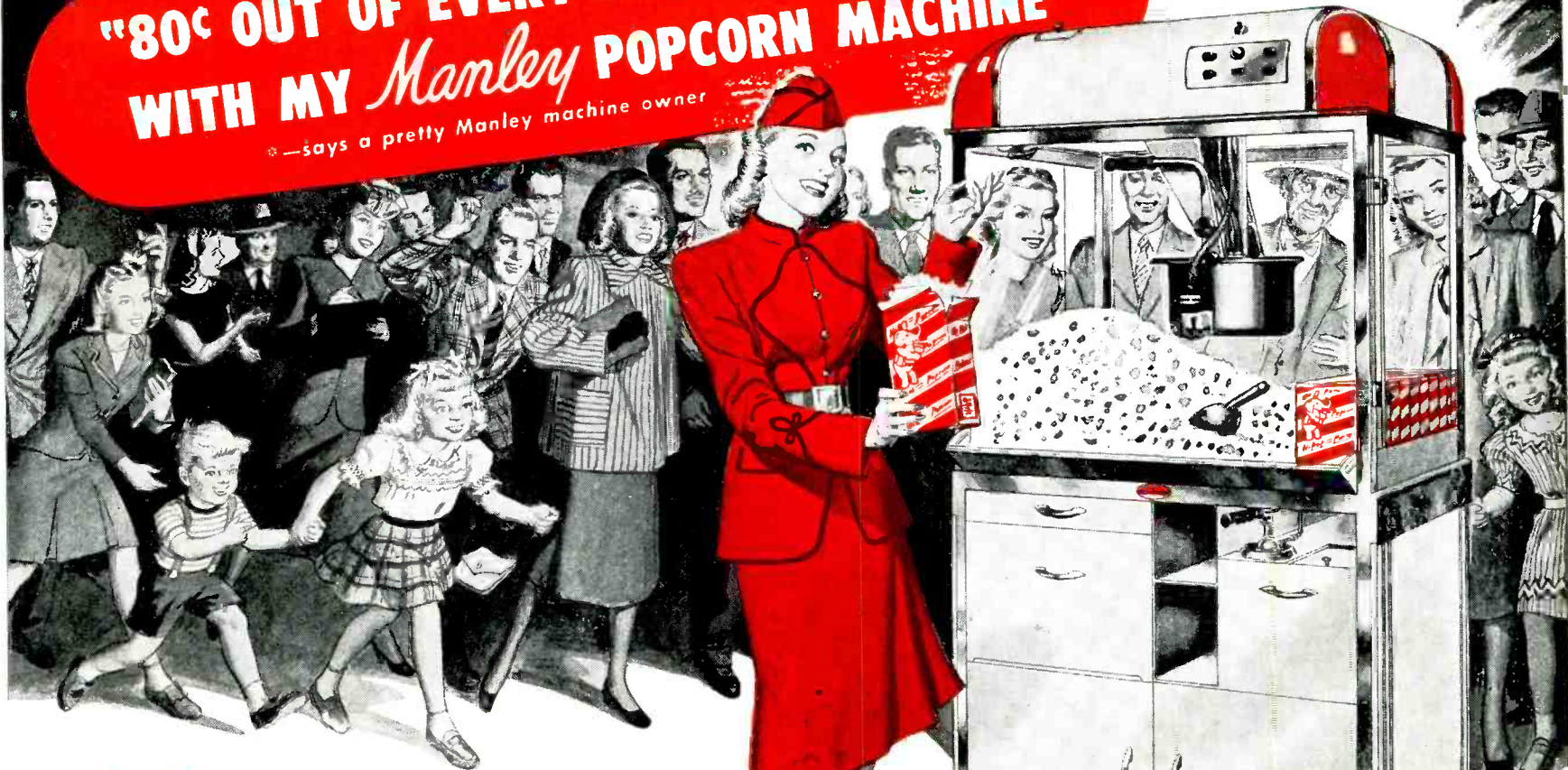
25 CENTS
NOV. 29, 1947



Leen Leonidoff's "The Nativity Scene," which is a traditional part of the famous New York Radio City Music Hall Christmas Show.

CHRISTMAS SPECIAL featuring **CAVALCADE OF FAIRS**

**"80¢ OUT OF EVERY DOLLAR IS PROFIT
WITH MY *Manley* POPCORN MACHINE"***
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You probably are amazed to hear that any business, today, pays a profit of 80%. Yet, that statement above is not exaggerated. Our files are filled with letters from Manley Popcorn Machine owners that more than substantiate this figure. With a small investment and without too much effort, YOU can make money—BIG money, in the popcorn business.

Just locate a sparkling-bright Manley Popcorn Machine where people congregate or pass by and start serving fresh, hot and delicious Manley Popcorn. Everybody loves popcorn! It LOOKS so appetizing and SMELLS so good—few can resist it! You don't have to sell it—it sells itself. Sure, it's a nickel and dime business but those nickels and dimes are easy to get and they mount up fast.

If you have a good, busy location, decide now to get yourself a Manley Popcorn Machine (they're available immediately) and a stock of Manley Merchandise (Corn, Seasoning, Salt and Bags or Boxes) and build yourself a BIG MONEY business with Manley Methods.

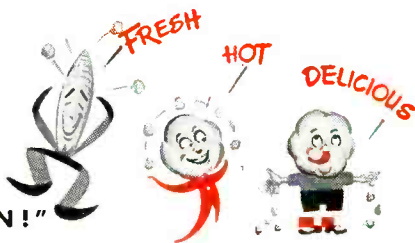
Send the coupon below for a new 64-page booklet which explains the popcorn business in detail.

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"THE BIGGEST NAME IN POPCORN!"
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3 M's THAT MEAN

MONEY FOR YOU

MACHINES The most important "M"—the Manley Popcorn Machine combines sparkling beauty and eye appeal with mechanical perfection, trouble-free operation and large capacity. Many exclusive features. Designed to make the handling of crowds easy... you'll make more money with Manley.

MERCHANDISE It takes the best merchandise to win the largest profits. Manley Popcorn is quality controlled—grown to meet high company standards. Pop it in Manley Popcorn Seasoning and use only Manley's Popcorn Salt. Serve in a Manley Carton or Bag and you'll make more money with Manley.

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ADDRESS _____
CITY _____ ZONE _____ STATE _____

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The World's Foremost Amusement Weekly

CINEMA CLEFFERS RENEW PUSH

"Apley" Tele
Snag Shows
Pix Caution

20th Hesitant on Clearance

NEW YORK, Nov. 22.—Tip-off that the struggle for television properties will be bitter was indicated this week when the National Broadcasting Company (NBC) struck a snag in its plan to televise *The Late George Apley*, by John P. Marquand, in co-operation with the Theater Guild in early December. Twentieth Century-Fox, which controls the video rights, refused to give clearance when the web requested same early this week. The film company would not reveal whether its decision was final, but it was learned that negotiations for the property were being carried on by the very top level brass of both the web and 20th Century.

At 20th Century it was stated that a contract covering use of the script forbade telecasts for a period of 10 years.

NBC had first obtained permission to televise the script from Max Gordon, legit producer. Gordon subsequently informed NBC, however, that rights would have to be cleared with the film company.

Fact that the negotiations involved strictly upper echelons of the web and the film company is taken as an indication that the principle involved is more important than any specific telecast. With video making every effort to promote itself, the matter of obtaining good programing material assumes precedential implications.

Shelvey Reaction

NEW YORK, Nov. 22.—The sudden move of Matt Shelvey, AGVA topper, in asking to be relieved of his duties, caught all AGVA regional reps by surprise.

Dave Fox, New York rep, said he didn't know what to think about it. "I will continue here in the same capacity. What the future will bring I don't know," he said.

Florine Bale, Coast rep said it was all "a mystery to me." "All I know," she said, "is I got a wire from the Four A's. Matt Shelvey was supposed to move out here (Los Angeles) the beginning of November. We have the office all ready for him." She also indicated it was her understanding the national office was to be transferred to L. A.

Freddie Dale, Boston head, said: "I knew the man was ill, but the rest is all a puzzle. I will abide by the decisions of the Four A's."

Shelvey denied he was planning to move the national office to the Coast. "We took larger quarters there because it was necessary," he said.

Shelvey is known to have been under medical treatment for some time. Last year he visited the Mayo Clinic.

Don Lee-Pug Pilot Fracas
Looms as Court Test Case

HOLLYWOOD, Nov. 22.—A local court ruling on the legality of telecasting boxing matches without consent of fighters concerned loomed last week following disclosure that fight manager George Parnassus would file a damage suit against Hollywood's Legion Stadium and the Don Lee Broadcasting System. Parnassus will charge that video airing of the Fabella Chavez-Lou Bernal fracas from Legion Stadium Friday (14) was done by Don Lee outlet W6XAO without his or Chavez's approval. He will file act on in Superior Court and will seek damages plus an injunction to prevent further telecasting of any bouts in which Chavez participates.

Parnassus's attorney, Jules Covey,

told *The Billboard* that the case is being pressed to establish precedent now in anticipation of universal television set ownership. Covey declared that he seeks to establish the right of a stadium to permit the televising of a fight without the consent of the participants. Fighters, he contends, contract with promoters and stadium operators to give their services to stadium patrons only, and therefore the stadium has no right to derive profit from the sale of video rights without giving fighters a percentage, as is now the practice in the case of radio or pic rights.

Parnassus made a big issue of the threatened loss of gate revenue as videocasting expands. A check re-

(See Don Lee-Pug on page 15)

Kearns, Hartley Team To
Plan "Restraint of Trade"
Law as Record Ban Answer

A Cinch in the House But Senate Looms as Obstacle

WASHINGTON, Nov. 22.—As a result of a conference this week on the American Federation of Musicians' (AFM) disk ban, House Labor Committee members will write a bill paving the way for Justice Department action against unions operating

in restraint of trade. Confab was held early this week between labor committee Chairman Fred Hartley (R., N. J.) and Rep. Carroll Kearns (R., Pa.), head of a special subcommittee on AFM problems.

The bill, which will be ready for introduction early in January, is expected to be in the nature of an amendment to the Taft-Hartley Act, making all unions subject to the same "restraint of trade" restrictions as management. Actual wording of the measure will not be determined until

(See New House Bill on page 19)

For other important developments on Petrillo-radio front which may have direct bearing on the music biz, see the Radio Department, this issue.

Heinz on Calif. Centennial

SAN FRANCISCO, Nov. 22.—George Heinz, theatrical show director, has been appointed executive secretary of the California Centennial Commission's headquarters here. He was stage manager of San Francisco's wartime Stage Door Canteen and prominent in producing shows for disabled veterans and others.

Shelvey Asks Out --- Gets It;
On Leave 4 Weeks, He's "Ill";
4-A's Board To Run the Works

Rank and File Up in Arms, Chi Convensh Unlikely

NEW YORK, Nov. 22.—In an unprecedented move Matt Shelvey, national administrator of American Guild of Variety Artists (AGVA), was replaced this week by a five-man committee appointed by the International Board of Associated Actors and Artistes of America (Four A's).

The move was made at a meeting of the Four A's Thursday (20), called to act upon a petition presented to

it by the program committee, an AGVA, rank and file group. (See box in Vandeville Section for committee names.) The petition called for cancellation of Chicago as the convention city; fractional votes for delegates representing fewer than 200 members, and local autonomy. The meeting wasn't a few minutes old when Shelvey presented a doctor's certificate and asked to be relieved

(See Shelvey Asks on page 38)

ASCAP-Exhib
Tussle Gives
Scribes Hope

To Apply December Heat

HOLLYWOOD, Nov. 22.—Renewing their pressure at a time when they feel the American Society of Composers, Authors and Publishers (ASCAP) may find it "unpropitious" not to pay heed, members of the Screen Composers' Association (SCA) here are preparing for a December huddle with society officials which may hold considerable significance in the music trade. The SCA members (including such studio scorers as Adolph Deutsch, Max Steiner, Roy Webb, Dave Raksin, Miklos Rozsa, Dave Buttolph, etc.) have arched their backs in the light of current circumstance and claim to be ready for serious battle in their renewed quest to get from the society a writer-payment system that would "segregate film revenues and provide for distribution therefrom on a per-film-use basis."

Long-Time Campaign

SCA's here long have contended that ASCAP's "writer classification" system fluffed off the film background scorers and about two years ago they retained an attorney—Leonard Zissu—to go to bat for them. Their campaign took the lines that ASCAP each year collects a fat hunk

(See Scribes Press on page 17)

Drop in Costs
Of Production
Cheers Legit

Demand for Houses Is Off

NEW YORK, Nov. 22.—As the legit season progresses and the re-conversion to pre-war conditions in the theater continues, two facts become more and more evident. First, in spite of howls of producers to the contrary, legit producing is slowly but surely becoming cheaper. Second, last season's terrific demand for theaters is no more.

One show now on the Stem was produced for \$12,500—*The First Mrs. Fraser*, with Gant Gaither turning in what critics consider a fine producing job. The cost of the set was 3G, but an itemized list of other expenses is unavailable because Gaither claims he got special rates from firms interested in his future as a producer. The production nut of *Fraser* compares favorably with those done in the early '30's.

John C. Wilson's production of *Private Lives*, starring Tallulah Bankhead, now in Chicago and racking up terrific grosses, was mounted for

(See Production Costs on page 42)

Canada's Curb On \$ Will Hit Yank Showbiz

Niteries, Legit To Suffer

MONTREAL, Nov. 22.—Canada's jolting tho not unexpected move to curb her gradually dwindling supply of U. S. dollars will have its effect on all branches of show business, but how bad or good the effects will be only time will tell.

The federal government, in an emergency decree Tuesday (18), ordered that Canadians from now on should be allowed only \$150 for pleasure travel purposes in the U. S. Topping this is a strict ban on the import of many items which drew shoppers from Canada into the U. S., and the imposition of a stiff 25 per cent excise tax or outright ban on capital equipment, such as material which is used in radio, stage and flicker production.

The Reason Why

The reason for the new restrictions is that Canada was slowly finding herself in a position where her stock of U. S. currency which she needed to pay for U. S. commodities was reaching a precariously low point. It was decided, therefore, that the only way to insure a retention of such bucks as there were around, and to increase the stockpile gradually, would be to impose these restrictions and to get a \$300,000,000 loan from U. S. This Canada did.

With the cutting down of travel into the U. S. to a bare minimum, amusement centers which were accustomed to doing a fairly good trade from Canada's visiting firemen, will have to look elsewhere for the take. After all, you can't expect anybody coming down with just enough dough to get by, to shell out an average of \$3 for a New York legiter, for example.

Niteries Will Suffer

So, too, with the niteries. In the past, any visit to the major New York boites, for example, especially the (See *Canada Curb On* on page 36)

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"Ice Follies, '48" Bright and Fresh In Garden Preem

ICE FOLLIES OF 1948

(Opened Tuesday, November 18, 1947)

MADISON SQUARE GARDEN

Twelfth edition of ice spectacle. Settings and properties by Tommy Lawless. Costumes by Helen Rose. Company manager, Ray Heim. Stage manager, B. J. Lundblad. Musical director Walter Rudolph. Presented by Eddie and Roy Shipstad and Oscar Johnson. PRINCIPALS: Paul Gannon, Monica Moran, Hugh Hendrickson, Ole Ericson, Jim Hutchinson, Charles Romero, Hazel Franklin, Mae Ross, Bill Stine, the Schramm Twins, Bill Cameron, Russ Tuckey, Betty Schalow, Harris Legg, Marilyn Sahlm, Dick Rasmussen, Tom Mulvey, the Scotvold Twins, Les Hamilton, Virginia Morrison, Phyllis Legg, Roy Shipstad, Roman and Norris, Evelyn Chandler and Frick and Frack.

ICE FOLLIES GIRLS: Gerd Meini Andreson, Billie Baker, Roberta Barton, Nancy Beddor, Gloria Bondy, Ella Brehm, Mary Burke, Rita Bugno, Norma Lee Caine, Charlotte Cameron, June Carruthers, Evelyn Chandler, Ginger Clayton, Freda Consigli, Lois Cooper, Gloria Doggett, Mildred Erbel, Barbara Fawcett, Gloria Fecht, Hazel Franklin, Lois Gordon, Rita Hauble, Shirley Halsted, Marliou Hinshaw, Patricia Hoyt, Jean Jansen, Donna Johanson, Elsie Johnson, Isabel Jones, Gloria Ketchum, Kathleen Kirby, Stephanie Kirby, Vivienne LaFayette, Joyce Lamont, Phyllis Legg, Lorena McKellen, Beverly Morrel, Monica Moran, Virginia Morrison, Jane Morton, Genevieve Norris, Donna Osterberg, Glee Patten, Cynthia Pettinger, Barbara Pokorney, Rickey Polim, Betty Jane Ricker, Mae Ross, Marlon Rudie, Marilyn Sahlm, Betty Schalow, Gerri Straub, JoAnne Scotvold, Joyce Scotvold, Mary Walters, Nan Wright, Karen Young.

ICE FOLLIES BOYS: John Barker, John Burke, William Cameron, Charles Davidson, Francis E. Dunigan, Olav Ericson, Werner Groebll, Lester Hamilton, Hugh Hendrickson, James Hutchinson, Harris Legg, Hans Mauch, John Mulvey, Dick Rasmussen, Ted Roman, Carlos Romero, Jr., Walter Sahlm, Patrick Shanahan, Roy Shipstad, Charles Skillings, William Stine, Ray Schramm, Roy Schramm, Russell T. Tuckey.

As new editions of ice specs unveil each year, a reporter comes annually to the conclusion that the end has been reached—nothing new can be done on or with a pair of skates. The formula must be played out. Of (See "ICE FOLLIES, '48," page 44)

Fla. Court Shields "Larry Ford" Name

TAMPA, Nov. 22.—Circuit Judge Harry N. Sandler has issued a temporary injunction restraining Lawrence J. Ford, former owner of a bar and cocktail lounge at 610 Tampa Street in downtown Tampa, from using the trade name "Larry Ford" for his supper club at 1200 Cass Street.

Florida State Liquor Enterprises, Inc., alleged in a hearing before the judge that it paid \$105,000 for the Tampa Street business formerly owned by Ford and had received written agreement for exclusive use of the name "Larry Ford," in operating the bar and cocktail lounge.

Charging that Ford is violating the rights of his business successor at the

Tampa To See Miniature of Freedom Train

TAMPA, Nov. 22.—In addition to the real Freedom Train, which will visit here December 21, Tampa will have a miniature Freedom Train touring the city during rededication week which precedes the visit of the famous caravan.

The local committee, concerned at the prospect that hundreds of people in this area may be turned away because the train couldn't possibly accommodate all who would like to visit it during its 12-hour stand, has decided to take the edge off the disappointment by using the miniature.

Nat Rambo, young war veteran who is adjutant of an American Legion post, suggested that the local committee utilize the Legion's 40 & 8 Society locomotive. Hitched to the locomotive will be a large trailer in which reproductions of the documents aboard the Freedom Train will be put on exhibit during the entire week preceding the arrival of the real train. The miniature will make the rounds of schools and will be parked on downtown streets.

The Rev. E. J. Pendergrass, chairman of the local committee, estimates only 12,000 persons can see the real train during its visit, and at least 50,000 are expected to turn out for it.

Pitt Keeps the Fire Burning on Showbiz

PITTSBURGH, Nov. 22.—Showbiz here put up a terrific fight during the past week to prevent passage of the proposed 10 per cent tax levy, but the city administration seemed unshaken in its determination to get the measure passed. Approximately 325 persons crowded into the limited capacity of the council chambers to protest at an open hearing Wednesday (19). Jason Richardson, counsel for the Pittsburgh Amusement and Sports Committee, argued that a 10 per cent amusement tax would be unfair and discriminatory.

In answer to the question of where else the council could raise the needed tax money, Richardson suggested that the proposed merchantile tax be doubled. The council took this suggestion under advisement when Richardson showed that this approach to the tax problem would distribute the tax load more equally.

Tampa Street establishment by using the same name at his Cass Street club, the plaintiff produced witnesses who said that Ford's action had caused confusion to patrons, with consequent financial loss to Florida State Liquor Enterprises, Inc.

Lucky Liz

NEW YORK, Nov. 22.—Among the many gifts from kings received by Princess Elizabeth and Philip on their wedding day were a couple of left hind rabbit's feet with gold-plated key chains and caps. Accompanying each of the feet was a card reading: "May this rabbit's foot bring you lots of luck. Sorry cannot be with you." Paws and greetings were sent by and signed: "Charles Brand, the rabbit's foot king." Brand is actually known by that monarchical moniker to the pitch fraternity, carnival, circus and fair workers who buy millions of his bunny feet annually.

Ice-Capades Gets 12G On Claim Vs. Govt.

ATLANTIC CITY, Nov. 22.—A claim of \$12,000 was allowed Ice-Capades, Inc., which stages the Ice Capades ice spectacle, against the U. S. Government Wednesday for damages sustained when the army took over Convention Hall here just eight days before the ice show was to begin its summer's run in July, 1942.

Alexander K. Blatt, one of the three commissioners appointed to hear the case last spring by U. S. District Judge Thomas M. Madden in Camden, N. J., announced the verdict here. Ice-Capades, Inc., originally asked for \$35,000. Blatt's statement revealed that the Arena Management Corporation, a New York corporation which owns the show and which also asked for damages, will receive nothing. The commissioners held, Blatt said, that the managers association suffered no loss.

MCA Books Blackhawk

NEW YORK, Nov. 22.—Music Corporation of America (MCA) got its first booking at Chicago's Blackhawk Hotel in six years with the Sherman Hayes ork, which is in right now. Hayes will be followed into the location by Art Kassel.

The Billboard

The World's Foremost Amusement Weekly

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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 Folk Disk in the Nation's Juke Boxes I'LL HOLD YOU IN MY HEART (Till I Can Hold You in My Arms) by Eddy Arnold and His Tennessee Playboys, Victor 20-2332
- No. 1 Race Disk in the Nation's Juke Boxes BOOGIE WOOGIE BLUE PLATE by Louis Jordan, Decca 24104

Leading albums, classical disks, English and Canadian sheet sellers and full score on all music-disk popularity in Music Popularity Charts, page 22 to 33 in Music Section.

BMI PITCHES FOR PACTS

American Tobacco To Drop Paar Seg

HOLLYWOOD, Nov. 22.—Upon notification that American Tobacco would drop the Jack Paar stanza at the close of its present cycle, it was learned that the Paar package will be offered for resale at \$7,500—less than half the current \$16,000 price tag. While Foote, Cone & Belding retains a 60-day resale option on Paar's services, it is understood that the agency will not attempt any serious sales pitch and that the package will revert to Sam Jaffe Agency. Amusement Enterprises, Inc., Jack Benny's firm which now controls the package, will release Paar unless an imminent sale is made.

Sale price of the Paar package has been subject of trade talk, inasmuch as commissions tacked onto basic price now total 45 per cent. With 20 per cent to Amusement Enterprises, 15 per cent to FC&B and another 10 per cent to the Jaffe office, commissions paid set a new high for a show of its kind. Under revised budget, talent and writing costs will be pared, with slashes in Paar's take, plus musical cuts and elimination of the singer a certainty.

Morgan Gets 3-Wk. Reprieve

NEW YORK, Nov. 22.—Deals to refurbish the Wednesday night schedule of American Broadcasting Company (ABC) were hanging fire at week's end, with the web deep in negotiations for sale of the 9:30 p.m. seg which becomes available after December 3, when American Tobacco's cancellation of Jack Paar becomes effective. ABC also is holding tentative talks with prospective clients for sale of Henry Morgan, but Eversharp, Inc., which had canceled Morgan, has until 5 p.m. Wednesday (26) to make its final decision about renewing the comic.

One ABC official expressed annoyance at the turn of events leading to Paar's cancellation. He said the network had turned down several sure-fire shows which would have been good for lengthy, stable runs in order to sign American Tobacco. Demise of the Paar experiment, he confirmed, was due as much to the program's excessive cost as to any deficiency of the opus itself. It is known that the show's cost rose from \$16,000 weekly during the first 13 weeks to \$18,000 in the second 13 weeks, with virtually everybody getting a substantial slice except Paar himself, who is cut up among Jack Benny's Amusement Enterprises, Inc.; Music Corporation of America (MCA) and the Sam Jaffe office. At least two substitute shows are nearing the pact stage, with one a brand-new program and the other a show now on another network.

Morgan received a three-week extension, from December 3 to December 24, with two major factors contributing: Announcement of a contest (made the same day the sponsor first decided to drop Morgan) which will not end until the 24th, and the fact that a major portion of the sponsor's sales is made during the last quarter of the year. A special Hooper survey of the November 12 show made by the web shows that Morgan's rating rose to 9.1 from 7.8 on November 5. Eversharp is understood to be satisfied with the show's progress

Agency Squawk Over Plug Skip Burns Winchell

HOLLYWOOD, Nov. 22.—The Walter Winchell-Robert Orr Agency tiff about "who said what" looked like little more than a tempest in a lotion bottle at week's end. It all happened when an Orr agency exec was reported to have been miffed about Winchell's cutting the middle commercial during one of the commentator's recent Sunday broadcasts.

Winchell told *The Billboard* that Andrew Jergens had given him the okay long ago to skip the middle plug anytime he felt it necessary. The rapid-fire radio reporter was warm under the collar because the agency was making these differences public.

"Supposing these stories were true and supposing they were having trouble with me about the middle commercial—why embarrass me by making it public?" Winchell asked. Asked if he wants to quit his *Jergens' Journal*, Winchell said he could not say at this time. "I can't tell you now how I will feel in June," Winchell said. "Andrew Jergens has been great to me for the past 16 years and the friendly relationship still exists."

NEW YORK, Nov. 22.—Walter Winchell and Louella Parsons, both of whom broadcast over ABC for Andrew Jergens Company, both have been renewed, ABC announced today (Saturday). No reference was made in the Winchell renewal to the Winchell-Robert Orr Agency dispute over the middle commercial on the program.

June Dairies May Rejoin BR Ranks

NEW YORK, Nov. 22.—June Dairies, which sponsored the late Fiorello H. LaGuardia in his network commercials, may return to the air shortly, it was reported this week.

It's understood the company has three commentators under consideration: Frank Kingdon, Max Lerner and Quentin Reynolds. A decision is expected shortly.

S-B Cheese Acct. Shifts to D-F-S

NEW YORK, Nov. 22.—As follow-up to dropping the Fred Allen show in its current retrenchment drive, Standard Brands this week shifted its Shefford Cheese Products advertising from J. Walter Thompson Agency to Dancer-Fitzgerald-Sample, Inc.

Shefford was one of the products plugged on the Allen program.

and future promise, but it is common talk that the firm's financial situation has caused the re-evaluation of its budget and probable radio retrenchment. Unless Eversharp rearranges its advertising appropriations again by Wednesday, it will be faced with lopping off an established show (*Take It or Leave It* on National Broadcasting Company) or one it is building in Morgan, with the latter most likely to get the ax.

An ABC spokesman declared that should Eversharp find it necessary to confirm the cancellation, the web would retain Morgan in his current slot on a sustaining basis until he is sold.

ABC-Capitol

Latest developments in Capitol Records — American Broadcasting Company negotiations will be found in this week's Music Department.

"Crank Handle" Song-Emsee Job For Uncle Jim

NEW YORK, Nov. 22.—Uncle Jim Harkins, general factotum on the Fred Allen show but who's never appeared on the program, will be the emcee of a new series now being prepared by WOR, New York. Program is based on Pat Ballard's recent invention, the "song machine." The contraption, by the turn of a handle, turns out a complete melody.

Program will feature an audience participation gimmick, both for studio and home listeners. In addition, Ballard is to write a set of lyrics for one machine-made song on each show. Program formula has just about been set, following four auditions.

Also in the WOR hopper is an Americanism series based on the Horatio Alger Jr. stories. Program will be played straight, without burlesques of old yarns, with the last five minutes of each show being used to interview a successful business man who scored in the Alger manner. It will be a Sunday offering.

BIOW May Ink Don O'Connor

NEW YORK, Nov. 22.—The Biow Company is reported close to a deal with Donald O'Connor for a radio program to be sponsored by Roma or Cresta Blanca (Schenley).

Milton Biow, Friday (21), admitted O'Connor was under consideration, but added that "many other artists are being considered and no conclusions have been reached."

'50 Deadline Jump Sought On Contracts

ASCAP Competish Involved

NEW YORK, Nov. 22.—Broadcast Music, Inc. (BMI), this week sent its 1,800 broadcast licensees a request that they renew performing license contracts immediately. Agreements now in effect expire March 11, 1950.

Several elements enter into BMI's move to sign renewals now, rather than wait a year or so. One is the fact that all four networks, at the recent broadcasters' convention in Atlantic City, renewed their contracts from 1950 thru 1959. But more important is BMI's competitive position insofar as the American Society of Authors, Composers and Publishers (ASCAP) is concerned.

This last aspect deals with the fact that without assurance that it will continue in business beyond 1950 (the current expiration date), BMI is at a disadvantage in negotiations with publishers and foreign performing rights societies. ASCAP's member contracts run until 1965.

In addition, ASCAP's broadcast contracts have a clause which makes renewal automatic unless ASCAP asks for an increase. In current negotiations with broadcasters, ASCAP has stated it wants no increase, but does propose a revision insofar as co-operative network programs are concerned. ASCAP and the broadcasters are to meet again December 4, and in a letter accompanying the contract renewal, Carl Haverlin, BMI president, commented: "The quicker our industry renews with BMI, and thus gives renewed assurance of its permanence, the stronger the industry's position will be."

Haverlin also told BMI licensees that broadcasters have paid, since 1941, "\$60,000,000 alone under the 7½ per cent contract which it offered broadcasters in 1940."

ED SULLIVAN

says:

"Add Musts on your Christmas shopping list: The Christmas Carols of Phil Spitalny's Girls' Choir."



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) _____

Webs Ask Consideration Of Old Problems in Early AFM Negotiation Sessions

AM-FM Duplication, Music for TV, T-H Effects Pointed Up

NEW YORK, Nov. 22.—American Federation of Musicians (AFM) will shortly file notice of expiration of AFM-network contracts with the four webs and the National Labor Relations Board, as a preliminary to possible strike action, James C. Petrillo, AFM head, said this week. Contracts terminate January 31, and according to Taft-Hartley law a 60-day notice is mandatory. Petrillo at network contract negotiations Friday (21) indicated the notice was in the nature of a formality, but necessary in order to maintain the union's bargaining position. Talks between Petrillo and network execs Wednesday, Thursday and Friday of this week, were exploratory, with no discussion of wages or working conditions. Opening sessions dealt with legalities inherent in the Taft-Hartley law, and the problems facing musicians' locals thruout the country. On Friday, the networks presented to the AFM a set of proposals covering points which they (the webs) wanted to see incorporated in a new contract. These points included (1) original music on FM; (2) AM music duplicated on television; (3) employment of musicians on co-op programs, and (5) continued employment of musicians on regular AM broadcasts.

Petrillo, for the AFM, and Mark Woods, president of the American Broadcasting Company (ABC) delivered cognate statements to the effect that for the first time AFM-network negotiations were faced with complicating factors (such as FM, tele and Taft-Hartley), and that working out an over-all pact necessitated exploration of the "developing changes" in radio. Petrillo and the webs will meet again December 8 in Chicago.

Situation facing the AFM is regarded as rocky in the event the union cannot find ways and means of operating under the Taft-Hartley law. According to one union official, cuts in musician employment thruout the country are already being felt in AFM locals. The severity of the unemployment is expected to increase materially as more contracts expire and more employers take fuller advantage of the anti-featherbedding provisions of the new labor law. (See story on this page.)

The cut in radio revenue is expected to be paralleled by a cut in stand-by fees, on which point theaters are already growing bolder. In other words, locals thruout the country may find it very tough to keep going from an economic standpoint. As for radio, what the federation hopes to avoid is a situation whereby all radio employment will be concentrated—to an even greater extent than now—in New York, Chicago and Los Angeles, which cities are originating points of network programs. The situation in the film industry is considered as none too favorable for the AFM either, for it is believed that in the event of a showdown musical engineers have enough music on the shelf to carry on for years.

With Petrillo at the negotiations were representatives of the New York, Chicago and Los Angeles locals. Network brass included Frank E. Mullen, National Broadcasting Company executive vice-president; Frank White, vice-president and treasurer of Columbia Broadcasting System; Mark Woods, president of the American Broadcasting Company; Robert Swezey, vice-president and general manager of the Mutual Broadcasting System and Ted Streibert, president of WOR.

'Polar Cola' Sound Like 'Coca-Cola' to You, Supreme Ct?

WASHINGTON, Nov. 22.—U. S. Supreme Court is weighing a plea by the National Association of Broadcasters (NAB) to reconsider its refusal to take up a case involving a similar-sounding names in radio advertising. A brief was filed by NAB yesterday (21) in the case of the Coca-Cola Company vs. Snowcrest Beverages, Inc., which has been advertising a product called Polar Cola.

The NAB brief pointed out that in radio advertising the value of a trade name depends entirely on its distinctive sound. To refuse aural protection said NAB, is to place radio at a disadvantage with other advertising media.

The case was appealed to the Supreme Court by Coca-Cola after a lower court had refused to enjoin Polar Cola.

Princesses & Pain

NEW YORK, Nov. 22.—Hardly figuring to persuade Britishers that commercial radio is conducive to better programming than government-controlled etherizing were some of the Princess Elizabeth - Phillip Mountbatten nuptial broadcasts here. On WOR, for instance, the 9 a.m. newsshow (John Wingate) played a British Broadcasting Corporation (BBC) transcription of the ceremonies from Westminster Abbey. The solemn readings of the Archbishop of Canterbury, the hushed vows spoken by the Princess and her bridegroom were the epitome of dignity and loaded with traditional reverence. But the commercial following was for Dolcin, tablets designed to help relieve arthritic and rheumatic pains.

Texaco Seeks T. Martin Hypo

NEW YORK, Nov. 22.—Long dissatisfied with the ratings chalked up by its Tony Martin show, the Texas Company this week was reported needing the Kudner Agency and Columbia Broadcasting System (CBS), which airs the opus Sunday nights, for some formula to hypo the show. Myron Kirk, radio director of Kudner, is said to blame time slot for the program's poor showing and is being wooed by American Broadcasting Company (ABC) sked.

Kudner is reported to have notified CBS that the current slot, with week shows preceding *Corliss Archer* and following *Christopher Wells*, no longer will be acceptable for its client.

Music Committee To Chart Course for Action on AFM

NEW YORK, Nov. 22.—First concrete action of the recently created Industry Music Committee (IMC) took place yesterday (Friday) when two subcommittees were empowered to draw immediate plans to cope with the American Federation of Musicians (AFM) situation. Meeting at the headquarters of Broadcast Measurement Bureau, representatives of broadcasters, record manufacturers, transcription companies, Frequency Modulation Association (FMA), National Association of Broadcasters (NAB), Television Broadcasters Association (TBA) and Radio Manufacturers' Association (RMA) each agreed to appoint one representative to each of three committees, two of which are the subcommittees mentioned above.

Since the third committee will be an executive group, with some measure of plenary powers, proponents of the music committee hailed the development as being of considerable significance. Not only is this the first time all branches of the mechanical music industry have gotten together, but, more important, it is the first time they have agreed either to act in concert or to be represented en masse, rather than individually.

Broadcast representatives were especially pleased because, they said, it was the first time the record manufacturers indicated they would go all-out to support the committee. The record companies had originally been aloof, but yesterday, it was said, "they stood up and were counted."

The two subcommittees are a legal

committee and a public relations group. Legal committee is to concentrate on possible remedial legislation. The respective elements comprising the music industry group each is to name its own representative to the various committees and the two subcommittees have been told to get to work immediately. They are to meet within one week, and report back to the exec committee within two weeks.

Purpose of the plan is to have the industry, as one spokesman termed it, ready to move "regardless of which way Petrillo jumps." The spokesman was cynical as to Petrillo's reported reluctance to call a network strike, stating that this same attitude preceded the 1942-'44 record ban.

Some 40 execs attended the meeting, including the following official representatives:

Richard A. Moore, ABC; John MacDonald, NBC; Howard L. Hausman, CBS; Robert Myers, NBC; R. P. Doherty, NAB; Edward Wallerstein, Columbia Records; Ralph F. Collin, Columbia Records; Frank K. White, CBS; Frank E. Mullen, NBC; Leonard H. Marks, FMA; Justin Miller, NAB; A. D. Willard Jr., NAB; Mark Woods, ABC; Theodore Streibert, WOR; Robert Swezey, MBS; Daniel R. Creato, RCA Victor; Frank King, NAB; Walter Rivers, Capitol Records; M. R. Rackmil, Decca; Guy Lemmon, Majestic Records; Leonard L. Asch, WBCA. Schenectady; Roger W. Clipp, WFTL, Philadelphia; William Fay, WHAM, Rochester; John W. Tinnea, KWK, St. Louis; Hudson Eldridge, Continental Network; Charles V. Wayland, Continental Network; Don Petty, NAB; Robert K. Richards, NAB; C. O. Langlois Sr., Lang-Worth; A. M. Wiswell, Associated Program Service; Richard S. Testut, Associated Program Service; Joseph W. Bailey, Louis G. Cowan, Inc.; Eric Haase, ANA; Paul W. Reed, FMA; John Van Allen, RMA; Bond Geddes, RMA.

WKRC's Strike Off as Tootlers Grant Extension

CINCINNATI, Nov. 22.—Strike of musicians at WKRC, scheduled to start today, has been postponed by Oscar F. Hild, president of Local 1, American Federation of Musicians, who has notified Hulbert Taft Jr., WKRC managing director, that the union's strike notice, previously issued, had been withdrawn and that a notice, effective January 20, 1948, was being substituted. It was indicated by the union that the 60-day extension was granted to permit further negotiation to iron out the station-union tangle.

In the first action of its kind taken in Cincinnati under the Taft-Hartley law, WKRC several weeks ago filed charges of unfair labor practices with Jack G. Evans, regional director of the National Labor Relations Board, against Local 1. The station management charged that the union had refused to bargain collectively with the station thru failing to serve written notice as required by law. The union was further charged with attempting to cause the station to pay money in the nature of an exaction thru threatening the station with a strike unless it agreed to employ musicians in excess of the number reasonably required by the station.

The station also charged that the union was attempting to compel the station to pay a full weekly wage to 11 musicians, some of whom broadcast only from "30 minutes to five or six hours a week." Taft said that the continuation of the "featherbedding" system was the only bar to the signing of a new contract between the station and the union, as all other terms, including a wage increase of 22 per cent, have been agreed upon.

For a time a musicians' strike also was threatened at WSAI here, but last week an agreement was reached between the station management and the musicians' union extending for six months the present contract.

Goodman Ace Fluffs H'w'd Bid

NEW YORK, Nov. 22.—Goodman Ace, supervisor of comedy and variety programs for the Columbia Broadcasting System (CBS), leaves the web December 17. He leaves because all CBS comedy programs originate on the Coast, and while Hollywood is okay for them as likes it, Goodie wants to stay in New York.

Ace took the CBS post September 3, 1946, when the web started an intensive effort to develop house-built programming, particularly comedy. The vacated job is not expected to be filled. It was created for Ace.

Nesbitt in New E.T. Seg on MBS

CHICAGO, Nov. 22.—John Nesbitt will launch a new show on Mutual shortly after the first of the year. Show will be a co-op series intended for local sponsorship.

The program, featuring Nesbitt in the type of program he has done in the past, will be aired Friday in a nighttime slot.

Arranged by Radio Features, Inc., division of the Schwimmer & Scott Agency here, program will be aired via transcription.

T-H AX ON TOOTLERS' NECKS

Will Record After Ban, Says Standard

HOLLYWOOD, Nov. 22.—Indication that transcription manufacturers will endeavor to remain in production despite the forthcoming music union ban on this type of work is contained in a letter recently circulated by Standard Radio Transcription Services, Inc. Letter went to all Standard subscribers.

Reporting on the effect of the union ban, Jerry King, Standard's president, told stations that the company would record in advance every popular tune publishers say they will plug. Letter added, "... there will be popular music recorded after the first of January, just how this will be done cannot be divulged except to say we did it before and we will do it again."

'N. Y. News' Seen In Supreme Ct. For FM Bid

WASHINGTON, Nov. 22. — *The New York Daily News*, recently denied an FM station application by the Federal Communications Commission (FCC), was expected to file an appeal today (Monday). From all accounts, the paper plans to press for an ultimate Supreme Court ruling on the FCC's newspaper-radio policy. The paper's 20-day appeal period ends today.

Altho a conditional approval had been given *The News*, the FCC later reversed itself, awarding the frequency to the Methodist Church. The FCC based its decision on the theory it should not centralize control of radio, tele and FM in the hands of a newspaper when other applicants presented equally sound applications and equally balanced programing promises. *The News* already has a TV station under construction.

Stand to be taken by *The News* is that it is not within the province of the FCC to consider newspaper relationships as a factor in such frequency allocations. This, the paper will claim from reports, is discriminatory.

Paper hopes speedy action, so as to enable application for the four New York FM frequencies which will open in 1948. Legal procedure if FCC sustains its decision, would be the Supreme Court via the U. S. Circuit Court of Appeals.

Duke Gets Off To a Big Duke

NEW YORK, Nov. 22.—The daytime version of WMCA's new transcribed Duke Ellington disk jockey show got off to a winging start this week with sale of three 15-minute periods to clients of the Emil Mogul Agency. The sponsors, each of whom will bankroll a quarter-hour across the board, are Canadian Furs, Barney's Clothes and National Shoes.

Program kicks off December 29 and will be aired from 9 to 10 a. m., Monday thru Friday, and from midnight to 1 a. m. seven days a week. The entire nighttime version already has been bought by Paradise Wine Corporation. Bob Bach, formerly of *The Billboard's* Music Department, takes over writing and record selection duties.

WMLO Accuses Petrillo Under Hartley Act

CHICAGO, Nov. 22. — Another action against the American Federation of Musicians (AFM) charging violation of the Taft-Hartley Act was filed this week with the regional office of the National Labor Relations Board (NLRB) here by WMLO, Milwaukee independent station. Suit, which charges that the AFM is guilty of a secondary boycott in its effort to force WMLO into keeping four musicians on the staff, follows shortly after a New York NLRB complaint filed by Dan Golenpaul, producer of *Information, Please*, concerning use instrumentalists on his co-op program. WKRC has also filed a claim against Petrillo in Cincinnati.

Jerome Sill, manager of WMLO, who stated his station was opposed to featherbedding, charged James C. Petrillo, AFM chief, with coercion. The station's four musicians, whose salaries total \$231 weekly, have not been paid since October 1.

The AFM, according to Sill, pulled its musicians off both commercial and sustaining programs despite the fact that the station has always paid union scale. The station manager in his complaint stated that "the use of funds to improve programs rather than to support featherbedding obviously would further listening enjoyment."

It was also alleged that the AFM had brought garnishee proceedings against the station and its clients in order to collect the salaries of the musicians.

Spitalny Wins Poll

CLEVELAND, Nov. 22. — A poll conducted among readers by Robert Stevens, *The Cleveland Plain Dealer* radio editor, showed Phil Spitalny Hour of Charm ork as the No. 1 semi-classical music show, with Fred Waring, *Album of Familiar Music*, the Donald Voorhees airer and the Howard Barlow program following in that order.

Mohammed?

NEW YORK, Nov. 22.—Next meeting between James C. Petrillo, AFM president, and the brass of the four webs will take place in Chicago December 8. Explaining the switch from New York to Chicago, Petrillo said: "If these guys wanna keep up with me they'll have to come to Chicago, where I have a date."

Petrillo stands trial December 15 in Chicago on charges of violating the Lea Act.

Heidt To Replace 'Big Break' on NBC

NEW YORK, Nov. 22.—The foldero of *The Big Break*, sponsored by Adam Hats on the National Broadcasting Company (NBC), leaves the Sunday, 10:30 p. m. slot open for *Philip Morris Night With Horace Heidt*, starting December 14. The Eddie Dowling show winds up December 7.

Heidt and an 18-piece orchestra will tour, originating the show from theaters and saluting near-by colleges. Four contestants from a college will be on the show each broadcast, with winners chosen by audience applause.

Biow is the agency for both Adam and Philip Morris.

'Hit Parade' Seeks New Gal Warbler

NEW YORK, Nov. 22.—A search for a fem singer for the *Hit Parade* is still going on, with indications now that Doris Day, who left for picture commitments, will not return. The spot this week was offered to Kitty Kallen, who refused since the job requires permanent residence on the Coast. Miss Kallen is to marry Bud Granoff, New York press agent, next February.

Hit Parade agency is Foote, Cone & Belding.

The Petrillo Front This Week

NEW YORK, Nov. 22.—Here's the score sheet in this week's jockeying between Petrillo and the broadcasting-recording industries:

In Washington, Representatives Fred Hartley (Taft-H legislator) and Carroll Kearns, House AFM-Subcommittee chairman, met to discuss further anti-AFM legislation. Their proposal: A Taft-Hartley amendment enabling the Justice Department action against unions acting in alleged restraint of trade. That, of course, would mean the record ban.

In New York, the four major networks, whose musicians' contracts expire January 31 next, met with the AFM president. So far, most of the talk has been "exploratory," altho the webs are said to have presented demands enabling use of live music in FM and TV, as well as FM duplication. At the week's end results were none too visible. Next meeting: Chicago, December 8.

In Cincinnati, a musicians' strike at WKRC was postponed until January 20, a significant date coinciding, almost, with network expirations.

In Chicago, Jerry Sill, of WMLO, Milwaukee indie, filed a labor board charge that Petrillo is in violation of the T-H bill. Sill claims featherbedding. That's the third such suit. The others: Dan Golenpaul's *Information, Please* charge (New York) and an earlier action by WKRC.

In New York, the industry music committee got down to action, setting up legal-legislative and publicity committees to do something—quick—about it all.

In Hollywood, Jerry King, of Standard Radio, told his transcription subscribers he'd still be recording after January 1. Did it before, said King, and "we can do it again."

And in various sections of the country, reports of musician dismissals, under T-H, grew in number.

Staff Slashes Due as AFM Contracts Die

Some Cuts Already Made

NEW YORK, Nov. 22.—A growing tendency of broadcasters to take advantage of the Taft-Hartley labor law by reducing the number of musicians in their employ is becoming evident. Reports from widely scattered sections of the country bear out the tendency, with additional station managers stating that as their current contracts with the musicians' union locals expire, they plan either to eliminate musicians entirely or reduce sharply the number employed. One broadcaster stated he thought the movement "very likely would reach avalanche proportions."

While there are four stations already known to have taken this step, network spokesmen in New York said they had been advised by numerous affiliates that they too had acted in the same directions. Web officials, tho, would not reveal the names of the stations involved.

Four in Open

Four stations already dismissing their musical staffers are WDOOD and WAPO, Chattanooga; KWK, St. Louis, and WSMB, New Orleans. WDOOD had seven men; WAPO had six and KWK, which had 11, has retained but one. Extent of the WSMB dismissals is not known.

Earl Winger, vice-president of WDOOD, told *The Billboard* this week that the seven-man musical staff which the station had under contract for two years, cost \$15,000 annually, but not once in those two years did the musicians work on the air. Winger stated the station signed the contract only after the American Federation of Musicians (AFM) had imposed a secondary boycott by refusing to allow Columbia to feed WDOOD network programs about two years ago.

Winger stated that when the contract expired October 12 last, he notified the musicians' local that under the Taft-Hartley bill, their employment would cease. No acknowledgement has been forthcoming, he said, from either the local or the national body.

WAPU-WDOOD Parallel

The situation at WAPU paralleled the WDOOD picture in one respect, in that the six-man musician staff did not work on the air during the life of the contract.

From other sources it was learned this week that of the 1,500-odd stations in the U. S., only 350 employed musicians. In many cases this was limited to employment of only one staffer.

TAMPA GETS FM

TAMPA, Nov. 22. — WDAE-FM went on the air Monday (17) and became the first frequency modulation station on Florida's west coast. Both the FM station and WDAE are owned and operated by *The Tampa Daily Times*. Early response from listeners to the 5,000 FM receiving sets in the Tampa area indicated that reception is good.

AFRA TO REOPEN WAGE TALKS

HCL Leads To Decision, Heller Says

Confabs Due in June

NEW YORK, Nov. 22.—American Federation of Radio Artists (AFRA) will shortly call for reopening of wage scales on its network contracts, George Heller, the union's executive secretary, told a membership meeting Thursday (20) in New York. Notice will be given the networks within a week or so and the likelihood is that negotiations will begin in January. The exact amount of the boost to be sought has not been determined.

AFRA's wage increase demand is pursuant to Paragraph 11 of the 1946-1948 AFRA-network contract. Text of the clause, which provides that AFRA may reopen the wage scale question if Bureau of Labor Statistics for November 15, 1947, show a 10 per cent or more cost of living increase over 1946, is shown on this page.

Heller also told the meeting that as the result of the recording ban issued by the musicians union, AFRA has decided not to open negotiations with phonograph manufacturers on the question of scales for AFRA members in this field. Instead, he said, AFRA is going to co-operate with the musicians. He did not reveal to what extent, altho he said, of course, that no AFRA member would work with non-union musicians.

Reporting on efforts the New York local is making to study the employment situation, Heller said that the major networks had agreed to co-operate in a job survey to be made by the New York State Unemployment Service. This is in line with AFRA's recently approved proposal to investigate possibilities for increased actor employment. Three other proposals under consideration call for the airing of a showcase program on WNYC; maintenance of a central audition library and publication of a players' guide. These are now being studied by an AFRA subcommittee on employment.

Heller also revealed that the New York local currently has a \$3,400 deficit and said that a permanent ways and means committee of 10 is (See AFRA ON WAGES, page 10)

Current AFRA Wage Scales

NEW YORK, Nov. 22.—The table below lists commercial minima now in effect for actors, announcers and singers, under the existing AFRA network contract, to be reopened shortly under the union's request for a pay boost. Also shown is the contract provision dealing with reopening of wage provisions.

Program Time	Actors	Soloists	Announcers
15 minutes	21.75	58.10	21.75
30 minutes	36.25	72.60	36.25
Hour	50.75	101.60	50.75

Rehearsal rates, in most cases are on a basis of \$8.80 per hour, with one hour minimum rehearsal required.

Provision as to reopening wage talks reads as follows:

"If the cost of living index as of November 15, 1947, or, at the option of AFRA, as of the 15th of any month after November 15, 1947, as issued by the Bureau of Labor Statistics of the United States Department of Labor . . . shall be 10 per cent or more higher than said index for November 15, 1946, then AFRA, within 30 days after the publication of said index for November 15, 1947, or within 30 days after the publication of said index for any month thereafter, as the case may be, may give written notice to the producer (once only during the period of this code) requesting that the minimum rates of pay provided in this code be adjusted and specifying the requested adjustment. Within five days after receipt of such notice, producer shall either grant the adjustment requested or enter into negotiations with AFRA with respect to such requested adjustment. If within five days after the parties have entered into such negotiations, they shall fail to reach an accord, the question of the rate adjustment shall be submitted to arbitration in accordance with the arbitration provisions of this code. The arbitration shall be limited solely to the adjustment of minimum rates of pay and the award shall be effective on the date when issued. . . ."

RDG Huddle Over Counter-Proposals

NEW YORK, Nov. 22.—The Radio Directors' Guild (RDG) membership huddles Monday (24) to act on counter-proposals received from the webs during negotiations this week. Nets are representing their local stations here.

RDG is asking a wage hike of from 20 to 25 per cent and that a tangle concerning directors and assistant meggers be settled. The union has run into difficulties because of a clause in the present agreement which provides that assistants may work only 26 hours and then must be paid full directors' fees.

Radar Invention Doesn't Mean CBS Will Do Research

NEW YORK, Nov. 22.—Altho the Columbia Broadcasting System (CBS) has developed a new audience measurement device, the Instantaneous Audience Measurement Service (IAMS), the network has no intention of going into the research business, a spokesman said this week. IAMS, development of which was announced by Frank Stanton, CBS president, in Hollywood Tuesday (18), employs radar to transmit a signal to radio family homes, with the signal then returned to the originating point for interpretation as to listening habits.

The immediate question raised by the CBS device, which has been perfected but is not in production, was how the network intended to use it—whether the web would enter the highly competitive audience research picture. So far, it's said, CBS intends to confine its use to its own controlled and operated stations, making the first survey, if possible, in New York in the spring of 1948.

It is possible, CBS said this week, that "if the industry wants IAMS, we'll turn it over to an independent

Congress Mulls Wage Committee To Advise Radio

WASHINGTON, Nov. 22.—The creation of a special radio industry advisory committee on radio wage problems is being considered by Congress in the wake of an appearance before a House labor subcommittee by Richard Doherty, director of employee-employer relations for the National Association of Broadcasters (NAB).

In advocating such a committee, Doherty declared radio with its high wages is not concerned with minimum wage practices but only with computation of overtime rates. He urged clarification of the payment of overtime in the case of announcers whose income is supplemented by sponsors' fees. Doherty further asked the law be revised to permit non-union employees to start guaranteed annual wage plans.

Similar requests will be made by Doherty in a December hearing before the wage-hour board.

WM. MORRIS LOSES TWO

NEW YORK, Nov. 22.—Two members of William Morris Agency's radio department resigned this week. They were Sid Morse, contact man with advertising agencies, and Alma Marks, of the literary and script departments.

researcher." It was added that this might very well be the A. C. Nielsen research firm, whose audimeter system of program popularity measurement resembles IAMS in some respects. CBS is much closer to Nielsen than any other researcher.

IAMS, using a high frequency, requires both a special station transmitter and a device attached to the receivers of the families being checked. This second device beams the signal back to the originating station so as to chart, minute by minute, their listening habits.

Hooper To Use Radar; Dubious On Just How

HOLLYWOOD, Nov. 22.—C. E. Hooper, founder of the Hooperatings, disclosed this week that his research office has been experimenting for some time with electronic devices for audience measurement. Once they're perfected, he will introduce this system of listener study into the frequency modulation (FM) audience field.

"Our reason for choosing FM," Hooper explained, "is that currently there is no information available thru any method in that field, and by sticking to FM we will avoid confusion during the experimental period."

Asked whether this could be interpreted to mean he would convert his AM Hooperating system from telephone interview to electronic audience measurement, Hooper replied:

"Its much too early to make any statement on that subject. The needs as well as the wishes of our 700 clients would be given every consideration before any such decision is made. Frankly, there are several serious problems involved."

Among the objections Hooper had to the electronic system was that it stressed "tuning" rather than "listening." This, in his opinion, is a flaw which weakens the tape recorder method. According to Hooper, the fact that a radio is tuned to a certain station doesn't necessarily mean people are listening to it. This is particularly true during the daytime hours when the housewife is busy with her chores and may not even be aware her radio is on.

FC&B Switches Hops Producers

HOLLYWOOD, Nov. 22.—Bob Stephenson, producer of the Bob Hope show for Foote, Cone & Belding ad agency, was let out suddenly Thursday (20). It was reported that Stephenson had had several rows with agency execs, climaxed by Tuesday's (18) show running overtime, resulting in a Lux soap hitch-hike being killed. Stephenson let the show run long in order not to cut off Walter Winchell, guest starring. Al Capstaff is handling the production on the show, pending Hope's return from England.

Stephenson's departure, it is maintained, has nothing to do with Hope's continued attempts to get a release from his Pepsodent-Lever Bros.' contract. Another request for a release is to be made when Hope gets back here, and it is reliably reported that after the current season, Hope will be given the okay to make a deal elsewhere.

McGarrett, Winter Out at FC&B Agcy.

NEW YORK, Nov. 22.—Two cuts in the Foote, Cone & Belding radio department this week had Norman Winter and George McGarrett anklng the place. Winter had been assistant radio head, while McGarrett had been director of radio operations on the Lucky Strike Cigarette account.

Winter is joining the Heart Institute, philanthropical agency sponsored by Albert Lasker, head of the FC&B Agency when it was known as Lord, Thomas & Lasker.

Worcester
WTAG
 Slanted to the
 Central New
 England
 Market

O'Dea Wins Round In Bulova Fight

NEW YORK, Nov. 22.—Richard O'Dea, stockholder in the Wodaam Corporation, which controls WOV, local indie, this week was granted the right to file an amended complaint within 10 days, in his suit to purchase the station's stock from Arde Bulova. The court then will hand down a declaratory judgement on O'Dea's contention that current holders of Wodaam stock should be allowed to purchase Bulova's shares in proportion with their current holdings.

The filing of the new complaint followed a notice by Bulova that he has called off projected sale of the station to his brother-in-law, Harry Henschell. O'Dea previously sought an injunction to prevent it. Bulova is required to sell his stock under government regulations, because of his interest in WNEW.

MBS Reshuffles Segs To Air 'RFD America'

NEW YORK, Nov. 22.—In a program reshuffling, stemming from its acquisition of the new Ford commercial, *RFD America*, Mutual is dropping two whodunits effective the end of December. Outgoing shows are *Scotland Yard* and *Racket Smashers*, altho the former will be replaced by still another bang-bang opus, *The Falcon*.

The Falcon will start sustaining January 5 on Thursday nights. It was on the web before, as a Gem Razor commercial. To make room for the Ford program, *Block Party* is being shifted back to 8:30 Thursday, and *Scarlet Queen* is being bumped to Wednesdays.

Ad Agency Group Okays NAB Code

NEW YORK, Nov. 22.—The American Association of Advertising Agencies (Four A's) this week was put on record again as favoring final adoption of the proposed standards of broadcast practice by the National Association of Broadcasters (NAB). Louis N. Brockway, executive veepee at Young & Rubicam (Y&R) and Four A's chairman of radio and video policy, told the Eastern annual meeting of the Four A's that the new code would serve to better commercial aspects of broadcasting and make radio a more productive advertising medium.

Considerable criticism was leveled at the tendency to use program listenership ratings as the major factor in determining the make-up of radio shows. Walter Weir, president of Walter Weir, Inc., told the copy panel that "advertisements are fantastic and commercials are tripe because they represent the least amount of creative thinking poured into the pattern that once held sound advertising ideas." Weir blamed "slavish obeisance" to Hooperatings by radio men for what he termed radio's current "hackneyed and stereotyped" status.

Ralph B. Austrian, vice-president in charge of television at Foote, Cone & Belding (FC&B) Advertising Agency, prepared a message for the conclave in which he estimated that New York will have a census of 400,000 television sets and 2,400,000 viewers by the end of 1948. The message, read by Roger Pryor, of FC&B, also predicted 750,000 sets nationally and 4,500,000 viewers by the end of next year, with all channels taken in the cities comprising the nation's 50 leading sales markets.

Austrian forecast that this growth in video viewing would adversely

NBC Code Huddle Held; Affiliates Want Revisions

NEW YORK, Nov. 22.—Possibility that the National Broadcasting Company (NBC) affiliates may yet formulate a new code, imposing stricter regulations than those offered in the proposed industry-wide code, is still strong, from reports. Altho the stations, at this week's meeting of the NBC Stations Planning and Advisory Committee (SPAC), expressed disappointment that the code had been postponed and reaffirmed the urgent need for revised standards, some segments within NBC are said to favor the adoption of NBC's own code as soon as possible. With a new SPAC to be elected in December, further action is possible. It is favored as constituting a major NBC public relations move.

One of the reasons for the NBC code stand is the indication that the proposed interim four-network code does not appear to stand much chance of success. The varying economic levels on which the four networks operate, it was said this week, make a uniform code out of the question, since what might be acceptable to NBC and Columbia would not be satisfactory to Mutual or American. The networks are to meet Monday (24) for further code huddles.

In addition to reaffirming a need for the code, NBC's SPAC head, Paul W. (Fritz) Morency, of WTIC, chairman of SPAC, reported on results of a questionnaire which expressed affiliates' enthusiasm for an annual

affect radio broadcasting, leading to a pronounced drop in ratings and a likely slash in time costs. Many new advertisers will come into tele, said Austrian, who had never made use of radio.

convention. Affiliates want the convention held away from that of the National Association of Broadcasters' (NAB) convention. Next fall was suggested. On the questionnaire the affiliates voted three to one against enlarging SPAC, a point discussed at the 1947 NBC convention, and three and one-half to one against changing the system of elections to SPAC. Elections are now conducted by NBC under the supervision of an accounting firm. A few dissident stations had proposed changes.

The SPAC session also approved an NBC recommendation that, in addition to the NBC convention, there be a series of regional meetings on promotion, publicity programing and engineering problems.

The meeting also discussed the labor situation in radio, and Frank E. Mullen, web's exec vice-president, reported on NBC's progress in television.

WNEW Swamps With Womrath

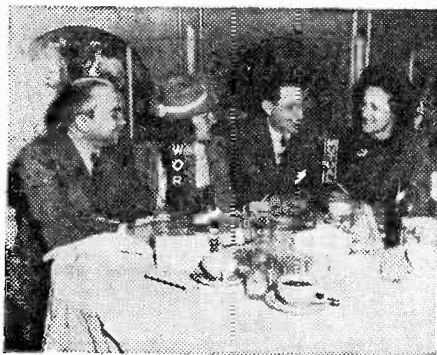
NEW YORK, Nov. 22.—WNEW, New York, which for the past year has been concentrating on developing time-for-space deals with different publications, set up a new type gimmick this week. It's a swap with the Womrath Circulating Library chain, whereby each book, as it goes out, will have a wrapper plugging the station.

In exchange, Womrath's is being plugged on the station's *Let's Balance the Books* series.

name 'em and maybe you can have 'em

A quick advertiser can hit the jack-pot by buying the **AL SCHACHT SHOW** on WOR. For along with Al, you scoop up a goldmine of sports headlines as a supporting cast.

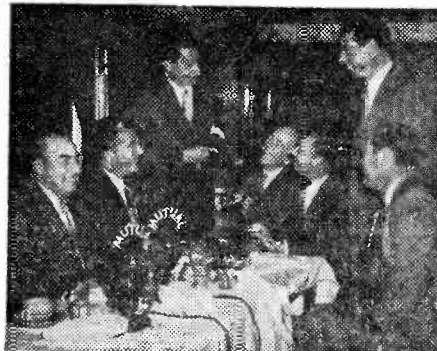
People like:



PICTURE 1: left to right: Barney Ross, Helen Jacobs, Al Schacht, Babe Didrikson.



PICTURE 2: Clown Prince Al and Babe Ruth.



PICTURE 3: left to right: Arthur Mann, Freddie Fitzsimmons, Al Schacht, John Kieran, Chuck Dressen, Joe DiMaggio, Bobo Newsom.

SPORT

LINEUP: THE AL SCHACHT SHOW, with the fanciest lineup of sports bigwigs on the map, is for sale. Fast. The show (on WOR) is new, news, and full of nuggets for a sponsor.

CLOWN: Al Schacht, the clown prince of baseball, buffoon of the bleachers, former big-league pitcher — invites sports luminaries to dine with him in his famous restaurant. Program is pitched from there, Saturdays at 8:30 PM.

COME-ON: The ad lib show is packed with horse play, sports gab and a quiz. The pull: prizes for the listener who sends in the best sports question of the week.

PAYOFF: The AL SCHACHT SHOW is a natural for commercials. It can fold right into the conversation; the product can take on the aura of the famous eatery.

More facts? Phone PE 6-8600.

WILL SPONSORS PLEASE MOSEY OVER TO THE NEXT COLUMN? →

mutual

WOR 1440 Broadway

Part I

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 November 15 Hooper report.



Top 15 Faves Gain Points In TCI Chart

'Fibber,' Hope, Benny Up

NEW YORK, Nov. 22.—The first 15 top-Hooperated programs have hiked their ratings considerably in the past few weeks and are now paying off more favorably on a cost-per-point basis. Comparison of the current Nighttime Talent Cost Index (TCI) with the October 15 TCI shows that virtually every program in the first 15 moved upward rating-wise. The TCI is a feature of *The Billboard's* Continuing Program Studies prepared in co-operation with C. E. Hooper, Inc.

The matter of rank, of course, is something else again, but there is no denying that from the standpoint of advertising value delivered, the present situation is a considerable improvement over that obtaining a few weeks ago. The explanation, naturally, is that the new and returning fall programs have had some time to build their regular audiences.

Fibber Moves Up

Here are some examples: *Fibber McGee and Molly* moved from 23.0 to 26.0; *Bob Hope* from 23.0 to 25.7; *Jack Benny* from 20.6 to 23.1; *Lux Radio Theater*, 21.6 to 23.1; *Edgar Bergen*, 17.9 to 22.4; *Amos 'n' Andy*, 19.8 to 21.5; *Fred Allen*, 16.9 to 21.4; *Red Skelton*, 19.2 to 20.4; *Mr. District Attorney*, 17.5 to 20.4, and so on down the line.

Three programs not in the October 15 top 15 Hooperatings made it this time. These are *My Friend, Irma*, which grabbed a rating of 17.8 and a rank of 10th for *Lever Bros.*; *Duffy's Tavern*, which scored 17.0 and 12th rank for *Bristol-Myers*, and *Truth or Consequences*, *Procter & Gamble's* program, which scored 16.3 to bring up the rear. *Truth* appears to be riding on the wave of its *Miss Hush* promotion. *Irma*, incidentally, shapes up as an excellent buy from an advertiser's point of view. Cost per 1,000 urban listeners, predicated on a talent cost of \$6,000, is estimated at 42 cents for this show. Close to this figure is *Mr. D. A.*, costing *Bristol-Myers* 44 cents per 1,000, on the basis of a talent cost of \$7,000. Also in the lower brackets is *Walter Winchell*, the *Jergen's* program, which is paying off at the rate of 47 cents per 1,000.

Missing from the current top 15 listing are *Bing Crosby's Philco* program, *Kraft's Great Gildersleeve* and *R. J. Reynolds' Screen Guild Players*. *Crosby*, in the October 15 report, was in 13th rank with 15.5; *Screen Guild* was 11th, with 16.7, and *Gildersleeve* was 14th with 14.7.

Top three Sunday afternoon listing is led by *Standard Brand's One Man's Family*, with a rating of 8.2; *The Shadow* is second, with 7.8, and *Counterspy* and *True Detective Mysteries* are third with 7.5. It's in-

Program Network and Stations	Hooperating	Previous Rating and Rank	Competition	Talent Cost	Cost Per Point	Cost Per 1,000 Urban Listeners
1—FIBBER MCGEE & MOLLY S. C. Johnson Johnson's Wax & Allied Products N.L.&B., NBC 141	26.0	23.0—1	NSP—ABC NSP—CBS NSP—MBS	\$12,500	\$480.77	*
2—BOB HOPE Pepsodent Div.—Lever Bros. Various Products F.C.&B., NBC 128	25.7	23.0—1	NSP—ABC NSP—CBS NSP—MBS	20,000	778.21	\$.98
3—JACK BENNY** American Tobacco Lucky Strike Cigarettes F.C.&B., NBC 160	23.1	20.6—3	NSP—ABC Gene Autry—CBS Sherlock Holmes—MBS	22,500	974.03	*
3—RADIO THEATER Lever Bros. Lux Soap & Flakes J.W.T., CBS 147	23.1	21.6—2	NSP—ABC Gabriel Heatter—MBS Real Stories—Real Life, LN—MBS Telephone Hour—NBC Dr. I. Q.—NBC	16,000	692.64	.80
4—EDGAR BERGEN Standard Brands, Inc. Chase & Sanborn Coffee, Royal Puddings, Royal Deserts	22.4	17.9—7	Sunday Evening Hour—ABC Adv. of Sam Spade—CBS NSP—MBS	20,000	892.86	.99
5—AMOS 'N' ANDY Lever Bros. Rinsos R & R, NBC 149	21.5	19.8—4	America's Town Meeting—LN—Co-Op—ABC We, the People—CBS Gabriel Heatter—MBS Real Stories—Real Life, LN—MBS	15,000	697.67	*
6—FRED ALLEN SHOW Standard Brands Tenderleaf Tea, Blue Bonnet Margarine J.W.T., NBC 143	21.4	16.9—10	NSP—ABC Man Called X—CBS Ned Calmer—CBS Jimmie Fidler—MBS	20,000	934.58	*
7—RED SKELTON B & W Tobacco Raleigh 903 Blend Cigarettes R.M.S., NBC 159	20.4	19.2—5	NSP—ABC NSP—CBS NSP—MBS	12,500	612.75	.71
7—MR. DISTRICT ATTORNEY Bristol-Myers Vitalis, Sal Hepatica D.C.&S., NBC 133	20.4	17.5—9	Jack Parr—ABC NSP—CBS NSP—MBS	7,000	343.14	.44
8—MUSIC HALL Kraft Foods Velveeta J.W.T., NBC 139	19.9	18.8—6	Willie Piper—ABC Dick Haymes—CBS Gabriel Heatter—MBS Real Stories—Real Life, LN—MBS	17,500	879.40	1.05
9—WALTER WINCHELL** Andrew Jergens Jergen's Lotion R. W. Orr, ABC 217	18.1	17.8—8	Meat Corliss Archer—CBS NSP—MBS Man, Merry-Go-Round—NBC	7,500	414.38	.47
10—MY FRIEND IRMA Lever Bros. Swan Soap Y & R, CBS 145	17.8	#	NSP—ABC Fishing & Hunting Club, LN—MBS Contented Program—NBC	6,000	337.08	.42
11—BANDWAGON F. W. Fitch Various Products L.W.R., NBC 158	17.3	16.5—12	NSP—ABC Blondie—CBS Gabriel Heatter—MBS	8,500	491.33	*
12—DUFFY'S TAVERN Bristol-Myers Ipana, Trushay Y & R, NBC 134	17.0	#	Abbott & Costello—ABC Old Gold Show—CBS Gabriel Heatter—MBS Real Stories—Real Life, LN—MBS	12,000	705.88	*
13—TRUTH OR CONSEQUENCES Procter & Gamble Dux Compton, NBC 136	16.3	#	Famous Jury Trials—ABC Ned Calmer—CBS NSP—MBS	10,000	613.50	.68

TOP THREE SUNDAY AFTERNOON PROGRAMS

1—ONE MAN'S FAMILY Standard Brands Fleischman's Yeast, Shefford Cheese J.W.T., NBC 144	8.2	#	NSP—ABC NSP—CBS Juvenile Jury—MBS	\$ 7,500	\$914.63	\$1.27
2—THE SHADOW LN—MA Def. Lack. & West Blue Coal R & R, MBS 37	7.8	#	NSP—ABC Family Hour—CBS Ford Theater—NBC	2,500	320.51	*
3—COUNTERSPY Schutter Candy Div., Universal Match Schutter Candies S & S, ABC 185	7.5	5.6—2	Jean Sablon—CBS Quick as a Flash—MBS Ford Theater—NBC	4,000	533.33	.65
3—TRUE DETECTIVE MYSTERIES Williamson Candy O'Henry Candy Bars A.M.&W., MBS 445	7.5	#	NSP—ABC Electric Hour—CBS NSP—NBC	2,000	266.67	.34

Average evening audience rating is 9.8, as against 9.3 last report, 10.2 a year ago. Average evening sets-in-use are 30.2, as against 27.9 last report, 31.9 a year ago. Average available homes is 78.4, as against 77.7 last report, 79.7 a year ago. Number of sponsored evening hours reported is 68 1/2 this report, as compared with 66 1/2 last report, 71 1/4 a year ago.

*—Insufficient data. LN—Limited Network. **—Includes first and second broadcasts. MA—Moving Average. #—Not included in first 15 or top three in October report.

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

interesting to note, however, that from the standpoint of cost per 1,000 urban listeners, *True Detective* is a much better buy than *One Man's Family*. The former delivers at the rate of 34 cents, the latter at \$1.27.

ABC Shuffles Segs For 'Met Auditions'

NEW YORK, Nov. 22.—The signing of the Farnsworth Television & Radio Corporation as sponsor of *The Metropolitan Opera Auditions of the Air* this week by American Broadcasting Company (ABC) marks the start of a general reshuffle of the web's Sunday programming. *Auditions* which returns after a lay-off of nearly two years, will air from 4:30 to 5 p.m. Sundays, plugging Capehart and Farnsworth radio, phonograph and television sets. ABC plans to build up a 90-minute Sunday musical period with *Auditions* as the hub, and the other two shows to be *Sammy Kaye and Sound Off*, the army show, which has been heard over Columbia Broadcasting System (CBS). The army was said to be dissatisfied by the constant shift in time slots at CBS and decided to move to ABC.

Exact set-up of the sked has not yet been set. However, one ABC spokesman said the web intends to follow the musical shows with *Mr. President*, sustaining dramatic seg with Edward Arnold, now heard Thursdays at 10 p.m.

AFRA ON WAGES

(Continued from page 8)

to be set up to study the problem. The committee's report, which will explore the advisability of a dues increase and a system whereby member income is more closely surveyed, may require a special membership meeting.

A meeting of AFL union officials, Heller revealed, is to take place in Washington December 6-7 to discuss means of combatting the Taft-Hartley law. He lambasted the legislation as destructive to the entire labor movement.

Heller also urged the two basic AFRA factions to get together to work for the good of the organization. Factions have just concluded a bitter election battle to select a new board, with results to be made known Tuesday or Wednesday (25-26).

Heard by most...

Preferred by most



USE THESE INEXPENSIVE

PERSONALIZED POSTAL CARDS

FOR YOUR FAN MAIL

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

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

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

F. O. B. Fort Wayne, Ind.

Write for Free Samples—No Obligation

Fort Wayne Printing Co.

FORT WAYNE 2, INDIANA

Cuba To Demand Reshuffle On Clear Channel Set-Up

WASHINGTON, Nov. 22.—Cuba is ready to stage a knockdown battle in an effort to get a wholesale reshuffling of the present international clear channel set-up at the Canada meeting of the North American Regional Broadcasting Agreement (NARBA) next August, according to reports reaching government and industry circles here this week from the Havana Engineering Conference. To accomplish its aims, Cuba may attempt to form a solid Latin American bloc.

She is expected to argue for the assignment of 12 Class 1-B stations on the 540-kc channel now occupied by Canada's 50,000-watt in Saskatchewan. According to reports, Cuba will request that Class 2 stations—now ranging from 250 to 50,000 watts—be assigned a minimum power of 1,000 watts, while Class 4 stations be permitted to increase power to 1,000 watts during daytime operations. This class station is now limited to a maximum of 250-w.

In what is viewed as an attempt to protect itself against any super-watt clear channel stations in the United States, Cuba is prepared to battle for a ruling forbidding any station from beaming signals to another country in excess of 10-kw.

power. This would mean an installation of a directional antenna by super-watts to cut down power of signals headed over international boundaries.

Cuba is certain to run into opposition from Mexico on this proposal, since the latter is now beaming programs into Southwestern United States at powers greatly in excess of the proposed 10-kw. minimum. Should Cuba stick to its guns on this issue, it may mean the first major dissension in the Latin American bloc.

Identical reports on the Cuban aims are coming into Washington at the State Department, the Federal Communications Commission (FCC), and the National Association of Broadcasters (NAB).

GM Interested In 11G "Door"

NEW YORK, Nov. 22.—General Motors was reported this week to be interested in the latest house-built talent showcase program. Price tag on the show, produced by Irving Mansfield, is understood to be about \$11,000.

Audition platters were cut last week, with Clifton Fadiman as emcee and a panel of showbiz experts advising performers how to improve their acts and what their chances were to make good.

MBS Moves August To 8:15 Friday Spot

NEW YORK, Nov. 22.—Ivory-tickler Jan August this week was renewed for 39 weeks by his sponsor, Revere Cameras. The program, which has held its own over Mutual Broadcasting System (MBS) while bucking the King Cole Trio over the National Broadcasting Company (NBC), is due for a better time break, however.

Revere and MBS this week decided to switch August to the 8:15 p.m. spot on Friday nights, following Philco's Burl Ives show. Here he'll buck the tail end of *Fat Man* (American Broadcasting Company), *Fannie Brice* (Columbia) and *Highways in Melody* (National Broadcasting Company).

Real GLOSSY 8x10 PHOTOS

\$2.95 FOR 25

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

250 POST CARDS \$7.15

MULSON STUDIO
DEPT. C, BRIDGEPORT 8, CONN.

NO NEGATIVE CHARGE

Burrelle's

ESTABLISHED 1888
PRESS CLIPPING BUREAU, Inc.
165 Church St., New York 7, N.Y.
BRa clay 7-5371

WANTED!

Standard Acts for cruises

How'd you like to sail away and get a slick burn on your city skin? And be one of the pampered guests on a cruise while we sit here shivering?

Better start dialing your phone now, because the first sailing is Dec. 5th on the SS Nieuw Amsterdam, for 12½ days. Then the SS Veendam, Dec. 17th for 13 days.

Members Only: Equity, AFRA, AGMA, AGVA

phone

NAT ABRAMSON

PE 6-8600

WOR

ENTERTAINMENT BUREAU

1440 Broadway, New York

To the CLEVELAND PLAIN DEALER

To ROBERT F. STEVENS

Radio Editor

and

To

our radio friends in the State of
Ohio who voted the Hour of
Charm their favorite semi-classical
music-radio program ----

We are all
Deeply Grateful

(Signed)

**All the Girls
in the Orchestra
and our director,
Phil Spitalny**

Part II

The Billboard



NETWORK PROGRAM Reviews & Analyses

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



Mayor of the Town

Reviewed November 19, 1947

NOXZEMA CHEMICAL COMPANY

Raymond F. Sullivan, Adv. Mgr.

Thru Sullivan, Stauffer, Colwell & Bayles, Inc.

Mary Andrews Ayres, Acct. Exec.

Via ABC

Wednesdays, 8-8:30 p.m.

Estimated Talent Cost: \$7,500; producer-director, Harold Weeding; writers, Charles Tazewell and Leonard St. Clair; announcer, Frank Martin; music, Bernard Katz and his orchestra; cast, Lionel Barrymore (the mayor), Agnes Moorehead (Marilly) and Conrad Bin- yon (Butch).

Current Hooperating of the program..... 6.6

Average Hooperating for shows of this type (Dramatic)..... 9.3

Current Hooperating of show preceding ("Lone Ranger")..... 8.1

Current Hooperating of show following ("Vox Pop")..... 5.0

CURRENT HOOPERATING OF SHOWS ON OPPOSITION NETWORKS

CBS: "American Melody Hour"..... 6.5

MBS: Sustaining.....None

NBC: Dennis Day.....10.8

ABOUT THE ADVERTISER

Radio commands by a wide margin most of Noxzema's advertising budget, which itself, as far as national radio accounts go, is on the small side. For the past three years, around \$450,000 has gone into radio time, with magazines averaging around \$120,000 annually. In 1945 the magazine budget fell considerably below—sinking to a reported \$60,000. Additional expenditures go for retail store promotion, but the extent is not known.

Mayor of the Town is the sort of radio venture which can, and undoubtedly will, go on for years, altho in doing so it adds lustre to none of the participants concerned. The sole exception to this, obviously, would appear to the Noxzema sales record, which, in view of the years the program has been sponsored by the same manufacturer, must be showing satisfactory results. This can be the only excuse for the program; it is therwise devoid of merit.

The entire affair on the evening caught was distressing, painfully so, and it is lamentable to observe the talents of a Lionel Barrymore (the mayor) and that sterling character actress, Agnes Moorehead (Marilly) being frittered away in so disgraceful a manner. From its very inception, almost every phase of Mayor of the Town is the most palpable of contrivance; stock characters, stock plot and the lowest grade of corn. Corn has never been a barrier to satisfactory programing, but when it gets as bad as this, it's inexcusable.

Skimpy Plot

The plot had to do with the mayor's reluctance to kill Horace, the family's pet turkey (dear, loveable creatures, turkeys) for Thanksgiving. Marilly wants him to; he's loath to. Then, because a seamstress at the local dry goods store has refused to make alterations on a dress Marilly bought somewhere else, Marilly has her fired. The mayor arranges to start the seamstress off on writing a book about the apparel foibles of some of the local charac-

Bouquet of Music

Ferd. Mulhens, Inc.

Richard Stern, Pres., Adv. Mgr.

Thru Kelly, Nason, Inc.

Vincent Galbo, Acct. Exec.

Via Partial ABC Network In New York, on WJZ

On WJZ, Saturdays, 10:30-10:45 p.m. Estimated Talent Cost: \$1,000; producer, Vincent J. Dalbo; director, Tom DeHuff; announcer, Gene Kirby; music director, William Brailowsky.

ABOUT THE ADVERTISER

This sponsor, manufacturer of "Sir" and "4711" toilet accessories for men, has not previously been known as a major national advertiser. Last year the firm spent slightly under \$20,000 for magazine advertising. In sponsoring "Bouquet of Music," Ferd. Mulhens, Inc., is using the owned and operated stations of American Broadcasting Company (ABC) and six of the web's affiliates.

An all-string orchestra, batoned by William Brailowsky, plucked and bowed its way thru a series of popular and light classical numbers on behalf of two men's toilet preparations, in a new series titled Bouquet of Music. While the program itself is relaxing listening, the arrangements sprightly and imaginative, it seems a peculiar choice of programing, titling and arranging to make inroads into the competitive male cosmetic market.

The scripting, too, showed a lack of appreciation of this subtle psychological barrier. Intro to Stardust talked about getting the show underway "on a heavenly note." Commercial, about halfway thru, talked about "six delightful scents," certainly not the kind of pep talk likely to make new customers out of listeners who have all their hormones. The pitch also seemed too long, and made corny use of harp behind the inevitable "remember the name."

Musically, the program does a better than average job. Numbers on the show caught included, besides Stardust, Orchids in the Moonlight, I've Told Every Little Star, Baracarolle and Begin the Beguine, the last-named used as a theme.

Sam Chase.

ters, including Marilly. Marilly repents and has the seamstress reinstated, but it looks as tho Horace is headed for the guillotine. Both as written and as played, the story was even more transparent than the synopsis would indicate.

Miss Moorehead, who has given memorable performances both in radio and films, plays Marilly with a leaden hand; the character emerges as a shrew and a harpy, with a grating, irritating nasal voice. Presumably the character was envisioned as a small town spinster with that old heart of gold, but it is presented devoid of any softness. As the mayor, Barrymore plays his part down his nose, as usual.

Commercials aren't overly obtrusive, dealing with the skin aid the product can offer, and are presented at opening, close and midway.

Jerry Franken.

The Dick Haymes Show

Reviewed October 23, 1947

THE ELECTRIC AUTO LITE COMPANY

H. D. Bissell, Adv. Mgr.

Thru Ruthrauff & Ryan, Inc.

Tod Reed, Acct. Exec.

Via CBS

Thursdays, 9-9:30 p.m.

Estimated Talent Cost: \$7,500; producer-director, Sam Pierce; writers, Tom Adair, Richard Conway; music director, Gordon Jenkins; announcer, Frank Martin; cast, Dick Haymes, Lina Romay, Cliff Arquette, Four Hits and a Miss.

Current Hooperating for the program... 7.1

Average Hooperating for shows of this type (Popular Music)..... 8.0

Current Hooperating of show preceding ("Mr. Keen")..... 9.8

Current Hooperating of show following ("Crime Photographer").....10.8

OCTOBER 13 HOOPERATING OF SHOWS ON OPPOSITION NETWORKS

ABC: "Willie Piper"..... 4.3

MBS: Gabriel Heatter (9:9:15)..... 4.1

"Real Stories" (9:15-9:30)..... 3.3

NBC: Al Jolson.....18.8

ABOUT THE ADVERTISER

Electric Auto-Lite Company's radio budget has shown a steady, tho modest, increase in the last few years. In 1946 the figure amounted to close to \$900,000, as against approximately \$770,000 in 1945 and \$625,000 in 1944. Company's magazine budget is considerably less than the radio outlay, totaling about \$350,000 in 1946. The 1946 figure represents a drop of about \$45,000 from 1945 and 1944. In 1943, Auto-Lite spent about \$450,000 in mags. According to these figures, indications are that radio is doing a better job for the company than space. With automobile production gradually getting back to normal, it is felt that Auto-Lite might increase its radio budget measurably to keep pace of the expanding market.

Auto-Lite's half-hour variety show is a good, if routine, offering, providing pleasant musical moments by Haymes, Lina Romay, Four Hits and a Miss, and Gordon Jenkins orchestra, and fair comedy sketches with Cliff Arquette, all backed by a strong tho not obtrusive commercial pattern. That's about the size of it. Haymes struck this reviewer as more polished in his delivery than he was last year. Lina Romay, who always has appeared to better advantage in clubs than via the air, scored well on this show. Her tune was a lilting folk song, sung in Portugese.

One of the more titillating musical numbers on the show was the oldie, Vincent Youman's Hallelujah, from Hit the Deck. It was hauntingly done by the Four Hits and a Miss. Cliff Arquette drew a fair score of laughs with his trick vocal delivery.

Commercial copy on Thursday's session plugged various products, including batteries and spark plugs, with the latter getting the heavier play. Chief copy themes were "Switch to Auto Lite... the lifeline of your car," and the recurring blurb relative to the spark plugs being "ignition-engineered." It all involved repetition, but not an undue amount. At the close of the program there was a singing commercial with a very fetching lyric. It might, in fact, be advantageous to use this more often in the commercial pattern.

Paul Ackerman.

You and the Russians

Reviewed November 20, 1947

Sustaining Via CBS

Monday thru Friday, November 17-21 only, 6:15-6:30 p.m.

Producer and script editor, Dr. George Crothers; supervisor, Robert B. Hudson, CBS dir. of education; interviewer, Lyman Bryson. Guests: Ernest J. Simmons, Cyril E. Black, Percy E. Corbett, Philip E. Mosely and Walter Millis.

A laudable effort to clear some of the haze which has settled over Russo-American relations has been undertaken by Columbia Broadcasting System (CBS) in this week-long series titled You and the Russians. Of all the questions requiring a clear outlook today, probably none takes precedence over this one.

Each of the five programs of the series, conducted by Lyman Bryson, CBS counsellor on public affairs, had as guest speaker an expert in some phase of Russian life. The interviewees, in quite, non-inflammatory terms, set about, under Bryson's expert questioning, to clarify the culture, history, aspirations and strategy of the Russians. Admittedly, this is a task which should take considerably more than five 15-minute periods, at an hour which is not of the best for gaining the largest national audience. But the fact that a sober estimate even was undertaken during a period of near-hysteria makes the series unique and especially notable. Again, while greatest popular listenership could not be expected to be attracted to unadorned discussions of a problem which occasions screaming headlines in the daily press, those listeners who did turn on the CBS programs undoubtedly found them to have a calming effect.

Analysis of the Russians and their ideas maintained the American viewpoint thruout in definitions of liberty, freedom and other terms, semantics of which are causing international debates. But the absence of name-calling in the CBS series was conspicuous and constructive. On the Thursday program, for example, Russian strategy was examined by Bryson and Philip E. Mosely, professor of international relations at Columbia University. Mosely opined that Russian verbiage directed at American personalities or policies was a carryover of a technique used successfully at home to get jobs done, by alarming the people about a situation and solidifying them to rectify it. He gauged Russian leaders as feeling relatively secure from immediate military attack from this country, and using propaganda to eliminate complacency from their own people.

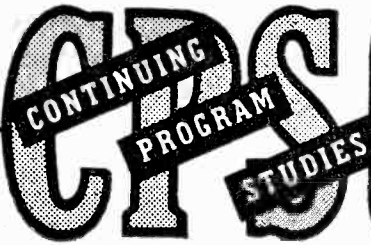
On the other hand, Mosely also pointed out that American reports of Russia's so-called dictation to her "satellites" can be over-exaggerated from day to day. He indicated that the leaders of those countries are friendly to Russian objectives and undoubtedly are formulating cooperative policies without prodding. In conclusion, Mosely said the Soviet leaders feel secure in command of their domestic situation, sincerely believe they have the formula to correct the problems of the world, and are not working on any "timetable" of conquest.

More programs along the same constructive line definitely are the order of the day. To make the points more clear and more popular, however, they could well take a more dramatic form. A better time slot, also, might help to bring this most important of all messages to a significant number of listeners.

Sam Chase.

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.



Primer for Parents

Reviewed November 12, 1947

Sustaining Via WNEU

Wednesdays, 10-10:30 p.m.

Estimated Talent Cost: \$150; producer, Ted Cott; director, George Wallach; announcer, Paul Brentson; book reviewer, Elinor Green; interviewer, Lanny Harper.

Primer for Parents is a brightly conceived and generally well-executed program, representing an astute marriage between the use of phonograph records and a wire recorder for an economical, yet worthy program. Its object is to present new records and books issued for kids and evaluate them for parents, but with the youngsters themselves serving to judge the records and Elinor Green, of the Simon & Schuster staff, the books.

The program reviewed had three nine-year-old youngsters comment on the thoroly engaging platter album, *Herman the Ermine*. The moppets made a great deal of sense, especially the boy who commented that if black and white rabbits can live together peacefully, why can't humans. The kid interviews are done by Lanny Harper in a different city school each week and Miss Harper displays a rare facility for interviewing, which in itself is not only difficult on the air, but doubly so with subjects of such age. Miss Harper manages to put the youngsters at ease very quickly and, even more important, let's them carry the ball rather than trying to run the interview herself.

Quiz Kids Book

Miss Green's comments are pithy and succinct, devoted this time to the newly published *Quiz Kids Book* (Viking Press).

The last interview done by Miss Harper presents the teacher of the class where the interviewing is being done and raises a question of whether it might not be advisable to have another adult—a child psychologist for example—make the adult pitch. Certainly, the teacher on this show was an unhappy choice, chattering away in a pompous, pedantic manner and running roughshod over Miss Harper's efforts to wind things up.

Primer for Parents proves one other point—that platter programs need not merely be disk playing sessions. This program is essentially a disk show, except for Miss Green's concluding five minutes, but it's a disk show plus. The plus is ingenuity. *Jerry Franken.*

Tale of Two Towns

Reviewed November 11, 1947

Sustaining Via WMCA

One Performance Only, November 11, 8:45-9 p.m.

Writer-director, Don Hirst; cast, Helen Hayes, Howard Lindsay and Quentin Reynolds; musical background, New York Inter-Racial Singers.

As a special Armistice Day feature, WMCA presented the transcribed Freedom House presentation, *Tale of Two Towns*, featuring Helen Hayes, Howard Lindsay and Quentin Reynolds. Written and directed by Don Hirst, program made showmanly use of the narrative technique. Miss Hayes played the role of a Norwalk, Conn., housewife who helped awaken community interest in the United Nations. Lindsay acted the real life story of a citizen of Dunkirk, N. Y., which sent a tremendous quantity of goods to the French city of the same to help its rehabilitation. Reynolds held the themes together with his narration.

Production was very simple, with Miss Hayes telling, in the first person, how a move was started in Norwalk to petition the government to strengthen the United Nations as a means of preventing war. Interspersed, every few sentences, was Lindsay's first person narrative of how the move to aid the French community developed and grew. Separating the two were effective musical bridges by the New York Inter-Racial Singers. Quality of transcription, in general, was good, with occasional poorly modulated spots when the singers were on.

Hirst's script was written with an economy of verbiage and emotion, and the production brought home the quality of urgency without becoming maudlin or wearing a hair shirt.

This program was transcribed at the annual Freedom House dinner, October 19, and the transcription was first played that night over the Eastern stations of the Mutual Broadcasting System (MBS). Since that time, Freedom House has offered the transcriptions at cost, \$4, to all stations. Same day as the WMCA broadcast, show was heard over 36 other stations all over the U. S. *Sam Chase.*

Raggedy Ann Show

Reviewed November 10, 1947

RCA VICTOR DIVISION, RADIO CORPORATION OF AMERICA

H. R. Maag, Western Regional Manager, RCA Victor Division

J. Walter Thompson Agency

Norman Blackburn, Acct. Exec.

KHJ, Los Angeles

5,000-Watt Don Lee Broadcasting System Key Station

Monday, Wednesday and Friday, 4:45-5 p.m.

Talent Cost: Unknown. Produced by Dave Victor. Written by Dave Victor and Herb Little. Announcer, Don Harvey. Cast: Paula Stone (Paula), Gee Gee Parson (Raggedy Ann) and Don Messick (Raggedy Andy).

Hooperating not available for this program.

ABOUT THE ADVERTISER

RCA Victor is using this seg as a guinea pig to develop a stanza for kids. Current plan is to syndicate "Raggedy Ann" nationally via platters. Bankroller is withholding final format until show is thoroly tested locally.

RCA Victor has come up with a powerful sales gimmick for plugging kidisks with this modified disk jockey seg slanted squarely at the juve audience. Dressed in smooth production, a colorful story line and fresh approach, it's a sugar-coated way to reach the moppet set. While the area's disk jockeys have heretofore devoted portions of their airers to "kiddie corners," this is the first local effort which offers youngsters dramatic entertainment with a sales pitch.

Scripters Dave Victor and Hert Little have developed an appealing format in which Paula Stone is the proprietress of a mythical record shop. At the end of the day the characters of Raggedy Ann and Raggedy Andy step from the shelves to talk things over with Paula. After a bit of introductory gabbing, Paula spins a fairy tale, which (it just so happens) has recently been recorded by RCA Victor. To demonstrate her joint, she plays the yarn via platters, cutting in several times during the disk to narrate the yarn to her two mythical chums. Hence, listeners hear only a portion of the actual disk or album. In the show reviewed, Paula plays excerpts from Dame May Whitty's album, *Rapunzel*, including the opening sequence, a shot from the middle of the album, and the "lived happily ever after" ending.

Aside from an identifying plug at the beginning, the sole commercial is saved for the end of the stanza with the announcer beaming the plug to kids and tell-

Behind the Silken Curtain

Reviewed November 11, 1947

Sustaining Via WMCA

Tues. and Wed., 9:15-9:30 p.m.

Estimated Talent Cost: \$150; adapted by the Public Service Division of WMCA from the book of the same name by Bartley Crum; narrator, Norman Rose.

Last Spring WMCA did a series of dramatic readings of Victor Bernstein's *Final Judgment*, a book based on the coverage of the Nuremberg trials. Norman Rose, a dramatic actor, did the job. Now for the second time the station is using the same format, and again Rose is doing the readings. The subject this time is the Palestine question, as revealed in Bartley Crum's *Behind the Silken Curtain*, a tome based on Crum's mission as American representative on the Anglo-American Commission of Inquiry on Palestine.

WMCA's experimentation with the format is interesting from various points of view. Chiefly, it proves the feasibility of presenting provocative topics on the air in entertaining fashion at low cost. The mode of presentation, however, is not as simple as the casual listener might suppose, for the reader, Norman Rose, is a dramatic actor who can, thru his art, use voice inflections to heighten the dramatic effect of his reading. This is peculiarly effective when Rose uses direct quotes from such personalities as Prince Feisal, of Saudi Arabia; Prof. Albert Einstein, Ernest Bevin, et al.

Rose's readings on the program caught conveyed an intimate effect—as tho a diary were being read. This, together with the intensely arresting material of the book, resulted in good radio. It was easy, for instance, to listen to material like this: "In London, I had the sensation of being watched."

WMCA is considering scheduling a permanent series of dramatic readings. It's a good idea—for it has been demonstrated that programming on a high public service level can be done cheaply and effectively via this method.

Paul Ackerman.

ing them where they can purchase the entire *Rapunzel* album. With curiosity whetted and a charming 15-minute interlude behind them, it can be expected that children will follow thru and ask mother to get them the entire album. It all adds up to smooth, pleasant, painless selling.

As the record shop lady, Paula Stone is highly listenable. Gee Gee Pearson and Don Messick play supporting roles in high-pitched voices, adding a novel effect.

Kids will go for this show. Distracted mothers will welcome it as a change from the blood and thunder atmosphere of the many adventure shows now being fed impressionable youngsters. Even the PTA should be pleased.

Alan Fischler.

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Quality Photo Service

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WCKY's 50G Suit Vs. Union Dismissed

CINCINNATI, Nov. 22.—The \$50,000 damage suit filed in U. S. District Court several months ago by L. B. Wilson, Inc., operator of WCKY here, against Radio Broadcast Technicians' Local Union 1224, International Brotherhood of Electrical Workers and 12 of its officials and members, was dismissed Monday (17) by Judge John H. Druffel.

The station had charged that the

defendants, who included technicians, engineers and others employed by WCKY, went on strike March 29 without notice as required by federal law and for several hours shut down WCKY which, it was alleged, had been operating on a federal contract in part in producing recruiting programs and other matter.

No contract between the government and the station existed at the time of the work stoppage, but the company was ready at all times to make such a contract, it was claimed.

In his entry Judge Druffel held that the plaintiff had failed to show grounds for relief from the court.

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You Can't Tell the Layers Without the Backs of Their Heads, Says Hockey's Elliot

By Win Elliot, CBS Hockey Telecaster

IT TAKES a lot more talking to cover a hockey game on television than on radio. On the air, the play-by-play reporter need not call play-by-play, but rather logically develop the action so that his report is a smooth word-picture of the highlights as the game progresses, and sometimes makes it a more exciting game over the air than it is on the ice. On television, the viewer sees every play and wants to know the who's and why's. Television demands more of the sportscaster than radio, at least in coverage. The tele sportscaster must, at times, anticipate a play and explain how it is forming. The viewers want this type of coverage to understand what is happening.

At Madison Square Garden, where I cover professional hockey games for the Ford Motor Company over WCBS-TV, I sit perched in a special overhanging box, center-ice. Before me is a monitor and I alternately watch the image on it and the action on the ice.

Win Elliot (Win is short for Irwin) is a tall, fast-thinking and talking fellow of 32. He spent his boyhood in Chelsea, just outside of Boston, where his father was in the burlap-bag business. He went to the U. of Michigan, starting in pre-med and majored in zoology. He took a public-speaking course thinking that doctors ought to know how to talk in public. In his senior year he signed up for diction class. By this time, Elliot knew that his future was not as a sawbones. He returned to Boston in 1937 and at WMEX became one of the regular staff announcers. Pay: \$15 a week. After three years, he got a job in Washington as NBC night manager. Thence he went to WFBR, Baltimore, as assistant news editor. A year later, Win married Ruth Huber, a Wilmington girl. He now appears on the *Betty Crocker Magazine of the Air, County Fair, Willie Piper, and Quick As a Flash* and does hockey over CBS Television.

From the monitor I can't always tell who the players are . . . so I assume the viewer can't. But a quick glance at the live action reveals the player's identity without any doubt, so I pass this information on. I identify the player, his mates involved in the play with him and any inside information I can give that will help the viewer understand the motive for that type of play and the defensive reaction to it, along with personal knowledge of the players' background and idiosyncrasies. My job,

more or less, is to act as an animated score card.

In hockey in New York, where the game is really just coming into its own, New Yorkers particularly want to know about the game, the rules, the reason for certain plays, and the why's and what's of the individual performances. The action in hockey is so fast that the viewer would tend to get lost. It is for the sportscaster to keep him orientated, and immediately clarify any situation that might arise.

Sizing 'Em Up

To insure the best coverage, I always spend at least a half hour in the locker room with the visiting team. I talk with the coach, and the players. I size up the players, get to know what they look like not only profile, and full face, but from the back of their heads. In a mix-up on the ice, when numbers on jerseys are not visible, and when heads are down, I can usually rely on the identification of the players in the scramble by looking at their hair line, or the shapes of their noggins.

In few other sports do the substitutions come with such numbers as in ice hockey. The men move en masse, and are in the action so fast, the spectators often don't realize there have been substitutions, for the men melt into the play without a stoppage of play. Then it is that the sportscaster must report quickly and decisively. Yet the announcer must not be guilty of talking just for the sake of beating his ivory. Whenever he talks, he must have something of interest to add.

Pitch Is Important

His voice must be pitched to the pitch of the game. When there is a lull in the activity, the announcer finds it advantageous to slacken his vocal pace—but when there is an intensification of interest, then he must key his entire delivery to the renewed effort by the players. The television announcer cannot "create" the action. "Coloring" a game would be disastrous. This viewer is seeing the action and the game must be called as it is, whether it be dull or lively.

Using earphones and a speaking tube to communicate with the director and the two cameramen, I am constantly in the know about what is contemplated. The telecaster must coincide his commentary with the picture. This type of co-ordination presupposes ace high co-operation among commentator, cameramen and director. It takes plenty of practice, believe me.

The basic rule and guide in doing any television commentary is: What is the picture and how much orientation and explanation does the spectator need?

Presently, hockey viewers need a lot of orientation. Perhaps when the game becomes more generally familiar in its details to the New York public, the television sportscaster will be able to cut down the comments.

The Cancer Clinic

Reviewed Wednesday (19) 10:30-11:30 p.m. Style—Public service health program. Sustaining over WFIL-TV, Philadelphia. Ted Estabrook, director; Budd Caffrey, sound; Charles Shellenberger and Dave Fee, cameras; Jim Burke, studio; Jay Bishop, art director; Dr. Joseph C. Doane, moderator.

Considering the many years it took radio to get itself to talk about venereal diseases on the air, television in its infancy here shows that it intends to take the bull by the horns. It certainly isn't "bulling" for a newborn industry to flaunt public taboos and fears by taking its cameras into a hospital clinic, parade out a dozen or more patients and have a crew of medicos on hand to explain how these cancerous folk cheated the grave.

With all its faults in presentation and production, as glaring as they might be on this first experimental try, the effort was more than daring. The offering may have depressed many observers, but the effort at least showed that television has the guts that it takes to make the medium a prime factor in public education as well as in entertainment.

Presented from a clinic in the Jewish Hospital and with the full blessings of the County Medical Society, *The Cancer Clinic* represents a pioneering effort by television in the field of health education. Oblivious to the tele audience as he reads his paper, the staff doctor introducing the subject warns that what will come ahead is not pleasant, that any children in sight of the cathode should be shoved off to bed and adults who can't take it should also vamoose.

Viewers are urged to write in their reactions to the program, which meant sticking with it for the 40 minutes and likely to be frightened out of their skin if they have only a pimple on their noses—even an imaginary one. As frightful as the dreaded disease might be, it's even more frightening to have it literally thrown in your face with a corps of four staff doctors having a clinical conversation, talking way over the average person's head and knowledge and adding to the confusion as the radiologist tells it to you in strictly technical terms.

Early Exams Plugged

The intent of the series is to get the public to submit to early examination. However, never once is there established an atmosphere of confidence that must exist between the doctor on the screen and the patient at home. Psychologically, the negative approach may be most enlightening to the sensitive viewer. For the masses, it's hardly the proper educational approach. Injection of a more personalized physician or a person schooled in health education techniques, falling back on the specialists as sources, might help make for a more positive impression on the viewer and leave food for thought rather than a scare that may pass away too easily.

The first program, bringing in about 15 patients who covered the gamut of cancer operations, was overwhelming, particularly since the patients do not tell their own story but merely serve as inanimate exhibits for the medical dissertation. Moreover, the harrowing examples of cancers removed from face, ear and neck are displayed first rather than saved for the end when the viewer might have had the opportunity to build some psychological tolerance. All patients were brought into full view, save for one who has to bare her breast. She entered with her back to the camera and a nurse covered her face so that the doctor could discuss the case.

The station rates an A for effort on this one. Once the plethora of pro-

Missus Goes A-Shopping

Reviewed Wednesday (19), 1:30-2 p.m. Style—Audience participation. Sponsors—Manhattan Soap Company for Sweetheart Soap; Coburn Farm Products Company for Sonda Brand Products; B. T. Babbitt, Inc., for Bab-O; C. F. Mueller for Mueller's Macaroni, Spaghetti and Egg Noodles. Agencies—Duane Jones for Manhattan Soap, Bab-O and Mueller's; Modern Merchandising Bureau for Coburn Farm Products. Director—Frances Buss. Emcee—John Reed King. Station—WCBS-TV (CBS).

Missus Goes A-Shopping, the video version of the WCBS radio show, was first done by WCBS-TV about three and one-half years ago. It returns now under a rotating sponsorship plan, with each of the four bank-rollers getting major credit on successive weeks. Secondary sponsors on any particular week get casual visual plugs via merchandising signs.

Manhattan Soap had the debut program Wednesday (19) and received plenty of plugging. Of course, the nature of the program—audience participation—is eminently suited to a heavy commercial pattern. In television this is true to an even greater extent than in radio, and on this program Emcee John Reed King's verbiage was buttressed by many placards plugging the product. *Missus* originated from Big Ben's Super Market in Queens, and midst groceries and canned goods of all sorts, the visual plugs seem quite in order.

King handled the program ably. His quizzing sessions generally lead off with a query as to how the woman met her sweetheart. This, of course, involved an obvious plug for Sweetheart Soap, and—under King's guidance, developed plenty of laughs. King also used a couple of contest ideas, notably one in which women raced down an aisle of the market while balancing cakes of Sweetheart Soap in their hands. Giveaways to quizees and contestants were cakes of Sweetheart and silver dollars.

Missus Goes A-Shopping, which inaugurates regular daytime commercial operation of WCBS-TV, is right in line with the station's policy of "on location" programing. On the debut program, the store setting was more effective than any studio-built job could hope to be. In view of the high cost of video production, this is a strong economic factor which, on programs like this, works in favor of the advertiser. This, together with the program's inherent interest and the rotating sponsorship arrangement, makes *Missus* an attractive buy. *Paul Ackerman.*

Professionalism is removed from the presentation, this weekly *Cancer Clinic* should make a notable contribution in the fight against the dreaded disease, as well as pointing the way for all television as an instrument of health education. *Maurie Orodener.*

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TV BOOKING OFFICE NEARS

FCC Mulls Best Handling of Tele Band No. 1 Jam

WASHINGTON, Nov. 22.—The Federal Communications Commission (FCC) is frankly puzzled about the proper method for ending interference among the various media now occupying the television band. Commission's proposal to end sharing of the band by assigning video Channel No. 1 to fixed and mobile services ran into a hotbed of concentrated opposition at a hearing this week.

FCC's proposed rule was opposed by every segment of the radio industry that would be affected, including telecasters, FM broadcasters and transportation associations—most of whom had their own ideas about Channel No. 1.

Telecasters told FCC they wanted not only Channel No. 1, but a minimum of three others. The plan of FM-ers, including inventor Edwin Armstrong, was to use the band for FM. Representatives of railroads, buses and ships—showing no enthusiasm for the FCC proposal—declared their radio services need a lot more frequencies in a hurry. About the only point of agreement between the opposition and FCC was that "sharing" is unsatisfactory.

Socony B. R.'s WTM-TV Seg

NEW YORK, Nov. 22.—The Socony-Vacuum Oil Company, Inc., this week signed its first television sponsorship. The Wadhams Division of Socony-Vacuum will bankroll basketball games of Marquette University over WTMJ-TV Milwaukee, beginning December 5. Details are being set thru the Chicago office of Compton Agency, with everything due to be cleared early next week.

Altho WTMJ-TV has aired for some time experimentally, this is believed to be the first major time sale by the station. Wadhams Division of Socony has long used radio for broadcasting many Midwest athletic events.

Royal Nuptials Tip Video's Mitt on Future News Coverage

NEW YORK, Nov. 22.—The rapid-fire coverage given Britain's royal wedding this week is being cited by telecasters as a portent of things to come as television grows. Only 29 hours after Princess Elizabeth and Lieut. Philip Mountbatten took their vows to carry on Britain's royal line, motion pictures of the pomp and pageantry which surrounded the nuptials were telecast over the National Broadcasting Company (NBC) video network. A few hours later, another set of films of the same event was shown over two other television stations, originating at WMAR, Baltimore, and also carried by WCBA-TV, New York.

Films shown by NBC were taken by the British Broadcasting Corporation (BBC) kinescope recorder, and flown to this country, where they were presented from 1:10 to 1:40 p.m. Friday (21). Sponsored by Swift & Company as part of its *Swift Home Service Club*, the films also were repeated at 8:20 p.m. The films were secured by NBC as part of its reciprocal deal with BBC and showed highlights of the celebration and shots inside Westminster Abbey but not the actual ceremony. The BBC filming and commentary often seemed slow and stodgy, with cameras often trained on one view for too long a time. On the other hand, the roars of the crowd and pageantry, including the horse-drawn carriages, tolling of bells and views of Parliament Square had considerable appeal. Additional prints of the film were flown to KSD-TV, St. Louis, and WWJ-TD, Detroit, for showing shortly after the network broadcast.

Third Coverage

The version shown by WMAR and WCBS-TV was secured from the Associated Press Television Newsreel Service. WMAR is the only video station now operating which is using the service, but WCBS-TV gained right to carry the show as part of the two stations' exchange set-up. Showing of the film from 9:30 to 10 p.m. Friday marked the third coverage of the event over WCBS-TV that day. During the 8 p.m. news, the station played the radio recording of the marriage made by Ed Murrow and the

CBS staff in London and showed the latest wirephoto stills. From 8:45 to 9:15 p.m., WCBS-TV showed the British Information Service (BIS) documentary film on Princess Elizabeth's life and also presented more wirephoto stills.

The BIS film was pretty widely seen by that time, having previously been shown by WABD and WTTG, DuMont outlets in New York and Washington, respectively, from 8 to 8:30 p.m. the night before, under sponsorship of the Norge division dealers of the Borg-Warner Corporation. On the same show, early wirephoto stills also were shown. Chuck Truman read the commentary.

The same BIS film and wirephoto stills were presented by local Chevrolet dealers at 8 p.m. Thursday over WMAR-TV, Baltimore, and WMAL-TV, Washington, and at 8:10 p.m. over WFIL-TV, Philadelphia. These programs were produced for the Chevrolet dealers by the video department of American Broadcasting Company (ABC), which still has no outlets of its own. Local announcers read the script at each outlet.

NBC's Thursday Program

NBC also had a wedding night program on Thursday, and again presented a program different from that on the other outlets. From 8:30 to 8:50 p.m. the NBC tele web presented exclusive International News Service (INS) feature films on the life of the Princess and some early wirephotos. Paul Alley handled the commentary.

The quality of NBC's Thursday night film seemed better than DuMont's, with more interesting camera work and less sticky commentary. On the other hand, DuMont presented its wirephotos in more consecutive, smoother and more interesting manner. Where NBC's stills seemed put together haphazardly, DuMont's presentation was made chronologically, with the script, made from standard United Press coverage of the event, tying them neatly together. Also, having each photo set down individually before the focused camera gave the DuMont stills a semblance of motion which added to the program's taste. *Sam Chase.*

Distribution Org Readied For 16mm. Pix

Industry Favors Scheme

HOLLYWOOD, Nov. 22.—The joint plan of tele broadcasters and 16mm. film producers to establish a central video film booking clearing house was a step nearer to realization this week with word that corporation papers will be filed soon in Sacramento. The proposal, fostered by the Academy of Television Arts and Sciences (ATLAS) was circulated among 100 tele broadcasters and independent picture producers, with returns indicating sentiment in favor. The film subcommittee at ATLAS, including KFI Program Chief Charles Brown; Dr. Ferenz Fodor, of Audio Pictures, and Russell Furse, of telefilm, has worked out final plans subject to approval of the industry.

According to Furse, broadcasters gave the nod to a plan calling for long-term commitments with the booking corporation and indicated they might pre-extend dough needed to get the org functioning. Rates, still tentative, now range from \$75 for first showings of one-reel features to \$275 for preem of feature-length films on a commercial basis. Competitive bidding for area exclusives will be sanctioned, enabling video-casters to snag preem rights by topping established asking prices.

The plan will be kicked off locally first, with establishment of biz offices and screening rooms for videocasters. The outfit will be non-profit, and royalties demanded by trade unions are to be paid by film producers thru the booking org. To date, Hollywood's large independent film makers and major flicker factories have shunned the plan.

vision revenue, which would parallel, percentage-wise, the cut the fighters received out of the gate receipts.

Reverse Twist

NEW YORK, Nov. 22.—A new gimmick in television promotion is to be unveiled shortly by DuMont in the form of a portable receiving truck. Company figures that if mobile transmitter trucks are feasible, mobile receivers are, too.

Trucks will be used thruout the city to demonstrate video receivers to passers-by.

Don Lee-Pug Pilot Fracas Looms as Court Test Case

(Continued from page 3)
vealed, however, that the bout in question was a complete sellout despite videocasting. Don Lee tele execs strongly denied charges that tele hurts gate receipts, and contended that surveys revealed that the Legion's gate averages have increased since the advent of regular bi-weekly boxing and wrestling videocasts.

Don Lee furthermore contended that fight promoters can seek no legal redress from the tele outlet, since the web contracts directly with the Legion for tele rights to all boxing and wrestling events. Any beef, they contend, is to be settled between the Legion management and fight managers.

It is recalled that Paramount's KTLA ran into a similar beef recently when the station was airing weekly boxing bouts from the rival Olym-

pic Stadium. Rather than become involved in a hassle, Station Manager Klaus Landsberg bowed out of the Olympic boxing pic, switching to amateur fights from the Southgate area. KTLA still carries weekly wrestling bouts from Olympic, and Landsberg contends that both management and groaners are happy with the increased take at the turnstiles.

NEW YORK, Nov. 22.—Los Angeles situation reported above parallels the situation in New York, where the Boxing Managers' Guild is protesting telecasting of bouts without giving the managers a cut. Recent reports were to the effect that the managers would call a "strike" if their demands were not met. A spokesman for the Guild stated that managers wanted a cut of the tele-

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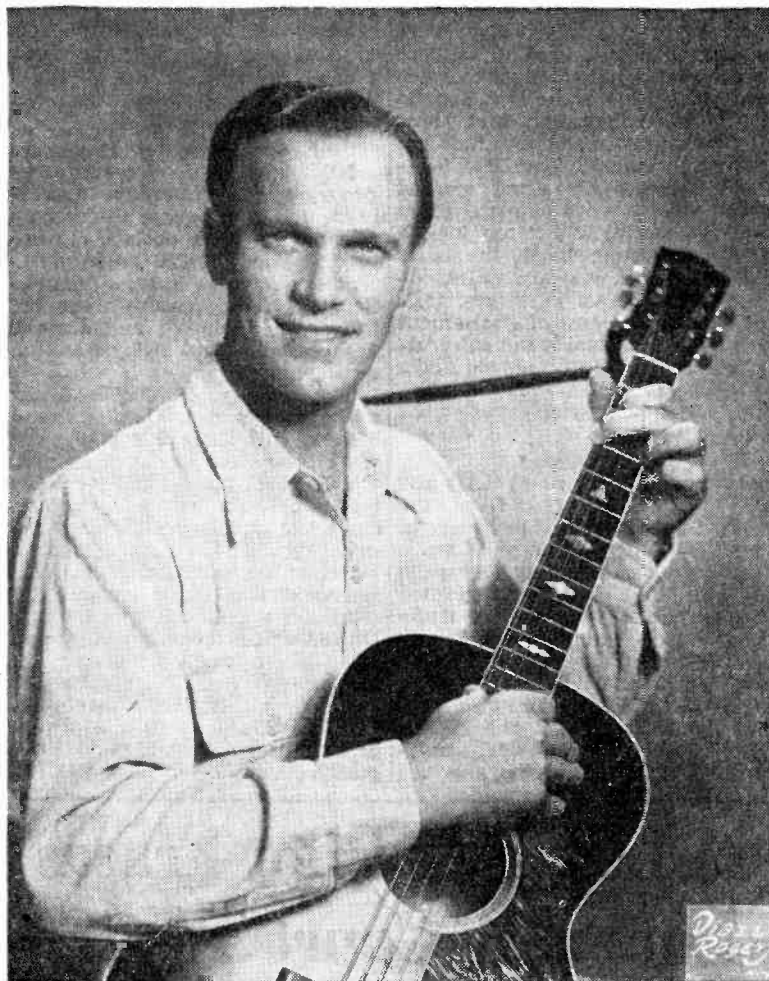
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Scribes Press Performance Plan

ASCAP Has Per-Song-Use Rate For Exhibs--But!

NEW YORK, Nov. 22.—Responding to queries from motion picture theater exhibitors, American Society of Composers, Authors and Publishers (ASCAP) here revealed that rates for per-specific performance licenses are available to film houses. Various exhibs, apparently seeking an out from the Society's proposed blanket-license hike in rates, asked the org to furnish per-performance fee schedules.

Society pointed out that under State law in Florida and Washington these per-performance-in-theater rates had to be posted a long time ago. They run:

Up to an 800-seat theater . . . 50 cents for each performance of a specific composition; 800 to 1,599 seats . . . 75 cents per performance and 1,600 seats and up . . . \$1 per performance. But says the Society for the "cost of servicing, inspection and checking a charge of \$10" is made for licensing each specific composition for any given date. This in addition to the regular fee. No extra fee is charged for repeat performances of one composition with the picture, or during one given day as a result of repeated showings.

Comparison between the per-performance fees and the blanket-plan which asks an annual fee equal to the best gross recorded by the given theater for one film showing are virtually impossible. Since there are numerous "jokers" for the individual exhibit depending on the number of musical compositions within each shown film or used in the background, etc., each theater would have distinct own cost-computation problems. Assume that a 1700-seat theater under the blanket-plan would pay \$5,000 annually to the Society, that sum being equal to its best single-showing gross of the year. Same theater under per-performance license has this to contend with: Not only would it have to pay at least \$11.00 daily for each piece of music within a given film but if that pic happens to be a musical with four or five selections or the theme music employed involves four or five distinct compositions, then the exhibit for the length of that film would pay (See ASCAP Has Rate on page 20)

'47 Rack Sales Off 39%: MPPA

NEW YORK, Nov. 22.—The Music Publishers' Protective Association (MPPA) held its annual general membership meeting at the Hotel Astor Tuesday (18) with MPPA Prexy Lester Santly delivering the usual annual report. Altho copies of the report have not yet reached pub-ber members, it is understood the report show that sheet music sales on the racks were down about 39 per cent for the year ended October, 1947, as compared to a similar period in 1946. Estimated rack sales in 1947 ran around 5,000,000 copies while the 1946 figure was approximately 8,000,000 copies.

The MPPA body at the meeting unanimously approved a motion to retain the group's current slate of officers which includes Santly, Walter Douglas, Jack Mills, Jack Bregman, Abe Olman and Harry Fox.

Capitol Sales to ABC Has Been Discussed But Nothing's Been Set, Says Company Spokesmen

HOLLYWOOD, Nov. 22.—Capitol Records spokesmen here term reports of a sale to the American Broadcasting Company (ABC) as "very, very much in the preliminary stage." Some interest has been shown, they say but "numerous offers have been made in the past and this happens to be another one of the same." Reportedly, Glenn Wallichs, prexy of Capitol, has never really conducted any firm "how much" exchange with ABC's Ed Noble but had only partaken in introductory feelers. Wallichs, however, left for New York Friday (21) via rail to arrive in Gotham Monday, presumably for huddles with ABC spokesmen.

NEW YORK, Nov. 22.—American Broadcasting Company officials here concede that "negotiations are in progress" with Capitol Records but claim that no agreement has been reached.

Wall Street Opines

NEW YORK, Nov. 22.—Wall Street reaction to the Capitol-ABC "reports" this week was that, at best, they represented non-conclusive discussions between the companies. Investors, here, who usually get the early word on such transactions say they've heard about discussions of a purchase

Columbia Inks Kay Thompson

NEW YORK, Nov. 22.—Columbia Records this week inked the hot Kay Thompson-William Brothers vocal group. The Thompson group, via their West Coast appearances in top locations, including Ciro's, jumped out as one of the hottest box-office attractions around, with a mushrooming build-up developed thru columnist plugs, guest air shots and national magazine publicity.

Their booking price tag has quadrupled practically overnight. The group was in heavy demand for a disking pact, with Columbia landing them thru a deal set with the Baron Polin Agency. The deal calls for a term paper.

The diskery also completed a term contract with chirp Janette Davis.

WM To Import British Singers

NEW YORK, Nov. 22.—British singers Vera Lynn and Denny Dennis, both of whom made an American debut on wax via the initial release of London Records last week, soon will be brought over to the United States for personal appearances by the William Morris Agency (WM). WM holds the singers' contracts thru their English representative, the Harry Foster Agency. Chirp Lynn will be brought over as soon as her current contractual obligations in England expire.

WM reportedly is trying to find radio spots for the singers.

but had no indication that it was at a serious point.

Investors point out, however, that a Capitol sale could be handled almost privately since of the 430,000 shares of common stock outstanding, the majority management interests is controlled by Glenn Wallachs, Johnny Mercer and Buddy De Sylva, who own 315,000 shares among them. Preferred stockholders (who own 30,000 shares convertible into common at a two-for-one ratio) have no management control.

If an ABC buy-out is in the wind, say the Wall Street boys, it may be connected with the long-known intention of the network to effect its own refinancing plan. On August 18, 1947, it is recalled ABC withdrew a proposed public offering of 950,000 shares of \$1 par common stock (selling price unknown) that had been submitted to the Securities Exchange Commission, ostensibly because market conditions were not favorable. That ABC might be thinking in terms of re-initiating a public stock offering was considered feasible along the street here altho an ABC spokesman has denied that there is any connection between the possible purchase of Capitol and ABC's own ultimate financing intentions. Nevertheless investors here think that such a purchase may be an important factor in a possible multi-million dollar stock deal. The investors figure that ABC might later attempt to sell 950,000 shares of its stock at a price that might run as much as \$20 a share. (CBS network, for example, currently stands at about \$26 a share). The financiers stress, however, that (See Cap Sale on page 20)

Pubs To Nix New SPA Requests?

NEW YORK, Nov. 22.—The Songwriters' Protective Association (SPA) and the Music Publishers' Protective Association (MPPA) contract negotiating committees will huddle again Monday (24) in what some pubbers describe as the final one in the series of talks begun almost a year ago. Pubbers feel that Monday's meet will settle matters still in the talking stage—the SPA fund proposal, the differences in setting contract deals for SPA and non-SPA writers and the SPA proposal to cut the foreign copyright on a song to 28 years. The majority of the pubbers have indicated that they will firmly resist all three SPA proposals, altho a few feel that SPA should get some concession since it has proved beneficial to the operation of the pubbing biz.

Pubs believe that the Monday meet should resolve all three pending matters and reportedly are at the point where they will refuse to go into any more huddles (these have dragged on for months) unless Monday's session shows a firmer degree of finality than at any previous meet. Probably it will be proposed at the meeting that a new pact be drafted by the groups' lawyers for consideration by the membership of both parties around December 1.

Pic Themers Want Theater Moo Separate

Apply Heat to ASCAP

(Continued from page 3)
of dough from motion pic theaters (last year it was about \$1,325,000) but disburses the writer share of the monies on a rating basis (the "AA," "A," etc., applied to all ASCAP writer income—radio, night clubs, etc.) that does not take into consideration one fact: That film scorers turn out the greatest part of the music used in picture houses; not the published pop-music penners whose film music gets radio airing.

SCA here and Zissu in the East for more than a year have pursued their argument with ASCAP thru discussions with ASCAP Prexy Deems Taylor as well as rep of the ASCAP writer-board, E. G. Fred Ahlert, but have made little progress. Currently, tho, the SCA scribes believe they've got aces in the hole and they expect a December meet in the East between Zissu and society top-pers to provide some degree of satisfaction. If not, the temper of some SCA'ers here is such, they claim, that they will resort to the courts or the Department of Justice in an effort to prove their claims to a better share of the ASCAP theater money.

New Ammunition

Two situations that have SCA'ers both cocky and irate have arisen just lately. Confidence, on the one hand, stems from ASCAP's current fracas with motion picture exhibitors thru-out the country. The society only recently attempted to push thru a hike in theater-license rates and ran into a storm of protests and promised legal actions, etc., which resulted in a postponement of the proposed hikes until some time next year. Meanwhile, various exhib associations, while accepting the postponement, have given no promise ultimately to go along with the raise. This, say the SCA'ers, may place the society in an embarrassing position when it comes to the demands of the Screen Composers' group. At a time when the exhibs are screaming at ASCAP, a concerted complaint by the SCA'ers (who write most of the music used in film houses) that they are not getting an alleged rightful share of the exhibit payments conceivably could become effective propaganda for the exhib groups to use in summoning up public opinion or judicial pressure against the society's theater-hike campaign. So the SCA'ers opine that this time the society may have to give a speedy answer and more decisive action on their plea.

Foreign Check Yelps

Meanwhile, the ire of SCA'ers here reached a peak recently when checks covering their share of "war-blocked currencies" proved to be "disappointingly small." The society some weeks ago announced it had collected about \$480,000 for its writer members from foreign countries (not including England) and reportedly had disbursed its checks according to the over-all classification formula. An ASCAP official in New York had claimed that adjustments were made to include the performance factor abroad, but (See Scribes Press on page 20)

Signature Grief Deepens as Fox GE Distrib Move

NEW YORK, Nov. 22.—Signature diskery this week appeared to be steeped in ever-growing new difficulties with publisher-royalty collection agent Harry Fox and the recently dropped New York General Electric Supply distrib contributing to the label's woes.

Fox reports that he is trying to affect a deal for an outside diskery to buy, or buy into, the Signature firm in an effort to get some dough back for publishers. The waxery reportedly owes pubs an accumulation of about \$60,000 in unpaid royalties. Fox indicated that if a Signature sale couldn't be negotiated he might seek more drastic action against the firm than hitherto initiated.

The GE distrib problem developed when Signature refused to buy back stock left on the jobber's hands when Nat Cohn's Modern Music took over New York distribution two weeks ago. In order to dispose of the left-over wax, GE began to sell out the Signature disks (mainly albums including the Paul Whiteman *Rhapsody in Blue* package) at their cost price (57½ per cent off list), which is 17½ per cent lower than regular price to the retailer. Estimates of the number of disks being peddled by GE run from 35,000 to 100,000.

Bradley To Enter Claim

NEW YORK, Nov. 22.—Ex-band leader Will Bradley says he will file a claim for breach of contract with the American Federation of Musicians' (AFM) Local 802 against Signature Records. Bradley claims Sig-

Redd Evans Takes Bows on 'Ballerina'

NEW YORK, Nov. 22.—About the only small pubber to come up with a top pop tune in recent months, Redd Evans, songwriter and prexy of Jefferson Music, was taking bows—and counting a few chips—with the news that RCA Victor Records had run pressings up over the half million mark of Vaughn Monroe's platter of *Ballerina*, firm's plug tune.

Running behind the Monroe waxing, Jefferson could also tote up takes on Jimmy Dorsey (MGM), Mel Torme (Musicraft), upcoming Buddy Clark (Columbia) and Enric Madriguera (Decca) versions of the tune.

GAC Shifts Weems, Higgins to Chicago

NEW YORK, Nov. 22.—Joe Higgins, now a traveling location booker, and Bill Weems, working cocktails and small units, will both be shifted from the General Artist Corporation's (GAC) New York office to the agency's Chicago office next week. Higgins leaves for Chicago Sunday (23) to work in the GAC's band department there as a location booker. He will continue to cover most of his Southern accounts as well.

Weems will leave for Chicago late next week and will work in the agency's Chicago cocktail department selling there and the Midwest.

nature owes him 5 recording dates under a contract and that the fees for such dates, aside from royalties, would amount to approximately \$2,000.

MCA Adds New Orks to Roster

NEW YORK, Nov. 22.—The Music Corporation of America (MCA) this week signed the Don Jones, Henry Jerome and Jimmy Tucker orks to management pacts. Jones is now playing at the Post Lodge in Larchmont, N. Y., with his 10-piece ork, while Tucker is appearing at the DeSoto Hotel, Savannah, Ga., with an eight-piece society band. Jerome moved from William Morris to MCA and is now at the Pelham Heath Inn here.

The agency recently also signed the orks of Russ Carlisle, Erwin Kent, Don Kaye, Joel Herron, Dick Dildine and Barclay Allan, who is another pianist graduate from the Freddy Martin ork like Jack Fina and Murray Arnold.

Don Wallmark Now Admitted to MPCE

NEW YORK, Nov. 22.—In an about-face move, the Music Publishers Contact Employees Union (MPCE) admitted Don Wallmark into the fold of pluggers at this week's meeting. The former Sammy Kaye ork man was wanted by the maestro for Coastal activities with his music firms, Republic and World.

Wallmark was originally rejected on the grounds that there were enough unemployed men in California without having to go outside the ranks for new blood. Kaye took a burn at the union stand and for weeks vainly sought arbitration. However, at the meeting this week Wallmark was voted in.

Tracy on Stand Against Charge Of Misusing Funds

NEW YORK, Nov. 22.—A stockholders' suit against E. A. (Gene) Tracy, chairman of the board of Majestic Radio & Television Corporation, charging that the Majestic executive had used corporate funds to make personal profits, ended its first week in court Friday (21) with Tracy taking the stand as the first of defense witnesses.

The rest of the week's court action had been confined to plaintiff's charges (stated by stockholders' attorneys Abe Marcus and Leonard Zissu) that Tracy had made about \$200,000 from Majestic stock fluctuations and that punitive indemnities allowed by law should force him to return almost \$600,000 to the corporation. Plaintiffs in the stock "salvage suit" claim that Tracy had deliberately by-passed his obligation to the corporation in his stock transfer deals.

BILLIE HOLIDAY BENEFIT

NEW YORK, Nov. 22.—A testimonial concert for Billie Holiday is set for Saturday, November 29, at New York's Carnegie Hall under aegis of Norman Granz. Among the featured performers will be Buddy Rich, and the King Cole Trio, Granz own Jazz at the Philharmonic group. The proceeds will be turned over to the songstress, currently serving a sentence in the women's federal reformatory. Funds raised by the date will be used to help the singer over a period of readjustment that is expected to follow her release within the next month.

Publishers' Plug Tunes for 1948

As a service to the music industry (in view of the impending Petrillo recording ban) The Billboard lists below the advance songs scheduled to be worked upon by major popular music publishers. Information on these tunes was supplied by the publishers only and approximate exploitation dates are those given by the pubs.

Where no monthly date is shown, this info was withheld by the publisher. Four firms, Leeds, Santly-Joy, Shapiro-Bernstein and Martin, would not supply titles or dates of their 1948 plugs.

PUBLISHER	SONG	DATE (Where Given)	PUBLISHER	SONG	DATE (Where Given)
Barton	Lazy Stream	January, 1948	Triangie	In a Little Book Shop	January, 1948
	And People Laughed	January, 1948		Intrigue	January, 1948
	You're So Grandioso	March, 1948		When the Moonlight Fell on the Water-fall	April, 1948
	The Day Isn't Long Enough	June, 1948		It Only Happens Once	October, 1948
Berlin	What'll I Do (Score from pic, Easter Parade)	January, 1948	Lombardo	Oh, What I Know About You	January, 1948
	. . . 3 Songs	Summer, 1948		Windshield Wiper	April, 1948
Beverly	The Feathery Feelin'	February, 1948		Scallawag	July, 1948
	Love That Boy	May, 1948		Susie Dooley	October, 1948
	Baby Don't Be Mad at Me	July, 1948	Supreme	1948	
	Where Is the One?	September, 1948	Crying for Joy	Current; to continue indefinitely	
	Popcorn Polka		How Soon	February or March, 1948	
	With the Roses in Her Hair		Campbell-Porgle	Someone Cares	February or March, 1948
	That's What Every Young Girl Should Know		Capitol Songs		
I'll Take It Slow		Criterion	My Rancho Rio Grande	Current	
Dearest Santa			Save the Bones for Henry Jones ('Cause He Don't Eat No Meat)	Current	
Bloom	Sipping Cider by the Zuyder Zee	Current		Svenska Flicka	Current
	One Raindrop Doesn't Make a Shower	December, 1947		When You Got a Man on Your Mind	Current
	On the Other Side of the Hill	Spring, 1948		I Told Ya I Love Ya, Now Get Out	Current
	Betty Blue	Spring, 1948		That's the Kind of Gal I Dream of (You Should See the Kind I Get)	February, 1948
BMI	Au Revoir Again	Summer, 1948	Capitol	Moonlight in Vermont	March, 1948
	Passing Fancy	1948	Chappell		
	My Promise to You	1948	Crawford	The Best Things in Life Are Free	Current and continuing
	Long After Tonight (From pic, Arch of Triumph)	1948		Pass That Peace Pipe	Current and continuing
	Highway to Love	1948	Williamson	So Far	Current and continuing
	You Started Somethin'	1948		A Fellow Needs a Girl	Current and continuing
	It's a Big Wide Wonderful World	1948	Chappell	You Are Never Away	Current and continuing
Dellilah	1948		My, How the Time Goes By	Current and continuing	
There I Go	1948		Mickey	Current and continuing	
Bourne	Who Were You Kissing (When You Kissed Me Last Night)?	December, 1947		Say Something Nice About Me	Current and continuing
Bregman-Vocco-Conn	Melancholy	January, 1948			
	I Feel So Smoochie	January, 1948			
Bregman-Vocco-Conn	A Little Imagination	April, 1948			
	What Do I Have To Do (To Make You Love Me)?	April, 1948			
	Daddy Surprise Me	April, 1948			
	Don't Believe a Word They Say	September, 1948			

(Continued on page 34)

BVC Lands "Are You With It?" Score Thru Cleffer Pact

NEW YORK, Nov. 22.—The Bregman, Vocco, Conn (BVC) pubbery, currently riding high with its Decca Records-partnered Supreme Music (*Near You* and *How Soon*) subsid which started in biz only a few months ago, may soon reap additional harvest from a writer's deal which was set about the same time. BVC several months ago signed the Inez James-Sidney Miller tunesmith combine to a writer's pact. Almost inactive until now, the duo was hired recently to turn out a completely new score for the Universal-International filming of the hit Broadway *Are You With It?* musical. Because of the writer pact, the score is being turned over to BVC for exploitation.

Initial tunes from the flick, *A Little Imagination*; *Daddy, Surprise Me* and *What Do I Have To Do?* are due for exploitation in April.

MGM Pacts Rich And Strayhorn

NEW YORK, Nov. 22.—MGM Records this week signed Buddy Rich and Billy Strayhorn to waxing pacts to help the firm round out its pre-Petrillo-ban backlog. Rich, who is fronting his own ork and who has long been one of the nation's top drummers, assumes a new role under his MGM deal. Pact calls for Rich to do vocal sides with a small unit for the firm, with MGM artist and rep chief Harry Meyerson aiming to fill a rhythm and novelty vocal slot with the orkster. Sides with the full Rich ork are in abeyance.

Strayhorn—who is Sweet Pea to his associates—will serve in a triple capacity—conductor, writer and pianist. He's noted for his work with Duke Ellington as composer-arranger for the last decade.

BMI Is First of Top Pubberies To Join Newly Formed AMC

NEW YORK, Nov. 22.—Broadcast Music, Inc. (BMI) this week became the first of the big pop music pubberies to go along with the recently formed American Music Conference (AMC). BMI has sent a contribution of \$2,500 to the Conference sustaining fund.

Original sponsors of the AMC include the National Association of Music Merchants, Band Manufacturing Association, National Association of Musical Merchandise Manufacturers, National Association of Musical Merchandise Wholesalers, and National Piano Manufacturers' Association. Attempts to enroll support of pop pubs via the Music Publishers' Protective Association (MPPA) were launched a long time ago by AMC but so far have proved fruitless.

Puner Leaves Musicraft

NEW YORK, Nov. 22.—Paul Puner, Musicraft exec in charge of classical music, announced his resignation from the diskery this week after a series of differences of opinion over policy with Musicraft Prexy Jack Myerson. Puner, a Musicraft pioneer, along with Oliver Sabin, in the pre-pop days, had successively moved from president to member of the board and to his last post before deciding to call it quits. He had been a Musicraft executive for almost 10 years.

New House Bill Aimed at AFM

Spare Ribs

The Missing Hit

NEW YORK, Nov. 22.—Members of the music biz were congratulating Harry Link this week on his "missing hit." The gen. pro. mgr. of Feist Music, it seems, latched on to some preliminary street tumult about the tune, *All Dressed Up With a Broken Heart*. A Tower platter, a Bullet record and some other small labelings, he heard, were pushing out on the market. So Harry sent out a tremendous mailing to ad agencies, artists and platteries advising them of the ditty's merit.

About two days later the E. B. Marks firm felt like thanking Link profusely. Seems that Feist has an old copyright tune titled *All Dressed Up With a Broken Heart*, all right, but this wasn't the song on the disks. Marks's own ditty, similarly tagged *I'm All Dressed Up*, etc., was getting the platter play. Now, the gagsters were saying that Herb Marks was thinking of giving Link a copy deal.

All That Glitters Isn't Goldsen

NEW YORK, Nov. 22.—Mickey Goldsen disputes the peculiar legend that it's nice to have a hit song. Learning that one Billy Peters had filed suit this week against Goldsen's Criterion Songs (on the claim that *Across the Alley From the Alamo* infringed a 1928 Peters composition titled *All For All*, Mickey said:

"That is all, brother. There's a government lien on *Alamo*, 10 other private liens resulting from claimants to cleffer Joe Green's piece of the song, and now I've got a lawsuit! The pay-off is I haven't got my rack returns yet."

Dinner With Taps

NEW YORK, Nov. 22.—Jonie Taps, in from the Coast for a peek at Columbia pix' half-owned Mood Music operation, was determined to get his old music biz friends together for dinner. Came the night and the guests made frequent cracks about Jonie's offering to pick up the "hot" (in normal—the check).

Taps, who was feting Manie Sacks, Lester Santly, Mac Goldman, Henry Spitzer, Harry Mayer, Johnny Dugan, Murray Baker and others at the reunion dinner, stood up gallantly to the occasion and grabbed the "hot" (check)—for \$125—meanwhile lightly countering with: "I'll get even."

After dinner all the boys retired to Manie Sacks' apartment for a spot of gin games. Wo! Happens! One winner emerges after a full night's session, and it turns out to be the sartorial Taps himself. The exact extent of his winnings—yup, \$125.

Never a Dull Moment

CHICAGO, Nov. 22.—Names can't be used but it really happened this week. A piano-playing disk artist was asked by a song plugger to schedule an air shot for a tune that the artist had recorded. Reaching a new nadir in "payola" requests, the artist demanded \$25 for "transposing" his disk version to a radio rendition. The poor plugger wired the boss in New York asking for directions, it was so hard to believe.

De Luxe Blaze Costs Masters

NEW YORK, Nov. 22.—Fire of undetermined origin last week destroyed DeLuxe Records' Linden, N. J., pressing plant, causing damage estimated at \$215,000. Firemen worked five hours in overcoming the blaze, which wrecked the entire building, part of which contained a lumber mill. Jules Braun, DeLuxe president, announced that the major effect was the loss of many important masters, which would have to be re-cut at a cost of \$120 each. DeLuxe is still able to use three Eastern and one Western pressing plant, but in addition to the expense of re-cutting masters from duplicates, deliveries of new pressings may be stalled.

Diskery announced that it was covered by insurance for losses resulting from the blaze.

Gabbe - Lutz - Heller Sign Mooney Quartet

NEW YORK, Nov. 22.—Joe Mooney Quartet, which last week concluded an eight-week stand at the Hotel Warwick here, signed with the personal management triumvirate of Gabbe, Lutz and Heller after several weeks of mulling a new p.m. to replace George Moffet. Mooney's group is staying in town until its

Decca Pact for Clinton; Osborne Set for Sides

NEW YORK, Nov. 22.—Decca Records this week signed the new Larry Clinton ork to a waxing pact. The firm also took on the Mary Osborne Trio for several sides. The Clinton deal calls for no specific terms due to the impending Petrillo ban, but Decca execs reveal that the orkster will draw at least two dates before January 1 and possibly more, depending on the material desired for waxing before that time. Both Clinton and the Osborne three have been given material for initial dates.

Meanwhile waxing activity at the Decca plant will begin to perk up next week in New York. The diskery has skedded at least six dates for the week and may do a couple of others as well. It is expected that the schedule will increase in the coming weeks before the Petrillo deadline. Decca, until now, had been the most reticent of the biggies, recording-wise.

Decca recording deal is adjusted.

Meanwhile, Dick Gabbe left the Harry Romm office, where he has been working for almost a year, to find office space here to open an Eastern branch for the personal management venture.

Restraint of Trade Law To Be Asked

Kearns, Hartley Team

(Continued from page 3)
after further labor committee conferences.

Disk Ban Halt?

Labor committee members feel that enactment of such a bill will not only stop the disk ban, but can also be used in the event of another coal strike by John L. Lewis and his United Mine Workers. They anticipate little difficulty in getting the bill thru the House, but are uncertain about Senate approval in view of recent statements by Senate GOP leaders that any Taft-Hartley changes should be deferred for another year.

Hearings on the new bill are expected to draw an avalanche of protest from every segment of organized labor, since the measure—tho admittedly aimed at AFM—will affect all unions.

Twist! 2 Sherwood Orks in Different Jobs at Same Time

NEW YORK, Nov. 22.—Bobby Sherwood soon will be leading two orks, one on each Coast. Seems that Sherwood called off an Eastern tour in September in anticipation of a movie deal. When the deal fell thru, the orkster had Music Corporation of America (MCA) set up another Eastern tour which is due to begin at the State Theater in Hartford, Conn., November 27. But this week Sherwood suddenly landed a chore with Monogram Pictures for his ork and for himself as an actor.

Rather than call off the tour a second time, Sherwood decided to commute between the West Coast and his dates on the East Coast while the picture is being done. So while he leads his movie ork thru the paces of *Sherwood's Forest* on the Monogram lot, he will have his traveling band moving on to another theater or one-nighter in the East. His sked is so worked out that the orkster will miss no more than one or two one-nighters. These dates will be played by the ork with a guest fronter with the approval of the buyer of the band and MCA.

MONROE CRACKS RECORD

BRIDGEPORT, Conn., Nov. 22.—Vaughn Monroe cracked the season record for the Ritz Ballroom here by drawing 2,550 customers in his one-nighter Sunday (16). With admission upped to \$1.80, the gross was \$4,590. It was a season's record so far in both attendance and gross.

Hudson Hits Tops in Huston

NEW YORK, Nov. 22.—The Dean Hudson ork last Saturday drew 2,105 people at \$1.50 a head to establish a record crowd at the Plantation in Houston, reports H. D. McElroy Jr., the Plantation's managing owner. Previous high grosses were those of Charlie Fisk and Hal McIntyre with 1,602 July 12, and Denny Beckman with 1,735 August 23.

Sonora To Drop Single Releases

CHICAGO, Nov. 22.—Sonora Radio's record division, reported going out of the single releases field in pops, race and folk music (*The Billboard*, August 9), and later denied by company execs (*The Billboard*, August 16), appeared to be dropping its single release policy completely.

The company officials could not be contacted, even after checks were made during the past two weeks, it was learned from artists under contract to Sonora that they were making no platters for the coming Petrillo work-stoppage period backlog as other firms are doing. Griff Williams, whose band was on Sonora platters, severed his pact with that firm, while Saxie Dowell shifted his waxing duties to Vitacoustic when his pact ran out several weeks ago and was not renewed.

Sonora's latest catalog shows that a current pop hasn't been released in over two months by any artist, with Ginny Simms' recording of *On the Old Spanish Trail* the latest current item on the agenda.

Talk has been persistent that Sonora will de-emphasize the record division and will hold pat to its present catalog which contains a majority of standard material, and will stick with some 50 standard albums it has in its catalog.

Scribes Press for Performance Plan

(Continued from page 17)

SCA's here couldn't see it. They stated that Roy Webb, who felt was one of the most-credited scorers of films performed abroad in the last 10 years, had received a check in the amount of \$3.60, and pointed this up as evidence that "performances" had been completely sluffed by the society when it came time to disbursing the foreign monies.

ASCAP "Concessions"

In a tacit way the past year or so, ASCAP officials (including radio, not just theaters) in Gotham have admitted that writer monies would ultimately have to be distributed with some kind of performance payment factor included. Since the initial announcement of the Ahlert plan and the more recent George Meyer proposals for a writer-payment system which would give a percentage evaluation to performances, SCA's claim they have been waiting for these admissions to become reality. Not completely satisfied with the Meyer or Ahlert plans, both of which limit the performance percentage and retain a goodly hunk of payment-percentages for "availability, seniority, vogue, prestige, etc." the SCA's also point out that the Ahlert plan has never actually been initiated by the society. Some of the skeptical film scorers claim that the Meyer proposals are "more smoke screen tactics."

Withal, say the SCA's, neither Meyer's nor Ahlert's plan answers their demand for separated film revenues, and they intend really to push the battle come December.

Vox Gets Tolerance Songs

NEW YORK, Nov. 22.—Vox Records this week announced the acquisition of 12 songs for tolerance written by Hy Zaret and Lou Singer for release thru its Spotlight Series albums. To be tagged *Little Songs on Big Subjects*, the tunes are elaborations of material originally penned for spot announcements via station WNEW. Signing marks another addition to the parade of waxeries seeking to implement their pop stuff with documentary platters.

Milwaukee Sheriff Warns Juke Ops on Indecent Records

MILWAUKEE, Nov. 22.—Another in the sporadic attempts of communities around the country to ban indecent records was made last week by Sheriff George Hanley, of Milwaukee. In a letter to county juke box ops, Sheriff Hanley intimated that objectionable disks were popping up in large numbers in places where young people congregate. He requested county ops to co-operate in the suppression of objectionable platters.

The letter specified six records put out by small labels as offensive and asked ops to pull these from their boxes. Local ops have agreed to ban indecent disks. But they point out that some tavern and restaurant proprietors buy the indecent records at retail outlets and then put them in the boxes themselves when the machines are being serviced. Meanwhile, some distributors deprecated the sheriff's action as following just the wrong pattern. Experience in dealing with "dirty" disks, they say, points up the fact that any publicity increases their sale rather than helping the situation or the industry. In the past, they say, industry greenhorns have clamored about "salacious" platters and virtually have given juke box operators "info and ideas" on such platters leading to sales which otherwise would never have been made.

Court Orders Tharpe Waxings Destroyed; Illegal Release Held

NEW YORK, Nov. 22.—Dave Kapp, Decca vice-prexy, announced this week that the diskery had obtained a permanent injunction in the California courts against two recording outfits who made and released platters by Sister Rosetta Tharpe, Decca contract artist. Jack B. Lauderdale, who does business as Down Beat Recording Company, and Arthur N. Rupe, who does business as Specialty Record Sales, were ordered to turn over to Decca, for destruction, all records, wire and tape recordings and any masters of Tharpe waxings.

The disks were released without reference to Tharpe on the labels but Decca averred they were easily recognized.

Butterfield Deal Set For Nick's Village

NEW YORK, Nov. 22.—Despite persistent denials within the trade, but bearing out *The Billboard's* original story of several weeks back, band leader Billy Butterfield was set this week to open at Nick's, Greenwich Village jazz mecca, November 25 with a six-piece combination.

Butterfield's p.m., Chubby Goldfarb, verified the deal, which settles once and for all the yes-he-does-no-he-doesn't fate of the band leader's current big band and follows close on the heels of the recent disbandments of such other hot maestros as Johnny Bothwell and Buddy Morrow. Goldfarb, however, denied reports that Butterfield would double into Nick's from a sustaining radio job.

Mus-Art Hires Harthun

NEW YORK, Nov. 22.—Bob Harthun, former Music Corporation of America (MCA) salesman, this week was hired to work out of the West Coast office for the Mus-Art Agency under Lyle Thayer. Harthun, who worked in the MCA cocktail department, will do the same for Mus-Art in addition to selling small bands.

Capitol Sale to ABC Mullied But Nothing Set, Say Firm Execs

(Continued from page 17)

it's all a big "IF." The Petrillo ban also is expected to affect ticker reaction to the purchase now of a record company.

ABC After Cap E.T. Wax?

NEW YORK, Nov. 22.—Trade observers here, speculating on ABC's announced "negotiations with Capitol," feel that one of the strongest points of interest to ABC—in view of the Petrillo ban—is Capitol's transcription library and e. t. equipment. A straight diskery buy in this Petrillo-ban period would seem risky, they say, but reputedly ABC is looking forward to its own troubles (along with other networks) stemming from a possible Petrillo-forced musicians walk-out in radio about February 1. ABC, it is pointed out, has no e. t. library of its own and would be in a less fortunate position than NBC and CBS (who own their own transcription and recording subsides) comes a recording ban. Other angles advanced by trademen are that possibly ABC is also interested in affecting a talent-springboard tie-up on the theory that both CBS and NBC have been able to tie up some top artists "exclusively" on the strength of their combined disk and airwave position.

Cap Net Income Increase

HOLLYWOOD, Nov. 22.—Latest financial statement from Capitol Records here indicates that for the three month period ended September, the company picked up on net income for similar period last year. Judging from info available, however, net income on a year-long-basis probably ran from 20 to 30 per cent under last year.

The new figures (unaudited) breakdown as follows:

For 12 months ended September 30, 1947, net income was \$568,675.99. (Only available annual figures for last year cover the 12-month period ending December 31, 1946, when net income stood at \$842,961.04).

For three months ended September 30, 1947, net income was \$234,270.03.

For three months ended September 30, 1946, net income was \$131,990.16.

"Signals On" for Plugger Shifts

NEW YORK, Nov. 22.—New song plugger switch-overs are giving pub personnel movements the frequency of a train timetable. Barton Music's Coast rep, Nick Savano, moved over to Bobby Mellin Music; Mack Clark (brother of Buddy) joined Bourne Music; Johnny Farro, who had fronted his own firm, was added to Duchess Music, and the currents around the Brill Building were still swirling at week's end. The week before, Paul Case landed with Miller Music, and ex-Irving Berlin rep, Duke Niles, had landed with Jefferson Music. Shortly before all this activity swung into high, Harry Weinstein had made the hop from Miller to Leeds, and Hal Fein went from Peter Maurice to Robbins Music.

CUGAT IN MEX GROUP

CHICAGO, Nov. 22.—Xavier Cugat will do a Mexican Meyer Davis December 1 when he opens at the Hotel Prado, swank Mexico City room, with a band made up of native sidemen. Cugat will front the ork for two weeks, after which he will return to the States but will continue to get a cut of the Mexican crew's earnings. They'll continue to be known as Xavier Cugat's Band.

Fox Chi-Bound To Check Waxeries, Status on Debts

NEW YORK, Nov. 22.—Harry Fox, music publisher agent for collection of mechanical royalties, goes to Chicago sometime next week to go over the royalties-due picture with Majestic, Vogue, Mercury and Sonora diskeries particularly.

Majestic reportedly owes publishers some \$125,000 in back royalties, altho the diskery this week was to have mailed in a check for between 50G and 75G to mark off part of the debt. The firm meanwhile is undergoing some pains on the West Coast, where American Federation of Musicians (AFM) Local 47 last week clamped down on Majestic, stopping the firm's waxing activities until the plattery put dough on the line. This week Paul Baron, Majestic Coast exec, was pledged to post a \$10,000 cash bond with the union in order to resume waxing activity. Union charged that Majestic was grossly negligent in paying sidemen for past waxing dates. Following the posting of the bond, Baron cut sides with Artie Wayne, Dale Evans and Judy Canova. It was reported that Majestic had its West Coast plant up for sale, with an offer made to Dave Braun, De Luxe Records exec, whose plant in Linden, N. J., burned down this week (see other story this section).

Will Peek Into Vogue

Fox also intends to search into the now-defunct structures of the Vogue diskery to find out if there is any possibility of digging out some loot to pay up the royalties owed the publishers. He likewise wants to examine the Sonora scene. Lastly he aims to get together with Mercury diskery reps. Altho Mercury is paid-up with Fox, it is understood that the diskery's payments have been arriving late and the trustee will be seeking for more prompt disbursements for the future.

Opposition at Philly AFM Polls; 1st Time

PHILADELPHIA, Nov. 22.—A pre-election campaign is raging here among the 800 members of Local 274, Negro local of the American Federation of Musicians (AFM) with a \$17,500 real estate transaction looming as one of the main issues. For the first time since the local union was organized a dozen years ago, there is an opposition slate headed by James Shorter for president. George (Doc) Hyder, president since he and Secretary Frank Fairfax organized the local 12 years ago, will face opposition for the first time when election rolls around December 14.

The election contest will probably be fought out over negotiations for a building which the union decided to buy and then changed its mind. The reversal, according to the opposition, may result in the loss of an \$800 deposit. The building was intended originally for use to house offices of the local and provide a general meeting place.

ASCAP HAS RATE

(Continued from page 17)

ASCAP from \$44 to \$54 a day. Under the per-performance arrangement, even assuming that the exhib ran only distinct composition in each film, the cost would be at least \$4,015. The probabilities of "one song per day" would be so slim however, that in almost every case the per-performance rates totaled up annually for such an exhib would go way over the \$5,000 mark.

Music—As Written

New York:

Scratch My Back and *Saxology* are the first sides cut by the new Eddie Wilcox-Jimmy Lunceford ork for Manor. . . . Claude Thornhill and Vic Damone into Youngstown's Palace Theater, December 1-3. . . . Duke Ellington's concert itinerary includes the Civic Opera House in Chicago on January 11, and a Carnegie Hall concert December 26-27. . . . Team of Whistler Fred Lowrey and Dorothy Rae return to New York December 2-9 for recording dates and radio appearances. . . . New French cleffer on these shores is Michel Emer.

James Sparling transferred from Columbia Records' planning and schedule department to sales department as assistant to Don Law. . . . Claude Hopkins and cocktail unit opens Monday (24) at Brooklyn's Enduro Cafe.

Sonny Dunham's ork this week signed with the Philadelphia Tune Disk diskery to cut a minimum of eight sides before the Petrillo ban sets in. . . . Chirp Frances Wayne, accompanied by hubby Neil Hefti, in town for some exclusive diskery exploitation on her disks. . . . King Cole Trio set for two weeks at the Latin Quarter in Newport, Ky., beginning December 5 following their current Paramount Theater engagement.

Buddy Clark to the Coast to make some sides with Dinah Shore and to cut sound track for new Walt Disney pic. . . . Mildred Bailey is now under management of Capitol Attractions, new enterprise of George Walker, former MCA booker. Chirp Bailey got out of her deal with Erv Brabec, now with MCA. . . . Herb Hendler hired to promote Dinah Shore disks while thrush refrains from p.a.'s during pre-and-post maternity period. Hired by attorney Henry Joffe, Hendler will co-ordinate work thru Columbia Records.

Dick (*Sioux City Sue*) Thomas just finished work in the Universal hoss opera, *Cimarron Gunfire*, cleffing the musical score as well. . . . Gene Krupa went into percentage this week on a series of New England dates in Boston; Providence, R. I., and Brockton, Mass. . . . Monica Lewis into Washington's Statler Hotel December 1 for two weeks. . . . Charlie Barnet opens at New York Strand Theater December 10 for at least two weeks and will do a Columbia pic short following the date. . . . Johnny Morris ork into Famous Ballroom, Baltimore, Christmas Day for indefinite run.

Vaughn Monroe is experimenting with a pop concert presentation idea on his current tour and is trying to set a half-dozen concert dates in Pittsburgh-Erie area for January where tour will carry him. . . . Teddy Phillips ork, an MCA property, pacted by National Records starting December 1. . . . Larry Shayne, of Beverly Music, to Chicago. . . . Sinatra doing a recording date with Pearl Bailey.

Herbie Fields band booked into New York Strand Theater Christmas-New Year's weeks, along with the Ink Spots. . . . Johnny Blowers folded his Astoria, L. I., steak-and-jazz spot Saturday (22). . . . Vocalist Wally Griffin, Metrotone Records performer, set on WINS across the board. . . . Jocks Ted Husing, Mel Allen, Fred Robbins and Art Ford pinch-hit for the hobbled Andre Baruch on WMCA. . . . Capitol's bigwig, Johnny Mercer, into town Saturday (22). Former Spike Jones road p.a., Jack Egan, joining the New York office of *Downbeat*. . . . Benny Goodman planned back to the Coast Monday (17) after his Fred Allen guester the night before. . . . Buddy Clark and Doris Day cut a batch of duets for Columbia Friday (21).

Hal Graham opened Thursday (20) in the Stardust Room of Brooklyn's St. George Hotel. . . . Banner Records this week pacted the Radio Aces. . . . Hal McIntyre into the Merry-Go-Round, Youngstown, O., December 15-21. . . . Vocalist Buddy Hughes is papa of a girl, Pamela Jo. . . . Samuel E. Ewing Jr., Philadelphia lawyer, this week joined the legal department of RCA Victor. . . . Shep Fields and Rippling Rhythm Ork start two-week stand Thanksgiving in Ye Olde Tavern, West Brookfield, Mass.

Opening Night Notes: Charlie Spivak's ork returned to the Cafe Rouge of the Hotel Pennsylvania Monday evening (17) before the usual house of music biz luminaries, with the publisher-plugger trade turning out in force. The opening was further enhanced by some visiting orksters, such as George Paxton, Skitch Henderson and Noro Morales. The most democratic note of the evening had William Morris one-night booker Phil Brown huddled in a threesome with Music Corporation of America one-night booker Bill Richards and his wife.

Jose Duval, new Latin American singer, cut two sides with Jose Curbelo for Victor last week. . . . Hal Wess and ork into Palladium December 4 for four weeks. . . . Dan Fisher, son of the late Fred (*Peg o' My Heart*) Fisher, back from the Coast and Chicago.

MCA got back into the Ansley Hotel, Atlanta, by setting Carmen Cavalario for a March date, to be followed by Bud Waples. . . . Sherman Hayes ork into La Martinique, Chicago, in January. . . . Russ Morgan into San Francisco's Claremont Hotel April 11. . . . Skitch Henderson into the Stevens Hotel, Chicago, December 31.

Chicago:

Tommy Smyth, who handled the Kirkeby accounts, the Blackstone and Drake hotels here, has left MCA's band and act department. . . . Del Courtney has switched to Vitacoustic. . . . Jack Olson's ork cut its first eight sides for Chord this week. . . . Ina Ray Hutton's band set for the Claridge, Memphis, January 16 for two weeks. . . . Aristocrat platters have inked race singers Clarence Samuels, Prince Cooper and Sunnyland Slim.

Philadelphia:

Gene Beverly, who was co-leader of the Beverly Twins Orchestra, handed before the war by Music Corporation of America, returns to the music fold as a booker. He joins the Charles Agency here as an associate to handle sales in the orchestra and variety departments.

Believed to be the first try for a Latin set-up in disk jockeying, Nick Ravell, former music maker and member of the dance team of Nitza and Ravell, is heading up a Caribbean seg written and produced by Milt Shapiro, independent producer.

Pirouetting to the TOPI



RECORDED BY

- BUDDY CLARK Columbia
- JIMMY DORSEY MGM
- ENRIC MADRIGUERA Decca
- VAUGHN MONROE Victor
- JERRY SHELTON TRIO Mercury
- MEL TORME Musicraft

Ballerina

JEFFERSON MUSIC, INC.

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WRITE ME A LETTER SUMMERTIME—The Ravens National #9038 49½¢	NEAR YOU RED ROSE—Francis Craig Bullet #1001 49½¢	LOLLY POP MAMA GOOD "ROCKIN'" TONIGHT—Roy Brown DeLuxe #1093 49½¢	HASTINGS STREET BOUNCE WAY LATE—Paul Williams Savoy #659 49½¢
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BELL BOY BOOGIE FLYING DISC—Todd Rhodes Vita. #1001 49½¢	HOW SOON BEGIN THE BEGUINE—Jack Owens Tower #1258 49½¢	ROY RIDES WHAT'S THE USE—Roy Milton Specialty #519 65¢	MERRY XMAS, BABY LOST IN THE NIGHT—Johnny Moore Exclusive #254 65¢
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STILL GOING STRONG

58TH STREET JUMP SUNNYSIDE OF THE STREET Little Willie Jackson Modern #547 49½¢	THRILL ME BIG FAT MAMA Roy Milton Specialty #518 65¢	MAD LAD TUNIS W Sir Charles Apollo #773 49½¢	MOONRISE JUKE BOX LIL Johnny Moore Exclusive #249 65¢
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with
CAPITOL

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BONGO,
BONGO**

GOES OVER WITH A

BANGO!

**Jack
Smith**



HITS THE
JACKPOT WITH

"CIVILIZATION"

with the

Clark Sisters

And Orchestra Conducted by
Frank DeVol

FLIPOVER:

**"DON'T YOU LOVE
ME ANYMORE"**

CAPITOL
RECORD

465

**Capitol
RECORDS**

FIRST WITH THE HITS FROM HOLLYWOOD

Sunsel and Vine

The **Billboard** MUSIC POPULARITY CHARTS

PART
I

The Nation's Top Tunes

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

Week Ending
November 21



HONOR ROLL OF HITS

(TRADEMARK)

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This Week

Last Week

1. NEAR YOU

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

Records available: Francis Craig Ork, Bullet 1001; Larry Green Ork, Victor 20-2421; Elliot Lawrence, Columbia 37838; Alvino Rey, Capitol B-452; Andrews Sisters, Decca 24171; The Auditones, Rainbow 10025; Dolores Brown-Auditones, Sterling 3001; Victor Lombardo, Majestic 7263; Lonzo and Oscar and Their Winston County Pea Pickers, Victor 20-2502; The Auditones, Rainbow 10025; Four Bars and a Melody, Savoy 657; Vic Lombardo, Majestic 7263; Glenn Davis, Midwest Recorded Specialties 368.
Electrical transcription libraries: Music of Manhattan Ork, NBC Thesaurus; Lawrence Welk, Standard; Eddy Howard, World.

2. I WISH I DIDN'T LOVE YOU SO

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, Musicroft 15117.
Electrical transcription libraries: Mindy Carson, Associated; Eddy Howard, World; Lenny Herman, Lang-Worth; Music of Manhattan Ork-Louise Carlyle, NBC Thesaurus.

3. YOU DO

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.

4. HOW SOON

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

Records available: Bing Crosby-Carmen Cavallaro, Decca 24101; John Laurenz, Mercury 5069; Vaughn Monroe, Victor 20-2523; Jack Owens, Tower 1256; Dinah Shore, Columbia 37952; D. Farney, Majestic 1179; B. Andrew-E. Bleck, Hollywood Rhythms 1651; Jimmy Atkins, Continental C-11004.
Electrical transcription libraries: Eddy Howard, World.

5. BALLERINA

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

Records available: Jimmy Dorsey, MGM 10035; Vaughn Monroe, Victor 20-2433; Jerry Shelton Trio, Mercury 5075; Mel Torme, Musicroft 15116; Buddy Clark, Columbia 38381; Enrique Madriguera, Decca 24265.
Electrical transcription libraries: Lenny Herman, Lang-Worth; Norman Cloutier, NBC Thesaurus; Jan Garber, Standard; Shep Fields, Lang-Worth; Charlie Spivak, World.

6. CIVILIZATION

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

Records available: Woody Herman, Columbia 37885; Danny Kaye-Andrews Sisters, Decca 23940; Ray McKinley, Majestic 7274; Murphy Sisters, Apollo 1059; Sy Oliver Ork, MGM 10083; Jack Smith, Capitol B465; Louis Prima, Victor 20-2490.
(No information on electrical transcription libraries available as The Billboard goes to press.)

7. TOO FAT POLKA

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

Records available: Blue Barron, MGM 10106; Arthur Godfrey, Columbia 37921; Dick (Two Ton) Baker and His Music Makers, Mercury 5079; Slim Bryant and His Wildcats, Majestic 6022.
(No information on electrical transcription libraries available as The Billboard goes to press.)

8. —AND MIMI

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

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

8. THE WHIFFENPOOF SONG

By Meade Minnigerode, George S. Pomeroy and Tod F. Galloway
Published by Miller (ASCAP)

Records available: Bing Crosby-Fred Waring, Decca 23990; Art Kassel, Mercury 5068 & Vogue R770; Charles Kullman-Metropolitan Opera Ork, Julius Burger, Dir., Columbia 4500-M; Monica Lewis, Signature 15130; Robert Merrill, Victor 10-1313; George Paxton Ork, Majestic 7224; Lawrence Welk Ork, Decca 23981.
Electrical transcription libraries: Bob Eberly-John Gart Trio, World; Lyn Murray Ork, World; David Rose, World; Lawrence Welk, Standard; George Wright, NBC Thesaurus.

9. SO FAR

By Oscar Hammerstein II and Richard Rodgers
Published by Williamson (ASCAP)

From the Broadway musical, "Allegro."
Records available: Perry Como, Victor 20-2402; Alan Dale, Signature 15160; Jack Fina Ork, MGM 10085; Guy Lombardo, Decca 24194; Jerry Shelton Trio, Mercury 5076; Frank Sinatra, Columbia 37883; Margaret Whiting, Capitol B461.
Electrical transcription libraries: Les Brown, World; Music of Manhattan Ork, NBC Thesaurus.

10. SERENADE OF THE BELLS

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

Records available: Bob Houston, MGM 10091; Sammy Kaye, Victor 20-2372; Kay Kyser, Columbia 37956; Guy Lombardo, Decca 24258; Jo Stafford, Capitol 15007.
(No information on electrical transcription libraries available as The Billboard goes to press.)

THIS WEEK'S RELEASE

RCA VICTOR

FREDDY MARTIN

Why Does It Have to Rain on Sunday

Martin's version will be the best on records! Vocals by The Martin Men.

Beginner's Boogie

"Chopsticks" in boogie beat, featuring Barclay Allen's piano fireworks.

RCA Victor 20-2557



SAMMY KAYE

Oh! What I Know About You

Like "The Echo Said No"... same style, same composer. Don Cornell-Laura Leslie duet.

It's Kind of Lonesome Out Tonight

Vocal: Your Sunday Serenade Sweetheart
RCA Victor 20-2558



RCA VICTOR STARS

On The Billboard

"HONOR ROLL OF HITS"

(see opposite page)

1. NEAR YOU

LARRY GREEN

RCA Victor 20-2421

2. I WISH I DIDN'T LOVE YOU SO

VAUGHN MONROE

RCA Victor 20-2294

3. YOU DO

VAUGHN MONROE

RCA Victor 20-2361

4. HOW SOON

VAUGHN MONROE

RCA Victor 20-2523

5. BALLERINA

VAUGHN MONROE

RCA Victor 20-2433

6. CIVILIZATION

LOUIS PRIMA

RCA Victor 20-2400

8. THE WHIFFENPOOF SONG

ROBERT MERRILL

RCA Victor 10-1313

8. —AND MIMI

CHARLIE SPIVAK

RCA Victor 20-2422

9. SO FAR

PERRY COMO

RCA Victor 20-2402

10. SERENADE OF THE BELLS

SAMMY KAYE

RCA Victor 20-2372

LARRY GREEN

and his Orchestra. Vocal by Trio

Gonna Get a Girl

and

Song of New Orleans

RCA Victor 20-2560



LONZO AND OSCAR

and the Winston County Pea Pickers

Novel platter-play by a team that's going to town.

I'm My Own Grandpa and You Blacked My Blue Eyes Once Too Often

RCA Victor 20-2563



BILL BOYD

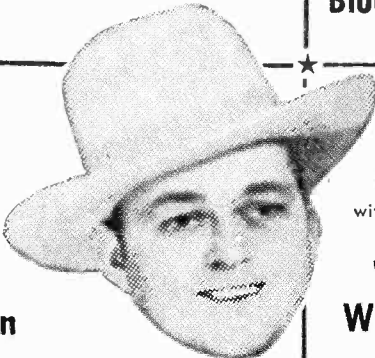
and his Cowboy Ramblers

Out in the Rain Again

and

Don't Turn my Picture to the Wall

RCA Victor 20-2562



ETTA JONES

with Luther Henderson and his Orchestra

What Ev'ry Woman Knows

and

Overwork Blues

RCA Victor 20-2564



BETTY RHODES

with Charles Dant and his Orchestra

Put Yourself in My Place, Baby and Just Around the Corner

RCA Victor 20-2559

MONTANA SLIM

and The Big Hole Bronco Busters

Hang the Key on the Bunkhouse Door

and Rye Whiskey RCA Victor 20-2561

ARTHUR "BIG BOY" CRUDUP

Blues singer with guitar, string bass and drums

Train Fare Blues and No More Lovers

RCA Victor 20-2565

MISCHA BORR

and his Waldorf-Astoria Orchestra

Dinner At The Waldorf

(RCA Victor Musical Smart Set Album P-175)

When Day is Done and Muchachas Hermosas

RCA Victor 20-2185

I Love Thee (Ich Liebe Dich)

and Valse Etincelles (Electric Sparks)
RCA Victor 20-2186

Ma Curly-Headed Baby and

Bandoneon Arrabalero RCA Victor 20-2187

Tristesse

(From Chopin's Etude in E, Op. 10, No. 3)

and Minuetto (Bolzoni) RCA Victor 20-2188

WATCH THESE CLIMBERS:

DING DONG DADDY FROM DUMAS Phil Harris RCA Victor 20-2535

I'LL DANCE AT YOUR WEDDING Tony Martin RCA Victor 20-2512

BABY BE GOOD Vaughn Monroe RCA Victor 20-2514

TWO LOVES HAVE I Perry Como RCA Victor 20-2545

SO FAR Perry Como RCA Victor 20-2402

YA SHURE YOU BETCHA Dennis Day RCA Victor 20-2377

THE STARS WHO MAKE THE HITS ARE ON



HEY, OPS

HERE'S A
2
FOR
1
NICKEL-SNATCHER
BY



THE ALL-AMERICAN SAXAPHONE STAR

Sam Donahue

AND HIS ORCHESTRA

TWO HITS ON A SINGLE RECORD

The WHISTLER

Vocal by SHIRLEY LLOYD and the Blue Hues

BOTH LISTED IN THE BILLBOARD'S TIPS ON COMING TOPS

Both on
CAPITOL
472

and
RED WING
Vocal by SHIRLEY LLOYD and the Ensemble

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The Billboard MUSIC POPULARITY CHARTS

PART II

Sheet Music

Week Ending November 21

BEST-SELLING SHEET MUSIC

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

Weeks to date	POSITION Last Week	POSITION This Week	SONG	Publisher
13	1	1	NEAR YOU (R)	Supreme
10	2	2	YOU DO (F) (R)	Bregman-Vocco-Conn
5	6	3	HOW SOON? (R)	Supreme
16	3	4	I WISH I DIDN'T LOVE YOU SO (F) (R)	Paramount
4	7	5	WHITE CHRISTMAS (R)	Berlin
3	11	6	—AND MIMI (R)	Shapiro-Bernstein
13	4	7	THE WHIFFENPOOF SONG (R)	Miller
4	16	8	CIVILIZATION (R)	E. H. Morris
3	13	9	BALLERINA (R)	Jefferson
3	12	10	SO FAR (M) (R)	Williamson
16	5	11	AN APPLE BLOSSOM WEDDING (R)	Shapiro-Bernstein
16	9	12	FEUDIN' AND FIGHTIN' (R)	Chappell
20	14	13	WHEN YOU WERE SWEET SIXTEEN (R)	Shapiro-Bernstein
2	15	14	SERENADE OF THE BELLS (R)	Melrose
1	—	15	SANTA CLAUS IS COMIN' TO TOWN (R)	Feist
19	8	16	I WONDER WHO'S KISSING HER NOW (F) (R)	E. B. Marks
1	—	17	TOO FAT POLKA (R)	Shapiro-Bernstein

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

ENGLAND'S TOP TWENTY

Weeks to date	POSITION Last Week	POSITION This Week	SONG	English	American
17	1	1	NOW IS THE HOUR	Keith Prowse	Leeds
25	2	2	COME BACK TO SORRENTO	Ricordi	Public Domain
7	5	3	THERE'S DANGER AHEAD, BEWARE	Yale	*
7	3	3	I'LL MAKE UP FOR EVERYTHING	Peter Maurice	*
16	4	3	THE LITTLE OLD MILL	Irwin Dash	Shapiro-Bernstein
5	6	3	AN APPLE BLOSSOM WEDDING	Campbell-Connelly	Shapiro-Bernstein
8	7	4	MY FIRST LOVE, LAST LOVE AND ALWAYS	Irwin Dash	*
14	9	5	GUILTY	Francis Day	Feist
23	16	6	DEAR OLD DONEGAL	Leeds	Leeds
3	12	7	PEG O' MY HEART	Ascherberg	Robbins
12	11	8	A GARDEN IN THE RAIN	Campbell-Connelly	Melrose
13	8	9	CHI-BABA, CHI-BABA	Sun	Oxford
1	—	9	BOW BELLS	Kassner	*
1	—	10	CHRISTMAS DREAMING (A Little Early This Year)	Leeds	Leeds
20	13	11	ON THE OLD SPANISH TRAIL	Peter Maurice	Peter Maurice
7	15	12	MY LOVELY WORLD AND YOU	Cinephonic	*
5	17	13	THAT'S MY DESIRE	Feldman	Mills
3	14	14	FEUDIN' AND FIGHTIN'	Chappell	Chappell
2	20	15	DOWN SWEETHEART AVENUE	Francis Day	*
44	19	16	ANNIVERSARY SONG	Campbell-Connelly	Mood
15	10	17	I BELIEVE	E. H. Morris	Sinatra Songs

* 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 CMS	Rank Order According to GVT	SONG	Rank Order According to CMS	Rank Order According to GVT
NEAR YOU	1	1	ALL MY LOVE	16	—
I WONDER WHO'S KISSING HER NOW	2	10	THE STARS WILL REMEMBER	17	—
AN APPLE BLOSSOM WEDDING	3	4	THE STORY OF SORRENTO	18	—
I WISH I DIDN'T LOVE YOU SO	4	9	KOKOMO, INDIANA	19	8
WHITE CHRISTMAS	5	—	PEG O' MY HEART	20	2
HOW SOON?	6	5	NAUGHTY ANGELINE	—	6
WHEN YOU WERE SWEET SIXTEEN	7	7	I HAVE BUT ONE HEART —AND MIMI	—	11
CIVILIZATION	8	—	CHI-BABA, CHI-BABA	—	12
THAT'S MY DESIRE	9	—	TWO LOVES HAVE I	—	13
YOU DO	10	3	TOO FAT POLKA	—	15
SERENADE OF THE BELLS	11	—	ALMOST LIKE BEING IN LOVE	—	16
SO FAR	12	—	KATE	—	17
CHRISTMAS DREAMING	13	—	SMOKE, SMOKE, SMOKE (That Cigarette)	—	18
A FELLOW NEEDS A GIRL	14	—	DON'T YOU LOVE ME ANYMORE?	—	19
ANNIVERSARY SONG	15	14			20

more Pay Dirt with Mercury



SNOOKY LANSON

and George Siravo's Orch.
Celebrity No. 5082

"YOU'RE TOO DANGEROUS CHERIE"
"WHY DOES IT HAVE TO RAIN ON SUNDAY"



TED WEEMS

and His Orchestra Celebrity No. 5083

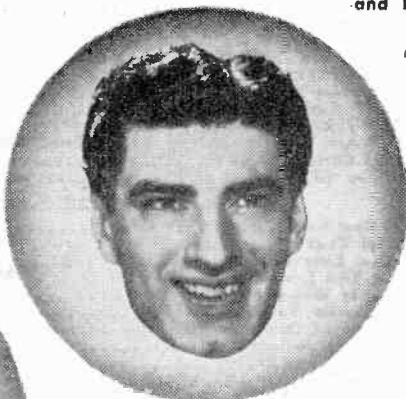
"THE SECRETARY SONG"
"AT THE CANDLE LIGHT CAFE"



DICK "TWO TON" BAKER

and His Music Makers Celebrity No. 5079

"TOO FAT POLKA"
"WITH A HEY AND A HI AND A HO HO HO"



HARRY COOL

and His Orchestra Celebrity No. 5080

"PASS THAT PEACE PIPE"
"I WOULDN'T BE SURPRISED"



TINY HILL

and His Orchestra Mercury No. 6070

"AULD LANG SYNE"
"SEND ME YOUR LOVE FOR CHRISTMAS"



WALLY FOWLER

and His Georgia Clodhoppers Mercury No. 6069

"I CAN'T GO ON LIVING THIS WAY"
"SHUT OFF FROM THE WORLD"



GENE AMMONS

and His Orchestra Mercury No. 8062

"McDOUGAL'S SPROUT"
"HOLD THAT MONEY"



BILL SAMUELS

and The Cats'n Jammer Three Mercury No. 8064

"ONE FOR THE MONEY"
"IF I HAD ANOTHER CHANCE"



MERCURY RECORDS

839 SOUTH WABASH AVENUE, CHICAGO 5, ILLINOIS

Decca Headliners

SISTER ROSETTA THARPE



Record available at 8 sides
THAT'S SHOUT
Fox t
Luck
orch
Tha
DIDN
STRE
Voc
bas
Ro
Kn

Latest Decca releases include:

FORGIVE ME LORD AND TRY ME ONE MORE TIME
JESUS YOU TAUGHT ME HOW TO SMILE
Decca record #48021

GOD DON'T LIKE IT WHAT IS THE SOUL OF MAN
Decca record #48022

LET THAT LIAR ALONE WHAT'S THE NEWS
Decca record #48023

NOBODY KNOWS, NOBODY CARES THE DEVIL HAS THROWN HIM DOWN
Decca record #48024

Above records (48021-48024) included in Decca album #527, 8 sides, 10 inch, \$3.75

DIDN'T IT RAIN STRETCH OUT
With Marie Knight and Sam Price Trio.
Decca record #48054, 75¢

THAT'S ALL SHOUT, SISTER, SHOUT!
With Lucky Millinder and his orchestra.
Decca record #48057, 75¢

THE BROOKS BROS.

A Great New Vocal Group

Latest Decca releases include:

FOOL THAT I AM YOU'RE GONNA MAKE A WONDERFUL SWEETHEART
(For Somebody Else)

Vocal with instrumental accompaniment.
Decca record #48049, 75¢

MICKY IS IT TOO LATE
Vocal with Billy Kyle quartet.
Decca record #24267, 75¢

Prices do not include federal, state or local taxes.

EXCLUSIVELY ON
DECCA RECORDS

The Billboard MUSIC POPULARITY CHARTS

PART III

Radio Popularity

Week Ending November 21



SONGS WITH GREATEST RADIO AUDIENCES

(Beginning Friday, November 14, 8 a.m., and ending Friday, November 21, 8 a.m.)

Tunes listed have the greatest audiences on programs heard on network stations in New York, Chicago and Los Angeles. List is based upon John G. Peatman's Audience Coverage Index. The index is projected upon radio logs made available to Peatman's ACI by the Accurate Reporting Service in New York, Radio Checking Service in Chicago, Radio Checking Service in Los Angeles. Listed are the top 30 (more in the case of ties) tunes alphabetically. The music checked is preponderantly (over 60 per cent) alive. (F) Indicates tune is from a film; (M) indicates tune is from a legitimate musical; (R) indicates tune is available on records. In each instance, the licensing agency controlling performance rights on the tune is indicated. The feature is copyrighted 1947 by the office of Research, Inc., 3470 Broadway, New York 31, N. Y. No reference may be made to any of this material except in trade papers; no other use is permitted; no radio broadcasts utilizing this information may be aired. Infringements will be prosecuted.

The Top 30 Tunes (plus ties)

Title	Publishers	Lic. By
All My Love (R)	Harms, Inc.	ASCAP
An Apple Blossom Wedding (R)	Shapiro-Bernstein	ASCAP
—And Mimi (R)	Shapiro-Bernstein	ASCAP
Ballerina (R)	Jefferson	ASCAP
Chickasaw Limited (R)	Chas. K. Harris	ASCAP
Christmas Dreaming (R)	Leeds	ASCAP
Civilization (R)	E. H. Morris	ASCAP
Feudin' and Fightin' (R)	Chappell	ASCAP
Forgiving You (R)	Mellin	BMI
Fun and Fancy Free (F) (R)	Santly-Joy	ASCAP
Golden Earrings (F) (R)	Paramount	ASCAP
Gonna Get a Girl (R)	Miller	ASCAP
How Soon (R)	Supreme	ASCAP
I Wish I Didn't Love You So (F) (R)	Paramount	ASCAP
I Wonder Who's Kissing Her Now (F) (R)	E. B. Marks	BMI
My Rancho Rio Grande (R)	Criterion	ASCAP
Near You (R)	Supreme	ASCAP
On the Avenue (R)	Leeds	ASCAP
Papa Won't You Dance With Me (M) (R)	E. H. Morris	ASCAP
Peggy O'Neil (R)	Feist	ASCAP
Serenade of the Bells (R)	Melrose	ASCAP
Sipping Cider by the Zuyder Zee (R)	Bloom	ASCAP
So Far (M) (R)	Williamson	ASCAP
The Best Things in Life Are Free (R)	Crawford	ASCAP
The Stanley Steamer (F) (R)	Harry Warren	ASCAP
The Whiffenpoof Song (R)	Miller	ASCAP
Those Things Money Can't Buy (R)	Robbins	ASCAP
What Are You Doing New Year's Eve? (R)	Famous	ASCAP
White Christmas (R)	Berlin	ASCAP
You Do (F) (R)	Bregman-Vocco-Conn	ASCAP

Remaining 22 Songs of the Week

A Fellow Needs a Girl (M) (R)	Williamson	ASCAP
A Girl That I Remember (R)	BMI	BMI
Almost Like Being in Love (M) (R)	Sam Fox	ASCAP
Don't You Love Me Anymore? (R)	Oxford	ASCAP
Home Is Where the Heart Is (R)	Advanced	ASCAP
How Lucky You Are (R)	Peter Maurice	ASCAP
I Have But One Heart (R)	Barton	ASCAP
I Still Get Jealous (M) (R)	E. H. Morris	ASCAP
If It's True (R)	American Academy	ASCAP
Kokomo, Indiana (F) (R)	Bregman-Vocco-Conn	ASCAP
Let's Be Sweethearts Again (R)	Campbell-Porgie	BMI
Made for Each Other (R)	Peer	BMI
My How the Time Goes By (R)	Chappell	ASCAP
Naughty Angelina (R)	George Simon	ASCAP
Put Yourself in My Place Baby (R)	Burke-Vau Heusen	ASCAP
The Freedom Train (R)	Berlin	ASCAP
The Lady From 29 Palms (R)	Martin	ASCAP
The Stars Will Remember (R)	Harms, Inc.	ASCAP
They're Mine, They're Mine, They're Mine	Sinatra Songs	ASCAP
Too Fat Polka (R)	Shapiro-Bernstein	ASCAP
When You Were Sweet Sixteen (R)	Shapiro-Bernstein	ASCAP
With a Hey and a Hi and a Ho Ho Ho (R)	Bourne	ASCAP

RECORDS MOST-PLAYED ON THE AIR

Records listed here in numerical order are those played over the greatest number of record shows. List is based on replies from weekly survey among 1,200 disk jockeys throughout the country. Unless shown in this chart, other available records of tunes listed here will be found in the Honor Roll of Hits, Music Popularity Chart, Part I. (F) indicates tune is from a film; (M) indicates tune is from a legit musical.

Weeks Last to date	This Week	POSITION	Title	Publisher	Lic. By
17	1	1.	NEAR YOU	Francis Craig	Bullet 1001—ASCAP
4	11	2.	BALLERINA	Vaughn Monroe (Vaughn Monroe)	Victor 20-2433—ASCAP
5	3	3.	TOO FAT POLKA (I Don't Want Her, You Can Have Her, She's Too Fat for Me)	Arthur Godfrey	Columbia 37921—ASCAP
3	12	4.	GOLDEN EAR-RINGS (F)	Peggy Lee (Dave Barbour Ork)	Capitol 15009—ASCAP
7	8	5.	HOW SOON (Will Jack Owens (Eddie Ballantine Ork) I Be Seeing You)	Mercury 3072; Jack Pina Ork (Harry Pine), MGM 10085; Dinah Shore (Sonny Burke Ork), Columbia 37932; Charite Spivak Victor 20-2585	Tower 1258—ASCAP
4	5	6.	YOU DO (F)	Margaret Whiting (Frank DeVol Ork)	Capitol 438—ASCAP
8	2	7.	I WISH I DIDN'T LOVE YOU SO (F)	Dinah Shore (Sonny Burke Ork)	Columbia 37506—ASCAP
10	6	8.	I WISH I DIDN'T LOVE YOU SO (F)	Vaughn Monroe (Vaughn Monroe-Moon Maids)	Victor 20-2294—ASCAP
10	9	9.	I WISH I DIDN'T LOVE YOU SO (F)	Betty Hutton (Joe Lilley Ork)	Capitol 409—ASCAP
4	10	10.	YOU DO (F)	Vic Damone (Jerry Gray Ork)	Mercury 5056—ASCAP
11	9	11.	NEAR YOU	Alvino Rey (Jimmy Joyce)	Capitol B-452—ASCAP
7	14	12.	NEAR YOU	Larry Green	Victor 20-2421—ASCAP
5	4	13.	YOU DO (F)	Dinah Shore (Sonny Burke Ork)	Columbia 37587—ASCAP
2	—	14.	I WISH I DIDN'T LOVE YOU SO (F)	Dick Haymes	Decca 23977—ASCAP

(Continued on page 172)



*Ray
Bloch*



*Johnny
Long*



*Anita
O'Day*



*Alan
Dale*



*Connie
Haines*

**The brightest stars
shine on**

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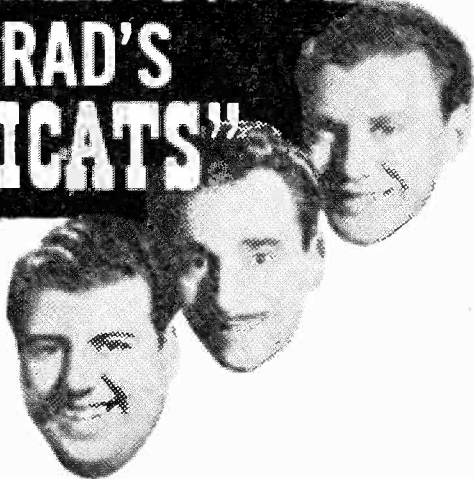
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UNIVERSAL'S ORIGINATORS

OF THE "PEG O' MY HEART" SENSATION . . .

U-4 "MY GAL SAL" "I LOVE YOU"



Ellen White

PAUL WHITEMAN'S NEW DISCOVERY

U-5 "THE MAN I LOVE" "AMONG MY SOUVENIRS"

RALPH MARTIERE

First in UNIVERSAL'S Cosmopolitan Series

U-8 "SWEET AND LOVELY" "SILENT NIGHT" and "ADESTE FIDELIS"

JOHNNY "Seat" DAVIS

First Recording of Hollywood's Theme Song

U-17 "HOORAY FOR HOLLYWOOD" "HOW CAN YOU PRETEND?"

GLORIA VAN and THE VANGUARDS

A Gal, Three Guys and a Great Hit . . .

U-34 "ALL DRESSED UP WITH A BROKEN HEART" B/W "CINDY"

FLASH AND WHISTLER

THE CLOSEST HARMONY THIS SIDE OF THE OZARKS

U-6 "NEAR YOU" "THAT'S MY DESIRE"



Universal Records, Inc.

Chicago

TWENTY NORTH WACKER DRIVE

WHERE RECORDING STARS ARE BORN!

The Billboard MUSIC POPULARITY CHARTS

Retail Record Sales

PART IV

Week Ending November 21

BEST-SELLING POPULAR RETAIL RECORDS

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

POSITION	Weeks Last to date	This Week	Record Title	Artist	Label
1	1	1	NEAR YOU	Francis Craig	Bullet 1001
2	2	2	BALLERINA	Vaughn Monroe	Victor 20-2433
3	3	3	I WISH I DIDN'T LOVE YOU SO (F)	Vaughn Monroe (Vaughn Monroe-Moon Maids)	Victor 20-2294
4	4	4	NEAR YOU	Larry Green	Victor 20-2421
5	7	5	TOO FAT POLKA (I Don't Want Her, You Can Have Her, She's Too Fat for Me)	Arthur Godfrey	Columbia 3792
6	6	6	HOW SOON (Will I Be Seeing You)	Jack Owens (Eddie Ballantine Ork)	Tower 1258
7	12	7	CIVILIZATION	Andrews Sisters-Danny Kaye	Decca 23940
8	8	8	YOU DO (F)	Vaughn Monroe (Moon Maids)	Victor 20-2361
9	5	9	NEAR YOU	Andrews Sisters (Vic Schoen Ork)	Decca 24171
10	10	9	YOU DO (F)	Margaret Whiting (Frank DeVol Ork)	Capitol 438
11	14	10	CIVILIZATION	Louis Prima (Louis Prima Ork)	Victor 20-2400
12	1	11	GOLDEN EARRINGS (F)	Peggy Lee (Dave Barbour Ork)	Capitol 15009
13	9	11	THE WHIFFENPOOF SONG	Bing Crosby (Fred Waring and His Glee Club)	Decca 23990
14	2	12	SERENADE OF THE BELLS	Sammy Kaye (Don Cornell-Choir)	Victor 20-2372
15	4	13	I WISH I DIDN'T LOVE YOU SO (F)	Dinah Shore (Sonny Burke Ork)	Columbia 37506
16	11	14	HOW SOON (Will I Be Seeing You)	Vaughn Monroe (Vaughn Monroe-Moon Maids)	Victor 20-2523
17	4	11	I WISH I DIDN'T LOVE YOU SO (F)	Dick Haymes	Decca 23977
18	3	13	YOU DO (F)	Bing Crosby-Carmen Cavallaro	Decca 24101

BEST-SELLING POPULAR RECORD ALBUMS

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

POSITION	Weeks Last to date	This Week	Album Title	Artist	Label
1	1	1	Merry Christmas Album	Bing Crosby	Decca A-550
2	5	2	Dorothy Shay (The Park Avenue Hillbilly) Goes to Town	Dorothy Shay	Columbia C-155
3	1	3	Merry Christmas Music	Perry Como	Victor P-161
4	16	2	Al Jolson	Al Jolson	Decca 575
5	6	3	Glenn Miller Masterpieces (Volume II)	Glenn Miller	Victor P-189
6	32	4	Dorothy Shay (The Park Avenue Hillbilly) Sings Album	Dorothy Shay	Columbia C-119

BEST-SELLING RECORDS BY CLASSICAL ARTISTS

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

POSITION	Weeks Last to date	This Week	Record Title	Artist	Label
1	2	1	Chopin's Polonaise	Jose Iturbi	Victor 11-8848
2	112	1	Clair De Lune	Jose Iturbi	Victor 11-8851
3	85	3	Jalousie	Boston Pops; Arthur Fiedler, conductor	Victor 12160
4	101	4	Warsaw Concerto	Boston Pops; Arthur Fiedler, conductor; Leo Litwin, pianist	Victor 11-8863
5	20	5	Bluebird of Happiness	Jan Peerce	Victor 11-9007

BEST-SELLING RECORD ALBUMS BY CLASSICAL ARTISTS

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

POSITION	Weeks Last to date	This Week	Album Title	Artist	Label
1	118	1	Rhapsody in Blue	Oscar Levant, Philadelphia Ork; Eugene Ormandy conductor	Columbia X-251
2	30	3	Rhapsody in Blue	Paul Whiteman	Signature GP-1
3	63	2	Rachmaninoff Concerto No. 2 in C Minor	Artur Schnabel, pianist; NBC Ork; Vladimir Golschmann, conductor	Victor 1075
4	43	3	Tchaikowsky Nutcracker Suite	Eugene Ormandy, conductor; Philadelphia Ork	Victor DM-1020
5	8	5	Khachaturian; Gayne-Ballet Suite	New York Symphony Ork; Elven Kurtz, conductor	Columbia MM-664

The **Billboard** MUSIC POPULARITY CHARTS
Juke Box Record Plays

PART V
 TRADE SERVICE FEATURE

Week Ending November 21

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	Weeks Last Week	This Week	Record	Label
13	1	1	1. NEAR YOU Francis Craig.....	Bullet 1001
10	2	2	2. I WISH I DIDN'T LOVE YOU SO (F)..... Vaughn Monroe (Moon Maids).....	Victor 20-2294
4	6	3	3. TOO FAT POLKA (I Don't Want Her, You Can Have Her, She's Too Fat for Me)..... Arthur Godfrey.....	Columbia 37921 (Blue Barron, MGM 10106)
9	4	4	4. NEAR YOU Andrews Sisters (Vic Schoen Ork).....	Decca 24171
4	10	5	5. BALLERINA Vaughn Monroe (Vaughn Monroe).....	Victor 20-2433
8	5	6	6. NEAR YOU Larry Green.....	Victor 20-2421
6	3	7	7. MICKEY Ted Weems.....	Mercury 5062 (Air Lane Trio, DeLuxe 1119; Blue Barron, MGM 10106; Dennis Day (Charles Dant Ork), Victor 20-2551; Tiny Hill, Columbia 37987; Lee Monti's Tu-Tones, Aristocrat 501)
4	5	8	8. HOW SOON (Will I Be Seeing You)..... Jack Qwens (Eddie Ballantine Ork).....	Tower 1258
4	—	9	9. I WISH I DIDN'T LOVE YOU SO (F)..... Dinah Shore (Sonny Burke Ork).....	Columbia 37506
16	7	9	9. I WONDER WHO'S KISSING HER NOW (F)..... Ted Weems-Perry Como.....	Decca 25078 (Glenn Davis, Skating Rhythms SR-239; Jack McLean Ork-Wayne Gregg, Coast 8013; Phil Reed, Dance-Tone 119; Jean Sablon (Toots Camarata Ork), Victor 25-0101; Jerry Cooper, Diamond 2082; D'Artega Ork, Sonora 2012; The Dinning Sisters, Capitol 433; Bobby Doyle, Signature 15057; The Hollywood Rhythmaires, Hollywood Rhythms 1552; Ray Noble, Columbia 37544; The Four Vagabonds, Apollo 1055; Foy Willing, Majestic 6013; Marshall Young, Rainbow 10002; Frank Froeba, Decca 23602; Joe Howard, DeLuxe 1036; Joseph Littau Ork, Pilotone 5132; Ben Yost Singers, Sonora 1084; Danny Kaye, Decca 24110; Larry Vincent, Pearl 15)
3	8	9	9. YOU DO (F)..... Bing Crosby-Carmen Cavallaro.....	Decca 24101
4	5	9	9. YOU DO (F)..... Vaughn Monroe (Vaughn Monroe-Moon Maids).....	Victor 20-2361
4	10	10	10. I WISH I DIDN'T LOVE YOU SO (F)..... Dick Haymes.....	Decca 23977
1	—	11	11. CIVILIZATION Andrews Sisters-Danny Kaye.....	Decca 239440
3	12	12	12. HOW SOON (Will I Be Seeing You)..... Bing Crosby-Carmen Cavallaro.....	Decca 24101
1	—	12	12. HOW SOON (Will I Be Seeing You)..... Vaughn Monroe (Vaughn Monroe-Moon Maids).....	Victor 20-2523
1	—	13	13. YOU DO (F)..... Vic Damone (Jerry Gray Ork).....	Mercury 5056
2	14	13	13. YOU DO (F)..... Margaret Whiting (Frank DeVol Ork).....	Capitol 438
4	12	14	14. NEAR YOU Two Ton Baker.....	Mercury 5066
7	—	15	15. I HAVE BUT ONE HEART Vic Damone.....	Mercury 5053 (Tex Beneke-Miller Ork (Garry Stevens-The Moonlight Serenaders), Victor 20-2424; Phil Brito, Musicraft 456; Carmen Cavallaro, Decca 24154; Gay Claridge Ork (Thelma Gracen), Future F-105; Monica Lewis (Ray Block Ork), Signature 15130; Gordon MacRae, Musicraft 15069; The Pied Pipers (The Ernie Pillice Quintet), Capitol B-460; Frank Sinatra (Axel Stordahl Ork), Columbia 37554)

MOST-PLAYED JUKE BOX FOLK RECORDS

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

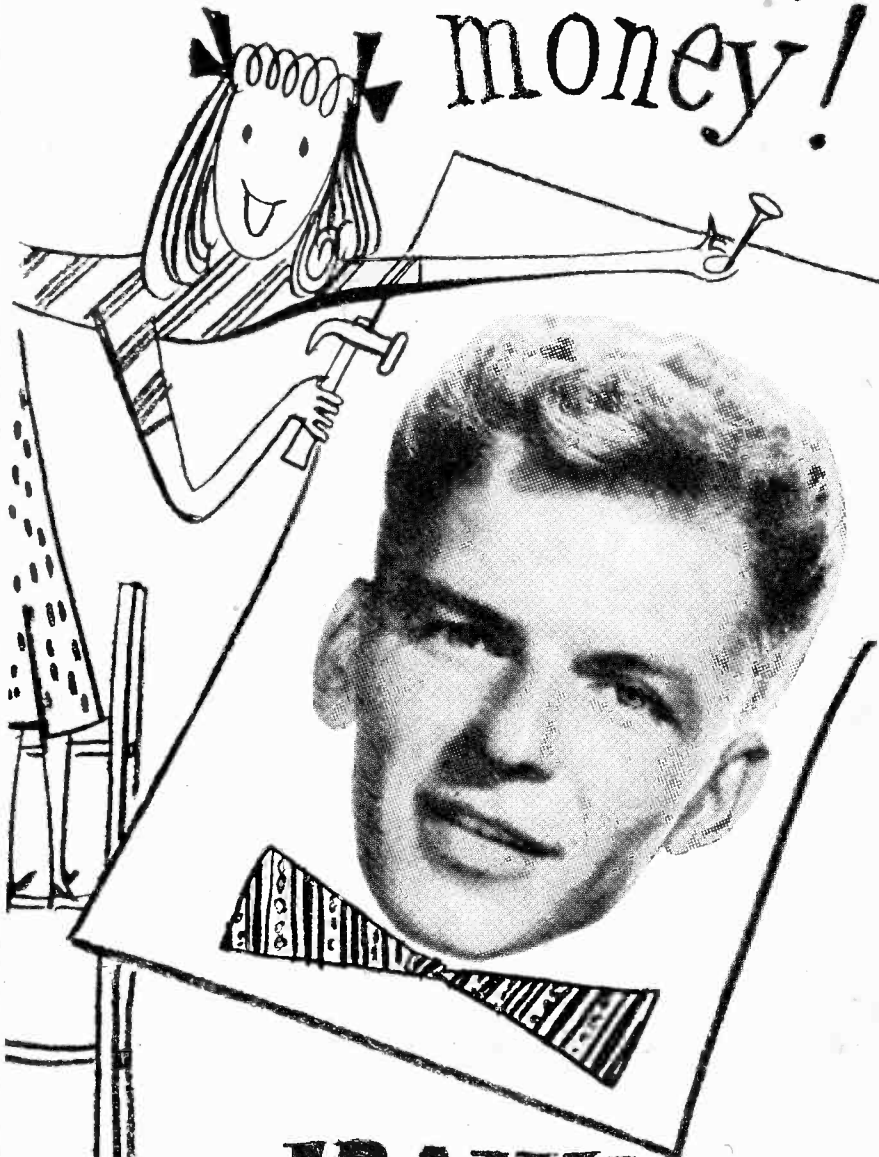
POSITION	Weeks Last Week	This Week	Record	Label
15	1	1	1. I'LL HOLD YOU IN MY HEART (Till I Can Hold You in My Arms)..... Eddy Arnold and His Tennessee Plowboys.....	Victor 20-2332
4	3	2	2. TO MY SORROW..... Eddy Arnold and His Tennessee Plowboys.....	Victor 20-2481
27	2	3	3. IT'S A SIN..... Eddy Arnold and His Tennessee Plowboys.....	Victor 20-2241
2	4	4	4. NEVER TRUST A WOMAN..... Red Foley (The Cumberland Valley Boys).....	Decca 46074
23	5	5	5. SMOKE! SMOKE! SMOKE! (That Cigarette)..... Tex Williams Western Caravan (Tex Williams-Trio).....	Capitol Americana 40001

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 Last Week	This Week	Record	Label
14	2	1	1. BOOGIE WOOGIE BLUE PLATE SNATCH AND GRAB IT..... Louis Jordan.....	Decca 24104
8	1	2	2. SNATCH AND GRAB IT..... Julia Lee and Her Boy Friends (Julia Lee).....	Capitol Americana 40028
2	—	3	3. EARLY IN THE MORNING..... Louis Jordan.....	Decca 24155
9	—	4	4. HE'S A REAL GONE GUY..... Nellie Lutcher.....	Capitol Americana 40017
5	5	5	5. LOOK OUT..... Louis Jordan.....	Decca 24155

Here's one for the money!



FRANK SINATRA
 SINGING

"THE DUM DOT SONG"

(I Put The Penny in The Gum Slot)

with The Pied Pipers

(by special arrangement with Capitol Records, Inc.)

Orchestra under the direction of Axel Stordahl

"IT ALL CAME TRUE"

accompanied by Alvy West and the Little Band

COLUMBIA 37966

HEAR THE GREAT ARTISTS AT THEIR BEST ON

Columbia Records

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



HOLLYWOOD PALLADIUM
SOUTHERN CALIFORNIA ENTERPRISES, INC.
5311 BERRY BOULEVARD - HOLLYWOOD, CALIFORNIA - PHONE HOLLYWOOD 7333
November 10, 1947

Mr. Harry James
Beverly Hills
California

Dear Harry:

Re: Palladium Engagement

On behalf of the staff at the Palladium and my associates, I want to offer to you our appreciation for the wonderful cooperation you and the members of the orchestra afforded us.

I know you will be pleased to hear that your opening night attendance record is among the highest reached at the Palladium.

The consistent good business you brought to the Palladium for the six weeks is ample proof that you are maintaining your status as the number one band in the country.

I sincerely hope you will be able to bring back the music makers for a return engagement in the near future.

Sincerely yours,
HOLLYWOOD PALLADIUM
By Harry James
President

HEAR *Harry James*

on Columbia Record #3-7955

"WHITE CHRISTMAS"

Direction
MCA

Personal Management
FRANK "PEE WEE" MONTE

VITA *acoustic* house of harmonica hits
"LIVING SOUND"

presents

LEO DIAMOND

Harmonicartist

in 4 sensational songs

9A "MY SIN"

9B "THEY CALLED IT DIXIELAND"

11A "DONKEY SERENADE"

11B "TONIGHT YOU BELONG TO ME"

ACCLAIMED FROM COAST TO COAST BY
DISC JOCKEYS, JUKE BOX OPERATORS
AND RECORD DEALERS AS

A TREMENDOUS SUCCESS

VITA *acoustic*
"LIVING SOUND"

CHICAGO · NEW YORK · HOLLYWOOD
OFFICES AND STUDIOS, 42nd Floor
20 N. Wacker Drive, Chicago 6, Ill.

The Billboard

MUSIC POPULARITY CHARTS

PART VI

Record Possibilities

Week Ending
November 31

TRADE SERVICE FEATURE

THE BILLBOARD PICKS:

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

I'M A-COMIN' A-COURTIN' CORA- Eddy Howard Ork.....Majestic 1170

BELLE
New catchy pseudo-outline done in a slick manner by disk-seller Eddy Howard which should attract just as many city folks as it should away out yonder on the prairie jukes. Flip is a pretty ballad given the sugar treatment by balladeer Howard tabbed "I'll Be There."

OOH! LOOK-A-THERE, AIN'T SHE Buddy Greco and His Three Sharps...
PRETTY.....Musicraft 515

Musicraft hasn't sprung any sleepers in the longest time, but this little item with the newly found Buddy Greco group has been picking up sizable action in the Philly area and looks to spread from there. Boys sing a fine unison jump version of "Ooh!" with a rumble beat background that will get the feet moving and the shoulders oomping back and forth.

SONG OF NEW ORLEANS.....Larry Green Orchestra.....Victor 20-2560

A Mardi Gras song that holds the melodic spirit of New Orleans festivity gets a commercially-hewed treatment by the Green ork with a little touch of the "Near You" riff. Publisher push on this could move it fine. Flip is the promising "Gonna Get a Girl" ballad which is set for big-time exploitation drive.

IF I HAD A MATCH.....Louis Prima Orchestra....Victor 20-2609

Here's a tune started off on the air by Al Jolson but Prima's out first with the disk and gets the current nod (backing is "Too Fat Polka," which is due fast to capitalize on Arthur Godfrey's Columbia overpour demand). The "Match" ballad is one of the freshest "nicest little" ditties of the year. Should be a cinch smash! Sinatra version is due soon on Columbia and mebbe Jolson for Decca.

THE DISK JOCKEYS PICK:

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

1. THE GENTLEMAN IS A DOPE...Jo Stafford (Paul Weston Ork).....Capitol 15007
2. PAPA, WON'T YOU DANCE WITH ME?.....Doris Day (Lou Bring Ork).....Columbia 37931
3. PASS THE PEACE PIPE.....Margaret Whiting (The Chiefs-Frank DeVol Ork).....Capitol 15010
4. TWO LOVES HAVE I.....Frankie Laine (Carl Fischer Ork).....Mercury 5064
5. I'LL DANCE AT YOUR WEDDING.....Peggy Lee (Dave Barbour Ork).....Capitol 15009
6. I HAVE BUT ONE HEART.....Vic Damone.....Mercury 5053
7. MY, HOW THE TIME GOES BY.....Hal Derwin (Hal Derwin-The Hi-Liners).....Capitol 469
8. GOLDEN EARRINGS.....Dinah Shore (Sonny Burke Ork).....Columbia 37932
9. MICKEY.....Ted Weems Ork.....Mercury 5062
10. SO FAR.....Frank Sinatra (Axel Stordahl Ork).....Columbia 37883

THE RETAILERS PICK:

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

1. MICKEY.....Ted Weems Ork.....Mercury 5062
2. WHITE CHRISTMAS.....Bing Crosby.....Decca B-23778
3. TONIGHT BE TENDER TO ME.....Vaughn Monroe.....
4. PAPA, WON'T YOU DANCE WITH ME?.....Doris Day (Lou Bring Ork).....Columbia 37931
5. SUGAR BLUES.....Johnny Mercer (Paul Weston Ork).....Capitol B-448
6. HARMONY.....Johnny Mercer and King Cole Trio.....Capitol 15000
7. I'LL DANCE AT YOUR WEDDING.....Tony Martin (Earl Hagen Ork).....Victor 20-2512
8. DON'T YOU LOVE ME ANY MORE?.....Jose Melis Ork.....Mercury 5070
9. DON'T YOU LOVE ME ANY MORE?.....Freddy Martin (Clyde Rogers-The Martin Men).....Victor 20-2473
10. LOVE FOR LOVE.....Vaughn Monroe (Vaughn Monroe).....Victor 20-2514

THE OPERATORS PICK:

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

1. SUGAR BLUES.....Johnny Mercer (Paul Weston Ork).....Capitol B-448
2. I'M A LONELY LITTLE PE-TUNIA.....Two-Ton Baker.....Mercury 50662
3. A TUNE FOR HUMMING.....Eddy Howard.....Majestic 1177
4. DON'T YOU LOVE ME ANY MORE?.....Freddy Martin (Clyde Rogers-The Martin Men).....Victor 20-2473
5. SO FAR.....Perry Como (Russ Case Ork).....Victor 20-2402
6. I LOVE YOU, YES I DO.....Bull Moose Jackson.....King 4181
7. GOLDEN EARRINGS.....Peggy Lee (Dave Barbour Ork).....Capitol 15009
8. HAND IN HAND.....Sammy Kaye (Lauva Leslie-Don Cornell).....Victor 20-2482
9. DREAM AGAIN.....Sammy Kaye (The Three Kaydets).....Victor 20-2524
10. I STILL GET JEALOUS.....Three Suns.....Victor 20-2469

The Billboard
MUSIC POPULARITY CHARTS

PART VII

Record Reviews

Week Ending November 21

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.

VAUGHN MONROE (Victor 20-2528)

Nina Nana—FT; VC.
Nahalani Papa Do—FT; VC.
Vaughn Monroe, with the Moon Maids adding vocal harmonies and hums, gives his usual full-voiced interpretation to two songs that have their roots on foreign soil. The maestro's virile chanting, framed by the smooth band harmonies sparked by strings and celeste, makes for greater effectiveness for "Nina Nana," an Italian folk song of baby-go-to-sleep design. Monroe sings it feelingly in the slow ballad tempo with the Moon Maids stepping up the beat to give the wordage a contrasting rhythmic bounce. For the flip, it's vigorous singing and playing for a rhythmic South Seas hula novelty in "Nahalani Papa Do," which spins out with a pronounced dance urge.

"Nina Nana" is the song possibility to make for possible phono play.

AMBROSE (London 108)

Swing Low Sweet Clarinet—FT; VC.
Dance of the Potted Puppet—FT.

His music making marked by a definitive precision without taking away from the depth of the music, English maestro Ambrose demonstrates a cohesion in instrumental blend that is rarely attained by dance bands. Moreover, the dance beats are ever sharply defined with a cleavage as clean as the playing. This is especially pronounced in the whimsical "Potted Puppet," which features the clarinet playing of Carl Barritteau, and makes for an excellent example of precision playing even if the composition is without melodic virtues. Just as interesting is the Ambrose fashioning of "Swing Low Sweet Clarinet," again displaying for the slow spin the hyper-sophistication of his pert Piccadilly rhythms and featuring the broad and rich tones in the lower register of the clarinet by Reginald Kell. An attractive mood melody, all too little is heard from the clarinet. Instead, it's a male quartet singing it in unison for the melancholy mood melody with the clarinet carrying a somber obbligato.

Pleasant plattering but hardly for coinage.

BUDDY GRECO (Musicraft 515)

Oooh! Look-a There, Ain't She Pretty?—FT; V.
Don't You Think I Ought To Know?—FT; V.

Buddy Greco, piping to his own pianology, with guitar and bass making for his Three Sharps, adds up to a trio unit for the records. And on this starting side, the lad and his buddies add up to a bell-ringer. With a flair for rhythmic styling and a baritone quality that sounds like King Cole, Mel Tormé, Billy Eckstine and company but as individual as the others, Greco gives it a likable lilt for the tuneful and catchy "Ain't She Pretty?" rhythm ditty. And with the other Sharps adding vocal riffs in the background along with the intimate weaving of the instrumental figures, Greco threatens to inspire a deepening wave of enthusiasm for himself. Moreover, the song styling spins as true for the ballad, selling it just as strong for "Ought To Know" with piano-guitar-bass noodlings laying down a smartly tailored rhythmic pattern.

Tune and treatment will attract coin attention to this new unit for "Ain't She Pretty?"

SET SVANHOLM (Victor 11-9791)

By the Silent Herd—V.
Prize Song—V.

A Wagnerian tenor who bowed with the Metop last year, Set Svanhholm makes an auspicious disk debut here singing two everlasting favorites from "Die Meistersinger." Singing in German, with full dramatic power that is keyed to every lyrical nuance of the Wagnerian text, Svanhholm takes both songs in stride with ease. Frieder Weissman, conducting the RCA Orchestra, provides effective accompaniment. Record is a 12-incher.

For the Wagnerian music fans.

FRANZEN AND ERIKSSON (Signature F-5012)

Pinets Bond Vals—W.
Emmy's Favorite—FT.

The accordion squeezings of Franzen and Eriksson, with guitar strums to spark the rhythmic beat, spin out with the old country flavor for two Scandinavian folk dance melodies. It's a lilting waltz melody for "Pinets Bond Vals" and music for the lively schottish dancing in "Emmy's Fa-

vorite." No fuss or frills in their playing, counting on the simple exposition of the folk melodies to sell the spinning.

Folk dance dinking that will find better response in home play.

CARMEN CAVALLARO (Decca 24141)

White Christmas—FT.
Silent Night—W.

The soft ivory gloss that Carmen Cavallaro gives the keyboard as he styles it in full melodic fashion fares well for these holiday songs. With rhythm accompaniment and at a moderate tempo, he gives full melodic flavor to "White Christmas." For "Silent Night," Cavallaro strokes the black and whites with spiritual feeling, enhanced by the organ-like harmonies of the strings and woodwinds.

For the holiday play at home.

DINAH WASHINGTON (Mercury 8061)

There's Got To Be a Change—FT; VC.
Early in the Morning—FT; VC.

The gutty drive of Dave Young's five-some pushes ex-Hampton chirp Dinah Washington to a solid race effort in "There's Got To Be a Change." Dinah shouts the groovy lyrics, with some torrid alto, tenor and trumpet saxes interspersed to keep the pace of the side at a peak. Flipover is an earthy blues, with Rudy Martin's guitar, bass and piano combo doing the backing. Lyric is chief asset of the tune, with la Washington relating her sad experience after a big night.

Fair race interest in this pairing.

PATTI PAGE (Mercury 5078)

I Feel So Smoochie—FT; VC.
I'm Sorry I Didn't Say I'm Sorry—FT; VC.

Torchy Patti Page knocks off another pair of formidable sides, aimed at listeners who like their music limpid and soulful, with George Barnes, the ace radio guitarist, doing a Les Paul job of backing with his trio. Blend of Barnes' original guitar fingering and the Page delivery makes these sides the best effort by the ex-Jimmy Joy chantress yet. "Smoochie," a Phil Moore novelty, carries a lyric that should hit with those under 25, while the reverse should take care of listeners past that age bracket. Echo effect on the guitar enriches both sides plenty.

A twosome that will push the Page stock upward.

JUMP JACKSON (Aristocrat 402)

Hey! Pretty Mama—FT; VC.
The Greatest Mistake—FT; VC.

"Hey! Pretty Mama" is one of those contagious choruses race ditties, with the entire combo joining shouter Benny Kelly for a unison job that should make for a click disk. Jump Jackson's jazz combo blows up a swing storm to help the side along. On the reverse, the Jackson five-some gets mellow to augment Melrose Colbert's moody chanting of "The Greatest Mistake." Melody is torrid ballad type, but lyrics lack the easy structure that makes for favorites such as *Foot That I Am*.

"Hey! Pretty Mama," will pull plenty of papa's coins.

TOM ARCHIA (Aristocrat 801)

Love Me—FT; VC.
Drinkin' Blues—FT; VC.

Dr. Jo-Jo Adams, the rising blue-shouter, applies his quivering vibrato with especially good results to the smoldering lyrics of "Love Me," with the interpretation certain to hit with romantic listeners in race spots. On the reverse, Adams, again backed by Tom Archia's jazz combo, switches the mood with a lament based on his over-imbibing experiences, with the lyrics carrying a message that will draw race hearers.

"Love Me" is a solid race click.

(Continued on page 174)

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 176. These album reviews, of course, are in addition to the reviews on this page, and those in the Music Machines department this week.

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THE GREATEST "POP" PIANIST OF THEM ALL IN A GROUP OF GUARANTEED MONEY MAKERS



Custom Made FOR OUTSTANDING QUALITY

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ONLY SURE-FIRE TITLES ARE COUPLED

YOU GET TWO GREAT TUNES ON EACH PLATTER

- #504 I'll See You Again Sweet Sue*
- #506 Whispering Benny's Boogie
- #516 Getting Sentimental Over You I Cried for You
- #518 Benny's Bounce Bye-Bye Blues
- #520 Tea for Two Rose Room
- #522 Dark Eyes Melody in F
- #524 Roses of Picardy These Foolish Things
- #526 Make Believe Body and Soul
- #552 April Showers It Was Sweet While It Lasted
- #554 Honeysuckle Rose Coquette
- #556 Siboney Mama Inez
- #558 I Can't Give You Anything But Love Blue Room
- #560 The Very Thought of You A Pretty Girl Is Like a Melody
- #562 If You Could Care for Me Embraceable You
- #564 Begin the Beguine I Got Rhythm
- #566 St. Louis Blues Ain't Misbehavin'
- #568 Stormy Weather Ragging the Scale
- #570 The Continental All the Things You Are
- #572 The Carioca The Best Things in Life Are Free
- #574 My Gal Sal On the Sunny Side of the Street

With Herb Kern at the Hammond and Lloyd Sloop at the Novachord and Bill Markas on Drums

and Two Great Releases in December---

- #592 Deep Purple Love Nest (with Gail Laughton's Harp)
- #600 I'll Get By It Had To Be You (with Tony Romano's Guitar and Bill Markas at the Drums)

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for your **CASH REGISTER**

Hang these stars on your Christmas tree! Top tunes, top talent — to make your Christmas cheerier (and more profitable!) Besides the tunes listed below, there are four favorite albums. Write, wire, or phone PLaza 2211, Cincinnati, for orders or information.

Holiday Hits FROM KING!

- KING 688** **I'M TIRED OF PLAYING SANTA CLAUS TO YOU** backed by **JAMBOREE** Cowboy Copas
- KING 4195** **CHRISTMAS BLUES** backed by **TEASIN' BROWN** Gotemouth Moore
- KING 4196** **MERRY CHRISTMAS TO YOU** backed by **IN THAT GREAT GETTIN' UP MORNING** Paul Breckenridge and the Four Heavenly Knights
- KING 675** **WHITE CHRISTMAS** backed by **JINGLE BELLS** Cowboy Copas
- KING 4162** **HOLIDAY BLUES** backed by **WORLD WAR TWO BLUES** Al Russell Trio

KING RECORDS

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"POLKA pops" • "RHUMBA riots"
that will bring you **NEW HIGHS** in **JUKE PLAYS**

You'll Hit New Highs with this Polka Hit—
2002-A HELEN POLKA
Walt Dana Orchestra
With Michael Chimes Harmonicas
English lyrics by Albert Gamse, sung beautifully by the Serenaders
Backed by **HAPPY HARMONICA**, instrumental polka

You'll Cash in BIG with this Rhumba Fox-Trot
2001-A IN SANTIAGO, CHILE
Jimmy Carroll Orchestra
And again, Al Gamse, the writer of "Amapola," "Yours," and "Managua, Nicaragua" strikes a new high in a comedy classic
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You'll Grab PLENTY OF COIN with America's No. 1 Polka Orchestra
3003-A PIANO POLKA
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Two new instrumental polkas played in the superb style of Frank Wojnarowski and his Orchestra
Especially made for coin machine operators

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The Billboard
MUSIC POPULARITY CHARTS
Advance Information
PART VIII
Week Ending November 21

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

Made for Each Other (Tu Felicidad)
D. Farney (I'll Never) Majestic
Mama, Mama, Mama
B. Johnson and His Musical Notes (Let's Be) Victor
Merry Christmas Album
D. Baker . . . Continental
First Noel; Joy To The World
Jingle Bells . . . Continental
Oh Come, All Ye Faithful (Adeste Fideles)
Oh Little Town of Bethlehem; It Came Upon a Midnight Clear
Santa Claus Is Coming To Town
Silent Night, Holy Night
Merry Christmas Carols (3-10")
D. Baker . . . Continental
Mickey
The Brooks Brothers (Is It) Decca
Monkey Business
C. Walker (Don't Be) United Artists
My Buddy
B. Rogers Ork-D. Street (Sleep, My) United Artists
My Old Flame
S. Jones City Slickers (People Are) Victor
My Rancho Rio Grande
D. Jurgens (On Green) Columbia
Near You
G. Davis (Kate) Midwest Recorded Specialties
No One Knows, No One Cares
K. Carson (On the) United Artists
Oh, Come, All Ye Faithful
Decca Salon Ork (Hark! the) Decca
Ol' Man Mose
G. Gibbs (Put Yourself) Majestic
On Green Dolphin Street
D. Jurgens (My Rancho) Columbia
On the Alamo
K. Carson (No One) United Artists
Pass That Peace Pipe
H. Cool (I Wouldn't) Mercury
People Are Funner Than Anybody
S. Jones City Slickers (My Old) Victor
Planissimo
P. Como (I've Got) Victor
Please Don't Play Number Six Tonight
J. Leitt (I'll Dance) Decca
Put Yourself in My Place, Baby
G. Gibbs (Ol' Man) Majestic
Rhapsodie in Blue
Kenmore Karavan Ork (Juke Box Jenny) Palda
Rhumba Jubilee
J. Atkins-P. Garrett (Tom Tom) Continental
Senorita Maracas From Caracas
L. Raine-M. Warnow Ork (Who Put) Coast
Separation Center
Kenmore Karavan Ork (Song of) Palda
Silent Night
Decca Salon Ork (The First) Decca
Silver Threads Among the Gold
J. Atkins (How Soon) Continental
Skinny Minnie
B. Harris and His Bobblers (So Blue) Sapphire
Sleep, My Love
B. Rogers Ork-D. Street (My Buddy) United Artists
So Blue
B. Harris and His Bobblers (Skinny Minnie) Sapphire
(Love Is the) Song of the Stars
Kenmore Karavan Ork (Separation Center) Palda
Soothe Me
E. Andrews (Hickory Dickory) Columbia
The First Noel
Decca Salon Ork (Silent Night) Decca
The Ice Cream Song
G. Duffy Ork (Love Is) Quaker
The Man I Love
W. White (Among My) Universal
The Secretary Song
T. Weems (At the) Mercury
The Stanley Steamer
G. Davis (Give My) Midwest Recorded Specialties
The Treasure of Sierra Madre
F. Martin (Don't Call) Victor
The Treasure of Sierra Madre
R. Noble-B. Clark (Two Loves) Columbia
There's a Man at the Door
A. Robbins and His Robins (I'm Just) Sapphire
Tom Tom (Boogie Woogie Bongo Mon)
J. Atkins-P. Garrett (Rhumba Jubilee) Continental
Too Fat Polka
D. (Two Ton) Baker and His Music Makers (With a) Mercury
Two Loves Have I (J'ai Deux Amours)
R. Noble-B. Clark (The Treasure) Columbia
When I'm With You
W. Griffin (Jeannine, I) Metrotone
White Christmas
Liberty Ork (Ave Maria) Continental

Ballarina
E. Madriguera (Jungle Rhumba) Decca
But, What Are These!
P. Bailey (I Need) Columbia
Cecelia
G. Davis (Gonna Get) Midwest Recorded Specialties
Don't Call It Love
F. Martin (The Treasure) Victor
Don't Be Ashamed of Your Age
C. Walker (Monkey Business) United Artists
Give My Regards to Broadway
G. Davis (The Stanley) Midwest Recorded Specialties
Gonna Get a Girl
G. Davis (Cecelia) Midwest Recorded Specialties
Gonna Get a Girl
R. Dorey (I Never) Majestic
Hark! The Herald Angels Sing
Decca Salon Ork (Oh Come) Decca
Has Anybody Seen My Angeline
G. Davis (Jolly Peter) Midwest Recorded Specialties
Hickory Dickory Dock
E. Andrews (Soothe Me) Columbia
High Button Shoes Album
(Original Cast) Victor
Can't You Just See Yourself (M. Dawson-L. Lee)
Get Away For a Day (J. McCauley-J. Stewart)
I Still Get Jealous (N. Fabray-J. McCauley)
Nobody Died for Dear Old Rutgers
(P. Silvers-M. Dawson)
On a Sunday by the Sea (P. Silvers)
Papa, Won't You Dance With Me? (N. Fabray-J. McCauley)
There's Nothing Like a Model "T" (P. Silvers-N. Fabray-L. Lee-J. McCauley-J. Stewart)
You're My Girl (M. Dawson-L. Lee)
Honeydew
L. Lane-The Melo-Men (Kansas Goldie) Sapphire
How Soon
J. Atkins (Silver Threads) Continental
I Need Ya Like I Need a Hole in the Head
P. Bailey (. . . But, What) Columbia
I Never Loved Anyone
R. Dorey (Gonna Get) Majestic
I Wouldn't Be Surprised
H. Cool (Pass That) Mercury
I'll Be There
E. Howard (Corabelle) Majestic
I'll Dance at Your Wedding
J. Leitt (Please Don't) Decca
I'll Never Make the Same Mistake Again
D. Farney (Made for) Majestic
I'm A-Comin' A-Courtin' Corabelle
E. Howard (I'll Be) Majestic
I'm Just a Fool in Love
A. Robbins and His Robins (There's a) Sapphire
Is It Too Late?
The Brooks Brothers (Mickey) Decca
It All Came True
D. Reid (All Wrapped) Metrotone
I've Got a Feeling I'm Falling
P. Como-The Satisfiers (Planissimo) Victor
Jeannine, I Dream of Lilac Time
W. Griffin (When I'm) Metrotone
Jolly Peter
G. Davis (Has Anybody) Midwest Recorded Specialties
Juke Box Jenny
Kenmore Karavan Ork (Rhapsodie in) Palda
Jungle Rhumba
E. Madriguera (Ballarina) Decca
Kansas Goldie
L. Lane-The Melo-Men (Honeydew) Sapphire
Kate
G. Davis (Near You) Midwest Recorded Specialties
Let's Be Sweethearts Again
B. Johnson and His Musical Notes (Mama, Mama) Victor
Love Is Just Around the Corner
G. Duffy Ork (The Ice) Quaker
Lullaby Lane Album (2-10")
J. Dosh . . . Continental

(Continued on opposite page)

ADVANCE RECORD RELEASES

(Continued from opposite page)

POPULAR

- Who Put That Dream in Your Eyes
L. Raine-M. Warnow Ork (Senorita Maracas) Coast
- Why Does It Have To Rain on Sunday?
S. Lanson (You're Too) Mercury
- With a Hey and a Ho and a Ho Ho Ho
D. (Two Ton) Baker and His Music Makers (Too Pat) Mercury
- Your Red Wagon
R. McKinley (A Man's) Majestic
- You're Too Dangerous, Cherie
S. Lanson (Why Does) Mercury
- Voca-Lovelies Album
Victor
- Basin Street Blues (T. Mottola Ork)
- Carloca (T. Mottola Ork)
- Empty Saddles (The Mullen Sisters-T. Mottola Ork)
- Prenez! (The Mullen Sisters-T. Mottola Ork)
- Standin' in the Need of Prayer (The Mullen Sisters-T. Mottola Ork)
- The Kerry Dance (The Mullen Sisters-T. Mottola Ork)
- The Moon of Manakooa (The Mullen Sisters-T. Mottola Ork)
- Time on My Hands (The Mullen Sisters-T. Mottola Ork)

FOLK

- Answer to Rainbow at Midnight
S. Bryant and His Wildcats (Too Pat) Majestic
- Auld Lang Syne
T. Hill (Send Me) Mercury
- Baby Sitter
E. Benedict and His Range Riders (Skip To) Continental
- Change Your Way of Livin'
T. Sosebee-Crossroads Gang (I Didn't) Apollo
- Chickie
The Sons of the Range (I Walk) Metropolitan
- Cigarettes, Whiskey and Wild, Wild Women
Red River Dave (Teardrops in) Continental
- Crazy Blues
The Original Arthur Smith and His Dixie-Liners (Orange Blossom) Capitol Americana
- Dangerous Ground
D. Snyder (Unlock the) Majestic
- Dixie Cannonball
Billy and Jake (In the) Continental
- Dixie Cannonball
G. Long-101 Ranch Boys (That Mother-in-Law) Security
- Don't Mix Whiskey With Women
Karl and Harty (You Cooked) Capitol Americana
- Double Steel Boogie
101 Ranch Boys (Smoke, Smoke) Security
- Filipino Baby
J. Dale and His Prides of the Prairie (Wabash Cannonball) Continental
- He's Building a Mansion (For Me Over There)
C. Grubb and His Tennessee Valley Boys (Just a) Victor
- Here Comes Santa Claus (Down Santa Claus Lane)
101 Ranch Boys (Silent Night) Security
- Humpty Dumpty Heart
H. Thompson and His Brazos Valley Boys (Today) Capitol Americana
- I Can't Go on Living This Way
W. Fowler and His Georgia Clodhoppers (Shut Off) Mercury
- I Didn't Have Time
T. Sosebee-Crossroads Gang (Change Your) Apollo
- I Walk Alone
The Sons of the Range (Chickie) Metropolitan
- In the Pines
Billy and Jake (Dixie Cannonball) Continental
- It's a Sin
101 Ranch Boys (Red Hair) Security
- Just a Closer Walk With Thee
C. Grubb and His Tennessee Valley Boys (He's Building) Victor
- Love Me or Leave Me
Mel and Stan (Mother's Only) Majestic
- Mother's Only Sleeping
Mel and Stan (Love Me) Majestic
- Mountain Maw
B. Atcher (Signed, Sealed) Columbia
- Orange Blossom Special
The Original Arthur Smith and His Dixie-Liners (Crazy Blues) Capitol Americana
- Red Hair and Green Eyes
101 Ranch Boys (It's a) Security
- Red, White and Blue (Over You)
C. Stone and His Barn Dance Band (Watch It) Capitol Americana
- Roses Have Thorns
E. Britt-The Skytoppers (Who Else) Victor
- Send Me Your Love For Christmas
T. Hill (Auld Lang) Mercury
- Shut Off From the World
W. Fowler and His Georgia Clodhoppers (I Can't) Mercury
- Signed, Sealed and Delivered
B. Atcher (Mountain Man) Columbia
- Silent Night
101 Ranch Boys (Here Comes) Security
- Skip To M'Lou
E. Benedict and His Range Riders (Baby Sitter) Continental
- Smoke, Smoke, Smoke (That Cigarette)
101 Ranch Boys (Double Steel) Security

RACE

- Ain't I Losin' You?
E. Hawkins (Sammy's Nightmare) Victor
- Call It Stormy Monday But Tuesday Is Just as Bad
T-Bone Walker (I Know) Black & White
- Chinese Boogie
W. Mercer Ork (Early Morning) Mertone
- Do You or Don't You Love Me?
N. Lutchter (The Song) Capitol Americana
- Early Morning Blues
W. Mercer (Chinese Boogie) Mertone
- *Going Down Slow
St. Louis Jimmy (Monkey Face) Victor
- Gone
L. Russell Ork-L. Richardson (Luke the) Apollo
- Hold That Money
G. Ammons Ork (McDougal's Sprout) Mercury
- Hold Me Blues
Memphis Minnie (Killer Diller) Columbia
- I Know Your Wig Is Gone
T-Bone Walker (Call It) Black & White
- If I Had Another Chance
B. Samuels (One for) Mercury
- Killer Diller
Memphis Minnie (Hold Me) Columbia
- Let's Try It Again
Tampa Red-Big Maceo (She's a) Victor
- Litta Bitta Momma
L. Norman (Whoee Blues) Lissen
- Luke the Spook
L. Russell Ork (Gone) Apollo
- McDougal's Sprout
G. Ammons Ork (Hold That) Mercury
- *Monkey Face Blues
St. Louis Jimmy (Going Down) Victor
- One for the Money
B. Samuels (If I) Mercury
- Sammy's Nightmare
E. Hawkins (Ain't I) Victor
- She's a Solid Killer Diller
Tampa Red (Let's Try) Victor
- The Song Is Ended (But the Melody Lingers On)
N. Lutchter (Do You) Capitol Americana
- Whoee-ee Blues
L. Norman (Litta Bitta) Lissen

INTERNATIONAL

- Antosia Polka
Silver Bell; B. Witkowski, Dir. (Nowa Warszawa) Victor
- Canta Pe Me
S. Lombardi (Comme Sacetti) Victor
- Carmela
E. Di Mola (In the) De Luxe
- Cloque De Dalhausie
O. Duman and His Minstrels (Set Des) Victor
- Comme Sacetti Mammata
S. Lombardi (Canta Pe) Victor
- He Lies in the Manger (Wzlobie Lezy)
E. Jasinski (When Christ) Continental
- Hey, Hey, Polka (Upaj Stupaj)
E. Jasinski (Masons Waltz) Continental
- In the Middle of the Night (Wsirod Nocnej Ciszy)
E. Jasinski (Silent Night) Continental
- In the Subway
E. Di Mola (Carmela) De Luxe
- Masons Waltz (Mulaze Mulaze)
E. Jasinski (Hey Hey) Continental
- Medley of Village Csardases, Parts I and II
J. Kralova Cardosoova Ork . . . Continental
- My Honey Is Wandering in Tyrol
P. Yankovic (St. Clair) Continental
- Nowa Warszawa
Silver Bell Ork; B. Witkowski, Dir. (Antosia Polka) Victor
- St. Clair Polka
P. Yankovic (My Honey) Continental
- Set Des Carnavals
O. Duman and His Minstrels (Cloque De) Victor
- Silent Night (Cicha Noc)
E. Jasinski (In the) Continental
- When Christ Was Born (Gdy Sie Chrystus Rodzi)
E. Jasinski (He Lies) Continental
- Teardrops in My Heart
Red River Dave (Cigarettes, Whiskey) Continental
- That Mother-in-Law
G. Long-101 Ranch Boys (Dixie Cannonball) Security
- The Texas Cannonball
The Sons of the Range (There's a) Metropolitan
- There's a New Moon Over My Shoulder
The Sons of the Range (The Texas) Metropolitan
- Today
H. Thompson and His Brazos Valley Boys (Humpty Dumpty) Capitol Americana
- Too Fat Polka (She's Too Fat for Me)
S. Bryant and His Wildcats (Answer To) Majestic
- Unlock the Door
D. Snyder (Dangerous Ground) Majestic
- Wabash Cannonball
J. Dale and His Prides of the Prairie (Filipino Baby) Continental
- Watch It, Neighbor
C. Stone and His Barn Dance Band (Red White) Capitol Americana
- Who Else
E. Britt-The Skytoppers (Roses Have) Victor
- You Cooked Your Goose With Me
Karl and Harty (Don't Mix) Capitol Americana

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**Hucksters Revived;
Salenger Antes 22G**

HOLLYWOOD, Nov. 22.—Hucksters Records, Hollywood independent plattery, was reactivated last week when Oscar Salenger, Chicago attorney and sportsman, purchased controlling interest in the firm. Salenger is said to have shelled out \$22,500 for the firm, with the pledge that he would sink up to \$100,000 in expanding the diskery.

Label was founded early this year to distribute Artie Wayne sides exclusively. Original owners include agent Jack Beekman, Artie Wayne and flack Red Doff, who retain stock in new firm. Wayne has since signed with Majestic Records, altho he is still permitted to wax for Hucksters. Label will begin its drive for new talent shortly, adding to the stable which currently includes Nick Lucas, comic Henny Youngman, and ex-Benny Goodman thrush Lillian Lane.

**2d Infringement
Suit Vs. 'Laughing'**

NEW YORK, Nov. 22.—Dan J. Sullivan last week filed suit against Broadcast Music, Inc. (BMI) and songwriters Ben Raleigh and Bernie Wayne charging infringement of his tune, *Santa Catalina*, for the composition of *Laughing on the Outside*. This is the second infringement suit against the *Laughing* song in recent months. The first one fizzled.

Sullivan alleges that he wrote his song before 1919 and renewed copyright with BMI November 10, 1946. He charges that BMI pubbed *Laughing on the Outside* with full knowledge that he owned the *Santa Catalina* ditty. Sullivan is seeking an injunction, damages and an accounting of the profits from the *Laughing* tune. The action is in U. S. District Court.

PUBLISHERS' PLUG TUNES FOR 1948

(Continued from page 18)

PUBLISHER	SONG	DATE (Where Given)
Chappell		
To be divided among the various pubs in Chappell group, but as yet unassigned	Score from musical, Look Ma I'm Danc-ing Score from musical, Make Mine Man-hattan Score from musical, Inside U. S. A. Score from musical, Sally Score from musical, The Richest Girl in the World Score from MGM pic, The Pirate Score from Universal pic, Up in Central Park Mean to Me Button Up Your Overcoat Just a Little Love, a Little Kiss Au Revoir Roses of Picardy They Didn't Believe Me	
Dorsey		
Dorsey	I'll Be There	Current; to continue indefinitely December, 1947
Embassy	You Know What the Trouble Is, Baby	
Dreyer		
Dreyer	I'm A-Comin', A-Courtin' Corabelle I Never Loved Anyone There Ought To Be a Society (for the Prevention of Cruelty to Poor Unfortunate Lovers) We Just Couldn't Say Goodbye How Many Kisses I Don't Want To Meet Any More People	January, 1948 January, 1948 February, 1948 March, 1948 March, 1948 April, 1948
Jay Dee	I'm Looking for a Sweetheart When You Have Taken My Token of Love	February, 1948
Encore-Jewel		
Encore	Nina Nana	Current; to continue for 4 more months Christmas season
Jewel	On the Santa Claus Express It's Kind of Lonesome Out Tonight My Flame Went Out Last Night	Current; to continue for 3 or 4 more months
Famous-Paramount		
Paramount	Golden Earrings A Tune for Humming Dream Girl	Current January, 1948
Famous	What Are You Doing New Year's Eve? Don't Call It Love The Night Has a Thousand Eyes	Current December, 1947
Jefferson-Valiant		
Jefferson	I've Only Myself To Blame I Went Down to Virginia No Moon at All	February, 1948 April or May, 1948 August, 1948
Johnstone		
Johnstone	Why Does It Have To Rain on Sunday? A Bed of Roses Can It Ever Be the Same?	Current; to continue Current; to continue April, 1948
E. B. Marks		
E. B. Marks	There'll Be Some Changes Made All Dressed Up With a Broken Heart Miami Beach Rumba Beloved, Be Mine I Know It Every Day's My Birthday Gilly Gilly Wish Wash Color Blind Time and Again Play the Playera Let's Sit the Next One Out Unkissed The Echo of a Whisper Double Or Nothin' Silly No, Silly Yes	Current and continuing
Mellin		
Mellin	Love Is So Terrific Chillicothe, Ohio	
Algonquin	I'm Out To Forget Tonight	Current and continuing
Robert	I Long To Belong To You Music From Beyond the Moon May I Still Hold You?	
Mills	If It's True Mary Lou	Current January, 1948
E. H. Morris		
Sinatra Songs	I Was Talking To Myself About You Once Upon a Moonlight Night Everybody Loves Somebody Ever Homeward (From pic, Miracle of the Bells)	
E. H. Morris	The Thousand Islands (From musical, Angel in the Wings) Big Brass Band From Brazil (From musical, Angel in the Wings) If It Were Easy To Do (From musical, Angel in the Wings)	

(Continued on opposite page)

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PUBLISHERS' PLUG TUNES FOR 1948

(Continued from opposite page)

PUBLISHER	SONG	DATE (Where Given)	
E. H. Morris Burke-Van Heusen	But Beautiful (From pic, Road to Rio)		
	You Don't Have To Know the Language (From pic, Road to Rio)		
	Experience (From pic, Road to Rio)		
	Apalachicola, Fla. (From pic, Road to Rio)		
	Who Killed 'Er (Who Killed the Black Widder?) (From pic, Night Song)		
	Once and for Always (From pic, A Connecticut Yankee)		
	When Is Sometimes? (From pic, A Connecticut Yankee)		
	Busy Doing Nothing (From pic, A Connecticut Yankee)		
	'Twixt Myself and Me (From pic, A Connecticut Yankee)		
	If You Stub Your Toe on the Moon (From pic, A Connecticut Yankee)		
	If I Only Had a Match		
	I'll Never Make the Same Mistake		
	On the Slow Boat to China		
	Evelyn		
The Last Thing I Want Is Your Pity			
What's So Good in Goodbye? (From pic, The Casbah)	April, 1948		
It Was Written in the Stars (From pic, The Casbah)	April, 1948		
Hooray for Love (From pic, The Casbah)	April, 1948		
For Every Man There's a Woman (From pic, The Casbah)	April, 1948		
Congratulations (From pic, The Casbah)	April, 1948		
To be divided among Morris, Melrose and Mayfair			
MPHC			
Witmark	At the Candlelight Cafe (From pic, Tisa)		
Remick	The Treasure of Sierra Madre (From pic of same name)		
Advanced	Lone Star Moon		
Harms, Inc.	Just for Now (From pic, Whiplash)		
	You're Too Dangerous, Cherie (From pic, To the Victors)	After January, 1948	
Pemora	When You Know How	January, 1948	
	Sunday in Old Santa Fe	July, 1948	
Regent	As Sweet As You	Current	
	Have You Ever Been Told?	February, 1948	
	Trouble Is a Man	April, 1948	
Robbins-Feist-Miller			
Feist	Peggy O'Neil	Current	
	Why Should I Cry Over You?	Current	
	On Green Dolphin Street	Current	
	I Can't Get Offa My Horse	Current	
	I Understand	December, 1947	
	The Miracle of the Bells	January, 1948	
	You Can't Make Money Dreamin'	January, 1948	
	The Secretary Song (Bidibi Bot Bot)	January, 1948	
	Azusa, Cucamonga and Anaheim	February, 1948	
	It's the Little Things	February, 1948	
	I Love You	February, 1948	
	Tucson	March, 1948	
	What's Wrong With Me? (From pic, The Kissing Bandit)	April, 1948	
	Senorita (From pic, The Kissing Bandit)	April, 1948	
	If I Steal a Kiss (From pic, The Kissing Bandit)	April, 1948	
	Siesta (From pic, The Kissing Bandit)	April, 1948	
	Moonlight on the Waterfall	May, 1948	
	I Met Her in a Revolving Door (And We'll Be Going 'Round Together From Now On)	May, 1948	
	Robbins	Forever Amber	Current
		Those Things Money Can't Buy	Current
	Un Popquito de Amor	Current	
	Beg Your Pardon	January, 1948	
	Twenty-Five Chickens and Thirty-Five Cows	January, 1948	
	The Dickey-Bird Song	January, 1948	
Miller	Gonna Get a Girl	Current	
	Two Loves Have I	Current	
	Encore, Cherie	January, 1948	
Warren	The Stanley Steamer	Current	
	The First Time I Kissed You	January, 1948	
To be divided among Robbins, Miller and Warren			
	If Winter Comes	1948	
	These Will Be the Best Years	1948	
	Try, Try Again	1948	
	At a Sidewalk Penny Arcade	1948	
	Ready, Set, Go	1948	
	On an Island With You	1948	
	If I Were You	1948	
	This Is the Moment	1948	
	There's Something About Midnight	1948	
	Blame It on the Samba	1948	
	Down Among the Sheltering Palms	1948	
	Hold Me	1948	
	Don't Blame Me	1948	
George Simon	I'll Dance at Your Wedding	Current; to continue thru 1947	
	Song of New Orleans (Official Mardi Gras Song)	January, 1948	
	Cincinnati		
	Cherokee Canyon		
Southern-Peer			
Southern	The Dream Peddler		
	Tell Me, Marianne		
	Old Pardner		
	Saturday Date		

(Continued on page 36)

Chubby May Take Be-Bop to Swedes

NEW YORK, Nov. 22.—A re-bop styled musical unit led by Chubby Jackson and a unit of five other ex-Woody Herman and ex-Boyd Raeburn AFMers, and including Steve Condos, of the dancing Condos brothers, leaves December 12 for Sweden to play a series of concerts in that country, Denmark, Belgium, Holland, Switzerland and France. The hot-musickers will also cut some Parlophone disks, plus some additional wax for a couple of small Swedish plat-teries.

Jackson himself left for Sweden Thursday (20) to set up preliminary arrangements. Tour was booked by Timmie Rosencranz for Swede promoter Nels Hellstrom. Negotiations are cooking with Hellstrom for Mil-dred Bailey to make a similar junket soon.

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More D. C. Clubs Buying Acts

WASHINGTON, Nov. 22.—After a long drought, local niteries are again featuring live talent, with at least three spots committed to a big name policy. Club Kavakos is making a bid to move out of the category of a neighborhood club by putting in the Ted Weems orchestra, featuring Elmo Tanner. In the downtown spot where Treasure Island gave up the ghost, the Fiesta is presenting Hal McIntyre's band. Club Cairo, which maintained the talent line almost by itself for a year, has followed up Ted Lewis with Martha Raye.

Smaller spots are also featuring more acts. Mayflower Lounge, which once stuck to a policy of house bands only, is dickering with New York agents for ballroom dancers. Club 400 remodeled its upstairs lounge into the Fame Room and is featuring semi-names. A new spot called the 5th & K Club opened recently with Al Simmonds, who once held forth at the Brown Derby.

Swank hotel spots like the Congo Room, Blue Room and Embassy Room are sticking to a dine-and-dance policy, with the Embassy occasionally breaking the monotony by bringing in big-name talent such as Hildegarde.

Bloom Back as FB Lounge Head

NEW YORK, Nov. 22. — Walter Bloom, who had been with Musical Entertainment Agency (MEA) since it was organized last June, is back with Frederick Bros. (FB) as head of the band and cocktail department. Bloom had been with FB for six years prior to his MEA affiliation. Henry Scott, an independent agent from Providence, has been hired to assist Bloom.

Tom Kettering, vice-president and New York general manager, re-signed with FB for an additional year, his eighth, commencing January 1.

MEA's Bill Peterson and Charlie Busch are considering a replacement for Bloom.

Club Changes Hands After U. S. Tax Bite

WARWICK, R. I., Nov. 22.—Club Cabana, night spot which figured in news recently when the internal revenue collector moved to collect delinquent taxes, has been leased for 30 months by Adolfo DiSandro, of Providence, and Edward J. Bertozzi, of Pawtucket.

Thomas Rotelli, operator of the Club Piccadilly in Providence, is said to be in back of the new lessees of the club, which is owned by George H. Dean. Rotelli said the lease involves sale of stock held by Sidney Newman and Ruby Newman, of Boston, and Frank Fishburn, of Magnolia, Mass., who formerly managed the place. Since the signing of the lease, the Cabana has been plugged by a flood of newspaper and radio advertising, featuring "no cover" policy and floorshows.

Philly EMA Renames Zwicker

PHILADELPHIA, Nov. 22 — Entertainment Managers' Association (EMA) re-elected all officers at its annual meeting this week as follows: Edward C. Zwicker, president; James V. Loughran and Harry J. Ritter, vice-presidents, and Joel Charles, secretary-treasurer. Elected to the board, also for one-year terms, were Earl J. Ball, Eddie Mack, Fred Siegler and James Smith. Five new members were admitted to the association: Lou Schleifer, Julian Hall, Harry Dobbs, Iggie Rau and Bill Jaffe.

IN SHORT

New York:

Dancers complain that a team now at Loew's State "borrowed" its *Begin the Beguine* number from DeMarco, the *Liebesträum* from De Marlo, the *Pase Doble* from Duanos and the rumba number from Paul and Eva Reyes. . . . June Taylor will get the Chicago Stevens line chore exclusively, starting January 1. . . . Phil Foster starts his first Coast date at Slapsy-Maxie's December 4. . . . Friars will have a luncheon for Frank Sinatra December 5 at Dinty Moore's.

Hildegarde preems at Baltimore's Sheraton-Belvedere April 16 for 6G. The salary will include the band. April 26 the chantoosey has the Boston Copley Plaza instead of the usual Staller. . . . Arthur Murray lost out at the Miami Beach Roney Plaza for which he paid \$3,500. Fred Astaire got the concession by paying \$4,500. . . . Three Suns start their first Midwest tour at the Chicago Oriental December 4.

The Royal Chicken Roost's initial flesh policy will have Deke Moffitt, who preems Wednesday (26). . . . Al Bernie, along with Moore and Lessee, subbed for Peter Lind Hayes, who missed the Copa opening because of illness. Joe E. Lewis and Grace Hayes, Peter's mother, also took turns filling in. . . . Jimmy Dunedin is the latest addition to the Frederick Bros. talent booking office. . . . The Gaudsmith brothers celebrated their 50th anniversary in showbiz on their Loew's State date. . . . Donald O'Connor will do personals in the East after the first of the year.

The Jim Wong Troupe of five, which recently appeared at Loew's State, has only four for road dates. Mrs. Wong stays in New York to care for her four children. . . . Bob Goodyou, formerly with Frederick Bros., and Warren Jacober have joined McConkey Music Corporation to assist Hattie Althoff in the act department. . . . Jackie Mabley, King Cole, Dusty Fletcher and Andy Kirk will make an all-Negro seven-reeler for RKO-Pathe in New York. . . . According to President Milton Deutch, Continental Artists Corporation has the exclusive booking rights for Havana Madrid acts starting with the current show.

Edith Piaff may go into the Versailles. . . . Jimmy Durante will definitely play the Copa on his first open date. . . . Lee Mortimer, introduced at a local niterie on a celeb night, was greeted by boos and jeers. . . . Lots of bundles being carried out of AGVA's offices just before Four A's took over. . . . A comic who just caught another comic's act was asked by him how he liked the act. "Laugh! I thought I'd never start!" was the reply.

Chicago:

Dorothy Dorben has left Stevens Hotel's Boulevard Room as producer, with Eadie Barstow expected to replace her. . . . Hildegarde will play the Stevens sometime next May. . . . Shorty Balkan, former niterie op who had the Ball of Fire and other spots here, is operating a chicken ranch in Homewood, Ill.

Francisco Rio, of Rio and Rita, has dropped his dancing chore to work in the local McConkey act department. . . . Marv Himmel is readying a series of tele shows over WBKB, built around the panto-record bits he did with the Three Make-Believes. . . . Ed Beck, veteran booker and show producer and booker for the Bismarck Hotel, died in Los Angeles November 19.

Here and There:

Gordon Kibbler's newly organized *Cover Girl Revue*, after three weeks of break-in dates in the Midwest, began two weeks of theater dates for Warner Bros. at Butler, Pa., Monday (24). Deal is with options. Unit features Jolandas and Miklos, billed as the Original Hargitay Duo; the Woodson Sisters, Toby Nevious (Grandpappy Doolittle), Kay Fansler, Inez DeMarco, and Don Cortez's eight-piece ork. . . . Pianist Al Morgan, now in his second week at the Hollenden Hotel, Cleveland, opens Monday (1) in Erie, Pa., for a week before moving on to the Hotel Nicolle, Minneapolis, for a three-week return stint.

Judge Raps Swish, Cack in Denying Cincy Club License

CINCINNATI, Nov. 22.—Common Pleas Judge Dana F. Reynolds, in Columbus, O., Wednesday (19), upheld the Ohio Liquor Board's refusal to renew a liquor permit for the Band Box Night Club, at Peebles Corner, local suburban business section.

The liquor board turned down the renewal application of the club, which employed female impersonators, because "the spoken words and song" of the entertainers "constituted an exhibition not conducive to decent and moral conduct."

The Band Box had its liquor license lifted several months ago when liquor control board agents visited the club and declared a performance by a bevy of female impersonators as lewd and immoral. The fem carbons had been at the Band Box for many months and had attracted a heavy play.

Judge Reynolds in rendering his

decision Wednesday said: "Our entertainment field certainly needs cleaning up and one way to do so is to serve notice on people involved that if they persist in flaunting things which are unclean and indecent, some of their privileges will be curtailed. Decent people encounter enough of the sordid in the ordinary course of events without having it manufactured and presented to them under the guise of entertainment."

Chi College Inn Sets Jock Plan To Boost Gross

CHICAGO, Nov. 22.—In an attempt to bolster sagging grosses in the 550-capacity College Inn of the Hotel Sherman, Ernest Byfield, prexy of the Loop hostelry, this week revealed plans for a renovation job on the back bar and rear portion of the room, to be called the Celebrity Train. The projected lounge on which work is already under way will utilize no live entertainment, but will spring a Chicago counterpart of Jack Eigen's disk jockey shot from the Copacabana around December 15 in Marty Hogan, new local disk jock, who started an 11:30 to midnight show over WCFL a month ago that has caught on rapidly.

The new lounge will air via WCFL from midnight to two ayem seven nights per week, with Hogan handling the interviews, while Byfield will do several commentaries a week on a variety of subjects. Hogan, a veteran politico during the Kelly regime, has a wide circle of acquaintances and expects to lure top showbiz names into the bistro. He has built wide listenership to his first WCFL shot, with guest appearances such as the recent half-hour show he did with Bob Hope and Jerry Colonna, an unusual guesstar combo for a Chi jock. Show will have a sponsor other than the Sherman Hotel and the recorded music may be piped in from the studio if clearance can be obtained from Local 10 of the American Federation of Musicians (AFM) here. Room will be a separate unit from the adjoining Panther Room, so the show may get the okay on the basis that it does not interfere with band on the stand in the neighborhood room. Deal for the radio show was set by Irwin Rose, of National Attractions.

Specific details for the lounge are as yet unavailable, but report is that Byfield intends to stick upward of \$50,000 into making it a Loop showcase, with caricatures by leading artists and perhaps a miniature train set-up as motif of the room. Capacity will be 200, with no cover or minimum.

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SHELVEY ASKS--AND GETS--OUT

AGVA Topper Is On "Leave" For 4 Weeks, Says He Is Ill; 4-A's Board To Run the Works

"Missing" Minutes Turn Up at Lively Session

(Continued from page 3)

of all duties for a minimum period of four weeks. At the same time, according to a Four A's publicity release, Shelvey suggested a committee to run things during his absence.

The Four A's discussed Shelvey's request, granted the leave, and appointed the committee, which takes over all powers formerly exercised by Shelvey as national director. The five-man board made immediate arrangements to take over the national office, notified regional reps by wire and continued the normal operation of the union.

Minutes Turn Up

At this meeting, Shelvey surrendered the minutes of all delegate nomination meetings held throught the country a few months ago. Included in these were the minutes which Shelvey had previously said had been lost or mislaid (*The Billboard*, November 22). Shelvey was reported to have been asked now if the minutes presented to the Four A's were correct. His reply was said to have been that the only changes made were to improve the wording, make them read smoother.

After the meeting, which started at 11 a.m. and ended at 5 p.m., the newly formed committee of Hyman Fain, American Guild of Musical Artists (AGMA); George Heller, American Federation of Radio Artists (AFRA); Frank Reel (AFRA); Florence Marsden, Screen Actors' Guild (SAG), and Dewey Barto (AGVA), went to the AGVA offices to take over the running of the union at once, in company with Jones Silverstone and Mort Rosenthal, counsel for national AGVA.

The five-man board, it is believed, will scrutinize all records in AGVA for the past five years and will, if necessary, send its own investigators into the field to check persistent rumors in performer ranks about some methods employed by the Shelvey administration in establishing and working with branch offices and locals.

So far as the convention site and the method of delegate voting appar-

tionment are concerned, it is regarded as fairly certain the Chicago convention will not be held. It is also indicated that the delegates—if and when elected—will get votes equivalent to the membership they represent, rather than an equal vote for all areas, regardless of membership, as first proposed.

The committee was also empowered to review all discharges of employees, the transfer of reps and the hiring of new reps. It has been instructed to give its first report to the Four A's Thursday (27), when the executive committee of that body will again meet.

Club Ebony Preems In N. Y. Next Month With Jazz Terpers

NEW YORK, Nov. 22.—Club Ebony will preem early in December on the site of the shuttered Rio Cabana, with a show featuring a jazz version of modern dancing. Ops Mabel Levy and Al Martin, formerly with *This Is the Army*, have selected eight ponies and four chorus lads from dancing schools in Memphis and New Orleans for the terp routines directed by Archer Saxe (Katherine Dunham's partner), assisted by Kathleen (Rusty) Stanford, both of *Finian's Rainbow*.

Dickie Wells, formerly associated with Dan Healy in several Cotton Club shows, will produce as well as do an act. Other acts so far contracted are Four Debutantes, and Jean Parks, who will make her night club singing debut. Mercer Ellington's ork will play for dancing and back up the show, tunes for which were written by Ellington and Buster Harding. An electric organ has been installed.

Owners say they are spending \$40,000 to redecorate.

Barrett Ineligible; AGVA's May Get Refunds of Fines

NEW YORK, Nov. 22.—Six administration-backed nominees for delegate to the American Guild of Variety Artists (AGVA) convention were stricken from the ballot this week when it was discovered they were in bad standing because of non-payment of dues. Four of the six were Marty Barrett, Harry Eaton, Frank Ross and Jackie Bright. The others were undisclosed.

The Associated Actors and Artists of America (Four A's) takes a serious view of this disclosure. Marty Barrett was on AGVA's arbitration board sitting in on meetings and deciding matters affecting AGVA members. In some cases the board levied fines against AGVA members or declared them unfair. The

Want \$25 Silver AGVA Card? Well, Are You Hartley, Maybe?

NEW YORK, Nov. 22.—Rank and file members have expressed a curiosity as to the cost of good will and as to the identity of the holders of silver AGVA honorary cards. These cards cost the membership treasury \$25 apiece up to October, 1946. After that date the bite became \$28. The names of holders of such cards (mostly politicians and newspapermen), with the names of those who authorized them, and the dates issued follow:

Name	Authorized By	Date
Ed Sullivan	Matt Shelvey	5/13/43
Elliot Ness	Hoyt Haddock	10/8/40
James G. Nicholson	Hoyt Haddock	10/8/40
Leo Repp	Hoyt Haddock	10/8/40
Cornelius Maloney	Hoyt Haddock	10/8/40
Danton Walker	Gerald Griffin	11/4/41
Ralph Schugar	Walter Greaza	6/12/42
Ben Schrift	Walter Greaza	6/13/42
Dr. Ramon Ruiz	Matt Shelvey	6/18/43
Comm. Paul Moss	Matt Shelvey	8/3/43
Bob Fredericks	Matt Shelvey	11/10/43
Rose Marie Valore	Matt Shelvey	12/30/43
James E. Powers	Matt Shelvey	4/28/44
Erval Powers	Matt Shelvey	4/28/44
John Delmonte	Matt Shelvey	5/22/44
Tom Toby Williams Jr.	Matt Shelvey	11/16/45
Lt. Charles Snyder	Matt Shelvey	11/16/45
Capt. Dan Gilbert	Matt Shelvey	11/16/45
Lt. Ralph Schoonmaker	Matt Shelvey	11/16/45
Edward J. Kelly	Matt Shelvey	11/16/45
Jim Latham	Matt Shelvey	12/45
Albert Weiss Jr.	Matt Shelvey	1/8/46
George Bourke	Matt Shelvey	1/10/46
Jimmy Bauman	Matt Shelvey	1/11/46
Paul Brunn	Matt Shelvey	2/5/46
Lee Mortimer	Matt Shelvey	3/18/46
Earl Wilson	Matt Shelvey	5/6/46
Joe Howard	Matt Shelvey	6/4/46
Louis Lederer	Matt Shelvey	7/10/46
Sid Grauman	Matt Shelvey	7/12/46
Melvin J. Massucco	Matt Shelvey	10/23/46
Joseph D. Keenan	Matt Shelvey	1/27/47
Fred A. Hartley Jr.	Matt Shelvey	3/19/47
Dennis J. Mahoney	Matt Shelvey	4/29/47
Harry Saffer	Matt Shelvey	5/7/47
David Salter	Matt Shelvey	6/3/47
Irving Kupcinet	Matt Shelvey	7/14/47
Max Wolfe	Matt Shelvey	10/28/47

Opening Bill Set For Colonial Inn

NEW YORK, Nov. 22.—Danny Thomas, Ray Bolger and Joan Edwards will be on the opening bill at Miami's Colonial Inn, set for mid-December. Thomas will be in for only a week.

Following the exit of the Thomas-Bolger-Edwards show, Tony Martin and Joe E. Lewis will come in.

Peg This One

NEW YORK, Nov. 22. — Sam Bramson, of William Morris, reminded CRA's Peggy Loeb, a notorious word twister, of the time she referred to the English stars as Bea Lawrence and Gertrude Lillie. Miss Loeb quickly changed the subject by asking how Dean Lewis was going over at the Chanticleer, Baltimore.

The blank expression on Bramson's face told Peggy she did it again. She fled in a hurry. Then it dawned on Bramson it was the comedy team Dean Martin and Jerry Lewis she meant.

Penn on Line

NEW YORK, Nov. 22. — The program committee that presented the petition to the Four A's, which resulted in the Shelvey leave of absence, has Robert Penn as its executive secretary. The signers of the original platform which all delegate nominees were to get, were Hope Foye, Jay Marshall, Jerry Reed, Dorothy Jarnac, Georgie Starr, Louise Howard, the Duanos, Consuelo and Melba, Irwin Corey, Franklin Twins, Eddie Kramer, Jack Guilford, Phil Leeds, Shirley Prager, Mark Feder, Jerry Brown, Nellie Lutchter, Sibyl Lewis, Jane Brown and Mark Robbin.

Stem Vauder In the Hopper

NEW YORK, Nov. 22.—Morey Amsterdam; his agent, Jack Kalchheim, and an angel will be co-producers of a vaude show in a New York house before the year is over, if present plans materialize.

The pattern will be similar to the Ken Murray *Blackouts* series on the Coast. Amsterdam will work in the show and will use about 10 other acts.

Four A's now feels that any decisions in which Barrett participated are of questionable legality. Members who were fined by such a board can theoretically apply to AGVA, thru the Four A's, for return of fines.

Also, in view of the fact that Barrett held that office for almost two years, any performers placed on the unfair list by the board during his service can claim the amount of money lost because of lay-offs occasioned by such "unfair" action.

AGVA officials explained that the Barrett matter was caused by a slip-up in the accounting department. The fact that Barrett wasn't paid up was discovered thru a check made of all members standing for election.

NIGHT CLUB REVIEWS

Cafe Society Downtown, New York

(Wednesday, November 12)

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

Rose Murphy's exuberance affected everything living and some inanimate objects within the scope of her pianistics. No matter what she played, her chair squeaked in rhythm, the waiters served in unison to the music and the patrons breathed in regularity to the keyboard notes. She made the 88 seem as if it had 176. The stepped-up beat set off a marked contrast to her high, baby-toned voice for effective results. Miss Murphy's individualistic style rates way up in entertainment value, as evidenced by enthusiastic mitting which called for four encores.

Allen Melvin, on a night club floor for the first time, mimicked his way thru a host of screen personalities with adequate aptitude. Clever continuity carried the impersonations with no lagging from Frederic March to Gary Cooper, Humphrey Bogart, Boris Karloff and Charles Laughton, to mention a few. Allen's hard working, sincere efforts, combined with good mike technique achieved from years of radio announcing, paid dividends in the form of a good response.

Dorothy Jarnac, accompanied by the dramatic soprano of Hope Faye, received a warm hand from an understanding audience. Both Jarnac and Faye, holdovers, have been reviewed before.

Dave Martin's ork (5) opened the show with two rhythm numbers which started the ball rolling at a fast pace. Martin backed the show and played for dancing, spelled by Cliff Jackson at the baby grand.

Jack Tell.

Persian Room, Hotel Plaza, New York

(Thursday, November 20)

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 King. Estimated budget this show, \$1,200. Estimated budget last show, \$2,500.

Because the Copa opening was called off, the usual Copa customers flocked into the Plaza for Phil Regan's preem, making the room look like an annex of Monte Proser's upholstered cellar. Even Joe E. Lewis was there in a cow-puncher get-up,

explaining, "I didn't want to get drunk in my own suit," and generally titillating the customers with one of his typical ad lib routines—also shocking some of the regulars.

It was unfortunate for Regan that Lewis came on the floor, because after the comic walked off, it was Lewis they spoke about, not Regan.

Regan looked better than he has in a long time; he even sang better. Unfortunately, he had the mike chest high, and could be heard only with difficulty. The Joel Herron band did an outstanding job in backing, but when Herron went diminuendo, the singer dittoed: the effect was unchanged. When Regan got community singing help it was still worse. He couldn't be heard at all. If the tenor wants to reach the entire room he'll have to raise that mike. It doesn't have to hide his face, but certainly it can reach his chin.

Regan's routine was mixed up between pops, ballads and Irish numbers, with the crowd keeping him on for almost 45 minutes, beating time with rhythmic applause to his Irish reel prancing vaimps. His infectious personality proved contagious, and customers couldn't seem to get enough of him. However, the room was filled with his friends. How the ex-cop, turned singer, will do at the gate after opening night is open to doubt.

Mark Monte's group won plenty of dance action when it played its sets.

Bill Smith.

Hickory House, New York

(Tuesday, November 18)

Capacity, 250. Price policy, no cover, minimum or amusement tax. Shows, continuous. Owners, John Popkin and Jack Goldman. Booking policy, non-exclusive. Estimated budget this show, \$800. Estimated budget last show, \$600.

Joe Marsala returned to music biz last week at his stomping ground of a decade ago, the Hickory House, with a slick quintet. In 1937 the Hickory was more famous for its hot music than it was for its steaks. Today, the opposite. But lovers of good music can still find plenty of kicks emanating from the bar-enclosed stage.

Marsala, who today is an enterprising toy manufacturer (Toono, the disk game, is his baby), still plays lots of clarinet and particularly impresses with his low register tootling. He is surrounded with a quartet of fine musickers, including Adele (Mrs. Marsala) on harp and Chuck Wayne on guitar. Both pluck enticing jazz—quiet, subtle and easy-flowing. Despite the lack of a drummer, the quintet, in performing mostly standards of the evergreen variety (*What Is This Thing Called Love?*, *Lover, Body and Soul*, etc.), manages to achieve a solid beat from the Kenny O'Brien bass pluckings and the left hand of pianist Sherry Edwards.

The group has plenty of musical polish. Its soft, easy-gaited efforts could probably sell in almost any intimate lounge.

To keep the music continuous, the spot has a fem intermission pianist, Trudy Lewis, pecking out the hearts-and-flowers tunes for the bar trade.

Hal Webman.

Follow-Up Reviews

HAREM, NEW YORK: Myron Cohen and Kitty Kallen, replacing Moore and Lessy and Paul Gray, haven't changed the quality of the show. It still is one of the best buys on the Stem. Cohen's dialect gags are made to order for the Harem audience. Kitty Kallen's singing is equally effective tho in a different manner.

Opening night (16) Cohen came out in a king size turban and Arabian robes to get walk-on laughs that started him way ahead. He stayed ahead and wound up threatening to stop the show. In fact, it wasn't until the Jack Cole Dancers were well into their routine that the applause died down.

As a dialect story teller, Cohen stands alone. But it is in his delivery and showmanship that he has acquired the additional polish. His sudden switches from straight English to dialect, Italian, Irish or Jewish, is startling and by the same token, hilarious. Material is basically the same, but only a Cohen can take a gag that's been kicked around, give it a twist, make it sound like something fresh, and lay them in the aisles.

Kitty Kallen, looking quite pretty, has tied an act together that sells, tho it wasn't until her last number that she really registered. Her special, *I Wish I Had a Daddy in the White House*, pulled some handsome yocks. In her take-offs of Merman, Horn and Logan she did okay but hardly more than that. The fact that Lee Bartell, production canary in the show, sings, unintentionally, so much like Merman makes the comparison between Kallen and Lee Bartell apparent, and not to Miss Kallen's benefit.

Bill Smith

LE RUBAN BLEU, NEW YORK: The addition of Connie Sawyer's low-down hokum to the show provided a good touch for a well-rounded evening. The blonde comedienne belted out Bud Burton's special arrangements with much mugging and clowning. Every line had at least two laughs with a yock for a punch. On the East Side for the first time, Miss Sawyer made her presence felt by an unconventional rambling in and about the tables while maintaining an incessant chatter. Her nonsensical props aided in creating a field day for guffaws. The hep chirp's novelties titled, *Hey, Good Lookin'—Get Your Pic Tookin'*; *Selling Sex at Saks*, *Winnie the Confidential Wet Wash Worker* and a burlesque on *Love For Sale* spoke for themselves.

Sonja Cortis, an importation from Greece, showed a powerful voice and dramatic presentation in three numbers directed at the long-haired set. The buxom blonde turned a slight accent to advantage by a clever knack of repeating simple words in the lyrics. Her mike savvy and an oblivious-to-the-audience delivery were evidence of showmanship. Miss Cortis was right at home in this ultra-intimate spot.

George Kreisler, one of the hold-over acts came up with an entirely new repertoire of adult-witted, piano-accompanied intelligent novelty arrangements. Other acts held over (reviewed October 11) were Maxine Sullivan, Wally Blacker and the Norman Paris Trio.

Jack Tell.

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29 Years Managing Ace Acts

Million Dollar, Los Angeles

(Tuesday, November 18)

Capacity, 2,400. Prices, 55-98 cents. Four shows daily. House booker, Bill McElwain. Show played by Gerald Wilson ork.

It's homecoming week for baseball's rookie of the year, Jackie Robinson, who this week heads the bill at the Million-Dollar. Robinson is a native son of Pasadena and UCLA grad, hence interest in his accomplishments is high locally. Nevertheless, opening show found Robinson playing to a half-empty house.

His brief stint earned him a respectful hand. Altho his appearance naturally lacks the polish of showbiz, he speaks with humility and sincerity, winning seatsitters immediately. Act consists of an interview by Monte Hawley, who primes Robinson with leading questions on his youth, college career, experiences with the Brooklyn Dodgers, climaxed by a message on juve delinquency, tolerance and good sportsmanship. This is not vaude fare, to be sure, but coming from a youth who has earned the respect of the nation, his preachments are well taken.

While Robinson is the headliner, the Gerald Wilson ork (17) provides the lion's share of entertainment. Altho relatively unknown for lack of proper disk exploitation, crew bears careful watching. Band features original arrangements, clean instrumentation and polished fronting by Wilson. In style, ork is built along Duke Ellington lines, as shown in such original tunes as *Dissonance in Blue*. A crew musicians recognize to be far above average, public acclaim should be forthcoming. Among sidemen featured are bass thumper Charles Drayton and 88-cr Jimmy Dunn. Trumpeter Arthur Walker doubles on vocals with a highly salable version of the oldie, *I May Be Wrong*.

Supporting bill is solid and variety packed. Hoofers Earl and Francis sell three tap routines with zest and speed. Thrush Mabel Scott, a lusty lass who sings with her hips as well as vocal chords, stopped the show cold with frantic versions of *That's My Desire*, *Please Believe Me* and *St. Louis Blues*. She shouts, wiggles, and squirms with a delivery matched by few. For comedy, Johnny Taylor is spotted just before Robinson's appearance, doing a mock baseball pitcher routine. He does the action, while offstage voice recreates baseball atmosphere. Routine builds for laffs and paves the way for Robinson's entry.

Pix, *The Hat Box Mystery* and *The Case of the Baby Sitter*. Biz, poor. Alan Fischler.

VAUDEVILLE REVIEWS

Loew's State, New York

(Thursday, November 20)

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

Here's an example of six well chosen acts, not one sensational, wrapped up in a compact package, delivering 80 minutes of even-paced, diverting entertainment. Proof was the attitude of satisfaction in the hard-boiled exiters as the jammed-house second show broke.

Georgie Price displayed deep show wisdom opening with a hep intro for his *Bye, Bye Blackbird* association. From there on in they ate up everything he offered, never going overboard, but were pleasantly excited thruout. Then Price's w.k. established voice and at least half the act was wasted on the inevitable and inept mimicries of Al Jolson, George Jessel, Eddie Cantor and Harry Richman, which, nevertheless, the customers accepted. However, when Price did his own excellent (but a trifle premature) opera-income tax bit, the rhythmic ditties received a spontaneous outburst. Price has the savvy, ability and appeal, and lacks only the proper material out of his vast repertoire to land a top spot in a legit show, where he belongs.

Maxine Sullivan

Dulcet-toned Maxine Sullivan, doubling from Le Ruban Bleu, had an intelligent selection of sweet tunes, showed dignified demeanor in a soft spot and was fittingly gowned as she throbbled clear-as-a-bell notes thru three numbers. She was politely mitted. Her *Loch Lomond*, a natural anywhere, probably would have torn the house down as an encore with proper intro. As chirped it was just another song in a routine.

The Debonairs sang, danced and cavorted about the boards in aristocratic unison doing their standard numbers without a hitch. The five good-looking lads displayed sock novelty class in the second slot with picturesque patterns winding up with their mechanical age offering. They went off to a fine hand.

Think-a-Drink Hoffman

Think-a-Drink Hoffman bartended his way thru his standard routine. Flashed by two shapely fems, the speedy pourer greeted audience participants with any drink they called out. The pat act held them all the way.

Teddy Rodriguez and Phyllis closed the show with solid ballroomistics in an individualistic Latin number, an authentic tango and a clever whirlwind finish for a handsome payoff. The personable team showed articulate stance flashed by the fem's shapely gams in a high slit gown. The Kanazawa Trio (men) did remarkable tumbles in unimaginable rapidity for a stick-out novelty show opener to set the ball rolling for the fast-paced show. Jack Tell.

Riverside, Milwaukee

(Thursday, November 13)

Capacity, 2,800. Prices, 55, 65 and 95 cents. Four shows daily, five on week-ends. Shows played by Johnny Zuemeyer's house ork in pit. House booker, Charley Hogan.

The Riverside stage is deeper in expensive talent this week than the Michigan football team, with a record-breaking \$15,000 nut. The double-barreled attraction includes Marilyn Maxwell, and Red Ingle and the Natural Seven. It's the first time the management has had two headliners in one show since the return of flesh four months ago.

Ingle's musical burlesque is a natural for Milwaukee audiences. It's a bit more subtle than that of his former boss, Spike Jones, who packed the Milwaukee Auditorium for a kornconcert last spring. Ingle has replaced pistols, boilers and auto horns with brilliant pantomime and clever satire. Practically all sidemen double on other instruments, giving the outfit amazing flexibility and range for such a small unit. Country Washburn gives the rustic rhythms a nice change of pace with a hot guitar solo. Another top instrumental feature is a bit of solid drumming on the bull fiddle for a unique duet. Band is at its best on *Cigarettes, Whisky and Wild, Wild Women*, in which everybody drops instruments to sing. Another show stopper is *Timtaysun*, the corn classic that put Ingle in the big money. Vocalist Karen Tedder tosses her voice around in a surprising manner for a big mitt.

Marilyn Maxwell

Miss Maxwell is beautifully showcased in black chiffon and rates plenty of whistles. She's the first flickerette to come this way in years with something to sell besides glamor. Routine consists mostly of special stuff, including the double entendre *That's Good Enough for Me*, her encore. Both that and *Civilization* got nice mits, but her intro—something about her contract—failed to ring the bell. It seems better suited for night clubs. During show caught (opening) she was having trouble with pit band. The whole show, in fact, hadn't quite jelled yet and there were quite a few rough spots.

The headliners got good support from Frank Evers and Dolorez, dancing aerialists, and Coley Worth and Marcia, comedy team. Frank and Dolorez kept the customers from sitting on their hands, with breath-taking ballroom, burlesque and ballet dances on the wire. Dolorez's colorful costumes fitted as tight as the wire, but didn't hamper her style.

Business is off slightly, getting tough competition from *The Red Mill*, which opened Monday (17) to a full house at the Davidson.

Pic, *Out of the Blue*.

Don Dornbrook.

Chicago, Chicago

(Friday, November 21,

Capacity, 3,900. Prices, 95 cents straight. Five shows daily, six on week-ends. House booker, Nate Platt. Shows played by Lou Breese's house ork.

The house has cut its usual vaude nut way down because of pulling power of Bob Hope's *Where There's Life*, quality of the current bill is high. Opening show audience was not up to the high caliber of house's audiences, for Hope's flicker seemed to draw more raucous-type pew sitter and several of the acts had a hard time of it with the noise.

The Acromaniacs, who are getting to be a house fixture with three appearances in little over a year, go over bigger each time. The youthful appearing brother acro trio never (See *Chicago, Chicago* on page 44)

Gayety, Montreal

(Monday, November 10)

Capacity 1,500. Price 30 cents to \$2. Two shows daily, three on Saturday, none Sunday. Shows booked by Manager Tom Conway. Show played by Lew Howard's ork in the pit.

One of the few remaining all-vaude houses on the continent, the Gayety caters to a wide range of audience, as can be seen above by a gander at the prices. On a two-a-day basis, the house usually gets a more hep mob at night than it does at matinees, so it takes some smart talent juggling to keep everybody happy. Tom Conway, knowing that the ultra-smart comedy material gets nowhere here, especially in the matinees, concentrates on sight acts, and as in the current parlay, often comes up with something real good.

Best buy in many a moon are the Gay Nineties stars — a package of seven performers—that bring hefty mitting from all parts of the joint. It's good straight-from-the-shoulder talent, with the old-timers (age 65 and up) showing the young guys and gals that there's plenty of showmanship still left in the aged limbs. Minnie Allen warbles *Pull for the Shore* and similar items; Jeanette Dupre vocals *Alexander's Ragtime Band* and *Row, Row, Row*, etc.; Billie Hines hits the jackpot with his beard, and minstrelsy; Bohn and Bohn, in their acro and hand balancing, sell big in that measured, sure-footed style of yesteryear; Joyce Chandler gives out with some trumpeting that could make many a younger guy envious; Bill McCullough hangs 'em in the rafters with some sparkling tapping and Lee Tracy brings back the nostalgia with a bell-ringing act that clicks. Whether it's the nostalgia trend or talent that sells these old-timers is unimportant; the fact is that they register big.

The rest of the layout is made up of good solid talent that's still lucky enough not to have to follow the old-timers. Milt Moss, in the emcee spot paces the lay-out nicely, has a neat sense of delivery and sells the punches for healthy yocks.

Clem Belling and Company has a cute switch to his dog act. He's (See *Gayety, Montreal* on page 44)

Oriental, Chicago

(Thursday, November 20)

Capacity, 3,200. Price, 95 cents straight. Five shows daily, six on week-ends. House booker, Charley Hogan. Shows played by Carl Sand's orchestra.

Old-time vaude was resurrected for this variety bill with extremely good results. Stage Producer Will Harris worked two acts behind a scrim, while intervening two acts worked out in front of the curtain.

The Appletons, working in front of a Parisian cafe screen, got immediate attention with their Apache work, the best seen at this house in months. The man and two girls are well costumed and carry plenty of startling props, such as the door that flips out knives on its surface and the sham glass backdrop behind the bar, thru which the man pitches the last girl to close the act. Act sustains tension thruout and grabbed a mitt that won a call-back.

Air throater Jack Smith impresses (See *Oriental, Chicago* opposite page)

On Mercury Records — STEVE GIBSON and THE RED CAPS PALUMBO'S & CIRO'S, PHILADELPHIA Weeks of December 1 & 8 Write Wire JOLLY JOYCE Earle Theater Bldg. PHILADELPHIA, PA. Phone WAInut 2-4677 WAInut 2-6451

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New York:

Stem B.-O. Sags 53G; M. H. Hits Boff 124G; Strand, 41G

NEW YORK, Nov. 22.—Despite three new bills and nippy fall theater-bolstering weather, the half dozen Stem vaude-pic houses grossed a poor \$390,000, a \$53,500 drop from the previous session. Most disappointing returns showed at the Capitol, where Frank Sinatra's debut was good for only \$55,000, mainly because the week-end was dented by the crooner's absence due to illness from after the first show Saturday thru Monday.

The Capitol (4,627 seats; average \$72,000) opened for a weak \$55,000 despite heavy advance heraldry of Frank Sinatra who topped a bill including Lorraine Rognan, Skitch Henderson, the Will Mastin Trio and *Her Husband's Affairs*.

The Paramount (3,654 seats; average, \$85,000) with the King Cole Trio, Connie Haines, Randy Brooks and ork, Bobby Lane and Claire, Bob Evans and *Wild Harvest* registered \$75,000 for the opening period.

Two-Weeker Closes

Loew's State (3,500 seats; average, \$25,000) did a fair \$25,000 with Red Buttons, Betty Bruce, the Staff McMann Trio, June Richmond, the Gaudsmith Brothers, the Mack Triplets and De Lage and Shirley. The pic, *Merton of the Movies*, closed a two-weeker. The new show (reviewed this week) has Georgie Price, Maxine Sullivan, Think-a-Drink Hoffman, Rodriguez and Phyllis, the Debonairs, the Kanazawa Trio and *Widow of Wagon Gap*.

The Radio City Music Hall (6,200 seats; average, \$100,000) completed the second stanza at a good \$124,000, after a juicy \$145,000 opener, for a total so far of \$265,000 with Stan Kavanagh, Lucile Cummings, Brian Sullivan, Ben Dova and *Cass Timberlane*.

The Roxy Is Slow

The Roxy (6,000 seats; average, \$85,000) fell to a slow \$70,000 in the fourth inning, after opening with a sock \$162,000 followed by a good \$133,000 and a substantial \$108,000 session. Total for the run so far

Indianapolis:

T. Dorsey Pulls 25G at Circle

INDIANAPOLIS, Nov. 22.—Tommy Dorsey and his ork drew \$25,000 at the Circle Theater (2,880 seats; 74 cents-\$1.20) the week ended November 13. On the bill were Ziggy Elman and Charlie Shavers. Gordon Polk and Stuart Foster handled vocals with Lucy Ann. Extra attractions, vaudeville relief billed as Professor Backwards and the Acrobatic Emerald Sisters.

Pic, *High Tide*.

Anson Poor 15G at Mil \$

LOS ANGELES, November 22.—Disk Jockey Bill Anson's *Hollywood Bandstand* revue pulled a chilly \$15,200 at the Million Dollar (2,400 seats, 55-98 cents admission) despite the Armistice Day holiday biz boost. However, the house is happy, as this was a low-budget stage package. Bill included Herb Jefferies, Kay Starr, Little Miss Cornshucks, the Mulcays, D'Varga ork plus Anson as emcee.

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added to \$473,500 for Veloz and Yolanda (replaced by Mario and Floria after three weeks, one day and three performances) and Sid Caesar. Pic, *Forever Amber*.

The Strand (2,700 seats; average, \$40,000) garnered \$41,000 after opening at \$58,000 making a two-week total of \$99,000 for Frankie Carle, Jack E. Leonard, Olsen and Joy and *Escape Me Never*.

Boston:

New Vaude Policy Off to 22G Stumble

BOSTON, Nov. 22.—The vaude policy that seems to be replacing the Boston's policy of a name band plus a star did a tailspin for the week ended Wednesday (19). The take was \$22,000, against a \$28,500 average. Film crix gave both the show and the pic socko reviews, but the cash customers stayed away. Connee Boswell and Buck and Bubbles headed the bill. Pic: *The Wistful Widow of Wagon Gap*.

Current show of seven acts is topped by Betty Bruce, Steve Evans and Hi, Lo, Jack and the Dame. Pic: *Black Gold*.

Nitery Biz Hurt By Garden Benefit

NEW YORK, Nov. 22.—Stem cafes had one of their worst Monday nights in recent history this week, a condition attributed to the Madison Square Garden *Night of Stars* benefit.

Garden take was estimated at \$125,000, which club ops say they helped by buying tickets in addition to sending over their shows. "We don't mind contributing to a worthy cause, and the *Night of Stars* is a worthy cause. But in helping them we are cutting our own throats," said one of the biggest cafe ops.

"A couple of more nights like that and we'll be out of business. Instead of actors working benefits for free, somebody will have to run benefits for them just to keep them in eating money," was the forecast made by another cafe owner.

ORIENTAL, CHICAGO

(Continued from opposite page) immediately with a smart appearance and ready smile that abets his distinctive piping. Worked the gamut of the top pops, bringing on the Four Clark Sisters, who formerly worked as the Sentimentalists with Tommy Dorsey, to harmonize with him as they do on his Capitol platters. The smartly gowned gals enhance the act, vocally and optically. Routine could use one special material comedy number to break the series of romantic ballads.

Coley Worth hid his comedy value under old material. When he got off his ad libs he showed plenty of zany potential, but the hoary routines weren't up to his smart delivery. Act livened up a bit when he brought on statuesque Marcia to work the comedy i-bug closer. His encore, in which he twirls a rope around his neck and almost chokes himself, is more his style and drew huge yocks.

Red Ingle's Natural Seven could please for five minutes by just letting pew-sitters gape at them. Behind a backdrop that showed them riding flying disks in costumes, plus stands showing caricatures of top

Pix Vs. Vaude-Pix

NEW YORK, Nov. 22.—The current slump in the total take for the six Stem vaude-pic houses can be blamed in part on the terrific competition in neighboring straight flicker houses. *Gentlemen's Agreement* broke the Mayfair's all-time record with an astounding \$82,500. *Body and Soul* hit a remarkable \$65,000 for the second session, after the first week topped all previous Globe grosses with \$71,000.

2-a-Day Vaude Clicks at \$2 Top

SEATTLE, Nov. 22.—The switcheroo to two-a-day vaude from a grind flicker (foreign and revivals) at the Metropolitan Theater is apparently paying off.

House (1,400 seater) scaled from 50 cents to \$2, operated by Hugh Beckett Jr., and booked thru Joe Daniels, uses mostly semi-name and standard acts available thru the territory fitting the \$6,000 budget.

For the 10 days ended November 16, house took in \$25,000 for Beatrice Kay, Eddie Peabody plus five supporting acts. House buys its acts for 10-day runs, tho no set policy is followed. Plan currently calls for a continuation of the two-a-day (that's the show's handle) thru January 4.

Theater has no vaude competition, altho there are four other theaters in an area of four blocks. Two houses are university owned; the third is the Seattle Repertory, now in its 20th year, and the fourth is the Tryout Theater which puts on originals by American playwrights.

FORT WORTH, Nov. 22.—Clover Club, a night club in the heart of downtown Fort Worth, will stop using bands December 15 and will substitute a Hammond organ for dancing.

longhair penners, Ingle had seven of the funniest costumed guys in years. While his presentation is a bit similar to Spike Jones's, there's enough new props and music to differentiate. Highlights were Karen Tedder's Carmen Mirandish vocalizing while Ingle eats fruit off her hat, and numbers like *Cigarettes, Whiskey and Women* and *That's What I Like About Nowhere*. Ingle could slow the tempo of his vocals a little or use better diction, for it's difficult to get the important lyrics especially on his new numbers. Opener, *The Anvil Chorus*, is a good corned-up version musically but needs some comedy action to catch the eye. *Johnny Sippel*.

Omaha:

Beneke Pulls 22G At Omaha Orpheum

OMAHA, Nov. 22.—Tex Beneke and his band rolled up a \$22,000 gross for the week ended Wednesday (19) at the Orpheum. Pic, *Lost Honeymoon*.

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Production Costs Starting Post-War Decline at Last; Houses Now in Less Demand

There Are Ways To Cut Corners, Save \$\$

(Continued from page 3)

24G. Most expensive production items in the show were the gowns by Mainbocher and Bergdorf-Goodman, \$5,200. The scenery, which generally weighs most heavily in the budget, cost \$4,900 for painting and designing. Wilson's general manager, C. Edward Knill, cut costs by repainting the set for *Present Laughter*, a Wilson production of last season, saving \$5,000. Instead of buying new props he used old stuff or had some furniture copied for much less than ordinary cost.

The show's budget included 4G for props, \$1,500 for electrical equipment, \$4,700 for rehearsal expenses and \$1,133 for advertising. Tho the play is grossing above 20G per week, the return to the backers is coming in slowly because of the high operating nut, with Miss Bankhead's salary the most expensive item.

Man and Superman, starring Maurice Evans, was produced for 60G. The Shaw play has three sets, but was built for the road in the legit off season, taking advantages of cut rates in scenic studios.

Salaries Tumble

In spite of a \$10 raise in minimums to Chorus Equity, salaries for actors and actresses have tumbled somewhat from last year. The thespes were much more in demand during 1946-'47 and consequently could ask for more dough. One producer casting a show relates how an actor walked into his office asking for \$750 a week and by the time the interview ended would have been glad to get the role for \$500.

The season's slowness has also reduced building and painting costs. Competition is stronger. Last year there also was more overtime paid for scenic construction. All the smoke and fire about scenic costs stem not from the jump in wage scales but from constantly skyrocketing material costs.

One business manager for a Broadway musical reports that costs soar where there is no experienced producing organization. His viewpoint is that designers build ultra-realistic sets which are not needed on some types of shows. By working with a designer within a specific budget and substituting cheaper materials and using more paint, the producer can make sizable savings. This one saved 25G on one show that way. However, not all designers are willing to work under those conditions.

Rail Fares Up 25%

One department where costs have been hiked is railroad fares, but while the jump is 25 per cent, it doesn't tally much in the production of a new show.

Theater costs are about the same as ever—\$4,000 per week, with the house's take increased with greater grosses. But this seems to be only the lull before the storm. Last year theater owners had a seller's market. A change is taking place, and if it isn't a buyer's market now, it likely will be by spring. This doesn't mean that houses on the two theater stems—44th and 45th streets—aren't in demand. They are. But off those streets the picture isn't too good for the owners.

International Theater hasn't had a show so far this season. *Caribbean Carnival*, which arrives there next week, received a royal roasting from the Philadelphia crix and isn't likely to last. Ben Marden, the owner of

the Playhouse, was responsible for bringing *The French Revue*, now there, over from Paris. Of course, the shortage of houses for musicals helps those which are not too near those two streets. With several musicals in production the Century Theater up on 59th Street and Seventh Avenue will have a show soon after *High Button Shoes* leaves in December.

However, the portent is there and producers should soon be able to get theater owners to gamble with them on the success of a show instead of having to lay the cabbage on the line.

Paris Ballet Russe Hits 4,989 in Run

PARIS, Nov. 22.—Col. W. de Basil's *Ballet Russe* gave its 4,989th performance at the Palais de Chaillot here last week. The mystery is how the ballet has achieved this astronomical number of soirees and can still pack 'em in. It certainly is not because of the choreography, which belongs back in the schoolroom, or because of the dancers' technique, which for the most part would not pass a ballet school exam, let alone reach a professional stage. It must be the Colonel's personal charm and influence.

Aurora's Wedding (Tchaikowsky), which opened the program, could not have been danced with less grace or staged with less imagination. Rossini's *The Piccoli* was little better. Strauss' *Cadet Ballet*, in which Vladimir Doroudosky and Renee Jeanmaire injected some life, humor and good dancing, was the only relief in an uninspiring evening. This ballet also had 16-year-old Barbara Lloyd, whose charm is reminiscent of *Oklahoma's* Bambi Lynn. Borodin's *Prince Igor* closed the program.

Jean White.

Shuberts Sink 100G In Hub's Majestic

BOSTON, Nov. 22.—Continuing their policy of face-lifting their half-dozen Hub properties, the Shuberts have sunk 100G in the renovation of the old Majestic Theater, which they acquired outright some 18 months ago.

House, which was built by Eben Jordan back in 1903 for Edward Stair and A. C. Gilbert, who operated a string of 90 theaters thruout the country at that time, has been leased by the Shuberts for many years.

With the arrival of *The Medium* and *The Telephone* November 17, the firm decided to put the house back in first-class shape for an old-fashioned grand opening.

Producer Buys Out Anna Angels; 65G

NEW YORK, Nov. 22.—John Wildberg has bought out most of the remaining investors in *Anna Lucasta* for about 65G. The show, now on the road, in Toronto last week, hit \$16,300 and expects to do about 18G this week in Cleveland, a repeat engagement.

Lucasta, one of the biggest American successes in London, ranks with *Annie, Get Your Gun* and *Oklahoma* as a draw.



BROADWAY SHOWLOG

Performances Thru November 22, 1947

Dramas

	Opened	Perfs.
A Young Man's Fancy... (Cort Theater)	4-29, '47	239
An Inspector Calls... (Booth)	10-21, '47	39
Born Yesterday... (Lyceum)	2-4, '46	760
Command Decision... (Fulton)	10-1, '47	61
Druid Circle, The... (Morosco)	10-22, '47	37
Happy Birthday... (Broadhurst)	10-32, '46	440
Harvey... (48th Street)	11-1, '44	1,294
Heiress, The... (Biltmore)	9-29, '47	64
John Loves Mary... (Music Box)	2-4, '47	335
Man and Superman... (Alvin)	10-8, '47	53
Medea... (National)	10-20, '47	40
Voice of the Turtle, The... (Martin Beck)	12-3, '43	1,511
Winslow Boy, The... (Empire)	10-29, '47	29

DRAMA REVIVALS

Burlesque... (Belasco)	12-25, '46	382
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Musicals

Allegro... (Majestic)	10-10, '47	51
Annie, Get Your Gun... (Imperial)	5-16, '46	636
Brigadoon... (Ziegfeld)	3-13, '47	292
Call Me Mister... (National)	4-18, '46	671
Finian's Rainbow... (46th Street Theater)	1-10, '47	363
French Revue... (Playhouse)	10-30, '47	28
High Button Shoes... (Century)	10-9, '47	53
Music in My Heart... (Adelphi)	10-2, '47	60
Oklahoma... (St. James)	3-13, '43	2,108

ICE SHOWS

Icetime of 1948... (Center)	5-23, '47	233
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OPENED

Eastward of Eden... (Royale)	11-18, '47	7
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Beatrice Straight's acting scored but the play was a different question. Tab was seven to two against. Yes: John Chapman (News) and William Hawkins (World-Telegram). No: Otis Guernsey Jr. (Herald-Tribune); Robert Coleman (Mirror); Robert Garland (Journal-American); Ward Morehouse (Sun); Richard Watts Jr. (Post); Brooks Atkinson (Times) and Louis Kronenberger (PM).

CLOSED

How I Wonder... (Hudson)	9-30, '47	63
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Saturday (22).

COMING UP

Antony and Cleopatra... (Martin Beck)	11-26, '47	
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(Week of November 24, 1947)

Set Cost Probe? Union Burns Up

NEW YORK, Nov. 22.—The publication of a story that the Department of Justice may investigate the Theatrical Contractors' Association (TCA), a trade org of scenic builders and painters, on charges of collusion on the cost of sets, has TCA up in arms and ready to take action.

TCA was slated to appear before a committee at the League of New York Theaters delving into scenery construction costs and offer suggestions for reducing the prices of sets. However, this attack may change the group's attitude and the group may well refuse to appear before the League, according to a TCA spokesman.

Set makers claim that the costs

Randall Latest Stem Producer

NEW YORK, Nov. 22.—Latest to join Stem production ranks is Richard Randall, who has opened offices at 276 West 43d Street. Operating on an initial budget of \$50,000, he's prepping production of a comedy about talent agents by Art Paul, titled *She Sings Loud*.

Randall is now dickering with radio comic Red Benson for the lead and plans to complete casting and get into rehearsal before the holidays. The show skeds to open cold about the middle of January. Randall is in the market for musical scripts for a later production date. Dick Falk, ex-drum beater for the Shubert office, is associated with him in the venture.

Pillars Sound Off On Preem Tix Cut

NEW YORK, Nov. 22.—A partial survey of top columnists removed from the first night press list by the League of New York Theaters reveals in most of them the feeling that the ban will save them many dull evenings in the theaters. Danton Walker of the *News*, for example, says that the withdrawal of the tix won't bother him at all. "In addition to saving me many dull evenings in the theater," he pointed out, "I'll also miss those first-night exhibitionists who come only to be seen." Walker feels that the producers are severing their schnozzes to spite their kissers, since they will lose all the previous first-night publicity the newspapermen brought. To period the discussion he adds: "I don't give a damn."

Ed Sullivan, of the same sheet, thinks that the producers are daffy. His reasoning is that the preem ban was manipulated by managers with bad shows because those with hits want all the flacking they can get. As to the League's contention that newspapermen constitute an area of boredom, Sullivan remarks that it's the real first-night crew that is at fault. His closing shot to the producers was: "Down with the rascals!"

Winchell Unavailable

Leonard Lyons, of the *Post*, has had this sort of trouble in the past, having been banned by the Shuberts for four years. He says that as a consequence he also has missed many a boresome evening. However, Lyons is concerned that the writers may not be able to purchase ducats; that, he notes, might be a violation of civil liberties. As long as the newspapermen can buy tix, and the indications are that they can, the removal is of no consequence to him. Walter Winchell was in Hollywood and was unavailable for comment.

Dorothy Kilgallen, who scribbles for the *Journal-American* and has a radio audience to please as well, was most alarmed over the restriction. She has decided to buy her tickets. Miss Kilgallen says that the producers are really taking privileges away from the public, since the newspapermen are their representatives. The reporter claims that her radio fans want to know what the stars are wearing and are fascinated by first nights.

Earl Wilson, of the *Post*, like most of the others, essayed to be blithe. "My tux was getting out of date anyway," he said.

have jumped because of increased labor and material prices. They cite the fact that both are 100 to 300 per cent above pre-war figures. One studio says the *Oklahoma* set, which was built for \$6,705 in 1943, would cost \$14,835 today.

Broadway Opening

EASTWARD IN EDEN

(Opened Tuesday, November 18, 1947)

ROYALE THEATER

A play by Dorothy Gardner. Directed by Ellen Van Volkenburg. Settings and costumes by Donald Oenslager. Original music by Andre Singer. Company manager, Morton Gottlieb. Stage manager, Alan Anderson. Press representatives, Willard Keefe and David Tebet. Presented by Nancy Stern. Austin Dickinson.....John O'Connor
Lavinia Dickinson.....Beatrice Manley
Maggie.....Kate Tomlinson
Lucy Plum.....Barbara Ames
Helen Flske (Hunt Jackson).....Emma Knox
Susan Gilbert.....Penelope Back
Gerry Hood.....Don Peters
Ben Newton.....Ernest Graves
Emily Dickinson.....Beatrice Straight
Edward Dickinson.....Edwin Jerome
Dr. Charles Wadsworth.....Onslow Stevens
Miss Simpson.....Mary Jackson
Martha Dickinson.....Robin Humphrey
Thomas Wentworth Higginson.....
.....John D. Seymour

There has always been speculation about the private life of poetess Emily Dickinson. What turned her into a wraith recluse for practically all her adult life, to be seen only flitting about the grounds of the family homestead in Amherst, Mass.? Who was the other half of the frustrated romance which so evidently left its imprint on her verses? Dorothy Gardner thinks she has come up with the answer in *Eastward in Eden*.

If one credits Miss Gardner with some Dickinsonian research, it is conceivable she may have discovered evidence of a blighted love affair between Emily and a married preacher from Philadelphia. Perhaps, as she records, her minister may have stuck to his cloth and family and put the continent's distance between them. Perhaps she did shut the world out on his account. Perhaps he did come back to her after 20 years, ill and broken, to renew his faith and inspiration where he had first found it. At all events, Miss Gardner has written a tender and touching love story, but she has not managed a satisfying play. Nothing much happens, there are no high moments of conflict. Maybe that is because the Dickinsons of Amherst were not particularly interesting people. Except for moments of an Emily in rebellion against the rigid moral strictures of a New England college town of the 1850's, an Emily torn to shreds by the desertion of her lover, the play bogs down to some pretty sticky interludes of dialog on the subject of death and immortality.

Beatrice Straight Shines

Eden's chief distinction stems from the performance of Beatrice Straight. Her Emily has a radiance and charm that gives the play a depth and meaning even in its most doldrum moments, and stamp Miss Straight as having come into her own, Broadwaywise. It is a vivid, arresting portrait of a rebellious young girl carried thru to spiritually chastened middle age. Onslow Stevens' minister also adds stature to the proceedings. He succeeds admirably in making what easily could be something of a stuffy, pompous cleric human, kindly and often impassioned. This, too, is one of his superior stints.

Since the Gardner story focuses sharply upon two central characters, the rest by comparison are rather thinly drawn and not too much is required by anyone. Nor does Ellen Van Volkenburg's direction make them seem much more than a pasteboard background for the main issue. However, there are fine personal contributions from John O'Connor, Beatrice Manley, Ernest Graves and Edwin Jerome.

Labor of Love

Producer Nancy Stern has evidently made *Eden* a labor of love. Donald Oenslager's settings of an Amherst parlor and a Philadelphia pastor's study of the mid-1800's are splendid. (See *Eastward in Eden* on page 44)

Equity Nixes Allegro Pix at Special Rates

NEW YORK, Nov. 22.—Permission to film *Allegro* for the record only at special rates has been refused Agnes de Mille, the show's director. Choreographer wanted to keep a record of the dances.

However, the Equity ruling is that in shows filmed for non-commercial purposes the cast must be paid a half week's salary. For commercial use the cast gets a week's salary. The union pointed out the regulation to Miss de Mille and declined to waive it.

Off-Broadway

ANNA CHRISTIE

(Opened Monday, November 17, 1947)

GUILD FOR THE JEWISH BLIND

A drama by Eugene O'Neill. Staged by Joseph Kramm. Sets by Elwood Cobb. Stage manager, Leonard Smith Jr. Presented by the Equity Library Theater.

Johnny, the Priest.....William Haddock
1st Longshoreman.....John Crist
2d Longshoreman.....Bird Berdan
Larry.....Kenneth Tobey
Postman.....John Andrews
Chris.....Joseph Kramm
Marthy.....Florence Dunlap
Anna.....Isabel Bonner
Matt Burke.....George Mathews

It would be pleasing to report that the Equity Library Theater, in presenting *Anne Christie*, has started its season with a bang, but the fact is that while the show has moments, it rarely attains the stature it deserves. O'Neill's play, about the old salt who hates the sea and whose daughter turns out to be a tart is familiar to nearly everyone. He has illusions about her, and when she wants to marry a sailor, he opposes the match until she exposes herself to both of them with dire results.

The reports have the play produced hastily, with only three weeks' rehearsal and a last-minute substitution for the leading male role, it loses considerably in its production. Isabel Bonner, a fine performer, is miscast as Anna, the daughter. She is a shade too old for the part, the most important to the play. The actress displays a fine, nervous, electric fire in her big scenes, but the picture of Anna, a girl of about 25, is always missing. Joseph Kramm, a last-minute replacement, has played Chris in summer stock. In his hands the father becomes only a mumbling old boozier without inspiring any of his terror of "dat ol' debbil sea." Kramm's Swedish accent, too, is far from authentic and at times lapses into Jewish dialect.

Mathews as Burke

However, the play gains sharply from a stunning portrayal of Matt Burke, the Irish seaman, by George Mathews, who has often been seen in toughie parts on the Stem. Mathews handles the Irish dialect as tho' just off the boat from Dublin and proves worthy of bigger and better assignments. In smaller roles two fine stints are turned in by Kenneth Tobey and Florence Dunlap.

The show could have been helped if the sets by Elwood Cobb were more on the functional side. The first set, especially, was tough for the cast to navigate on the small stage. Several times the door between the rooms looked as if it might come tumbling down. The pace of the staging by Kramm was slow during the first act but picked up as the play gained momentum.

This play was supposed to be the inauguration of a new policy of professionalism in ELT by John Golden, but the fact is that the play carries on in the tradition of the old ELT wherein most of the productions were only fair.

Leon Morse.

Out-of-Town Opening

THE LEGEND OF LOU

(Opened Tuesday, November 18, 1947)

PLYMOUTH THEATER, BOSTON

A comedy by Stephen Gross. Directed by Melville Burke. Setting, Tony Reveles. General manager, Harold Kusell. Press representative, Leo Freedman. Stage manager, Frank Coletti. Presented by Hall Shelton.

Ezra.....Emory S. Richardson
Lou.....Ruth Amos
Rev. Tom Flowerton.....Maurice Manson
Jim Farr.....Wallis Clark
Dawson Kennedy.....Lyle Talbot
Calra.....Natalie Benisch
Grace.....Ellen-Cobb Hill
Nome Kennedy.....Virginia Smith
Louise.....Billie Lou Watt
Frank Farr.....Gordon McDonald
Klondike Kennedy.....Edward H. Robins
The Ragtime Kid.....Bruce Adams
An Attendant.....Don Kennedy
Sheriff Andy Wade.....Leland Harris

Illegitimacy is sometimes a tragedy, sometimes a comedy in the theater. But in *Legend of Lou* it is simply a bore. If Lou ever got as far as Broadway—which would be about Thanksgiving time—it would be carved in the best traditions as the festive bird. But the proprietors of this turkey have already decided to be discreet about the whole thing and withdraw it from circulation. That move will save everybody a lot of trouble.

As the title suggests, this little charade is about a lady named Lou. It would appear that Lou, a graduate of the palmier days of the Klondike, has a couple of kids without benefit of clergy. But she has covered up well and become a symbol of respectability in San Francisco.

Runs in the Family

Somewhere in the shenanigans, the guy who should have been her husband shows up, but not before her daughter appears dragging her granddaughter, also born out of wedlock. Which only goes to prove Mendel's law of heredity, or something of the sort.

The whole *Legend of Lou* is confused, vapid, gross and seldom funny, unless the spectator has a predilection for decrepit jokes of the bathroom and bedroom variety. If they were fresh, you could stand it. But nearly all have been too long out of the refrigerator. And they smell.

By referring to the cast listed above, you can tell who has been involved in this sad business. No doubt they all would feel happier if they had had nothing to do with it.

Bill Riley.

Stage Sets and Costumes On Exhibition in Paris

PARIS, Nov. 22.—Stage and Costume Designers' Union has opened an exhibition of stage sets and costumes at the Maison de la Pensee. Show is limited to the work of French theater artists since the liberation.

On exhibition are the designs that caused so much scandal last year: Sonrel's for *Berenice* for the Comedie-Francaise, and Valentine Hugo's usually beautiful sets for Debussy's opera, *Pelleas and Melisande*.

Other designers represented are Christian Berard, for *La Folle de Chaillot*; Raoul Dufy, for *Les Fiancées du Havre*; Labisse, for Kafka's *The Trial*, and Brianchon, for *The False Confidences*.

"From Now On" Has Dough; Now Seeking Producer

NEW YORK, Nov. 22. — All the dough is up for a production of Sam Hoffman's *From Now On*, and the scripter is shopping around for a producer.

The money was raised by the writer, who had another show of his produced early this season at the Norfolk naval base for a few performances.

AFM Squabble Keeps Chevalier Out of Detroit

DETROIT, Nov. 22.—Dispute over union status of the Shubert Lafayette Theater resulted in a blackout for Maurice Chevalier, booked in for a week at the house. Basis of difficulty was the fact that the house has not used an orchestra for the past three months—since approximately the date the Taft-Hartley Act went into effect—and manager David T. Niederlander contends he doesn't need one. His position is opposed by the Detroit local of the American Federation of Musicians (AFM).

The dispute goes back several seasons, with a compromise hitherto worked out whereby Niederlander used a small band working in an upstairs box after he got rid of the big pit orchestra. This year, however, he has been running without any music whatever.

The reason given for the Chevalier cancellation was that the house was on the musicians' unfair list—a statement which has not been verified in the absence of union officials on a deer hunting expedition. While Niederlander indicated he wasn't sure the house was listed as unfair, Chevalier's pianist, Irving Actman, was unable to work, and the show was dropped.

Talk of lawsuits flew from both sides, with producer Arthur Lesser indicating he held the theater liable for not advising him of labor trouble. Niederlander's attorneys were in conference late this week to see what action might be taken.

Lesser briefly considered the Scottish Rite Temple as a substitute for the Lafayette, but Chevalier accepted a quickie booking at the American Theater in St. Louis instead, opening Wednesday (19).

"Angel St.," Seattle, 25G

SEATTLE, Nov. 22. — Shepard Traube's production of *Angel Street*, at Hugh Beckett's Metropolitan Theater for a week (17-22), was a virtual sell-out with a gross of more than \$25,000. Tickets scaled from \$1.25 to \$3.75. The next legit attraction at the house is *Dream Girl*, opening December 9.

JESSE LASKY says: "I heartily recommend it to anyone, regardless of age, who aspires to the screen or stage."

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By LILLIAN ALBERTSON

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N. Y. Ballet Advance Is 60G; Terpers' Preem on the Beam

NEW YORK, Nov. 20.—Rolling up an advance sale in excess of 60G, the Ballet Theater opened another fall season at the City Center yesterday to a capacity house. The engagement runs to December 14 with a South American tour to follow. Prices have been hiked to a \$3 top, 60 cents above last season, but this hasn't seemed to cut the demand for tickets. If anything, the demand is stronger. And at the new scale the company can gross 45G per week.

Preeming with a program of unusual balance and interest, the Ballet Theater stepped thru the four items in a style which marks the company as one of the best dance groups today. A smart selection of two "white" against two modern patterns seemed to satisfy the most exacting balletomane.

"Les Sylphides"

Les Sylphides, with Igor Youskevitch, Alicia Alonso, Norma Vance and Barbara Fallis stepping the leads, opened the program. As usual, the ballet was a delight to the ear as well as the eye and the principals did full justice to both the fokine choreography and the Chopin tunes. Terping of the ensemble was likewise impeccable.

In a newer vein Antony Tudor's *Pillar of Fire* held the audience in rapt attention as Nora Kaye gave a polished performance of a girl consumed by fear. Abetted excellently by Lucia Chase, Norma Vance, Antony Tudor and Hugh Laing, the danseuse demonstrated the great potentialities of modern choreography. Miss Kaye was little short of magnificent as she went thru the complicated steps.

Pas De Deux

Alicia Alonso and Igor Youskevitch teamed for the Pas De Deux from *The Nutcracker* to give an additional notion of what the Ballet Theater can do in the purely classic department.

Interplay, the wind-up of the program, is the type of sequence that is such a popular delight that Jerome Robbins might well revamp it for a Broadway musical. Here John Kriza, Zachary Solov and Melissa Hayden create a picture that repeatedly begets laughs from the customers. Zachary Solov, replacing Tommy Fall, gave

out with some leaps and turns which marked him as ready for big things. Ben Steinberg conducted the Pas De Deux; the other three items were toned by Max Goberman.

All in all, the Ballet Theater opened another season with the kind of terping which earmarks it for the title, "The tulle and tights troupe without a peer." *Leon Morse.*

IATSE Looks Into Indiana U. Troupe Working Sans Grips

NEW YORK, Nov. 22.—The national office of the International Alliance of Theatrical Stage Employees (IATSE), an affiliate of the American Federation of Labor (AFL), is investigating a complaint from its Bloomington, Ind., local that the National Theater Conference (NTC) troupe from Indiana University touring colleges in the Middle West is working backstage without union grips. IATSE execs here have already sent a field representative from the Cleveland area into Bloomington to delve into the situation.

Headed by Lee Norvelle, a drama professor at Indiana University, the company opened November 12 with Somerset Maugham's *The Sacred Flame*. Its sponsor, the NTC, is giving 10 \$1,000 scholarships to talent thespers and the college adds an extra \$65 to \$275 to worthy actors and actresses.

Tho the IATSE may not be able to touch the troupe while it stays in schools which are not within its jurisdiction, the minute it tries booking into a theater the company will be headed for trouble. Stagehands regard this type of activity as unfair competition for managers who pay regular union scale and say it is likely to undermine union conditions.

Ruth Mason's Showshop Opening 12th N. Y. Year

NEW YORK, Nov. 22.—Ruth Putnam Mason's Showshop, Inc., talent mart for Stem aspirants, opens a 12th season Tuesday (25) with *Showshop Varieties of '47*. This season the org has moved its base from the Hotel Sutton to the Village Grove down in Greenwich Village.

Philip Earle has directed the opening show and tunes and lyrics have been contributed by Ira Leff, lyricist for Nicky Blair's Carnival Club shows.

2 Maxies in "This Is It"

NEW YORK, Nov. 22.—*This Is It*, a comedy by Cecil Spooner with music by Robert Stringer, is to be produced by Louis J. Singer. The show will star Maxie Rosenbloom and Max Baer, the female leads being handled by Peggy Fears and Dolly Lewis, the English actress. It goes into rehearsal next week and is expected to preem here in late December or early January.

Equity Okays Pay Cuts

NEW YORK, Nov. 22.—Henry Adrian has been given permission by the Equity "cutsboard" to pay less dough to acting replacements stepping into parts in *Young Man's Fancy* than to their predecessors. Youngsters now thesping in the show are growing out of their roles and Adrian is prepping replacements. *Burlesque* is another show which has appeared before the "cutsboard" and been given the green light to slice salaries.

"Hellzapoppin" For Ft. Worth

FORT WORTH, Nov. 22.—A revival of *Hellzapoppin*, with Olsen and Johnson, will be presented at Will Rogers Auditorium on the Southwestern Exposition and Fat Stock Show grounds during the exposition January 30 to February 8. Shows at the auditorium, during the exposition, have lost heavily for two years.

The stock show also will present Olsen and Johnson at the old Pioneer Palace in *Streamline Revue* each night after the rodeo. The Palace is a Billy Rose creation of Texas Centennial days of 1936. It will offer dancing and drinks. Prices will be \$3.25, including tax.

The auditorium show will be at 8:15 p.m. each night during the rodeo. Prices will be \$1.65 to \$3.60.

Ziegler Quits GAC, to PM

NEW YORK, Nov. 22.—Jules Ziegler leaves the legit department of General Artists Corporation (GAC) this week to go into personal management on his own. Ziegler will handle all aspects of the entertainment field—radio, tele, legit, vaude and films. GAC is expected to drop its legit department.

EASTWARD IN EDEN

(Continued from page 43)
didly atmospheric, as are also his costumes of the crinoline era. A great deal of work and pains has evidently been expended on the production. But while it will have an appeal for a choice few, the rank and file will doubtless cold-shoulder a fragile conversation piece, no matter how delicately told. *Eden's* stay at the Royale probably will be short.

Bob Francis.

CHICAGO, CHICAGO

(Continued from page 40)
let down the terrific pace or novelty of their tumbling and stands and got an uproarious hand at closing.

Singer Michael Douglas showed plenty of possibility, vocal talent plus a sense of showmanship. The ex-Kay Kayser crooner has a big voice that hovers between baritone and tenor and does well even with a heavy, like *Old Man River*.

While Cy Reeves, for the most part, went thru a pretty moth-eaten routine, his response was tops because of his terrific dead-pan delivery and an audience that liked their corn mellow with age. His foggy delivery and knocked-out appearance, if aided by some new gags, would put this boy in the top bracket.

Headliner Rose Marie had the roughest time, with the wolves making plenty of noise when their attempts to break her up with their whistles failed. Looking smarter than ever before, she went thru two special material bits and a pop, with her Durante impress reaping a deserved call-back.

The show ork leader's offering, Ravel's *Bolero*, got a cold reception at first, the sheer beauty of the music warmed even the boors to its charms.

Johnny Sippel.

GAYETY, MONTREAL

(Continued from page 40)
costumed in Russian get-up and throws in magic and juggling with the dog tricks. George Watts registers in a terping turn. He's helped considerably by a good sense of projection. Richard Allen also goes over nicely in a selection of standard pops. Rep could be broadened.

Winnie Garrett, only strip on the bill, is one of the better ones seen up here. She's got looks and knows how to grind and bump without too much offense. Len Howard's ork backs the show in solid fashion. Biz, good.

Charles J. Lazarus.

"Ice Follies, '48" Bright and Fresh In Garden Preem

(Continued from page 4)

course, the next year always proves the fallacy of the notion, because the formula is as solid as ever and somehow or other the bladers seem able to add a shade of brighter polish to their skill. It is always a pleasure to watch top-flight craftsmen ply their trade, which may somewhat explain why ice shows seem to go on forever.

All of this and more applies to the *Ice Follies of 1948*, the 12th edition of the Shipstads and Johnson blade extravaganzas, which tenants Madison Square Garden for a two-week stand. The bosses are veteran salesmen of the frosted arena, and while they stick to the tried-and-true formula in general, each year finds it given a few new little twists that make the show fresh and ingratiating. Also their canny eye for up-and-coming talent far from injures the over-all. Above everything, however, is their knack for speed. Production numbers are never too long. There aren't any encores. Their skaters get on, do their stuff—and take a bow. The crowd is never allowed to get too much of anything. It is fine showmanship.

Props Useful

While nearly every one of the 14 items of the current bill makes use of props to background the specialties of the performers, there is little of the old-fashioned, top-heavy production number idea with interpolated vaude acts in this 12th edition. The result is all to the good. Such numbers as *Crosstown* spots simple but effective traffic lights to give atmosphere to Hazel Franklin's superb rep of leaps and spins. Harris Legg becomes an Indian brave to jump over war drums instead of the inevitable barrels, and the Leggs' (Harris and Phyllis) fine stiltskating routines are introed by a novelty sewing class with a thimble and button ballet. There is stuff for the youngsters, too—a novelty bull fight with Ole Ericson and Jim Hutchinson putting plenty of comedy into the fore and aft sections of el toro, a roughhouse farm routine with a live pig and a goat, which don't seem to like ice much, and a quartet of kittens (Bill Cameron, Bill Stine, Tom Mulvey, Jim Hutchinson), to add zest to *Olde King Cole's* court.

Among the newcomers, the Schramm twins (Ray and Roy) are outstanding with a novel duo routine with ankles and wrists shackled to one another. Ted Roman and Genevieve Norris contribute a top-flight adagio. The Scotvold twins (Joyce and Joanne) are another highly welcome addition to the Shipstad-Johnson fold.

Roy Shipstad in Solo

Again bows go to the performances of Monica Moran, Betty Schalow, Marilyn Sahlin, May Ross and Hugh Hendrickson. And of course Roy Shipstad offers another top solo routine, Evelyn Chandler is on hand for her stint of super-acro blading and Frick and Frack are back again with their zany antics, this time dedicated to San Francisco's Fisherman's Wharf.

No report on the *Ice Follies* would be complete without a nod to the ensemble. Suffice it to say that they get better every year. They are to ice what the Rockettes are to a stage.

All in all, this latest S. and J. entrant in the ice sweepstakes should have all the pull of its predecessors. It is magnificently costumed by Helen Rose, and brains and discrimination hypo its showmanship.

Ice Follies runs evenings thru Sunday (30) with a matinee each Sunday.

Bob Francis.

ROUTES

Dramatic and Musical

All Gaul Is Divided (Civic) Chicago.
All My Sons (Erlanger) Chicago.
Annie Get Your Gun (Shubert) Chicago.
Anna Lucasta (Park) Youngstown, O., 26;
(Hartman) Columbus 27-29.
Carousel (Cass) Detroit.
Chocolate Soldier (Blackstone) Chicago.
Dream Girl (Geary) San Francisco.
Fatal Weakness, with Ina Claire (Biltmore)
Los Angeles.
Firefly (National) Washington.
Gentlemen from Athens (Playhouse) Wilmington, Del., 28-29.
Hartmans, The (Forrest) Philadelphia.
Harvey, with Joe E. Brown (Cox) Cincinnati.
I Remember Mama (Loeust) Philadelphia.
Ice Show (Curran) San Francisco.
Jones, Spike (Spudebaker) Chicago.
Late Christopher Bean (Shubert Lafayette)
Detroit.
Lady Windermere's Fan (Colonial) Boston.
Lunt & Fontanne (Selwyn) Chicago.
Medium and the Telephone (Majestic) Boston.
Legend of Lou (Plymouth) Boston.
Musical Repertoire (Opera House) Boston.
Oklahoma (Ford) Baltimore.
Private Lives (Harris) Chicago.
Red Mill (American) St. Louis.
Show Boat (Shubert) Philadelphia.
Slater, Ralph (Erlanger) Buffalo.
Song of Norway (Nixon) Pittsburgh.
State of the Union (Majestic) Wichita Falls,
Tex., 26; (Convention Hall) Tulsa, Okla.,
27; (Home) Oklahoma City 28-29.
Street Car Named Desire (Walnut) Philadelphia.
Sweethearts (Horace Bushnell Aud.) Hartford,
Conn.
Tonight at 8:30 (Shubert) Boston.
Voice of the Turtle (Memorial Hall) Salina,
Kan., 26; (Music Hall) Kansas City, Mo., 27-
29.

Magic

By Bill Sachs

JOAN BRANDON, who has been Jaugmenting her regular nitery and theater engagements with lectures and television broadcasts, hopped into Chicago last week for several club dates after winding up a two-weeker in the Zebra Room of Club Bali, Detroit. She departed Sunday (23) for Milwaukee, where she opened the following night at the Tic Toc Club for a fortnight's stand. From Milwaukee she returns to her home grounds, New York. . . . Lucille and Eddie Roberts are set until December 7 in the Cotillion Room of Hotel Pierre, New York. . . . Roy (Scrub-board) Wallace is presenting his magic and novelty turn at the Swing Club, Dayton, O. . . . Vernon Colbert is back at his home in Van Nuys, Calif., after two months in Hawaii for E. K. Fernandez. Just before sailing from Honolulu, Colbert was the dinner guest of Harry Hanaoka and Dr. Ray Zane Lai, ardent enthusiasts, at the Law Yee Chai, where Mr. Victor, a local magi, headed the bill. Colbert had high praise for Mr. Victor who, he says, works somewhat along the lines of the Amazing Mr. Ballentine. . . . Gerber the Magician, since closing with what he describes as "a beat-out show" in Arkansas five weeks ago, has been working niteries and club dates in the St. Louis territory. He's currently in his second week at the El Morocco Club, Cairo, Ill. . . . Mandrake is still displaying his magical nifties at the Jefferson Hotel, St. Louis. . . . Bob Sherman, who operates Sherms, Inc., magic manufacturing concern in Bridgeport, Conn., has joined forces with Hardeen Jr. to put on a magic show at Klein Memorial, that city, for three days, starting Saturday (29). They will be co-featured and will have associated with them Amedeo and Hal Haviland, who is serving as Hardeen's business manager. Town has been billed by Hugh Fox, assisted by Walter Phillipsen, who was advance man for Houdini. Show is being billed as *Houdini Lives Again*. Sherman's assistants will be Sally and Shirley Shulman, and there will be a line of dancing girls from a local dance studio.

THE JOHNSTONES open Monday (1) at Club Seville, Grand Rapids, Mich., for a week, to be followed by a fortnight's stand in the Venetian Room, Des Moines, opening December 8. They then return to Chicago for a week of club dates and January 5 begin a seven-week stint for International Harvester in small towns within a 100-mile radius of Chicago. . . . Rhode Island Assembly, Society of American Magicians, recently staged a Fall Festival of Magic at Columbus Club, Providence, the two-hour program attracting some 150 payees. On the bill were Pat Charbonneau and Company, Fred Poole and Leigh Kingstord, Charles Harrison Jr. and Madelyn, C. Foster and Company, Morris Kay, Bob Nelson, and Charles and Madeleine RossKam. . . . Judith Johnson and Harold M. Laughon have their own unit, *Esquire Vanities*, set on the Kemp Time in the South until the first of the year. Featured is their mental turn and supporting acts include the Stardusters, girls' band; Harris and Rouchelle, Marie Cozan, Wanda Hilliard, Adrian Runyan, and Amos and Willie. . . . George Marquis, in lauding the offering of Virgil the Magician, typewrites as follows: "The Virgil show is the best-looking full-evening magic show I've ever seen. Company is small (five people) but it functions with the efficiency of a larger company and the show moves in circus-like fashion. His Grotto scene, Circus Spectacle and Chinese Temple settings are works of art and make excellent backgrounds for the

(See Magic on page 46)

Court Sustains Ban On Adv. Posters On Express Trucks

ALBANY, N. Y., Nov. 22.—Court of Appeals upheld Thursday (20), in a four-to-three decision, a New York City traffic regulation prohibiting vehicles from carrying large signs having no relation to the owner's business and used solely for advertising purposes. As a result, the 1,900 American Railway Express Company trucks operated in New York City will no longer be available for billing purposes. Vehicles, carrying boards on each side, were usually contracted at a reputed cost of \$4,000 to advertise the Ringling circus, rodeos, ice shows, motion pictures, etc. Dissenting members of the court held that "this regulation of the police commissioner, as interpreted to forbid these unobjectionable advertisements on defendant's trucks, is so entirely unrelated to traffic control as to be arbitrary as a matter of law."

Delaware Charters

DOVER, Del., Nov. 22.—Charters filed recently with the corporation department of the secretary of state's office follow:

Welco Corporation. Purpose, deal in phonograph records. Capital, \$25,000. Principal office, Corporation Service Company.

Merit Products Corporation. Purpose, deal in radios and appliances. Capital, \$50,000. Principal office, Corporation Guarantee and Trust Company.

Harry Conover Career Girl Studios, Inc. Purpose, train and educate models. Capital, \$27,000. Principal office, the Corporation Trust Company.

Universal Pictures of Ecuador, Inc. Purpose, deal in motion pictures. Capital, 100 shares, no par. Principal office, the Corporation Trust Company.

Washington, Inc. Purpose, to prepare news and photographic releases. Capital, \$1,000. Principal office, U. S. Corporation Company.

Wakeman Advertising, Inc. Purpose, advertising. Capital, \$201,000 and 10,000 shares, no par. Principal office, the Corporation Trust Company.

Writing Fellowships, Inc. Purpose, general agency business. Capital, \$52,500. Principle office, Corporation Guarantee and Trust Company.

Fire Razes Providence Steak House and Alleys

PROVIDENCE, Nov. 22.—Arthur J. Martel, for 10 years featured organist at the Metropolitan Theater in Boston and for the past two years organist in Sullivan's Steak House here, was one of 400 persons who escaped from that eating place and the adjoining Rhode Island Recreation Center, the State's largest bowling alleys, when a flash fire gutted the big brick, one-time car barn building last week in a five-alarm blaze which did \$650,000 damage.

The big building on North Main Street near the Providence-Pawtucket line, was owned by Anthony Rotelli, president of the New England Ice Company. The restaurant and bowling alleys were operated by Joseph A. Sullivan and Edward H. Sullivan.

NEW YORK, Nov. 22.—Paul Secon, songwriter and former *Billboard* staffer, has been named managing editor of *Music Business*, monthly trade mag.

Burlesque

By UNO

MIKE SACHS, featured comic, and Alice Kennedy, his able foil, along with Rosalie, are starting on a second tour of the Hirst wheel, this time augmented by Al Baker, Bimbo Davis and Estelle Monkeith. The first time around was a pleasant experience for Mike, sightless thru illness a year back. Led on and off stage by Alice Kennedy, Sachs feels not only indebted to her but also to the out-front and back stage attaches over the circuit for many little helps and favors accorded him. . . . Tirza and her Wine Bath left the Bayou nitery in Manhattan and opened November 21 at the Gayety, Washington. . . . Conny Ryan, straight man, is celebrating 14 successive years of connection on the Hirst wheel, circuit's entire existence in the burly field. . . . Sammy Price was a guest at the wedding of Frank Smith and June Carstairs November 16 at Frank's summer home, Claypool, Ind. . . . Yvette, formerly of the Mutual wheel and now in Chicago niteries, was entertained last week by Frankie Laine, singer, who spent several years in Cleveland clubs.

JACK DIAMOND, with *Happy Birthday*, and Joey Faye, with *High Button Shoes*, started doubling in pix November 18, the first day Marathon Pictures Company, of which Frank Satinstein and Richard Kollmar are execs, started shooting, in Manhattan, their new film, *Close Up*. Another ex-burley player in the cast is Bob Bates, now Loring Smith. . . . George Corwin, straight, completed a tour of the Hirst Circuit and switched to the Midwest, opening November 28 at the Fox, Indianapolis. Burly finds George back after eight years absence. . . . At the Hudson, Union City, chorines are used again to double as specialists and in the line-up, with Helen McPhail, Bobbie Burt and Judy Bissell qualifying as a vocal trio in a number and Rose Comfort as a strip between scenes. . . .

(See Burlesque on page 46)

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MONTANDON MAGIC, P. O. Box 711, Tulsa 1, Okla.

THE FINAL CURTAIN

BADGER—G. E., brother of Harry N. Badger, former owner of the Badger Greater Shows, November 9 at his home in Okemah, Okla. Survived by his widow and five children.

BARFIELD—David, 37, carnival concessionaire for 20 years, November 13 in King's Hospital, Brooklyn, of tuberculosis. Barfield had trouped with the Mighty Sheesley, John H. Marks, Frank West and Johnny J. Jones shows. Survived by three sisters, Anny Harmandez, Brooklyn; Roberta Cunningham, Springfield, Mass., and Helen, Miami, and three brothers, John, Miami; Emmitt, Birmingham, and Herman, Baltimore. Burial in Springfield, Mass., November 16.

BARTON—Mrs. Annie Ashley, 82, actress and widow of John Barton, veteran vaude and legit actor who portrayed the role of Jecter Lester in *Tobacco Road* more than 2,000 times on Broadway and on the road, November 15 in New York. She married Barton when she was in the road company of *The Bowery* in 1896. Forming the vaude team of Ashley and Barton, they performed their comedy sketches, including *Canal Boat Sal*, both here and in England, appearing in the latter country for 25 years. Her sister, Mrs. Julia Bell, and her nephew, James Barton, well-known vaude, musical and legit actor, who also starred in the Broadway production of *Tobacco Road*, survive.

BESSETTE—B., 62, side show performer, of a heart attack in Jennings, La., November 13. Services November 18 in Showmen's Rest, Evergreen Cemetery, Los Angeles, under direction of Pacific Coast Showmen's Association. No known survivors.

CHEVALIER—Gus, 60, London stage comedian, November 20 in London. He had been the principal comedian at the Windmill Theater since 1932.

COLCORD—Lincoln R., 64, author, November 16 in Belfast, Me. A writer of numerous sea stories, many about China, he also wrote the lyrics to *The Maine Stein Song*, made popular by Rudy Vallee. His widow, son and daughter survive.

DAVIS—Rowland (Caesar), for the past 20 years secretary-treasurer of the Cambria County Fair Board, Ebensburg, Pa., in that city November 5.

FORSHEE—Grace M., mother of Glendora Forshee, actress on WXYZ, WWJ and WJR, Detroit, November 14 in Boise, Idaho, of a heart ailment. She also leaves her husband. Burial in Detroit.

FRIEND—Arthur S., 68, theatrical lawyer, November 17 in New York. He represented Jose Ferrer, William Saroyan, Eddie Dowling, Eva Le Gallienne and others. In 1906 he founded Milwaukee's English Stock Company and reorganized it as the Friend Players in 1909. Besides a long career in the movie industry, he acted as supervising producer for the Broadway play, *Strange Fruit*.

GEAR—William, 72, former circus and carnival general agent, recently in Mangum, Okla. Survived by his widow, Zella; daughter, Vieve Hamblett, Chicago, and a sister, Lulu, Oskaloosa, Ia. Burial in Mangum.

GREENE—Marion, former vaude and musical comedy actress, Novem-

ber 10 in Saranac Lake, N. Y. Two sisters and a brother survive.

HOWARD—Terry, Australian singer, November 6 in Sydney. Under contract to the Macquarie Network, he died while performing at the State cabaret in Sydney.

HURLEY—Mrs. William G., 55, wife of the owner of Hurley's Funhouse, Revere Beach Amusement Center, November 20 in Revere Beach, Mass. Her husband survives.

KLEPPER—Max, 65, carnival man, November 18 in Brooklyn. He was associated at one time with the Goodman Wonder Shows. Two daughters survive.

LATCHIS—Emanuel D., 50, co-owner and operator of motion picture theaters and hotels in Massachusetts, New Hampshire and Vermont, November 12 at his home in Leominster, Mass. Among survivors are three brothers, Sper, John and Peter, who were associated with him in the business enterprises.

LEE—William F., 72, years ago operator of the Francis Lee Shows, playing Illinois, Indiana and Michigan, November 12 in Richmond, Ind. Survived by his widow, Mabel. Burial in Earlham Cemetery, Richmond, November 14.

LINWOOD—Ernest, 74, former carnival worker, in a Norfolk hospital November 10. Funeral in Norfolk.

LONG—Paul, 37, tap dancer, in New Orleans September 2. Surviving is a brother, Walter, also a tap dancer. Burial in New Orleans.

LORANGER—Bessie, 66, well known in the repertoire field, at Beresford, S. D., November 14. Burial at Sioux Falls, November 22. (For details see Repertoire Department.)

LOWNDES—Mrs. Maria Adelaide Belloc, 79, novelist and playwright, November 14 in Hampshire, England. Besides several movie scripts, she wrote the plays, *With All John's Love*, *The Second King*, *What Really Happened?* and *The Empress Eugenie*.

MICHELSSEN—Louis P. E., 58, former stage actor, in Oakland, Calif., November 11. At one time he appeared in musical comedy and light opera in Chicago under the stage name of Roy Edwards.

MOORE—Warren T., 65, vice-president of the Kent and Sussex Fair Association and the Kent and Sussex Racing Association, at Milford, Del., November 15 of a heart ailment. (Details in the Fair Section.)

NOLAN—Thomas Jr., 38, well-known Cincinnati pianist and night club entertainer, November 19 in Good Samaritan Hospital, Cincinnati. Nolan wrote a number of popular songs and collaborated with Harry Carlson on *I Thought I Was Dreaming*, published several years ago. Survived by his parents and two sisters, Mrs. Richard Maley and Norine, of Cincinnati. Burial in St. Joseph's New Cemetery, Cincinnati.

O'BRIEN—Dr. William A., 54, head of post graduate study department of the University of Minnesota Medical School, November 15 in Minneapolis. For 19 years he was heard regularly over WCCO in a series of health talks. His widow and six children survive.

RINDGE—Sylvia Andrews, snake act worker with the major circuses from 1907 until she retired in 1935, November 13 of a heart attack at the home of a sister in West Liberty, O. She had trouped with Yankee Robinson, John Robinson, Ringling and Hagenbeck-Wallace circuses and was last with the Lee Bros.' Circus. Survived by her husband, Jack; three sisters and four brothers. Burial in Asbury Cemetery, Catawba, O.

SAXE—Henry, 52, radio actor, November 6 in Chicago. A former vaude and musical comedy and legit actor, he made his radio debut in *Grand*

Hotel. Besides playing *Daddy Warbucks* in *Orphan Annie* for six years, he was featured on many network shows. His widow, Germaine La Pierre, survives.

SMITH—G. W., 48, actor and stage manager, November 18 in Chicago. For 11 years he was an employee of George Abbott, serving as stage manager on many shows. Smith was also stage manager of Radio City Music Hall, New York and at one time assistant stage manager for Arthur Hopkins. He appeared in *Boy Meets Girl* and *What Price Glory?* Survived by his widow, Claire, and his father.

STADERMANN—Adolph H., 72, organist with the Cincinnati Symphony Orchestra in the 1920's, November 14 at his home in that city. Survived by his widow, Mathilda; a son, Richard, and a sister, Mrs. George T. Bredwell.

TOOMEY—Thomas E., father-in-law of Edward J. Carroll, owner of Riverside Park, Agawam, Mass., November 14 in Cambridge, Mass. (Details in the Park Section.)

WASHINGTON—Jim C., performer with Ringling Bros. and Barnum & Bailey Circus for many years, October 30. His former wife, Rose, is a Wild West performer with Dailey Bros.' Circus.

WEAD—Comm. Frank W., 53, noted stage and screen writer, in a Santa Monica, Calif., hospital November 15. A graduate of the U. S. Naval Academy at Annapolis, he became a naval aviator but suffered an injury which made him bedfast for several months. While recovering he wrote *Ceiling Zero* which became a Broadway hit. Later he authored screen plays, including *The Citadel*, *Test Pilot*, *They Were Expendable* and *The Hoodlum Saint*. He was also co-writer of a comic strip called *Flyin' Jenny*, and wrote a number of adventure stories, including *Hell Divers*, *China Clipper* and *Dirigible*. Survived by two brothers and two daughters.

WHITE—Mrs. Nancy, 76, mother of Ernie White, well-known circus performer, and the late George White, clown and candy butcher, of a cerebral hemorrhage at her home in Chattanooga November 14. Survived by her husband, Joe, and two daughters-in-law, Mrs. Ida White and Ethel White. Ida is a trapeze and perch performer, formerly with Hagenbeck-Wallace, Sells-Floto and Ringling-Barnum circuses. Burial in Chattanooga November 17.

YACOPI—Mrs. Ida, 80, mother of the Yacopi circus troupe, November 15 in Long Beach, N. Y. She was a member of the troupe at one time.

Marriages

BROMLEY-STODDARD—Harold Bromley, legit producer, and Haila Stoddard, actress, November 7 in Los Angeles.

FERRERA - GILLELAND—Don Ferrera, orchestra leader, and Georgia Gilleland, non-pro, in Reno November 19.

GOSNELL-MALTBY—Fred A. Gosnell, account executive with Station WEAM, and Marijane Maltby, non-pro, November 8 in Arlington, Va.

GRIFFIN-MARQUIS—Gene Griffin, former vocalist with Deke Mofitt's orchestra, and Nita Marquis, dancer, recently in Chicago.

MACK-KEMPF—Lester Mack, New York actor, and Hazel Helen Kempf, actress, in Elkton, Md., November 13. Bride is the daughter of the late Fred and Blanche Kempf, who were killed in the wreck of the Con. T. Kennedy Shows.

MILLER-BERMAN—Dan Miller and Elaine Berman, with the Big Three Music Company, November 27.

NEBENZAL-CROSET—Harold Nebenzal, assistant film producer, and Paule Croset, film actress, in Hollywood recently.

PARKER-COX—Bill Parker and

Midge Cox, singers in *Holiday on Ice*, recently in Flint, Mich.

STEINMAN-SAMUEL—Sam Steinman and Mary Samuel, vocalist known as Maxine, with Phil Spitalny's orchestra, November 16 in New York.

Births

A daughter to Mr. and Mrs. Ben Griener November 17 in New York. Father is managing director of the Adams Theater, vaude house, and the Paramount in Newark.

A son, to Mr. and Mrs. Ben Schwartz at Mount Sinai Hospital, Chicago, November 15. Mother is former Pearl Widem, of Hartford, Conn., sister of Allen M. Widem, Hartford, Conn., area correspondent for *The Billboard*.

A daughter to Mr. and Mrs. Vladimir Dokoudovsky, dancers with the original *Ballet Russe*, November 9 in New York.

A son to Mr. and Mrs. Charles Jones recently in Cleveland. Father is boss property man for Orrin Davenport's indoor circus.

A daughter, Sheila Dawn, to Mr. and Mrs. Robert Prentiss in Burlington, Vt., November 6. Parents were with Wonder Shows of America the last two seasons.

A son to Mr. and Mrs. W. J. Cummings October 25 in Sumter, S. C. Mother is Fred Waring's former vocalist, Donna Dae.

A son, Irwin, to Mr. and Mrs. Mel Hall in Rochester, Ind., November 4. Father is unicyclist and mother is the former Aurelia Zavatta, of the Zoppe-Zavatta family, circus troupe.

A son, Robert Bruce, to Mr. and Mrs. Wilson Lindsay, November 18 in Wilmington, Del. Father is an announcer on station WILM.

A son, William, to Mr. and Mrs. Burt Lancaster at St. John's Hospital, Santa Monica, Calif., November 17. Father is a film actor.

A son, Charles G., to Mr. and Mrs. Charles E. Cunningham October 14 in Brunswick, Ga. Mother is the former Vates Engesser, featured circus aerialist. Father was formerly ticket seller and cashier with the Al G. Barnes, Ringling and Cole Bros.' circuses.

Divorces

Phyllis Ruth Bradley, nonpro, from Truman Bradley, Hollywood radio announcer and film actor, in Los Angeles November 17.

BURLESQUE

(Continued from page 45)

Ralph Elsmore, house singer, left the Hudson, Union City, to open November 30 at the Casino, Pittsburgh. . . . Jack Montgomery replaced Fred O'Brien as producer at the Hudson, with the latter succeeding Jack at the Empire, Newark. . . . Inez Claire, featured in a Midwest circuit unit, mixes across with strips. The same unit has Dolly Moore, who was a parade girl at the Avenue, Detroit, recently promoted to principal with Herbie Barris, Eddie Yubel, Joey Cowan and Hazel Walker. . . . Nancy Hart's ma, Mrs. Clara Gelhart, is recovering from a recent heart attack. . . . Taffy Gayle replaced Sheila Lind at the Burbank, Los Angeles, with Sheila moving to the Follies.

MAGIC

(Continued from page 45)

16 major illusions. These do not include the countless small tricks. There are a dozen tricks in the five-minute opening. Two large trucks carry the Virgil equipment, which includes 6 traveler tracks, 5 complete scenic changes, 18 hanging pieces, and special lighting. Show has just enough old-time opy house flavor to please old-time theatergoers and enough innovations and novelties to give bobby-soxers a bang."

In Fond Memory

of My Dear Son

JAMES A. (JACK) WILDE

who passed behind the final curtain on May 28, 1946. A troupier for years with J. J. Jones, John Sheesley, Cetlin & Wilson, World of Mirth, John Marks and others. A loyal friend and a devoted son.

His Mother

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CHI CONVENTIONS NEXT STOP

Sitter Wanted

PATERSON, N. J., Nov. 22.—The chamber of commerce here is offering \$200 to any young man who will spend five days—December 1-5—sitting atop the 100-foot pole in the city hall awaiting the arrival of Santa Claus by helicopter. Why Nick's arrival necessitates a five-day vigil is not explained. More than 30 applicants for the job have appeared so far. The Buffalo airport advisory board turned thumbs down on a request of a Buffalo department store for a permit to bring their Santa Claus in by helicopter for a landing on the store roof.

Act Shortage Still Acute as Imports Fade

NEW YORK, Nov. 22.—There will be a minimum of new talent available for buyers of outdoor attractions this year, George A. Hamid, head of the booking office bearing his name, announced this week. A recently completed European scouting trip by Leo Grund, the first financed by the Hamid organization since before the war, resulted in the assured arrival of not more than six or seven acts, tho a total of 25 was sought.

Hamid minimized the need for new talent, explaining that acts and revues, as presented now, were new to the fair and park going public. Operators inclined to take a different view overlooked the fact that their familiarity grew from association with the performers and the viewing of their presentation thruout the usual week's engagement.

Demand Is Heavy

New talent is needed principally to add to the supply to take care of the unprecedented demand, rather than as replacements for acts available for outdoor events. Because of the record volume of business handled this year by his firm, Hamid announced a week ago that no new business would be solicited for 1948.

No reduction in talent costs is seen. Hamid said his major revue, *Grandstand Follies*, featuring 20 Roxyettes in the chorus, Ben Yost Singers, the Appletons, Joe Chester and Lee Barton Evans, represented an initial staging investment of about \$68,000, which would normally require four years to get back. Costumes have to be changed annually, scenery every two years, electrical equipment and motor vehicles used for transportation of equipment and personnel, every four years.

Don't Over-Buy, He Warns

Since each revue is bolstered by the addition of eight or more acts, the demand for talent, with annuals buying more than ever before, is difficult to fill. Hamid said he is cautioning clients not to over-buy. The only gauge to use, he said, is the number of paying customers that can be accommodated. The poten- (See Act Shortage On on page 60)

Plan Stadium Expo Bldg. for Los Angeles

Projects To Cost \$8,000,000

LOS ANGELES, Nov. 22.—Two separate projects, totaling \$8,000,000 in expenditure for an exposition building and a huge sports stadium, are under way here and will be built as soon as material and labor shortages are alleviated.

In the not-too-distant future Los Angeles County will have one of the finest exposition buildings in the country, according to an announcement of the 48th District Agricultural Association. It is estimated that the new building will cost \$3,000,000. It will be located on 25 acres of land southeast of the Freeway and Atlantic Boulevard, in East Los Angeles.

For Variety of Shows

The structure is designed to house exhibitions such as national live- (See 8-MIL EXPO. BLDG., page 139)

Big Season Reported For Boyle Woolfolk; Org Booked 128 Fairs

CHICAGO, Nov. 22.—Total of 128 fairs this year were supplied thru Boyle Woolfolk Agency, of Chicago, it was announced this week. The fair business handled by the Woolfolk office was one of the largest, if not the largest, since that agency entered the outdoor amusement field 20 years ago. Besides the fairs, the office supplied acts for 40 homecomings and celebrations.

Four revue units and two circus units, the latter called the Wonder Bros. Circus; one Wild West unit and a vaudeville unit, featuring the Hilton Sisters (Siamese twins), were contracted thru the office. Included among the acts booked were 10 acts imported from Europe. Further importations are expected in 1948, it was announced.

The Midwest bookings of one of E. Ward Beam's Thrill Show units was also handled by the Woolfolk office.

George B. Flint, general sales representative of the fair department of the agency, has been out of the city on an extended booking tour and will be back for the outdoor convention. Woolfolk recently returned from New York and announced that he had signed some new attractions which he will offer at fair conventions.

Raynor Lehr recently was added to the Woolfolk staff and will be active in booking fairs.

15,000 Attend Expo

PEEKSKILL, N. Y., Nov. 22.—Annual Hudson Valley Exposition, which ended a week's showing at the armory Saturday (15), drew an estimated 15,000 persons. Professional talent included A. Robbins, the Banana Man, and the Juggling Jewels, booked thru George A. Hamid, Inc., New York.

Show Directory

Again this year *The Billboard* will furnish an outdoor show directory in the lobby of the Hotel Sherman. Requests for listings in this directory will be accepted at the Showmen's League tent, provided by the U. S. Tent & Awning Company, in the hotel lobby. Tickets for the SLA banquet-and-ball will also be distributed from this tent. No banners or signs will be permitted in the lobby, the hotel announced.

Phoenix Sportman's Park Stand Damaged By Mysterious Fire

PHOENIX, Ariz., Nov. 22.—Flames of undetermined origin raged thru the grandstand at Sportsman's Park here at 4 a.m. Monday (17), destroying the seating section and pari-mutuel booths, including a number of costly totaling machines, and damaging the all-metal roof. The stand had a seating capacity of 6,000.

Estimates of the loss incurred ranged as high as \$150,000, but no official figures were announced. Horse races were scheduled to start Christmas Day.

It was believed that the blaze was the work of an arsonist, for the fire spread rapidly thru the entire structure, located at Seventh Avenue and Osborn Road. The flames did not menace the stables housing about 400 horses. A night watchman discovered the fire when he made his customary round.

The flames broke out in the center of the grandstand and spread rapidly (See Fire in Phoenix on page 139)

10-Day Celebration Set at Port Arthur

PORT ARTHUR, Tex., Nov. 22.—The Golden Jubilee Corporation of Port Arthur, Tex., today announced a 10-day golden jubilee celebration will be held at the Port Arthur Million Dollar Pleasure Pier here. Officials said \$50,000 is being raised to finance the event. Exact dates have not been decided.

T. J. Gillespie, manager of Pleasure Pier, will attend the outdoor showmen's convention in Chicago, December 1-4, to line up outstanding attractions for the celebration.

Howard County Annual Mulls Plan for Development

MIDLAND, Tex., Nov. 22.—Howard County Fair Association here is studying plans for a central organization and for establishing facilities for holding livestock shows, agricultural exhibits, rodeos and related activities.

J. H. Green, manager of the Big Spring Chamber of Commerce, suggested a plan which would provide a fair association composed of organizations now active as well as an unlimited number of interested individuals. Included in the proposal are plans for utilizing buildings from the Big Spring Army Air Field by moving them to a permanent site.

Confabs Loom As Biggest Yet

Centered at Sherman—SLA banquet-ball at Palmer House—NAAPPB show up

CHICAGO, Nov. 22.—In cities and at whistle-stops thruout the U. S. and Canada, the brethren-an-sisters, too—of outdoor showbiz are readying their glad-rags and putting on the new look or dolling up the old in preparation for the annual trek here for the annual outdoor conventions and their objective; business and/or pleasure.

The big doings—and it'll be plenty big, what with confabs for fair execs, parkmen and carnival owners and the attendant buying, contracting, bread-breaking and elbow-tilting, not to mention social events, officially opens Sunday, November 30.

Days before then, however, the vanguard will be milling about the Hotel (See CHI CONCLAVE on page 60)

Grand National Livestock Expo In Record Draw

SAN FRANCISCO, Nov. 22.—Grand National Livestock Exposition and Rodeo closed here Sunday (9) with a new record for attendance. Eleven performances attracted 105,676 paid admissions compared with 82,273 for 13 shows during a comparable period last year.

More than 100 top hands from all over the West competed for a record-breaking \$30,000 in prize money at the championship rodeo.

Bud Linderman, Red Lodge, Mont., was declared the nation's top cowboy for 1947. Linderman won out over Wag Blessing, Burbank, Calif., on the final night of the show. The championship was determined thru competition at rodeos thru the West this year.

Blessing was leading Linderman when the two appeared here for the climatic event of the year. During the last week the wiry Linderman forged to the front in competition in the five rodeo events—saddle bronk riding, bareback bronk riding, calf roping, Brahma steer riding and steer wrestling.

Linderman, who won by a margin of about 200 points, won prizes totaling \$7,000.

National winners in the individual events were:

Bareback Bronk Riding—Carl Mendes, Visalia, Calif., champion; Bud Linderman, second; Jimmy Schumaker, Phoenix, Ariz., third.

Calf Roping—Buckshot Sorrells, Tucson, Ariz., champion; Troy Fort, Lovington, N. M., second; Chuck Sheppard, Phoenix, Ariz., third.

Saddle Bronk Riding—Defending champion Jerry Ambler, Glenwood, Calif., champion; Bill Linderman, Red Lodge, Mont., second; Bud Linderman, third.

Steer Wrestling—Homer Pettigrew, Grady, N. M., champion; Bud Linderman, second; Buckshot Sorrells, third.

Brahma Steer Riding—Wag Blessing, champion; Glenn Tyler, Modesto, Calif., second; Jimmy Schumaker, third.

TRAFFIC LIGHT FOR PARKMEN

Speakers To Get Signals

Huedepohl plans on 600 attendance at banquet in Sherman's ballroom

CHICAGO, Nov. 22.—New innovation at the various meetings of the National Association of Amusement Parks, Pools and Beaches (NAAPPB) convention in the Hotel Sherman here, December 1-4, will be a traffic light and, according to Paul H. Huedepohl, executive secretary of the NAAPPB, all speakers will be ordered to obey it.

When a speaker starts his talk the green light will flash. Two minutes before his time is up he will get the yellow light and when his time is up the red light will flash and a buzzer will sound.

"In this way," Huedepohl said, "no speaker will be able to go on endlessly. Those attending the convention won't be bored with long drawn-out talks or forums. Everything will be run on a time schedule so that members may plan their time. In other words, if Tuesday's meeting is supposed to be over at 4 p.m., it will be over at that time and members may make plans for appointments, etc., with that in mind," the NAAPPB secretary said.

Two minor changes have been made in the program, as originally planned. Marvin Staton, Springlake Park, Oklahoma City, originally scheduled as a member of the faculty for Forum No. 1 on Wednesday, dealing with the future of the outdoor amusement industry, has withdrawn. The other change is an addition, Irving Rosenthal, of Palisades Park, being added to Forum No. 6 on Thursday, having to do with new promotions.

Unless all signs are wrong, according to Huedepohl, attendance at the NAAPPB banquet this year, scheduled in the Hotel Sherman's Grand Ballroom, will top last year's by some 200. Reservations are coming in fast, according to the NAAPPB Chicago office, and Huedepohl said he is aiming for an attendance of around 600. Last year 408 persons attended and moving the banquet this year to the Grand Ballroom has had a decided effect, "because people know there will be plenty of room, not only for dining but for the floorshow and dancing after," Huedepohl said. Banquet tickets are going at \$8.50 per person, which includes tips, etc.

Huedepohl hasn't the slightest doubt that attendance this year at the park convention will be far and above any previous year. He says hotel reservation requests this year are heavier than a year ago, which was a record from the attendance standpoint, and says the requests are still coming in. He repeated that his office will do everything in its power to take care of reservations for members but urged they get their requests in at once.

Huedepohl said the trade show is, and has been, a sellout, but added that the Calumet Coach Company, Chicago, had prevailed upon him to be added and he had made arrangements to spot them on the lower level. "The Calumet company has made a tie-up with the Blevin Popcorn Company to show the latest design in popcorn wagons, too," Huedepohl said.

A Message From the President

By A. B. McSwigan

Last December the National Association of Amusement Parks, Pools and Beaches (NAAPPB) convention shattered all previous attendance records. In all respects it was a banner conclave. Now, however, every indication points to a much bigger con-



A. B. McSWIGAN
President, NAAPPB

vention—our 29th—which all in the park, pool and beach industry know will be held in the Hotel Sherman, Chicago, December 1-4.

All officers and the board of directors of NAAPPB eagerly look forward to your coming. It is our honor and happy privilege to welcome, most hospitably, the hundreds of delegates who will arrive from all over America.

Lest there be some of our industry who may hesitate about attending, let me assure them the welcome mat will be found spread out before the Hotel Sherman door. Come and meet a grand group of people who are sympathetic to your problems. See and be impressed with the greatest display of amusement equipment ever

Acker Planning Outlay of 30G At Moosepath

ST. JOHN, N. B., Nov. 22.—Louis Acker, St. Stephen, N. B., who recently purchased Moosepath Park, located three miles east of St. John, from George Kane, St. John, announces he will spend \$30,000 this winter and next spring on improvements.

Included in the improvement plans, Acker says, will be a new enclosed grandstand, seating 3,600 persons; new bleachers, a lunchroom, concession buildings and fences. He also plans to improve the half-mile horse race track and plans to stage midget car, motorcycle and bicycle races. A lighting system also may be installed.

Rides will include a Merry-Go-Round, Whip and Ferris Wheel. Parking space will be provided.

Purchase price was said to be \$7,000. Kane has operated the park the last five years.

assembled under one roof. Take part in the discussions of the dynamic program sessions, and in the refined social activities such as the gay evening parties of the penthouse and the magnificent banquet with a top-flight stagemat, concluding the four-day program.

It is your convention. Executive Secretary Paul H. Huedepohl and a score of committees have labored unceasingly to make it the finest. Be enriched by attending; stay away and regret.

Swedish Park Op Arrives To Book Acts

NEW YORK, Nov. 22.—Einer Ekstrom, managing director of Liseberg Park, Gothenberg, Sweden, arrived in this country recently to sign up several attractions for next season. His visit will include visits to Playland Park, Rye, N. Y.; Palisades (N. J.) Park; Carlin's Park, Baltimore, and Steel Pier, Atlantic City, as well as attendance at the annual meeting of the National Association of Amusement Parks, Pools and Beaches. Ekstrom has colored slides of his park, one of Europe's foremost amusement centers, which he plans to show to members of the national association at Chicago.

At the George A. Hamid booking office it was reported that price was no object as long as the talent obtained was the best available. About four acts will be booked for four to six weeks at Liseberg, with an equal number of weeks being offered at Tivoli Park, Copenhagen. First-class round-trip transportation will be provided and all payments are to be made in American money.

Liseberg, which is municipally owned, may also import American bands. Ekstrom is said to be interested chiefly in orks strong on visual entertainment, like the Milt Britton band.

Jimmie Jamison, high diver, was signed this week by Ernest Sahlstrom, Danish booker, for 22 dates in Scandinavia. He will open May 1 at the National Scala, Copenhagen night spot, and then play park dates.

Allentown, Pa., Funspots Must Add Admission Tax

ALLENTOWN, Pa., Nov. 22.—Amusement parks here, of which Dorney and Central are the largest, will have to add an amusement tax to all admissions next season. City council this week announced plans to enact legislation calling for a tax of one cent to be levied for each 25 cents or fraction thereof on all tickets sold. In addition, all permanent amusement places will be assessed an annual license fee of \$1.

The penny tax covers all types of amusements, with varying degrees of penalties included in the ordinance.

Ventnor Nixes Tax

ATLANTIC CITY, Nov. 22.—Altho the 3 per cent luxury tax will continue here next year, the sister resort of Ventnor turned down a similar impost at a recent election. Vote was 1,767 against and 981 for.

Trade Show Schedule Set By Huedepohl

Malec Award Chairman

CHICAGO, Nov. 22.—"The biggest and best in history." That is the way Paul H. Huedepohl, executive secretary of the National Association of Amusement Parks, Pools and Beaches describes the org's annual trade show, scheduled December 1-4 in the Hotel Sherman's convention hall, in connection with the annual convention of the NAAPPB.

One thing is certain about this year's event, in comparison with last year, and that is all records, from the standpoint of the number of exhibitors, will be broken. Too, according to Huedepohl, there will be more varied exhibits this year and almost every manufacturer, who makes items connected with outdoor show business, will be on hand.

Last year it was necessary to shorten the hours during which the trade show was in operation each day because of the coal situation. "Those shorter hours proved so popular with both exhibitors and people attending the show that they urged we repeat this year in the matter of hours, or even lessen the time," Huedepohl said. All in all, the hours this year will be about the same as last year, altho several changes in times are announced for this year. Here are the hours for the show this year as announced by the NAAPPB secretary:

Monday, December 1—10 a.m. to 10 p.m.

Tuesday, December 2—10 a.m. to 1:15 p.m., and 4 p.m. to 8:30 p.m.

Wednesday, December 3—10 a.m. to 1:15 p.m., and 4 p.m. to 8:30 p.m.

(See Trade Show Set on page 59)

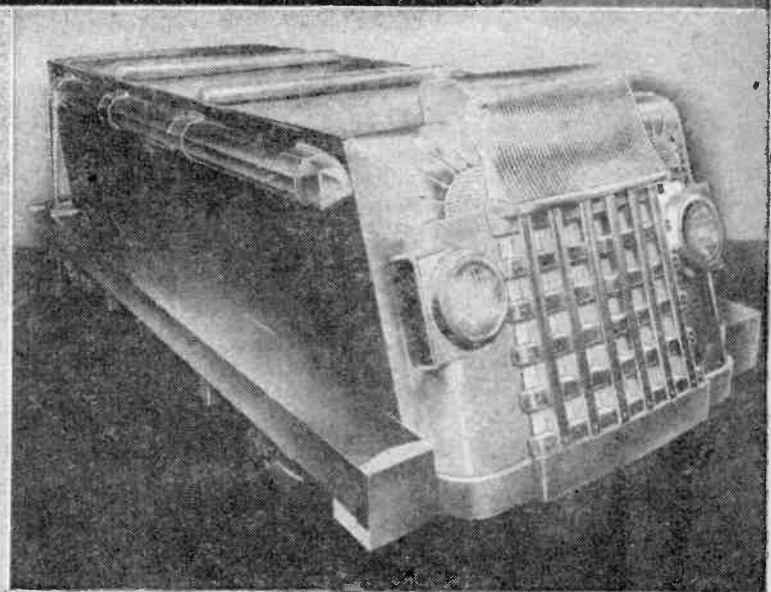
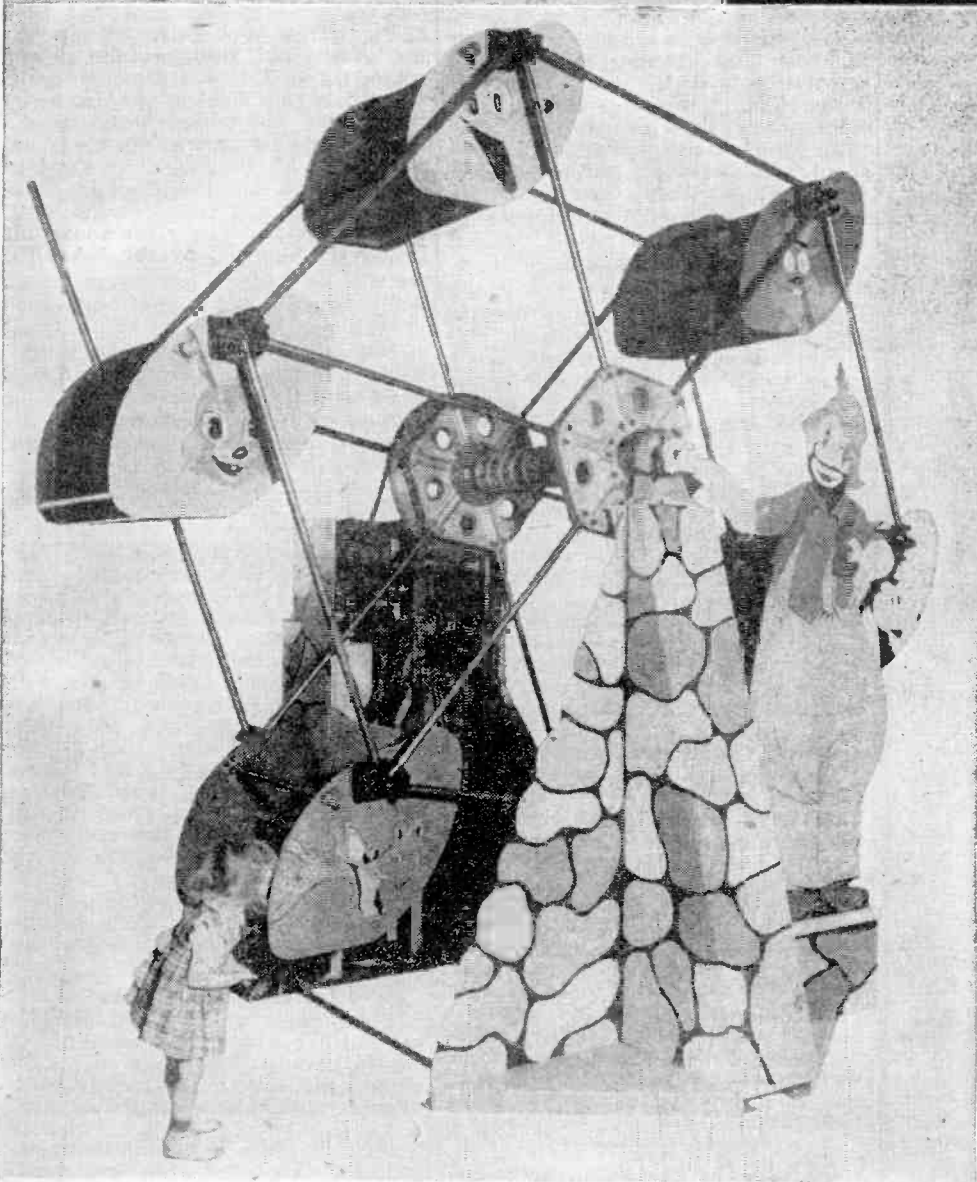
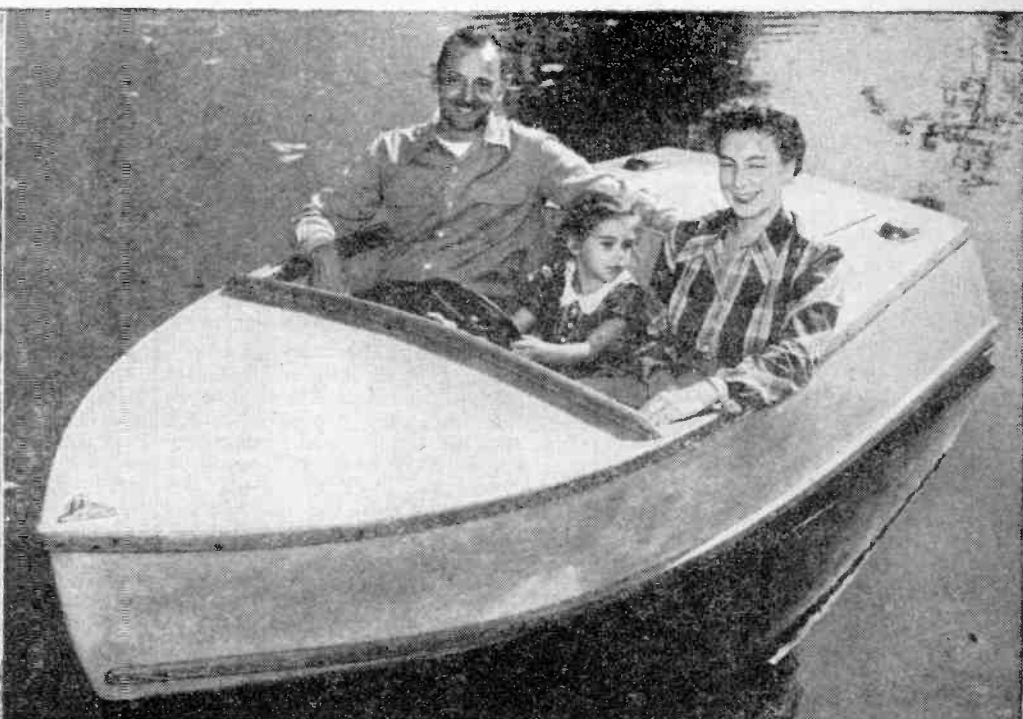


ONE OF THE BUSIEST men at the National Association of Amusement Parks, Pools and Beaches Convention at the Sherman Hotel, Chicago, December 1-4, will be Paul H. Huedepohl, above, executive secretary of NAAPPB. You'll see plenty of him at the various meetings, at the trade show and around the lobby.

WHILE IN CHICAGO SEE

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GET THAT PICNIC BUSINESS

FORESIGHTED park managers in Detroit are laying plans now for the business their parks will enjoy next summer by working to make their park the picnic spot for their territory. Park business generally has been so good for several years that many in the business have forgotten about picnics, except such as happened to come their way. Indeed, some park men went so far as to view picnics as a nuisance and to discourage them, because they felt the picnic crowd cut into their regular day's business.

Conditions have so changed that parks are turning to a neglected basic principle in any kind of merchandising—seeking ways to increase the traffic or volume they handle thru large scale transactions. In the case of parks, this means picnics.

The field never has been wholly neglected, and picnics have continued to be booked; in many instances, active promotion has been necessary.

The Old Reliable

Nearly every park has its usual reliable quota of school, church, and lodge picnics. If the habit is established, these groups will continue to come faithfully, year after year. In Detroit, the Central High School held traditional picnics for decades each June at Bob Lo Park, while the Edison Power Club went for years to Tashmo.

Public, parochial, and rural school groups all enter into the park picture. These affairs bring out the entire family, and usually are drawn from a particular neighborhood. Some of them are big affairs with 5,000 people, while smaller country schools will draw as few as 80 people. Yet

Detroit park operators and industrial concerns work hand in hand in promotions

BY HAVILAND F. REVES

even these smallest groups are encouraged in a metropolitan area park. At Edgewater Park, Detroit, when the crowd is too small to justify opening the various park attractions all at once, one ride man will be assigned to open up one ride after another, and the crowd just follows him around. In that way, there is always a small crowd around the attractions in operation.

Good Laboratory

However, it is in industrial picnics that much of the soundest park promotion can be done. Here, the Motor City area offers a good laboratory where ideas have been, and continue to be, tested. Park men, off the record, will say that this is probably the most highly competitive park territory in the country—and it is the world's most noted industrial center.

The picnic business has gone to two of the four major parks chiefly in recent years—Edgewater, right in the city, reached by bus service, and Walled Lake, 25 miles away, reached almost entirely by private car. Eastwood, serviced by both streetcar and bus and located right on the city line, has had practically no picnics for several years. This park is handicapped in the picnic field by having little extra ground area available beyond that used for permanent

park operations and parking lots. At Jefferson Beach, operated by the same management as Eastwood, there has been little picnic promotion, but this spot was just reopened two seasons ago and was still undergoing remodeling this past season. In the future, when the park policy is stabilized, it is likely that picnic promotion will become a regular feature.

Distance Helps

One factor in favor of Jefferson Beach—in addition to its position on Lake St. Clair—is its distance from the city. Some park operators feel that the successful picnic park should be at a short distance away from the city. That is a good rule, but has its exceptions as proved by the sound success of Edgewater, achieved thru effective promotion effort.

In this area there is another factor—the picnic park, which is a direct competitor of the established amusement park for picnic business. There are at least two dozen of these spots located within about 30 miles, of various sizes and provided with varying facilities, usually centering around a dance floor or facilities for dispensing beer. In between there are four or five miniature parks, such as Motor City, Utica and Island Lake with a few rides or games concessions which make them true amusement parks, usually without picnic facilities on their own grounds. However, a public park nearby usually supplies this lack.

Legitimate Operation

The picnic park is an entirely legitimate type of operation, but the amusement park owner with his bigger investment has something much more valuable to offer the picnic committee—diversity of attraction. The picnic park sometimes operates on a rental basis at a flat fee or charges 50 cents per car for admission. The amusement park in itself, in favorable contrast, offers itself not only with free admission, in this territory at least, but with major park attractions sold at a reduced price for groups.

The large park is definitely attractive to plant management or to any group putting on a picnic if it is properly presented. "We are highly in favor of picnics at an amusement park," says W. E. Landis, director of industrial relations for the Briggs Manufacturing Company—a post that requires a staff of 170 people to service the company's 26,000 employees. "It offers such a wide variety of attractions, and there is never a lull in the activities."

Landis himself, who is one of the country's outstanding leaders in personnel work, was the man behind the scenes in a picnic staged last summer at Edgewater for some 3,500 people—the Briggs supervisory employees and their families. The handling of this event was a high-water mark in picnic operation that has left the friendliest of feelings on both sides.

Good Morale Builder

"Anyone is vulnerable to a good time," Landis summarizes his viewpoint. "Industrial management looks at such affairs from their value in morale building. We have probably as well knit a supervisory personnel as any industry in this country and our outing this summer was another step in that direction.

"Parks themselves should build up

a little "bible" of procedure in picnic operation and promotion. Some day the free spending era they have known during the war will be over, and then they will want to have the industrial picnics."

Turning to specific details, Landis outlined some of the individual steps that made this picnic a classic—not all adaptable to every picnic nor by every park, but richly suggestive for the thoughtful operator:

"We leased the park for the day, and it was open only to our own people—from 10 a.m. until 7 p.m., when it was thrown open to the general public. By that time, most of our people were tired and ready to go home, tho some stayed.

"We provided free attractions—rides were free, so were hot dogs, soft drinks, etc. The overall cost was one dollar per person—and they got up to \$10 worth of rides alone for it.

"Beer was provided, but only a token amount, so that it was there for those who really wanted it. But we didn't have enough on hand to risk spoiling the day.

"An important rule for such family picnics is that the games of chance, including wheels, fish ponds, or any other type, should be closed. That was provided for in our contract.

Co-Operation Good

"Rides were not run while we had the rest of our own activities program. This was necessary to get the crowd out for the ball games, races, and similar group events. Otherwise, the rides might prove too tempting. The rides were opened as soon as this part of the program was over.

"It is all a matter of good organization—planning so that everything is provided for, and there is always something going on. Our committee for this picnic numbered about 400 persons.

"We aren't letting people forget it. We made a 16mm. color movie, using a professional cameraman, and have about 1600 feet of film. The picture runs 25 minutes. We are showing this to employee groups, and will screen it for the wives and families at a Christmas party," Landis said.

Not all picnics are so elaborately organized as the Briggs event. Typically, the picnic or recreation chairman will select a committee of about a dozen and sometimes each appoints a subcommittee for his own department. The principal functions essentially are: food, liquids, games, athletic events, children's games and transportation. Policing, with 10 or 12 members with arm bands to keep order in their own group, and to keep other people away from them if there are other park patrons present, is highly important. However, there is a definite value in having a large committee such as Landis', because more people will be interested in making the event a success because they each have a responsible part in it.

Must Select Events

The events at a picnic must be carefully selected and scheduled to fit the group. The park cannot lay down the rules here successfully. Picnic groves, baseball diamonds, a place to hold races, platform or other accommodations to hold drawings for prizes, and picnic tables are among the essential special facilities.

At Edgewater, there is a large log cabin available as picnic headquarters. In addition, there are a number of stands in the grove equipped with hot and cold running water, and so that groups can do their own cooking and handle their own beer, soft (See Get That Picnic on page 59)

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Photograph of G-16 in operation at Griffith Park, Los Angeles California

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Our best wishes for your continued success.

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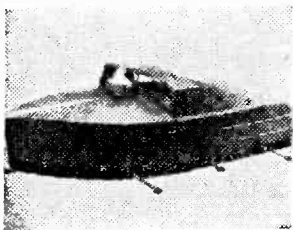
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George Whitney's Playland Hasn't Closed a Single Day In 19 Years of Operation

Ideal Weather Aids Spot's Year-Round Business

SAN FRANCISCO, Nov. 22.—George Whitney today has a million-dollar business and the ground it stands on—1,021,090 square feet on San Francisco's shoreline. This is Playland-at-the-Beach. It is not a difficult trick for Whitney to make money because he has one of the finest amusement parks in the country and it never has been closed a single day in its 19 years of operation. At present, Whitney's organization is highly complex but obviously successful for Playland is divided into three parts, the restaurants, the concessions and the rides—more than 50 items in all. Whitney is in direct charge and the only one at the beach working on a commission basis. He has placed managers and sub-managers, however, over each of the three broad classifications and one person to head each specific item. All are on salary and most of his employees have been with him for years as the activity at Playland is not seasonal, which is the case of most parks in this country.

"This all-year-round operation works out very well for us because it isn't necessary to break in a new crew each season," said Whitney. The weather, which is generally mild, also favors year-round operation.

Revenue Drops

Playland had a boom era during the war and plenty of military money was spent here, but now the park is operating at a 24 per cent drop in revenue as compared with those peak years. Yet, according to Whitney, attendance is up and the percentage figure is ahead of that of pre-war years. Ride patrons now are paying a slightly higher tariff than they did before the war, but this is because labor and food costs are up. In cases where increases were necessary they have been small and mostly on food items. In the few instances where the ride prices were raised, increases ranged from between 3 and 5 cents.

As far as the rides go, the Big Dipper is one of the top money makers. The most consistent solvent amusement item, however, is the Merry-Go-Round, and this seems to act as a financial barometer here as it does at other parks throughout the nation. Consequently, whenever Whitney decides to check on his contemporaries, he asks only to see the carousel receipts; for how goes the Merry-Go-Round, so goes the black and red ink.

Recent Accidents

Any discussion of the rides necessarily leads to the discussion of accidents, and Whitney is not at all reticent on this subject. He has little reason to be, as a matter of fact, for, in the whole history of the park, there has not been one serious accident due to mechanical failure. There have been a few deaths, it is true, but all were due to the customer standing up or hanging over the edge of the cars, a situation contrary to all the signs and all good reasons.

Just to see that the record stays clean, Whitney has each item at the beach inspected every week by engineers from the insurance company and his own men make a check-up every day. He even goes to such lengths as having an inspector walk over the whole track of the Big Dipper and Chutes early in the morning.

Enviably Record

Fire holds little hazards for patrons at Playland, as the park has an enviable safety record in this respect. Fire prevention authorities have pointed out that the park is so laid out to avoid jams. Moreover, the park is not enclosed so panic is never a factor.

Playland has opened new concessions and rides since the war. There is the \$75,000 remodeled Edgewater Ballroom and the \$250,000 roller rink,

Work Started On New Home Of Bay Shore

Site Nearer Baltimore

BALTIMORE, Nov. 22. — Baltimore's Bay Shore Park, famous for half a century and recently purchased by the Bethlehem Steel Company, is being dismantled and is giving way to a vast steel empire. With the passing of this historic spot, the former Bay Shore interests, headed by George P. Mahoney, have taken title to 250 acres of island property 3½ miles closer to Baltimore than the old location. These island properties extend some three miles out into Chesapeake Bay, connected to the mainland by a bridge.

The development program, being carried to completion in time for next year's opening, will convert the property into a veritable Atlantic City. An amusement and ride area of 12 acres will include the best that modern ride and device engineers have to present. The new location may be reached by much better transportation facilities, both by water and by franchise bus service from the city and strategic points en route. Additional parking is being provided by extensive dredging operations and land reclamation now in progress.

A new modern bathhouse will be constructed, and a new Roller Coaster built. New concession buildings will be erected and the modern midway will feature a beach boardwalk. Already constructed is the Casino, in the most modern design, with dance facilities to justify top flight name bands.

New Bay Shore Park will be far more than an amusement enterprise. It is the last Chesapeake Bay spot available to a population of more than a million people this side of Maryland's Eastern shore.

The long-range plans, now in the blueprint stage, call for an expenditure of \$1,500,000 over the next five years. They include a new boat and yacht club, a resort hotel, club cottages and a pleasure boat basin. Another parallel development also being mapped out is a sportsmen's paradise, these islands having been known for years as fine duck hunting grounds.

Associated with Mahoney in these developments are Col. A. T. Miller, Reese H. Jones and Oscar Bittler.

both on Whitney property but operated by private promoters. Among the new rides opened on the midway this year are the \$90,000 Racing Derby, the Fly-o-Plane and the Caterpillar. Also new is the Musee Mechanisms, Whitney's own collection of ingenious mechanisms that enchanted kings and whose glamor fascinated the people of the 18th and 19th centuries.

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FOR THREE COMPLETE FASCINATION GROUP
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Really, Sir;

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Yes Sir;

THE U-DRIVE-IT FEATURE, FIRE-CRACKER PERFORMANCE and OUTSTANDING ATTRACTIVENESS of the LUSSE AUTO SKOOTER RIDE will certainly put NEW LIFE and GREATER APPEAL in your FUN SPOT.

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Special attention to owners of new or partially used rides. We are
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Sitting 'Round the Table

(Editor's Note—Discussion on the current subject, "Do you believe park owners should offer free parking privileges with police protection against thefts and vandalism?" continues. Only a few so far have sent in their ideas on the subject. Unless more arrive shortly, the current question will be shelved in favor of another, so if you have some definite views on this subject—and who among park owners hasn't—get them in now. Send your views to the Outdoor Editor, The Billboard, 155 North Clark Street, Chicago 1.

Likes This Column

Sitting 'Round the Table is a fine column. It gives park managers many fine ideas. Let's take the amusement end of the park business. Some parkmen get the idea that high acts are the only kind for their park. This is wrong in many instances, I believe. The best attractions for parks, I find, are platform acts. Women and children make up a great part of park attendance and they do not care to see high acts, because women and children scare easily.

Many parks do not have any free acts and I believe this is a great mistake. Every park should offer some sort of an attraction to amuse people. Years ago almost every park had some sort of a show. Now many parks have nothing to offer the customers but rides and concessions. Park managers should offer something in the way of a drawing card.—
C. WILLIAMS.

Searle Gives Okay

We believe in free parking with police protection and have provided the same for years. However, some years ago we tried fencing off a part of our parking lot and charged for parking but it did not do enough business to warrant the extra expense.

Our regular park deputies patrol the parking lot and park the cars. This, together with good lighting, has kept our thefts to a minimum.

We believe that free parking goes with a free gate and that people should not be charged for the privilege of spending their money in the park. Police protection helps to build good will.—FRED W. SEARLE, Manager, Suburban Park, Manlius, N. Y.

Police Patrol Park

In reply to the question regarding parking, etc., we have parking areas that hold only about 250 cars at a time. On a recent Sunday we had 727 in the park, most of them parked in out of the way places. Our police force patrols the entire park so we

E. J. Carroll's Father-in-Law Dies in Cambridge, Mass.

CAMBRIDGE, Mass., Nov. 22.—Thomas E. Toomey, father-in-law of Edward J. Carroll, owner of Riverside Park, Agawam, Mass., died here Friday (14). Services were held in St. John's Church, North Cambridge, Monday (17). Toomey was president of the Boston Pulley & Shafting Company, Inc., Boston, and on several occasions acted as construction consultant on building projects at Riverside Park.

Several members of the New England Association of Amusement Parks and Beaches attended the funeral. Harry Storin, Vernon A. Trigger and Thomas E. Morrissey represented Riverside Park.

March 10 Tentative Date For New England Confab

AGAWAM, Mass., Nov. 22.—Wednesday, March 10, has been tentatively set as the date for the 20th annual convention of the New England Association of Amusement Parks and Beaches, President Harry Storin announced here. He said he will call a meeting of the board in December to confirm the date and plan features for the annual confab.

The Parker House, Boston, again will be the site of the meeting.

are able to give reasonable but not absolute protection. There were few cases of thefts or vandalism this summer.—W. M. MANN, Director, National Zoological Park, Washington.

Greenspoon in Deal for Va. Beach Parks

NEW YORK, Nov. 22. — Jack L. Greenspoon, in town for the National Showmen's Association banquet, announced that he now is president of four corporations controlling and operating amusement parks at Virginia Beach and Norfolk, Va. The Greenco Corporation is the land-holding unit and Seaside Park, Inc., the operating firm of Seaside Park at Virginia Beach, while Park Concessions Corporation operates Ocean View Park in Norfolk. J. Green, a holding corporation of New York, acts as a purchasing unit for the Greenspoon interests.

Greenspoon and Dudley Cooper have purchased all the holdings of Art, Charles and Ben Lewis at the Virginia Beach spot, including all of Seaside Park, with a frontage of 1,060 feet on the Atlantic Ocean plus a plot opposite the park with a 660-foot frontage on Atlantic Boulevard serving as a parking lot.

Ocean View Park

Park Concessions Corporation has acquired the leasehold of Lewis and Greenspoon, merchandise and all equipment of Ocean View Park in Norfolk, where it will operate all refreshment stands, games and other amusements. At present a 10-man crew, under the supervision of Albert Greenspoon, is renovating the Norfolk park and constructing new buildings.

New structures will include a building and fishing pier at the north end of the park, a new frozen delight building and a palm garden accommodating 400 patrons. The palm garden will front on the new highway which is built for the new bus lines replacing the streetcar line. A parking space for 200 cars will be laid out just off highway and within 100 feet of the palm garden.

The estimated cost of alterations for Ocean View Park concessions is \$25,000. Albert Miller, manager of the park, is supervising most of the construction. The park will open week-ends in April and daily starting the first Saturday in May.

Seaside Gets Facial

Seaside Park is also undergoing a face-lifting, including installation of a 20-car Scooter ride, Moon Rocket, kiddie park, miniature golf course, miniature railway with 2,100 feet of track, and rebuilding of the Whip. The park's picnic area is being enlarged to accommodate 3,000 diners under shelter and 1,000 out of doors.

Frank Biddle, superintendent of construction, is building a new ride called the Snapper, which will be in operation next year. New landscaping and a paint job are part of the winter program.

Cooper, secretary-treasurer of both park corporations, with offices in Norfolk, will have charge of winter operations. Jack Greenspoon will make his headquarters at the Cadillac Hotel, Miami Beach, from December 5 to March 1.

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Presenting the finest in stellar attractions and operating the world's greatest amusement rides.

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CHALKED UP ANOTHER TERRIFIC GROSS BUSINESS DURING OUR 1947 SEASON

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Finest dance hall in Western New York State. Featuring name bands.

CELORON SKATELAND

The rink that has originality, Appeal and Refinement.

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ALWAYS INTERESTED IN
NEW RIDES
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NEW FUN HOUSES

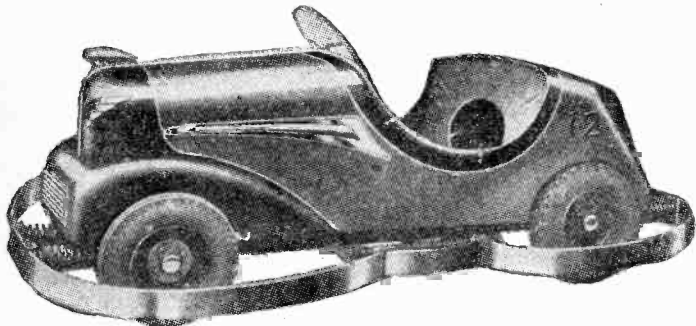
Have Openings for Concessions and Attractions that do not conflict, at Celoron Park, for 1948.
CONTACT OR WRITE ADDRESS:
HARRY A. ILLIONS
JAMESTOWN, N. Y.

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Amusement Equipment Engineers. Makers of Bumper Cars and Tracks: Speedway Cars and Tracks: Round Rides: Juvenile Rides, etc. Complete Amusement Parks designed and equipped.

Ateliers de fabrication d'attractions foraines. Constructeurs d'autos et autodromes "choc"; de voitures et pistes "Auto-sport"; de Carrousels roulants; de maneges pour enfants, etc. Plans et installations de parcs complets d'attractions.

Ingenieros de Equipos para Empresarios de Espectaculos, Fabricantes de Autos Torpadores y sus Pistas: Autos y Pistas de carrera: Pistas Circulares: Pistas Juveniles, etc.



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An attraction to smash all competition

Outgrossed all other rides at California State Fair Kiddieland.

NOW TAKING ORDERS OF IMPROVED 1948 MODELS

All Steel Construction—Easy Maintenance—Three Car Train—Three Hundred passengers per hour.

New Flashy Light Standards—Complete with Tunnel, Motor, Switches, etc. Sets up in 45'x100' space.

Currently in Operation in Major Parks

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ROCKET SHIPS

(For Old Circle Swings)

These massive, light-weight, Stainless Steel cars have increased receipts of the old ride in over 40 leading Parks of the country.

On display at the Park Men's Convention, Chicago.

Send for descriptive literature.

R. E. CHAMBERS COMPANY, INC.

Beaver Falls, Pa.

Official NAAPPB Program

Louis XVI Room, Hotel Sherman, Chicago

Tuesday, December 2

Invocation—R. S. Uzzell

Meeting called to order—Paul H. Huedepohl

Introduction of program chairman—Paul H. Huedepohl

Introduction of President A. B. McSwigan—Don Dazey

President's Address—A. B. McSwigan

Announcements and communications—Secretary Paul H. Huedepohl

Reports of Convention Committees:

General Program—Don Dazey

Pool and Beach Program—Henry A. Guenther

Convention and Exhibits Arrangements

Entertainment and Banquet

Reception and Social—Edward L. Schott

Report of public liability and fire insurance committee—

N. S. Alexander.

Address: *Human Element vs. Mechanical Failure in Relation to Accident Prevention of Amusement Devices*—E. Duncan MacKenzie, assistant superintendent, Engineering Department, American Associated Insurance Companies.

Questions and answers:

Executive Session

Roll call

Reading of the minutes

Annual report of the treasurer

Annual report of the secretary

Annual report of the finance committee

Committee Reports

Historians

Legislative

Membership

Nominating

Publicity

Resolutions

Safety code

Unfinished business

New business

Good of the order

Penthouse Club, 10 P.M. to 2 A.M.

(House on the Roof)

Wednesday, December 3

Forum No. 1—The Future of the Outdoor Amusement Industry:

Faculty:

Harry J. Batt, chairman, Ponchartrain Beach, New Orleans.

W. H. Hitzelberger, Fair Park, Dallas.

Julian H. Norton, Lake Componce, Bristol, Conn.

George A. Hamid's Pier, Atlantic City.

Forum No. 2—Cash Control:

N. S. Alexander, chairman, Woodside Park, Philadelphia.

William Muar, Roseland Park, Canandaigua, N. Y.

George B. Currier, Playland, Rye, N. Y.

Forum No. 3—Ideas in Midway Design:

J. W. (Patty) Conklin, chairman.

Pictorial of Midway at Canadian National Exhibition and comments.

Lewis W. Jenkins Jr., Santa Cruz Seaside Company, Santa Cruz, Calif.

Form No. 4—*We're Not the Largest But Growing.* (This topic will cover problems of medium and suburban park operation.)

Robert A. Reichardt, chairman, Riverview Park, Des Moines.

Harold K. Barr, Washington Park, Michigan City, Ind.

Robert E. Freed, Utah Amusement Corporation, Salt Lake City.

H. J. Malloy, Camden Park, Huntington, W. Va.

F. W. Searle, Suburban Park, Manlius, N. Y.

Observations within our ranks—William de L'horbe Jr.

Thursday, December 4

Address by Mel Sharpe, Washington. *Admission Taxes.*

Forum No. 5—Admission prices for 1948.

Faculty:

Robert L. Ferguson, chairman, Capital Beach, Lincoln, Neb.

John L. Coleman, Riverside Park, Indianapolis.

George M. Harton, West View Park, Pittsburgh.

Address by R. C. Skillman, president of IRA and director of public relations of the Champion Paper & Fibre Company, Hamilton, O. Skillman also will introduce a brochure, *How to Promote Industrial Picnics*, to the convention.

Forum No. 6—New Promotions.

Faculty:

A. M. Brown, chairman, Buckeye Lake Park, Buckeye Lake, O.

Edward J. Carroll, Riverside Park, Agawam, Mass.

Jack Gurtler, Elitch Gardens, Denver.

Don Dazey, LeSourdsville Lake, Middletown, O.

Irving Rosenthal, Palisades Park, Palisades, N. J.

Forum No. 7—Public Relations in your community:

Faculty:

R. J. Spangler, chairman, Rolling Green Park, Sunbury, Pa.

Robert Guenther, Olympic Park, Irvington, N. J.

Meeting adjourned.

7:30 p.m.—Banquet (Grand Ballroom).

POOL AND BEACH ROUND-TABLE DISCUSSIONS

Tuesday, December 2—12:20 P.M.

Faculty: Henry A. Guenther, Olympic Park, Irvington, N. J., chairman; Carroll L. Bryant, National Director, Water Safety Service, American Red Cross, Washington; Chauncey A. Hyatt, Balogen Supply Company, Chicago; R. N. Perkins, Swimming Pool Consultant, Omaha; Vernon D. Platt, Somerton Springs, Somerton, Pa.

1. DEMONSTRATION OF DIATOMITE FILTRATION
 Discussion led by Chauncey A. Hyatt—L. H. DeHaven, Bowser, Inc., and R. N. Perkins, collaborators.
- (a) What is Diatomite?
 Source?
 Where Obtained?
 Why and How Used?
 - (b) Type of Equipment Necessary.
 Cost of Diatomite Equipment vs. Present Equipment.
 - (c) Space Required.
 Supervision.
 Filtering Rate Per Square Foot.
 Back-Wash Rate Per Square Foot.
 Clarity.

Wednesday, December 3—12:20 P.M.

Discussion led by Vernon D. Platt—Carroll L. Bryant, collaborator, What Ways and Means Are Adaptable for the Promotion of Increasing Swimming Attendance?
 General Quiz.

Thursday, December 4—12:20 P.M.

Discussion led by R. N. Perkins—Chauncey A. Hyatt and Vernon D. Platt, collaborators.
 What Have You on Your Mind?
 Questions and Answers.

AMERICAN RECREATIONAL EQUIPMENT ASSOCIATION

West Room (First Floor), Sherman Hotel, Chicago
 December 1, 1947, 7 P.M.

OFFICIAL PROGRAM

- ADDRESS..... A. B. McSwigan, NAAPPB President
- TIMELY COMMENT..... Paul H. Huedepohl, NAAPPB Secretary
- OUR PRESIDENT ON THE JOB..... Ben O. Roodhouse, AREA President
- PHILOSOPHY OF PROFIT SHARING..... John D. Gordon, Progressive Welder Company, Detroit
- DISCUSSION..... Herbert Schmeck, leader, Philadelphia Toboggan Company
- DISCUSSION ON NEW DEVICES..... Harry G. Traver, Painesville, O.

ANNUAL BUSINESS MEETING

- Report of Membership Committee..... William Rabkin, chairman
- Report of Exhibit Room Committee..... Wallace St. C. Jones, chairman
- Report of the Treasurer..... W. F. Mangels, treasurer
- Report of the Auditing Committee..... Arthur W. Sellner, chairman
- Report of the Nominating Committee..... Florence Lusse Illions, chairman

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MUST BE SEEN TO BE APPRECIATED.

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E. J. CASEY SHOWS

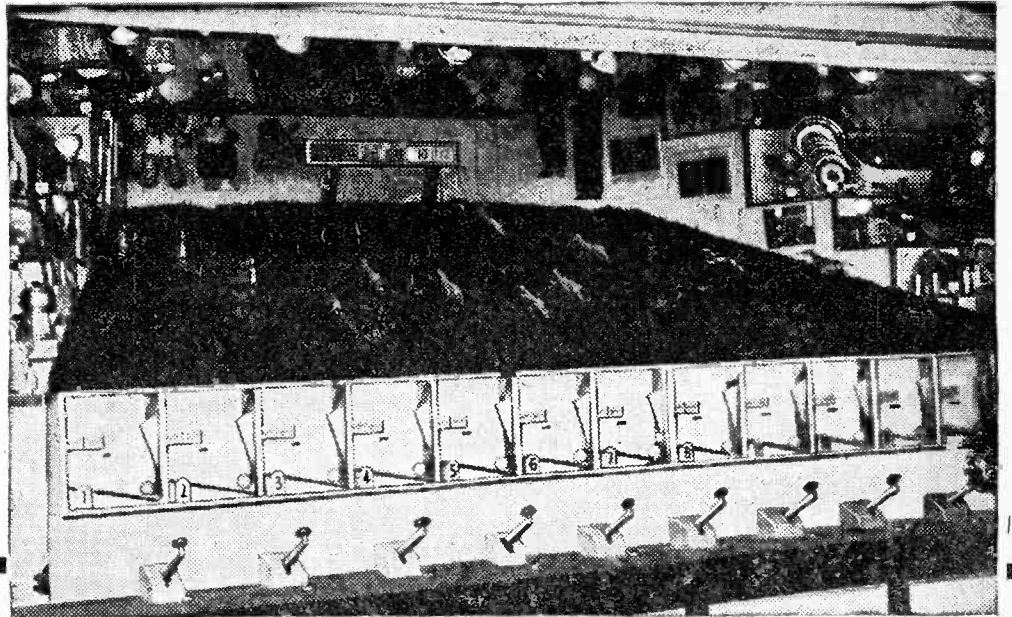
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 CHICAGO
 Dec. 1-4

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 LOON LAKE, COHOCTON, N. Y.
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COASTER MAN WANTED
 Must be experienced in coaster maintenance
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 all-year-round position for right party. Tell
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**Firestone Heads
 Service Awards**

Andrew S. McSwigan trophy
 goes for outstanding service
 to industry as whole

CHICAGO, Nov. 22. — Louis H. Firestone, of Flint Park, Flint, Mich., is chairman of the award committee for the annual National Association of Amusement Parks, Pools and Beaches convention in the Hotel Sherman, December 1-4. Members of his committee are Edward S. Scheck, vice-chairman, Summit Beach Park, Akron; George M. Harton, West View Park, Pittsburgh; Benjamin Krasner, Lakeside Park, Denver, and Fred W. Pearce, Walled Lake Park, Detroit.

The three awards to be made are as follows:

Andrew S. McSwigan Award: For the most outstanding service to the industry for the year. Award will go to the individual in the industry whose services during the year may be considered as having made the greatest contribution to the general good of the industry during that period.

D. S. Humphrey Award: For the finest program appearance on the subject dealing with amusement parks or piers. In judging the winner of this award, Firestone and his com-



LOUIS H. FIRESTONE

mittee quote the following rule: "This will apply to appearance on the program, manner of delivery and the subject matter treated. Not only should the method of treatment be considered, but the value of the content to the industry. The prominence of any individual in the industry or otherwise should not be considered by the jury, nor should the use of motion pictures or slides, which latter, tho they may give a subject the appearance of a more spectacular treatment, need not necessarily contribute extensively to the value of the subject matter treated."

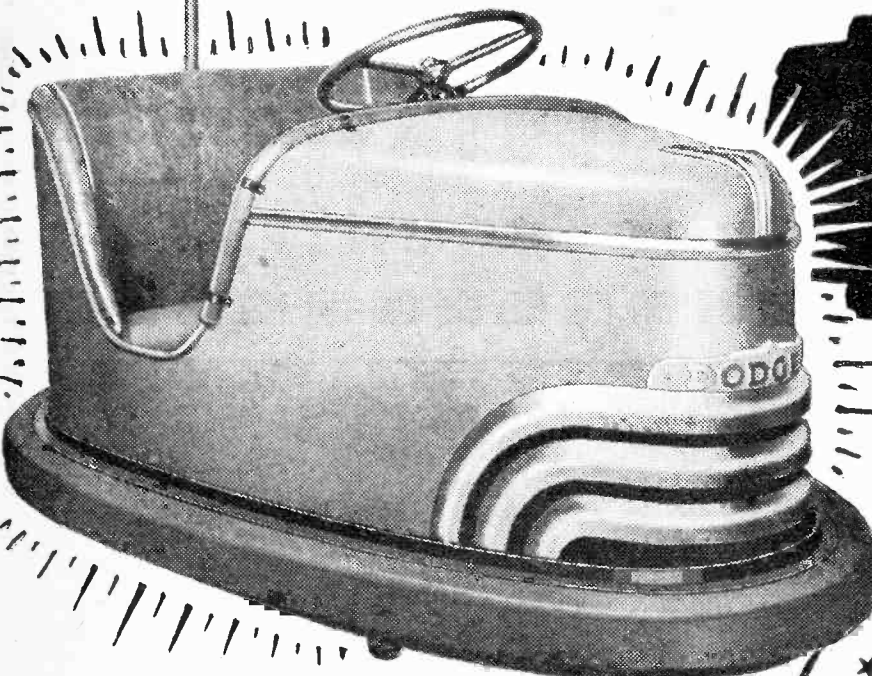
A. R. Hodge Award: For the finest program appearance on a subject dealing with pools and beaches. Participants in open discussions, who speak extemporaneously on a given topic, are just as eligible for this award as those making formal program appearances.

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 Man experienced in maintenance and operations of amusement park rides. Write, giving full particulars.
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 ARCADIA, OHIO
 Between Fostoria and Findlay, O., Route 12. Twenty-two fine acres of ground of which eight acres picnic grounds, balance parking space; swimming pool, new block building with brick front 40x50 ft.
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 2 to 20 Players
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 Same sensation as real fishing. Complete tank motor, Fish, Poles, Hooks, etc. For information
J. & J. FISH POND
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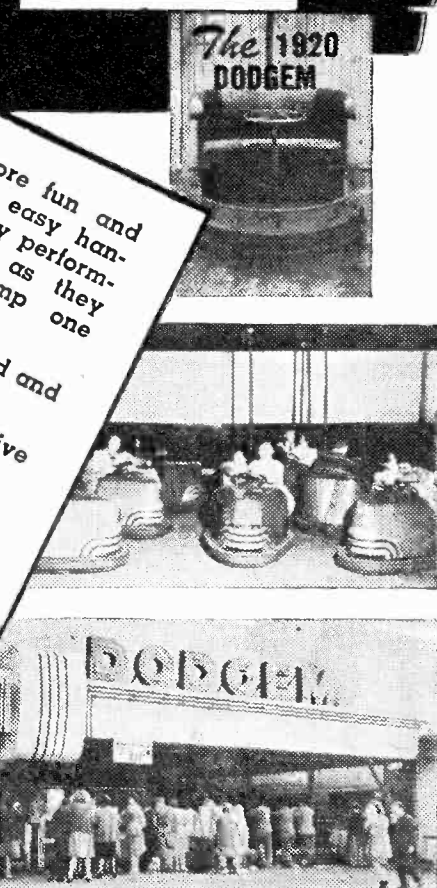
FOR SALE
 1 Jumper Park Carousel, approx. 49 ft., Philadelphia Toboggan Co. mfr.; 1 24-Passenger Uzzell Aero Swing. All in A-1 operating condition and still set up in Park. Lease expired.
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 - Because the Dodge Car is dependable.
 - Because the Dodge has no gears.
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 - Because the Dodge Car is scientifically balanced for good operation.
 - Because Dodge is a good investment with greater returns per dollar invested than any other riding device.
 - Because Dodge is sold with a definite guarantee and backed by men who are well known in the amusement park business.

- ★ Because they get more fun and enjoyment out of the easy handling, quick and snappy performance of Dodge Cars as they chase, dodge and bump one another.
 - ★ Because Dodge has forward and backward driving.
 - ★ Because Dodge has attractive design.
 - ★ Because Dodge has thick comfortable sponge rubber seats.
 - ★ Because Dodge is safe for children and adults.
 - ★ Because they can make their own fun and are not restricted to the same repetitious routine as other devices.
- DODGEM**
 CORPORATION
 Lawrence, Massachusetts



Get That Picnic Business

(Continued from page 50)

drinks, sandwiches and other foods as they prefer.

Selection of a day is no longer confined to mid-week. Parks are willing to book them in over the weekend, which is often necessary because of the work schedule, especially with union picnics. Where labor-management relations are good, it is sometimes possible to close down the plant in midweek for such an event. Plant-sponsored picnics usually mean a midweek day.

In the case of such organizations as department stores or drug chains where operations cannot be shut down, the picnic is sometimes split between two successive days, with half of the employees attending each day.

There has been a distinct reversal of trend in recent years, away from plant-sponsored toward union-sponsored picnics. Some years ago this stemmed, in part, from the feeling on both sides that they wanted to get away from any suggestion of "paternalism"; at the same time, growing unions wanted to take over the popular picnics as an event that would bring the union itself moral support, profits or both. Today, some park men feel, management just won't do anything for its employees and the unions have to take them on. The reasons need not concern the park man too much. The fact is park owners will deal largely with the union organization today in industrial picnics.

Money Making Secondary

While picnics offer a chance to make some money for the sponsoring organization, general experience is that the most popular are those where this element is subdued and the objective is to see that everyone has a good time. This is recognized by many unions as a factor in building membership interest.

There will be cases of organizations where the money-making motive is predominant—so much so that some park operators have gone to the extreme of practically refusing all picnic business because they feel they cannot make a deal that will be profitable from the park's standpoint.

The type of deal that is offered each picnic must be adapted to the needs of that group. Getting in with the key man or committee and studying their problems is essential. Some groups can get along with an afternoon affair, others will want ride nights, with various types of combination deals.

Park policy here should be very flexible, and ready to find a new solution for the always new individual ideas and beads that will crop up.

Times Is Sponsor

The Detroit Times sponsored special nights for their newsboys, a project that brought the park some valuable publicity, incidentally, by buying out the rides at Edgewater for the evening, and giving the youngsters free rides. Neighborhood newspapers and school groups likewise often prefer ride nights.

Average groups are given a discount of about 25 per cent, depending on size and other conditions, on the rides. They will take in more rides that way and increase the gross revenue by the inducement of lower prices.

Picnic promotion itself is best handled by a man specializing in his field, as evidenced by the relative success of the two Detroit parks—Walled Lake with Robert K. Templeton, an energetic young promoter, and Edgewater, with Lloyd Hammond, veteran motion picture producer and all-round showman. The diversity of background of these two men itself indicates the scope for individual initiative.

There is no standard sales approach in this field. Each contact is an individual work of art. It may

be with the welfare or personnel head of a plant or union, or with an entire committee. The whole deal must be tailor-made to satisfy the committee and the entire group as well, so that they will be eager to return to the park because of the good time enjoyed. The local musicians' union, for instance, has had picnics for three years at Edgewater. It started with 2,000 turning out, went to 3,000 the second year and this season upped to 5,000.

The real sales approach is based upon the fact that everybody loves that great American custom, a picnic. Careful inquiry will usually turn up a good, promotion-minded man in every organization, union or any otherwise, who can take hold of it and develop it into a first class affair—pleasurable to the group and profitable to the park.

Day Is Important

The final important thing is to see that everybody is satisfied on the day of the picnic. The picnic representative of the park who has nursed this affair thru its early stages and knows his people is the one to take special responsibility for this. He must be on hand and get around to see how things are running. If a discount was promised on any attractions, he should spot check to see that the customers get it without any difficulty, that they are pleased with the way they are treated at the eating stands. His attention must be centered on pleasing the customers and not on park revenue. That will take care of itself if the picnic is a success.

TRADE SHOW SET

(Continued from page 48)

Thursday, December 4—10 a.m. to 1:15 p.m., and 4 p.m. to 7 p.m.

As in past years, awards will be made to exhibitors. Joe Malec, Peony Park, Omaha, is chairman of the American Recreational Equipment Association jury of awards. Other members of his committee are R. M. Spangler, Rolling Green Park, Sunbury, Pa.; Mrs. Minette Dixon, Lake Winnepesaukee, Chattanooga; Carl A. Sinclair, Meyers Lake Park, Canton, O., and J. F. Singhiser, Fontaine Ferry Park, Louisville.

The John R. Davis award in this division will go to the exhibitor judged to have "the most meritorious exhibit of a device or equipment or supplies." This is the sweepstakes award and was won last year by the Miniature Train & Railroad Company, Addison, Ill.

For "the most meritorious exhibit of equipment or supplies" will go the A. W. Ketcham award, won last year by the Electronics Corporation, Rochester, N. Y.

The N. S. Alexander award goes to the exhibitor judged to have "the most meritorious device or ride exhibit," won last year by the Allan Herschell Company, North Tonawanda, N. Y.

The L. B. Schloss award is for the exhibitor having "the most meritorious exhibit dealing with pools and beach equipment or service." This was won a year ago by Adolph Kiefer & Company, Chicago.

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Bang-a-Fitty

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Flash Bowler*



* **ANIMATED GLASS**—See the ball roll on the glass as you hit the special pocket.

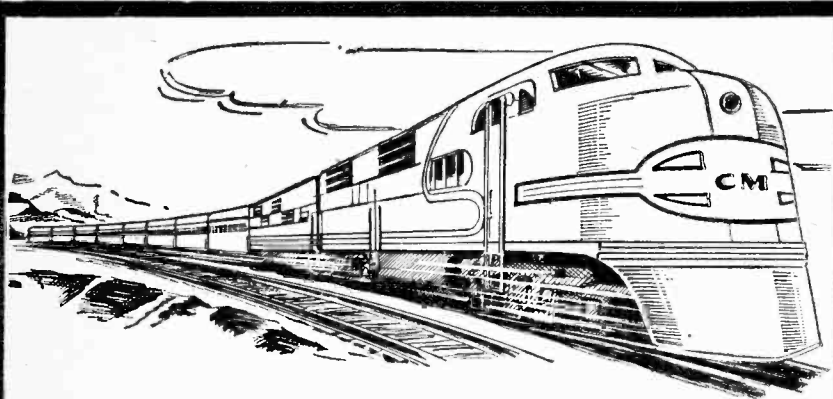
Built of highly varnished mahogany, birch or maple. Green stained cork matting reinforced with 1/8 inch rubberized felt makes alley noiseless. Banking sides are of red cork matting trimmed with aluminum mouldings which harmonize well in modernistic taverns. Red, green and blue cups of four-ply 4-inch high belting, taking 3 1/8 inch balls of hard maple.

ON DISPLAY AT THE HOTEL SHERMAN, CHICAGO, BOOTHS 22 and 41, December 1st to 4th inclusive—OUTDOOR AMUSEMENT EXPOSITION.

DISTINCTIVE FEATURES

- Nine ball game plus free returns which makes it a high scoring game. Interchangeable to strictly nine ball game if desired.
- Electrical-mechanical ball release makes game 100% trouble free. Separate return track.
- Available in four standard lengths: 10'-3", 11'-3", 12'-3" and 13'-3"; all models 26" wide.
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100 ADULT CAPACITY STREAMLINE TRAINS

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AUTHENTICALLY CONSTRUCTED TO 1/5 SCALE
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NEW MERCURY

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3830 Holbrook Ave.

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Chi Conclaves
May Be Biggest

(Continued from page 47)

Sherman, the scene of all the busi-
ness sessions and all but one of the
major social activities. The lone ex-
ception is the annual banquet and ball
of the Showmen's League of Ameri-
ca, shifted this year to the Palmer
House, where it will be held Tues-
day, December 2.

Nix Long Speakers

The banquet and ball, incidentally,
gives every indication of topping
those of the past. For one thing, seat-
ing should be better. At least, that
is the reason why it was decided to
shift the event to the Palmer House.
For another thing, the program itself
should be superior to those of previ-
ous banquets and balls because
speeches will be curbed and there
will be no guest speaker.

It has been the almost unanimous
opinion of past attendants at these
affairs that long speeches, even by a
"name," were definitely out of place.
Emphasis instead has been given this
year to a strong bill of entertainment
and to provisions for more time for
dancing to cap the evening.

Schedules of the three major groups
to meet during the convention (and,
these, incidentally, appear elsewhere
in this issue of *The Billboard*) sug-
gest that the sessions should be more
fruitful than ever before for their
respective groups.

Besides the sessions of the Inter-
national Association of Fairs and Ex-
positions, the National Association of
Amusement Parks, Pools and Beaches,
and the American Carnival Associa-
tions, there will be meetings by
smaller groups, such as the Midwest
Fair Circuit, the American Recrea-
tional Equipment Association and the
International Motor Contest Associa-
tion.

Record Trade Show

Too, the Showmen's League of
America will offer its regularly full
program, which besides the banquet
and ball will include the election of
1948 officers, their installation, mem-
orial services, the president's party,
and open house at the association's
clubrooms.

The trade show of the National
Association of Amusement Parks,
Pools and Beaches will far surpass
any of the past in the quantity—and
quality—of exhibits. This show, for
which the NAAPPB had more space
requests than it could handle, will
occupy more space than ever before
—and will be the most comprehensive
display of equipment ever made in
the outdoor amusement field.

ACT SHORTAGE ON

(Continued from page 47)

tial gross should determine the total
expenditure for talent.

Hamid does not look for a trend to
name attractions because he believes
the cost too great for most fairs.
Furthermore, many shows built
around names require indoor presen-
tation and only a few annuals have
coliseums adaptable for this use, he
said.

Denmark, Sweden
To Be Represented
At NAAPPB Meet

CHICAGO, Nov. 22.—Denmark and
Sweden will have representatives at
the annual convention of the National
Association of Amusement Parks,
Pools and Beaches (NAAPPB) here
December 1-4, Paul Huedepohl, ex-
ecutive secretary of the NAAPPB,
has been advised.

From Copenhagen, Denmark, will
be Valdemar Lebech, owner of Tivoli
Park in Copenhagen, while from
Sweden will be O. Arnholdt, Olsson,
of Malmo, Sweden, owner of three
parks, namely Falkets Park in Malmo,
Liseberg Park in Gothenberg, Swe-
den, and Furuvikspark in Gayle, Swe-
den, and Einer Ekstrom, managing
director of Liseberg Park in Gothen-
berg.

Both Lebech and Olsson recently
joined the NAAPPB, being brought in
by Irving Rosenthal, of Palisades
Park. The three men are in the
United States at this time to visit
American amusement parks and sign
attractions for next season.

DETROIT, Nov. 22. — Fred W.
Pearce, owner of Walled Lake Park
here, and Abner C. Rosenzweig, head
of the Eastwood Coaster Company,
East Detroit, are on the sick list this
week.

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WATER BOAT RIDE
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24' TANK—MARINE PLYWOOD
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Operates on Sweeps

Capacity: 18 pass. per trip.

SURE REPEATER

The Kids can't resist riding on REAL
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Safe - Reliable - Fast
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without top, \$3,000.00

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Writing Showmen's Liability Insurance is a
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28 Years of selling insurance qualifies me to give you expert
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THE SHOWMAN'S
INSURANCE MAN

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St. Petersburg, Florida
Phone 5914



Canada Joins CNE Pitch For U. S. \$\$

Plan Intensive Adv. Drive

TORONTO, Nov. 22.—Spurred by Canada's critical dollar shortage, federal and provincial tourists bureaus for the first time in history will co-ordinate their efforts with the Canadian National Exhibition in 1948 to lure Americans to the CNE, it has been disclosed.

With tourist business ranking third (behind mining and agriculture) as Canada's leading wealth producer, Canada is prepared to launch a more intensive campaign than ever before, and in this drive will tie its efforts closely with the CNE. Results, apart from serving to offset Canada's unfavorable trade situation, should hike attendance by Americans at the CNE.

To Take More Bulletins

In the past, the CNE, working on its own principally, has made a large advertising expenditure in the U. S. This year, for instance, it has bought space in a large number of U. S. national publications and newspapers in the Great Lakes zone. More U. S. newspaper and magazine space is expected to be used in advance of the 1948 event.

In pre-war years the CNE conducted a painted bulletin campaign embracing locations in Atlantic City, Philadelphia, New York, Pittsburgh, Cleveland, Detroit and Chicago. This year bulletins were used in New York (at 42d Street and Fifth Avenue), Buffalo, Cleveland and Rochester, N. Y. Tentative plans call for this phase of the advertising to be stepped up in 1948 to its pre-war level.

While pushing its campaign in the U. S., the CNE will meanwhile continue its intensive campaign in this country, using radio liberally and continuing its heavy expenditures for newspapers, magazines, outdoor advertising, etc.

Gets Into Homes

Outstanding among the effective publicity used in this country is the distribution of 800,000 school children's invitations, which permit free admission and other privileges. Distribution is thru the co-operation of the Ontario Department of Education. Thus, the exposition is introduced into every Ontario home where there is a child of grade school age.

CNE's character in respect to its educational, industrial and cultural activities assures the continued strong co-operation not only of federal and provincial agencies but by railways, airlines, steamship companies, bus lines and other transportation facilities, most of which tie-in the CNE in their ads, outdoor advertising or in the placing of advertising material.

Commercial exhibitors, too, join in co-operative efforts. In 1947, incidentally, all available commercial exhibit space was sold out. Most of these exhibitors have contracted for 1948, and, inasmuch as no expansion to provide added space is planned, a sellout is assured for next year.

The one major construction job, the erection of a new \$2,000,000 grandstand, seating 22,000, will be completed before the event. With the facilities offered by the new stand, the CNE is expected to introduce a grandstand program which will be a radical departure from pre-war years. In recent weeks Elwood A. Hughes made an extended tour of the U. S. that took him to Hollywood, and it is believed that an announcement of the type grandstand show to be presented will be forthcoming soon.

Around the Grounds:

Winkley Into Auto Race Field; Will Also Continue Thrill Show

Frank Winkley, thrill show operator, has entered the automobile racing promotion field with an announcement from his Minneapolis headquarters that he will book big car races at fairs for 1948. He revealed that he will offer Emory Collins and Jimmy Wilburn as headline drivers. This year Collins drove in the fair circuit operated by National Speedways (Al Sweeney-Gaylord White), while Wilburn raced at fairs for John Sloan. Winkley said that he will continue to operate his thrill show but that he will withdraw from the motorcycle racing field.

After 20 years at one address, 121 N. Clark Street, Chicago, the Barnes-Carruthers Theatrical Enterprises will shift January 1 to larger and more modern offices at 159 North Dearborn, that city, Sam J. Levy, top man in the B-C org, announces.

Marshfield (Mass.) Fair, under the direction of Charles Langille, will paint all buildings, build new walks and streets in the fairgrounds, and install a new totalisator board to replace an old one before the 1948 annual.

Hamilton County Agricultural Society, operator of Carthage Fair, Cincinnati, re-elected five members for three-year terms at its annual meeting November 16. They are ex-Gov-

Phoenix Gate, Receipts, Set New Records

Old Marks Go Despite Rain

PHOENIX, Ariz., Nov. 22.—Gross receipts of \$154,000 were reported for the Arizona State Fair which came to a soggy close Sunday (16) after a 10-day run which attracted approximately 185,000, setting a new attendance record.

Current receipts represented a \$9,000 increase over last year's total, \$145,000. Total attendance was well over the 168,000 figure for 1946. A heavy rain the closing day kept away at least 20,000 people who would have otherwise attended, Paul F. Jones, fair commission secretary, estimated.

Pari-mutuel betting totaled \$1,162,219 during the 10 days. Of that amount, 4 per cent or \$6,488.76 was paid to the State Tax Commission in the form of taxes.

Crafts Exposition Shows paid the fair commission \$17,343.68 for the midway. Commercial exhibit space brought in \$31,000 and \$17,500 was paid for the horse race concession. Remaining money came from ticket sales.

About \$35,000 will be paid in premiums for winners among the fair's 52,000 exhibits, Jones estimated.

At 5:30 p.m. on the closing day, when it became evident that attendance would be only a fraction of what was expected, the gates were thrown open. Only some 4,000 persons paid admission to the grounds during the day.

Crafts Shows, officials of which stated they had had a "better than average" business, had cleared the midway by Monday (17) and headed for winter quarters in North Hollywood, Calif.

ernor Myers Y. Cooper, president; Clarence A. Peters, secretary and general manager; Lawrence P. Lake, Frederick E. Seitz and Charles Strelbel.

Bill and Bette Gerard, of Chula Vista, Calif., puppet show operators, gave nine performances daily during the recent Arizona State Fair, Phoenix. A special act, with Mexican characters, was used as an effort to help international relations.

Three members of the California State Fair staff last week toured Northern California to discuss 1948 State fair plans with various county officials. Tour was made by Theodore Rosequist, assistant fair manager; Kenneth Fry, chief exhibits supervisor, and Grant Duggins, exhibits supervisor in charge of education and arts. The fair execs plan five other tours to cover every county in the State, it is announced by officials here.

Radio Station KOY, Phoenix, Ariz., learned that Santa Claus had joined other early-winter visitors to the Phoenix area while the recent Arizona State Fair was on in that city, and it prevailed upon Santa to entertain the youngsters as a feature of Children's Day. Needless to say, his appearance proved one of the big features for the moppets.

When Indian Day rolled around at Arizona State Fair, Phoenix, Secretary Paul F. Jones recalled the tradition of admitting Indians free on that day. After mulling it over, he decided that Indian youngsters would be admitted free but that adults would have to pay the admission price. However, he reckoned without the Indians. Early on Indian Day he received a hurried summons to appear at the front gate. Upon arrival he found some 500 to 700 Indians seated calmly in front of the gate, blocking the entrance in passive-like resistance, whereupon the old tradition was quickly revived.

Sked Adrian Potter To Speak in IAFE's Concession Clinic

CHICAGO, Nov. 22. — Adrian L. Potter, of Eastern States Exposition, Springfield, Mass., has been added as a speaker in the concession clinic to be held during the convention of the International Association of Fairs and Expositions, it has been announced. Elwood Hughes, of Canadian National Exhibition, previously scheduled to speak, will not participate in this part of the program.

Two other changes have been made in the program. Received too late for revision in the program carried in the Cavalcade of Fairs supplement, one of these changes shifts the scheduled talk by Raymond A. Lee, Minnesota State Fair, on "America's Finest Agricultural Exhibit Building," to the exhibit clinic. Lee's talk originally was scheduled for December 3 during a period given to reviewing the season. The exhibit clinic is scheduled for the same afternoon.

Three speakers will participate in the grandstand show clinic Tuesday morning, December 2, as Mrs. Murray Ethel Simonds, Muskogee, Okla., has asked to withdraw from that portion of the program.

Calif.'s Big Ones, Tracks Sked Racing

Reach Tentative Agreement

SAN FRANCISCO, Nov. 22.—California's major race tracks and larger fairs were reported to have reached a tentative agreement for 1948 racing dates following a joint meeting of the Senate Horse Racing Committee, the Western Fairs Association and the management of California's metropolitan tracks.

The tentative agreement, reached after a lengthy, and at times rather stormy meeting, was not announced but it was indicated that there will be no conflict between the State fair in Sacramento and any metropolitan Northern California track, or any conflict between the Los Angeles County Fair at Pomona and any metropolitan track in Southern California.

The committee sat a quorum of Senators Parkman, Rich and Swing. The Western Fairs Association was represented by Ed. G. Vollmann, Stockton, plus various heads of fairs offering horse racing and all major tracks in the State, with the exception of Tanforan.

The following is the fair schedule as approved by the Western Fairs Association, and which may be confirmed at the meeting of the California Horse Racing Board in Los Angeles soon:

Solano County Fair, Vallejo—June 26-July 5.
Alameda County Fair, Pleasanton—July 9-17.
Sacramento County Fair, Galt—July 17-24.
Sonoma County Fair, Santa Rosa—July 30-August 7.
Humboldt County Fair, Ferndale—August 10-15.
San Mateo County Fair, San Mateo—August 12-21.
San Joaquin County Fair, Stockton—August 21-29.
California State Fair, Sacramento—September 2-12.
Tulare-Kings County Fair, Tulare—September 14-19.
Los Angeles County Fair, Pomona—September 17-October 3.
Fresno District Fair, Fresno—September 28-October 3.

Williams, Schooley Buy New-Type Stage Covering for Shows

CHICAGO, Nov. 22. — New-type stage covering, designed by Bernie Mendelson, of the O. Henry Tent & Awning Company, Chicago, has been sold by him to the American Theatrical Agency, he announced. The American Theatrical Agency is a new fair attractions booking office organized by Ward (Flash) Williams and Edgar I. Schooley. The design, Mendelson said, will enable perfect vision from all parts of a grandstand and will protect not only the stage but an adjacent area where performers wait to go on stage.

In purchasing the stage covering, Williams and Schooley point out that it will prove a boon to fairs as it will insure the presentation of grandstand shows regardless of weather conditions.

Named to Hoosier Board

MARION, Ind., Nov. 22.—Carl Tyner, Tipton County farmer, has been elected district representative of the State fair board. He was chosen over H. Clark, a Madison County farmer.

Election was held at a district conference meeting, at which Orval C. Pratt, secretary-manager of the State fair, and Lieut. Gov. Richard T. James were in attendance.

Year After Year ...

One of America's
GREAT FAIRS

**NEW JERSEY
STATE FAIR**

TRENTON, N. J.

Every Year

TOP EXHIBITIONS
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BEAUTIFUL---GIGANTIC---SPECTACULAR---THRILLING FIREWORKS DISPLAYS

With Tremendous Drawing Power
Featured Again This Year at the Leading Fairs,
Expositions, Parks and Celebrations

Presented, of course, by

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**NOTHING TOO LARGE OR TOO SMALL FOR US TO
HANDLE. LET US HEAR FROM YOU IMMEDIATELY.**

Programs for every occasion—let us furnish you with a proposal
along your needs and requirements. Fair Secretaries, Managers,
write us when your Attractions Committee is going to meet.
WIRE, PHONE, WRITE

"BEST DISPLAYS OBTAINABLE AT VERY LOW COST"

ACTS WANTED

—FOR 1948 FAIR SEASON—

Now contracting recognize standard acts for
our 1948 Fairs and Celebrations.

Family Acts—Troupes—Flying Acts and Plat-
form Acts of every description. Prefer troupes
doing 2 or more acts.

Long season—short jumps—starting July and
ending November. State salary, full details,
send photos.

Address all replies to K. C. Offices.

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ATTENTION, SHOWMAN

Contracting for 1948

Two outstanding Free Acts
The High Diving Mule and Zebra
These Acts carry a Portable Tank
and Rigging.

DON CARVER
P.O. Box 126 Beaumont, Tex.

St. Louis World's Fair, Ahoy!

Key Man of Proposed '53 Expo Outlines Plans and Reviews Past

By Stratford Lee Morton

WHEN on April 30, 1803, Napoleon Bonaparte decided to cede all the Louisiana territory, consisting of 827,987 square miles, to the United States for a consideration of \$15,000,000, he remarked, "I renounce it with the greatest regret. If I should regulate my terms according to the value of these vast regions to the United States the indemnity would have no limits. I will be moderate in consideration of the necessity in which I am of making a sale."

This transfer by purchase at 5c per acre represents the largest peaceful transfer of territory in the world's history. It doubled the extent of the United States.

When 100 years later Theodore Roosevelt, then President, opened the Louisiana Purchase Exposition at St. Louis, commemorating this event, he said: "We have met here today to commemorate the 100th anniversary of the event which more than any other, after the foundation of the government, and always excepting its preservation, determined the character of our national life—determined that we should be a great expanding nation instead of relatively a small and stationary one."

20,000,000 at 1904 Expo

This exposition, which attracted 20,000,000 people in six months time, represented an outlay of about \$40,000,000 and five years of labor on the part of St. Louisans. It was judged a great success. No fair since that time has surpassed it in beauty or in foreign participation. All the States and territories of the U. S., including its possessions, and 62 foreign governments took part in making that fair a truly international event.

In the fall of 1946, after a brief sampling of public opinion, a meeting was called at the Academy of Science of St. Louis the latter part of January, 1947, to which were invited the representatives of 100 social, civic, business, labor and professional organizations to discuss the question of a second exposition to commemorate the 150th anniversary of the Louisiana Purchase.

85 Orgs at First Meeting

Eighty-five organizations answered the call, the subject of an exposition was thoroughly discussed and by unanimous vote it was decided that a fitting celebration should be held to mark this event and that such celebration should take the form of an international exposition to which all nations should be invited to participate. I was elected chairman at that meeting and authorized to appoint a committee to explore the subject further. It was also decided to meet again in 60 days after each representative at the meeting had polled the sentiment of the organization which he represented. It was agreed that he was to report back to the group on April 15, 1947. A liaison committee was appointed of the 85 delegates in attendance and other organizations were invited to name a representative and to poll their members.

Solid Support Expressed

One hundred and twenty-five organizations, comprising a total membership of approximately 300,000 have passed resolutions favoring an international exposition to be held in 1953. There have been no negative votes.

An advisory committee of 106 was then appointed. This group consists of the heads of business, representing a cross-section of the city's leading industries which have the greatest stake in the future of St. Louis.

At a luncheon meeting given by the Statler Hotel (a hotel incidentally

which had its beginning with the Inside Inn managed by E. M. Statler at the time of the 1904 exposition) an executive committee was authorized and I was elected general chairman of the World's Fair for 1953 committee to explore the question further and report back.

Would Cost \$53,000,000

After four meetings of the executive committee, the Chamber of Commerce was requested to make an exhaustive study of the feasibility of an international exposition. This was done after it had been decided by the executive committee that a fitting commemoration of the sesquicentennial of the Louisiana Purchase should be held in 1953—the scope and extent of such celebration to be decided by further fact-finding.



STRATFORD LEE MORTON

The Chamber of Commerce after two months of study made a factual report of other fairs and set up a concept for an all-out fair to cost \$53,000,000 over expenditures to be made for foreign government, State and concession buildings. Following this report, committees on finance, site, theme, structure and hotel and housing were appointed and asked to study in detail the subjects assigned to them and come up with recommendations for or against the project.

To Raise First Million

A bill was introduced into Congress so as to preempt the date of 1953 if an exposition was decided upon.

Each of the committees appointed has organized and broken up into subcommittees and they are now making detailed studies.

While there are a number of imponderables that may finally make a large scale exposition impractical, due to the general world situation, 1953 will be here soon and five years is none too much time to make preparations if a fair is to be held.

Within the next few months St. Louis, which is a conservative city, will most likely decide to raise \$1,000,000 to put the concepts on blueprints and then be ready to go ahead or to stop short after a year's poll of exhibitors and concessionaires. This, of course, is provided that the bottleneck committee on hotels and housing brings in a favorable report, showing that it is possible to do the necessary construction for G.I. housing, complete the necessary and long (See '53 Expo Key Man on page 114)



The Great Crochet Contest for Glamour Girls of all ages! Opening Gun for American women's best-loved hobby! Crochet threads are back in ever-increasing quantities and crochet needles will fly from now till Fair time.

The greatest of all attendance builders for your Fair! Backed by Nation-Wide publicity! National Magazines! Nation-Wide Radio Tie-Ins! Local Newspapers and all County Seat Newspapers!

In 1942—the year of the 6th Annual Nation-Wide Crochet Contest—there were over 600,000 participants!

In 1948—hold your hats! All the pent-up energy of the past five years will create a Crochet Stampede!

Classifications

- | | |
|------------------|--------------------------|
| 1. Tablecloths | 5. Chair Sets |
| 2. Bedspreads | 6. Household Accessories |
| 3. Luncheon Sets | 7. Hats and Bags |
| 4. Doilies | 8. Edgings or Insertions |

Fair Prizes

\$50.00 in cash goes to each Fair represented by one of the National First Prize Winners.



Each cooperating Fair will receive an engraved "Gold Sunray" metal loving cup to award to the person whose crochet piece is judged "Best of Fair."

Contestants' Prizes

A TOTAL OF \$1,400.00 IN CASH PRIZES GOES TO THE WINNING CONTESTANTS.

National Grand Prize — \$250.00

(Includes National Prize of \$200.00 plus \$50.00 Classification Award plus a Free All-Expenses Trip to New York City.)

Additional Prizes

- | | |
|---------------------------------------|-------------|
| 8 First Prizes of \$50.00 each | |
| 8 Second Prizes of \$25.00 each | 30 Special |
| 8 Third Prizes of \$10.00 each | Awards of |
| 8 Fourth Prizes of \$5.00 each | \$1.00 each |
| 100 Honorable Mentions of \$3.00 each | |

Special Teen-Age Prize — \$50.00 for the best piece of work submitted by a teen-age girl.

Special Prize "For Men Only" — \$50.00 for best piece of work submitted plus a free all-expenses trip to New York City.

Special 4-H Club Prize — \$50.00 for the best piece of work submitted by a 4-H Club Member.

The State Fairs cooperating in 1942 are listed below; in addition, there will be hundreds of county and local fairs cooperating in this great Nation-Wide Crochet Contest:

- ARIZONA STATE FAIR
- CALIFORNIA STATE FAIR
- COLORADO STATE FAIR
- GEORGIA STATE FAIR
- ILLINOIS STATE FAIR
- INDIANA STATE FAIR
- KANSAS STATE FAIR
- KENTUCKY STATE FAIR
- MARYLAND STATE FAIR
- MICHIGAN STATE FAIR

- MINNESOTA STATE FAIR
- MISSISSIPPI STATE FAIR
- MISSOURI STATE FAIR
- NEBRASKA STATE FAIR
- NEW JERSEY STATE FAIR
- NEW YORK STATE FAIR
- NORTH CAROLINA STATE FAIR
- NORTH DAKOTA STATE FAIR
- OHIO STATE FAIR
- OKLAHOMA FREE STATE FAIR

- OREGON STATE FAIR
- RHODE ISLAND STATE FAIR
- RUTLAND STATE FAIR
- SOUTH DAKOTA STATE FAIR
- TENNESSEE STATE FAIR
- UTAH STATE FAIR
- VIRGINIA STATE FAIR
- WISCONSIN STATE FAIR
- WYOMING STATE FAIR

MAIL THIS COUPON TODAY! Register your Fair! Get further Contest Details!



National Needlecraft Bureau, Inc.

385 Fifth Avenue, New York 16, New York

NATIONAL NEEDLECRAFT BUREAU, Inc.
385 Fifth Avenue, New York 16, New York.

Dear Sirs: Please send me full information about the 7th Annual Nation-Wide Crochet Contest, and register the Fair noted below:

Name.....
Fair Name.....
Address.....

MIDLAND EMPIRE



FAIR AND RODEO

August

9-14

1948

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ALWAYS FEATURED ON ANY SHOW

Routines of Double Forward Somersaults—Full Twisters—Three Highs—and Bilindfolded Double Somersault to High Chair.

For Further Information Write

Ervin P. Lange, 1623 Saemann Ave., Sheboygan, Wis.

UPPER PENINSULA STATE FAIR

ESCANABA, MICHIGAN

AUGUST 17th to 22nd INCLUSIVE

Free Gate Till 5 P.M.

BOOKING NOW

CONCESSIONS OF ALL KINDS

GRANDSTAND SEATING CAPACITY 5,000

EXCLUSIVE CONCESSION OPEN

CONTACT

H. P. LINDSAY, UPPER PENINSULA STATE FAIR

ESCANABA, MICHIGAN

For That Home-Stretch Drive—

Use Radio, Says Ray Speer, Vet Minnesota State Fair Publicist

By Ray P. Speer

Publicity Director, Minnesota State Fair

RADIO is the most effective tool a fair can use to give real zip and punch to the closing blasts of its annual publicity campaign.

Newspaper and poster publicity still are as invaluable as ever, particularly in the early stages of a campaign. Supplemented by radio, shortly before and during the fair, such a campaign is sure to click in a big way.

Up our way the Twin Cities radio stations, WCCO, KSTP, WTCN, WLWL, WDGY, WMIN and KUOM, generously support the State fair in every way. However, they prefer to do most of their boosting from a week to 10 days in advance of the fair and during the fair. And in this we have always concurred.

Wealth of Material

In conformity with this established policy, the problem of our publicity department is to prepare as much publicity as possible well in advance of the fair so radio stations two weeks to 10 days before the fair opens will have a wealth of material for selection and use.

This year we furnished this material to Twin Cities stations in the form of two general news releases. One group of about 50 synopsized 100-word stories about the fair was furnished in mimeographed form to each station two weeks in advance of the opening day of the fair. A week later a second group of about 75 synopsized stories was furnished each station to supplement the first series.

Cover All Features

Every feature of the fair was given one or more stories in these two news releases. The following story on 4-H Club work illustrates the style used:

2,500 TOP 4-H CLUBBERS

COMING: More than 2,500 winners of county-wide 4-H Club contests in Minnesota will converge in two waves on the Minnesota State Fair, August 23 thru Labor Day. All are being given free trips to the State fair where they will compete for final honors and State championships. All will eat and sleep in the gigantic 4-H Club building and will be busy attending programs and demonstrations. But they will find plenty of time to see other attractions of the fair and will be guests of the fair at one of its evening grandstand shows. The first batch of 1,250 girls and boys will attend the first five days of the fair. An equal number of youngsters will attend the last half of the fair.

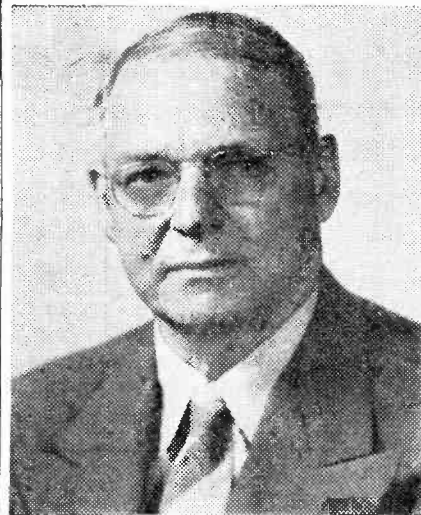
Program directors of the various Twin Cities stations used these stories generously on regular news programs and elsewhere 10 days to two weeks in advance of the fair and during the fair. Illustrative of their wide use, one program director told me that one morning while he was checking other stations he found every one of them using State fair stories, thus giving the State fair at that moment a 100 per cent coverage.

Buy Many Spots

As a supplement to the above news service, we used a paid spot-announcement program on each station, opening this paid program the Monday in advance of the fair and closing it several days after its opening. Thirty, 50 and 100-word announcements, as required, were used.

In addition to this the State fair used a paid spot-announcement advertising program on every Minnesota radio station outside of the Twin Cities and on a selected list of East-

ern North and South Dakota and Western Wisconsin stations. These stations also were mailed the two series of synopsized news stories for news use, and later letters from many of them indicated that these stories were used as liberally by outside stations as by stations in the Twin Cities.



RAY P. SPEER

Copies of all stories released for daily use by St. Paul and Minneapolis dailies, Associated Press and United Press were mailed to all Twin Cities radio stations for use on radio news programs, and considerable use of them was made. We began using this service about three weeks in advance of the fair.

Aimed at Sportscasts

Sports commentators on all Twin Cities stations were furnished with individually written sports stories on auto races and other sports events for daily use a week in advance of the fair and while it was in progress. This plan, we later felt, contributed much to the grandstand sellouts on the six afternoons on which auto races and thrill programs were presented.

During the fair every St. Paul and Minneapolis radio station broadcast many programs from the fairgrounds. These broadcasts were scheduled thruout the day, every day the fair was on.

In summary, the intensive radio coverage given the 1947 Minnesota State Fair, both before its opening and while it was being held, was responsible to no small degree, I am sure, for the fair's record-breaking attendance of 902,000, which exceeded the previous record by more than 140,000.

Christmas Greetings

To the many Secretaries and Fair Board Members! We wish you the Best of Everything for '48.

MYERS' CONCESSIONS

W. S. MYERS MAURICE W. MYERS

8 Units: Frozen Custard, Ice Cream, Sherbets, Frozen Malted, Also Candy Floss and Apples, Snow Balls, Lunch and Root Beer, and Home-Made Candies.

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We own all of our Rodeo stock, the finest Bucking Horses, Brahma Bulls, etc. Also the best educated horses, hurdle jumpers, steeplechase and Roman riders in a show acclaimed to be the finest in the United States.



For a responsible Rodeo see us at the Chicago Outdoor Meetings at the Sherman Hotel week of December 1. Pop Staples will be there to book the show for us.

We have our own Ranch in Orlando, Fla., and maintain offices the year round in the Keith Bldg., Cincinnati, Ohio.

RODEO, INC.

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HARRY COOKE

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SAY

Thanks

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WIRE—PHONE—WRITE

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Also

THE WESTERN CANADA FAIRS' ASSOCIATION ("B" Circuit)

Keith Stewart, Secretary
Portage la Prairie, Man.
Canada

Place: Royal Alexandra Hotel, Winnipeg, Man., Canada
Time: January 19, 20 and 21, 1948

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Five Rolls 4.00
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But You Can't Ever Make It Popular.

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Roll or Machine	Cash With Order	Prices:
2,000	..	\$ 6.60
4,000	..	7.45
6,000	..	8.30
8,000	..	9.15
10,000	..	10.00
30,000	..	14.00
50,000	..	18.00
100,000	..	28.00
500,000	..	108.00
1,000,000	..	208.00

Double coupons, Double Prices.

Sound Rain Insurance, Plus—

Hoosier 250,000 Advance Ticket Sale Success From Many Angles

By Levi P. Moore

Public Relations Director, Indiana State Fair

ONE of the most successful business operations of the Indiana State Fair has been development of a system for selling gate tickets in advance at a reduced price and on a State-wide basis.

The plan has reached a point where 250,000 tickets are sold before opening day. And it has reached a point where at least another 150,000, probably more, could be sold had the limit, now considered to be permanent, been lifted. In fact, one drug chain asked for the entire issue in 1947 and the Indiana Farm Bureau would have taken nearly as many, all on a no-refund basis. The sale in recent years has been on such a basis—once sold by the State Fair Board, no unused or unsold tickets are ever bought back by the board. Unused tickets, incidentally, average from 10 to 15 per cent.

Hold to 250,000 Limit

The 250,000 limit was fixed in 1946 and was a 50,000 increase over 1941, one of the many consecutive sellout years for the advance tickets. It was fixed against an expected paid gate of 600,000. The 1946 paid gate totaled 627,573 and the 250,000 limit was left unchanged for 1947 when the paid gate was 560,869.

Theoretically, and before the gate-tax years, the advance admissions are half-price. The Indiana State Fair for years had charged a 50-cent admission to which the 10-cent tax is now added. And for years the advance tickets have sold at 25 cents but the tax dime now also is added.

The business advantages of an advance sale on a no-refund plan are obvious—a guaranteed gate income, meaning no worry about rain insurance. But the system goes far beyond that hard-headed consideration because it provides an extra, large-scale publicity means. Not only do publications and radio stations advertise the ticket sales, but distributing agencies to whom the tickets are issued also advertise them. The distributors, selling the tickets as a public service and at no profit, often mention the tickets themselves in their advertisements in newspapers, on the air, and in their windows. Counter placards also are provided with blocks of tickets going to distributors. The sale naturally leads to word-of-mouth mention of the State fair and the State fair tickets. The publicity value cannot be over-emphasized, for it's almost as important as the treasury angle.

Sell Chiefly in Blocks

Distribution is largely by blocks of tickets on the now-established basis that the larger the block the simpler the system is to operate. When the requests exceed the supply it's simply a question of rationing of the large requests and of serving earliest re-

quests as to the smaller buyers.

Publicity starts with advance notice of the opening of the ticket sale, in this case about six weeks before the fair's opening date. Such publicity, among other things, begins to bring in the ticket requests from those who need to be reminded. No checks are accepted until the rationing has been determined and each distributor's allotment is fixed. The tickets are then transmitted to the distributors, beginning on the opening day of the sale, and after advance payment. Sale of the tickets in our case has gotten to the point that this year all were sold by the board of distributors within six days after the sale date.

It should be said here that the Indiana State Fair usually sells no other tickets in advance, the full price (See Hoosier Advance on page 106)

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Immediate service

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CARDS AND POSTERS FOR EVERY PURPOSE

FOR PROVEN RESULTS CONTACT

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for New York, Ohio, Pennsylvania
and Canada: Have a complete
show for your 1948 FAIR!

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Contact me now for 1948 season!



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A1338 Insurance Exchange Chicago, Illinois
1728 First St., N. St. Petersburg, Florida
Phone 5914



STATISTICAL DIRECTORY OF FAIRS

Received Too Late To Be Included in Cavalcade of Fairs

IDAHO

Eastern Idaho State Fair, Blackfoot

TOTAL ATTENDANCE: Front gate, 45,524; paid admissions, 45,151. Operated 5 days and nights.

WEATHER: Good 4 days and nights; dust storm 1 day and 1 night.

GRANDSTAND ATTRACTIONS: Revue booked thru Barnes-Carruthers; horse

racing; horse hitches. Cost of grandstand show, \$13,750. Total paid grandstand attendance, 26,377.

CARNIVAL: Original Midwest Shows. PLANT FACILITIES: Grandstand capacity, 3,400; bleachers capacity, 1,500; one-half mile race track; capacity of parking area, 1,000 cars.

RACING: 5 days of running races.

RECEIPTS: Gate and grandstand, \$41,759.21; carnival, \$4,644.10; commercial exhibits, \$3,317.50; concession space, \$3,997.18; other sources, \$10,217.54.

AID, PREMIUMS: County aid, \$9,500; premiums paid, \$10,698.24.

(Continued on page 104)

POODLES HANNEFORD FAMILY with "POODLES" himself

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PARKS — FAIRS INDOOR DATES



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North Hollywood, Calif.

Madison (Neb.) Annual Sets Aug. 28-30 for 1948 Run

MADISON, Neb., Nov. 22.—Madison County Fair Association has set its 1948 dates for August 28-30. De-

cision to hold the event in August instead of September was made because it would put the show before the opening of school and would permit 4-H'ers to enter their stock at the Nebraska State Fair and at Ak-Sar-Ben.

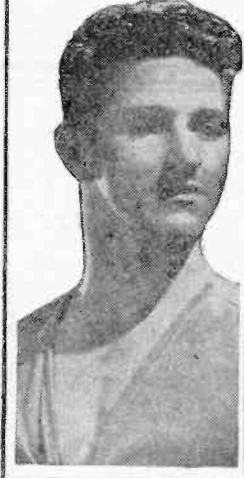


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LIGHTNING TRAPEZE ARTIST ACCLAIMED THE GREATEST OF OUR TIME



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for 2 additional tracks. Will accept promotion, management or supervise erection of new tracks for Fair Boards. Also available for Race Publicity or Concessions. Will attend convention Dec. 1-3, or contact

ART ZUIKER

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PHONE: DOLTON 513R

Reprint of BILLBOARD, September 6, 1947, IOWA STATE FAIR, Des Moines

Lynch Pulls 'Em
The crowd of 22,997 Saturday (23) pulled by Jimmie Lynch and His Death Dodgers was the second largest afternoon grandstand in the history of the event, being exceeded only by the 24,426 record set for the 1937 head-on train collision. It is believed if the fair had used another thrill-day show this year, instead of horse races, the attendance mark would have been shattered.

Records Shattered

JIMMIE LYNCH DEATH DODGERS

"THE BEST NAME IN THE THRILL GAME"

ONLY SHOW ON THE ROAD USING OPEN-TOP CARS

52 CURRENT MODEL AUTOMOBILES



Featuring HELEN HOWE The Dynamite Girl

WATCH FOR NEW NERVE SHATTERING STUNT TO BE ANNOUNCED LATER

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For Your Best Day — Get Your Dates In Early! CHICAGO, ILLINOIS

General Management

JIMMIE VAN CISE — EARL NEWBERRY

231 WEST ADAMS ST.

JACKSONVILLE 2, FLA.

Eastern Territory Booked by

AL MARTIN, Bradford Hotel, Boston, Mass.

WHEN Iowa Gov. Robert D. Blue landed in front of the grandstand of the Iowa State Fair at Des Moines this year in a helicopter, he was promptly met and challenged for his admission ticket to the exposition.

The governor personally had purchased six tickets for his family and tore one off and handed it to Sam Carpenter, superintendent of admissions, in full view of some 20,000 grandstand spectators who likewise had paid to a single man, woman and child.

The transaction almost went unnoticed, except for the press, due to

No Free Gate Here—

Des Moines Gate Is Airtight; 'Everybody Pays' Policy Success

By Otto Weber

the almost unanimous acceptance of the Iowa State Fair board's everyone-pays policy. The no-pass rule was adopted by the fair board in 1946 and altho there was some rumblings

that year it was virtually accepted by everyone this year.

Policy Now Entrenched

The everyone-pays policy is sure to remain with the Iowa fair and the success of the plan for the Hawkeye State virtually demonstrates it can be put into effect anywhere else.

Previously the pass policy had got out of hand with the result that thousands were streaming thru the gates without paying. It had become almost a joke among Iowans that you only had to know some politician to get a pass.

A check of Iowa fair records show that as many as 50,000 and even perhaps as high as 80,000 to 90,000 passes were issued. No exact figures are obtainable except thru the increase in gate receipts.

Gate Near \$200,000

This year the attendance was approximately 500,000 while revenue from the outside gates ran close to \$200,000. This actually included only a 42-cent gate charge as prices were fixed at a flat 50 cents including the 8-cent federal tax. Complete figures have not been released on the 1947 fair as yet.

However, in 1946 the attendance was 514,036 and gate receipts \$197,170.50 for a flat 50-cent charge. The difference in receipts and total attendance is accountable thru two free children's days and the employee pass selling for \$4 and allowing 20 admissions.

Back in 1941, before the war and the no-pass rule, the attendance was 427,000 and total gate receipts only \$131,000. Figuring the same percentage of free children and employee admittance as in 1946 in comparison with 1941 and the amount of receipts, there would be approximately 80,000 remaining. Other years figure out about the same way.

In 1940 the attendance was 360,000 and gate receipts \$100,837; in 1939 attendance was 400,000 and receipts \$116,827.

Squawks at First

When the fair board announced in 1946 that everyone would have to pay there was a loud and long squawk from the press, the politicians and the legislators. It was contended that it couldn't be done, some of the newspapers claimed it wouldn't give the press any publicity, and even the legislators threatened to take out their feelings by passing some legislation against the fair board.

But Secretary Lloyd Cunningham and President John Mullin offered to bet the press that no one would get in free and they didn't have to pay off any bets. The policy met approval of everyone when they saw it work and as a result the fair received more free publicity this year in advance of the exposition than probably any other year; the legislators didn't pass any spite legislation and the politicians who had been getting passes kept strangely quiet.

Secretary Cunningham attributes the success of the policy to the rigid enforcement of it. Cunningham pointed out that the policy has to be enforced with everyone paying or the plan will not work. Once a certain group is given free admissions, then another group starts clamoring for similar treatment, and then everyone is demanding passes, the secretary said.

Upped Pay To Compensate

Hardest to deal with probably were the exhibitors and employees who were taken care of by purchasing a book good for two admissions each day at a charge of \$4 for the fair. Actual working employees were given

sufficient increases in pay to compensate for their paying admissions.

Actually the no-pass rule prevented the Iowa fair from setting even higher all-time attendance marks the last two years. If the passes had been issued those two years the attendance probably would have been swelled even higher than the marks set.

Secretary Cunningham set a personal example in the everyone-pays program by purchasing a ticket each morning to the fair. He lives on the grounds adjoining the fair but purchased a ticket to make the plan 100 per cent effective.

"better be safe than sorry"

Include

STEEL BLEACHERS

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812 EAST ADAMS ST. SPRINGFIELD, ILL.

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Wm. V. "Jake" Ward, President

A NEW IDEA FOR FAIRS & EXPOSITIONS

POLACK BROS.' CIRCUS

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THE ANEMIC BUM
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A RIOT OF FUN!



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FOR 1948 FAIRS IN KANSAS, NEBRASKA, OKLAHOMA, MISSOURI, IOWA
Send Photos, State Salary First Letter.
Long Season Guaranteed.

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INSIDE FRONT COVER
for an important story on
POPCORN PROFITS



MANLEY INC., KANSAS CITY, MO.
"The Biggest name in Popcorn"
POPCORN MACHINES AND SUPPLIES

NORTH LAUNCHES R-B REVAMP

King Will End Season Dec. 13

St. Augustine, Fla., is finale of 37-week season—Nealand says biz good

DOTHAN, Ala., Nov. 22.—King Bros. will officially end its season December 13 in St. Augustine, Fla., giving the org 37 weeks during the 1947 season. This announcement was made here today by Walter D. Nealand, general press agent for the King Bros.' Circus.

Business, according to Nealand, has been good. At Bay Minette, Ala., Saturday (15) the show had two straw houses. At Pensacola, Fla., Monday (17) the org had a straw at the matinee and a turnaway at night. It was, Nealand said, one of the best stands of the season.

Clicks in Pensacola

PENSACOLA, Fla., Nov. 22.—King Bros.' Circus, on a new location here, played to capacity business November 17. The grounds, adjoining the Pensacola Motor Speedway, have plenty of parking space and from now on will be available for outdoor shows.

The speedway has a steel grandstand and quarter-mile oiled clay track for midget-auto, motorcycle and jeep racing, which at present run Sunday afternoons. J. J. Morton is owner and promoter of the speedway.

H-M Org Grosses 90G in Atlanta

ATLANTA, Nov. 22.—The Hamid-Morton Circus, which played here November 10-20 under the Atlanta Shriners' auspices, grossed \$90,000 for the 10-day stand as compared with 66G for a seven-day run last year.

Every performance was a sellout with 925 temporary seats being installed to swell the total to 3,950. In spite of a rainy week there were turnaway crowds after Wednesday night (12).

The circus showed an over-all standard of excellence, production-wise as well as individual act. Every act from clowns to Dick Clemens' Lions was top notch and drew heavy applause from the capacity houses. The two basic mainstays of a circus—clowns and elephants—were outstanding.

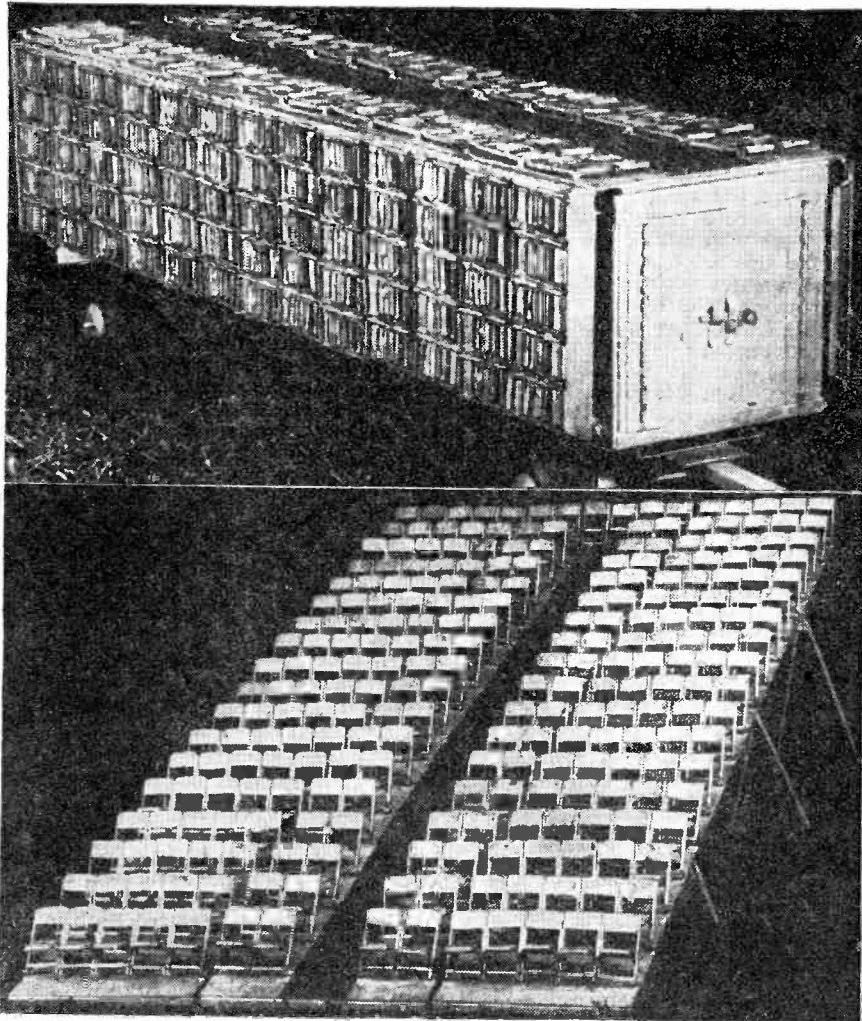
Dick Clemens' oldest lioness, Dolly, gave birth to four cubs shortly after opening day, which event added greatly to the circus publicity.

Tigers Rip Arm Off Midget Clown

SHEFFIELD, England, Nov. 22.—Two tigers tore an arm off Albert Horton, a midget clown with the Mammoth Circus vaude unit playing at the Empire, prior to Monday's (17) matinee.

Horton was trapped by the cats as he was arranging the feeding shutter on their cage. He was rescued by animal trainers who gave first aid before taking the victim to the hospital.

Unit made up entirely of animal and circus acts has been playing the Moss circuit for several weeks.



FEATURES of the new grandstand which will be used on the Ringling-Barnum show in 1948 include individual backs and sponge rubber cushions and will be more easily and speedily erected, according to John Ringling North, the show's new president. According to Art Concello, new general manager of the Big Show, and inventor of the new stands, sections will be located by units on 29 especially built wagons 35 feet long. Power hoists will do the trick, and interior of wagons will house other show equipment. Photos here are of miniatures. First unit is scheduled to arrive in Sarasota within two weeks.

Seattle Planning Legal Action Over Starving Animals

SEATTLE, Nov. 22.—Authorities here were threatening legal steps against persons responsible for the condition of 33 circus animals reportedly found starving on a Maple Valley farm near Seattle.

It was reported the animals belonged to the Sparks Circus, owned by James Edgar, which closed in this territory September 10. Elephants were housed for a time at the former Boeing aircraft factory in Renton, Wash., and later sent to winter quarters in Sarasota. Caretakers were sent for the others.

The King County Humane Society reported that in two months only three bales of hay had been fed to the starving animals here. Four Palomino horses and two mules, it was said, were so hungry they had gnawed the timbers in their stalls. The Society said two monkeys had died and four or five others were starving. Among other animals found were 6 goats, several bears and 13 dogs, most of them racing greyhounds.

When King Bros. played Pensacola, Fla., William C. (Bill) Richards, veteran showman and former circus owner, was on hand to visit. Richards now owns a tourist camp in Pensacola.

3 Alzanas Hurt In 33-Foot Fall

MIAMI, Nov. 22.—Charles Davis and his son, Harold, and daughter, Hilda, billed as the Alzanas highwire act, were seriously injured Wednesday night (19), during their performance with the Ringling Bros. and Barnum & Bailey Circus here.

The mishap occurred during that part of the act in which Harold rode the bicycle, with Hilda on his shoulders, and Elsie Mee, another of Davis's daughters, and Minnie Davis, wife of Harold, were suspended on the swinging bar beneath the bicycle.

The father, seeing his son and daughter falling, rushed under them to break their fall. In doing so, he suffered a fractured vertebra in his neck. Hilda Davis sustained a fracture of the second and third lumbar vertebrae which will hospitalize her for two or three months. The exact extent of Harold's injuries have not been determined. Dr. Rentz, of Jackson Memorial Hospital, told *The Billboard* that, due to shock, it was impossible to X-ray Harold for a few days. Elsie Mee and Minnie Davis suffered no injuries. They were able to hold to their bar until rescued by circus attendants and other performers.

Concello Now General Mgr.

Other major changes in personnel and physical make-up are on agenda

MIAMI, Nov. 22.—John Ringling North, who acquired 51 per cent of the stock and the presidency of Ringling Bros. and Barnum & Bailey Circus last Saturday (15), announced several planned major changes in the physical set-up of the Big One here Tuesday (18). Included are portable tubular steel grandstands in sections, the shortening of the big top by about 100 feet, which will be added to its width, and the use again of mechanical air conditioning units which were discarded following the 1942 season.

Altho many changes were expected among top personnel, only one, the replacement of George W. Smith by Art Concello as general manager, had materialized. However, North indicated that there would be several major changes following the closing tomorrow in Sarasota, Fla., the show's winter quarters.

The new stands, invented by Concello, will have individual seat backs and sponge rubber cushions. Each section will have 22 tiers of 14 seats. Chief advantage of the new stands will be the speed of erection. It is believed that the new seating can be (See *North Launches* on page 139)

Roger Hagel Named 1948 General Head For World's Rodeo

PHOENIX, Ariz., Nov. 22.—Roger Hagel has been named general chairman of the 1948 World's Championship Rodeo, it was announced at the Phoenix Junior Chamber of Commerce dinner in Hotel Westward Ho here.

Tentative rodeo dates are April 9-11, with two shows daily as has been the arrangement the last three years. Hagel said committee chairmanships will be announced by December 1.

Last year ticket sales exceeded \$100,000.

Macon Show Draws 3,600 at Opener

MACON, Ga., Nov. 22.—A revamped Macon Shrine Circus, revived after a one-year lapse, drew 3,600 paid admissions at the opening performance here Thursday night (20). Show runs thru tonight, with both matinee and night performances. W. E. Franks, Macon carnival owner who is producing the show, said the Al Sihah Temple was \$8,000 to the good before the first performance began.

Karl and Helen Wallenda were in charge of the performance and the Wallenda high act and the Maschino acrobatic troupe featured. Other top acts included Eddie Kughn's wild animal act, Josh Kitchen's mules, horses and chimps and Wilson's dogs.

Opening turnout was considered exceptional because the Macon Shrine event, for the last 13 annual shows, depended largely on game concessions with low admission prices. Seats this year sold from \$1.20 to \$2.40, with games banned.

AMERICAN THEATRICAL AGENCY, INC.

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SHRINE CIRCUS, Evansville, Ind.,
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Shrine Circus Office Telephone 43460
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WANT

Small, young trained Monkey that can work with Hurdy Gurdy. Write

FRANK LANG

c/o Village Barn, 95 Cambridge St., Boston, Mass.

DRESSING ROOM GOSSIP

Ringling-Barnum

Our final week in Florida with five stands, gave us a bang-up closing, topping off a big season. Because it would probably fill the book to give the destinations of personnel with the Big Show, I will refrain from giving any. As in past years, many will make store and winter dates, but most of them will go to their respective homes and take things easy until next season.

Because this will be the final dressing room column from this show until next season, the writer would like to take this opportunity to thank all who wrote in during the season and those who gave with newsy tidbits for the column.

The writer and wife will winter in Sarasota and the latch string will be out to all who may wander down our way during the winter months.

Recent visitors: Dick Burns, Henry Reynolds, Ben Handler, Bill Perry, Al McFayden, Roland Butler, Jack Meinhart, Mr. and Mrs. Meinhart and grandson, Billy; Antoinette Concello and son, Randy; Yvonne Tremblay, Toni Cole's family, Max Tubis, Fritz Gast, Mr. and Mrs. Dusty Pittman, Sally Dare, Harry of the Pony Bar, Ann Friel and daughters, Mr. and Mrs. Freddie Harris, Hal Silvers, Eddie Jackson, George Penny; Snookie, Skeeter and Cortez Lorow; Mary Crowell and daughter; Mrs. William Webster and son, Billy; Bob Botfield; Jack Hutchinson, *The Billboard's* representative in Miami; Jack Leech, Bob Reynolds, Mr. and Mrs. Cliff Bammell, Jeannie Sleeter, Ann Blackburn and son, Mrs. H. Brecken, June De Young, Archie Campbell, Mrs. Archie Blood, and Mrs. George Blood.

See you in the Garden.—DICK MILLER.

Clyde Bros.

St. Joseph, Mo., being a historical spot, quite a few of the folks visited the Jessie James Museum and other interesting places. The show was auspiced in St. Joseph by the Knights of Columbus and received plenty of newspaper publicity, especially Mr. and Mrs. Max Craig, who claim St. Joe as their home town.

In Topeka, Kan., several new acts joined, including the Flying Romas, and Walter Herrod, wire. Clown alley added Hop Green. Roy Valentine purchased a 2½-ton truck in Kansas City, Mo.

The band boys, directed by Norman Hanley, are doing a fine job. The drummer, John McGlothlin, is called the sound effects man because he works with the come-in workers and never misses a cue. Russell Harrison also works sound effects with his trombone.

With the closing until after the holidays, Frank Femoind will play club dates in St. Louis, Russell Harrison went to Toledo, Jack Harrison and family to Wichita, Kan.; Hopp Green to Milwaukee and Kellems and Wells to Evansville, Ind., until December 12 and then to Milwaukee for Christmas dates.

Recent visitors were Dr. and Mrs. Cooper and Mrs. Howard Suesz.—VAN WELLS.

Polack Western Unit

The Springfield, Ill., date, promoted by George Westerman, was a big success. Gov. Dwight Green, of Illinois, was a guest one evening.

Louis Stern, after having dinner in Charlie Borza's trailer, stepped out the door and into a ditch. Luckily, he was uninjured.

The Shriners gave a party for all performers and everyone had a good time. Several performers entertained with songs and dances.

Visitors included Eddie Kohl's mother and his daughter; China and Dorothy Durbin's two daughters, Ronn and Dorita, and Dorothy's mother; Father Smith, friend of the Delbosq family; Mrs. Lyle Bogarth and Dolly, and Julian Andrews, son of Kinko and Mary, who is stationed at Great Lakes Naval Training Base.

Louis Stern reports he finally saw a miracle, referring to our Rockford, Ill., date, sponsored by the Jaycees. T. Dwight Pepple, general agent, left his Chicago office to supervise the promotion. He was assisted by Bill Kay, who has gone to Flint, Mich., to join Sam Ward.

Rockford visitors were Mr. Hoffman, father of Willys, and Willys's brother, who has a juggling act, and Lou Clayton, who came from Chicago.

Dwight Moore was on the sick list one night. Carl Barnett, prop boy, worked the act and did a great job.—IRENE LAFFERTY.

Dailey Bros.

Last week of the season was so cold the ring stock wanted an excuse to run going to the train. When one car bumper smacked another, it provided the incentive for a stampede. One lead of four tried to climb into a car with the driver, but he wasn't there when one horse got his nose thru the windshield. Another horse found the stock cars unaided and two others ran back to the lot. Those of us who were able to control our mounts caught the loose ones on the street and order was finally restored.

Cal Townsend donned white make-up to pinch-hit for Jimmy Van, producing clown, who was laid up with an injured leg. Willard Isley joined Joe Rossi's band after the Beatty show closed.

Flowers to Joe Horwath, lion tamer; Red Maynard, side show boss canvasman, and Dave Midget, boss of the light plants. Some season observations: Munci O'Brien, 15 months old, named Miss Dailey Bros.; Mickey Midget, four years old, handsomest man on the show; most popular woman, Bertha Drane, mail agent; most popular man, Butch Cohen, paymaster; best dressed woman, Mrs. Mitt Carl; best dressed man, Harry Brown.

Where they went: Phil Wright, Ray (See DAILEY BROS. on page 139)

Snow Hits Polack On Opening Day At Rockford, Ill.

ROCKFORD, Ill., Nov. 22.—Polack Bros.' Western Unit ran into snow its opening day of a four-day stand here Saturday (15) and as a result attendance was down from what was expected.

It snowed thruout the day Saturday and matinee attendance was about a half house. It stopped late in the afternoon, but the weather was damp and on the cold side. Night crowd was about three-quarters.

Business picked up the next three days, as the weather improved over opening day, but the show failed to sell out at matinee or night shows during the next three days. Crowds were best the final afternoon and night.

Hartford Chief Glad R-B May Return to City

HARTFORD, Conn., Nov. 22.—The news that Ringling Bros. and Barnum & Bailey may show in Hartford next year was greeted with varying comments by local officials and residents. The news from Miami this week was that John Ringling North, head of the Big Show, said that present plans are to play the New England circuit again this year, and "as far as I'm concerned it again will go to Hartford."

According to news reaching here this week, North reported that most of the damage claims from the fire, which occurred in July, 1944, have been paid off. Since the 1944 tragedy, nearly all profits of the circus have gone to survivors of the dead.

Michael Godfrey, Hartford chief of police, upon hearing the news that the circus again would play Hartford next season, said he was "very happy to hear Hartford kids can again enjoy the circus." He added he was sure other Hartford circus lovers would be pleased.

The chief said many new laws have been added to the general statutes concerning outdoor exhibitions and also to the city ordinances of Hartford.

"A fire such as we had could have happened anywhere. It just happened to be our misfortune that it occurred here. We are well equipped with laws and ordinances covering circuses and we will enforce them," Godfrey said.

As yet, there has been no official announcement as to where the circus would play here. The Barbour Street lot has a housing development, with the only apparent suitable spot being Colt's Park. The latter was used before the circus moved to Barbour Street. Colt's Park was abandoned because of lack of space.

Wirth Draws Big for Portland, Me., Elks

PORTLAND, Me., Nov. 22.—Frank Wirth's Circus, which closes a seven-day engagement at the Exposition Building tomorrow (23), has been drawing hefty crowds at matinee and evening performances. The show is sponsored by the Elks, with all proceeds going to charity.

Eighteen displays were presented, including Capt. Joe Walsh, trained wild animals; Hunt's Elephants; the Ridolas; Ben Beyer, cyclist; Phil Wirth's Riding School; Picchianni, trained zebra; Aerial Voices; Brick's Trampoline Artists; the Herzogs, Aerialists; Rube Simmons; the Elgins; Billy Rice; Charley Frank; an aerial ballet and the Flying Harolds.

An automobile was given away as part of the promotional program. In addition to entertaining many orphans and underprivileged children at regular performances, several acts put on a special performance at the Children's Hospital, Wednesday (19).

Ward-Bell Troupe To Act as Tutors

GAINESVILLE, Tex., Nov. 22.—For the first time in its 18 years existence, the Gainesville Community Circus will have a flying return act.

The Ward-Bell Troupe, of the Ringling-Barnum show, will arrive in Gainesville December 5 to act as instructors. A dozen men and women are taking hardening up exercises at Fair Park Circus Building, preparatory to receiving the professional trainers.

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Nation's Chief Execs, First Ladies Go Big for Big One

By Floyd Lee Bell

IT'S IN Washington that the circus really comes into its own as a gathering place for the celebrities of the nation. And the White House is the focal point, for in recent years there has seldom been a president or his first lady who was not a rabid circus fan.

Of all the enthusiastic circus lovers, Mrs. Calvin Coolidge was—and is—First Lady to all circus folks. Well do I recall that rainy, muddy day in Duluth, Minn., when the Presidential Summer White House at Brill, Wis., miles away, called—and from Grace Coolidge herself came the inquiry:

"Is the circus going to show, rain or shine?—because if it is, John (her son) and I wish to come over and spend the day on the lot."

Unmindful of Rain or Mud

Assured that it was to show, and would, despite all weather handicaps, Mrs. Coolidge arrived within an hour.

In the meantime, Carl Hathaway, since gone to the Greater Circus, had arranged to have straw piled wide and high that the Gracious Lady of the White House might tread on dry surface. And when Mrs. Coolidge saw the preparations that had been made for her arrival, she protested:

"Oh, you never should have done that. I wore my rubbers—see," and held aloft a daintily shod foot—"and John and I don't care at all about rain or mud—we like it now and then. But it was nice of you to think of us and to let us come." And a press agent, accustomed by this time to the graciousness of Grace Coolidge, knew she meant that. All of that day Mrs. Coolidge munched peanuts, visited the side show, chatted with the midgets and the tall man, asked the thin woman what diet she recommended, and then viewed the circus from stem to stern.

Praise for Cookhouse

Mrs. Coolidge spent all of her time viewing the sights and delights of the show and chatted long with circus officials. She ate in the cookhouse and was high in her praise of the food served.

Many of the circus stars now treasure autographed photographs presented to them by Mrs. Coolidge that day or sent to them later with her compliments. Con Colleano's wagon or tent has always prominently displayed a handsome photograph of Mrs. Coolidge.

Charlie Curtis, vice-president when Herbert Hoover was in the White House, was another who never missed a performance. And Charlie was from Merle Evans's hometown in Kansas, so the two had long and

interesting tales to tell of their early boyhood days in the Sunflower State.

Makes His Car Available

On one historic occasion, Merle invited the press agent to accompany him to Charlie Curtis's office and the vice-president insisted upon putting at the disposal of the band leader and the agent, his own vice-presidential automobile, impressively monogrammed.

Just before time for the show to open on the lot, we rolled in majestic splendor in this equipage and John Ringling looked, then looked again, then as we alighted from the car, exclaimed:

"My gosh—you fellows roll up here in the vice-president's car and I'll bet on the expense account this week you'll charge \$10.00 for a taxicab. But maybe it's worth it, to lend a bit of dignity to a press agent, if that can be done."

Curtis, with his wide brimmed hat and ever-present smile, probably enjoyed the circus as much as did any kid in the vast audience.

And, believe it or not, dead-panned Calvin Coolidge, with a child poised on his knee, smiled as he pointed to a clown in the aerial act, then broke out in a rare grin. That photograph, unfortunately, was lost. For several years we guarded it but one day a fire swept away our belongings and that picture went with the other shirt.

President Coolidge was a circus fan of a somewhat different type. He enjoyed the show, confessed even to a liking for the clowns, and walking for an hour around the tank, where the big sea elephant was floundering about, without a word. Finally he turned and said:

"Humph, awfully big, isn't it?"

That was endorsement enough from Calvin Coolidge.

Really Enjoyed It

Warren Harding was the dyed-in-the-wool type who brought with him friends of the Ohio gang and ate peanuts, laughed loudly and then at night often entertained for circus folks. Fred DeWolfe, veteran of the "Red Wagon," a relative of Mrs. Harding's, usually was an overnight guest at the White House during the tenure of President Harding and nowhere was the President's death more sincerely mourned than on the lot of the Big Show.

Henry Doherty, the one-time secretary of the interior; W. J. Burns, Albert M. Fall, John Ringling and Warren Harding often played poker, usually with a 10-cent limit, and over a pot in which there might be all of \$1.20 involved, they would haggle and argue as the Wall Street itself were endangered.

Wistful Note From Hoover

Herbert Hoover never showed particular liking for the circus, tho at the behest of his secretary, George Akerson, he did consent to attend a performance with Mrs. Hoover. But Hoover's enthusiasm was confined to a wan smile and the remark, "Kind of like my boyhood days in Iowa." Hoover, however, was sorely beset on every side at that time and the wistful note in that nostalgia of boyhood days may have been the tip-off to his real enjoyment underneath a cool surface.

Roosevelt, the Franklin Delano one, was prevented by his unfortunate physical affliction from coming often but he did attend on two occasions while president and while assistant secretary of the navy. Long before he entered the White House he was a regular circus fan and a constant attendant at its performances. Roosevelt always chuckled heartily and appeared to get genuine pleasure out (See Nation's Chief Execs, page 110)

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Omar, Where Art Thou?—What's Become of the Arabian Tumblers?

By Billy Pape

*The Moving Finger writes; and, having writ,
Moves on; nor all thy piety nor wit,
Shall lure it back to cancel half a line,
Nor all thy tears wash out a word of it.*

Omar Khayyam

TO the remaining 13 Arab tumblers in this country, this particular quatrain, written in the 11th century by their fabulous countryman, Ghiyathuddin Abulfath Omar bin Ibrahim Al-Khayyami, holds much significance.

To them, it stimulates the proverbial handwriting on the wall. They are well aware that the Moving Finger has written so far as they are concerned, and the inscription has been missing from a desired contract in recent years.

Once There Were 100
Once upon a time their clan numbered an even 100; and from that

total many troupes existed; whirlwind Bedouin tumblers, all. They blazed a hotly path down the hippodrome tracks with many of our major circuses . . . a trail which few indigenous tumblers have ever followed, competitively.

Consider Prince Mouli, loved and admired by both Arab and American acrobats. The Prince performed every known trick of his time, and, moreover, executed each one of them in one continuous routine, a 12-minute display of precision and control that had aspiring bystanders all but throwing in the sponge, their pumps, so to speak.

When last heard of, Prince Mouli Ali was well and hearty, wealthy and retired from his former lucrative real estate business in Morocco.

First Troupe Here in 1847

It was in the spring of 1847 that an Arab, viz Ushgaiyer, brought the first troupe to this country.

However, his presentation didn't feature tumbling, or the traditional pyramid building. His contingent of 16 Arabs consisted of musicians, horsemen, jugglers, bayonet twirlers and other novelty entertainers.

How far back is the year 1847? Well, it was 18 years before Lincoln was assassinated. It was two years before Buffalo Bill was born. Some 25 years later the beloved showman brought the Maji Tahar troupe to this country following his successful European tour.

Ushgaiyer and his band of gypsies, as they were called, traveled little during their two months' stay in this country. Their meanderings carried them mostly thru New York State, where they exhibited their talents on street corners and in town squares.

Temperamental, Too

It is said that Ushgaiyer's sojourn was brought to a hasty conclusion, all because of a riff with the management of the Astor Hotel, New York City. Ushgaiyer was both wealthy and temperamental. When the management refused to accommodate the colorfully garbed, ferocious looking entertainers, Ushgaiyer ordered a frenzied, three-minute impromptu performance in the lobby of the famous Astor Hotel.

When the screams of the frightened, bewildered guests reached a deafening crescendo, Ushgaiyer offered a husky laugh, gathered his bearded, long-haired tribesmen together and marched them out of the hotel and to the docks, where he immediately booked passage for his homeland. All but Maji Omar Netamo, his partner and a few members followed.

Maji Omar Netamo and a few, faithful to him, remained. But after a year Haji Netamo and his small group also departed for Morocco.

Portraits on Display

Oshgaiyer and Haji Netamo both were killed during the Spanish-Morocco war, along with many of their faithful followers.

Prior to World War II, huge paintings of Ushgaiyer and his troupe could have been witnessed at three widely known locations: the British Museum at Bloomsbury, London; the Louvre, Paris, France, and in Italy's most famous art gallery, the Uffizi.

Ushgaiyer never failed to boast about a command performance which he cheerfully rendered for Queen Victoria and Prince Albert; a gala celebration whereat the Prince

claimed the title of Prince Consort . . . a historical event.

Cody Brought Them In

The Maji Tahar troupe was the next group to set foot upon American soil. They were brought here in 1865 by William F. Cody following his European tour.

But Haji Tahar did not feature tumbling and pyramid building so familiar to us. His artists were more adept at bayonet twirling, trick riding and trick shooting while riding galloping Arabian steeds.

Maji Tahar's performers soon suffered a nostalgic longing for the sands of Morocco. Virtually all of his troupe left him. Immediately he sent to Morocco for a number of Arabian tumblers, for he visualized an array of tumbling and pyramid building never before seen in this country. It was he, Maji Omar Ne- (See Omar, Where Art? on page 108)

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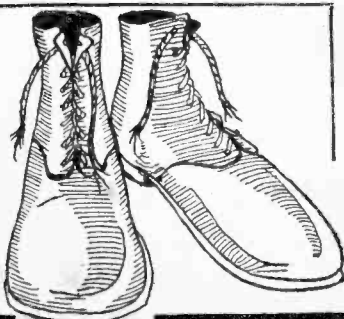
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UNDER THE MARQUEE

Edward Kisch and George Strickland report they are now owners of Modern Concession Enterprises at Van Nuys, Calif.

Whatever kind of weather there may be, circuses have had it or will have it.

Dee Ni-Fong and Billy Dick, both with Cole Bros. this past season, visited friends in Indianapolis recently en route west.

Mrs. Eddie Mader, former equestrienne with the Big Show, is a patient in the Brandenton, Fla., General Hospital.

Opposition is a problem, to be sure, but it goes away when the opposition does.

Members of the Sarasota (Fla.) Sara-Ciro Club will stage a Ringling Circus party in the club rooms at the Sarasota airport Wednesday (26).

James Cephes, who opened last season as assistant boss canvasman of King Bros.' Circus and later was with the Triangle Shows, has returned to Mobile, Ala., for the winter.

It's a tendency among troupers to exaggerate the words the boss used when firing a staff member.

Lew A. (Bozo) Ward, pantomimic, is playing club dates and night clubs in Philadelphia, booked until February. He currently is at the Bungalow Inn.

C. C. Bolus, son of the former boss canvasman on the Walter L. Main Circus, is the assistant secretary and treasurer of the Milcor Steel Company, Cleveland.

You can't blame an old-timer for clinging to his early-day achievements—you'll some day do the same thing.

Frank Boteler, advance and publicity agent, is assistant manager of the Regina Hotel, Los Angeles, but expects to be on the road again early in March.

S. W. Bailey, clown on the Bailey show the last three years, reports that he again is clowning in Sears store in Memphis. It is his fifth season at the store.

Regardless of '48's conditions, that great school. Experience, will keep circuses going and profitable.

Leon Long, while in Charlotte, N. C., recently, visited with Arthur Wright, band leader; Dusty Cunningham and Slim Russell, comedians; Fount Woods, band leader, and Jazz Warren.

Walter L. Main recently spoke before the Geneva, O., Rotary Club. Subject of his talk was *Circus Troubles and Pleasures*. Main traced the history of his circus from its earliest days to its final disbanding.

Yearly attendance of circus people at the IAFE convention increases. The '46 attendance was the highest of all time.

Archie Royer, who celebrated his 78th birthday November 14 and who years ago trouped with the Walter L. Main Circus, reports he is in excellent health. With his wife he resides in Bangor, Mich.

T. J. (Newsboy) Huffle, promoter, the past two seasons with Mills Bros.' Circus, stopped off en route to winter quarters at Circleville, O., to visit the Shrine Circus in Houston and the Polack Bros.' unit in Springfield, Ill.

Gone is the yesteryear circus owner who dyed his hair and mustache to resemble his picture on the paper.

Benny Doss, magician, caught the Texas Jay Davis & Sons Wild West Rodeo, Cottonwood, Ala., November 17, reporting good show and crowd. Mr. and Mrs. Davis (Lone Star Marie) and son, Alex, are featured with the org.

Otto Kuhnert, of the Sensational Kays, is confined in St. Joseph Hospital, Houston, where his condition is reported as fair. He expects to undergo treatment there for another three months and would like to read letters from friends in the business.

Mr. and Mrs. Rex Ingham report they visited Mr. and Mrs. Jimmy Braswell, now a chief petty officer in the U. S. Navy, at the Braswell home in Winchester, Va. Braswell is a former tab and rep man, and his wife is the former Darlene, of the Manhattan Players.

Hugh J. Fox is handling billing around Bridgeport, Conn., and various Valley towns. At present he is plastering spots for the *Ice Follies*, (See *Under the Marquee* on page 112)



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WOM Out of 3 N. C. Fairs; Dorton Annuals Due for Heavy Pitch From Biggies

Strates, Cetlin & Wilson Contend for Lush Dates

NEW YORK, Nov. 22.—With 10 fairs already booked for 1948 Frank Bergen, owner-manager of World of Mirth Shows, announced Wednesday (19) that his org would have to forego any possibility of re-inking three of North Carolina's biggest annuals, the State fair at Raleigh, and those at Charlotte and Shelby, because of conflicting dates. Bergen, who stopped here en route to his Richmond, Va., home from Rutland, Vt., where he signed the State Fair, was reluctant to admit the definite exiting of his org from the plum Southern dates. World of Mirth has played all three fairs uninterruptedly since 1939, with the exception of Raleigh which was discontinued during the war.

Tentative dates for the annuals, all managed by Dr. J. S. Dorton, and the fairs with which they will conflict are: September 20, Shelby with Allentown, Pa.; October 4, Charlotte and Winston-Salem, N. C., and October 18, Raleigh with the Columbia (S. C.) State Fair. These dates would give Dorton a long desired and needed week between the staging of each of his fairs. In the past they have been presented in three consecutive weeks requiring a herculean job of management.

Chief contenders for the lucrative bookings will likely be two other railroad biggies, the James E. Strates and the Cetlin & Wilson shows. Dates, however, loom to be less desirable than in the past if it is going to be necessary to sandwich in still dates since there is the possibility that contractual requirements will require the elimination of adjacent fairs as potential fill-in dates.

The possibility exists that Dorton may ink more than one show for the several dates altho in the recent past booking has been a packaged deal with all or none going to the winning show, even tho the opportunity to replace Shelby, least lucrative of the

Gooding's Columbus Quarters Enlarged

COLUMBUS, O., Nov. 22.—Following one of the most successful years in its long history, F. E. Gooding Amusement Company, under direction of Floyd E. Gooding, is formulating plans for enlarged and improved winter quarters here, O. Buck Saunders, publicity director, said this week.

Saunders said that several thousand square feet of added floor space are to be added, affording room for the new equipment which is being purchased. On the list are new rides, several new show fronts, tractors and trailers.

The office is being enlarged one-third and a new heating system has been installed. Work shops, which are practically completed, feature such innovations as a sound-proof room for tuning organs, new paint shop with separate room for compressors and spray guns and a special dustproof drying room.

There is also a large machine shop, with storage room for spare parts; an office for the foreman, complete blacksmith equipment, electric drills and other power machines. Wood-working department is in a separate room equipped with modern machinery. Private lockers and show-ers are provided for workmen.

fairs, beckoned from several directions.

Dates already inked by Bergen are Presque Isle, Bangor and Showhegan, Me.; Central Canada Exposition, Ottawa; Champlain Valley Exposition, Burlington, Vt.; Rutland, Vt.; New Jersey State Fair, Trenton; Winston-Salem, N. C.; Columbia, S. C., and Augusta, Ga.

Addition of the New Jersey State Fair will fill one of the weeks open as a result of the loss of the North Carolina bookings. Bergen said he has several additional fairs ready for signing but is reluctant to announce them until dates are set.

Bergen, accompanied by Bucky Allen, concession manager, was returning to Richmond to get work under way at winter quarters. Considerable refurbishing is planned, he said, with the rebuilding of numerous show fronts and the entire decorative lighting system receiving first priority.

New rides planned for next year include a new Ferris Wheel for a total of four, Hurricane, Pretzel and miniature train. New canvas has already been ordered for all tented units.

Allen will spend considerable time here between meetings to shop for at least one name performer to present as a feature.

It's Bath Time for Showfolk—

They Flock to Hot Springs Spa For Dunking, Play & What Gives

By Herb Shive

HOT SPRINGS, Nov. 22.—This town of 50,000 nestled in the foothills of the Ozarks is famed for its curative waters, easy divorce laws, fine climate and friendly people. Some 40,000 persons, seeking one or any combination of those features, visit here each year. Most come to take the baths, others for the horse racing, or to hunt, fish, play—or what'll you have?

Not a few of these visitors, who in recent years have flocked here in ever-increasing numbers, are outdoor show people. Their arduous season behind them, they descend upon this spa from all points. A clannish tribe, they travel about in groups, making with a language profusely spiced with pig Latin and colored with the peculiar jargon of the outdoor show world. Not infrequently, this causes some bafflement to the natives and to pleasure or cure-seekers from less picturesque walks of life.

Society of Own

These showfolk who come here have built a society of their own. Some, in fact, have come to stay. That is, they have acquired permanent homes. Harry W. Hennies, owner of the Hennies Bros.' Shows, for instance, has a home on Moody Drive which has all the proportions and refinements of what is generally classed as a mansion.

Not only did Hennies set up his permanent hacienda here, but by the device of first buying a 35-acre mountain, three miles east of the city, and then whittling its top down thru the generous and concerted use of bulldozers, he has developed a plateau, upon which he has spotted the winter quarters of his shows.

PCSA's Home May Be Occupied Before Yuletide

LOS ANGELES, Nov. 22.—Members of the Pacific Coast Showmen's Association may be in their new home by Christmas, Harry Hargrave, head of the building committee, announced at the Monday (17) meeting. Hargrave sparked the building fund drive by donating \$500, with Mrs. Edith Hargrave giving an additional \$500 to the fund thru the Ladies' Auxiliary. Donations and ticket sales boosted the take for the night to nearly \$1,700.

Harry Taylor, chairman of the banquet and ball to be held in the Gold Room of the Biltmore Hotel December 9, said that ticket sales were going well and that only a limited number could be accommodated. Taylor's talk tied in with Hargrave's because the banquet and ball money will aid the building fund.

Joe Archer, a new member, contributed \$50 for the November booster fund, given to the member selling the most books on the automobile, wash machine and console radio. Bob Kennedy, a non-member visiting the clubrooms as the guest of Jack Hughes, donated the \$50 for the December booster prize.

Ten dollar books were purchased by Mike Doolan (5), Rex Boyd, Moe Levine, McDowell, Al Weber, Joe Blash Sr., Candy Moore, Tom Hughes, George Coe, Louis and Jack Glassman, Sam Silverman, Harry Suker, Jack Hughes and Joe Archer.

Donating to the fund were Bob Robinson, Lou Glassman, George Coe and Ed Kennedy.

Gooding Gets Contract for Mich. State

Sets Other Mich. Fairs

COLUMBUS, O., Nov. 22.—Floyd E. Gooding, president of Gooding Amusement Company, Inc., announced from his headquarters here today that he has been awarded the contract for the midway at the Michigan State Fair in 1948, an engagement much coveted by carnival managers.

Other engagements already corralled by Gooding for 1948 are the Great Saginaw Fair, Saginaw, Mich., for the ninth consecutive; the Centerville (Mich.) Fair, for the 15th consecutive year, and the Hillsdale (Mich.) Fair, where the Gooding family has operated riding devices and amusements for 53 consecutive seasons.

Gooding will depart this week-end for Chicago to attend the outdoor showmen's convention.

Lamb Ends Year In Good Shape

HATTIESBURG, Miss., Nov. 22.—L. B. Lamb, owner of the shows bearing his name, sums up the past season, which closed Saturday (8) at Andalusia, Ala., for the Lamb org, in these words: "So far I haven't checked the books for the season, but I think I am safe in saying that when it is all figured out, Uncle, the man with the whiskers, will not get as much from me as he did last year."

"Like all other shows in the country, we had our share of rain early in the season. In fact, for the first 11 weeks we wenched every piece of equipment on and off the lots," Lamb said. He added, however, that the fair season opened July 4 and continued until the season ended November 8.

A New Record?

Lamb believes his shows set something of a record in that "with the exception of two, every concession that opened with us March 9, closed the season with us." He reported the shows opened in Alabama and toured Tennessee, Kentucky, Illinois, Iowa and Missouri. A swing-back was made thru Alabama and Mississippi for the late fall fairs.

Shows closed the season, Lamb reported, with 7 rides, all office owned, 6 shows and 42 concessions. Shows played 17 fairs and 5 street celebrations.

Little work will be done in quarters, according to Lamb, until after January 1, when, he says, it will begin in earnest. Several new fronts will be built, in addition to a new (See Lamb Winds Up on page 114)

New Ward Quarters At Galveston Airport

GALVESTON, Tex., Nov. 22.—John R. Ward Shows close its season here tonight and will move into winter quarters at the city airport. Quarters were obtained by General Agent Robert R. Kline and Cash Wiltse in October.

Kline announced that the shows will open its 1948 tour in April at the Galveston Mardi Gras, annual event held on the beach. He stated that John R. Ward, owner, will announce contracts for several Western fairs when he attends the Chicago meetings.

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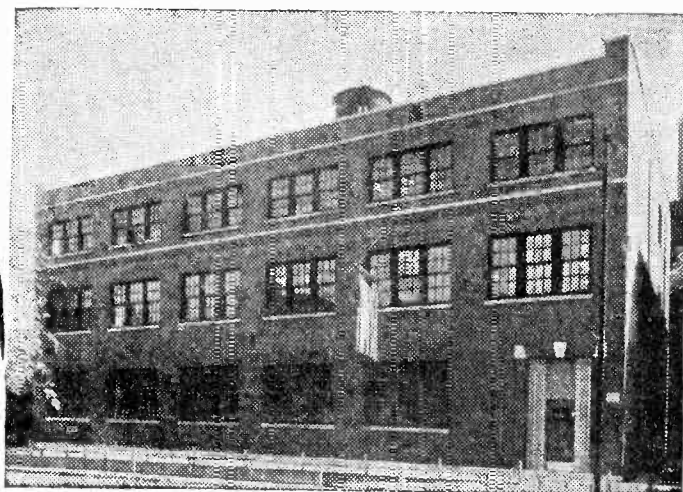
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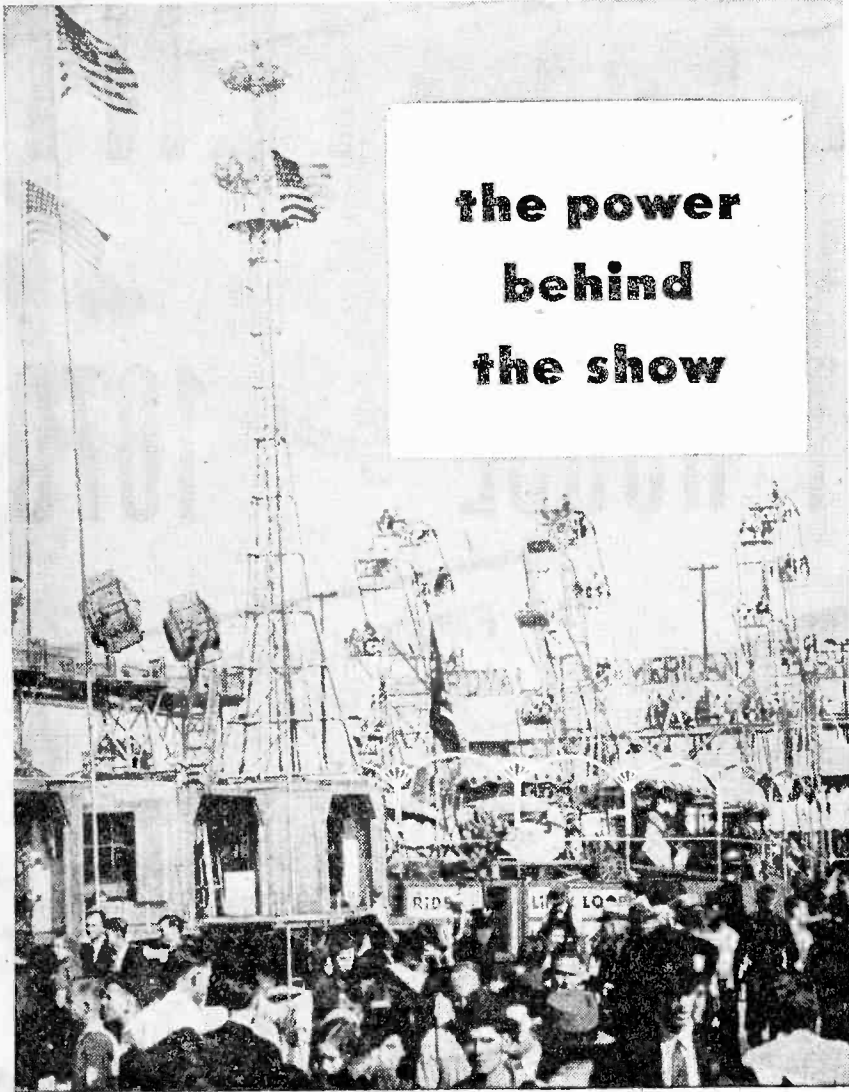


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If you're looking for an unfailing source of power — one you can count on for long hours and low maintenance costs, you'll find "Caterpillar" Diesel power just right for your needs — and in unit sizes ranging from 15 to 90 KW.

CATERPILLAR TRACTOR CO. • PEORIA, ILLINOIS

• A plaque commemorating ten years' use of "Caterpillar" Diesel power is awarded to Carl J. Sedlmayr, President of Royal American Shows. From left to right: W. R. Washburn, Peoria Tractor and Equipment Co.; Mr. Sedlmayr; Carl J. Sedlmayr II; and H. H. Howard, General Sales Manager, Caterpillar Tractor Co.



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American Carnival Association

Sherman Hotel, December 1-2

Monday, December 1, 1947

2 p.m., Room 104—Meeting of general counsel and associate counsel.
4 p.m., Room 106—Meeting of board of directors, officers and past presidents. (All members are welcome at this meeting.)
Opening of meeting by President Oscar C. Buck.
Proof of notice of meeting.
Roll call of directors and officers.
Reading of minutes of 1946 Chicago meeting, and approval thereof.
Reading of minutes of special meetings and approval thereof.
Reports of committees.
Reports of officers.
Annual report of general counsel-secretary-treasurer and approval thereof.
Reports of associate counsel.
Communications.
Applications for membership and action thereof.
Unfinished business.
New business.
Memorial resolutions.
Miscellaneous resolutions.
Election of officers.
Selection of next meeting place.
Presentation of bills.
Financial reports.
Action relative delinquent dues.
Discussion of association policies for 1948.
Appointment of associate counsel.
Miscellaneous business.
Adjournment.

Tuesday, December 2, 1947

1:00 p.m.—West Room

Meeting of membership of association.

Opening of meeting by president.
Proof of notice of meeting.
Roll call of member shows and individuals present.
Reading of minutes of 1946 Chicago meeting and approval thereof.
Reading of minutes of special meetings and approval thereof.
Reports of directors.
Approval of action taken at directors' meeting.
Annual reports of general counsel-secretary-treasurer Max Cohen and of associate counsel and approval thereof.
Financial reports.
Unfinished business.
New business.
Election of directors until next annual meeting in 1948.
Miscellaneous business.
Discussion of association policies for 1948.
Addresses by members and others present on subjects to be announced at the meeting.
General conference on matters affecting the carnival industry.
(1) Public safety.
(2) ASA Outdoor Safety Code.
(3) Public relations.
(4) Labor matters.
(5) Reconversion.
(6) Unusual industry problems.
(7) Public welfare and patriotic activities in 1948.
(8) Taxation.
(9) Railroad transportation.
(10) Motorized transportation.
(11) Legislative program.
(12) Miscellaneous.
Discussion of new products and materials available to the industry.
Discussion and adoption of policies and legislative program for 1948.
Discussion of further contributions which can be made by the carnival industry to its general progress.
Open forum.
Adjournment.

Caravella Biz Pars '46; Will Enlarge Shows

CAMDEN, S. C., Nov. 22.—Frank W. Caravella, owner-operator of Caravella Amusements, reports that business during the season just ended was about on a par with last year's record gross, even though much adverse weather was encountered.

Complete refurbishing of all equipment and the addition of several units are part of the planned activity at local winter quarters. A skeleton crew of four men will keep things in shape until after the first of the year when it is expected a total of 25 will be on hand.

According to Caravella four major

rides will be added to provide a total of 10. Seven tractor-trailers will be added to the 23 in operation this year. Light towers and two searchlights will add flash to the midway.

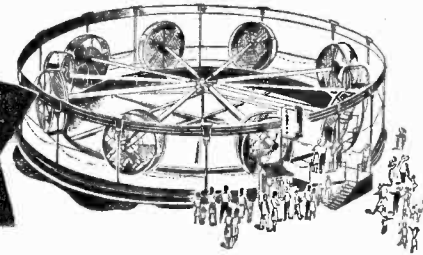
Planned for the back end are a side show with a 150-foot banner line and a Minstrel Show with a 100-foot front. Canvas has been ordered for March delivery from Norfolk Tent & Awning Company.

Promotional plans for next season include the addition of a band which will be used to work the streets. Route will cover South and North Carolina, Virginia, Maryland and Pennsylvania.

Mr. and Mrs. Caravella plan to spend several weeks at their Meadville, Pa., home before attending the various fair meetings.

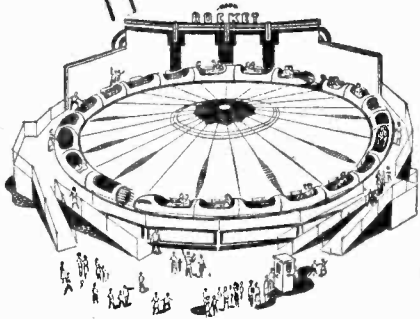
Stanley Reed, legal adjuster, is wintering in Columbia, S. C., where he is handling display advertising for *The South Carolina Farmer*. He will be back in the same capacity with the org next season.

ALLAN HERSCHELL AMUSEMENT RIDES
FOR PROFIT, PORTABILITY, PERFORMANCE



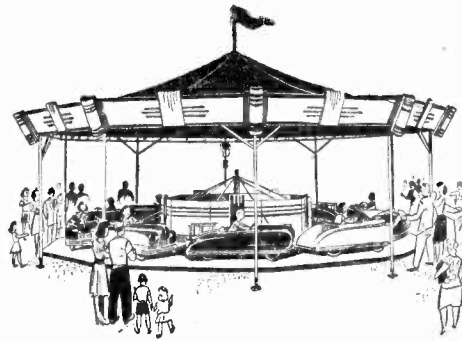
LOOPER

A sensational ride by Norman Bartlett! Has 10 cars, each carrying 2 persons. Passengers control looping motion of cars as they travel circular track. Operating cycle approx. 2½ minutes. Conveniently carried on two 26 ft. trailers.



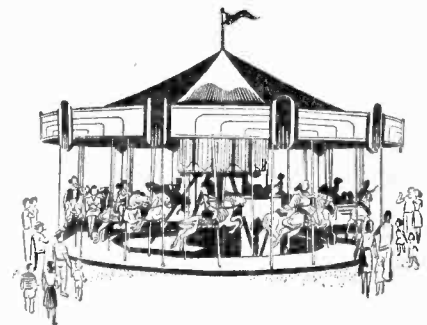
MOON ROCKET

Greatest speed ride in years! Brilliantly decorated and illuminated. Has 22 smart stainless steel cars, each accommodating 3 adults or 5 children. Peak loading time approximately 60-70 seconds. Can be assembled in 5 hours.



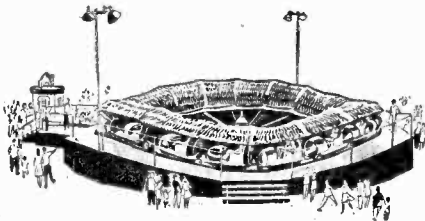
KIDDIE AUTO RIDE

Fun for the youngsters . . . a money-maker for the owner! Cars are trim, sleek miniatures designed by nationally known stylist and cast of aluminum. Entire ride (with 10 cars) can be loaded on a single 14 ft. truck body.



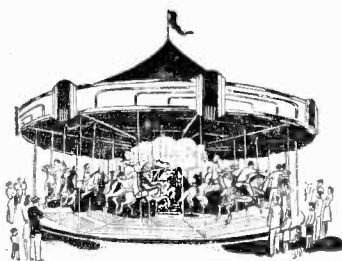
KIDDIE MERRY-GO-ROUND

Brings the youngsters back again and again! Equipped with 20 all-aluminum jumping horses, two chariots. Modern fluorescent lighting. Only 11 ft. high, 20 ft. in diameter. Compact, light weight. Loads on 14 ft. truck.



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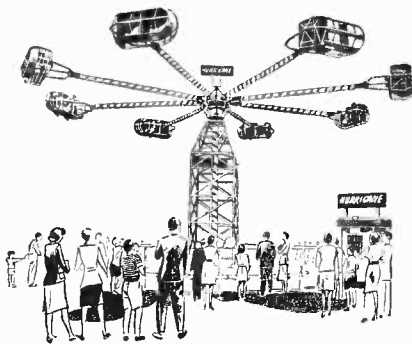
Completely streamlined, with modern lighting, 18 gleaming stainless steel cars. Carries 36 adult passengers or 54 children. Peak loading time approx. 60 seconds. Compact — easily carried in one 28 ft., one 30 ft. trailer.



MERRY-GO-ROUND

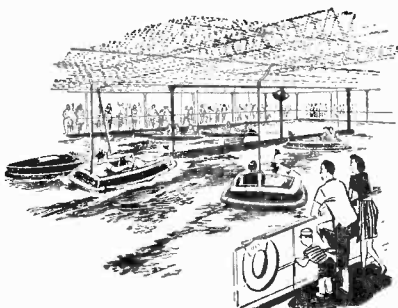
All-time park and carnival favorite . . . now brilliantly illuminated and equipped with the last word in sound apparatus. Standard model 36 ft., three-abreast, with 30 horses, 2 chariots. Also made in larger sizes, three-and-four abreast.

2 GREAT NEW RIDES BY ALLAN HERSCHELL



HURRICANE

Norman Bartlett scores again with a thrilling aerial ride. Operating height adjustable to 10 to 15 degrees past horizontal. New hydraulic controls for smooth, safe operation. Automatic safety bars provide 2-minute running cycle. Two sizes: 6 and 8 cars, 4 passengers each. Portable — uses its own power for erection. Loads on two 28 ft. trailers.



WATER SCOOTER

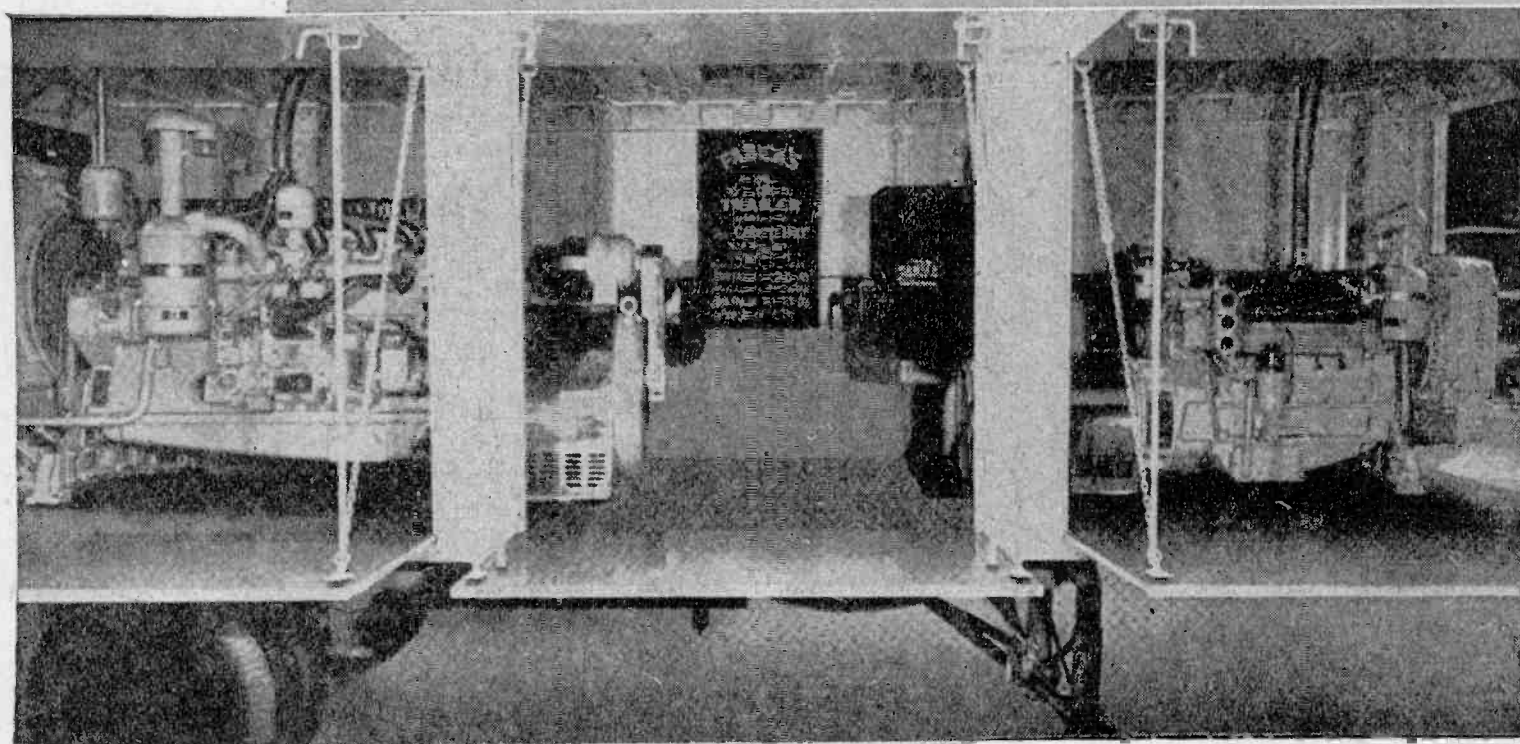
Brand new . . . and destined to become one of the greatest park amusements of all time! Genuine mahogany waterproof plywood boats are self-operated, hold 3 children or 2 adults. Operating cycle 3½ minutes. Pool approximately 60' x 100' accommodates 18 boats; more in larger pools. We show you how to plan pool, install islands, etc. Write for information.

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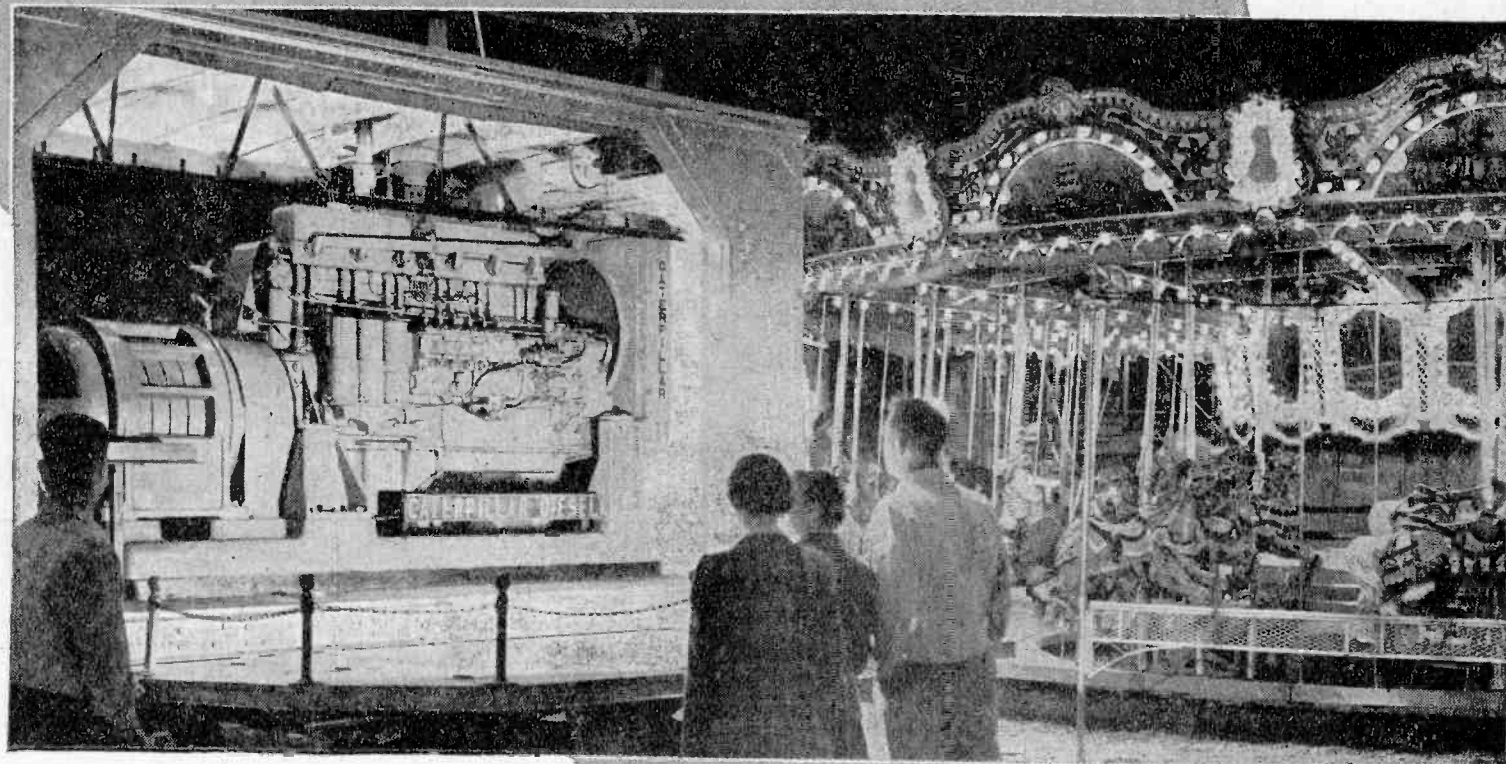
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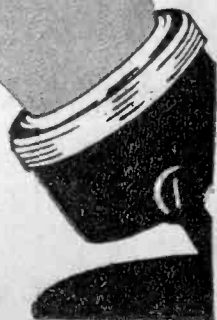
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New Trailer Coach Models Up in Utility

Decorations Also Stressed

By E. L. Wilson
 Managing Director, Trailer Coach Manufacturers' Association

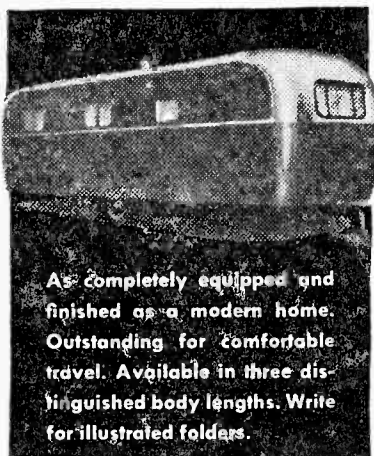
PHILADELPHIA, Nov. 22.—Notable in the innovations in trailer coach construction and design unveiled at the Trailer Coach Manufacturers' Association's annual show, which closes here tonight in Convention Hall, are many twin bed bedrooms, extra bedrooms that also serve as dinettes, every manner of built-in cupboards and drawers and beautifully designed furnishings.

Greater emphasis has been placed on interior decoration, with color coming into its own, the show demonstrates. Instead of the highly polished wood interior walls, many are painted and one trailer coach living room uses attractive wall paper. Period furniture is shown, with one trailer coach done completely, from drapes to carpeting, in the Victorian period.

One coach features a nursery, decorated in circus motif for the children of trailerite families. Another trailer coach displays a living room wall paneled with chromium-trimmed windows to give a "bay-window" effect. Exterior of this model uses a plaid trim at the tip with the body of the trailer done in cream and light green.

Living rooms of the new trailer coach models are, in many instances, furnished with sectional furniture instead of the customary studio lounges. One living room has a gas-burning fireplace.

More trailer coaches than ever before are equipped with toilet and shower facilities, ingeniously arranged to take up a minimum amount of space. Sliding doors provide privacy and also conceal shelves and drawers. In one coach a cabinet swings out from the wall, disclosing a toilet and utilizing the space above as a linen closet.



As completely equipped and finished as a modern home. Outstanding for comfortable travel. Available in three distinguished body lengths. Write for illustrated folders.

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TRAILER COACH SPECIFICATIONS

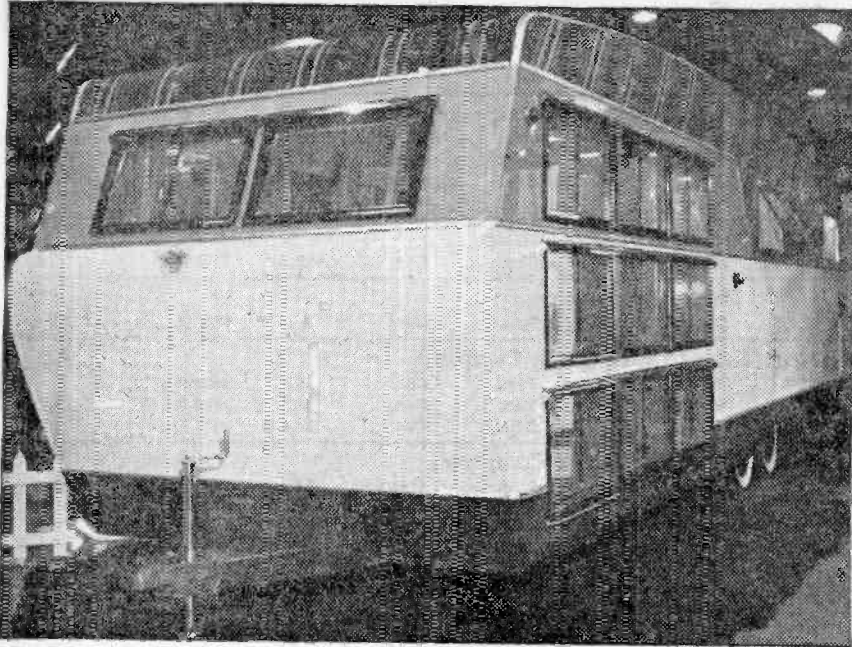
Detailed Specifications of Every Trailer Coach Model Manufactured by Members of the Trailer Coach Manufacturing Association Are Listed Below:

Symbols: Sgle.—Single; Tan.—Tandem; Car.—Caravan; Con.—Conventional; M—Masonite; A—Aluminum; P—Plastic; S—Steel.

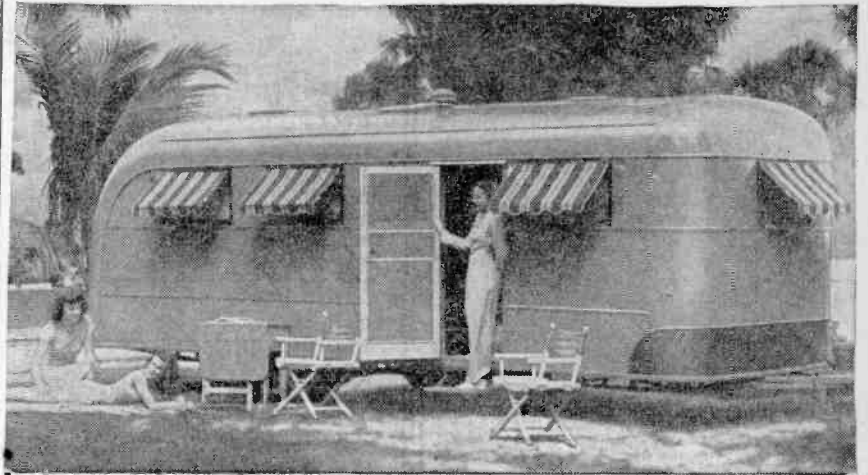
Model	Length Overall	Length of Body	Width of Body	Height Exterior	Height Interior	Axle	Type	Exterior Covering	Weight	Drawbar Load
Adams Coach & Mfg. Company, Inc.										
"202"	24'	22'	7'9"	8'4½"	6'8"	Sgle.	Car.	M	3800 lbs.	
American Coach Company										
Homecrest	24'	22'	7'9"	8'6"	6'8"	Sgle.	Con.	M	3885 lbs.	490 lbs.
22-Tandem	24'	22'	7'9"	8'6"	6'8"	Tan.	Con.	M	3995 lbs.	465 lbs.
25-Tandem	27'	25'	7'9"	8'6"	6'8"	Tan.	Con.	M	4690 lbs.	560 lbs.
Chicago Streamlite Corporation										
Shoreland Tandem De Luxe	29'6"	27'	8'	9'4"	7'	Tan.	Car.	M		
Princeton De Luxe	25'6"	23'	8'	9'2"	6'10"	Sgle.	Car.	M		
Sun	29'6"	27'	8'	9'4"	7'	Tan.	Car.	M		
Dot	19'6"	17'	7'	8'10"	6'6"	Sgle.	Car.	M		
Columbia Trailer Company										
"20"	22'	20'	7'6"		6'6"	Sgle.	Car.	M	3100 lbs.	300 lbs.
"17"	19'	17'	7'6"		6'6"	Sgle.	Car.	M	2600 lbs.	250 lbs.
"15"	17'	15'	7'		6'6"	Sgle.	Car.	M	2100 lbs.	225 lbs.
Continental Trailer Company										
230 De Luxe	23'	21'	8'	9½'	6'6"	Sgle.	Car.	M	3800 lbs.	250 lbs.
275 Imperial	27'	25'	8'	9½'	6'7"	Tan.	Car.	M	4750 lbs.	400 lbs.
300 Imperial	31'	29'	8'	9½'	6'9"	Tan.	Car.	M	4950 lbs.	475 lbs.
Conway Coach										
"Silver Liner"	24'7"	22'2"	7'10½"		6'8"	Sgle.	Car.	A	3750 lbs.	
Drexler Coach, Inc.										
Drexler	25'	22'6"	8'	8'9¾"	6'10"	Sgle.	Lnt. Rf.	M	3800 lbs.	360 lbs.
Duo Coach Corporation										
Duo Terra Cruiser	29'6"	27'5"	7'8"	9'	6'10"	Tan.	Car.	A	5700 lbs.	570 lbs.
Elcar Coach Corporation										
Elcar Tandem	26'6"	23'6"	7'6½"	6'10"	6'2"	Tan.	Car.	M	4800 lbs.	480 lbs.
Elcar Sun Coach (Open)*	28'8"	26'6"	8'	9'	6'10"	Tan.	Car.	A	6200 lbs.	620 lbs.
Elcar Coach	35'	22'	7'6½"	6'10"	6'2"	Sgle.	Car.	M	4200 lbs.	520 lbs.
*Open indicates length of Sun Coach when Porch is extended.										
Glider Trailer Company										
"88"	27'6"	25'	8'	9'8"	6'6"	Tan.	Con.	A	5650 lbs.	500 lbs.
"77"	26'6"	24'	8'	9'8"	6'6"	Tan.	Con.	A	4700 (77A) 5200 (77B)	400 (77A) 420 (77B)
"75"	25'6"	23'	8'	9'8"	6'6"	Sgle.	Con.	A	4540 (75A) 4720 (75B)	480 (75A) 520 (75B)
"35"	22'6"	20'	8'	9'8"	6'6"	Sgle.	Con.	A	3900 lbs.	465 lbs.
Hoosier Rambler Corporation										
Sun Valley	23'	21'	7'6"	8'4"	6'6"	Sgle.	Car.	M	3800 lbs.	400 lbs.
Seabreeze	23'	21'	7'6"	8'4"	6'6"	Sgle.	Car.	M	4050 lbs.	410 lbs.
Monterrey	27'	25'	7'6"	8'5"	6'7"	Tan.	Car.	M	4610 lbs.	425 lbs.
Hialeah	27'	25'	7'6"	8'5"	6'7"	Tan.	Car.	M	4920 lbs.	440 lbs.
Howard Industries, Inc.										
Howard 23-48	23'	21'	7'10"	8'6½"	6'5½"	Sgle.	Car.	S	4680 lbs.	570 lbs.
Howard 28-48	27'10"	25'	7'10"	8'6½"	6'5½"	Tan.	Car.	S	5300 lbs.	610 lbs.
Indian Trailer Corporation										
Chieftain	28'	25'	8'	9'	6'6"	Tan.	Car.	M	4800 lbs.	350 lbs.
Ironwood										
16	18'6"	16'	9'	6'6"	8'	Sgle.	Car.	H ^c	2850 lbs.	350 lbs.
18	20'6"	18'	9'	6'6"	8'	Sgle.	Car.	A	3200 lbs.	350 lbs.
26	26'	23'6"	9'	6'6"	8'	Tan.	Car.	A		
*Homeosote										
Kit Manufacturing Company										
Kit Chateau	20½'	18'	8'	7'11¼"	6'3"	Sgle.	Car.	A	2500 lbs.	300 lbs.
Kit Capitan	17'6"	15'6"	7'6"	7'10"	6'6½"		Car.	A	1450 lbs.	200 lbs.
Kit Companion**	16'4"	13'8"	6'11¼"	7'11¼"	6'5½"	Sgle.	Car.	A	1990 lbs.	239 lbs.
Kit Companion***	16'4"	13'8"	6'11¼"	7'11¼"	6'5½"	Sgle.	Car.	A	1930 lbs.	240 lbs.
Independent Wheel Suspension-Torsion Spring **Wall Bed Model *Conventional Bed Model										
La Salle Coach Company, Inc.										
Ambassador	27'	24'	8'	8'10"	6'8"	Tan.	Car.	M	5200 lbs.	460 lbs.
Commander	25'	23'	8'	8'10"	6'8"	Sgle.	Car.	M	4500 lbs.	420 lbs.
Liberty Coach Company										
"Liberty"	23'	20'	8'	9'	6'6"	Sgle.	Con.	M	4180 lbs.	380 lbs.
"Liberty"	27'	24'	8'	9'	6'6"	Tan.	Con.	M	5200 lbs.	450 lbs.
"Liberty"	33'	30'	8'	9'	6'6"	Tan.	Con.	M	6520 lbs.	860 lbs.
Lighthouse Trailer Company										
"Silver King"—48	27'	24'	8'	8'7"	6'5"	Tan.	Con.	A	4600 lbs.	200 lbs.
"Silver King"—47-M-A	27'	24'	7'6"	8'5"	6'3"	Tan.	Con.	A	3600 lbs.	225 lbs.
Luxor-Leffingwell Coach Company										
Standard Model 25	25'	23'9"	7'6"	7'1"	6'6"	Sgle.	Car.	M	3543 lbs.	450 lbs.
Deluxe Model 225	25'	23'9"	7'6"	7'1"	6'6"	Sgle.	Car.	M	3543 lbs.	450 lbs.
Macomb										
Macomb Cruiser	21'6"	18'6"	8'6"	6'6"	7'10"	Sgle.	Car.	M	3350 lbs.	375 lbs.
Main-Line Trailer Coach Company										
"Silver Lark"	16½"	14'	7'	7'8½"	6'2"	Sgle.	Car.	A	1700 lbs.	250 lbs.
"Silver Lodger"	18'	16'	7'	7'10½"	6'3"	Sgle.	Car.	A	2100 lbs.	300 lbs.
"Silver Liner"	22½"	20'	7'	7'11"	6'3½"	Sgle.	Car.	A	2700 lbs.	350 lbs.
Modern Trailer Coach Company										
Modern 23	23'	20'	7'11"	8'5"	6'7"	Sgle.	Con.	M&A	3400 lbs.	385 lbs.

(Continued on page 82)

SEEN AT TRAILER COACH SHOW



STRIKING INNOVATIONS in trailer coach design and construction were unveiled at the annual show of the Trailer Coach Manufacturers' Association in Philadelphia November 15-22. Top picture shows a 30-foot coach with windows in the living room which gives a bay window effect. Center picture shows refinements of the exterior of one of the new streamlined jobs. Bottom picture is of the interior of one coach furnished in the Victorian period. Changes in interior decorations over past years distinguish many of the new models.



All Year Round!

The healthful living in the clean outdoors . . . the encouragement to relax and regain your natural poise and peace of mind . . . are made so easy with a Vagabond.

At every season there is some particular place you most want to be . . . that, too, is easy . . . the Vagabond is famous for its roadability, its structural strength, and its trouble-free operation.

Its beautiful interiors are best shown in the color brochure we'll send you, upon request.



VAGABOND COACH MANUFACTURING CO.
 BOX 91, New Hudson, Michigan.
 Member T. C. M. A.

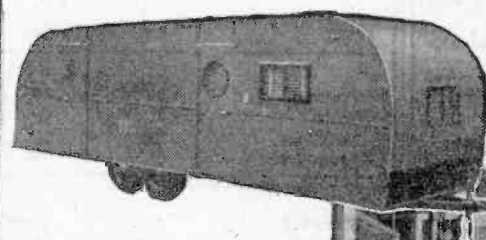
People Expect more in a Vagabond, . . . and they Get it!

THE 1948 HOOSIER RAMBLER

23 Foot Single Axles

27 Foot Tandems

AVAILABLE IN STANDARD OR DELUXE MODELS



You may order any or all of many new features.

- Fire Proof safe, with Yale combination, built in and concealed
- Built in wall radio
- Sectional furniture
- Tracy stainless steel sinks
- Fluorescent lighting
- Venetian blinds
- Shower
- Hot water
- Power Generator



All models standard equipped with electric brakes, butane cooking and electric refrigerator.

Engineered for Service — Designed for Comfort
 GUARANTEED BY TRAILER COACH MANUFACTURERS' ASSOCIATION FACTORY WARRANTY

For details and catalog write

HOOSIER RAMBLER CORPORATION
 TERRE HAUTE, INDIANA, U. S. A.



CONCESSION TRAILERS

- "Calumet Built" by Experts who know your needs!
- All-Clad Airplane Aluminum and Non-Breakable Plexi-Glas Exterior.
- Flashy Translucent Roof Corners.
- No Set-Up Required—Always Ready to Operate.
- 2 Large Vending Windows.
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- Smooth Rolling on the Road.

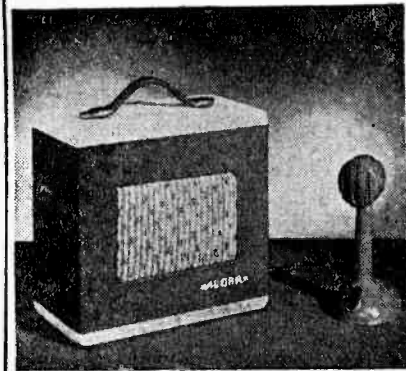
PROMPT DELIVERY

Size, 7 1/2 Ft. Wide, 12 Ft. Long. Interiors Set Up to Your Specifications. Write and State Your Needs for Further Details and Prices.

THE CALUMET COACH CO.

Special Vending Trailers for Carnivals

11575-77 S. Wabash Ave.
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Audar

BINGO AMPLIFIER

A complete Public Address System, including microphone with 20 foot cable, amplifier, tubes, speaker and case. **\$49.95** tax paid

For "Bingo," Ballyhoo and Demonstration with audience coverage up to 300 persons. 115 volt, 60 cycle A.C. Power consumption, 45 watts. Size: approximately 12"x8"x11". Shipping weight: 13 pounds.

Immediate shipment by Parcel Post PREPAID upon receipt of certified check or money order for \$49.95. Otherwise, \$10.00 with order. balance C. O. D., plus transportation charges.

AUDAR, INC.

Walnut and Maple Sts. Argos, Ind.

TRAILER COACH SPECIFICATIONS

(Continued from page 80)

Model	Overall Length	Length of Body	Width of Body	Height Exterior	Height Interior	Axle	Type	Exterior Covering	Weight	Drawbar Load
Nappanee Trailer Company										
Tuxedo	28'	24'	8'	9'2"	6'7"	**	Car.	P	5000 lbs.	150 lbs.
Ranger	23'	20'	8'	9'2"	6'7"	Sgls.	Car.	M	3500 lbs.	400 lbs.
Nimrod	16'	14'	8'	8'11"	6'5"	Sgls.	S.T.C.	M	1500 lbs.	200 lbs.
**Four Wheel Suspension										
National Trailer Corporation										
Castle DeLuxe	26'	24'	8'	8'9"	6'6"	Tan.	Car.	M	5000 lbs.	650 lbs.
Palace Corporation										
Palace Royale	24'	22'	8'	9'	6'9 1/2"	Sgls.	Con.	A	3800 lbs.	380 lbs.
Pan-American Trailer Coach Company										
"Pan American"	31'	28'	8'8"	6'7 1/2"	8'	Tan.	Car.	M	5400 lbs.	
"Pan American"	27'	24'	8'6"	6'6"	8'	Tan.	Car.	M	4600 lbs.	
"Pan American"	25'	22'	8'6"	6'6"	8'	Sgls.	Car.	M A S	4200 lbs.	
Prairie Schooner Trailer Company										
"80"	23'	20'	7'9"	8'7"	6'5"	Sgls.	Con.	M	3150 lbs.	400 lbs.
"100"	23'	20'	7'9"	8'7"	6'5"	Sgls.	Con.	A	2950 lbs.	400 lbs.
Platt										
23	23'9"	21'	8'10 1/2"	6'7 1/2"	7'6"	Sgls.	Con.	M	4460 lbs.	490 lbs.
25	24'9"	22'	8'10 1/2"	6'7 1/2"	7'6"	Sgls.	Con.	M	4860 lbs.	600 lbs.
27	26'9"	24'	8'10 1/2"	6'7 1/2"	7'6"	Tan.	Con.	M	5040 lbs.	530 lbs.
33	32'9"	30'	8'10 1/2"	6'7 1/2"	7'6"	Tan.	Con.	M	6760 lbs.	700 lbs.
Raymond Products Company, Inc.										
"25-48"	27'6"	25'	8'	9'	6'6"	Tan.	Car.	A	4800 lbs.	585 lbs.
"20-48"	22'6"	20'	8'	9'	6'6"	Sgls.	Car.	A	3800 lbs.	460 lbs.
"Travelo Sportsman"	19'	16'	7'	9'	6'4"	Sgls.	Car.	A	2900 lbs.	360 lbs.
Roycroft Coach Company										
Model 47T	25 1/2'	23'	8'	8'5 1/2"	6 1/2'	Tan.	Car.	M	4340 lbs.	460 lbs.
Schult Corporation										
Luxury Liner	26'	23'	8'	8'3"	6'7"	Tan.	Con.	A	4175 lbs.	550 lbs.
Commodore	21'	18'	8'	8'3"	6'7"	Sgls.	Con.	A	3200 lbs.	475 lbs.
Sportsman Industries										
Colonial Std.	23'	20'	7'6"	8'10"	6'6"	Sgls.	Car.	A	3250 lbs.	
Colonial Del.	23'	20'	7'6"	8'10"	6'6"	Sgls.	Car.	A	3350 lbs.	
Colonial Manor	27'	24'	8'	8'10"	6'6"	Tan.	Car.	A	4500 lbs.	
Stewart Coach Company										
Castle	32 1/2"	30'	8'4"	6'6"	7'6"	Tan.	Car.	A	5800 lbs.	490 lbs.
Travelite Trailer Company										
"Homette"	27'	24'	9'	6'6"	8'	Tan.	Car.	A	5400 lbs.	350 lbs.
"Texas"	23'	20'	9'	6'6"	8'	Sgls.	Car.	A	3500 lbs.	300 lbs.
Trotwood Trailers, Inc.										
Economy	17'6"	14'6"	7'1"	8'4"	6'4"	Sgls.	Car.	***	2300 lbs.	240 lbs. ***Homasote
Universal Trailer Corporation of Chicago										
DeLuxe Model 25	25'	22'	7'6"	8'6"	6'4"	Sgls.	Con.	M	3800 lbs.	250 lbs.
Universal Trailer Corporation of California										
Universal Model 21	21'	18'	7'9"	8'6"	6'7"	Sgls.	Con.	M	3200 lbs.	325 lbs.
Universal Model 27	27'	24'	7'9"	8'6"	6'7"	Dble.	Con.	M	4800 lbs.	400 lbs.
Vagabond Coach Manufacturing Company										
"23"	26'	23'	8'	8'6"	6'4 1/2"	Sgls.	Con.	A	3800 lbs.	550 lbs.
Whitley Manufacturing Company										
Traveler	20'6"	17'	7'	9'3"	6'6"	Sgls.	Car.	M	3270 lbs.	375 lbs.
Cruiser	23'6"	20'	8'	9'3"	6'6"	Tan.	Car.	M	4000 lbs.	375 lbs.
Mobiliner	27'6"	24'	8'	9'3"	6'6"	Tan.	Car.	M	4500 lbs.	400 lbs.
Super-Liner	33'	30'	8'	9'3"	6'6"	Tan.	Car.	P	5900 lbs.	400 lbs.
Zimmer Boat & Trailer Company										
Standard	19'	17'0"	7'6 1/2"	8'4 1/2"	6'4 1/2"	Sgls.	Con.	A or M	2525 lbs.	360 lbs.
Tandem	27'	24'1 1/2"	7'6 1/2"	8'4 1/2"	6'4 1/2"	Tan.	Con.	A or M	4200 lbs.	500 lbs.
Master	30'	27'1 1/2"	7'6 1/2"	8'4 1/2"	6'4 1/2"	Tan.	Con.	A or M	4750 lbs.	620 lbs.

DO YOU TRAVEL?

IF SO, HERE IS A REAL BUY

A Reo Bus, voted last year the safest and best equipped bus in America—used as demonstrator only—at half the regular price

37 passenger capacity, or rear seats can be removed to provide extra luggage space.

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REO TRUCK SALES, INC.

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TO ALL TRUCK SHOW OWNERS, SHOWMEN AND CONCESSIONAIRES

Am in position to supply reasonable amount of GMC TRUCKS AND KENTUCKY TRAILERS AND ALL EQUIPMENT NEEDED 1/2 TON PANEL JOBS TO 5 TON GMC TRUCKS, TRAILERS AND BODIES

No Payments when not operating during Winter Months. Orders placed now insure delivery Feb. 15 to March 15.

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ALUMINUM BODIES from 19 to 26 feet overall—All TWO-DOOR completely equipped, including brakes—from \$1,495 up. SPECIAL PRICES.

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116 East Water St.

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FOR SALE FUN-HOUSE BUILT ON 24 FOOT SEMI-TRAILER

Opens up to 48 feet. Air Compressor and other gadgets. Goes up or down in an hour. Cost \$5,000 to build. In perfect condition. \$2,800 cash takes it. Inquire

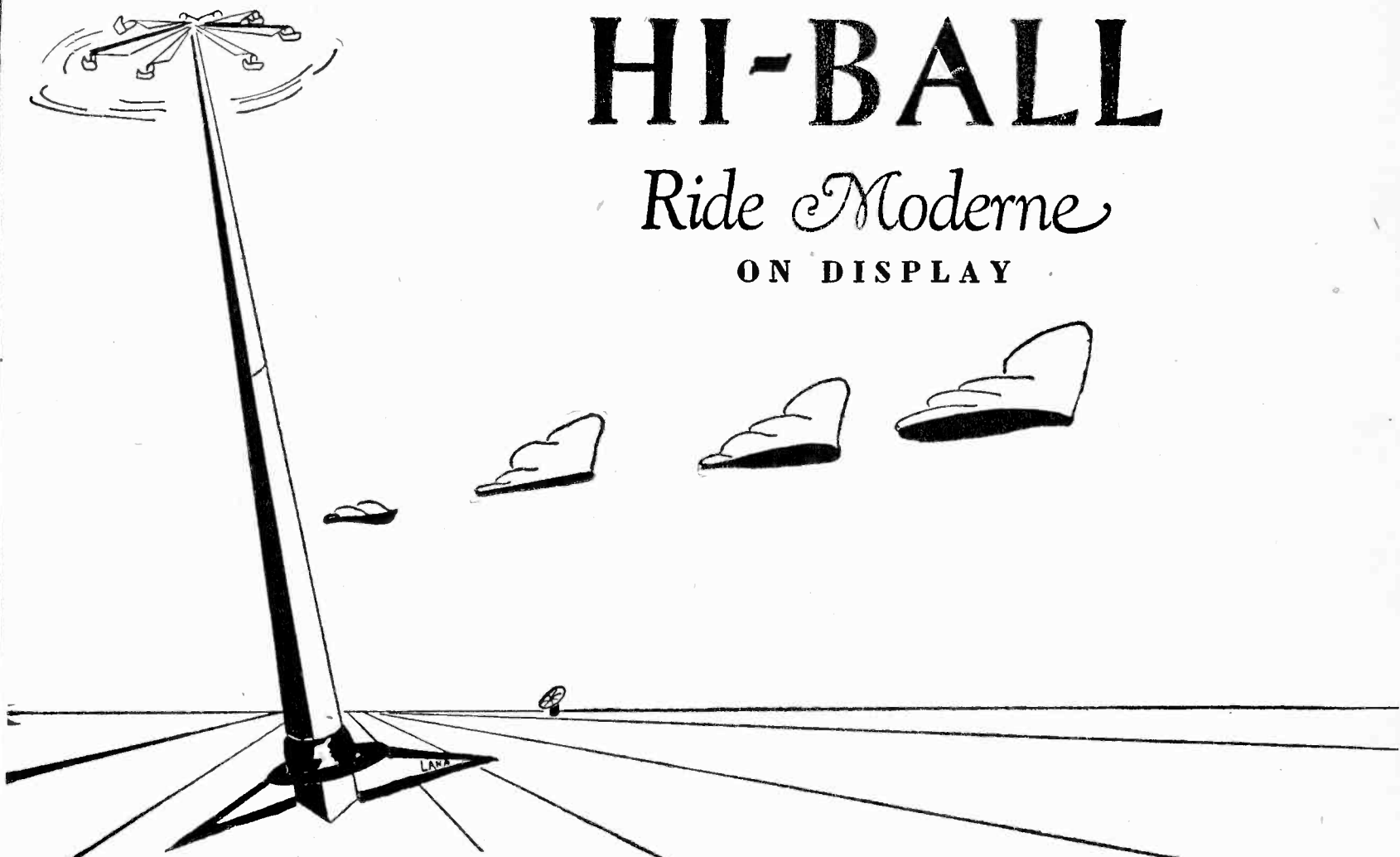
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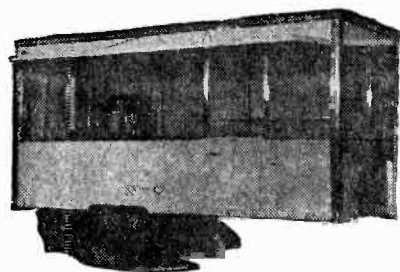
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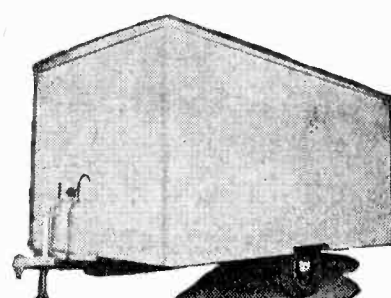


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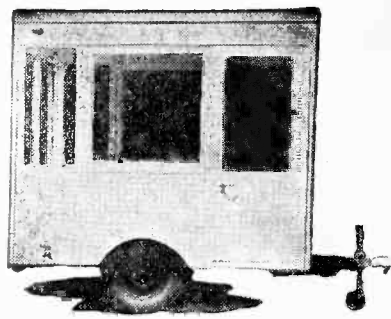
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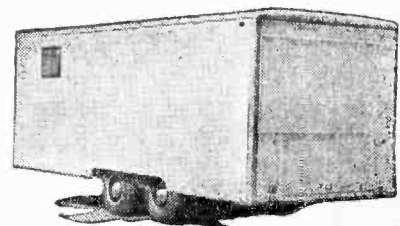
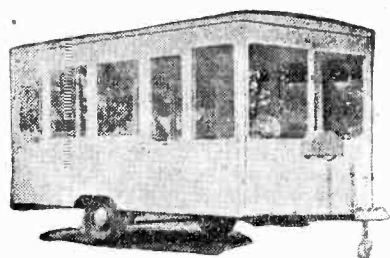
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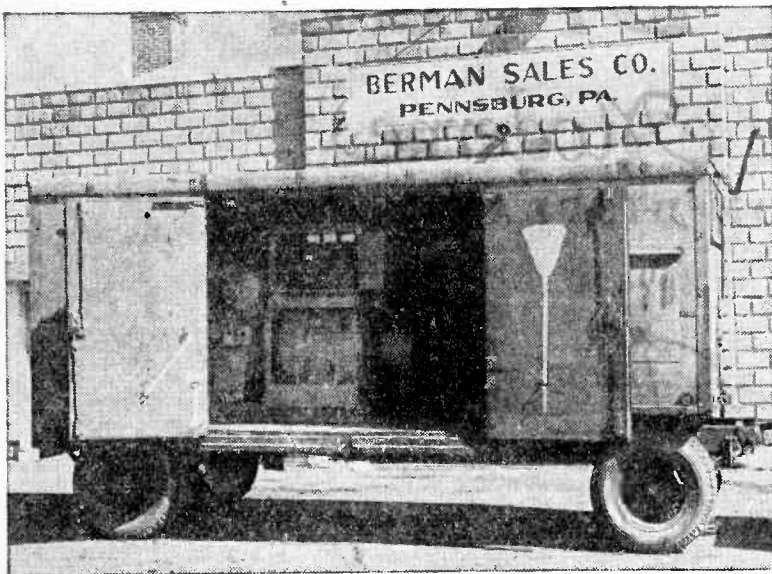
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WE HAVE FOR IMMEDIATE DELIVERY

25 KVA Westinghouse Electric Generator Units

FAR BELOW ORIGINAL COST—OUR PRICE \$750

Write, phone or wire. Your inspection invited.

Powered by LeRoi Gasoline engines. These units are complete, with control panels and control switches. Ready to hook up. Enclosed trailers shown above for housing and moving these units are available at extra cost.

NOW AVAILABLE FOR IMMEDIATE DELIVERY!

LIMITED SUPPLY OF VAN, RACK AND
PLATFORM TRAILERS
TRACTORS AND STRAIGHT TRUCKS

SUITABLE FOR CARNIVAL USE

Here is an immediate and simple solution to your transportation worries. These roomy and sturdy trailers will give top performance under the rigors of steady travel. Equip your shows with trailers that will reduce loss due to break-downs and damage to machinery, along with cutting travel time between engagements.

SPECIAL: Just received 14x30' long drop frame army surplus van trailers, practically new, priced at \$1,750.00 each.

WILL TRADE AND FINANCE

BERMAN

SALES COMPANY
PHONE: PENNSBURG 521
R. D. #1, PENNSBURG, PA.

BALLYHOO BROS.' CIRCULATING EXPO

A Century of Profit Show

By Starr De Belle

As Per Route, Ga.,
November 22, 1947.

Dear Editor:

This show positively holds contracts for a string of maiden fairs. Did you ever hear of the Blizzard Circuit? If you haven't, you soon will because the big announcement will be made soon. While carnival managers and their agents were mixing drinks with business and pleasure in Chicago, our general agent, Lem Trucklow, stole a sneak by attending the first Territorial Fair Association's meeting at Frozen Waste, Alaska. There, without opposition or overbidding, Trucklow entertained the fair men and landed 14 fat, from iceberg to iceberg (no fence), contracts for a string of whale blubber expositions and Esquimo Homecomings. Dates of the events have not been set, but according to the association's president they will be announced at the next meeting of the board of directors.

Holding the exclusive on all concessions except snow cones, Manager Pete Ballyhoo stated that to make the tour profitable for booth operators only 14 of each type would be carried. Due to the price of ice being on an uptrend, footage will be slightly higher than it is in the States. Already the boss instructed his press department to create a gold rush thru the medium of jackpot advertising. Going all-out in the way of big heartedness, the boss's slogan is: "Bring your fur-lined house trailers. There will be no charge for Northern Lights."

Again, dear editor, this copy should be played up heavily in your

magazine with a banner head and many follow-up stories. It is the news that all showmen have been waiting for, and it should increase your circulation at least 30 per cent. Add anything to it you like, but stress the importance of the route and give our general agent a plug as he works on a narrow margin. Manager Ballyhoo loves *The Billboard* and read the first one printed.

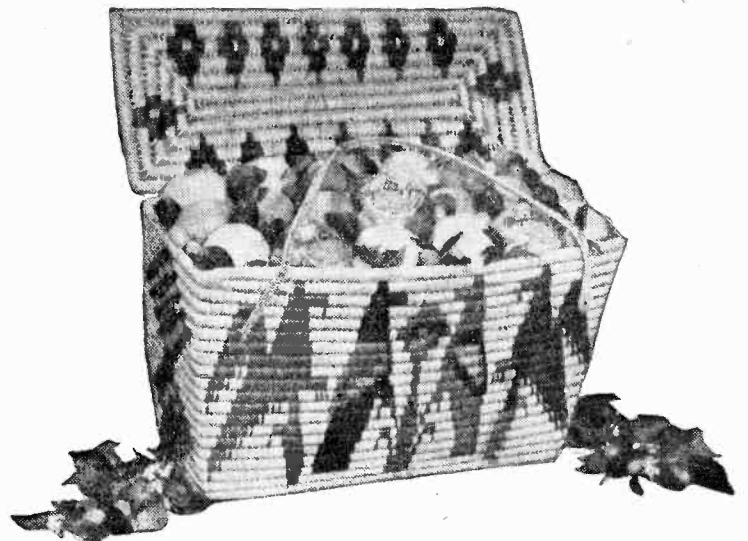
With a long string of Florida and Alaska fairs on our itinerary, show, ride and concession operators would be smart to book with this show. It gives them a continuous winter route with no summer, which will be a money-saving tour, because they'll be able to wear the same underwear the year round. Those joining now will be permitted to make the Citrus Diet Route and ride the show train north next spring. Remember, dear editor, that our show is always top news and should be given choice space.

P. S.—Two wires just arrived. One from the president of the association stated: "All contracts will be confirmed and dates set at the next meeting of the board of directors in December, 1950, which will give them time to build suitable grounds. The other, from General Agent Lem Trucklow, read: "When I stepped into a sleigh (Lem likes sleigh rides) for my return journey my pocket was picked, losing fair contracts and bottle opener. Included in the loss was the contract for the Polar Bear Chase and Fair, sponsored by the Esquimo Veterans of the Civil War. Wire money."

MAJOR PRIVILEGE.

"Gift of Gifts"

TROPICAL TREE-RIPENED, LUSCIOUS FRUITS



1TCB—TOLUCA CANASTA—our most luxurious, exotic, captivating GIFT OF GIFTS. This veritable Tropical Treasure Chest is the crowning masterpiece of basket craftsmanship imported from remote haciendas of Old Mexico. Shipped in a special case chuck-full of our choicest fruits of every variety. Oranges, Grapefruit, Tangerines, Lemons, and Limes, with a sprinkling of Kumquats and green, glossy leaves, with deluxe decoration. Approximate measurements and weight, height overall, not including handles, 15 inches; length, 25 inches; weight, 55 lbs. EXPRESS PREPAID—\$24.00.

2TCB—Half Bushel TOLUCA CANASTA—same as above only smaller. Approx. 10 by 20 inches; wt., 30 lbs. EXPRESS PREPAID—\$16.50.

PEAK-OF-THE-SEASON CLUB—Give friends, customers MVC Tropical Fruits at their Peak of Perfection—each variety picked at its fully matured best! **PSC-AB (Plan A)** 3 shipments: Xmas—Jan. 15th—Feb. 15th—\$14.50
PSC-BB (Plan B) 6 shipments: add Jan. 1st—March 1st—April 1st—Our most complete seasonal fruit service! —\$25.95.

XMAS SHOPPING MADE EASY—With pen and paper . . . Just write your order . . . Enclose your check . . . We do the rest! No C. O. D.'s, please—All shipments EXPRESS PREPAID. Gift card enclosed, inscribed with your name.—Satisfaction guaranteed!

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CARNIVALS
CIRCUSES
RODEOS
FAIRS

SEND FOR CATALOG AND FREE DATE BOOK

GLOBE POSTER CORP.

CHICAGO—ST. LOUIS

Canada's One and Only Show Printer at It for 30 Years

THIRTY years ago Andy King, then running a struggling weekly newspaper at Rouleau, Sask. (Pop. 500), countered with a "why not?" when a U. S. show agent, bemoaning the fact that his posters had not arrived from the States, decried the lack of any show printers in Canada and asked King if he couldn't print posters.

Andy's response put him in the show print business, and he has been at it ever since. And he continues as the only one in that business in Canada, he says, and he should know.

Also Publishes Paper

His base of operations has long since shifted to Estevan, Sask. (Pop. 3,200), where he and his family also publish the *Estevan Mercury*, a weekly with a 2,700 circulation. His son, Stirling, edits the paper, while

William, another son, is in charge of the poster plant.

The poster print operations range from window cards to 24 sheets. For the larger U. S. shows which play Canada, King supplies the dates. For the smaller orgs he does the pictorial work as well. In addition to the American shows, he services virtually all Canadian shows.

An unusual aspect of his business is that he buys his ink and paper from firms in Ontario and Quebec, draws business from carnivals and shows in those provinces, and ships back the finished products to the same places where he got the raw materials.

Toured Women's Band

Andy himself continues to do his own wood-block cutting. He rarely goes out on the road for business, holding his traveling down to within a 150-mile radius of Estevan.

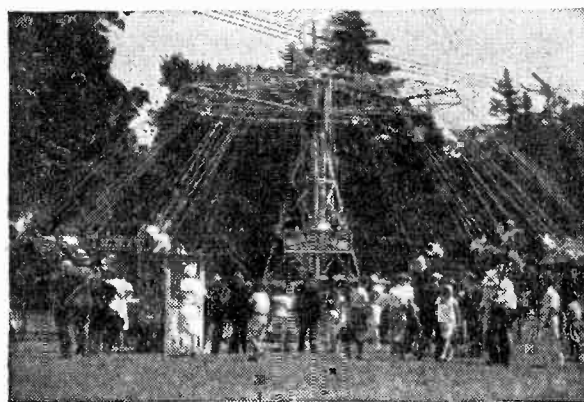
Apart from the poster printing his only other connection with show business was in 1916, when he formed a women's band which traveled around Canada in its own Pullman. Reminiscing about this band, Andy points out it was a good one, but it had its shortcomings. The long skirts worn by the members made it impossible for them to march and play at the same time, he recalls.

Now 62, he has been in the printing business all of his life. The tall, angular Canadian looks like a typical country editor. His excursions into other fields made him mayor of Rouleau for 11 years. He also served as president of the Saskatchewan division of the Canadian Weekly Newspaper Association in 1932. In 1934 he disposed of the Rouleau paper and bought *The Estevan Mercury*, installing in the latter's plant a battery of poster printing presses.

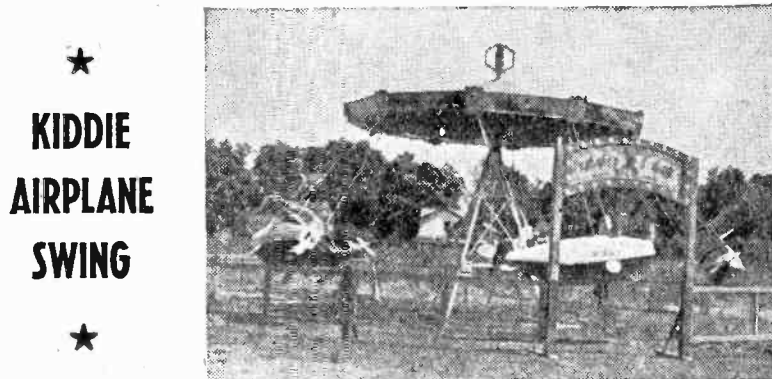


ANDY KING

NO MIDWAY WILL BE COMPLETE
WITHOUT THESE NEW IMPROVED 1948 RIDES



★
CHAIR-
PLANE



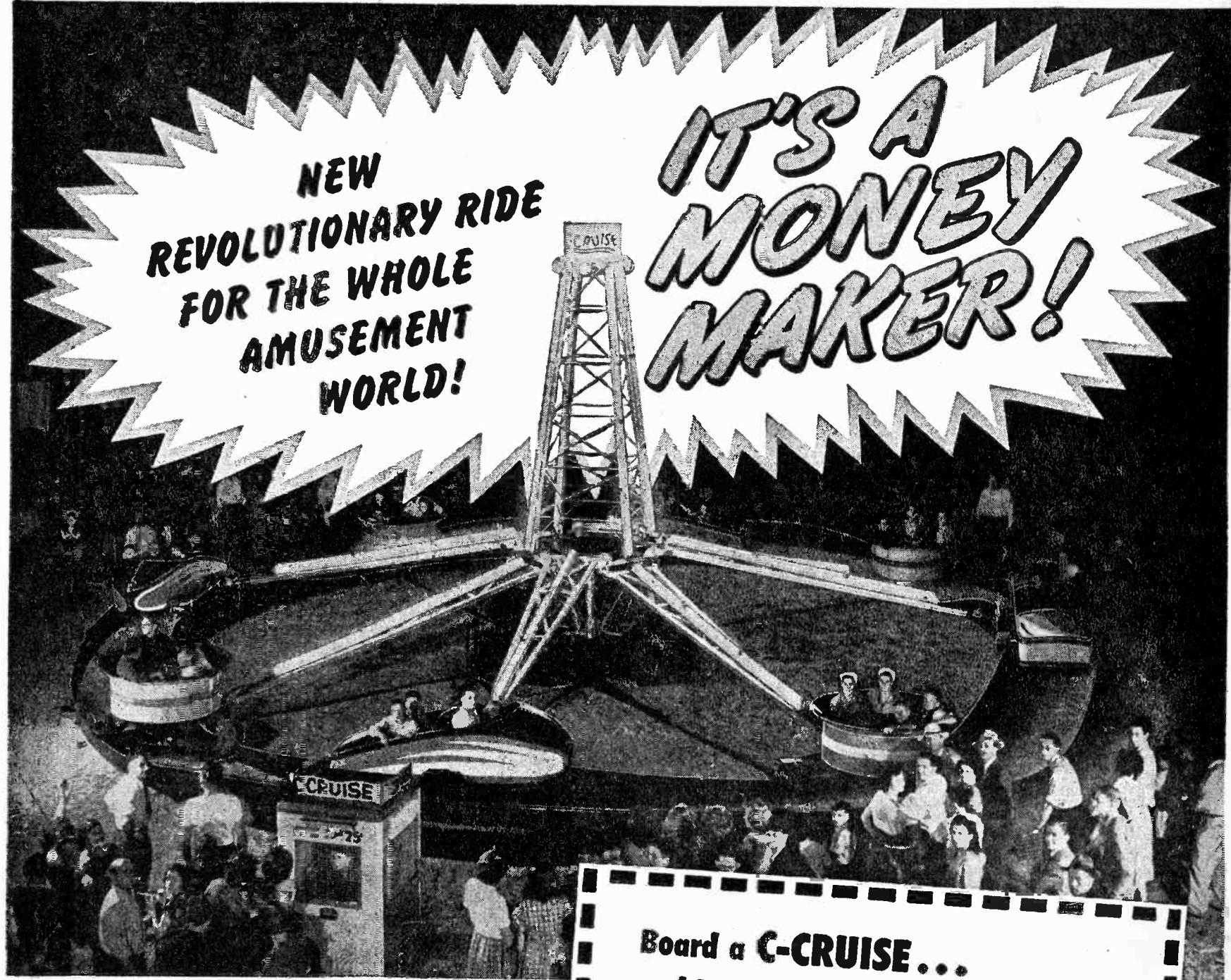
★
KIDDIE
AIRPLANE
SWING

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SMITH & SMITH

SPRINGVILLE, NEW YORK

**NEW
REVOLUTIONARY RIDE
FOR THE WHOLE
AMUSEMENT
WORLD!**

**IT'S A
MONEY
MAKER!**



**START YOUR PROFIT-MAKING C-CRUISE RIDE
RIGHT NOW! SEND YOUR NAME AND ADDRESS
...A PENNY POSTAL WILL DO...AND GET
COMPLETE DETAILS IN A FULL-COLOR
ILLUSTRATED BOOKLET. DO IT NOW!**

**Board a C-CRUISE...
and Head for HIGHER PROFITS!**

Your customers go round and round—your profits go UP and UP! They have the FUN-time of a LIFE-time—while YOU MAKE MONEY — and here's why!

Profitmaker No. 1:
You make money because you get: **REPEAT BUSINESS**, ride after ride. New customers keep coming—old customers keep coming back—ride after ride.

Profitmaker No. 2:
You make money because **EVERYBODY** wants to ride the C-Cruise—from tots to Grandpa! Plenty of thrills and laughs—no dangerous scares. And you carry 40 or more passengers per trip!

Profitmaker No. 3:
You save money because **no experienced operators are needed**. It's self-loading—self-unloading. Only one minute between rides. No "balanced load" to bother with. Simple one-lever control.

Profitmaker No. 4:
You save money because **C-Cruise was built for easy portability**. Designed to load easily into one truck and semi-trailer. A 3-man crew puts it up in 4 hours, takes it down in 3! No special ground preparation necessary.

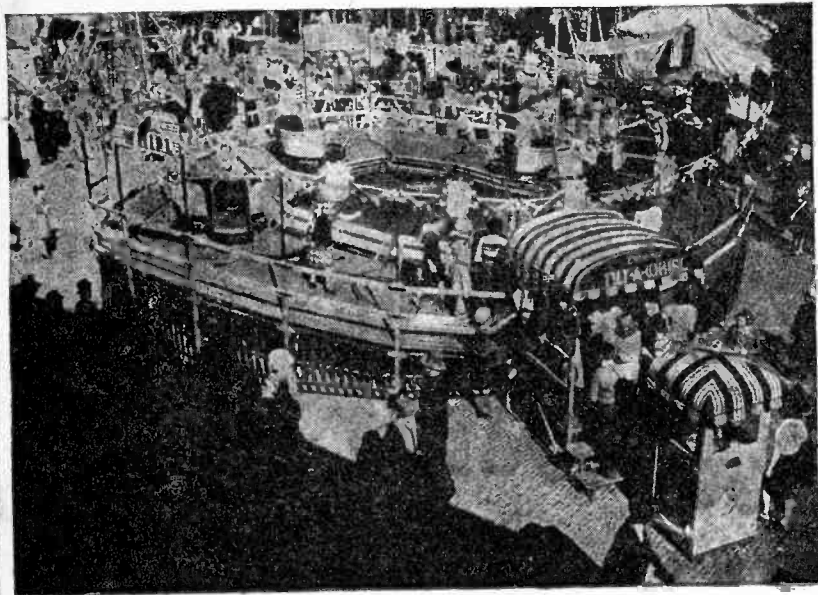


SPECIFICATIONS :

- Fluorescent Lighting
- Outside Diameter of Ride — 46 feet
- Minimum Lot Size Requirements — 55 square feet
- Overall Height (including tower) — 25 feet
- Weight — less than 9 tons
- 4 Boats
- 4 Tubs (passenger controlled)
- All Cars Mounted on Solid Rubber Tires
- Gas or Electric driven
- Subject to change without notice

C-CRUISE CORPORATION

**Seventh St. and Murlark Avenue
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The TLT-A-WHIRL Ride

Now the Leading Flat Thrill Ride
On Midways All Over America

A cordial invitation is extended to all our
many friends and customers to visit us at
Booths Nos. 5 and 6 during the forth-
coming convention at the Hotel Sherman,
Chicago.

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American Carnivals Association, Inc.

—By Max Cohen—

ROCHESTER, N. Y., Nov. 22.—This is being written prior to our departure for Chicago to attend the 14th annual meeting of the association; and while it is somewhat early to anticipate the outcome of the meeting, it is already evident that we shall have a large attendance, as indicated by the sizable volume of correspondence being received from the membership. In addition to the responses previously noted, we have also heard from World of Mirth, Douglas Greater and Thompson Bros. shows. We take this opportunity to welcome one and all who plan to attend our annual sessions at Hotel Sherman, and with the attendance which now seems to be assured, the association should make important progress at this year's meeting. Meetings open Monday afternoon, December 1, and continue daily until all business is completed. High spots will include a review of the association's activities for 1947, distribution of the annual report and formulation of a general legislative program for next year, together with open forum discussions on many subjects of interest to the industry.

We have been contacted by the magazine *Holiday* for information relative to carnivals, as the basis for a feature story which it plans to publish soon.

The War Assets Administration has furnished us with copies of its rules with reference to the disposal of surplus war property, including parcels of real estate which it has available and which may be suitable in some instances for winter quarters. The administration also advises that

it has machinery spare parts for sale at this time.

Information received from Washington indicates that additional quantities of steel over 1947 quotas will be allowed the automobile industry next year, and that it is reasonable to assume that it will be less difficult to obtain cars in 1948. Washington situation is again becoming active with the reconvening of Congress in special session, and while actual passage of legislation may be deferred until early in 1948, tax reduction is anticipated during the first two months of next year, to include a nationwide community property set-up, a reduction in surtax rates, and an increase in personal exemptions from \$500 to \$600.

We have been advised by a research service that there has been developed for use by our industry the following: A portable saw and wood-working machine, an air driven screw driver, an engine driven welding machine, a conversion device for changing conventional radios to FM reception, and a heavy duty nut setter.

SHOW
CIRCUS
CONCESSION
MERRY-GO-ROUND

TENTS

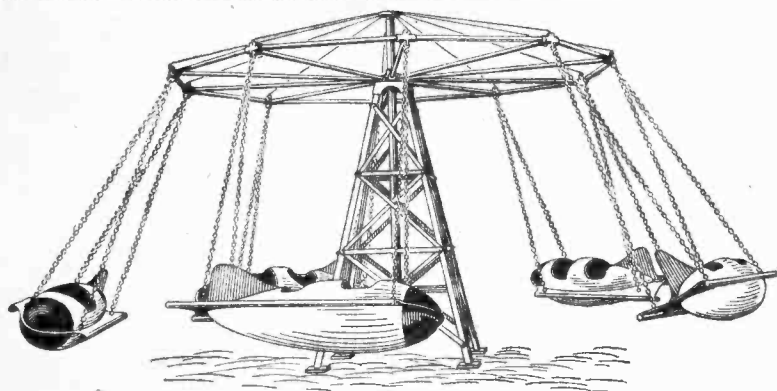
CENTRAL
Canvas Company

HARRY SOMMERVILLE—FOREST GILL
121 West 8th Street Kansas City 6, Mo.

D. M. KERR MFG. CO.

TENTS

1954 W. GRAND AVENUE
CHICAGO 22, ILLINOIS

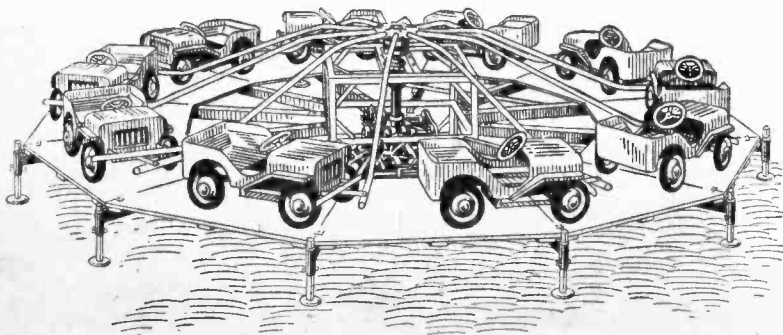


1948 WILL BE A BANNER YEAR FOR KIDDY RIDES EVERYWHERE

Thruout the nation unprecedented grosses of "Kiddy Lands" in Parks, at Fairs and on Carnivals have proven beyond a doubt that tremendous profits are awaiting those who are prepared and ready in 1948.

WRITE FOR CIRCULAR DESCRIBING OUR 4 GREAT
KIDDY RIDES. A LETTER OR POSTAL CARD WILL DO.
"BUT, DO IT RIGHT NOW."

VERNON L. SPALINGER INDUSTRIES
SO. 132 "D" ST. SPOKANE 9, WASH.



TENTS

NEW and USED

All Sizes — All Styles

— BRIGHT FLAME-PROOF FABRICS —

Khaki, Blue, Forest Green, Olive Green, Tangerine

See me at the Sherman Hotel,
Chicago, during the Conventions.

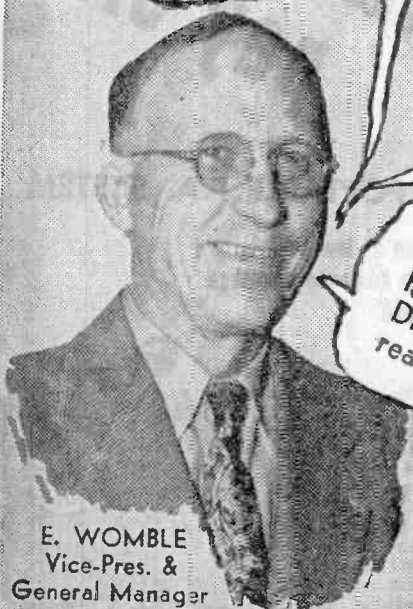
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ERNIE CAMPBELL
Owner
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(Phone: 38885)

ARE YOU IN THIS PICTURE?



Come By Our Booth At The Convention And We'll Tell You When It Was Taken!

We invite all of you to visit us at our Lewis-Diesel Engine Company Booths No. 42 and No. 43, located on the Mezzanine Floor of Hotel Sherman, during Convention Week.



E. WOMBLE
Vice-Pres. &
General Manager

And be sure to see our 1948 Power Trailer, complete with Diesel Electric Generating Set ready to operate!

We can supply Gasoline Electric plants from 1 to 10 K.W. and Diesel Electric plants of from 20 to 200 K.W.

Make certain to see our new 219 K.V.A. Diesel Electric Plant that will mount in a 22 foot semi-trailer, — 1200 R.P.M. operation with less than 12000 lbs. weight.



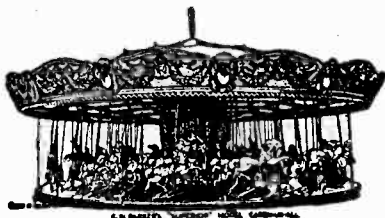
SAM VINSON
Field Engineer

LEWIS-DIESEL ENGINE CO.

MEMPHIS 2, TENNESSEE

WE LIGHT THE MIDWAYS OF AMERICA

LOOK ➔



PARKER DOES IT AGAIN!!

Our 1948 Model Jumping Horse Carry-Us-Alls

Built in 4 sizes. ALL metal construction, new lighting system. Flashy, attractive colors (our design). Modern streamline. The best ride for adults and children. Let us tell you about this remarkable machine with unheard of grosses. Over \$4,000.00 in one week. We have letters galore praising this machine. Dealing with the oldest established firm that enjoys the best of reputations assures you of fulfillment—ask ANY OWNER. Only \$1,000.00 starts you on the road to prosperity. Send in your order today, NOW . . . AND BE INDEPENDENT.

Orders accepted until December 15th. The first 20 orders received will benefit by special proposition. All machines equipped with Parker's original, indestructible horses. Fully guaranteed forever. We are often copied, but imitation is the sincerest form of flattery. All infringements will be prosecuted. Wait for announcement of our NEW RIDE. Large capacity, fast and best repeat.

Address

C.W. PARKER AMUSEMENT CO.

*World's Largest Manufacturer of Amusement Devices
Builder of Parker Perfect Pleasure Producers*

LEAVENWORTH, KANSAS

P.S.—Order that set of Metal Horses now to bring your machine up to date. They fit any make.

WINTER QUARTERS

Peerless Celebration

GREENWOOD, S. C., Nov. 22.—Shows are back in local winter quarters after a 32-week season. With the exception of a few weeks which were hurt by bad weather the route of celebrations and street fairs in Virginia, West Virginia and Pennsylvania proved satisfactory and the season was a profitable one.

Shows closed November 1 at Pilot Mountain, N. C., and moved onto fairgrounds here where all trucks were unloaded in the new barns built last summer for the Greenwood County Fair. Vacations are now in order, after which winter quarters work gets under way. More improvements are in the making and plans call for many new features. A family show will be added, as will new canvas, trucks, rides and concessions.

Jolly

WASHINGTON, Nov. 22.—Work in quarters is progressing. Bingo layout is being rebuilt and individual seats recovered. Charles Master and John Mahoney are doing the bulk of the work. Horace Etcherson, kiddie foreman, is here. Co-Owners William Enfante and Jack Robinson are supervising activities. Rides are to be repainted and overhauled.

Lucky Herman, who had the lead gallery on the org this year, is wintering in Miami. Abe Blum, dart game operator, is in town. Lawrence Wright reports that he expects to be with it again next season as a department manager. Current plans call for the org to open early in April.—LILY E. ROBINSON.

Wolf Greater

MINNEAPOLIS, Nov. 22.—Following close of a successful 1947 tour, work in quarters here is going ahead and plans already are being mapped for the 1948 jaunt. Shows carried 7 rides, a number of shows and about 25 concessions in 1947.

Two more rides are to be added for next year and an Octopus is expected here soon.—W. J. WOLF.

CONCESSIONAIRES

We have street locations available for

**CHARRO DAYS
CENTENNIAL FIESTA**

FEB. 5, 6, 7 and 8, 1948

BROWNSVILLE, TEXAS

No ex., no grift. Ask any of the crowd who have made this stand. Write

JOHN H. HUNTER, Concession Chairman
P. O. Box 1591 Brownsville, Texas

**A. J. BUDD
CAN PLACE**

Outstanding feature Freak, Working Acts, Girls for Bally, Ticket Sellers that can grind. Long season on West Coast. Ticket if I know you.

1815 Powell St., San Francisco 11, Calif.

FOR SALE

Long Range Shooting Gallery, built in an aluminum covered, 4-wheel tandem trailer, 12' wide, 8' high; two quick detachable 8' sides, two moving rows, 4 pull-up rows, revolving targets, 8 Remington Speedmasters, 2 Winchester automatics, complete unit pulls behind Ford car; nearly new, used about 6 weeks.

VIRGIL O. SWARTZ

R. 5, Grand Junction, Colo. Phone: Clifton 36R2.

It's HAYKIN for POWER!

A COMPLETE LINE OF

GASOLINE

AND

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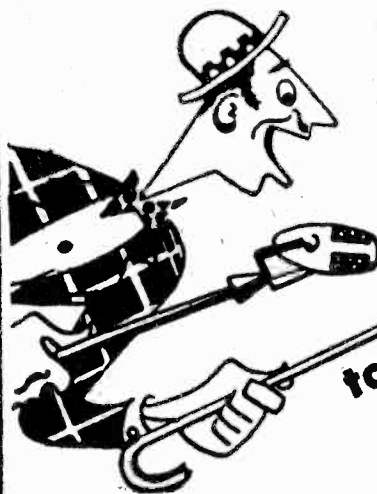
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ENGINEERED FOR THE SHOWMAN

VISIT US AT THE
**SHOWMEN'S
CONVENTION
BOOTHS 69 & 70**

SEE
**INTERNATIONAL
HARVESTER ENGINES
and
GENERAL ELECTRIC
GENERATORS**

HARRY HAYKIN 290 Empire Blvd., Brooklyn 25, N. Y.
"Featuring the Units Showmen Need"

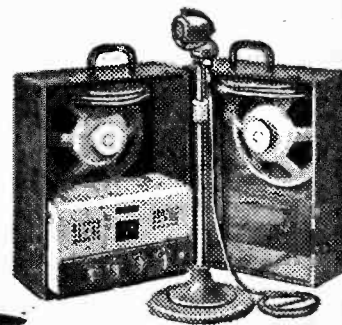


Sound off . . .
to make your shows
pay off!

HIGH POWER 25 WATT PORTABLE P.A. SYSTEM

- unexcelled high power reproduction at low cost
- dual speaker system for maximum audience coverage
- simple to set up — easy to operate

A good sound system increases your audiences and your earnings. This compact Lafayette portable is widely acclaimed by orchestra leaders, traveling shows, demonstrators, etc. It provides 25 watts normal power output; two separate microphone and one phono input; bass-treble tone control; 50 to 10,000 c.p.s. frequency response ± 2db. Amplifier is 15" high, 8 3/4" wide, 8 3/4" deep. Matched accessories: two 12" Cinaudagraph PM speakers; one Turner 22X crystal mike with 7 ft. cable and connector; heavy triple-chrome plated adjustable mike stand; 100 feet of speaker cable. Many other top quality features.



MODEL 714P—Complete portable system. Shpg. wt. 73 lbs. only \$99.45
MODEL 716P—Same as 714P, but with built-in record player. Shpg. wt. 76 lbs. only \$110.20

ORDER NOW—IMMEDIATE DELIVERY
Write For New Catalog Dept. GK-7

Lafayette
SOUND SYSTEMS
RADIO WIRE TELEVISION, INC.
100 SIXTH AVE., NEW YORK 13, N. Y.
910 Federal St., Boston 10 • 24 Central Ave., Newark 2, N. J.



"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

World of Mirth

RICHMOND, Va., Nov. 22. — Bad weather delayed the stowing of equipment in winter quarters. Extensive rebuilding plans are contemplated by Owner-Manager Frank Bergen.

Most of the operating personnel left for warmer zones. Mr. and Mrs. Harry Hauck plan to winter in California. Pearl and Charlie Holliday will return to Morgantown, W. Va., for a few months. He plans to build a new Funhouse.

Mr. and Mrs. Donald Murphy will spend the holidays in Goshen, Ind., after which they plan to go to Miami. Ernie Prosser will winter, as usual, at his Waterville, Me., home. Doc and Girlie Morehouse will return to their farm in near-by Goochland County.—PETE CHRISTIAN.

Pioneer

WAVERLY, N. Y., Nov. 22.—Quarters crew, at present consisting of J. R. Conklin, George L. Dobyns, Jim (Peekum) Harris and Walter Golden, is working on equipment. Mr. and Mrs. Lew Farrel contracted for five concessions next season. Paul Merrick is getting his devices in shape and Popeye Andrews, on the mechanical end, is still on the job.

Pete Percell reports a visit with Harry Hess. Tex Rose is in town with his girl revue which is appearing at a local club. Mr. and Mrs. R. Count Golden are daily quarters visitors. They have a large stock of Christmas items. Mr. and Mrs. Mickey Percell returned from a business trip on which they purchased two new rides.

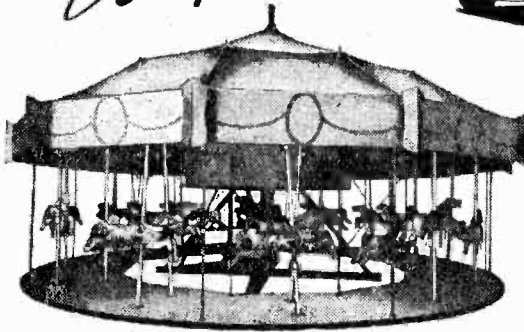
FOR SALE

Nu-Way Frozen Custard Machine, \$800.00; Bastian & Blessing, \$890.00; Kohr, new compressor, \$1190.00; Root Beer Barrel, \$95.00; Red Counter Coca-Cola Dispenser, \$75.

W. S. MYERS
 Dupont, O.

3 factors that make the improved EWART MERRY-GO-ROUND the best buy

Designed for Portability



- ★ 30 FT. 2-PLACE EWART MERRY-GO-ROUND CAN BE PACKED AND MOVED ON ONE 28 FT SEMI.
- ★ MAIN DRIVE GEAR IS BUILT IN 6 SECTIONS FOR EASIER HANDLING
- ★ ALL PARTS OF THE EWART MERRY-GO-ROUND ARE DESIGNED TO ALLOW FASTER ERECTION AND DISMANTLING.
- ★ EXCEPTIONALLY LIGHT. WEIGHT EWART MERRY-GO-ROUND WEIGHS ONLY 9 TONS.

Engineered for Trouble-Free Operation

- ★ ALL MOVING PARTS OPERATE ON TORRINGTON ROLLER OR BALL BEARINGS.
- ★ THESE ARE JUST A FEW OF THE FACTORS THAT MAKE EWART MERRY-GO-ROUNDS SUPERIOR.
- ★ EQUIPPED WITH CONWAY CLUTCH
- ★ ALL-STEEL FRAME STURDILY CONSTRUCTED
- ★ TELESCOPES HAVE TWO 1 1/2" ROLLER BEARINGS INSIDE ON WHICH SHAFTS OPERATE.
- ★ DRIVE IS 2 V-BELT ENCLOSED.

Decorated for Maximum Eye-Appeal

- ★ EQUIPPED WITH A NATIONALLY KNOWN RECORD PLAYER, SELECTED FOR EXCEPTIONAL TONAL QUALITY
- ★ EWART MERRY-GO-ROUNDS ARE EQUIPPED WITH GAILY PAINTED EWART CAST ALUMINUM HORSES.
- ★ CRESCENTS ATTRACTIVELY DECORATED TRIM APPEARING

REASONABLY PRICED
\$9500.
 F.O.B. LOS ANGELES

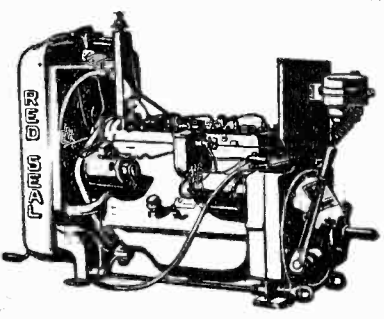
MERRY-GO-ROUND MAY BE SEEN AT 1200 SO VICTORY BLVD., BURBANK, CALIF.

H. E. EWART CO.
 4300 LONG BEACH BOULEVARD
 LONG BEACH 7 CALIF.

WANTED
 RIDES . . CONCESSIONS . . FREE ACTS
 5 BIG DAYS
FOURTH OF JULY CELEBRATION
 JULY 1, 2, 3, 4, 5, 1948
 at
MONTICELLO, ILLINOIS
 COUNTY SEAT
 Sponsored by
 Roy Hamm Post of the American Legion.
CHAIRMAN, F. A. BOWMAN
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 Phone: 474 Day—358R2 Nite

NOW CONTRACTING FOR 1948 SEASON
 RIDES—SHOWS—CONCESSIONS
W. G. WADE SHOWS
 C. P. O. Box 1488 Detroit 31, Mich.

WANT
 USED MERRY-GO-ROUNDS
 Any size or make regardless condition. All or any part. Will pay cash.
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 Special Fabrication To Make What You Need
RUBBER TIRED TRACTORS

See us in Chicago during the Conventions
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 EXHIBIT HALL

SHOWMEN

For the **SMOOTHEST RIDES** in the Business — Get a **CONTINENTAL "RED SEAL" ENGINE**
 — 6 To 120 Horsepower —

For the **BRIGHTEST LIGHTS** in the Business — Get a **"CUMMINS" DIESEL GENERATOR SET**
 — All Sizes for Proper Lighting —
HUNDREDS IN USE

Economical To Own

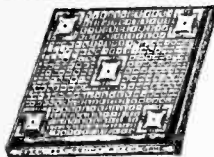


Economical To Operate

PARTS AND SERVICE AT TWO LOCATIONS

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 3340 MORGANFORD ROAD,
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 (Phone: Sidney 1458)

ENGINE SALES & SERVICE CO.
 1914 WYANDOTTE,
 KANSAS CITY, MO.
 (Phone: Grand 1742)



PENNY PITCH GAMES

Size 46x46", Price \$37.50.
Size 48x48", With 1 Jack Pot, \$45.00.
Size 48x48", with 5 Jack Pots, \$50.00.

PARK SPECIAL WHEELS

30" in Diameter. Beautifully Painted. We carry in stock 12-15-20-24-and-30-number Wheels. Price \$22.50

BINGO GAMES

75-Player Complete \$6.00
100-Player Complete 8.00

1/3 Deposit on All Orders.

SLACK MFG. CO.

116-122 W. Illinois St. CHICAGO, ILL.

ASTRO FORECASTS

All Readings Complete for 1948

Crystal Balls; Imported

On hand in these sizes: 2 3/4; 3 inch; 3 9/16; 4 3/16. Write for prices.

Single Sheets, 8 1/2 x 14, Typewritten. Per M. \$5.00

4-p. Goldfish Pamphlet, 8 1/2 x 11, 12 Signs, Any Quantity, Each 1 1/2¢

"WHAT IS WRITTEN IN THE STARS." Folding Booklet, 12 P. 3x5. Contains all 12 Analyses. Very Well Written, \$5.00 per 100; Sample 10¢

FORECAST AND ANALYSIS, 10-p., Fancy Covers. Ea. 5¢

Sample of each of the above 4 items for 25¢

No. 1, 45 Pages. Assorted Color Covers 50¢

NEW DREAM BOOK

120 Pages, 2 Sets Numbers, Clearing and Polity.

1200 Dreams. Bound in Heavy Gold Paper

Covers, Good Quality Paper. Sample, 20¢.

HOW TO WIN AT ANY KIND OF SPECULATION, 24-p., Well Bound, 8 1/2 x 11 25¢

PACK OF 79 EGYPTIAN F. T. CARDS, Answers All Questions, Lucky Numbers, etc. 50¢

Signa Cards, Illustrated, Pack of 36 15¢

Graphology Charts, 8x17, Sam. 5¢. Per 1000 \$7.50

MENTAL TELEPATHY, Booklet, 21 P. 25¢

Shipments Made to Your Customers Under Your Label. No checks accepted. C. O. D. 25 Deposit.

Our name or ads do not appear in any merchandise. Samples postpaid prices. Orders are P.P. Extra.

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19 West Jackson Blvd. CHICAGO 4, ILL.

Send for Wholesale Prices.

FOR SALE-BINGO

20x40, 72 stools, P.A. set, \$400.00 worth of stock,

1940 Chev. 1 1/2-T. Tractor and Van Trailer, perfect condition. Will sacrifice for quick sale, \$3,000.00.

C. A. PADDOCK

4117 PROSPECT KANSAS CITY, MO.

MIDWAY CONFAB

Poodles Hanneford is doing pic work in Los Angeles.

Convention next week will include the bars, the buzz and the B's.

Mike Doolan, of Chicago, taking an active interest in Pacific Coast Showman Association work in Los Angeles.

Max Kaplan is out again after several months in a Los Angeles hospital.

Earl Douglas plans to attend the Show Folks of America banquet and ball in San Francisco.

We can tell by their English that concessionaires write their own jackpots.

Dan Stover is again Santa Clausing at the Eastern Columbia spot, Los Angeles. It's his fourth year there.

Harry Golub returned to Los Angeles recently from the Centennial in Salt Lake City

Jimmy Pumphrey has returned to the Capital Hotel, Albany, N. Y., following a clikk season with Georgia Amusement Shows.

Some showmen book fairs to make money—some to satisfy their ego.

Al P. Hill, old-time trouper and erstwhile owner of the Hill Hotel, Mobile, Ala., has purchased the Exchange Hotel, Clanton, Ala.

Belle Evans, concessionaire on the Rockwell Shows, hopped to Oklahoma City on business and from there will go to South Texas for the winter.

Famous last words: "I'll have my agent take care of that as soon as I again put him on a salary."

Rudy Jacobi is back in Los Angeles with his magic show and is set to play 20 houses in the city during the holidays.

Al Roden and Everett W. Coe, of West Coast Shows, returned to Los Angeles following the shows' closing Tuesday (11) in Porterville, Calif.

Bill Larsen, of Thayer's Magic Shop, recently became a member of the Pacific Coast Showmen's Association, Los Angeles.

Joe Archer has started a business in Los Angeles while his son goes to University of California, Los Angeles branch.

Remember yesteryear photos of managers beaming proudly after taking plum dates away from their competitors?

Lucille (Corky) Neill, who recently underwent a major operation at Baptist Hospital, Memphis, is improving. Her room number there is 511.

Tim and Jeanette Waters are wintering in Ocean Springs, Miss., after closing with Turner Bros.' Shows and playing a few spots in Arkansas.

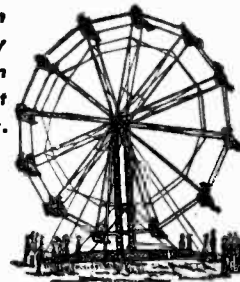
Le-Ola, who had the annex in Cash Miller's Side Show on Prell's Broadway Shows, has returned to her home in Portsmouth, O., where she purchased a new trailer.

Come convention time and the odor of mothballs is in the air, as many midwayites take their bankrolls out for an airing.

John Mello's, former concessionaire at Ocean Beach Park, New London, Conn., and Earl G. Taggart, Norwich,

BIG ELI WHEELS

are still in demand by ride men throughout the country.



ORDERS EXCEED SUPPLY

So many orders have been received that in August, 1947, our shipping list for 1948 was completely filled. We have since told all customers that more shipping promises cannot be made for next year.

CONSIDER A BIG ELI WHEEL for 1949

It is not too early to make plans for a year in the future. See or write us about it. Latest Big Eli Price List will be available January 1, 1948.

BIG ELI representatives will be registered at Sherman Hotel, Chicago, December 1-4, 1947.

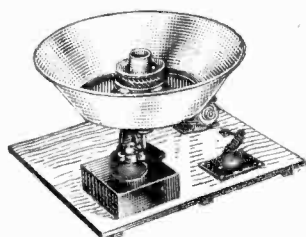
ELI BRIDGE COMPANY

BUILDERS OF DEPENDABLE PRODUCTS

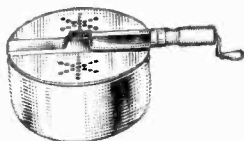
800 Case Avenue, Jacksonville, Ill.

CHRISTMAS VALUES for CONCESSIONAIRES

★ ALL ELECTRIC CANDY FLOSS MACHINE

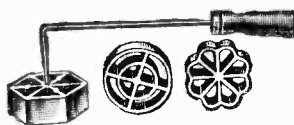


A real money maker, constructed to give you years of trouble-free service. Extremely easy to operate—even a child can do it. Write for our new model #111. Single spinnerhead, \$227.50; double spinnerhead, \$245.00; single bands and ribbons, \$5.00 each; double bands, \$15.00 each. We repair all makes of machines.



★ 8-QUART LIFETIME POPPER

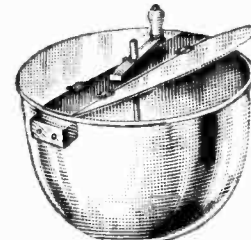
Made of solid 1/8" aluminum, this model is the only geared 8-quart popper on the market. Closed gear housing . . . gears guaranteed not to jam . . . easy to clean . . . built to last a lifetime. Priced at only \$10.00.



★ FRENCH WAFFLE OR ROSECAKE MOLDS

Get the original waffle or rosecake molds! We've sold these money makers since 1905! Round, six-sided or scalloped molds, complete with handles for \$2.50 each. Why wait? Cash in now on these time-proven profit makers.

★ NEW SUPER KETTLE 35-Qt. Capacity



35-Quart popper, 19 1/2" diameter x 15" deep of 3/32" aluminum. Ideal for large volume business! Gearless agitator . . . sturdy. Makes uniformly delicious popcorn — and makes money for you. \$37.50.



★ NEW SARATOGA ALL-ALUMINUM POPPER

Sell delicious french-fried popcorn! Buy this 12-quart popper for easy operation with greater profits. Lowest priced popper on the market of equal capacity and excellence. Meets all state health requirements. Durable cast aluminum top. Dependable. Made of 3/32" aluminum. \$20.00 each.

Season's Greetings!

Our thanks to our many friends and associates among concession operators for helping us to have a very profitable season. We hope that you have prospered through our association too, and that we will be able to continue to serve you well in the many years to come. Best wishes for 1948 season!

All items ready for immediate shipment. Terms: 25% with order, balance on delivery. F. O. B. Toledo. Write today, or phone Kingswood 2408.

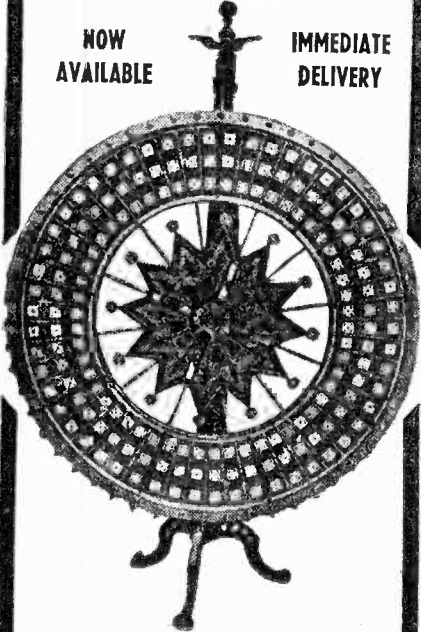
CONCESSION SUPPLY COMPANY

3916 SECOR RD.

TOLEDO 6, OHIO

EVANS' JUMBO DICE WHEEL

NOW AVAILABLE **IMMEDIATE DELIVERY**



PARI-MUTUEL RACE HORSE WHEELS
Write for complete Catalog
CARNIVAL SUPPLIES, EQUIPMENT, GAMES, etc.
H. C. EVANS & CO.
1520-28 W. Adams St., Chicago 7, Ill.

Conn., have purchased the Cinderella Inn, Norwich restaurant.

George Walker is at his home in Florence, S. C. for the winter after closing with Bill Krinter on the New Royal Shows. He reports that he's convalescing from a recent illness.

St. Andrews Hotel, Mobile, Ala., showmen's headquarters for years, has been torn down to conform with an edict issued by local and State fire authorities.

Business we are doing these days would have been referred to in 1931 as the "crest of a super boom."

Bob Ennis, former State license inspector for Mobile County, Alabama, and well known to many showmen, is in the plastering contracting business in Mobile, Ala.

Jim Chavanne, who closed with Crescent Amusement Company in Walterboro, S. C., took his Illusion Show to Florida where he has a number of spots contracted.

Frank Long, secretary of Crescent Amusement Company, plans to head for Chicago and the annual outdoor meetings after winding up the company's books for the 1947 tour.

This is the time of the year when natives sleep under blankets and concession sticks wear 'em in the daytime.

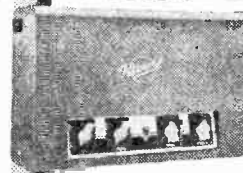
Francene, better known in outdoor show business as Minnie Meyers and currently a featured dancer at My Oh! My Club, New Orleans nitery, recently took delivery on a new trailer.

Wintering at his home in White Castle, La., following the wind up of a good tour with Orville Miller's concession line-up on L. B. Lamb's Shows, is W. E. Hood.

Charles Roy joined the Partlow Shows in Dallas, N. C., with his
(Continued on page 94)

Terrific!
NEWARK'S SENSATIONAL NEW SOUND SYSTEM
Superb, Versatile Performance!
Amazing Low Price!

15-WATT AMPLIFIER
\$32.95



Complete with Tubes

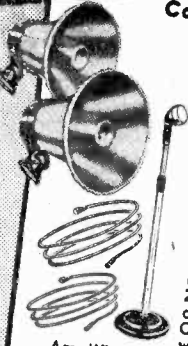
You'll be thrilled with the beautiful performance of Newark's new 15-watter! It's RIGHT for SHOWMEN — a quality sound amplifier at a sensationally low price!

- 18 Watts Peak Output
 - Individual controls: Phono, Mike, Treble, Bass
 - Response: 30 to 12,000 CPS.
 - Tubes: 6SF5, 2-6SC7, 2-6V6, 5Y3
- Housed in compact streamlined gray stipple cabinet with indirect lighting. Shpg wt. 15 lbs. Cat. No. A-16801.

We are Authorized Distributors of all standard makes of P.A. and Sound Equipment, including RCA, Rauland, Bogen, Stromberg, Newcomb, Masco, Webster, etc. Also complete stocks of accessories: Microphones, speakers, stands, baffles, etc. And—our SERVICE DEPARTMENT is always ready to help with your individual problems.

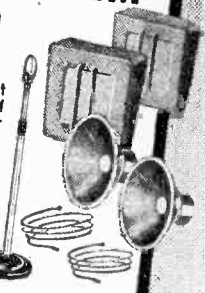
NEW YORK Offices & Warehouse 242 W. 55th St., N.Y. 19
NEWARK ELECTRIC COMPANY, INC.
CHICAGO 323 W. Madison St. Chicago 6, Ill.
New York City Stores: 115-17 W. 45th St. & 212 Fulton St.

Complete High Fidelity
OUTDOOR SYSTEM
\$85.59



Specially engineered for Showmen! Consists of 2 University 18 horns, 1 Newark Floor Mike Stand, 1 Shure 707A Mike with 7-ft. cable, 2 25-ft. lengths speaker cable with connectors. Completely assembled with Newark 15-watt tubes, wired plugs, connectors, instructions. Cat. No. A-16807.

INDOOR SYSTEM
\$65.00



Consists of 2 12" Walnut Speaker Baffles, 2 12" PM Speakers, Newark Floor Mike Stand, Shure 718A Mike with 7-ft. cable, 2 25-ft. Spkr. cables with connectors, all assembled with Newark 15-watt amplifier (at left), matched tubes, wired plugs, connectors, instructions. No. A-16808.

PORTABLE SYSTEM, same as above but with carrying case instead of wall baffles. No. A-16809.....\$72.50

SAFE WAY JUNCTION BOXES

Save you Cable, Tape, Time, Money. See Rep. at Chicago, Des Moines, Milwaukee, Minneapolis fair meetings or write for prices.

PETE LESLIE
BOX 3145, ST. PAUL, MINN.

IMPROVED KINGERY

EASY TO OPERATE

- 1 lb. Kettle
- Infra Red Lamp
- Safety Switches
- Large Storage Pan
- Beautiful Cabinet
- Thermostatic Control
- Chrome Plated Moulding
- Removable, Cleanable Parts
- Ball-Bearing Swivel Casters
- Efficient Exhaust Directly From Kettle



KORN KING

POP CORN MACHINE

INCREASES PROFITS

NOW
\$409.⁵⁰

F. O. B. FACTORY

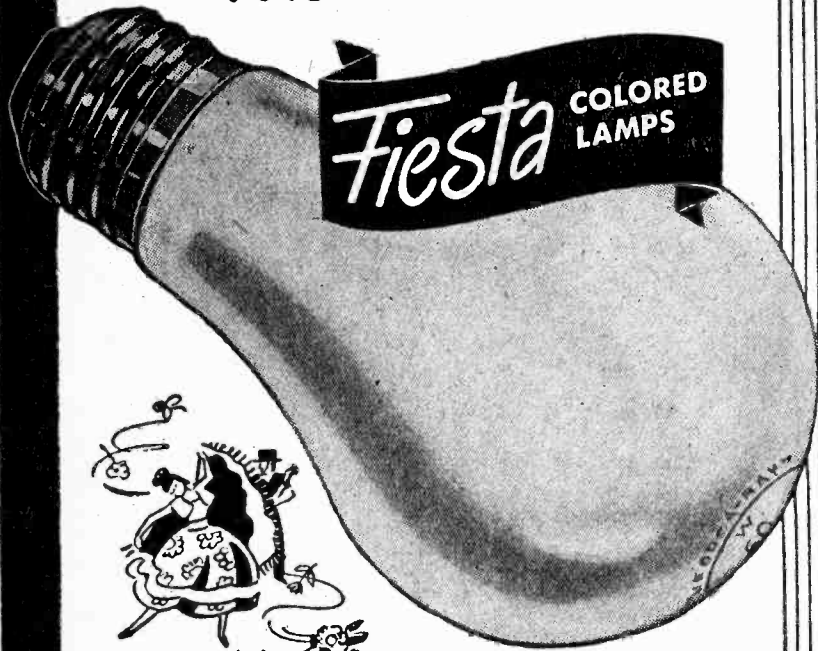
DELIVERY IN 5 DAYS

54" High — 44" Long — 29" Deep

KINGERY DIVISION

THE CRESCENT TOOL CO. CINCINNATI 14, OHIO

attracts customers!



These gay-colored, long-life decorative lamps help put your patrons in a gay Fiesta mood. Permanent glass-on-glass colors—red, yellow, blue, green, white.

Available everywhere in all popular sizes, or write Verd-A-Ray Corp., Toledo 5, Ohio.

SEE US
BOOTH 56
OUTDOOR
AMUSEMENT SHOW
HOTEL SHERMAN
CHICAGO, DEC. 1-4

Midway Confab

(Continued from page 93)

kiddie rides after concluding a good season with Crescent Amusement Company at Walterboro, S. C.

Now begins the glory season for an out-all-winter trouper who says, every time it rains, "Good thing this isn't snow."

Red and Joan Harrington, who closed with Dyer's Greater Shows in Amory, Miss., are headed south for the winter. They report a good season.

Mr. and Mrs. Dan Stewart, who polished off a good season with Crescent Amusement Company at Walterboro, S. C., are playing indoor dates before returning to their home in Benton, Ky., for the winter.

Following a successful season with novelties on Bright Lights Exposition Shows, Mr. and Mrs. (Billie Jenkins) Thomas Shingledecker are wintering in Florida and enjoying a belated honeymoon.

A marvel of midway business is the number of guys who get paid just for talking.

Early arrivals in Chicago for the outdoor conventions were William E. (Bill) Snyder, of Gem City Shows, and Herb Shive. Bill was in from a trip on behalf of the Gem City org. Shive came in from Hot Springs.

Business manager and Mrs. Ben Smith, of the Cetlin & Wilson Shows, planed into New York Friday (21) from their Pittsburgh home to attend the National Showmen's Association banquet.

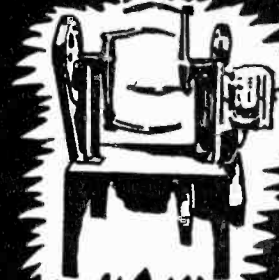
Dannie LaRouech greeted friends in St. Louis for a few days before leaving for Syracuse, N. Y., where he will visit Dannie Jr. and his wife, Shirley. Dannie and Shirley are the proud parents of a son, Dannie III.

For the fellow who wants to invest his money in carnival or midway attractions—the opportunities were never better.

Ralph J. Clawson, manager of the Cavalcade of Amusements, has been appointed concession manager of the new Mobile, Ala., Agricultural Fair

Salt Water Taffy Operators!

COMPLETE EQUIPMENT & SUPPLIES
SPECIAL FORMULA



WONDER BAR OPERATORS!

Chocolate Coating

Special!

30c lb.
30 lb. lots

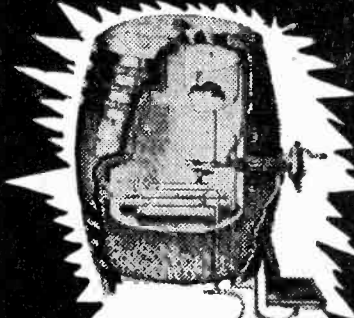


NEW AND USED
ICE CREAM CABINETS

Granulated Peanuts
20c lb. — 50 lb. lots

NEW ROOT BEER BARRELS

with or without carbonator
IMMEDIATE DELIVERY



SPECIAL
CANDY FLOSS MACHINES
Circus Style — \$195.00

TERMS: 1/3 deposit, balance C. O. D.
Write or Wire

JOSEPH ARCHER & SON

Manufacturers and Distributors of
Concession Supplies and Equipment
2601 So. Main St. Los Angeles 7, Calif.

New ELECTRIC CORN POPPER



PROFITS GALORE!

\$5 to \$50 daily earnings!

Get in the popcorn business now and CLEAN UP!

Where can you make more money than in selling Popcorn? Everybody loves it—young and old. The Popcorn stand is always swarming with customers. And it's almost all clear profit. Popcorn earns top money in any carnival. And here's the opportunity of your life to get in it.

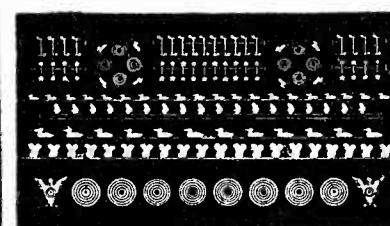
LOWEST PRICED POPPER ON THE MARKET PAYS FOR ITSELF IN A FEW WEEKS!

Popcorn is low in price—easy to get—your market unlimited. Billions of bags are sold yearly. Get your machine today and start now to cash in on this tremendous market.

SALESMEN
Write for PROPOSITION

DOES WORK OF \$500 MACHINE! TURNS OUT 100 BAGS AN HOUR
POPS A BATCH IN 3 MINUTES
Simplicity is one thing you will like about the EXCEL. No trick mechanisms whatever. Comes complete with cord and plug, ready to connect. Flip the switch and in 3 minutes pour in the corn and seasoning. Makes a batch of popcorn in 3 minutes—the quickest of any popper on the market. Easy to clean. Requires no constant repairs. The brilliantly lighted case and visible corn popping thru the screen cover attracts the crowd.
FULLY GUARANTEED
Among the 31 features—beautiful New Gray Metallic finished plate glass case, trimmed in gleaming nickel and polished aluminum; electric lighted and beautifully decorated with multi-colored popcorn selling signs. Occupies small space, 17x17x28" high. Weight, 30 lbs. Easily moved. Uses less current, only 990 watts, yet heats in 5 to 7 minutes. Heating element guaranteed for a year—and many more features too numerous to mention here.
EXCEL MFG. CORP.
Dept. B-1129 Muncie, Indiana

SHOOTING GALLERIES



Complete line of Shooting Galleries, Rifles, Loading Tubes and Supplies for immediate delivery. Write for catalog.

KING AMUSEMENT CO.
82-Orchard St. MT. CLEMENS, MICH.

SELL MORE POPCORN
HYCOL Golden Yellow



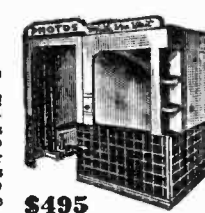
(Formerly Called "Nucol")
Added to seasoning, so that when popcorn is kettle-popped it comes out a delicious and appetizing golden yellow. INCREASES SALES. Cost very small, for it goes so far. Send name of dealer and ONE-OUNCE TRIAL BOTTLE will be mailed on receipt of 10c cash or stamps to cover handling expense.

THE DYKEM COMPANY 2301 N. 11th St. ST. LOUIS, MO.

PRODUCING AMERICA'S BEST
Carnival and Circus Show
BANNERS
SNAP WYATT STUDIOS
1805 Franklin St. TAMPA, FLA.
Phone: M-83562

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.

HI-STRIKER MAULS

Medium size, \$3.50; LARGE SIZE, \$4.50; hickory handles. 1948 STRIKERS ready about JAN. 1st. PLACE ORDERS early for shipments in the SPRING. Half deposit required. 1948 is the 42nd year for the "MooreMade" HI-STRIKER and a BIG MONEY Maker for the Owner. Write at once and GET READY NOW. Address:

LaPeer Hi-Striker Wks.
649 Turrill Ave. LAPEER, MICH.

Seazo
COCONUT OIL
POPCORN SEASONING



...has that rich golden color that makes 'em buy!

For those states where colored oil is not sold—use Simko brand.

By the makers of POPSIT PLUS!

Simonin of Philadelphia

GALLERY .22 SHORTS
SPATTERLESS, \$66.60 Case

NEW RIFLES
Winchester 62 Gallery Pumps ... \$37.50 Ea.
Remington 241 Automatic Rifles \$7.50 Ea.
Send 1/3 Deposit, Balance C. O. D.

SHOWMEN'S EXCHANGE
707 Gee St., N. W. Washington, D. C.

by J. A. Robinson, president of the association.

John A. Russell, who with his brother, J. J. Russell, operated Russell Bros.' Shows, retiring in 1919 to San Angelo, Tex., where he later entered the beer distributing business, last week celebrated his 71st birthday.

Ben Braunstein, well-known general agent, visited *The Billboard* New York offices Saturday (15). He will attend the National Showmen's Association banquet and ball in New York Wednesday (26) and then head for the Chicago meeting.

Coming up soon is Equalizer Day, and already the I-told-you-so experts with their slide rules are preparing to back up their sad predictions.

Al S. Cole, former show agent, is handling promotion and all other details connected with the giving away of a new home in Miami by the local Amvets post. The New York State Department of Amvets is a co-sponsor.

Mr. and Mrs. Ben Weiss, well known in outdoor show business, recently purchased the residential estate at 5205 North Alton Road, Miami Beach, Fla., from Mr. and Mrs. Jacob W. Brantman. Purchase price was announced at \$50,000.

Mr. and Mrs. Bill Burke are wintering in Newton, Mass., where their children are going to school. Burke recently returned from a trek thru the South with his concessions. Mr. and Mrs. Fred Dalloff also are in Newton for the cold months.

Bedroom slippers add greatly to a general agent's comfort and retrieving them from under a wall-bed in a house trailer provides the necessary reducing exercise.

Mr. and Mrs. Walter B. Fox, who closed the season with Jake Shapiro's
(Continued on page 96)

attracts customers!

The original

"INSECT-REPELLENT" LAMP



MILLIONS NOW USED FOR OUTDOOR LIGHTING

This is the gay yellow lamp that does double duty for all outdoor lighting.

REDUCES ATTRACTION for night flying insects as much as 92%.

ATTRACTS CUSTOMERS—the gay, yellow light provides colorful "come-on" for customers.

Available everywhere in all popular sizes, or write Verd-A-Ray Corp., Toledo 5, Ohio.

SEE US

BOOTH 56

OUTDOOR AMUSEMENT SHOW

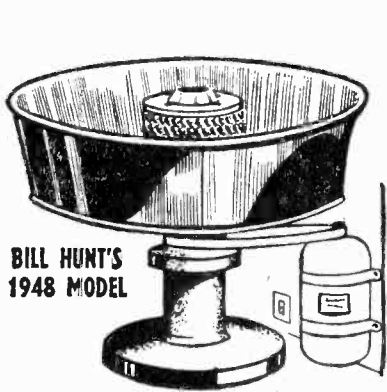
HOTEL SHERMAN CHICAGO, DEC. 1 - 4

POPCORN-PEANUTS

TOP-POP HYBRID POPCORN is unconditionally guaranteed to give you fullest satisfaction in every respect. Five sizes Cartons • Bags • Cones • Salt • Seasoning.

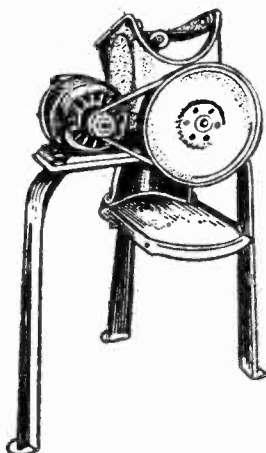
PEANUTS — finest quality Virginia roasted in the shell • attractive Circus Bags • Snow Cones • Napkins • ready-to-use Flavors • Cups • Spoons • Floss Papers • Colors • Apple Sticks.

HEADQUARTERS FOR COMPLETE LINE CONCESSIONAIRES' SUPPLIES!



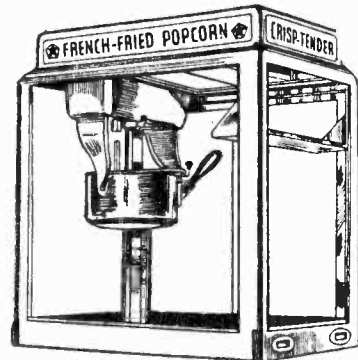
MIDWAY MARVEL CANDY FLOSS MACHINE

The greatest candy floss machine on the market! All rubber-shock mounted—eliminates vibration. Moving parts carefully machined to reduce wear—no maintenance costs. Big 25 in. stainless steel pan easily removed for cleaning. This is the world's greatest candy floss machine for efficiency, speedy operations and profits. **MIDWAY MARVELS ARE FULLY GUARANTEED!**



SNO-KING ICE SHAVERS

King of them all! Shaves 8 lbs. of ice per minute — at most 500 lbs. per hour! Beautiful cast aluminum construction. Available in both electric and hand operated models.



STAR POPPERS

Super Star and Silver Star Machines available in both floor and counter models. Immediate shipment from floor stocks on hand.

All Machines Underwriter Laboratories Approved

GET IN TOUCH WITH US NOW TO BE SURE OF YOUR 1948 SUPPLIES — SEND FOR DESCRIPTIVE CIRCULAR TODAY!

SERVING YOU FROM COAST TO COAST

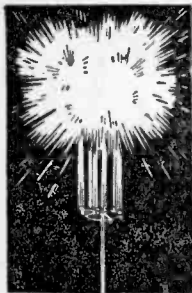
CHUNK-E-NUT PRODUCTS CO.

MATTY MILLER
231 N. Second St.
PHILADELPHIA 6, PA.

HANK THEODORE
2908-14 Smallman St.
PITTSBURGH 1, PA.

SYD ALLEN
1261-1265 E. Sixth St.
LOS ANGELES 21, CALIF.

SEE US IN CHICAGO



DOWNEY "TELESKOPIC" LIGHT TOWERS

LIGHTING THE MIDWAYS FROM COAST TO COAST
IN 1947 DOWNEY "TELESKOPIC" LIGHT TOWERS
LIGHTED THE MIDWAY OF 47 DIFFERENT SHOWS

Definitely pronounced by the top Showmen in America as the most practical, easy to handle and all-purpose Light Towers ever constructed.

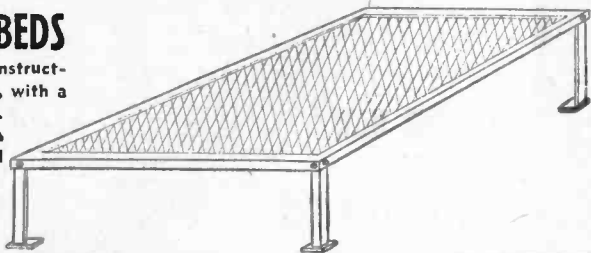
Place Your Orders NOW for Early Delivery

GLASS PITCH BEDS

60" square, 15" high. Constructed with angle iron frame, with a flat, open mesh Steel Bed. Removable angle iron Legs. Well constructed and sturdily built.

\$35.00 EACH

1/3 Deposit With Orders.



MISSOURI LICENSE PLATES

See us in Chicago or write us about getting your 1948 Missouri Auto License Plates and Titles. We will have all the necessary applications and blanks on hand for Plates, Titles, Driver and Chauffeur Licenses, etc.

ELECTRICAL EQUIPMENT OF ALL KINDS

We carry a complete line of Electrical Equipment, Cable, Lamps, Neon Transformers, Motors, Copper and Brass Tubing, Cotter Keys, etc., etc. Anything to light, wire, equip and power your Shows and Rides. Call on us for any requirements.

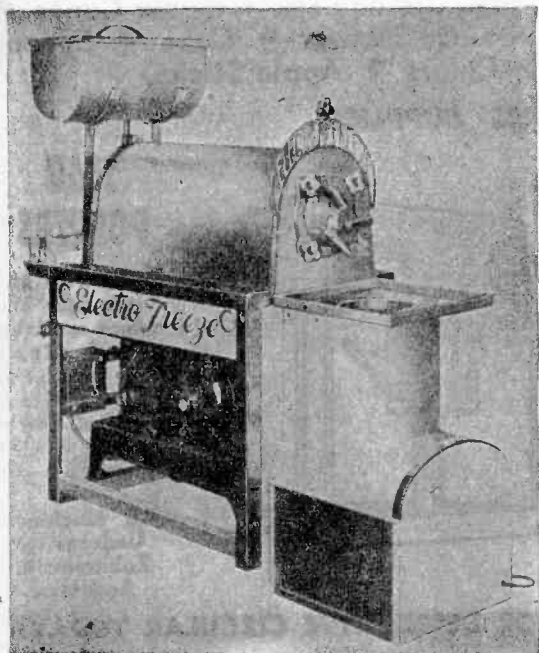
—KNOWN FROM COAST TO COAST FOR OUR SERVICE TO SHOWMEN—

DOWNEY SUPPLY CO. 392 Arcade Bldg. St. Louis 1, Mo.

PORT MORRIS MACHINE & TOOL WORKS

ELECTRO FREEZE FROZEN CUSTARD MACHINES

On Exhibit at
BOOTH #12
SHERMAN HOTEL
Chicago, Illinois



MODEL 10
Capacity
10 Gallons
Per Hour

MODEL 25
Capacity
25 Gallons
Per Hour

Recognized as the world's premier machine for the manufacture of frozen custard, ice cream and frozen desserts.

Over nearly a score of years, it has proven to be an exceptionally profitable item for Amusement Parks, Pools and Beaches.

FULL INFORMATION MAY BE OBTAINED FROM THE SOLE DISTRIBUTOR

ELECTRO FREEZE SALES COMPANY

2720 Third Avenue

NEW YORK 54, N. Y.

★ Sample Our New WIZZARD "TO-TO" DRY MIX ★

Midway Confab

(Continued from page 95)

Triangle Shows at Anniston, Ala., November 1, have returned to their Mobile, Ala., apartment at 14 South Broad Street, where Fox is temporarily operating his novelty business.

Since winding up the 1947 tour with Sunflower State Shows, Pat and Ginger Patterson rambled into the lower Rio Grande Valley where they will winter. They have contracted several concessions at the Mid-Winter Valley Fair and Charro Days Celebration.

Mr. and Mrs. Carl Herrick, along with Mr. and Mrs. R. W. Rocco and Mr. and Mrs. Nick Caliccio, closed a successful season recently with Caravella Amusements. The Herricks headed for Los Angeles for the winter, while the Rocco and Caliccio families will winter in Miami.

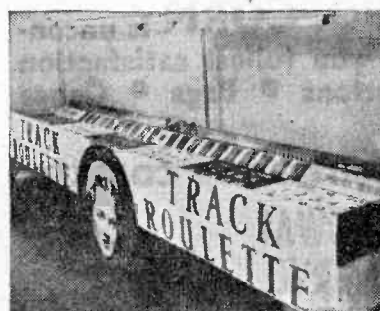
Louis Bright has returned to his home in Mount Pleasant, N. C., where he will remain until after the holidays, after closing a successful 32-week season with Crescent Amusement Company at Walterboro, S. C. Bright plans to head for the West after his vacation in Mount Pleasant.

When a general agent sits alone in a fair convention hotel lobby it's a sure sign that his boss is busy booking fairs without letting him in on the secret.

New shooting gallery being built in St. Louis for the John Francis Shows will be worked in Southern spots this winter. Francis is getting things in order prior to his departure for the meetings in Chicago. Recent visitors to winter quarters included Henry Berger and Harold Barlow.

Herb Carter reports that the following can be seen around Columbia, S. C., these days: Tex Eteridge, Humpty Evans, Perry Clark, Johnnie Williams, George Whitehead, Mr. and Mrs. Greaco, Fred (Iron Lung) Wright, Stanley Reed, Frank Caravella, Sonny Morris, F. E. Spain and Carter.

John H. (Jack) Vreeland is confined in General Hospital, El Paso,



TRACK ROULETTE (Patented)

Distributors Wanted

I. GOODMAN

2055 Elm Ave. Norwood, Ohio

FOR SALE

BATTER-UP BASEBALL PITCHING MACHINE

Complete with canvas, balls, bats, etc. Used only short time. Cost \$2,250.00. Can be used inside or outside, long or short range. Will include extra pitching arm, never used, and one gross new balls, never used.

First \$900.00 gets it. Send \$300.00 deposit. Will crate and ship anywhere C. O. D., F. O. B. Huron, Ohio, for balance.

JOHN KROCK

213 Main Street Huron, Ohio

popsit plus!

LIQUID SEASONING

costs you **LESS**

per bag of popcorn!



—Because it's liquid... needs no pre-heating... pours readily... and measures accurately!

Simonin of Philadelphia

SEASONING SPECIALISTS TO THE NATION

FLOSS MEN, LOOK!

Floss Machines, guaranteed one year (except ribbons). Cut Floss Papers, Colors, Flavors for EVERYTHING. Candy Apple Men, Look! Skewers, all sizes.

S. W. KENNEDY CO.
New address: 138 S. Front St., Philadelphia 6
Note: Storage space for Concessions, Wheels, etc.

FOR EXPORT

Popcorn Machines & Concession Equipment & Supplies

BLEVINS POPCORN CO.
NASHVILLE, TENN.

HUBERT'S MUSEUM

228 W. 42nd St., New York, N. Y.
Open all year round
Want Freaks and Novelty Acts.
State salary and all particulars in first letter.



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

TOP HAMMOND ORGANIST

With Organ and Transportation

WANTS

Fairs, Carnivals, Celebrations, Dances, Shows, One Nighters. State all.

Contact BOX D-167, care The Billboard, Cincinnati 22, O.

FOR SALE

HEY-DEY JEEP

Write

R. A. PARTIPILO
4810 S. E. Logos Rd., Portland 2, Ore.

ATTN.: JOBBERS



SNOW-MAN FLAVORS and SNOW-MAN CUPS

Will soon be the most widely advertised flavor line in the country.

Write for Our Proposition

BLEVINS POPCORN CO.
Nashville, Tenn.



Tex., where he successfully underwent an operation after being stricken ill recently at Las Cruces, N. M. He's to undergo another operation soon and would like to read letters from friends during his convalescence.

This week's usual press agent copy: "The management and its staff left early for the Windy City." Probably so named after jackpotters made the burg's first convention.

Having closed for the season with Splinter Royal's concessions, Jay and Ruth Williams and niece, Jewel, and Mrs. Alma Pumphrey will return to Ocala, Fla., for the winter, which Jay will spend hunting birds. Jewel will return to school there, while Ruth and Alma will work their palmistry booth.

Charlie A. Griggs, who closed as business manager of Capital City Shows several weeks ago, is vacationing and taking the baths at Hot Springs before heading for California and a tour of Mexico. Griggs, who has been contracted in the same capacity with the org in 1948, says the season was a good one, altho under last year.

Fournier J. Gale, president of the Gulf Coast Fair Association, Mobile, Ala., advises that business was off this year because of rain and inclement weather the latter part of the engagement, which ran 12 days. Henries Bros.' Shows, furnishing the midway, closed here and entrained for their new winter quarters at Hot Springs.

Tough break: During the 1946 convention, a manager dreamed that he signed three State fairs. When he woke up he was sore at his agent because he didn't have the same dream and could remember the names of the fairs.

Bill and Pearl Reed, bingo operators, will spend the holidays at Villa Paula, Miami, before moving into their new home in Key West, Fla., after New Year's. The Reeds closed recently with Shan Bros.' Shows in Eastman, Ga. At Sandersville, Ga., they had Dr. C. E. Barfield, former

(Continued on page 98)

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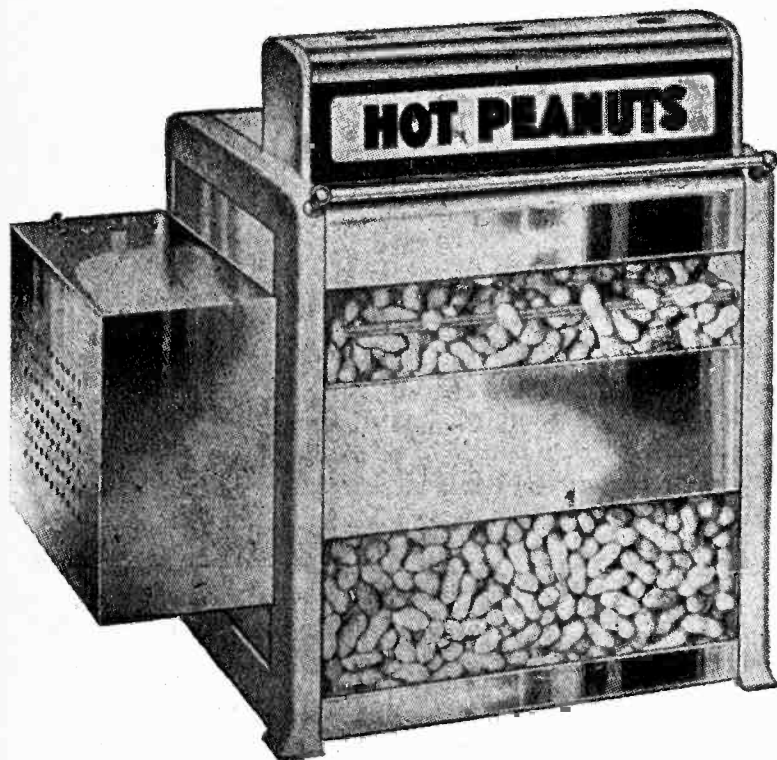
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IF IT'S HARD TO GET ...

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Midway Confab

(Continued from page 97)

owner of the Cosmopolitan Shows, and Mrs. J. P. McQueen, of New Orleans, as their guests. Mrs. McQueen is Mrs. Reed's sister.

Phil Cook, chaplain of the Miami Showmen's Association, visited *The Billboard* New York offices Tuesday (18) as part of a post-season jaunt that will include attendance at meetings of the National Showmen's Association and the Showmen's League of America. Cook operated diggers for Bob Parker on the Majestic Greater Shows in the spring and closed the season Sunday (16) with the John R. Ward Shows.

Personnel of Dailey Bros.' Circus and Alamo Exposition Shows exchanged visits when the circus played Stephenville, Tex., November 10. Alamo was closing its season at the spot with a week stand. Mr. and Mrs. Ben Davenport were hosts to the carnival people in the big top, and Corkey and Norma Plunkett, Rose Mary Stock, Paul and Millie Pyle, Jack and Evelyn Turner and Butch Cohen were guests of Jack Ruback, Alamo owner, on the midway.

Jean Walker, former girl show operator and talker on World of Mirth and Cetlin & Wilson shows, visited Georgia Brown, posing show operator, at her new home in Long Beach, N. J., recently. During the same trip she attended the wedding of her cousin, Hazel Kempf, actress, to Lester Mack, magician and stock performer in Elkton, Md. Jean, retired for the past two years, resides with her three children at the farm home of her parents, Maybelle and Charlie Kidder, well-known outdoor show folks, in Pilkinton, Va.

Joe Lemke, after playing Minnesota, Wisconsin, Michigan, Arkansas and Louisiana fairs with his side show, closed in Vicksburg, Miss. He took delivery on a new car three weeks before end of season. On the trip home to West Allis, Wis., he had a close call when an oil heater became overheated and ignited the fuel tank. The stove was thrown out of the truck. Earl Boyd Davis and Jim Kuhn will remain in quarters all winter to build a new side-show front. Francene has been contracted as annex attraction again in 1948.

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Cardboard Strip Markers, 10 M for .75
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CLUB ACTIVITIES

Showmen's League of America

400 So. State St., Chicago

CHICAGO, Nov. 22.—Back after a long absence, President I. J. Polack was in the chair at the Thursday (20) meeting. Also at the table were Treasurer Walter F. Driver, Secretary Joe Streibich and Past Presidents J. C. McCaffery and Fred H. Kressmann.

Elected to membership were Nate Karakis, R. S. Howard, C. D. Howard, Karl Krenkel, Charles A. Teichner, Jack N. Greene and Randolph Andrews.

Letters were received from Al Latto, Endy Bros.' Shows; Floyd E. Gooding, George A. Hamid, Harry Modele and Jack Hawthorne.

The cemetery fund was enriched by donations of \$500 from the Endy Bros.' Shows, \$200 from the Cetlin & Wilson Shows, \$100 from Oscar Buck and \$50 from Al Latto.

Whitey Woods is recuperating at his home after being discharged from a hospital. Sick list includes W. C. Deneke, H. D. Wilson, John U. Lefebvre, Marshall L. Green and Tom Vollmer.

Recent arrivals include Cal Lipes, of the Pacific Coast Showmen's Association; Fizzie Brown; Joe Bula, of Canada; Jack Norman and William E. (Bill) Snyder. New members at the meeting were Ted Prockin, Thomas Burke, Henry Freedenberg and Max M. Aver.

Members present after long absences included Bob Sugar, Manny Weinberg, Jack Kerschner, Adolph Treusch, H. B. Shive, Joe Pavese, Nat S. Green, Flash Williams, Elmer Byrnes, Maury Brod, Roy Barrett, Eli Rudick, Billy Senior, Sid Louis and Past Presidents J. C. McCaffery and Fred H. Kressmann.

Convention schedule includes regular meeting November 29, memorial service and president's party November 30, annual meeting and election of officers December 1, and the banquet and ball December 2. Installation of officers will be held December 4.

Preparations for the annual Christmas party for underprivileged children are under way. I. J. Polack is general chairman. Committee also includes Rev. Marcel La Voy, Edgar I. Schooley, James Campbell, John Lempart, William Carsky, Solly Wasserman, Ned E. Torti, George W. Johnson, Jarry Maxwell and Max Brantman with his house committee.

Ladies' Auxiliary

Mrs. Henry T. Belden presided at the Thursday (13) meeting. Other officers present were Mrs. Sam Gluskin, first vice-president pro tem; Mrs. Marie Brown, second vice-president pro tem; Mrs. Lew Keller, third vice-president pro tem; Mrs. Rose H. Page, treasurer, and Mrs. Robert H. Miller, secretary.

Invocation was given by Mrs. A. L. Filograsso, chaplain. A rising vote of thanks was given to Carmen Horan and Mrs. A. L. Filograsso for the social Thursday (6) which netted a substantial sum.

Mrs. Belden, chairman, and Mrs. Ralph Glick, co-chairman of the bazaar to be held during the convention week, reported the receipt of many donations. Billie Wasserman contributed a large box of handmade articles; Mrs. Marie Brown, past president, \$10; Mrs. Louise Rollo, past president, \$5; Carmen Horan, a lace doiley, and Margaret Filograsso, a handmade comforter.

Mrs. Edward A. Hock and Evelyn Hock continue in Hot Springs, but expect to be back for the November 28 meeting.

Open house during the convention will be held November 28 thru December 1. Installation dinner will be held December 1 at 6:30 p.m. in the

Caravans, Inc.

P. O. Box 1902, Chicago

CHICAGO, Nov. 22.—Seated on the rostrum at the recent meeting were Edna O'Shea Stenson, president; Lucille Hirsch, first vice-president; Pearl McGlynn, second vice-president; Bessie Mossman, third vice-president; Pat Seery, treasurer, and Mariana Pope, financial secretary. Invocation was by Edith Streibich.

Corresponding Secretary Irene Coffey read communications from Stella Littlefield, Anna Jane Hunting, Daisy Davis, Hattie Hoyt, Grace McBain, Myrtle Hutt Beard and Irma Moore. Cards of thanks were received from the Del Guidice family, Irma Moore and Alex Vanko.

Mae Oakes, welfare chairman, reported Dolly Young, Ruth Paddock, Joycie Gray and Eva Clark on the sick list. Rebecca Daniels's mother is hospitalized as the result of a stroke. Anna Jane Bunting advised that her mother had a cerebral hemorrhage.

Elected to membership were Margaret Davis, Abby Davis, Marie E. Davis, Eva Hinkley, Elizabeth J. Bancroft, Katherine Rivers, Isabel Hill, Mildred Alexander, Mary Ann Bilski, Ruth Clinton and Anita Mae Robertson.

Donations of an afghan, a bed spread and ginger ale, given by Pearl McGlynn, Helen Wettour and Pat Seery, respectively, were received. The chair welcomed Mrs. Bobby Cherniak, who attended her first meeting.

Happy Birthday was sung to Becky Daniels, Claire Sopenar and Helen Wettour. Refreshments followed. Evening's awards, donated by Evelyn Blakely and Marianna Pope, were won by Estelle Swaider and Kathryn Robertson.

Officers for '48 were elected. They are: Lucille Hirsch, president; Edith Streibich, first vice-president; Billie Lou Foreman, second vice-president; Mae Oakes, third vice-president; Clara Polich, treasurer, and Mariana Pope, financial secretary. Out-of-town members of the board of governors elected were Midge Cohen, Hattie Hoyt, Ann Doolan, Daisy Davis, Ann Roth, Myrtle Hutt Beard, Emily Bailey, Evelyn Blakely, Dorothy Bloom and Mrs. Harold Paddock. In-town board members elected were Edna O'Shea Stenson, Pearl McGlynn, Lillian Lawrence, Jeanette Wall, Mae Taylor, Irene Coffey, Helen Wettour, Dorothee Bates and Ann Young.

Installation of officers and the banquet will be held in the West Room of the Hotel Sherman Sunday, November 30, at 6:30 p.m. Past President Jeanette Wall will serve as mistress of ceremonies, with Ann Sleyster in charge of table decorations. Kathryn Robertson and Veronica Potenza will be usherettes for the installation ceremonies. Skippy Pope, five-year-old son of Mr. and Mrs. Ralph Pope, and Marilyn Carnaggio, six-year-old daughter of Mr. and Mrs. Sam Carnaggio, will be mascots.

Open house will be held in the "Dog Fight" room of the Sherman, starting Friday, November 28, thru December 1, with Isabell Brantman in charge of refreshments.

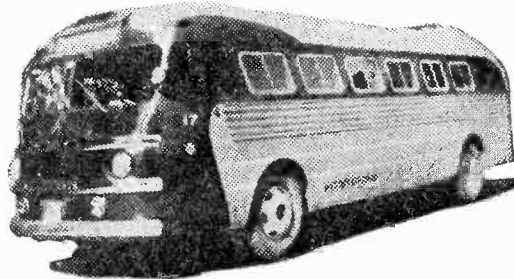
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Pacific Coast Showmen's Association

1106 S. Broadway, Los Angeles 15

LOS ANGELES, Nov. 22.—Nomination of officers for 1948, accepting of a life member and a report on proposed changes to the by-laws highlighted the Monday (17) meeting of the Pacific Coast Showmen's Association.

With Bill Hobday, president; Everett W. (George) Coe and Harry Suker, vice-presidents; Ed Mann, secretary, and Jack Hughes, chaplain, on the rostrum, the lights were dimmed for B. Bessette, who died Thursday (13) in Jennings, La.

C. R. Fielding was voted a life member and John F. Houghtaling was reinstated. Bill Larsen, Chester Cochrane and Jimmy Kelly were received into the club.

The nominating committee, consisting of six members from the board of governors—Taylor, Cronin, Moore, Hargrave, Backman and Matthews—and four members from the floor (five including alternate)—Krug, Doolan, Red Cohen, Smith and Jacobi—went into executive session but were unable to return a slate by the end of the meeting. Nominees will be announced at the next meeting.

Harry Taylor made a pitch for the banquet and ball and Harry Rawlings sold ticket books on the new car, washing machine and console radio. Harry Hargrave reported that the new building would soon be renovated and ready for occupancy.

Harry Golub, head of the legislative committee, proposed that the board of governors be increased from 30 to 40 members and the board of trustees from six to seven members. A question came up on whether these new boards could be seated with the new officers. The matter is to be ironed out.

Visiting the club rooms were Louie Glassman; Pat McGee, who was the guest of Hunter Farmer; Joe Bush, Jack Venick, Henry Herman, Al Rodin, Til Taylor, Vic Lopez, Shorty Monte, Poodles Hanneford, Dan Dix, Louis Pillow, L. E. Griffith.

Tom Heeney, veteran showman, recited a poem. Jack Hughes, chaplain, asked that everyone make a special effort to attend the memorial day services December 7 at 2 p.m. at Showmen's Rest in Evergreen Cemetery. John Lohrman, who recently became a grandfather, praised Hargraves for his fine work in securing the new building.

Jimmy Dunn, of the sick and relief committee, reported that Sam Brown was ill at his hotel in Ocean Park.

Harry DeNeau, sergeant at arms, presented Jack Hughes with a new cane that he has designed to aid the blind.

Ladies' Auxiliary

Monday (17) meeting was called to order by President Jessie Loomis. Present after absences were Past President Nell Zev, Lillian Shue, Elizabeth (Nanna) and Grace Hannaford, Margaret Athenson, Henrietta Seecard, Ethel Ebel, Ruth Samuels, Dora Carlson, Florence Webber, Babe Miller, Jemma Clancy and Loda-belle Scarce.

Election and bazaar night will be December 8. Polls will be open from 6 p.m. to 9 p.m. Candidates are: President, Madge Buckley and Jule Smith; first vice-president, Charlotte Cohn and Opal Manly; second vice-president, Vivian Jacobi and Fay Prosser; third vice-presidents, Estelle Wampler and Lillian Nichols; secre-

tary, Edith Hargraves; treasurer, Peggy Steinberg.

New member present for the first time was Alice Cochrane. Babe Miller signed Alma Babe Allen as a new member. Letters were read from Alma Rockwell, Ming Toi Right, Virginia Larsen and Leta Johnson.

Among members off for Honolulu were Hazel Worth, Edith Walpert, Daisey Marion, Leta Johnson and Oril Kent.

Reported on the sick list were Past President Ethel Krug, Grace De Garro, Nancy Myers, Minerva Boyd, Tillie Palmateer and Anna May Reed. The last named sustained a broken foot in a car accident.

Door prizes were donated by Mabel Brown, Lee Sturm, Past President Margaret Farmer and Tudy Di Santi. Prizes were won by Peggy Steinberg, Ethel Ebel, Babe Miller and Alice Cochrane. Bank night was won by Vivian Jacobi, and the bed spread, donated by Doris Douglas, was won by Margaret Farmer.

President Loomis announced the next board meeting would be held December 1. Past president and birthday night will be December 29 and the Christmas party December 22. Candy night is scheduled Monday (24), and Elsie Zuker and Estelle Wampler volunteered to make all of the candy.

Lillian Nichols and Florence Webber, both of San Diego, brought in tidy sums from building and furniture books. Mora Bagby donated an onyx ash tray for the clubrooms.

The secretary asked that all books be sent in soon because December 8 will be the draw.

Lunch was donated by President Loomis.

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No Artificial Flavoring

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- Coconut Nectar (made from fresh coconut) ... 50c per pound

F. O. B. New York City. Packed 4 Gal. to Case.

One gallon of these syrups mixed with five gallons of ice-cold water makes six gallons of delicious and refreshing fruit drink.

Sample Gallon\$2.00

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Complete Show Equipment, \$12,500.00. One Herschell-Spillman Merry-Go-Round with good organ, with 5-horse single phase electric motor, one 30-seat Glider with gasoline motor, one 10-car Kiddie Auto Ride with new platforms with electric motor, one Trailer with 37 1/2 KVA transformer, plenty of cable, one P.A. battery set with two large speakers, one new 5-horse single phase electric motor, one new 9-horse Wisconsin air-cooled motor, five Trucks, one Semi and one Float, ten or more Concessions. All equipment is in good condition, ready to operate, and is priced to sell. No piece-meal. Property known as the A & P Amusement Co., located at Carrs Cocco Service Station on Highway 70, Brinkley, Ark.

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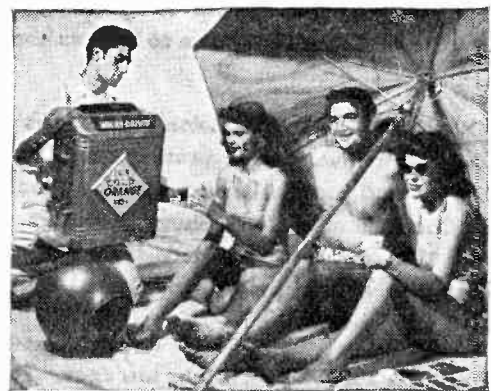
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"A CLEAN MODERN MIDWAY"

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TO SHOW FOLKS: All Concessions and Shows are open. If you can meet our requirements for operating standards, and are interested in a pleasant and profitable connection, we want to hear from you. To ALL Concessionaires and Show Operators who have been with us—this will serve notice that it is time NOW to contract for 1948. No concessions will be held open without contract. Contracts will be mailed upon request.

TO WORKING PEOPLE: All jobs are open. Have splendid opening for sober, experienced Ride Superintendent who can qualify. Top salary and percentage, but you must earn it. Also want thoroughly experienced Lot Superintendent or General Manager who can work for and with the Management.

ATTRACTIONS: Can place strictly outstanding Act for season or until Fair Dates.

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CLUB ACTIVITIES

Show Folks of America San Francisco

SAN FRANCISCO, Nov. 22.—Meeting November 17 was run off promptly to enable members to participate in a bazaar for the club's sick and relief fund. It netted \$145.15. Mike Krekos was auctioneer; Joe Alterman, London George Simmonds, Fred Ferguson and Mickey Hogan handled the concessions; Francis Seber, Mary Teixeira, Olive Malthouse, Ethyl Weidman and Lola Cox, the push cards, and Marie Jessup assisted in displaying and arranging the gifts.

Dan J. Meggs, who is operating concessions on the roof of the Emporium, and Charlie Camp, of circus fame, conducted the events, and Teddy and Mary Teixeira were present for the first time since closing their concessions.

The Marsh Springs Group, under direction of Mrs. Verna Gill, brought down the house with their act. Council Raiford reported that his wife, Edna, recording secretary, is improving and soon will leave the hospital. Ted LeFors announced that Doc Waddell will come from Columbus, O., to conduct memorial services November 30 when club unveils its new monument.

Harry Seber, president, was in the chair at the November 10 meeting.

Eddie Brown, Harry Taylor and some members of the P.S.C.A. attended the meeting, as did Sam Wells, of the Arthur Shows, and Bob Kline, of John R. Ward Shows.

Bill Meyers, who operates some rides on the roof of the Emporium, has been attending meetings lately. Welcomed back was Relley Castle Bergland, who had been ill. Tony Soares and George Saxon, back for the rest of the season, also were present. Ted LeFors won the Pot of Gold.

Fred Weidman presided at the November 3 meeting. On the rostrum were Sam Abbott of *The Billboard*, Ted LeFors, Polish Fisher, Whitey Monette and Tony De Fabros. Elected to membership were R. T. Henry, Peter Herman, Nettie Peterson, Carl A. and Gladys Parks, George Myers, Hazel McAnish, Henry Balk and Abe Ettin.

Visitors were Skrip Kirk, Henry Buck, Abe Rabin, Joe Kelley, Marie Jessup, A. Rauch and Walter Hale.

Dr. E. P. Mannheim reported on members who are ill and Thomas J. (Fuzzy) Hughes talked on his recent trip to Mexico.

Tony De Fabros brought in \$385 from the Northwest. Donations of \$100 from Ralph Mekker and \$150 from the Meeker Shows and Cemetery Fund contributions from Harry Meyers, Mr. and Mrs. Carl Parks and Nettie Peterson were announced. Whitey Monette won the Pot of Gold.

Heart of America Showmen's Club

931A Broadway, Kansas City, Mo.

KANSAS CITY, Mo., Nov. 22.—Vice-President L. K. Carter presided at the November 14 meeting, with Secretary G. C. McGinnis and Treasurer George Carpenter also on the rostrum.

Joe Kelly advised that Past President John Castle was ill.

Back from a trip to South America, Chester I. Levin, of the Midwest Merchandise Company, presented the club with a check from K. H. Garman, owner of Sunset Amusement Company, for the returns on the blanket sale held recently on the shows.

Club donated four 100-pound sacks of flour to the Friendship Train.

F. M. Shortridge, Des Moines booking agent, was a week-end visitor while on a business trip.

Sale of tickets for the New Year's Eve banquet and ball in the Georgian

National Showmen's Association 1564 Broadway, New York

NEW YORK, Nov. 22.—The final meetings before the Big Week took place Wednesday (19) night, with Vice-President Jack Perry presiding at both meetings. At the board of governors' meeting, Secretary Manning and Counsellor Hofmann were on the rostrum with the chairman.

Reports on the banquet were glowing. Banquet Chairman Ralph Endy reported that while there were a few tables still available, the affair promised to be a sellout. Chairman of the Year Book, Fred Murray, reported that more than \$300 in advertising had to be refused because of deadlines. Even at that, he said, the book this year will break all records.

The meeting adjourned after a spirited discussion regarding the founders of the club, with George A. Hamid's conception of the founding accepted because it was conceded he was most familiar with the matter.

The general meeting was attended by upward of 200 members, this number being augmented by the arrival of 100 members of the ladies' auxiliary at the conclusion of their meeting. This meeting also was conducted by Veepee Jack Perry, who did a fine job. There was a full house on the platform, with Treasurer Harry Rosen, Chaplain Fred Murray, Banquet Chairman Ralph Endy, Secretary Ross Manning, Dr. Jacob Cohen, Counsellor Max Hofmann and former treasurer, Jack Greenspoon.

While the banquet was the chief topic of the session, the presidents' testimonial dinner also was on the agenda, as well as the magnificent gift of a television set to the club by the World of Mirth Shows. Presentation of this gift was made by Dada King, secretary to Bucky Allen, who directed the raising of money to buy the set. A standing vote of thanks was given the World of Mirth Shows and Bucky Allen.

Banquet talks were given by Chairman Ralph Endy, Fred Murray, Leonard Traube and George A. Hamid. Phil Cook, attending for the first time in two years, gave one of his famous oratorical outbursts, which can only be described as Cookonian. Max Kassow also put across some interesting remarks, and Frank Bergen, Jack Hornfeld, Bucky Allen, Sam Peterson, Jack Rosenthal, Max Gruberg, Morris Vivona, Lou Weinstein, Morris Batalsky and other members also were called upon to make brief remarks. Seen at the meeting were Ben Braunstein, Sid Goodwalt, Benny Herman, Sam Levy and Myer Pinsker. Max Gruberg made a substantial donation to the vets' fund.

The ladies' auxiliary informed the meeting that it would decorate the graves at Ferncliff Cemetery prior to Sunday's (23) dedication of the memorial monument and also furnish the flowers for the banquet tables, and was making a donation of \$300 to the club to be used as seen fit.

By the time you get to read this the monument will have been dedicated, the presidents' party will be over, the ladies' auxiliary will have finished with its bazaar and the elite of the outdoor amusement world will be assembling for the 10th anniversary banquet of the club at the Commodore.

Room of the Hotel Continental is under way. Ladies' Auxiliary Tacky Party has been scheduled for Tuesday night, December 30. Memorial services will be held in the club rooms Sunday, December 28, at 2 p.m., with Chaplain Al C. Wilson in charge.

Secretary McGinnis urges all members to furnish him with their winter season addresses and also states that dues are now due.

Show Folks of America
1839 W. Monroe St., Chicago

CHICAGO, Nov. 22.—May Adams Stoker, president, was in the chair at the Tuesday (18) meeting in the Gray Room of Hotel Sherman.

Wade Booth, past president of the SFA, was elected president for 1948. Meyer Cherkas, counsellor, spoke, and Mr. Booth dwelt on unity of organization. The president-elect rendered several numbers on Bergie Bergman's program. Latter also included songs by Grace Lynn, a few minutes of fun supplied by Arthur May, piano numbers by Helen Wong and card tricks by Haldane.

Nellie Grosch reports that Bill Woodside will soon be out of the County Hospital. Mother Snow, a patient at the County Hospital, sent thanks for the many greetings she received on her 95th birthday.

Jess Harlow is confined with bronchitis. Warren Warren is confined to his home with severe arthritis. Mme. Pinxy was able to attend the meeting.

The following donations have been received: Mr. and Mrs. Charles Dewey, Washington, \$5; John Ryan, \$10; Anne Lynch, \$10; Bonnie Beck Young, New York, \$25, and Mr. and Mrs. Weaver, Swayze, Ind., \$6. John J. Keit contributed \$6 and Marie Alter \$1 to the cemetery fund and Fred Steffenson \$2 to the monument fund.

A report on the barn dance will be given at the December meeting.

Regular Associated Troupers
106 E. Washington, Los Angeles

LOS ANGELES, Nov. 22.—On the rostrum at Thursday's (13) meeting were Nell Robideaux, first vice-president, who presided; Lill Schue, third vice-president; Marie Bailey, secretary, and Harry Levine, assistant treasurer. Honored with seats on the rostrum were Norman Schue, Harry Golub, Orel Kent, Helen Smith and Al Weber.

Olga Weber, sick and relief committee, reported that Ethel Krug and Lucille Perper were improving. Martha Levine, membership; Marie Bailey, publicity; Lucille King, house, and Harold Robideaux, bar, also read reports.

Elected to membership were Joseph Exler, Morrie Schiller, John Hawthorne and Alma Babe Allen.

Guests included Mrs. Dyke, from Alabama; Babe Wilson, Mel Harris, Chicago; Mr. and Mrs. Johnson, Ed McDonald, Ken Williamson; Arthur Cohen, in from the East, and Jack Kaplan, Showmen's League of America, representing Jack Conway on the West Coast.

Called on for short talks were Al Weber, Marshall and Freda Brown, Mr. and Mrs. J. P. Silva, Lillabelle Williams, R. H. Sheppard; Al Rodin, who praised the work done by Lill Schue, who in turn thanked June Gilligan and Jimmy Lynch for their help; Herb Sucher, Dora Carlson, Mr. and Mrs. Kyle Edwards, George Lauerman and Chris Rodin.

Following the meeting a box-lunch supper was served. Harry Golub acted as auctioneer, and a total of \$151 was realized for the sick and relief committee. Judges for the contest were Al Rodin, Martha Levine and Sammy Dolman. Orel Kent won the \$5 prize donated by Nell Robideaux for the most attractive lunch box, while Lucille Dolman won the \$5 donated by Harry Golub for the best lunch.

A \$10 donation by Jack Kenyon is acknowledged.

The secretary is without the mailing addresses of many members and requests that members forward their addresses at once. The secretary also reminds members that 1948 dues are due.

Michigan's Showmen's Association

3153 Cass Avenue, Detroit

DETROIT, Nov. 22.—Jack Dickstein, first vice-president; Louis Rosenthal, treasurer; Bernard Robbins, secretary; and Harry Stahl, past president, were on the rostrum at the Monday (17) meeting.

Members of the board of directors present were Herb Pence, Artie Grzann, Sam Maltin, William Za-koor, Irving Borker, Charles Westerman, Robert Templeton, Charlie Schimmel, Marvin Keys, Eddie Gold and George Harris.

Elected to membership were Elmer J. Putzig, James S. Bais, Louis Rosenberg, Benjamin F. Braunstein and H. B. Shive.

The Ladies' Auxiliary, represented by Ann Borker, second vice-president, and Dorothy Gold, treasurer, presented the club with a \$1,000 check for the building fund.

Preparations are being made for the annual Christmas party for the underprivileged children in the vicinity. Pork Chops Ginsburg and Fats Norton will be co-chairmen of the party.

Secretary Robbins left Friday (21) for New York for the memorial service dedication for the National Showmen's Association. He will go from New York to Chicago for the outdoor convention.

Ladies' Auxiliary

Bernice Stahl, first vice-president; Ann Borker, second vice-president; Marion Dickstein, third vice-president; Dorothy Gold, treasurer, and Belle Powers, secretary, were on the dais at the Monday (17) meeting.

Three members of the board of directors, Dot Miller, Jo Quinn and Helen Baker, were present.

The sum of \$118 was collected to augment the fund for the Christmas party for underprivileged children. The auxiliary also turned over \$1,000 to the men's association for its building fund.

Missouri Show Women's Club
415A Chestnut St., St. Louis

ST. LOUIS, Nov. 22.—President Lee Belmont was in the chair at the November 13 meeting. Mrs. Lotis Francis served as sergeant-at-arms in the absence of Alice Belmont.

It was voted to hold the installation of '48 officers January 22 in the Steamboat Room of the Mark Twain Hotel.

Mrs. Lou Edwards, Polly Jo Mayjeski and Mrs. Clara Campbell were elected to membership.

Daisy Davis reported on a benefit given on the Johnny J. Jones Exposition for the show. Letters from Mabel Baysinger and Madaline Ragan were acknowledged.

Peggy Grimm and Mabel Baysinger were reported on the sick list.

Lone Star Show Women's Club

DALLAS, Nov. 22.—Club opened its new clubrooms Wednesday (12) with a turkey dinner. Ketta Lindsey was hostess. Assisting in the serving of 140 persons were Katie Little, Mabel Welshman, Margaret Sandall, Jewell Crudup, Lois Crangle, Bette Harris, Martha Moss, Millie Cepek, Millie Hudspeth, Mary Ellen Liberman, Sally Murphy, Louise Hickman, Chris Ayers, and Pearl Vaught. Another dinner is planned for December.

Myrtle Potter, charter member, visited before returning to Kentucky. President Mrs. Sally Murphy plans to leave soon to visit her mother, who is ill. Marie Simpson and Bettie Pruitt, granddaughter of Honey Vaughan, visited Honey at the State Fair of Texas.

New cemetery monument, costing over \$1,000, will be dedicated at Grove Hill Cemetery in December.



1906

1948

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MAD CODY FLEMING

President

JACKSON EVANS

General Agent

DUTCH AND GINGER SCHILLING

With 5 Concessions. 4th Season.

Ginger, Billboard agent and mail. Dutch, lot man. Meet us in 1948 on the Mad Cody Fleming Midway.

**Xmas Greetings to Friends, From
GEO. and MRS. LUCAS**

With the Mad Cody Fleming Shows, one of the cleanest carnivals on the road.

JOHNNIE LEFFLER

Custard and Cookhouse. Thanks for a nice season.

Season's Greetings

VANNIE, WHITIE AND THE DOG

JOHNNIE (POPCORN) BURGESS

with Photos

Season's Greetings to all. Had nice season.

BILL BRIGGS and WIFE

3 pleasant seasons
Caterpillar Foreman. Mrs., Ball Game.

JACKSON EVANS

General Agent

Every booking contract that I signed has been fulfilled to the letter by Mad Cody Fleming. The reception given his show all over Georgia indicates that he still holds the top spot with the people of Georgia.

JACK McCARTY

22 years Ride Foreman with the Fleming organization.

I am proud of the ride boys that made it possible for me to hang up a record of not losing a Monday night with the rides in 1947.

B. G. DORSEY

Scenic Artist and Concessions
Wishes Mad Cody Fleming and the Gang a Merry Xmas. With it and for it in 1948.

FRANKIE SHELTON

6th Year
A nice season. Merry Xmas to all.

C. D. DEAN AND FAMILY

7th Year
6 Concessions. Nice season, thanks.

BIRDIE WILLSE TOLOSA, Mgr.

Filipino Midgets. World's Smallest People.
2d year satisfied.

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WE ARE NOW BOOKING FOR 1948 SEASON

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**TO SEE ALL THAT IS LATEST AND BEST IN
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FOR AMUSEMENT PARKS, PIERS, POOLS,
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OUTDOOR AMUSEMENT EXPOSITION

Sponsored by the

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HOTEL SHERMAN, CHICAGO

DECEMBER 1, 2, 3 AND 4, 1947

122 "LIVE" EXHIBITS—3 BIG PROGRAM SESSIONS

SPECIAL PROGRAM SESSIONS FOR

POOL AND BEACH OPERATORS

MANY SPECIAL ENTERTAINMENT FEATURES

NO REGISTRATION FEE!

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to the Fairs and Committees in Michigan, Indiana, Illinois, Missouri, Arkansas and Mississippi for making our 1947 Season so pleasant and successful.

We plan on making the same Territory in 1948 and are now Booking. Contact us early for your Midway Attractions.

**WE WILL CARRY 11 RIDES, 8 SHOWS
AND 40 CONCESSIONS**

A BIGGER AND BETTER JOHN McKEE SHOWS

**SHOW WILL OPEN 1948 SEASON IN MARCH
AND WILL BE OUT UNTIL DECEMBER 1**

SHOWMEN—RIDE MEN—CONCESSIONAIRES

We can place several Worthwhile Shows and will finance any Capable Showmen with New and Novel Ideas.
Will book any Rides not conflicting.
Will place Legitimate Concessions of all Kinds.

GET ON THE BANDWAGON WITH A WINNER.

**Address: JOHN McKEE, Owner and Manager
Winterquarters: YAZOO CITY, MISS.**

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*world's cleanest * midway*

**AMERICA'S LARGEST MOTORIZED SHOW
EQUIVALENT TO 40 RAILROAD CARS ON TRUCKS**

17 RIDES—14 SHOWS—LIGHT TOWERS—GIANT SEARCH LIGHTS

World's Greatest Free Attraction — High Class Shows — Clean Concessions — Safe Modern Rides

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**We Play New York State, Pennsylvania, New Jersey, Virginia,
Maryland, North Carolina, South Carolina and Georgia.**

**LET THESE FAIR SECRETARIES LISTED BELOW GIVE YOU THEIR HONEST OPINION
OF OUR SHOW AS TO EARNING POWER, CLEANLINESS AND HIGH CLASS
ATTRACTIONS**

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- Mr. Gerald F. Farnham, Sec., Chenango Co. Fair, NORWICH, N. Y.
- Mr. James Bowser, Sec., Fireman's Fair, ALLEGANY, N. Y.
- Mr. Dave Shadle, Sec., Clinton Co. Fair, LOCK HAVEN, PENNA.
- Mr. Stephen McCormick, Sec., N. Y.-Penna State Fireman's, WELLSBORO, PA.
- Mr. Samuel Brown, Sec., Cumberland Co. Fair, BRIDGETON, N. J.
- Mr. Hawkins, Sec., 4-Co. Colored Fair, HENDERSON, N. C.
- Mr. Frank Deihl, Sec., Carbon Co. Fair, LEHIGHTON, PENNA.
- Mr. Max McClood, Sec., Lee Co. Fair, SANFORD, N. C.
- Mr. Carson W. Gregory Jr., Sec., Mecklenberg Co. Fair, CHASE CITY, VA.

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LEE COUNTY FAIRGROUNDS, SANFORD, N. C.**

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LLOYD D. SERFASS, Gen. Mgr., Penn Premier Shows
Sanford, North Carolina**

Statistical Directory of Fairs

Received Too Late To Be Included in Cavalcade of Fairs

(Continued from page 67)

CHARGES: Concession space outdoors, \$5 per front foot; commercial exhibit space indoors, \$3.50 per foot; farm machinery space, \$1.50.

STILL DATES: Swine show and sales; horse show.

ADMINISTRATION: President, Frank G. DeKay; secretary, Ruth C. Hartkopf; superintendent of attractions, concessions and commercial exhibit space, I. H. Wartchow; superintendent of grounds, M. D. Barrus.

ILLINOIS

Whiteside County Central Agricultural Association, Morrison

TOTAL ATTENDANCE: Not given. Operated 4 days and 3 nights.

WEATHER: Good 3 days and nights; rain 1 day.

GRANDSTAND ATTRACTIONS: Booked thru Boyle Woolfolk. Total paid grandstand attendance, afternoon, 8,000; night, 7,000.

CARNIVAL: Sunset Amusement Company.

PLANT FACILITIES: Grandstand capacity, 2,200; one-half mile race track.

RACING: 4 days of harness and running races.

AID, PREMIUMS: State aid, \$8,200; premiums paid, \$8,600.

CHARGES: Concession space outdoors, \$2.50 per front foot; commercial exhibit space indoors, \$2.50 per foot; farm machinery space, \$2.

ADMINISTRATION: President, Miles Hannic; secretary, V. M. Dearinger; superintendent of concessions and commercial exhibit space, W. R. Bealer.

IOWA

Butler County Fair, Allison

TOTAL ATTENDANCE: Front gate, 12,500; paid admissions, 10,165. Operated 3 days and 4 nights.

WEATHER: Good.

GRANDSTAND ATTRACTIONS: Vaudeville type acts and barn dance booked thru Boyle Woolfolk. Cost of grandstand show, \$2,000. Total paid grandstand attendance, afternoon, 1,200; night, 3,655.

CARNIVAL: L. B. Lamb Shows.

PLANT FACILITIES: Grandstand capacity, 1,250; half-mile race track; capacity of parking area, 1,400 cars.

RACING: 2 days of harness racing.

RECEIPTS: Gate, \$4,699.85; grandstand, \$1,202.46; carnival, \$653.43; commercial exhibits, \$80.

AID, PREMIUMS: State aid, \$1,419.12; county aid, \$3,200; premiums paid, \$1,685.60.

STILL DATES: Rodeo, harness racing.
ADMINISTRATION: President, J. F. Allan; secretary, V. E. Shepard; superintendent of grounds, H. E. Wilder.

Van Buren-Jefferson County Fair, Keosauqua

TOTAL ATTENDANCE: Front gate, 12,532; paid admissions, 7,864. Operated 3 days and nights.

WEATHER: Good.

GRANDSTAND ATTRACTIONS: Acts booked thru Charles Zemater Co. of Chicago. Cost of grandstand show, \$2,500. Total paid grandstand attendance, afternoon, 1,860; night, 3,250.

CARNIVAL: American Beauty Shows.

PLANT FACILITIES: Grandstand capacity, 2,500; bleachers capacity, 500. One-half mile race track; capacity of parking area, 2,500 cars.

RACING: 3 days of harness racing; 3 nights of fireworks.

RECEIPTS: Gate, \$4,071; grandstand, \$2,300; carnival and concessions, \$1,156; other sources, \$622.

AID, PREMIUMS: State aid, \$2,000; county aid, \$1,400; premiums paid, \$3,089.95.

CHARGES: Concession space outdoors, \$2 to \$3 per front foot; commercial exhibit space indoors, \$1 per foot.

STILL DATES: Baseball events; track events; farm bureau; religious meetings.
ADMINISTRATION: President, Clayton Sherod; secretary, Arthur J. Secor; su-

perintendent of grounds, Ray Rodibaugh; publicity director, William Baker.

KANSAS

Tri-County Fair, Horton

TOTAL ATTENDANCE: Front gate, approx. 10,000. Fair operated 3 days and nights.

WEATHER: Good.

CARNIVAL: Catlett Greater Shows.

RECEIPTS: Carnival, \$360; concession space, \$150.

AID, PREMIUMS: County aid, \$1,800; premiums paid, \$1,800.

ADMINISTRATION: President, George Hamilton; secretary, Jules A. Bourquin; superintendent of attractions, J. J. Lindsay.

LOUISIANA

Vernon Parish Fair Assn., Leesville

TOTAL ATTENDANCE: Front gate, approx. 10,000; paid admissions, approx. 3,700. Operated 3 days and 4 nights.

WEATHER: Good.

CARNIVAL: Mimic World Shows.

PLANT FACILITIES: Capacity of parking area, 500 cars.

RECEIPTS: Gate, \$925; carnival, \$400; commercial exhibits, \$100; other sources, \$1,145.

AID, PREMIUMS: State aid, \$1,000; premiums paid, \$1,100.

CHARGES: Commercial exhibit space indoors \$1 per front foot; farm machinery space 50 cents and \$1 per front foot.

STILL DATES: Carnival.
ADMINISTRATION: President, Lovett Wood; secretary, Floyd Jackson.

MAINE

Bangor State Fair, Bangor

TOTAL ATTENDANCE: Front gate, approx. 85,000; paid admissions, approx. 54,500. Operated 6 days and nights.

WEATHER: Good.

GRANDSTAND ATTRACTIONS: Revue booked thru George A. Hamid. Cost of grandstand show, \$11,000. Total paid grandstand attendance, afternoon, 16,940; night, 15,370.

CARNIVAL: World of Mirth Shows.

PLANT FACILITIES: Grandstand capacity, 3,500; bleachers capacity, 400; one-half mile race track; capacity of parking area, 650 cars.

RACING: 6 days of harness racing; 6 nights of fireworks.

RECEIPTS: Gate, \$36,665.75; grandstand, \$22,579.40.

PREMIUMS paid, \$4,200.

CHARGES: Concession space outdoors, \$12 per front foot; commercial exhibit space indoors, \$12 per foot; farm machinery space, \$10.

ADMINISTRATION: President, J. R. Clanchette; secretary, H. O. Pelley; superintendent of attractions, Duncan MacDonald; publicity director, Francis E. Croteau.

MICHIGAN

Alpena County Fair, Alpena

TOTAL ATTENDANCE: Not given. Operated 6 days and nights.

WEATHER: Good 5 days and 6 nights; rain 1 day.

GRANDSTAND ATTRACTIONS: Circus and vaudeville type acts booked thru Gus Sun Booking Agency; WLS Bara Dance. Cost of grandstand show, \$3,300.

CARNIVAL: W. G. Wade Shows.

PLANT FACILITIES: Grandstand capacity, 2,000; one-half mile race track.

RACING: 5 days of running races.

RECEIPTS: Parking, \$371; grandstand, \$4,072; carnival, \$4,000; concession space, \$843.

AID, PREMIUMS: State aid, \$570.66; premiums paid, \$1,216.65.

CHARGES: Concession space outdoors,

\$4 per front foot; farm machinery space, \$10.
STILL DATES: Picnics.

Milford Fair, Milford

TOTAL ATTENDANCE: Front gate, approx. 12,000; paid admissions, 7,936. Operated 4 days and nights.

WEATHER: Good.

GRANDSTAND ATTRACTIONS: Cherokee Hammon Rodeo booked thru Jack Raum. Cost of grandstand show, \$2,750. Total paid grandstand attendance, afternoon, 1,067; night, 3,017.

CARNIVAL: Majestic Greater Shows. PLANT FACILITIES: Grandstand capacity, 1,500; half-mile race track.

RACING: 4 days of rodeo.

RECEIPTS: Gate, \$1,984; grandstand, \$2,014.85; carnival, \$438.73; commercial exhibits, \$458; concession space, \$672.

AID, PREMIUMS: State aid, \$407; premiums paid, \$130.

CHARGES: Concession space outdoors, \$4 per front foot; commercial exhibit space indoors, \$2.50 per foot; farm machinery space, \$10 per lot.

STILL DATES: Auto races, motorcycle races, thrill show, horse show.

ADMINISTRATION: President, Floyd Willetts; secretary, Mel H. Moore; superintendent of attractions, Mel H. Moore; superintendent of concessions, William Knapp; superintendent of commercial exhibit space, Ray Puckett and Henry Van Gordon; superintendent of grounds, Clyde Shirlcliff; publicity director, Robert Rowe.

MINNESOTA

Anoka County Agricultural Society, Anoka

TOTAL ATTENDANCE: Front gate, approx. 8,000. Operated 3 days and nights.

WEATHER: Good.

GRANDSTAND ATTRACTIONS: Radio Station KSPJ talent; vaudeville and circus type acts.

CARNIVAL: W. C. Dobson Shows.

PLANT FACILITIES: Grandstand capacity, 1,000; bleachers capacity, 500; one-half mile race track.

RACING: 2 days of running races.

RECEIPTS: Gate, \$2,781.75; carnival, \$800; commercial exhibits, \$200; concession space, \$211.75; other sources, \$13.53.

AID, PREMIUMS: State aid, \$767; county aid, \$1,000; premiums paid, \$1,361.60.

CHARGES: Concession space outdoors, \$3 per front foot (approx.); farm machinery space, \$15 and \$25 per space.

ADMINISTRATION: President, J. W. Craig; secretary, C. A. Wickstrom; superintendent of attractions and publicity director, Maynard Speece; superintendent of concessions, Ed Marsander.

MISSOURI

S. E. Missouri District Fair, Cape Girardeau

TOTAL ATTENDANCE: Front gate, 24,919. Operated 5 days and nights.

WEATHER: Good 4 days and nights; rain 1 day and 1 night.

GRANDSTAND ATTRACTIONS: Circus and vaudeville type acts booked thru Fleckles-Voorhies Company. Cost of grandstand show, \$2,785. Total paid grandstand attendance, 7,913.

CARNIVAL: Wallace Bros.' Shows.

PLANT FACILITIES: Grandstand capacity, 2,000; bleachers capacity, 300; half-mile race track; capacity of parking area, 10 acres.

RACING: 4 days of harness and running races.

RECEIPTS: Gate, \$14,463.75; grandstand, \$5,037.97; carnival, \$3,328.95; commercial exhibits, \$2,254; concession space, \$3,168.50; other sources, \$6,456.46.

AID, PREMIUMS: State aid, \$1,757.25; other sources, \$100; premiums paid, \$5,465.21.

CHARGES: Concession space outdoors, \$3 per front foot; commercial exhibit

space indoors, \$4 per foot; farm machinery space, \$2.

STILL DATES: 4-H round-up, m'dget auto races, cattle show, rodeo, horse show, conservation shows, agricultural meetings.

ADMINISTRATION: President, A. E. Kies; secretary, H. W. Keller; superintendent of attractions, board of directors; superintendent of concessions and commercial exhibit space, M. Cuskaden; superintendent of grounds, Charles Schweer; publicity director, E. P. Lind.

NEW HAMPSHIRE

Plymouth Fair, Plymouth

TOTAL ATTENDANCE: Front gate, 73,478; paid admissions, 21,939. Operated 4 days and nights.

WEATHER: Good.

GRANDSTAND ATTRACTIONS: Revue booked thru Al Martin, Boston; Jimmie Lynch Death Dodgers. Cost of grandstand show, \$4,500. Total paid grandstand attendance, afternoon, 7,254; night, 5,173.

PLANT FACILITIES: Grandstand capacity, 1,360; bleachers capacity, 1,200; one-half mile race track; capacity of parking area, 2,000 cars.

RACING: 3 days of harness racing; 1 day of auto thrill show; 4 nights of fireworks.

RECEIPTS: Gate, \$19,943.07; grandstand, \$7,209.80; commercial exhibits, \$2,010; concession space, \$5,049.14; other sources, \$4,350.

AID, PREMIUMS: State aid, \$26,891.10; premiums paid, \$28,896.28.

CHARGES: Concession space outdoors, \$2.50 per front foot; commercial exhibit space indoors, \$3 per foot; farm machinery space, \$1 to \$1.50.

STILL DATES: Meetings; picnics.

ADMINISTRATION: President, Harry A. Merrill; secretary, W. J. Neal; superintendent of concessions, commercial exhibit space and grounds, Lester E. Mitchell.

OHIO

Clermont County Fair, Owensville

TOTAL ATTENDANCE: Front gate, 13,225; paid admissions, 16,577. Operated 3 days and 4 nights.

WEATHER: Good.

GRANDSTAND ATTRACTIONS: Racing; horse show; acts. Cost of grandstand show, \$1,875.

PLANT FACILITIES: Grandstand capacity, 2,500; one-half mile race track; capacity of parking area, 10 acres.

RACING: 3 days of harness racing; 1 day of auto thrill show.

RECEIPTS: Gate, \$7,612.10; grandstand, \$3,571.20; commercial exhibits, \$693; concession space, \$2,506.72.

AID, PREMIUMS: State aid, \$1,300; county aid, \$1,500; premiums paid, \$3,765.

CHARGES: Concession space outdoors, \$1 per front foot; commercial exhibit space indoors, \$1.50 per foot; farm machinery space, \$10.

ADMINISTRATION: President, F. W. Schobert; secretary, J. W. Evans; superintendent of concessions, William Brothers; superintendent of commercial exhibit space, George Ankermler.

OREGON

Union County Fair, La Grande

TOTAL ATTENDANCE: Front gate, approx. 4,000; paid admissions, approx. 4,000. Operated 3 days and nights.

WEATHER: Good.

GRANDSTAND ATTRACTIONS: Acts booked thru Monte Brooks. Cost of grandstand show, \$5,000.

PLANT FACILITIES: Bleachers, 3,000; one-quarter mile race track; capacity of parking area, 1,000 cars.

RACING: 2 days of rodeo; 1 day of fireworks.

RECEIPTS: Gate, \$4,000; carnival, \$1,000; commercial exhibits, \$60; concession space, \$90.

AID, PREMIUMS: State aid, \$9,000; premiums paid, \$2,500.

CHARGES: Concession space outdoors, \$1 per front foot; commercial exhibit

(Continued on page 107)



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SCINTILLATING AS THE STARS
MERRY CHRISTMAS
and a
HAPPY AND PROSPEROUS NEW YEAR

To the Committeemen and Fair Secretaries, also our Loyal Employees, Showmen and Concessionaires.
Thanks to all of you also for making our 1947 season so pleasant and successful.

FAIR AND CELEBRATION MANAGERS
We promise you a Bigger and Better
SILVER SLIPPER SHOWS for 1948. Be
sure and contact us before contracting
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SHOWMEN
We are desirous of booking several good Shows or Attractions for the entire 1948 season. Will finance any Reliable Showmen with worth-while ideas. Get with a winner and where you will get the best of treatment and a money-making route.

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Will book Stock Concessions of all kinds. Will give "Exclusives" on certain high-type Concessions.
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Will book any Rides not conflicting with our own. Our Ride territory.

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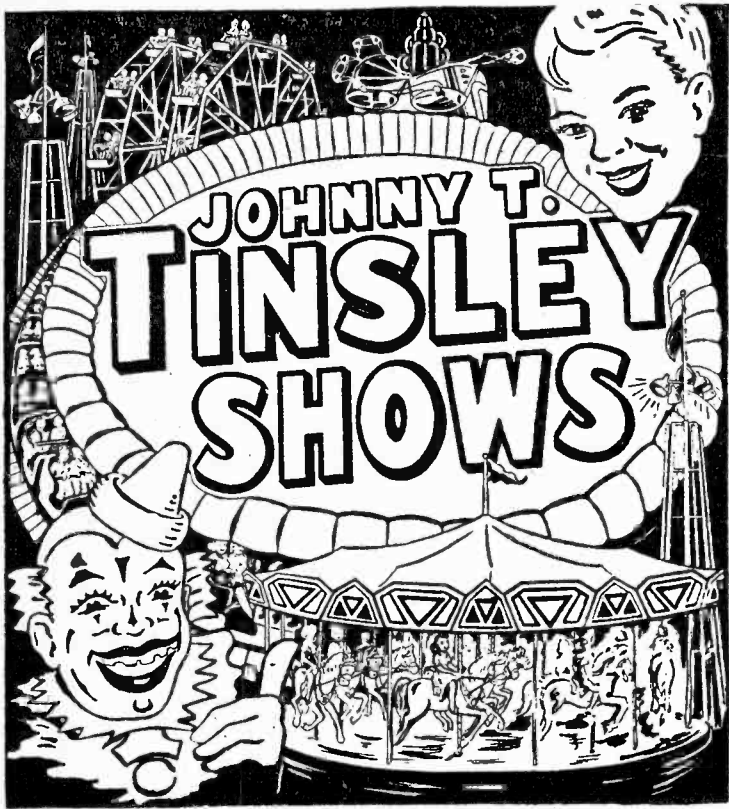
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Season's Greetings



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NOW BOOKING SHOWS, CONCESSIONS AND FREE ACTS FOR THE SEASON OF 1948

FOR AN OUTSTANDING ROUTE OF STILL DATES, FAIRS AND CELEBRATIONS

Hoosier Advance Ticket Sale Is a Huge Success

(Continued from page 66)

tickets being sold only at the gate on fair days. But experience has proven that it's usually wise to have ready a few thousand full price tickets for advance sale after the cut price admissions are sold out. Business concerns, for instance, may be latedly ask for a supply to give to customers or employees.

Fill Some Mail Orders

Chain stores and such organizations as the Indiana Farm Bureau are the chief distributing agencies in Indiana. Blocks of the tickets from as low as 10 to as high as 100,000 are sold. The small buyers may be any merchant, bank, newspaper, radio station, farm implement dealer, distributor or county agricultural agent. Individuals also will write in for tickets for themselves. In handling the requests, the practice is to wait until it is believed all the major distributors' requests are in, size them up with their previous year's allotment and ration accordingly, considering, of course, any new large requests. Some must be held on hand on the sale date to fill smaller requests and individual mail orders which must be handled in the rotation of their receipt.

With the extra heavy demands of 1946 and 1947, which naturally led to pressure methods to obtain tickets or more tickets, the rationing simply boiled down to a case of judgment—and to selling the whole supply as quickly as possible after the opening sale date.

Took Time To Build

Among other phases which must be emphasized is one that the system's success was not overnight. It was started 20 years ago and the first years were troublesome. In fact, it is probably the uncertainties and the difficulties of the first years which prevent other major fairs from eagerly adopting the same plan. Tho the advance tickets have always been sold in Indiana at reduced prices, it took years for the fair-going public to think enough of the bargain to buy and thereby create the sellout demand, which now is beyond all expectation.

In 1927 the plan was conceived because the board was reluctant to spend for rain insurance, yet feared to be without it. Experience had been costly—losses because of rain which somehow eluded provisions of the rain insurance policies. As an experiment, 50,000 tickets were printed at 40 cents, a 10-cent reduction, and were offered to merchants on a refund basis. About 18,000 were sold. The next year more than 30,000 were sold and later the advance sale reached 70,000 tickets in a paid attendance of 235,000. But there was still dissatisfaction because of refund details and the fact that rain still meant no guaranteed gate. Refunds were still being made after the State fair had passed.

Accent No Refunds

So in 1934 the board decided on a new sale system—no refunds and a new 25-cent half-price ticket. We felt we had to eliminate refunds and the lower price was a concession to that policy. The issue was 100,000 tickets and all were sold. The next year 25,000 more were offered and the increases continued as demand increased. But it was always policy to hold the number of advance tickets under the demand to what interest at sale time and to insure a sellout.

Experience with the sales thru the years has been a reversal of itself. First, it was a case of persuading outlets to take the tickets and it sometimes required two months to clear the supply from the board's offices. Now it's a case of defending our

reduction of requests from block buyers and of trying to convince late buyers that they're all gone when we tell them that a few days after the sale has started.

Rationing of the tickets isn't done only by the board. The distributors themselves often limit the number to individual buyers. The board holds no such rule on the distributors once it receives its check and hands over tickets. Its only rule prevents profit taking by distributors and no such cases ever have been reported.

Every year as the pressure for the tickets gets heavy, some one usually suggests printing more than the 250,000. But the board has always held to its originally fixed limit for a given year. It seems to be agreed that the \$62,500 now realized is enough insurance against bad weather and that the gamble with the weather can begin there.

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Greetings

TO COMMITTEEMEN, FAIR BOARD SECRETARIES, RIDE MEN AND CONCESSIONAIRES

Many thanks to my friends and new acquaintances for the past successful season. Wish you a Merry Xmas and Happy New Year. Visit me and my organization at the Deshler-Wallick Hotel, Columbus, O., in January. New Rides, New Ideas, New Promotions.

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Statistical Directory of Fairs

Received Too Late To Be Included in Cavalcade of Fairs

(Continued from page 105)

space indoors, \$2 per foot; farm machinery space, \$10.

STILL DATES: Cattle sales.

ADMINISTRATION: President, Ralph Comstock; secretary, Ray Baum; superintendent of attractions, David Baum.

OKLAHOMA

McCurtain County Free Fair, Idabel

TOTAL ATTENDANCE: Front gate, approx. 10,000. Fair operated three days and nights.

WEATHER: Good.

GRANDSTAND ATTRACTIONS: Horse show; fireworks; wild hog show; prize-winning animal show.

CARNIVAL: Omar's Greater Amusements.

PLANT FACILITIES: Grandstand capacity, 2,000.

RACING: 1 night of horse show and fireworks.

RECEIPTS: Carnival, \$250.

AID, PREMIUMS: County aid, \$750; personal contributions, \$556.75. Premiums paid, \$569.50.

STILL DATES: Rodeo.

ADMINISTRATION: President, R. F. Dugan; secretary, B. Cyphers; superintendent of attractions, Dwight S. Wolfinger; superintendent of concessions, Joe Griffith; publicity director, Guy Old.

TENNESSEE

Cheatham County Fair, Ashland City

TOTAL ATTENDANCE: Front gate, approx. 8,000; paid admissions, 4,761. Operated 3 days and nights.

WEATHER: Good.

GRANDSTAND ATTRACTIONS: Radio talent; band. Cost of grandstand show, \$200.

CARNIVAL: Page Bros.' Shows.

AID, PREMIUMS: State aid, \$159; other sources, \$850.

CHARGES: Concession space outdoors, \$1 per front foot; commercial exhibit space indoors, \$2 per foot; farm machinery space, \$1.

ADMINISTRATION: President, George Bepridge; secretary, Brantley Smith; superintendent of attractions, concessions, commercial exhibit space and grounds, John Borum.

VERMONT

Orleans County Fair, Barton

TOTAL ATTENDANCE: Not given. Operated 3 days and nights.

WEATHER: Good.

GRANDSTAND ATTRACTIONS: Acts booked thru Vaudeville Agency, Boston, Mass.

CARNIVAL: Pontealemal Shows.

PLANT FACILITIES: Grandstand capacity, 3,500; bleacher capacity, 200; one-half mile race track.

RACING: 3 days of harness racing; 1 night of fireworks.

CHARGES: Concession space outdoors, \$1.50 to \$3.50 per front foot; commercial exhibit space indoors, \$2.50 per foot.

ADMINISTRATION: President, Dave

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Gallup; superintendent of concessions and commercial exhibit space, G. E. Annis; publicity director, W. H. Gilpin.

WISCONSIN

La Crosse Inter-State Fair, La Crosse

TOTAL ATTENDANCE: Front gate, 41,601; paid admissions, 40,902. Operated 5 days and nights.

WEATHER: Good 4 days and nights; rain 1 day and night.

GRANDSTAND ATTRACTIONS: Rodeo booked thru Clem McLaughlin; motorcycle races, thru Frank Winkley. Cost of grandstand show, \$9,148.17. Total paid grandstand attendance, afternoon, 2,874; night, 11,482.

PLANT FACILITIES: Grandstand capacity, 3,850; one-half mile race track; capacity of parking area, 1,600 cars.

RACING: 3 days of harness racing; 1 day of motorcycle races; 4 days and 5 nights of rodeo; 5 nights of fireworks.

RECEIPTS: Gate, \$11,367.05; grandstand, \$7,780.20; carnival, \$6,658.76; commercial exhibit and concession space, \$5,635.50; other sources, \$4,970.34.

PREMIUMS paid, \$6,260.25.

CHARGES: Concession space outdoors, \$4 per front foot; commercial exhibit space indoors, \$50 per booth; farm machinery space, \$25 per exhibit.

STILL DATES: Shrine Circus; sportsmen's show; football games.

ADMINISTRATION: President, N. Nustad; secretary, Joseph W. Frisch; superintendent of concessions, Bert Wrinn; publicity director, Al Rice.

Tri-State Fair, Superior

TOTAL ATTENDANCE: Front gate, 55,073. Operated 7 days and nights.

WEATHER: Good 4 days and nights; rain 3 days and nights.

GRANDSTAND ATTRACTIONS: Revue booked thru Boyle Woolfolk. Total paid grandstand attendance, 9,308.

CARNIVAL: Royal American Shows.

RACING: 2 days of running races; 2 days of rodeo; 2 days of auto thrill show.

RECEIPTS: Gate, \$11,565.33; grandstand, \$5,901.21; carnival, \$10,362.85; commercial exhibits, \$4,415.

AID, PREMIUMS: State aid, \$4,461.20.

CHARGES: Concession space outdoors, \$7.50 per front foot.

ADMINISTRATION: President, W. L. Kimmes; secretary, Max H. Lavine; superintendent of concessions and commercial exhibit space, E. S. Hard; superintendent of grounds, Hugo Olson.

CANADA

ONTARIO

Lindsay Central Exhibition, Lindsay

TOTAL ATTENDANCE: Approx. 100,000. Operated 5 days and nights.

WEATHER: Good 4 days and nights.

GRANDSTAND ATTRACTIONS: Lucky Lott Thrill show; revue booked thru George Taggart. Cost of grandstand show, \$5,000.

CARNIVAL: Taggart Shows.

PLANT FACILITIES: Grandstand capacity, 3,500; bleachers capacity, 1,000; one-half mile race track; capacity of parking area, 2,000 cars.

RACING: 3 days of harness and running races; 1 day of auto thrill show.

RECEIPTS: Gate, \$16,038.77; grandstand, \$7,030.65; carnival, \$4,776.06; commercial exhibits, \$1,255; concession space, \$1,368; other sources, \$2,353.

PREMIUMS paid out, \$7,898.30.

CHARGES: Concession space outdoors, \$2 per front foot; commercial exhibit space indoors, \$3 to \$6 per foot; farm machinery space, \$3 per foot.

STILL DATES: Rodeo; motorcycle races.

ADMINISTRATION: President, C. K. Bottum; secretary, B. L. McLean; superintendent of concessions and commercial exhibit space, W. J. Hussey; superintendent of grounds, G. Allen; publicity director, R. Butler Lindin.



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SEASON'S GREETINGS

and

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TO OUR EMPLOYEES, SHOWMEN AND CONCESSIONAIRES WHO MADE OUR TOUR POSSIBLE.

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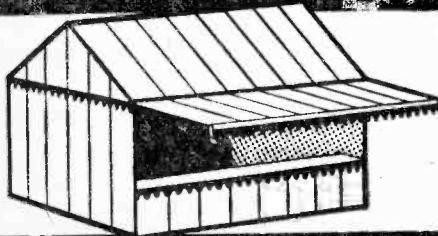
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100,000

\$25.00

10,000 \$ 8.50
20,000 10.25
50,000 15.75

Omar, Where Art Thou?—What's Become of the Arabian Tumblers?

(Continued from page 72) tamo, who first presented an Arabian troupe of tumblers in this country.

Prince Mouli Tops

It was from this troupe that Prince Mouli emerged as the king of all Arab tumblers. It was he who originated the famous Arab side somersault. When asked how he happened to perfect the trick, he replied: "I was doing a running forward, when suddenly I tripped over a baby camel." Thus, the side somersault.

Prince Mouli also originated many of the pyramids presented by various Arab troupes.

Few American acrobats who have participated with such troupes, or who had a part in pyramid building with other troupes know the significance of the names of various pyramids or their true meaning in translation.

For instance: "Teflaut," perhaps the most popular construction by American acrobats, is defined as "Gate." "Barg" — and the native boys roll that "r"—means Tower. "Kantra" is defined as "Bridge." "Teckle" is translated into "Seven Up," likewise "Saba." "Jidida" means "New Bridge."

In days gone by Arab troupes shared the spotlight with the featured teeterboard troupes. Today, if a teeterboard act builds a four high, it is feature material.

First Five-High

Perhaps only a few among us can remember the year 1907. I don't, because I wasn't around at the time. However, at the old New York City Hippodrome in the show, *Around the World*, the Hassan Ben Ali troupe built a formidable five-high. It was a human totem pole pyramid, and not supported by a base of brawny bottom men. The feat was spectacular, so I'm informed by Behee, Hassan.

It was supported by one muscular giant named Big Abdullah. He was widely known by all Arabs of that era. The topmouter, as you acrobats have probably guessed, was lowered to the stage by a rope and pulley. How else!

21 Men in Pyramid

So far as sky-high pyramids are concerned, only one troupe ever built a higher one. Attempted and completed by Amentag's Mogador troupe, it was a six-man high pyramid!

The Mogador troupe performed the difficult task, but only with the aid of six understanders. Then there were five . . . then four, three, two, and at last, on the very top, one sky-high, nervous topmouter who wanted to get up in the world. Twenty-one men building a pyramid a bit over 30 feet in height. Isn't that about the tops!

If Omar Khayyam were here today and writing a modern version of his famous Rubaiyat, no doubt he would fold into his quatrains the plight of the present-day Arab troupes.

13 Carry On

For no longer do we view the reckless yet precision tumbling which these ground-burners once exhibited down the hippodrome tracks. They were spectacular in their colorful costumes as they pin-wheeled, somersaulted from blues to blues, and oft times, around the complete circle, chanting and adding vociferous zest to their sensational routines.

The remaining 13, most of them old-timers, are still carrying on. But their hair is greying now, and the vim and vigor of old is on the wane. Gone is their heart and spirit, their incentive of days gone by.

Down deep inside of each burns a

fervent desire to import, once again, great tumblers from Morocco, and to again build their pyramids to the sky, regaining the prominence which once was theirs.

And if their secret aspirations are not to be realized, they would as soon fold their tents, like their kinsmen of old, and as silently steal away!

YOUR CANVAS NEEDS FOR 1948

SHOULD BE NUMBER ONE ON YOUR LIST

Clyde Beatty Circus, Kelley-Miller Circus have their orders in now. We suggest that now is the time to place yours. Prompt delivery any type tents to order. Bright flameproofed. Royal Blue, Forest Green, Olive Green, White, Blue & Khaki Dyed Hoopers Flameproofing Compound.

Write Today.

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Chicago's Big Tent House Since 1870

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NEW WATERPROOF FLAMEPROOF

Following finished sizes, complete with Grommets. Made of double filled duck or twill.
6'x100' . . . \$54.66 8'x100' . . . \$80.00
7'x100' . . . 63.04 10'x100' . . . 88.48
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25% Deposit—Balance C. O. D.

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TENTS

Special sizes and shapes made to your order within 5 days. Any color combinations, fireproofed and waterproofed.

MANY SIZES IN STOCK

For Immediate Delivery

30x100 ft. fireproofed

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Change Aprons — Bally Cloth

A small deposit will reserve goods and give you benefit of winter special price.

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120 BOULEVARD OF THE ALLIES—PITTSBURGH 22, PA.

TENTS TO FIT YOUR NEEDS

Made to your specifications in fire, water and mildew resistant duck, twill or drill. We guarantee your satisfaction. Samples and estimates by return mail.

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Saginaw, Mich.

"LARGE OR SMALL, WE DO THEM ALL"

TENTS — SIDEWALL

New and Slightly Used for rent and for sale. Quick Delivery.

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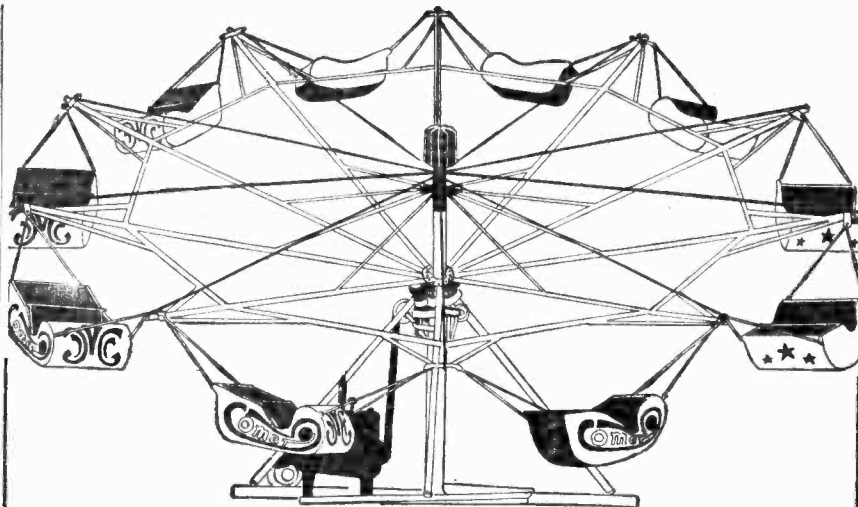
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Order Now for 1948 Season
Mallets and Rubbers
COLONIAL HEIGHTS STRIKER CO.
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Two Military Band Organs, \$350.00 each; one Electric Wurlitzer Piano, suitable for Arcade, \$100.00; also 20 Rolls Paper Music for Tangley Calliope, \$15.00 per roll.
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MANCHESTER, VERMONT

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E. S. (TED) WEBB
For Our 14th Successful Season
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WANT TO LEASE
#5 ELI WHEEL and CHAIR-O-PLANE
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Portable Electric Megaphone
AMPLIFIES VOICE
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THE VOICE MAGNIFIED 2500 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.

NEW \$59.50

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PRICED AT ONLY \$1,500.00 F. O. B. FACTORY
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CARNIVAL AGENT WANTED
ONE WHO CAN MAKE CONTACTS, HANDLE PRESS PUBLICITY AND LAY OUT LOT
LONG PLEASANT SEASON 1948
WRITE BOX CH-112, BILLBOARD, ASHLAND BLDG., CHICAGO
WILL INTERVIEW AT S. L. A. CONVENTION, CHICAGO, DECEMBER 1 TO 4

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Unlimited Capacity — Repeater — Thriller
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2000-Watt Generating Set

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PERFORMANCE-PROVED to meet your requirements. Capacities, 350 to 35,000 watts. Compact, single-unit design, sturdy construction. Give unflinching service even under continuous, heavy-duty operation. A.C. and D.C. types, remote and automatic start. Send coupon for FREE literature today!

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A name worth remembering

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Please send free literature on Fairbanks-Morse Generating Sets.

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We have a complete and MODERN up-to-the-minute line of BEAUTIFUL, MULTI-COLORED LETTERHEADS, ENVELOPES, PRESS BOOKS, PASSES, CONTRACTS, ETC. Also WE OFFER YOU SPECIAL DESIGNED PAPER AND STATIONERY IN AN ARRAY OF COLOR.
Send YOUR IDEAS AND COPY FOR FREE ARTIST'S SKETCHES AND QUOTATIONS
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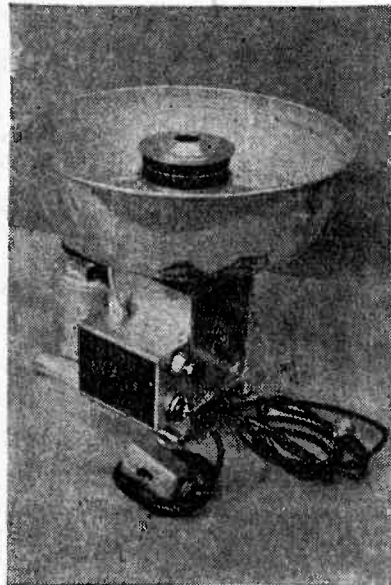
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**MAKE \$100.00 A DAY
ON CANDY FLOSS**



This is the SUPER WIZARD you hear so much about. The most profitable money-maker of all times.

ELECTRIC CANDY FLOSS MACHINE CO.
202 Twelfth Ave., So., Nashville, Tenn.

AUTO SKOOTER

For Sale—10 Lusse Bros. 1941 Model Skooter Cars, all in good running condition; 40"x80" Portable Building, neon all around, very reasonable, \$8750.00. 1 Kiddie Mangels Roto Whip, 6 months old, \$1500.00. 3 brand new Electro Freeze Continuous Run Frozen Custard Machine, brand new, still in original crates, reasonable. **SAMUEL D. LIPMAN**, Flag Park, P. O. Box 596, Jacksonville Beach, Fla.

**Nation's Chief Execs, First
Ladies Go Big for Big One**

(Continued from page 71)

of the "spec" and the clowns. Incidentally, his one-time Happy Warrior and former governor of New York, Al Smith, attended many times and once said: "Humph, I get beat 5,000,000 votes and then John Ringling invites me to see 50 elephants, everyone of them a Republican, I'll bet."

Brought Her Knitting

Eleanor Roosevelt brought her knitting to the circus but she brought also a personality and a charm which thrilled those who met her and she brought often a group of children to enjoy the Big Show with her.

We shall never forget the time we had arranged that Dolly Gann, sister of Vice-President Curtis, should occupy the seat next to Alice Roosevelt Longworth. It was at the height of their feud over precedence whether at circuses, dinners or State occasions and with Evelyn Walsh McLean also seated in the same row and eager always to aid in a press agent stunt, we had notified photographers to be present in large numbers that we might send out over the nation the words, "Alice and Dolly declare truce at the circus."

John Nixed Publicity Pix

The photographers were all there, society editors were ready with pencils almost poised in mid-air when John Ringling appeared and in horrified tones said: "Oh, no, don't do

that, it will offend Mrs. Longworth and Mrs. Gann and I am afraid that the publicity, while it would be almost international, would be undignified."

And so we sadly called off the camera men and still more sadly, silently wept as we thought of how many editors had thus missed a great picture. Later, many years later, we told Alice Longworth what the idea had been and she roared with laughter and said: "Oh, I wish Mr. John had asked me. I would have loved it and Dolly Gann would have loved it also, for she never dodged a camera and I am sure it would have pleased you, so all of us would have been happy." We have always believed it was the only time Mr. John ever missed a chance for great showmanship and greater publicity.

Truman Gets Big Bang

Today in Washington, we have another man and woman who are circus fans. Harry and Bess Truman have attended the Big Show in Kansas City many times and we feel sure they will do so in Washington when it again comes there. Harry Truman is again the Harding type, munching peanuts, thoroly at home and thoroly enjoying himself at the show. In fact, it would not at all surprise us if he even might consent to ride in the grand entry of the spec, if he were asked to do so. He's that sort of a human, a likable, lovable American.

Washington supplies the circus with more gilt and gold braid than all the other cities combined. One day there, one of the circus officials said, "I'm bringing a celebrity here tonight and perhaps you would like to photograph him. He is Rear Admiral Blank—"

Top Level of Celebrities

And the reply of Mister John was, as he puffed at his long cigar, "A rear admiral, eh? Listen, Doctor, in Keokuk or even in St. Joe, he might be a celebrity, even something out of the ordinary. Here he probably is 39th or so on the list of precedence, and after we have had the president, the vice-president, the cabinet officers, the senators and the ambassadors and a few admirals and generals photographed, tell your rear admiral we'll put him in Section G and he can watch the show with no fear of being disturbed by flashlights near him. But—and remember this—if you can dig up a man who isn't an official here, we'll have that fellow put on the front of the program next year."

Washington had its great group of circus fans, one of the liveliest and most entertaining chapters of this organization anywhere to be found, and our favored individual was always Marshall King, a true Virginian, which, of itself, would spell a gentleman who came over from nearby Alexandria to entertain circus officials at the Racquet Club and to be in turn entertained at the cookhouse on the lot.

Capital of the amusement world, as the huge dome of the nation's capitol is capital of the world about it, the Big Top proudly, each spring, raises its head on Washington, fresh from the winter quarters at Sarasota, and the Ringling boys must look down with considerable pride upon the result of their planning back in Clarinda, Ia., many years ago.

**Alamo Expo Gross Down;
Winters in San Antonio**

STEPHENVILLE, Tex., Nov. 22.—Alamo Exposition Shows closed their season here November 15 with a gross slightly less than last year, according to Owner-Manager Jack Ruback. Shows moved immediately to winter quarters in San Antonio.

Ruback reports that business was poor the last three weeks of the season because of unseasonal weather. He said plans call for a spring opening in March with the addition of several new rides and shows.

John Francis Adds Rides

ST. LOUIS, Nov. 22.—John Francis, owner-manager of the shows bearing his name, announced this week that he will use at least 10 rides in 1948, including a Fly-o-Plane purchased last week from Dutch Wilson in Hot Springs. Francis has three other rides to be delivered including a new Merry-Go-Round.

Work in winter quarters is progressing under the direction of Crawford Francis and Les Henderson.

FOR SALE

Fly-o-Plane, 16-Car Octopus, with transportation, 30-ft. Trailers and K7 Internationals, tractors. Rides and Trucks in first-class condition. Will be at Hotel Sherman, Chicago, Nov. 29 to Dec. 3. Contact

**J. LEE CUDDY
or D. WADE**

World of Pleasure Shows

NOW BOOKING FOR 1948 SEASON
RIDES—CONCESSIONS—SHOWS
Opening in APRIL—Vicinity of DETROIT

JOHN QUINN Temple 3550 Cass Ave.
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FOR SALE—CATERPILLAR

24-Car, new Tunnel and in good condition. Want to buy Portable Scooter Building 40x80 or larger, with or without cars. Want to buy used Merry-Go-Round Horses, must be jumpers and in good condition. Contact **F. A. GRIFFEN** at Sherman Hotel during Showman's Convention.
GRIFFEN AMUSEMENT COMPANY
JACKSONVILLE BEACH, FLORIDA

FOR SALE

Heavy Duty 2-Wheel Trailer, all welded steel sides, 4'6" high, 10'6" long, 5'6" wide, heavy wood floor, end gate makes runway, faced taraulin cover, 750x16 8-ply truck tires, will haul 4,000 lbs. Stored in Chicago, bargain at \$450.00. PHOTO TRAILER, 18', side opens for canopy, 2 sizes machines. All first-class equipment, and complete. The only one of its kind. Stored in Baton Rouge, La. Real bargain if you want something nice for \$650.00. (Charles Saunders, do you want this?) Write

FLOYD KILE
P. O. Box #85, Baton Rouge, La.

SECOND-HAND SHOW PROPERTY FOR SALE

\$10.00 Wax Head Russell Clark, of Dillinger Gang.
\$20.00 Head African Prince, wealthiest man Bombay.
\$75.00 Wax Head Tractor (new old). Glass case.
\$12.50 Wax Head Princess Margaret Rose, GI. case.
\$12.50 Torture Foot & Hand with bullet holes. Case.

WEIL'S CURIOSITY SHOP
20 So. 2nd St. Philadelphia 6, Pa.

WANTED

PAIR OF GUESS-U-WEIGHT
SCALES

J. W. JERNIGAN
Box 5104, College Station, Raleigh, N. C.

DENNIS BROS.' SHOW

Have for sale one 8-Car Kiddie Ride, all cars new first of July this year, new 1/2-horse motor, price \$425.00; one Merry Mix-Up with Model A motor, ready to go, price \$600.00; one transformer on trailer, hot wagon, ready to go, \$250.00; also 4 few trucks. All replies to

F. B. DENNIS
MOUNTAIN VIEW, OKLA.

FOR SALE

Little Beauty Merry-Go-Round, 32-ft. Two-Abreast, in first-class condition, with transportation, consisting of 38 Chevrolet Tractor (new motor) and 28-ft. Semi Trailer in good shape. All above for quick sale, \$5,200.00 cash. All replies to

PETE JOSEPH
c/o Barney Tassell Shows, Kissimmee, Fla.

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1 ROLL \$1.00
5 ROLLS @ 75c
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WELDON, WILLIAMS & LICK
FORT SMITH, ARKANSAS

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LADIES' AUXILIARY OF THE P. C. S. A.
ANNOUNCE THE PURCHASE OF THEIR \$105,000 NEW BUILDING AND CLUBROOMS
LOS ANGELES, CALIFORNIA
NEW MEMBERS ACCEPTED FOR P. C. S. A. NOW UNTIL DEC. 31.
—INITIATION AND DUES FULLY PAID CARD FOR 1948 \$20.00
RE-INSTATEMENT FOR DELINQUENT MEMBERS. 15.00
SEND FOR APPLICATION BLANK. YEARLY DUES. 10.00
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DATES — CARDS — HERALDS
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BLUE RIBBON SHOWS
Will Sell or Lease or Place Rides
on permanent location, or will consider capable Showmen on salary or per cent, who are not afraid of work. Also can place Show in profitable territory. Man that has good Fair and Still Date connections preferred. Can use above title or change title. Show consists of seven major and two Kiddie Rides, seven almost new Green Show Tops, 5 Light Towers, transformers and light plant and good truck transportation. Reply to 1284 Hart Road, Columbus, Ohio, 'till Nov. 27; Sherman Hotel, Chicago, 'till Dec. 6; after that to 2031 N. W. 33rd St., Miami, Fla.
L. ED ROTH

TICKETS PRINTED TO YOUR ORDER **100,000—\$24.70**
ROLL — FOLDED — CASH WITH ORDER — SAVE
Minimum Order Each Wording, Price or Color 10,000 Tickets
DALY TICKET CO. COLLINSVILLE, ILL.
10,000 \$8.50
Each Additional 10,00090
Sizing Order30
Price Change30
Color Change60

RIDES FOR SALE

Smith & Smith Chair-o-Plane, practically new, 22' tower, with new dome. Allan Hershell Deluxe Ten-Car Kiddie Auto Ride, perfect condition. Also twenty-five hundred feet Ground Cable, new this year, with Switch Boxes, Banner Lines and Ticket Boxes for three Shows; two practically new, complete P.A. Systems. Equipment sold only as unit, \$3500.00 cash, no less. This is not junk. Also Photo Studio, Full and Strin Cameras, \$200.00 complete. **EDDIE L. WHEELER**, Route #2, Rome, Georgia.

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WE HAVE A LARGE STOCK ALWAYS ON HAND OF THE FOLLOWING:

ADD-A-BALL Games
ADDEM-UP Dart Boards
HUCKLEY BUCK Keg Sets
CHUCK CAGES—large size
WHEELS numbered on one side—24"

OATS for Cat Racks—we also build shelves for same
WOODEN BOTTLES—heavy lip tops—saves breakage on the head
ALUMINUM BOTTLES—heavy cast
3-LEGGED BOTTLE STANDS

WE MANUFACTURE THE FOLLOWING RING GAMES:

HEART-SHAPED HEARTS for 6" Rings
WATCH-LA BLOCKS with watch cutout for 6" Ring
PITCH-TILL-YOU-WIN BLOCK with Intermediate for 6" Ring

BEAR BLOCK for 4" Ring
Our Regular HOOP-LA BOXES in sets of 30—3 sizes for 7" Ring
Most of these blocks are made of Hard White Maple

NEW—Our Lamp Hoop-La. This is a block solid. Masonite on top and bottom. This outfit will come with 24 tall blocks 3 1/2" high, 24 1 3/4" solid blocks, also Masonite. See This at the Convention.

NEW—Addem-Up Dice Table. Complete with numerated dice table chart and dice cup.

We also manufacture all sizes charts Over-and-Under lay downs, Beat-the-Dealer laydowns and a special chart to your order.

Pea Pool Outfits Complete.

Corks for Cork Guns—Figures to hold coins for cork galleries.

Daisy Cork Guns—Pump Action—\$25.
Hoops for all size ring games and numerous items which are all tested and proven money-getters.

We will be in Rooms 219-221 during the convention and hope to see you. Be sure to get one of our souvenirs.

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"Home of the World's Finest Zoo"



**SUNSHINE
1948 MODEL
CHOO CHOO
ELECTRIC TRAIN**

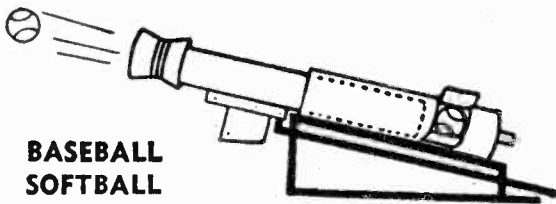
NEW, IMPROVED — BIGGER AND BETTER

An old-fashioned train with smoke stack, bell and steam dome. Built by a carnival owner for years of hard service. Has record of 800 passengers in 3 hours and 20 minutes at 20¢. Sets up in 35-foot circle in one hour. Can be operated by one man or woman from ticket box. THIS IS ONE OF THE BIGGEST MONEY MAKERS ON THE MARKET FOR INVESTMENT AND LABOR REQUIRED TO OPERATE.

Three-Car 18-Passenger, \$1500.00. Four-Car 24-Passenger, \$1625.00. Five-Car 30-Passenger, \$1750.00. F. O. B. Tampa, Fla. Fast truck delivery and set up for 15 cents per mile one way. Send one dollar for large photograph and complete description.



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Member Tampa Chamber of Commerce



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SOFTBALL**

Baseball Batting Game popular with Air Pitching Machine. Shoots ball with bang, fast, slow, high, low, 40 feet or 400 feet, curves. Games at Redondo Beach, California, Gayway, most popular spot; Whitney Bros. Playland, San Francisco, same. The bang from gun attracts crowd—called by showmen natural—needs no ballyhoo. No wheels, conveyors or complicated mechanism; controlled by lever, safe. Needed to build court is little lumber, link chain wire fence, canvas for backstop, air compressor (which can be rented). Instructions furnished. Each machine, \$750.00. Andy Moe, inventor, offers twenty machines, special terms to introduce. With order and deposit \$195.00 we will ship within 90 days one baseball or softball machine, balance payable 10% of gross receipts, balance end of 1948 season. If not satisfied return machine. The first and tenth order received free from any further payment. Mail your order and deposit; postmark, date and time determine winners, announced in Billboard.

MOE & MOE, 125 So. Elena Avenue, Redondo Beach, Calif.

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We Offer: 10 cases, 40 gallons, Phillip's Real California Orange Juice, not carbonated, \$2.25 per gal. . . . \$ 80.00
1 \$32.50 five gallon, beautiful, all aluminum lifetime dispenser 10.00

← COST TO YOU \$100.00
Your Return: 240 gallons or finish drink, 3840 8-oz. glasses at 10 cents per glass equals \$384.00
(Mix one gallon of Real California Orange Juice with five gallons of water)

COST TO YOU \$100.00
YOUR PROFIT \$284.00

Write or Wire now for free sample: PHILLIP'S ORANGE COMPANY
Manufacturers since 1921, 1243 West Third, Cleveland, Ohio.

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With 1948 Streamlined Cars

EIGHT CAR PORTABLE RIDE STATIONARY & ELEVATED PARK RIDE NEW JET KIDDIE RIDE

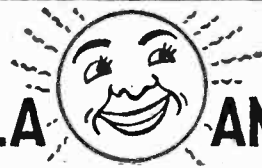
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AMERICA'S FINEST MIDWAY

OUR 4TH ANNUAL TOUR

THE SHOW THAT

32 WEEKS OF CHOICE FAIRS—CELEBRATIONS

— BROKE ALL RECORDS IN '47 —
WATCH US ROLL ★ ★ ★ BIGGER AND BETTER IN '48! ★ ★ ★ ANNOUNCEMENT !

THE LARGEST SPRING DATE IN HISTORY OF SHOW BUSINESS IN THE CITY OF COLUMBIA, S. C.

★ **OPTIMIST ANNUAL SPRING FESTIVAL** ★

SPONSORED BY

INTERNATIONAL OPTIMIST ORGANIZATION

The GOVERNOR, SENATORS, CONGRESSMEN of State of South Carolina, and the MAYOR of Columbia, S. C., will all participate in this great event. Watch The Billboard for announcement of date and further particulars.

ALL CONCESSIONS OPEN FOR "OPTIMIST FESTIVAL"

BOOK EARLY — LIMITED SPACE

WANT ★ ★ ★ 1948 SEASON ★ ★ ★ WANT

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ALL NEW FRONTS AND CANVAS

RIDES: Will book or buy Tilt, Flying Scooter.

RIDE OWNERS: Can use 5 more Rides for "Optimist Spring Date" at Columbia, S. C.

WANT: A-1 Electrician, First and Second Men on all Rides, Semi Drivers preferred; reliable and sober Lot Man and Bill Poster, Talkers for Grind Shows, Concession Manager who knows his business. All write or wire

F. H. CARAVELLA, Manager Phone 26251 MEADVILLE, PA.

FOR FROZEN CUSTARD MACHINES — Plus

EZE WAY SCORES ANOTHER FIRST

SEE THE NEW EZE WAY TWIN AT THE CONVENTION

Two freezing chambers—but only one compressor. Either freezer can run separately at any speed from slow to maximum—or both together at controlled output.

We will also introduce at the convention the EZE WAY "PROFIT MAKER" FRUIT and NUT INJECTOR . . . an attachment that enables you to run Pecan Crunch, Chocolate Chip and a host of similar trade builders.

In addition, all models are now available with "CAPACITROL" . . . the feature that allows you to run your machine at any capacity from 0 to maximum. Remember, it is the running machine that sells the product. With "CAPACITROL" you can run all day to a small play.

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Royal Crown Big At St. Pete; To Barn in Largo

LARGO, Fla., Nov. 22.—Eddie L. Young's Royal Crown Shows, which wound up a sock 42-week tour with a successful engagement at St. Petersburg, Fla., November 15, moved into winter quarters here this week. With beautiful weather and a good location at Vinoy Park, show chalked up a decided win at St. Petersburg, where the final Saturday gave org its largest single day's gross of any still date of the season, Mrs. Dollv Young, business manager, said. Aided by special tickets, which were distributed to schools, the midway was packed from noon until 5 p.m., with children from all over Pinellas County turning out. Rides reported capacity business.

Among visitors were Carl J. Sedlmayr Jr., who spent several hours with Manager Young; Bob Parker, who was en route to Miami, and Mr. and Mrs. C. L. Lunsford and their daughter, Wanda. Lunsford, president-secretary of the Dothan (Ala.) Fair, signed the shows to provide the midway at the 1948 annual.

Dolly Young spent most of the week in her hotel room battling an attack of bronchial influenza. In addition to the Youngs, staff at closing included E. H. Smith, secretary; Carl Hansen, auditor; D. P. Weber, scenic painter; Frank Lambert, builder; Bob Fisher, assistant manager; Ed Bryan, ride superintendent; L. R. Ellis, Diesel plants, and W. D. Jones, mail man and night watchman.

The Youngs plan to leave here November 30 for Chicago and the outdoor meetings, where Bob Fisher and Mary Elizabeth Sparks, daughter of Mr. and Mrs. Jessie Sparks, will be their guests. After storing their bingo stand here, Mr. and Mrs. Bud Davis left for Chicago.

Mr. and Mrs. Harry Vaughn went to their home in Tampa for the winter, while Jimmy Ciesla left for a visit with his family in Buffalo. Bob Bloom, along with a number of other concessionaires, left for Hot Springs. E. H. Smith will winter at his home in Jacksonville, Fla., and Mr. and Mrs. Fred Bancroft are at Sulphur Springs, Fla.

Work in quarters is slated to get under way December 8, and Manager Young is currently mulling plans to feature an Hawaiian Show in 1948.

M. A. Srader Shows

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Carnival Routes

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(Routes are for current week when no dates are given. In some instances possibly mailing points are listed.)

- American Eagle: Bentonla, Miss.
- Bell & Vinson: Raymondville, Tex.
- B. & H.: Eutawville, S. C.
- Blue & White: Shepherd, Tex.
- Bohn & Sons United: Durant, Miss.
- Dixieland: Coolidge, Ga.
- Fretz Continental: Salters Depot, S. C.
- Georgia Am. Co.: Union Point, Ga.; Sandersville Dec. 1-6.
- Harrison Greater: Charleston, S. C.
- Haywood: Highland, Tex., 24-30.
- Henson, J. L.: Maringouin, La.; New Roads Dec. 2-7.
- Hottle, Buif: Covington, La.
- Magic Empire: Meridian, Miss.
- Majestic Greater: Palatka, Fla.
- Midwestern Expo.: Lake Charles, La.
- Mighty Monarch: Opa Locka, Fla.
- Mighty Van Dyke: Fort Myers, Fla.
- Palmetto Expo.: Springfield, S. C.; Norway Dec. 1-6.
- Peach State: Chauncey, Ga.
- P. & P. Am. Co.: Chilton, Tex.
- Royal Amusement: Cobtown, Ga.
- Rupe's Midway for Fun: Edcouch, Tex.
- Silver Fleet: Arkadelphia, Ark.
- Silver States: Jonesboro, La.; Opelousas Dec. 1-6.
- Smith Am. Co.: Hearne, Tex.
- Southern States: Wildwood, Fla.
- Sunshine: Tampa, Fla., 24-Dec. 6.
- Tassell, Barney: Kissimmee, Fla.
- United Expo.: Lamarque, Tex.
- Victory Expo.: Harlingen, Tex.
- Wonder City: Mobile, Ala., 24-Dec. 7.

Circus Routes

Send to
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- Davenport, Orrin: Wichita, Kan., Dec. 1-6.
- Gould, Jay: Ottawa, Ill., 28; Lincoln 29; Chillicothe Dec. 1; Streator 2; Geneseo 3; Bloomington 4; Bushnell 5; Rushville 6.
- King Bros.: Apalachicola, Fla., 25; Port St. Joe 26; Blountstown 27; Quincy 28; Perry 29; Gainesville Dec. 1.
- Polack Bros. (Eastern): (Armory) Poughkeepsie, N. Y., 27-29.
- Polack Bros. (Western): (Armory) Peoria, Ill., 24-27; (Auditorium) Davenport, Ia., 29-Dec. 5.

Misc. Routes

Send to
2160 Patterson St., Cincinnati 22, O.

- Bradley & Benson's Hillbilly Jamboree: Stanley, N. D., 26; Dickinson 27; Hebron 28; Beach 29.
- Henie, Sonja, Hollywood Ice Revue (Coliseum) Indianapolis, Ind., 24-29.
- Holiday on Ice (Coliseum) Des Moines, Ia., 25-Dec. 2.
- Ice Follies of 1948 (Madison Square Garden) New York 24-30.
- Laughton's Esquire Vanities (Imperial) Greensboro, N. C., 26; (State) Greenville 27; (Park) Waynesville 28; (Tennessee) Johnson City, Tenn., 29.
- Miller's, Irvin C., Brown-Skin Models (Palace) Memphis, Tenn., 24-29; (Dreamland Aud.) Little Rock, Ark., 30; (Sky Club) Oklahoma City, Okla., Dec. 4-7.
- Plunkett's Stage Show: Gatesville, Tex., 24-26; Killen 27-29.
- Skating Vanities (Coliseum) Houston, Tex., 25-30; (Auditorium) Oklahoma City, Okla., Dec. 2-7.

Booth Heads Chi Show Folks

CHICAGO, Nov. 22.—Wade Booth was unanimously elected president of the Show Folks of America for 1948 at club's annual election of officers in the Hotel Sherman here Tuesday night (18), Jess Harlow said today.

Bligh Dodds To Preside at NSA Dinner Nov. 26

NEW YORK, Nov. 22.—Bligh A. Dodds, director of New York State Fair, will be the toastmaster at the 10th annual banquet of the National Showmen's Association (NSA) in the grand ballroom of the Commodore Hotel Thanksgiving Eve (26), it was announced by Ralph Endy, chairman of the banquet committee, and Fred C. Murray, chairman of the dais committee. Besides heading the State fair, Dodds operates Gouverneur (N. Y.) Fair and is president of the New York State Association of Agricultural Fair Societies.

Henry Guenther, Olympic Park, Irvington, N. J., and Paul Huedepohl, executive secretary, will represent the National Association of Amusement Parks, Pools and Beaches; Al Wagner, Michigan Showmen's Association; Bob K. Parker, Miami Showmen's Association; Clarence Derwent, president, Actors' Equity Association; Allan Corelli, executive secretary, Theater Authority; Paul Moss, managing director, City Center; Matt Shelvey, national director, American Guild of Variety Artists; Max Cohen, secretary, American Carnivals Association; Rabbi Birstein, Actors' Temple; Rev. Allen Claxton, pastor, Broadway Temple; Arthur W. Wallander, New York police commissioner; Roger S. Littleford, co-publisher, *The Billboard*; Leonard Traube, year book editor, NSA, and Johnny J. Kline, *Greater Show World*.

Also Ralph Endy, chairman, banquet committee; George A. Hamid, president emeritus; David B. Endy, president; James E. Strates, first vice-president; Joseph McKee, second vice-president; Jack Perry, third vice-president; Harry Rosen, treasurer; Ralph Decker, assistant treasurer; Ross Manning, secretary; Fred C. Murray, chaplain; Dr. Jacob Cohen, physician, and Max Hoffman, counsel.

Walter K. Sibley, executive secretary, anticipates a capacity crowd of about 1,000. The year book, which got off to a slow start, spurted ahead during the week, and gross receipts are likely to reach \$10,000.

Cold Weather Sends Crandells to Barn; Tour Was a Red One

INDIANOLA, Miss., Nov. 22.—With extreme cold weather forcing closing at Crandell's Midway DeLuxe in Isola, Miss., November 8, unit, under direction of Leroy C., and Richard W. Crandell, rambled into winter quarters here this week. Weather forced cancellation of show's contracted stand at Louise, Miss., the following week, the Crandells report. They added that the season was a successful one despite the fact that the final two engagements were lost.

Leroy Crandell said that present plans call for the shows to reopen early in February, 1948, with a new Ferris Wheel, new rolling stock and a Diesel electric plant recently purchased from Lewis Diesel Engineering Company. A new top also has been procured for the Cotton Blossom Minstrels.

When the shows closed the Crandells left for Toledo; Mr. and Mrs. Harry Bartlett went to Chicago; Robert Kobacker to Centralia, Ill.; Cecil and Wayne Chipman to Tampa, and Mr. and Mrs. Guy Henry and daughter, Jessie, to El Centro, Calif.

Mr. and Mrs. Pete Lindlay left for Chidester, Ark.; while Sam Evans and family headed for New Orleans. Bethel Asberry and Charles Brindlay went to Red Boiling Springs, Tenn.,

Under the Marquee

(Continued from page 73) scheduled in the New Haven, Conn., Arena, and also for the magic show, *Houdini Lives Again*, coming to the Klein Memorial, Bridgeport.

Ever notice that when a manager has nothing else to say to his agent he warns against speaking too freely about his route?

Joe Haworth Sr., legal adjuster of Cole Bros., who has been in a hospital, has returned to his home in Wilkesboro, N. C., and expects to be able to walk, unaided, in a few days.

Hi-Brown Bobby Burns, banner squarer of the Ringlose-Barnum show, following the close of his season, hopped to Cincinnati for a several days' sojourn. In a call at *The Billboard's* new plant, November 17, he advised that after attending the outdoor showmen's convention in Chicago he would go to Daytona Beach, Fla., for the winter.

Slivers Johnson reports that after completing a successful fair season, he vacationed at his home in Fox Lake, Wis., before playing the Fort Worth Shrine Circus and then heading for Honolulu for eight weeks. Johnson says he will return from Honolulu in time to open with the Hamid-Morton Circus in Memphis, February 14.

When an 85-year-old Indianan admitted that he never had a desire to travel with a circus during his youth, a wisecrack cracked, "It's a cinch you are not from Peru."

Capital City Back In Nashville Barn After Good Season

NASHVILLE, Nov. 22.—J. L. Keef's Capital City Shows, after a successful 31-week tour of Tennessee, Kentucky and Georgia, are back in winter quarters here at 525 Third Avenue, North.

Altho business was down from last year, as was expected, fall dates proved big and shows broke all previous gross records at Walton County Fair, Monroe, Ga.

Org closed the season with 9 rides, 12 shows and 54 concessions. With the shows at closing were Mickey Apple's Motordrome, Lee Houston's 10-in-1 and Big Snake, Uncle Ezra's Farm, Col. H. P. Davis' Animal Show, Joe Barber's Wild Life, Marie Jones' *Queens of Burlesque*, Dr. H. E. Thomas' Minstrel Show, Joe Duncan's Glass House; Little Billie, billed as the world's smallest mule, and Big Bertha.

Concessionaires were Roy Clayton, 9; Eddie L. Wheeler, 4; C. A. Wills, 3; Harry Roberts, 1; Ed Burgess, 5; Roy Notions, 2; Mrs. Tressie McDaniels, 1; Jimmie Shipman, 1; Hubert Davis, 1; V. L. Collins, 4; Horace Drennon, 3; Bob Parker, 1; Ed Greer, 1; Houston Wilburn, 1; R. E. Davidson, 2; Mack McAllister, 3; Jim Elliott, 1; Mrs. Lance, 1, and C. B. Conquest, Penny Arcade.

Staff included J. L. Keef, owner-manager; D. B. Sterling, general agent and press; Jack Rainey, secretary; V. L. Colhir, business manager; E. E. (Slim) Lance, billposter; Horace Drennon, electrician and ride superintendent, and B. Bayless, *The Billboard* sales agent and mail man.

and Freddie Reed headed for Hot Springs. Mrs. Marion Latlip and family, with the MacMatthews, will continue playing spots in the cotton belt this winter with her Ferris Wheel and concessions.

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	Case Lots of 30 Each	Less Than Case Lots Each
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No. 142 Wigwam Indian Bound Edge	Size 72x84 3.75	3.85
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If you are not one of our accounts, at this time, we will be glad to advise with you; contact us at the Convention.

Best wishes for a successful
1948 season

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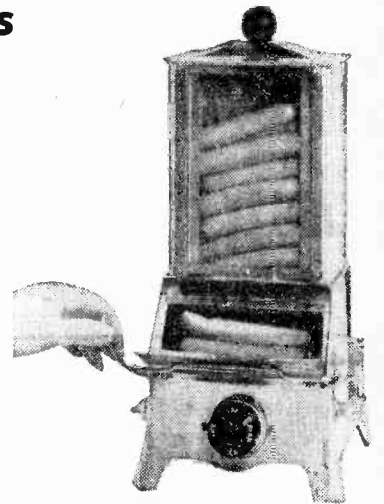
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It's Bath Time For Showfolk at Hot Springs Spa

(Continued from page 74)

daughter, Evelyn; Mr. and Mrs. Barney Gerety, Mr. and Mrs. Clint Shufford, Sam (Barnes-Carruthers) Levy, Mr. and Mrs. Al Baysinger, Clayton and Caroline Holt, Izzy Wells, Jack Baillie, Mrs. Al Wagner, Mr. and Mrs. Archie Wagner, Dutch Wilson, Dan Fast, Mr. and Mrs. Buck Reger, George Davis, Lillie Head, Harry Weiss, Al Shapiro, Mr. and Mrs. Fred Reed and Denny and Margie Pugh.

Other big party heavers here include Max and Sadie Goodman, the Hennies and Mrs. Eddie Hock and daughter. Custom at these get-togethers is an early dinner, after which games start. Rummy, gin and rap; bridge and hearts are most popular, and in these everyone takes his best hold.

Hotels Get 'Em

Not all of the busy social life is tied up with the chateaux of such families as the Hennies and the Fairlys. Much activity is held in two hotels, the Majestic and the Arlington. For some reason the Western showfolk put up at the Majestic, the Easterners at the Arlington. Sol, beloved Negro, who has been identified with the Majestic as an attendant for 45 years, excepting two war years, when the Majestic became an army rest home, holds the affections of the folks. He delights in caring for them.

Bath-takers among showfolk fall into four categories. For one, there are the Eager-Bearers. They wait in line for the baths to open each morning. In this group fall John Gallagan and Harry Hennies. Then there is the horsey or golf set. They either go riding or tour the golf courses in the early morning, then take to the baths about noon. Members of this group are distinguished by the fact that they either sing or whistle while bathing.

Plenty of Variety

Then there are the mid-morning risers. They shake themselves out of bed late, have a late breakfast, then glory in dividing jackpots between breakfast and bath, the time of their baths usually coinciding with an acute slump in the interest of their audience or fellow jackpot cutters-up. And, lastly, there are the card-players. They claim that the only reason they came here is to rest. However, when pressed, they'll admit that the doc did prescribe a few baths for them. So they play cards all day and just before closing time at the baths, they suddenly remember that there are baths here and they wend their way, however reluctantly, to them for "John Robinson" quickies. In this group fall Denny Pugh and the writer.

'53 EXPO KEY MAN

(Continued from page 62)

delayed industrial and plant expansion and in addition have sufficient supply of labor and material to build an exposition in the five years ahead.

Fits In Permanent Plan

St. Louis is not interested in a temporary or make-shift exposition. If an exposition is finally decided upon it will consist in great part of permanent buildings needed by the city for a permanent annual exposition and to tie in with our whole well-developed city plan.

Expositions have played a very important part in the industrial history of St. Louis. St. Louis, which is surrounded by the United States, is determined to play a big part in world industrial recovery and to become a focal point on the world's industrial map. Barring a world war and the collapse of world economy,

Lamb Winds Up In Tip-Top Shape

(Continued from page 74)

front entrance and four more light towers will be added. Shows recently purchased some army searchlights and will add one and possibly two more Diesel light plants to take care of the additional load.

When shows closed, Frank Aschy stored his concessions in winter quarters here and with Mrs. Aschy, along with Mr. and Mrs. Ray Peters, left for Miami. Mr. and Mrs. Maury Brod went to visit relatives in Chicago. Mr. and Mrs. Rod MacEachern and Frank Hopper went to Hot Springs.

Other Destinations

Others and their destinations are Mr. and Mrs. C. A. Kirkland and Mr. and Mrs. Haywood Kirkland to their homes in Anniston, Ala.; Mr. and Mrs. Jack Strike and son, Donald, to Wisconsin where Jack expects to undergo an operation; Mr. and Mrs. Fred Cook and daughter to Illinois; the Excellos, free act, to Arizona; Russell Lowe, Mr. and Mrs. Frank Vasulka, Captain and Mrs. Bell, along with the Lambs, to winter quarters for the present. The Lambs plan to take a short vacation before heading north for the fair meetings.

Mr. and Mrs. Robert Jackson took four rides and a few concessions and will continue to operate until the cold weather sets in. With them are Estelle and Mary Barr, with their concessions, cookhouse and popcorn.

Andy Allan booked his diggers again for next year before leaving for Grenada, Miss., where he has his two children in school. Whitey Gavitt and son, Jack, are out with the winter unit, Whitey handling the Diesels and electrical jobs, while Jack handles his dad's glass pitch. Mr. and Mrs. Red Miller, who have the Battlefield, are expected in quarters soon.

It is my considered opinion that St. Louis will again play host to the nations which are participating in the United Nations Organization and that such an exposition will be worthy of the tradition of its 1904 World's Fair, celebrating this time the great progress of science, industry and culture under a free enterprise system in the fifty years since 1904—celebrating with the rest of the country the 150 years since it became a part of the United States.

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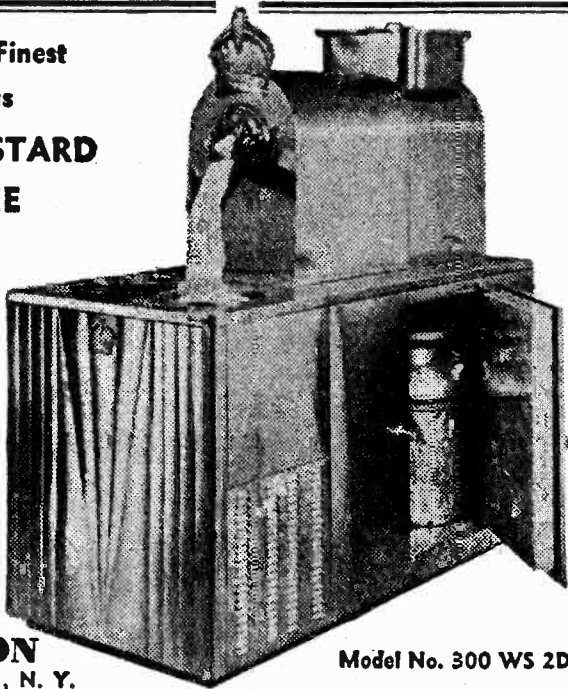
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A fast, trouble-free popper that pops corn direct in the seasoning and salt. Pops two pounds of raw corn each popping, giving about 13 bushels of popped corn per hour. Patented popper pan construction keeps heat where needed . . . patented cover construction relieves the popping corn of pressure, insuring maximum popping volume. Enclosed transmission.



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FOR MORE THAN 35 YEARS Phelan's Circus Finishes have proven their ability to withstand the abuse and hard usage to which Circus, Carnival and Amusement Park Equipment is subjected. They protect and add to the life of your cars, trucks, tractors, wagons, seats, etc. The biggest names in the outdoor show world order from Phelan's year after year — there must be a reason.

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FOR ICE BALLS, ICE CREAM, FROZEN CUSTARDS AND DRINKS
A Complete Line of Flavors, Certified Colors, Citric Acid, Paper Cups and
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PORTABLE POWER PLANT

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Lots of 3—\$650 Ea.

Mobile Tow Bar—72" Wheelbase—
5 Ft. High—600x16 Tires—Tail Light
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HERCULES 6 cyl. gas engine. Model
JXD 4x4 1/2. Air cleaner—self start-
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Six blade fan, 24" diameter. Operat-
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ator. Type 5K. Direct Cur-
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1100RPM, 16.2KW, 162Amp,
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Complete With Remote Control Station

Mobile Unit has four 600x16
Tires. Performs perfectly with
Power Plant. Ideal for carn-
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Eastern Canada's Leading Carnival

15-car show going places

We are now booking for the season of 1948 and invite correspondence. We are interested in booking Fun House with own transportation, Midget Show, Motordrome, Iron Lung, Walk Through Show or any other shows of merit.

We Have for Sale: Super Rolloplane and Spitfire rides, completely overhauled and painted, in excellent condition.

Will Buy: Tilt-a-Whirl, must be in good condition, no junk.

Have openings for First Men on Carousel, Ferris Wheel, Lindy Loop, Frolic.

We convey to our friends in show business, the compliments of the season, and hope that the coming year will prove a happy and prosperous one for all.

B. HAROVITZ
5239 Ponsard Ave., Montreal, Canada.

ATTENTION!
PLACE ORDERS NOW FOR SPRING DELIVERY

Prices To Advance January 1, 1948
Write for Catalog of Cats, Dolls, Bottles and Ball Games

TAYLOR'S GAME SHOP
MRS. ORPHA SHEPHERD, Owner and Operator
COLUMBIA CITY, IND.

ATOMIC EXPOSITION SHOWS
NOW BOOKING FOR 1948

Opening April 9 in Virginia. Fairs and Celebrations start July 4th in New England. Can place legitimate Concessions of all kinds except Grab, Spots, Popcorn and Bingo. Only one of a kind on midway until Fairs start. Will book 25% any ride not conflicting with Merry-Go-Round and Tilt-A-Whirl. Want—good Minstrel Show, Illusion, Wild Life or any shows not conflicting with Side Show or Girl Revue. For Sale—20x30 Marquee, Dodge Panel Truck, Arcade Machines, other assorted Show Property. All address P.O. Box 351, Bath, Maine.

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FOR SALE—FACTORY BUILT FUNHOUSE

on 28-foot '41 Kentucky Trailer with new 50-foot Front Flash, air controlled jets, moving floor and extra planks added, air compressor, Stromberg-Carlson loud speaker system, 10-record changer, suitcase type—1942 Chevrolet Tractor. All this equipment in excellent condition—just off the road and ready to go. Will not sell separate. First \$5,800.00 takes all.

Can be seen at 317 W. HINES, TUCUMCARI, NEW MEXICO.
VERNON HALL

100G FIRE RAZES RESORT

Mass. Block Wiped Out

Hurley Loses 80G; Palm Gardens 33G—greater than former fire losses

REVERE, Mass., Nov. 22.—A \$100,000 general alarm fire destroyed an entire block in the heart of the amusement district at Revere Beach, New England's shore resort, Thursday night (20) and threatened to destroy the entire beachfront.

The fire, reportedly caused by an explosion in the Square Diamond, a three-story wooden structure, at 10:02 p.m., spread rapidly and destroyed a Merry-Go-Round, Palm Gardens and the Hurdles. All units, of frame construction, were owned by the Hurley family.

Mrs. Lillian Hurley, 70, wife of the founder's son, died of shock while the fire raged. Two of her relatives escaped from their apartment on the third floor of the Palm Gardens Building.

The fire, visible for 20 miles, was not brought under control until midnight. The devastated area was bounded by Ocean Avenue, Beach Street, Revere Beach Boulevard and an alley running between the Hurley units and the Ride of Thrills. Flames at times shot an estimated 300 feet in the air.

Boston Lends Hand

A crowd of 12,000 persons watched firemen from a half dozen communities battle the blaze. Apparatus came from Melrose, Malden, Winthrop, Chelsea, Lynn and Boston.

Fire Chief Thomas McCarrick ordered the evacuation of year-round occupants of adjacent buildings and refused to allow his men to enter the burning buildings, which probably saved firemen from possible injuries since all walls later caved in.

The blaze was discovered by two boys. The four alarms were sounded within a half hour of their reporting it at a near-by police station. All off-duty police and firemen were called to the scene.

Property owned by William F. Hurley had an assessed value of \$80,550. The Palm Gardens, which was seriously damaged, was assessed at \$32,850.

Fire has taken a tremendous toll at the beach. The worst previous fire was on the morning of August 28, 1918, and resulted in \$400,000 damage. On October 9, 1927, another gigantic fire caused damage estimated at \$350,000. A \$25,000 blaze occurred on August 2, 1928. It was followed September 11, 1939, by a \$10,000 fire and April 14, 1945, with a \$15,000 blaze.

Boston To Build Three All-Purpose Stadiums

BOSTON, Nov. 22.—Construction of three stadiums here has been approved by Acting Mayor John C. Hynes. The stadiums will be available for amusement purposes and will be equipped for operas, musicals, plays, rodeos, etc., as well as for sports events.

The Boston Park Department will sponsor the events which will include at least one circus.

SLA Program

November 24-December 6.—Open house in the league rooms for members and friends.

Sunday, November 30.—Annual memorial service, Bal Tabarin, Hotel Sherman, 1:30 p.m.

Sunday, November 30.—President's party, Louis XVI Room, Hotel Sherman, 8:30 p.m.

Monday, December 1.—Annual meeting and election of officers, league rooms, 1 p.m. Polls open for election 2 to 6 p.m.

Tuesday, December 2.—Annual banquet and ball, Grand Ballroom, Palmer House, reception, 6:30 p.m.; banquet, 7:30 p.m.

Thursday, December 4.—Regular meeting and installation of officers, league rooms, 8 p.m.

NSA Auxiliary Bazaar Success

NEW YORK, Nov. 22.—The bazaar held by the Ladies' Auxiliary of the National Showmen's Association, at the Capitol Hotel, Thursday (20) and Friday (21) chalked up a neat financial success, but no estimate of the take was issued because returns from the sale of books and other items were still incomplete.

The bazaar occupied two large rooms, in one of which a well-stocked grab joint and lunchroom were set up, while the main salon housed an assortment of attractively stocked booths, including three merchandise wheels, seven stands and a fortuneteller's tent.

Practically all members of the Auxiliary assisted at the bazaar, working in relays at the wheels, behind the counters, as cigarette girls and staffing the cookhouse, grab joint and lunch room.

NSA members were not much in evidence, but those making an appearance spent liberally and several pepped up business by ballyhooing the games and stands. The largest male delegations on hand were those from Palisades Amusement Park, the George A. Hamid office, and the Bert Nevins office. As usual, George Hamid, the Rosenthal brothers and Joe McKee livened up the affair.

Handling the mike as announcers and auctioneers were Jack McCormick, Ross Manning, George Hamid and other members of the NSA. Other NSA members spotted at the bazaar were Gerald Snellens, Jack Perry, Phil Isser, Justin Van Vliet, Eddie Elkins, Sid Goodwalt and Louis King.

Waddell To Conduct Memorial Services in S. F.

SAN FRANCISCO, Nov. 22.—Harry Seber, president of the Show Folks of America, Chapter 2, announced that plans have been completed for Doc Waddell, Columbus, O., nationally known showman-evangelist, to conduct the club's memorial services and unveiling of the monument here November 30.

The Memorial Day services, opening a three-day club program, will be held at Mount Olivet Cemetery. On December 1 the Presidents' Party will be held in the clubrooms and Tuesday (2) the third annual banquet and ball will be held at the Palace Hotel,

Show Folks of America Ready Final Plans for Dec. 6 Feed

SAN FRANCISCO, Nov. 22.—Everything was reported in readiness for the third annual banquet and ball to be staged by the Show Folks of America in the Gold Room of the Palace Hotel December 2. Ted LeFors, chairman, said that only a few tables were unsold as the planning went into its final stage.

Outdoor show business will be well represented, the list of reservations revealed. Out-of-town guests will include the Earl Douglas party from Oregon, the Harry Hargrave and Bill Meyer parties from Los Angeles. Other tables reserved include those of the West Coast Amusement Company, Golden West Shows and Pacific United Shows.

Committees for the event include: Executive—LeFors, chairman; Sammy Corenson, Mary Ragan Kanthe, Adam McBride, C. Wrightsman, Dr. E. P. Mannheim, Red Kearns, Council Raiford, Hunter Farmer, J. W. Conklin, George Keeney, Tony DeFabros, Tony Soares, George Sackson, Oscar Walker, Charlie Albright, Pat Treanor, Ralph Meeker, J. Ed Brown, Harry A. Farros, Bill Oberhansli, William Kindel, Lee Brandon, Bob Schoonover, Teddy Texeira, J. H. Christensen, Fred Oberhansli, Felix Burk, Morris L. Ginsburg, Fred Weddleton, Harry Friedman, George French, Tex Cordell, Charlie Walpert, Norman Schue, E. Pickard, Glenn Artz, Dave Cavagnaro, William Pearl, Mike Krekos, Elmer Hanscomb, Earl Douglas, Whitey Monette, Frank Conlin, Whitey Claire, Harold G. Long, Arthur Hockwald and Gene Rosenkrantz.

Ladies' Reception—Marosa Herman, chairman; Ethyl Weidmann, Lillian Schue, Mary Texeira, Margaret McCloskey, Mrs. Tony Soares, Gladys Patrick, Mrs. Oriole Blome, Hazel Christensen, Ann Coles, Helen Artz, Margaret Farmer, Frances Se-

ber, Lola Sackson, Marlo LeFors, Rita Friedman, Rely C. Burglon, Mollie Lindenberg, Betty Monette, Carolyn Hodges, Patricia Anne Long, Cora Ganoe, Louella Johnson, Nellie Baker, Ann Hagler, Edith Corenson, Mrs. Dave Rosenthal and Berta Mae Harris.

Men's Reception—Council Raiford, chairman; Clarence Alton, Dave Rosenthal, Louis Leos, Harry Taylor, Jimmy Lynch, Harry Myers, Joe Alterman, Dave Long, Steve Murphy, Ralph Deering, Al Rodin, Ted Levitt, Hort Campbell, Sam Miller, Edward J. Harris, Everett (George) Coe, Joseph Franks, Malcolm Lewis, George Lorraine, P. Charles Camp, Mat Herman, Fred A. Ferguson, Bill Oberhansli, Jimmie Hunter, J. J. Casey, Oriole Blome.

Tickets—Albert T. Roche, chairman; Milt Williams, Tony Soares, Andy Hynes, Jack Christensen, Fred A. Ferguson.

Finance—Milt Williams, chairman; Al Lindenberg, Bill Coles, Edna Raiford, Adam McBride and Charlie Albright.

Entertainment—Euna Mack Hanna, chairman; Fred Weidmann (toastmaster), Eddie Burke, Mickey Hogan, Red Kearns and Jimmy Jaye.

Press—Arthur Craner, chairman; Abe Rabin, Harry Chipman, Jack Lewis and Ed Smithson.

Program—Harry Low, chairman; Fred Cockrell, Rely Castle Burglon and Sammy Coomas.

Legal Counsel—Nathan Fisher Cohn and Albert T. Roche.

Sergeant at Arms—Bill Coles.

Reception starts at 7 p.m., with dinner at 8 and floorshow at 8:45. Dancing follows the show.

Courtney Plans New Type Show

CHICAGO, Nov. 22.—A new type traveling organization combining industrial exhibits and professional entertainment is in the formative stage, it was announced here this week by John F. Courtney, outdoor equipment designer and engineer. Courtney is organizing Manufacturers Expositions, Inc., to produce and operate a still un-named traveling expo that will feature displays of national manufacturers and local merchants and built around professional entertainment.

Initial plans call for three units housed in circus-type tops and extending 1,400 feet from front to back. First will consist of 28 exhibitors' displays in as many vans; second, approximately 40 booths for local merchants, and third, stage with seating accommodations for several thousand. Show will carry novelty and restaurant stands. Front gate has been tentatively set for 25 cents, with extra charge for admish to the show.

Courtney plans to operate under auspice of local chambers of commerce and business associations on one-week stands for a season of about 20 weeks. National exhibitors will be signed for run of season. Courtney stated that he is negotiating with radio and stage talent to headline presentations, each show in for four weeks. Debut is skedded for June.

Edna Raiford, recording secretary of Show Folks of America, San Francisco, is in Mount Zion Hospital in that city to undergo an operation.

Pneumonia Epidemic Killing Sea Lions

SAN FRANCISCO, Nov. 22.—Animal dealers on the West Coast are watching with apprehension the possible spread of a pneumonia epidemic among the herds of sea lions which inhabit the Pacific coastal waters from Mexico to the Canadian border. Most of the trained sea lions in America were captured in this area, and during the past several weeks one herd near Monterey has been decimated more than one-third of its number by a mysterious epidemic which scientists claim is a type of pneumonia.

Dr. Paul Bonnot, biologist for the State fish and game commission, said he believes that 172 sea lions found dead on the shores of Monterey Bay must have been "weakened" by something in the water before contracting pneumonia. Bonnot said captive sea lions are fairly susceptible to lung infections but he never heard of pneumonia in wild sea lions. He is preparing to visit the Monterey Bay area to investigate possible causes.

Meanwhile, Dr. George S. Myers, Stanford University biologist, said he noticed the bodies of 18 sea lions at Pigeon Point, north of Santa Cruz when he passed there November 4.

So far, the sea lions in Southern California, most of which are found in the vicinity of Catalina Island, have not apparently been affected by the malady.

PEERLESS CELEBRATION AMUSEMENTS

CLEAN ATTRACTIONS **MODERN RIDES**

Progressive advertising for particular committees sponsoring Community Fairs, Street Celebrations, Home Comings and County Fairs

This being the Yuletide Season, we wish to thank all the committees who gave us such wonderful support, our concessionaires, associates and last but not least our employees who helped make this past season both profitable and a pleasure. To all of you Christmas Greetings and a Prosperous New Year.

Plans call for many improvements for 1948. Yes, we will again head north, bigger, better, brighter than ever.

Committees and Secretaries looking forward for 1948, why not contact now for open time.

PERMANENT ADDRESS

PEERLESS CELEBRATION AMUSEMENTS

GREENWOOD FAIR GROUNDS, GREENWOOD, S. C.

WM. J. MESPELT — Owners — FRED HEDRICK

WALLACE BROS.' SHOWS

OF CANADA

**EXTEND SEASON'S GREETINGS
TO ALL OUR FRIENDS EVERYWHERE**

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CANADA'S LARGEST AND ONLY RAILROAD SHOW

We have had "The Best Year of Our Life" in 1947. Our thanks and appreciation to that splendid and progressive organization of Western Canada "B" Fairs with whom we have had the pleasure of being associated for nine years.

We "do off our hat" to the Fairs and Exhibitors in Eastern Canada where, along with the Conklin Shows, we created new records in gross receipts — Three Rivers, Sherbrooke, Quebec City, Lindsay, Leamington, Belleville, Kingston and Simcoe.

We salute the personnel of our entire organization and pay tribute to their loyalty and faithful attention to their tasks.

J. P. "JIMMY" SULLIVAN

P. O. Box 442

Toronto, Canada

**"GREETINGS TO ALL OUR FRIENDS IN SHOW
BUSINESS"**

**LOOKING FORWARD TO A BIGGER AND
BETTER 1948 . . .**

THE E. J. CASEY SHOWS

"Western Canada's Finest Carnival Shows"

Completely Motorized on a Fleet of 25 Trucks,
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FASCINATING **ENTERTAINING**

The New Improved All Electric Race Horse Group Game
At Greatly Reduced Price

SCIENCE and SKILL DERBY WINNER **SCIENCE and SKILL**

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THE SHOW THAT WENT FORWARD TATHAM BROS.' SHOWS

EVERYTHING NEW BUT THE NAME FOR 1948

SEASON'S GREETINGS TO ALL

Committees, Our Staff, Employees, Concessionaires who co-operated to make the past season the most successful in the history of this organization.

Fairs and Celebrations desiring new, up-to-date Rides and clean, flashy Merchandise Concessions, contact us at the Illinois Fair Convention.

Want for 1948—Clean Merchandise Concessions, must be first class in keeping with our all-new Rides. Also Foremen and Second Men for our new Rides. Harvey (Doc) Arlington, if available get in touch with us. Permanent Winterquarters: Tatham Theatre Bldg., Atlanta, Illinois.

WANTED

Firm or Organization to Manufacture and Market the

JETER BASEBALL PITCHING MACHINE

On Royalty Basis or Will Sell Patent Rights. A Proven Money Maker for Many Years. Write

ARTHUR CARTER

CARRIERS BOX

SALISBURY, N. C.

FOR SALE FOR SALE

Half interest in the Peerless Celebration Amusements. Show had a prosperous year, playing again in the same territory as last year: West Virginia, Virginia, Maryland and Pennsylvania. RIDES: No. 5 Eli Wheel, one Smith & Smith Chairplane, one Three-Abreast Allan Herschell Merry-Co-Round; one 140 foot track Kiddie Train, made by Burlington, with Briggs Stratton and gas motor; one Sound Truck with sound equipment; one Prairie Schooner, Office Trailer; one Transformer Truck, with 100 K.V.A. transformers and switches, with kick-out fuses and plenty of ground cable; one Bingo, 20x30; one 30x60 Tent, one 20x80 Tent, one 20x30 Tent; one Marquee, 20x30, with 100 feet of woven sidewall; one 1941 Ten-Wheel Ford Truck, 24 foot body, new motor. Six Tractors and Trailers, all in A-No. 1 condition; from '41 to '47 models. Also extra equipment not mentioned. Price \$16,000, cash only. Do not waste your time or mine otherwise. The above equipment can be seen at the Greenwood, S. C., Fair Grounds. Write or wire

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GEN. DEL. OR CARE WESTERN UNION

GREENWOOD, S. C.

1948 Our Fortieth Anniversary

Same owner, same name, same reputation, same proven territory.

NOW BOOKING FOR 1948

FAIRS, CELEBRATIONS and SPONSORED EVENTS.

Contracting Shows and Concessions now for 1948 Season.

For Sale: 10 Electric Hoist Diggers, mounted in special built trailer, new this year. Opens upon all sides and has detachable hitch. First \$2,300.00 takes it.

HALE'S SHOWS OF TOMORROW

LENOX, IOWA

Biz Rebuilding Via Promotion

Chi Skate Co. Joins Parade

"A successful depression sport should be prosperous in inflationary period"

CHICAGO, Nov. 22.—Claiming that the roller rink business is in need of a rebuilding job thru the advertising and promotion of skating locally, Chicago Roller Skate Company, in a letter to Fred A. Martin, Detroit, secretary of the Roller Skating Rink Operators' Association of the United States, offers suggestions to supplement the plan offered by the RSROA (*The Billboard*, November 15) to halt the decline in business.

The RSROA analysis of the business situation recognized inflated costs as the principal reason for declining box-office receipts and revealed that intensive cultivation of the juvenile field as the weapon most likely to halt the slump. Claiming that children of school age are the helpless victims of inflation and that the price squeeze is hurting the kids far more than adults, the RSROA plan advocates strict surveillance of price levels for children, especially at matinee sessions.

In this the Chicago skate firm is in wholehearted accord, and in its letter to Secretary Martin outlines

Man Vs. Machine

TAMPA, Nov. 22.—Spectators jammed Harry J. Warner's Coliseum Skating Rink here recently to see a race between a skater and a midget automobile capable of making more than 100 miles per hour. The race proved to be one of the most exciting events ever presented at the rink, according to Manager Warner, who reported that the skater was forced to slow down at times to keep from lapping the car.

plans that may do much in helping to reverse the trend. The letter reads:

"We received your notice concerning high prices and the hardship they work on the children in America. We agree that there is a problem—that rink attendance is on the decline and that something should be done about it.

"Inflation is a large factor in this decline. Prices are high. Possibly the cost of living has increased much faster than wages, and certainly the amusement dollar is now an amusement 25-cent piece. Everyone, young and old, has less purchasing power, and while necessities must be purchased, entertainment and luxuries come last—if there is any money left.

"The only solution therefore is for roller skating rinks to get their share or more of this amusement 25-cent piece. Roller skating has been called a depression sport. It is without

doubt the least expensive participation sport and it offers a variety of entertainment equal to nothing else—exercise, music, artistry and the ever-present "boy meets girl" motif.

"This combination, with emphasis on the inexpensiveness, should guarantee roller skating a following and a better-than-fair portion of the amusement 25-cent piece.

"However, there has been a war. A generation has grown up that did not have sidewalk roller skates as standard play equipment. Another generation has seen war and has grown old before its time. In spite of their years, they have outgrown roller skating.

"The job then is to advertise and promote skating locally. It must be rebuilt as the top participation sport that it is. Along with advertising, it is necessary to watch prices and keep them as low as costs permit. Attendance prices should be whittled down and parties should be stressed in order to reach new customers. Window cards, match books, stickers and mailing lists should be used to promote our inexpensive sport.

"Lastly, the sale of shoe skates should be pushed hard, since every skater who owns an outfit is going to skate more often and is going to enjoy skating more. This can be done in several ways:

Four-Point Plan

"1. Promote sales by urging skaters to 'own their own.' This can be done with displays, counter cards (which Chicago will supply) and direct mail.

"2. Hold the prices of outfits down. Limit the retail price to a maximum 40 per cent mark-up or less. If retail stores can operate on this mark-up, so can roller rinks, since the rinks are primarily concerned with the rental of space for skating, whereas stores must depend on the sale of their goods only.

"3. Install a credit or budget plan for the sale of skates. Children may want skates but they find it difficult to wrangle \$20 or \$25 from their parents. There are budget systems in operation today so set up that the risk is negligible and the skates are brought within reach of the average skaters.

"4. Sell only good quality skating outfits that are guaranteed by the manufacturer and that are properly mounted and fitted to the customer. This will add to the ease of skating and the enjoyment.

"In short, there is no denying that inflation is here and is growing worse every day. Also it is obvious that not only are the children victims of this inflation, but that the amount of money available for entertainment is limited. The only course that is open is to promote, build and service old and new skaters.

"Without a program of education the children will not turn to the rinks for entertainment. There are too many other forms of amusement. However, if the small youngsters grow up with sidewalk skates, if rinks are known for their inexpensiveness, if skaters are treated with courtesy and if shoe skates are placed within reach of average incomes, then rink skating will remain as one of the top participation sports. A successful 'depression sport' should be a successful 'inflation sport.'"

Fire Hits Shenandoah Spot

SHENANDOAH, Ia., Nov. 22.—The Rollerdrome located at Sportsmen's Park here was badly damaged recently by fire caused by an overheated stove. The rink had been converted from a prisoner-of-war barracks. Roy Hopkins, a war veteran, is owner of the rink.

Scott To Open New Skatery in Carthage, Ill.

CARTHAGE, Ill., Nov. 22. — The December 1 opening of John F. Scott's new Crystal Ball Roller Rink here will mark the culmination of 10 years of operation of a portable rink and of permanent rollereries here and in Iowa, reports Mrs. Scott.

Scott has disposed of his portable and his permanent rink in Iowa and the old Carthage rink has been combined with the new establishment.

The new building is of cement block construction with glass block windows, said Mrs. Scott. It has a 50 by 120-foot Masonite skating area which Scott plans to convert into a plastic surface at a later date. Installation of an air-conditioning system will permit year-round skating.

Exterior of the building has been painted white. The interior color scheme is blue and white, set off by a large crystal ball.

Located on the edge of town, the large acreage on which the rink is located provides ample room for parking and a restaurant which Scott plans to erect.

The First Best Skate



QUALITY

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Established 1884
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SPECIAL SALE

Shoe Skates, complete Chicago with Hyde or Gli-Ash Shoes \$11.00 Up

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WHITE RUBBER TOE STOPPERS

Will not mark off on your Skating Floor—1 to 10 Pair, 35¢ Pair; 11 to 100 Pair, 25¢ Pair. Cash with order. Include postage for Sample Pair. All shipments F. O. B. No nails furnished.

GEO. W. KARNs
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FOR SALE

Building, Roller Rink and Dance Floor. Complete rink equipment, including skates, new and used; P.A. system with automatic turntable, records, etc. 17-foot outside neon sign, 250 feet of inside neon lighting; new, modern home and furniture. Nets approximately \$700 per month. \$7,500 will handle.

MARK R. BUTTERS
GOODING, IDAHO

Amplitone
(Designed for perfect amplification)
SKATING RECORDS
Standard Dance Tempos, 75¢ Plus Tax.
Write for list.
MARS RECORD CO.
719 N. Atlantic COMPTON, OALIF.

"CHICAGO"
TRADE MARK REG. U.S. PAT. OFF.

SHOE SKATE OUTFITS



No. 486A

**STANDARD 10° ACTION
LEATHER LINED OR
UNLINED SHOES**

**For Immediate Delivery
Place Your Order NOW!**

MEN'S AND LADIES' SIZES IN STOCK

CHICAGO ROLLER SKATE CO.

4427 W. Lake St.Chicago 24, Ill.

ATTENTION, OPERATORS

In the face of much higher material prices we will continue to deliver roller shoes and outfits with no advance until December 31. To save money, place all your requirements with us now.

HYDE ATHLETIC SHOE COMPANY
CAMBRIDGE, MASS.

NOW!
turn to
INSIDE FRONT COVER
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Operators Talk It Over

(Editor's Note—The discussion, "Is a floor manager necessary for successful operation of a roller rink?" continues in this issue. If you have not contributed your opinion to this "round-table" conference, now is your chance to do so before the subject changes. The new subject, "Should roughhouse patrons be ejected from the rink immediately or should a thoro effort be made to convert them into well-behaved patrons?" will begin in an early edition. Mail your opinions on these subjects to Rinks and Skaters Editor, The Billboard, 2160 Patterson Street, Cincinnati 22, O.)

Of Utmost Importance
The answer to the question, "Is a floor manager necessary to the successful operation of a roller rink?" is definitely yes. There is no question in my mind that no rink can be operated successfully unless the conduct of the floor is kept perfectly. I believe this is the most important problem that confronts any operator, for no matter how much promotion you

do to get customers into the rink, the important problem is to keep them coming.

I know from experience. We spend a lot of money trying to get new skaters. They come into the rink for the first time and are scared out of the place due to fast or rough skating. It is not an easy job to train or get good floor managers, and they constantly have to be supervised by the operator.

Advocates Back Pat For Rawson's Drive To Help Box Office

CINCINNATI, Nov. 22.—"The article announcing that Orville Godfrey's Arcadia Roller Rink, Detroit, has become a center for the teaching of the Perry B. Rawson system (*The Billboard*, November 22) interested me," writes C. V. (Cap) Sefferino, of Sefferino's Rollerdrome here.

"I believe Godfrey is both wise and fortunate because he is willing to investigate an idea that should have great bearing on the roller rink business and because he has a professional who has the courage to listen to facts.

"On my recent visit to Newark I had the pleasure of spending a few hours with Rawson and today find him more amazing than the day I met him eight or nine years ago when he introduced international style roller skating to the country.

"Everything Rawson has to offer is free, just as it has always been. I know he has invested a considerable fortune in his hobby with the assurance that he will never get monetary return. All that he asks is the opportunity and co-operation of rink men to (as he puts it) cure their box-office ills. Rawson has no ax to grind and is absolutely impartial. Yet in our conversation I gleaned that he has had considerable trouble: (1) Too many theorists who have created champions instead of customers. (2) Too many pros are more interested in the competitive talent rather than the fellow who helps pay the bills and are unwilling to take a chance on the reputations they have built whether business goes to the devil or not. (3) Too much money has been made too easily.

"Truly a remarkable character is Rawson. It is gratifying to read that some few operators like Godfrey and a professional of Miss Heard's type have taken the trouble to visit with Rawson and have the courage to give him the pat on the back which I believe he deserves. He is a man everyone in the rink business should know better."

Roller Rumblings

Carlin's Park Roller Rink, Baltimore, reopened recently after being closed for repairs and renovations.

Mrs. William Lane, of Lane's Skateland, Chattanooga, reports that Joe D. Baker and Opal Westler, Chattanooga, recently passed silver medal tests in Columbus, O.

Olympic Park Roller Rink, Irvington, N. J., is operating on Sunday afternoons and on Tuesday, Friday, Saturday and Sunday nights.

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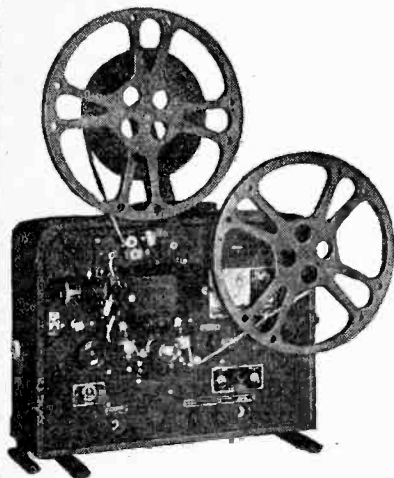
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- 16mm. Natco 750 Watt Proj., F:1.6 Lens, 2000 Ft. Cap., Two Case Unit **\$300.00**
- 16mm. B. & H. 138-T Proj., 750 Watt, 2" F:1.6 Lens, Two Case Unit **\$310.00**
- 16mm. Kodascope, FS-10-N, Equal to New, 750 Watt, 2" F:1.6 Lens, Two Case Unit **\$355.00**
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Sadler Trek Best in Long Tent History

Org Closes in San Angelo

SAN ANGELO, Tex., Nov. 22.—Riding the crest of a business wave, which he termed the best in his 30 years of show business, Harley Sadler closed his 1947 tent show tour here today. Unit concluded a click five-day run tonight. Sadler credited the successes gained this year to a summer of near-perfect weather, an unusually strong show and the cooperation of Joe and Marian McKennon, under whose tent the show has been operating.

Equipment was stored here, Mr. and Mrs. McKennon's home-town, after the local wind-up and a crew of four will remain in quarters to get things ready for an early spring opening of the Joe and Marian McKennon Players. Sadler's equipment will be returned to his headquarters in Sweetwater, Tex. His plans for 1948 have not been announced, it was reported.

The first blue norther of the season occurred in Stamford, Tex., but it didn't affect business as Stamford is the old home-town of Harley Sadler and Morris Rose. It was like Old Home Week, and standing room was at a premium all three nights. Visitors included State Representative J. D. Sanderfer, of the State Park Commission, and his party; also State Representative L. R. Pearson, Ranger, Tex. Clyde and Bea Davis, who have been producing a Gay 90's show at a leading hotel in Omaha, dropped by on their way to the West Coast. Ray and Jeanie Mathis, former members of the Sadler org, came over one afternoon from Haskell where they were appearing with the Henry Brunk Show.

At Eastland, Sadler had as his guests Judges Long, Grisham and Gray, of the Court of Civil Appeals, also James McClain, the former Dr. I. Q., of radio note.

At the turnaway opening here visitors included Dick and Flo Darling, also former Sadlerites, and their son, Rickey, and daughter, Shannon. The Darlings are located in Dallas, where they are producing shows for local organizations, using professional talent. Mr. and Mrs. Crawford Eagle had as guests Mr. and Mrs. Drury Barker and Opal Baldwin, from Dallas, formerly associated with the Wayne Babb Players.

By Gosh's Country Store Finds Ohio, W. Va., Good

CHARLESTON, W. Va., Nov. 22.—Byron Gosh's Country Store tour of the Publix Ohio and West Virginia Circuit continues good, it was revealed here last week by Arthur Caufield, who caught Gosh's show locally.

Caufield said the presentation caught on here so well that at one performance Gosh was forced to turn over 500 patrons away for lack of space, which Caufield said he believed was some kind of a record for a one-man act of that type.

Mertz Moves to California

BANNING, Calif., Nov. 22.—F. M. Mertz Film Service has moved its 16mm. film and equipment rental business from Springfield, Ill., to this city. It has been located in Springfield more than 18 years.

Heart Attack Fatal To Bessie Loranger

SIoux FALLS, S. D., Nov. 22.—Bessie Loranger, for the past two years a feature of the Little Oscar Gang, and widely known in rep and tent show circles, was laid to rest in Woodlawn Cemetery here November 18, with members of the Oscar Gang, Curly Boyd's Dakota Cowboys and the Happy Bill Radio Troupe participating in the funeral services. Mrs. Loranger succumbed to a heart attack sustained during a performance of the Oscar Gang at Beresford, S. D., November 14.



Bessie Loranger

The wife of Nelson J. (Duff) Loranger, she spent almost all of her life in dramatic show business and was well known to hundreds of troupers. Born in Malden, Mo., May 5, 1881, she joined the Hans Hansen Company, managed by James T. McAlpin. In 1911, Nelson J. Loranger purchased the Hans show and she and Duff were married February 6, 1914, at Fort Smith, Ark. Following the closing of the company in 1917, the Loranger Stock Company was opened to play repertoire thruout the Midwest. The Loranger Stock Company is said to have been the first company to play rep under canvas in North Dakota territory.

Coming to Sioux Falls in 1939, Duff and Bess made hundreds of friends thruout the five-State territory by their personal appearances and radio broadcasts with the various companies that featured them.

Her husband, doing featured comedy with the Little Oscar Gang over KELO, Sioux Falls, and one daughter, Jean Harvey, doing radio and picture work in Hollywood, survive.

Brief memorial services will be held at each performance of the Little Oscar Gang during its four-week swing over the territory.

Duble Recalls DeRue Bros.' Eastern Tours

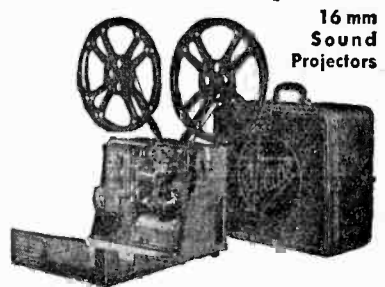
JEFFERSONVILLE, Ind., Nov. 22.—Charlie Duble, in a jackpotting session here last week, pointed up the fact that there may be some veteran minstrel troupers up thru the Eastern and New England States, who were connected with DeRue Bros.' All-Star Minstrels, one of the popular burnt cork orgs that toured thru the East for 15 years or more.

In the hope that it might revive memories and happenings of the days of minstrelsy, Duble named the company of 34 years ago. Duble says they opened the season at the Opera House, Newark Valley, N. Y., the home town of the DeRues, and played all one-nighters—160 towns in all—thru New York, Pennsylvania, Maryland, Delaware, New Jersey, Connecticut, Massachusetts and Vermont.

Duble pointed out that Billy and Bobby DeRue were principal comedians and end men. Others included Carl Ritter, Dick Vonder and Harry Thomas; William Ringwald, bass singer; Eddie Jefferies, tenor soloist; Ross and Gene Fox, dancers; Onthank and Blanchette, acrobatic act; the Great LeBarron, contortionist. (See Duble Reminisces on page 138)

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EARLIER CLOSING DATES
 December 6 Issue (On Account of Thanksgiving)
 Forms Close Wednesday, November 26.

ACTS, SONGS & PARODIES

A DANDY NEW TUNE, "THE JUICY FRUIT Song," copies of novelties "Beer Drinking Horse" and "My Red-Headed Gal Done Two-Timed Me." Popular songs, "I'll Save My Love for You" and "Dayton." Prof. and lead sheet copies are now available. L. Granato & Son, 330 Pierce St., Dayton 10, O.

"A DREAM"—NEW WALTZ HIT, 40c PER copy, postpaid. J. S. Sumner, Box 9538, Station S, Los Angeles 5, Calif.

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. de6

ATTENTION, MUSIC LOVERS — ADD TO your collection eight new melodies. Sure hits. "Darling, My Heart Is Calling You," "Night on the Prairie," "Times Square March," "Serenade," "Come Back, My Moon Love," "Gay Nineties Dream Girl," "Gypsy Maiden," "Mother's Valentine Day." 25c each. If unable to buy at dealers write to composer, George Taff, 404 W. 48th St., New York 19, N. Y.

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NEW SONG PARODIES, DIFFERENT SITUATIONS. 1948 list on request. Manny Gordon, 819 W. North Ave., Milwaukee, Wis. de20

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 Gun, alone \$24.00 doz.
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UKULELE. Biggest flash and value. Plastic, two-tone colors. Individually boxed. Retail \$1.39. Dozen, \$8.25. Gross 69.00

CHARACTER FIGURE LAMPS. A real fine super value. Each \$2.50. Dozen Complete 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. Baby bath salts, baby bath salts, baby talcum powder. Retail to \$1.00. Gross Assorted 18.00

MEN'S TOILETRIES. Also for milady. 8 oz. to 32 oz. sizes. It's a must. 9 gross, \$14.00. 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. 4,000 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, \$35.00. 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. Not fast. We defy all. Our prices cannot be beat.

MILLS SALES CO
Cut-Rate WHOLESALE Since 1916
907 BROADWAY, New York 3, N. Y.

BALLOONS AND NOVELTIES
For All Occasions
★ ORDER YOUR XMAS ITEMS NOW ★

#14 Kat Head, with Santa Claus print on one side and kat print on other \$ 8.50 Per Gr.

#9 Kat Head, same as #14 5.50 Per Gr.

#13 Santa Claus, printed on both sides 8.00 Per Gr.

Santa Claus Dancer, Art-Tissue. Individ. packed in glassine bag with string & directions 8.20 Per Gr.

Santa Claus Worker, Art-Tissue, 6" tall 2.00 Ea.

#9 Xmas Print 3.35 Per Gr.

#8 Xmas Print 4.25 Per Gr.

#548 Spiral Balloon 8.00 Per Gr.

#718 Football Balloon 8.00 Per Gr.

#11 Mottled Balloon 6.50 Per Gr.

#11 Playball with panel cover 4.80 Per Dz.

40" Heavy Red Target Balloons 15.00 Per 100

40" Orange Target Balloons 10.00 Per Gr.

24" Orange, Blue, Yellow, assort. 11.52 Per Gr.

6 Ft. Orange or Blue 21.00 Per 100

8 Ft. Advertising Balloons (White) 3.00 Per Doz.

#1030 Airship 9.50 Per Gr.

Christmas Air Ship Package 12.00 Per Gr.

All Prices F. O. B. Washington, D. C.
A 25% Deposit Required With All Orders.

THE S. & P. NOVELTY CO.
428 61st St., N. W. Washington 1, D. C.

CHRISTMAS SPECIAL!
Ladies' cocktail watch, in 14K Pink gold case, with 6 beautiful synthetic rubies. Fine Swiss movement. Attractive expansion bracelet attached. Gift box free.

B-1 \$23.50*
B-2 \$27.50*
17-Jewel

*Plus 10% Fed. tax
25% deposit with order, balance C.O.D.

SEND FOR FREE NEW CATALOG
KANE WATCH CO.
104 Canal St., Dept. B
New York 2, N. Y.

AGENTS & DISTRIBUTORS

A HOT NUMBER—"KILROY WAS HERE"
Plastic Statuette, \$12.50 a hundred; sample dozen, \$2.00. M. S. Posner, 4851 N. 8th St., Philadelphia 20, Pa. no29

A-1 AGENTS, NOVELTY DEALERS, STORE-keepers, sell Funny Business, novelty fun cards. Fast sellers, large profits. Samples with wholesale list, only 10c. National Specialty Sales, 15 E. 3rd, Cincinnati 2, O.

AGENTS—FAST-SELLING HOUSEHOLD SPECIALTY with many uses. Retail \$4.95; commission, \$2.00. Illustrated descriptive booklet, 3c. Rex Products, 1126B S. 9th St., St. Louis 4, Mo.

AGENTS—STOP! NEVER BUY PLASTIC Aprons, Tablecloths, etc., until you get our new low prices. They're amazing. Riddell Sales Co., 1313-B E. 62nd St., Chicago 37.

AGENTS, DEMONSTRATORS, PITCHMEN— Well accepted ethical medical specialty demonstrated and sold for years thru leading drug and department stores. Carries a powerful story. Year round sales. Over 10,000 sold in one store. With this item you can work the best stands in the United States. Retail \$2.95. Sample, postpaid, \$1. Write how you work. Special opportunity in Twin Cities for pitchman-demonstrator. Wilson, 240 Sexton Bldg., Minneapolis 15, Minn. de6

AGENTS, PITCHMEN, DEMONSTRATORS— \$20 to \$150 a day possible. Mystery Kit produces gold-silver raised lettering, like engraving, with common pen. Women wild about it. Cost 25¢, sells \$1.00. Sample writing free. Western Chemical, Salem, Ore. de20

AN OUTSTANDING VALUE—STURDY METAL Ash Trays, rich ivory, red, and blue colors, \$5 gross prepaid. Samples, 25c. Wellesley Distributors, 6 Walnut Pl., Wellesley Hills, Mass.

BEAUTIFUL SHELL JEWELRY AND GLASS Novelties, wholesale only. \$2 brings 5 samples, returnable. Free illustrated folder on request. Wonderland Studio, Inc., P. O. Box 709B, St. Petersburg, Fla. de20

BIG PROFITS SELLING OUR TWO-IN-ONE Hemstitcher and Rugmaker. One attachment that does both hemstitching and rugmaking on any sewing machine. Sells to \$1. Costs you \$9 per hundred. Sample, 10c. R. J. Mfg. Co., 8432 Blackburn Ave., Los Angeles 36, Calif.

BIG PROFITS SELLING USED CLOTHING— Operate from home, auto or store. Men's Suits, \$4; Field Jackets, \$2; Ladies' Coats, \$1.50; Army Shirts, \$1.50. Other big bargains. Catalog free. Kadetzky & Son, 702 Barber St., Dept. 17, Chicago 7, Ill.

CLOSEOUTS ON HIGH CLASS NEW EN-graved Christmas cards in colors, also House-hold Novelties at big reduction in prices. Please send list of items in which you are interested, the quantities you can use and prices you can afford to pay and we will immediately advise you what stock can ship immediately. Goldshield Products, 25 W. Broadway, New York 7, N. Y.

COMIC XMAS CARDS—15 FOR \$1; \$3 PER 100. Samples and list, 25c. Walter Fox, Box 147, Mobile 2, Ala.

EARN MONEY IN ANY CROWD—CALL names of strangers, tell unspoken questions, professional course mind reading, spirit writing, etc., \$1. Norman, Box 341, San Bernardino, Calif.

EXCELLENT SIDELINE FOR PRINTING AND advertising agencies. Decalcomania Name Plates in small quantities. Great demand. Also make money with our line of Automobile Initials and Sign Letters. Free samples. "Ralco," XL-Roxbury, Boston 19, Mass. np

FUN IN DARK—COMPACT LIGHTS UP. Includes Cig. Case, Lighter, Lipbrush. 115% profit. Sample, \$2.30. BB-4, 7305 Melrose, Hollywood 46, Calif. de6

GET 300 MONEY MAKING IDEAS—RARE Formulas, Success Plans, Schemes, Exposés, Secrets. Folio free. Formico-KA, Box 572, Dayton, O. de13

HAVE FUN—MAKE MONEY. MAGIC AGE Calculator tells anyone's exact age in 5 seconds. Absolutely accurate, never misses, guaranteed. \$9 per 100, sample, 25c. Hier, 608 E. 15 St., Brooklyn 28, N. Y.

JOKERS, NOVELTIES, HUNDREDS PIECES, dollar. Magic, Lucky Number Calendars, same price. Wholesaler Pauly, 2285 Concourse, Bronx 53, N. Y.

"KLEAR-VIEW" KEEPS FROST, STEAM, FOG off windshields, eyeglasses. 24 boxes on attractive display easels. Real money-maker. The Chemo Co., 3800B Genesee, Kansas City 2, Mo. de13

LARGE VARIETY GENERAL AND ESSENTIAL Merchandise, 50c to \$3 sellers. Manufacturers, 264 5th Ave., New York. de13

LAUGH SENSATION, SOCKO BARS—TAV-erns, everywhere. Sample, dime, 40 dollar. Springer, 58 Ebony, New Dorp, N. Y. de13

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. de20

MAKE QUICK CLEAN UP SELLING PERFUME Beads. Jobbers prices. Particulars free. Sample line, \$1.00. Mission, 2328 W. Pico, Los Angeles 6, Calif. de6

MAKE YOUR OWN PLASTER THIS WINTER— We make all types of molds. Write for prices. Box 25, Eureka, Mo. de6

MEN'S FAMOUS "CHALET" SWISS WRIST- watches, 17 j., r.k.p. At wholesale prices. Beautifully boxed, guaranteed one year, \$15.80 each. Sample C.O.D. Taban Importers, 1113 Conkling Ave, Utica 3, N. Y.

MORE THAN 250,000 FUN CARDS FOR album, \$25. Samples, 10c. W. Wooley, 115 Donald, Peoria, Ill.

MYSTERY PHOTOS AND COMIC GREETING Folders; sell on sight. 4 samples, 25c. 15, \$1. List free. Lewis, 1108-B East 42nd Place, Chicago 15, Ill. de13

NATURAL MOLDING LATEX FOR MAKING plaster novelties. Free sample. W. Wooley, 115-C Donald St., Peoria, Ill.

NEW AND SENSATIONAL DISCOVERY—EASY way to get rid of roaches, ants, and rats. Sample package of twenty Roachblotters or ten Rat Mats, \$1. Three dozen, \$30. Money refunded if not entirely satisfactory. Sell and deliver on spot, house-to-house, pitch, or aldehyde. Martin Products, 126 Lexington, New York 18, N. Y.

NEW, EASY, FAST AND REPEAT SALES— A Universal Home Cleaner and Glaze, 70% profit to agents with 3 or more salesmen. Write for details. Kom-Klean Prod. Co., 335 E. Delmar St., Pasadena 5, Calif.

NYLON—GENUINE, LUSTROUS, WHITE FISH-ing Line or Knitting, 25-pound breakage, 1,500 ft. \$2.25. Vinick, 1468 Montpelier, Baltimore 18, Md.

NYLONS AND SANTA CLAUS CHRISTMAS Envelopes. See our two display ads in this issue. Simms, Warwick, N. Y.

OPERATE PUSH CARDS—GIVE 2 FAN Dancer Lighters and Ball Point Pen for every card sold. Deal takes in \$8.88; your profit, \$5. Free details. Variety Sales, 1058 N. Rockwell St., Chicago 22, Ill.

SAMPLE PACKAGE TWENTY ROACH BLOT-ters or ten Magic Rat Mats, \$1.00. Money-back guarantee. Martin Products, 126 Lexington, New York 18, N. Y. no29

SELL NEW COMPACT TURKISH BATH Cabinets. Why go to Hot Springs? Fine for homes, trailers. Write T. A. Woodrow, 1802 Roosevelt, Beloit, Wis.

SNAPPY, COMIC XMAS CARDS—\$3 PER 100; samples, 25c. Arcade Novelty Shop, 830 State, Quincy, Ill.

SOCIAL SECURITY WORKERS—WE HAVE the real Brass Plates. Also Cases, Sample, 25c. Stamba, C. Gameiser, 146 Park Row, New York 7, N. Y.

SPICY, SNAPPY CHRISTMAS GREETINGS that sell on sight. This laugh and blush line will bring good profits quick. Send 15c for samples and prices today. Sawata Company, Box 7111, Ft. Worth 11, Tex. no29

TWO AMERICAN POCKET WATCHES; SELF-starting Electric Alarm Clock; Ladies' gift-boxed, sparkling Rhinestone Necklace; combination trial offer, \$9.95. Send \$1, balance C.O.D. Guaranteed. Descriptions free. United Wholesale Watch Co., Saint Cloud 9, Minn.

WESTERN AND INDIAN LEATHER NOVEL-ties, carded, good profits, fast sellers. You can buy any amount. Frontier Leather & Metal Crafts Corp., Amarillo, Tex. de13

\$28-\$140 DAILY POSSIBLE—FLO-GLO PLAS-tic Linoleum Finish. Agents, distributors, write Acme, Box 404-B, Mount Vernon, N. Y. de13

200 YEARS AT A GLANCE—COPYRIGHTED Reference Calendar. Sample, 25 cents (coin). Quantities, 10 cents. M. Guttman, 1409 St. James Pl., Brooklyn 18, N. Y.

ELGIN-WALTHAM
BULOVA GOV'T
SURPLUS



\$16.75 SPORT
WATCH

16 Jewel Elgin, Waltham or Bulova sweep second with stop-watch feature. Made to rigid Government specifications, fully regulated by us... a wonderful timekeeper. Complete with expansion band.



MEN'S RUBY RING
6.95

10K Gold mounting with beautiful Ruby or Sapphire cab stone. Outstanding value. Send for FREE illustrated catalog of complete line on your business stationery.

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WHOLESALE JEWELERS
JEWELRY TRADES BUILDING
8th & SANSOM STREETS • PHILADELPHIA 4, PA.

SPECIAL—\$21.85
FULLY GUARANTEED



17 Jewels
Swiss Movement.
14K Solid Gold.

Your Profits Start With First Order. Retail for \$55.00.

Beautifully Boxed.
25% With Order, Balance C. O. D.
Write for Free Catalog.

MILTON POVLOW & SONS
535 Chestnut St., Dept. J, Philadelphia, Pa.

NOW!
turn to
INSIDE FRONT COVER
for an important story on
POPCORN PROFITS



MANLEY INC., KANSAS CITY, MO.
"The Biggest name in Popcorn"
POPCORN MACHINES AND SUPPLIES

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, Specialties, Dry Goods, Notions, Automobile Supplies, Carded Goods, Salesboards and Deals. We guarantee prices. Write for catalog and samples.

H. L. BLAKE
Broker-Factory Distributor Little Rock, Ark.

FIRST AGAIN... IMMEDIATE DELIVERY!
NEWEST, MOST IMPROVED
BINGO SPECIALS

Regulars—7 colors, 1500 series
Padded 4-5-6 or 7 to the pad.
3000 Sets—7 colors

Wire or Write for Samples... Jobbers Invited

John A. Roberts & Co.
235 Halsey Street, Newark 2, N. J., MA. 2-6657
LARGEST BINGO MANUFACTURERS IN THE U. S. A.



STILL IN TERRIFIC DEMAND!!!
Both Items Packed With Unusual Novel Appeal

KILROY WAS HERE!! | **THE RUBBER BARREL MAN**
\$10.50 Per 100 | \$2.50 Per Doz.
\$50.00—Lots of 500 | \$19.50 Per 100

25% Deposit With Order, Balance C. O. D.

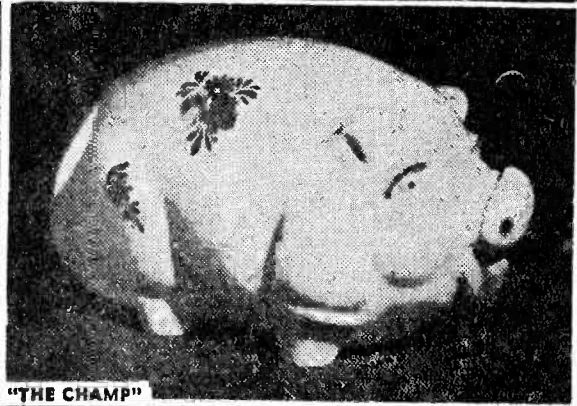
THE STEINBERG-WILLS CO. | 105 W. 9th St.
KANSAS CITY 6, MO.

BINGO

Heavy Weight Cards, Specials, Cages, Blowers, Transparent Markets.
Write for bulletin.

AMUSEMENT INDUSTRIES, Box 2, Dayton 1, Ohio

SENSATIONAL NEW GIANT PIGGY BANK



HOLDS \$1000 IN COIN
LARGE AS A WATERMELON!
 HAND PAINTED
 SIZE 8 in. High 16 in. Long
 Cork Opening in Base
RETAIL \$3.98 Each

Made in U.S.A. Copyrighted
IMMEDIATE DELIVERY!
 Comes in Pastel Colors of Pink, Blue and Cream.
 Deposit with Order, Balance C. O. D., F. O. B. Chicago.
 Open Territories for Live Jobbers—Act Quick!
NATION-WIDE MERCHANDISE CO. Dept. B-5 64 W. Randolph St., Chicago, Ill.
 Your Cost—\$2.00 Each in One Doz. Lots Individually Boxed.
RUSH \$3.00 for Sample

CHRISTMAS SPECIALS

SPECIAL

The Sensational Four-Colored Climbing Monkey, \$2.00 per Doz. or \$22.50 Per Gross.

- | | | | |
|--|---------|---|---------|
| Waxed Roses, Per 1,000 | \$32.50 | Merry Christmas and Happy New Year Tinsel Signs, 11x14, Per 100 | \$ 8.00 |
| DeLuxe Yellow Flying Birds, loud whistle, Per Gross | 10.00 | New Air Ship Package, 3 color, waxed envelope, complete with fins and cabins, with a large silver balloons. Every one a worker, guaranteed to be a knock-out seller. The only package like it in the country. Per Gross | 11.00 |
| Long Cowboy Lash Whips, Per Gross | 12.00 | Workers only, Each | .40 |
| 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 | | |
| 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—\$18.00 Per Gross. Per Doz. | 1.25 | | |
| Large Lels, Per Gross | 6.25 | | |
| Medium Lels, Per Gross | 3.25 | | |
| Oomic 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 | 8.00 | | |
| 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 | 8.00 | | |
| 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 | | |
| Running Metal Turtles, Per Gross | 8.50 | | |
| Metal Running Mice, every one a worker. Per Gross | 14.00 | | |
| Dancing Santa Clauses and Clowns, Per Gr. | 7.00 | | |
| Jumbo Santa Claus Cat Balloons, Per Gross | 8.50 | | |
| Genuine Reed Balloon Sticks, 24 inches long, Per Gross | .75 | | |
| Electric Bow Ties With Batteries, complete, Per Gross | 7.50 | | |
| Water Squirt Rings with rubber bulbs, Per Gross | 24.00 | | |
| Special Balloon Pumps, limited quantities. Each | 2.50 | | |
| Xmas Red Wax Dahlias, large size, Per 1000 | 32.50 | | |
| Xmas Corsages, large size, Per 100 | 10.00 | | |
| Jumbo Target Balloons, blow up over 3 feet, Per 100 | 14.00 | | |
| Monkeys, complete with sticks, Per Gross | 27.00 | | |

HATS

- | | |
|--|---------|
| Cowboy Hats (Felt)—\$2.75 Per Doz. Per Gross | \$30.00 |
| Spanish Hats—\$2.50 Per Doz. Per Gross | 27.00 |
| Mexican Cholo Hats—\$2.00 Per Doz. Per Gross | 22.50 |
| Fireman Hats—\$2.00 Per Doz. Per Gross | 21.00 |
| Robin Hood Hats with comic sayings, Per Gross | 15.00 |
| Yodel Hats With Feathers, Per Gross | 15.00 |
| Miniature Hats With Feathers, Per Gross | 5.50 |
| 6 1/2" Doll With Feather Backs and Sticks, complete, Per Gross | 27.00 |

SPECIAL

- | | |
|--|---------|
| Target Balloons, Red, White and Yellow, Blow up to 2 to 3 feet, first quality, Per 100 | \$ 6.50 |
| Leaping Frogs, Per Gross | 8.00 |
| 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 |
| #9 Balloons, assorted, Per Gross | 3.00 |
| #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 Gross | .75 |
| 2-Inch Squawkers for Balloons, the good loud kind, Per Gross | 1.25 |
| Spiral Twisted Balloon, large size, Per Gr. | 4.00 |

All orders shipped same day we receive them
 25% deposit required on all orders

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We ship to Canada, Mexico, Cuba, Honolulu, Philippines and all parts of the world.

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HARRIS NOVELTY COMPANY

1102 ARCH STREET Phone: Market 7-9848 PHILADELPHIA 7, PENNA.

DIRECT FROM MANUFACTURER

150,000 READY FOR IMMEDIATE DELIVERY

FYRE-FLY WIND-PROOF LIGHTERS

INDIVIDUALLY BOXED
\$3.95 Doz.

JOBBERS, WRITE-WIRE FOR GROSS LOT PRICES.
 SAMPLES TO LISTED JOBBERS UPON REQUEST.

GRAND NOVELTY COMPANY

1304 E. INDIANOLA AVE. YOUNGSTOWN, OHIO

CLOSE OUT! MANUFACTURERS' LOSS YOUR GAIN DON'T MISS THE BOAT!

BUY NOW!



#3326
FER SCOTTY
 Movable eyes. Satin ribbon. Height, 14 1/2". Length, 17". Width, 6 1/2".
\$36.00 \$33.00
 Doz. Doz.
 In Gross Lots

#3647
GENUINE SHEEPSKIN CUDDLE BEAR
 Movable eyes. Satin ribbon. 13 1/2" high.
\$15.00 \$12.00
 Doz. Doz.
 In Gross Lots

#3805
GENUINE SHEEPSKIN SCOTTY
 Movable eyes. Satin ribbon. Height, 14 1/2". Length, 17". Width, 6 1/2".
\$36.00 \$33.00
 Doz. Doz.
 In Gross Lots

25% Deposit, Balance C. O. D.

LIMITED QUANTITY MERCHANDISE DISTRIBUTING CO.
 19 EAST 16TH STREET NEW YORK, N. Y.



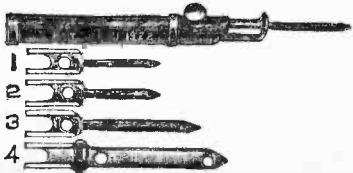
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ILLUSTRATING A COMPLETE LINE OF CONCESSION GOODS AND NOVELTIES, INCLUDING:

- Beacon Blankets — Aluminumware — Electric Clocks and Appliances — Chromeware — Dolls — Stuffed Toys — Plaster Balloons — Whips — Cane 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

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PITCHMEN! DEMONSTRATORS!
 Back Again—Perfected PUNCH NEEDLES!
 One of the biggest pre-war sellers now available for immediate delivery. Comes complete with Holder and 4 Nickel-Plated Steel Needles . . . \$22.00 per hundred sets. Sample set, \$1.00—Cash with order.
 Terms: 25% deposit, balance C. O. D., F. O. B. Chicago. We also carry a complete line of Muslin Patterns, Embroidery Hoops and other accessories.

HOME ART and NOVELTY CO.
 1160 Farwell Ave. CHICAGO 26, ILL.

BALLOONS

1ST QUALITY

JUMBO #20'S \$3.50 GROSS
 MINIMUM 10 GROSS
 50 Gross or More, \$3.00 per Gross

50% Deposit, Balance C.O.D. All Terms Net F.O.B. N. Y.

HOLLAND TRADING CO. 1170 BROADWAY, N. Y. 1, N. Y.

A fast-action Money-maker



10 Charm BRACELETS
 with movable and solid charms . . . all fully formed . . . beautiful, high-lustre finish. **\$6.75 DOZ.**
 25% dep. with order Balance C.O.D.

Captivating charms that dangle from a heavy link chain. Hamilton gold or silver plated. Wire or airmail your order for quick service. IMMEDIATE DELIVER

Parksmith Corp.
 250 4th Ave. New York 3, N. Y.

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. Cost the Government \$4.80 each.
Costs you 25¢ each in quantities. 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

A FAST SELLING XMAS ITEM

Tissue Dancing Santa Clauses, in bags with
instructions.

\$8.00 Per Gross

- #412 Balloons With Squawkers, Per Gr. \$2.50
- #1030 Silver Airships, in envelopes with cabins, fins and instructions, Per Gr. 9.50



Here is a brand new,
pure rubber, noise making
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 | Gr. \$1.10 | #13 Paddles | Gr. \$5.50 |
| #7's | 2.25 | #16 Paddles | 7.50 |
| #9's | 3.25 | #7 Catheads | 3.60 |
| #418 | 1.85 | #10 Catheads | 5.25 |
| #524 | 3.25 | #718 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.

Now ON FLASHY
COUNTER CARDS

SHIPWAY PINS
SIGN 33 DIFFERENT KINDS

6.75 Per Gross
RETAIL 10¢ EACH

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FOR 2 SAMPLE
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Can match pairs or drills. Purchase your stock
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Deodorized Skunks, Giant Jungle Rats, Deer,
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boards, 1927 to date, including Specials. Best
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BAG TOPPED XMAS CANDY—24 5c PKGS.
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\$18.00 per doz. Samples \$2.00 ea.

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DUTCH MILL
ELECTRIC CLOCK

Real sales appeal in this colorful Dutch
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Doz.

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leries are a year round proposition. Low cost and
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LIQUID RUBBER FOR MAKING FLEXIBLE
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Your PROFITS start with
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(Wholesale Only)

Handsome 10K r.p.d. case • Steel Back • Genu-
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GUARANTEED BRAND NEW
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CLOSE OUT SPECIALS . . .
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Reconditioned Movement—Brand New Cases
Chromium case, boxed.

- 7 Jewel \$9.75
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All Watches
Guaranteed.
Minimum order,
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25% Deposit,
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Jobbers — Salesboard Operators — Dealers.
Our Bronze Horses are fast sellers, not
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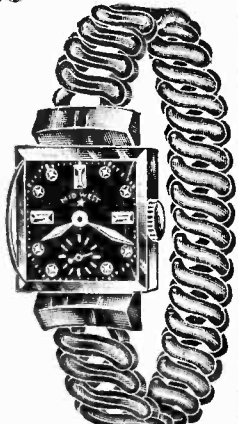
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Men's MIDWEST
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FINE NATIONALLY
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WATCHES for
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**ALL MOVEMENTS
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GUARANTEED
NEW**



7 JEWEL Plain Dial \$11.95
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Stretch Band, 1/20 12K GF. \$2.50
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Exclusively Wholesale

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PITCHMEN, DEMONSTRATORS MYSTIC BLOCKS

Puzzle that actually does 100 tricks.
With instructions and illustrated pictures.

Great money-makers for Stores, Mail Order and Advertising.

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Send 25¢ for Sample.

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Complete Line of Latest Items

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117 Clay Street Central Falls, R. I.

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In CEDAR CHESTS, MAPLE CHESTS Filled with 2 pounds delicious assorted hand-dipped, hand-rolled and hand-strung chocolates. \$30.00 Dozen. Sample, \$3.50 1/3 Deposit, Balance C. O. D. Complete Board Deals. Send for Complete Catalog.

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COIN-OPERATED MACHINES, SECONDHAND

A Large List of Second-Hand Coin Machine Bargains will be found on page 142 of this issue.

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BEAUTIFUL SILVER FOX SCARF, \$30. RED Velvet Curtain (5 1/2 x 11), \$20. Orchestra Coats, Tuxedos, Gowns, Wigs, G-Strings, Cellophane Hulas, Chorus Costumes, several Men's Suits, O'coats, Wallace, 2416 N. Halsted, Chicago.

CLOWNS' AND BURLESQUE COMICS' PROPS and Accessories. Free lists. (Assortment, \$5). Happy Morgan's Clown Headquarters, 2404-N. Fifteenth, Philadelphia. de27

ALL-BRAIDED CELLOPHANE WAISTBAND Hula Skirts with Leis, \$7.50. Strip Panties, \$1.25. Black Nylon Opera Hose, \$4.10. Elastic Net Opera Hose, \$4.95. Rhinestone Punches, \$4.50. Rhinestones with Settings, \$1.85 gross. Folder? Yes! C. Guyette, 346 W. 45th St., New York 19. Tel. Circle 6-4137.

EVENING GOWNS, SHOWROOM SAMPLES, \$6 up; no catalog, send wants, refund guaranteed. Braverman's, 912 Eighth Ave., N. Y. C. de13

LARGE OSTRICH FANS FOR FAN DANCERS —Used, good condition, \$75 pr. Costumes, Gowns, etc., \$5. C. Conley, 308 W. 47th St., New York, N. Y.

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SANTA CLAUS HEADQUARTERS—NEW SUITS and accessories for sale. The Costumer, 238 State St., Schenectady, N. Y. de20

SINCE 1869—COSTUME BARGAINS, CHORUS, dollar up; Principals, three up. No catalogue. State wants. Guttenberg, 9 W. 13th, New York 11, N. Y. de6

THEATRICAL SUPPLIES—STEIN'S MAKE UP Wigs all descriptions. Toby Wigs, red, \$8. No catalog. Percy Ewing Supply House, 749 N. Water, Decatur, Ill.

FORMULAS & PLANS

BEST OFFER TAKES LARGE SIZE FASPRAY Electric Dishwasher, Model 76WDR, 2 h.p., single phase, 110-220 volts, 1750 r.p.m., also coal, wood, 5-deck Blodgett Oven, Type 147, and small Pittman Electric Dishwasher. C. H. Swanson, R. No. West, Great Falls, Mon. Phone 3872.

BIG MONEY—MAKE NOVELTIES AND PLASTICS. Circular free; also guaranteed formulas. Artificial Honey, cheap. Carmel Corn, Cracker Jack, Marshmallows, hand dipped Chocolates, 30c each; all five, \$1. Brooks, B120B, Arkansas, Wis.

GET HUNDREDS MONEY MAKING DEALS. Business Ideas, Plans and Manufacturing. Amazing folio free. Austin Mail Service, 5538 Lexington, Chicago, Ill.

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FOR SALE SECONDHAND GOODS

CLOSING OUT SLOT MACHINES, SALES boards, Meat Slicers, Scales, Cash Registers, Refrigeration Cases, Coolers, etc. Pier, 718 Main, Dubuque, Iowa.

COLEMAN HANDY GAS PLANTS, BURNERS, tanks, tubing, 20% discount. Bottled gas burners, regulators. Northside Sales Co., Indianapolis, Iowa. de13

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GEARED ALUMINUM POPPING KETTLES, all Electric Popping Units, Peanut Roasters, Copper Carmel, Candy Kettles, Display Cases. Northside Co., Indianapolis, Iowa. ja10

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MEN'S SUITS, \$7 UP; DRESSES, 25c; COATS, \$1.50 up. Uniforms, Hats, 100 (good); Ladies' Shoes, \$25. Write for circular. J. Brenker, 1568 Fulton St., Brooklyn, N. Y.

POPCORN MACHINES—LARGE ELECTRIC, rebuilt Burch, Manleys, \$250 up. Wilhoit's Popcorn Concessions, 103 N. E. 60th St., Portland, Ore. de13

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ATOMIC ENERGY CIRCUS

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!

IT'S "GREAT." 1/3 Dep., Bal. C.O.D. Larger Orders—Proportionate Discounts.

Send \$1.00 for 3 Samples

Jon-Co Products Co.
5350 Broadway, CHICAGO 40, ILL.

ATTENTION—Readers of the above ad in the issue of October 25, page 95:
A mistake was made in the address in that issue and some inquiries and deposits have not been located. Please inform Jon-Co Products, 5350 Broadway, Chicago 40, Ill., if your inquiry has not been answered.

Come and Get 'Em!

DAISY CORK GUNS. Each \$4.95

We have a limited supply—first come, first served

Corks for Above Guns. Per 1,000 \$2.75
Worth Baseballs. Doz. \$2.15 | Weighted Darts. Doz. 1.50

We have a complete line of Bingo Supplies and Prizes. 25% Deposit With Orders; F. O. B. Indianapolis.

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117 S. MERIDIAN ST. INDIANAPOLIS 4, IND.

Christmas Tree Lights

8 Lights surrounded by Heavy Plastic Stars. Very beautiful. Series of 8 units per string. With improved Socket and Plug. Individually packed, 36 to Carton. \$1.95 Per Set in Carton Lots (36 to Carton), \$2.15 Per Set in Dozen Lots. Christmas and New Year's Decorations, Horns, Hats, etc. Now Ready.

KILROY WAS HERE (Statue) \$12.50 Per 100. \$2.00 Doz.
LITTLE MAN IN THE BARREL \$20.00 Per 100. \$3.00 Doz.

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I'll give you my line ON TRIAL! Money back if it doesn't sell!

PLASTIC WALLET INSERTS

My special deal proves you can make big profits!

Trial Doz. Assortment \$1.50 Money-back guarantee

I'm serious, brother! I'll send you my special deal on plastic wallet inserts right away, and you can have every penny back if they don't sell fast. Everybody needs 'em—men, women, even youngsters who carry wallets. My Special \$3.50 Trial Assortment of 12 inserts costs you only \$1.50. Sell them for 50¢ to \$1 each and make at least \$6 profit. Assortment has 4, 5 and 6 envelope books. Heavy plastic covers. Strong wire spiral binding. Identification card in each insert. **FREE SET-UP DISPLAY BOX** with first regular order. No lugging heavy samples. **MONEY-BACK GUARANTEE** on all inserts you don't sell. Send \$1.50 for trial dozen; today. Immediate delivery. No C. O. D.'s, please.

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ED MASTERS CO.
P. O. Box 2346-B
HOLLYWOOD 28, CAL.

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NEW LOW PRICES

NO. 5 ALL GOLD Color BALL PEN
Metal
New improved cartridge, all temperature ink, looks and writes like a \$10.00 pen, \$7.20 per doz.

NO. 4 PLASTIC BARREL BALL PEN
In blue, black, ivory, grey, green and maroon. Wide gold band and clip. None better at any price. \$6.00 Per Doz. \$5.40 Per Doz. in Gr. Lots.

NO. 6 BALL PEN AND KEY CHAIN
New fast number, in six colors, gold finish chain. \$2.80 Per Doz. \$31.80 Per Gross.

F. J. HARTEL 1420 W. Wisconsin Av. MILWAUKEE 3, WIS.
Cash with order or 25% dep., bal. C. O. D.

ROLLED GOLD-PLATE WIRE NAME PINS

ALL BEST SELLERS

FOB PIN: Name on Fresh Water Pearl Bar with beautifully shaped F. W. Heart Drop, Per Gr. \$34.00 Per Doz. 3.10

LEAF PIN: Name on exquisitely carved Fresh Water Leaf Pearl. Per Gr. 24.00 Per Doz. 2.10

Mother, Sweetheart, Resorts or any names made to your order. All Pins attractively carded. Satisfaction Guaranteed. 1/3 Deposit.

WILLIAM KELLERMAN
2082 Davidson Ave. New York 53, N. Y.

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Folding, non-folding Many Styles Steel, Wood, Bridge.

Minimum order—two dozen

ADIRONDACK CHAIR CO.
De 11740 Bway, New York 1, N. Y.

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Cigarette Extinguisher Ash Tray
\$6.50 Per Doz.

Jobbers, write for quantity prices. Sample prepaid—\$1.25.

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— NYLONS —

\$10.95 DOZEN—\$125.00 GROSS
Sample dozen, \$11.25 postpaid. DuPont First Quality Full Fashioned. Order direct from this ad. Money Orders only. No C. O. D.'s. Nylon shortage coming. Rush orders in NOW for Christmas.

G. W. SIMMS
WARWICK, N. Y.

BALLOONS

Pure Latex

#10

\$1.50 per gross

Packed 40 Gr. to Case.

Less Than Case, \$2.00 Gross.

Mail or telephone your order.

UNITED FIREWORKS MFG. CO., INC.

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Here are the latest
Lamps Ever Offered

- No. 311 Card Lamp
- No. 711 Dice Lamp
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All winners—Made of white
opal glass, wired; height,
11".

Each	Per Dozen
\$1.50	\$16.50

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visit our Show Rooms.

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Send for our
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In business in Chicago for over 34 years.
1116 S. Halsted St. CHICAGO, ILL.
(Monroe 9520)

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. de27

AERIAL RIGGING, SINGLE LADDER, 100-
ft. high, Swaypole, Cradle, Spotlight, everything
complete including Wardrobe; used one season,
Shelby tubing. Photo if desired. Price, \$800
complete. Wire or write Aerial Act, 157 San
Carlos St., San Francisco, Calif.

BARGAIN LIST—NEW CONDITION 35MM.
Prints, Features, Westerns, Comedies, Shorts,
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BUILD YOUR RIDES FROM TESTED PLANS—
\$100 twelve-passenger Kiddie Chairplane, Kiddie
Auto, Kiddie Airplane, Kiddie Boat, \$5 each;
16-passenger Kiddie Ferris Wheel, \$8. Free catalog.
Brill, 228-B North University, Peoria, Ill.

BUS, CONVERTED INTO HOUSE CAR, AND
Popcorn Outfit. Sleeps two people, cabinets built
in. Super Star Popper, 3" bulbs around top.
Fluorescent lights inside. Chevy motor, and rubber
good. A-1 condition. Flashy, \$2500 takes it.
Mary J. McCandless, R. No. 1, Mars, Pa. Phone
54R4.

COMPLETE FLYING ACT—RIGGING, SPIRAL
Tower, 150' 3" Shelby tubing, Nets, other
Circus Apparatus to order. Carl Williams, 727
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DOUBLE HIGH DIVING DOG EQUIPMENT—
85-foot Ladders, Hoist, Training Ladders, Net,
Cables, Ropes, Lights, Trailer. No junk, \$200 or
trade for animals. William Kopp, Hopkins, Minn.

FIRE EATING, SWORD SWALLOWING, 12
other secrets revealed, all for \$1. Leonard
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FOR SALE—TRADE—35MM. SERIALS, WEST-
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All-Silver Balloons. Envelopes printed front
and back. Outstanding flash, finest quality
merchandise. Come in two sizes.
#524 Airship, Complete. Flns. \$5.00
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Cabin and Envelope, Per Gross ... 8.50
Workers, Per Doz. ... 3.50
Cabin and Envelope Without Bal-
loon, Per Gross ... 3.25
Minimum Order Cabin & Envelope, 10 Gross.

THESE REPRESENT VERY SPECIAL
CHRISTMAS PRICES

25% deposit on all orders, balance C. O. D.

BIG FLASH JACK KELLER

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FOR SALE—SEVENTY-FOOT ROUND TOP
with one forty-foot Middle. Poles, Stakes and
Bale Rings. Canvas and ropes in excellent condi-
tion. Sixty gallons of Firechief Flameproofing.
One 5 kw. D.C. Light Plant, \$350 takes all.
Address: Whitley Gibson, P.O. Box 843, Louisville,
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FOR SALE—TWENTY FOUR SEAT CHAIR
Plane. Le Roi engine, fence, Ticket Booth,
complete. Calvin Groner, Pinckneyville, Ill. ja10

FOR SALE—FUNHOUSE, PENNY ARCADE,
and other amusements including buildings operat-
ing in only amusement park in Kansas City, Mo.
Retiring from business. Kirkpatrick Bros., 7315
Montgal, Kansas City 5, Mo.

FOR SALE—COMPLETE CIRCUS EQUIP-
ment: Big Top, 80 ft., with two 40's; Side Show,
50 ft. with two 30's. Seats, Lights, Trailers, etc.
George B. Parrott, 6045 Whitsett, North Holly-
wood, Calif. Phone Sunset 1-6093.

FUNHOUSE EQUIPMENT—MAGIC CARPET
consisting of 42-foot endless belt, 12-foot
Slide, all roller bearings, clutch, etc. Ready to
install. C. A. Kirkpatrick, 7315 Montgal, Kansas
City 5, Mo.

GOVERNMENT SURPLUS THEATER SOUND
Projectors, Arcs, Rectifiers, Chairs, Drapes,
Screens, Catalog mailed. S. O. S. Cinema Supply
Corp., 449 W. 42d St., New York 18, no29

HUNDRED-FOOT STEEL POLE—COMPLETE
except rope, reasonable for cash. Jerry Martin,
c/o Municipal Trailer Park, Tampa, Fla.

KIDDIE AUTO FIRE ENGINE RIDE, \$1,050.—
Four Large Skee Ball Allers, \$500. J. B. Aley,
5951 Branch Ave., Southeast, Washington 20,
D. C.

NEW, USED, LEROI ENGINES; WURLITZER
103 Organ; 2 Merry-Go-Round Boosters; 10
h.p., 1 ph., 110-220 A.C. Motor; 4 kw., 110
D.C. Generator. Ray Yarnham, Newton, Iowa.

POPCORN TRAILERS—NEW, TEN AVAIL-
able. Krispy Korn, 120 S. Halsted St., Chicago.
de13

RCA SNOWHITE THEATRE SCREEN—12'x18',
two tiny holes near edge, \$25 f.o.b. Columbus.
Donald Unger, 921 Chestnut, Columbus, Ind.

ROCKET FOR SALE—BEAUTIFUL RIDE,
aluminum front, lot of neon, 12 floodlights in
first-class condition, half price if sold at once.
Address: Mrs. C. D. Simpson, Greystone Apts.,
Chattanooga, Tenn.

SALE OR TRADE—NEW 616 CONCESSION
Top; 8x8 Top, no frame, both for \$90. Will
trade for Popcorn or Cotton Candy Machine.
Leonard Quist, 3055 Sackett Ave., Cleveland, O.

SCRIPTS AND PARTS—PLENTY OLD-TIMERS.
35 all together, \$30 cash sets them. Who,
just like Bingo, with one thousand specials, com-
plete with motor, slightly used, \$15 each. Five
left. Charles Kyle, 104 Judson Ave., New Haven,
Conn.

SEND STAMP FOR OUR CLOSING OUT LIST
of 35mm. Sound Features and Westerns. Ecco
Pictures, Haddam, Kan.

SHOOTING GALLERY—15-SHELL LOADING
Tubes, 75c dozen; \$6.00 100. Deposit on
C.O.D.'s. H. B. Sherbahn, Wayne, Neb.

SHORT RANGE TARGETS—MADE RIGHT,
priced right, 12 kinds. Free samples. Woolley,
115 Donald, Peoria, Ill.

35MM. SOUND FILMS—NEW, LISTINGS,
Features and Shorts. Rental and sales service.
Oakley Film Exchange, 242 Kontner, Nelson-
ville, Ohio.

1000 PUNCH BOARDS FOR SALE AT A
sacrifice price. Address Box 252, Billboard,
N. Y. City. no29

The World's Most Loved Picture Beautifully Reproduced in Full Color on Fine Chinaware "THE LAST SUPPER"

By The World-Famous Artist
Leonardo Da Vinci

Size of Plate: 10", Lace Border in 23-Karat
Gold.

The Greatest Buy Ever, For Noverty Men,
Demonstrators, Fair Workers and Premium
Users.

1 DOZEN \$15.00 — 3 DOZEN \$9.00 PER DOZEN — 1 GROSS \$6.60 PER DOZEN

All Prices F. O. B. NASHVILLE. No C. O. D.
Please See Our Ad in Billboard in October 25 issue.

SANDERS MANUFACTURING COMPANY

124 Fourth Ave., S. Dept. N-B Nashville, Tenn.

BOARD OPERATORS—CANVASSERS BUY YOUR CHRISTMAS LINE HERE

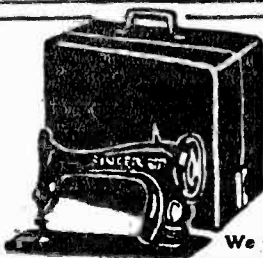
We have a complete line of toys, novelties and gift
wares of every description.

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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



PRICE \$68.50 EACH
3 OR MORE 65.00 EACH

REBUILT SINGER PORTABLE ELECTRIC SEWING MA-
CHINE, with new electric motor, controls, electric wheel,
luggage carrying case and equipment. All nickel part
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

CASH IN WITH LEVIN'S PLASTI-LOON BUBBLE BALLOONS

1 GROSS IN CARTON—NO LESS SOLD

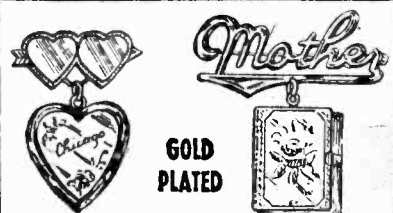
Colors or Clear Gro. \$9.50
Gross Lots

\$5.00 deposit required for each gross
ordered for C. O. D. shipment.

Write for Our Catalog
#262. State your business
Your Best Buying Guide

LEVIN BROTHERS

TERRE HAUTE, INDIANA 25% Deposit Required
With All C. O. D. Orders



LARGE HEART
LOCKET 6 PHOTO
BOOK LOCKET

BOOK OR HEART LOCKET FOBs

(Also available with Bow and Sweetheart
Fob Tops)

Genuine Mother of Pearl, Hand Painted.

Any desired name or place printed on
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Fobs \$12.00 Doz.
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Terms: 1/3 deposit with order, balance C.O.D.
(Send \$5 for samples: 2 Locket Fobs—2
Locket Chatelaines.)

JULA SALES 59 W. 37 St.
N. Y. 18, N. Y.

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 sel-
lers for you! Latest styles. All
sizes. Write for **FREE NEW
COMPLETE CATALOG!** Satis-
faction guaranteed or money
refunded. Prompt deliveries.

H.M.J. FUR CO.
150-B W. 28th St., New York 1

CHRISTMAS TREE LIGHT SETS

C-6 eight-light series sets
\$20.00 a Doz.

C-7 1/2 seven-light independent sets
\$27.50 a Doz.

All sets equipped with G.E. bulbs and
guaranteed. Send check with order for
immediate delivery.

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6050 MARKET ST.
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RED HOT SPECIAL!

96 pages of gal snapshots, cartoons and amusing
situations. Regular Magazine sized 5 inches by
8 inches. Colored Cover. 25 cent price on cover.
Swell for resale, carnival trade, shows, etc. Get
on the bandwagon and be one of our first dis-
tributors. Up to 300% mark-up. Must be
seen to be appreciated. Will go like hotcakes.
\$5.00 per hundred. Samples, 25 cents.
Two titles **JOLLY DOLLS & GAL SNAPS.**

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25 Years
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WHOLESALE
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This latest book is jam packed
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reductions aver-
aging nearly
21% on many.
Our aim is to
keep your profit
records up. Get
your request off
today for "This
Book of Amer-
ica's Top Values."

SPORS CO., 11-47 Lamont, Le Center, Minn.

LARGEST USERS BUY

**OUR 5c TO \$5 RETAILERS
BILLFOLDS, KEY CASES, PURSES, ETC.**

Large Selections on Hand.
Rated Accounts. Send for Samples.

CUTTING LEATHER NOVELTY CO.
48 HOWARD ST. NEW YORK 13, N. Y.

NEW \$25 TO \$50 WEEK SIDE LINE . . . Spare Time

Everybody has \$1 for your spot cash commission!
New, improved Solid Brass Name Plates for front
doors. Genuine engraved, brilliant black letter-
ing. New process . . . keeps bright without polish-
ing. Easy \$2.98 sale gives you \$1 at once.
We deliver. Make \$50 extra next week. Write
now for free sample.

**National Engraving, 214-T Summer,
Boston, Mass.**

You Make at Least \$2100

WITH THESE BRILLIANT NEW SOLID GOLD GUARANTEED GENUINE ZIRCONS



FOR MEN AND WOMEN

\$800

SELLS FOR \$16.00 YOU MAKE \$8.00

\$1300

SELLS FOR \$26.00 YOU MAKE \$13.00

Here's a profit deal no smart business man will pass up. Robert's exclusive one carat diamond-size zircon for women, beautifully mounted on distinctive 14K gold. Also Robert's exclusive diamond-size zircon for men, one carat exceptionally fine stone, handsomely set in modern 10K gold mounting. Feature these two terrific rings—both are best sellers—both are big money makers. Order them NOW.

Send for our new catalog. For resale only. Kindly state your business. ROBERTS JEWELRY MFG. CO., INC. 7 West 45th St. • New York 17

HELP WANTED

ACTS AND ATTRACTIONS WANTED FOR OUR 1948 fairs. Can always use good acts. Write Pety's Entertainment, 3617 Bryant Ave. S., Minneapolis 8, Minn. no29

BOOKER FOR MY AGENCY. HOBSON, MT. Pleasant, Iowa.

CRIME SHOW WANTED—MUST INCLUDE Electric Chair and some props and be reasonable. Tom Kubecka, 222 Landing St., Trenton, N. J.

FEMALE IMPERSONATORS FOR GAY BOY Revue. No collect calls. Send photos. Morris Paul, Ring Cafe, 205 W. 3rd St., Dayton, O. det6

GIRL MUSICIANS—TRAVEL UNION, STEADY. Give age, height, weight, reference. George Bird, 405 Leader Bldg., Cleveland, Ohio. no29

GIRL MUSICIANS REORGANIZING ALL-GIRL band. All instruments. Send photo and all particulars to Box C-374, c/o Billboard, Cincinnati 22, O.

HILLBILLY MUSICIANS—FIDDLE, STEEL OR Mandolin. Must be able to sing. Prefer brother team. For radio jamboree show. Audition record and picture required. Salary guaranteed. Wire or write Box C-355, c/o Billboard, Cincinnati 22, O. no29

LEAD TRUMPET, LEAD TENOR AND VIOLIN for semi-name tenor band. State experience, permanent address. Minimum salary. Box C-377, c/o Billboard, Cincinnati 22, O. det6

MIDGETS—WORLD'S SMALLEST PEOPLE. Dancers, Musicians, Acrobats. For side shows. Offers. Box C-363, c/o Billboard, Cincinnati 22, Ohio. det13

MUSICIANS—ALL INSTRUMENTS. SOUTHERN territory band, guaranteed salary; write, wire Agent, 745 Alabama Street, Bristol, Tenn. no29

MUSICIANS—FOR 12 COMMERCIAL DANCE bands. One-nighters and location. Sleeper transportation. Work steady. Write particulars. Vic Schroeder Agency, 848 Insurance Bldg., Omaha, Neb. no29

MUSICIANS, ATTENTION!—A LARGE NATIONAL advertiser is assembling an all-girl musical organization designed to top any similar group yet assembled. Limited to ex-service girls. \$50 reward to the one who nominates a girl who qualifies for this outstanding organization. Write Box Number C-372, care The Billboard Publishing Co., Cincinnati 22, Ohio.

NEED TENOR MAN AND TRUMPET MAN—No character or drunkards. Well established territory band. Rex Pine and Ralph Victor Orchestra, Glencoe, Minn. det6

NEED PIANO MAN IMMEDIATELY—POPULAR territory band. Weekly salary. Others write for future openings. Fats Carlson, 1308 S. Glendale, Sioux Falls, S. D. no29

PIANO MEN—WELL ORGANIZED HOTEL band has a good proposition for competent pianist, preferably arranger. Good proposition for right man. Box C-371, care Billboard, Cincinnati 22, O. no29

WANT—DANCE MUSICIANS FOR COMMERCIAL territory bands. No drunks or characters. Collins Booking Service, Grand Island, Neb. det20

INDIAN BEADWORK

Plain Moccasin Pins \$1.20 Doz. Fancy Hat-Moccasin Pins 2.40 Doz. Beaded Turtle Pins 2.40 Doz. Beaded Drum Pins 2.40 Doz. Beaded Papoose Pins 2.40 Doz. Oanoe Key Chains 2.40 Doz. Teepees Key Chains 2.40 Doz. Tomahawk Key Chains 2.40 Doz. Prepaid anywhere in United States.

BILL AND LEA ILFELD Gallup, New Mexico

WANT—SINGLE, SOBER, COMMERCIAL-minded Musicians, all chairs. Established "sleeper-bus," dance band. Work Mid-West. Write all details Box C-341, care Billboard, Cincinnati 22, Ohio. no29

WANTED—NOVELTY ACTS. SMALL NOVELTY combos. Girl vocalists, singles and small combos. Photographs and price. National Theatrical Agency, 411 West Wisconsin Avenue, Milwaukee, Wis. no29

WANTED—ORGANIST WITH OWN HAMMOND for Cincinnati hotel. Must have local card. Write Box 136, c/o The Billboard, Chicago, with full details and background. no29

WANTED—REPLACEMENTS FOR MIDWEST commercial territory band. All musicians write. Box 152, Grand Island, Neb. det6

WANTED—PIANO, TENOR, OTHERS WRITE for future openings. Carl Colby Orchestra, Alexandria, Minn. det6

2 GIRL AERIALISTS FOR SEASON 1948. 3-people High Ladder Act, must be experienced. Long season highest salary. State all you do, weight, height, age, photos will be returned. Jerry Martin, c/o Municipal Trailer Park, Tampa, Fla.

WANTED—FEMALE IMPERSONATORS IMMEDIATELY. Good salary. Send photo, type of act, salary, etc. Write care Perry Magnolia, Frenchy's Inn, Highway 99, Stockton, Calif.

WANTED—CRADLE BEARER-HIGH ACT. Experienced or will teach; also Revolving Breakaway ladder performers. Long 1948 outdoor season. Early spring rehearsals in Florida. Just closed 33 weeks season. Sleeping accommodations, wardrobe furnished. Get set now for '48! State full experience, salary desired. Photos will return. Write Sky High Thrillers, 237 Osgood Ave., New Britain, Conn. det6

WANTED AT ONCE—ONE ELECTRIC Hawaiian guitar player to work daily radio programs and personal appearances. Must be good, sober and reliable. Work on percentage basis. Contact "Cousin Bob" Nicholson, Radio Station WSVS, Box 536, Crewe, Va.

INSTRUCTIONS BOOKS & CARTOONS

BARGAINS IN BRAND NEW CHILDREN'S Picture and Story Books, Animated Action Books, "Freddy and the Fire Engine" and "Test Flight of Sky Robin." Both \$1 retailers. Our price, 50c each in dozen lots, assorted. In gross lots, 45c each. Postpaid if cash with order. Special sample offer, \$1 for both. Other books. Send for list. Crescent Sales Co., 150 Broadway, New York.

LEARN PIANO TUNING AT HOME—COURSE by Dr. Wm. Brad White, Karl Bartenbach, 1001 Wells St., LaFayette, Ind. det13

LESSONS IN PROFESSIONAL FIRE EATING—\$5. Iron Tongue Act, lift weights with tongue, harmless, complete with instructions, \$5. Expose on sword swallowing Mss., \$1. Walking on Sword-ladder barefoot, \$1. Walking on board full of nails, dance on broken glass barefoot, harmless, \$1. L. Manly, 200 So. Ave. 58, Los Angeles 42, Calif.

NOVELTY ARTISTS, MAGICIANS, JUGGLERS—Learn the inside dope on Booking and Playing School Assemblies. 12 page booklet tells all. \$1. Montandon Magic, P.O. Box 711, Tulsa, Okla.

SIGN PAINTING TAUGHT AT HOME BY AN old master. Ben Kerns, Box 812, Dept. B-B, Greenville, S. C. det20

YOU CAN ENTERTAIN WITH TRICK CHALK Stunts and Rag Pictures. Catalog, 10c. Balda, The Lightning Cartoonist, Oshkosh, Wis. no29

YOU CAN APPARENTLY PREDICT WINNERS of ball games, sporting events, sex of unborn. Stretter. Information for stamp. Leslie Duncan, Meadon, New York.

(Continued on page 132)



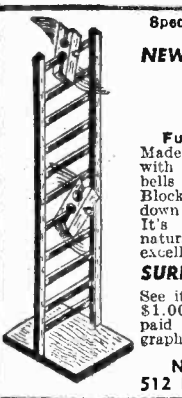
"GRANDPAPPY"

Electric Wall Clock

- 6 or more . . . \$5.80 Ea. Sample \$6.85 Size 19 1/2 x 4 3/4 Mahogany, Blond, Walnut Finish. #1 DeLuxe . . . \$1.00 Ball Pens. Doz. . . 5.50 Reynolds Pens. Doz. 4.32 #7 Plastic Drinking Bird. Doz. . . 7.20 #8 Drinking Ostrich. Doz. . . 7.20 #9 Maple Chest & 1 lb. Choc. . . 2.39 #10 Cedar Chest & 1 lb. Choc. . . 2.39 1 Lb. High Quality Box Choc. Doz. 7.95

OPERATOR'S ASSORTMENTS Blankets, Leather Goods, etc. Push Cards.

Write for New Catalog. DELUXE SALES CO. Dept. 1, DeLuxe Bldg. Blue Earth, Minn.



Special for Novelty Workers! Demonstrators!

NOVELTY Free-Action LADDER

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 kiddies—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

BOOTHS 95-96 SHERMAN HOTEL DECEMBER 1-4

STOP BY TO SAY HELLO

- Extensive line of popularly priced souvenirs, gifts and novelty items for your park, concession and resort.

GOLDFARB NOVELTY CO. Harborside Bldg. Jersey City, N. J.

SANTA CLAUS ILLUSTRATED ENVELOPES

Something brand new. Just out. Beautiful and colorful. Everybody buys. Big Christmas seller. Rush \$1 bill today for samples and wholesale prices.

G. W. SIMMS WARWICK, N. Y.

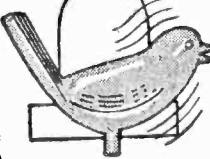
CONCESSION MEN! OPERATORS! PITCHMEN!

Cash-in NOW with

BOBBING BLUEBIRD WALL CLOCK

UP DOWN UP DOWN

AS THE CLOCK TICKS THE BIRD BOBS



It's brand new—novel too—and the hottest item in years! Beautiful American-made replica of a famous Swiss Chalet cuckoo-style wall clock. Quaint, artistic, hand-colored case in rich walnut finish—with Bluebird bobbing up and down with every swing of the pendulum. Plenty of flash—action! A fascinating novelty and a unique and accurate time-teller. Full 6x8 inch size. Runs 24 hours on one winding.

FACTORY GUARANTEED

Manufacturer's written guarantee against defects in materials and workmanship enclosed with each clock.

- Less than 12 - - - \$3.50 Ea. 12 or more - - - 3.35 Ea. Sample - - - - - 4.50 Ea.

1/3 Deposit, Balance C. O. D. Quantity Users—Write for Special Prices.

DELUXE PRODUCTS COMPANY 215 West Ontario St., Dept. A-157 CHICAGO 10, ILLINOIS

WAR SURPLUS

\$5.00 Gets you \$10.00

PX. WALLETS

3 Way Zipper

Imported Leather

Brown and Black

Individually Boxed

\$3.00 Doz.

\$2.40 Doz, 1/2 G. Lots

Send \$1.00 for 4 samples and latest surplus list.

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1117 1st Ave., Seattle 1, Wash.

Terms: 25% Dep., Bal. C. O. D. Certified Check or M. O. with order; we pay postage.

Wishing You All a Big Xmas

'ARKIE' WARNER & 'ERNIE' BALDWIN

LONG PROFIT ITEMS

All merchandise returnable if not satisfied.

10¢ CLIP POCKET COMB. GROSS, \$2.75. Extra heavy, 5", assorted colors, spring metal clip.

20¢ MEN'S CARDED HANDKERCHIEFS. DOZEN, \$1.10. Extra nice, 18-18, all white. 2 dozen to each display card.

55 GA. NYLONS, 1ST QUALITY, WITH SEAMS. DOZEN, \$13.75. Packed in natural cellophane envelope, 3 pairs to box in new dark shades.

5000 other items priced at similar astounding low prices.

Including Dry Goods, Fireworks, Salesboards, Hardware, Toys, School Supplies, Auto Supplies, Toilet Goods, Notions, Spectacles, Carded Items and Xmas Items.

Largest Variety Stock in U. S. A.

Catalogue free with first order, otherwise send 10¢ to cover cost of catalogue, mailing, etc.

H. L. BLAKE

Broker & Factory Distributor

LITTLE ROCK, ARK.

TERMS: 7 days net to well-rated firms. Others please send 25% deposit with order.

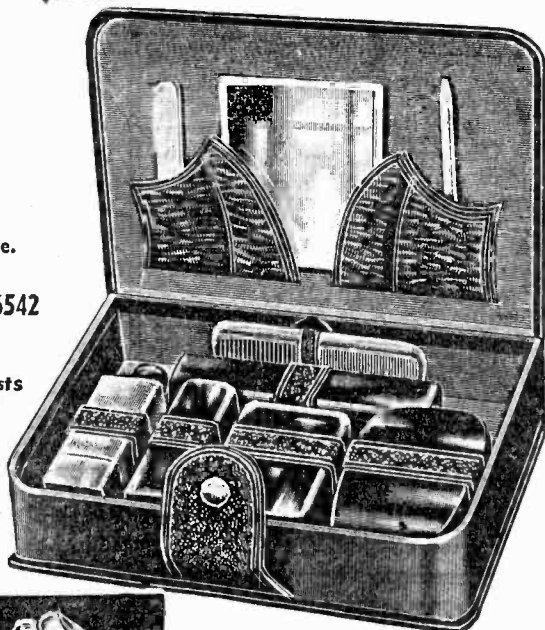
Advertisement for Popcorn Profits featuring a cartoon character and text: NOW! turn to INSIDE FRONT COVER for an important story on POPCORN PROFITS. MANLEY INC., KANSAS CITY, MO. "The Biggest name in Popcorn." POPCORN MACHINES AND SUPPLIES

Advertisement for Bergin Hard Candy: IT'S A BUY HARD CANDY IN GLASS JARS. 24 Jars to Case, 8 1/2 to 9 1/2 Oz. to Jar. . . . \$2.50 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.

Advertisement for American Chewing Gum: CHEWING GUM WHOLESALE ONLY. Fine quality. Popular flavors. 5 sticks per package. AMERICAN CHEWING PRODUCTS CORP. 4th and Mt. Pleasant Ave., NEWARK 4, N. J.



REPLICA DIAMOND RINGS
BB-291 Men's Heavy 1/20—12K Gold Filled all
 Whitestone or Ruby Center.
\$27.00
 doz.
 U-291-5 Identical Ring in
 Sterling, all Whitestone or
 Ruby Center...\$22.50 doz.



MEN'S BEAUTIFUL TRAVEL KIT

Enclosed in Genuine Leather Case.
 A Fast Seller!

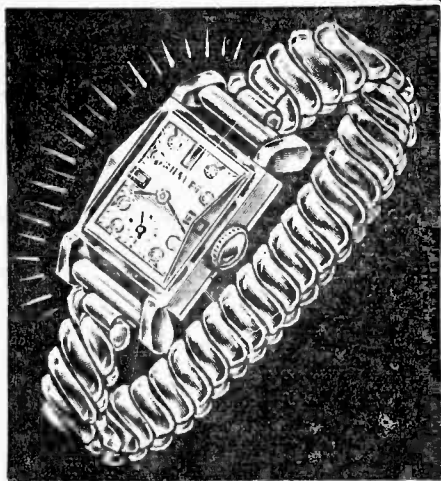
BB-6542

CLOSE-OUTS!

While Limited Quantity Lasts

\$15.00
 per doz.

\$1.50 for sample



MEN'S DRESS WATCH

Unconditionally Guaranteed
17 Jewel Swiss Movement
 Dazzling Dial is set with 8 Sparkling, Simu-
 lated Diamonds and 2 Baguette-shaped Simu-
 lated Rubies, for the figures 3, 9 and 12.
 Case is 10K IGP Top, Stainless Steel
 Back. Complete with 1/20K Gold-Filled
 Top, Stainless Back.
 Expansion Band to **\$17.50** Each
 match. **NO EXTRAS**
 Same Watch with beautiful
 Genuine Leather Band. Each **\$16.00**

IMMEDIATE DELIVERY ACT NOW!

Write for New Christmas Catalog on
 Rings, Watches, Premium and Punch-
 board Items and Jewelry.
 25% Deposit, Balance C. O. D.
WRITE—WIRE—PHONE

TUCKER-LOWENTHAL CO.

5 S. Wabash Ave. Chicago, Illinois
 Phone: DEArborn 1403 or 1921

BINGO FLASH BOARD

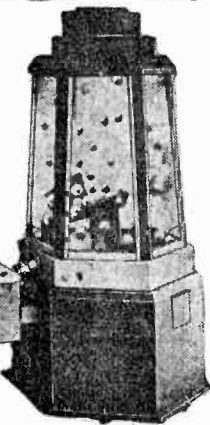


A complete line of Bingo Equipment and Supplies on
 hand ready for immediate delivery.
 Bingo Specials—1500 and 3000 series—automatic
 Bingo Cages.

The newest Rubberized Cage at
 a new low price. Large Heavy-
 weight Bingo Cards.—Medium
 Weight.—Post Card Weight—
 Large News Weight.—Sheets—
 Transparent Markers in bulk
 or bagged and carded (new
 low price), etc.

A new catalog is now ready—write for it.
 If it's Bingo Supplies—buy from the largest manufacturer.
ACE SPECIALTY MFG. CO. 65 BLEECKER ST.
 NEW YORK 12, N. Y.

BINGO BLOWERS



MAGICAL APPARATUS

A BRAND NEW CATALOG—MINDREAD-
 ing, Mentalism, Spirit Effects, Magic Horoscopes,
 1948 Forecasts, Crystals, Palmistry, Graphology,
 Facial Chart, Books. 148-page illustrated Cata-
 logue plus Magic Catalogue, 30c. Wholesale. Nel-
 son Enterprises, 336 S. High, Columbus, O. no29

AAA WHOLESALE TRICK CATALOG 10c—
 Pitchmen's 25c Packages (7 items), \$4.50 100.
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 Philadelphia. de27

DOLLAR MAGIC SET FREE WITH PROFES-
 sional Illustrated catalog, 25c. Samples, 40
 tricks, jokes, novelties, \$1. Box 971-A, Phila-
 delphia. de27

FOR SALE—MY \$100 NIGHT CLUB MAGIC
 for only \$50. First money order takes it.
 James Warmkessel, Magician, 107 Jackson St.,
 Port Carbon, Pa.

HYPNOTIZE ANYONE SPEEDILY, EASILY,
 effectively! Sure-fire method! Guaranteed
 course, \$5. (Information, stamp). Philadelphia
 School of Hypnotism, 2404-N. Fifteenth, Phila-
 delphia. de27

MAGICIANS' HEADQUARTERS — 400-PAGE
 professional catalogue, pocket, parlor, stage
 tricks. World's finest magic. Send \$1.00 for
 catalogue (refunded first \$5 order). Kanter's,
 P-1311 Walnut, Philadelphia 7, Pa. de13

MASTER CIGARETTE VANISHER WILL FOOL
 even your wife! Circular free. Write Schetz's,
 98 Branch, Sellersville, Pa.

MORE THAN 100 FORMULAS AND HOUSE-
 hold Secrets, 25c; coin or stamps. Tesco, Box
 189-BB, Wilkes-Barre, Pa. de6

MYSTERY ESCAPE BOX WITH TRUNK, VEN-
 triquial Figures and Deluxe Puppets. Movie
 Screen in Travel Case. Foy Brown, 1713 Mis-
 sissippi, Lawrence, Kan.

NEW SUB-MINIATURE RADIOPHONE FOR
 Mentalist, Mindreaders, Horoscope pitch. Each
 unit weighs less than pound, easily concealed.
 Write for brochure, specifications, price. Nelson
 Enterprises, 336 S. High, Columbus, O. de6

SPRIT CABINET, TALKING SKULL, DRIVE-
 less Clown Automobile, anything operated from
 distance without connection. Better than magic,
 good as spirit. Baughman, 4211 Park Ave.,
 Ashtabula, Ohio.

SUB-MINIATURE MENTAL ACT, \$100. DOLL
 House Illusion, \$50. Lake's Guillotine, \$50.
 Thayers Dr. Q's Talking Hand on board, \$15.
 Stage Magic, Supreme, P.O. Box 8563, Pittsburgh
 20, Pa.

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 House. Illustrated professional list. 30c.
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 Our 10th year. Postcard brings particulars.
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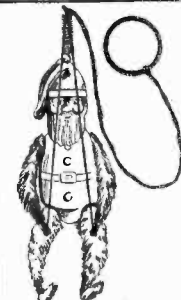
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 Wheels, Roulette Wheels and Casino gaming
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 Flash your concessions with South Seas effect.
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\$ 3.00 Per Doz.
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50L Santa Claus Buttons ... \$17.50 Per 1000
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AT SPECIAL PRICES UNTIL
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| No. 10 Natural Rubber. | |
| 10 Gross Lots | \$ 1.60 Gr. |
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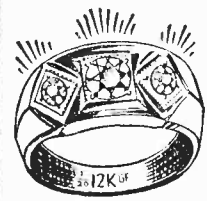
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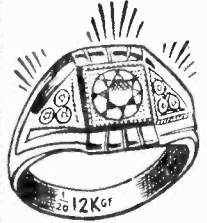
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Extra heavy 3 stone men's ring. A very popular seller. Three styles available. All whitenstone center with ruby side stones or ruby center with whitenstone sides.

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Very smart gold filled men's ring. Has large centerstone. Available with white or ruby side stones.

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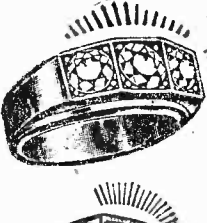
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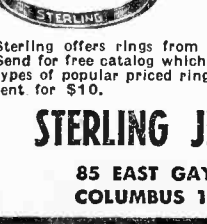
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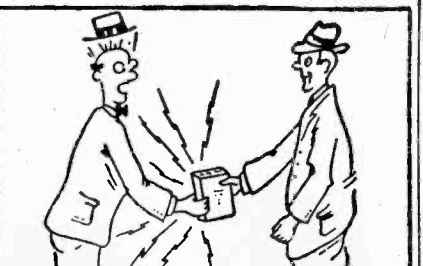
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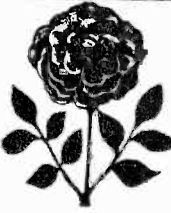
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Best Quality — Attractive Colors
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A Real Flashy Number in Bright Holiday Colors
Large Size, Gross \$22.50; Medium Size, Gross \$16.50

DECORATED XMAS RED ROPING WREATHS

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14-Inch Diam. Elaborately Decorated. Doz. 12.00

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20-Inch Length, Gross \$12.00

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Better Quality in Larger Size, Gross 18.50

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12-Inch Cardboard Horn. Covered with bright colored paper in assorted colors. Has mouthpiece and loud squawker. Gross \$ 7.50

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A combination of Fancy Art-Glo Foll and Crepe Sewed Bands, Crepe Tassels and Ornaments. Gross \$10.50

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Total retail price, \$48. Special offer at only \$24

1/3 deposit required on C. O. D.'s. Headquarters for Rabbit's Feet and Fox Tails

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All three with different funny, hilarious expression, about 3 inches high.

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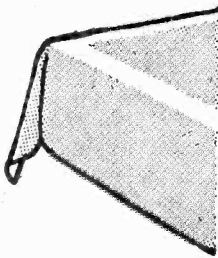
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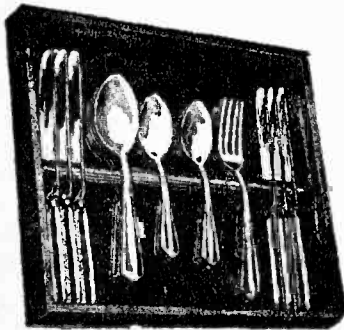
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Retail for 50¢ Each

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MIMEOGRAPHING — DESIGNS, LETTERS. Booklets composed. Free samples. Topical Engraving Corporation, 1527 Highland, Box 42-B, Louisville 4, Ky. def

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M. D. DANKS CO., INC., DEFIES COMPETITION. We print anything and guarantee everything. 24 hour service. 475 E. Main St., Rochester 4, N. Y. no29

NOVELTY VARIETY STORES—LETTER ON your stationery brings large wholesale price list. Powers, 116 18th, Dunbar, W. Va. def

PRINTED STATIONERY—100 SHEETS, 50 Envelopes, \$1.00 postpaid. Mail-N-Save Gift Service, Box 192-B, Gloucester, Mass.

RUBBER STAMPS—NAME, ADDRESS, OR other wording, three lines, \$1.00. Clifford Jones, 1210B Dudley, Utica, N. Y.

SPECIAL—INCH DISPLAY ADVERTISEMENT "Mail Order World," year, \$24. Wood's Popular Advertising Service, Atlantic City, N. J. no29

WINDOW CARDS—14x22" WHITE NON-binding, 2-color, large type display, 100, \$10. Bumper Signs, 5 1/2 x 28 1/2", 100, \$10 cash. Solldays Rapid Sho-print, Knox, Ind.

14x22 TYPE WINDOW CARDS. THE BELL Press, Winton, Pa.

100 LARGE ENVELOPES AND 100 8 1/2 x 11 Letterheads, \$1.75 prepaid. 100 Cards, bill heads or statements, 75¢, 200 each, \$1.25. Crown Print, Adelphi, Ohio.

250 LETTERHEADS, 8 1/2 x 11, AND 250 6% Envelopes, \$2.95, postpaid. Postcard brings free samples. Valley Print Shop, St. Elmo 2, Tenn.

1000 EMBOSSED BUSINESS CARDS, \$4 POSTPAID. Seven lines of copy. Archie Thorpe, P.O. Box 981, Columbia, S. C.

SALESMEN WANTED

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., 529BB, South Franklin, Chicago. no29

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. no29

BIG BARGAINS FOR BIG PROFITS—OVER 100 sensational values. Men's used Suits, \$2; Pants, 35¢; Topcoat, \$1.25; Overcoats, \$2; Shoes, 20¢. Experience unnecessary. Free wholesale catalog. Superior, 1250-J, Jefferson, Chicago 7. no29

SALESMEN—TOP ALL SALES RECORDS. ANY line, with less "leg work." Details free. Arkay, Box 37-B, Westfield, N. J. def

SELL PLASTIC CUSHIONS OR PILLOWS—New item. Folds to match-book size. Over 100% profit. Ideal for sporting events. Free details. Tower Products Co., 835 Tower Bldg., Akron 8, O.

SELL SALES PROMOTIONAL ADVERTISING to grocery stores. You collect \$22.50; you retain \$20. Car necessary. Bondable. Increasing commissions. Bonus plan. No investment required. Mr. Olson of California made \$375.75 first month and \$643.75 his second month with us. Write Coast to Coast International Associates, Bldg. 2, 180 Chestnut St., Rochester 7, N. Y.

WANTED—EXPERIENCED MEN TO SELL IN quantity, coin operated clear lighter filling stations. Now operating profitably in nation's largest chain drug stores. Write immediately. Wesson Dist. Corp., 1080 Broad St., Newark 2, N. J. def

NEW IMPORTED SWISS WRIST WATCHES



- ★ Precision Built
- ★ Stainless Steel Back
- ★ Genuine Leather Band
- ★ Styled for Beauty
- ★ Built for Accuracy
- ★ Sweep Second Hand
- ★ Immediate Delivery

\$3.95 Each

In Lots of 6 or More. Sample orders, \$1.00 extra. 25% deposit with order, balance C. O. D.

ALLIED SERVICE CO. 829 Fifth Ave. Pittsburgh 19, Pa.

Special Bargain Offer!

Christmas Deal!

ACT NOW!
QUANTITIES LIMITED!

XMAS TREE LIGHTS & BULBS

Sensational value! Orders filled in rotation. Can not be sold separately. Limit: 4 deals to a customer.

- 35 C6 series, 8-light sets
- 100 C6 light bulbs
- 12 doz. imported Czech hand-made reflecting star ornaments

RETAIL VALUE\$113.95

YOU PAY \$64 ONLY

SNAP UP THESE VALUES TOO!

G14 Glo-Ray 7-light multiple sets, \$2.73 set; G14 multiple bulbs, \$15.26 per hundred (sold with sets only); Noma Bubble-Lite 9-light sets, \$2.84 set, 20 sets, \$56.00; Noma Bubble-Lite bulbs, \$25.00 per hundred (sold with sets only). CASH WITH ORDER OR 25% DOWN,

BALANCE C. O. D.

Write .. wire .. or phone Kilbourn 0810
M. D. ORUM 1519 W. North Ave. Milwaukee 5, Wis.

NOW!
turn to
INSIDE FRONT COVER
for an important story on
POPCORN PROFITS
MANLEY INC., KANSAS CITY, MO.
"The Biggest Name in Popcorn"
POPCORN MACHINES AND SUPPLIES

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 ● bow-knot pins ● springrings ● jumpings ● swivels ● chains ● plain and twisted hoops ● earrings ● earcrows, 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 88, North Station, Providence 8, R. I.
Buy Direct From Manufacturer and Save

BIG BUSINESS
DAY AFTER DAY WITH
LEE COUNTER CARDS!
LEE RAZOR BLADES
Lee Counter Merchandise. For immediate delivery, huge selection from fine Razor Blades to Sun Glasses. Beautiful display cards of fast-selling staples, notions and specialties. High quality, attractive prices. Large profits for you. Write for FREE Catalog and Price List.
LEE PRODUCTS CO., INC.
437 Whitehall St., S. W., Dept. B, Atlanta 2, Ga.

FIREWORKS

GUNS . . . CAPS

Low prices. Write for catalog. Wholesale only.

Standard Specialty Co.

Oostburg, Wis.

Massive Mexican Rings

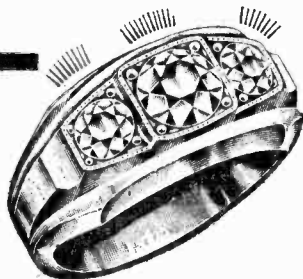
THE BEST ASSORTMENT
DOZ. \$13.50—GROSS \$144.00
Beautiful Silver Earrings—Real Stones, Jade, \$2.80 Pair—Amethyst, \$2.70—Doz. \$24.00.
FRONTIER IMPORTS
LAREDO, TEXAS

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. 2R203
\$4.80 Doz.



Sterling No. 2R200
\$6.75 Doz.



Sterling No. 2R192
\$4.80 Doz.



Sterling No. 2R301
\$5.60 Doz.

Over 500 ring styles—all the best sellers. Write for catalog—state your business

HARRY PAKULA & COMPANY

5 NORTH WABASH AVE.

CHICAGO 2, ILL.

DEMONSTRATORS — PITCHMEN

The Fastest Quarter-Grabber in the World

THE MYSTERIOUS WONDER MOUSE

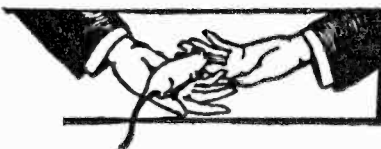
\$7.00 Per Gross

Deposit with order; balance, plus postage, C. O. D.

EVERY ONE A WORKER! NO LARRIES!



Attractively packaged, complete with assembled gimmick and long rubber tail. This is the smoothest running mouse you've ever seen. Quantity users, write for prices. Samples, 25c. We also have Svengali Decks and 265 other fast-selling Magic and Trick Items. Wholesale Catalog, 10c.



ARLANE MFG. CO. 4462 Germantown Ave. Philadelphia 44, Pa.

Another HOLLYWOOD Beauty



ALL METAL 14 K GOLD PLATED BALL PEN

A money maker — a "star" on your selling parade. These pens will write three months to one year without refill. Replaceable cartridges always available.

Each pen is unconditionally guaranteed against all Mechanical Defects. Gross Lots Only \$57.60

Write, Wire or Cable

HOLLYWOOD PEN CO., INC. 160 Fifth Ave., New York 10, N. Y.

IN THE "NICK" OF TIME FOR XMAS

KILROY COCKTAIL SET

Conveniently Designed to Fit Any Bottle. No Bar is complete without one!

RUSH \$1.50 FOR PREPAID SAMPLE SET

(\$1.50 per doz. Complete sets in Qty. 1/3 doz., bal. C. O. D.

Brand new idea, individually labeled for Rye, Scotch, Gin and Bourbon. Colorfully packaged. Four corked Kilroy cocktail tops to each set.

"The perfect gift for the man who has everything." As useful as it is amusing. Novelty sensation of 1948.

"A sample is your ticket on the easy money express!"—EXCLUSIVE DEALS—K. A. Hildebrecht, Pres.

VICTORY TOY DIST. CO. 448 WEST FREDERICK ST., LANCASTER, PENNA.

Sole Eastern Distributor—Hottest Item in 25 Years!

"KILROY WAS HERE" STATUE

\$12.50 PER 100 — \$1.75 PER DOZ.

ALSO: LARGE BOXED LEAD ICICLES — \$5.00 PER GR.

No C. O. D.'s—Send Money Order With Order.

O. FAUST CO., 223 N. 8th St., Philadelphia 6, Pa.

At Liberty—Advertisements

5c A WORD, MINIMUM \$1, CASH WITH COPY

DRAMATIC ARTISTS

FRONT MAN—FINE VOICE, COMEDIAN, M. C., Magic. Available Nov. 24. Toby Beck, Augusta, Wis.

MISCELLANEOUS

AT LIBERTY—TOP MOUNTER FOR HAND-to-Hand Ground Tumbler. Also do Trampoline, Bed Work and Flying Act and Teeterboard Act. Can do Doubles, Triples, Backs. Have been with Escalante's Return Act. I would like to join some act or troupe. Join at once. Bill Stan Bedell, 23 Second St., Norwich, Conn. no29

CLOWN—DOING MAGIC, PUNCH AND JUDY, marionettes, clown numbers. Do from 10-30 minute acts for kiddie entertainment. Ray Brison, Chambersburg, Pa.

FEATURE MENTAL, MAGIC ACT, ORIENTAL presentation. Salary for act. Percentage on private readings. Yose, 18 W. Stockton, Pittsburgh 12, Pa.

ISSOHR APPELMAN—NOTED LECTURER available for schools, clubs, theaters. Special talks on "Speak and Win," "Interviews With International Celebrities I've Met," "Tiny" Biggs Orchestra available to nite clubs, fraternity dances. "Mystic Hanson—Magician" with 12 acts. Evelyn West, "Original Hubba-Hubba Girl," available March 17. Marjorie Inez Hobson, 510 S. Jackson St., Mt. Pleasant, Iowa.

MAGIC SHOW — TWO-HOUR PROGRAM. Special stage setting. Open for theaters, schools, auditoriums, etc., etc. Onal the Magician, Alfred St., Detroit 1. de6

RADIO SCRIPT WRITER—N.Y.U. SCHOOL of Radio Graduate, seeks staff opportunity. Musical continuity experience, languages, research, monitoring. Kurt Holzer, 141-70 85th Road, Jamaica, N. Y.

VERSATILE STANDARD COMEDY TEAM — Man-woman. White and black and tan. Singers, dancers. Plenty of bit and black out material. Man M.C. and flashy Dixieland drummer. Cut shows. Night spots or theaters. Available Dec. 1. AGVA-AFM. Address Vaudeville Act, No. 246 West King St., Lancaster, Pa.

VERNON HOFF—FEMALE IMPERSONATOR. Symphony in curves, sex appeal personified! Frisique singer. Hot strip tease dancer. Free picture to anyone. Vernon Hoff, Club My-O-My, New Orleans, Louisiana. Third scintillating week.

MUSICIANS

ACCORDIONIST—SINGLE, 19, UNION, EXPERIENCED, dependable, travel. 420 N. Klein Ave., Springfield, Ill. 3-4010.

AT LIBERTY — ROLLER RINK ORGANIST. Gentleman. Experienced and dependable. Ted Klapproth, 197 Division St., Pittston, Pa. Telephone 1912-R, Pittston. no29

AT LIBERTY — PLAY GUITAR, BASS AND sing. Modern cowboy or hillbilly; considered very good M. C. Also do rope and whip act. Comedy. Been in radio for 12 years. Several network shows; have had my own band, both modern and cowboy. Have flashy wardrobe and car. No amateurs. State your offer. Single, will go anywhere. Write or wire Johnnie Silvers, Box 70, Nu Mine, Pa.

AVAILABLE IMMEDIATELY — TENOR SAX and Clarinet. Lead tenor or small combo. Address Musician, Oaklawn Courts, No. 24, Jackson, Miss. no29

AVAILABLE AFTER JANUARY 1ST—EXPERIENCED tenor man, double clarinet. Read, fake, transpose. Contact Musician, 7386 Patton, Detroit 28, Mich. de6

BASS MAN AND DRUMMER TEAM—WOULD like to locate with combo, satisfaction guaranteed. Mop Livingston, 701 5th St., Corbin, Ky. no29

"GRANDPAPPY"

ELECTRIC WALL CLOCK



A 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 rod in gunmetal. Genuine "Karbonite" case 19 1/2 inches high, 4 3/4 inches wide. In beautifully grained Mahogany, Blond or Walnut finishes. Individually boxed, six to a case. Immediate delivery. F. O. B. Chicago.

LOTS OF SIX OR MORE EACH, ONLY \$5.80

SAMPLE \$6.75

D. A. PACTER CO. 705 W. Washington Blvd. CHICAGO 6, ILLINOIS

ABALONE PEARL SEA SHELL LADIES' RINGS

Sterling Silver, \$6.75 Doz., \$9.00 Doz., \$12.00 Doz. Eight styles. Abalone Earrings and Necklace, Branch Sea Coral Jewelry.

JOS. FLEISCHMAN

1535 Broadway

TAMPA, FLA.

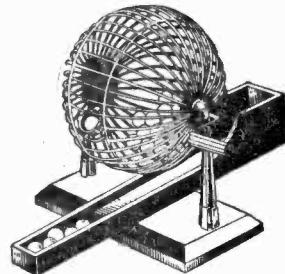
DRUMMER — SOCIETY, LATIN-AMERICAN beat, 10 years' experience; read, fake, cut shows. Have beautiful equipment, including timbals. Will travel. Norman Cogan, 4309 40th St., Sunnyside, N. Y.

FEATURE COMIC, JUVENILES, STRONG singing, magic specialties. Piano, read, no fake. Available Nov. 24. Address Toby Beck, Augusta, Wis.

GIRL TRUMPET AT LIBERTY—GOOD RANGE, tone, read well. Experienced semi-name band. Union, age 21, will travel. Phone 918. Charles Rutherford, 200 E. Hill St., Denison, Tex.

GUITAR, VOCALS—DEPENDABLE, MELODY. take-off, any type rhythm. Vocals, baritone. Warm climate. Min. \$80. Theo. Smith, 130

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

SLUM

(GIVE-AWAYS)

Novelties, Toys, Brooches, Pins, Kids, Necklaces, Jewelry, Cosmetics, many other items too numerous to mention. 3,000 Pieces, Asst.

\$25.00

SOME ITEMS RETAIL UP TO 25¢ EACH.

NEW ITEM!

LUCKY NOVELTY

PRIZE BOXES

ASSORTED NOVELTIES OF ALL KINDS

\$4.50 Gr. Boxes

5 Gross Lots—\$4.00 Gr.

25% Deposit, Balance C. O. D.

Mdse. Distributing Co. 19 E. 16 ST. NEW YORK, N. Y.

ATTENTION

MANUFACTURERS

Reliable Sales Representative seeks additional lines for New York territory. Manufacturers' inquiries invited.

Consumers Service

1995 Webster Ave.

Bronx 57, N. Y.

THIS CUT HURTS!!

PRICE SLASH

Zippo Lighter, Ea. \$1.35
Decals, 80. Set 80
Master Ball Pt. Pen, metal cap, Doz. 5.10
5" Heavy Pocket Comb, colors, Gr. 1.50
Men's 4-pc. Key Chain Gift Set, Set 1.50
Silent Flame Dunhill Lighters, Ea. 1.40

WRITE FOR CATALOG OF 250 MASTER MONEY MAKERS

GORDON MFG. CO., Dept. CH 110 E. 23rd St. New York 10, N. Y.

COMPOSITION NUGGET JEWELRY

LOOKS LIKE GOLD!

Watch Chains and Charms, Dust Containers, Scarf Pins, unmounted Nuggets, etc. Free Catalog. Address:

J. P. EDGAR

P. O. Box 424 RED BLUFF, CALIF.

DEALERS! JOBBERS!



\$13.25 Each
Min. Order 2 Units. Sample Order \$14.

SELLS ON SIGHT!

A novelty sensation! MAGIC-TONE Radio-in-a-Keg is a sensitive AC-DC super-heterodyne radio in a beautiful pottery keg. Spigot controls both switch and volume—bung selects the station. Base is stained walnut and comes with six glasses.

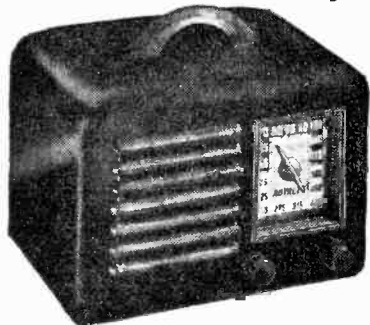
Terms: Net 30 days to rated concerns. Others, 1/4 deposit with order—balance C. O. D.—F. O. B. Baltimore.

FAN DANCE LIGHTERS—3 Doz., \$16.20.
(Less Than 3 Dozen—\$18 Doz.)

Stanley Distributors

1216 West Baltimore St., Baltimore 23, Md.

GENERAL TELEVISION 'ROYALTON' 5 Tube Super



A SUPER VALUE—PRICED FOR REAL SALES ACTION

This is the deal you're looking for. A big 5-tube superhet—powerful, sharp and clear as a bell. The attractive plastic cabinet measures 8 3/4 x 6 x 5 1/2 inches. Has full 5-inch PM speaker. All tubes are working tubes. Built-in antenna. Operates on AC or DC. It's a natural for use on boards or as a main prize. F. O. B. Chicago. Immediate delivery.

REGULAR LIST, \$19.95 **\$11.95**
YOUR COST, ONLY

PEERLESS, INC.

514 So. Laramie Ave. Chicago 44, Ill.

IN STOCK NOW!!!

CRITICAL XMAS MDSE.

Orders Now Shipped Within 48 Hours!
XMAS TREE LITE SETS:

- | | | |
|--|---------|--------|
| A1 8 Lite Series Set, GE Bulbs, Boxed | Per Set | \$1.53 |
| A11 7 Lite Series Set, Tubular GE Bulbs (Has Candelabra Base) Boxed | 2.00 | |
| A3 7 Lite Multiple Set, With GE Bulbs That Burn Independently, Boxed | 2.53 | |
| A15 15 Lite Multiple Set, GE Bulbs that burn independently, Boxed | 6.30 | |
| A5 7 Lite Outdoor Set, GE Bulbs, Boxed | 3.29 | |
| A16 25 Lite Outdoor Set, GE Bulbs, Boxed | 11.40 | |
- XMAS TREE LITE BULBS!**
Nationally Advertised Brands
(Bulbs Pk'd 10's or 100's except as noted)
- | | | |
|--|-----------|-----|
| A6 Series Small Round Bulbs | Each Bulb | 10¢ |
| A7 Series Bulb (As C6) | 12¢ | |
| A12 Series Tubular Bulb (for A11 Set) | 21¢ | |
| A8 Independent Bulb (As C7 1/2) | 21¢ | |
| A13 Independent Tubular Bulb | 23¢ | |
| A14 Independent Ball Shape Bulb (As G14) | 23¢ | |
| A9 Outdoor Bulb (As C9 1/2), Pk'd 25's. | 23¢ | |
| (Above Bulbs American made—various colors) | | |
| A10 Chinese Lantern Series Bulb, Pk'd 25's | 12¢ | |

Terms: Net 10 Days to Rated Accounts. Others 25% Dep., Bal. C. O. D. F. O. B. Chicago.

ROOSEVELT B. SALES (ROCK. 0408)
3351 Roosevelt Road CHICAGO 24, ILL.

HUSTLERS

Double your money back if it's a gadget or not.

A NEW ONE

Every Store, Shop and Car Owner Needs TWO—Vest Pocket. Sample, 25¢ post paid. 400¢ item. Swell premium that cost you "nix."

"STICKY" JACK

1140 So. Figueroa St., Los Angeles 15, Calif.

HAMMOND ORGANIST AVAILABLE IMMEDIATELY. Twenty years' experience, hotels, lounges, theaters, etc. Have own organ. Wire Organist, Room 261, Spencer Hotel, Indianapolis, Indiana.

LEAD TRUMPET FOR LOCATION BAND. hotel band or small combo desired. Name band experience, references. Lead, jazz, or fake. No liquor. Available December 1. Prefer South; cut or no notice. Armour, 905 Belmont Road S., Grand Forks, N. D.

LEAD TRUMPET AVAILABLE IMMEDIATELY. Tone, read, range, 25, semi-name experience, some jazz, sober. Arthur Taylor, 231 8th St., Grand Rapids, Mich. Phone 86885.

NAME HAMMOND ORGANIST AVAILABLE January. Radio artist. Cocktail work of unusual style and dependability. Up to minute library. Present job one year. Young man, Local 802 (New York). Prefer hotel, Florida or other parts. Don't own organ. Agents invited. Box C-373, care Billboard, Cincinnati 22, Ohio.

NEW HAMMOND ORGAN, MALE ORGANIST, white, 40, three years last position. Still on it. Wants location, prefer Middle West or Arkansas. Go any place. All replies answered. Recordings if interested. Exp. radio, dining room, store, lounge. Recorderm, 863 Roscoe, Chicago.

ORGANIST WITH OWN ORGAN—AVAILABLE after Nov. 22. Latest type Hammond, 2 Leslie-Vibratone speakers, new \$900 Vibraharp attachment, double piano. Requests a specialty, both classical and popular. Male, 38, reliable, best of references. Address: Organist, 815 W. Commonwealth, Alhambra, Calif. de6

PIANIST-HAMMOND ORGANIST—THOROLY experienced, dance band and show work. Read, fake, will cut all or no notice. Closing Nov. 22. Wire, write, c/o Harley Sadler Show, Abilene, Tex., Nov. 10-16; San Angelo, Tex., 16-22. Red Cogburn. no29

PIANIST-ORGANIST—COMMERCIAL STYLE. Experienced. Fills solos. Young, read, fake. South or West only. Pianist, Bell's Tourist Camp, Texarkana, Ark.

RINK ORGANIST—FIRST CLASS RINK EX-perience, now employed, desires change, Southern State preferred. Please state best salary offered. Organist, Box C-369, c/o Billboard, Cincinnati 22, Ohio. no29

TENOR, ALTO, CLARINET—READ, JAM, transpose. Thoroly experienced any style, any chair. Good combo clarinet. Good appearance, car. Southeast. Chuck Fredericks, Gen. Del., Tampa, Fla.

TENOR SAX, CLARINET AND TRUMPET—Read alto parts. Fine for small combos or society. Name experience. Leon Edmonds, 1130 Simpson St., Knoxville, Tenn.

TRUMPET—READ, RIDE, TONE, COPYIST, sober, reliable, union, 18; willing to travel with commercial or territory band, available now. Joe Ott, 409 Pleasant Avenue, Pleasantville, N. J. no29

TRUMPET—UNION, NAME EXPERIENCE, any style, comedy combo or straight, good take-off. Prefer South location. Musician, Box 442, Route 1, North Biloxi, Miss.

PARKS AND FAIRS

HIGH EDDIE (STILTWALKER) AND HIS Clowns for all occasions. Eddie Dorey, 4146 McPherson Ave., St. Louis, Mo. de6

HIGHCLASS TRAPEZE ACT—AVAILABLE IN-door events. Flashy silvered paraphenalia. Real act. For particulars address Charles La Croix, 1304 South Anthony, Fort Wayne 4, Indiana.

WORLD'S GREATEST COMEDY ACT—ROSCOE Armstrong, comedy car. Now booking 1948 fairs. Open for spring and winter engagements. Montezuma, Ind. de27

VAUDEVILLE ARTISTS

DUE TO DISAPPOINTMENT—GENERAL Business Team or as Cast, specialties, vent act, good wardrobe. Handle stage, produce. Go anywhere, have trailer. Ralph and Lanya Young, Fort Cobb, Oklahoma. de6

BIG CHRISTMAS SPECIALS

- | | | |
|--|---------|---------|
| 3 Bell Holiday Corsage | Per Gr. | \$22.00 |
| 2 Bell Holiday Corsage | 17.00 | |
| Big 9 Foot Around Balloon | 21.60 | |
| Big Silver Airship With Fins and Cabin in Envelope | 10.50 | |
- Send \$1.00 for samples of the above numbers

HERE IS A FAST MONEY GETTER FOR THE DEMONSTRATOR. JOCKO, THE CLIMBING MONKEY. PLENTY OF ACTION, EVERYONE LAUGHS AND EVERYONE BUYS JOCKO. PUT JOCKO IN ACTION AND WATCH THE CROWD GATHER AND THE MONEY ROLL IN. \$21.60 per gross

- OTHER BALLOON PRICES**
- | | | | | | |
|-------------|---------|--------|------------|---------|--------|
| #5 Dart | Per Gr. | \$1.00 | #418 A.S. | Per Gr. | \$1.70 |
| #7 Round | 2.20 | | #524 A.S. | 2.85 | |
| #9 Round | 2.85 | | #13 Paddle | 5.50 | |
| #7 Cathead | 3.85 | | #16 Paddle | 7.70 | |
| #10 Cathead | 6.60 | | | | |

25% deposit with order, bal. C. O. D., F. O. B.
CHICAGO BALLOON COMPANY
716 West Madison St. CHICAGO 6, ILL.

FIREWORKS

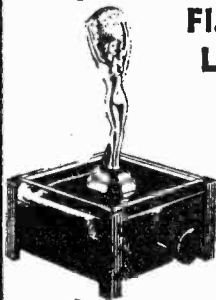
For the Holiday Trade. Orders shipped any day you specify up to December 15th. Minimum order or assortment \$50.00. 25% deposit with order, balance C. O. D. Guaranteed Quality, Lowest Prices. Order now and be prepared. Get that added profit. Write for Catalogue.

JOBBER SUPPLY CO., INC.

120 E. MARKHAM ST., LITTLE ROCK, ARK.

MIDWEST HAS THE BEST IN PREMIUM MERCHANDISE

Sally HOT SPOT Silent Flame Desk LIGHTER

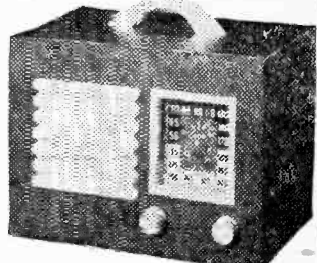


Pull lighter from base, rest on rail, touch other end to figure and Presto! a Silent Flame.

Height 5", \$18.00
3" Square.
Per Doz. . . \$52.50 in Case Lots.
3 Doz. to Case.

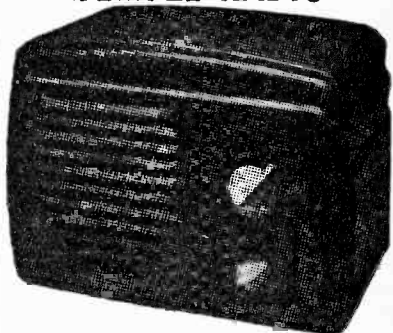
GENERAL AC-DC RADIO

5 Tube Super Use It in Any Room of the House



The all-purpose radio. Its fine five-tube super circuit challenges all other receivers in its price class. Highly sensitive with brilliant tone. Attractive Bakelite case, 6 7/8 x 8 3/4 x 5 3/4 inches with plastic handle and trim. Price Each . . . \$11.95

TEMPLE RADIO

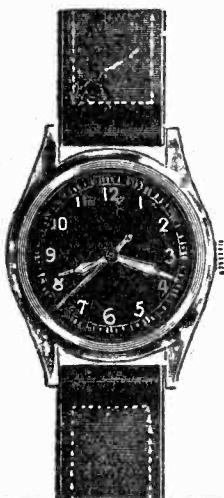


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Here's a perfect combination. Solid, ceramic piggy bank with built-in lamp and heavy shade. Decorated with gay, colored nursery figures in decal. and cloth. Pink and blue. \$24.00 per dozen. Sample, \$2.75



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With Assorted Rhinestone (Like Diamond) Dials. In 10 kt. R.G.P. yellow case, newest modern design. Reconditioned and guaranteed.

7-jewel 10.95 15-jewel 12.95 17-jewel 14.95

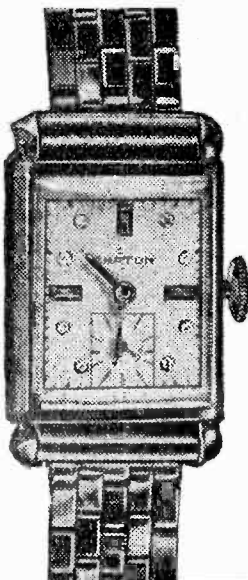
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Letters and packages addressed to persons in care of The Billboard will be advertised in this list two times only. If you are having mail addressed to you in our care, look for your name EACH WEEK.

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.

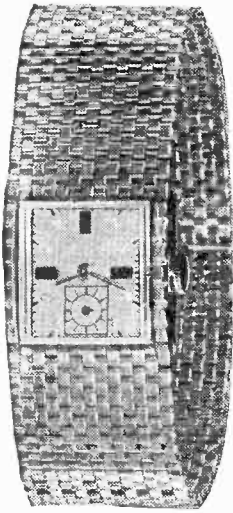
MAIL ON HAND AT CINCINNATI OFFICE 2160 Patterson St. Cincinnati 22, O.

Parcel Post Collender, Jack 8c Drouillon, Frank 12c Seng, V. 25c Findley, Homer (License Plates) 18c White, Mary E. 17c

- Fillingham, Everett
- Fink, Harry
- Fitzgerald, Eddie
- Flanagan, Pat
- Forest, Geneva
- Forkum, Chas. Tex
- Foss, J. D.
- Foster, Eliza
- Foster, R. K.
- Fournier, Wm. J.
- For, Thos. J.
- Fox, Westley M.
- Francis, Geo.
- Francis, Ray O.
- Frank, Mrs. Charlie
- Frank, M. J.
- Frederite, Art
- Friend, Red
- Frye, Wanda
- Fuetz, Eddie
- Funderburg, Lighting
- Gable, Jos.
- Gallagher, Frankie
- Gallup, Theo. T.
- Gallup, Mrs. Jack
- Gann, Mrs. Alice
- Garrett, Vencie
- Gatto, Rox (Expo. at Home Show)
- Geiger, Robt. C.
- George, Joe
- Gee, Dorothy
- Gheebart, Billie
- Gibson, Doug
- Gibson, Mrs.
- Gilbreth, Hugh
- Gilmore, James J.
- Ginther, Homer
- Givens, Virgil E.
- Gloden, Chas. L.
- Goettel, W. F.
- Goldberg, Murray
- Goldstein, Nathan
- Good, Okie
- Gootch, Bill
- Gorman, Mrs. B. E. Mickey
- Gorman, John
- Goss, Robt. L.
- Graham, H. L.
- Greene, Mrs. Betty
- Griffin, Mr. Harold
- Griffith, Mrs. Elsie
- Griggs, Chas.
- Grimm, Earl
- Groner, Mrs. Ida
- Gunderson, A. C.
- Gutermuth, Chas.
- Gwens, Mrs. Ruby
- Hadden, Cecil
- Hadix, Benny H.
- Haddock, Mrs. Willie J.
- Hager, Wilma F.
- Halin, Heinie
- Hall, Dale (Peart & Hall)
- Haldin, Tage
- Hammond, Carl & Mrs.
- Hance, Frank
- Hansen, Allan
- Hansen, John
- Harding, Mrs. A. V.
- Hardy, Patricia
- Harms, Russell
- Harper, Marshall
- Harrison, David
- Harrison, Wm.
- Harrison, Leonard
- Harvath, Mary
- Harve, Uncle
- Hassett, Frank
- Hassen, Tom
- Haut, Mrs. Bess
- Hayes, A. S.
- Hayes, Jim
- Hayes, John W.
- Haywood, Claton
- Hays, E. E.
- Henderson, Robt. E.
- Henley, Arvil F.
- Hensley, Elmer
- Hensley, Laura
- Heron, James
- Hinkston, Chas.
- Hickie, Roy Eugene
- Hiler, Ed.
- Hill, Howard (Punk)
- Hill, Johnny A.
- Hinkle, Milt
- Hinkle, Shorty
- Hoagland, R. W.
- Hoberg, Ira
- Hoberg, Mrs. Ira
- Hodison, Leon
- Hoge, Mrs. Roland
- Hoffman, Harry
- Hoffman, J. W.
- Holck, Yolanda
- Holder, Mrs. Juanita
- Holmes, Jimmie D.
- Holt, A. C.
- Holt, LeRoy
- Houtsner, Sam
- Howard, Holly
- Hoyt, Dale
- Hrobrachak, Mrs. John
- Hunt, Bill (Floss Machine Maker)
- Ireland, Henry A.
- Intrien, Peter J.
- Ivey, A. A.
- Jackson, Mrs. Thelma
- Jacobson, J.
- James, Paul
- Jano, Miss J.
- Jason, Joe
- Jaxon, The Great
- Jeffery, W. H.
- Jeffries, Geo.
- Jennings, Lucky
- Jernigan, J. H.
- Jobber, Stanley
- Johnson, Carl
- Johnson, C. E.
- Johnson, Harry Lee
- Johnson, H. L. & Mrs.
- Jones, Clyde
- Jones, Olin
- Jones, Michael
- Jones, Roy B.
- Joseph, Jr., Thos.
- Justin, Melvin F.
- Kahue, Elkie
- Karmil, Jack
- Kasin, Andy
- Kauffman, Elmer
- Kearns, Mrs. Dottie
- Kelley, Geo. W.
- Kelly, John K.
- Kelly, Bill
- Kennard, Mrs. Helen
- Kerwin, Paul L.
- Kibel, I. H.
- Kings, James
- King, John
- King, Marie
- Kitchen, James H.
- Kline, R.
- Knodell, Emil R.
- Kornh, Raymond J.
- Kork, Bobbie
- Kornman, Carroll
- Kortez, Peter
- Kunde, Adolph T.
- Kutney, Steve
- Kyle, Mrs. Raymond
- LaDwe, Joe
- Lakey, Fidessa
- Lamar, Barbara
- Lamb, Barney & Gail
- Lamon, Harry & Ima
- Lance, Jack
- Lane, Jim
- Langen, Wm.
- Langloss, Russell
- Lanning, Geo. W.
- LaValda, Ted
- Lavell, Frank X.
- Leahy, Chas.
- Lee, Francis
- Lee, Samuel D.
- LeRoy, Keith
- Lewis, Charles & Co.
- Lewis, Eddie
- Lewis, Harry V.
- Lewis, Johnny P.
- Lewis, L. C.
- Lindsay, T. B.
- Kittie, James Arthur
- Logan, John A.
- Lucas, H. A.
- McCarthy, Mr. Pat
- McClellan, Lonnie
- McCoy, Christine
- McCurdy, Curtis
- McDaniels, Curley
- McGreavy, M. F.
- McGuire, Miss Rusty
- McLeer, Stewart (Rice writer)
- McTigue, Ed.
- Mabe, Tex
- Mack, Lillie Mae
- Madlock, Hayden
- Macolly, P. N.
- Mahs, G. L.
- Malmann, M.
- Mann, Roy M.
- Mansfield, Frank
- Marcus, (Shooting)
- Mason, Jean
- Mariano, Joseph
- Mark, Signor
- Marshall, Tex
- Marshfield, Artie
- Martin, A. W.
- Martin, Mrs. Alice
- Martin, Mrs. Sullivan
- Masterson, Miss V.
- Martain, Billie C.
- Martz, Geo.
- Mason, Jean
- Mayer, Wm. Bronson
- Mayman, David
- Mayman, Gilbert & Amanda
- Meadome, Mrs. D.
- Meadows, Mrs. D.
- Mercer, Jean
- Merkle, Fred J.
- Mespelt, Alva
- Messner, Orainne
- Meyer, Clint V.
- Meyers, Mrs. Louis
- Mickey's Frozen
- Miller, Alvin D.
- Miller, Mrs. Barbara
- Miller, Mrs. Barbara
- Miller, Cash
- Miller, Edward
- Miller, Earl W.
- Miller, Fred
- Miller, Irvin C.
- Miller, Mrs. L.
- Miller, Mrs. Sherwood
- Miller, Roy
- Milligan, Martha
- Mills, Gertrude
- Milton, Mrs. Betty R.
- Ming, Paul
- Mitchell, G. L.
- Mitchell, Mrs. Lena
- Mitchell, Miller F.
- Mitchell, Wm. C.
- Mitzo, Prof.
- Monroe Bros. Circus
- Monroe, Mrs. Evelyn
- Montgomery, Lowrey
- Moony, Robt.
- Moore, Marie
- Moore, H. E.
- Moore, Sonny
- Moran, Mrs. Lorraine
- Morgan, Willard
- Murphy, Warren M.
- Murray, Bernard
- Murray, James
- Myers, Harry J.
- Nadajon
- Nalbandian, N. O.
- Nash, Larry
- Nazar, Nick
- Nearhood, Mrs. Esther
- Nelson, Christine
- Newman, Mrs. Peggy
- Niles, Melva
- Noel, Jr., Walter
- Noelle, Chas. S.
- Norman, John
- Norton, Greta M.
- Novarro, Monte
- O'Connor, Mrs. Mary
- O'Connor, Michael
- O'Dell, Mrs. J. D.
- O'Donnell, J. J.
- O'Donnell, Wm.
- O'Neill, Mrs. Jimmy
- Accevedo
- O'Neil, Peaches
- O'Neal, Ruby
- O'Reilly, Jerry
- Ohime, Mrs. Mand
- Oliver, Jack
- Olson, Ole
- Osborn, Mairs
- Owens, C. L.
- Owens, Thos. J.
- Puckey, Earl
- Palmer, Joe
- Paruley, B. W.
- Pallenbers, Jr. Emil
- Parrish, Dale
- Parrish, Katie
- Pasco, Betty A.
- Patterson, Pat
- Peak, John W.
- Pence, Walter
- Penny Trio, Penny, Andy & Dean
- Penney, Edward R.
- Peterson, Geo. W.
- Pettit, Galan D.
- Phelan, Pistol
- Phelan, P. J.
- Phillips, Charlie & May
- Phillips, G.
- Pinc, Mrs. Alice
- Pine, Ray
- Pond, Edwin
- Sutton
- Poole, C. S.
- Porter, W. B.
- Prickett, Gene
- Proske, Capt. Roman
- Purvis, Mrs. Francis
- Pyne, Robt. Sydney
- Rachrs, Hena
- Randall, Mrs. Bessie
- Randell, Ray
- Rattle Snake, Princess
- Rawson, Perry B.
- Ravelli, Mrs. Blanche Ruth
- Redford, Mrs. Raymond W.
- Reece, James
- Reed, Betty
- Reed, Fred
- Reed, Jr., Chas. P.
- Rosen, Jean
- Regne, Leo
- Reid, Billy
- Reid, Mrs. (Hamel) Fredde
- Renee, Miss Cleo
- Rennee, Jean
- Rennick, Mel
- Renton, Mrs. Jeane
- Rhoades, Elmer
- Richards, Buddy
- Richardson, A. F.
- Ricksby, Mrs. Lonie
- Rivero, Mrs. Della
- Roberts, J. H.
- Roberts, Tex
- Robinson, Ralph
- Rocco, Mrs. Phil
- Roker Bros. Circus
- Rogers, Al M.
- Rogers, Quan
- Romano, Everett L.
- Rosen, Mary Moody
- Rosenfeld, Mrs. Sol
- Rosson, Geo. T.
- Roth, Charles
- Roy, Miller
- Rubens, St.
- Russell, Wm. H.
- Russo, Ralph
- Rutter, Mrs. Pete
- Ryan, Mrs. Dannie
- Ryan, Ed. (Pappy)
- Sakobie, Mrs. Mickey
- Sallust, Wm.
- Sandlin, Ralph Eldon
- San Fratello, Joseph
- Saunders, Johnnie
- Savake, Bert
- Savage, Emily L.
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Shawyer, Mrs. Harriette
Shea, Jack
Shean, Johnny
Shedlinski, Ted
Sheesley, Jr. John
Shipman, Cecil
Shoe, Carl M.
Shore, Marie
Shubert, John
Siegrist, Chas.
Sigles, Dayton
Silven, Bill
Slade, Arnold
Smiley, Zina
Simms, Paul O.
Smith, Floyd
Smith, Helen

(Crum)
Smith, J. H. Phama
Smith, L. N.
Smith, Rex P.
Smith, Robt.

Walter
Smitty & Dotty
Snyder, Pearl
Snyder, Ted
Sofo, Joseph
Sonders, Marksul
Sowden, Jack
Spencer, Bernard E.
Spitzer, Harry
Stabor, Faye
Stanko, Mack
Stanley, Bob G.
Stanley, Dinah
Starr, Belle
Starr, Tex
Stebler's Show
Stengion, Mrs. Costa

Stevens, M. A.
Stewart, Dan
Stewart, Floyd E.
Stewart, Loretta
Stoltz, Lloyd & Pauline
Stone, Mrs. Carl
Stoner, Joe
Strayer, Bob
Stuller, Wilma
Stulls, Thos.
Summer, H. Kermit
Sutherland, Tex.
Stutzman, J. F.
Suss, Harry A.
Swain III, Alice W.
Tackett, Clay D.
Talbotts, J. Mrs. Stan W.
Taylor, Mrs. Vivian A.

Teer, James
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Tezzano, Frank
Thomas, E. M.
Thomas, Frances
Thomas, R. L.
Thompson, Mary Johnson

Thornton, Bud
Thornton, Thomas
Timberlake, Billie
Toussaint, Aurelio
Treiling, Henry
Trotter, Leon
Tucker, R. C.
Turner, Everett B.
Underwood, Devey
United States Show
Vait, Wm.
VanDyke, Chas.
Vaughn, Ernest A.
Venny, Shirley
Vess, Lawrence
Vevea, Toby
Vitelli, Mrs. Viola
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Walker, Lee
Walker, Madame

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Waznick, Frank, J.
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Weber, Otto
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Whalen, Mrs. Mr.
White, Mrs. Mary P.
Whitehead, Earl
Wicks, Bob
Wilcox, Mrs. Helen
Williams, W. E.

Williams, C. E.
(Chick)
Williams, Johnnie
(Colored)
Wilson, Big Al
Wilson, Dime
Wojazeb, Bronislaw J.
Wolcott, William
Wolf, Verno
Wolfe, Fred
Woods, Rose Lee
Woods, Tonie
Wooley, Geo. H.
Wray, Ross
Wright, Charles
Wyble, Glenn
York, Vera Iome
Zacchini, Mrs. H.
Zacchini, Lydia
Zarlington, Ray
Zeana, Raymond

Renee & Pape
Reo, Jerry
Rouse Bros.
Rouse, Smokey
Salisbury, W. K.
Saunders, Charles
Schuler, Chas.
Shalter, Ann

Small, W. L.
Spradley, Frances
Taminato, Mr.
Tuchel, R.
Walton, Lon
Wadkins, Tiny
Worley, Wm.
Wright, Jessie K.

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390 Arcade Bldg.
St. Louis 1, Mo.

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Castle, I. H. 12c
Neill, Leonard K. 8c
Reynolds, Paul C. 12c
Royall, R. G., 3c

Adams, Howell
Alecia, Madam
Bailey, Wm.
Bales, John R.

Barlow, Edw. H. (Jack)
Belmont, Anthony
Bennett, Dale
Brown, Fitzie
A. R. Whiteside
Buck, Miss Dottella M.

Buchanan, Dick
Burch, Mrs.
Burnett, Bob
Burt, L. H.
Caldwell, Jean
Campbell, A. J.
Campbell, Glenn
Cane, Bill
Carter, William R.
Ceylon, Joe
Chaffee, Miss Mary H.

Chaney, Charles
Clarkson, Al
Cleary, Joseph A.
Crandall, L. F.
Daley, Bill Jr.
Daley, Mabel O.
Davies, Mrs. A. P.
Davies, Peggy
Davis, Richard L.
Eagle, Chief Ed
Edwards, Miss June
English, Ralph W.
Fortune, Mrs. George

Foss & Trimble
Wild Life Show
Frenzel, M. E.
Frenzel, Mrs. M. E.
Gawle, Mr. & Mrs. Stan W.

George, Peter
Gossett, Mrs. Kathleen
Gowdy, Mrs. Hank
Govin, D. R.
Gray, Jerry
Gregg, E. J.
Grimm, Earl
Gurberg, Max
Hager, Wilma F.
Hall, Edward L.
Hall, Louise W.
Hannie, Jim
Harris, Albert J.
Harry, Mrs. W. H.
Harve, Uncle
Harvey, Henry F.
Hess, Alice
Hove, Mrs. Pauline
Johnson, William F.
Kern, Dorothy
Lee, Robert Edward
Leworthy, Henry
Lits, Mr. & Mrs. G. F.

Luck, William J.
McClellan, Gladys
& George McAllen
McLean, M. H.
Madden, R. W.
Marrity, M. G.
Marhal, Ernest
Martin, A. W.

Meek, Harold
Mills Bros. Circus
Mills, Jake
Morgan, Mrs. Maggie

Murray, Kenneth
N. A. Wild Life Exhibit
Neil, James
Neal, Mrs. Versie
Newlin, Mr. & Mrs. Harold
Noland, Mrs. Jack (Larry)
O'Laughlin, Mr. & Mrs. Dick
Ogilvie, L. B.
Ole, Mr. & Mrs. Jack
O'Leary, Mr. & Mrs. Dennis
Oliver, William
Palmer, Earl
Palmer, Vernon L.
Pelen, Charles W.
Pierce, Jessie M.
Pikes Amusement Co.

Pilger, Bob
Poling, Mr. & Mrs. Charles H.
Reed, Eric Dee
Reed, Mrs. Curly
Reo, Jerry
Rich, Arthur
Richards, James T.
Richmond, Chuck
Robinson, Mrs. Evelyn Ruth
Robertson, Mrs. Q. B.

Rohter, L. S.
Rollett, Jimmie
Rose, Henry
Santy, James
Schmitt, E. A.
Schmidt, John J.
Schmidt, Stanley A.
Scott, Mr. & Mrs. Fred

Sewell, Charles
(Curly)
Smith, Charles H.
Smith, Mrs. Norman, Jr.
Stark, Miss Mabel
Starr, Marie L.
Steffen, J. O. (Red)
Stenn, O. L. (Red)
Stern, Mrs. E. E.
Stevens, George W.
Stevens, Opal
Stone, Mr. & Mrs. Carl

Sulzinger, Jim W.
Van Arsdale, Chas.
Vought, M.
Walker, Paul
Ward, Roger
Webb, Henry D.
Webb, John Ellis
West, W. E.
Whalen, Frank
Williams, Barney
Wilson, Harry
Witzker, Fred
Woodward, Mr. & Mrs. Ella

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NEW YORK OFFICE

1564 Broadway,
New York 19, N. Y.

Adams, Dina
Ballard, Viola
Belmont, Anthony
Bennett, Phil
Brockney, Patricia
Baby Bunny (Fat Lady)
Buchanan, Dick
Burke, George
Caranzio, Guido
Ceylon, Joe
Conway, Rose
Decoste, Romaine A.
Delmore, Irene
De Marr, Peggy
Dixon, Sally
Ely, Tom and Baby
Erjames, Charles
Farris, Gale
Fields, Henny
Foutez, Louise
Gold, Lou
Goley, Larry
Grant, Sheila
Gregory, W. N., Jr.
Grimm, Earl
Habber, Mr. & Mrs. John
Hall, Burt
Hannon, G.
Harrigan, William (Bill)
Horan, John F.
Humes, Marie
Jackson, Benny
Johnston, Henry D.
Keith, Bob

Kent, Stephan
Kirk, Betty
Kramer, Rosa
Lamar, Robert
Levis, B. or Z.
Livermore, Norman
Lush, Edgar Burr
Lyons, Rayne
Mante, Walter
Marsdin, Babe
O'Brien, Harry (Kate)
O'Shea, Sugar
Pabby, Thomas G.
Patrick, Paul
Provencher, Lucian
Reo, Jerry
Robertson, W. B.
Rodal, Walter
Sanborn, Beatrice
Schubert, Erwin
Shaw, Ralph
Smitzen, Olya
Garnett
Smith, Miss M. A.
Lanton, Harry
Thorne, Dale
Thundersky
Richari B.
Van Arman, John R.

Weiss, Sylvia
White, Terrell
Whitree, Victor J.
Wing, Edward
Young, Raymond
Yates, Sylvia

MAIL ON HAND AT
CHICAGO OFFICE

155 No. Clark St.,
Chicago 1, Ill.

Anderson, Mary
Ansberry, Carl, Jr.
Belmont, Anthony
Bell-Aires, The
Benhayon, Maxine
Billet, F. E.
Cassidy, Harry James
Cecord, Ernest
Ceylon, Joe
Clegg, James
Cortez, Louise
Coyle, J.
Delaney, Paul
Derrickson, Geo. W.
Edwards, June
Engelstein, Harry
Gamble, Henry
Glad, Gloria Lee
Grimm, Earl
Grimes, Lewis D.
Harter, Lew
Harve, Uncle
Hastings, Tilly
Haver, Jack
Henkin, Milt

Hinkle, Milt
Hollinger, E. J.
Horowitz, Leon
Hutcheus, John F.
James, H. E.
Jones, John R.
Johansen, Herman W.
Kerley, Ida Mae
King, Bill
King, Zoria, c/o
Dave O'Malley
Agency, 203 N. Wabash Ave., Chicago
La Tour, Eva
Lindley, Sylvia
Lunde, Russell E.
Malon, Louise
Marcus, Robert
Martin, Jimmie
Morro, Lucille
Oppie, Frank
O'Connor, Johnny
Phoenix, Dorothy
Ray, Yona

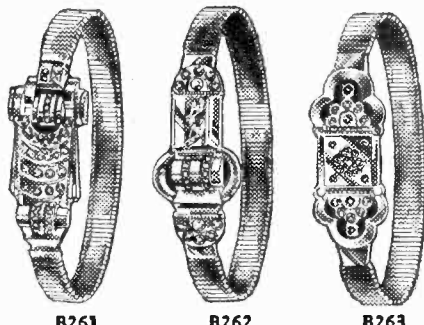
NEVER BEFORE OFFERED
AT THIS NEW LOW PRICE!

A Real Xmas Special . . . While 4,000 Last

PROVEN QUANTITY SELLERS

De Luxe Rhinestone COCKTAIL BRACELETS

- 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



B261

B262

B263

\$6.60
DOZ.

\$72
GROSS

1 DOZEN
MINIMUM ORDER

Regular \$3.95 Retailer

Assorted Styles and Colors

New Type Expansion Band

25% Deposit With Order, Balance C. O. D.

GAINES & GAINES

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CHICAGO 2, ILLINOIS

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!

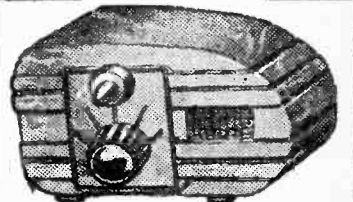
Suggested retail price

29¢

Packed 1 gross to shipping container

JOBBERS! Write for prices and samples.
KAYE NOVELTY CO., INC.
377 Hudson Ave. Brooklyn 1, N. Y.

JUST OUT!



POCKET OR PURSE SIZE

RADIO

This is what you have been waiting for—the latest postwar Portable Crystal Radio. Weighs only a few ounces. Will pick up stations 25 to 50 miles away. Beautiful plastic cabinet, streamlined design. Complete with personal earphone.

ONLY

2.95
EA.

IN DOZ. LOTS

\$3.45 Each in lots of 6

IMMEDIATE DELIVERY
No Catalog

Sample \$3.95 Postpaid

25% with order, balance C. O. D.

REGAL COMPANY

345 East 47th St.
Dept. BB, Chicago 15, Ill.

JEWELRY ENGRAVERS!

Nickel-Silver Identification Bracelets — Individually Boxed
#927NS—Marked to sell at \$5.00 with written guarantee
SAMPLE, \$1.00—DOZEN, \$7.50

200 Other Engraving Items

SEND FOR CATALOGUE

Phone, Write, Wire! Prompt Delivery!

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and a
**CORDIAL
 INVITATION**
 To Visit
**THE DISPLAY OF
 OAK-HYTEX
 BALLOONS**
 at
**HOTEL SHERMAN
 CHICAGO**

December 1-4
 BOOTH No. 1

If you are unable to come to Chicago for the winter meetings, be sure to keep in touch with Oak Jobbers for the newest and fastest selling balloons and novelties.



Pipes for Pitchmen

By Bill Baker

THE TELL US . . .
 that Pierce Kramer, well-known pitcher currently working Milwaukee, is much in demand as a speaker in the Beer City.

Time will tell—what?

ERSTWHILE . . .
 pitcher and currently a reporter on *The Newark (N. J.) Evening News*, Joe Gale is heading for Chicago for his annual Christmas vacation.

MRS. CLARA GELHART . . .
 mother of Nancy Hart, Milwaukee pitchwoman, is recovering from a recent heart attack.

Do your best and you'll be at your best.

"IT LOOKED . . .
 like old times in a recent issue, what with that piece by Sid Sidenberg," pens Doc Hubert Potters from Hollywood, Fla. "I've been down here for a year and have seen few pitchmen in that time. I suppose the snow and cold weather will bring them down in a few weeks, however. Northern papers seem to think that the East Coast of Florida was blown away in September. We did have two hurricanes and some damages but you can't see any of it today. My house trailer came thru without a quiver. Any of the boys who plan to head this way had better come in their trailers. It takes the family jewels to rent a room here, while there is plenty of room to park a trailer. Let's have more pipes from Sid Sidenberg, Mary Ragan and a few more of the old-timers."

FOOD SHOW . . .
 at Milwaukee pulled a goodly number of the members of the tripe and keister brigade. Among them were the Von brothers, A. and H., who worked their palmistry machine. Since the Beer City is a good town for anything like palmistry or astrology, they were pulling in the geedus.

Find a pitchman and nine times out of 10 you'll have found a live town.

RICHARD ARCAND . . .
 continues to work Newberry's Store in downtown Los Angeles to good takes. Arcand says that the stores there are making big preparations for the Christmas rush which gets under way immediately after Thanksgiving Day.

HOW WERE . . .
 the Armistice Day parades for you boys and girls? In some spots they were reported as being complete blanks. Others suffered from inclement weather. At Los Angeles, a few peddlers and vendors were noted working the line of march with airships and balloons and there also were the regular dinglers with flags and varied other standards. The night celebration at the Stadium proved a flop, with a crowd estimated at less than 8,000. Cold weather knocked off any chances for the boys who did make the event to pick up any lettuce.

If you have a real purpose in life you don't have to envy anyone.

BILL BARING . . .
 is registering big scores with his Dial-O-Matic grater layout in Newberry's downtown Los Angeles store.

PROFESSOR HANSEN . . .
 with a silhouette set-up, worked the food show in Milwaukee to big tips and passouts.

BEA LOUIS . . .
 who is selling foot med at the F. W. Grant store, Milwaukee, brought back memories of old times during the food show in the Beer City. During a visit to the show, she struck up a talking contest with the Von

brothers, who had their palmistry machine on hand, with the result that a large crowd gathered to listen in on the kibitzing. Tips and takes were among the largest of the brothers' stand.

Create holiday business by giving your display the holiday touch.

BUSTER DOSS . . .
 letters from El Dorado, Ark., that he's pitching flour now instead of med and business has been pretty good. "I'll always remember," says Buster, "the good old days with Bubbles and Ramona, Pat Harris, Norman Fuller, Doc Jacobs and the king and queen of med shows, Toby and Bertha Shelton. I'm on the air here

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.

MEDICINE MEN

Write today for prices on our quality Tonics, Liniments, Salves, Tablets, Soaps, Herbs, anything and everything you need at lower prices.

The HOUSE OF DEPENDABILITY

If you buy from us your goods will always be shipped promptly.

PRODUCTS, LIABILITY INSURANCE CARRIED.

CELTONSA MEDICINE CO. CINCINNATI, OHIO

THE BECKER LINE IS BETTER

Write for price list on Piner 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.

MEDICINE MEN!
 THERE IS NO SUBSTITUTE FOR QUALITY!
 WRITE TODAY for new wholesale catalog on tonics, oil, solve, soap, tablets, herbs, etc. **LOW PRICES—RAPID SERVICE!** (Products Liability Insurance Carried). We are MANUFACTURING PHARMACISTS established 1934.
GENERAL PRODUCTS LABORATORIES, INC.
 137 E. SPRING ST. Dept. X COLUMBUS 15, OHIO

DEMONSTRATORS

Experienced—if in or near Miami, Florida—for sensational, fast-selling item. Contact

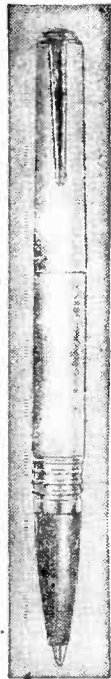
MR. ALLEN
 at Syco-Slate Demonstration, Kress Store, Miami, for placements Dec. 1

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 1/4 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. J, Waukesha, Wis.
J. O. JOHNSON, Manager

The OAK RUBBER CO.
 RAVENNA, OHIO.

IT'S A WINNER

RED HOT—A PASSOUT
556 SALES — 2 HOURS



**Beautiful
Flash
BALL
POINT**

All Tested Perfect—
5 1/4" Long
Free 2 Year Written
Guarantee With
Every Pen.
Order Now.

\$4.50 Doz.
\$52.00 Gr.
\$500 Ten Gr.

50% Dep., Bal. C. O. D.
Top Rated Firms:
Net 10 Days.

SALES INTERNATIONAL

1051 Sixth Ave. N. Y. C.
MU 6-3821

five days a week with a five-piece band, blackface and toby comedians and a girl singer. I'm playing shows seven nights a week."

Clean up your outfit as well as yourself. No outfit can hope to survive if it doesn't have something to sell.

JACK (BOTTLES) STOVER . . . and Charlie (Fast Money) Madison are working lots around Harrisonburg, Va., and corralling a few greens.

ART McDONALD . . . worked kitchen gadgets outside the main arena at the Food Show in Milwaukee to a big herman count.

PAT MALONE . . . is making spots around Harrisonburg, Va., boosting Christmas items, and plans to join Jack (Bottles) Stover and Charlie (Fast Money) Madison in the Carolinas soon.

Leave your tips satisfied and your towns always will be open to you.

AL YOUNG . . . is reported to have collected plenty of long green at the Food Show in Milwaukee. One of his visitors during the engagement was Chester J. Batchelor, owner of Turiddi Art Products, and who supplies Al with plaster products which go as prizes. Al is known as one of the snappiest dressers among Milwaukee pitchers

MARGE V. KELLEY . . . well-known West Coast pitchwoman and secretary of the Circus Clown Club at Los Angeles, is working a department store in the City of the Angels with gyro tops and toys to fair business.

REPORTS SEEPING . . . in from the West Coast indicate that costume jewelry is going over big in Los Angeles, with drugstores being the best location for those items.

Head for the warehouse, fellows! Newspaper ads in the tobacco areas are urging growers of weed to bring their produce to market.

BLANCHE INGLIS . . . had a neat handwriting analysis layout at the Food Show in Milwaukee and business at the stand was reported good.

JACK VINNICK . . . continues to work fraternal lodges in California with his various items to satisfactory takes.

GEORGE HEINL . . . has his jewelry layout in the Plankinton Arcade, Milwaukee, going great guns.

GENE PAUL RUST . . . is in Fort Wayne, Ind., framing a radio and auto-coil layout. Rust, who has been off the road for a year, reports that his wife has recovered from a polio attack and is ready to go again. The Rusts have a 13-month-old daughter who will accompany them in the future. Rust says his only connection with Pitchdom at present is a spook book and question-and-answer pitch from which he has been deriving fair results. He opines, however, that there isn't much fun in operating by mail and he'll soon be out among 'em.

In answer to numerous queries of late, The Billboard's Mail-Forwarding Department is governed by the United States postal regulations and is not permitted to give out information as to the whereabouts of a person, nor is it permitted to make known to inquirers where mail is forwarded.

"JUST FINISHED . . . reading Tom Kennedy's recent pipe," letters Emil M. Seibold, from Forest Hills, N. Y. "I consider myself an old-timer and feel I should speak up on the recently proposed pitchers' (See Pipes on page 138)

AGENTS WANTED

**RAISED LETTER
Personalized
NAMEPLATE**

WITH SOLID MAHOGANY FRAME

IT'S NEW!
IT'S TERRIFIC!
... nothing like it
on the market



MAKE \$20.00 to \$30.00 A DAY

No Deliveries! We'll Show You How!

Here's a real opportunity for go-getters to make wonderful spare-time or full-time earnings with something that really sells. Big (Actual Size 8"x2") and beautiful, the new RAISED LETTER NAMEPLATE is available in 2 styles. With Easel Back for Desks, Counters, etc. And Flat Back for Doors, Walls, etc. Letters are raised in solid metal and plate attractively framed in mahogany. We tell you exactly how to sell—no previous experience needed. Just the thing for starting a profitable business of your own where you build a territory and have salesmen under you. It will pay you to investigate this proposition at once!

MAIL COUPON for FREE TESTED PLAN!

RAISED LETTER METAL COMPANY
Dept. B-1, Fox Building, Philadelphia 3, Pa.

Gentlemen:
Please RUSH complete information, together with details of your TESTED PLAN. It is understood that there is no obligation.

Name Age

Address

City Zone State

**EVERYBODY
BUYS**

SHOW SAMPLES
TO OFFICES

- Stores
- Housewives
- Hotels
- Apartments
- Banks
- Doctors
- Restaurants
- Manufacturers
- Attorneys

Works Like Magic! Sells Like Magic!

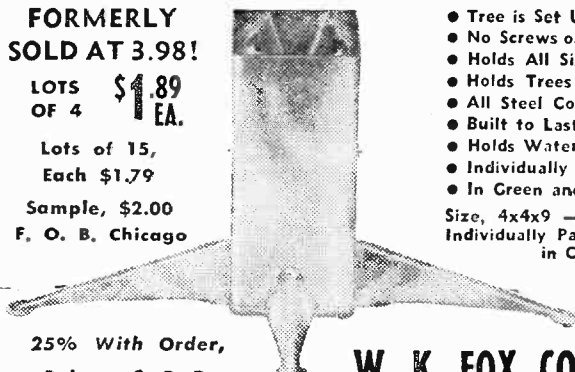
STEEL XMAS TREE HOLDER

FORMERLY
SOLD AT 3.98!

LOTS \$1.89
OF 4 EA.

Lots of 15,
Each \$1.79

Sample, \$2.00
F. O. B. Chicago



- Tree is Set Up in Only 15 Seconds
 - No Screws or Bolts • No Wires or Strings
 - Holds All Size Trees in Iron Grip
 - Holds Trees Straight, Secure, Safe
 - All Steel Construction
 - Built to Last a Lifetime
 - Holds Water, gives life to tree
 - Individually Packed in Cartons
 - In Green and Red Two-Tone Finish
- Size, 4x4x9 — Shipping Weight, 4 lbs.
Individually Packed in Cartons — Shipped in Cases of 4 or 15.

25% With Order,
Balance C. O. D.

W. K. FOX CO.

321 W. Division St.
Chicago 10, Ill.

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 Gr. to \$37.58 Gr.
BROOCHES	11.06 Gr. to 29.81 Gr.
FOBS	21.38 Gr. to 31.75 Gr.
PIN & GUARDS	21.38 Gr. to 23.97 Gr.
TIE SLIDES	19.44 Gr.
TIE CHAINS	27.86 Gr.
TIE & COLLAR SETS	35.64 Gr.

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 Lockets and Chains, Long Key Chains and Chatelaines.

SEND FOR CATALOGUE "ALWAYS SOMETHING NEW"

EDW. H. MORSE & CO. ATTLEBORO, MASS.

"WE LEAD, OTHERS FOLLOW"

QUALITY JEWELRY

FROM ONE OF 5TH AVE.'S
TOP JEWELRY MAKERS!

Your Choice—

- (1) Large Stone Set Spray Pin
 - (2) Medium Spray Pin and Earrings Set
 - (3) Stone Set Bracelet to Match (1) or (2):
(Bracelet Without Stones if Desired.)
- \$20 DOZ.
or
\$2 EA.

EVERY
ITEM

Solid Sterling Silver brilliantly finished in Heavy 24K Gold. Hand-Made, Hand-Set Stones. In luxurious Plush Silk-Lined Gift Box.

Specify whether you desire Ruby, Blue Sapphire, Emerald or Topaz.

We guarantee every item to be worth \$10 or more. If not delighted, money refunded immediately.

TED BURKE INDUSTRIES, Dept. A

"TBI—World's Best Buy"

101 E. 16 St., New York OR 4-6703

**THE SEASON'S BEST
PREMIUM BUY**

- Regular size Ladies' Cigarette Case.
 - With Purse-size Compact to match
 - Roth Cases with beautiful Crown-Dagger design
 - In gleaming Gold Finish
 - Boxed in rich satin-lined Gift Box
 - Sells on Sight. Retail for \$7.50 Per Doz., \$39.00. Sample, \$3.95.
- 25% deposit with order, bal. C. O. D.

BENJO NOVELTY CO.

148 PARK ROW NEW YORK CITY

CANDY for DEALS

- Genuine "Cellas" Choc. Covered Cherries, 100% Liquid Centers, Packed 2 Doz. in Ctn. \$10.00
 - Choc. Hollow Santa Claus, 3 Oz. Per Doz. 4.50
 - Choc. Hollow Santa Claus, 6 Oz., Per Doz. 6.50
 - Choc. Cuple Dolls, 12 Oz. Per Doz. 11.00
- All Merchandise Individually Boxed

PLAIN SALESBOARDS

- 1000 Hole, 3 Color \$ 1.00
- 1200 Hole, 3 Color 1.25
- 1500 Hole, 3 Color 2.00
- 2000 Hole, 3 Color 2.60

1/3 Dep., Bal. C.O.D.; F.O.B. Phila.
RAKE COIN MACHINE EXCHANGE
609 Spring Garden St., Philadelphia 23, Pa.
Lombard 3-2678

New! ALL-METAL CHROMIUM PLATED
Giant Piggy Bank
 HOLDS
\$1,000.00
 in coin and folding money



LASTS FOREVER
IMMEDIATE DELIVERY!

FEATURES:
 • Finished in DAZZLING Genuine Chromium Plate.
 • Cast in ONE Piece.
 • Equipped With Removable METAL LOC-TITE Plate in Base.
 • Length CIRCUMFERENCE, 24" — Height CIRCUMFERENCE, 19"

Retail Price \$7.50
RUSH \$4.50 for Sample
 Each Individually Boxed—Dozen To Master
 Carton: Approx. Weight: 45 Lbs.
 1/3 Deposit With Order, Balance C. O. D.,
 F. O. B. Chicago
YOUR COST \$49.80 DOZEN

NATION-WIDE MERCHANDISE CO. Dept. B-5
 64 W. Randolph St., Chicago, Ill.

Pipes for Pitchmen

(Continued from page 137)

organization. Altho I have worked the mouse for the most part in this country I have traveled extensively in Europe and pitched many different items. I belonged to the pitchmen's organization in Germany and was a founding member of the Stanwerker's Bond, a pitch organization in Amsterdam, Holland. When I arrived in the United States some 20 years ago, I felt like a bird who escaped from a cage. The size of this country compared to Europe is tremendous. That's the reason I think there never will be effective pitchmen's organization here. It's just too big. A pitchman just arriving in Seattle from the East is too far removed from Broadway. He may never come back or perhaps if he does it won't be for a number of years. So, his interest is confined to the spot he is currently working. When he moves, everything moves with him. I read with interest my old friend Tom, Kennedy's characterization of the pitchman of today. I recall we had the same difficulty after World War I. Every fair and market was crowded with fellows trying to make a living. Of course, a peddler is not a pitchman, but he has the same problems. In my opinion the only way to achieve some protection for pitchmen is to form some branch within the big showmen's league. The showmen's league in Germany at the time I left had a branch for pitchmen and one for vendors and peddlars with a membership of many thousands. Pitchmen had the assistance of lawyers retained by the showmen's league and enjoyed many improvements in their lot. Still I doubt that such an organization can be accomplished in this country."

haunts. "Does it mean that we have among us some pitchmen of the inferior type who want organization to tell them what to do and where to go? Pitching is a come and go as you please situation and everybody take their best hold. You've got to climb the ladder in Pitchdom step by step not by gyroscopic elevations. I hope that some day someone comes along to enlighten us as to how we can grab the geedus without effort."

You'll never be disappointed if you don't expect any more for yourself than that which is granted a local citizen in the towns you work.

CHARLES WILLIAMS . . . is working sales days and plants in Southern territory to good geedus returns.

ANYBODY MAKE . . . the Grand National Livestock Exposition and Rodeo, which closed in San Francisco November 9 with a record attendance of over 105,000?

C. L. (TINY) ENDQUIST . . . continues to score solidly with his gyro top demonstration in St. Louis.

DOC GEORGE BLUE . . . is reported to have grabbed off his share of the filthy stuff working the Arizona State Fair, Phoenix.

WITH SPECIAL . . . football bowl games springing up in almost every section of the country—some of them being held early in December this year—it looks as tho novelty workers and souvenir purveyors can sandwich in some good long-green counts between the regular spots they have set for December. With the bowl attendance at the games already being estimated as the largest in the long history of the attractions, it seems that novelty spending this year also will reach new highs. It's up to you to corral your share of it.

Fancy Freddie says: "When a fellow begins to believe his present and past achievements are great he's on the brink of failure."

BEA LOUIS . . . has returned to Milwaukee and is pitching Lock's foot med at the F. W. Grant downtown store. Her husband, Si, is working at a five and dimer in Quincy, Ill., to reported sock returns.

HARRY BOWMAN . . . made the Ringling-Barnum show at Asheville, N. C., October 31 with novelties to good geedus counts. He reports that the tobacco markets in Asheville open December 1 and from current indications business should be good. Harry plans to head for the North for the holidays with a new toy layout.

DUBLE REMINISCES

(Continued from page 120)

ist; Arthur Russell, interlocutor and George Millner, female impersonator. Duble, who played the trombone, recalled that the ork was made up of Charles May, leader; William Jackson, Harry Chappelle, Bert Bruno, Charlie Russell and Will Leaders. Bobby DeRue doubled as band leader and also played a cornet solo at the noon-day minstrel band concerts. A few others that Duble fails to remember were in the troupe, which totaled 26 persons. Duble still retains a program of those days along with others which date back to Happy Cal Wagner's New Minstrels of 1872.

One of the boys with whom Duble has come in contact in recent years was Charles May, who operated a printing concern in Concord, N. H.

CHARLEY CASHER . . . rambled into Milwaukee last week with a nifty juicer layout which he set for that city's annual food show.

RAY W. SMITH . . . who closed a successful jaunt with his Keen-o-Tone med show in Texas recently, has returned to his home in Alva, Okla.

SIGHTED WORKING . . . the Kresge five and dimer in Kansas City, Mo., recently were Ed and Norma Murray, Glen and Marian Hossburg, Jean and George Haney, Val Rennie, Blackie Beard and Jay Ross.

If you are looking for a lesson in tactfulness, just watch a pitchman and see how he acts when his tip is jammed up.

R. B. CUNNINGHAM . . . comes thru with the following from Corpus Christi, Tex.: "We've had lots of rain here recently, but the weather has been warm. Business is off and there are few spots available to a pitchman. I've been working signs for my meal tickets and hotel bills. Let's have some pipes from Jack Mails."

W. C. WOLFE . . . and Doc Blanton have teamed up in Asheville, N. C., with a big Christmas jewelry layout and returns have been exceptionally good. Blanton also plans to work a jewelry set-up at the tobacco warehouses, which open December 1.

IS IT TRUE . . . that those fast-stepping papermen, Brazil and Partee, are eyeing the tobacco marts in North Carolina as likely spots to hang up a juicy Christmas holiday bank roll?

"HAVE BEEN . . ." reading with interest the recent discussions concerning the organizing of pitchmen," blasts Ben (Horseback) Meyers from his Fort Worth, Fla.,

SUPERIOR SELLS BETTER!
BIG PROFITS ON MEN'S RINGS



No. 3489 STERLING No. 3670 1/20 K. GOLD FILLED \$22.50 Dozen

#6230 Cluster Ring. Sterling Silver. 1 large rhinestone surrounded by 10 smaller ones. Also in 1/20 12K G.F. \$12.00 DOZEN.

#6242—Man's Ring Sterling Silver. 2 Simulated Crystals and 1 Simulated Ruby . . . \$12.00 DZ. 1/20 12K G.F. \$18.00 DZ.

#3542—Guard Ring Beautifully hand set with Simulated Rubies, Sapphires or Crystal Stones. \$10.00 DOZEN.

#6228—Man's Onyx Ring Hand set with beautiful cut rhinestone. Sterling Gold Plated. \$15.75 DOZEN.

Send \$15.00 for asst. ring samples **SUPERIOR JEWELRY CO.**
 740 SANSOM ST., PHILA. 6, PA.

MEDICINE WORKERS . . .

Here are tried and proven formulas that have been giving satisfaction for over a quarter century. We are now supplying some of the biggest users of medicine in the field, who have been using these formulas season after season for many, many years.

ZEST-O-LAX (Laxative Compound) One pint \$36.00 gross
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R. T. SWAIN CO.
 P. O. BOX 1964 BOSTON 5, MASS.

North Launches Ringling Change

(Continued from page 69)

set up in the big top by four super-intendants and 10 workmen in one hour. It now takes 250 men about two and one-half hours to erect the heavy steel and wood bleachers and the folding chairs in the reserved sections. The first of the new seating units is expected to be completed in winter quarters within two weeks. The remainder will be finished well in advance of the show's 1948 opening under canvas.

The shortening of the tent, while adding width, will give the big top an almost circular shape. Seating capacity, about 9,000, will not be affected.

New England will again be included in the Big Show's itinerary, North said. Yankeealand was booked and then canceled this year because of new laws, reportedly too stringent for the circus to operate profitably under, which resulted from the disastrous fire in Hartford, Conn., three years ago.

To Hunt Talent

The spec for 1948 will be titled 'Twas the Night Before Christmas, North said. He plans to fly to Europe December 7 where he has arranged to purchase 15 reindeer from Lapland to use in the feature. His tour, in search of talent, will include Lisbon, Madrid, Barcelona, Rome, Milan, Geneva, Paris, London, Brussels, Amsterdam, Copenhagen, Stockholm and Oslo.

Rose Gould, featured aerialist, was resigned for next season. She is one of several foreign acts imported by the Big Show this spring.

The trek homeward thru Florida has been good. A three-day stand in Miami proved big, despite a small opening matinee crowd Monday (17) because of rain. Weather at night wasn't much better but still the show had a full house. Tuesday (18) the matinee drew an overflow and the

night show played to a straw, with a crowd, estimated by police at 5,000, being turned away. Wednesday (19) it was a sellout at the matinee and a straw at night.

Bad weather hurt the two-day stand at Jacksonville, but business was still good. Org opened Friday (14) in threatening weather, after an all-day rain the day before which made the lot plenty soggy, and the matinee crowd was only fair. Night show drew a strong house. Saturday (15), both matinee and night shows drew three-quarter houses.

Final stop in Georgia, before moving into Florida, was at Savannah, Thursday (13), where the Big One again hit poor weather and officials said business was only fair. Matinee drew a fair house with the night attendance about three-quarters.

DAILEY BROS.

(Continued from page 70)

Morrison, Kid Cummings, Streamline Fizzle, Red Frievogel, Butch Cohen, Johnnie Stevens, Ed Martin, James Boyle, Si and Nellie Kitchie, the Tommy O'Briens, Hazel King, the Dave Migets, Joe Rossi, Dave Curtis, Walter Schuyler, Gonzales, Red Rumble, Johnnie Hoffman, Freddie Fredericks, Willard Isley and Dorothy O'Brien, to the West Coast.

The Paul Pyles, Jim Van, Larry Cardon, the Jack Turners, to San Antonio; the Slim Farleys, Francis Doran and mother, Pat King to Aransas Pass; Wiley Scott, Jacksonville, Fla.; Homer Clark, Joplin, Mo.; Emilio Paolucci, Chicago; Tiger Bill Snyder, Waelder, Tex.; Cal Townsends, Indianapolis; Richard Dowd, Cleburne, Tex.; the Ray Family, Leesville, La.; Mae McLain, Tom Tumpkins, Tampa; Sugar Brown Troupe, George Wagner, Miami; Jean Allen, Walter Powell, Louisville.

Howard Saunders, St. Louis; Mario Ivanovs, Sarasota, Fla.; Arky Williams, Toledo; Joe Baker, Sherman, Tex.; Bertha Drane, Clinton, Ind.; Eva Todd, Des Moines; Bill Garrison, Memphis; Deep Sea Red, Cincinnati; Jeff Kyser, Beaumont, Tex.; Doc Phillips, Utica; George Gardner, Louis Grabs, Gibsonton, Fla.; Sam Barham, Nashville; Rube Arnold, Canada; Harry Leonard, Ward Hall, winter dates; Milt Robins, St. Petersburg, Fla.

Oscar Denis, Gainesville, Fla.; Joe Pomilio, Waco, Tex.; Red Maynard, winter dates; The Gardners, Berkeley, Calif.; Donna Knouff, Cambridge, O.; Rosemary Stock and Corky and Norma Plunkett, Fort Worth Shrine Circus; Alberto Lopez, Riccardo Sachy and family, Francisco Rolon and family; Mr. and Mrs. Jesus Munoz and sister; Charlie Ricci, Toto Aurcho Navarro, Alfinso and Emma Murillo, Mexico City; Eddie Murillo and family, Monterey, Mex.

Joe Horwatch, Cuba; Johnnie Williams, Cleveland; John Ingram, Cardessa Walker, Bow Jerdan, Kansas City, Mo.; Dulse Walker, La Fayette, La.; Chuck Vackter, Sharon, Pa.; Elmo Wheeler, Cincinnati; Willie Mae Strong, Tallulah, La.; Vernon Thomas, Whitey Haley and Jack McFarland, various spots. — HAZEL KING.

FIRE IN PHOENIX

(Continued from page 47)

to both ends. Metal supports prevented the roof from collapsing. The fire raged for three hours until it burned itself out.

The Phoenix Fire Department sent one piece of equipment to the scene, tho the park is outside the city limits. Lack of sufficient water supply prevented firemen from fighting the blaze, however.

Sportsman's Park is owned by Zack T. Addington, Marion Welborn and Bernard Gillespie. Welborn, who arrived soon after the alarm was sounded, said he did not know what the actual loss might be. Only item saved was a filing cabinet. There was some insurance.

8-Mil Expo Bldg. Planned for L. A.

(Continued from page 47)

stock, automobile, industrial, horticultural, flower and horse shows. The large covered arena will have a seating capacity of approximately 25,000 persons.

Construction of the new home of the Great Western Livestock Show will be delayed, according to H. W. Lane, secretary-treasurer of the 48th District Agricultural Association, until such time as building materials and labor are available.

The other major project calls for a \$5,000,000 building for sports events and will be financed from revenue bonds. This structure may be built in Exposition Park by the Coliseum Commission, said Robert L. Burns, president of the commission.


To Provide for Sports

This structure would be used for basketball, hockey, boxing and other indoor sports. Altho the commission has not yet authorized the drafting of the plans for the structure, it will probably be erected at the southeast corner of the park, Burns said. The city is lacking in facilities for such sports, the commission head declared.

Funds for the building would be obtained from income from the Coliseum, which will amount to \$450,000 this year from football alone.

At the same time Burns said that parking facilities for the Coliseum will be improved before next fall. The Sixth Agricultural District, which with the city and county, owns the Coliseum, is spending \$2,000,000 in State funds for acquisition of vacant property near the stadium for public parking.

Burns also said the commission frowns on the suggestion that a big league baseball field be constructed at the Coliseum property, saying that baseball and football seasons would overlap. It was pointed out that this would probably reduce revenues and that the cost of a temporary field would be at least \$100,000.



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\$7.20 Per Gross
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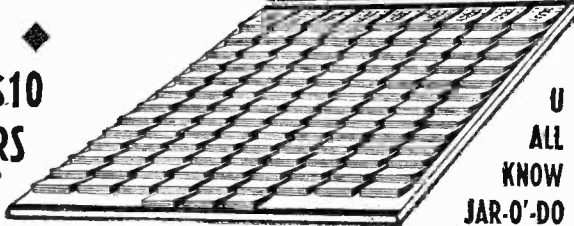
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Write today for free descriptive literature and discounts.



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Pays Out (Average)	26.00
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SALESBOARD SIDELIGHTS

Chicago:

Charles B. Leedy, Gardner & Company sales manager, is currently in San Francisco on the Western Coast leg of his business tour. First stops were made in the Northwestern section and included Seattle. Miss F. Zinder, assistant sales manager, expects Charles back in time for the

Thanksgiving turkey. Early reports from Leedy indicate that board business in the Northwest is very good.

Manny Gutterman, Harlich Manufacturing Company sales director, returned from his lengthy tour thru the East and South November 17. He is already making plans for a two or three-week follow-up trip thru-out the Middle West and Western states. Harlich's new triangle seal board, Seven Fives, hitting the field with its 840 holes each going for a nickel and containing two tickets, was introduced this week. Sam Feldman, sales manager reports operators have already placed a big backlog of orders for the number.

Board Firms Attend Credit Bureau Meet

CHICAGO, Nov. 22.—Members of the Novelty Manufacturers' Credit Bureau (NMCB), at a meeting in the Drake Hotel here November 14, discussed various industry problems, examined proposals for setting up a credit information system and laid the foundation for a code of ethics. In addition to F. W. James, executive director of the bureau, and the four-man board of directors (Joseph Berkowitz, Jack Morley, Charles Lucenti and Sol Wyatt) 20 officials of salesboard firms attended the meeting.

Consolidated Manufacturing Company's general sales manager, Irving Sax, on a recent trip to Montana, shot a buck—one of the four-legged variety. Result was that a tasty venison roast was enjoyed by the boys in the YMCA Indian Guide Club in Gary, Ind., when Irving brought back his prize and presented it to the club.

During the discussion, factual information on the country's general business conditions and trends, the economic outlook and related subjects was aired. Basis for a new interchange of credit information was decided upon with details to be worked out as soon as possible.

Ticket Folding and Banding Machines

A high production, trouble free machine. Does not tear up tickets. Ticket can be removed at any part of process in few seconds without loosening a screw or removing a part. Practically full-time production. Price \$3,000.00. Five-Fold Machine, same principle, \$3750.00.
BARNES MANUFACTURING CO.
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Setting up of a comprehensive code of ethics for the industry was given impetus during the meeting, with first draft of the code to be worked up for presentation at a New York meeting of the bureau December 4.

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A "HOT" Brand New Ticket Deal—For Taverns, Cigar Stores, Pool Halls, Restaurants, Clubs, etc.
WORTHMORE COMPANY
Dept. B11, 1825 S. Michigan Ave., Chicago 49

Informal discussion also centered about plans for a Chicago salesboard convention and exhibit in January.

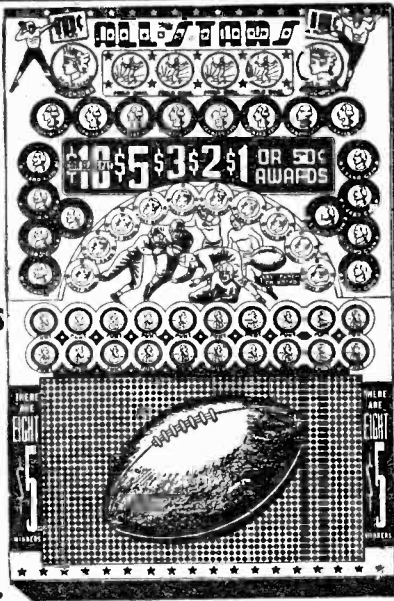
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HITS! HITS! HITS!**

PLENTY OF FLASH AND BRILLIANT COLORS

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WATCH FOR THE NEW DEALS FLOWING CONSTANTLY FROM THE BEE-JAY PLANT

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Board Takes in 1500 Holes @ 10¢	\$150.00
COIN SEALS PAY	
1 at \$10.00	\$10.00
8 at \$5.00	40.00
1	3.00
1	2.00
1	1.00
43 at 50¢	21.50
65	
Average Payout	77.50
Average Profit	\$ 72.50

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Size	Per Sale	Takes in	Pays Out	Merchant Profit	Retail Price	Profit of Mfr.	TOTAL PROFIT
1B 1000	5¢	\$ 50.00	\$ 30.00	\$20.00	\$3.00	\$12.00	\$ 32.00 on a \$3.00 Investment
1A 1000	5¢	50.00	40.00	10.00	2.00	16.00	26.00 on a 2.00 Investment
1B 1000	10¢	100.00	60.00	40.00	6.00	24.00	64.00 on a 6.00 Investment
1A 1000	10¢	100.00	80.00	20.00	4.00	32.00	52.00 on a 4.00 Investment
1B 1000	25¢	250.00	160.00	90.00	9.00	64.00	154.00 on a 9.00 Investment
1A 1000	25¢	250.00	200.00	50.00	6.00	80.00	130.00 on a 6.00 Investment
1 1000	10¢	100.00	72 Boxes assorted nuts and cream centers Chase Famous Steamboat Candies (Costs you only \$60.00)				

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21 Seal Operated - Last Punch on Board Removes One Seal

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1200 Holes, 5¢—Avr. Profit	\$33.05
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BARGAINS—PACE 5c, CHROME, \$145; PACE 25c, Chrome, \$155, used two weeks. Mills 50c, Black Cherry, \$225. Mills 50c, Blue Front, \$175. Columbia G.A., Cig. Reels, \$32.50. Write for list of good used Five Balls, \$25 to \$40 each. 1/3 deposit. Owl Distributing Co., 108 E. Sycamore St., Independence, Kan.

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2 10-CENT MILLS BLACK CHERRY BELL, like new, \$125 each. 2 Model 71 Wurlitzer with Stands, \$75 each. Send 1/3 deposit. Frank Guerrini, Beech St., Burnham, Pa.

2 PHOTOMATICS, IN EXCELLENT CONDI- tion. Inside lights, good paint, many improvements, \$525 each. One third down, balance C.O.D. Free delivery within radius of 500 miles. Mission Novelty Company, 907 West 17th Street, Los Angeles 15, Calif.

5c, 10c, 25c WAITING 3-5 WITH SAFE Stands, all for \$150. 10c Blue Front, 2-5, clean, \$59. 25c Brown Front, 3-5, \$79. 50c Hand Load, original, like new, \$175. 5c Melon Bell, \$60. 5c Cherry Bell, 3-10, clean, \$64.50. 1/3 deposit, bal. C.O.D. Wabash Specialty Co., Celina, O.

20 ADAMS MODEL "GV" TAB GUM VENDERS, \$17. 32 Northwestern DeLuxe bulk vendors, \$15. JMC Service, 3009 Pelham Ave., Baltimore 13, Broadway 3730.




LUCKY Seven Jars
Red, White and Blue
Tickets
Salesboards
Write for
Circular and Prices
GALENTINE NOVELTY CO.
520 E. Sample St.
South Bend 18, Ind.

PUSH CARDS
Straight numbers 10 to 200—Holes Girl Names. Also 1-29 to 1-99¢ in 12 to 66-Holes Girl Names, or All Winners. Others from 10 to 600 Holes. In Stock.
FREE Order Guide. Write
W. H. BRADY CO., MFRS.
CHIPPEWA FALLS, WISC.

RED, WHITE & BLUE
2160 Tickets to Bag
5c or 10c Sale
Only Foolproof Ticket
\$100.00 PER GROSS
Singles Only
Smaller Lots, \$10.00 Dozen
SALESBOARDS AT REDUCED PRICES
PREMIUM PRODUCTS CO.
FACTORY DISTRIBUTORS
43 E. HENNEPIN AVENUE
MINNEAPOLIS 1, MINN.

Solid Profits!



NO. 400 SOLID SENDER
10¢ PER HOLE
3 TICKETS IN EACH HOLE
AVERAGE PROFIT \$25.00
MAXIMUM PROFIT \$27.10

SALESBOARDS AND TICKETS

Holes	Name	Special Price	Average Profit	Net Price
1000	1¢ Cigarette Board, Pays Out 30 Packs With Order of Other Mos.			.75
2000	20 Section Plain Heading Board			2.61
3000	30 Section Plain Heading Board			3.76
200	25¢ Worm's-Eye View		23.25	2.52
3000	5¢ Kash Is King, Coin Bd.			6.05
722	5¢ Good Catch		19.70	2.70
1584	10¢ Royal Velvet, including Cash Load \$3.46		57.94	8.72
1000	5/25 Win-a-Fin Ticket Pad		24.00	2.17
1200	5¢ Everything Goes Box Tickets			21.75 1.64

We Have Many Other Money Makers. 25% Deposit With Order—Balance C. O. D.
PAN SALES COMPANY
7 West 5th Street Newport, Ky.

SALESBOARDS

CLOSE OUTS—25% DEPOSIT.

Holes	Name	Price	Profit
400	5¢ \$1.00 Board, Thick Def.	\$ 7.00	\$.65
600	25¢ Charley Board	51.00	.79
1000	25¢ Charley Board	50.00	.89
1800	5¢ Lulu Board, X Thick Def.	18.00	1.49
1000	25¢ J.P. Charley, X Thick	\$52.08	\$1.25
1200	5¢ Hit the Barrel	24.22	1.98
1200	25¢ Texas Charley "Seal"	102.28	1.89
1200	5¢ Big Forty—Seal	34.25	1.98
1184	5¢ Win A Fin—Jumbo	34.40	2.49
1200	5¢ DeLuxe 3 Grand Prize	48.45	2.53
1000	5¢ Assorted J.P. Boards	27.00	2.75

NEW! 6 TICKETS PER HOLE BOARDS
200 25¢ Kwik Fin, Max. Avr. \$37.50 \$2.92 1/2
200 25¢ 6-in-1, Max. Avr. 37.50 2.92 1/2
2170 5¢ Rd.Wh.Bl. Tickets \$36.50 \$1.49
120 Tip Tickets—\$19.85 Gr. Doz.
NEW COIN BOARDS—NEW CATALOG.

WORLD'S BEST BOARDS, TICKETS, CARDS
DELUXE MFG. CO.
DeLuxe Building Blue Earth, Minn.

SALESBOARDS
LARGEST SELECTION IN THE NATION
LOWEST PRICES
FREE: 64-Page Illustrated Catalog.
PROFIT MFG. CO.
41 West 23rd St.
New York 10, N.Y.

EMPIRE
MANUFACTURERS OF A COMPLETE LINE OF QUALITY SALESBOARDS
EMPIRE PRESS
637 SOUTH DEARBORN ST.
CHICAGO 5, ILLINOIS

GARDNER & CO. 2222 S. MICHIGAN AVE. CHICAGO, 16 ILL.

SALESBOARDS—All Orders Shipped Same Day Received

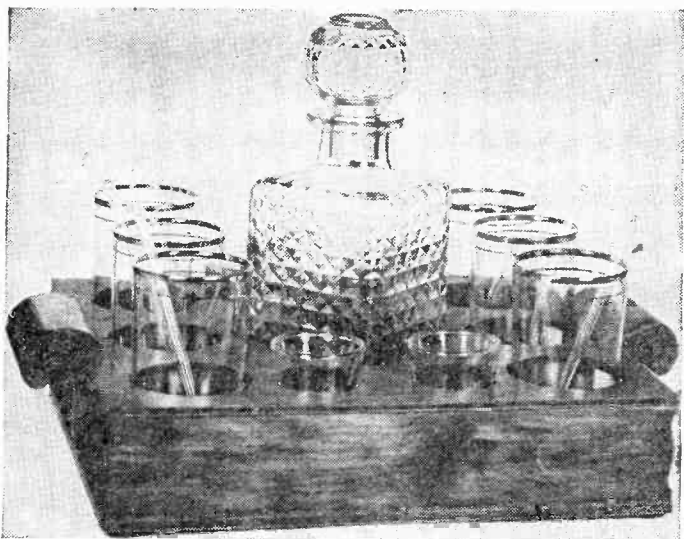
Holes	Play	Description	Average Profit	Net Price
400	5¢	LUCKY BUCKS, DEFINITE PROFIT	\$ 7.00	\$.85
520	5¢	EASY ACES, DEF. PROFIT, SLOT SYMBOLS	13.00	1.25
520	25¢	EASY FINS, DEF. PROFIT, SLOT SYMBOLS	55.00	1.25
720	5¢	BABY BELL, SLOT SYMBOLS	17.87	1.75
1000	25¢	ALL OUT CHARLEY, DEFINITE PROFIT	60.00	3.25
1000	5¢	JACK POT CHARLEY, THICK & PROTECTED	185.30	2.50
1000	5¢	OUT DOOR SPORTS, THICK, JUMBO HOLES	28.40	3.25
1000	5¢	SPOT OF GOLD, THICK, JUMBO HOLES	28.14	3.25
1000	10¢	BIG DIME DOUGH, THICK, JUMBO HOLES	42.75	3.25
1200	5¢	TEN BIG FINS, THIN, JUMBO HOLES	35.20	2.50
1200	5¢	VICTORY BELL, THICK, JUMBO HOLES	35.57	3.60
1200	50¢	TEXAS CHARLEY, THICK & PROTECTED	152.75	3.00

WRITE FOR OUR LATEST PRICE LIST
Large Stock Plain, Tip, Definite, Jackpot Boards and all kinds of Cigarette Boards, 1¢, 2¢ or 5¢, stating your requirements. 25% deposit with all orders—balance C. O. D.
MICHIGAN CITY NOVELTY CO. BOX 66, MICHIGAN CITY, INDIANA

TICKETS—TICKETS
Red, White & Blue Tickets, 1950's, 2050's, 2200's. Sample set, \$2.00; five folds or singles. Tip Books, 120's, five folds or singles. Sample doz., \$2.00. Can also supply a few more jobbers. Write for prices. No free samples. All orders cash or C. O. D.
BARNES NOVELTY CO.
NEW PARIS, OHIO

SPECIAL TICKETS AND COUPONS
Combinations for all kinds of drawings and money raising campaigns, raffles, etc. All kinds intricate and special printing manufactured to order on short notice. (Established 1919.)
FERGUSON MFG. CO.
322 N. Senate Ave. Indianapolis 2, Indiana

For a Profitable Merry Xmas



A NATURAL FOR THE HOLIDAYS

The Barette Set consists of 19 pieces, including the Walnut Finished Cabinet. Each set is individually boxed.

DEAL #536 consists of 6 Barette Sets and 1 Large Servabar (not pictured) on a 2000 Hole Board taking in \$100.00.

PAYS OUT: 6 BARETTE SETS (19 pieces in each set). 1 Servabar for Last Sale. Consolations, \$15.50 or 60 Packs.

NET PROFIT . . . \$59.50 **NET PRICE . . . \$20.00**

THIS DEAL WITHOUT THE SERVABAR BUT WITH BARETTES AND BOARD, \$20

Send Your Order in Today With \$5 Write for Complete Illustrated Catalogue of Deals and Salesboards.
Check or Money Order, Balance C. O. D.

THIS IS OUR 26TH YEAR IN BUSINESS

A. N. S. Sales, Inc.

312 E. Market Street Elmira, N. Y.

HEADQUARTERS FOR ORIGINAL JAR-O-DO JAR DEALS, TICKETS, PADS AND BOX DEALS

RED, WHITE AND BLUE TICKETS		COMBINATION TICKETS	
Size	Each	Size	Each
2170—Singles	\$1.87	2520 Combination	\$2.21
2170—Pasted 5's	2.74	2280 Combination	2.14
2200—Stapled In 6's	3.32	2052 Combination	1.99
1800—Singles	1.63	1836 Combination	1.14
NUMERAL TICKETS		NUMERAL TICKETS	
1200 Numerals	\$1.38	1280 Bingo Refills	\$1.40
1200 Numerals	1.21	1000 Bingo Refills	1.05
1080 Numerals	1.01	MYSTERY BINGO JACKPOT CARDS	
1020 Numerals	.85	6 Seal (One Seal Goes Out), Cards Only	\$ 3.69
1000 Numerals	.85	(Use With 1080 and 1200 Mystery Refills), Per Doz.	
BINGO JACKPOT CARDS		6 Seal (All Six Seals Go Out), Cards Only	3.59
50 Seal (5¢ Size), Per Doz.	\$ 9.24	(Use With 1200, 1380 or 1600 Mystery Refills), Per Doz.	
74 Seal (5¢ Size), Per Doz.	11.88	Stands (Lifetime Service), Each	1.00
Stands (Lifetime Service), Each	1.00	MISCELLANEOUS ITEMS	
MYSTERY BINGO PUNCHED REFILLS		Gallon Jars, Per Doz.	\$ 5.40
Tickets Only—On Wooden Sticks		Two Gallon Jars, Per Doz.	15.00
1080	\$ 1.10	Jar-o-Do Containers, Per Doz.	3.00
1200	1.30		
1290	1.40		
1320	1.54		
1380	1.60		
1600	1.65		

DISCOUNT TO THE TRADE

10% discount on orders of \$50.00 or more. 20% discount on orders of \$100.00 or more. 25% with order, balance C. O. D., F. O. B. Phila.

RAKE COIN MACHINE EXCHANGE

609 SPRING GARDEN STREET Lombard 3-2676 PHILADELPHIA 23, PA

A-P DISTRIBUTING COMPANY

WORLD'S LARGEST DISTRIBUTORS OF BINGO TICKETS AND SALESBOARDS

WRITE FOR COMPLETE PRICE LIST

A-P DISTRIBUTING COMPANY

2220 MARKET STREET

ST. LOUIS 3, MISSOURI

SALESBOARD CLOSEOUT!

ENTIRE LINE AT SACRIFICE PRICES!

Amt.	Holes	Description	Profit	Our Cost to You	Price
662	153	Tip Boards		\$.64 1/2	\$.35
224	200	Special, 5 numbers to ticket, 25¢	Avg. \$37.00	2.16	1.13
164	240	Sugar Bowl Coin, 5 Numbers to ticket, 25¢	Def. 18.00	2.85 1/2	1.50
165	500	Rosie O'Grady, Girl Picture, 5¢	Def. 14.25	2.01	1.00
1472	570	One Grand Prize Barrel Board, 5¢	Avg. 20.19	1.80	1.00
106	600	Sterling Silver Coin Board, 5¢	Def. 19.00	1.90	1.00
39	600	Fast Dollars, \$1.00 per play	Def. 140.00	1.31	.50
529	700	More Smokes	Def. 11.90	1.64	1.00
135	765	Grey Hound, Super Thick Comb. No., 5¢	Avg. 23.79	2.75	1.25
6	765	Batter Up, Super Thick Comb. No., 5¢	Avg. 20.00	2.75	1.25
37	765	Lambeth Walk, Super Thick Comb. No., 5¢	Avg. 21.00	2.75	1.25
161	800	Jugs Up, Girl Picture, Thick Comb. No., 5¢	Avg. 22.55	2.86	2.35
425	800	Ninety Percenter, Thin Style	Def. 10.00	1.00	.50
28	800	Bull Dozer, Girl Picture, Thick, Slot Symbol	Avg. 22.72	2.86	2.35
55	800	Major Domo, Thin-Straight No's, 5¢	Def. 17.00	.95 1/2	.60
22	800	Fisherman, Super Thick Comb. No's, 5¢	Avg. 20.10	2.57	1.35
10	800	Get A Hit, Super Thick Slot Symbol, 5¢	Avg. 17.10	2.57	1.35
170	800	Gobs of Fun, Super Thick Slot Symbol, 5¢	Avg. 22.70	2.57	1.35
27	800	Play Ball, Super Thick Comb. No's, 5¢	Avg. 20.10	2.57	1.35
33	1000	Lucky Hit, Super Thick Comb. No's, 5¢	Avg. 27.00	3.40	2.00
191	1000	Room Service, Girl Picture, Slot Symbol, 5¢	Avg. 24.32	3.80	2.70
258	1000	Lucky You, Single Hit Jackpot Grand Prize, 10¢	Avg. 91.00	2.90	1.50
12	1000	Tommy Board, Super Thick Straight No's, 25¢	Def. 25.00	1.50	.50
4	1000	Fast Ball, Super Thick Comb. No., 5¢	Avg. 26.50	3.30	1.00
1040	1000	176 Charley, 25¢	Def. 50.00	1.50	.90
241	1000	Punchy, Super Thick Slot Symbol, 5¢	Avg. 24.08	3.80	2.70
41	1000	Ten Buck Top, Super Thick Slot Symbol, 5¢	Avg. 24.88	3.30	2.00
52	1000	Par Figures, Girl Picture, Slot Symbol, 5¢	Avg. 24.10	3.30	2.00
48	1000	Rear View Mirror, Girl Picture, Slot, 5¢	Avg. 24.10	3.30	2.00
195	1000	Old Gray Mare, Super Thick Slot, 5¢	Avg. 24.88	3.80	2.70
98	1000	Big Top Tommy, Super Thick Slot, 5¢	Avg. 23.46	3.80	2.70
65	1200	Yankee Doodle, Super Thick Slot, 5¢	Avg. 32.64	2.96	1.70
83	1200	Texas Charley, Thick and Protected, 25¢	Avg. 103.00	2.81	1.00
21	1200	Jumbo Hole, 10 Section Plain		2.68	.80
55	1200	Prof. Quiz Thin, Comb. No.'s, 25¢	Def. 70.00	1.55	.90
90	1200	Prof. Quiz Super, Thick Comb. No.'s, 25¢	Def. 70.00	2.60	1.60
150	1500	Three Grand Prize, Super Thick, 5¢	52.00	2.50	1.50
37	1600	Large Odds, Half Free, Comb. No.'s, 5¢	Avg. 22.15	4.20	1.00
193	1800	Lulu Lee, 4 color Straight No.'s, 5¢	Def. 18.00	2.89	1.00
187	2000	Piggy Bank, Coin Board, Thin, Straight No., 5¢	Def. 47.70	3.85	2.00
35	2000	Three Grand Prize, Thin, Straight No's, 5¢	Def. 79.50	2.85	1.75
62	2280	Star Headliner, 5¢			

25% DEPOSIT, BALANCE C. O. D.

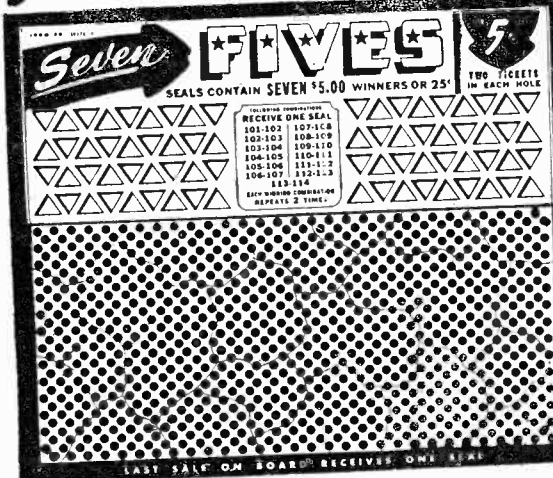
ALL STOCK GUARANTEED IN PERFECT CONDITION—SMALL TRIAL ORDERS GLADLY ACCEPTED—ALL ORDERS ACCEPTED SUBJECT TO PRIOR SALE.

TIC-TOC MANUFACTURING CO.

BOX 504

OMAHA, NEBR.

Another First **2 For 5¢ PLAY!**
TWO TICKETS IN EACH HOLE



Now is the right time for low priced play!

"SEVEN FIVES"
840 G L HOLES
5¢ PLAY
TWO TICKETS IN EACH HOLE

No. 18171-7
SPECIAL THICK
Takes In.....\$42.00
Av. Payout.....19.17
PROFIT.....\$22.83
COMPLETE WITH EASEL

Extra! ANOTHER FIRST! TRIANGLE SHAPED SEALS!

HARLICH

MANUFACTURING COMPANY • 1200 N. HOMAN, CHICAGO 51, ILL.

"Where boards of BETTER QUALITY for BETTER PROFITS are made"

SALESBOARDS

IMMEDIATE DELIVERY

Size	Play	Description	Profit	Price
400	5¢	Dollar Games	\$ 9.00	\$.60
1000	5¢	J.P. Charlie, Thick	51.95	1.25
1000	25¢	Charlie Bd. Def. Thick	50.00	1.10
1000	25¢	Charlie Bd. Def. Thin	50.00	.85
1000	5¢	Nickel Charlie	17.00	.75
1000	5¢	Bingo Bd.	12.00	.75
1200	25¢	Texas Charlie, Thick	102.98	1.98
Large Stock 5¢ 1000 to 1200 Girle Jumbo			27.50	2.25
240 Hole, 6 for 25¢. GIANT HOLE BOARDS, 7 ass'd numbers.				\$2.75 each

WRITE FOR SPECIAL PRICE LIST

25% Deposit with orders, balance C. O. D.

BANNER PRODUCTS CO.

1526 Luxor
Cleveland, Ohio

SPECIAL PENNY CIGARETTE BOARDS 65c

Canada Bans U. S. Coin Machines

Order Halts Importations

Emergency measure effective Nov. 17 announced by Canadian finance minister

CHICAGO, Nov. 22.—Shipments to Canada of American-made coin machines were halted this week by an order effective Monday (17) midnight which bans importation of all "non-essential goods." Move came as part of the Canadian government's program to conserve a dwindling U. S. dollar supply. At the week's end, manufacturers and distributors in this country—who have done a large dollar volume business with Canada—were still waiting interpretations of the embargo before making definite plans.

A check of coin firms in this country and in Canada by *The Billboard* shows that firms in both countries expected the ban, altho no one was certain when it would come. Under terms of Monday's order, all shipments which had not left their originating point on or before Tuesday (18) are barred from entry.

Sizeable Loss Indicated

The Canadian embargo will mean the loss of a sizeable chunk of American export business, since Canada has long led the list of countries importing U. S. coin-operated equipment. In 1946, Canadians accounted for 9,595 of the 14,396 coin machines shipped out of this country. This represented \$1,122,935 of the \$2,655,078 total export shipments.

During the first six months of 1947, Canada took 7,521 of the 12,900 coin machines shipped out of the States, and paid \$875,997 of the total \$2,754,236 foreign buyers spent on (See CANADA HALTS on page 168)

Outdoor Meet Will Feature Coin Machines

CHICAGO, Nov. 22.—Various types of coin machines will be featured among displays at the annual convention of the National Association of Amusement Parks, Pools and Beaches (NAAPPB) which will be held at Hotel Sherman here December 1-4.

Arcade equipment and vending machines suitable for use in outdoor locations will be prominent at the show. Among exhibitors whose displays will be of interest to coinmen are A. B. T. Manufacturing Company, Chicago; Capitol Projector Corporation, Chicago; Edelman Amusement Devices, Detroit; Electric-Aire Engineering Corporation, Chicago; H. C. Evans & Company, Chicago; Exhibit Supply Company, Chicago; Greyhound Amusement Device, Brooklyn; International Mutoscope Corporation, Long Island City, N. Y.; Mission Dry Corporation, Chicago; Mike Munves Corporation, New York; Orange-Crush Company, Chicago, and Perey Turnstiles, New York.

Approve Measure To License Coin Machines in Md. County

ANNAPOLIS, Md., Nov. 22.—An enabling act passed by the State Legislature, giving Baltimore County power to license or tax a long list of different types of coin-operated equipment, has been approved (*The Billboard*, November 15). Question as to whether the provisions of the bill will be extended beyond 1948—which they cover specifically—is to be decided in a referendum vote by Baltimore County voters in the general election of November, 1948.

Titled Senate Bill No. 10-X, the measure gave Baltimore County broad additional taxing powers, including the power to license "certain shuffle boards, musical, vending, claw and pinball machines and other similar devices."

Quote New Section

New section added to Article 3 of the Code of Public Local Laws of Maryland is described as 127B. In it are the following provisions pertinent to coin-operated equipment:

"The county commissioners of Baltimore County are hereby authorized by resolution to require that during the year 1948, every person, firm, association or corporation keeping, maintaining or operating for public entertainment or amusement within Baltimore County, any musical box, mechanical player piano, gramophone or other similar mechanical music device played by the insertion of a coin or token shall obtain a license from the clerk of the Circuit Court for Baltimore County to do so and shall pay therefor the sum of twenty-five dollars (\$25) for each such machine or device and two dollars (\$2) additional for each independent coin-operated speaker delivering music on the same premises;

"To require that during the year 1948, every person, firm, association or corporation keeping, maintaining or operating within Baltimore County, a claw machine or pinball machine or similar device for public (See Approve Measure on page 170)

Rush Work on Large 42d Street Arcade in New York

NEW YORK, Nov. 22.—What promises to be the largest and most elaborate amusement arcade in the metropolitan area, housing more than 150 separate pieces of equipment and occupying floor space of approximately 5,000 square feet, is being rushed to completion in time for a scheduled December 4 opening. Located at 244-48 West 42d Street, in the heart of the Times Square amusement belt, the premises (formerly the location of the American Bus Terminal) is undergoing extensive remodeling and decoration by several dozen workmen and contractors under the supervision of Nat Choderker, store manager.

The arcade, to be called the 42d Street Playland, is an operation of 42d Street Enterprises, Inc., an organization headed by Dave Simon, president, who also is the chief executive of Simon Sales, Inc., the 10th Avenue amusement game distributing house.

37 Poker Machines

Featured in the arcade will be a row of 37 poker game machines running the entire depth of the store (100 feet) on one side, broken only by space allotted for a premium exchange counter. As an innovation in the installation of such games, according to Choderker, the playing faces will be situated considerably lower than usual, to permit unobstructed player view and aim. Above the poker games, and also running the full length of the arcade, will be two premium display shelves flanking a continuous series of fluorescent lighting fixtures. Poker machines to be used are those manufactured by the Scientific Machine Corporation. They will feature custom-built stainless steel trimmings.

In accord with the principle of increasing patronage by allowing a

full interior view to transient traffic, the 50-foot front of the location is completely constructed of glass. Six banks of triple-tube fluorescent lighting fixtures will run the length of the store ceiling to provide "daytime" illumination for evening operation. Outside, above the glass front and formed around the store's marquee which extends over 42d Street for about one-third of the arcade's width, a two-color electric sign will advertise the establishment's name.

In addition to the poker machines, Choderker said the arcade would carry a complete line of games and equipment (comprising about 125 units), ranging in play from 1 cent to 35 cents. Among these will be a number of the latest roll-downs. About 20 employees will work in the arcade's operation. It is planned to keep the arcade open 22 to 24 hours a day.

Directly in back of the store, and fronting on 41st Street, is the terminal presently in use by the Somerset and Quaker City bus companies. Choderker foresees a bonus patronage from commuters waiting for connections, since the arcade's premises can be entered thru the rear and will make available luncheonette and rest room facilities. The luncheonette, on the main floor of the store, and the rest room, in the basement, are concessionaire-operated.

Executive offices will be maintained by 42d Street Enterprises, Inc., in an enclosed balcony overhanging the rear portion of the arcade. Corporation officers, in addition to Simon and Choderker, who also holds the post of treasurer, are Ed Balin and Marvin Heisman, vice-presidents, and Max Brown, secretary. The principals also operate the Playland Arcade on Broadway, between 47th and 48th streets.

Pa. Tax Talk Centers on Amusements

Legality Questioned

HARRISBURG, Pa., Nov. 22.—As municipalities here prepare their 1948 budgets, talk of amusement taxes flies thick and fast. Municipal governments, by virtue of power given them by the State Legislature this past year (*The Billboard*, July 12), can levy taxes on a variety of sources, including coin machines, circuses, rinks and all other amusements.

Meantime, a decision involving the constitutionality of the enabling act is pending in the State Supreme Court.

Chief Justice George W. Maxey in an unprecedented expression of a "personal opinion" on a case while it is pending a decision in his court, has flayed the enabling law as giving too much power to minor officials. In fact, the Pennsylvania Chief Justice intimated he doesn't have any confidence in the integrity of local officials to handle such matters.

Concurrently, a 10 per cent amusement tax is being considered by the city of Pittsburgh (see complete story elsewhere in this issue). Opposition immediately cropped up. The protest against the proposed tax even took the form of large daily newspaper ads.

AAMONY Moves To New Office

NEW YORK, Nov. 22.—Headquarters of the Associated Amusement Machine Operators of New York (AAMONY) will be moved to the newly-opened direct sales division of the Seaboard New York Corporation, at 583 10th Avenue, next Monday (24). The game operators association will occupy an office set aside for its use by Harry Schneider, general manager of the Seaboard outlet. AAMONY formerly maintained temporary headquarters at Abbott Specialty Company.

Bart Hartnett, AAMONY business manager, will make his headquarters in the new offices.

Pin Game Gift to British Royalty

CHICAGO, Nov. 22.—The entertainment problems of the future king and queen of Great Britain have been taken care of.

As a wedding gift for Princess Elizabeth and Lt. Philip Mountbatten, who were married in the most widely publicized wedding of the century Thursday (20) in Westminster Abbey, Lyn Durant, head of United Manufacturing Company of Chicago, sent the first model of a new United pin game to be released to the trade shortly.

The new game was shipped via air express to London to arrive in time for the wedding.

NAAMO School Grads Absorbed By CM Industry

ATLANTIC CITY, Nov. 22.—With the second class of the National Association of Amusement Machine Owners' (NAAMO) Mechanics School now under way at the Manhattan Trades Center, F. McKim Smith, association president, this week announced the 100 per cent placement of the first class graduates in jobs.

R. E. Torres and M. Garfunkel, operators of the Play-Mor Amusement Arcade, Tucson, Ariz., hired Reginald Farnum. Atlantic New York Corporation placed Irving Rodin in its music department. Carmen Ferraro goes to Active Amusement Machines Company headquarters in Philadelphia, while Harry C. Mowbray will join the firm's Newark, N. J., branch. Schork and Schaffer, operators of six amusement arcades in New York, hired Rubin Wexler and David Shervington. Playland Arcade here added John Piscopo. Joseph Mazza becomes a serviceman for National Photomatic Company here, as does Reginald Grange. Herbert Weaver, head of H. H. Weaver Company and the American Grip Tester Company, engaged Anthony Antoniou for the former concern and George Wolfson for the latter.

Berger Hires Two

Harry Berger, West Side Distributing Company, hired George Chapman and Herbert Nurse. The Boardwalk in Atlantic City attracted Walter Turtell and Robert Steinman, who have joined Smith's Gameland. Dominick Guarino was hired by A. J. Geist for his Rockaways Playland at Rockaway Beach, N. Y. Leon Grassi and Bezoel Geller, who led the class academically, both join Ben Rodins in Washington.

Al Rodstein, owner of the Variety Corner Amusement Center in Philadelphia, hired Leon Phillips. Sam Moss, also of Philadelphia, added Abraham Weisberg to his staff. Jack Rubin and Jack Semel, Esso Manufacturing Company, Hoboken, N. J., added four of the graduates, Howard O'Neil, Americo Ciocca, Jacob Krauss and Americo Ramos. The last named had agreed to join a coin machine firm in his native Puerto Rico, but changed his mind to accept the Esso position.

The second class, now in its third week, has 37 students, while a third class is expected to start early next month. The students, after completing their course, become on-the-job trainees and receive 85 cents an hour for a 40-hour week for a period of six months. The government, under the G.I. Bill of Rights, pays the difference between this amount and \$175 monthly for single vets and \$200 monthly for married ex-G.I.'s.

Thomas Callaghan Portrayed on Air

CHICAGO, Nov. 22.—Thomas J. Callaghan, special sales representative of Bally Manufacturing Company, was depicted as one of the characters appearing in the *Adventurers' Club* program over WEBM here at 10:30 a.m. today.

Callaghan's participation in an exciting counterfeiting case back in 1910 was portrayed, at which time he was a member of the United States Secret Service.

It was after his retirement from the Secret Service that Callaghan joined Bally. While in the service he acted as a bodyguard at one time or another for every president from Theodore Roosevelt to Franklin D. Roosevelt.

Bowling Alleys Draw Record Play During 1946-'47 Season

MILWAUKEE, Nov. 22.—Coinmen interest in bowling alleys as locations is taking on added importance with the report this national sport showed the biggest increase yet recorded in number of American Bowling Congress (ABC) league and team memberships during the 1946-'47 season. According to A. H. Johnson, director of research for ABC, the number of sanctioned teams across the country can be used as a good comparison for over-all play, locating centers of bowling activity and checking the sport's growth.

Increases scored during the 1946-'47 season over the 1945-'46 period chalked up 26,417 leagues (20,130 in previous year); 251,307 teams (184,207 in preceding season), and an estimated individual membership of 1,250,000 against 920,000 during 1945-'46.

These figures illustrate the rapid and extensive rise in popularity during the decade beginning 1937-'38: For that season, ABC records show 10,225 leagues, 93,118 teams and 465,000 individual members. In 1940-'41, there were 18,123 leagues, 162,253 teams and 810,000 members. During the war years of 1941-'42 these figures soared to their highest levels until the 1946-'47 season, 21,009 leagues, 190,423 teams and 950,000 members.

By 1944-'45 this high had fallen off to 18,976 leagues, 172,835 teams and 860,000 members, only to be followed by the big bowling boom in 1946-'47, when the record of 26,417 leagues, 251,307 teams and 1,250,000 individual members was reached. This means that since 1937-'38, number of leagues increased by 16,192, teams by 158,189 and individual membership by 785,000. Coinmen hail this as a sign of a steadily increasing customer potential for all types of coin machines spotted in bowling lanes. (*The Billboard*, November 15.)

Johnson says that AEC records reveal that the 10 largest bowling States, based on numbers of ABC team membership, are Illinois, with 36,063 teams, 605 bowling establishments and 5,635 bowling lanes; Michigan, 34,559 teams, 466 establish-

ments, 4,671 lanes; New York, 30,703 teams, 855 establishments (leads in this category), and 6,955 lanes; Ohio, 30,703 teams, 434 establishments, 4,045 lanes; Wisconsin, 19,025 teams, 477 establishments, 3,027 lanes; Pennsylvania, 16,481 teams 576 establishments, 3,882 lanes; California, 15,604 teams (only leading Western State), 245 establishments and 2,546 lanes; Indiana, 11,200 teams, 203 establishments, 1,624 lanes; New Jersey, 10,859 teams, 410 establishments, 2,958 lanes, and Missouri, with 8,046 teams, 132 establishments and 1,081 lanes.

Total number of bowling lanes in establishments in these 10 states number 44,517.

ABC figures take on added importance to coinmen inasmuch as most bowling alley operators cater to league play from Monday thru Friday and open or non-league play on week-ends.

R. I. Coinmen Meet To Form New Op Assn.

PROVIDENCE, R. I., Nov. 22.—In one of a series of organizational meetings called to group together coin machine operators in an association to be known as the Rhode Island Amusement Guild (RIAG), more than 40 coinmen gathered here Tuesday (18) for a dinner and business discussion under the chairmanship of L. K. Woods. The proposed association is an outgrowth of the Rhode Island Music Association, expanded to include amusement game machine operators.

Guest speaker at Tuesday's meeting was LeRoy Stein, executive director of Music Guild of America, an association of Northern New Jersey operators, who emphasized the value of good public relations to profitable juke box operation. Stressing the importance of sound business principles, he cautioned coinmen to set aside a fair amount of their returns for depreciation, thus permitting the periodic replacement of outdated and worn equipment.

Also present was Johnny Lane, young singer from Providence, who records under the Regent label. Another meeting will be held soon, Woods announced, to further the organization of RIAG.

Gottlieb Releases New Parts Catalog

CHICAGO, Nov. 22.—D. Gottlieb & Company announced Monday (17) the release of a new parts catalog featuring factory-specified units for the firm's equipment.

Developed under the supervision of Alvin Gottlieb, company advertising and promotion manager, catalog is designed in loose-leaf book form. All items included are described in detail and the catalog is indexed in such a way that information on any of the firm's parts may be easily located. Following the release of future games, part sheets for each game will be prepared and mailed to catalog users.

Gottlieb officials disclosed that the parts catalog was produced in the firm's own printing plant, a procedure that they believe will result in expedited distribution of information on new parts availability.

Alvin Gottlieb stated that the catalog will be sent free to any bona fide coinman upon request.

Cancer Fund Donations at \$137,347.56

CMI Drive Rolls On

CHICAGO, Nov. 22.—Contribution for the Damon Runyon Memorial Fund for Cancer Research drive being conducted by Coin Machine Industries, Inc. (CMI), this week reached \$137,347.56.

Donations were received during the week from Mrs. H. W. Korevaar, Raymond, Wash., \$116; Paul A. Nehring, Nehring Electrical Works, De Kalb, Ill., \$100; Chapin Crabtree, Crabtree Music Co., Edinburg, Ind., \$50; Huntington Post No. 7, American Legion, Huntington, Ind., \$50; Chester W. Rey, Paramount Music Co., Utica, N. Y., \$50; A. B. Morse, Valley Music Co., Medford, Ore., \$50; Robert L. Johnson, Logansport Novelty Co., Logansport, Ind., \$50.

Walter Cichowal, Kosciuszko Post No. 207, Gary, Ind., \$35; San Mateo Post No. 60, VFW, Marion, Ind., \$25; Console Distributing Co., Inc., New Orleans, \$25; William P. Brown, Murphy Distributing Co., Inc., St. Louis, \$25; Morris Kammer, Softone Music Co., Hoboken, N. J., \$25; Matthew Ronzema, American Italian Relief Association, Elkhart, Ind., \$15; Henry Blake, Buffalo, \$15; Leroy J. Lambert, Lambert Music Co., Stockton, Calif., \$13.

J. F. Terry Wolcottville, Ind., \$10; Charlotte Peek, Peek Service, Inc., Rego Park, N. Y., \$10; Sam Lazarchick, Lazarchick's Music Store, Tamaqua, Pa., \$10; Alan Conway, Qualitone Music Co., Santa Ana, Calif., \$5.55; A. G. Floyd, Chester, W. Va., \$5; Sam Maullin, Michigan City, Ind., \$5; Mrs. Clark R. Hynum, Madison, Wis., \$5; William P. McClelland, New Bethlehem, Pa., \$4; Ervin Whitaker Jr., Jenkins, Ky., \$3; Albert Franceschini, the Chocolate Shop, Fowler, Ind., \$1.

Hold N. Y. Show for Genco Roll-Down

NEW YORK, Nov. 22.—Bing-a-Roll, Genco Manufacturing Company's new roll-down, is being shown to the trade for the first time in this area at the newly opened Direct Sales Division of the Seaboard New York Corporation. The 10-ball game, which allows a maximum score of 290,000, has already completed a location test period of several months, according to Harry Schneider, general manager of the Seaboard outlet.

On the face of the game 25 holes, carrying different point values, capture the balls, but do not let them fall thru until the game is completed. Center hole, called Bing-a-Roll, contains a permanent ball, in addition to the 10 the player uses. To build a high score the player aims the balls to fill any five holes in a straight line, thus ringing up a bonus of 50,000 points. These lines may be drawn horizontally, vertically or diagonally. Skill holes offering the highest individual scores are situated in the front row.

Featured in the game is a back bumper, activated by a button within the player's reach, which flips balls back to the playing field if they come to rest at the rear of the machine. On the backboard glass, a colored replica of the bingo-like game pattern lights up to show the positions of balls already played.

Bing-a-Roll will be distributed by the Atlantic and Seaboard Corporations in 19 Eastern and Southern States.

Bally Debuts New Roll-Down

CHICAGO, Nov. 22.—Bally Manufacturing Company this week announced thru George Jenkins, general sales manager, introduction of a new roll-down game, Hy-Roll.

Game, which is adjustable to operate with from five to nine balls, includes a kick-up pocket on its play field which causes the ball to jump off the board into a basket. Featuring 18 roll-over buttons and seven pockets, which score from 1,000 to 10,000 points, game introduces a new high score feature which builds up on the back glass when certain skill shots are rolled. This high score, which Bally calls super score, is not counted into total score until player rolls a basket shot, then it is transferred as an extra bonus award on the backboard. Super score, at option of operator, may be retained on the backboard at end of game, thus furnishing play-incentive for next player.

Jenkins stated that the coil spring construction of the roll-over buttons insures positive pop-up. A simplified latch holds the playfield to cabinet, eliminating use of nuts and bolts, he added. Cabinet itself is of natural grain wood.

Hy-Roll, currently being shipped to distributors, was widely tested before production, Jenkins says.

VENDERS HIGHLIGHT ABCB SHOW

New Machines On Exhibition

Several firms display new soft drink venders at Atlantic City bottlers' meet

ATLANTIC CITY, Nov. 22.—With coin-operated bottle and cup vending machines proving to be one of the highlights of the 29th annual convention of the American Bottlers of Carbonated Beverages (ABCB), the first post-war convention and exhibition was brought to a close here Friday (21). More than 10,000 members of the soft drink industry and allied trades jammed the huge Convention Hall to inspect all types of machinery, some of the newest types of vending machines and other displays set up for the international showing, which started Monday (17).

While Pepsi-Cola jumped the ABCB convention with a gathering of its own the previous week, at which time it displayed several new vend- (See *Venders Highlight on page 154*)

Request Ops To Register Early For NAMA Meet

CHICAGO, Nov. 22.—National Automatic Merchandising Association's (NAMA) convention chairman, George M. Seedman, is urging operators attending the 1947 NAMA Convention and Exhibit, December 14-17 at the Palmer House here, to register now to insure that badges, tickets, programs and other convention material will be ready for them when they check in at Chicago.

Seedman states: "There will be more than 2,000 at the association's first exhibit of machines and merchandise, and the fellow who registers in advance will save time and money, for his registration fee will be less." Registration should be made with NAMA headquarters at 120 South LaSalle Street, Chicago. There is no registration fee for wives of members.

Registration Benefits

Registration permits attendance at all exhibit and convention sessions, participation in the round-table breakfast on Tuesday, December 16, and at the president's and directors' reception Sunday (14). Tickets for the Monday (15) evening dinner and Tuesday (16) luncheon should be purchased at the registration desk. Tickets for the annual banquet, Wednesday evening (17), should be purchased in advance by mail.

Greene Statement

One of the first members to register, President Robert Z. Greene, declared: The 1947 convention and exhibit will be the ultimate in automatic merchandising with every segment of the merchandising and service industries presented. The 1947 show will be historical in that it will set a pattern for future years and is in itself a standard and a preview of what is to come."

Greene added: "The committee is to be congratulated for the excellent arrangements of informative sessions. I am looking forward to seeing the members of NAMA and all interested groups at the convention."

Fete C-8 Staffers For Design Award

NEW YORK, Nov. 22.—Mario Caruso, president of C-8 Laboratories, manufacturers of the Eastern Electric cigarette vender, his son, Anthony, and Lou Jaffa, sales manager, played host at a dinner Tuesday (18) celebrating the firm's winning of one of five awards for electrical design recently offered by *Electrical Manufacturing* magazine. The dinner was held at the Waldorf-Astoria, with guests from coin machine trade publications, C-8 Laboratories and the Brooklyn Trust Company in attendance.

Addressing the assemblage, Caruso stated that in his mind this was only the start of the vending industry's growth, that he envisioned supermarkets set up as exclusive coin-operated outlets, serviced with coin changers for the customers, who would be able to complete their entire shopping in any one center in much faster time.

Caruso cited his 40 years with the Lionel Electric Train Corporation and said he expected great things to come from the manufacture of electrical vending machines. He reported that the firm soon would expand its facilities to meet the backlog of orders now on hand.

Other speakers included Frank J. Oliver, editor of *Electrical Manufacturing*, and George Bradley, who wrote the award-winning paper. Max Rogel, press representative for Caruso, was toastmaster. Jaffa was in charge of all arrangements.

Telecoin Readies Canned Juice Distribution for New Venders

NEW YORK, Nov. 22.—Distribution of 25,000,000 cans of juices and milk, seven different drink flavors in all, will be started by the Telecoin Corporation within two weeks for initial nationwide operations of the firm's new Tele-Juice, coin-operated vender. The initial distribution is believed to be one of the largest of its kind undertaken in the automatic merchandising industry.

Packers who are already working on contracts with Telecoin to provide the canned drinks include College Inn Food Products Company, Chicago, tomato cocktail; Edgar F. Hurff Company, Swedesboro, N. J., and Phillips Packing Company, Cambridge, Md., tomato juice; John C. Morgan Company, Traverse City, Mich., and the Red Cheek Fruit Co-Operative, Chambersburg, Pa., apple juice.

Supplementing the above-mentioned flavors will be orange juice, grapefruit juice, an orange-grapefruit blend, and chocolate milk. All drinks will be sold via the vending machine at 10 cents for a six-ounce can.

Breakdown Given

Jack M. Gross, manager of Telecoin's Tele-Juice division, reported the first allocation consists of 18,000,000 cans of citrus juice drinks; 2,750,000 cans of apple juice; 2,500,000 cans of tomato juice, including the College Inn Tomato Cocktail and, as a starter, more than 1,000,000 cans of chocolate milk. Gross stated that the drinks were canned for the Tele-Juice machine exclusively, and revealed the firm is now negotiating with additional packers, so that the eventual

Popcorn Leaders Discuss Industry Problems at Chi Association Convention

Enough Popcorn, Seasoning To Go Around "At a Price"

CHICAGO, Nov. 22. — Over 450 popcorn industry representatives, including manufacturers, distributors and operators of popcorn vending machines, got an inside picture of the present trends in the industry at the third annual convention of the National Association of Popcorn Manufacturers (NAPM) at the Sherman Hotel here this week.

In an open forum Thursday (20) the inside picture of recent developments in the supply picture was opened up by leading industry representatives.

Supply Short

Forrest Wanberg, of Central Popcorn Company, Schaller, Ia., president of the Popcorn Processors Association, told those at the forum that "the supply of quality popcorn is definitely short, although there is a good supply of inferior corn."

Looking to the future, Wanberg said, "With prices the way they are there may be better plantings next year, but if plantings are not increased there is apt to be a drastic popcorn shortage in 1949."

Wanberg told popcorn manufacturers that they could help in the present

period of tight popcorn supply by instituting conservation measures and eliminating waste.

H. O. Rinne, of the Wesson Oil & Snowdrift Sales Company, gave the inside picture of the present seasoning "shortage" (*The Billboard*, November 22). Rinne said that, despite an increase in American output of oils used in popcorn manufacturing, "political commitments abroad overshadow the supply in the United States," and that "all in the fats and oil business have been shocked by the present turn in the market."

Oil Output Gains

Rinne pointed out that American cottonseed oil output is up about 30 per cent over 1946 and that there has been no short supply of other types of oils, which would ordinarily mean plenty of oils at a reasonable price for American users, but that the demand abroad is so great that "the situation is now far more dangerous than last spring when many were worrying about market trends."

He said that price controls or some other measure to correct the price situation by control is needed in the face of the drain of supplies by the government to fill European requirements.

"Our own government is bidding against United States buyers for fats and oils and the law of supply and (See *Popcorn Leaders on page 155*)

Congressman Urges Dropping of Peanut Production Control

WASHINGTON, Nov. 22.—Urging that Secretary of Agriculture Anderson cancel plans for a quota referendum among peanut growers, Representative Fisher, of Texas, has proposed unrestricted production of peanuts for 1948.

Referendum, scheduled for December 9, would determine whether producers approve an acreage allotment program under which government price guarantees and loans would continue.

In his appeal to Anderson, Fisher wrote that in view of the current world food shortage and pending foreign relief program there should be no curtailment of peanut output.

According to the agriculture department, adoption of the quota system will mean a cut of 25 per cent in national acreage, compared with the 3,000,000 acre average for the past five years when no restrictions were imposed. For the referendum to be effected, two-thirds of the farmers voting on the measure must approve.

Fisher pointed out: "With the corn crop estimate reduced by 25 per cent and with the planting of wheat at this time only 70 per cent of normal due to the drought in the Great Plains States, the need for full production of peanuts seems apparent."

During World War II years, peanut demand was so great the quota system was discarded in 1942. Prices, however, were supported by the government.

choice of cans to the operator will include 10 flavors.

To handle the flow of cans from the packer to the machine operator, Telecoin has completed the organization of a special distribution set-up. Under the new plan, the firm will establish its own warehouse facilities at key points thruout the country to receive shipments from the packers. Company trucks will then deliver the stock as needed to individual operators in areas within a radius of from 100 to 150 miles of large cities and centers where a fixed number of the Tele-Juice machines are in operation. The firm believes that thru this system of distribution, substantial reductions in the costs of handling, warehousing and transportation will be achieved.

Rigid Tests Passed

Gross emphasized that while the Tele-Juice machine was conceived before the war, it is being introduced to the post-war market only after rigid testing and further development.

Operating on the gravity principle, the machine dispenses 300 six-ounce cans of refrigerated juices and stocks six flavors simultaneously. Among its features are an enclosed compartment for the can opener, a self-contained disposal unit for empty cans, and a straw dispenser. A foot pedal operates the knife, the device which opens the cans.

Production of the canned juices and other drinks was started several months ago when the manufacture of the six-ounce cans, halted during the war and immediate post-war period, was resumed.

Release Full Details on Program for NAMA's 1947 Convention and Exhibit

First Exclusive Automatic Merchandising Trade Show

CHICAGO, Nov. 22.—National Automatic Merchandising Association (NAMA) announced this week the complete program for its 1947 convention and exhibit. The four-day meet, which will be held in the Palmer House here December 14 thru 17, will be the first exclusive trade show of merchandise and service vending machines, equipment and supplies, NAMA convention chairman George M. Seedman declared.

Three convention sessions are designed to cover presentation of operating problems on various types of merchandise machines, with particular emphasis on candy, gum, nut, cigarette and beverage venders.

Leading off the four-day conclave will be a continuous registration service, set up in a fourth floor corridor, lasting from 9 a.m. to 10 p.m. Sunday (14). At 12 noon ladies' headquarters opens in Parlor 15, club floor, and will remain open until 10 p.m. Thereafter, ladies' headquarters will be open on Monday (15) and Tuesday (16) from 9 a.m. to 10 p.m., and on Wednesday (17) from 9 a.m. to 7 p.m.

Open Exhibit Hall

At 2 p.m. Sunday (14) the exhibit will open, remaining so until 10 p.m. Machines and equipment will be spotted in the exhibition hall, fourth floor, while supplies will be shown in exhibit rooms on the seventh floor. From 5 p.m. to 7 p.m. Sunday there will be the president's and directors' reception, taking place in the Red Lacquer Room, fourth floor; a "get-acquainted" party for all registered guests will follow.

Monday (15) activities will open with a cigarette session, in the Red Lacquer Room, fourth floor, programmed for 9:30 a.m. to 12 noon. During the session a one-act skit titled *A Day With a Cigarette Operation* will be presented, featuring Arthur Gluck, Rowe Corporation, New York; George H. Duckett, G. B. Macke Corporation, Washington; J. Herman Saxon, Saxon's, Inc., Charlotte, N. C.; Martin Gluchow, East Liverpool Cigarette Service, East Liverpool, O.; Sidney Kronenberg, Alamat Company, Birmingham, and E. G. Chandler, Rowe Service Company, Los Angeles.

Beverage Workshop

Also on Monday, running concurrently with the cigarette session, 9:30 a.m. to 12 noon, will be a beverage session. Taking place in Room 18, club floor, meeting will have I. H. Houston, Spacarb, Inc., as chairman. Lionel Harris, New York, will talk on *Cup Vending Equipment—Type, Availability and Cost*; and L. J. Granfield, County Beverage Company, San Diego, will speak on *Problems and Profit Potentials of a Cup Machine Operation*. Everett Newcomer, City Milk Company, Maspeth, N. Y., will speak on *Problems and Potentials in the Automatic Merchandising of Milk*; K. C. Melikian, Rudd-Melikian, Philadelphia, on *The Automatic Merchandising of Coffee*, and Jack M. Cross, Telecoin Corporation, New York, on *The Automatic Merchandising of Fruit and Vegetable Juices*.

From 12 noon to 6 p.m. Monday, the exhibit displays will remain open. From 6:30 to 9:30 p.m., dinner and the NAMA annual business meeting will take place in the Red Lacquer Room; President Greene will preside, and his report, along with those of the treasurer and executive director will be heard, as will the report of the nominating committee. Election

of directors will take place at this session. Guest speaker during the meeting will be Bob Elson, sports broadcaster.

Beginning the third day, Tuesday

(16), a round-table breakfast is scheduled in the Crystal Room, third floor, at 8:30 a.m. All persons arriving before 8:30 a.m. will be guests of NAMA; tables will be marked "candy, gum and nuts," "cigarettes" and "beverages." Exhibits will be open from 9 a.m. to 12 noon, then reopen at 3 p.m. until 10 p.m.

From 12:30 p.m. to 3 p.m., the NAMA luncheon will be held in the Grand Ballroom, fourth floor. Vice-president E. F. Pierson will preside. A legislative skit will be presented, featuring a cast of prominent NAMA members, who will depict a "mock" city council in action.

Fourth and last day, Wednesday (17), will start off with two business

sessions, one on candy, gum and nuts. This will take place in the Red Lacquer Room, from 9:30 a.m. to 12 noon. A one-act playlet will deal with a *Typical Day With a Candy Operator*, and will feature John Collins, The Canteen, New York; Paul I. Berkley, Vendex, Inc., Hillside, N. J.; S. Quaranta, Forty Vendors, Detroit, and H. A. Geiger, Geiger Automatic Sales, Milwaukee.

Beverage Session

Second session, also from 9:30 a.m. to 12 noon, will be a bottled beverage round-table in the Crystal Room, third floor. I. H. Houston will be chairman; T. Gordon Mason, Dr. Pepper Company, discussion leader, (See NAMA Program on page 154)

Announcing...

Coin-Recordio

by WILCOX-GAY

THIS
NEW, SELF-OPERATING
RECORDER

makes "talking letters"
"at the drop of a coin"

• Everybody wants to hear how they sound. Millions of people will want to send "voice letters" to their family—office—sweet-heart—children or friends. Others will want to send a "voice greeting" for anniversary, birthday or holiday. Each COIN-RECCRDIO is your individual, independent salesman in these lucrative locations:

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- Depots
- Hotels
- Resorts
- Taverns
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- Coin Arcades
- Service Clubs
- Veteran's Clubs
- Building Lobbies



Profit-Producing Features of COIN-RECORDIO

NO ATTENDANT—COIN-RECORDIO is entirely automatic — at the insertion of a coin it goes through the complete recording-playing cycle and delivers a completed recording. Automatically shuts off when machine is sold out.

LIGHTWEIGHT—Constructed of sturdy durable materials COIN-RECORDIO is semi-portable; can easily be moved to bus traffic locations. Has automatic voice volume control for too soft or too loud speech. Deutsch re-settable locks used throughout.

COMPACT—Only 29 1/2" high, 21 1/4" wide and 28 3/4" deep (without base), the compact COIN-RECORDIO can be installed in numerous small-space locations. It is entirely self-contained,

including A.S.T. slug rejector, tamper-proof play counter and strong, separately-locked cash box. Weight—168 lbs.

TROUBLE-FREE—Built by the famed Wilcox-Gay Corporation, pioneer recording manufacturer, COIN-RECORDIO is engineered to operate day in and day out with the minimum of attention. Entire mechanism in 3 compact units. Each unit easily serviceable.

ECONOMICAL—COIN-RECORDIO holds 200 economical, lightweight, 48er discs and is equipped with a long-lasting, Precision Metal-Tipped playback needle. All mechanism is completely enclosed in tamper-proof cabinet. Recordings may be played on any phonograph.

Recordio
T. M. REG. U. S. PAT. OFF.
by WILCOX-GAY

PRICE
\$645
without base

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Charlotte,
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For additional information on this sensational new

write or wire . . .

See us at the NAMA Show, Booth 785, December 14th to 17th, Palmer House, Chicago

WILCOX-GAY CORPORATION • CHARLOTTE, MICHIGAN

Baltimore Gets Okay To Up Tobacco Levy

BALTIMORE, Nov. 22.—At a special session of the State Legislature

held here recently, the Baltimore city council was authorized to levy additional taxes on tobacco products.

Current indications are that the 1 cent per pack tax on cigarettes will be doubled in the near future.

Rowe Corp. Stock Offering Reveals Intimate Details Of Manufacture & Operation

Greene Offers 145,800 Shares—Retains Control

NEW YORK, Nov. 22.—With the offering on the Curb Exchange of 150,000 shares of the Rowe Corporation common stock this week by two of its stockholders, the firm (largest of its type), which manufactures and operates cigarette machines as well as venders of other merchandise, revealed for the first time intimate details of its manufacturing activities and operations in 12 states from New York to California. Robert Z. Greene, corporation president and director, made available 145,800 shares for purchase thru 19 underwriters, with the largest number to be handled by Hayden Stone & Company. The remaining 4,200 common shares were offered by John F. Moran. Greene will remain majority stockholder, retaining 52.3 per cent of the firm's outstanding stock.

country's per capita cigarette consumption.

Altho combined totals of cigar, gum, mint and candy machines (also a firm operation) on location dipped sharply from 5,500 to 800 for the years noted, representing a dollar decrease in gross sales from \$283,629, in 1941, to a 1946 figure of \$160,554, a rising curve in this phase of the firm's operation was noted in 1947. For the nine-month period ended last September, the company reported 1,300 units on location, doing a business totaling \$180,315.

The sale stems from a recent amendment to Rowe's certificate of incorporation filed with the Securities and Exchange Commission (*The Billboard*, November 8), increasing the firm's authorized capital stock from an original 9,000 to 750,000 shares, at a par value of \$1. An opening price of \$8.75 a share was announced by the underwriters as the sale began, making possible a potential return to Greene on the transaction of \$1,275,750 before taxes and expenses. It was emphasized by those concerned that the negotiation was one involving the sellers as individuals, and was not an offering by the corporation itself.

The scarcity of suitable brands of cigars at prices permitting profitable machine sale, and the general shortage of gum, mint and candy during the past several years were given as reasons for reduced operations in those fields. But with the supply situation improving rapidly, the company is now placing more machines on location.

Losses Negligible

An interesting sidelight to the company's operation was disclosed when it reported that its losses from breakage, robbery, slugs, foreign or mutilated coins and mechanical failures amounted to approximately 0.33 per cent of Rowe's gross volume of business since 1943.

Biz Upturn Reported

Organized in 1929 as the Rowe Cigarette Service Company, an outgrowth in corporate form of a partnership formed the year before, the company reports a sizable increase in its current business over the pre-war years. In 1941, the last pre-war year, Rowe's net sales amounted to \$10,115,734, representing a net profit before federal taxes of \$347,304, a margin of approximately 3½ per cent. This compares with a net profit margin of 6 per cent for 1946, on a return of \$1,105,448 for net sales totaling \$17,858,698. Continuing the upward trend, over-all figures for the nine-month period ended September 30, 1947, reveal a net profit of \$1,467,664 before taxes, on sales of \$16,434,678, marking a return of about 8 per cent on net sales. This indicates that the net profit realized during the first nine months of this year was greater than the amount for the entire year of 1946, altho the net sales were less. This is explained by a reduction in administrative and selling costs from \$3,077,847 in 1946 to \$2,675,775 for the later period.

With the entry of the firm into the manufacturing sphere in 1932, a subsidiary corporation was created to design, produce and sell coin-operated merchandising equipment. During the first nine months of 1947, Rowe Manufacturing Company, Inc., sold an inventory of machines and parts amounting to \$2,618,119, of which \$2,340,965 represented equipment sold to firms not included among the parent company's merchandising subsidiaries.

Occupying a plant at Whippany, N. J., the manufacturing company is now in full production only on its cigarette machine, Crusader, but has produced since 1933 a long line of cigarette venders, as well as a number of gum, mint and candy machines. Under development and scheduled for an early showing to the trade and testing on location is an electrically-operated cigarette machine. It is designed to vend a cigarette package at any price up to 30 cents and will accept quarters as well as nickels and dimes. Other merchandising equipment in the experimental stage at Whippany include a manually-operated candy machine and a cigar vender. Production on the cigar vender is not expected to begin before 1949.

Gluck Is Veepee

Rowe officers, in addition to Greene, are Arthur Gluck, vice-president, treasurer and director; George M. Seedman, secretary and director; Herbert E. Greenberg, assistant treasurer, and Christian Gabrielsen and Samuel M. Chapin, directors.

A regular quarterly dividend of 20 cents a common share on the Rowe Corporation stock will be payable in December, a company spokesman announced, in addition to a special payment of 30 cents per share at that time.

In a further breakdown of the company's operation, figures were made public on the merchandising end of the business which disclosed important increases in the average number of cigarettes now sold thru its vending machines over the number sold during pre-war years. While in 1946 there were 16,600 Rowe cigarette machines on location, only 1,100 more than in 1941, the aggregate of cigarette packages sold increased more than 50 per cent, to 96,717,000. During the first nine months of 1947, 18,600 venders sold 76,515,000 packs, a gross of \$13,913,398. This is an average of 4,221 packs per machine.

Reasons Behind Increase

An explanation of the factors influencing the increase cited greater customer acceptance of automatic merchandising, larger machine capacity and a general increase in the

BUBBLE BALL GUM

33¢ Per Lb. in Lots of 100 Lbs. or More. 25 Lbs. or More at 35 Per Lb. 140 or 170 Count.

Certified Check or Money Order in Full on Above. No C. O. D.'s



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BALL GUM VENDORS IMMEDIATE DELIVERY

1 \$13.75
2-11 11.90
12-49 11.40
50 UP 11.00

Add 30c additional if you desire extra large globe.

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Brand new! Vends 1¢, 3¢ and 5¢ Air-mail Postage Stamps.

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1948 IMPS

14 or 5¢ Cigarette or Fruit

\$12.95

Lots of 12

\$13.75, Lots of 5. Sample, \$14.50. Here's the tiniest Bell in the world. A brand new Three Reel Counter Game that is worth its weight in gold. Finished in brilliant colors.

1/3 Deposit on All Orders. Write for Catalog on Bulk Vendors, Games, etc.

PARKWAY MACHINE CORPORATION

623 W. NORTH AVE., DEPT. B Phone: Madison 1447 BALTIMORE 17, MD.

See ASCO for . . . NEW LOW PRICES

Call ASCO for . . . IMMEDIATE DELIVERY



ASCO 5c HOT NUT VENDOR

\$29.50

Not only the finest hot nut vendor on the market, but this amazing price reduction makes it a must! A big earner.



ASCO 5c STANDARD ALL-PURPOSE VENDOR

\$17.50

Built to bring you big profits with Pistachios and other bulk products. Large capacity. Proven performance!



VICTOR MODEL V GLOBE TYPE

\$11.75

The famous year in, year out money maker. Vends Ball Gum and all other bulk products. Dependable.



1c-5c MASTER New Model

\$17.50

The Original penny-nickel vendor brought up to date. Vends Ball Gum and all other bulk products. Slug rejector. A terrific machine.

IMMEDIATE DELIVERY — ORDER NOW

1/3 Down, Bal. C. O. D.
Complete Line of Vending Machine Equipment, Merchandise and Supplies at Low Prices.
Send for Latest Price List.

ASCO VENDING MACHINE EXCHANGE CORP.
55 Branford Street Newark 5, N. J.

USED CIGARETTE EQUIPMENT

UNEDAPAKS, MODEL E	
4 Column \$35.00	9 Column \$65.00
5 Column 45.00	12 Column 40.00
6 Column 50.00	15 Column 40.00
8 Column 65.00	
UNEDAPAKS, MODEL A	
6 Column \$70.00	9 Column \$ 85.00
8 Column 80.00	Model 500, 9 Column 115.00
NATIONALS	
930 \$45.00	950 \$105.00
Model A \$75.00	
8 Column Monarch \$159.50 (510 Packs Capacity)	

1/3 Down, Balance C. O. D.

U-NEED-A DISTRIBUTORS

175 FREEMAN AVENUE ORANGE 4-2365 EAST ORANGE, N. J.

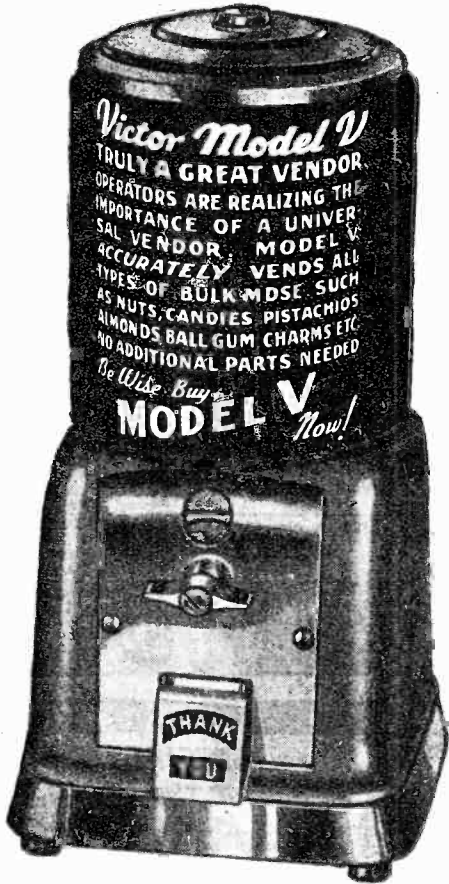
GUESS "U" WEIGHT KRON SCALES

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Yale & Towne Mfg. Co.
2534 N. Broad St., PHILADELPHIA 32, PA.

VICTOR'S FAMOUS MODEL V

SEE YOUR NEAREST
Authorized VICTOR Distributor



MODEL V
GLOBE TYPE

A & B Candy Co.
1622 N. E. Union Ave.
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Adams-Fairfax Corp.
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Los Angeles 16, Calif.

**American Coin-a-Matic
Machine Co.**
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Arkay Sales Co.
1912 N. 56th St.
Milwaukee 8, Wis.

**Asco Vending Machine
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55 Branford St.
Newark 5, N. J.

Automatic Amusement Co.
1000 Pennsylvania St.
Evansville 10, Ind.

Bannister Vending Service
3310 Poplar St.
Fort Huron, Mich.

**L. M. Becker Vending
Service**
105 Dewey St.
Brillion, Wis.

Bernard K. Bittner
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. Connors Distributing
Corp.**
19 E. Utica St.
Buffalo, N. Y.

**Co-Operative Distributing
Co.**
234 Jefferson St.
Louisville, Ky.

Eastern Carolina Candy Co.
Box 62
Morehead City, N. C.

**Ellingsworth Nut & Supply
Co.**
669 Adams St., N. E.
Minneapolis 13, 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 Graef
1232 Broadway
Toledo 9, Ohio

T. B. Holliday Co., Inc.
1200 W. Morehead St.
Charlotte 1, N. C.

A. L. Kropp Jr.
1434 Tenth St.
Tuscaloosa, Ala.

**Miami Valley Vending
Supply**
330 W. Norman Ave.
Dayton 5, Ohio

Jack Nelson & Co.
2320 Milwaukee Ave.
Chicago 47, Ill.

Parkway Machine Corp.
623 W. North Ave.
Baltimore 17, Md.

Penn-Jersey Distributing Co.
Stratford, N. J.

Pioneer Vending Service
461 Sackman St.
Brooklyn 12, N. Y.

J. Rosenfeld Co.
3218 Olive St.
St. Louis 3, Mo.

Leon "Hi Ho" Silver
760A Hayes St.
San Francisco, Calif.

**Southern Coin-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 Co.
2189 Central Ave.
Memphis 4, Tenn.

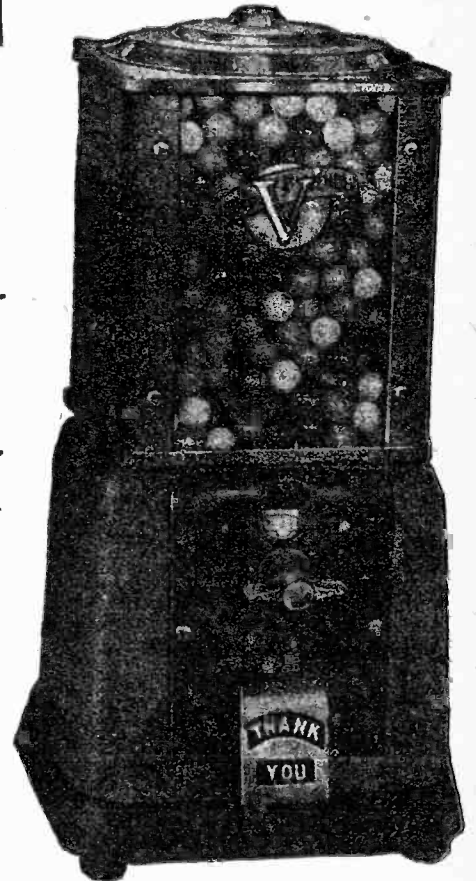
T. O. Thomas Novelty Co.
1572 Jefferson St.
Paducah, Ky.

Roy Torr
Lansdowne, Pa.

Vending Machine Co.
207 Franklin St.
Payetteville, 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

FOUR RED LETTER DAYS TO SET ASIDE! DEC. 14-17, PALMER HOUSE, CHICAGO

N.A.M.A.'s great 1947 Convention provides four interest packed days, with exhibits, meetings, discussions and even dramatic skits! There's time to relax and enjoy Chicago, too, and a full program for the ladies. Sessions will cover candy, gum, nuts, cigarettes, beverages and important legislative questions. Grand finale will be the banquet and presentation of N.A.M.A.'s annual award. No operator, manufacturer or supplier can afford to miss this greatest of all Conventions, and the finest display of automatic vending machines and merchandise in all the world!

MANUFACTURERS AND SUPPLIERS EXHIBITING AT N.A.M.A. SHOW

- A.B.T. Manufacturing Corp.
- ALD, Inc.
- Adams-Fairfax Corp.
- Alkuno & Company, Inc.
- Fred W. Amend Co.
- American Locker Company, Inc.
- American Vending Corporation
- Amity Manufacturing Corporation
- Austin Packing Company, Inc.
- Automatic Book Vending Machine Corp.
- Automatic Canteen Company of America
- B.F.D. Company
- Babaco Alarm Systems, Incorporated
- H. Baron and Co., Inc.
- Paul F. Beich Company
- Billboard Publishing Co.
- Bowman Gum, Incorporated
- E. J. Brach & Sons
- Bradley Associates, Inc.
- C. C. Bradley & Son, Inc.
- Brown & Williamson Tobacco Corp.
- Burry Biscuit Corporation
- The Cash Box Publishing Co., Inc.
- The Charms Company
- Chase Candy Company
- Chicago Lock Company
- Cigaromat Corporation of America
- Coan Manufacturing Company
- The Coca-Cola Company
- Coin Machine Acceptance Corp.
- Coin Machine Journal, Inc.
- The Coin Machine Review
- The Columbus Vending Company
- Daval Products Corporation
- The Diamond Match Company
- Dispensers, Inc.
- Dixie Cup Company
- Douglass Manufacturing Co., Inc.
- Dr. Pepper Company
- Drink-O-Mat Mfg. Co.
- Eastern Electric Vending Machine Corp.
- Ford Gum & Machine Co., Inc.
- Globe Distributing Co.
- D. Goldenberg, Inc.
- Guardian Electric Manufacturing Co.
- The Gum Vending Corporation
- Henry Valve Company
- Hershey Chocolate Corporation
- The Charles E. Hires Company, Inc.
- Huyler's and Subsidiaries
- Ideal Dispenser Company
- International Mutoscope Corporation
- O. D. Jennings & Company
- Johnson Fare Box Company
- Walter H. Johnson Candy Co.
- Howard Jones Div., Cinch Mfg. Corp.
- Kelner Vendors, Inc.
- Lamont, Corliss & Company
- Leaf Brands, Inc.
- Lehigh Foundries, Incorporated
- Lily-Tulip Cup Corporation
- Lion Manufacturing Corporation
- Lion Match Co., Inc.
- Charles H. Lipton Co.
- P. Lorillard Company
- Luden's, Incorporated
- Malkin-Illion Company
- Mills Automatic Merchandising Corp.
- The Bert Mills Corp.
- National Lock Company
- National Rejectors, Inc.
- National Vendors, Inc.
- The Nik-O-Lok Company
- The Northwestern Corporation
- The Nurre Companies, Inc.
- One Use Tooth Brush Corporation
- Penn Syrup Corporation
- Philip Morris & Co., Ltd., Inc.
- Queen Anne Candy Co.
- Revco, Incorporated
- RICHARDSON Corporation
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- Rudd-Melikian, Inc.
- Servel, Inc.
- The Shotwell Mfg. Co.
- Snively Vending & Sales Company
- Spacarb, Inc.
- Sperry Candy Company
- Stattler Manufacturers Corp.
- Stewart Products Corp.
- Stoner Mfg. Corp.
- Supervend Corporation
- The Sweets Company of America, Inc.
- T. & C. Co.
- Telecoin Corp.
- Topps Chewing Gum, Incorporated
- Universal Match Corporation
- Veeder-Root, Incorporated
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RECORD-BREAKING ADVANCE REGISTRATION FOR THE 1947 N.A.M.A. CONVENTION FOR ALL AUTOMATIC MERCHANDISERS!

SEND FOR A RESERVATION FORM TODAY
FOR THE 1947 SHOW AND CONVENTION!

CLIP AND MAIL TO N. A. M. A. TODAY

NATIONAL AUTOMATIC MERCHANDISING ASSOCIATION
120 S. La Salle Street • Chicago 3, Illinois

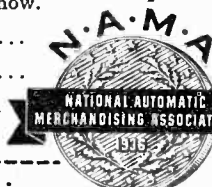
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Name.....

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City/Town..... State.....



National Headquarters—120 South La Salle Street • Chicago 3, Illinois

NATIONAL AUTOMATIC MERCHANDISING ASSOCIATION

Northwestern
MODEL 40
ALL PURPOSE
BULK VENDOR
\$10.85 EA.



BRAND NEW IMPS
EITHER 1¢ OR 5¢ PLAY
Cig. or Fruit Reels
\$12.95 ea.
LOTS OF 12
OR MORE
5 or More. Ea. \$13.75
Sample 14.50



MILLS VEST BELL
POCKET SIZE 8"x8"x8", 5c
OPERATOR'S PRICE
\$65.00
Rebuilt, \$49.50.
A pocket-size slot with automatic payout system. Awards from 3 to 20 nickels.



We've bought the complete stock of a large distributor and are again offering

COLUMBIA BELLS
Twin Jackpot 1947 Models
\$99.50 EA.
While They Last.
Changeable to 1¢, 5¢, 10¢, 25¢ Play



LARGE DE LUXE MODEL .. \$159.50

NEW 1948 BINGO
Something New In 5 Ball COUNTER GAMES
4 Games in One.
• Bingo
• Hi Score
• Line-Up, 5 Colors
Changeable right on location!
ALL FOR \$32.50
Rush Your Orders.
JOBBERS WANTED!



BRAND NEW GOTTLIEB 3-WAY GRIPS
\$35.00
IMMEDIATE DELIVERY!



TRADIO
THE PIONEER COIN OPERATED RADIO
\$59.95



NEW PRICES ON LEAF GUM
BUBBL-CHEWS—ALL SIZES
100 Lbs. to 999 Lbs. 33¢ Lb.
1000 Lbs. up 32¢ Lb.
RAIN-BLO—ALL SIZES
100 Lbs. to 999 Lbs. 38¢ Lb.
1000 Lbs. up 37¢ Lb.
Less than 100 lbs., add 2¢ to above prices.
Packed in 25 Lb. Ctns.
Minimum shipment freight prepaid, 100 lbs.
WRITE FOR COMPLETE LIST!
1/3 Deposit must accompany all orders.

RAKE COIN MACHINE EXCHANGE
609 SPRING GARDEN ST., PHILA. 23, PA.
LOmbard 3-2676

Frosti-Server Vender Output Being Resumed

LOS ANGELES, Nov. 22.—H. & M. Company here, originally formed in 1932 to manufacture the Frosti-Server ice cream bar vender, was purchased by new interests August 15 this year and has now resumed operation after being shut down during the war years. New owners are R. A. Kelsey, president; J. D. Carter, vice-president and sales manager, and John C. Redell, secretary and treasurer.

Firm's vender has been given a re-designed cabinet, but mechanically remains unchanged from the earlier models. According to Carter, first hand-built units were on test location from 1932 to 1939, undergoing experimental operation. In 1940 the first 100 production models were built, output being discontinued in 1941. A Los Angeles operator is currently operating a route of 30 of the former machines, Carter declared.

Describe Machine

New vender, weighing approximately 400 pounds, stands 6 feet high, 30 inches wide and 36 inches deep. Two vertical racks contain 72 bars, 36 in each, and vend by gravity feed. Unit is loaded from the upper front, bars being placed in either rack by hand, no removable magazine being provided. ABT coin mechanism is used, with dime operation. Patron has a choice of two flavored bars, delivered thru one delivery chute, which is 18 inches from machine's base. Bars are vended manually by means of two push-pull levers on face of vender, positioned below each ice cream bar rack. Coin return button is placed below coin entrance, which is on right hand side, front.

Insulation is solid cork board, four inches thick, which completely surrounds the refrigerated portion of the machine. Interior temperature averages 10 degrees. Venders, unless ordered differently, come in white baked enamel upper finish, blue on bottom.

Enclosed in Box

Bars vended are enclosed in a 4 3/16 by 2 1/4 by 1 3/16-inch box, Carter stated. On the West Coast, they are preferred without a stick, while in the Midwest and East sticks are a must item. Wider bar racks are being designed for those machines scheduled for operation in latter two sections so that adequate length sticks may be used.

Machines are built for H. & M. under contract by Western Flying Service, Lakeside, Calif., a firm also engaged in manufacturing precision parts for aircraft. Currently, Carter is promising 90-day delivery on orders.

All Frosti-Server venders are being sold outright to operators, thru State distributors, Carter revealed. Such distributors are now in the process of being set up.

Carter is also head of Universal Sales Company, headquarters in San Diego, which firm acts as national sales representative for the Frosti-Server vender.

NCA Adds Foreign Firms as Members

CHICAGO, Nov. 22.—National Confectioners' Association (NCA) has added several foreign confectionery manufacturers to its membership group, according to NCA officials. Since revision of the by-laws in June this year, when membership was made available to candymakers throughout the world, a number of foreign requests for both information and membership have been received.

First of the foreign confectionery firms to join NCA was Svenska Chokladfabriks Aktiebolaget, of Ljungsbro, Sweden, which joined in July. Newest application for membership comes from the Wicks Company, Ltd., Johannesburg, South Africa.

Earlier "foreign" members included Mars, of Mexico; Ponce Candy Industries Corporation, Puerto Rico, and 10 Canadian confectioners. Such firms were considered "neighbors" rather than "foreign" concerns, however, and were admitted to NCA in 1946.

Vendors, Inc., Ups Production by 20%

ST. LOUIS, Nov. 22.—Vendors, Inc., has stepped up its production 20 per cent on its recently introduced 50-bar candy vender, J. M. Bryan, firm official, announced. He also disclosed that the Continental Vending Machine Company, Detroit, has been appointed a distributor for the product.

Called Candyette, new vender's cabinet is made of aluminum and steel. Merchandise delivery is effected by a slide control knob. Included in the machine's equipment are a slug rejector and a coin return plunger, which is applicable when the vender's single merchandise column is empty or when the mechanism refuses to accept a coin.

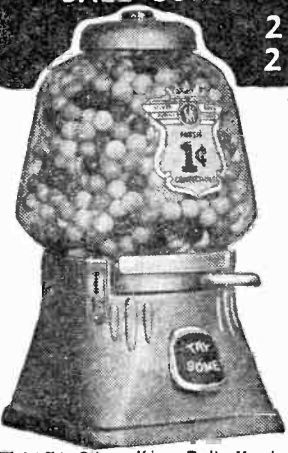
Candyette's dimensions are 25 inches high by 5 inches deep by 7 1/2 inches wide. It is adaptable for wall or counter installation and can be used on a stand. One of the new vender's features is that its merchandise magazine is adjustable as to length, width and thickness and therefore can handle sizes from chewing gum packs to large candy bars.

Distributors for the product previously appointed include McClure Distributing Company, St. Louis; McClure Distributing Company, Kansas City, Mo., and Munro-Matlack Company, Cleveland.

A. E. Staley Profits Up

DECATUR, Ill., Nov. 22.—A. E. Staley Manufacturing Company, here, refiners of corn products, announced a net profit of \$8,288,054, equivalent to \$9.62 a common share, for the nine months ended September 30. These amounts more than doubled the \$4,089,547, of \$4.63 per share, net income reported by the firm for the first three-quarters of 1946.

Silver-King's NEW "PRIZE-KING" BALL GUM VENDOR



2 for 5c
2 for 1c

Sensational new 2 for 1¢ and 2 for 5¢ ball gum vender. Puts ball gum vending in 5¢ field with appeal to adults as well as children. Bigger play and bigger profits for all types of locations. The most sensational ball gum vender ever developed!
\$13.95 Ea.
10 or more, \$12.00 Ea.
25 or more, \$10.30 Ea.

1¢-5¢ Silver King Bulk Vender, same prices as above.

SILVER KING HOT NUT VENDOR \$29.95	NEW CASH TRAYS Bought entire distributing stock. 12 or More \$8.50 Packed 8 to Ca.
---	---

Send for Free Catalog and Quantity Prices on All Machines.
1/3 Deposit Required With Orders. Address All Mail to Dept. B.

FRANK DISTRIBUTING CO.
605 SPRING GARDEN ST., PHILA. 23, PA.

SPECIAL

25 1¢ 2 Col. Post Card Vendors, Late Models	\$12.50 Ea.
50 1¢ 2 Col. Nut Vendors	7.50 Ea.
10 5¢ Masters, 1947 Models	11.50 Ea.
7 5¢ U-Need-A Pak Candy Vendors	85.00 Ea.
100 1¢ 2 Col. Adams Gum Vendors	12.50 Ea.

Brand New Silver Kings and Columbus Vendors... Write for Price

BRAND NEW ALLEY ROLL-ETTE \$439.50
Roll Down Games...

Immediate Shipment
Send 1/3 Deposit; Balance C. O. D.
CAMEO VENDING SERVICE
432 W. 42nd St., New York 18, N. Y.

PROVEN Money Makers!

WHY PAY MORE???
BUY DIRECT—SAVE 40%

TOM THUMB Venders are time tested. Thousands in operation. Die cast, precision built—2 sizes, 1 1/2" & 3" interchangeable mechanism.

You should be able to earn \$5.00 to \$6.00 a week net per machine.

ORDER FROM STOCK—immediate delivery (money-back guarantee on sample).

WRITE FOR PRICES AND BULLETINS. (We distribute Victor Vending Machines.)

FIELDING MFG. CO., INC.
258 W. Pearl St. Department BB-29 Jackson, Mich.

FOR VENDING MACHINES and SUPPLIES write RUSS THOMAS CO.
2189 Central Ave., Memphis 4, Tenn.
Telephone: 2-6410

NOW!
Turn to **INSIDE FRONT COVER** for an important story on **POPCORN PROFITS**

MANLEY INC., KANSAS CITY, MO.
"The Biggest name in Popcorn"
POPCORN MACHINES AND SUPPLIES



October Cig Sales Up

WASHINGTON, Nov. 22.—The American public smoked 29,204,000,000 cigarettes in September for the highest monthly rate since October, 1946, Commerce Department announced this week. This number, however, is only slightly higher than the number smoked in each of the three preceding months.

Average number of cigarettes consumed monthly during the past year amounts to approximately 27,000,000,000, according to Commerce statistics.

Exports of cigarettes have been averaging about 1,600,000,000 monthly for the past year, but this average was taken by Commerce before the recent British ban on imported tobacco.

Ice Cream Production Off From 1946 Demand by 10%

WASHINGTON, Nov. 22.—Ice cream production for the first nine months of 1947 totaled 513,370,000 gallons, according to latest figures released by the Department of Commerce. Amount is 10 per cent off the figures reported in the same period last year, but 47 per cent above the 1941-'45 averages for the period.

For September, ice cream output was 61,350,000 gallons, within 1 per cent of the total for the same month a year ago and 37 per cent above the

September averages in the five-year base period.

Breakdown by State areas for the September ice cream output report showed the following: North Atlantic, 19,190,000 gallons; East North Central, 13,960,000; West North Central, 6,710,000; South Atlantic, 6,695,000 gallons; South Central, 7,185,000; Pacific Coast, 5,950,000, and Mountain States, 1,660,000 gallons. While all areas showed substantial increases over the September 1941-'45 averages, only the North Atlantic, East North Central and West North Central States made gains over their September, 1946, records.

Leading producers of ice cream during September by individual States were Pennsylvania, 7,350,000 gallons; New York, 6,600,000 gallons; Illinois, 3,800,000 gallons, and Ohio, 3,590,000 gallons. Two lowest producing States were Colorado, 500,000, and Louisiana, 570,000 gallons.

Expect Record Crowd For '47 NAMA Meet, G. Seedman Reports

CHICAGO, Nov. 22.—National Automatic Merchandising Association (NAMA) headquarters here is receiving hundreds of advance registrations for the association's 1947 convention and exhibit December 14-17, an indication that the meet will be a record-smashing event, chairman George M. Seedman stated this week.

According to Seedman, hotel reservations have exceeded expectations. "All single rooms and suites at the Palmer House, for use during the convention week, were sold by September," he said. NAMA staff members are now working on a "share the room" plan so that all guests may be accommodated at either the Palmer House or a nearby hotel. Operators, too, are co-operating in this arrangement and are sharing rooms, he added.

Seedman Biography

Seedman, who served as vice-chairman of the convention last year and also as its publicity chairman, is secretary of the Rowe Corporation, New York. Formerly a practicing lawyer in Birmingham, he represented Rowe legally in the South before joining the firm in 1940. Seedman keeps in the journalistic swing by editing the Rowe house organ, Rowegram. He was columnist on the University of Alabama's daily paper when he attended the Southern college as a law student.

Other convention committee members who have done a fine job in the efforts of NAMA's big convention are F. N. Pierson, Vendo Company, Kansas City, vice-chairman; J. Sidney Jones, Southern Vendors, San Antonio, exhibit chairman; Neill Mitchell, Lehigh Foundries, Inc., publicity chairman; Ben Seltzer, New York Subways Advertising Company, Inc., entertainment chairman, and T. A. Vaughn, New Orleans Cigarette Corporation, New Orleans, reception chairman.

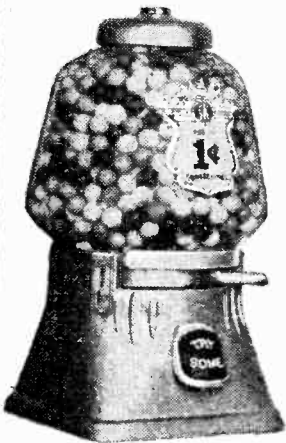
Lester Paul Leaves Uneeda Vendors Co.

NEW YORK, Nov. 22.—Lester Paul, in the cigarette vending business for the last 16 years, announced this week the termination of his connection with Uneeda Vendors, Inc.

Paul will devote full time to the West Side Distributing Company, where he shares executive duties with Harry Berger.

SILVER KING'S NEW "PRIZE-KING"

Ball Gum Vender



2 for 5c,
2 for 1c.
Puts ball gum vending in 5c field with appeal to adults as well as children. 10 or more, \$12.50. 25 or more, \$10.30. Also Silver Kings Hot Nut and other vendors. 1/3 with order.

Frontier Novelty Co.

256 W. Roger Rd. Tucson, Arizona

DRINK-O-MAT



AMERICA'S FOREMOST PIONEERS OF BEVERAGE DISPENSERS

DRINK-O-MAT INDUSTRIES CORPORATION

General Sales Office:
250 West 57 Street, New York 19
Phone: Circle 6-5941
Factories: Lawrence, Mass.

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.

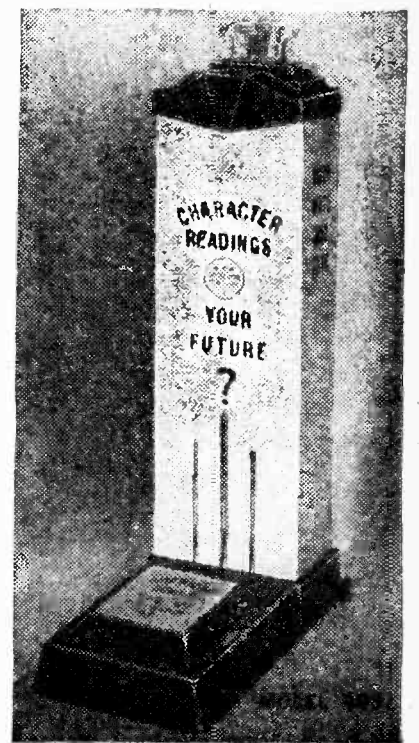
Write Today for Special Prices on Complete Line of VENDING MACHINE MERCHANDISE and SUPPLIES

WE HAVE RAIN-BLO BALL BUBBLE GUM IN STOCK

We Buy and Sell New and Used Vending Machines
SUNFLOWER DISTRIBUTING CO., INC.
2125 Amsterdam Ave., New York 32, N. Y.

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"

CIGARETTE MACHINES

NEW LEHIGH PX, 10 COLS., 425 PACK CAP., AVAILABLE

NEW DU GRENIER CHALLENGER, 7 COLS. . . . \$125.00	NATIONAL 630, 150 PACK CAP. . . . \$ 32.50
NEW UNEEDA, 8 COLS. . . . 159.50	ROWE PRESIDENT, 10 COLS. . . . 135.00
NEW UNEEDA, 6 COLS. . . . 149.50	ROWE ROYALS, 10 COLS. . . . 105.00
UNEEDA MODEL 500, 7 COLS. . . . \$105.00	ROWE 6 COLS., 150 PK. . . . 32.50
UNEEDA MODEL A, 9 COL., KING SIZE . . . 87.50	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 950, KING SIZE . . . 110.00	DU GRENIER, 6 COLS., 150 PACK CAP. . . . 32.50
NATIONAL 930 SPEC. . . . 82.50	STEWART-McGUIRE, 8 COLS. . . . 35.00
NATIONAL 930 . . . 75.00	

CANDY MACHINES

NATIONAL 9-18, 9 COLS. . . . \$110.00	UNEEDA, 5 COLS., 102 BAR CAP. . . . \$ 75.00
DU GRENIER CANDYMAN, 72 BAR CAP. . . . \$62.50	ROWE DELUXE, 120 BAR CAP. . . . 100.00
STONER, 8 COL., 160 BAR CAP. . . . 125.00	GUM AND MINT MACHINE . . . 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

CIGARETTE VENDING MACHINES

DuGRENIER MACHINES

Model "W," 9 Col. . . . \$55.00	Model "WD," 9 Col. . . . \$65.00
Champions, 9 Col. . . . 65.00	Model "VD," 7 Col. . . . 57.50
Model "S," 7 Col. . . . \$37.50	

All Machines Unconditionally Guaranteed and Refinished.
One-Third Deposit—Balance C. O. D.

JACK FEINBERG, 1420 Michigan Ave., Detroit, Michigan

Behind Every
KUNKEL
HOT POPCORN VENDOR
(Machine listed by Underwriters' Lab.)
30 YEARS' EXPERIENCE
in Coin Operated Machines

Compare

THESE FEATURES

- Beautiful Baked Enamel Finish.
- Sturdy Steel Cabinet.
- 99 1/2% Slug Proof.
- Low Electric Consumption.
- Can Be Refilled Without Operator Calling.
- Easy To Service and Clean.
- 16"x16" Wide, 62" High.
- 67 Lbs. Approx. Net Weight.

**PRACTICAL
DEPENDABLE**



Operators!

Write for Name of Your
Nearest Distributor

NORSOAMERICA

356 So. Broadway
Los Angeles 13, Calif.
MAdison 6-3746 Cable Address: NOSOAM

L. A. Sanitation Conference To Ponder Regulations for Cup-Type Soft Drink Venders

Decisions May Set Standards for Nation

LOS ANGELES, Nov. 22.—A decision on the operation of cup-type soft drink and coffee vending machines in the city is expected soon, with standards to be set upon which a city ordinance will be based for such equipment. Meetings are being held on the findings of the health department at the first examination of these machines. Recommendations of the department will be sent to the National Sanitation Foundation and the United States Public Health Service as the basis of country-wide standards.

Move to reach some basis of operation by the health group was started here by Charles L. Senn, director of health department's sanitation service. The idea for the conference was advanced because Senn felt that it was "unsound to issue citations to operators of equipment with sanitation problems when the operators themselves are sometimes helpless until manufacturing designs are improved."

Following the examination at which manufacturers co-operated, the following basic regulations were set down:

Limitations

Machines permitted under these regulations shall be limited to those dispensing products that do not contain milk or milk products or any ingredients that spoil, ferment, or are known to act as incubation media for pathogenic organisms under the conditions of normal or anticipated use, maintenance or operation except as permitted under Section IV.

Near the end of the regulations, coffee machines are included thus: "Coffee dispensing or vending machines shall be permitted under these regulations provided all tanks, containers, pipes, conduits and valves with which coffee or milk or cream come in contact are of sanitary construction and are readily removable, readily disassembled and are regularly cleaned. Only powdered or sterilized canned milk or cream may be used. When such liquid milk or cream are used the milk or cream containers, conduits, pipes and valves shall be removed daily and returned to the service headquarters for cleaning and sanitizing. Liquid milk or cream shall not be kept in machines for more than 24 hours and all parts that hold or convey the milk or cream shall be kept below 50 degrees Fahrenheit. Milk or cream for use in the machines shall be added directly from the original container.

"The label on the milk or cream dispensing valve shall be in accordance with the California State milk and dairy products regulations."

Additional Regulations

The following additional regulations were considered:

No machine shall be operated if laboratory tests show the presence of significant contamination. The health officer is authorized to order a machine out of service until conditions are corrected. If surroundings are neglected or customers create a nuisance by not properly disposing of cups or drinks, the board is empowered to revoke the permit.

Each person, firm, corporation or partnership with two or more locations must have a permit as a "food products establishment." Storage places must comply with ordinance requirements.

Each machine location must be approved by the health officer before

a machine is placed in operation. Adequate maintenance must be assured; machine must be protected from dust, rain, overhead leakage, rodents, flies and other insects.

Floors at the machine must be impervious and capable of withstanding repeated scrubbing. There must be adequate sanitary plumbing for emptying waste containers, cleaning drip pans or other parts of the machine and for the serviceman to properly wash his hands prior to handling any parts.

Facilities, such as hot water, depend upon service necessary to operate machine.

Design and Construction

Exterior of the vender shall be so designed and finished as to enable maintaining it in a clean and sanitary condition.

Bottom of the machine shall be supported on legs or supports providing a free and unobstructed space at least six inches high to permit thoro sweeping and scrubbing under all parts of the machine, or the base of the machine shall be sealed to the floor in a leak-proof manner, and the floor under the machine shall be accessible for inspection and cleaning.

Cup and drink dispensing opening shall be thoro and tightly closed by a self-closing device. The health officer shall allow a reasonable time for the installation of such closing devices on existing machines.

All containers, pipes, valves and conduits for ready prepared drinks, sirups, flavors or ingredients shall be easily and readily removable for cleaning and inspection, and shall be smooth, non-corrosive and non-toxic, readily accessible for inspection and cleaning. Machines not designed or arranged for easy removal of containers, tanks, valves and conduits shall be permitted provided they are arranged to circulate thruout.

Records of cleaning dates and employee's name shall be kept on forms approved by the health officer. Such records shall be posted in the machine and thoro cleaning of all parts that come in contact with ingredients (See L. A. Conference on page 170)

AVAILABLE!

- The Converted SNACK
- 5c Coin Operated Machine

Uniform heat in all 3 units ● A challenger to all other nut machines ● 3 in 1 ● This famous machine holds 18 lbs. of nuts; will gross \$37.00, net \$18.00.

Distributors and Salesmen Wanted

H & P
COIN MACHINE DISTRIBUTORS
32-08 30th Ave.
ASTORIA, L. I.

NOW AVAILABLE

THE Challenger

The most efficient profit-making Hot Nut Dispenser

3-way vending means 3-way profits!

TROPICAL TRADING CO.
716 W. Madison St. • Chicago 6, Ill.

NEW ITEM FOR BULK VENDORS

"BABY CHICKS"

Small Chiclets (Chewing Gum) Approx. 525 to 1 lb.

VEND 4 FOR 1c!

Packed 55 Lbs. to Ctn. Send \$3.50 for 7 Lbs. **45¢ Lb.** (1 Filling)

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

SALES STIMULATING

VENDOR VALUES

Unsurpassed in PROFIT-MAKING Ability

GOLDEN STATE
Favorite of Operators Coast to Coast. Rugged, service-free mechanism. All Purpose—All Product Available in 1¢ or 5¢ Model. Sample Lots. Write for Quantity Price.

\$12.95

GOLDEN STATE Hot-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.

NOW!

turn to **INSIDE FRONT COVER** for an important story on **POPCORN PROFITS**

MANLEY INC., KANSAS CITY, MO.
"The Biggest name in Popcorn"
POPCORN MACHINES AND SUPPLIES

CIGARETTE MACHINES
Guaranteed Perfect!

DU GRENIER	U-NEED-A PAK
7 COL. "S," 210 PACKS \$ 47.50	6 COL. "E," 180 PACKS \$ 44.50
7 COL. "SD" WITH DOUBLE SHIFT AND KING SIZE, 330 PACKS 60.00	8 COL. "E," 240 PACKS 59.50
5 COL. "R," 150 PACKS 42.50	9 COL. "E," 270 PACKS 65.00
7 COL. "V," 210 PACKS 62.50	12 COL. "E," 360 PACKS 59.50
9 COL. "W," 270 PACKS 59.50	6 COL. "A," 180 PACKS 59.50
7 COL. "CHAMPION," 260 PACKS. 79.50	15 COL. "500," 490 PACKS 99.50
9 COL. "CHAMPION," 320 PACKS. 89.50	9 COL. "500," 370 PACKS 109.50
NATIONAL	ROWE
9 COL. "9-A," 390 PACKS \$ 95.00	6 COL. "IMPERIAL," 180 PACKS . \$ 64.50
7 COL. "750," DOUBLE SHIFT, 270 PACKS 79.50	8 COL. "IMPERIAL," 240 PACKS . 74.50
	10 COL. "ROYAL" 85.00
	10 COL. "PRESIDENT" 119.50

We can convert your Du Grenier models "S," "V," "W" and "VD" coin mechanisms to also accept two dimes for the small charge of \$3.30. Send your old mechanism in.

1/3 deposit with all orders. F. O. B. N. Y. C. and subject to prior sale.

Packing charge—\$3.00 per machine. Full satisfaction guaranteed.

Write, Wire or Phone for Immediate Delivery

WEST SIDE DISTRIBUTING CORP.
698 Tenth Avenue (49th Street) New York 18, N. Y.
Phone Circle 6-8464

Nutrine Candy Profits Up

CHICAGO, Nov. 22. — Nutrine Candy Company reported net earnings for the nine months ended September 30, 1947, were \$1,040,171. During the 1936 to 1941 period, firm's net earnings increased from \$50,540 to \$93,314.

SPECIAL DEAL!
VICTOR MODEL V
 FAVORITE FRY-WAR VENDORS
 V Close Type
 5' High
 \$58.75
 Plus 50 Lbs. Regular
 Large Bubble
 Full Gum, all
 for \$73.75
 or RAIN-BLO
 GUM, 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. . . . 60¢ Lb. Ctns.
 Pistachio Nuts, Med., 25 Lb. Ctns. . . . 69¢ Lb. Ctns.
 Spanish Peanuts, 30-Lb. Ctns. . . . 70¢ Lb. Ctns.
 Cab. Type \$13.75
 Licorice Lozenges, 38 Lb. Ctns. . . . 30¢ Lb. Ctns.
 Rainbow Peanuts, 35 Lb. Ctns. . . . 28¢ Lb. Ctns.
 Boston Baked Beans, 32 Lb. Ctns. . . . 25¢ Lb. Ctns.

BUBBLE BALL GUM
 5/8" or 170 Count . . . 33¢
 25 Lb. Ctns.—Full Cash With Order.

RAIN-BLO
 5/8" size—140 count. Rainbows of color in this latest sensation that pens up sales unbelievably. Orders filled in rotation. Cash with order.
38¢ Lb.
 1/2 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

T & C Company Adds Four New Distributors For Popcorn Vender

DALLAS, Nov. 22.—Paul H. Rice, president of the T & C Company, announced this week the appointment of four firms as distributors for 'POP' Corn Sez popcorn vending machines.

Firms appointed are: Marquette Music Company, Detroit, for Michigan; Carl E. Temple Company, Lewiston, Pa., for Central, Northern and Eastern Pennsylvania; Rex Distributing Company, Albany, N. Y., for upper New York State, and S. J. W. Vendors, Marion, O., for Ohio.

Rice stated in making the appointment announcements that the naming of the four firms fills all T & C distributorships for the present.

Sugar Price Rise Termed Doubtful

CHICAGO, Nov. 22.—According to the California & Hawaii Sugar Refining Corporation, rumors that sugar prices will rise in the wake of removal of controls are without foundation in fact.

Officials of the firm declare that the U. S. government owns, at a fixed price, all Cuban and Puerto Rican raw sugar that will be available to Eastern and Gulf refiners for the balance of 1947. Furthermore, since the firm contemplates no price increases to refiners, a price rise is not forthcoming. James H. Marshall, director of the sugar branch, production and marketing administration, Department of Agriculture, has also gone on record as declaring that the government has "no intention of advancing the price to refiners."

Thatcher Glass Co. Hikes Sales Staff

ELMIRA, N. Y., Nov. 22.—Thatcher Glass Manufacturing Company, Inc., glass container maker, has announced thru vice-president David R. Parfitt, in charge of sales, that three new sales representatives have been added to the staff.

Leo V. Liddy, formerly employed by Standard Brands, Inc., was assigned to firm's New York office; L. Richard Bauer, with Swift & Company before the war, was added to the Boston branch office staff, and Charles A. Adams, until recently foreign representative in South America for Bendix Aviation Corporation, was assigned to the Philadelphia office.

Survey Housewife Candy Purchases

BOSTON, Nov. 22.—Housewives buy candy bars on the average of only once every 11.2 days, a survey recently completed by National Transitads, Inc., in Boston, Philadelphia, Cincinnati, Buffalo and Niagra Falls revealed.

Most popular candy bar buying spot, according to the survey, is the grocery store where 47.75 per cent of all housewives surveyed purchase their bars. Drugstores were second in this classification with 18 per cent.

Both of these types of locations have been mentioned prominently in recent discussions of candy bar vending machine location possibilities. In order for the nation's confectionery dealers to meet their \$2,000,000,000 retail sales goal, the 11.2 days buying cycle will have to be cut down, and vending machines have been suggested by industry officials, as a good means to step up the frequency of candy buying.

CANDYETTE

THE OPERATORS' MODERN CANDY BAR VENDOR

Will Vend Hersheys and Most Other Popular Bars

SMALL INVESTMENT
DAILY TURNOVERS
BIG PROFITS
POPULARLY PRICED

SIMPLE IN CONSTRUCTION AND EASILY SERVICED.

Will handle Bars up to 15/16" thick, 1 7/8" wide and 6" long.
Dimensions: 24" high, 7 1/2" wide, 5" deep.
Weight: Approximately 5 1/2 pounds.
Finish: Hard lacquer.

Construction: Precision stamped, welded and riveted.

Materials: (a) Cabinet—aluminum. (b) Coin Rejector Mechanism—steel and aluminum. (c) Merchandise Ejector Mechanism—steel and aluminum.

Color: Red and Cream Yellow.
Mechanism: (a) Coin Mechanism, steel and aluminum; selective type, rejects slugs, mills, etc. (b) Coin Return—returns defective and otherwise unacceptable coins. (c) When empty will return coin. (d) Merchandise Ejector. Positive type actuated by side control knob.

Merchandise Magazine—Single column type designed to vend Hersheys and most other nationally known bars. Is adjustable to thickness, width and length of article to be vended—will vend package Gum, Chiclets and many other items.

CHOICE OPENINGS FOR COIN MACHINE SALESMEN AND DISTRIBUTORS



VENDORS, INC. 520 North Grand Blvd. ST. LOUIS 3, MO.

"Don't Gamble," Use '48 "SILVER KING" BALL GUM VENDOR

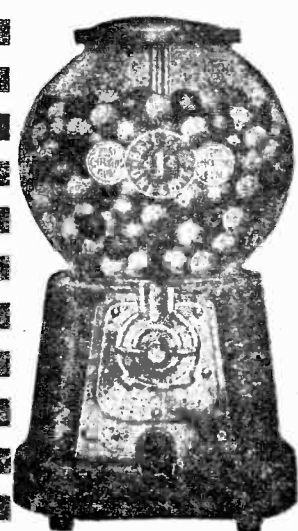


AT ALL THE BEST DEALERS OR WRITE SILVER-KING CORP. 622 Diversey Parkway CHICAGO, ILL.

Now Ready To Supply You! Get GARVEY'S VENDORS Special Price NUTS!

- NO. 1 SPANISH
 - VIRGINIA BLANCHED AND RED SKINS
 - VENDORS MIXES
 - FANCY NUTS
- Write at once for prices
J. F. GARVEY CO.
 Lincoln—Omaha—Wichita

AN ADVANCE MACHINE TO SUIT YOUR NEEDS!



ADVANCE MODEL D

BULK VENDORS
 Advance #11, 2-11 \$12.60 Ea.
 Model D, Gum Machine, 2-11 11.90 Ea.
 Stick Gum, 2-11 12.80 Ea.

MERCHANDISE
 WRITE FOR PRICES
 Candy - Pistachio - Peanuts - Cashew - Almonds - Charms, etc.

Coin Weighing Scales \$18.50

PARTS FOR ALL ADVANCE MACHINES
 STANDS | PLATES
 BRACKETS | GLOBES

COUNTER GAMES
 Advance Electric Shocker, 2-11 . . . \$18.75
 Bingo 32.50
 New Model Kicker & Catcher 37.50
 New Challenger \$45.00
 Mutual Card Vendor With 1000 Cards 27.50
 Best Hand 50.00
 Bouncer 40.00

RAIN-BLO BUBBLE GUM
 Color of Ball Blows Same Color Bubble
 25 Lb. Cartons, 5/8", 140 or 170 Count—38¢

REGULAR BUBBLE GUM
 1/2", 170 or 140 Count 33¢ Per Lb.
 Striped or Spotted Gum 33¢ Per Lb.
 Midget Chics, 500 Count 44¢ Per Lb.
 Leaf's Distributor—Factory Prices

FOR MACHINES, SUPPLIES AND ACCESSORIES
J. SCHOENBACH 1645 BEDFORD AVE. BROOKLYN 25, N. Y.

VENDING MACHINE SALESMEN

A new deal is on the market that is sweeping the country. It is the biggest thing ever to hit the industry. If you have had SHIPMAN, ASCO or MAIN or similar experience, you are sure to be able to earn \$800.00 minimum weekly. Write for full information, stating who you have sold for.

c/o The Billboard BOX D-173 Cincinnati 22, O.

AS NEW AS TOMORROW

RAIN-BLO

The new Ball Bubble Gum with colored gum centers that produces technicolor bubbles in 20 different colors.

Test locations show sales 10 times greater than regular ball gum.

3/8 size—140 count

38¢ per lb.

In 500 Lb. Lots

BUBBLE BALL GUM

NOW AT REDUCED PRICES

All sizes—3/8, 140 count; 1/2 inch, 170 count; 3/4, 210 count.

ALL ONLY **34¢ PER POUND**

In 500 Lb. Lots

PRIZE BALL GUM

3/8, 140 count size—packed 25 pounds to a carton—

38c per pound

In 500 Lb. Lots
Striped or Spotted

On orders under 500 lbs. all ball gum is 2c per lb. additional.

FREIGHT PAID TO YOUR DOOR

On orders 100 lbs. or over. Gum packed 25 lbs. to a carton. Full cash with order.

ROY TORR

LANSDOWNE
PENNA.

HERE IS THE ANSWER TO AN OPERATOR'S PRAYER

All roasted items packed in 5 lb. moisture proof bags to insure everlasting crispy freshness. Makes servicing so much easier.

TRY THESE ITEMS NOW AND BE CONVINCED

ITEM	PACKED PRICE
Tiny Calif. Almonds, 750 to 800 count, Per lb.	30 lb. carton 90¢ lb.
Regular Calif. Almonds, approx. 500, Per lb.	30 lb. carton 85¢ lb.
Cashews, 500, Per lb.	30 lb. carton 80¢ lb.
Filberts, 575, Per lb.	30 lb. carton 80¢ lb.
Jumbo Virginia Peanuts	30 lb. carton 30¢ lb.
Spanish Peanuts	30 lb. carton 24¢ lb.
Mixed Nuts	30 lb. carton 45¢ lb.
Squash Seeds, Red or White	25 lb. carton 20¢ lb.
M & M Candies	25 lb. carton 45¢ lb.
Ball Gum, soft, chewy Bubble Gum (140 Count)	25 lb. carton 39¢ lb.
Licorice Lozenges	100 lb. or over 38¢ lb.
Rainbow Peanuts	35 lb. carton 28¢ lb.
Boston Baked Beans	35 lb. carton 28¢ lb.

Territories open to distributors.

All orders F. O. B. New York.
1/3 Deposit, Balance C. O. D.

SAN FILIPPO & CO.

NUT AND CONFECTIONERY IMPORTERS AND WHOLESALE

104-14 37th Ave. Corona, L. I., N. Y.
Telephone: Havemeyer 9-8946

Venders Highlight ABCB Show; New Mdse. Exhibited

(Continued from page 146)

ing machines built by Stewart Products as well as a model of a machine now in production, but not yet on the market, which the Hupmobile Company, of Detroit and Cleveland, is manufacturing, the firm showed at the ABCB gathering a new 6-cent bottle vender which is being manufactured by the Jackson Industries, Inc., of Providence, R. I. You operate the vender by placing a penny and then a nickel in a drop coin chute. It is designed for possible use to combat increased costs.

Another Machine Shown

While the Stewart Products and the Hupmobile machine were not on display at the main event, another Pepsi-Cola coin-operated dispenser manufactured by the Lyons Manufacturing Company (Bally), of Chicago, was shown. In charge of the Pepsi-Cola exhibit were Talbot O. Freeman, vice-president; and A. D. Pinkham Jr., special assistant. Bryan Houston, executive vice-president, was on hand for several days, but returned to New York Wednesday (20).

Despite the fact that business meetings and forum discussions covering scientific developments, fluctuating prices on liquid sirups and sugars, post-war developments in the industry, public relations and sales problems drew heavy attendance. Crowds jammed into the \$15,000,000 Convention Hall thruout the day and evening hours to see the displays. Special attention was given to the following booths where the newest developments in coin-operated vending equipment were studied by bottlers from all over the country:

The American Vendor of Los Angeles, manufactured by the General American Precooling division of the General American Transportation Corporation, Chicago, with a capacity of five cases of soft drinks, 62 bottles in vending section and 62 in the pre-cooling compartment. The vendor is a rotary type and has a semi-automatic operation. H. J. Coffman, president, and G. E. Brown, vice-president, represented the company at the exhibit.

Wonder Orange

The Wonder Orange Company, Chicago, featured an American Vendor to dispense its orange and rummy drinks. M. V. Wells, vice-president and sales manager, presided. The American Vendor was also displayed by the Nesbitt Fruit Products of Los Angeles for its Nesbitt California orange soda. J. T. Hunsaker, vice-president, was in charge.

American's Rotary Vendor was also displayed by soft drink firms. The equipment was featured by the Cal Beverage Company, Chicago, for its Cal Cola, with Wilbur F. Arnold, president, in attendance; the H. R. Nicholson Company, Baltimore, dispensing Nichol Kola, under the supervision of H. R. Nicholson, president, and his son, H. R. Jr.; the Orange Crush Company, Chicago, with A. E. Repenning, vice-president, and D. H. Hampton, Eastern sales manager, present, and Sun Spot Company of America, Baltimore, for its Sun Spot drink, with the booth supervised by Albert Fine, sales manager.

O-SO Grape

The O-SO Grape Company, Chicago, with R. A. Conover, president, and Ben Koch, vice-president, representing the firm, exhibited the American Vendor, as did Bireley's, of Hollywood, which featured its orange drink. E. M. Johnston, general sales manager, and P. A. Templeton, assistant sales manager, were in charge. The General Vending Machine Cor-

poration, Chicago, displayed the largest variety of bottle venders. These ranged from two-case midget machines to a jumbo 14-case model. Also shown were a five-case (leader) model, an eight-case machine (master), and a nine-case vender (Chieftain). All machines vend a seven-ounce bottle. T. A. Terhune, general sales manager, and Terry Terhune presided.

The Vendall Hydro Silica Corporation, Gasport, N. Y., showed a model of its new coin-operated cooler, with Ray Quinlan in charge. The Chocolate Products Company, Chicago, displayed its Kayo Chocolate drink in an Ideal dispenser, with A. D. Pashkow in attendance. Kalva Venders, Chicago, with H. E. Lerrimore, president, on hand, had its Kalva Quad vender on display, featuring four different drinks.

Drink-O-Mat

Drink-O-Mat, with Sam Kressberg, Dick Cole and Lee Yeaton on hand, displayed its Coca-Cola vending machines thruout the show.

Another display, this one sponsored by the Atlas Metal Works, Dallas, highlighted the firm's eight-case upright vender which was manufactured for Dr. Pepper. Boude Storey, vice-president, was in charge. The Select vending machine, also featuring Dr. Pepper, was shown by Fred Johnson, the builder of the machine.

The Super Vend Corporation, Dallas, with Leo Knight, sales manager, and Jack Booth, chief engineer, on hand, exhibited its three-flavor machine. Spacarb, also a three-flavor dispenser, was represented by I. Huston, president, and Jack Pero, sales manager.

National Slug Rejectors, St. Louis, had its display of slug rejector coin mechanism and totalizers, with J. C. Cleary, sales manager; Fred Wallin, engineer, and W. D. Boone, Eastern service representative, on hand to answer questions.

Photomatic on Loan

F. McKim Smith, operator of the Smith's Gameland Arcade, lent a Photomatic to the convention. It was used to take souvenir pictures of the visitors. The machine was on the main floor of Convention Hall.

Convention officials pointed out the heavy bottler interest in the coin-operated vending machines which were on display as an indication of the potential of this phase of selling bottled and cup drinks. With this interest developing daily, according to the officials, the coin-operated equipment is certain to become a vital merchandising factor in the soft drink field in record time. Bottle breakage, handling costs and location limitations were cited as reasons for the certain growth of the cup venders in particular.

NAMA PROGRAM

(Continued from page 147)

assisted by Louis Ripley, Pepsi-Cola Company, Gardner Tillinghast, Coca-Cola Company, and William Uzzell, Nehi Corporation. Exhibit hall and rooms will remain open from 12 noon until 5 p.m.

Finale to the convention will be the NAMA banquet beginning at 7 p.m. in the Grand Ballroom. George M. Seedman will be chairman. An address, *Where Do We Go From Here?*, will be delivered by President R. Z. Greene. Following this, installation of new officers and directors will take place and the new president will speak. Before adjournment, entertainment will be provided by a well-known orchestra and an impres-

THE ACME ELECTRIC SHOCKER



Price of Machine \$22.50
2 to 11 Machines 18.75
Bracket (if desired)50
Floorstand (if desired) 4.00

ORDER TODAY

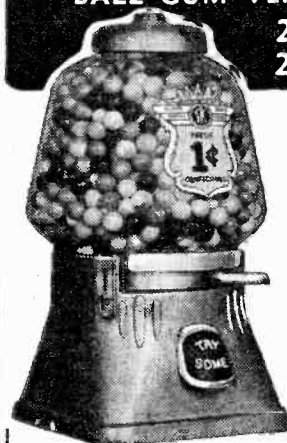
1/3 Dep., Bal. C.O.D., F.O.B. Paducah, Ky.
Address Mail to Dept. B

T. O. THOMAS CO.

Phone 2131
1572 Jefferson Paducah, Ky.

Silver-King's NEW "PRIZE-KING" BALL GUM VENDOR

2 for 5c
2 for 1c



Sensational new 2 for 1¢ and 2 for 5¢ ball gum vendor. Puts ball gum vending in 5¢ field with appeal to adults as well as children. Bigger play and bigger profits for all types of locations. The most sensational ball gum vendor ever developed!

(Patent Pending)

AT ALL BEST DEALERS OR WRITE
SILVER-KING CORP.
622 DIVERSEY PARKWAY, CHICAGO 14, ILL.

QUICK SALE

2 VIKING MINIT-POP

Automatic coin-operated popcorn machines, six months old, in perfect operating condition, \$400 for the two.

1/3 deposit, balance C. O. D.

Goodman Vending Service

119 Cumberland St. Lebanon, Pa.

WRITE FOR OUR CATALOG

VENDORS' SPECIALS

Mdse. Stands, Solid Steel—Weight 35 Lbs.	\$4.50
Double Plates for Two Machines	1.00
BUBBLE GUM—140 Count and 170 Count—25 Lb. Cartons, Per Lb.38
1/3 Deposit, Balance C. O. D. Fast Delivery.	

VEEDCO SALES CO.

2113 Market St. Philadelphia 3, Pa.

NOW!
turn to
INSIDE FRONT COVER
for an important story on
POPCORN PROFITS

MANLEY INC., KANSAS CITY, MO.
The Biggest name in Popcorn
POP CORN MACHINES AND SUPPLIES

Pistachios

FOR GREATER PROFITS IN VENDING MACHINES AND PACKAGES

ask for **ZALOOM'S**

3 STAR "BUDS"

PERFECT! No outerskin, no blemishes. The Finest and Fastest Selling Grade of Pistachios.

- packed in 5 lb. moisture-proof bags
- 12 5-lb. bags to a carton

"WHITE BUDS" — with the pure, thin, white salt coating.

"ROSE BUDS" — with the pure, certified, attractive red color. **DELICIOUSLY ROASTED & SALTED**

RECOGNIZED DISTRIBUTORS IN ALL TERRITORIES

WRITE US TODAY

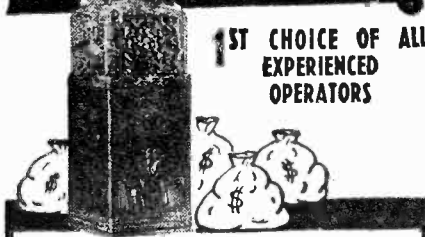


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are yours when you operate the LATEST factory model Shipman Triplex Stamp Vendors. Vends 1¢, 3¢ and New 5¢ Air Mail. Compact! Foolproof!

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FOLDERS — Only \$16.75 for 25,000, which return gross profit of \$250.00.

25# CTN. 5/8" BALL BUBBLE GUM... \$10.00
F. O. B. Toledo, Sweet HART Brand. "A little place that wants your little orders." Get on our Mailing List. Model V's, \$11.75. Samples: 630 Balls, \$3.00. Super Quality. Send 10¢ and stamp for 12 Bubble Gum Labels.

ART GRAEFF

1232 Broadway Toledo 9, Ohio

Popcorn Leaders Laundry Problems At Chi Meeting

(Continued from page 146)

demand has pushed the price up to where it is today," Rinne told the group.

Biggest factor in the fats and oils shortage is an increase in the per capita demand by eight pounds per year over the pre-war demand along with disruptions in producing areas outside of the United States, Rinne said.

"The market in Europe is great and there is a 1,000,000-ton deficiency there," he pointed out.

Optimistic Note

Rinne added a more optimistic note, however, in pointing out that there will be sufficient coconut oil for the American popcorn industry "at a price," but that manufacturers may have to go out and look for it. He pointed out that the rest of the world probably won't want all of their allotments of coconut oil, so there should be considerable available to the American trade.

Both Rinne and Wanberg said that they had no idea of where the price rises of popcorn and seasoning were going to end. A suggestion was advanced to study the problem of uniform contracts between processors and farmers and end-users, with an eye to stabilizing the industry.

Representatives of popcorn equipment manufacturing concerns told the group that their end of the industry intended to attempt to hold the price on equipment down to help offset price rises in materials.

Show Two Venders

Displays of equipment and supplies held the major portion of conventioners' attention. Only two coin-operated popcorn vending machines were displayed. These were the T&C Company's "POP" Corn Sez machine and the Viking Tool & Machine Corporation's Minit-Pop vender.

One of the featured attractions of the displays was a 1902 popcorn street wagon displayed by C. J. Creators & Company, Chicago popcorn machine manufacturer. Several new developments were on exhibition, including new types of popcorn.

Awards were made to several NAPM members. An annual award for the best job of package designing went to Fred J. Meyer, of Madison, Wis., who is the retiring president of the association.

Special recognition awards were made to President Meyer; O. Koene-man, St. Louis, and W. T. Hawkins, Chicago, past presidents of the association.

NCA Program Stirs Foreign Interest

CHICAGO, Nov. 22. — National Confectioners Association's (NCA) "balanced selling" program, designed to upgrade selling techniques of confectionery wholesale salesmen, has drawn requests for detailed information from foreign concerns.

Latest is from A. W. Allen, White & Campbell Pty. Ltd., Sydney, which firm has its salesmen meet every two weeks to discuss confectionery selling problems. Idea is to conduct NCA's coaching program at these meetings.

New Sanitary Vender Rolls

ST. LOUIS, Nov. 22. — Vendors, Inc., here announced Wednesday (19) that it will begin production shortly on its new sanitary napkin vender.

According to J. M. Bryan, firm official, new machine will have a capacity of 100 internal type tampons. It is equipped with a slug rejector and a coin return chute, applicable when vender is empty.

Manufacturing firm disclosed that its new product will be marketed thru distributors now being appointed. Thus far, Bryan said, the following firms have assigned distributor territories: Continental Vending Machine Company, Detroit; Munro-Matlack, Cleveland, and the McClure Distributing Company, of both St. Louis and Kansas City, Mo.

Commodity Vendors Appoints Distributors

CHICAGO, Nov. 22.—Commodity Vendors, Inc., has appointed two distributors to handle its aspirin vender, Howard Pretzel and Ken Wilson, firm heads, announced Thursday (20).

Those named were Ben H. Golob Distributing Company, New York, headed by Ben Golob, for the New England States; Mulligan Distributors, Inc., Pittsburgh, headed by Jack Mulligan, for Western Pennsylvania.

Vender sells three-to-a-pack aspirin for a nickel, is made by the Lewel Aspirin Machine Company, Fort Worth, for Commodity Vendors.

New Chattanooga Laundry

CHATTANOOGA, Nov. 22.—Newest addition to automatic laundries here is the Brainerd Launderette, which began operations last week. Store furnishes automatic dryers.



\$79.50 EA.

COIN OPERATED POP-CORN VENDER

Thermostatic heat control. Large capacity—delivers 35 10¢ portions from each filling.

Vends 2 oz. for 10¢. Stainless steel mechanism—only 4 moving parts. Very attractive metal cabinet.

25% deposit required with order. Immediate delivery. If your distributor can't supply you write direct.

It's the sweetest operating deal in the business. The merchant does the servicing after you get machine placed. Leave supply of corn at location, let merchant keep machine full. You have separate key for cash box. Many ops averaging \$10.00 net per week per location.

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Exclusive National Distributors
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CIGARETTE MACHINES

Immediate Delivery

Rowe President, 10 Cols., 475 Pack Cap.	\$118.50
Rowe Royals, 10 Cols., 400 Pack Cap.	95.50
Rowe Royals, 8 Cols., 320 Pack Cap.	85.00
Rowe Imperials, 8 Cols., 240 Pack Cap.	67.50
Rowe Imperials, 6 Cols., 180 Pack Cap.	55.00
U-Need-a-Pak E, 8 & 9 Cols., 224 & 270 Pack Cap.	55.00
National 9-30, 9 Cols., 270 Pack Cap.	65.00
DuGrenier "S", 7 Cols., 210 Pack Cap.	45.00
DuGrenier W. WD, V, VD	57.50

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Evergreen 8-7570

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BUBBLE BALL GUM

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PER LB. In lots of 25 lbs. or more. 140 or 170 count.

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PER LB. 140 or 170 count. In lots of 25 lbs. or more. Certified

check or money order in full with ball gum orders. No C. O. D.'s.

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2-11..... 11.90

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50 UP.... 11.00

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YOU CAN'T SEE IT NOW—BUT WAIT TILL THE NAMA SHOW!



ALKUNO

Open Alabama Taverns to Jukes

Lift 5-Year Ban on Music

Permits to be issued to locations — measure goes into effect December 15

MOBILE, Ala., Nov. 22.—Juke box operators and tavern operators in Alabama were officially notified Friday (21) that the State Beverage Control Board had issued an order lifting the ban on music in places where alcoholic beverages are sold.

This means that juke boxes, wired music and dancing will be allowed in public establishments selling liquor, for the first time since the administration of ex-Governor Chauncey Sparks slapped the ban on in February, 1943.

Official figures show that there are 2,868 retail establishments with alcoholic beverage licenses in Alabama this year.

Effective December 15

Considerable activity among Alabama juke box firms was reported here, altho the lifting of the ban will not become effective until December 15.

The regulations change followed declarations by Jim Folsom, Alabama's new governor, that he intended to see that "the little man in Alabama gets his juke box and beer." (*The Billboard*, November 22.)

The new order requires that permits be issued by local authorities due to the fact that a few small towns specifically prohibit dancing and music in taverns.

In making the announcement, control board officials warned license holders not to "jump the gun" in placing juke boxes in their places of business before they get a permit or before the December 15 ban-lifting date. The board warned that violations of regulations would subject establishments to loss of licenses.

Under the new order, dancing in taverns will be allowed as well as general use of live, mechanical or wired music.

Based on Legislation

A statement given out by Chairman Lamar Kelly, of the Control Board, explained that the board's decision to lift the juke box and dancing ban was based on the passage of a (*See Alabama Taverns on page 163*)

Videograph Appoints Chicago Distributor

NEW YORK, Nov. 22.—H. F. Dennison, president of the Videograph Corporation, manufacturer of a coin-operated juke box-television cabinet featuring Emerson tele, this week announced the appointment of the Automatic Phonograph Company of Chicago, as distributor in that area. Dennison said the first showing of the equipment in the Midwest would be held November 29-30 at the distributor's headquarters.

First machines now are going on test location in the East. Initial installation was made late last week at the East Casino Bar here and this week combinations will be sent to four New Jersey centers, Newark, Union City, New Brunswick and Elizabeth.

Additional distributor appointments will be made soon. Dennison is now busy completing his production set-up here.

See Music Dept. for This Info

Among the stories of interest to the coin machine industry to be found in the Music Department of this issue of *The Billboard* are:

ADVANCE PLUG SONGS. A listing of the 1948 plug songs of the music publishers.

FORMER SIGNATURE DISTRIB DUMPS PRESSINGS. GE reported releasing stock of disks in its New York headquarters at cost. Diskery reported in difficulty on payment of publisher royalties.

CAPITOL IN DISCUSSION WITH ABC. Recording firm and American Broadcasting Corporation in preliminary discussions on sale of diskery to broadcast chain.

DE LUXE RAZED BY FIRE. Recording firm loses masters in blaze.

MAJESTIC OFFICIAL IN COURT ACTION. Eugene Tracy testifies in stockholders' suit.

And other informative news stories as well as the Honor Roll of Hits and pop charts.

New Packard Finance Plan For "Long-Range" Program

INDIANAPOLIS, Nov. 22.—Homer E. Capehart, chairman of the board of Packard Manufacturing Corporation here, announced this week that his firm will offer music operators the financial services of Associates Investment Company (AIC), of South Bend, Ind. Securing AIC's services, Capehart said, is part of Packard's "long-range program for music operators."

In making the announcement Capehart said he felt the new time-financing plan is a "forward step in solving operators' current problems and increasing the opportunity of every operator to establish his business and his future securely." No details of the new financing arrangement were released, but Capehart said that the plan is designed to permit music operators to operate efficiently out of earnings instead of out of capital. Everyone, Capehart

said, agrees that music operators are faced with a major problem. "Their receipts have remained high, but their costs of doing business have gone up." To meet this problem, the Packard head said, new phonograph equipment to increase play and lower maintenance costs will go a long way. But, he added, "the second phase of the operators' problem is to make it possible for them to purchase the new high-earning equipment, which they must have to operate efficiently and profitably, at prices and terms which they can afford to pay out of earnings instead of from capital." The new financing plan for his operators, Capehart said, is "an important part of Packard's long-range profit plan for operators; just one more reason why I believe we are entering a new era of automatic music operating."

AIC was founded in 1917 by Ernest M. Morris, who is now chairman of the board.

Pa. Supreme Court Rules On Juke Tax

License Fees Approved

PITTSBURGH, Nov. 22.—Pennsylvania's State Supreme Court gave juke box operators a pat on the back at the same time that it ruled that a municipality has the right to tax phonographs to make sure that they don't become "a public nuisance."

In an opinion written by Justice Horace Stern on a case involving a juke box tax in New Kensington, the court declared that it was "doubtless true" that "the operation of these juke boxes has been heretofore generally conducted in a harmless and inoffensive manner."

Upholds Fee

However, the ruling upheld, specifically, a \$25 license fee levied on juke boxes by the city of New Kensington, at the same time knocking out an injunction which had prevented the city from enforcing its ordinance.

Injunction had been obtained in Westmoreland County court by William Adams, juke box operator in New Kensington. Adams claimed that the heavy license fee would do irreparable harm to his business.

Justice Stern's opinion said, "It is a matter of common knowledge that (*See Pa. Supreme Court on page 160*)

Pantages' Wired Music Featured At CMI Meeting

LOS ANGELES, Nov. 22.—Rodney Pantages, scion of the famed theatrical family, will introduce a new extension cabinet, an automatic solicitor and a lock-out box at the Coin Machine Industries show in Chicago in January in connection with his Pantages Maestro Music display.

The innovations in wired music presented by Pantages are based upon his experience in the business both as an operator and manufacturer. Altho in his late '30s, Pantages has crammed a wealth of experience into a comparatively few years. Today he is president of two music corporations—Pantages Maestro Company, the manufacturing corporation, and Maestro Music, Inc., the operating branch of the business. Associated with him in the manufacturing are H. A. (Hum) Brockamp, vice-president; Harry Snodgrass, secretary and general manager; Joseph Pizer and Hugh Hood, both vice-presidents. Snodgrass and Pizer are associated with him in the operating business also.

Entered Trade in '39

Pantages entered the music business in 1939 when he decided to manufacture Maestro "choice by voice" equipment. The original idea was to concentrate on making these units, but the war with its consequent shortage of materials turned him into an operator of his own equipment. Since 1941, the operating end has worked hand-in-hand with the manufacturing business. Thus, thru this "pilot" business Pantages (*See Pantages to Introduce, page 160*)



NICKELS BY THE BARREL for the Damon Runyon Memorial Cancer Fund is the aim of the Illinois Phonograph Owners', Inc. (IPO). Association has taken over Chicago's Studebaker Theater for Tuesday night (25), including its current feature, Spike Jones' "Musical Depreciation Revue," sold tickets for double price with all proceeds going to the Runyon cancer fund. Left to right: Ray Cunliffe, IPO president; Jones; Helen Grayco, revue's featured vocalist, and Mike Spagnola, IPO secretary.



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 From Patrons, Location Owners,
 and Operators

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The Phonograph That Sells Music



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MANUFACTURING CORP.
 800 N. Kedzie Ave. Chicago 31, Illinois

UST Receivers in Public Locations in 15 States

NEW YORK, Nov. 22.—Indicative of the spreading influence of public location television is the report this week from the United States Television Manufacturing Corporation (UST) that its sets are now on location in 15 states as well as Washington, and on a test location in Mexico City. Several sales have been recorded also in Canada, where locations are picking up telecasts out of Detroit.

In addition to the above-mentioned, UST receivers are now located in Wisconsin, Kentucky, New York, Pennsylvania, Maryland, New Jersey, Delaware, Virginia, Connecticut, Ohio, Massachusetts, Illinois, Michigan, Missouri and California.

Oregon Rifle Range Customers Patronize Century - Old Juke

PORTLAND, Ore., Nov. 22.—M. D. Durham, owner of the Rifle Range Arcade here, believes he has the oldest coin-operated juke box in operation in United States. His hand-wound, German-made Symphonion is reputed to be more than 100 years old.

A music-box type instrument, it was acquired by his son, Neal Durham, arcade manager, about two years ago from a Swedish tavern operator for \$150. The tavern man then was about 85 years old and told Neal Durham that his father had pre-

sented it to his mother before their marriage. He was the youngest of six children and the machine was second-hand at the time.

Draws Good Playing

Altho none of its records are from anybody's hit parade, the machine still draws good play, says Durham, because of its unique character. The coin mechanism has been added since manufacture but it was on when the arcade acquired it. It operates on gravity system, the falling coin setting off a trigger that releases the spindle turning a steel record about two feet in diameter that looks like a buzz saw. The platter, fixed in vertical position, is provided with spikes that pluck reeds like on the old music boxes. The machine has two sets of reeds, 52 in each. One revolution of the disk comprises one number and lasts about as long as a 10-inch record. Durham has 44 records, ranging from beautiful Christmas carols to the more modern, such as *In the Good Old Summertime*.

Juke is a little more than two feet square in a wooden cabinet with a glass door. About three feet high, it stands on a pedestal with shelves for the records. The records are labeled in German, French and English, and a card inside the machine carries instructions in the three languages.

Repairs a Problem

Repairs present a problem as the threading on the inside bolts is of non-standard gauge. When the main spring was broken recently by a customer winding too vigorously on the crank, Durham thought he was going to have to go modern and install an electric motor. A local music firm, however, was able to procure a new spring, 27 feet long, from an Eastern concern. Its installation, tho, was a three-man job.

Durham has had numerous opportunities to sell the machine, which he has declined, as well as rejecting pleas from museums to put the piece on display.

Rigidity Feature Of Special Metal Used in New Jukes

CHICAGO, Nov. 22.—A new metal, marketed since the end of the war, is now being used to add glitter to juke boxes. At least one juke manufacturer is using the metal, which is called rigidized metal, and indications are that its use will increase when new models are introduced.

Term rigidized metal is used because of a process which imparts a deep textured pattern that produces extra rigidity in flat rolled metal. As this process creates geometrically patterned textures in the surface of the metal, and is easily applicable to highly finished metals as brass, aluminum and stainless steel, it can be used on a wide variety of parts and will provide a high glitter quality.

One of the uses to which the new metal has been put in juke manufacture, is for speaker covering. Firm using the metal on present models claims its use as speaker "cloth" reduces the open area from 60 to 70 per cent to less than 25 per cent. Formerly, the larger open area was necessary for required sound transmission.

Same firm also stated that reflectivity tests showed the textured surface of the new metal reflects up to 50 per cent more light than other materials. Metal's tendency to tarnish or become dusty is reduced to a minimum, is another claim.

Distributors View Tradio's Coin Tele Equipment

NEW YORK, Nov. 22.—Tradio distributors covering the East, South and Southwest met in New York last week to witness the firm's new public location tele receiver. Tradio-vision, a coin-operated wall box selector offering a choice of tele sound, the AM radio channel, FM stations or wired music, and the hotel model console combination television, radio and automatic phonograph set.

On hand for the get-together were Morris Hankin, of H&L Distributors, Atlanta; Frank Lipman, Tri-State Tradio, Portsmouth, Va.; Jack Rubin and Ed Borok, Tradio, New York; Ben Golob and Fred Meyers, B. Golob Distributing Company, New York; Carl Caddell, H&L Distributors, Birmingham; James Browning, B&R Sales, Dallas, and J. B. Morgan, Production Engineering Company, Marietta, Ga.

George Trad, vice-president of Tradio, and Harry Rockefeller, sales manager, entertained the visitors at the Mermaid Room of the Park Central Hotel, and later took the group to the 45th Street Theater to see a performance of *Finian's Rainbow*.

Miss. Ops in Jackson Meet

JACKSON, Miss., Nov. 22.—With more than 25 members in attendance, the Mississippi Phonograph Operators' Association, Inc. (MPOA), held its regular monthly meeting at Hotel Heidelberg here last week, W. F. Pratt, MPOA attorney, announced.

Major developments of the session were the appointment of a committee to select nominees for the election of officers for the new year and a lively discussion of the use tax.

Featured guest for the meeting was A. J. Christadaro, of Radio Specialty Corporation, New Orleans.

Two highlights of the program were an announcement that Roscoe Redd, owner of the Redd Music Company, Laurel, Miss., had offered to donate an automatic phonograph plus a supply of records to the proposed youth center in that city; a reading of a letter of appreciation from the Jackson Y. M. C. A. to local operators for their recent sponsoring of memberships for 20 boys.

Officers of the Mississippi association are Dick Farr, Jackson, president; T. C. Null, Meridian, vice-president, and S. P. McCormick, Jackson, treasurer. Board of directors is comprised of Charlie Hall, Meridian; John Haley, Canton; C. D. Shive, Yazoo City; Guy Slay, Hattiesburg; J. C. Herman, Laurel; H. E. Hill, Greenwood; A. B. Fort, Columbus, and Emile Kalil, McComb.

Next MPOA regular monthly meeting will be held in Jackson, December 18.

Tulsa Licenses Jukes for 1948

TULSA, Okla., Nov. 22.—Sale of 1948 licenses for operation of juke boxes is now in progress, John M. Hall, finance commissioner, announced this week. Deadline for affixing the new stamps is January 1, after which the police department here is authorized to confiscate unlicensed automatic phonographs.

Juke box license fee is \$20 per machine.

Aireon

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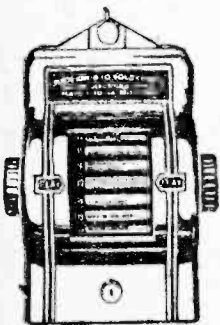
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950	\$295.00
750E	325.00
780M Colonial	290.00
850 Walnut	275.00
ROCK-OLA	
1422 ('46), Like New	\$450.00
'39 DeLuxe	175.00
MILLS	
Empress	\$125.00
SEEBURG	
Classic	\$175.00
Colonel	165.00
Major	165.00
9800, ES, also	150.00
8800, ES	150.00
CABINETS, Refinished Like New	\$25.00 additional

25% Deposit—Balance C. O. D.

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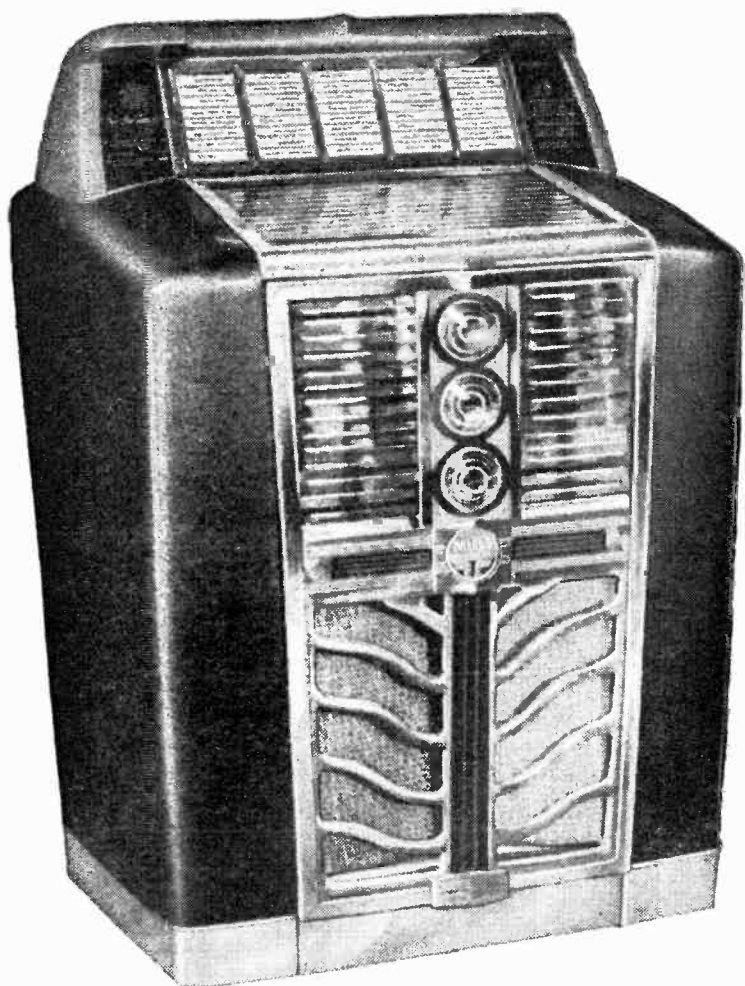
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If it's a Mills, I always play it—
It's the best there is!

The public prefers
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The coin box concurs



Mills Industries, Incorporated, 4100 Fullerton Avenue, Chicago 39, Illinois

AMI PHONOGRAPH

STRONG INCOME



Pantages To Introduce Wired Music Features at CMI Show

(Continued from page 156)

has been able to actually set his equipment in action to the best advantage. Administrators, regardless of executive title, are all required to take assignments in installation. Snodgrass only recently returned from installing Maestro in Honolulu and Pantages himself is back from Denver where he supervised placing Century Music Company's equipment.

Primarily interested in the manufacture of machines, Maestro will continue to operate. No elaborate expansion is planned and it will remain a local operation, Pantages said.

Production of Maestro Music or Pantages Maestro is based upon a three-month estimate and is set on that basis. No advance stock of machines is being built up. At this time the main thing curtailing production is the inability of music operators thruout the nation to obtain telephone wires from their machines to central offices. Naturally, when lines are available, the machines will be made.

Large L. A. Set-Up

Outstanding Maestro installation is in Los Angeles at the Melody Lane, a unit of a chain of combination drive-ins and restaurants operated by the Pig 'n' Whistle Corporation. When the cocktail lounge was being constructed, Pantages received a call from the architect to look over plans and to make recommendations for space for his machine. The plan was to leave a niche for it. Since the room was to cost upward of \$100,000, Pantages was reluctant to put a piece of standard equipment in it. He worked with the architect and a mirror from the ceiling to the floor was worked into the plan. This was the

first mirror job and was so successful that others followed. Operators from over the nation have come to Los Angeles to see it. Today Maestro has 170 locations in the area but all are not of this elaborate Melody Lane type.

A few years ago when Maestro had been serving Robert's Drive-In and a new spot was planned, Robert's requested Pantages to install its music in the proposed restaurant. Pantages found that the telephone connection had to run thru a Santa Monica telephone exchange, a toll charge, and that the cost was \$97 per month. Knowing that because of the high line charge it would not be a profitable operation to him, Pantages made the proposition that the spot owner take care of this charge. This was acceptable and it turned out to be a profitable operation for both.

Abandon Conversion Cabinet

Early in 1947 the firm decided to manufacture a conversion cabinet, the Mirror Music, which used a counter box in the center glass, the removal of which made way for the "choice by voice" type of music. This plan was later abandoned with the company devoting full time to standard Maestro machines.

Working toward making machines to fit locations the company is bringing out the extension cabinet, which Pantages describes as a "cross between a counter box and the main phonograph." This unit has its speaker and amplifier in the main box. Being only 14 by 20 by 8 inches, it fits on the back bar and coins are placed in the chute by the bartender. There is a sensitive microphone attachment that will pick up even the faintest whisper. So sensitive are these mikes that the girl in the central station is alerted to listen for names and come on with "Mr. So-and-So, this is being played for you."

The automatic solicitor is designed to increase play and is set to operate automatically at a pre-determined time. Soliciting is done now by Maestro girls at different bars on a 20-minute interval basis.

Lock-Out Box

The lock-out box makes it possible for operators to use counter boxes along with the main unit. When credits have been stored up, and a patron plays the main box a busy signal is flashed. The same goes for the boxes in event the credits are on the main unit. The boxes are mechanical and are limited to the selections listed there. The main box offers the feature of the "choice by voice" music—an unlimited library.

Pantages points out that some of the original Maestro equipment is still serving on location. The Melody Lane job, which was high on music standards, is still profitable despite its high cost of installation and has been pulling since early 1942.

Pa. Supreme Court Rules on Juke Tax

(Continued from page 156)

juke boxes are placed principally in restaurants, taprooms and dance halls, some of which are open into the wee hours of the morning or even all night.

"It would appear to be entirely in order for the municipality to make sure, by periodic inspections, that they do not become a public nuisance by reason of their being located in a part of the establishment so near a public thoroughfare as to disturb pedestrians, or by their being operated noisily or at improper hours, or because of their playing vulgar or obscene records."

To Regulate Jukes

New Kensington defended its ordinance under its general police powers, saying that the law was passed to regulate juke boxes rather than raise money.

"Theatrical, operatic and musical performances, and motion picture shows have always been recognized as proper subjects of police inspection and control," the court said. "And in comparison with them the necessity for the supervision and regulation of music and songs furnished by juke boxes is, at best, merely a question of degree."

The court emphasized that its ruling applies only to juke boxes, altho the New Kensington ordinance requires a license fee of \$25 for every "vending machine of whatsoever kind." Juke boxes, which were classified "vending machines" by the New Kensington Council, were the only type of equipment involved in the case. The court did not say whether it was legal for a municipality to tax other types of coin machines.

Thief Outwitted By Coinman's Son

FORT WORTH, Nov. 22.—Ben McDonald, head of Star Coin Machine Company here, owes his possession of \$3,000 to the calm thinking on the part of his son, 18-year-old Pete McDonald, when latter was held up in firm's office recently.

Pete refused to open a safe during the holdup, saying he did not know the combination, altho he had opened it daily when his father was in the army during the war.

Because of Pete's convincing manner, all the thief made off with was a sack containing \$300 in coins.



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9800, R.C., Hitone	\$279.50
9800, E.S., Hitone	259.50
Colonel, R.C.	249.50
Commander, R.C.	239.50
Maestro	229.50
Casino	149.50
Royal	129.50
Model "A"	59.50

ROCK-OLA	
Model "1422"	\$425.00
'39 Standard	149.50
'39 Deluxe	149.50
Premier	149.50
Imperial	79.50

WURLITZER	
Model "1015"	\$550.00
Model "750"	299.50
Model "850"	279.50
Model "950"	279.50
Model "600"	149.50
Model "500"	149.50
Victory 24	89.50
Model "616"	79.50

MISCELLANEOUS	
Aireon 1200A	\$300.00
Mills "Throne of Music"	100.00
Seeburg WS-2Z W.O.M.	28.50
Seeburg Wireless Bar-o-matics	35.00
Wurlitzer 120 Wall Boxes	10.00
Seeburg Wired Speakorgans	19.50
Rock-Ola Dial Wall Boxes	4.50
Rock-Ola Dial Bar Boxes	9.50

ALL ITEMS OFFERED SUBJECT TO PRIOR SALE
TERMS: 50% CERTIFIED DEPOSIT, BALANCE C. O. D.



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The Music Merchants of America



HOMER E. CAPEHART
Chairman of the Board
Packard Manufacturing Corp.



ERNEST M. MORRIS
Chairman of the Board
Associates Investment Company

HOMER CAPEHART: "I am pleased to announce that Packard Manufacturing Corp. has succeeded in securing for all music operators the financial services of one of the largest consumer credit institutions in the U. S. — the Associates Investment Company.

This means that music operators, through Packard, now can take advantage of the *fairest and finest* time-financing plan ever offered to business men of the automatic music industry. I firmly believe that this arrangement further increases the opportunity of every operator to establish his business—and his future—*securely*."

MR. MORRIS: "It gives us much pleasure to offer to Packard operators the services of the Associates Investment Company in providing a financing plan which, I believe, is superior to any plan yet offered to the music men of this country.

It would appear that this plan is the answer to the problem of making available to the music operators the finest commercial equipment at a price and terms well within the ability of the purchasers to pay."

Packard Manufacturing Corp.

INDIANAPOLIS 7, INDIANA

Atcher To Marry

Bob Atcher will marry Marguerite Churchill at Our Lady of Lourdes Church, Chicago, November 29, after which the new Bonnie Blue Eyes will join Bob's Mutual air show. . . . Irving Siegel, the veteran tunespinner, accordionist and singer, is now touring with the Oklahoma Cowboys of Jack Pierce's National Radio Jamboree.

Tex Ritter will do a guest shot on the Grand Ole Opry December 13. Cur-

AMERICAN FOLK TUNES

Cowboy and Hillbilly Tunes and Tunesters

rently in North Carolina, he is heading his own show which will work thru the South until Christmas. . . . Merle Travis has just completed a tour thru the Midwest and is readying a Texas junket for December.

Texas Bill reports that he and the

Cowboy Ramblers have just finished cutting 16 sides for Victor. Bill's brother, Jim, flew in from Dallas to be on the record date, doing both solo work and some duets with Bill. Bill and his wife, Mildred, will return to Dallas next week and resume their daily airshots from WRR.

Eddie McMullen has just squeezed in a record session of his own for Rainbow label and did the steel guitar work on an Eddy Arnold date for Victor in addition to his regular shows over WALL, Middletown, N. Y. . . . Karl and Harty, currently out of radio, have just cut *The History Song* written by Shelby Jean Davis, Karl's niece.

Cliffie Stone reports that he's having trouble getting all his work into 24 hours. He does an early morning show over KFVD and a noon show over KXLA, both in the Hollywood area, and in addition has taken over the *Cowboy Hit Parade*, which was formerly emceed by Foreman Phillips, who left the show recently after 10 years on the air. In addition, he is playing a dance Saturdays at the Placentia (Calif.) American Legion Hall, featuring Wesley Tuttle, Eddie Kirk, Judy Hayden, the Oklahoma Sweethearts and Larry Cassidy. Cliffie's latest picture, *The Song of the Drifter*, with Jimmy Wakely, has just finished shooting and he's also squeezing in record dates for Capitol before the Petrillo work-stoppage begins.

Tommy Trent and His Dixie Fun Barn just celebrated their first anniversary over WAGA, Atlanta, where they have been doing two shows daily since coming to that station from Florida. In addition to one-nighting thru the surrounding territory, the five-some plays Saturdays at the Larry Bell Auditorium, Marietta, Ga. Jon Farmer, emcee on the station's *Hillbilly Hit Review*, has also been appearing with the Fun revue. The Atlanta station is also using the Homeland Harmony Quartet, who include Connor Hall, tenor; C. M. Bradford, tenor; James McCoy, baritone, and A. D. Soward, bass. They recently made records of their air favorites on their own platter label.

Gibbs Moves Over

Sheldon Gibbs and His Arizona Ranch Boys have moved to KOY, Phoenix, Ariz., after two years over KPHO, in the same city. At present, Gibbs has two different bands working under his name, doing dates at his two ballrooms, the New Frontier Ballroom and the Willow Breeze Ballroom, both in Phoenix. Gibbs is featuring the Bar-G-Trio, composed of Paul R. Herndon, Jimmy Carroll and Gibbs, in addition to Slim Forbes and Frankie Bourland, fiddles; Ed Russell, piano and accordion; Art Hawkins, steel guitar; Gene Herndon, bass; Whitey Thompson, Paul Herndon and Bibbs, guitars, and Jimmy Carroll, banjo. Jerry Allen has just joined the band on banjo and vibes.

Arizona Joe (Bob Streepy), for over 20 years one of Seattle's best known radio cowboys and tunesmiths, is doing 15-minute shows over KOL in that city. He recently cut a series for McGregor e.t.s. . . . Rusty Kaefer, with Pat Patreau and the Santa Fe Trail Blazers, have left Philadelphia for a theater tour thru Maryland and Virginia, booked by Jolly Joyce agency. . . . Willis Meyers and His Bar X Ranch Boys do *Don't Stand In God's Way* and *The Parlor Is a Pleasant Place To Sit on Sunday Evening* for the debut over Cowboy disks. Meyers' combo is heard from Norristown, Pa. . . . The 101 Ranch Boys, of WSBA, York, Pa., who had been heard on Cowboy records, have set up their own plattery. First records include *Red Hair and Green Eyes*, backed by *It's a Sin*.

McGuire's Jamboree

Mac McGuire is now promoting a Sunday night jamboree at the War Memorial Hall, Trenton, N. J. McGuire, who airs from WIP, Philadelphia, has built a Western show around his Harmony Rangers, featuring Frannie, Slim and Doug, Wally Gordon, and George and Lela Wagner, the Arkansas Cousins. One hour of the new show is aired by a new station at New Brunswick, N. J. . . . Ray Whitley's *Western Jamboree*, being played Friday nights at the Rustic Cabin, Englewood, N. J., is pulling 2,000 each Friday night, featuring top rustic names. Jesse Rogers is also preparing to run jamborees somewhere else in that area.

A new program of folk music will be premiered over WJR, Detroit, Michigan's only 50,000-watt station, soon. Titled *Down the Trail*, the show will utilize records of top names and will air on Saturdays and Sundays with a sponsor already set. . . . The Inter-Valley Ranch Hands, composed of Shorty Wilkerson, guitar; Tony Berger, accordion; Hank Gericke, bass; Jimmy Wallace, guitar, and Red Miller, fiddle, have been together only since January, 1947, but they are gaining a big following with their airshots over KIT, Yakima, Wash.

Elmer Newman, ranch boss for the WFIL-ABC *Hayloft Hoedown* radio show Saturday nights in Philadelphia, moves over with his entire Sleepy Hollow Gang to the Victor record label. The Gang, which has been recording for Majestic and previously for Cowboy, will cut its first sides in December to get ahead of the Petrillo deadline with the records scheduled for January release. A new recording contract and affiliation was completed by the Bland Brothers (Slim and Neil), also featured on the *Hayloft Hoedown* show. The Bland boys will now cut the spinning sides for the MGM label.

Jack Day, cowboy singer in Philadelphia, has built up a fan club with 500 radio listeners to start. Fan club was an outgrowth of his fan mail on his daily radio show on WFIL, Philadelphia, from 6:15 to 6:30 a.m.

New Releases

Bing Shopa, head of Metropolitan Records, announces four new sides by the Sons of the Range to be released before the end of the year. These include *Chickie*, with vocal by Hank Berg and Curly Pike, with vocals by Cowboy Russ for *I Walk Alone*, *The Texas Cannonball* and *There's a New Moon Over My Shoulder*. Shopa, who also has his own music publishing firm in Camden, N. J., is now rehearsing a Western swing unit which also will feature both the pop and Western songs. The Lonesome Cowboy (Pete Taylor), completing a Southern tour, is set to return to WWBZ, Vineland, N. J., where he will resume his daily broadcasts during the winter season. . . . Cliff Japhet and His Western Aces advise that they are now broadcasting daily over WWSR, St. Albans, Vermont. . . . Dapper Dans and His Singing Cowboys have left the ABC-WFIL *Hayloft Hoedown* show in Philadelphia and have located in Maryland where they are preparing to join a new Columbia network Western radio show.

Curly Herdman, hoedown fiddler, is now back with Uncle Elmer Newman and the Sleepy Hollow Gang's *Hayloft Hoedown* show. Pee Wee Miller, scat singer on the show, has been approached by Super Discs Records for a recording season. . . . Pete Newman, of the Sleepy Hollow Gang, and Dick Thomas, writer of *Sioux City Sue*, have collaborated to produce a new song in *I Turned Your Picture To the Wall*.

Cowboy on WSM

Cowboy Copas, of King disks, is now airing over WSM, Nashville, with his own band. . . . PeeWee King has gone to Louisville for a spell. . . . The folk artist roster of WHNT, Huntington, W. Va., includes: Ray and Jimmy,

Eagle
PHONOGRAPH REPLACEMENT PLASTICS

GUARANTEED AGAINST BREAKAGE FOR 3 YEARS

PERFECT FIT

SOLID COLOR

PLASTIC WINDOWS
Now, clear, transparent . . . for your model 850 program holder. **\$5.00** Per Set.

WURLITZER		ROCK-OLA	
	Each		Each
800 Top Corners	\$16.50	Standard, Master, DeLuxe or Supers:	
800 Lower Sides	15.00	Top Corners (Solid Red, Yellow or Green)	\$12.75
800 Middle Sides	3.00	Lower Sides (Red or Yellow)	12.75
800 Top Centers (Right or Left, Red)	9.50		
800 Back Sides (Green)	9.50	SEEBURG	
800 Top Centers (Onyx)	5.50	"Hi-Tone" Model 9800, 9800, 8200:	
600, 500 Top Corners	5.50	Lower Sides (Solid Red, Yellow or Green)	\$14.80
700 Top Corners	8.50	"Hi-Tone" Grille Pillasters (Solid Red, Yellow, Green or Onyx)	2.25
700 Lower Sides	9.50	"Classic" "Colonel":	
700 Back Sides	8.50	Top Corners (Solid Red, Yellow or Green)	6.00
750 Top Corners	9.75	Lower Sides	9.50
750 Lower Sides	9.75	SHEET PLASTICS	
750 Top Center	5.50	20"x50", Pliable, Per Sheet	
750 Middle Sides	2.00	50 gauge, red, yellow, green or clear	\$12.50
850 Top Corners	12.50		
850 Lower Sides	8.75		
850 Top Center	12.50		
850 Peacock Glasses	4.75		
950 Lower Sides	12.50		
24 Top Corners	1.25		
24 Lower Sides	5.50		
41, 61, 71 Top Corners	5.50		

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1514 FREMONT AVE. CHICAGO 22, ILL.
PHONE MICHIGAN 1247

SPECIAL OFFER!
29 AIREON
SUPER DE LUXE PHONOGRAPHS
\$350.00 EACH

1946 models, with brand new Guardian accumulators, latest type slow-up mechanisms, 1947 coin chute. Thoroughly reconditioned by Aireon distributor's factory trained mechanics. Cannot be told from new. 1/3 deposit required with all orders.

BOX D-166, o/o The Billboard, Cincinnati 22, O.

FOR SALE

One twenty-unit AMI Hostess—like new—used approximately six months. Some machines never taken out of crates. Original cost \$14,800.00. Sale includes records and record racks. Ready for immediate installation. Reason for selling is lack of wiring in immediate territory. Best offer takes all. All equipment in original crates.

GEORGE NOVELTY CO.
1716 WASHINGTON AVE. NORTHAMPTON, PA.

of Springfield, O.; Katie Hill, five-string banjoist; the Green Valley Boys; Bob Hall, guitarist-singer, and Al Hendershot and His Dixie Ramblers.

The appearance of the Grand Ole Opry troupe at Constitution Hall, Washington, grossed \$18,000 for the two performances October 31. Tickets went from \$6 to \$1.20, with many government biggies in attendance. . . . Cowboy Copas, of King disks, has a new band at WSM, Nashville, which is called the Oklahoma Cowboys. Personnel includes Jimmy Weidner, comedian and guitar; Joe Carroll, fiddle; Bob Foster, steel guitar, and Marshall Barnes, bass.

Chaw Mank, of Blue Ribbon Music, reports that two of his tunes, *Little White Church* and *Tearstains on the Bible*, will soon be recorded. Mary Jean Shurtz is writer of the lyrics for both.

Cousin Emmy and Her Kinfolks, last heard over WSB, Atlanta, have joined the folk staff of KMOX, St. Louis, and has her first sponsored show over that station with others soon to follow. . . . Tiny Hill will emcee a transcribed series of disk jockey shows which are being sold by Rush Hughes, KXOK, St. Louis, syndicated disk jockey.

PHONOGRAPHS

Wurlitzer Victory Models (Like New) . . . \$189.50
 Wurlitzer 500's (Very Clean) . . . 189.50
 Wurlitzer Colonials (Like New):
 780M . . . 219.50
 780E . . . 239.50

1/3 Deposit, Balance C. O. D.
WE BUY, SELL AND EXCHANGE
 Phone: Jefferson 1644

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 SELL TO Chicago's Largest Distributor of Used Records.
WE PAY THE FREIGHT
 WRITE, CALL OR SHIP TO
USED RECORD EXCHANGE
 1736 N. Keeler CHICAGO 39, ILL.
 Telephone: CAPitol 7852
 Will Pick Up Within 100 Mile Radius

IT'S MAGIC MUSIC
 Telephone Music Box for BOOTH or COUNTER
 Write Now for Complete Story
MODERN MUSIC, INC.
 PLAZA STATION BOX 8114 KANSAS CITY 2, MO.

RECORD TRAYS
 For 61, 71 and all other Wurlitzer Counter Models, reconditioned. I will make your old trays the same dimensions as when new and guarantee them to give satisfaction. Price \$7.50 for set of 12, or \$6.00 a set in lots of 5.
HUGO JOERIS
 3208 Jackson St., Amarillo, Texas

Ala. Taverns Opened to Jukes

(Continued from page 156)
 1947 legislative act giving local governments power to regulate and control mechanical music.

"Permits may be issued by the board permitting various types of music as set out in the regulation (live, mechanical or wired music) and may also provide for dancing if so stated in the permit," the statement said.

"Permits will be issued only after careful screening and study of the ABC Board and will carry such restrictions as to each individual permit as the board deems necessary to insure a clean and decent operation of such licensed premises."

Location Regulations

Licenses were cautioned further that the new regulation "will remain in force and effect only so long as the retail license operates in a manner that meets public approval.

"The board sees no harm in the playing of pleasant, soft music during meals at cafes and restaurants, or in the use of live orchestras or mechanical music for dancing under proper regulations.

"The board has reached these decisions after long study, realizing that the only way music can be permitted in licensed establishments is by strict control and it has reached the conclusion that the only way this can be done is thru a permit system applicable to each individual location."

The board pledged strict enforcement of the regulations.

Constant Attacks

The five years of the ban were punctuated with constant attacks against the measure and it played a large role in Folsom's successful campaign for the governorship last year.

Folsom particularly attacked "discrimination" in enforcement of the measure, pointing out that if members of private clubs, which under the ban were allowed to have music and dancing along with their drinks, could escape the restriction "then the average person ought to have music with his beer."

Indications are that the number of juke box location possibilities may keep increasing, since Alabama seems to be swinging from a trend toward becoming a "dry" State to opening up previously closed territories to liquor sales.

Alabama phonograph operators have worked hard to have the ban repealed, but until Folsom took office, their pleas met deaf ears of the Sparks administration, which had swung into office on a platform that included several "dry" measures.

Opens Markets

Just what the lifting of the ban will mean in the way of movement of juke box equipment into the State is not definite as yet. Most operators will need new equipment to handle the requirements of locations with new permits. Since the ban went into effect nearly five years ago, most surplus phonographs which were available at that time have been taken out of operators' hands or already located in open locations.

It has appeared to be a definite probability that the ban would be lifted for some time and some equipment has reportedly been shipped into the State to be used as soon as locations are opened.

Lily-Tulip States Profits
 NEW YORK, Nov. 22.—Lilly-Tulip Cup Corporation and subsidiaries report a net profit of \$923,092, or \$4.32 a share, for the nine months ended September 30. Figure compares with \$613,484, or \$2.87 a share, in 1946.

Michigan Phono Ops Launch Drive To Aid Cancer Fund

DETROIT, Nov. 22.—Full-scale drive to get behind the Damon Runyon Memorial Cancer Fund was launched by the Michigan Automatic Phonograph Owners' Association (MAPOA) during MAPOA's open meeting held Monday (17) in the grand ballroom of Hotel Fort Shelby here.

At the meet it was announced that one of main efforts of the association in raising cancer funds will concentrate in a dinner scheduled for Sunday night (23). This event which has the backing of the Michigan Miniature Bowling Association and the entire Michigan coin machine trade, will take place in the grand ballroom of the Book-Cadillac Hotel here.

Discuss Commissions

Other subjects featured at the session included spirited discussions on location commissions and the alleged use of double-entendre records.

Regarding location commissions, it was pointed out that the 50-50 percentage agreement on location gross income hardly seems equitable in these times, since the operator still charges the pre-war price of a nickel per play while all operating costs have advanced considerably in the past six years. One suggestion offered was front money on all locations.

During the discussion on objectionable records, MAPOA members were in agreement that such records had

no place on juke boxes. However, no definite procedure was adopted to combat their use. In an effort to inform operators on the subject, Morris Goldman, MAPOA trustee, stated that a system was currently being developed that would advise members of titles of records which MAPOA deemed as unsuitable for juke boxes.

Guests Attend

Among the featured guests at the MAPOA meet were Al Curtis, president of Michigan Miniature Bowling Association, and Fred Chlopan, executive secretary of the Metropolitan Cabaret Owners Association (MCOA) and Michigan Table Top Association (MTTA).

One of the interesting developments of the meet concerned the making of arrangements to have a committee appointed by MAPOA meet with MTTA and Michigan Restaurant Association officials to present the operators' position in terms of rising costs.

New Coin Wash in Austin

AUSTIN, Tex., Nov. 22.—New Launderette self-service laundry opened here recently, announcing opening with ads in local newspapers. Store, containing 20 automatic washers, offers free soap to patrons.

Priced for Immediate Disposal

Used Equipment:

- 3 Keeney Three Way Super Bonus Bells (like new). Ea. \$750
- 5 Keeney Twin Super Bonus Bells (A-1 shape). Ea. 500
- 7 (4-5, 5 play; 1-5, 25 play)
- 75 Jennings Reconditioned Victory and Silver Moon Chiefs, 5, 10, 25 plays (all in good working order. Ea. 75
- 150 Pre and Post-War Pinball Machines (let us know what you can use)
- 1 Pre-Flight Trainer, complete, brand new, in original crate. 500

New Equipment:

All Makes of Latest Pinballs—Write for Prices

	5c	10c	25c	50c
Jennings Std. Chiefs	\$269.50	\$279.50	\$289.50	\$399.00
Jennings Club Chiefs	324.00	334.00	344.00	454.00
Jennings Challenger				595.00

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 Since 1925
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CLUBS: See us first on your requirements for Jennings Slots and Consoles—it'll pay you

FOR SALE
Compact Music Route, Ottawa, Illinois
 Thirty locations. 6 pre-war machines, balance 1946 and 1947 equipment, and auxiliary equipment. Top location. Good chance for expansion. Reason for selling. Priced right for quick sale.
 BOX D-164, c/o The Billboard, Cincinnati 22, Ohio.

UNIVERSAL AMPLIFIERS
 Fits all Wurlitzers, Rock-Olas and Seeburgs (except High Tones). Complete with tubes, volume and tone control, and switch. Fine tone quality. SPECIAL **\$29.50**
 1/3 Deposit, Balance C. O. D.
JAMES D. BLAKESLEE
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New York:

The coin machine industry and the people in it are receiving much favorable publicity these days, with features appearing, or scheduled for early publication, in the Sunday edition of *The New York Herald Tribune*, *Saturday Evening Post*, *Business Week* and the syndicated column of Bob Considine.

Leo Knebel, chief engineer of Videograph Corporation, is overseeing the installation of juke mechanisms in the firm's combination tele-juke set, readying them for the first shipment to local operators. . . . Dick Cole, of Drink-O-Mat, reports that the company's office and showroom space in New York is soon to be increased. . . . Morris Rood, always to be seen in his glass-enclosed office at Runyon Sales, celebrated his 30th birthday Wednesday (19).

Ira Becker, vice-president of Colonial Television Corporation, says the firm's new headquarters will be ready within two weeks. . . . Sol Wohlman, president of Pan Coast Distributors, is fitting another of his service cars with a two-way radio telephone. . . . Robert Mishelow, of Reliance Music, is increasing the number of roll-downs on his route.

Chris Gabrielsen, director and chief engineer of the Rowe Corporation, will be in charge of the company's exhibition booths at the National Automatic Merchandising Association (NAMA) Show in Chicago. Other firm execs on hand will be Richard Kapke, Ralph Phipps, Andy Anderson and Sal Sparacino. . . . Lew Jaffa, sales manager of Eastern Electric Vending Machine Corporation, is in Massachusetts this week on business.

Jerry Sherman will manage the Active Distributing Company, a new outlet handling a complete line of games and juke boxes, scheduled to open soon at 488 10th Avenue. . . . Charlie Lichtman, president of Hub Distributors, has bought an entire building—5,000 square feet of floor space—at 47th Street and 10th Avenue. . . . John Pero, sales and advertising director of Spacarb, is attending the convention of the American

COINMEN YOU KNOW

Portland, Ore.:

Budge Wright, Portland manager, Western Distributors, reports favorable impressions from his survey of new equipment on his recent air trip to Chicago. He liked particularly the offerings in the five-ball game division and reported a trend toward games that stress the amusement side of play. Wright declares orders are rolling in at a satisfactory pace but that the equipment is not rolling out of the factories sufficiently fast to fill the orders.

Recent staff changes at Western Distributors includes a new serviceman, Herman Walters, who settled in Portland after a tour of the country in quest of a suitable location. His experience includes service with Mitchell Manufacturing Company, air conditioning and lighting fixture firm in Chicago.

James F. Gardiner has come in from Astoria, Ore., to handle music work at Western Distributors. Bill Terry, formerly in the shop at Western, has been placed in charge of the parts department.

Operator Bill Goble seen at the Press Club of Oregon playing his own money into his own machines.

Bottlers of Carbonated Beverages (ABCB) in Atlantic City this week.

Sam Sacks, Acme Sales Company head, is planning a venture, set to begin in a week or two, which he says will provide a novel service to the coin machine industry. . . . Les Coleman, of Gem Amusement, is the father of a seven-pound boy.

Jim Stewart, president of Stewart Products Corporation, is back in Greenwich, Conn., after displaying his venders at the Pepsi-Cola show in Atlantic City. He left two of the drink venders behind for the ABCB (See NEW YORK on page 166)

Detroit:

Maurice L. Strong and Walter A. Fenning are forming the Strong Vending Company, operating organization, in the suburb of Grosse Pointe Park. . . . George D. Arthur, of Reed City, and Carlton G. Horton, of Traverse City, are incorporating the Traverse City Automatic Laundry in the latter city with a capitalization of \$10,000. . . . Bud Engelhart, of the Wolverine Sales Company, was out looking up new locations this week.

Meyer Edelman, of Yassy, Rumania, is planning to move his headquarters to Havana where he will join Huna Solomon, formerly located in Jerusalem, as representative of Edelman Amusement Devices of Detroit, as well as several other coin machine manufacturers. . . . Gil Kitt, of Empire Coin Machine, Chicago, was a visitor for a few days. . . . S. J. Rose, of King Pin Distributing Company, spent several days in Chicago calling on manufacturers, while Hazel Richlin of the same organization headed for Port Huron to call on operators.

Leo Angott, of the Angott Sales Company, has just returned from a 16-day, 6,300-mile motor trip to Mexico and California. . . . James Kalemis has been named to the new post of public relations director of the Michigan Automatic Phonograph Owners' Association. He was with the army public relations office for four years, and was a G.I. war correspondent in the Pacific Theater.

Stanley Smutzski Sr., who sold out his juke box route about a year ago, has joined with Horace T. Rankin, of the Phonograph Service Company, to establish a route of voice recorders as the Michigan Coin Recorder Company, using offices of the Phonograph Service Company.

Los Angeles:

West Coast coinmen were saddened by the news of the death of Jack R. Moore at his Portland home Saturday (15). Lucille and Paul Laymon left here for the Oregon city to attend the funeral. They are due back Monday. . . . Mrs. Golden Williams, secretary for M. S. Wolf Distributing Company, is undergoing treatment for an infected jaw. She has been away from her desk for two weeks. . . . E. R. Rippee and wife have returned from a month's vacation in Tennessee and are back on the job servicing their phonographs.

Bert Polse, of Sambert Company in Oakland, returned to the Bay City following the examination of beverage venders here by the city health department. While here, he met Bert Mills and Hans Steffanson, of the Bert Mills Corporation, makers of coffee venders. He also conferred with Jack Greenfield, Southern California distributor for the Bert Mills machine. Polse has the Northern California area for this vender.

Lyn Brown is awaiting shipments of the George Ponser new Pro-Score and anticipates a big future for it in this area. . . . Jack Greenfield, of Coast Enterprises, is looking forward to the arrival of Snively citrus juice machine. Greenfield's company has been named as the Southern California distributor for this line. . . . Budd Parr, of Solotone and General Music, is in San Francisco visiting his Bay City branch of General there. The local General company has added Brush-Up shoe shine machine, with Fred Gaunt enthusiastic over its arrival.

Al Bettelman, of C. A. Robinson Company, returned to the city following (See LOS ANGELES on page 166)

Chicago:

Mike Spagnola, secretary of Illinois Phonograph Owners (IPO), reports that the special Damon Runyon night at the Spike Jones show at the Studerbaker Theater here looks like a sellout. IPO members have been working hard to make a success of the event, Mike says.

Gil Kitt, Empire Coin Machine Exchange, made a trip to Detroit this week to pay a call at Robinson Sales Company. Ralph Sheffield, Kitt's partner at Empire, is off for Wisconsin this week on the trail of a big fat buck—the kind with four legs. Salesman Bob Schaefer brought back quite a few of the other kind after a sales trip thru the State last week. If Sheffield is as successful as Schaefer, Paul Glaser says, the Empire staff will be eating venison sandwiches for the next few weeks. Glaser will cover Empire's Michigan territory next week. Eddie Wikoff is in Indiana this week. Henry Geers, of Monmouth, Ill., was a caller recently. Howie Freer reports.

Dick Hood, of H. C. Evans Company, is back in town after a flying trip to Florida and Puerto Rico. He reports a successful trip and says that it looks like an all-time record season for the tourist trade in Florida, Cuba and Puerto Rico. Consoles are becoming top-demand items these days, Hood reports.

Bruno Kosek, Mid-State Company, plans a business trip to take in most of Michigan next week. . . . Jack Nelson Sr., has returned from a business trip to California, where he was in conference with officials of the Allite Manufacturing Company. Jack Jr. reports that distributors are being appointed to handle popcorn venders and will be announced soon.

Billy DeSelm, of United Manufacturing Company, says that sales on roll-down models of their Hawaii game are favorable and that roll-downs will probably become a permanent item in the United line. The new United plant is moving along with James Rhines, full-time architect recently added to the United staff, working on the plans. Recent callers at the United offices were M. Y. Blum, United Amusement Company, Wichita, Kan.; Ed Heath, Heath (See CHICAGO on opposite page)

Indianapolis:

U. S. Sen. Homer Capehart was guest speaker at the dinner meeting in the Hotel Antlers given by Indiana coinmen for the benefit of the Damon Runyon Cancer Fund Sunday night (23). . . . Dan Brennan will assume his duties as district sales manager for Aireon electronic phonographs after acting as temporary manager of the Indiana Music Corporation for a short time.

Leonard B. Manley, recently in the music business at Minneapolis, has been appointed manager of Indiana Music Corporation. . . . Tommie Thomas, of P. J. Distributing Company, called on operators in Southern Indiana during the week. . . . Peter Stone, Rock-Ola distributor, recently made several short trips to call on operators in the State. . . . Donald Hyten, of H. & H. Novelty Company, Bainbridge, Ind., was saddened by the death of his mother recently.

Mrs. Irving Eyster Jr. is back on the job after a minor operation at a Terre Haute, Ind., hospital. . . . Dan Brennan, acting manager, Indiana Music Corporation, was in Detroit several days on business. . . . Warren Bruce, of the service department at Indiana Music Corporation, has returned to his post after a siege of influenza. . . . Indiana operators visiting coin row during the week included C. L. Hutterger, A.B.C. Novelty Company, Fort Wayne; Paul Deaton, Western Sales Corporation, Connersville, and James Miller, Columbus.

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GIVE YOUR SHARE TO THE CMI DAMON RUNYON CANCER FUND



Make Your Contribution—Fill in This Form Now—Get Award at Once!

COIN MACHINE INDUSTRIES Damon Runyon Cancer Fund

COIN MACHINE INDUSTRIES, INC. • Room 2206, 134 N. La Salle St. • Chicago 2, Ill.

Enclosed here please find \$..... my donation to the Damon Runyon Memorial Fund for Cancer Research.

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TOWN _____ STATE _____



(All donations are deductible for income tax purposes. Make checks payable to Coin Machine Industries, Inc.)

Chicago:

(Continued from opposite page)
Distributing Company, Macon, Ga.; Dave Simon, Simon Sales Company, New York; Pete Peters, King Pin Game Company, Kalamazoo, Mich., and Harry Jacobs Jr., and Sr., United Coin Machine Company, Milwaukee.

Gordon Sutton, Illinois Simplex, is back in Chicago this week after a successful business trip to Indianapolis to supervise activities of the Indiana Simplex firm. Sutton says that Illinois Simplex's parts department on wheels will be rolling next week with Lee Taylor at the wheel. Sutton has purchased a block of tickets from the Illinois Phonograph Owners, Inc., (IPO) for the special cancer fund night at the Spike Jones show and will pass them on to a local charity organization.

Atlas Novelty Company's Nate Feinstein and Joe Kline are off together on a road trip thru Illinois. Back in the home headquarters at Atlas boys claim business is humming. ABC Music Service is lining up plans for its annual Christmas party. Bob Gnarro says this year there will be about 80 persons at the shindig, which will be held either December 16 or 17. Employees will bring their families and a king-size portion of Christmas cheer will be enjoyed by everyone attending, Bob promises. A spot to hold the party is still to be selected.

Foreign business is a major topic over at Monarch Coin Machine Company these days. Clayton Nemeroff reports that because of the number of shipments to Lebanon, firm appointed a direct agent there last week who will handle all orders. Orders from that spot and from Syrian markets are especially heavy at this time, Clayton states, as equipment will reach its destination about February, just in time for the spring surge in business. National Association of Amusement Parks, Pools and Beaches gathering here next week, December 1 thru 4, still has Clayton in a dither preparing items for display. He's a-shinin' and a-polishin' up his show-rooms.

Bell Products Company is pushing production on its new mechanical coin changer, Beacon Junior, and reports good reception by both location owners and coinmen. Unit holds \$22 in nickels, is designed for spots where it is more practical to place a manual type machine, firm's Harry Salat says. . . . Sales Manager Edward Levin tells how Chicago Coin Machine Company's new Sea-Isle game

is attracting repeats and favorable mention because of its lighted roll-over buttons on playfield and its double bonus feature.

Lookers-in at Bally Manufacturing Company during the past week included Sam Rose, King Pin Distributing Company, Detroit, and Clarence Camp, Southern Amusement Company, Memphis. Previous week's callers included Joe Abraham, Lake City Amusement, Cleveland, and Ed Heath, Heath Distributing Company, Macon, Ga. That busy fellow you see dashing about here is Herb Jones. . . . Ted Kruse and Vince Connors added A T & C popcorn venders to their Amusement Playland Arcade at Randolph and Michigan Wednesday (19). Boys say if sales prove good they will spot additional popcorn venders on their other amusement machine locations.

Silver King Corporation's new Prize King gumball venders will be available for delivery beginning December 1, H. F. Burt says. New units are adaptable for either nickel or penny sale, a proper plate being provided in each instance. Penny play vends two gumballs for a single copper; balls are a smaller size, a 2-10 count.

Al Stern, World Wide Distributors head, is one of the busiest boys in town this week. He's making arrangements for the entertainment at the Damon Runyon Memorial Cancer Fund dinner scheduled for Sunday (23) at the Bismarck Hotel. Al is responsible for setting up that phase of the big event. World Wide's parts department manager, Harry Veronoff, has just joined the "convertible club" here; he now parks his new maroon convertible next to Wallace Fink's yellow convertible. World Wide staffers are all making excuses to pass Mary Lennan's desk since she returned from her three-week vacation. Mary, who is Al's secretary, came back to the office looking prettier than ever, boys all agree.

Wedding bells rang in Minneapolis last Saturday (15) for Robert R. (Bob) Bailey, Chicago territory manager for Telecoin Corporation. Bob and his bride are spending the week honeymooning at a Minnesota resort. Bob is expected back on the job here Monday (24).

The Fargo, N. D., Veterans' Administration Center is the latest hospital to receive miniature pin games from Empire Coin Machine Exchange. Gil Kitt and Ralph Sheffield, Empire partners, sent some 50 of the pin games to Lawrence A. Schneider, special services chief at the hospital, in answer to his request for the games for patients.

Henry Fox, veteran New Orleans coinman, spent most of a day with Pat Buckley discussing plans for a fall-winter campaign. Other visitors at the Buckley Manufacturing Company included Ralph Baughman, digger operator in Portland, Ind., and Harold Minnama, who made his semiannual visit from Traverse City, Mich., to look into music supplies. . . . Bill Wolf, of M. S. Wolf Distributing Company, a firm that has offices in four West Coast cities, was a coin row caller.

D. Gottlieb & Company released its complete parts catalog last week. Alvin Gottlieb, firm's advertising and promotion manager, believes the publication will prove a big aid to Gottlieb operators in ordering replacement parts. . . . Several local firms were preparing their exhibits for the coming outdoor convention, scheduled for the Sherman Hotel, December 1-4.

Lindy Force, AMP's general sales manager, is recovering from a recent operation and may get back to the office by December 1. Firm callers during the week were Paul Black, General Music & Novelty Company, Fond-Du-Lac, Wis., and Harold Midyett, of the Tennessee Music Distributors, Union City, Tenn.

Look To The GENERAL For LEADERSHIP

<p>★ ★ 5 BALLS ★ ★</p> <p>NEW:</p> <p>Immediate Delivery</p> <p>Gottlieb's HUMPTY DUMPTY Chicago's BASEBALL Chicago's SEA ISLE Williams' GINGER Williams' BONANZA Exhibit's TALLY-HO</p> <p>RECONDITIONED:</p> <p>BAFFLE CARD \$110.00 BIG HIT 69.50 BIG LEAGUE 69.50 CYCLONE 139.50 DYNAMITE 110.00 HAVANA 139.50</p>	<p>KILROY \$129.50 LUCKY STAR 169.50 MAISIE 169.50 MISS AMERICA 129.50 PLAY BOY 79.50 SEA BREEZE 119.50 SHOW GIRL 119.50 SMARTY 89.50 SPELLBOUND 69.50 STAGE DOOR 119.50 CANTEEN 99.50 STATE FAIR 99.50 STEP-UP 89.50 SUPER LINER 119.50 SUPER SCORE 69.50 SUPER QUEENS 89.50 SUSPENSE 149.50 TORCHY 129.50 TORNADO</p>	<p>CONSOLES</p> <p>NEW:</p> <p>Bally's DOUBLE UP Bally's WILD LEMON Jennings CHALLENGER 5-5¢ 5-10¢ 5-25¢</p> <p>RECONDITIONED:</p> <p>3-WAY BONUS SUPER BELL 5/10/25¢ \$850.00 GALLOPING DOMINOES, walnut cab., clean 99.50 LUCKY LUCRE, walnut cab. 99.50 MILLS 4 BELLS, Special 125.00 KEENEY PASTIME 150.00 SUPER TRACK TIME 150.00</p>
<p>SLOTS</p> <p>NEW:</p> <p>5¢-10¢-25¢-\$1.00 Play Jennings STANDARD CHIEF Jennings SUPER DE LUXE CHIEF Jennings STANDARD CLUB CONSOLE Jennings SUPER DE LUXE CLUB CONSOLE</p> <p>RECONDITIONED:</p> <p>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 CHR., 5¢ 125.00 GOLD CHR., 10¢ 130.00 GOLD CHR., 25¢ 135.00</p> <p>All above are Mills factory originals—no revamps. Completely overhauled, refinished and repainted like new. New reel strips, club handles, new award cards. Write for prices on all new equipment. Send for complete bulletin.</p>	<p>COUNTER GAMES</p> <p>NEW:</p> <p>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¢</p> <p>ONE BALL—FREE PLAY</p> <p>NEW:</p> <p>Bally's JOCKEY SPECIAL Gottlieb's DAILY RACES</p> <p>RECONDITIONED:</p> <p>BALLY VICTORY SPECIALS, with chrome rails, clean \$248.50 VICTORY SPECIAL, automatic shuffle, ABCD \$275.00 TERMS: 1/3 cash with order, balance C. O. D.</p> <p>Exclusive distributors in MD., Del., D. C. and Va. for new POST-MASTER STAMP MACHINES.</p>	<p>STAPLES</p> <p>RECONDITIONED:</p> <p>ACE BOMBER \$150.00 AIR RAIDER 69.50 BANK BALL 250.00 PANORAM 295.00 PLAY GOLF 99.50 SKY FIGHTER 125.00 TOTAL ROLL 275.00 UNDERSEA RAIDER 150.00</p> <p>CHICAGO METAL'S BOX STANDS \$ 27.50</p> <p>DELUXE Single and Double Revolve-around Safe Cabinets</p>

Established 1925 Growing Steadily Ever Since

GENERAL Vending Sales Corp.

BIDDLE & HOWARD STS. Phone: Vernon 4119 BALTIMORE 1, MD.

FOR SALE OR TRADE

FOR BUCKLEY TRACK-ODDS

BRAND NEW BARGAINS

5¢ Mills Jewel Bells	Write
10¢ Mills Jewel Bells	Write
25¢ Mills Jewel Bells	Write

REBUILT

5¢ Bluefronts, S.J., Wrinkle Finish, K.A.	\$ 75.00
10¢ Bluefronts, Large Jackpot, K.A.	75.00
5¢ Cherry Bells, S.J., Wrinkle Finish	75.00
25¢ Copper Chrome, S.J., Wrinkle Finish	100.00

Hammerloids With Complete New Cab. and Fronts.

5¢ Hammerloid Buckley Fronts, KA	\$100.00
10¢ Hammerloid Buckley Fronts, KA	100.00
25¢ Hammerloid Buckley Fronts, KA	100.00

USED

5¢ Vest Pockets, Gold & Green	\$ 45.00
5¢ Vest Pockets, Chrome	45.00

TERMS: \$15.00 DEPOSIT EACH, BALANCE C. O. D.

ALABAMA AMUSEMENT CO.

P. O. BOX 229 PHONE 3-3991 PHENIX CITY, ALA.

SPECIAL CLOSE-OUT

NEW . . .

Bat-a-Ball Jr.	\$19.50
Best Hands	22.50
SKILL Thrills	27.50
ABT Challengers	39.50

50% Off on All Reconditioned Slots!

ALL LATEST PIN TABLES AVAILABLE!

"MANHATTAN," by Packard . . . the finest music obtainable.

TWIN PORTS SALES CO.

230 Lake Ave., So., Duluth, Minn.
2029 Washington Ave., So., Minneapolis, Minn.

A Word to the Wise

MR. DISTRIBUTOR:

If you can buy 25 or more brand new Columbia Twin Jackpot Bells for cash . . . phone Ed Hanson collect at Chicago—Randolph 2807—for a very special deal.

GROETCHEN TOOL & MFG. CORP.

126 N. Union Ave., Chicago 6, Ill.

Lightning Fast

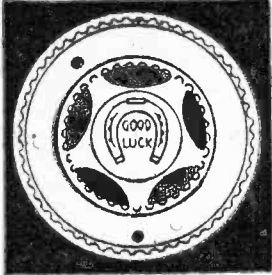
\$27.50 (Distributor Discounts)

The Master Changer

- All metal, highly polished chrome finish.
- A flick of the finger automatically dispenses 5 NICKELS, 5 DIMES, 4 QUARTERS or 2 HALVES in the palm of your hand.
- Solid die cast construction with precision machined coin slides.
- Fully balanced on heavily weighted non-slip base.
- Time-tested for absolute accuracy.
- Sold on a money-back guarantee.

Northwest Sales Co.

MEMBER 3144 ELLIOTT AVENUE SEATTLE 1, WASH.



METAL TYPER DISCS

Plain and Colored
Priced From \$7.50 Per 1,000
SAMPLES ON REQUEST

TYPER MACHINES

New and Used
Parts, Supplies,
Expert Repair Service

Write For Prices

STANDARD SCALE CO.

4333 DUNCAN AVE., ST. LOUIS 10, MO.

5 WURLITZER SKEE BALLS

Best operating condition . . . \$135.00 each
5 SPORTSMAN ROLLS

Like new . . . \$125.00 each

All Guaranteed Condition.

One-half cash, balance C. O. D., plus freight.

Write, wire, phone MAin 8462

AUTOMATIC COIN SALES

2101 CHESTER AVE. CLEVELAND, OHIO

COINMEN YOU KNOW

New York:

(Continued from page 164)
convention this week. . . Jack Rubin, of Esso Manufacturing Corporation, reports that the four vets (graduates of the mechanics school sponsored by the National Association of Amusement Machine Owners) whom the firm hired are doing fine.

Nat Cohn, Modern Music Sales president, says that delivery of Signet Records, special 50-cent label of Signature Records distributed by Modern, will begin next week. . . George Glassgold, who directed the Coin Machine Industries (CMI) film, *Fight Cancer*, reports that finished prints were shipped out by air express Tuesday (18) to all cities which have scheduled CMI cancer fund dinners November 23. . . George Trad, Tradio, Inc., executive, was in town this week.

Robert Hazelton, of Ideal Music Company, recently expanded his business operations with the opening of a Launderette — featuring Bendix washing machines—in Harlem. . . Louis Morenberg, owner of Moray Music Company, has returned to the city after vacationing for three weeks in Florida. . . Harry Rosen was away from his desk at Seaboard New York Corporation a few days last week, the victim of a cold.

Dave Friedman, formerly of New York and now operating in Buffalo and Syracuse, has opened an office in Brooklyn to distribute roll-downs. As-

sociated with him in the new enterprise is Willie Levey. . . Gale Adams, daughter of Sam Kramer, of Interboro Music Company, is rehearsing in a new Broadway musical. She formerly appeared in *The Red Mill* and *The Duchess Misbehaves*.

Abe Bernstein, Academy Music, opened a bar and grill in Elmont, L. I., this week. The spot is near Belmont Race Track. . . Lou Hirsch, who operates under the name of the Silvertone Music Company, will take off for a Florida vacation immediately after the Automatic Music Operators' Association (AMOA) meeting on November 25.

Ted Ruby, of Paramount Vending, Upstate operator headquartered in Beacon, was in town on business this week after returning from a Florida vacation. . . Al Simon, of Al Simon, Inc., is featuring Chicago Coin's new roll-down in his 64th Street showroom. . . Theodore W. Buchter has been named United States Television Corporation service manager for New York, Albany, Schenectady, Boston, Baltimore and Washington.

Harry Berger reports that Danny Subarsky has joined the engineering staff of West Side Distributing Company. . . Out-of-town visitors to coin machine row this week included Thomas A. Libby, Averill, Mass.; K. E. Hall, Beaver, W. Va.; Pete Bonnano, Bryant, Tex.; and Joe Abraham, Altoona, Pa. . . Al Denver, AMOA president, is spending a lot of

time at the bedside of his father-in-law, who is ill.

F. McKim Smith, of NAAMO, reports that Spacarb, Inc., recently donated a new cup vender for the use of students at the NAAMO-sponsored Coin Machine Mechanics' School. . . Ruth Nussbaum, AMOA bookkeeper and secretary, became an aunt last week. Her sister gave birth to a boy.

Los Angeles:

(Continued from page 164)

ing a successful trip to Northern California. Charlie Robinson is off on another jaunt to San Francisco and Nevada. . . Max Thiede, of Badger Sales, is back from Las Vegas. . . C. Pierce, of Pierce Music Company, Broadhead, Wis., visiting the Coast and stopping in at Badger Sales to see Bill Happel, a friend of long standing. . . E. Jay Bullock has added the Vend-A-Tune Record Bar as an added service to his friends.

H. G. McClure, of McClure Distributing Company in St. Louis, was on the Coast, making the rounds on coin row. McClure formerly lived in this area before moving to the Midwest. . . The new truck recently acquired by the E. T. Mape Distributing Company is seen running around making deliveries of the new Filben Mirro-Cle machine. . . Walter Gerke, of Automatic Machines, Inc., is busy readying a new vending machine. . . Ralph Marsico, of Fresno, in the city and stopping off at Badger Sales Company. . . John McCall, of Oxnard, a buyer this week.

Stanley Little, of Lakewood Village, made several coin calls in the city. . . Lee Wirt, of Montebello, a visitor. . . R. A. Dindinger, of San Diego, making the rounds on coin row. . . Roy Jones, in the city from Inyokern. . . Bill Aldridge and Hal Smoot, of Kwik-Kafe of California, are lining up locations for their coffee vender. They are also offering a location service to operators interested in coffee machines.

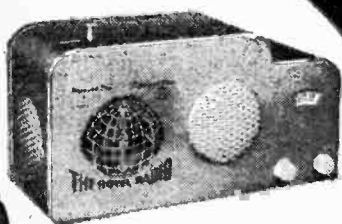
Bill Wolf, of M. S. Wolf Distributing Company, is in Chicago on business. His general office is being moved to the San Diego branch, known as the California Amusement Company. Bill Smith, auditor, will make his headquarters in San Diego in the future. Nels Nelson, manager of the local Wolf branch, is back from a business trip to Fresno. . . Bob Stark, of Ideal Weighing Machine Company; Jay Kurtz and Aubrey Stemler, of Kayem Products Company and Aubrey Stemler Distributing Company; Bill Aldridge, of Kwik-Kafe; Ralph M. Miller, of Western Beverage and Supply Company, and Russ Collier, of Cigarettes Unlimited, are planning to attend the NAMA convention in Chicago.

PARDON US FOR HOGGING THE SPOTLIGHT!

The show is over—but the applause lingers on. Never in the short history of coin-operated radios has a line of products received the tremendous acclaim

and acceptance that TRADIO's did at the recently-concluded National Hotel Exposition in New York. TRADIO was voted tops by hotel and institutions men the country over. Hundreds of new locations—hotels, restaurants, hospitals—signed up for immediate installations. They're available to you for operation in your area.

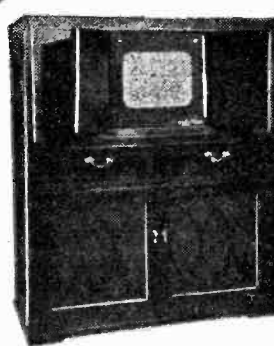
HERE'S WHAT THEY SAW . . .



★ TRADIO THE HOTEL RADIO



★ TRADIO-ETTE THE BOOTH RADIO



★ TRADIOVISION TELEVISION

They also saw in operation a completely selective AM radio, FM channels, television and phonograph package for public locations. Ask us about it. Phone, wire or write TRADIO, Inc., Asbury Park, N. J., for full particulars.

TRADIO, Inc. ASBURY PARK NEW JERSEY

Phone; Asbury Park 2-7447-8-9

COIN MACHINE PARTS

For
5 Balls • 1 Balls
Consoles • Phonographs
Counter Games • Slot Machines

Write for Our
LATEST PRICE LIST

COIN MACHINE SERVICE CO.
1547 N. Fairfield Ave., Chicago 22, Ill.
Phone: Humboldt 3476

BUSINESS OPPORTUNITY

Old established distributor with a reputation built on 30 years of advertising and square dealing, covering domestic and export, offers a golden opportunity to anyone with a fair knowledge of the coin machine language to take over and make a handsome profit. Many new lines can be added to the ones now carried. The possibilities are unlimited. Owner wishes to retire, will sacrifice.

COLEMAN NOVELTY CO.
1023-25 5th Ave., Rockford, Ill. Ph: 4-6512

Get 'Em While We've Got 'Em!

1/3 Deposit With Order, Balance C. O. D., F. O. B. Baltimore

★ **BALLY ROCKETS** \$160
Brand new—in crates.

★ **CONSOLES** ★

KEENEY BONUS SUPER BELL, 5¢ Convertible ... \$344.95

JENNINGS BOBTAIL, 5¢ Free Play ... \$24.95

JUMBO PARADE, 5¢ Convertible ... \$69.95

★ **ONE BALL** ★

LONG ACRES \$84.95

CLUB TROPHY 49.95

★ **FIVE BALLS** ★

BIG PARADE \$19.95

SANTA FE 42.95

SURF QUEEN 39.95

BOLA-WAY 24.95

SUN VALLEY 39.95

WAGON WHEELS 49.95

SUPER LINER 59.95

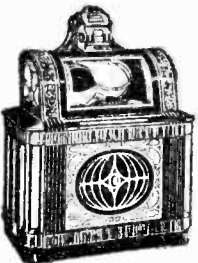
ARGENTINE 29.95

SUSPENSE 59.95

STAGE DOOR CANTEN 34.95

Distributors for **PACKARD'S**

"Manhattan"



the world's finest phonograph—a sensation on every location.

CALVERT NOVELTY COMPANY

COIN OPERATED EQUIPMENT
708 N. Howard St. Baltimore 1, Md.
Vernon 3034

"TALKING GOLD"

Plastic Grille Cloth

Now Available in COLORS

SPEEDWAY PRODUCTS, Inc.

502 W. 45th St. New York 19, N. Y.
Al Bloom, President
Phone: LOnacre 5-0371

GOLD
SILVER
COPPER
GREEN
WINE

LOOK!

14 FT. WURLITZER SKEEBALLS

Just off location, excellent condition \$100.00 each (plus freight and crating)

SKILL AMUSEMENT 1846 E. 23rd Street Cleveland, Ohio

WANTED

1945 VICTORIOUS FREE PLAY
State prices and condition.

CARL RAPP

540 N. Clinton ROCHESTER, N. Y.

State Tax Calendar

Alabama
December 10: Tobacco stamp and use tax report and payment due. Tobacco wholesalers' and jobbers' reports due.
December 15: Income tax fourth installment due.
December 20: Jasper occupation tax return and payment due. Sales tax report and payment due.
December 31: Property tax return and payment due (last day).

Arizona
December 15: Gross income report and payment due.

Arkansas
December 20: Gross receipts tax report and payment due.

California
December 5: Personal property, secured by real estate, tax due (last day). Private car tax due. Real property tax semi-annual installment due.
December 15: Personal income tax third installment due.

Colorado
December 14: Sales tax report and payment due. Use tax report and payment due.
December 15: Income tax fourth installment due.

Florida
December 10: Agents' and wholesalers' cigarette tax report due.

Georgia
December 10: Cigar and cigarette dealers' report due.
December 19: Intangible personal property tax due (last day). Property tax due (last day).

Idaho
December 15: Cigarette wholesalers' drop shipment report due.
December 19: Property tax semi-annual installment due (last day). Personal property tax due.
December 25: Use fuel tax report and payment due.

Illinois
December 15: Cigarette tax return due. Sales tax report and payment due.

Indiana
December 10: Cigarette distributors' interstate business report due.
December 15: Cigarette distributors' drop shipment report due. Fuel use tax report and payment due.

Kansas
December 15: Compensating tax report and payment due.
December 20: Property tax first installment due. Sales tax report and payment due.

Kentucky
December 10: Cigarette wholesalers' report due.

Louisiana
December 1: Tobacco wholesalers' report due.
December 15: Soft drink wholesalers' report due. Tobacco wholesalers' report due.
December 20: Sales and use tax report and payment due.
December 31: Property tax due.

Maryland
December 15: Income tax fourth installment due. Sales and use tax report and payment due.

Massachusetts
December 20: Cigarette tax report and payment due.

Michigan
December 15: Sales tax report and payment due. Use tax report and payment due.

Minnesota
December 15: Income tax fourth installment due.

Mississippi
December 15: Income tax fourth installment due. Manufacturers, distributors, and wholesalers of tobacco report due.

Missouri
December 1: Income tax fourth installment due.
December 31: Franchise tax due. Merchants' ad valorem license tax due. Real estate and tangible personal property tax due (last day). Soft drinks manufacturers' report and payment due.

Nebraska
December 1: Personal property tax first installment due.

Nevada
December 1: Property tax quarterly installment due.

New Hampshire
December 1: Property tax due.

New Mexico
December 1: Property tax semi-annual installment due.
December 15: Occupational gross income tax report and payment due.

North Carolina
December 15: Income tax fourth installment due. Sales tax report and payment due. Use tax report and payment due.

North Dakota
December 10: Cigarette distributors' reports due.
December 15: Income tax fourth installment due.

Ohio
December 10: Cigarette wholesalers' report due.
December 15: Cigarette use tax and report due.
December 20: Real and public utility property tax and semi-annual installment due.

Oklahoma
December 10: Cigarette wholesalers', retailers' and vending machine owners' report due.
December 15: Income tax fourth installment due. Sales tax report and payment due. Tobacco wholesalers', jobbers' and warehousemen's report due.

South Carolina
December 15: Income tax fourth installment due.
December 31: Property tax installment due.

Tennessee
December 20: Sales and use tax report and payment due.

Utah
December 15: Excise (income) tax fourth installment due.

Vermont
December 15: Personal income tax fourth installment due.

Virginia
December 5: Individual income tax due.

Washington
December 15: Wholesalers' cigarette drop shipment reports due.

West Virginia
December 15: Cigarette use tax report and payment due. Sales tax report and payment due.

Wisconsin
December 10: Cigarette wholesalers' and manufacturers' reports due.

Wyoming
December 15: Sales tax report and payment due. Use tax report and payment due.

We are now delivering

USED GAMES READY FOR LOCATION

Show Girl	\$109.50
Suspense	89.50
Superliner	89.50
Midget Races	99.50
Spellbound	99.50
Baffle Card	119.50
Dynamite	99.50
Cyclone	139.50
Tornado	109.50
Canteen	69.50
Kilroy	125.00
Play Boy	139.50
Rocket	149.50

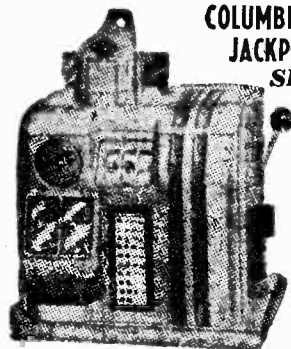
Terms: 1/3 Certified Deposit, Bal. C.O.D.



Sterling NOVELTY CO.

669-671 S. Broadway
LEXINGTON 20, KY.

COLUMBIA DOUBLE JACKPOT BELL SPECIAL



\$85.00 Ea.



Factory re-conditioned like new.

Changeable right on location in a few moments! time to 1-5-10-25¢ play. Cabinet rebaked to give new machine appearance. Size: 18 3/4" high, 14 1/2" wide, 12" deep, 50 lbs. wt.

1/3 DEPOSIT, BAL. C.O.D., F.O.B. CHICAGO

WRITE FOR FREE NEW CATALOG!
WE BUY USED SLOTS AND COUNTER MACHINES—WRITE US!
Send for complete list of Coin Operated Equipment and Counter Games. Complete line of Salesboards and Tickets. We Repair Machines.

Abco NOVELTY CO.
317 W. RANDOLPH ST. HAYMARKET 3605 CHICAGO 7, ILLINOIS

ARCADE OWNERS

WRITE FOR PRICES TODAY ON

ATOMIC BOMBER

FAIRMORE MUSIC CORPORATION

135 S. 5TH STREET
READING, PA.

A Word to the Wise
MR. DISTRIBUTOR:

If you can buy 25 or more brand new Columbia Twin Jackpot Bells for cash . . . phone Ed Hanson collect at Chicago—Randolph 2807—for a very special deal.

GROETCHEN TOOL & MFG. CORP.
126 N. Union Ave., Chicago 6, Ill.

Hydraulic Tail Gate Lift Marketed by Chicago Firm

CHICAGO, Nov. 22.—Day Company here, manufacturers of hydraulic lifts, is now in production on a hydraulic tail gate loader for weights up to 1,200 pounds. Unit which may be used for lifting coin machines for transportation, will fit most 1 1/2-ton trucks: the lift platform operates over the full distance from ground to truck-floor level, being utilized as a tail gate when vehicle is in motion.

Lift's hydraulic pump may be driven from the truck's standard power take-off and controlled by a lever, or may be operated with a hand lever. Firm announces that distribution will be thru truck dealers.

Canada Halts Importations Of U. S. Coin Machines

(Continued from page 144)

American machines. Hardest hit are the music manufacturers and distributors, since automatic phonographs always lead all other equipment in Canadian purchase orders. Fortunately for music operators in Canada, records were not included in Monday's ban.

Can Ship Parts

Metal replacement parts, the Canadian Consulate General's office in Chicago said, can be shipped into Canada to keep coin machines operable. In order to bring in the parts, however, Canadian importing firms must secure General Permit 100 from the Foreign Exchange Control Board. This general permit, the consulate's office said, could be obtained from the Custom's office in the port of entry.

The Canadian move to bar imports of all but essential commodities has been in the wind for at least two years as the Canadian government fought to maintain a healthy dollar balance. In July, 1946, the Canadian government—in a move to increase purchasing power—revalued its dollar to bring it on a par with the U. S. dollar. Prior to that time, the Canadian dollar was valued at approximately 90 U. S. cents.

How long the current ban will last, no one could safely say, tho trade circle heads predict that the embargo might be in effect for several years. Representatives of the Canadian government in Chicago told *The Billboard* that the ban would be lifted as soon as possible, but refused to estimate how long a period that might mean.

Detroit Picture

In Detroit—one of the principal trading centers because of its proximity to Canada—distributors reported that many orders destined for Canada did not make the deadline. One Detroit distributor estimated that 10 per cent of Michigan distributors' business came from Canada. Since most of the dealings were on a strictly cash basis, and the volume—particularly of used machines—was high, this embargo will make itself felt.

Canadian coinmen, across the river in Windsor, expressed optimism that their government will set up some sort of quota system under which completed machines may be purchased. But official government statements concerning the ban gave no real grounds for this hope.

Detroit distributors said they believed Canadian coin firms had a good supply of parts on hand, so they did not expect a rush for permits to import replacements. Hy Greenstein, HY-G Music Company in Minneapolis, who has recently visited Canadian coin firms, confirmed the Detroit trade's opinion that firms across the border are well stocked with parts.

Seek Other Markets

In North Tonawanda, N. Y., Dave Lee, export manager for the Rudolph Wurlitzer Company, said he believed the ban on Canadian shipments will mean concentrating on other markets. Other manufacturers reported their distributors were questioning the possibility of shipping component parts to Canada for assembly there, but the advisability—or the possibility—of doing this is unsettled. Whether or not such a plan could be worked out would depend, of course, on the Canadian government, and that country's consulate in Chicago intimated that it was doubtful whether the government would permit such practices.

In New York, a check of 10th Avenue disclosed that few coin firms

there engage in trading with Canada, and that those who do make sales limit themselves to small orders. Many distributors—not only in New York—shy away from the Canadian business because of red tape, and the high duties and taxes.

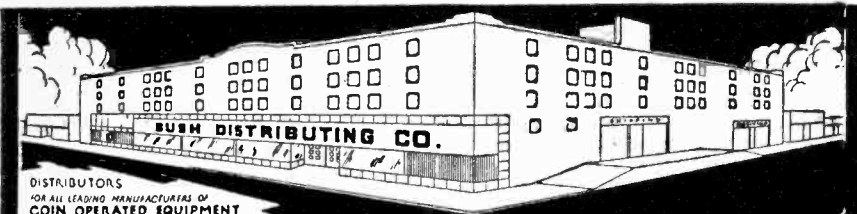
Before the ban went into effect, coin machines sent to Canada were subject to a 25 per cent duty, plus 25 per cent excise tax, plus an 8 per cent sales tax based on the value of the machine plus duty. The Chicago office of the Commerce Department said there was a possibility that excise taxes might be increased, and such an increase would affect parts shipments, but Monday's order was not concerned with tax rates.

Loan for Essentials

Monday's emergency measure followed closely on the heels of an announcement that the United States Export-Import Bank had promised a \$300,000,000 loan to Canada. This loan, however, was slated to help Canada continue to buy "essential equipment and raw materials" from the United States.

Vending machines, which have just begun to play an important part in Canadian retailing, will be doubly hit by the import ban, since most of the supplies necessary to vending have been placed on the restricted list. All sirup, candy, cigars, cigarettes, juices and washing machines are prohibited as "non-essentials."

Canadian vending machine operators, faced with supply prices as high or higher than those prevailing in the States, will have to secure their supplies from local manufacturers.



50% Off List Price BRAND NEW—1946 PACE DELUXE CHROME BELLS

	List Price	Our Price
5c Play	\$290.00	\$145.00
10c Play	310.00	155.00
25c Play	330.00	165.00

CLOSING OUT — NEW & USED SAFE STANDS

Jockey Clubs	\$49.50	Turf Kings
Sport Kings		Long Shots

Each

Completely Overhauled

VICTORY DERBIES LIKE Chrome \$139.50

NEW Rails

New 1947
PHOTOMATIC
WRITE FOR PRICE

New 1947
VOICE-O-GRAPH
WRITE FOR PRICE

DAVAL FREE PLAY COUNTER \$19.50

GAME-NEW

MARVEL'S POP UP
Brand New\$17.50

DAVAL'S New
Mexican Baseball ..\$24.50

NEW SOLOTONE & PERSONAL MUSIC BOXES & AMPS

Write, Wire or Phone — Priced To Sell

NEW 1946 THREE BELLS \$595.00

PACE REELS	\$ 39.50	JUMBO PARADES	\$ 49.50
SILVER MOONS	59.50	GALLOPING DOMINOS	110.00
SILVER MOONS, F. P.	69.50	4 BELLS, 5-5-5-25	110.00
4 BELLS, 5-5-5-5	100.00	SUPER BELLS, 5-5	129.50
SUPER BELLS, 5-5-5-25	159.50	SUPER BELLS, 5-25	149.50

1/3 Deposit — Balance C. O. D.

BUSH DISTRIBUTING Co.

257-9 PLYMOUTH AVE. • All Phones GE.0325 • MINNEAPOLIS, MINN.

BEN RODINS IS
DELIVERING
NOW →

CONTACT US FOR PRICES

AVAILABLE NOW

All the Latest USED GAMES

CHECKED • SCRAPED • CLEANED

United's SINGAPORE
Chicoin's SEA-ISLE
Exhibit's TALLY-HO
Bally's WILD LEMON
Bally's DOUBLE-UP
Bally's JOCKEY
SPECIAL

MARLIN

AMUSEMENT CORPORATION

District 1625 412 9th Street, N. W.
WASHINGTON, D. C.

WARNING

DON'T OVERLOOK THESE BUYS

Mills Originals:

Blue Fronts	\$ 50.00
Cherry Bells	60.00
Hand Loads	80.00
Black Cherries	120.00

Brand New Downey-Johnson Coin Counter

Brand New Master Changer, 4-Tube

Coin Dispensers

1/3 Deposit, Balance C. O. D.

Hawkeye Sales Company

258 Highland Drive, N. W.
Cedar Rapids, Iowa

OPERATORS, SAVE MONEY

USED GAMES

Baffle Card	\$84.50	Suspense	\$54.50
Crossfire	110.00	Tornado	99.50
Dynamite	64.50	Victory	17.50
Gold Ball	149.50	Special	199.50
Midjet Racer	39.50	Arizona	15.00
Sea Breeze	54.50	Big Parade	15.00
Stage Door	39.50	Major '41	15.00
Canteen	39.50	Miami Beach	15.00
Surf Queens	39.50	Zig Zag	15.00

1/3 Deposit, Balance C. O. D.

ALSO DELIVERING ALL LATEST GAMES
Write, Wire, Phone for Prices.

KERTMAN SALES CORPORATION

575 Clinton Ave., No. Rochester, New York
Main 2507

Going Out of Business

25 BRAND NEW TEST QUESTS

(Combination Gripper and Question and Answer Machine.)
Legal Anywhere. Write for Price.

5 1947 STREAMLINER PHONOGRAPH STANDS

(Brand New)

\$22.50 each, while they last.

Baum Distributing Co.

2332 Locust St., St. Louis, Mo.
Phone: Central 3045

Herb Jones Hypos Cancer Fund Drive

CHICAGO, Nov. 22.—Herb Jones, vice-president and advertising manager of Bally Manufacturing Company, is not content with only putting his shoulder to the wheel in backing the Damon Runyon Memorial Cancer Fund drive, but he's determined to make that wheel spin.

Currently, Jones is sending out a card to all Bally distributors urging them to each contribute another dollar to the fund. To date, they have given a total of \$9,950 to the cause, and as Jones puts it: "Just one more buck from each will make it an even \$10,000."

Florida Businessmen Plan Tax Discussion

JACKSONVILLE, Fla., Nov. 22.—General sales tax, one of the top issues facing Florida business firms, will be the main topic in St. Petersburg December 1 and 2, Harold Colee, the group's executive vice-president, announced.

He stated that the many legislative clouds that hung over the 1947 Legislature are sure to come up again when the next meeting of State solons takes place. Colee added that the chamber meet will stress taxation matters "because any business that is not thoroly acquainted with impending levies is sure to feel the pinch."

Colee said that in no time in his memory has Florida business been faced with problems of greater magnitude, but took comfort in the fact that both Washington and Tallahassee are receptive to suggestions from business interests.

James Rhines Joins United Mfg. Staff

CHICAGO, Nov. 22.—Lyn Durant, head of United Manufacturing Company here, announced this week the appointment of James Rhines to the United experimental department staff.

Rhines, a graduate engineer from the University of Michigan, has had considerable experience in the field and mechanical, industrial and product designing. He was formerly employed by the Rudolph Wurlitzer Company in both North Tonawanda, N. Y., and De Kalb, Ill.

OPERATORS WANTED FOR NEW COIN OPERATED TYPEWRITER

Territories open in INDIANA, WISCONSIN, ARKANSAS, KANSAS and NEBRASKA
HOWARD MACHINE PRODUCTS CO.
 2754 Diversey Blvd., Chicago, Ill.
 Phone: EVERGLADE 1844

A Word to the Wise MR. DISTRIBUTOR:

If you can buy 25 or more brand new Columbia Twin Jackpot Bells for cash . . . phone Ed Hanson collect at Chicago—Randolph 2807—for a very special deal.

GROETCHEN TOOL & MFG. CORP.
 126 N. Union Ave., Chicago 6, Ill.

Conn. Governor Asks Amendment for 3% State Sales Tax

HARTFORD, Conn., Nov. 22.—Because State sales and use tax collections were returning much more than expected, Governor McConaughy convened the Connecticut Legislature here Friday (14) in a move to amend the 3 per cent levy.

Tax, which became effective July 1, brought in \$9,523,000 during its first three months, a figure equivalent to more than \$36,000,000 annually. Local tax observers believe that the first quarter was actually less than what the average quarter will prove to be if the tax remains as is. They explain that if it had not been for much pre-tax buying, the total return for the quarter would have reached approximately \$11,000,000. Official estimate of revenue to be derived from this tax when passed in the Legislature here was about \$26,000,000 yearly.

Indications are that if the move to have the tax cut or amended is successful, several additional items will be placed on the exempt list, particularly tobacco products.

Hotels Branching To Suburban Spots

NEW YORK, Nov. 22.—New hotel construction, during the next quarter century, will center outside of crowded metropolitan districts and be spotted in suburbs and on highways between cities, according to J. Leslie Kincaid, president of American Hotels Corporation.

Commen, having found hotel lounges and arcades good locations for their equipment, will follow closely the trend in this type of construction. As the new buildings are predicted to follow the ultra-modern motor court pattern instead of the skyscraper type, even greater use may be made of coin machines in such buildings. Kincaid, in a report to his corporation's 25th anniversary commemoration, indicated that future hotel buildings would follow the sprawling, horizontal type because of soaring building costs that prohibit multiple level structures; former would be built at one-third the cost of the skyscraper building.

Existing hotels, Kincaid stated, are now in the midst of a \$1,500,000 modernization program.

Wohlman Resigns Job As AAMONY Official

NEW YORK, Nov. 22.—Sol Wohlman, president of Pan Coast Distributing Company, Inc., resigned this week as financial secretary and member of the board of directors of the Associated Amusement Machine Operators of New York (AAMONY), to join the recently organized Coin Machine Distributors of New York (*The Billboard*, November 1).

Wohlman was one of the founders of AAMONY, which, during its formative period, used Pan Coast as its business office.

Miami Pinball Ops Show Co-Operation

MIAMI, Nov. 22.—Co-operating with Miami Beach parent-teacher organizations, pinball game operators there have instituted measures to bar play on their games to school children.

Locks for machines have been provided which will keep the games out of use between 11:30 a.m. and 1 p.m. and from 3 to 4 in the afternoon, periods during which children have reportedly been spending lunch money to play pin games.

90% Self Cleaning and Clog Proof That's the CHAIN DRIVE Coin Chute

FOR ALL MODELS OF MILLS MACHINES

The GREATEST improvement since the BELL was invented

MADE ONLY IN 5c-10c-25c PLAY

TESTED AND PROVEN ON ALL TYPES OF LOCATIONS FOR 2 YEARS.

Can be installed right on location in 5 minutes.

MODEL A

Fits All Escalator Mills Machines Up to the Jewel

MODEL B

Fits the New Jewel Bell

- Won't Take Steel Slugs • Cannot Clog or Jam
- Throws Out Bent Coins • Coins Cannot Shingle
- Won't Take Any Coin Thicker Than a Good Coin
- Eliminates 99% of All Coin Chute Trouble Calls
- 90% Self Cleansing
- All Wearing Parts Hardened
- Will Outwear 2 Machines
- Can Be Changed From One Machine to Another
- No Cutting—No Drilling—No Filing
- Fits Right in Place of Old Chute
- Self-Adjusting to Mechanism



"ALL SAMPLES" \$35.00

Your money back in 10 days if it does not prove what we claim. \$10.00 deposit, balance C. O. D., or full amount with order and we will ship prepaid.

10 DAYS' FREE TRIAL — 1 YEAR GUARANTEE

VALLEY SPECIALTY CO., INC.

550 N. CLINTON AVE.

ROCHESTER 5, N. Y.

"20 YEARS OF COIN MACHINE MANUFACTURING"

WISE OPERATORS DEMAND NEW GAMES EQUIPPED WITH HEATH'S Feather Touch COIN CHUTE

It does not take pennies. Gives little trouble, lasts indefinitely. Its beauty enhances any game. Players love *Feather Touch*; it does not bruise their thumbs. Request your distributor today to have his machines *Feather Touch* equipped.

Wire for sample, \$3.95 each

DISTRIBUTORS: Write for special deal

HEATH DISTRIBUTING CO.

217 THIRD STREET

MACON, GEORGIA

Phones: 2681-2682



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



L. A. Sanitation Conference Mulls Vender Regulations

(Continued from page 152)

shall be done at least every 60 days.

Water filters or other water conditioning devices that need to be opened or taken apart for cleaning or replacement of element shall be removed and cleaned, serviced and given a sanitizing treatment at the plant as often as is found necessary by the health officer. Their interiors shall not be serviced at the place where the machine is installed.

All machines shall be designed so the water and ingredients can be readily added in a sanitary manner and without introducing contamination. Openings in tanks and containers shall be protected by leak-proof rims or lips and tight-fitting overlapping covers so no moisture or leakage on the surface or top can enter the tank or may contaminate any part coming in contact with the ingredients or the drink containers. The health officer shall allow a reasonable time for the installation of leak-proof rims.

All machines shall be so designed that cups and utensils can be added directly from the original wrapping or container without handling the surface of such cups. All cups shall be protected against dust, leakage or other contamination.

No container for waste cups shall be installed or used in a machine. Self-closing, water-tight, readily cleanable and plainly labeled and designated waste containers shall be kept adjacent to each machine.

Drip containers located within the machine shall be readily removable for cleaning. Machines shall be equipped with adequate features to prevent overflow by mechanical or electrical failure.

Water supply inlets shall comply with all health and plumbing regulations pertaining to cross-connections and back-siphonage.

Electrical connections and devices shall comply with all applicable electrical and fire-prevention regulations.

Should it be found that a machine has become infested with vermin the health officer shall cause such machine to be placed out of service until he is satisfied provisions have been made to prevent entrance or access of vermin to the machine. The health officer may also require correction of the cause of such infestation on all machines of similar construction.

Each machine shall be filled only with ingredients bottled or placed in closed, sanitary containers at a "food products establishment," except that potable water may be added thru an approved water connection to the machine, or be carried in a sanitary container from an approved tap near the machine.

Health officer shall be enabled to make unannounced inspections of the interior of the machines at all reasonable hours. This will involve assigning a specialist inspector to accompany a company representative on inspections of locations designated by the inspector. Arrangements will be made on short notice, to provide principle of unannounced inspections.

For each location there shall be designated, in writing, a responsible person who shall place the machine out of operation whenever it fails to properly deliver a drink or whenever a written notice by the health officer requires that the machine be taken out of operation because of violation of these rules and regulations.

A permit will be required for the operation of machines on the following basis: (a) Each "food products establishment" shall pay \$10 or more per year as classified in Section 31.12, and (b) for each machine location, a separate permit as a "sandwich stand" (fee \$5, as required by Section 31.12) shall be applied for and obtained.

Any decision to come out of the conferences will be based upon these regulations. However, further research will be made to determine the most effective methods of cleaning machines, frequency of cleaning, efficiency of germicidal lamps, methods of repelling insects and for generally improving sanitary design and maintenance. The health department said that it believed these standards provided reasonable health protection but that the regulations are subject to change as additional information becomes available.

The regulations, altho tentative, were approved by Dr. George M. Uhl, head of the department.

Approve Measure To License Mchs. In Md. County

(Continued from page 144)

amusement or gain, the operation of which requires the insertion of a coin or token, and the result of whose operation depends, in whole or in part, upon the skill of the operator whether or not it affords an award to a successful operator, shall obtain a license from the clerk of the Circuit Court for Baltimore County to do so and shall pay therefore the sum of twenty-five dollars (\$25) for each such machine or device, for which a fee of five cents (5c) or more is charged for the operation thereof;

"And to require that during the year 1948 every person, firm or corporation selling or offering for sale within Baltimore County, thru coin-operated machines, any articles, goods or merchandise, except cigarettes, newspapers, magazines, paper cups, paper or cloth towels, soap, toilet seat covers, postage stamps or sanitary napkins, shall obtain a license from the clerk of the Circuit Court for Baltimore County to do so and pay therefor ten dollars (\$10) for each machine charging five cents (5c) or more for merchandise;

"And to require that during the year 1948, every person, firm or corporation keeping, maintaining or operating within Baltimore County, any console machine, shall obtain a license from the clerk of the Circuit Court for Baltimore County and pay therefor twenty-five (\$25) for each machine;

"And to require that during the year 1948, every person, firm or corporation keeping, maintaining or operating within Baltimore County, any shuffle board, shall obtain a license from the clerk of the Circuit Court for Baltimore County and pay therefor twenty-five dollars (\$25) for each board. The clerk of the Circuit Court for Baltimore County shall pay over monthly to the treasurer of Baltimore County the amounts collected for such license fees for expenditure as a part of the general funds of said county."

Another bill, titled Senate Bill No. 36-X (The Billboard, November 15), also has passed both houses and has been approved. This legislation authorizes county commissioners of St. Mary's County to pass on the legality of coin-operated equipment upon which a 5 per cent gross receipts tax was imposed earlier, and to set license fees upon such machines. Before the provisions of this act can become effective, however, the legislation will be passed upon by voters of St. Mary's County at a special election to be held December 9, 1947.

A maximum license fee of \$50 is designated for any machine, in addition to the 5 per cent gross receipts tax.

You'll have fewer
out-of-order calls
with a Jennings!

O. D. Jennings & Co. 4309 W. Lake St.
Chicago 24, Ill.

EXCLUSIVE DISTRIBUTORS

EASTERN PENNA., SOUTHERN NEW JERSEY, DELAWARE
AND EASTERN SHORE MARYLAND AND VIRGINIA

MILLS INDUSTRIES, INC.—

Constellation Phonograph, Ice Cream Freezers,

BELL-O-MATIC CORP.—

Black Cherry Bell, Golden Falls Bell, Jewel Bell,
"QT" Bell, and Three Bells, Vest Pocket Bell

THE BERT MILLS CORP.—Hot Coffee Vendor

CHICAGO METAL MFG. CO.—

Single, Double, and Triple Safe Cabinets, and Safe Stands



KEYSTONE PANORAM CO.

2540 W. HUNTINGDON ST., PHILADELPHIA 32, PENNA.
BALDWIN 9-5468

COME TO HEADQUARTERS
FOR THE LATEST MODELS
SLOT MACHINES

BOUGHT, SOLD AND EXCHANGED
SEND FOR CATALOG

QUICK, EFFICIENT SLOT MACHINE REPAIRS

BAKER NOVELTY CO. 1700 WASHINGTON
CHICAGO 12, ILL.

New Markets Avail Cocoa For America

Fernando Po Sells Lot

CHICAGO, Nov. 22.—Cocoa continued to hold the candy supply spotlight this week as imports of the scarce commodity arrived in this country from new areas.

Higher prices were attributed as the cause for shipments from areas which have not been regular cocoa suppliers to the U. S. Included in the cocoa purchases made this week were some 2,000 tons of cocoa beans from Fernando Po, a Spanish island off the coast of Nigeria, West Africa, while offerings were received from Jamaica this week for the first time since before the war.

There was also business reported in Haiti cocoa scheduled for November shipment. However, despite offerings from producing sections other than the usual Brazil and African markets, cocoa prices are continuing to remain at all-time highs.

In the spot market average price being quoted was 50½ cents per pound. Some types ran as high as 53 cents per pound. Spot dealers, however, are skeptical whether high prices now being paid for cocoa will hold up in the light of increasing shipments from new sources.

Altho at present all but a small percentage of cocoa imports come from the Brazil and British-controlled African sources, the possibility of development of new fields looms as a distinct factor in the situation.

American cocoa users have long been at work on development of new sources of supply (*The Billboard*, November 15).

England Ponders U. S. Cocoa Price

NEW YORK, Nov. 22.—Cocoa shortage in the U. S. appears to be creating a stir in England. A report from London has it that local interests are wondering what will be the reaction of the American consumer to the stratospheric prices of cocoa beans.

English concern over the attitude of the American buyer is based on fact that the present cocoa situation is an outgrowth of the commodity's control by British and Brazilian governments. Discussing the international aspects of cocoa, one British official states: "First offers of this season's West Africa cocoa crop have been offered in New York at a price about five times what would have been considered reasonable before the war." Actual increase in the bean's price since January 1, 1941, has been 823 per cent as of October 15.

National Confectioners' Association (NCA) president, Philip P. Gott, declared that the huge price rise in cocoa beans can be attributed to three causes: shortage of supplies, monopoly marketing practices by British and Brazilian governments (which control two-thirds of the world's cocoa supply), and greatly increased demands from the U. S. and other countries.

Elkin Gets Parking Meters

ELKIN, N. C., Nov. 22.—Installation of 200 parking meters has been completed in the downtown business section. City officials say they hope this will eliminate the acute parking problem here.

Popcorn Growers Continue To Renege on 1947 Crop Contracts

CHICAGO, Nov. 22.—Popcorn growers thruout the nation are continuing to back down on contracts for the 1947 popcorn crop, popcorn firms attending the National Association of Popcorn Manufacturers (NAPM) convention at the Sherman Hotel here this week report.

In the most out-and-out case of contract renegeing, a settlement was finally reached between the Central Popcorn Company of Schaller, Ia., and popcorn growers in the Murray, Ky., area. The Murray farmers had met earlier to demand the higher market prices for their crop rather than \$2.90 and \$3.00 per 100 pounds which their contracts with Central called for. (*The Billboard*, November 1.)

In order to assure deliveries, Central finally agreed to pay \$4.80 per 100 pounds for hand picked popcorn and \$5.00 per 100 pounds for machine picked corn, rather than take the contract-breaking to court and force delivery at the lower prices specified in the written agreements.

Action of the Murray farmers was brought about by offers made by the W. H. Broach Company, representing an unnamed Texas popcorn firm, of \$5.75 and \$6.00 per 100 pounds for spot delivery. Because of the wide difference between the spot price and contract prices, 300 popcorn growers met in Murray October 16 to protest the situation.

Central had already contracted to resell much of the Murray popcorn and was forced to arrange changes in those contracts in order to meet the new payment offer, firm representatives at the NAPM show said.

Firms who are buying at the current market price say that they are having to pay at least double for the same quality corn as they bought last year.

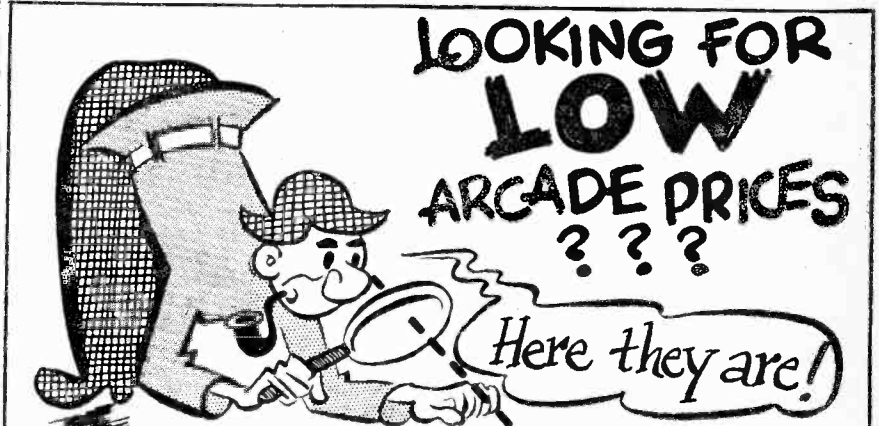
In spite of price difficulties, how-

ever, popcorn firms say that they expect to be able to fill the entire popcorn demand during the coming year and that the higher prices are not expected to price popcorn out of the market.

Moffitt Sales Moves Offices to Richmond

RICHMOND, Va., Nov. 22.—Moffitt Sales Agency, distributors of automatic merchandising equipment, this week announced the moving of firm offices from Newport News to this city.

Headed by A. R. Moffitt, company's new address here is 300 North 25th Street.



SHAFFER RECONDITIONED BUYS All ready for Location ARCADE EQUIPMENT

Photomatic, Late 1942 Model	\$400.00
Exhibit "Rotary Merchandiser"	199.50
Genco "Total Roll"	199.50
Undersea Raider	89.50
Genco "Whizz"	45.00
A.B.T. Challenger (Post-War)	27.50
Skill Thrill	24.50
Genco "Pee Wee"	24.50
Gottlieb "Grip Scale"	19.50
Whirl-A-Ball	19.50
Marvel "Pop Up"	14.50

WRITE FOR PRICES ZODI "FORTUNE TELLER" VOICE-O-GRAPH

TERMS: 50% CERTIFIED DEPOSIT, BALANCE C. O. D. All Items Offered Subject To Prior Sale.

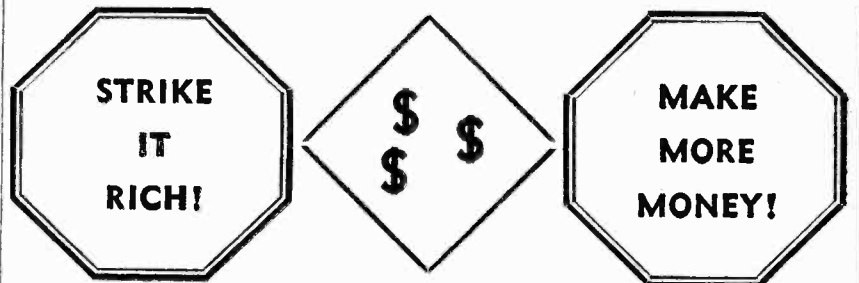


SHAFFER MUSIC COMPANY

606 South High St.

Columbus 15, Ohio

PHONE: MAIN 5563



Williams

BONANZA

A great 5-ball game with extra special Bonanza feature and premium feature

- High score of 5,000,000
- Intriguing—different
- Available at once

Write, wire or phone us today!

EASTERN SALES COMPANY

2011 Main St. East • Rochester 9, New York • Phone: Culver 5278

Excessive Rain Cuts South's Peanut Crop

ATLANTA, Nov. 22.—Prolonged rainy weather has caused extensive damage to the South's peanut crop, especially in the Georgia-Florida-Alabama area, the Production and Market Administration (PMA) announced.

Government agency stated that unusual weather in the tri-state region had resulted in costly damage to both Spanish and runner stacks still in the field. Some damage to peanut kernels and considerable discoloration of hulls had been reported earlier in the Virginia-Carolina area.

Currently, crop picking in both areas is at a standstill, PMA said, and unless favorable weather arrives immediately many mills in the Carolina area would be closed due to a shortage of farmers' stock peanuts.

Shipping point sales and quotations for Virginia type peanuts were mostly 17½ to 18 cents for cleaned jumbos, 15¼ to 16 cents for shelled extra large.

Cig Tax Receipts in Fla. Up for Quarter

TALLAHASSEE, Fla., Nov. 22.—October cigarette tax returns totaled \$1,003,212, a drop of 1.56 per cent from the \$1,018,916 returned for the same period a year ago, James Vellece, State beverage director, announced.

Cigarette revenue for the four months ended October 30 totaled \$3,881,748, 4.74 per cent above the amount collected in a like period in 1946.

Ice Cream Men Seek Butterfat Stability

MIAMI BEACH, Fla., Nov. 22.—International Association of Ice Cream Manufacturers (IAICM) thru its definitions and standards committee is making every effort to bring about a minimum butterfat standard of 10 per cent and 8 per cent for ice cream, Ridgway Kennedy Jr., of Abbots Dairies, Inc., and chairman of the committee, announced at the recent IAICM convention here.

He pointed out that his committee has had several meetings already with the Federal Food and Drug Administration regarding standards for frozen dairy foods, with the government body leaning toward 12 per cent and 10 per cent minimum standard for ice cream. Kennedy also disclosed that the federal body does not favor an ice milk standard.

In his report to the association Kennedy said: "The representatives of the Food and Drug Administration have indicated that they are ready and anxious to complete the job of establishing the federal standards for ice cream, and your committee is working valiantly to come thru with a set of standards that will permit us to continue to operate profitably and continue to grow toward our billion dollar goal."

Biz Barometer

WASHINGTON, Nov. 22.—A higher-than-usual gain in employment during the month of October was reported here this week by the Department of Commerce.

According to the department report, there were more than 59,000,000 persons in civilian jobs during the month. Industrial employment was up 2,200,000 from October, 1946. Agricultural employment, however, was unchanged from a year ago.

Returns Given on New Minn. Cig Tax

ST. PAUL, Nov. 22.—New Minnesota cigarette levy that went into effect here July 1 yielded \$2,316,249 during its first three months of operation, according to the State auditor's report covering that period. At the same time the report stated that Minnesota income reached an all-time high, surpassing the previous mark by almost \$5,000,000.

For October new cigarette tax returned \$699,642, bringing total State cigarette revenue since June 30, 1947, to \$3,015,891.

Confectionery Sales Ahead of '46 High Mark

WASHINGTON, Nov. 22.—Nine-month report on candy sales thruout the nation indicates that last year's all-time high of \$687,000,000 will be surpassed with something to spare. For the first three-quarters of 1947 preliminary reports by the U. S. Department of Commerce showed that candy sales totaled \$620,000,000, compared with \$450,000,000 for the same period a year ago.

Most recent study of manufacturers' sales disclosed that for September alone, 288 candymakers sold \$67,765,000, a 50 per cent gain over the previous month and a 53 per cent increase in sales over September, 1946. Same manufacturers have accounted for \$505,641,000 of the nine-month 1947 total, a 38 per cent gain in dollar volume over an identical period a year ago.

Poundage Sales Up

Of great encouragement to candy producers is the fact that poundage sales are currently showing consistent gains over last year. For the nine months ended September 30, 1947, candy poundage amounted to 1,041,375,000 pounds compared with 990,824,000 pounds for a like period in 1946, an increase of 5 per cent.

Dollar sales during September of chocolate manufacturers soared 79 per cent, while manufacturer-wholesalers were up 49 per cent and manufacturer-retailers made a 9 per cent gain. On the seasonal gain scorecard, all three departments showed rises in September over August.

Over-all picture on candy dollar sales for the 1947 three-quarter mark indicated the following gains: Manufacturers, 53 per cent; manufacturer-wholesalers, 36 per cent, and manufacturer-retailers, 13 per cent.

Of the manufacturers reporting, the Atlantic region extending from New York to Florida contributed 91 reports, with the East North Central area, including Illinois, Michigan, Ohio, Indiana and Wisconsin, turned in but four reports, the lowest of the seven regions reporting.

Boston Coinmen Receive Praise

BOSTON, Nov. 22.—Boston coinmen have recently received a great deal of praise from various quarters for their wholehearted co-operation in fund drives by charitable organizations.

At present local distributors and operators are plugging hard for the Damon Runyan Memorial Fund for Cancer Research. During the past week an additional \$10,000 was pledged to the fund at a meeting of coinmen from the Greater Boston area.

In addition, local coinmen have won high praise for their heavy contributions to the Community Fund and the Children's Hospital Medical Center.

Candy Groups Discuss Cocoa At N. Y. Meet

NEW YORK, Nov. 22.—Cocoa bean supply situation was the major point of discussion at a conference here last week of members of the executive committee of the Association of Cocoa and Chocolate Manufacturers of the United States and a special committee of the National Confectioners' Association (NCA).

During the conference, it was disclosed that the International Emergency Food Council has estimated that 1947-'48 crop will yield about 644,450 long tons of exportable cocoa supplies, which is almost 50,000 long tons short of pre-war supplies.

One of the featured speakers of the meet was Clive C. Day, president of the cocoa association, who outlined the comprehensive research work now in progress under the sponsorship of the American Cocoa Research Committee. In co-operation with the Pan-American Union, this committee is fostering an extensive program to combat parasitical infestation, and thus increase the yield per tree, and to develop new sources of supplies, Day said.

List Committee

Robert H. W. Welch Jr., of James O. Welch Company, served as chairman for the confectioners' committee which consisted of the following: Charles F. Haug, Mason Au & Magenheimer; Herman L. Heide, Henry Heide, Inc.; Louis L. McIlhenney, Stephen F. Whitman & Son; Theodore Stempfel, E. J. Brach & Sons; Russell Stover, Russell Stover Candies; J. H. Tatigian, Peter Paul, Inc., and Philip Gott, NCA president.

Among those representing the cocoa association besides Day were A. M. Ferry and Gordon Peyton, the group's secretary and counsel, respectively; John Bachman, Bachman Chocolate Manufacture Company; H. Russell Burbank and A. A. Singer, Rockwood & Company; Howard O. Frye, Walter Baker & Company; L. W. Major, Hershey Chocolate Corporation; August Merckens, Merckens Chocolate Company; Charles H. Shumacher, A. N. Stollwerck, Inc., and John Whittaker, of Peter Cailler Kohler Swiss Chocolate Company.

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Mercury Steel Co. Names Ill. Distrib

DETROIT, Nov. 22.—Mercury Steel Company has appointed the Kildare Novelty Company here as distributor for the Mercury Athletic Scale in Illinois, C. L. Skidmore, Mercury sales manager, announced.

Manufacturing concern is headed by Edward A. Gorney and Chester Rosinski. Tho the firm is concentrating its production on scales, development of a number of machines is also being undertaken.

Firm's scale is not a weighing scale, but has three plays for lift tests, six plays for wrist tests, four plays for grip or knuckle tests and two plays for muscle tests (old Indian wrestling). Each test requires one penny.

Machine has a polished solid aluminum base. Kick plates are bright chrome finish, handles and trimming are chrome and polished aluminum. Dial is of unbreakable glass with a wrinkle finish background.

RECORDS MOST-PLAYED ON THE AIR

(Continued from page 26)

- | | | | |
|---|---|-----|--|
| 3 | — | 14. | THE WHISTLER...Sam Donahue (Shirley Lloyd).....Capitol 472—BMI (Tommy Dorsey (Gordon Polk), Victor 20-2552; The Modernaires, Columbia 37920) |
| 9 | 7 | 15. | NEAR YOUElliot Lawrence (Rosaland Patton).....Columbia 37838—ASCAP |

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Candy Op Runs Test on 6-Cent Operation; Dollar Volume Up

CHICAGO, Nov. 22.—Rising candy bar prices, causing much pro and con debate on continued sale of nickel bars thru venders, have spurred at least one local operator to seek a workable solution to the problem.

Bert Riel, sales manager of Vendall Service Corporation, this week revealed his firm was in process of making a test run of a 6-cent bar price in one of its machines. "If final results show satisfactory acceptance of the increased price, we will change over most, if not all, of our units. So far, there is no indication of consumer resistance," Riel said.

Six-Week Test

First 6-cent machine was installed six weeks ago. Unusual angle to the installation was that while it was placed next to a regular unit vending nickel bars, the penny increase did not prevent the machine doing an even larger dollar volume of business than that done by the straight 5-cent unit. Riel explained that, while top-pulling bar brands were stocked in the 6-cent vender, well-known but slightly less popular bars were placed in the nickel machine. Packages of gum were kept in the latter unit. In no case was the same product used in the two machines.

"From all appearances, if both venders were on 6-cent operation, gross intake would be proportionately higher," Riel states. Test machine, which is installed in a railroad yard, has seemed to indicate that the act of placing a second coin in a vender does not act as a damper on sales. Employees questioned as to their reaction to the new price in most cases stated they did not let it stop them from making purchases; reaction was that they more or less expected to pay the higher price. "Candy counters charge six or even 7 cents, so how can a machine give you a cheaper price?" was the consensus of their remarks.

Single Coin Entrance

Riel said that they are using a single coin entrance, 6-cent coin mechanism that was developed and first shown by Vendall Company at the CMI convention in February this year. Both pennies and nickels go thru slug rejectors. As either coin may be deposited first, new price creates no confusion for the patron. Sign placed on the vender in-

forms customer of the 6-cent price, specifying that only a nickel and penny will operate machine. Use of pennies alone will not operate mechanism; after third penny is deposited additional pennies are rejected. First three coins are returned upon patron pressing coin return button. Unit is so constructed that it can be switched to straight 5-cent operation with one adjustment, made without removing from the cabinet.

According to Riel, 6-cent candy price seems to be the answer to increased costs of merchandise, etc., now borne solely by the operator. Since candy manufacturers, distributors and jobbers have advanced prices with rising raw material costs, it should not be expected of the vender operator to alone bear the loss entailed in maintaining the nickel candy bar price, he feels. Main thing for the successful vending of the 6-cent bar is that good merchandise should be offered at all times, he adds.

No Dime Operation

Dime bars are out as far as venders are concerned, Riel declared. Thus the only real recourse to offset rising costs is the penny increase on the nickel bar. "Another price increase by the candy manufacturer will make the 6-cent price mandatory if operators wish to continue in business," he states.

While he feels that the single test conducted so far is not enough to prove conclusively the acceptance of the 6-cent candy vender, the unexpected popularity of the one test unit at least shows what may be expected of similar installations elsewhere.

Riel is currently planning on placing additional 6-cent test units out on location.

Coin Calendar Used By Insurance Firm To Increase Sales

CHICAGO, Nov. 22.—A coin-operated calendar bank has proven an excellent sales aid for the Bankers' Mutual Life Company of Freeport, Ill., Bertram M. Colvin, Chicago supervising general agent for the insurance firm reports.

Novel bank was introduced by the firm 13 years ago and with thousands in use today is still a popular means for paying insurance premiums, Colvin said.

Has Five Chutes

Calendar bank has five coin chutes. Nickel, dime and quarter chutes are provided for daily savings. Upon insertion of one of the three types of coins the calendar advances one day. A fourth chute advances the month upon the insertion of a quarter. A fifth chute which will take any coin up to and including a quarter, is available for depositing additional coins in the bank.

Calendar banks are manufactured by Gerrett Corporation of Milwaukee, are loaned by Bankers' Mutual to people who desire to use this method of savings to meet their premium payments. The banks are used mainly for holders of juvenile policies. Holders of special \$1,000 policies can meet payments by depositing a dime a day, Colvin pointed out.

Actually the insurance company has no direct control over money deposited in the bank since a key is given to policy holders and they are free to remove the money at any time, but the method has proven a successful way to keep up with policy payments, Colvin said.

Army Curbs Black Market Cig Sales


BERLIN, Nov. 22.—Ban on mailed tobacco products, already in effect in American zone of Germany, will be extended to other occupation zones in an effort to combat the black market, B. J. Humes, American mili-

tary government postal section head, announced.

Other occupation powers, according to Humes, will put the ban in full force December 1. Following this date tobacco products sent into Germany via international mails will be confiscated.

American cigarettes sold on the black market now cost about \$100 per carton or \$10 per pack.

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PHIL BRITO (Musicraft 15117 and 517)
Kate—FT; V.
I Wish I Didn't Love You So—FT; V.
White Christmas—FT; V.
Ave Maria—V.

It's for the holiday songs that Phil Brito's intimate and expressive baritone makes for some top song selling. With a vocal ensemble added to Ted Dale's music, Brito sings from way deep down for *White Christmas*. And with full restraint, extends himself to sing a most impressive *Ave Maria*, singing it Latin and with deep religious fervor. Bringing real intimate charm to his chant, with Dale's music providing a soft and subdued background, Brito imparts full romantic flavor to the *I Wish I Didn't Love You So* ballad, taken at a bright tempo. And with a fem vocal unit on the assist, whirls it bright and breezy for *Kate*.

They'll buy the holiday sides for the parlor phonos.

RECORD REVIEWS

(Continued from page 31)

PERRY COMO (Victor 20-2545)
Two Loves Have I—FT; V.
I Never Loved Anyone—FT; V.

Singing in heartfelt manner, with the soft strings of Russ Case's music matching the lyrical mood, Perry Como caresses the wordage for both of these slow spinning ballad sides. And wraps 'em both up handily. *Two Loves Have I* was resurrected from the 1931 folios and may meet fresh response with this new release. *I Never Loved Anyone*, of current vintage, is also well-suited to Como's balladeering style.

Como fans will favor his *Two Loves* chanting.

ANN CORNELL (Sterling 3003 and 3004)
I Got It Bad and That Ain't Good—FT; V.
Why Is It So?—FT; V.
When Your Lover Has Gone—FT; V.
Mad About You—FT; V.

While the husky voicing of Ann Cornell is scaled to the torch register, her singing is without any stylized delivery or rhythmic feel to make it any degree of song selling. Skippy Williams' small rhythm band supports, but with as little spark in their syncos as in the singing. Never getting into a winning way for the wordage, Miss Cornell torches it throaty for three slow blues ballads, taking a lively beat for *When Your Lover Has Gone*.

Nothing here that makes for nickels.

BOB MANNING (Click 103)
I Understand—FT; V.
Judy—FT; V.

Until recently handling the song selling for Ziggy Elman's band, Bob Manning steps out solo. And with the Herman Chittison (piano) Trio establishing an intimate musical setting, the lad gives out with engaging romantic flavor in his baritone for both of these ballads. Makes his best impression for a smooth and easy styling of *I Understand*, altho taking it with as much ease in his delivery of the oldie Hoagy Carmichael tune in *Judy*.

I Understand will help attract attention to the troubadour.

DICK FARNEY (Majestic 7271)
I Still Get Jealous—FT; V.
The Wildest Gal in Town—FT; V.

Altho he displays no special degree of lyrical projection or individual styling in his baritone singing, the romantic warbling of Dick Farney falls easy enough on the ears without causing any undue attention. Singing in simple melodic style, with Jack Matthias providing a full musical bank, Farney takes it in better stride for the slow *Wildest Gal in Town* ballad for which the maestro sustains a rhythmic background. It's a more moderately-paced tempo for *I Still Get Jealous* from the *High Button Shoes* musical, singing it smoothly but without bringing out the infectious charm of the song or its story.

Song popularity may help bring attention to *The Wildest Gal in Town*.

JOHNNY THOMPSON (Regent 109)
Peggy O'Neil—W; V.
Sweetheart Darlin'—FT; V.

It's the straightforward commercial chanting of the sweet-toned baritone voice of Johnny Thompson, more lyrical than romantic in its ring, for both of these evergreens. And with Daniel Mendelsohn providing a soft string and woodwind background, brings a measure of attraction to the disk. Takes it at an easy three-quarter tempo for *Peggy O'Neil* for which the drummer boy interjects a clog dance effect on the drum blocks to give the spinning some nostalgic flavor. And for Gus Kahn's *Sweetheart* song, spins at a moderate tempo in sing-song style.

Peggy O'Neil returning to popularity favor may help attract some to that side.

ALAN DALE (Signature 15160)
Oh, Marie—FT; V.
So Far—FT; V.

Combining the bel canto style of the Italian street singer with the rhythmic flair of the popular songs, Alan Dale makes a marked impression with his interpretation of *Oh, Marie*. Sings it sweetly for the folk lyric in Italian and contrasts with a stanza in English phrased rhythmically as Ray Bloch's music sustains a lively pace thruout. For the flip, Dale subdues his baritone to the soft and intimate register in the singing of *So Far*, slow ballad from the *Allegro* show score, with Bloch building a colorful string and woodwind bank in the background.

Oh, Marie should gather in the coins.

DINAH SHORE (Columbia 37952)
How Soon—FT; V.
Fool That I Am—FT; V.

The balladeering of Miss Dinah rings rich in sincerity as she sings it for the tuneful *How Soon*. Adds a lilt to the lyric with Sonny Burke's smooth musical setting adding to warmth of the songbird. Equally engaging is her torch chanting for *Fool That I Am* with Burke's music again heightening the intimate charm of the chanteuse.

Dinah Shore fans will favor both sides.

RUSS MORGAN (Decca 24196)
The More We Are Together—FT; VC.
The Trail of the Lonesome Pine—FT; VC.

The silky strings and soft musical rhythms of music in the Russ Morgan manner is brought back in bringing back these two sides. And if nothing else, the spinning provides the dance urge for those taking their incentives from the sweet musical frame. It's a lively rhythmic pace sustained for the *More We Are Together*, with maestro Morgan and ensemble singing the nursery jingle. And for the *Lonesome Pine* oldie, Morgan refines the rustic rhythms, even polishing the Strads for the turkey-in-the-strawing.

For the dance spots.

BUDDY JOHNSON (Decca 48052)
Please, Mr. Johnson—FT; VC.
Stop Pretending—FT; VC.

The blues piano chording of the maestro and the sultry blues singing of Ella Johnson, with the band boys sustaining a rhythmic beat in the slow tempo while the trumpet and saxes cut in their licks, makes it still a fashionable spin for *Please, Mister Johnson*. Equally effective in the bounce frame is the mated *Stop Pretending*, with Buddy Johnson and the Mack Sisters piping it rhythmically while the alto sax and trumpet blow hot. It's a fine Harlem brand of jazz, fashioned with restraint but without losing any of the rhythmic flavor or color.

Race spots will show interest in both sides.

THE RAVENS (National 9035 and 9038)
Ol' Man River—FT; V.
Would You Believe Me—FT; V.
Summertime—FT; V.
Write Me a Letter—FT; V.

Plenty of persuasion in the harmony singing of this septet, their singing all the more compelling in the contrast of the low bass voice of Jimmy Ricks and the high tenor pipes of Maithe Marshall. Moreover, there's a trim rhythmic flair in their fashioning, most pronounced for their styling of *Ol' Man River* and *Summertime* in modern dress. Slow down to the ballad frame for *Would You*

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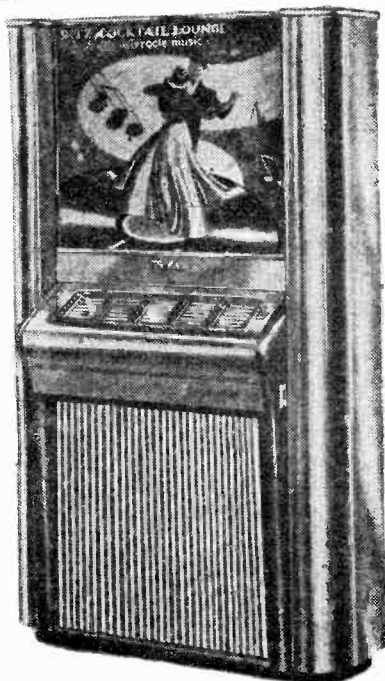
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Believe Me, with the tenor lead singing with full tenderness. Drop below par set on the other sides for *Write Me a Letter*, a rhythm race blues with the accompanying rhythm section setting forth a shuffle boogie rhythm. There's marked individuality and originality in their singing and styling, all adding up to attention-getting. Sepia spots will do well to reserve photo strips for most of these sides.

VAUGHN MONROE (Victor 20-2523)

How Soon?—FT; VC.
True—FT; VC.

Two nice tuneful ballads of sentiment, it's a pairing that's tailor-made for the maestro's piping. The fiddle section and trombones for the banks and bridges, Monroe sings it with a nice measure of tenderness for *How Soon?*, getting nice rhythmic support from the band and vocal assist from the Moon Maids. Takes it at a slower tempo for *True*, and with the gals on hand again underscores the romantic character of the tuneful ballad.

If the songs strike pay dirt, so will the sides.

LUCKY MILLINDER (Decca 48053)

Big Fat Mama—FT; VC.
Trouble in Mind—FT; VC.

A reissue of two winning rhythm blues which Lucky Millinder introduced so effectively. Still standing

up in the spin is *Trouble in Mind*, which finds the band music subdued as Rosetta Tharpe, singing to the guitar strums, shouts out the blues with a feverish pitch. It's a nice bounce beat for *Big Fat Mama*, with Trevor Bacon and the band boys giving spirited song to the Harlem jive lyric. However, the ditty and the dressing are quite faded at this late date.

Sepia spots may still want to hear Rosetta Tharpe's singing of *Trouble in Mind*.

MEL TORME (Musicraft 15118)

Ballerina—FT; V.
What Are You Doing New Year's Eve?—FT; V.

It's entirely the intimate and whispered lyrical phrasings by Mel Torme for both of these slow-spinning ballads. But without any instrumental color to frame his piping that depends entirely on delivery rather than vocal quality for the selling, Torme is virtually without support with only a rhythm section to back him up.

Hardly enough substance in this spinning to attract coinage.

BETTY RHODES (Victor 20-2559)

Put Yourself in My Place, Baby—FT; V.
Just Around the Corner—FT; V.

With the advantage of good song material and a decided lift in the colorful musical setting created by Charles Dant, the intimate chanteusing of Betty Rhodes is easy enough to take for both of these sides. Brings fresh lyrical life to the *Around the Corner* oldie, and at a more moderate pace brings out the torch qualities of the attractive *Put Yourself in My Place* ballad.

Song selections should help bring attention to the songbird.

DICK HAYMES (Decca 24225)

That's All I Want to Know—FT; V.
With the Roses in Her Hair—FT; V.

The easy lyrical flow of Dick Haymes, rich in romantic appeal, with Gordon Jenkins's music for the colorful bank, makes it attentive spinning for both of these ballad sides. Most striking is the *Roses* lullaby, a highly tuneful serenade that smacks of sunny Italy. Haymes chants it in bel canto style, with fiddles and mandolin to accent the melodic appeal. For the flip, adds a rhythmic lilt to the *All I Want to Know* ballad.

They'll get romantic with their nickels for *With the Roses in Her Hair*.

CONRAD THIBAUT (Decca 24189)

The Lord's Prayer—V.
Goin' Home—V.

The operatic tenoring of Conrad Thibault is brought back again for these two standards. With the strings and harp of Jay Blackton sustaining the musical mood, it's the full religious spirit in his singing of *The Lord's Prayer*. And just as impressive for *Goin' Home* lyric set to the large movement of Dvorak's *New World* symphony.

For the homes.

PHIL HARRIS (Victor 20-2535)

Ding Dong Daddy From Dumas—FT; VC.
Some Little Bug Is Going To Find You—FT; VC.

Two novelty selections revived here by Phil Harris, both tailor-made for his rapid-fire song delivery. His band boys sustaining a lively rhythmic pace, it's Harris's drawl ditty as he chatters his way thru *Ding Dong Daddy*. And for the flip, keeps up his chatter for *Some Little Bug*, the comedy food song on what's the use of eating that used to roll 'em in the aisles at the old-time minstrel shows.

Phil Harris fans will take this one home.

HARRY HORLICK (Decca 25256)

Silent Night—W.
The First Nowell—W.

Harry Horlick, conducting the Decca Salon Orchestra of soft and subdued strings and woodwinds, makes it pleasant listening as they concertize for both of these Christmas carols. Both entirely instrumental and unobtrusive as holiday background music.

For home play.

REX ALLEN (Mercury 6061)

I Went and Got a Bucket for My Tears—FT; VC.
Queen of the Rodeo—FT; VC.

Rex Allen does a neat job on the comedy novelty, *I Went and Got a Bucket for My Tears*, with the blonde balladeer of the *WLS Barn Dance* giving the lyrics the full humorous twist that's necessary. Lyrics of the tune are bound to sock the rustic fans in the pocketbook, for tune kids frustrated romance, a theme that has been a folk tune songwriters' bonanza for years. Reverse, an Allen original, will pack a wallop in the Western States, for it relates the story of the belle of the round-up, another favorite conversational theme.

Rex Allen will ride the juke range on this pairing.

LIDA BRODONOVA—JOHN ZAK (Standard F-7009)

I Want To Get Married—FT; V.
White Gardenias—W; V.

The folksy singing of Lida Brodonova, blending with the sweet-toned tenor voice of John Zak, and both projecting their song personality on the platter, keeps it spinning true and bright for both of these Bohemian folk songs. Singing in the native tongue with fiddles, clarinet and accordion sparking the instrumental background, it's gay and spirited singing for the lilt of *I Want To Get Married*. Contrasting, they make for a romantic twosome for the tuneful and plaintive *White Gardenias* waltz melody.

Nationality record buyers will bring this into their homes.

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DOROTHY SHAY GOES TO TOWN
(Columbia C-155)

Dorothy Shay, who lends Park Avenue sophistication to her mountain melodies, scores with her second set of hillbilly song satires which run the emotional gamut from sagebrush pathos to earthy humor. There are three kiddie songs in set, each in contrasting characters as she chants it in a forthright manner for a straight *He's the One* lullaby, a satire on backwoods slumber songs in *Mountain Lullaby*, and with biting humor for the saga of the kid who went to kingdom come via the plumbing in *The Drainpipe Song*. The sophistication of the farmer's daughter comes in for *Just a Friendly Feeling* and *It's the Little Things That Count*, with a dash of spice added in her singing for *The Style To Which I'm Accustomed* and *With a Little Indiscretion on the Side*. A drinking ditty, *Agnes Clung*, wraps up the waxings in handy fashion. Mischa Russell provides the music to frame her per-

sonality piping in show style. Photo of Miss Dorothy in sparkling evening dress dresses up the cover for this four-record package, inside cover remaining blank.

HIGH BUTTON SHOES (Victor K-10)

The musical comedy already in the hit class, this original cast cutting of the song favorites from the *High Button Shoes* gives the label a show set of four records that will go great guns with the theatergoers. However, for those who haven't seen the show, entrenched in New York for a long run, the dishing holds no special significance unless some of the show songs take a decided spurt up the hit parade ladder. Moreover, since the musical is even richer in eye appeal

which the wax cannot capture, it's still spinning that the show crowds will seek out first. Nanette Fabray, joined by Jack McCauley, cuts the two most familiar tunes from the score, projecting her vibrant song personality for the polka-styled *Papa, Won't You Dance With Me?* and the tuneful rhythm ballad, *I Still Get Jealous*. The romantic baritone of Mark Dawson, with Lois Lee making for the lyrical love interest, make it meaningful for *Can't You Just See Yourself?* and *You're My Girl*, both attractive lullabies. The *Get Away For a Day* waltz melody gets lilting lyrical treatment from Jack McCauley and Johnny Stewart; and the patter piping of comedian Phil Silver, with the other specialists assisting, sells it strong for the novelty specialties of the score in *Nobody Died For Dear Old Rutgers*, *There's Nothing Like a Model "T"* and *On a Sunday by the Sea*. The show orchestra and chorus, directed by Milt Rosenstock, add show flavor to each of the sides. And while the needling offers little of the nostalgic flavor and color of the musical, it still adds up to a spinning delight for the folks favoring two seats on the aisle. Records shipped without album jacket for review.

SCHUBERT: UNFINISHED SYMPHONY —
Bruno Walter: Philadelphia Orchestra (Columbia MM-699)

The most popular and everlasting of the symphonies, Schubert's *Symphony No. 8 in B Minor*, the *Unfinished*, is excellently recorded by the Philadelphia Orchestra with Bruno Walter on the podium giving full understanding to the lyrical and poetic masterpiece. It's a new recording, spinning over three 12-inch records. And for those late in getting their classical categories started, this is an important starting set. Symbolic figures embellish the title page with photo of the conductor and notes on the music filling the inside page.

BEEHOVEN: APPASSIONATA—Rudolph Serkin (Columbia MM-711)

A compelling and highly emotional composition that captures the spiritual grandeur of the composer, Beethoven's *Sonata No. 23 in F Minor*, more familiar as the *Appassionata Sonata*, provides pianist Rudolph Serkin an excellent vehicle to display his technical brilliancy and imaginative qualities for interpretation. Serkin concertizes alone for three 12-inch records and the spinning spellbinds the listener. Makes for an important contribution to the classical shelf of piano music on record. Tintype of the composer and the piano graces the title page, inside cover kept blank.

MORTON GOULD SHOWCASE
(Columbia MM-706)

The lush string harmonies designed by Morton Gould, blending a pronounced rhythmic pattern with tonal colors rich in symphonic overtones, makes for a pleasant listening package for eight orchestral 12-inch sides. Gould applies his scoring skill for eight popular melodies, and makes it an instrumental gem for each in *Two Guitars*, *The Birth of the Blues*, *The Peanut Vendor*, *Blues in the Night*, *Limehouse Blues*, *Georgia on My Mind*, *Begin the Beguine* and *Masquerade*. All makes for restful and relaxed listening without ostentation in the spinning. Cover a colorful title page, inside cover kept blank.

TORCH SONGS BY DINAH SHORE
(Columbia D-1)

The first in a new series of folded soft-back envelope albums, the spinning brings back four torch tunes recorded before by Dinah Shore.

While hardly the best examples of torch songs in the music folios, Miss Dinah is at home for each of the songs, singing them with full expressive feeling. Titles take in *St. Louis Blues*, *Tess's Torch Song*, *Bill and When a Woman Loves a Man*, and it will take the songbird's personal magnetism rather than the selections to attract buyers to the record counters. Envelope attractively designed with a heart motif for the title page, full page photo of Miss Dinah for the inside page and notes on the needling for the inside back page.

CHRISTMAS CAROLS—Dick Leibert (Victor P-196)

Dick Leibert, playing the Radio City Music Hall organ, provides the musical inspiration for a community sing with a medley of 16 Christmas carols spinning over the four records in the set. Word sheets included with the set, making the package attractive for home buyers. Winter holiday scene makes for the cover attraction, inside page kept blank.

(Continued on page 178)



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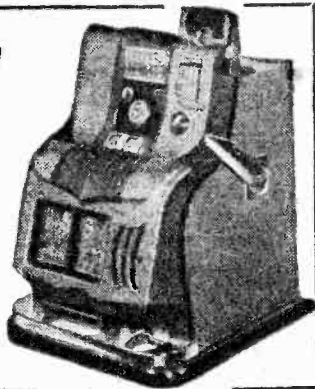
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ALBUM REVIEWS

(Continued from page 176)

Inside page carries photo of the bandmaster and notes on the needling. Part of the platter profits will go to the Salvation Army.

KANKIE AND THE CONCERTINA
(Columbia MJ-39)

A soft-back, two-record set that holds the fascination of the moppets as it spins out the delightful story of Kankie the Kangaroo and his finding a concertina which enabled him to leap higher than his father and at the same time get into jungle mischief that almost proved serious to his hide. Story is an original by explorer Cyril von Baumann and Fred Essex with David Allen a most convincing narrator in holding the attention of the listener as well as

playing the parts of the sprightly Kankie, his more sedate Pa and his concerned Ma. Original music composed and conducted by Charles Hale adds to the whimsy of the tale. Descriptive envelope cover with the story told on the two inside pages makes for added merchandising attraction.

ALADDIN AND HIS WONDERFUL LAMP
(Musicraft M-87)

Set to the exotic *Scheherazade* music by Rimsky-Korsakoff, the two records in this set spin out a fascinating and exciting story of Aladdin, adapted by Krasno and Steele, and how he found the fabulous lamp after being tricked by an evil magician posing as his uncle. And while Milton Cross is overbearing in his dramatic force as the narrator, even more than the character players, the story content is exciting enough to keep the youngsters breathless as the sides spin out the amazing experiences of Aladdin. Moreover, the background music, played by the orchestra conducted by Ted Dale, establishes the appropriate mood for story, which will arrest the attention of young and old alike. Cover an attractive title page but with adult eye appeal.

pace for *Jezebel*, *God's Gonna Cut You Down* and the *Blind Barnabus* narrative, slowing down for *I Will Be Home Again* and *Wade in the Water*. Piano and guitar provide instrumental support. Celestial motif makes for title page attraction, inside cover page kept blank.

ELMER BIECK CHRISTMAS ALBUM
(Hollywood Rhythms EB-4)

Coast indie enters the Yuletide season platter sweepstakes with a six-sided disk book of Christmas faves featuring radio's Elmer Bieck at the console and ex-Horace Heidt vocalist Steve Merrill in the lyric department. Both display their talents capably and to good advantage. Their selections include *White Christmas*, *Silent Night*, *Toyland*, *Adeste Fidelis*, *Little Town of Bethlehem*, *Santa Claus Is Coming to Town*. Reproduction and surface is not up to par, but this does not totally spoil a job well done by the soloists. However, it is doubtful that the Bieck-Merrill album will be able to withstand the terrific competition of similar material released by other waxeries. A rather unimpressive silver-on-blue album cover does not add to its sales appeal. Inner flap carries piece on Bieck, but writing is awkward and reveals an unprofessional hand.

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POST WAR GAMES—WONDERFUL CONDITION—LIKE NEW

Big Hit	\$ 55.00	Sea Breeze	\$ 90.00	Step Up	\$ 90.00
Fast Ball	75.00	Smoky	125.00	Surf Queens	50.00
Kilroy	115.00	Spellbound	80.00	Suspense	75.00

Terms: 1/3 Deposit, Balance C. O. D.

Send for Complete List of A-1 Reconditioned Coin-Operated Equipment.

OLIVE NOVELTY CO.
2625 LUCAS AVE. ST. LOUIS 3, MO.
(Phone: Franklin 3620)

GOLDEN GATE SPIRITUALS
(Columbia C-145)

Unquestionably one of the most outstanding of the Negro spiritual singing groups, it's the rich rhythmic feeling and religious spirit in their harmony that the Golden Gate Quartet brings to their spinning sides. For the most part, selections in this four-record set are reissues, with *No Restricted Signs*, a spiritual with social significance originally cut many months ago, being issued for the first time. For the spontaneous rhythmic combustion, it's mostly pronounced for *Joshua Fit De Battle of Jericho* and *Swing Down, Chariot*. The Quartet maintains the same lively

with ...

CORADIO

people use nail files to file their nails



Coradio absolutely can not be played with a file or match or hairpin or anything but a good government made U. S. quarter.

Increase your revenue and decrease your costs —install Coradio.

CORADIO
Coin Operated Radio
108 West 31st Street
New York, N. Y.
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SACRIFICE!
MODEL 1422
ROCK-OLA
\$400.00 EA.

Perfect Condition.
Look and Work Like New.

AUTOMATIC MUSIC SERVICE
1200 NORTH AVE. ELIZABETH, N. J.

NOW **\$150⁰⁰**

5c-10c-25c ROL-A-TOP BELLS

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

DON'T WRITE—WIRE!

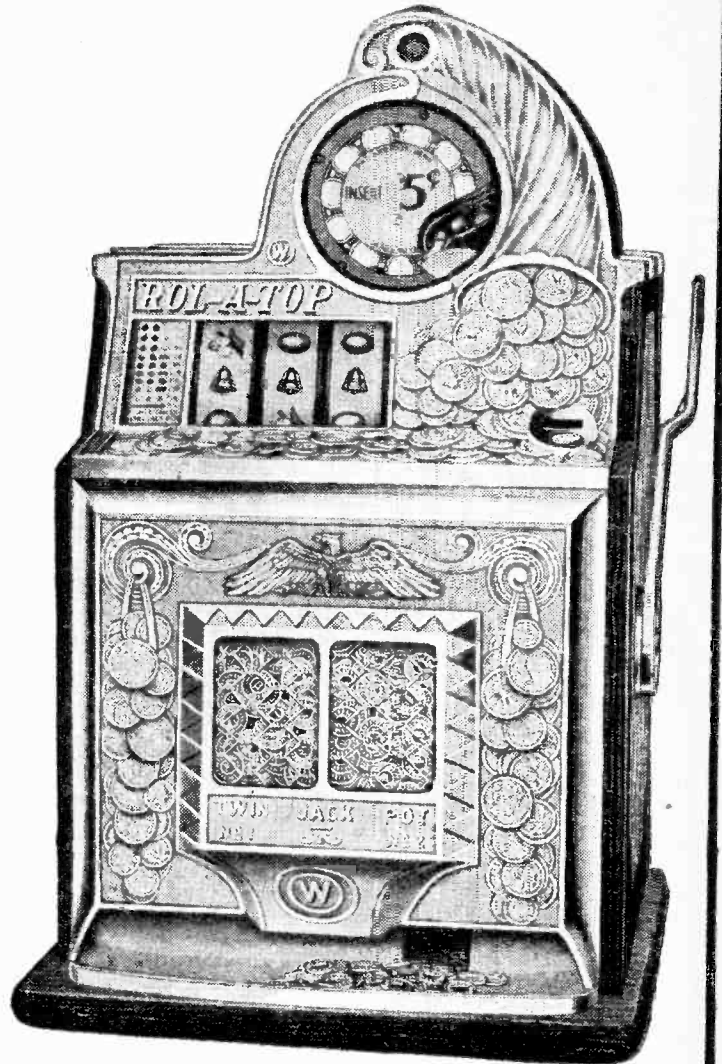
WATLING MFG. CO.

Est. 1889 — Tel.: COL. 2770

4650 W. FULTON ST.

CHICAGO 44, ILLINOIS

Cable Address: "WATLINGITE," Chicago



SANTA COULDN'T DO BETTER BY YOU!

USED SLOTS
 That are Practically A Gift from
THE JONES BOYS!

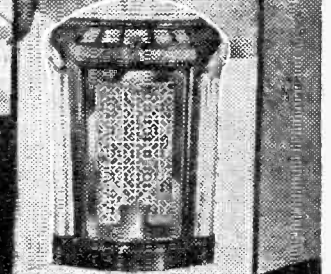
5¢ Jennings Super Deluxe Club Chief	\$265.00	5¢ Mills Club Console	\$105.00
10¢ Jennings Super Deluxe Club Chief	275.00	10¢ Mills Club Console	125.00
5¢ Jennings Standard Chief	205.00	25¢ Mills Club Console	140.00
10¢ Jennings Standard Chief	215.00	25¢ Mills Golden Falls, Original	195.00
5¢ Jennings Bronze Chief	185.00	5¢ Mills Glitter Gold, Converted	85.00
10¢ Jennings Bronze Chief	195.00	5¢ Mills Black Cherry Bell, Original	155.00
5¢ Jennings Blackhawk Chief	165.00	5¢ Mills Black Front	115.00
10¢ Jennings Blackhawk Chief	175.00	5¢ Mills Cherry Bell	85.00
5¢ Jennings 4-Star Chief	69.50	5¢ Mills Blue Front	85.00
25¢ Columbia — Like New	95.00	5¢ Mills War Eagle	35.00
5¢ Columbia — Like New	75.00	\$1.00 Pace	\$225.00
25¢ Watling Rolatop	65.00	10¢ Pace	165.00
		5¢ Pace	145.00

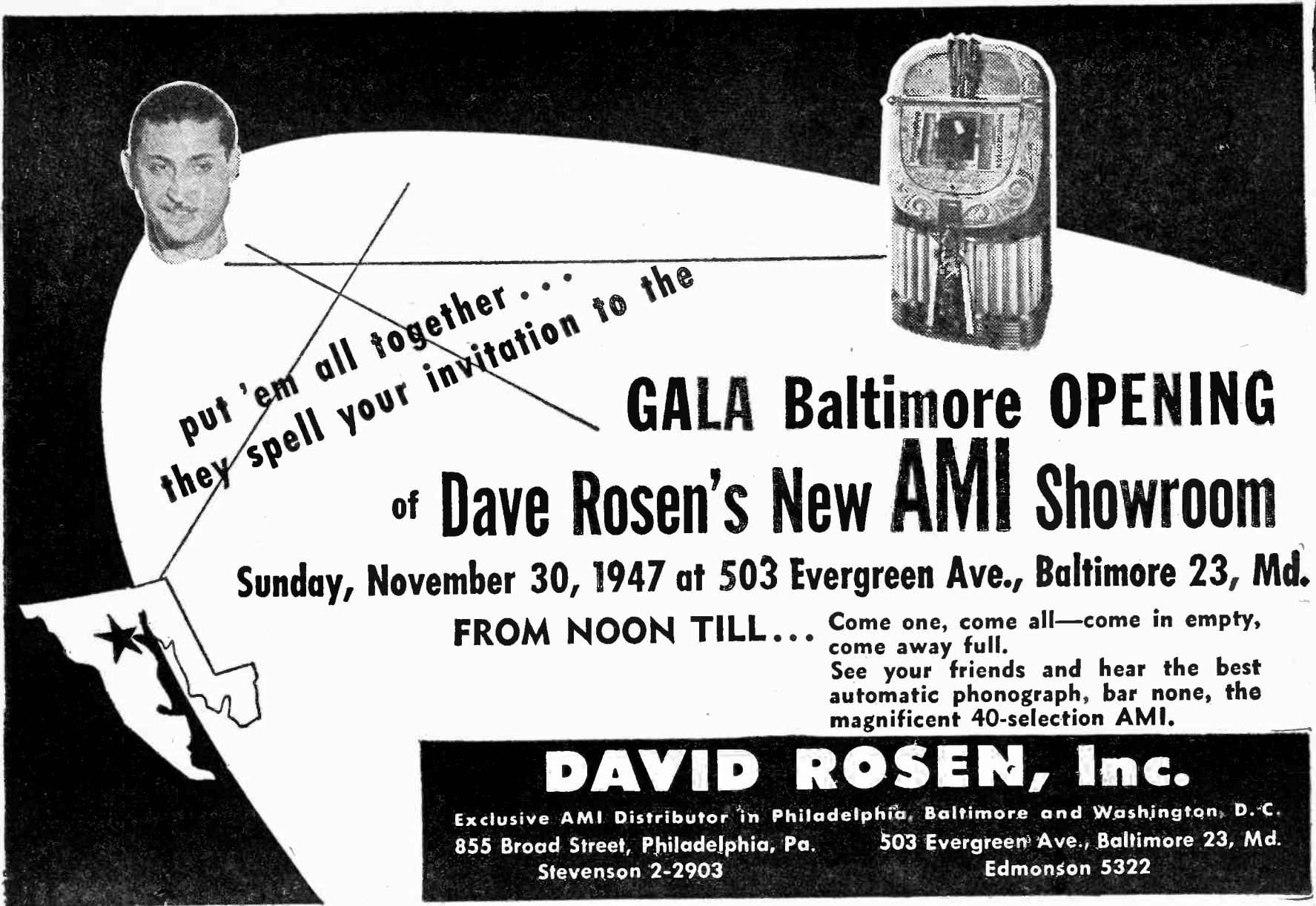
JONES DISTRIBUTING CO.

Exclusive Distributors of Seeburg — Bally — Jennings

127 E. 2nd South, Salt Lake City 7, Utah

1454 Welton Street, Denver 2, Colorado





put 'em all together... they spell your invitation to the

GALA Baltimore OPENING

of Dave Rosen's New AMI Showroom

Sunday, November 30, 1947 at 503 Evergreen Ave., Baltimore 23, Md.

FROM NOON TILL... Come one, come all—come in empty, come away full. See your friends and hear the best automatic phonograph, bar none, the magnificent 40-selection AMI.

DAVID ROSEN, Inc.

Exclusive AMI Distributor in Philadelphia, Baltimore and Washington, D. C.
 855 Broad Street, Philadelphia, Pa. 503 Evergreen Ave., Baltimore 23, Md.
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NEW MACHINES—DELIVERY NOW!

HUMPTY DUMPTY	KEENEY HIGH RIDE
BALLY NUDGY	CHICOIN SEA ISLE
MARVEL OSCAR	UNITED SINGAPORE
GENCO BRONCHO	WILLIAMS BONANZA

WRITE FOR PRICES

IMMEDIATE DELIVERY
GOTTLIEB

HUMPTY DUMPTY

EXCLUSIVE DISTRIBUTORS IN
ILLINOIS AND IOWA



WANTED! 10 PANORAMS

LATE MODELS, SERIALS OVER 5,000. NO JUNK! WRITE.

USED PIN GAMES

Marjorie	\$149.00	Miss America	\$ 79.00	Idaho	\$ 35.00
Carousel	145.00	Spellbound	90.00	Brazil	35.00
Havana	140.00	Step Up	85.00	Santa Fe	35.00
Cyclone	140.00	Double Barrel	69.50	Midway	35.00
Tornado	140.00	Big Hit	59.50	Air Circus	35.00
Kilroy	119.00	Surf Queen	59.50	Streamliner	35.00
Baffle Card	140.00	Big League	59.50	Eagle Squadron	30.00
Lucky Stars	130.00	Liberty	44.50	Gun Club	30.00
Lightning	125.00	Stage Door Canteen	49.50	Victory	30.00
Rio	130.00	Big Parade	34.50	Flat Top	30.00
Fiesta	130.00	Keep 'Em Flying	39.50	Knockout	30.00
Maisie	140.00	Trade Winds	35.00	Sky Chief	30.00
Flying Trapeze	140.00	Arizona	35.00	Jeep	25.00
Superliner	110.00	Oklahoma	35.00	Jungle	25.00

Terms: 50% Deposit With Order, Balance C. O. D. or Sight Draft.

NATIONAL COIN MACHINE EXCHANGE

1411-13 DIVERSEY BLVD. (Phone: BUCKingham 6466) CHICAGO

CUSTOM-BUILT PHONOGRAPHS BY ACME

DISTINCTIVE REMODELING FOR OVER 15 YEARS

REMEMBER ACME PLASTICS

Are Unconditionally Guaranteed Against Breakage For Three Years. Send For Plastic Replacement Parts Catalog.



SEEBURG LO-TONE

ACME originated the "Lo-Tone" . . . the finest remodeling job we've ever accomplished in our history. The ACME "touch" is evident in all details of this sparkling conversion from the original Seeburg Hi-Tone to a low model machine that retains all the intrinsic features of the original and is comparable to any brand-new phonograph.

IMPORTANT: Note that the position of the speaker in an ACME "Lo-Tone" is reset, assuring you of the original fine tone quality. Mechanically perfect — creative, expert remodeling, including the brand-new "SPLATTER" finish.

Seeburg Lo-Tone, E. S. only \$310.00
 Seeburg Lo-Tone, E. S. R. C. only 339.50

1/2 Deposit With Order—Balance C. O. D.
 Add \$10.00 Per Phonograph for Domestic Crating.
 Add \$20.00 Per Phonograph for Export Boxing.
 We Have Many Other Remodeled and Reconditioned Phonographs.

WRITE FOR PHONOGRAPH CATALOG AND PRICES
WRITE FOR OUR EXPORT CATALOG LIST

We specialize in exporting remodeled and reconditioned phonographs. We are familiar with voltage, current, cycle, coins, etc., for any part of the world.

We specialize in remodeling Phonographs for operators. Send for prices to remodel YOUR Phonographs.

YOU BUY THE BEST WHEN YOU BUY ACME

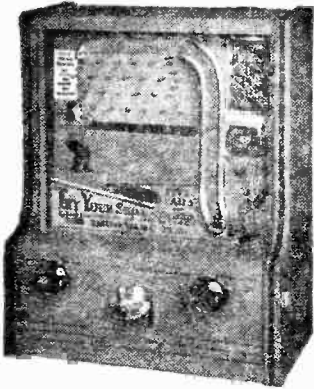
ACME SALES COMPANY

505 West 42nd St., N. Y. Longacre 3-4138

**NOW DELIVERING
THE NEW 1948
MODEL**

KICKER and CATCHER

**NEW FLASH — NEW BEAUTY
NEW SCORING ARRANGEMENT**



100 PER CENT SKILL!

**TAKES IN MORE MONEY PER DOLLAR
INVESTED THAN ANY GAME MADE!**

**5 Balls \$37.50 F. O. B.
For One Cent CHICAGO**

5 BALLS FOR 5 CENTS, \$41.25

**ORDER TODAY! Try for 10 days. Money
Back if Not Satisfied. . . You Keep Receipts!**

BAKER NOVELTY CO.

**Headquarters for Slot Machines
and Bakers Pacers
1700 WASHINGTON BLVD.
CHICAGO 12, ILLINOIS**

BETTER THAN EVER! ABT CHALLENGER

**New 1947 Streamlined Model
WRITE
ABT Coin Chutes, Guns for Chal-
lengers and all ABT Parts in stock.**

ARCADE—GENERAL OPERATION

Ten Strike	\$ 90.00
Ten Strike, Post-War Model	215.00
Blow Ball	125.00
Exhibit High Ball	125.00
Poker & Joker	85.00
Keep Punching	85.00
Groetchen Mountain Climber	85.00
Skill Jump, Floor Model, Mechan- ically Reconditioned, Beautifully Repainted	65.00

**MUNVES FACTORY RECONDITIONED
MACHINES WORK AND LOOK LIKE
NEW.**

**FREE! 6 Page Illustrated Catalog.
New or Factory Rebuilt Amusement
Machines — Any Make or Model — Parts,
Supplies and Cards—Munves Has Them All.**

MIKE MUNVES
510-514 W. 34th St.
N.Y. 1, N.Y. (Bryant 9-6677)

A Word to the Wise MR. DISTRIBUTOR:

**If you can buy 25 or more brand
new Columbia Twin Jackpot Bells
for cash . . . phone Ed Hanson
collect at Chicago—Randolph 2807—
for a very special deal.**

**GROETCHEN TOOL & MFG. CORP.
126 N. Union Ave., Chicago 6, Ill.**

FOR OPERATORS

Coin Stackers for Pennies and Nickels, \$1.00 each
postpaid. 50 Lb. Pedestal Vender Stands, \$5.00
each. 50 Standard Northwestern Venders, \$5.00
each. 50 Standard Northwestern Venders. Want
coin-operated SCALDS, all makes. Interested in
Watkins, Jennings Premier Dial, Rock-Olas, Ten-
Column Stewart-McGuire Cigarette Vender—trade
for Labor Scale.
HEINEMAN, 656 Selden Ave., Detroit 1, Mich.

Mexico Builds New Hotels

To House U. S. Tourists
MEXICO CITY, Nov. 22.—To ac-
commodate the expected flow of
tourists to Mexico, a leading importer
of U. S.-made coin machines, 31
new hotels are being built, according
to the Mexican Tourists' Association
(MTA). Supplementing the city's
present 50 tourist hotels, 11 of the
new structures are going up here,
and when finished will contain 2,310
rooms and will have cost \$15,000,000.
Two will be ready for the coming
winter season.

Remaining 20 hotels are under con-
struction outside the city in a num-
ber of tourist resorts. Meanwhile, a
reduction of from 15 to 25 per cent
is being effected in hotel rates thr-
out the country.



**BUY FROM
MARKEPP**



Best Buy of the Week:

GENCO ADVANCE ROLLS

LIKE NEW . . . \$340.00 EACH

WRITE, WIRE, PHONE

4310
CARRIEGIE
AVE.

The **MARKEPP Co.**

**M. M. MARCUS
& SONS**

TEL
• MEN
1043

CLEVELAND 3, OHIO

**WORLD'S
LARGEST
DISTRIBUTING HOUSE!**

EMPIRE SUPER MARKET'S

1012-14 MILWAUKEE AVE.

**BAT-A-BALL UPRIGHT MODEL \$84.50
JR., WITH STAND 29.50**

BRAND NEW, IN ORIGINAL CRATES! ORDER NOW!

NEW COUNTER GAMES

POP-UP	\$ 17.50	MARVEL CIG. REELS	\$ 39.50
ABT CHALLENGER	49.50	IMP, 1¢ or 5¢	14.50
FOLDING STAND	11.95	MEX. BASEBALL	30.00
GOTT. GRIP SCALE	39.50	SKILL THRILL	30.00
GRIP-VUE	49.50	FREE PLAY	30.00
BASKETBALL, 1¢	39.50	HEAVY HITTER	160.00
WITH STAND	49.50	WITH STAND	175.00
KICK & CATCHER	37.50		

NEW SLOTS

JENNINGS LITE-UP CHIEF	5¢	10¢	25¢	50¢
JENNINGS STANDARD CHIEF	\$324	\$334	\$344	\$454
MILLS JEWEL BELL	269	279	289	399
MILLS BLACK CHERRY	248	253	258	
MILLS GOLDEN FALLS, H.L. 2-5	258	263	268	348
GROETCHEN DE LUXE CLUB COLUMBIA				\$149.50
GROETCHEN COLUMBIA, JP				145.00
MILLS VEST POCKETS, \$74.50. LOTS OF 12				65.00

SLOT SAFES, STANDS

CHICAGO METAL REVOLVING SAFES—	
UNIVERSAL, Single, \$79.50; Double	\$116.75
BOX STANDS	\$27.50 • FOLDING STANDS . . . 12.50

ALL RECONDITIONED MACHINES SOLD WITH MONEY-BACK GUARANTEE

SLOTS

50¢ GOLDEN FALLS, NEW REB.	\$195.00
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
WEST POCKETS, 1946 Model	49.50
10¢ BLACK CHERRY, NEW REB.	134.50
25¢ BLACK CHERRY, REB., 2-5	139.50
COLUMBIA'S J.P., 1946 Model	89.50
5¢ JENN. SILVER CHIEF	99.50
5¢ JENN. CLUB CONSOLE CHIEF	109.50
5¢ JENN. BRONZE CHIEF	159.50
JENN. CIGAROLA XV	99.50
JENN. LITE-UP CHIEFS, Used 10 Days, 5¢, \$215; 10¢, \$225; 25¢	235.00

ARCADE

COUNTER GAMES

ABT FIRE & SMOKE	\$ 29.50
ABT MODEL F, BLUE	24.50
COCKEYED CIRCUS	79.50
GRIPPER, GOTT., 3-WAY	24.50
KICKER CATCHER	24.50
HAMMER STRIKER, EXH.	47.50
KNOTTY PEEK	79.50
LOVE METER	39.50
PIKES PEAK	24.50
SHOCKER, ADVANCE	17.50
TEXAS LEAGUER	49.50
WHEELS OF FORTUNE	39.50
WHIZZ & STAND	59.50

ONE-HALF DEPOSIT WITH ORDER, BALANCE C. O. D. OR SIGHT DRAFT

Empire Coin

**MACHINE
EXCHANGE**

1012-14 MILWAUKEE AVE. • PHONE, HUMBOLT 6288 • CHICAGO 22, ILL.

Assoc. Office: ROBINSON SALES CO., 7525 GRAND RIVER AVE., DETROIT. Ph: Tyler 7-2770

2 GREAT COIN CHANGERS

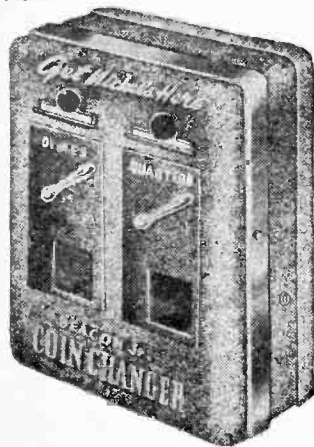
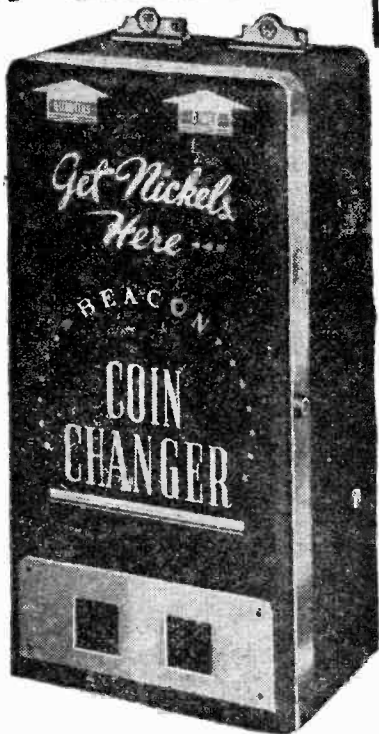
TESTED AND APPROVED
BY LEADING OPERATORS
AT
SENSATIONALLY
LOW PRICES

BEACON

Electrically Operated
COIN CHANGER

IMMEDIATE DELIVERY \$79.50

Changes dimes or quarters into nickels with the speed of lightning! Makes change in less than a second! Holds \$40.00 in nickels. The first electrically operated coin changer at the lowest price.



★ BEACON JR. ★ MANUALLY OPERATED COIN CHANGER

HOLDS \$22.00 IN NICKELS \$49.50

Efficient, foolproof, for use where it is more practical to use a manually operated coin changer.

FRANCHISED TERRITORIES ARE AVAILABLE FOR RESPONSIBLE DISTRIBUTORS

BELL PRODUCTS CO.

2000 N. OAKLEY BLVD. HUMBOLDT 3027 CHICAGO 47, ILL.

YOU ARE INVITED

to visit our display at the Coin Machine Show in the Hotel Sherman, Chicago, January 19-22, 1948, Booths 15 and 16, and see the

NEWEST ADDITIONS TO THE EDELMAN LINE

EDELCO'S TIN PAN ALLEY

Newest Roll Down Game

FLASH BOWLER

Bowling Game With animated glass — See the ball roll

These games will also be on display at the Outdoor Amusement Exposition, December 1-4, in the Hotel Sherman, Chicago, Booths 22 and 41.

(See Our Big Announcement on Page 59 of This Issue)

EDELMAN AMUSEMENT DEVICES

2459 Grand River Tel. RA 8547 Detroit, Michigan

WHY DON'T YOU

Find Out About

"TOM-TOM"

for either Pin Game or Arcade Locations.

Where Can You Get Both in One?

WILL SWAP

BRAND NEW MILLS JEWEL BELLS,

5c-10c-25c, for

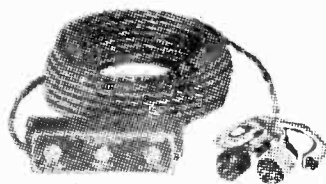
BUCKLEY TRACK ODDS

Parlay and Daily Double models preferred

Alabama Amusement Co.

P. O. Box 229 Phenix City, Ala.

With a SEEBURG
"tailored" music system—
you "SEW UP"
a location

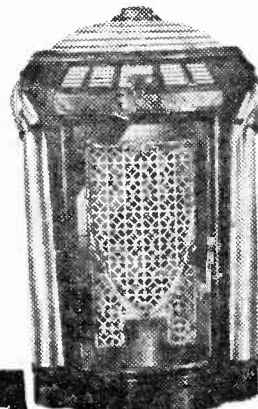


DUAL REMOTE VOLUME CONTROL

SEEBURG

1902—Dependable Music Systems—1947

TEAR DROP SPEAKER



SYMPHONOLA

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Exclusive Seeburg Distributors

PRICED BELOW COST

Quality Merchandise Offered Below Cost. If You Don't Like These Prices, Call . . . We Might Do Better.

- 1 25c BANGTAIL A C J P—Like New . . . \$595.00
- 2 5c BONUS SUPER BELL—Like New . . . 475.00
- 6 5c MILLS Q T—Brand New. Each . . . 99.50
- 1 A M I PHONOGRAPH—Like New . . . 675.00
- 1 WURLITZER 1015—Like New . . . 575.00
- 30 DAVAL FREE PLAY—Brand New . . . Make Offer

EXTRA CLEAN, REBUILT AND REFINISHED MACHINES

- 1 WURLITZER 780M . . . \$275.00
- 1 WURLITZER 500 . . . 175.00
- 1 ROCK-OLA SUPER . . . 155.00
- 1 ROCK-OLA STANDARD . . . 150.00

10c MILLS JEWEL BELLS—Brand New. Phone
PACKARD #7 PHONOGRAPHS . . . Phone

WIRE ONE-HALF (1/2) DEPOSIT TODAY TOGETHER WITH SHIPPING INSTRUCTIONS

FIRST COME — FIRST SERVED

HEATH DISTRIBUTING CO.

217 Third St. Phones 2681-2682 Macon, Georgia



NEW RECORDS SET IN

GEORGE PONSER'S

Pro-Score

FIRST THREE WEEKS

(Progressive Scoring Alley Roll Game)

NEW SCORING PRINCIPLE-EXCITING ACTION

THE GREATEST ROLL-DOWN EVER MANUFACTURED

Never before has a game taken hold so quickly . . . a fabulous roll-down that gives the player complete control of the ball and yet all the thrills and action of a bumper game.

Scoring up to 899,000 KICKER POCKETS, floating roll-over buttons all add up to super-action that will hit the big money for years.

GET THE CREAM OF THE PLAY AND THE CREAM OF THE LOCATIONS
Order From Your Local Distributor

IMMEDIATE DELIVERY

NORTHWESTERN MICHIGAN MILLER VENDING COMPANY
42 Fairbanks Grand Rapids, Mich.

GREATER MICHIGAN WOLVERINE SALES CO., INC.
2200 W. Warren Ave. Detroit, Mich.

WISCONSIN WISCONSIN NOVELTY CO.
3734 N. Green Bay Ave. Milwaukee 6, Wisc.

SOUTHERN CALIFORNIA LYN BROWN CO.
1351 W. Washington Blvd. Los Angeles, Calif.

NEW YORK AND NEW JERSEY SEACOAST DISTRIBUTORS, INC.
627 10th Avenue New York 18, N. Y.

DISTRIBUTOR TERRITORIES AVAILABLE—WRITE! WIRE! PHONE!

GEORGE PONSER CO.

158 East Grand Avenue Chicago 11, Illinois Superior 4427

WANT REAL VALUE? TRY THESE ATLAS BUYS!

NEW BELLS

- Jennings Standard Chief, 5¢ \$269.00
- Jennings Standard Chief, 10¢ 279.00
- Jennings Standard Chief, 25¢ 289.00
- 50¢ 399.00
- \$1.00 599.00
- Jennings Super DeLuxe (Lite-Up) Chief, 5¢ 324.00
- 10¢ 334.00
- 25¢ 344.00
- 50¢ 454.00
- Jenn. Std. Club Console 369.00
- Jenn. Super DeLuxe Club Cons. 424.00
- \$1.00 Pace DeLuxe Bell 550.00
- Columbia DeLuxe Bell 179.50
- Columbia Jackpot Bell 145.00
- Weighted Slot Stands 25.00
- Double Revolve A Round Safes 175.00
- Triple Revolve A Round Safes 262.00

NEW EQUIPMENT

- BRONCHO • NEVADA • SEA ISLE • EXHIBIT STAR LITE • HUMPTY DUMPTY • TALLYHO • JENN. CHALLENGER • BANG-TAILS • COMBINATION JOCKEY
- SPECIAL, FREE PLAY
IMMEDIATE DELIVERY

The Finest in New and Used Equipment

FACTORY CLOSEOUT! SHOOTING STARS 5-BALL FREE PLAY GAME

Fast, Flashy, Exciting Action. High Score. Disappearing Skill Hole. Simple Mechanism. A proven Money Maker!

IN ORIGINAL CARTONS

NOW ONLY

\$74.50 Each

\$69.50 EACH IN LOTS OF 10

ORDER TODAY!

PHONOGRAPHS

- ROCK-OLA COMMANDO . . . \$195.00
- WURLITZER 500 . . . 219.50
- SEEBURG CADET . . . 250.00
- WURLITZER 600 . . . 195.00
- WURLITZER 616 . . . 95.00
- WURLITZER 24 . . . 149.50
- SEEBURG ROYAL . . . 149.50
- SEEBURG VOGUE . . . 245.00
- SEEBURG CLASSIC . . . 245.00
- SEEBURG GEM . . . 175.00
- SEEBURG HI-TONE, R.C. . . 295.00
- SEEBURG LO-TONE . . . 350.00
- SEEBURG CONCERT GRAND 175.00
- SEEBURG CROWN . . . 175.00
- ROCK-OLA DELUXE . . . 225.00
- CONCERT MASTER, '40 . . . 245.00

SPECIAL CLOSEOUT! BRAND NEW MARVEL

POP-UP

Counter Game, 1¢ Play. Metered. In Original Cartons . . . ONLY \$14.95

WRITE TODAY FOR "YOUR HIT PARADE OF COIN MACHINES"

ATLAS NOVELTY COMPANY

2200 N. WESTERN AVE., PHONE ARmitage 5005 · CHICAGO 47

ATLAS MUSIC CO., 5743 GRAND RIVER AVE., DETROIT 8
ATLAS MUSIC CO., 2219 FIFTH AVE., PITTSBURG 19
ATLAS MUSIC CO., 27 1/2 NINTH ST., DES MOINES

FRIENDLY PERSONAL SERVICE



TERMS: 1/3 DEPOSIT BALANCE C. O. D.



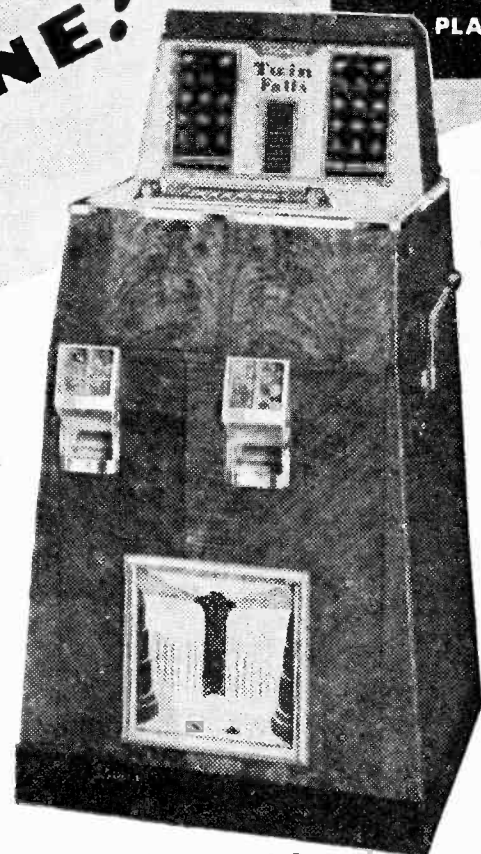
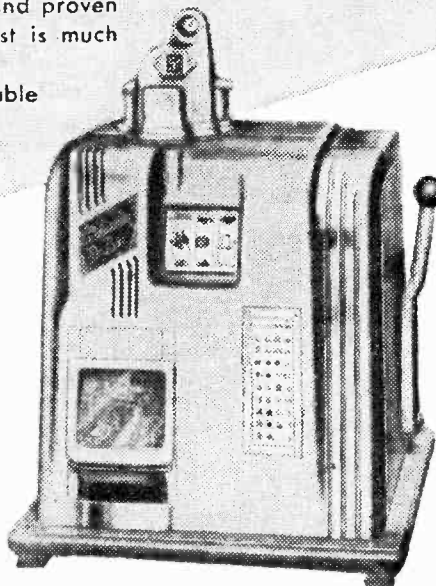
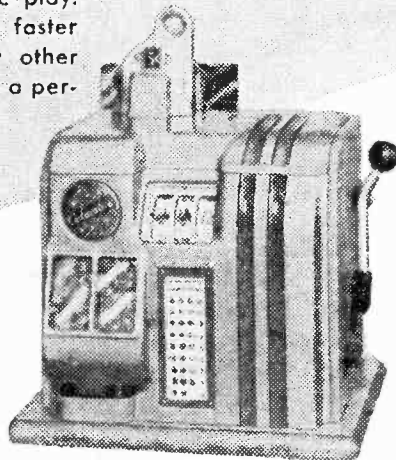
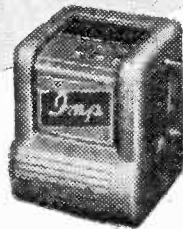
COLUMBIA

THE PROFIT LINE!

NOW
IN 50c
PLAY

From the inimitable Imp to the large, luxurious Twin Falls, COLUMBIA leads the way to more Fall and Winter profits. These tried and proven money makers not only offer the best in bells but their cost is much lower than any other on the market.

All Columbia machines (and only Columbia's) are changeable in a flash to 1-5-10-25c play. They make more money faster (3 to 1 ratio over any other machines) and they have a perfect playing fascination of their own. See your dealer or write us today.



IMP \$14.50
3 reel fruit or cigarette machine. 1c or 5c play.
Size: Height 6", width 5 1/2", depth 5", weight 5 1/2 lbs.
Operator's Price

TWIN JACKPOT \$145.00
Fruit or cigarette machine. Gold Award or jackpot model.
Size: Height 18 3/4", width 14 1/2", depth 12", weight 43 lbs.
Operator's Price

DE LUXE CLUB \$179.50
Big, golden bell. Fruit reels; 10 or 20-stop reels.
Size: Height, 24", width 15", depth 16", weight 57 lbs.
Operator's Price

TWIN FALLS \$485.00
Electric light-up console. Two-way play. From 5c to 50c play.
Size: Height 58", width 30", depth 21 1/2", weight 220 lbs.
Operator's Price

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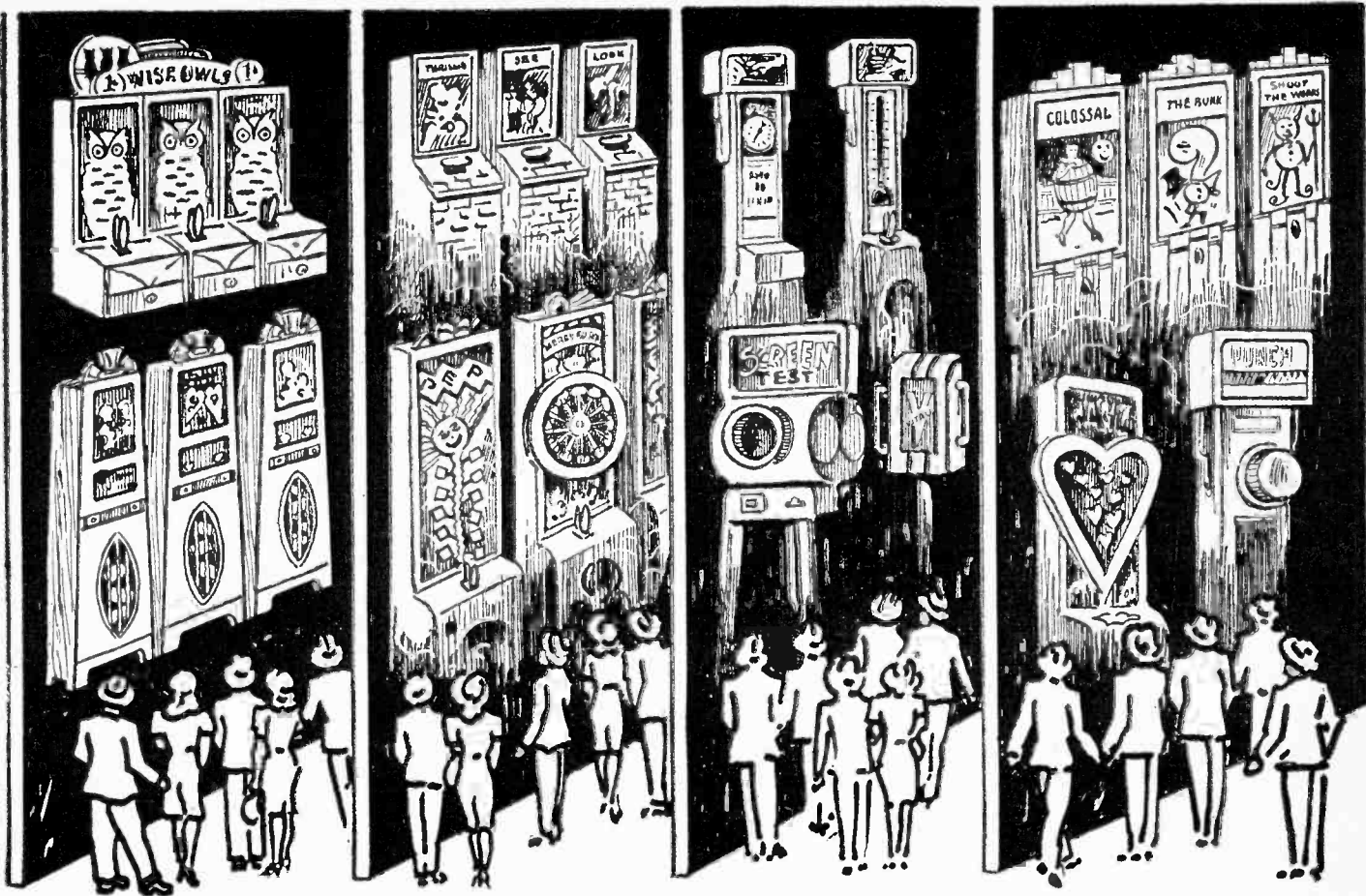
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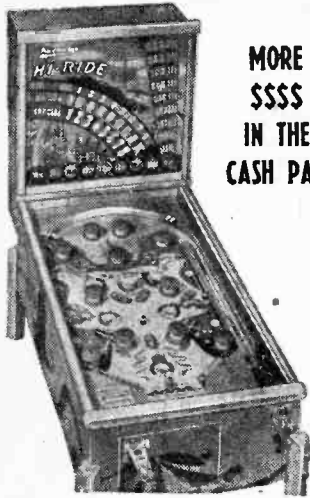
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KEENEY BONUS, 1-WAY, KEENEY BONUS, 2-WAY, KEENEY BONUS, 3-WAY, MILLS 1947 THREE BELLS, MILLS 1941 THREE BELLS, LATE MILLS 4 BELLS, LATE MILLS 4-BELLS, MILLS JUMBO, LATE F.P., P.O., MILLS JUMBO, LATE P.O., BALLY DRAW BELLS, EVANS BANGTAILS, BALLY CLUB BELLS, BALLY HI HANDS, EVANS LUCKY LUCRE, MILLS JUMBO, PACE SARATOGA, BALLY DELUXE DRAW BELLS.

KEENEY SUPER SINGLE, F.P., P.O., REBUILT AND REFINISHED LIKE NEW \$59.50

KEENEY TWINS, 5c-25c, F.P., P.O., REBUILT AND REFINISHED LIKE NEW \$89.50

RECONDITIONED SLOTS & NEW SAFE & STANDS

MILLS BLACK CHERRY, ORIG., 5c, MILLS BLACK CHERRY, ORIG., 10c, MILLS BLACK CHERRY, ORIG., 25c, NEW BLACK CHERRY, NEW GOLDEN FALLS, TRIPLE REVOLV-A-ROUND SAFE, MILLS BLUE FRONT, ORIG., 5c, MILLS BLUE FRONT, ORIG., 10c, MILLS BLUE FRONT, ORIG., 25c, SINGLE WEIGHTED STAND, SINGLE REVOLV-A-ROUND SAFE, DOUBLE REVOLV-A-ROUND SAFE.

SPECIAL

GENCO ADVANCE ROLLS REFINISHED LIKE NEW \$299.50

GUARANTEED RECONDITIONED PHONOGRAPHS

WURLITZER MODEL 1015, SEEBURG MODEL 1-46, AIREON 1946 MODELS, SEEBURG 9800, R.C., SEEBURG CLASSIC, ROCK-OLA SUPER NEW ROCK-O-LITE, ROCK-OLA MASTER NEW ROCK-O-LITE, ROCK-OLA MODEL 1422 (1946), A.M.I. 1946 MODEL, PACKARD 1946 MODEL, PACKARD HIDE-A-WAYS, WURLITZER MODEL 850, WURLITZER MODEL 750E, WURLITZER MODEL 800, WURLITZER MODEL 616.

TERMS: 1/3 DEPOSIT WITH ORDER, BALANCE C. O. D. OR SIGHT DRAFT.

Badger Sales Co., Inc.

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Badger Novelty Co.

2546 NORTH 30TH STREET, MILWAUKEE 10, WIS. ALL PHONE KIL. 3030.

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MEANS BETTER BUILT!

Buckley MUSIC BOX

First practical and profitable music box at the **LOWEST PRICE!** This Buckley Chrome Wall and Bar Box is available in 20 or 24 selections.



Buckley TRACK ODDS

A new 7 COIN RACE HORSE CONSOLE. Cash or check play. **MULTIPLE PLAY:** Outstanding beauty — continued player appeal. Dependable operation.

Now
FOR CLEARER TONE
the new *Buckley*

PHONOGRAPH NEEDLE

For long life . . . trouble free operation . . . longer, quieter service. **MINIMUM** record wear.

30 WIRE CABLE

Color-coded completely insulated copper wires with two extra-heavy wires for lighting circuit. Will give trouble-free and profitable service. **PLASTIC COVERED, 25c per foot**
FABRIC COVERED, 15c per foot
Immediate delivery!



CRISS CROSS BELLE

This outstanding bell features **EXTRA-AWARDS** in addition to the conventional payouts. **CRISS CROSS** is designed for clubs preferring liberal payout machines.

NEVER BEFORE HAS THERE BEEN A BELL LIKE CRISS CROSS!

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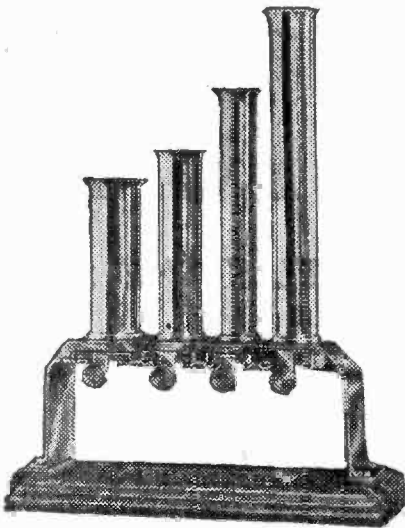
PHONES: VAN BUREN 6636-6637-6638-6533

4 WAY COIN CHANGER

ATTRACTIVE
FAST—ACCURATE

- All metal—highly polished chrome finish.
- A flick of the finger automatically dispenses 5 NICKELS, 5 DIMES, 4 QUARTERS or 2 HALVES in the palm of your hand.
- No unnecessary trips to the cash register, as coin tubes hold quarters and halves offered for change.
- Solid die cast and precision machined coin slides assure positive accuracy.

Price - - \$27.50



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CARNIVAL and LIGHTNING in original cartons—WRITE

Variety of Reconditioned PRE-WAR GAMES

WRITE FOR LIST AND PRICES

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WARNER AUTOMATIC VOICE RECORDER

(The Original Warner Patent)
NEW UNITS using minimum parts in NEW DESIGN ALL METAL CABINET—NOW AVAILABLE! Limited number of orders accepted for EASTERN KEY SPOTS.

Factory Price \$750.00 F. O. B. Pasadena

WARNER & SONS

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GENCO'S NEW ROLL DOWN

FAST — EXCITING — DIFFERENT

Rush Your Order

In MICHIGAN it's ART SAUVE, Genco Distributor

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Just a few ADVANCE ROLLS left

EVERYBODY AGREES

**WILLIAMS
ALL STARS
WAS GOOD**

BUT ...

**THE SAME DYNAMIC
GAME IN A DELUXE
ROLL DOWN ...**

BOX SCORE

**IS
SUPER!**

SEE YOUR DISTRIBUTOR

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MANUFACTURING
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161 W. HURON STREET
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ACTIVE RECONDITIONED GAMES 'NUFF SAID

COMPLETELY RECONDITIONED—READY FOR LOCATION!

BIG LEAGUE	\$ 49.50	SPELLBOUND	\$ 79.50
BIG HIT	49.50	KILROY	114.50
HAVANA	124.50	SUSPENSE	59.50
STAGE DOOR CANTEEN.....	49.50	SUPER SCORE	89.50
RIO	124.50	SURF QUEEN	49.50

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NEW—ORIGINAL CARTONS
WRITE

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NEW—ORIGINAL CRATES
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ORDER THIS DOUBLE BONUS SENSATION

CHICAGO COIN

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THE CASH BOX TELLS THE STORY

WRITE — WIRE — PHONE TODAY!



**WE ARE FACTORY AGENTS FOR
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Ride with Keeney's **HI-RIDE**

TO RICHER PROFITS IN 5 BALL NOVELTY AND FREE GAME PLAY...It's New...It's Better

★ Join the parade to Keeney's "HI-RIDE" if you want to build up richer profits in 5 ball novelty and free game locations. Keeney's "HI-RIDE" offers more than the average bumper game. Much more! See and play Keeney's "HI-RIDE." Find out why it stimulates real playing delight to capture steady customers:

- Fast, criss-cross bumper action starts higher speed scoring.
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Keeney's "HI-RIDE" is terrific in action — ORDER YOURS TODAY.



IT'S NEW

And the FASTEST MONEY MAKING CONSOLE Keeney's **GOLD NUGGET**

To the right is Keeney's "GOLD NUGGET" — the fastest money maker in America. Smart. Rich. Impressive. Styled to command the best spots. A play principle combining all the appeal of the bell-fruit reel machine plus the magic of flashing lights, two coin play and multiple scoring.

Each time the machine operates, a flasher lites up one of 8 scoring combinations such as 2 cherries, 3 oranges, etc., for a much greater award should the reels stop on a like combination. Example: 3 lemons across the reels and 3 lemons on the flasher automatically increase the award from 8 to 36. Two coins boost it from 8 to 100 on the same combination. A mighty attraction! Standard 2 Way "GOLD NUGGET" equipped with 5¢ and 25¢ chutes. Any combination of 5¢—10¢—25¢ chutes available at regular cost. Fifty-cent chutes extra. Order Keeney's "GOLD NUGGET" now—today.

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J. H. Keeney & CO. INC.
"THE HOUSE THAT JACK BUILT"
2600 WEST FIFTH STREET, CHICAGO 32, ILLINOIS

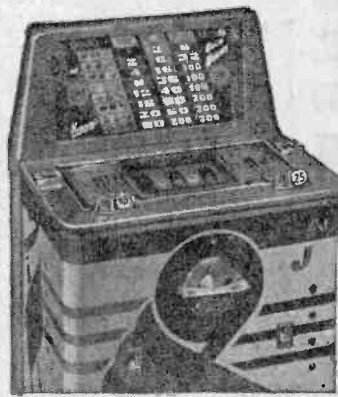


2 GREAT NEW PROFIT MAKERS!

They Must Be Good They're Made by KEENEY!

HI-RIDE

GOLD NUGGET



NEW FIVE BALLS

Original Crates . . . Brand New!

Keeney Click	\$210
Williams Flamingo	205
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Williams Ginger	Write
Keeney Hi-Ride	Write
Bally Nudgy	Write
Gottlieb Humpty Dumpty	Write
Genco Broncho	Write
Chicago Coin Baseball	Write
Chicago Coin Sea Isle	Write

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Reconditioned and Un-conditionally Guaranteed.

Draw Bell	\$295
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KEENEY	
Single Bonus Super Bell	395
Twin Bonus Super Bell, Any Comb. Coin Chutes	595
Three Way Bonus Super Bell	895
MILLS	
Three Bells, 5¢-10¢-25¢	250
PACE	
Twin Reels, 10¢-25¢	125
and MANY OTHERS	

If you don't see what you want, Write

Terms: 1/3 down, balance sight draft or C.O.D.

SPECIAL Keeney's One-Ball BIG PARLAY

7 coin multiple comb. free play and payout. Many features. \$295.00 New. Original Crates..

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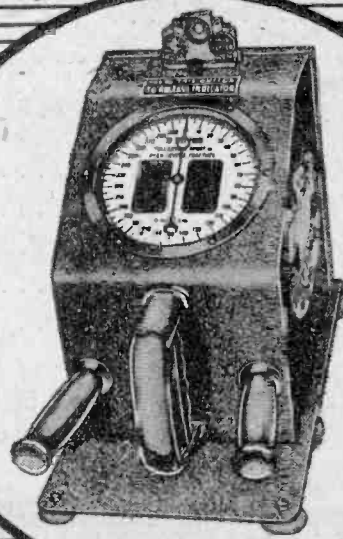
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GOTTLIEB GRIP SCALE

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Improved Deluxe 3-WAY STRENGTH TESTER

RECORDS SHOW IT...

Consistently Best—Since 1927!

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SOUTHERN'S THANKSGIVING HARVEST OF BARGAINS!

POST WAR USED GAMES IN A-1 CONDITION

BOWLING LEAGUE	\$179.50
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BIG HIT	49.50
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CO-ED	179.50
CROSSFIRE	129.50
CLICK	149.50
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FLYING TRAPEZE	189.50
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RIO	149.50
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NOW DELIVERING NEW GAMES OF ALL LEADING MANUFACTURERS



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.

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IMMEDIATE DELIVERY



MILLS Q T

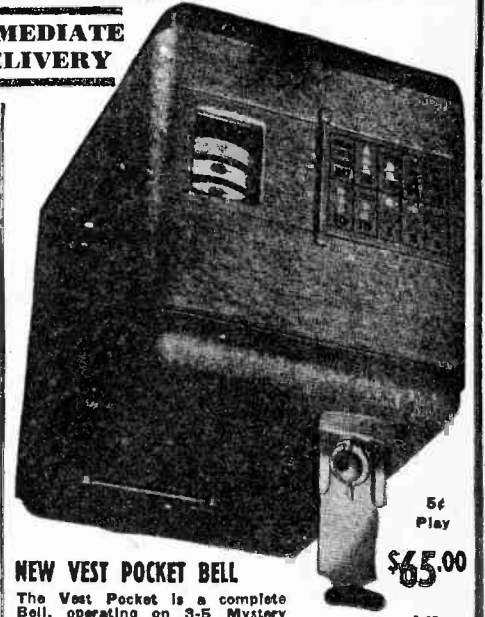
A "Pony-Size" Bell. Weighs only 35 lbs.

The NEW QT is an entirely new design with streamlined front painted Blue and Gold, and made to give Operators unlimited service. It shines out bright and cheerful in any type of location. Any counter anywhere will welcome its presence.

\$115.00 1/3 Deposit.

New Box Stands, Single, Double and Triple Safes

SICKING, INC.



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The Vest Pocket is a complete Bell, operating on 3-5 Mystery Payout system. Small payout cup in front is covered by drop flap. Reels can also be instantly covered, automatically removing the reward plate from sight. BLUE & SILVER or GOLD & SILVER.

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\$49.50 — \$39.50 — \$29.50 — \$19.50
Lots of 16 \$750.00

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FREE PLAY
SPECIAL ENTRIES \$395.50
VICTORY SPECIALS 239.50
CLEAN — WHILE THEY LAST

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Heavy Hitter, All Star, Nevada, Humpty Dumpty, Broncho, Ginger and all the Latest Games.

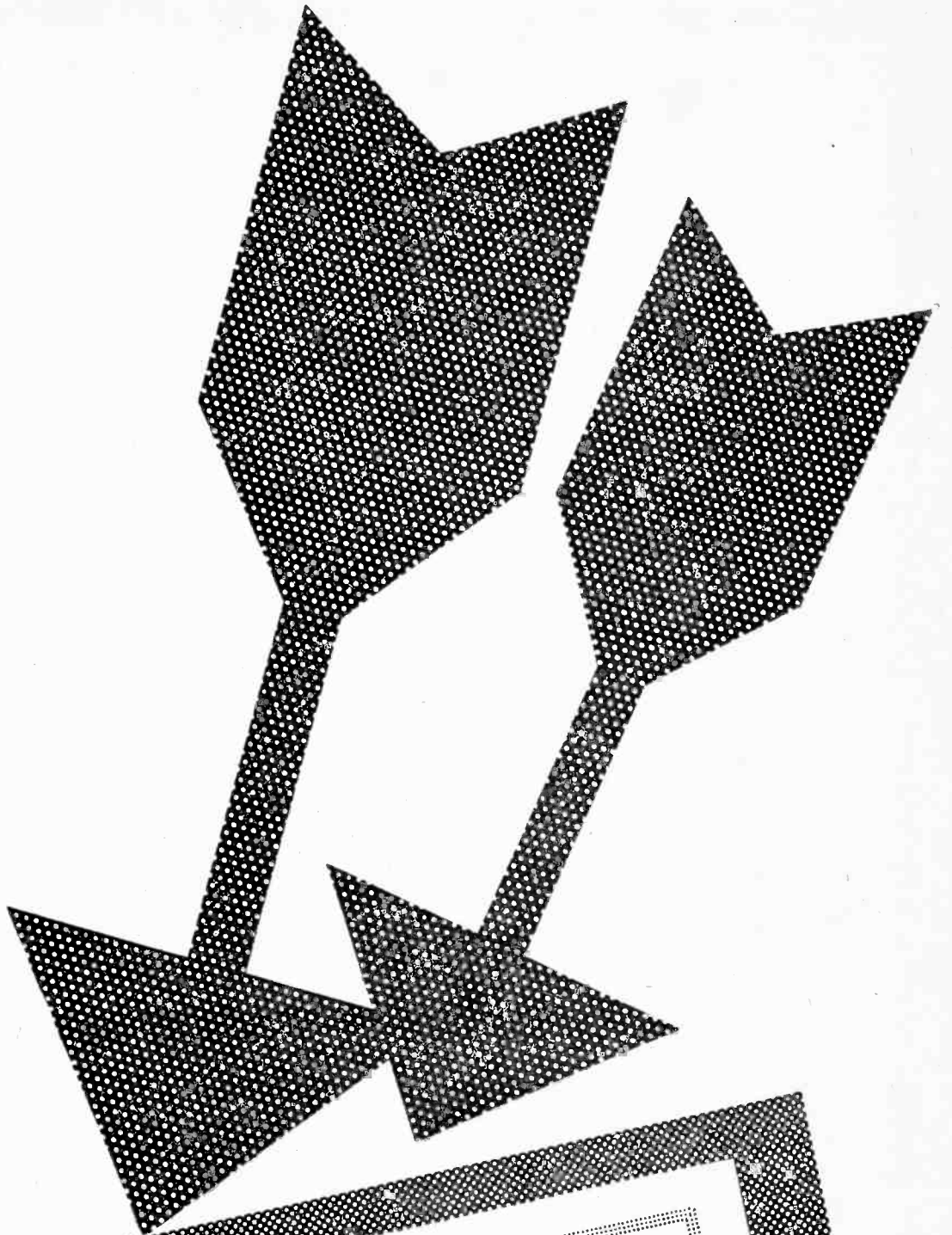
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Every Mills Bell is screen tested before it is released for sale. Skilled inspectors give each machine a thorough "going over" from top to bottom before it is allowed to reach the finished machine stock room. That is why for 59 years Mills Bells have always maintained an excellent long life while in operation. Every Mills Bell bears a "Certificate of Manufacture" when shipped. Insist upon receiving this certificate when you receive your Mills machines.



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WITH HIGH PAYOUT
50c to \$25.00 for 5c Play

FAST PLAY — GREATER EARNINGS!

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MYSTERY ODDS! On each play odds change with flashing lights and mechanical action!

7 COIN DROPS with Individual Coin Detectors!

NEW REFINEMENTS! NEW DESIGN!

Rich new cabinet . . . brilliant, colorful backboard . . . brightly lighted, full vision race track!

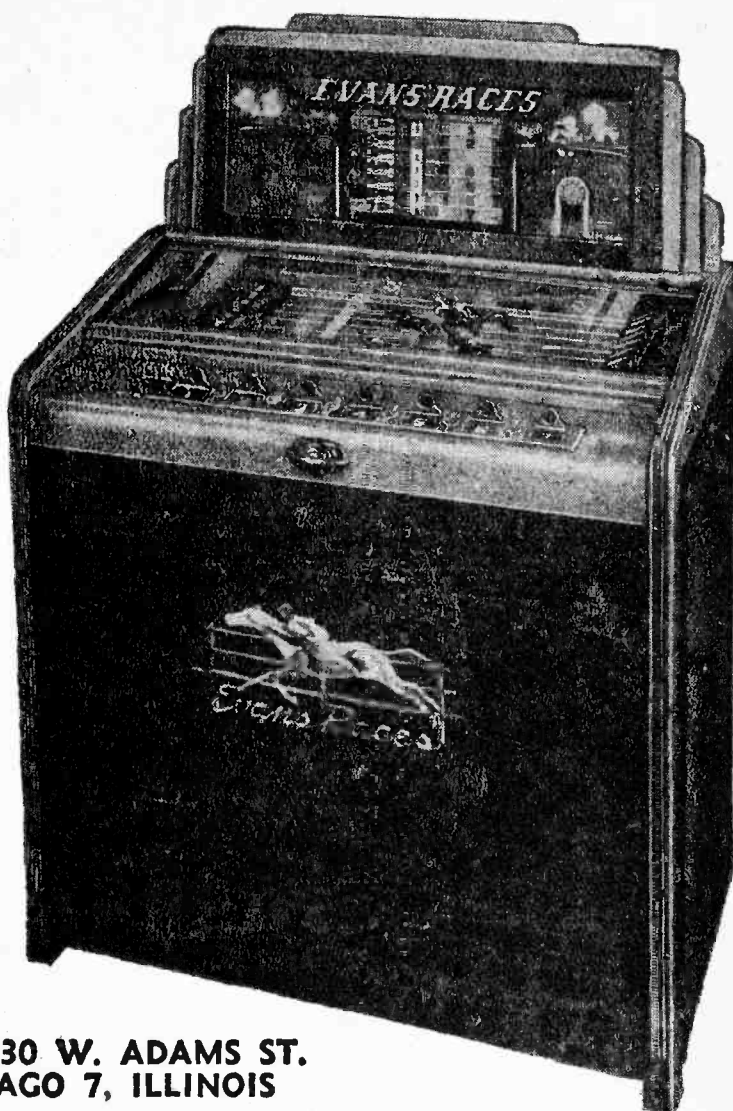
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Delivering Mills Latest Machines
JEWEL BELL
Available in 5c-10c-25c Play



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MILLS
5c Q T,
\$115.00



Exclusive Distributor for Mills
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NEW FIVE BALLS
Exhibit Mam'selle
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NEW
Bally Triple Bell Write
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Slightly Used Columbia Bells \$ 55.00 5¢ Jennings Victory Chief . \$50.00
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TERRIFIC BUYS—USED FIVE BALLS
\$29.50 \$39.50 \$49.50

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FILBEN STOW-A-WAY \$3 98
FILBEN MIRROCLE CABINETS . \$3 25

we can show you how to
turn your old electric selection
mechanisms into new equipment.

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Write for Bargain List on All Types Used Machines.

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WEBSTER SAYS: "BONANZA; A SOURCE OF UNEXPECTED WEALTH."

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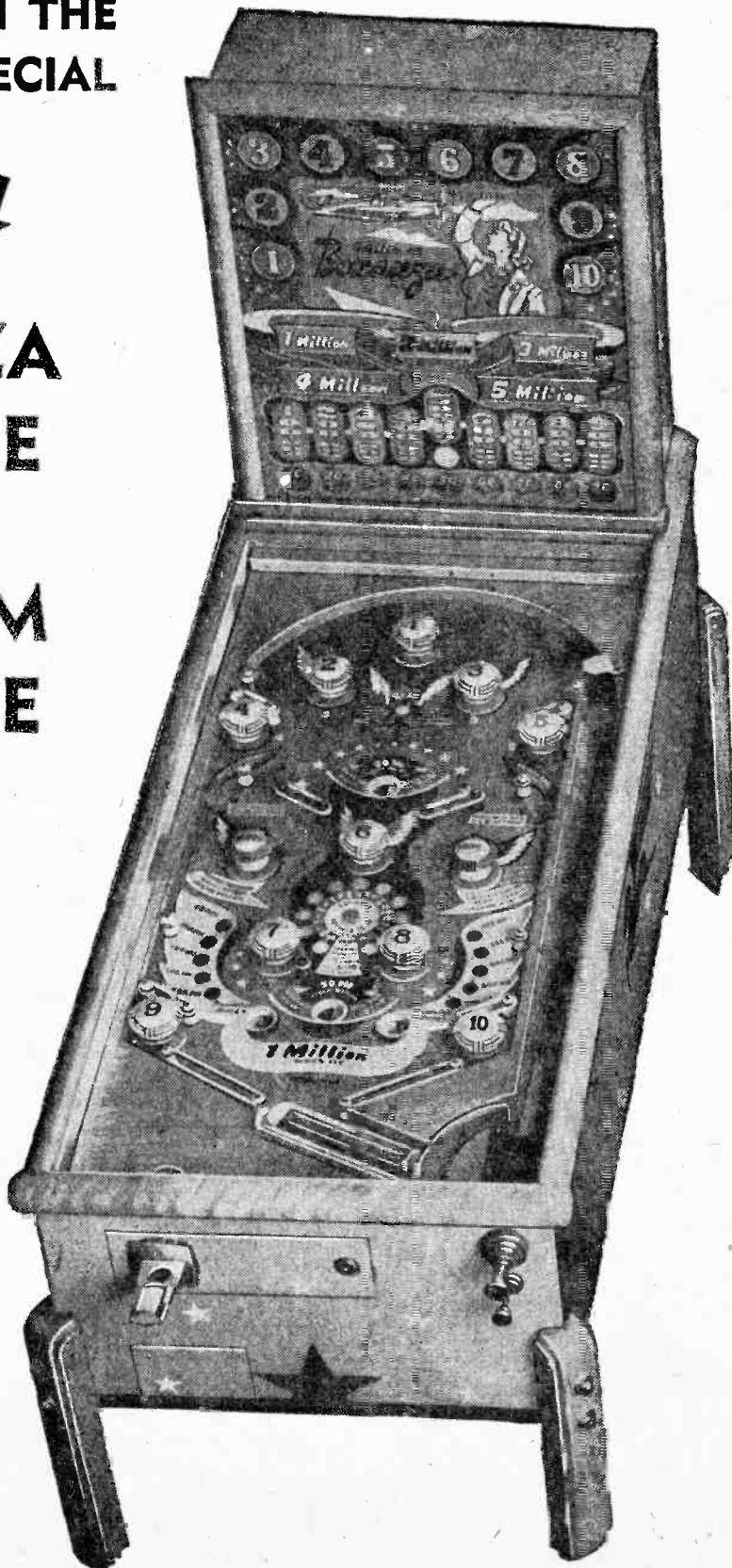
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Bonanza

WITH THE
EXTRA SPECIAL



BONANZA
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SCORES TO A
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HIGH OF
5 MILLION!

ORDER FROM
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AT ONCE!



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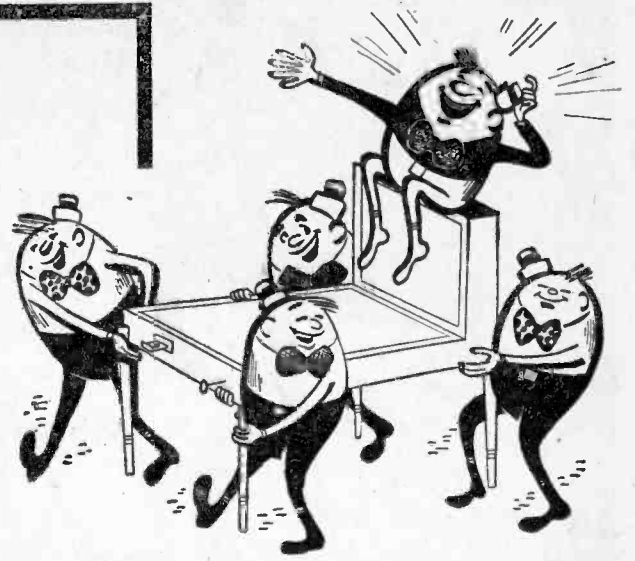
Merrily We Roll



Along, Roll Along WITH

HUMPTY DUMPTY

THE
GREATEST
INNOVATION
IN THE
HISTORY
OF
PIN GAMES!



THE PLAYER WILL **LAUGH!**
THE SPECTATOR WILL **ROAR!**
THE OPERATOR WILL BE **THRILLED!**

YES . . . SOMETHING NEW HAS BEEN ADDED . . .
SENSATIONAL PLAYER-CONTROLLED

FLIPPER BUMPERS

Super-sensitive Flipper Button, on side of Cabinet, controls 6 unique FLIPPER BUMPERS on Playing Field. With SKILL and timing, player can control balls . . . can send them zooming from the bottom right back to the top . . . whizzing and bounding around the field for additional scoring! It's positively terrific!

PLUS
HIGH SCORE • SEQUENCE
BONUS • KICKER POCKETS

A GAME OF
SKILL and
TIMING!
PLAYER
CONTROLS
FLIPPER
BUMPERS!

ORDER FROM
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SUPER-SENSITIVE
CONTROL BUTTONS
ON BOTH SIDES

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it's **GENCO'S**

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**PROVEN
PLAYER
APPEAL**

- STRAIGHT NOVELTY PLAY
- HIGH SCORE FEATURES
- "ROLL-DOWN" PLAY
- CONSOLE CABINET

(Same Size as Pin Game)

SEE YOUR DISTRIBUTOR

**FIVE-BALL
NOVELTY
PLAY**



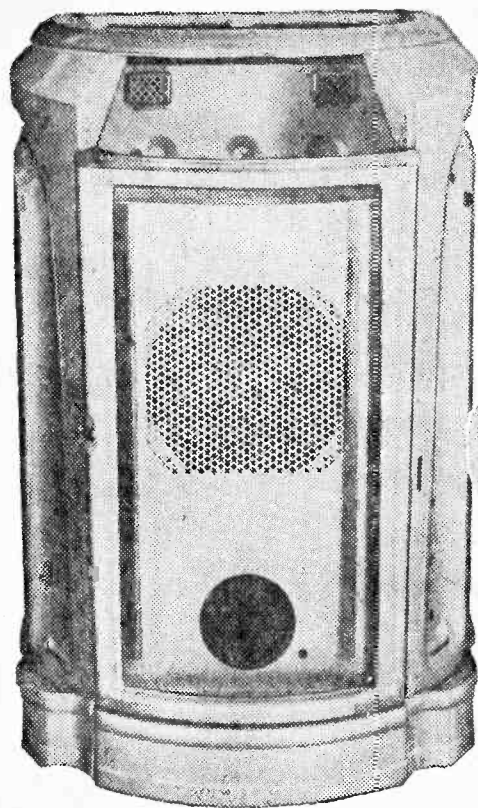
UNITED MANUFACTURING COMPANY

5737 NORTH BROADWAY

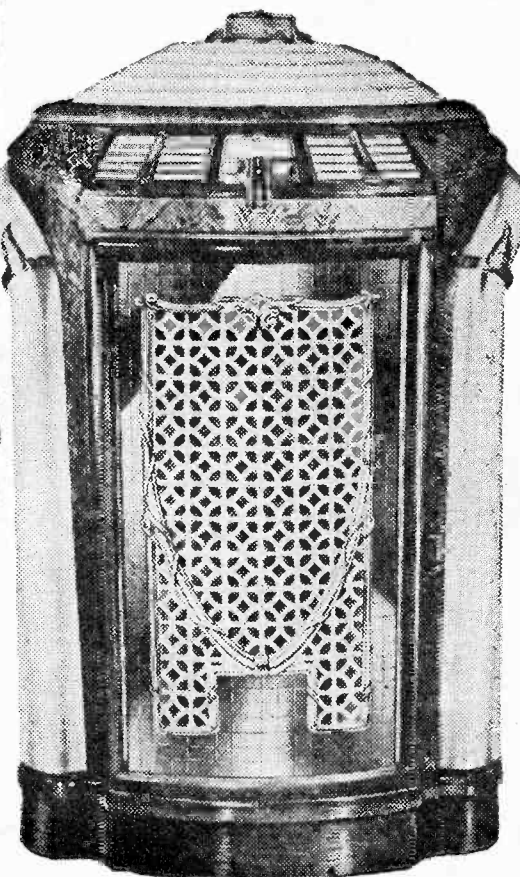


CHICAGO 40, ILLINOIS

Seeburg *ALL-ALUMINUM CABINET*



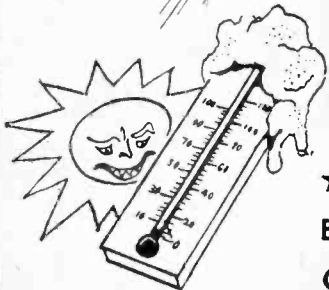
... finished in beautiful walnut burl or bleached modern!



★ UNAFFECTED BY AGE



★ UNAFFECTED BY MOISTURE



★ UNAFFECTED BY TEMPERATURE CHANGES

Seeburg has delivered thousands of all-aluminum cabinet Symphonolas during 1947. They have all the luxurious beauty of fine wood . . . plus the long life of aluminum. To look at . . . to hear . . . you can't tell one from the other . . . except in the long run . . . where aluminum has obvious advantages.

Let us tell you of the fine Seeburg plan for 1948. See the beautiful Seeburg Symphonolas in both rich burl walnut and bleached modern light finishes. As progressive operators know . . . it's good business to install . . .

Seeburg **SCIENTIFIC SOUND** MUSIC SYSTEMS DISTRIBUTION MUSIC SYSTEMS

S. H. LYNCH OFFICES:

- ★ Dallas, Pacific at Olive
- ★ Houston, 910 Calhoun
- ★ New Orleans, 832 Baronne
- ★ San Antonio, 241 Broadway
- ★ Memphis, 1049 Union Avenue
- ★ Oklahoma City, 900 N. Western

S. H. LYNCH & CO.

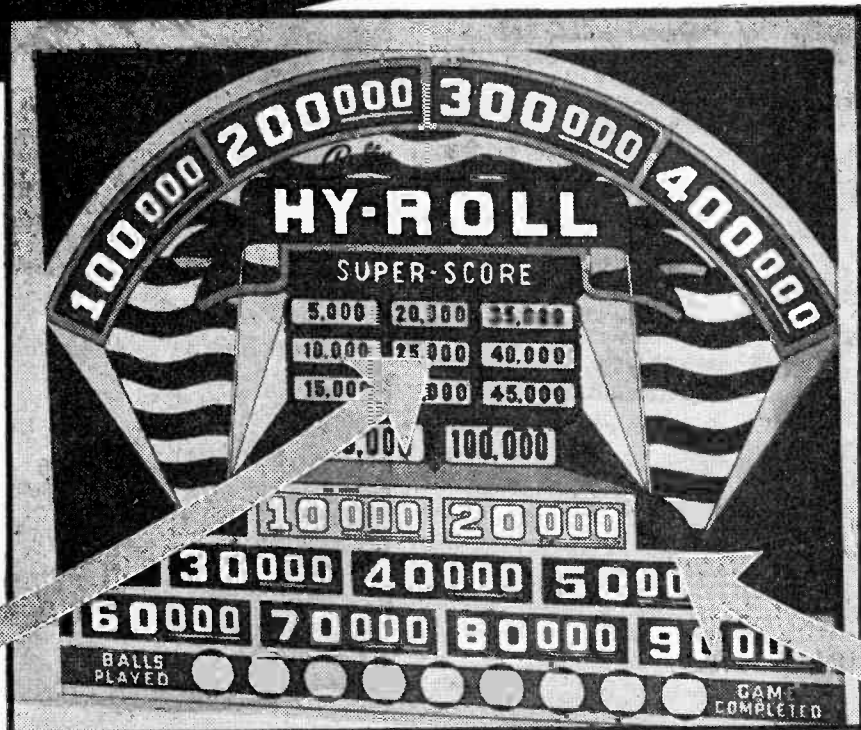
Exclusive Southwest Distributors

THE "ROLL-DOWN" GAME
WITH
"KICK-UP" ACTION

Bally HY-ROLL

WITH CLEVER NEW SUPER-SCORE FEATURE

**SUPER-SCORE
BUILDS UP
BY SKILL**



**BASKET-SHOT
TRANSFERS
SUPER-SCORE
TO
TOTAL
SCORE**

**CHECK THESE
MONEY-MAKING
FEATURES**

- 18 Roll-Over Buttons, 7 Pockets . . . scoring 1,000 to 10,000 . . . insure action and score-excitement on entire play-field.
- Coil-spring construction of Roll-Over Buttons insures positive pop-up. Buttons cannot stick in down position.
- Richly grained natural wood cabinet is an ornament to any location.
- Metal arch-armor with renewable rubber bumpers eliminates archway repairs.
- Simple latch holds play-field to cabinet without nuisance of nuts and bolts.
- Brilliant light-up score-board attracts play.
- Adjustable for 5, 6, 7, 8 or 9 ball play.

SUPER-SCORE buttons and pockets score TWO WAYS . . .

- (1) add 1,000 or 5,000 to player's total skill score . . .
- (2) add 5,000 to SUPER-SCORE. Basket-shot automatically transfers SUPER-SCORE to total score . . . an EXTRA BONUS score that gives players an extra thrill, insures extra profits to operators. SUPER-SCORE remains on back-glass at end of game* . . . a tantalizing repeat-play attraction . . . a powerful "come-on" for new players. Try HY-ROLL on location. Watch the SUPER-SCORE work. Check your profits after two or three days. You'll want HY-ROLL in every skill spot in your territory.

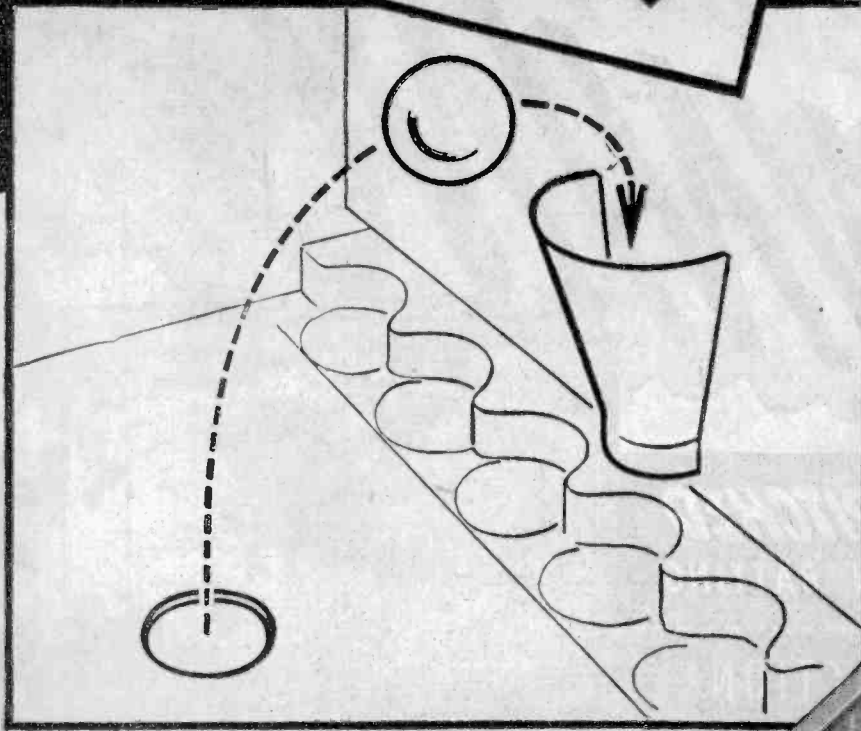
*SUPER-SCORE may be adjusted to re-set to zero after each game.



Bally MANUFACTURING COMPANY
DIVISION OF LION MANUFACTURING CORPORATION
2640 BELMONT AVENUE, CHICAGO 18, ILLINOIS



**SENSATIONAL NEW
BASKET SHOT**



Balls actually jump up off the board . . . plop into basket. Then . . . ding, ding, ding . . . the Super-Score bell rings a merry tune while the Super-Score is automatically transferred to player's total score. Super-score . . . kick-up action . . . slick, smooth roll-down appeal . . . spring-positive contact buttons . . . flashy glass . . . rich, natural wood cabinet . . . trouble-proof, cheat-proof mechanism . . . all, add up to increased profits in roll-down operations. For pepped up skill-profits, order HY-ROLL today.





BALL AUTOMATICALLY PITCHED
PLAYER CONCENTRATES SKILL ON BATting

PLAYERS RUN IN FLASH-ACTION
ON BACK-GLASS AND FIELD

WELCOME IN ALL TERRITORIES
A MONEY-MAKER IN EVERY LOCATION

GUARANTEED
MECHANICALLY RIGHT



Simply deposit a nickel and . . . play ball! Automatic "pitcher" hurls ball from mound in realistic baseball diamond. Flip finger-lever to swing bat . . . hitting singles, doubles, triples, home-runs or outs. Players "run bases" on back-glass and playfield. Runs and outs register on score-board. Play ends after 3 outs or 4 exciting minutes of play . . . and in goes another coin . . . and another and another . . . repeat-play by the hour . . . day after day . . . month after month. Order BIG INNING today.

A BALLY GAME FOR EVERY SPOT
JOCKEY CLUB • JOCKEY SPECIAL • EUREKA
HEAVY HITTER • NUDGY • TRIPLE BELL
HI-BOY • WILD LEMON • DOUBLE UP

SEE
Bally
HY-ROLL
NEW ROLL-DOWN SENSATION
PAGES 200-201
THIS ISSUE



Bally MANUFACTURING COMPANY
 DIVISION OF LION MANUFACTURING CORPORATION

2640 BELMONT AVENUE, CHICAGO 18, ILLINOIS

GIVE
TO THE
DAMON RUNYON
CANCER
FUND

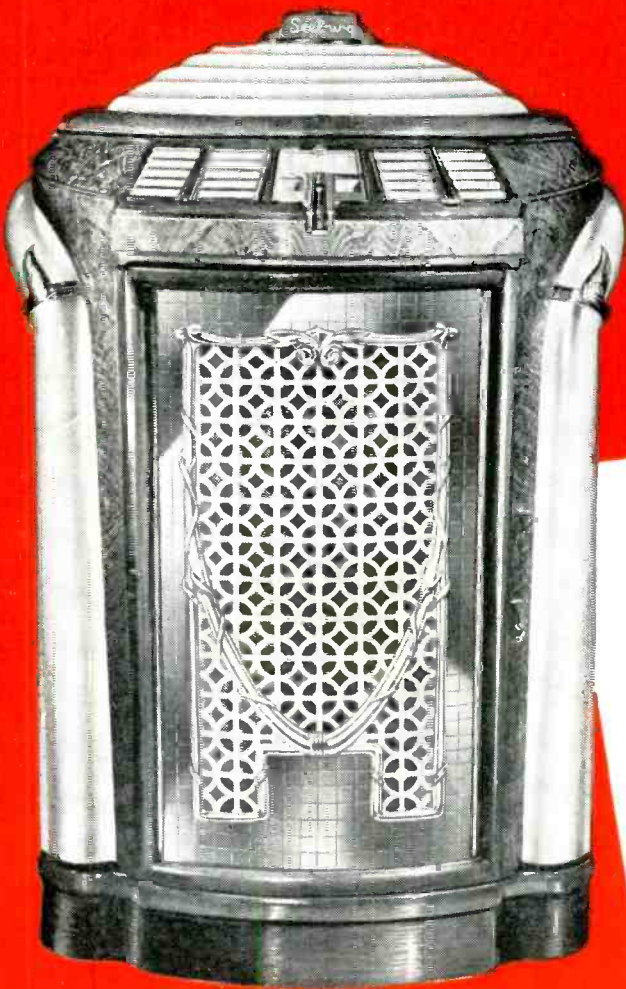
IN THE *farthest* CORNER . . .



close-up TO THE SYMPHONOLA



MUSIC LEVEL IS THE *same* WITH
SCIENTIFIC SOUND DISTRIBUTION



Seeburg pioneered Scientific Sound Distribution—today recognized as not only the greatest advance in Music Merchandising but as an absolute essential to profitable operation.

The public, regardless where seated, is never disturbed by a blare of noise—never too far removed to hear the music.

Only the Symphonola is engineered for such a system—nothing to adapt—nothing to convert.

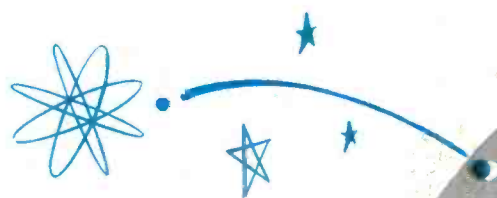
Unless you are taking advantage of this Seeburg development, you are missing potential revenue that is rightfully yours. Let your Seeburg Distributor give you the facts on Scientific Sound Distribution for the locations you operate.

Seeburg

1902 • DEPENDABLE MUSIC SYSTEMS • 1947

J. F. SEEBURG CORPORATION
1500 N. Dayton St., Chicago 22

See Your Seeburg Distributor for a Demonstration

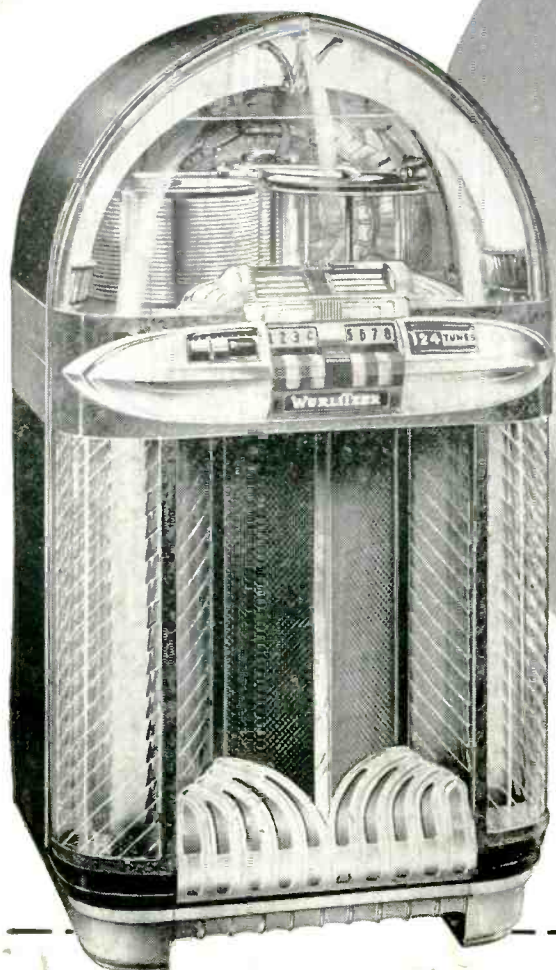


The WURLITZER 1100

can save up to

1
3

of its original cost
in four years
of play



AMAZING SAVINGS IN RECORD AND NEEDLE COSTS WITH THE

ZENITH COBRA TONE ARM



The Wurlitzer 1100, with its Zenith Cobra Tone Arm, will give you 2000 plays per record—without appreciable loss of fidelity.

You profit by the greatest play-stimulating tone in phonograph history. At the same time you save from 50 to 75% of present record and needle costs. And, even after 2000 plays your records and the cartridge are still suitable for further use, or the records for resale.

The Wurlitzer 1100 will make more money—save more money than any phonograph in history.

2 TO 100 TIMES FASTER SERVICE WITH "Quick-as-a-Flash" REPLACEMENT UNITS



Mechanically, the Wurlitzer 1100 will require less service than any phonograph ever built.

Yet, should service be required, Wurlitzer's new "Quick-as-a-Flash" Replacement Units mean parts can be removed and replaced from 2 to 100 times faster than ever before.

An amazing saving in time that means a corresponding saving in money.

Actually, in records, needles and service time saved, the Model 1100 can save up to 1/3 of its original cost in four years of play.

All this, in addition to the newest and greatest play appeal features!

THE RUDOLPH WURLITZER COMPANY, NORTH TONAWANDA, N. Y.

MAKE YOUR MUSIC

... more accessible  *... more enjoyable* 

WITH A WURLITZER ENGINEERED MUSIC SYSTEM