

The Billboard

THE WORLD'S FOREMOST AMUSEMENT WEEKLY • 25 CENTS

NOVEMBER 8, 1947



The Voice is a cinch to continue to fall pleasantly on millions of willing ears. Two upcoming and major films will feature Sinatra (MGM's "The Kissing Bandit," and RKO's "Miracle of the Bells"—Frankie plays his first non-singing role, that of the priest, in the latter). The American Tobacco Company's Lucky Strike Hit Parade via NBC stars the song topper, too, every Saturday night, and his Columbia platters (latest of which are "A Fellow Needs a Girl," backed by "So Far," and the soon-to-be-released "Dumdot Song" with "It All Came True") pile up new sales and most-played marks. An occasional personal appearance, like his Capitol (N. Y.) Theater date in November (at the highest figure in the history of that house), rounds out the busy lad's sock string of smash songselling.

"You broke every existing record at the TOWN CASINO"

"You were sensational! night after night the TOWN CASINO was filled to capacity"

"We've never worked with three finer fellows nor a more co-operative manager"

"We want you to come back to the TOWN CASINO"

These Quotes are being Repeated* all over the Nation!

THE NATION'S MOST BEAUTIFUL SHOWPLACE — FAMOUS FOR GREAT SHOWS

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COMPLETELY AIR-CONDITIONED FOR YOUR COMFORT
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BUFFALO 3, NEW YORK

PHONE: WASHINGTON 6361

HARRY ALTMAN
HARRY WALLENS

Sept. 25, 1947

TO:-
THE THREE SUNS
and their manager
Herb Kessler:

It is with a great deal of pleasure that I publicly proclaim that you broke every existing box office record at the TOWN CASINO. Frankly, gentlemen, you were the greatest attraction in our history, and not only did you entertain more people per week than any other headliner at the TOWN CASINO, but you gave us our greatest two weeks in food and drink sales.

You were sensational; night after night the TOWN CASINO was filled to capacity with your enthusiastic admirers, and needless to say, when they left they were friends more staunch than ever. We knew that you were well liked in Buffalo, but we did not realize that your many radio programs and recordings had made you one of the top box-office attractions today. You were a "sleeper" when you arrived, but we woke up but quick!

It was a pleasure to have you with us, not only because of the resultant business, but because we've never worked with three finer fellows nor a more co-operative manager. Your co-operation on our exploitation program, including broadcasts, interviews and record-autographing dates, was such that we'll always remember with pleasure.

We conclude with three brief words to the Three Suns: YOU WERE SWELL. When you hit the road again, you can be sure we want you to come back to the TOWN CASINO, and hope that will be mighty soon. Best personal regards to you all, and to your manager, Herb Kessler.

Sincerely,
Harry Altmann
Harry Wallens

EA/RSM

MORTY NEVINS
Accordion



ARTIE DUNN
Organ
and Vocalist

AL NEVINS
Guitar

The THREE SUNS

Beam WITH JUSTIFIABLE PRIDE

EXCLUSIVE RECORDING STARS FOR RCA VICTOR RECORDS

BROADCASTING NBC Coast to Coast

Direction: MUSIC CORPORATION OF AMERICA

Personal Management: HERB KESSLER

★ During their current tour The THREE SUNS have actually (by verified count) broken existing records at these locations:

- SURF CLUB Virginia Beach
- ORSATTI'S Somers Pt., N. J.
- BILL GREEN'S Pittsburgh
- MEYERS LAKE PARK Canton, O.
- TOWN CASINO Buffalo
- ANSLEY HOTEL Atlanta, Ga.
- HOLLYWOOD COUNTRY CLUB Birmingham, Ala.

... To Be Continued!!!

The World's Foremost Amusement Weekly

PUBS AS PRO TEM DISKERS

Small Pubs Financing Philly Co.

Need Those Platters

NEW YORK, Nov. 1.—Latest of the fast-growing developments to spring from the announcement of James C. Petrillo's recording ban effective at year's end was news this week that an attempt to get smaller publishers to finance a batch of recording dates had been launched by the Tune Disk Record Company of Philadelphia. Offering the pitch of small publisher protection on '48 and future material, Edward R. Wilson, head of the small new Philadelphia recording company, this week visited New York, talked to smaller publishers, predominantly BMI-affiliated firms, and attempted to close deals with them whereby the publishers would pay for Tune Disk masters cut pre-December 31.

Interest of the smaller publishers was thought likely to stem from their inability to get onto established labels due to the major diskeries' pre-Petrillo jam. By Wednesday (29) Wilson had returned to Philadelphia, claiming he had broached the publisher-financed recording deal to at least 25 firms and that five already had signed for the deal with Tune Disk. Only publisher who announced participation in the plan was Perry (See *Small Firms on page 18*)

Ford-Allen Deal May Force Auto Rivals To Add Airers

NEW YORK, Nov. 1.—Signing by the Ford dealers this week of the Fred Allen show on National Broadcasting Company (NBC), effective for fall season, led to considerable conjecture on several points. They were, among others: Effect on the general automotive-radio picture, since Ford now has two big shows on the air; how extensively Standard Brands, Allen's current sponsor, is cutting its advertising budget and whether it will affect other Standard Brands shows and other media; whether other NBC advertisers, who have been waiting for time or time improvements, would react to Ford's having two shows within three and a half hours on the same day, Sunday.

Ford now has *Ford Theater* on NBC at 5, with Allen airing at 8:30. First show is for Ford Motors, institutional, thru Kenyon & Eckhardt;

Allen is to be sponsored by the Ford dealers associations, thru J. Walter Thompson, NBC taking the stance they are two different accounts. Latest report was that, despite the proximity of the two Ford programs, *Theater* would remain where it is. It was also known, however, that Columbia (CBS) is offering Ford a nighttime spot for its hour dramatic series, which has a \$13,000 budget and a 4.0 October 15 Hooperating. Allen currently is atop the Hooper list with 23.2. Show has a \$20,000 budget.

Yielding Choice Spot

Standard Brands, in cancelling the program and time, yields a choice network spot it has held for years, with *One Man's Family* airing before Allen moved in for Shefford (See *Ford Forcing Rivals on page 5*)

Outburst of Entertainment Welcomed in Portland, Ore.

PORTLAND, Ore., Nov. 1.—An unprecedented parade of road entertainment played Portland last month, several of the performances on competing dates, but nearly all of them drew good business where advance advertising was adequate.

Hazel Scott, pianist, grossed \$5,300 at the public auditorium the night of October 18, a figure characterized by Frank Andrews, Portland manager

for Ellison White, as "more than most concert pianists" would draw. With tickets \$1.80 to \$3, this was near capacity for the auditorium.

The Mayfair Theater, of which Herbert Royster is manager, reports virtual sellouts for the three evening and one matinee performance of *I Remember Mama*, starring Charlotte Greenwood, October 13-15. House ca- (See *Portland Outburst on page 34*)

Major Pubs May Cut Own "Leftovers"

AFM License a Big ??

By Joe Carlton

NEW YORK, Nov. 1.—Major music publishers here are seriously considering going into the record biz, at least temporarily. The obvious cause: Petrillo's December 31 recording ban.

More than four major publishers have told *The Billboard* that they have succeeded in getting established labels to wax most of their tunes for next year now before the ban sets in. But, say these pubs, despite their best efforts, some material undoubtedly will be crowded out by the terrific record company rush to build a backlog and this has stimulated the idea of putting together their own recording sessions, finding their own talent and cutting sides pre-December 31.

May Do Own Masters

Rather than follow some of the smaller pubs (see other story under this streamer head) who are thinking of paying for recordings by minor disk labels, the big publishers are considering investing their own capital (See *Majors Face on page 18*)

Equity To Drop Urging Merger

NEW YORK, Nov. 1.—A report recommending that Actors' Equity stop urging a merger of Associated Actors and Artistes of America (4A's) units until its sister unions take the question more seriously and come up with some suggestions will be turned in by the Equity 4A's committee. Actors' org now wants to be wooed because it claims that its position is strong as regards the Taft-Hartley law. Feeling is that most of its business is concentrated locally and it is not as open as other 4A's unions which are more national in scope.

After passage of the Taft-Hartley law, the different 4A's unions became (See *Equity to Stop on page 42*)

FCC Warns of Biz Hazards

Rapid Growth Dangerous If Wall St. Sags

95 'Problem Cities' Listed

WASHINGTON, Nov. 1.—In a 112-page economic survey of AM broadcasting, the Federal Communications Commission (FCC) today issued an implied warning of "possible over-expansion" of the radio industry and listed 95 "problem cities," involving 663 stations, as the chief danger area. The report revealed that the "leak-neck" pace of station sales in the last nine years resulted in a turnover equivalent to sales of almost nine out of every 10 licensed stations. The over-expanded situation, the report hinted, leaves the radio industry vulnerable if a general (See *Radio's Need on page 11*)

Bing's Dig in Ribs At The Voice Just Latest in a Trend

NEW YORK, Nov. 1.—Bing Crosby's reference to Frank Sinatra's music firm on the Wednesday (29) Philco show was only the latest instance in what seems to be a minor trend on airshows, i.e., the practice of building gags around strictly trade angles. In introducing his own warbling of *Aincha Ever Comin' Back?* Crosby referred to the tune as being published by the Italian-American Music Publishing Company, "headed by Frank Sinatra." (Sinatra's pub firm name, of course, is Sinatra Songs). Bing mentioned he would be ingratiating himself with *The Voice* and getting the latter's Coast plugger out of his hair at the same time by doing the number.

Ted Collins, on at least two fairly recent Kate Smith shows, has tossed in material built around the plugging persistency of George Pincus, Shap- (See *Bing's Dig in Ribs on page 34*)

Report Proser Selling Copa To Palumbo

Philly Op Invading N. Y.?

NEW YORK, Nov. 1.—Uncheckable last-minute reports that Monte Proser and some of his associates were considering selling out their interest in the Copacabana nitery here to Philadelphia's nitery mogul Frank Palumbo were current here this week. Palumbo built Philly's Click Club into one of the nation's leading band spots in one year of operation.

Proser is said to be retiring from the nitery biz entirely, while Palumbo has on a number of occasions expressed an interest in buying a New York night spot.

BBC Follows Up

LONDON, Nov. 1.—The American orkster-to-disk-jockey trend, which saw Paul Whiteman, Tommy Dorsey and Duke Ellington, among others, become platter spinner spielers, appears to have spread to England. First orkster spinner to spin disks over the British Broadcasting Corporation (BBC) air will be Jack Payne, who for many years led the official BBC dance ork and was one of Britain's top theater attractions. The new Payne disk series is tabbed *On the Record*.

St. Paul Votes 5% Ticket Tax

ST. PAUL, Nov. 1.—An ordinance establishing a 5 per cent admissions tax on all forms of entertainment, effective next month, was enacted by the city council Wednesday (29) by a 4-2 vote. First of its kind in Minnesota, the levy is expected to yield \$200,000 annually.

Under provisions of the new act, the city will collect 1 cent tax on each 20 cent admission charge or major fraction of 20 cents. Levies will be made on admissions paid to movies, stage shows, dances, amusement parks, concerts, exhibition athletic games such as baseball, basketball and football, and, in some cases, night clubs and cabarets.

Before the measure was adopted, St. Paul business interests spoke out against the proposal. M. W. Thompson, secretary of the retail division of the St. Paul Association of Commerce, told councilmen that "restoration of St. Paul as an amusement center has improved property values. Amusements constitute a good tool for bringing people into our loop. This proposed tax will wipe out much of that."

Tax Called Discriminatory

Joseph Finley, attorney representing entertainers, called the tax discriminatory. Support for the measure came from parents, civic groups and teachers who declared the new tax necessary.

Opponents took inventory of the situation Thursday to determine whether or not the ordinance should be attacked. Two possible moves were foreseen. One would be a direct appeal to the courts. The other would be to put the ordinance up to the voters by referendum, requiring signatures of 8,000 qualified voters to bring the matter before the electorate.

Calling new levies a "dubious city tax," the *St. Paul Pioneer Press* on Thursday took an editorial whack at the ordinance. Paper pointed out that Minneapolis, across the river, has no such ordinance, and predicted St. Paulites would seek amusement and entertainment over there.

Edith Piaf Shines In Imported Vaude At the Playhouse

Edith Piaf and Her Continental Entertainers

(Opened Thursday, October 30)

THE PLAYHOUSE, NEW YORK

Vaudeville. General manager, Edward Lewis. Musical director, Lou Forman. Press representatives, Richard Maney and Ruben Rabinovitch. Presented by Clifford C. Fischer. Cast: Edith Piaf, Les Compagnons de la Chanson, Georges Andre Martin, George and Tim Dormonde, Les Canova, Lyda Alma and Vanni Fleury and Dorritt Merrill.

Clifford C. Fischer's latest Paris importation looks to rack up something of a personal triumph. Edith Piaf is completely off the beam on all precedents set by previous Latin chanteuses. She eschews every cute Gallic trick, dresses severely and uses almost no make-up. She is tiny, with huge mop of red hair and a big red mouth and seems to scorn deliberately any attempt at showmanship. She simply stands flat-footed in the middle of a bare stage—and sings.

Her voice is not trained, altho it has a vibrant, intense quality that builds steadily on the ear. But La Piaf has some inner magic of salesmanship, a modesty amounting almost to humbleness, that has an audience eating out of her hand. It is a quality which precisely complements her type of rep. She sings mostly sad songs, about people from the wrong side of the tracks, people who have found life a tough racket. The tunes have lifting, simple melodies, and the lyrics have drama. This reporter liked best her *Mariage*, chanted against a church bell accompaniment, and *L'Accordioniste*, which tells the story of a cafe musician who didn't come back from the war.

Obviously, La Piaf's chanting is gaited strictly for the intelligentsia and carriage trade. However, her talent should prove a smash attraction in class rooms for sophisticated customers.

Unfortunately, Fischer has back-grounded her for this debut engagement at the Playhouse with a run-of-the-mill vaude show. There is

ICE VOGUES OF 1948

(Opened Saturday, October 19)

FAIRGROUNDS COLISEUM, DAYTON, O.

Ice skating show managed and produced by Holiday on Ice Shows, Inc. Executive director, George D. Tyson. General manager, Charles Grant. Musical director, Milton Blakeley. Ray Carter, emcee and vocalist. Press representatives, Arthur Seelig and Jolen Finley.

Premiering for the season here, *Ice Vogues of 1948* got off to an excellent start with a snappy performance approved by a capacity audience. The show is largely what was *Holiday on Ice* in the larger cities last year, but the cast has a line-up of excellent principals and the costuming and staging are good.

The company used a portable ice rink 40 by 80 feet here, but can increase it to 65 by 120 where there is a larger auditorium. The surface was in fine shape for the start and there wasn't a hitch anywhere—just a few falls to make it interesting.

The opener was *Winter Carnival*, in attractive red and blue costumes, (See *Ice Vogues of 1948* on page 41)

one notable exception—a group of nine young men who bill themselves as Les Compagnons de la Chanson. Les Compagnons have practically no inhibitions and plenty of talent to go around. They are spontaneous and exuberant song-burlesquers and heave an extremely comic harpoon into anything from a small town band to a Russian choir. In fact, if La Piaf didn't have so much talent herself, the boys might steal the show.

For the rest there is a Greek dance team, Alma and Fleury, who certainly will cause no more than a faint ripple in local vaude circles. Les Canova, an acro duo from Italy, offer a good grade of slow-motion gymnastics in the manner of the Rath Brothers. George and Tim Dormonde, standard European unicycle act, inject a bit of clowning and Georges Andre Martin acts as conferencier and contris his dancing digitmarionettes. Latter is clever and might do well in a small room—but effectiveness is lost in a theater.

Fischer is building the show for a limited run. It should do substantial business on the basis of Piaf's personal salesmanship and the excellent support she gets from those satirical Compagnons. **Bob Francis.**

Tampa Preparing To Greet Freedom Train on Dec. 21

TAMPA, Nov. 1.—Tampa began preparations this week to greet the Freedom Train, which will be here December 21 for a 12-hour showing from 10 to 10. Before its doors close that night more than 13,000 Florida residents and visitors, it is expected, will have seen the exhibits.

Mayor Curtis Hixon plans to have a "rededication week" observance as build-up for the Train's visit. Schools will have special exercises, there will be a Veterans' Day and a parade to the City Hall for a mass pledge to support American ideals, and "freedom of religion" day in the churches.

Attending an organization meeting of the committee was Herbert M. Golden, of New York, advance man for the train. Named as head of the Tampa committee was the Rev. E. J. Pendergrass, who will be assisted by 27 civic leaders. Radio men on the committee include L. Spencer Mitchell and Ken Skelton, of WDAE, and Charles Baskerville of WFLA.

"Starlight Roof" Opens in London

LONDON, Nov. 1.—*Starlight Roof* at the London Hippodrome had a handsome enough build-up before its opening last night. It was stressed that the music was written by band leader George Melachrino (of Melachrino Strings) who since the war has emerged as one of the brightest stars in the British ork sky, his own type of sweet music at times even excelling that of Gerald, still the undisputed ork king of London. The product of Melachrino's labors met with an indifferent reception.

It was much rather Vic Oliver who gave the show its standing. Eric Maschwitz has given *Starlight Roof* some lyrics which may long outlive both the show and the Matt Brooks book on which it is based. The show is scheduled for a short London run, but producer Vic Oliver has a chain of provincial dates which will take him well into the new year.

Henry Guttman.

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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 Sales*
NEAR YOU
- No. 1 *Most Played on Disk Jockey Shows*
NEAR YOU by Francis Craig, Bullet 1001
- No. 1 *Disk Via Dealer Sales*
NEAR YOU by Francis Craig, Bullet 1001
- No. 1 *Disk in the Nation's Juke Boxes*
NEAR YOU by Francis Craig, Bullet 1001
- No. 1 *Popular Album Via Dealer Sales*
GLENN MILLER MASTERPIECES (VOLUME II) by Tex Beneke, Victor P-189
- No. 1 *Classical Disk Via Dealer Sales*
CLAIR DE LUNE by Jose Iturbi, Victor 11-8851
- No. 1 *Classical Album Via Dealer Sales*
RHAPSODY IN BLUE by Oscar Levant, Philadelphia Ork; Eugene Ormandy, conductor, Columbia X-251
- No. 1 *Folk Disk in the Nation's Juke Boxes*
SMOKE! SMOKE! SMOKE! (THAT CIGARETTE) by Tex Williams' Western Caravan (Tex Williams Trio), Capitol Americana 40001
- No. 1 *Race Disk in the Nation's Juke Boxes*
BOOGIE WOOGIE BLUE PLATE by Louis Jordan, Decca 24104
- No. 1 *Sheet Music Best Seller in England*
NOW IS THE HOUR
- No. 1 *Sheet Music Best Seller in Canada (for two major jobbers)*
I WONDER WHO'S KISSING HER NOW
NEAR YOU

Full score on leading tunes and disks in the Music Department. (MUSIC POPULARITY CHARTS THIS WEEK APPEAR ON PAGE 24 to 33 IN MUSIC SECTION.)

The Billboard

The World's Foremost Amusement Weekly

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Varot



VELVET GLOVE FOR COMICS

H'w'd Comics Approve New NBC Policy

Dyke Asks Integrated Plugs

HOLLYWOOD, Nov. 1.—For the first time in several years top comedians on the National Broadcasting Company (NBC) seem to be happy with the new attitude of web toppers toward censorship of air material. Consensus of NBC comic stars is that NBC has at long last adopted a healthy approach toward censorship in which arbitrary rulings of the blue pencil boys are to be avoided in favor of a more reasonable policy of giving jokesters the benefit of the doubt.

Reaction of gagsters was brought into the open during the current good-will mission of NBC programming veepee Ken Dyke, whose Hollywood junket was made primarily to consult with web comic stars and hear their gripes. After a series of confidential talks with toppers like Eddie Cantor, Red Skelton, Art Linkletter, Ed Gardner and Jack Benny it was learned that Dyke assured comics that the web was operating under a new policy which would prevent recurrence of incidents similar to the fading epidemic which plagued the web last season. Dyke reassured gagsters, however, that there would be no attempt to muzzle jokesters if material used is funny and free from dirt.

Altho funny men refused to divulge any details of their talks with Dyke, it was evident that the exec's visit had done much to clear the air and erase ill feeling which has heretofore existed. At the height of last season's squabbling it was known that several top comedians were fed up to a point of seeking a shift to another network rather than continue under NBC's strict and allegedly stuffy code. The Fred Allen fading and nixing of all mention of Bing Crosby's rival net show were particularly sore spots.

Dyke is understood to have discussed misuse of commercial time with agency execs, stressing that it is up to the industry to handle commercials properly or else face government control. Dyke's attitude, as learned from agency reps, is that NBC will be more than lenient on commercial timing if plugs are integrated and high in entertainment value. For example, the web favors commercials such as Jack Benny's quartet gag, the Fibber McGee and Molly plugs and similar integrated gimmicks.

Revere Quits Donohue-Coe

NEW YORK, Nov. 1.—Tom Revere, vice-president, radio director and chairman of the plans board at Donohue & Coe Advertising Agency, resigned yesterday (31). Revere left for Torrington, Conn., where he operates a pottery, saying he intended to take a vacation for the next few weeks.

Revere's plans, he said, depend upon a couple of deals "which have

Sealtest No. 3

NEW YORK, Nov. 1.—Thru an oversight, the new Jack Carson Sealtest show, thru McKee & Albright, was not included in last week's tally of new programs and their Hooperatings. Actually, Carson would have rated third in the new standings as of October 1, with a 13.7, exceeded only by Al Jolson and *My Friend Irma*.

October 15 Hooperating for the Carson-Eve Arden opus is 13.9 with Jolson grabbing a 19.6 and *Irma* a 15.7.

Ford Forcing Rivals To Add To Radio Time

(Continued from page 3)

Cheese and Tenderleaf Tea. Time bill is about \$10,000 weekly, but the 8 p.m. Standard Brands time, with Edgar Bergen, is not affected.

It is expected that Ford's move will stimulate other auto accounts in radio, with the picture growing increasingly competitive. Kaiser-Frazer and DeSoto-Plymouth recently signed new web shows, and others are certain to do so. *Ford Theater* plugs do not make direct selling pitches, but the new show will do so, especially in the view of possible easing on car deliveries.

AFM Green-Lights 3 Live Music Shows On FM for Navy

NEW YORK, Nov. 1.—For three consecutive Saturdays, beginning today, FM listeners in the New York area may hear a new program featuring live music, despite the ban on such airings by the American Federation of Musicians (AFM). The show features the 15-piece band of Ray Marsh, which will be broadcast from 6 to 6:30 p.m. over WGYN.

The deal, which was okayed by Charles Iucci, secretary of Local 802, AFM, will have Marsh's band playing under the auspices of the U. S. Navy's recruiting division, with air time donated by the station.

New Audition Plan Adopted by FC&B

NEW YORK, Nov. 1.—Foote, Cone & Belding ad agency is instituting a system whereby recordings of shows available for purchase will be piped to top account execs twice a week. System has been designed to keep both the radio department and the top kicks on the various FC&B accounts up to date on new packages for sale.

As a result of the new set-up, Norman Winter, FC&B radio talent head, has sent out a call asking that audition platters be shipped to him as soon as they're available. Pipings will take place every Tuesday and Thursday afternoon.

started to bubble." One is believed to involve an agency, the other a radio station.

NBC, Relaxing Gag Controls, Is Stricter in One Respect: Blue Stuff Will Feel Knife

Off-Color Repeaters To Be Cut Off Permanently

HOLLYWOOD, Nov. 1.—A revised censorship code for comedy programs, representing a drastic change in policy, has been promulgated by the National Broadcasting Company (NBC). The new code is in some respects less stringent than NBC policy in the past, but in one basic respect it is much stricter. The key point in the network's new comedy standards calls for cutting off the air any comedian who insists on using blue material. This step, however, will not be taken until NBC has endeavored to enlist both advertising agency and sponsor support in its desire to kill offensive lines, and the cut-off step will not be taken unless this agency-client support is not forthcoming.

In addition, a comedian who has been cut off the air once, and tries to get blue material over again, will be cancelled off the network permanently—again provided the agency and sponsor involved have not backed up the web's efforts to keep dirt off the air. NBC hopes it never happens—but is prepared to go the limit if circumstances warrant.

Greater Gag Leeway

In addition to this vital change in procedure, NBC is permitting much greater leeway insofar as the subject matter of gag shows is concerned. Thus, comedians will now be able to gag about topical events—even such heretofore taboo items as Gromyko, NBC vice-presidents and kindred topics. The one basic tenet, however, will be an absolute refusal to tolerate any gag which raises a question of good taste.

Along with its shift in policy, NBC is changing its technique of censoring comedy shows. In the past, this has been done by reading scripts. This is being dropped, in favor of a system of monitoring rehearsals. NBC believes that in this way any business, or trick inflection, employed to off-color a gag will be easier to tag.

The mechanics of handling blue material will be along the following (See NBC Relaxing on page 15)

San Fran Sets 2 New FM Outlets

SAN FRANCISCO, Nov. 1.—Two new FM stations are set here. The newest, KGO-FM, an American Broadcasting Company (ABC) outlet, goes on the air Monday (3) on a six-hour schedule which will duplicate, as far as possible, the regular KGO-ABC programs. The station, which will be heard on Channel 291 at a frequency of 106.1 megacycles with power of 3,000 watts, will air from 3-9 p.m. daily. The initial operation will be non-commercial, pending selection and development of a permanent transmitter site. The temporary transmitter is located alongside the KGO(AM) transmitter in Oakland.

KSFH, FM outlet owned and operated by the Pacific Broadcasting Company, debuted October 22 and is scheduled to broadcast from 3-10 p.m. daily. The station broadcasts under its full power of 15,800 watts effective radiated power on 94.9 megacycles, channel 235.

Gayle V. Grubb, KGO general manager is directing the ABC operation. KSFH execs are H. R. Hurd, manager; Forrester Mashbir, program director, and Walter T. Selsted, chief engineer.

The PERFECT CHRISTMAS GIFT

9

... to send to your friends

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

CHRISTMAS CAROLS

by the **HOUR OF CHARM**

ALL-GIRL ORCHESTRA and CHOIR

under the direction of PHIL SPITALNY



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ADDRESS

NUMBER OF ALBUMS (\$3.85 PER ALBUM)

NAB PONDERERS ANTI-AFM ADS

United Front Meet To Plan Strategy Move

RMA Joins All-Industry Unit

WASHINGTON, Nov. 1.—Meeting of the united front industry music committee here Wednesday (5) on James C. Petrillo's disk ban will consider, as a primary strategy, a special public relations campaign financed by equal contributions from the participating industries. Campaign would involve sponsored radio broadcasts and newspaper ads to capitalize upon the widespread public reaction against Petrillo which already has developed. The radio broadcasts would be classified in such a way that the AFM would be free to buy time to present its opposing views.

The industry music committee, organized under the leadership of the National Association of Broadcasters (NAB), was further bolstered this week when the Radio Manufacturers' Association (RMA) joined, altho manufacturers are not directly involved in the Petrillo issue.

On the eve of the sessions, reports that Petrillo might withdraw musicians from the radio networks when AFM contracts with the webs expire January 31, as previously reported by *The Billboard*, gained additional credence. Should the union chief proceed with such a move, he would be required under the Taft-Hartley Act to serve notice of intention to seek contractual changes 60 days in advance of expiration of current contracts.

This particular problem is not expected to gain a place on the agenda of the united front meeting, however, since its impact would be solely on the webs and affiliates. Wednesday's solid-afternoon session on the December 31 waxing ban is understood to be devoted to naming a permanent chairman, vice-chairman, secretary and subcommittees to keep all industries "fully informed." Music committee will be geared to serve as a "central clearing house of information" for all divisions.

Oops, Sorry! Stan Anderson Actually Likes Radio Flacks

NEW YORK, Nov. 1.—*The Billboard's* editors—the ones who sit at linotype machines in the composing room—seem to have pulled a boner. Two weeks ago, we published a letter, in connection with the 10th Annual Radio Publicity Survey, from Stan Anderson, radio editor of *The Cleveland Press*. The letter, in part, said that Anderson knew of no radio press agents who were first class heels. Only he didn't use the word heels; he used a four-word phrase which, if published in newspapers and magazines, would keep 'em from going thru the mails.

The Billboard deleted the phrase and substituted a few blanks. The composing room editor did his work, and the Anderson line appeared saying, "I know of no press agents who are first class." Brother, you can imagine what has been happening to Anderson—and *The Billboard*—since then.

Tough Rap

NEW YORK, Nov. 1.—Life keeps getting tougher for the radio flacks. This week, Bob Kane of the Benton & Bowles publicity department, was told the agency had signed a new client and he would have to handle the tough assignment that ensued.

Kane's burden: Spending three winter months in Miami Beach taking acres of cheesecake pix for a sun lotion firm. It is understood that, while Kane reluctantly assented to the task imposed upon him, he took a firm stand against personally applying the client's product upon the subjects being photographed. The stalemate at B&B is expected to be broken momentarily.

New Feature Set-Up In Flackery of CBS

NEW YORK, Nov. 1.—George Crandall, head of the press department of the Columbia Broadcasting System (CBS), is realigning his staff to set up a new division. The new set-up will be called the trade and feature division. Besides trade publicity, it will handle features and special services for columnists and visiting editors.

The division will be headed by Mike Foster, who heretofore handled trade publicity only. The staff will include Tom Mahoney, Harry Feeney and Beryl Rubens. The realignment follows the resignation, effective next Friday (7), of Ethel Kirsner, who handled columnists and features. She is scrambling to become New York manager for Maggie Ettinger, Coast press agent, replacing Roland Gammon, former *Life* staffer.

GOP Nixes Wayne Coy as FCC Chairman Possibility

WASHINGTON, Nov. 1.—Confronted with a stout GOP warning against considering Wayne Coy as a possible successor to Charles Denny Jr. as chairman of the Federal Communications Commission (FCC), President Truman is still casting about for a nominee. Despite reports that Coy, director of Station WINX here, had been offered the post, authoritative White House sources revealed that no such "offer" had been made. Coy is described as willing to accept the post, and is not being coy about it. Truman reportedly will defer until January the naming of a successor to Denny in order to keep the special term of Congress clear for the twin issues of the Marshall plan and price spiraling.

Chairman Carrol Rees, of the Republican National Committee, issued a thinly veiled warning to Truman late this week that any attempt to appoint Coy to the FCC vacancy would result in a rejection of the nomination by the GOP-controlled Senate. Coy, former undersecretary to Paul McNutt when the latter was governor of Indiana, was active in Indiana Democratic circles years ago.

Friends and admirers of former U. S. Senator James M. Mead, of New York, are continuing to press Mead's candidacy for the FCC chairmanship,

Petrillo's Ban Speeds Bing's Cutting Sked

HOLLYWOOD, Nov. 1.—With an eye on James C. Petrillo's December 31 recording-transcription ban, cutting sked of the Bing Crosby show moved into high gear last week, going to two sessions per week. Der Bingle is already four shows ahead of schedule, and by going on double time from now until the first of the year he will have built up a sufficient backlog to take care of 14 additional weeks after ban goes into effect. Some informed sources stated that should Petrillo decide against giving the Crosby show the green light by December 1, cutting sked will be boosted still more in an effort to platter sufficient shows to complete the season.

Some predicted that Der Bingle will platter his shows in England if Petrillo turns thumbs down. It is remembered that Bing Crosby is committed for a picture to be produced in the British Isles and plans had called for his overseas departure some time in late spring or early summer of next year. These sources interpret the current Crosby speed-up as an effort to build up a platter backlog that will tide him over and give him time to set up recording sessions in England. If the ban continues, they reason, Crosby could cut enough disks to take care of the remainder of this season and possibly next season.

Two things were certain: Bing was opposed to the use of an a capella choir background and will avoid it if at all possible. He will try to keep clear of going back to live broadcasting at all costs.

Happy Birthday!

LANSING, Mich., Nov. 1.—Birth dates now are generally registered at two places: The municipal agency dispensing birth certificates, and WJIM, 250-watt affiliate of the American Broadcasting Company (ABC). During the past six months, nearly half the people living in Lansing's metropolitan area have sent their birth dates to the station for use on an early morning give-away show, *Morning Breakfast*.

About 45,000 of the city's 110,000 residents currently are on file and tune in the show to find out who wins the birthday gift of the day.

Delayed and Repeat Programs Another Angle of AFM Ban

CHICAGO, Nov. 1.—While many facets of the radio industry here were voicing doubt as to whether or not the AFM ban on transcriptions would affect network delayed broadcasts and recorded repeat programs, a check of various network spokesmen revealed this week that broadcasters do not fear a ban on this type of transcription work.

Typical of how a ban against such an operation could have powerful effect on the industry is the operation of American Broadcasting Company (ABC) here, particularly during daylight saving months. Thru Universal Recording Studios, ABC transcribes every net show during daylight saving time and refeeds them to various sections not having daylight saving time. An AFM ban against use of transcriptions for repeats could eliminate this operation.

A check at Local 10, of the AFM here, revealed that during the executive board meetings on ban ramifications, there was little discussion of such a ruling. It was also stated that any decision relative to this problem would have to come from Petrillo.

To make sure there is no doubt about this type of transcription, network spokesmen here said that execs in New York had stated a check would be made with Petrillo. So far, according to sources here, no definite ruling has been forthcoming from AFM headquarters.

AFRA Artists Pick Slate for Nov. 20 Election

NEW YORK, Nov. 1.—Artists' committee of the American Federation of Radio Artists (AFRA) already has selected its slate and filed its candidates for the local board election here November 20. Candidates include, for the actors: Bill Adams, Alan Bunce, Lon Clark, Clayton Collyer, Carl Frank, Walter Greaza, Vinton Hayworth, Elizabeth Morgan and Ned Wever; for announcers: Howard Claney, Adelaide Hawley, Ron Rawson, Tom Shirley and Dwight Weist; singers: Irene Beasley, Gordon Cross, Norman Horne, Travis Johnson, Bill Perry, Margaret Speaks and Leonard Stokes; sound effects artist: George Lehman, and for indie station reps, Gene Rayburn.

Meanwhile, the independents, the opposing faction, held a rally at Hotel Capitol Tuesday (28). Expectation is that, with all the interest in the contest for the local board seats, this will be the biggest voting election in AFRA history.

SHOWDOWN PENDING ON BMB

Clear Channel Data by Ton Swamps FCC

May Force New Session

WASHINGTON, Nov. 1.—With the preliminary engineering conference of the North American Regional Broadcast Agreement (NARBA) opening today in Havana, the Federal Communications Commission (FCC) finds itself still bogged down in the clear channel controversy. At the end of this week's hearings, several FCC legalists voiced the opinion that a later session might have to be held.

Literally tons of testimony and exhibits have been presented to FCC during the past two years of the drawn-out proceedings, and the Commission will apparently have to speed up consideration in order to have final settlement ready by the time of the big NARBA meeting in Canada next August.

Nations Must Study

Any change in the status quo of clears decided on by the FCC is likely to require consideration by the member nations of NARBA, since the international body assigns various clear frequencies to the individual nations.

Proceedings this week were highlighted by a petition filed with FCC by the Columbia Broadcasting System (CBS) requesting the commission to reverse its original stand and permit consideration of the FM situation in connection with the clear channel case. The petition declared that since both standard radio and FM were part of aural broadcasting, "it would be impossible for the commission to make an intelligent determination... without giving consideration to the extent to which FM may complement and supplement AM."

Tech Testimony

Technical testimony from network engineers took up most of the week, with CBS and the National Broadcasting Company offering studies of the extent of overlapping service areas of clear channel stations.

Alabama Gov. James Folsom filed a written statement with the commission urging additional clear channel service for the South and West. He said the FCC had disregarded the intent of the Federal Communications Act in not allocating enough high-powered stations to the two areas.

Omaha News Heads Set Up a Council

OMAHA, Nov. 1.—News directors of Omaha radio stations have formed the Omaha Radio News Council. Chairmanship will be held in alphabetical order according to station call letters.

News directors include Dick McCann, of KBON; Ted Haas, of KOIL; Bud Neble, of KFAB; Ernest Spealman, of KOWH, and Soren Munkhof, of WOW.

Aims are to provide for exchange of ideas, co-operate on social problems, protect the rights of radio stations in free access to the news, and guard against discrimination by sources.

NAB To Mull Dues Increase For '48 Budget

WASHINGTON, Nov. 1.—Question of whether the heavy expenses of fighting a running battle with American Federation of Musicians (AFM) can be handled without retrenching other activities or increasing the budget for next year will be dropped in the laps of the directors of National Association of Broadcasters (NAB) at the board meeting November 13-15. An increase in the budget over the current \$658,763 figure would mean a rise in membership dues.

The cost of combating AFM has run heavy this year, with the expense of numerous policy meetings, publicity and legal advice nibbling away at the NAB treasury. With the disk ban set for the end of the year, it appears certain that the AFM situation will drain away even more money in 1948.

NAB also must stretch its funds if it is to participate more thoroughly in international radio meetings, with NAB delegations receiving increasing invitations to join in foreign discussions. At the same time, many NAB members are recommending that the organization expand its legislative activity. Preparation of testimony for submitting to Congress on bills is expensive, as is the arranging of special meetings to decide NAB policy on legislation.

If the NAB board is unable to find a way of cutting corners to pay for the indicated expansion of activity, the only remedy is an increase in membership dues.

Gamble Asks Dissolution; Feltis Blasts MBS Stand

Kobak says web wants more time to decide its position—BMB 105G short of 500G yearly budget — Stanton threatens CBS pull-out unless all networks join

NEW YORK, Nov. 1.—Future of Broadcast Measurement Bureau (BMB) became more uncertain this week, following introduction Wednesday (29) at an executive committee of a motion by Fred Gamble that the Bureau be dissolved. Gamble is president of the American Association of Advertising Agencies (AAAA). His motion was seconded by Paul West, president of the Association of National Advertisers (ANA), but West subsequently withdrew his second and the motion was tabled.

Wednesday's meeting, according to some informants, was not a full-fledged exec meeting, with one report claiming it lacked a quorum. Meeting, designed to clear the air concerning Mutual's (MBS) refusal to sign a BMB contract at this time, followed a blast by Hugh Feltis, BMB president, at Mutual's stand. Feltis spoke at the annual luncheon thrown by Sid Roslow, president of Pulse, Inc., research firm. Feltis also voiced some of the criticisms made by members of BMB's technical committee of the "listenability" method proffered by Mutual.

Kobak Tells MBS Views
Exec meeting heard Ed Kobak,

MBS president, explain Mutual's views which include these points among others: That Mutual's desire to wait is not to be held responsible for the fact that BMB does not yet have enough stations to pay its way; that Mutual feels "listenability," in some fashion, should be incorporated with BMB techniques; that Mutual's contract still would not provide the necessary funds to balance the BMB operation, and that the three other webs should not make their contracts provisional on Mutual's entry. It is reported that Kobak stressed the need for more time for Mutual to decide on its final attitude.

From accounts, Gamble proffered his motion after Kobak's speech, with the Mutual president then declaring he wanted to talk to the heads of the other three webs before further action was taken. West then withdrew his second and the motion was tabled, altho Gamble, it is reported, would not withdraw his motion. At press time, no date had been set for the four-web powwow.

The Feltis speech actually was the first time that BMB, which has been subject to much criticism, ever "answered back." Feltis took Kobak to task, quoting an article Kobak had written last year for *Broadcasting* magazine in which he urged co-operation to maintain BMB. Feltis declared the basic question was not the use of "listenability" or BMB's techniques, but whether "co-operative research shall continue and grow." Mutual now feels, on the other hand, that it would be inadvisable to repeat, in the 1949 study, mistakes made in BMB's 1946 study.

Questions Listed

Feltis, in listing questions on "listenability," mentioned the following: Whether one standard or noise levels could be used for all cities; whether there could be absolute standards of signal acceptability, whether "listenability" made proper use of the thunderstorm factor in determining signal acceptability; whether the Mutual signal standard of 50 per cent of available families finding a signal okay is proper in view of the FCC's 66 2/3 per cent yardstick, and whether exhibit 109 of the clear channel hearing did not nullify the Mutual standard.

Commenting on Feltis's speech, E. P. H. (Jimmy) James, Mutual vicepres, noted that the web was amply satisfied with the very fact that BMB is giving such serious consideration to "listenability." He said that none of the standards used so far by Mutual was inflexible and answered the various points brought up by Feltis as follows: Mutual was perfectly amenable to individual city or regional noise level standards; the thunderstorm factor was handled properly since "listenability" used a 90 per cent factor, with thunderstorms going into the remaining 10 per cent; that Mutual would adopt either the 50 or 66 2/3 per cent yardstick as to signal acceptability and that exhibit 109 had nothing to do with "listenability." (See Gamble and Feltis on page 10)

Writers Score Strong Gains in Script Ownership Rights Under Newly Signed RWG Contract

NEW YORK, Nov. 1.—Contract signed this week by Radio Writers' Guild (RWG) with the four networks represents impressive gains for free lance writers. Gains essentially deal with rights rather than fees, and constitute a great advance over the system which generally prevailed heretofore. In negotiations since last April, it covers all free lance radio writers and becomes effective November 15 for six and one-half years, with a clause permitting negotiations of new minima every two years. Pact, which provides that air credit be given on all programs involving more than 50 per cent

script, includes the following minimum fees: \$75 and \$120, respectively, for a one-shot quarter hour sustaining or commercial program; \$200 for a daily quarter-hour sustaining series, and \$250 for a commercial of the same type; \$225 sustaining, and \$360 commercial for an across-the-board quarter hour show such as *Mystery of the Week*. Half-hour shows will bring \$150 and \$250, sustaining and commercial; hour shows, \$325 and \$500, sustaining and commercial.

Salient Points

Salient points in the contract, with respects to rights include:

(1) Buyer has a six-month exclusivity arrangement with the writer during which time both parties share subsidiary (other than radio) rights on a 50 per cent basis. If rights are sold after the exclusivity period expires, the writer gets all. If the buyer wants to use the script again for another show during the exclusivity period, he must pay the scripter 50 per cent. During the exclusivity period. (See Writers Gain on page 15)

Radio-Education Seen Expanding In Importance

CHICAGO, Nov. 1.—Indication that educational radio is achieving a position of growing importance was given here this week at the meetings of the School Broadcast Conference (SBC) and the National Association of Educational Broadcasters (NAEB). The 11th annual SBC held October 27-29 under guidance of George Jennings, director of Chicago Board of Education Radio Council, was attended by over 1,500, a new record. It was brought out at the NAEB meeting that membership in the association, comprised of those running educational radio systems (mostly in universities and State and local boards of education) had increased in one year from 31 to 65. Harold Engle, who this

500G YEARLY IN CBS SHOWS

Web Invests Large Sums In Sustainers

15 Programs Now Sponsored

NEW YORK, Nov. 1.—Columbia Broadcasting System (CBS) is now spending in excess of \$500,000 annually to build house packages suitable for commercial sale. This figure, an indication of the web's faith in its ability to build programs and develop talent, covers all production costs, including actors, musicians, writers, etc. Outlay of this sum for web-built shows (excluding, of course, documentary and other types of public service programming) is in line with the policy of CBS Board Chairman William S. Paley to pioneer in program development as well as CBS's aim to retain program control and avoid an exodus of top shows.

There are several facets to the web's point of view. First, the expensive effort is beginning to pay off, as evidenced by such lucrative 1947 sales as Arthur Godfrey's five-a-week daytime show to Chesterfield; *My Friend Irma*, *Talent Scouts* and *Strike It Rich*, and pending sales of Abe Burrows and Sweeney and March. Second, web's thinking takes the line that its program building and selling activities in no way minimize the functions of advertising agencies. Rather, the latter are construed as top dogs in such fields as time buying, talent buying, circulation and myriad other services they render to clients.

15 Web-Built Shows

CBS now has 15 web-built commercial programs on the air, with the likelihood that this figure shortly will be upped to 17. Some of these programs, of course, involved no expenditure to the web. Ed Murrow, for instance, needed no sustaining build-up to go on commercially for Campbell's Soup. Other packages, however, have cost the web heavily and required moral courage in addition to financial resources to bring them to the point of sale. Here are some examples:

Godfrey's daytime show, before it was sold to Chesterfield, cost CBS approximately \$324,000. This is predicated on the basis of a production cost of \$3,000 over a sustaining period of 108 weeks, from April 30, 1945, to June 2, 1947.

Web spent about \$240,000 on *Crime Photographer*. This is based on estimated weekly production cost of \$1,500 for a period of 160 weeks extending from July 7, 1943, to August 8, 1943. Estimated cost to sponsor is \$3,000.

Talent Scouts cost the web about \$135,000, based on a production cost of \$3,000 for a period of 45 weeks extending from July 6, 1946, to June 17, 1947.

Suspense cost about \$140,000, on the basis of a weekly nut of \$2,000 for a period of 70 weeks from June 17, 1942, to December 2, 1943. *Scouts* and *Suspense* are estimated at \$6,500 and \$5,000 respectively.

Some Quick Sales

On the other hand, some sales have been made after a comparatively brief sustaining build-up and relatively smaller cost. *My Friend Irma*, for instance, cost a total of \$63,000, predicated on \$3,500 weekly over an

Latin Jingles

NEW YORK, Nov. 1.—Emissoras Unidas, a group of three stations in Brazil, will produce and record musical jingles in Portuguese as a service to American advertisers who are selling in the Brazilian market. According to the stations' American representative, Fremantle Overseas Radio, Inc., the job is cuffed. Emissoras Unidas' staffers, who will make the jingles, are being augmented by artists from talent schools sponsored by the stations in Sao Paulo.

Operational Code Survey

Midwestern station group seeks opinion from broadcasters thruout country

CHICAGO, Nov. 1.—A survey to get opinions as to whether broadcasters thruout the country are in favor of an operational code was started this week by a group of Midwestern stations. Leaders in the movement and drafters of the code questionnaire and accompanying letter which were mailed to every station in the country are Ralph Atlas, head of WIND, Chicago, and WLOL, Minneapolis, and Edward Breen, general manager of KVFD, Fort Dodge, Ia.

The ballots will be tabulated by Arthur Young & Company, certified public accountants. The accompanying letter gave some industry reasons for and against a code developed to date, and which stated:

"The code is the most important question that the individual operator of any radio station has ever had to face. It requires the opportunity to vote for or against it, and a separate ballot, and secretly. Your vote on the code should not be tied in with other issues or influenced by those to whom you look for business or programs.

"Your individual vote here will not be known to anyone—that includes us and the NAB. The NAB will be informed of the collective result. This poll should influence the future of the industry."

Need for speed in returning ballots (to be in return mail by November 6) was stressed on the basis that NAB deadline on code decision had to be met.

The ballot merely asks two questions and gives spaces for a "yes" or "no" answer to each question.

The questions are: 1. "Do you want to run your station as you think it should be run and accept the responsibility for its operation without the direction of a code and a code authority? 2. Do you think that the newspaper publishers—they enjoy governmental privileges in special postal rates too—would voluntarily accept regulation and regimentation such as suggested for our industry by the NAB?"

18-week period from April 11, 1947, to August 25, 1947. *Strike It Rich* was sold after a production expenditure of \$24,000, estimated on the basis (See 500G Yearly on page 15)

NAB Going Easy on Code; Tabbing All Indie Protests; Breen Book Raps Proposals

WASHINGTON, Nov. 3.—A "go-easy" approach by the National Association of Broadcasters (NAB) board of directors at its November 13-15 meeting here is foreseen on the tumultuous code issue which is expected to move an almost imperceptible step closer toward clarification today when the board's special screening committee meets to draft its report.

In keeping with NAB's avowed determination to avoid "railroading" a code, the screening committee will concentrate on collating all recommendations and protests recorded so far. The screening committee's report up to today will show that 100 letters have been received at NAB headquarters from rank-and-file members, with 30 per cent favoring the code as proposed at the Atlantic City convention and 70 per cent proposing various changes. Most of the proposed changes deal with commercial practices. The screening committee will make no specific recommendations to the board.

60-Day Grace Period

It appears likely that the board will yield to a request made by the Independent Broadcasters' Committee for a 60-day grace period following the meeting so that any further protests may be registered. Meanwhile, prospects grew stronger this week that the bulk of the Independent Broadcasters' Committee recommendations for changes in the standards and practices will be accepted by the board. NAB officials pointed out that the indie recommendations were highly compatible and did not raise "serious problems."

Whether the independent group will be allowed to have a spokesman present at the board session was still undecided this week, but it is believed that the board will agree to give the group's representative a hearing. In all probability, the indies will select Ted Cott, chairman of the indie group, as their spokesman.

The indie demand for creation of a standing committee to represent non-network interests is finding general favor in the upper strata of NAB, and a statement may soon be forthcoming.

Station Rep Group Reported Favoring Independents' Code

NEW YORK, Nov. 1.—Members of the National Association of Radio Station Representatives (NARSR) concluded a two-day meeting this week during which they reportedly considered a proposal to withdraw their indorsement of the National Association of Broadcasters (NAB) code to support the code proposed by independent stations. It was also reported that new proposals relative to the future activities of the organization were submitted and that these proposals ran counter to initial statements of policy given out by NARSR weeks ago.

Introduction of these proposals, reportedly by John Blair, was taken to indicate the crystallization of a group (See Repts for Indie Code on page 10)

FORT DODGE, Ia., Nov. 1.—A 15-page brochure, severely criticizing the new code adopted at the recent National Association of Broadcasters (NAB) convention, has been mailed to every radio station in the country by Ed Breen, president of KVFD here. Titled, *If You Believe in Freedom*, the pamphlet was written by Breen and paid for out of station funds. Numerous congratulatory wires and letters were reported by Breen to have arrived in the few days since the pamphlet was mailed.

The brochure repeats charges made at the NAB meet by some independent stations that the code "is the quaint creature of the senior networks . . . designed from start to finish to aid them at the expense of all but a few stations." The code's adoption was, according to Breen, the result of a "well planned conspiracy by a selfish, tightly organized minority within the industry to sell radio's freedom down the river."

Buttresses Charges

Breen buttresses this charge by pointing to the commercial section of the code, which would limit commercial time to three minutes in any 15-minute period. This, the pamphlet declares, is a "pattern which fits the clear channel 50-kw. network affiliate perfectly." While limiting commercial time in any 15-minute period, it "leaves the door open for profitable 50-kw. commercial operation from the time the station goes on the air until it signs off at midnight."

For smaller stations and indies, however, Breen says the code destroys certain programs which are a major source of income to the station and information to the public, such as five-minute farm co-op shows, labor union-sponsored programs and want-ad type shows. The pamphlet also chides the standards for condemning children's shows and mysteries while not mentioning soap operas. These "dreary drudges of radio," the booklet says, "are the bread and butter of most of the clear channel network affiliates of NBC and CBS."

In preparation for a forthcoming review of the code by the NAB board of directors, Breen urges readers to write their district NAB representatives what they think of the code and to send copies to NAB President Justin Miller. He also suggests electing district representatives who represent this point of view. The booklet also plumps for a clause in a new radio law providing for appeal to Federal District Court by stations whose license is suspended or not renewed by the Federal Communications Commission.

Bob Davis Quits NBC For Carl Byoir Post

NEW YORK, Nov. 11.—Bob Davis, publicity director of WNBC, National Broadcasting Company (NBC) key here, has resigned to become head of the radio and television department of Carl Byoir and Associates, effective Monday (10).

Davis will be succeeded at WNBC by Murry Harris, who as field exploitation director worked on setting up the station's series of City Salutes.

CBS KEEPS THE LEAD

The only network Package Program to make the Hooper Top Fifteen is **MY FRIEND IRMA**

After *only three* rated broadcasts, Swan Soap's new scatterbrain comedy hit, *My Friend Irma*—CBS-conceived, CBS-produced—moves into the Hooper Top Fifteen, with a 15.7 rating.

Against the toughest competition in all Radio, with all the big-time, long-established shows back on the air, *My Friend Irma*, in its very *first* sponsored season, outpointed all but a handful of the long-run leaders—outpointed 129 of the 143 network evening shows!

But that's not all...

"...some of the new shows are returning really corking Hooperatings", said Billboard last week, and cited as examples *My Friend Irma*, *Talent Scouts* and *Spike Jones*. Billboard goes on to say, "All are on Columbia Broadcasting System (CBS) and the first two are CBS-built-and-sold packages*."

It's performances like these, by CBS Package Programs, that make clear why clients and agencies today are looking more and more to CBS for answers to the question:

"Where can I get a better Radio program?"

For the CBS Program Department—largest in all Radio—is keeping the lead in turning out the big new ones; with the most complete and successful Package Program operation in Radio today.

Top programs on the top network

If you want a good new Radio program... a good new Radio personality ... CBS has 31 top-level Package Programs available right now for your hearing, covering the complete range of *effective* Radio.

And when your program is broadcast on CBS, it's on the most effective *network*: delivering audiences at lower average cost than any other network.

**Talent Scouts*, Lipton's Arthur Godfrey winner, with a 13.9 was only three places off the pace of the Top Fifteen. This new CBS Package Program tied for 18th place, leading 124 of the 143 evening network programs, in its *FIRST* sponsored season.



For the utmost in network RADIO VALUES ... see **CBS**

FMA Petition May Put FCC On Hot Spot

No Music Fight Goes On

WASHINGTON, Nov. 1.—Federal Communications Commission (FCC) is giving cool consideration to a petition filed this week by the FM Association (FMA) asking for a rule denying license to stations which agree with networks to keep music from FM.

Altho FMA had hoped mere submission of the petition would resolve the issue, some FCC legalists regard it as a gesture designed to put the Commission on a hot spot. Meanwhile, networks are privately hostile to the proposal, which also requests FCC to summon the four big networks to a hearing on the rule. One web official flatly declared that the proposal "looks like a challenge to networks to effect AM-FM duplication—which the networks have been publicly advocating for some time."

Leonard Marks, counsel for FMA, said late this week that the organization has received no comment from chains on the proposal. Marks added that formal submission of the petition to FCC does not represent a new or a last-ditch attempt to solve the problem, since it was authorized by FMA at September convention.

Simon Joins WKBW As Veepee-Gen. Mgr.

NEW YORK, Nov. 1.—Arthur Simon, general manager of WLIB, yesterday (31) confirmed reports that he is leaving to join WKBW, 50,000-watter in Buffalo, as vice-president and general manager. Dr. Clinton H. Churchill is president of WKBW.

Simon formerly was general manager of WPEN and WPEN-FM, Philadelphia, and during the war years served as chairman of the radio wartime control committee.

WLW

700 ON YOUR DIAL

THE NATION'S

MOST

MERCHANDISE-ABLE

STATION

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 c.o.d. Send for full price list.

250 POST CARDS \$7.15

MULSON STUDIO
DEPT. C, BRIDGEPORT 8, CONN.

NO NEGATIVE CHARGE

Dec. 2 Washington Hearing Will Clarify Wage Brackets

WASHINGTON, Nov. 1.—First attempts to clarify radio employee classifications under the Fair Labor Standards Act will be made by the National Association of Broadcasters (NAB) at a December 2 hearing called by the Wage-Hour Board here. Hearing will deal generally with classification standards for professional white collar workers in all categories of the industry.

Richard P. Doherty, director of NAB's employer-employee relations department, will request the board to determine precise classifications for the first time. Doherty will point out the necessity for this clarification as the result of a growth of "borderline" occupational classes in industry. Wage-Hour Board officials are reported anxious to receive the NAB suggestions, inasmuch as the agency has already been advised of some degree of confusion within the industry over the various classifications.

Is New Ed an "Exec"?

Among knotty problems to be decided is the question whether a radio news editor is an "executive" or rates overtime pay. Another major problem is one involving special events announcers and various specialists who receive basic salaries from radio stations but whose incomes derived from special fees for programs are many times greater than the basic

salary. The question to be decided is whether these people warrant overtime pay when they are receiving compensation on a much greater scale in special fees for overtime work.

A hypothetical example is the announcer who gets \$65 a week in basic pay from his radio station but receives in addition \$300 a week for special programming. Legalists believe that since the Fair Labor Standards Act is intended solely to prevent substandard wages and exploitation of labor, the announcer in the hypothetical case would be considered to be fully protected and would not be eligible for overtime pay. The Wage-Hour Board is expected to draft a number of classification schedules along that line after the hearing.

REPS FOR INDIE CODE

(Continued from page 8)

of dissenters within the org. Station reps contacted were secretive about the sessions, one member stating that publication of other than official material might be "destructive."

The reps voted to set aside a budget of \$50,000 for initial phases of the organization's work and to bring before the association's next meeting, on December 10, a preliminary plan for the promotion and development of spot broadcasting.

Officers Elected

The following officers were elected for a one-year term: Paul Raymer, president; H. Preston, vice-president; Lew Avery, treasurer, and Joseph J. Weed, secretary.

Exec committee includes, in addition to the aforementioned officers, Eugene Katz, elected for a term of three years; Ed Petry, two years, and Adam J. Young, one year.

GAMBLE AND FELTIS

(Continued from page 7)

ability" but dealt with clear channel engineering problems.

Short on Budget Goal

Feltis also revealed that BMB, which needs a half-million yearly, so far is \$105,000 short. Total of 448 stations have subscribed, plus 22 conditional contracts, with another 37 committing themselves but not yet returning their contracts. Provisional contracts include not only the other three webs, but their owned-and-operated stations.

Frank Stanton, president of CBS, declared yesterday that CBS was unequivocal in its stand that either the four networks support BMB or CBS would pull out.

14-Unit Net In N. C. Latest Of FM Webs

WASHINGTON, Nov. 1.—Rapid progress in the formation of State and regional FM associations and networks was reported here this week by the National FM Association (FMA). Already in operation is a 14-station hook-up in North Carolina, with plans being discussed to develop an FM chain to cover stations in South Carolina and Virginia.

Wisconsin also has an FM string in operation, while the Federal Communications Commission (FCC) recently approved plans for a rural network in New York combining six stations. FM networks are being discussed also in Ohio, Michigan and Oklahoma.

State associations for the promotion of FM development have been proposed in many parts of the country, Indiana being one of the latest States to set one up.

Firing and Pay Slash Bring AFRA Strike Against WOOK

WASHINGTON, Nov. 1.—What officials of the American Federation of Radio Artists (AFRA) call the first strike in the history of the Washington local was called this week at WOOK against "outrageous anti-union conduct." Union charged that Richard Eaton, president of United Broadcasting Company, which operates the station, fired Frederick Heckman after learning the announcer favored union representation. Local has been trying to negotiate a contract with WOOK.

It is further alleged that Eaton cut the salary of disk jockey Harold Jackson and started looking for a re-

placement when he learned Jackson also supports the union.

Declaring the union's charges do not "contain one iota of truth," Eaton asserted he is in favor of "fair-minded unionism." He said he had been approached on the union recognition matter only this week and that he had promised an answer November 5. Instead of waiting, he said, the union threw a picket line in front of his studio.

Eaton claimed the cut in WOOK's announcing staff was made necessary by shorter operating hours of the daytime station, and Jackson "took the initiative in cutting his hours."

ABC, MBS Mum On \$12,000,000 WSAY Trust Suit

NEW YORK, Nov. 1.—No comment was forthcoming at press time on the \$12,000,000 damage suit charging violation of the anti-trust laws filed yesterday against the four major networks in the Federal District Court of New York by Gordon P. Brown, owner of WSAY, Rochester, N. Y. Suit, which also names as defendants John H. Norton Jr. and Robert A. Schmidt, respectively vice-presidents in charge of station relations of the American Broadcasting Company (ABC) and Mutual Broadcasting System (MBS), charges the defendants with a conspiracy to monopolize the radio broadcasting industry and with excluding WSAY from access to the national advertising market. Plaintiff, who alleges that his station has been refused web programs even when the webs' local Rochester affiliates would not carry them, states his station will be driven out of business if webs' practices remain unchecked. In addition to \$12,000,000 damages, WSAY asks that the station licenses owned by the chains be canceled.

In its complaint WSAY claims the webs would not make programs available to the station unless station agreed to webs' dictates as to prices on the sale of station time. Complaint indicates that ABC and Mutual have been making a few of their shows available, but these will be cut off starting November 12. WSAY seeks an injunction restraining ABC and MBS from taking this action.

Points in Complaint

Points made by the plaintiff's complaint include: (1) Access to network programs is the most vital single factor contributing to the local station's earning capacity and its capital value; (2) quoting 1945 figures, complaint indicates more than 80 per cent of revenues accruing to stations in 1945 went to web affiliates; (3) access to web programs is essential if a local station is to have opportunity to reach the national advertising market; (4) owing to exclusive arrangements between webs and national advertisers, the national advertiser cannot make his own programs available to stations unaffiliated with webs; (5) the alleged boycott against WSAY has had the effect of reducing station's revenues from the local market, inasmuch as this is largely dependent upon network programs which build up large listening audiences.

Brown's attorneys are William L. McGovern, former assistant attorney general, and Seymour Krieger, formerly senior attorney for the FCC.

FM Liaison Board Named by NAB

WASHINGTON, Nov. 1.—National Association of Broadcasters (NAB) late yesterday announced newly appointed board liaison members of NAB's FM Executive Committee. They are Willard D. Egolf, WBCC-FM, Bethesda, Md., and John Shephard III, WGTR, Boston. The FM exec committee also was named for the coming year as follows: Leonard Asch, WBCA, Schenectady, continuing as chairman; Matthew H. Bonebrake, KOCY-FM Oklahoma City; Wayne Coy, WINX, Washington; Everett Dillard, head of Continental Network (president of FM Association); Clarence Leich, WMLI, Evansville, Ind., and Cecil D. Mastin, WBNF-FM, Binghamton, N. Y.; Lester F. Nafzger, WELD, Columbus; Edward A. Wheeler, WEAW, Evanston, Ill.; Harry C. Wilder, WSYP-FM, Syracuse.

Radio's Need for New Blood

FCC Warns on Too Few Eggs In Air Basket

But Audience Is Growing

(Continued from page 3)

business-wide economic recession develops.

Chief hope of the apparently overcrowded industry, FCC pointed out, is wider tapping of the national advertising market, which now amounts to 70 per cent of total revenues. Declaring that "relatively few advertisers use network radio," the report states that only 310 advertisers were using networks as late as 1944 and that last year 10 clients contributed 36 per cent of all the billings on the four major webs, an amount totaling \$193,000,000. The FCC declared that another hope for the industry lay in radio's reaching a greater number of listeners and better use of off-peak listening hours.

Prices Doubled

Officially confirming findings of surveys revealed earlier this year by *The Billboard*, the report declared that prices of stations had more than doubled from a previous average of \$206,871 in 1944 to \$441,589 in 1946. The statistics do not show how many stations have been sold more than once during that period.

In picking out cities to be placed in the "problem" category, the FCC chose those communities which now have more stations than did any community in the same population bracket on V-J Day. For example, any town of less than 25,000 is considered a "problem" if it has more than one station today. There are 77 such towns, with a total of 384 stations. For cities of 250,000 to 1,000,000 population, the critical number is seven stations; more than that number is considered a "problem."

The FCC emphasized that in designating 195 "problem" communities, it was not trying to predict whether some or all of the stations would fail, but rather was attempting to show the scope "of the over-expansion that may exist in the AM industry should the present high level of business activity decline."

Post-War Stations

The commission pointed out that 249 stations built since the war "were about breaking even" at the time the survey was taken in April. About half the stations in the nation, the FCC said, were earning around \$1,200 monthly, while others were losing an average of \$1,643 monthly. Of the losing stations, those in smaller communities were better off than the others. On the other hand, stations that made money were better off if they were in larger cities.

There are many factors unfavorable to the expanded radio industry today, the FCC declared, a chief one being the "fractionating" of audiences. With the growth of new stations, fewer listeners will listen habitually to a certain station, thus reducing the value of the station to the advertiser.

The commission expressed worry over the fact that there is now more gross radio time for sale. This, it said, may result in a general rate cutting, especially in expanded radio communities. Added to this is the hazard that with the potential drop

Atlanta Promotion Splurge Boosts Programs' Hoopers

ATLANTA, Nov. 1. — Atlanta's radio stations are fast becoming promotion conscious to keep pace with rising competition within the city itself and also to keep up with the city's phenomenal growth in population and as a radio outlet.

Until recently, most Atlanta stations coasted along without a regular promotion manager. Today the picture is entirely changed. All of the city's six AM stations—and a seventh soon to be airing have promotion directors who spend most of their time promoting. Local shows as well as web offerings get big breaks via neon lighted signs, billboards, newspaper and trolley ads and creative campaigns in which everybody from political bigwigs to school children become more than innocent dial-twisters.

Good example of the latter occurred recently when WATL, 250-watt Mutual affiliate, launched a campaign in behalf of its *Tom Mix* show. City officials sponsored a mammoth *Tom Mix* safety parade and at least 70,000 citizens watched battalions of school children march thru downtown Atlanta with *Tom Mix*-Mutual slogans held firmly aloft. Other thousands of children were busy writing in WATL-sponsored essay contests.

Promotion men here usually have to do their own flack work, but since *The Atlanta Journal* owns WSB (NBC outlet) and *The Atlanta Constitution*

will shortly open its own ABC affiliate station, WCON, flack placements in either newspaper are pretty slim for local shows originated on rival stations.

The idea that radio stations here could increase business by creating and promoting local shows apparently was conceived by Jim Bailey, manager of WAGA, present ABC affiliate. When he came to the station in 1943, local shows and their promotion were at a low ebb. Today, the station's local shows produce an overall higher Hooperating than the ABC web shows it carries. Bailey attributes this to creation of local shows and plugging them thru every modern media. WAGA now has two promotion men and one full-time merchandising exec.

A healthy indication that Atlanta has come into a metropolitan phase of radio promotion is that all promotion men here, almost without exception, are screaming about short budgets and what they could do if they had more personnel and more dough.

Promotion directors added recently to Atlanta stations are: Paul Sanford, WGST-CBS; Ken Gurley, WAGA-ABC; Ernest Guy, WATL-Mutual; Jean Hendrix, WSB-NBC; Maurice Coleman, WBGE, and Ewald Kockritz, WEAS.

in revenue, operation costs will increase.

As another unfavorable factor, FCC pointed out that advertisers, particularly on the national level, are showing a tendency to make more critical comparisons of the cost and effectiveness of broadcasting compared with newspaper and magazine ads.

On the brighter side, the report predicted that with the return to a free market in consumer goods and increased consumer resistance overall advertising volume would tend to increase in relations to disposable income.

The added competition among stations, it said, would force both new and old stations to develop more intensively the local and national spot advertising market. "This presents both a challenge and an opportunity to the industry," the FCC declared.

An expansion of the size of the radio audience will also help cushion the shock of over-expansion of facilities, the report remarked. More than 400 of the new stations will be going into towns which have never had a station and will add many listeners to the radio world.

Other factors adding to a larger audience, said the commission, are the sale of new sets, the increased number of sets per home and the wider utilization of sets in autos, trains and commercial places. Better use of off-peak listening hours thru appealing to groups which listen seldom may add to the audience. This might be done, it was indicated, thru use of foreign language, classical music and other esoteric types of programming.

Chances for the future of radio depend in the main, FCC summed up, on "the extent to which, during the next few years, business levels, as measured by the magnitude of disposable income, are maintained at or near present levels."

Deal on for CBS To Televis WNEW Radio Program

NEW YORK, Nov. 1.—Columbia Broadcasting System and WNEW, New York indie, are virtually set on a deal whereby the web's New York television adjunct, WCBS-TV, will air telecasts of WNEW's *What's It Worth?*

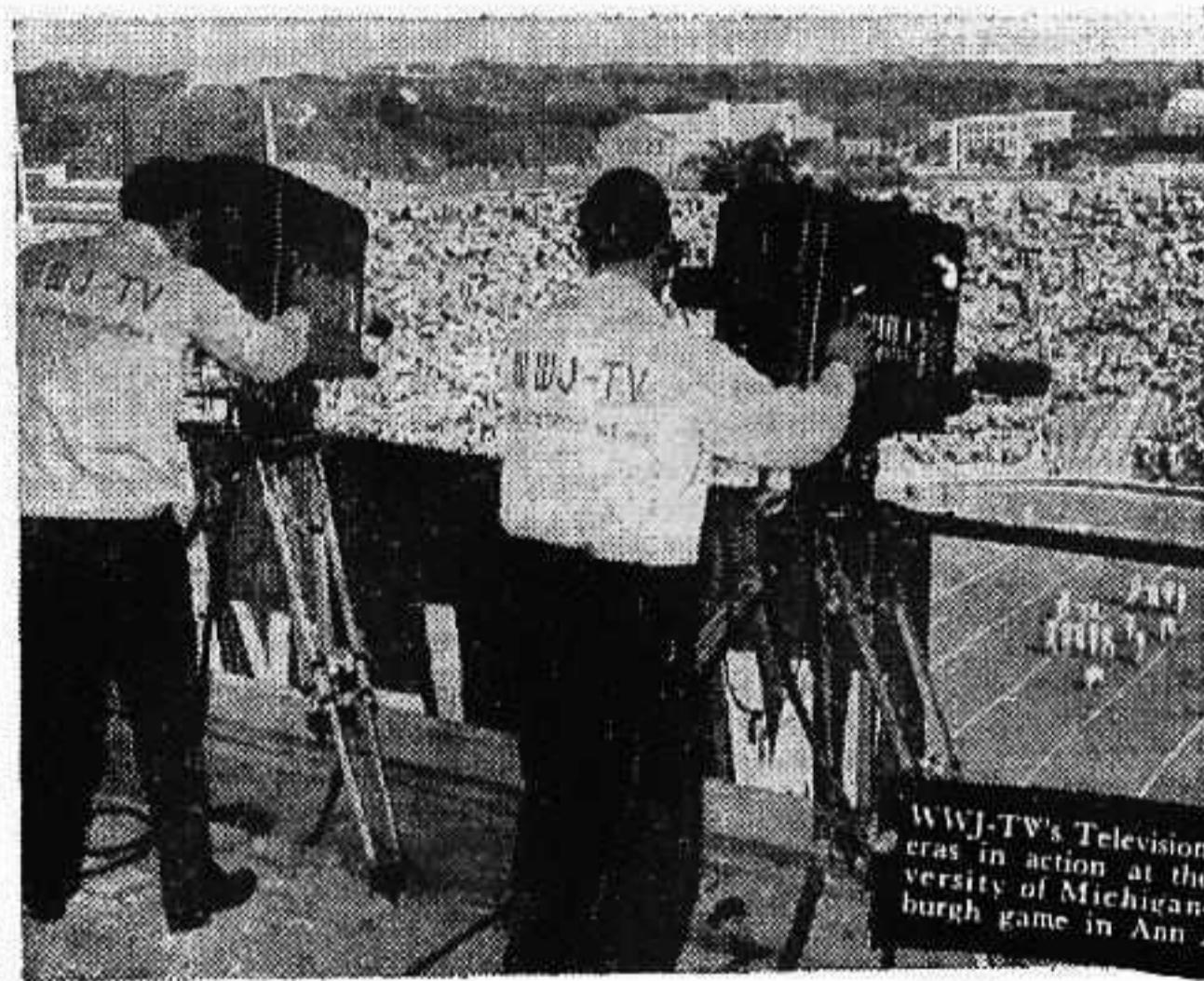
Show now airs Friday nights, but will be shifted to a Sunday spot to enable it to fit into the WCBS-TV schedule. Program features Sig Rothchild and a board of experts in appraisals of objets d'art, bric a brac and curios.

Instances of radio broadcast pickups for TV are comparatively rare, altho WNBT-TV televised WHN's *Books on Trial* recently. WCBS-TV has dropped originating any studio shows in favor of a policy of remotes.

James Howe Heads N. J. Broadcasters

NEW BRUNSWICK, N. J., Nov. 1.—First annual meeting and formal organization of the New Jersey Broadcasters' Association last week elected James L. Howe, of WCTC, New Brunswick, as president. Other officers named were James V. Cosman, WPAT, Paterson, vice-president, and Roland Trenchard, WAAT, Newark, secretary-treasurer.

The radiomen were addressed by President Robert C. Clothier, Rutgers University, who praised them for radio coverage of the State's recent constitutional convention.



In Detroit... WWJ-TV IS TELEVISION

A little over a year ago, WWJ-TV's pre-opening campaign was begun . . . promising great things in television for the future. After 8 months of regularly-scheduled operation, WWJ-TV, the first and only television station in Detroit, has more than fulfilled that promise. Through program showmanship and engineering perfection, WWJ-TV has taken television out of its swaddling clothes and made it an established Detroit medium. Already, thousands of television sets have been sold in Detroit . . . and interest is soaring to new peaks with the current televising of the University of Michigan and University of Detroit home football games. In the golden television era which WWJ-TV has trail-blazed in Detroit, it will retain its present leadership just as WWJ has done for 27 years.

First in Detroit . . . Owned and Operated by THE DETROIT NEWS

National Representatives: THE GEORGE P. HOLLINGBERRY COMPANY

WWJ-TV

Associate AM Station WWJ

Two Tele Sponsors Adopt Combined Remote Pickups

NEW YORK, Nov. 1.—Combined remote pickups, a technique long employed by radio but hitherto considered too complicated for television, seem about to be accepted as commonplace in the maturing video production picture. Two different sponsors have decided to adopt the technique, with American Tobacco Company already using it for the past two weeks and General Foods planning to experiment with it beginning Thursday (6).

The new *Meet the Press* show, which kicks off this week for the Maxwell House Coffee division of General Foods, will air from the studios of WNBW, Washington, and also will be carried over WNBW, New York, and possibly stations in Philadelphia and Schenectady. Commercials will be rendered from New York.

Difficulties with American Telephone & Telegraph Company over use of lines had official of the producing Benton & Bowles agency fearful that initial show might have to be postponed one week or done from New York. Herb Leder is the agency's director, while Martha Roundtree is the producer. Regulars on the show will be Lawrence Spivak and Bert Andrews, with Phelps Adams and Marquis Childs skedded for appearances as questioners. Guests to be interviewed tentatively include Eric Johnston, Harold Stassen and Claude Pepper, with order not yet set.

Complex Set-Up

The Lucky Strike operation is more complex than simply airing commercials from a city other than the show's point of origination. With the cigarette firm sponsoring telecasts of four straight football games also being bankrolled by Atlantic Refining (both firms being N. W. Ayer agency accounts), same cameras were used by both sponsors, but each had its own sportscaster and, naturally, separate commercials. First two games originated in Philadelphia, today's

game is being played in Princeton, N. J., and next week's contest again will be played in Philadelphia. Atlantic's pickup is broadcast over WPTZ, Philadelphia, while the Lucky version is aired over WNBW, New York, WNBW, Washington and WRGB, Schenectady.

Each sponsor gets eight regular visual commercials and four "quickies" during the course of every game. Atlantic commercials, a series of story-board cartoons, are picked up live by the cameras which cover the game for both sponsors. Lucky Strike plugs are done via film from New York. Delicate cueing problem faces both announcers, involving split-second timing, so that New York engineers cut cameras away from the game before the Atlantic commercials are picked up. Only slip-up occurred, during the first game, when a heavy wind blew away the script sheet bearing a cue. NBC engineers merely cut out the Atlantic commercial and left a blank screen for its duration.

Video Activity Picks Up Again

WASHINGTON, Nov. 1.—Video activity at Federal Communications Commission (FCC) is picking up again with announcement this week of a Cleveland grant and applications for two new television outlets in Memphis.

Cleveland grant went to Empire Coil Company, of nearby Parma, O., while Memphis bids were received by FCC from Memphis Publishing Company, operator of WMC, and Bluff City Broadcasting Company.

Intra-Store Tele Weighed By National Chain Group

NEW YORK, Nov. 1.—Serious consideration to the question of installing intra-store television systems is being given by Allied Stores Corporation, mammoth retail store chain, as the result of the company's recent experiment with its Television Caravan. The Caravan wound up a 22-city, five-month, 14,000-mile tour of Allied stores last week.

Most likely procedure, it was reported this week, will call for store installation in from six to 10 outlets, so as to enable long-term experimentation. Such installations cost \$50,000 and up. Sales value of television was graphically proven by the Caravan, but from this must be subtracted the stimulus of novelty. Retailers feel the only true way to evaluate tele's sales worth is via research based on cross-section installations. This would enable charting sales impacts before the "ooh" and "ah" phase has worn off.

Research on Sales

Allied's research, it is understood, not only will check TV's effect on sales, but will endeavor to discover the best techniques for commercials. This would deal with the manner of presentation, types of items best suited for video, whether a day's program should plug one or many items, etc.

Caravan cost between \$60,000 and \$70,000 to operate over the whole run. A total of about \$3,000 a week was paid by the sponsors—which included Westinghouse, Comprehensive Fabrics, Sherwin-Williams, Hickok,

NBC Negotiates 2d Legit Tie-Up

NEW YORK, Nov. 1.—National Broadcasting Company (NBC), which recently concluded a deal with the Theater Guild for telecasting of outstanding Guild productions, has made another legit tie-up, this one with American National Theater and Academy, group which was given a congressional charter to reactivate legit thruout the country.

Details are not yet known, but it's believed that NBC video will televise a series in co-operation with the American National Theater. Latter group now is sponsoring the Experimental Theater, Inc., which has scheduled *Galileo*, with Charles Laughton, for the Maxine Elliott Theater in December.

Charlotte Stern In DuMont Ad Post

NEW YORK, Nov. 1.—Charlotte Stern, video promotion manager at National Broadcasting Company (NBC) for the past three years, this week joined WABD-DuMont as director of advertising and promotion, succeeding Milton Alexander. Miss Stern was largely responsible for promotion of NBC's video coverage of the Louis-Conn fight, which won the web first prize in the television division of *The Billboard's* 10th Annual Promotion Competition.

DuMont also retained David O. Alber Associates, Inc., to handle publicity and public relations for both the receiver and broadcast divisions. Don Giesy, former press chief at American Broadcasting Company video department, is account executive.

Brit. Economy Halts Building Of Video Link

LONDON, Nov. 1.—A drastic reduction in the technical budget of the British Broadcasting Corporation (BBC) is likely to delay for some time the London-Birmingham cable and radio video link. The reduction stems from the government's ban on all "capital investment schemes"—a ban which is part of the government's strategy in surmounting the economic crisis.

The London-Birmingham link was to have connected the midland region to the London video circuit by late 1948. It was progressing steadily. Repeater stations have already been erected and a Birmingham video relay center was being built. Now it's expected all work will stop for at least 12 months.

Other BBC schemes to be discarded include plans to build more adequate video headquarters in London instead of Alexandra Palace, and a building to accommodate the entire overseas section of BBC. During the next year there will be funds only for the most urgent equipment replacements and for a minimum of routine maintenance.

Eddy Keeps Up WBKB Bar Vs. Agency Meggers

CHICAGO, Nov. 1.—Maintaining his old policy of not allowing advertising agency directors to direct video shows on his station, Bill Eddy, head of WBKB, B&K station here, this week stated that even the NBC recently had rescinded its former policy prohibiting direction by agency personnel, he would continue to insist that only WBKB directors would be allowed to work on WBKB sponsored and sustaining programs. Since NBC's video station here, when it gets into operation next year, obviously will follow the new home office policy, and since spokesmen for WGN and ABC, which also will have television stations in operation here next year, stated they would allow outside directors to work on shows, WBKB could stand alone here in banning direction by outsiders. Spokesman for WBBM, WIND and *Chicago Sun-Times*, which also will have stations eventually, stated they were too far from opening date to make firm policy, but they undoubtedly would allow outside directors.

In explaining why he was maintaining his rule against outside direction, Eddy explained that WBKB personnel is trained for teamwork, from dolly pusher to producer or director, and that he considered his teams to be most efficient groups possible. He further stated that he believed use of outside directors would disrupt this teamwork and result in lowering of programing quality. He also stated that his personnel, as a result of experience, were fully cognizant of limitations and qualifications of the medium and that agency directors, not as experienced, were not as fully conversant with possible video techniques.

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GENUINE GLOSSY PHOTOS 5 1/2
Unsurpassed in Quality at any Price
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100, 8"x10", \$6.73	MOUNTED ENLARGEMENTS
1000, 8"x10", \$55.00	30"x40" \$3.85 EA.
Fan Mail Photos	20"x30" \$2.50 EA.
1000, 5"x7", \$34.00	
1000 Postcards, \$22.00	

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

COPYART 165 West 46th St. Photographers BRYANT 9-1723 N.Y.

"WE DELIVER WHAT WE ADVERTISE"

U. S. A.'s LARGEST REPRODUCTION HOUSE

Offering Home Tele Lens To Enlarge Pic

CHICAGO, Nov. 1.—A new-type lens which can be attached to any table-model video set to increase size of the picture almost 100 per cent has been introduced to the public here. The device, known as the Walco Giant Lens, is made of plexiglass and contains Nujol oil sealed inside for magnifying effect. Its use, the trade here says, could have a powerful adverse effect upon the sale of large-size projection screen models, because it can be purchased for \$59.95 and, for this price, give approximate effect of large screen models costing several hundred dollars.

According to Harry Burns, manager of Modern Service Radio Company, which is retailing the device here, nationwide introduction of the lens has taken place here, even tho it is manufactured by the Walco Corporation of New York. Burns's store has demonstrated the lens with eight spots on WBKB and already has received about 500 orders. Up to now only demonstration models have been available, but starting next week mass delivery will be possible.

The lens is mounted on a bracket that is placed underneath table models. The farther the lens is moved from the screen the larger the resultant picture becomes. When used with a 10-inch screen set, picture can be magnified to a width of almost 20 inches. However, according to engineers at WBKB who have seen the lens demonstrated, its use cuts down angle from center of screen at which viewer can see picture without distortion. Whereas with average set, picture can be viewed without distortion by viewers sitting at an angle of about 50 degrees from center, those using Walco lens must sit within an angle of 30 degrees in order to see undistorted picture, these engineers say.

Texaco Mulling Tele Programs, Sees 'Time Ripe'

NEW YORK, Nov. 1.—The Texas Company (Texaco), which was among radio's pioneer bankrollers, is now considering early entry into television sponsorship. Martin Jones, director of radio and television for Buchanan & Company, Texaco agency, and an authority on video, believes it is timely for purposes of the petroleum company to set tele plans. Jones said the firm has indicated its willingness to consider acquiring time franchises, using spot commercials as a bridge into the medium. He added that Buchanan is preparing for Texaco's consideration at least eight different video suggestions.

Like many other leading radio bankrollers, Texaco has been hesitant about making its tele plunge while the viewing audience was very limited. But with receiver sales zooming, the petroleum firm has acknowledged its receptiveness to expanding its advertising activities to include video. Jones said, however, that the firm's initial ventures will not go overboard, but probably will break into the field thru a spot campaign.

No definite decision has been made as to the nature of the first Texaco campaign. Included among the agency's suggestions are believed to be use of film, cartoons, caricatures and other video techniques.

Television's Rate Structure

NEW YORK, Nov. 1.—Last week, WNET, the National Broadcasting Company (NBC) television station in New York, announced an increase in rates, effective shortly, and thereby became the second New York video outlet to increase time and/or facilities cost. WABD, the DuMont station here, took a like step about two months ago. While percentage-wise the increase may not be great, the significance of the boosts lies in the growing tendency to get television—despite its still-limited market—onto a more economically balance level. Other stations are expected to follow suit within a comparatively short time. WBKB, Chicago, for instance, has announced that its rates will go up as set distribution grows.

List below shows rates now in effect, or about to go into effect, the latter applying to WABD and WNET.

NEW YORK, N. Y.										
STUDIO OR REMOTE RATE: (1)										
WABD	Class A (7-11 p.m.)	1 hour	1/2-hour	20 min	15 min	10 min	5 min	1 min	Station Break	
	Class B (6-7 p.m.)	\$800	\$480	\$360	\$320	\$240	\$180	\$80	\$80	
	Class C (Noon-6 p.m.)	650	390	292	260	195	130	65	65	
REHEARSAL: (2)										
All Classes		1 hour	Next 1/2-hour	Next part 1/2-hour						
		\$75	\$37.50	\$37.50						
WCBS-TV										
FACILITIES: (3)										
Telecast or film		1/2-1 hour	15-30 min	Up to 15 min	Each 15 min over hr		20 sec (4)			
		\$150	\$90	\$60	\$37.50		\$30			
REHEARSAL: (5)										
Telecast or film		1/2-1 hour	15-30 min	Up to 15 min	Each 15 min over hr		20 sec (4)			
		\$150	\$90	\$60	\$37.50		\$30			
WNET										
USE OF TRANSMITTER:										
		1 hour	40 min	1/2-hr	20 min	15 min	10 min	5 min	1 min (6) 20 sec (7)	
		\$500	\$400	\$300	\$250	\$200	\$175	\$125	\$125 \$80	
FACILITIES: (8) (including rehearsal)										
Broadcast studio		1000	800	600	500	400	300	200		
Film studio		250	225	200	175	150	125	100		
WASHINGTON, D. C.										
STUDIO TIME RATE:										
WTTG	Class A (7-11 p.m.)	1 hour	1/2-hour	20 min	15 min	10 min	5 min	1 min		
	Class B (6-7 p.m.)	\$200	\$120	\$90	\$80	\$60	\$40	\$20		
	Class C (Noon-6 p.m.)	183	98	73	65	49	33	18		
		125	85	56	50	38	25	13		
WNBW (9)										
TRANSMITTER CHARGE:										
		1 hour	\$50							
ST. LOUIS, MO.										
TIME CHARGES: (10)										
KSD-TV	1 hour	40 min	1/2-hour	20 min	15 min	10 min	2 min	1 min		
	\$155	\$105	\$90	\$75	\$67.50	\$60	\$30	\$20		
FREQUENCY DISCOUNTS:										
		13 times	28 times	52 times	100 times	200 times				
		5%	10%	15%	20%	25%				
DETROIT, MICH.					HOLLYWOOD, CALIF.					
WJ-TV										
TIME AND STUDIO CHARGES:										
		1 hour	1/2-hour	15 min	1 min					
		\$250	\$150	\$100	\$25					
CHICAGO, ILL.										
WBKB										
TIME RATES: 12										
		1 hour	1/2-hour	15 min	10 min	5 min	Spot			
Studio		\$375	\$210	\$140	\$112	\$70	\$40			
Film		125	75				30			
FREQUENCY DISCOUNTS:										
		3 times wky	4 times	5 times	6 & 7 times					
		5%	8%	10%	12 1/2%					
					KTLA					
STUDIO SHOWS: (11)										
Air time		1 hour	1/2-hour	15 min						
Facilities		\$100	\$100	\$75						
		300	180	100						
FILMS:										
Air time		100	100	75						
Facilities		200	125	75						
SCHEENCTADY, N. Y.										
WRGB										
(Rate structure not yet completed)										

EXPLANATORY NOTES

- 20% less when film only is used on periods of 5 minutes or more.
- 8 hours rehearsal for each hour performance required unless special arrangements made. Film rehearsals run at 10% of daytime charge.
- No charge for air time as such at present.
- Time signals and weather reports on sound film supplied by client.
- Minimum of 8 hours rehearsal for each hour on air required.
- Film only, includes facilities charge.
- Includes slide or film facilities charge.
- Rehearsal time ranges, for studio (live) broadcasts, from 5 hours rehearsal for 1 hour on air to 1 hour for 5 minutes; film rehearsal ranges from 3 hours for 1 hour telecast to 1/2-hour for 5 minutes. Additional rehearsal of live shows is at rate of \$200 per hour or \$100 if nearer a fractional half; films at \$50 similarly.
- No studios yet; charges for other facilities indeterminate at present.
- Includes rehearsal time ranging from 2 hours for 1 of broadcast to 1/2-hour for 10 minutes. Extra rehearsal at rate of \$35 hourly up to 5 hours; \$100 hourly above 5.
- Same time rates prevail for field pickups, but facilities charges vary.
- Rehearsal free when not exceeding twice time on air. Over 2-to-1 ratio but under 4-to-1, \$25 hourly fee; in excess of 4-to-1, \$75 per hour.

Dons Vs. Colts

Reviewed Sunday (26), 2-4:30 p.m. Style—Football remote pick-up from Los Angeles Coliseum. Sponsored by Philco-Gough Industries. Agency, Cecil Noble. Directed by Albert Cole. KTLA (Paramount), Hollywood.

Following a rather intensive coverage of summer sports and special events, Paramount wisely continues its scanning efforts in this direction, with its cameras swinging to the gridiron. This is its third complete pigskin pick-up of the week. Since this sport enjoys a great following in these parts, such programing is sure to have a highly favorable effect on the tele set buying public.

Viewers who remember outlet's football lensing of a year ago, can be duly impressed with the improvements found in this scanning. A seasoned lens crew gives the home looker a far better view of the game than

he could possibly have from the choicest 50-yard-line seat. Skilled hands in the control booth generously sprinkle the scanning with fine close-ups, which aid the viewer in following the plays and serves the dual purpose of avoiding the monotony of only long-shot lensing. Close-up camera is put on the air only during static moments in the game. This also shows forethought on the part of the man at the controls, since action panning would prove most undesirable with a narrow-angle close-up camera.

Commentary is handled with an interest-building, authentic air by Bill Welch, who injects the Philco plugs during lulls in the game. Shots of the crowd are particularly enjoyable and add immeasurably to the merits of the scanning.

More television like this will mean more sets in L. A. homes, which in turn, will mean better television—a welcome cycle. Lee Zhitto.

MAYBE I'M NO ANGEL

But I've given a boost to many a career with my fine glossy photo repros. And my share in the profits is practically nil.

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

Write for FREE Samples and Price List B.
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 155 W. 46th St.
 BR 9-8482-8488 N. Y. C. 19

Burbelle's
 ESTABLISHED 1888
PRESS CLIPPING BUREAU, Inc.
 165 Church St., New York 7, N. Y.
 BR 9-7571

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.



On Stage America

Reviewed October 13, 1947

Sustaining Via ABC

Mondays, 8-8:30 p.m.

Producer, Roland Martini; director, Joe Graham; writer, Ira Marion; emcee-orchestra conductor, Paul Whiteman; cast, changes weekly.

Current Hooperating for the program (Started September 29).....None
 Average Hooperating for shows of this type (Popular Music)..... 7.2
 Current Hooperating of show preceding ("Lone Ranger")..... 6.2
 Current Hooperating of show following (Sustaining).....None

CURRENT HOOPERATINGS OF SHOWS ON OPPOSITION NETWORKS

CBS: "Inner Sanctum"..... 9.5
 MBS: Sustaining.....None
 NBC: "Cavalcade of America"..... 6.5

With talent hunt programs enjoying a new rash of popularity this year, one of the likeliest looking of the bunch is Paul Whiteman's opus, *On Stage, America*. Several items make the show a standout in its class, not the least of these being the high level of the talent, the smooth handling of the show by Whiteman, and the general tone of the program, which was dignified while retaining its good humor. Whiteman's stature as a star-discoverer and maker, of course, makes the line-up a natural.

Program pipes in top talent from various cities, some of them gaining the appearance after local elimination contests. Listening to the show each week are brass of leading record companies and other outfits employing talent, and the roster of these invited "scouts" makes for added prestige as well as a good gimmick. Listening to last week's show were executives of MGM, Universal and Decca record companies, and from Music Corporation of America (MCA).

Participants included the Kelly Sisters, Rene Paul and the team of Alice Pearce and Mark Lawrence from New York, Smilin' Eddie Hill and His Boys from Memphis, and Eddie Gordon and Ellen White from Chicago. The Kelly girls, singing *Rockin' Chair*, Hill and his mountain musickers doing *Smoke, Smoke, Smoke*, and Miss White delivering *The Man I Love* all were above average. But really outstanding performances came from the others on the show. Rene Paul, French baritone, sang a heavily accented version of a Gallic number, the *Street Corner Song*, and in doing so showed personality and talent surpassing more publicized foreign entertainers. Gordon, a 17-year-old pianist, delivered a brilliant rendition of Khatchaturian's *Toccata*. The closing act, Pearce and Lawrence, of the Blue Angel nitery, stopped the show with their hilarious takeoffs on college songs and on the old tongue-twisters, *Constantinople*.

Whiteman is in his real element as emcee of this program, since he has properly earned fame as a talent-picker, and those appearing on this show receive his personal endorsement. He seemed more at ease in his role on this show than in shuffling disks on his daily record program.

Commercials, for the U. S. National Guard and for the State Guard, were delivered without the high-pressure recruiting devices

You Bet Your Life

Reviewed October 27, 1947

ELGIN AMERICAN DIVISION OF ILLINOIS WATCH CASE COMPANY

Martin Zitz, Advg. Mgr.

Thru Weiss & Geller, Inc.

Marvin Mann, Acct. Exec.

Via ABC

Mondays, 8-8:30 p.m.

Estimated Talent Cost: \$4,500; producer, Hartfield Weedin; director, Bob Dwan; writers, Bernie Smith, Hy Freedman; music, Billy May and orchestra; announcer, Jack Slattery; emcee, Groucho Marx.

Current Hooperating of preceding program ("Lone Ranger")..... 8.5
 Current Hooperating of following program ("Opie Cates").....None

CURRENT HOOPERATINGS OF SHOWS ON OPPOSITION NETWORKS

CBS: "Inner Sanctum".....12.3
 MBS: Sustaining.....None
 NBC: "Cavalcade of America"..... 8.6

ABOUT THE ADVERTISER

The Elgin American Division of the Illinois Watch Case Company, manufacturer of compacts, cigarette cases, dresser sets and similar accessories, has not gone in heavily for advertising in the past. From expenditures of about \$35,000 for magazine ads in 1944, the firm jumped to \$100,000 in 1945 and about \$125,000 last year. Sponsorship of "You Bet Your Life" marks the initial major plunge into radio for the firm.

To the plethora of audience participation and giveaway shows currently jamming the airwaves has been added a newcomer, the transcribed *You Bet Your Life*, featuring Groucho Marx as emcee. The feeling that all this has been heard somewhere before hung heavy throughout the premiere. Scarcely a new idea was present to lend any special character to the program, but Marx's rough humor kept it moving lustily, if not smoothly.

As could be expected, gifts of the sponsors' products were made to all participants, permitting considerable extra-curricular plugging for the bankroller, Elgin American. Other ideas, used in one form or another on other shows, included having a man and woman who never met before act as a team, competing against two other similar teams, and, having the studio and radio audiences let in on the secret answer which would permit the participants a chance at a \$1,000 prize. Each team had three questions to answer, with every question paying off at different odds. Team with highest earnings then got a chance at the jackpot poser.

What prevented the show from falling into complete mediocrity was the energetic splicing of Groucho, whose zany, if sometime purplish comments brightened the proceedings. The regular Elgin commercials, like the giveaway plugs, stressed the style and beauty of the sponsors' products. Sam Chase.

now being used by most military installations, with the opening pitch mentioning briefly the work of the Maine Guard in the recent Bar Harbor fire disaster. Sam Chase.

Screen Guild

Reviewed October 20, 1947

R. J. REYNOLDS TOBACCO COMPANY

W. T. Smither, Manager Advg. Dept.

Thru William Esty & Company, Inc.

William Esty, Acct. Exec.

Via CBS

Mondays, 10:30-11 p.m.

Estimated Talent Cost: \$10,000; producer, Don Bernard; director, Bill Lawrence; music director, Wilbur Hatch; announcer, Michael Roy; cast (this program): Bette Davis and Brian Aherne, in "Elizabeth, the Queen."

Last Hooperating for the program (July 7, 1947).....10.0

Average Hooperating for shows of this type (Dramatic)..... 7.8

Current Hooperating of show preceding ("My Friend Irma").....11.5

Current Hooperating of show following (Not Available)

CURRENT HOOPERATINGS OF SHOWS ON OPPOSITION NETWORKS

ABC, MBS and NBC: Sustaining.....None

ABOUT THE ADVERTISER

R. J. Reynolds Tobacco Company's over-all advertising outlay during 1946 totaled approximately \$5,500,000, a figure which exceeded the 1945 total by about \$2,000,000. During these two years, however, the radio picture has been fairly constant, the company spending slightly more than \$2,500,000 annually. Biggest item in the hiked budget of 1946 was magazines, in which medium Reynolds increased its advertising from slightly more than \$1,000,000 in 1945 to nearly \$2,500,000 in 1946. During the war years, Reynolds hit a considerably higher radio budget, spending about \$3,425,000 annually during 1943 and 1944. In those years, of course, there was an acute shortage of cigarettes, and while no direct selling pitch was necessary, tobacco companies nevertheless splurged heavily in order to keep brand names constantly before the public. The tax situation in those years also was mirrored in hiked advertising budgets. Currently, commercials in the interests of Camels have a direct selling quality, stressing mildness and flavor. Copy also includes the theme that "more doctors smoke Camels than any other brand."

Elizabeth, the Queen, the Maxwell Anderson version of the love story of Elizabeth and Essex, provided a stirring half-hour Monday (20), during the Screen Guild's airing. Anderson's language reaches poetic heights, and this, together with his psychological insight into the conflicting motives of ambition, love and fear, make up a grand script. Good characterizations were necessary to make it a grand play, and this was provided by Bette Davis as Queen Elizabeth and Brian Aherne as the Earl of Essex: an elderly woman and a younger man, each in love with the other, but both victims of their love of power. "I never jest when I play for kingdoms," says Elizabeth as she sends Essex to the Tower, and the latter sums up his own chief motivation in the sentence, "I must be first wherever I am. . ."

This leads to tragedy, with Miss Davis and Aherne performing compellingly against a background which is historically arresting, not only in time and place, but also in personalities.

Commercial pattern of this show is forthright but not obtrusive, with plugs at opening, middle and closing. Technique makes use of the

Opie Cates Show

Reviewed October 27, 1947

Sustaining Via ABC

Mondays, 8:30-9 p.m.

Estimated Talent Cost: \$5,000 (if sold commercially); producer, Glenhall Taylor; writer, Rosewell Rogers; announcer, Lou Cook; music, Basil Adlam and orchestra; cast, Opie Cates, Ruth Perrott, Noreen Gammill, Fred Howard, Barbara Fuller, Francis X. Bushman and Myra Marsh.

Current Hooperating of show preceding ("You Bet Your Life").....None
 Current Hooperating of show following (Sustaining).....None

CURRENT HOOPERATINGS OF SHOWS ON OPPOSITION NETWORKS

CBS: Arthur Godfrey.....12.1
 MBS: "Charlie Chan"..... 5.6
 NBC: "Voice of Firestone"..... 8.0

Another new package assembled by American Broadcasting Company (ABC), the *Opie Cates Show* bowed in last week as an integral part of the web's new Monday night programing, and there's a good chance this unassuming situation comedy will be around for a long time. It had much of the same charm, pace and sheer freshness that distinguished another ABC package, *Tales of Willie Piper*, which recently secured a sponsor.

Opie Cates, as the refugee from Arkansas, played the role of the wide-eyed country boy with obvious sympathy and affection, which was transmitted to the studio audience and to the listener as well. Cates, who proved himself an outstanding jazz clarinetist on the networks last year, has bridged the jump to acting with complete assurance, possibly because there is still actually something in him of the country boy.

Humorous Plot Line

The plot itself had nothing so novel to offer: the misadventures that befall a well-intentioned "square." In the case of the opening show, the plot unwound from an imaginary phone conversation which Opie held with the beautiful gal next door. When overheard by the other residents of Ma's Boarding House, Opie found himself deluged with advice about how to pursue his romance. Genuine lusty humor ensued from Opie's misunderstanding the suggestion that purchase of a corsage is a basic prerequisite, and the rustic comic set out to buy a corset. All was saved, of course, when the girl's mother took the garment as an anniversary gift from her husband, who had forgotten to buy a present.

It's a welcome relief to find a humorous show which has genuine humor implicit in its characterizations, as this did, rather than in the punch-punch stuff usually hammered at the listener. The minor characters all had distinct flavors of their own, and became likeable and acceptable people. For 30 minutes of unpretentious radio fare, this show stacks up more than adequately.

In lieu of commercials, the show featured a midway plug for ABC's entire new Monday line-up, and concluded with a message about the Community Chest. Sam Chase.

choral group, spelling out "Camel," plus a straight talking pitch by Wilbur Hatch emphasizing copy themes of flavor and mildness.

Producer Don Bernard and Director Bill Lawrence turned out a good one this trip. They should be able to keep that Hooper up if they can continue this high level of selection, casting and direction. Paul Ackerman.

NBC Relaxing Gag Control; Blue Stuff Out

(Continued from page 5)

lines. The NBC script editor catching the rehearsal will advise the performer involved of any objectionable material, and the reason NBC wants it cut. If the comedian refuses to delete the line, the problem will be brought to the attention of the agency and sponsor. Then, in the unlikely event the latter do not support NBC's position, the comedian will be allowed to go on the air, but at the part of the script in question, he will be faded off the air, with a stand-by announcer explaining to listeners that the show has been faded because it contained lines NBC did not believe should be broadcast into the American home.

Unlikely To Happen

NBC believes that no comedian will want to undergo such public embarrassment, but nevertheless has devised the permanent cancellation method should any repetition occur. Such a cancellation would also be explained to listeners via a public announcement of the circumstances involved.

One of the reasons for the current Hollywood trip of Ken Dyke, NBC's program veepee, is to huddle with the many top comics who originate their NBC shows from Hollywood's Radio City. It is reported that Dyke will stress not only the greater leeway given the comics, but will set forth in some detail the terrific amount of public reaction which ensues whenever dirty material is used.

NBC has for some time been endeavoring to clarify, relax and implement its censorship policy. This preoccupation with comics reached a high peak during the war years, when performers often used blue material at army camps. Eddie Cantor was the first to be cut off. Subsequently, the web expanded its control over comedy material—to the point where it imposed its policies on other than blue material—notably Fred Allen's philosophy regarding vice-presidents—an event NBC never wants repeated. Upshot of this was that the web's censorship weapon all but collapsed. This occurred at the end of the radio season—when the name comics were going off the air anyway, but now that they are back, a reconsideration of the entire problem is necessary.

It is reported that the new pattern of NBC's relations with its comics will include a co-ordination of policies on the East and West coasts. Heretofore, it is explained, the web was able to control comics originating programs in the East easier than those in the West. This situation, however, has led to embarrassment, as an Eastern comic, asked to delete material, might point out that a similar line was used on a show originating in Hollywood. Embarrassment might also arise, it was pointed out, when a West Coast program traveled to New York to find that in the East it could not use material which went uncensored on the Coast.

Doris Day Leaving "Hit Parade" Nov. 8

NEW YORK, Nov. 1.—Doris Day, fem warbler on the Lucky Strike Hit Parade, is slated to leave that show temporarily after the November 8 broadcast. Miss Day is due on the Coast for picture commitments, with the program itself forced to remain East by virtue of Frank Sinatra's Broadway personal appearances. He's due at the Capitol for an indefinite run in mid-November.

At press time, Miss Day's substitute hadn't seen set.

English Broadcasts Barred by Chinese

WASHINGTON, Nov. 1.—Chinese authorities don't care for foreign broadcasts. Station XHMD, Shanghai, was tossed off the air by the Shanghai-Woosung garrison recently after ignoring warnings to cease its English broadcasts, according to the Department of Commerce.

Operations of XHMD have now been resumed—in Chinese.

Writers Gain In Script Rights

(Continued from page 7)

iod, the subsidiary rights cannot be sold without the writer's consent.

(2) In the event a writer does a script for a recognized program, the story reverts to the writer minus the title and chief characters. The writer can change the title, rename his characters, and the script will then belong to him. When a writer creates a program, the title and chief characters belong to him even though he may not write the scripts.

(3) On five-a-week programs, writers get credit twice a week: When programs are ghost-written, as speeches or the like, the writer gets no air credit.

(4) The writer at his discretion may sell only single use rights, and for an additional fee he may sell exclusive rights.

RWG Recognition

The contract, which includes recognition of the RWG as the bargaining agent for all radio writers, contains a provision requiring any given network to demand Guild membership of nine out of 10 writers.

Existing contracts all must be made to conform with the new minimum basic agreement by March 13, 1948. It is expected that in the case of programs owned by advertising agencies a longer time will be required to clarify all issues. RWG and the agencies are scheduled to meet soon.

Under the new pact the RWG will be able to bar writers who are not members of the union.

Radio-Education Seen Expanding

(Continued from page 7)

year resigned as president of the association after leading it for three terms, stated that within five years there would be about 700 education stations thruout the country. Richard C. Hull, of Iowa State College, is the new prexy.

Most significant about the increased attendance at the SBC was the big turnout of commercial broadcasters, including networks and some of the nation's leading stations, who took part in discussions showing how radio can be used as an educational tool and how education institutions can help create more intelligent listeners by teaching an appreciation of good radio.

One of the highlights of the conference was the preparation of a document for submission to the FCC clear channel hearings, pointing out that present AM clear channel allocations prevent full-time operation of nine educational stations thruout the country and asking that these and other educational AM stations be allowed to operate from at least 6 a.m. to 10 p.m. daily to better serve their listeners.

Talks were given Sunday by Dr. Lee De Forest and Commissioner Clifford Durr. Latter was voted the educational radio "man of the year" at the SBC.

CBS To Accentuate Comedy In New Friday Night Sked

NEW YORK, Nov. 1. — Columbia (CBS) is in the throes of realigning its Friday night schedule so as to make that night's layout virtually a solid block of comedy.

First step was taken Thursday (30) when General Foods, thru Young & Rubicam, signed Danny Thomas to headline a new comedy show starting in January. Thomas package, which has not been completed as to cast, will cost about \$6,000 and will replace Thin Man in the 8:30-9 spot. Thomas's writers will be Al and Sherwood Schwartz. Show will follow Fannie Brice, also bankrolled by General Foods, in the 8 o'clock niche.

Other principal move now in the works will be to shunt Ozzie and Harriet from its present 6 o'clock Sunday night CBS time (for International Silver and also thru Young & Rubicam) into the Friday night 9:30 time, replacing FBI in Peace and War. Latter moves shortly to the 8 o'clock Thursday time being vacated by Suspense, which has been canceled by Roma Wines. Sunday evening spot left open by the Ozzie shift will probably go to the new Abe Burrows' show, which is still hot as Listerine's candidate.

Unverified report was that CBS might ask Philip Morris to retain It Pays To Be Ignorant in the Friday night 10 p.m. berth, so as to maintain the comedy flavor. Show has been put on notice, to be replaced by the

new Dinah Shore-Harry James entry early in '48. If this materializes, the Borden musical stanza, with Mark Warnow, at 9, would be the only non-comedy program. The 10:30 spot Friday nights is occupied by the new Spike Jones Coca-Cola series.

In its new spot, Ozzie and Harriet will buck Information, Please on Mutual and Waltz Time on NBC, with Danny Thomas slated to compete with Your FBI on ABC and the Can You Top This? gagfest on NBC.

500G Yearly In CBS Shows

(Continued from page 8)

of a \$1,500 production nut extending over a 16-week period from June 29, 1947, to October 25, 1947. Another quick sale was Jean Sablon, a \$1,500 weekly job which went commercial after two weeks in sustaining time.

House-built properties now on the air in sustaining time represent huge investments.

Sweeney and March, for instance, have been airing for 71 weeks; Bill Goodwin, 31; Robert Q. Lewis, 28; Studio One, 27; Doorway to Life, 18; Look Your Best, 31; Escape, 13, and Abe Burrows, 15 weeks.

Indications are that the web's expenditures in programing will suffer no diminution. Straws pointing in this direction are the hunt by Hubbell Robinson and Bob Mann for personalities (Danny Kaye, et al.), and a decision to use top names on some packages. With regard to latter point, for instance, it is to be noted that the web will spend up to \$2,000 per name for its house-built sustainer, Studio One.

This show kicks off under the new policy November 11. Star on the first show will be John Garfield in a dramatization of Richard Mealand's novel, Let Me Do the Talking, a satire on the publishing business. Negotiations are under way for a performance by Gene Kelly. James Mason, who turned down one deal because he felt the part was unsuitable, may be booked later in the series.

Robinson and Terry New Crosley Veepees

NEW YORK, Nov. 1.—A special meeting of the executive committee of the Crosley Broadcasting Corporation's board of directors here last week named William P. Robinson and Marshall N. Terry vice-presidents of the corporation. Robinson will be in charge of WLW programs, Terry in charge of WLW promotional activities.

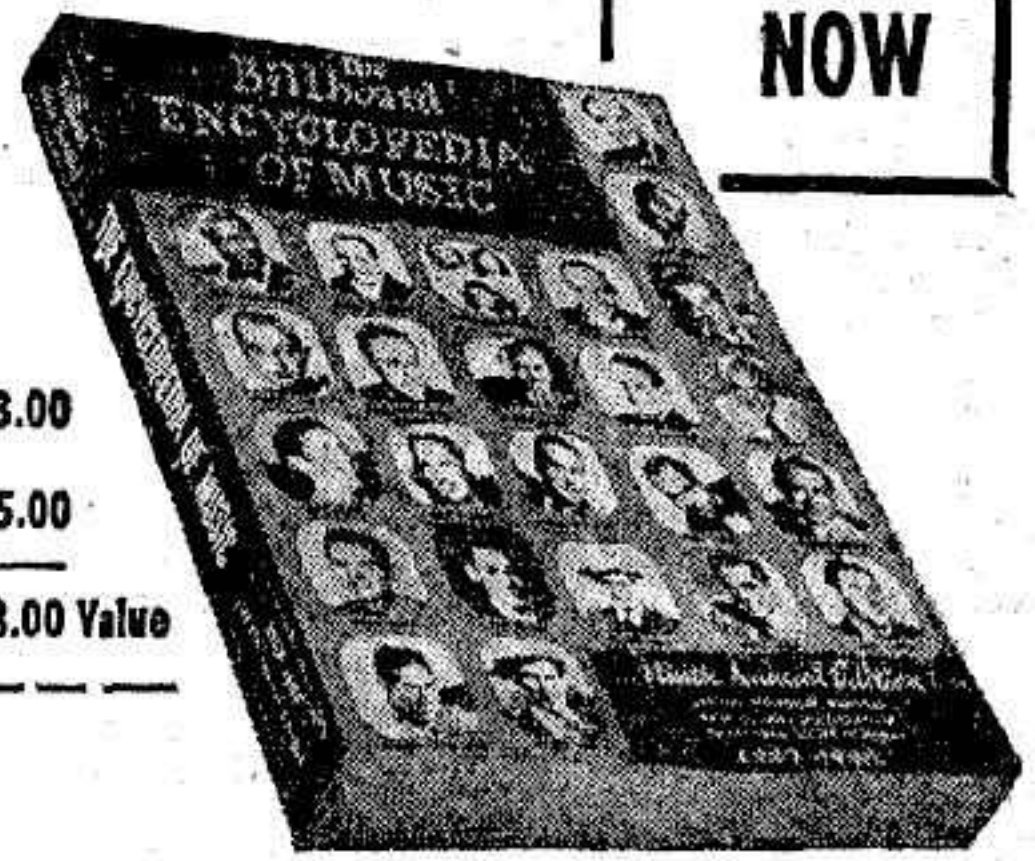
Walter Callahan was appointed WLW's assistant general sales manager, succeeding Neil Smith, who will assume a new post connected with Crosley's expansion plan for Dayton, Columbus and Indianapolis.

The Billboard 1947-'48 ENCYCLOPEDIA OF MUSIC

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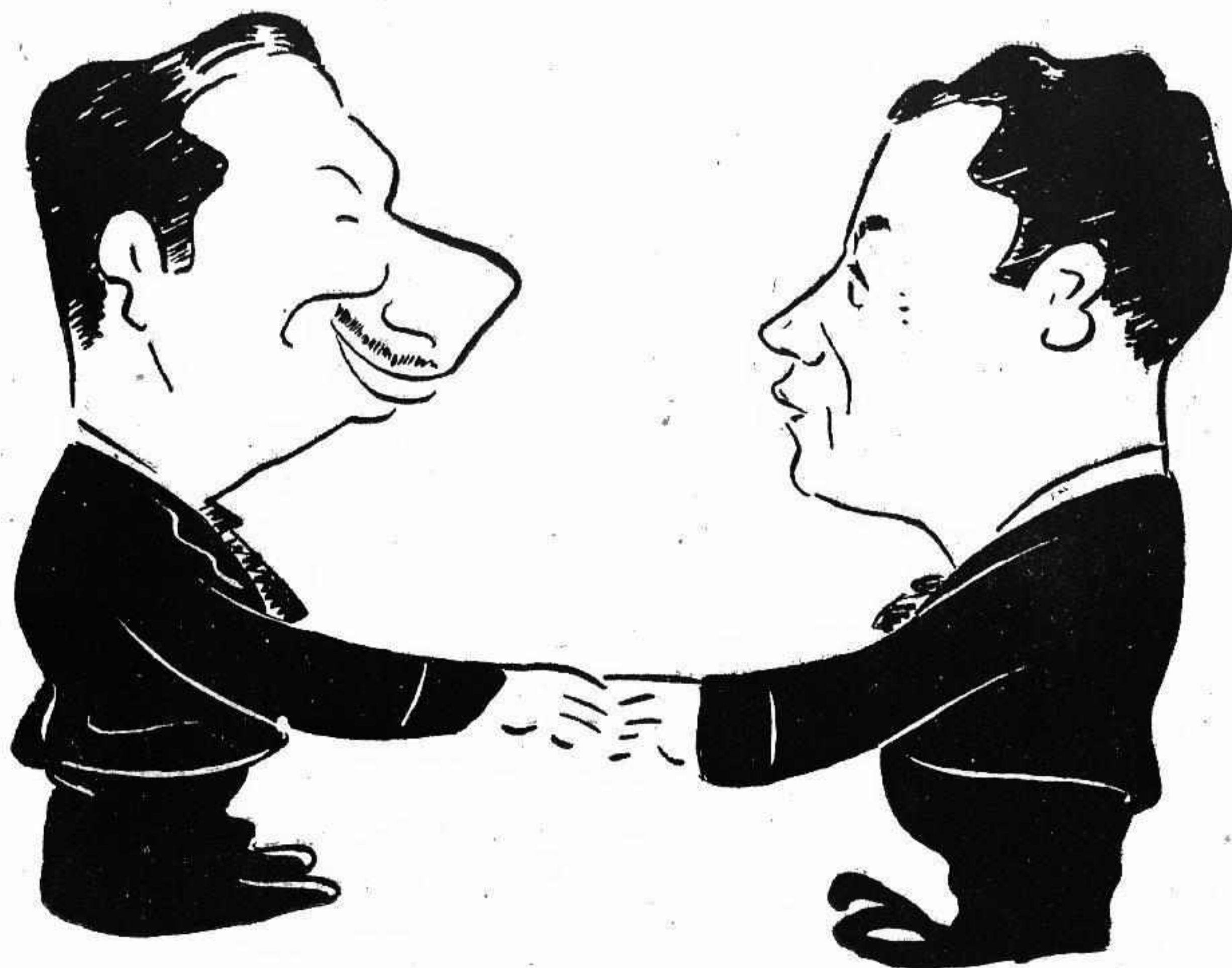
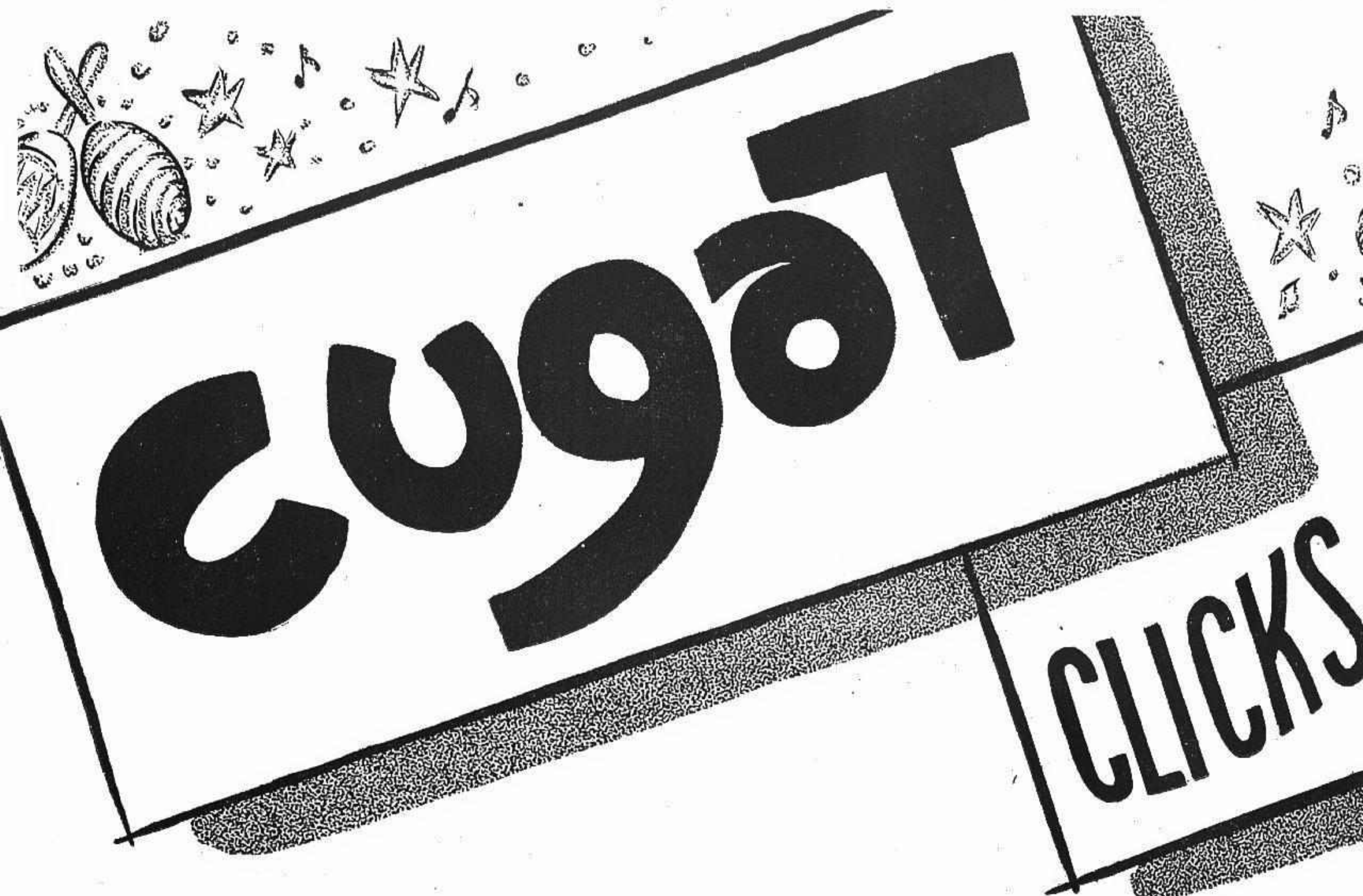
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CUBIE

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THE RHUMBA KING PICKS FRANK PALUMBO'S
AS THE NATION'S TOP BAND LOCATION!

Only Location Appearance
After Completing MGM Musicals
"THIS TIME FOR KEEPS"
"ON AN ISLAND WITH YOU"
"LUXURY LINER"

PUBS MAY MAKE OWN DISKS

Small Firms Bankrolling Philly Deal

Would Beat Petrillo Ban

(Continued from page 3)

Alexander's BMI Dubonnet Music Company.

Pubs Asked To Pay Cost

Operation of the Tune Disk recording plan calls for publishers to pay the entire cost of recording—musicians, studio, masters, etc.—with the disk company promising to repay this sum to the publisher upon release of the records. Wilson, already well entrenched in BMI thru his Tune Shop Music Publishing Company, claimed he could deliver 160,000 pressings per week thru his Collegeville, Pa., plant and told pubs they would have their choice of the Tune Disk artists' roster for performance of stockpile tunes.

Wilson Signs Bands

To hypo his sales talk among publishers, Wilson this week signed up bands of Gay Claridge, Lenny Herman and Emmett Carls to bolster his stable, which already includes Irving Zath-Miry, Leo Le Fleur, Chuck Gordon and Jerry Pinto. To protect against the expected last-minute rush in the recording studios, which he has been using piecemeal in the past, Wilson said he planned spreading the two-month waxing rush among such New York studios as Muzak, Carl Fischer and Advertisers' Recording Studios, in addition to his own Philadelphia facilities.

But some of the publishers contacted here were wary of the Tune Disk scheme, stating that Wilson made no definite guarantee that a pub advance would be redeemed in full when records were released, nor did he specifically guarantee, they claimed, how many pressings of each record would be made and distributed.

Dick Webster Vacates GAC

HOLLYWOOD, Nov. 1.—Dick Webster, for five years booker with General Artists Corporation (GAC) and recently appointed veepee in charge of Coast band department, left his post at the commission house. Resignation is effective today (Saturday). Webster's departure marks the second time in recent months for a band booker to leave the GAC fold. Other instance was when Ralph Wonders left the bookery to become personal manager for Spike Jones.

Webster's duties will be temporarily absorbed by Henry Miller, with no definite replacement being named at this time. The ex-GAC exec stated that his parting with the commission house was amicable and was motivated by his desire to go on to bigger and better things. Webster remained mum on the exact nature of his new deal, stating he will remain in the biz but could not reveal any details at this time.

Stem Asks Ork Price Cuts As Business Does a Brody

NEW YORK, Nov. 1.—Stem theaters (Strand, Paramount and Capitol) which use name orks are clamoring for further heavy price cuts for bands, mainly because of lagging Broadway vaude-film biz.

Theater ops point out that until recently their biz was holding firmly and they were able to pay orks big money while these same bands were having tough sledding on the road and in locations. Now that theater biz on the Stem has taken a 25 to 35 per cent dip, the managements have been looking to cut show overheads, with the orksters among the first to catch the wielded axe. And it is reported that the booking agencies are falling in line with the ops' demands. One house manager pointed out that the day of the \$12,500-per-week band is gone and that the war just finished for the theaters. He added, "they'll get what they can draw."

Meanwhile, because of the lagging Stem biz, Ted Weems, currently hold-

ing down the stage at the Strand, had his engagement held down to two weeks. At the Capitol, the theater's last and current bill proffered two-week contracts with options up to four weeks, but both bills were kept to the contracted two because of poor biz.

Capital Waxes Cold on AFM Ban on Waxing

WASHINGTON, Nov. 1.—Congressional leaders appear to be tacitly agreed on a cooling-off period before going any deeper into the American Federation of Musicians (AFM) proposed ban on recording after December 31. It becomes increasingly apparent this week that neither Republicans nor Democrats in Congress were going to rush into anti-Petrillo legislative action in advance of the 1948 political conventions, tho a new congressional inquiry might be spurred if there should be further AFM developments.

Indicative of the watchful waiting of congressmen was a last-minute decision by Rep. Carroll Kearns (R., Pa.) to defer until mid-November the convening of his House Labor Subcommittee on AFM activities. Kearns originally was due back here last Monday night to start the confab off, but he sent word to defer the conference until shortly before the special session of Congress November 17. Indications are that the subcommittee, which has tangled with the AFM chieftain before, is not over-anxious to grill him again unless confident of its ground.

Ray McKinley's Wax Pact Grief

NEW YORK, Nov. 1.—Reports that Ray McKinley's waxing pact with Majestic Records had been broken were staunchly denied by spokesmen for the diskery this week. The matter was handed over to Majestic's lawyers, who issued the following statement:

"Any recording made by McKinley prior to the termination of his contract with us (Majestic) can cause us considerable damage, will constitute an interference with our contract right and we will have to take action."

Other Majestic spokesmen could not understand on what grounds McKinley might have expected to break his pact, which runs out in March, 1948. They pointed out that the only guarantee in the orkster's pact was one for a production minimum to be achieved prior to the conclusion of the pact. Production minimum would entitle the diskery to pick up an option on McKinley's waxing pact for an additional year.

It is understood, however, that Majestic and McKinley legal eagles huddled late this week with American Federation of Musicians execs in an effort to settle the situation. No further word was received at press time.

Dearth Sends Shellac Prices Skyrocketing

NEW YORK, Nov. 1.—Leading phonograph-record shellac suppliers in the country have reported to various disk firm spokesmen here that a pronounced shortage of supply has shot the price of shellac up from 53 cents to more than 58 cents per pound in the past week or two. One large supplier, claiming less than 500 pounds on hand, says his price already has gone up as high as 66 cents.

The suppliers' explanation of the shellac shortage is that imports have mysteriously dwindled. Seasonal crops in India may have been poor, they opine, but firms such as D'Angelo Bros. in Bombay reportedly have cut down their shipments more drastically than ever before when crops were hit. Reports drifting over the ocean have it that the Russians are buying up lots of the record shellac, for what purpose no one here can guess. There is no evidence that the Soviet Union has developed any greater interest in the manufacture of phono disks, but suppliers here argue nonetheless that a lot of their normal import has been diverted across the Caspian.

To Co-Ordinate Standards

NEW YORK, Nov. 1.—American Standards Association (ASA) this week announced plans for the co-ordination of recording standards in both vertical and magnetic recording field via committees representing the Society of Motion Picture Engineers, the Institute of Radio Engineers, radio manufacturers, broadcasting companies and the war and navy departments. ASA said that one major problem facing the plan for over-all co-ordination of recording standards would be to set uniform definitions of technical terms, till now a source of confusion among various groups concerned with recording.

Majors Face AFM License Stumble Block

Willing To Sink Dough

(Continued from page 3)

in a small-scale production and distribution biz for their own masters. The venture would be individual with each pubber, the angle being not only then would their material be protected against a complete lack of disk exploitation, but should any attention be given their small-scale disk efforts possibly the masters could be peddled to major record labels later on, when a Petrillo-forced shortage of pop hits might develop.

Big pubs frankly limit their investment scope in such a record enterprise, conceding that while they match up in disk and music experience with some of the newer small labels, they could not hope, nor need, to risk their pub profits in a free-swinging market where there was no Petrillo problem.

License Big Problem

Big problem on the surface would be for the publishers to find someone with an AFM recording license whose facilities they can use. This would be essential since the AFM some weeks back placed a ban on new record company licenses. Only non-union musicians could then be used by pubs. But under the "print" of an old AFM license, the pubs could now comb the ranks of non-exclusive union musicians and possibly turn up enough caliber to put out a marketable disk.

Pubs maintain that there are more than a dozen of their smaller pub brethren who have such licenses but whose activities until now have been meager. These pubs for a "service fee" are figured to be more than willing to allow bigger pubs to cut and retain masters under the small guy's license. And major pubs also say they have sounded on "inactive" record companies whose AFM clearance is still alive and believe that the ownership-of-master problem can be worked out cheaply.

Meanwhile many of the big pubs have reported that a few of the smaller record companies have made themselves available to cut their tunes on a pay-for-the-session basis. If worst came to worst this might be put to use if only for exploitation purposes, but the pubs see this as only a last resort.

SAVOY SIGNS HILL BROS.

NEW YORK, Nov. 1.—Savoy Records, Newark jazz diskery, yesterday announced it was expanding from hot to hoedown with the addition of the Hill Brothers, vocal and guitar twangers, to its recently formed hill-billy catalog. Savoy Prexy Herman Lubinsky uncovered the Western talent on a recent trek to New Mexico. Lubinsky also appointed Griffin Record Company, Jackson, Miss., as distributor for the State and Music Suppliers of New England for the Northern States group. Still pitching strongly for the hep crowd, Savoy this week put pen to paper with songstress Kay Penton and arranger-pianist Tad Dameron.

No Slowdown Before Ban Says 802-er

Abide by Pacts, He Warns

NEW YORK, Nov. 1.—The American Federation of Musicians (AFM) definitely will not spring a sotto voce recording ban on November 1, according to Charles Iucci, executive secretary of Local 802 here. Terming reports that the union would unofficially move its announced December 31 termination date up to November 1 as "malicious rumors," Iucci said the union would take executive action against any members found guilty of such obstructionist tactics.

Stressing that the AFM always abides by its contracts, Iucci indignantly repudiated gossip that 802 strategy involved verbally advising key recording sidemen to slow down in their activities and prevent diskeries from building up a backlog intended to cushion against the ban which falls January 1.

No Radio Walkout

Iucci also said that some members had reported to him rumors of a union pre-January 31 radio walkout, and he repudiated this talk with equal vehemence. "We have contracts with the radio stations until January 31," said Iucci, "and this union has never broken a contract. The 802 executive said that he believed the rumors of the early record and radio slow downs were surprise attack techniques started by anti-administration forces within the local as a means of fostering confusion and mistrust.

In the atmosphere of wild expectancy, rumors and counter-rumors brought about by James C. Petrillo's December 31 ban proclamation, talk of an AFM sotto voce slowdown prior to December 31 had gained considerable circulation until the Local 802 executive secretary spoke out in such definite language.

WPCE Clears Schubert, But 802 Steps In

NEW YORK, Nov. 1.—Herman Schubert's troubles with the Music Publishers' Contact Employees' Union (MPCE) cleared up this week, but the Pelham Heath Inn operator still had his hands full, this time with Local 802, American Federation of Musicians (AFM).

MPCE lifted its ban on the Pelham Heath after receiving "satisfactory assurance of co-operation" from the operator. Songpluggers had been enjoined from visiting the spot since October 6, but the gate was opened Thursday (30) with the tune pushers showing up for orkster Henry Jerome's belated musicbiz opening.

Schubert meanwhile was notified by 802 that the Pelham Heath Inn had been raised from the Class B to Class A wage scale bracket. Schubert, in a letter to the Local, protested the raise, saying it would make it impractical to continue the spot's operation, and was ordered to appear before the Local's exec board next Wednesday (5). Schubert said the wage increase with the current Jerome band would cost him about \$350 more per week. (B scale is about \$77; A runs about \$103 and involves a higher remote tax.)

If the Local turned down his protest, Schubert said, he would shutter his club on week days, operating on a week end-only basis with small music groups featured.

Signature Ties Up With Florists on "One Dozen Roses"

NEW YORK, Nov. 1.—Signature diskery, thru proxy Bob Thiele, this week completed a promotional tie-up with the Society of American Florists for his firm's waxing of *One Dozen Roses*, the oldie with 1947 dressing by Johnny Long's ork. During the week of November 2 florist society members will contact disk jockeys in their areas and give each contacted spinner a certificate for one dozen roses, in turn asking the jocks to spin and feature the Long waxing. Signature shipped out 1,200 vinylite platters to disk jockeys this week in order to round out the plug promotion.

The diskery also will send out streamers and Long photos to the florists, who will use the *One Dozen Roses* disk promotion data in their window and shop displays. In addition, to fully round out the promotion, it has been arranged for Long to give out a bouquet of a dozen roses each night of his current Hotel Pennsylvania engagement to a specially selected fem.

Walker May Lose Three Suns Back To MCA Office

NEW YORK, Nov. 1.—George Walker, who left the Music Corporation of America (MCA) band department two weeks ago to go into his own business, Capitol Attractions, taking the Three Suns from MCA in the process, this week was faced with the possibility of losing the Suns back to MCA.

Walker, who claims to hold a business contract with the trio, entered into several months after the Suns' MCA pact had expired, was told by the Suns that "they felt it was better for them if they stayed with MCA," but claims that the trio hasn't yet forwarded one substantial reason for its sudden change of mind. MCA attorneys have tried to approach Walker to convince him that his pact with the Suns is invalid, but the former MCA'er has retained Attorney John Manning to cover him legally if the current dispute should end up in a courtroom.

At press time, neither the Suns nor their mentors were available for comment.

Paxton Booked For Commodore; Dunham Follows

NEW YORK, Nov. 1.—The 10-day gap in the Hotel Commodore's bookings between Vaughn Monroe and Stan Kenton has finally been resolved with the signing of George Paxton's ork to share the bill with singer Vic Damone. Paxton, who will open with Damone on November 13, was a substitution for originally skedded Boyd Raeburn. Raeburn, a property of Willard Alexander, who also is booker for the hotel, is reported to have turned down the date because of the 5G expense it would incur to organize an ork for the 10 days without guarantee of work to follow the Commodore.

Meanwhile, the hotel this week completed the package to follow Kenton into the Century Room on December 3 for three weeks. Sonny Dunham's ork will play the date, which will co-feature singer Mel Torne.

MPPA-SPA Contract Talks Bump Into a New Snag Over Upkeep of Writer Org

Tunesmiths Propose Pubbers Share in Fox Office Nut

NEW YORK, Nov. 1.—Negotiations for a new contract between the Music Publishers' Protective Association (MPPA) and the Songwriters' Protective Association (SPA), which apparently were in their closing stages two weeks ago after almost a year of haggling, ran into a surprise snag this week due to a new proposal introduced by SPA reps to the negotiating committees. Writer reps posed a resolution at the last negotiation meeting that MPPA members share in the upkeep of the tunesmiths' org by upping, and then cutting in SPA on part of, the maintenance kitty created for the collection of mechanical royalties by Harry Fox's office.

Bigger Kitty Proposed

Fox, as collector, currently draws an average of 2½ per cent of the mechanical royalties which flow thru his office for maintenance of the collection operation. The SPA proposal would have the Fox kitty increased in percentage, with MPPA to suggest the amount of increase required. With the increase in effect, SPA proposed that the tunesmith org draw one-third of the kitty take for purposes of covering the maintenance overhead (rental of offices, secretaries, lawyers, etc.) of the SPA. This proposal was made in lieu of an original SPA proposition when negotiations began that SPA be granted 5 per cent of lyric mag royalties, which at that time reportedly hovered around \$800,000 annually but which since have taken a 75 per cent dip.

Publisher reps at the meeting were reported as being uncertain about the SPA proposal, but at the same time hoped that the new turn in proceedings would not seriously hinder an early conclusion of negotiations. It was pointed out that all other points of the negotiated contract have been

Harmony Quartet To Benefit From Petrillo's Disk Edict

ATLANTA, Nov. 1.—The possibility of a recording company looking forward favorably to the Petrillo ban was entertained here this week by LeRoy Abernathy, leader of radio Station WAGA's Homeland Harmony Quartet. Vocal group has been airing over 58 stations via disk shows and has cut several platters for the White Church label, regional waxery, but is now in line for widely-enlarged distribution via plans for a local pressing plant, which would be the first of its kind in the area.

Abernathy announced that, contrary to being stymied by the upcoming national disk ban, his vocal group figures to pick up momentum when other diskeries feel the music pinch and that negotiations for the local pressing plant were being carried forward with this in mind. Homeland Harmony Quartet, featuring primarily gospel material, use no musical accompaniment.

Butterfield Cuts Down

NEW YORK, Nov. 1.—Billy Butterfield this week gave up on his big ork and will shortly reorganize with a six-piece jazz combination. Butterfield is the second lesser-known orkster to give up in two weeks, with Johnny Rothwell (another General Artists Corporation property) closing shop last week. The trumpeter-maestro still holds a Capitol waxing contract.

cleared and are ready for approval by the general bodies of both orgs. Pubbers suggested that the SPA proposal may be an infraction of the Taft-Hartley law with some, who favor the SPA draw-maintenance, stating that they would be willing to bypass the T-H Act in order to facilitate the tunesmith request.

Objections Anticipated

But it was pointed out that some members probably would object to granting an automatic piece of the mechanical collection kitty to writers when some pubbers (non-MPPA members such as Warner Bros. pub group) do not collect thru Fox and might avoid such contribution to SPA.

SPA reps didn't specify just how much Fox's take should be raised in order to satisfy the one-third request, but it has been inferred that if the proposal is accepted by pubbers, Fox's kitty may be subject to a cut. This, some pubbers point out, follows the line set by MPPA in establishment of the Fox office. He originally drew 10 per cent of the mechanical royalties he collected, then was cut to 5 per cent and finally to 2½ per cent. Since mechanical royalties today are so much greater than they have ever been, some members feel that Fox's take can be cut in order to facilitate payment to SPA. Other members, however, were not so sure Fox's take would have to be cut, with one or two suggesting that the Petrillo ban may affect the mechanical income drastically for at least next year or perhaps longer.

Discussions will be continued by the org reps on Thursday (6).

Coast Sidemen Appeal Record Ban as Co-Ops

HOLLYWOOD, Nov. 1.—A group of Hollywood sidemen, headed by studio ork leader Leo Compinsky, last week began attempts to circumvent the "no recording" edict of American Federation of Musicians' (AFM) boss, James C. Petrillo, by a direct appeal to the musicians' czar. Compinsky will ask for special AFM okay on the basis that recordings of the Pacific Symphoneta (which he fronts and whose disks are released by Alco Records) are a co-operative venture in which sidemen share in all profits. As such, Compinsky will argue against application of the record ban to his firm.

Altho Local 47 officials denied any knowledge of the appeal, it was learned that Manuel Compinsky, brother of the fronter and head of Alco, hoped to take the case to the AFM chieftain shortly. The Compinsky group is a co-op outfit which has previously released six long-hair albums through Alco. Firm was formed last year when sidemen kicked in \$1,000 each. Group controls rights to all masters, with profits shared on an equal basis after sidemen receive union scale for actual waxing sessions.

Compinsky will argue that since all revenues of his co-op venture revert to sidemen, platters do not directly deprive orksters of a livelihood. Moreover, since the firm records only classical music, juke box revenue and disk jockey play are not of great concern to orksters or union.

Wax Trade Ass'n Developing

Major Firms Want Set-Up Entirely New

Delegates Visiting NAB

NEW YORK, Nov. 1.—With its committee of seven expected to report back after attending the National Association of Broadcasters (NAB) meeting Wednesday (5) in Washington, the record industry here means (See Wax Trade Ass'n on page 23)

Breakfast Rebels

WASHINGTON, Nov. 1.—When WQQW began alternation of popular music with classics on its morning shows this week as a test, the listener response was terrific. About 3,400 letters were received—all of them were opposed to popular music. One female listener wrote: "I like to go to bed with Harry James, but I prefer Mozart in the morning." Another letter read: "I'd rather wake up in the morning with *Le Bourgeois Gentilhomme* than *The Man I Love*."

Note: R. Robert Rogers, manager of WQQW, says he is "definitely convinced."

Reg Connelly Adds Holdings In Cinephonic

LONDON, Nov. 1.—Reg Connelly, director of Campbell, Connelly & Company, Ltd., announced this week that he had acquired the Rank-Gaumont British interest in the Cinephonic Music Company, Ltd. Previously Connelly had held an interest in the firm along with the British film folks.

Deal whereby Connelly adds the Rank interests in Cinephonic to his own holdings was entirely amicable and Cinephonic will continue to handle many tunes already included in Rank film productions. Connelly also will take over active directorship of the Cinephonic organization in addition to continuing to head up Campbell, Connelly.

Chi's First Stand-By Case Going to NLRB

CHICAGO, Nov. 1.—First alleged violation of the featherbedding provision of the Taft-Hartley Act in regard to the use of musician stand-bys will be decided by local and Washington National Labor Relations Board (NLRB) officials some time within the next month. The charges were brought originally three weeks ago by the Select Lake City Theater Operating Company, a Chicago subsidiary of the Shubert Corporation, which filed a complaint with NLRB here, citing the Chicago local of the American Federation of Musicians with violating the featherbedding provision.

Joseph L. Hektoen, local NLRB exec, told *The Billboard* that he completed his research and collection of testimony from both sides Monday (27) and had transmitted the records immediately to Washington because the case will undoubtedly set a precedent and demands his collaboration with the Washington headquarters before a decision, as to whether or not a violation occurred, can be made.

Renew Mood-Decca Pact

NEW YORK, Nov. 1.—Rumors of a shuttering for Mood Music pubbery, a Shapiro-Bernstein affiliate, which not only has a pub tie with Columbia Pictures but is half owned by Decca Records, were squelched this week by an S-B spokesman who revealed that Mood's pact with Decca, which still has one year to run, has been renewed for an additional two years. Rumors apparently started flying when Supreme Music, another Decca firm which is affiliated with Bregman, Vocco, Conn pubbery, came up with two successive hits in *Near You* and *How Soon*, while the Mood firm hasn't seen any top action since *Anniversary Song*.

Keynote's Cheaper Line

NEW YORK, Nov. 1.—Keynote diskery's new domestic long-hair manuscript line, initially issued as a \$1.50 unbreakable 12-inch series, will soon produce a cheaper set of regular shellac disks in the classical series to retail at \$1.25. All of the firm's domestic recordings will be available in both the plastic and shellac disks. First two Keynote long-hair efforts to fall into the new price policy are the Stravinsky *Dunbarton Oaks Concerto* and Vivaldi's *Concerto Grosso*.

Jock Guest, Kapp!

NEW YORK, Nov. 1.—Decca Records Prexy Jack Kapp broke a long-standing precedent Thursday night (30) by guesting on Art Ford's WNEW *Milkman's Matinee* disk show. Calling attention to his public service objectives in the record field, Kapp announced that as a result of his last summer's visit to Europe he had decided to send gratis an extensive series of transcription platters (built around a sell-democracy theme) to all that country's radio stations. Platters, to be used as quarter- and half-hour segments, are taken from Decca and World Transcriptions masters and feature such patriotic material as *Speeches of Famous Americans*, *Lonesome Train*, and *Freedom Train*, performed by Orson Welles, Bing Crosby, etc. Cost of the project to Decca, said Kapp, would be in the neighborhood of \$10,000.

N. Y. Jocks Meet; Avoid Petrillo Talk

NEW YORK, Nov. 1.—Local chapter of the National Association of Disk Jockeys (NADJ) met again last night to sew up the loose ends of officially going into business via incorporation papers and Fifth Avenue office space. The jocks, summoned by letter to "discuss the Petrillo situation," cautiously skirted definite talk about the upcoming disk ban, claiming it did not concern them directly, but unofficially admitted that NADJ might be used as a national mouthpiece for the country's platter pushers in the event (considered somewhat remote) of an AFM licensing demand, via a revision of current copyright laws, on recorded radio performances.

The Petrillo deal, said the New York jocks, is a longshot as far as they are concerned, but they wanted to start laying some groundwork, verbally at least.

Weinstein Joins Peter Maurice Firm In Staff Revamp

NEW YORK, Nov. 1.—Personnel revamp of the Peter Maurice music firm (affiliated with the Leeds music publishing group) was completed this week by Lou Levy, Leeds chieftain, and Happy P. M., vice operation.

According to Levy, Harry Weinstein has been hired as the new professional manager for Peter Maurice to work under Godday's cross-country supervision. Weinstein, who moves over from Miller Music, will be assisted in the East by Warren Brown and Bob Sadoff. Alan Ross will hold down the Hollywood fort.

The Leeds staff at the following: Al Gallico, pro manager; Jack Spina, Charlie Janoff and Alan Miller assisting.

Levy also indicated that his Duchess music firm, BMI subsid, will be revamped and reactivated within 30 days, with four songs already picked up from other BMI firms and non-ASCAP writers.

NEW YORK, Nov. 1.—Dave Bernie, former Santly-Joy plugger, has replaced Sidney Goldstager as representative for the Famous-Paramount pubberies on the West Coast. Bernie's move corrects earlier reports that he and Dave Shelley, former Majestic record exec, were going into the pubbing biz.

Here it is..boys!
THE BOMBSHELL-SATION
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TWO DYNAMITE SONGS
ON ONE GREAT RECORD

**THE JEWS
HAVE GOT THEIR
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GUS VAN

Both of these STARTLING SONGS
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**Refugee's
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Sung by
MARY SMALL

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Singing two hallowed songs most appropriate for the Yuletide season. Orchestral accompaniment by Phil Green, Organist Sidney Torch. The perfect Christmas gift.

- No. 115—"The Lord's Prayer" .75c
- "Bless This House" .75c

DENNY DENNIS

Presenting "The Bluest Kind of Blues" by Denny Dennis who is London's bid to become America's topflight vocalist. The coupling "Make Believe World"—just out of this world!

- No. 104—"It's the Bluest Kind of Blues" .75c
- "Make Believe World" .75c

BERYL DAVIS

After singing her way into American hearts in so short a time, Beryl demonstrates the romantic qualities of her voice that have made her one of the best vocalists of the day. She sings with the famous Stephane Grappelly of the Hot Club of France fame, featuring George Shearing at the piano.

- No. 101—"Don't You Know I Care" .75c
- "No One Else Will Do" .75c

VERA LYNN and AMBROSE

Offering two beautiful waltz ballads in the finest modern tradition. Vera, the "Sweetheart of the Forces," teams with Ambrose, England's most famous maestro.

- No. 107—"When Your Hair Has Turned to Silver" .75c
- "How Lucky You Are" .75c

ANNE SHELTON

The gal who was teamed with Bing Crosby on his U. S. O. broadcast in England, demonstrates her unique personality in these six sides.

- No. 102—"Down at the Old Bull and Bush" (Boogie Woogie) with Harry Roy and his orchestra .75c
- "Lover Man" (Blues) with Harry Roy and his orchestra .75c
- No. 109—"For Once in Your Life" with music conducted by Camarata .75c
- "How Deep is the Ocean" with Stanley Black and his orchestra .75c
- No. 103—"Eili Eili" with music conducted by Camarata .75c
- "Yiddishe Momme" with music conducted by Camarata .75c

AMBROSE

AMBROSE conducts two numbers never before recorded that belong to everyone's collection of fine modern music. "Swing Low, Sweet Clarinet" featuring Reginald Kell, acknowledged the world's greatest classical clarinetist.

- No. 108—"Swing Low Sweet Clarinet" Reginald Kell, clarinet solo .75c
- "Dance of the Potted Pupper" Carl Barritau, clarinet solo .75c

MANTOVANI

Conducts a large orchestra featuring a Cole Porter favorite and the latest Charles Trenet ballad, "La Mer."

- No. 111—"La Mer" (The Sea) "Night and Day" .75c

CAMARATA

Noted American composer-arranger-conductor presents his first album, featuring his exciting original composition, "Rumbalero," with a 53 piece orchestra. The album's haunting melodies include the first orchestral recording of Gershwin's "Prelude II".

- ALBUM LA-1—Music by Camarata \$3.75
- "Rumbalero" (Part 1)
- "Come Back to Sorrento"
- "Rumbalero" (Part 2)
- "The Haunted Ballroom"
- "I Love Thee" (Ich Liebe Dich)
- Gershwin's "Prelude II" \$3.75

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TO YOUR
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7

"HILLS OF
COLORADO"

DECCA
24179

backed with
"STARS WILL REMEMBER"

"KATE"

2

backed with
"ALL MY LOVE"

DECCA 23989

3

"A FELLOW NEEDS A GIRL"

backed with
"SO FAR"

DECCA 24194

DECCA RECORDS

Music—As Written

New York:

Sammy Stept and Johnny Green reported parting in their Stept, Inc., music pub venture. . . . Lawrence Guild's Allentown Record Company (pressery) going into the kiddy disk-biz for itself soon with a 98-cent list vinylite platter. . . . Mickey Goldsen took over Mel Torme-Bob Wells ditty, *Tacos, Enchiladas and Beans*, from Burke-Van Heusen pubbery. B-VH firm reportedly was swamped with film scores and willingly released *Tacos* on the theory there wouldn't be time to line up platters pre-Petrillo ban. Golden's criterion firm took care of the plattering skeds—Doris Day (Columbia), Stan Kenton (Capitol) and Torme (Musicraft) reportedly set.

Opening Night Notes

Sammy (Dear Boy) Kaye furnished one of the most entertaining preems of the year Monday night (27) at the Hotel New Yorker. Out of respect for his box-office prowess, the management dispensed with the usual New Yorker ice show and Dear Boy proved sharper than any pair of blades. Before a packed music-trade house, Sammy sparkled as the witty emcee thru his "so you wanna lead a band" sessions. A funny exchange of toppers with Murray Weisell, a crack or two at Mickey Addy's show-girl friend—the wit was all the better for its rarity among maestri. His band at its best, his departures from strict "swing and sway" noticeable, Dear Boy rated a plaudit for his showmanship plus.

William R. Gard has joined the staff of the National Association of Music Merchants (NAMM) as administrative assistant to Exec Secretary William A. Mills.

Bernard Klingenstein, formerly of the Emerson Radio sales department in New York, has joined Musicraft diskery's sales department. . . . Shep Fields ork due to play a two-week date at Frank Palumbo's Click nitery in Philadelphia starting November 14. . . . DeLuxe Records prexy, Jules Braun, and artist and rep director, Joseph Lebowitz, will take off November 2 for a talent hunt thru the South and Midwest. . . . Bobby Worth pubbery has been admitted to the American Society of Composers, Authors and Publishers. . . . Tiny Hill reorganized his ork after a one-year layoff for a Midwest tour.

Apollo Records waxed comic Dean Martin in a jump version of the Italian oldie, *Oh, Marie*. . . . Add to the list of pubs on a pre-Petrillo wax rush: Burke-Van Heusen pushing thru scores of *Road to Rio* and *Emperor Waltz*, both Crosby-Hope starrers, due well into '48.

Woody Herman still wooing jazz trombonist Bill Harris, vet of his last band. . . . Mel Torme and Buddy Rich bands set for mid-November at State Theater, Hartford, Conn. . . . WMCA, New York, prepping the Duke Ellington e.t. jockey strip, for a January 1 debut.

Chicago:

Nat Hale, who was with Decca for five years previous to the war and since his service exit has served as assistant to Dave Kutner, MGM chief of the local regional distribution, has taken over Kutner's post with the latter's departure for an advertising job. . . . Art Kay out as distribution chief for Tower, with Tower chief Dick Bradley temporarily taking over the peddling reins. . . . Broadcast Music Inc. has licensed the Martinique and 14 lounges during the past six weeks.

Russ Carlisle and Jimmy Palmer are set for four weeks each at the Martinique, with Carlisle starting November 11. . . . Jerry Shelton's Trio has been inked to do a series of 20 e.t.'s for Standard Transcriptions. . . . Saxie Dowell, last with Sonora, has inked a Vitacoustic Record pact. . . . Frankie Laine set for the Adams, Newark, N. J., January 1, and a week at the Capitol, Washington, January 8. Laine does a guest shot with Bing Crosby November 18. . . . Bob Crum, the boogie pianist on Gold Seal, in a hospital for observation.

Mercury is cutting an unbreakable plastic 10-inch version from its 12-inch release of Vic Damone doing *Silent Night* and *Ave Maria*. Disk will be for sale only to juke ops at regular price. . . . Robert A. Hill, of the National Piano Manufacturers' Association, and Max Targ, of the National Association of Musical Merchandise Wholesalers, are the executive committee of the American Music Conference, with Bob Helfrick, of the Band Instrument Manufacturers' Association, and E. R. McDuff, of the National Association of Music Merchants, as the public relations committee.

Herbie Fields has formed a 15-piece mixed band for a series of theater dates, but will probably return to his sextet after December 15. . . . Lois Steel, ex-Golden Gate Theater (San Francisco) house band pianist, has joined Frankie Carle on piano. Marjorie Hughes, his daughter and chirp, has left the band. Lynn Stevens, ex-Woody Herman, is replacing. Miss Hughes has several radio offers pending for web shows.

Hollywood:

Louis Azarow, wealthy Canadian lumberman, is said to have sunk a big chunk of dough into Constellation Records, new local diskery. Lind Brothers have been pacted as first artists, with ork directed by George Kaitz. . . . Earl (Madman) Muntz, already a movie producer as well as automotive madman, claims he's going into recording biz with a new and unorthodox method of merchandising platters. . . . Foy Willing's Riders of the Purple Sage, Dale Evans, Rose Murphy and Artie Wayne set to do a flock of sides for Majestic Records before December 31 deadline. . . . Composer-Conductor Bert Shefter has closed deal with United Artists Records for four sides featuring Shefter's original compositions. . . . Bill Millner's new ork will cut eight more sides for UAR before recording ban deadline.

Songwriter Bud Averill's million dollar restraint of trade suit against National Broadcasting Company was quietly dismissed in Superior Court last week. Averill filed action contending that web's refusal to play his *Union Pacific Streamliner* was discrimination. Web banned tune as pure commercial. . . . Ed Fishman and concert booker Martin Wagner are teaming forces in setting up national tour for the Vatican Choir.

Wax Trade Assn. Developing; Majors Want Set-Up All New

(Continued from page 20) while was contemplating the prospects of a trade association.

As predicted in *The Billboard* last week, a Monday (27) meeting of the bulk of disk company reps took up the problem of a trade association as its major discussion point. Specific planning around the Petrillo disking ban was held off with the diskers preferring to wait and see what the NAB over-all industry music meeting would produce Wednesday.

Delegation Set

Journeying to the capital for the meeting would be Milton Rackmil, of Decca; James W. Murray, Victor; Edward Wallerstein, Columbia; Walter Rivers, Capitol; Guy Lemmon, Majestic; Irving Green, Mercury, and George Jaycox, Signature.

Progress toward a trade association, meanwhile, still shaped up significantly. At the Monday (27) meeting the major companies firmly held out for a new trade association which would start afresh with its own constitution, by-laws, purposes, etc. This followed suggestions from Jack Pearl, chairman of the Phonograph Record Manufacturers' Association (a group representing smaller record companies), that the major companies adopt this org's structure as a base. Major wax execs—Rackmil, Murray, etc.—stressed that PRMA was originally formed to handle problems stemming from the competition of major companies and had no real long-standing in the industry. In turn they proposed that a sound, all-embracing new org be set and all record companies be invited to join. Pearl has now called a meeting of PRMA members for Tuesday (4) to discuss the invitation to join in the new group.

Attorney on By-Laws

Meanwhile, attorneys for two of the record firms—Henry Cohen for Decca and Sidney Harris for Majestic—were delegated to draw up a set of by-laws and a constitution to be presented to the diskers, probably at next week's meeting, when a report on the NAB large meet is rendered.

Some observers here expect the PRMA group to go along with the majors' idea for a new all-inclusive org in view of the common Petrillo-ban plight. Altho major and minor diskery spokesmen both have maintained that an association just to fight Petrillo was not their interest (permanent biz possibilities were the main concern), it is felt that the imminence of the Petrillo situation will influence smaller companies to join the new

group in order to preserve essential unity on the combat-Petrillo strategy and larger goals.

Other spokesmen point out that out of this Petrillo situation, legislative changes are expected to develop. For such a contingency a unified association voice would hold considerable value.

Majors and most of the smaller companies were careful to state that they were not bound to any NAB policies as concerns Petrillo—that "their fight may not be ours; Petrillo may be primarily aiming at small radio stations"—and pointed out that many companies had written individually to Petrillo asking that he set bargaining terms. To this, tho, they expected no reply.

However qualified their anti-Petrillo and NAB stands may be, they concede that thru an inclusive association of diskers the industry's own interests may be handled better than at any time in the past, both as respects Petrillo and as respects any biz developments not related to the AFM.

Automatic Program Selector Developed

HARTFORD, Conn., Nov. 1.—C. Graham Montgomery and Louis Webber, of suburban West Hartford, have formed Select-o-Gram, Inc., with offices at 54 Church Street here, to market their new invention, a pre-selection time control clock that will fit any type radio and automatically change to any four or five radio stations at any desired time thruout the day.

The device has 24 buttons, one for every half-hour of a 12-hour period. Buttons can be set at any time so that the dial will automatically change to any one of four or five desired stations every half-hour of that 12-hour period without touching the dial or coming near the radio. Buttons also can be set to shut the radio off at any desired time.

New Frequency Test Disk

NEW YORK, Nov. 1.—Voice-announcement test platters, identifying frequency ranging from 50 to 1,500 cycles on two-sided vinylite disks, were unveiled this week by Universal Recording Corporation, of Chicago. Platters aimed specifically at radio experts and engineering circles were cut at both 78 and 33 1/3 r.p.m. and contain 30 seconds of blank grooves for testing playback equipment.

Get on That Freedom Train

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

This Week		Next Week	
Date	City & Exhibition Terminal	Date	City & Exhibition Terminal
November 9	Binghamton, N. Y. D. L. & W.	November 16	Harrisburg, Pa. Pennsylvania R. R., No. 9 Track, Passenger Station
November 10	Open date in Binghamton	November 17	Open date in Harrisburg, Pa.
November 11	Albany, N. Y. Delaware & Hudson	November 18	Reading, Pa. Reading R. R.
November 12	Seranton, Pa. Delaware & Hudson	November 19	Allentown, Pa. Reading R. R.
November 13	Wilkes-Barre, Pa. Pennsylvania R. R., Track #6, Freight Station	November 20	Chester, Pa. Pennsylvania R. R., Lamokin St.
November 14	Williamsport, Pa. Pennsylvania R. R., M. W. Track at 5th Ave.	November 21	Wilmington, Del. Pennsylvania R. R., 3d St. Yard
November 15	Altoona, Pa. Pennsylvania R. R., Public Delivery Siding, at 17th St.	November 22	Salisbury, Md. Pennsylvania R. R., B. & E. Track, North Division St. Yard (Make-Up Track next to Truitt St.)

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



ANOTHER BULLET RECORD
HITS THE BULL'S EYE!

Hear **THE FIVE BARS** Singing

"I'm All Dressed Up With a Broken Heart"

BACKED BY

"To Make a Long Story Shorter"

This one's a natural—so don't say we didn't warn you!

Bullet makes the hits that makes the stars.

Order NOW from your distributor!

Bullet Recording Company

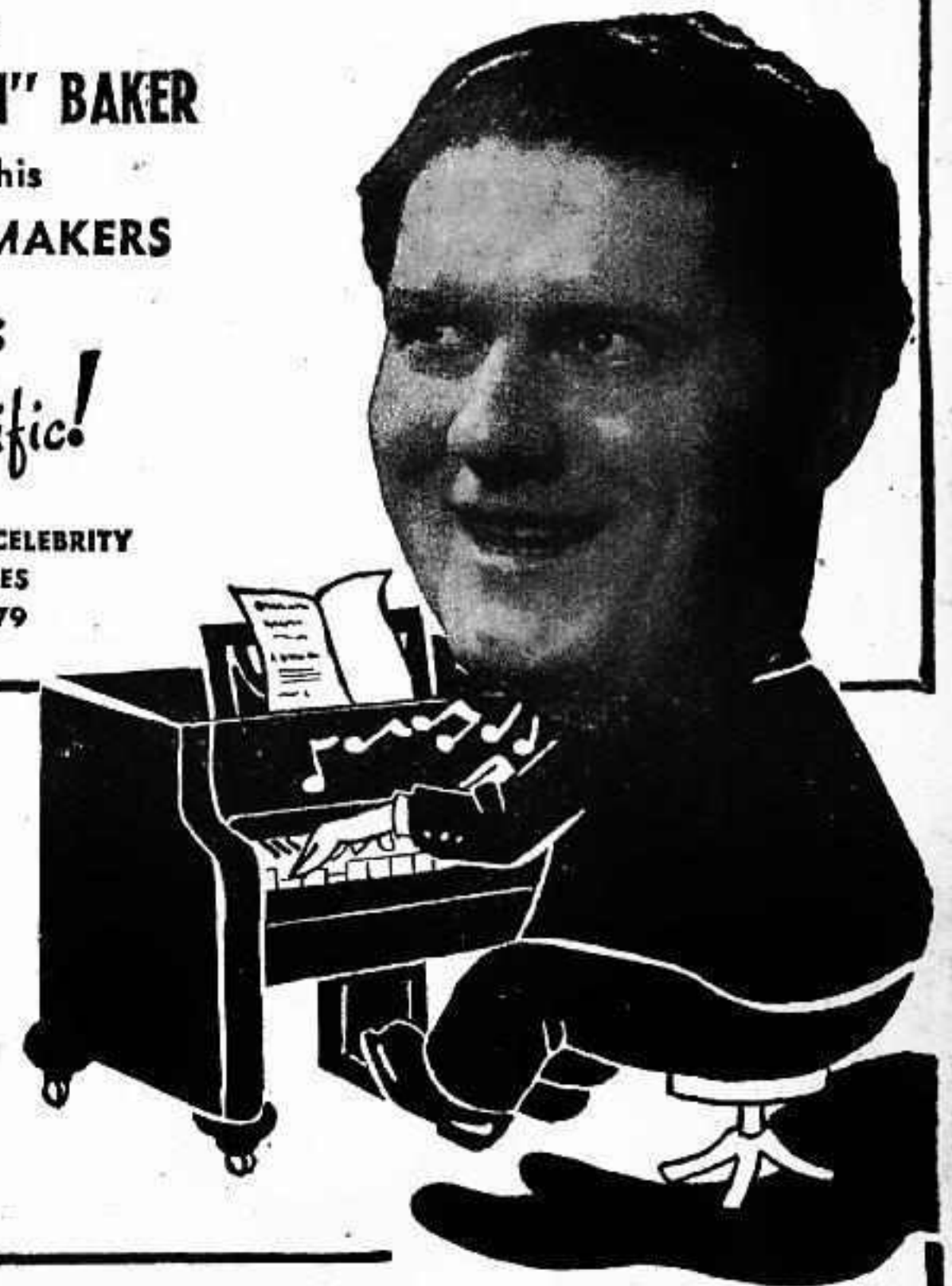
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"TOO FAT POLKA"

by
"TWO TON" BAKER
and his
MUSIC MAKERS

It's
Terrific!

MERCURY CELEBRITY
SERIES
#5079



MERCURY RECORDS

CHICAGO, ILLINOIS

MORE JACK-POT HITS!



that man

MACRAE!

"Deeper and more virile voice," says the September 15th issue of TIME Magazine. That's Gordon MacRae! On Capitol Records . . . and ready for business!

His New Records for Capitol

"I STILL GET JEALOUS"
From the Musical "High Button Shoes"

"I UNDERSTAND"
CAP. 15002

"A FELLOW NEEDS A GIRL"
From the Musical "Allegro"

"BODY AND SOUL"
From the Musical "Three's a Crowd"

CAP. 463

"AT THE CANDLELIGHT CAFE"

"I SURRENDER DEAR"
CAP. 15015

With Paul Weston and His Orchestra





MUSIC POPULARITY CHARTS

PART I

The Nation's Top Tunes

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

Week Ending October 31



HONOR ROLL OF HITS

(TRADEMARK)

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

This Week Last Week

- 1. NEAR YOU** By Kermit Goell and Francis Craig
Published by Supreme (ASCAP) **1**

Records available: Francis Craig Ork, Bullet 1001; Larry Green Ork, Victor 20-2421; Elliot Lawrence, Columbia 37838; Alvino Rey, Capitol B-452; Andrews Sisters, Decca 24171; The Audtones, Rainbow 10025; Dolores Brown-Audtones, Sterling 3001; Victor Lombardo, Majestic 7263; Lonzo and Oscar and Their Winston County Pea Pickers, Victor 20-2502; The Audtones, Rainbow 10025; Four Bars and a Melody, Savoy 637.
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 Lossler
Published by Paramount (ASCAP) **2**

From the Paramount film "Perils of Pauline."
Records available: Dick Farney, Majestic 7225; Helen Forrest, MGM 10040; Dick Haymes, Decca 23977; Betty Hutton, Capitol 409; Vaughn Monroe, Victor 20-2294; Dinah Shore, Columbia 37506; Phil Reed, Dance-Tone 120; Carol Gable, Radio Artist 211; Phil Brito, Musicraft 15117.
Electrical transcription libraries: Mindy Carson, Associated; Eddy Howard, World; Lenny Herman, Lang-Worth; Music of Manhattan Ork-Louise Carlyle, NBC Thesaurus.
- 3. YOU DO** By Mack Gordon and Josef Byrow
Published by Bregman-Vocco-Conn (ASCAP) **4**

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. I WONDER WHO'S KISSING HER NOW** By W. M. Hough, F. R. Adams and J. E. Howard
Published by E. B. Marks (BMI) **3**

Records available: Perry Como, Victor 20-2315; Jerry Cooper, Diamond 2082; D'Artega Ork, Sonora 2012; The Dinning Sisters, Capitol 433; Bobby Doyle, Signature 15057; The Hollywood Rhythm-aires, Hollywood Rhythms 1552; Jack McLean Ork, Coast 8002; Ray Noble, Columbia 37544; The Four Vagabonds, Apollo 1055; Ted Weems-Perry Como, Decca 26078; Foy Willing, Majestic 6018; Marshall Young, Rainbow 10002; Glenn Davis, Skating Rhythms, SR-289; Frank Froeba, Decca 23602; Joe Howard, DeLuxe 1036; Joseph Littau Ork, Pilotone 5132; Ben Yost Singers, Sonora 1084; Danny Kaye, Decca 24110; Larry Vincent, Pearl 15; Phil Reed, Dance-Tone 119; Jack McLean Ork-Wayne Gregg, Coast 8013; Jean Sablon, Victor 25-0101.
Electrical transcription libraries: Chuck Foster, Lang-Worth; Ozie Waters, MacGregor; Randy Brooks, Lang-Worth; Billy Butterfield, Capitol; Frank Froeba, World; Hollywood Srenaders, Capitol; Music Hall Varieties, NBC Thesaurus; Merle Pitt, Lang-Worth and World; Claude Sweeten, Standard; George Towne, Associated; Al Trace, Lang-Worth; Artie Wayne, MacGregor; Lawrence Welk, Standard; Artie Wayne-Eddie Skrivanek Ork, MacGregor.
- 5. FEUDIN' AND FIGHTIN'** By Al Dubin and Burton Lane
Published by Chappell (ASCAP) **5**

Records available: Tex Beneke, Victor 20-2313; Dorothy Shay, Columbia 37189 (also in Dorothy Shay Sings Album, Columbia C-119); Rex Allen, Mercury 6049; Bing Crosby, Decca 23975; Georgia Gibbs, Majestic 12011; Kate Smith, MGM 10041; Jo Stafford, Capitol B443; Phil Reed, Dance-Tone 133.
Electrical transcription libraries: The Song Spinners, World.
- 6. AN APPLE BLOSSOM WEDDING** By Jimmy Kennedy and Nat Simon; published by Shapiro-Bernstein (ASCAP) **6**

Records available: Kenny Baker-Russ Morgan, Decca 24117; Phil Brito, Musicraft 15112; Buddy Clark, Columbia 37488; Jerry Cooper, Diamond 2081; Hal Derwin Ork, Capitol 430; Joe Dosh, Continental C-1101; Eddy Howard, Majestic 1156V; Sammy Kaye, Victor 20-2330; Ginny Simms, Sonora 3044.
Electrical transcription libraries: Nat Brandwynne Ork, World; Lenny Herman, Lang-Worth.
- 7. WHEN YOU WERE SWEET SIXTEEN** By James Thornton; published by Shapiro-Bernstein (ASCAP) **8**

Records available: Perry Como, Victor 20-2259; Mills Brothers, Decca 23627; Dick Jergens, Columbia 37803; Phil Reed, Dance-Tone 120; Herb Kern, Temp TR 1034; Lonzo and Oscar and Their Winston County Pea Pickers, Victor 20-2502.
Electrical transcription libraries: Phil Brito, Associated; Foursome Quartet, MacGregor; Emile Cote, Lang-Worth; Collins Driggs, Standard; Knickerbocker Four, NBC Thesaurus; Lawrence Welk, Standard; The Song Spinners, World.
- 8. THE WHIFFENPOOF SONG** By Meade Minnigerode, George S. Pomeroy and Tod B. Galloway
Published by Miller (ASCAP) **7**

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. THE LADY FROM 29 PALMS** By Allie Wrubel
Published by Martin (ASCAP) **7**

Records available: Andrews Sisters, Decca 23976; Henry Busse, Vitacoustic 6; Victor Lombardo Ork, Majestic 7250; Freddy Martin, Victor 20-2347; Curt Massey, Coast 8011; Tony Pastor, Columbia 37562; The Pied Pipers, Capitol B460; Phil Reed, Dance-Tone 133.
Electrical transcription libraries: Eddy Howard, World; Tony Pastor, Lang-Worth; Sweetwood Srenaders, NBC Thesaurus; Vic Damone-Ted Dale Ork, Associated; Lawrence Welk, Standard.
- 10. HOW SOON** By Jack Owens and Carroll Lucas
Published by Supreme (ASCAP) **7**

Records available: Bing Crosby-Carmen Cavallaro, Decca 24101; John Laurenz, Mercury 5069; Vaughn Monroe, Victor 20-2523; Jack Owens, Tower 1258; Dinah Shore, Columbia 37952.
Electrical transcription libraries: Eddy Howard, World.

RCA VICTOR'S
SAMMY KAYE!

Don Cornell and Laura Leslie make cute musical talk with the lyrics to a catchy melody on the "A". Flip—an English tune that Sammy and The Three Kay-dets turn into some outstanding entertainment.

I'll Hate Myself in the Morning

AND

(If I Wasn't in Your Dreams Last Night)

Dream Again

RCA Victor 20-2524

RCA VICTOR'S
PHIL HARRIS!

Ding Dong Daddy from Dumas

Here's one in fast swing tempo that has been one of Phil's most requested numbers. It's done in the same styling as his famous "That's What I Like About the South."

Some Little Bug is Going to Find You

(Food Song)

A comedy skit Phil treats in much the same way as "Dark Town Poker Club." It'll make the nickels hurry on down.

RCA Victor 20-2535

RCA VICTOR'S
HENRI RENÉ!

and his Orchestra

René busts loose with a special arrangement of the great old "Peer Gynt Suite"... brought up to '48 with jitterbug, boogie, lowdown blues, and beguine rhythms!

(RCA Victor Musical Smart Set "Suite 'N Swing" P-190)

Anitra's Dance
AND **Solvejg's Song**

RCA Victor 20-2441

Morning Mood
AND **Return of Peer Gynt**

RCA Victor 20-2442

In the Hall of the Mountain King
AND **Arabian Dance**

RCA Victor 20-2443

The Death of Ase
AND **Ingrid's Lament**

RCA Victor 20-2444

RCA VICTOR'S
BILLY WILLIAMS!

and The Pecos River Rogues

Billy's smooth Texas style is full of fine expression in these swell saddle hitchin' songs. "A" quiet singin' to a silky violin background; flipover, bright breezy vocalizing with perky fiddle accents.

Throw a Saddle on a Star

AND

Roundup Time for Love

RCA Victor 20-2518

RCA VICTOR'S
PEE WEE KING!

and his Golden West Cowboys

Forthright delivery and sturdy guitar strumming. Flip, rapid-fire guitars and zingy fiddles set to Pee Wee's lively romantic mood.

Don't Feel Sorry For Me

AND **Don't Forget**

RCA Victor 20-2520

RCA VICTOR'S
LOUIS PRIMA!

With a Hey and a Hi and a Ho Ho Ho!

Louis and the Orchestra come up with this swell novelty that'll have everyone sounding off in good cheer, 'specially around New Year's Eve.

My Flame Went Out Last Night

It's sung in typical New Orleans style with a chorus back-drop, and really gives Louis a chance to "cry it out."

RCA Victor 20-2515

RCA VICTOR'S
DESI ARNAZ!

Two in Latin American rhythm by the fireball from Cuba (now pulling in record crowds on his tour). Both from M-G-M's new pic "This Time For Keeps." (The top side has a vocal in Spanish and English by Desi. Reverse a neat lyric job by Carol Richards in English.)

Un Poquito de Amor

AND

I Love to Dance

RCA Victor 20-2499

RCA VICTOR'S
DEEP RIVER BOYS!

On the "A," the boys revive a great tune, title song of the new Ginger Rogers flick. Flip, a neat slow-paced vocal blend.

It Had to be You AND **Heads You**

Win and Tails I Lose RCA Victor 20-2517

RCA VICTOR'S
JENNY LOU CARSON!

and her Tumbleweed Troubadours

Her first RCA Victor platter! Clear, tender voice full of appeal.

The Crossroad Where We Said Goodbye

AND **I L-o-v-e You** RCA Victor 20-2519

● **SONNY BOY WILLIAMSON**

Lacey Belle AND
Polly Put Your Kettle On
RCA Victor 20-2521

● **IRVING FIELDS**

Take Me in Your Arms
AND Guatemala—Samba
RCA Victor 25-1100

● **STEFANO LOMBARDI**

Canta Pe Me
AND Comme Facetti Mammata
RCA Victor 25-7089

● **SILVER BELL ORCHESTRA**

Nowa Warszawa—Polka
AND Antosia Polka
RCA Victor 25-9181

● **MYRTA SILVA**

Yes, Yes—Guaracha
AND No Sé Por Qué
RCA Victor 23-0713

● **CONJUNTO CASINO**

Eso No Importa—Bolero
AND
Don Felipe—Son Mantuno
RCA Victor 23-0717

● **LAS MOCHITECAS y el Mariachi San Pedro**

Juan Charrasqueado—Corrido
AND El Hijo de Juan
Charrasqueado—Corrido
RCA Victor 23-0710

THE STARS WHO MAKE THE HITS ARE ON



RCA VICTOR
RECORDS



HELEN FORREST

Humming to

BOB HOUSTON



From Hollywood

"Hello, Bob. I'm speechless! All I'm doing is humming since I listened to your new M-G-M record of 'A TUNE FOR HUMMING'. It's a hit, Bob, if I ever heard one."

"Thanks, Helen, for both words and music... especially the way you put them together on your new M-G-M platter of 'I'LL DANCE AT YOUR WEDDING' and 'THAT'S ALL I WANT TO KNOW'."



Bob Houston

Orchestra conducted by Hugo Winterhalter

**A TUNE FOR HUMMING
SERENADE OF THE BELLS**

M-G-M 10091

Helen Forrest

Orchestra conducted by Harold Mooney

**I'LL DANCE AT YOUR WEDDING
THAT'S ALL I WANT TO KNOW**

M-G-M 10095

AND THREE MORE NEW M-G-M HITS

ART MOONEY

and his Orchestra
PAPA, WON'T YOU DANCE WITH ME?
(from "High Button Shoes")
Vocal by the Galli Sisters
IF IT'S TRUE
Vocal by Bud Brees
M-G-M 10092

THE KORN KOBBLERS

DARDANELLA
IF YOU'RE CHEATIN' ON YOUR BABY
Vocal by
Eve Young and The City Squares
M-G-M 10093

BOBBY GREGORY and his Cactus Cowboys

SHE'S ONLY A MOONSHINER'S DAUGHTER **KICKIN' MY LOVE AROUND**
M-G-M 10094

M-G-M RECORDS

THE GREATEST NAME IN ENTERTAINMENT

Ad No. 183

The Billboard MUSIC POPULARITY CHARTS

Sheet Music

Week Ending October 31

PART II



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/This Week/Week		Publisher
10	1	1. NEAR YOU (R)	Supreme
7	3	2. YOU DO (F) (R)	Bregman-Vocco-Conn
13	2	3. I WISH I DIDN'T LOVE YOU SO (F) (R)	Paramount
13	5	4. AN APPLE BLOSSOM WEDDING (R)	Shapiro-Bernstein
10	8	5. THE WHIFFENPOOF SONG (R)	Miller
17	9	6. WHEN YOU WERE SWEET SIXTEEN (R)	Shapiro-Bernstein
9	7	7. THE LADY FROM 29 PALMS (R)	Martin
16	4	8. I WONDER WHO'S KISSING HER NOW (F) (R)	E. B. Marks
13	6	9. FEUDIN' AND FIGHTIN' (R)	Chappell
24	10	10. PEG O' MY HEART (R)	Robbins
5	—	11. KATE (R)	Berlin
11	11	12. I HAVE BUT ONE HEART (R)	Barton
2	14	13. HOW SOON? (R)	Supreme
1	—	14. WHITE CHRISTMAS (R)	Berlin
2	—	15. ON THE AVENUE (R)	Leeds
4	12	16. ALL MY LOVE (R)	Harms, Inc.
1	—	16. CIVILIZATION (R)	E. H. Morris

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

ENGLAND'S TOP TWENTY

Weeks to date	POSITION Last/This Week/Week		English	American
14	1	1. NOW IS THE HOUR	Kelth Prowse	Leeds
22	2	2. COME BACK TO SOR-RENTO	Ricordi	Public Domain
13	3	3. THE LITTLE OLD MILL	Irwin Dash	Shapiro-Bernstein
4	4	4. THERE'S DANGER AHEAD, BEWARE	Yale	*
4	5	5. I'LL MAKE UP FOR EVERYTHING	Peter Maurice	*
2	14	6. AN APPLE BLOSSOM WEDDING	Campbell-Connelly	Shapiro-Bernstein
5	6	7. MY FIRST LOVE, LAST LOVE AND ALWAYS	Irwin Dash	*
10	8	8. CHI-BABA, CHI-BABA	Sun	Oxford
9	10	9. A GARDEN IN THE RAIN	Campbell-Connelly	Melrose
11	7	10. GUILTY	Francis Day	Feist
17	9	11. ON THE OLD SPANISH TRAIL	Peter Maurice	Peter Maurice
12	9	12. I BELIEVE	E. H. Morris	Sinatra Songs
2	12	13. THAT'S MY DESIRE	Feldman	Mills
16	13	14. MAM'SELLE	Francis Day	Feist
4	16	15. MY LOVELY WORLD AND YOU	Cinephonic	*
24	15	16. PEOPLE WILL SAY WE'RE IN LOVE	Chappell	Williamson
1	—	17. DOWN SWEETHEART AVENUE	Francis Day	*
41	17	18. ANNIVERSARY SONG	Campbell-Connelly	Mood
19	18	19. I GOT THE SUN IN THE MORNING	Chappell	Berlin
20	11	20. DEAR OLD DONEGAL	Leeds	Leeds

* 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		SONG	Rank Order According to GVT	
	CMS	GVT		CMS	GVT
I WONDER WHO'S KISSING HER NOW	1	3	AIN'TCHA EVER COMIN' BACK?	13	—
THAT'S MY DESIRE	2	—	APRIL SHOWERS	16	—
THE LADY FROM 29 PALMS	3	15	CHRISTMAS DREAMING	17	—
SO FAR	4	—	A FELLOW NEEDS A GIRL	18	—
NEAR YOU	5	1	SMOKE, SMOKE, SMOKE (That Cigarette)	19	14
AN APPLE BLOSSOM WEDDING	6	4	YOU DO	20	2
WHEN YOU WERE SWEET SIXTEEN	7	6	PEG O' MY HEART	—	5
FEUDIN' AND FIGHTIN'	8	—	KATE	—	7
I WISH I DIDN'T LOVE YOU SO	9	12	KOKOMO, INDIANA	—	8
WHAT ARE YOU DOING NEW YEAR'S EVE?	10	—	I HAVE BUT ONE HEART	—	9
ALL MY LOVE	11	—	NAUGHTY ANGELINE	—	10
COME TO THE MARDI GRAS	12	—	THE ECHO SAID "NO"	—	11
JE VOUS AIME	13	—	ALMOST LIKE BEING IN LOVE	—	13
—AND MIMI	14	16	CHI-BABA, CHI-BABA	—	17
			ANNIVERSARY SONG	—	18
			FOR ONCE IN YOUR LIFE	—	19
			DON'T YOU LOVE ME ANYMORE?	—	20

The Billboard MUSIC POPULARITY CHARTS

Radio Popularity

PART III

Week Ending October 31



SONGS WITH GREATEST RADIO AUDIENCES

(Beginning Friday, October 24, 8 a.m., and ending Friday, October 31, 8 a.m.)
 Tunes listed have the greatest audiences on programs heard on network stations in New York, Chicago and Los Angeles. List is based upon John G. Peatman's Audience Coverage Index. The index is projected upon radio logs made available to Peatman's A.C.I. by the Accurate Reporting Service in New York, Radio Checking Service in Chicago, Radio Checking Service in Los Angeles. Listed are the top 30 (more in the case of ties) tunes alphabetically. The music checked is preponderantly (over 60 per cent) alive.
 (F) Indicates tune is from a film; (M) indicates tune is from a legitimate musical; (R) indicates tune is available on records. In each instance, the licensing agency controlling performance rights on the tune is indicated.
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The Top 30 Tunes (plus ties)

Title	Publisher	Ly. By
Aln'tcha Ever Comin' Back (R)	Sinatra Songs	ASCAP
All My Love (R)	Harms, Inc.	ASCAP
Almost Like Being in Love (M) (R)	Sam Fox	ASCAP
An Apple Blossom Wedding (R)	Shapiro-Bernstein	ASCAP
—And Mimi (R)	Shapiro-Bernstein	ASCAP
Ballerina (R)	Jefferson	ASCAP
Christmas Dreaming (R)	Leeds	ASCAP
Civilization (R)	E. H. Morris	ASCAP
Feudin' and Fightin' (R)	Chappell	ASCAP
How Lucky You Are (R)	Peter Maurice	ASCAP
How Soon? (R)	Supreme	ASCAP
I Have But One Heart (R)	Barton	ASCAP
I Still Get Jealous (M) (R)	E. H. Morris	ASCAP
I Wish I Didn't Love You So (F) (R)	Paramount	ASCAP
I Wonder Who's Kissing Her Now (F) (R)	E. B. Marks	BMI
Just Around the Corner (R)	Broadway	ASCAP
Kate (R)	Berlin	ASCAP
Let's Be Sweethearts Again (R)	Campbell-Porgie	BMI
Love for Love (F) (R)	Witmark	ASCAP
Naughty Angelina (R)	George Simon	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
So Far (M) (R)	Williamson	ASCAP
The Freedom Train (R)	Berlin	ASCAP
The Lady From 29 Palms (R)	Martin	ASCAP
The Stanley Steamer (F) (R)	Harry Warren	ASCAP
The Whiffenpoof Song (R)	Miller	ASCAP
What Are You Doing New Year's Eve? (R)	Famous	ASCAP
You Do (F) (R)	Bregman-Vocco-Conn	ASCAP

The Remaining 19 Songs of the Week

You're Not So Easy To Forget (R)	Feist	ASCAP
All of Me (R)	Bourne	ASCAP
Come to the Mardi Gras (R)	Peer	BMI
Cumana (R)	Martin	ASCAP
Don't You Love Me Anymore? (R)	Oxford	ASCAP
For Once in Your Life	Dreyer	ASCAP
Fun and Fancy Free (F) (R)	Santly-Joy	ASCAP
It Happened in Hawaii (R)	Remick	ASCAP
Just Plain Love (R)	E. H. Morris	ASCAP
Kokomo, Indiana (F) (R)	Bregman-Vocco-Conn	ASCAP
Peg O' My Heart (R)	Robbins	ASCAP
Peggy O'Neil (R)	Feist	ASCAP
Put Yourself in My Place, Baby (R)	Burke-Van Heusen	ASCAP
Smoke, Smoke, Smoke (That Cigarette) (R)	American	BMI
The Best Things in Life Are Free (R)	Crawford	ASCAP
The Echo Said "No" (R)	Lombardo	ASCAP
The Stars Will Remember (R)	Harms, Inc.	ASCAP
The Story of Sorrento (R)	Penora	BMI
There'll Be Some Changes Made (R)	E. B. Marks	BMI

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.

POSITION	Week	Last	This	Title	Artist	Label
14	1	1	1	NEAR YOU	Francis Craig	Bullet 1001—ASCAP
5	3	2	2	I WISH I DIDN'T	Dinah Shore (Sonny Burke Ork)	Columbia 37506—ASCAP
8	7	3	3	LOVE YOU SO (F)		Columbia 37506—ASCAP
6	6	4	4	NEAR YOU	Alvino Rey (Jimmy Joyce)	Capitol B-452—ASCAP
6	4	4	4	NEAR YOU	Andrews Sisters (Vic Schoen Ork)	Decca 24171—ASCAP
7	7	5	5	NEAR YOU	Elliot Lawrence (Rosalind Patton)	Columbia 37838—ASCAP
4	12	6	6	I WISH I DIDN'T	Vaughn Monroe (Vaughn Monroe-Moon)	Victor 20-2294—ASCAP
4	14	6	6	LOVE YOU SO (F)	Maida	Victor 20-2294—ASCAP
1	—	6	6	HOW SOON (Will I)	Jack Owens (Eddie Ballantine Ork)	Tower 1258—ASCAP
2	—	6	6	NEAR YOU	Larry Green	Victor 20-2421—ASCAP
7	5	7	7	THE WHISTLER	Sam Donahue (Shirley Lloyd)	Capitol 472—BMI
10	11	7	7	YOU DO (F)	Dinah Shore (Sonny Burke Ork)	Columbia 37587—ASCAP
13	2	7	7	I WISH I DIDN'T	Betty Hutton (Joe Lilly Ork)	Capitol 409—ASCAP
2	11	8	8	LOVE YOU SO (F)		Capitol 409—ASCAP
1	—	8	8	WHEN YOU WERE	Perry Como (The Satisfiers-Lloyd Shaffer)	Victor 20-2259—ASCAP
2	11	8	8	SWEET SIXTEEN	Ork	Victor 20-2259—ASCAP
1	—	8	8	I WONDER WHO'S	KISSING HER NOW	Perry Como-Ted Weems.. Decca 25078—BMI
2	11	8	8	MICKEY	Ted Weems	Mercury 5062—ASCAP
1	—	8	8	SO FAR	Frank Sinatra (Axel Stordahl Ork)	Columbia 37883—ASCAP

(Perry Como (Russ Case Ork), Victor 20-2402; Alan Dale (Ray Bloch Ork), Signature 15160; Jack Fina Ork (Harry Pine), MGM 10085; Guy Lombardo, Decca 24194; Margaret Whiting (Frank DeVol Ork), Capitol B-461)

(Continued on page 117)



DETROIT DISCMAN
ROSS MULHOLLAND
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"HI' NEIGHBOR"

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COLLEGE INN HOTEL SHERMAN, CHICAGO

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* Lyrics only. Melody by CARROLL LUCAS

Publisher: SUPREME MUSIC

PERSONAL MANAGEMENT **AL BORDE** 203 N. WABASH AVE. CHICAGO, ILL.

The Billboard
MUSIC POPULARITY CHARTS
PART IV
Retail Record Sales
 Week Ending October 31

BEST-SELLING POPULAR RETAIL RECORDS

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

Weeks to date	POSITION Last/This Week/Week	Record
10	1	1. NEAR YOUFrancis Craig.....Bullet 1001 <i>Red Rose</i>
8	2	2. I WISH I DIDN'T LOVE YOU SO (F).....Vaughn Monroe (Vaughn Monroe- Tallahassee (F) Moon Maids).....Victor 20-2294
5	3	3. NEAR YOU.....Larry Green.....Victor 20-2421 <i>Pic-a-Nic-In</i>
1	—	4. BALLERINAVaughn Monroe.....Victor 20-2433 <i>The Stars Will Remember</i>
5	4	5. NEAR YOU.....Andrews Sisters (Vic Schoen <i>How Lucky You Are</i> Ork)Decca 24171
15	5	6. WHEN YOU WEREPerry Como (The Satisfiers-Floyd SWEET SIXTEEN.....Shaffer Ork).....Victor 20-2259 <i>Chi-Baba Chi-Baba</i>
1	—	7. HOW SOON (Will I Be See- Jack Owens (Eddie Ballantine ing You?).....Ork)Tower 1258
1	—	8. TOO FAT POLKA (I Don't Want Her, You Can Have Her, She's Too Fat for Me)...Arthur Godfrey (Archie Bleyer <i>For Me and My Gal</i> Ork)Columbia 37921
1	—	9. I WISH I DIDN'T LOVE YOU SO (F).....Dick Haymes.....Decca 23977 <i>Naughty Angelina</i>
2	10	10. YOU DO (F).....Margaret Whiting (Frank De Vol <i>My Future Just Passed</i> Ork)Capitol 438

BEST-SELLING POPULAR RECORD ALBUMS

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

Weeks to date	POSITION Last/This Week/Week	Album
3	3	1. Glenn Miller Masterpieces (Volume II) <i>Tax Beneke</i>Victor P-189
29	2	2. Dorothy Shay (The Park Avenue Hillbilly) Sings Album Dorothy ShayColumbia C-119
13	1	3. Al Jolson <i>Al Jolson</i>Decca 575
2	5	4. Merry Christmas Album Bing CrosbyDecca DA-403
85	—	5. Glenn Miller <i>Glenn Miller</i>Victor P-148

BEST-SELLING RECORDS BY CLASSICAL ARTISTS

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

Weeks to date	POSITION Last/This Week/Week	Record
109	2	1. Clair De Lune Jose Iturbi.....Victor 11-8851
124	1	2. Chopin's Polonaise Jose IturbiVictor 11-8848
82	4	3. Jalousie Boston Pops; Arthur Fiedler, conductor.....Victor 12160
98	3	4. Warsaw Concerto The Boston Pops; Arthur Fiedler, conductor; Leo Litwin, pianistVictor 11-8863
2	—	5. The Lord's Prayer Nelson Eddy.....Columbia 70369
24	5	5. The Whiffenpoof Song Robert Merrill.....Victor 10-1313

BEST-SELLING RECORD ALBUMS BY CLASSICAL ARTISTS

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

Weeks to date	POSITION Last/This Week/Week	Album
115	2	1. Rhapsody in Blue Oscar Levant, Philadelphia Ork; Eugene Ormandy, conductorColumbia X-251
60	1	2. Rachmaninoff Concerto No. 2 in C Minor Artur Rubinstein, pianist, NBC Ork; Vladimir Golschmann, conductorVictor 1075
50	—	3. Rachmaninoff Concerto No. 2 in C Minor, Op. 18 Sergei Rachmaninoff, pianist; Leopold Stokowski and Philadelphia Ork.....Victor DM-58
27	4	4. Rhapsody in Blue Paul WhitemanSignature GP-1
14	5	5. The Student Prince Al Goodman Ork (Earl Wrightson, Mary Martha Briney, Donald Dame, Francis Greer, and the Guild Choristers)Victor P-180

The Billboard

MUSIC POPULARITY CHARTS

PART V

Juke Box Record Plays

Week Ending October 31



MOST-PLAYED JUKE BOX RECORDS

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

Weeks to date	POSITION	Record
10	1	1. NEAR YOU Francis Craig.....Bullet 1001
7	3	2. I WISH I DIDN'T Vaughn Monroe (Moon Maids)..... LOVE YOU SO (F) Victor 20-2294
13	2	3. I WONDER WHO'S KISSING HER NOW Ted Weems-Perry Como.....Decca 25078 (F) Perry Como.....Victor 20-2315
6	4	4. NEAR YOU Andrews Sisters (Vic Schoen Ork).....Decca 24171
5	6	5. NEAR YOU Larry Green.....Victor 20-2421
3	5	6. MICKEY Ted Weems.....Mercury 5062 (Air Lane Trio, DeLuxe 1119, Dennis Day (Charles Dant Ork) Victor 20-2551)
18	5	7. WHEN YOU WERE Perry Como (The Satisfiers-Lloyd Shaffer SWEET SIXTEEN, Ork) Victor 20-2259
6	4	8. SUGAR BLUES ... Johnny Mercer (Paul Weston Ork).....Capitol B-448
1	—	9. HOW SOON (Will I) Jack Owens (Ed Ballantine Ork)..... Be Seeing You) Tower 1258
2	5	9. I WISH I DIDN'T Dinah Shore (Sonny Burke Ork)..... LOVE YOU SO (F) Columbia 37506
1	—	10. I WISH I DIDN'T LOVE YOU SO (F) Dick Haymes.....Decca 23977
1	—	10. I WISH I DIDN'T LOVE YOU SO (F) Betty Hutton.....Capitol 409
1	—	11. HOW SOON (Will I Be Seeing You).....Bing Crosby-Carmen Cavallaro..Decca 24101
1	—	12. BALLERINA Vaughn Monroe (Vaughn Monroe).....Victor 20-2433 (Jimmy Dorsey (Bob Carroll) MGM 10035; Mel Torme, Musicraft 15116)
10	10	12. FEUDIN' AN D Dorathy Shay (Mischa Russell Ork)..... FIGHTIN' Columbia 37189
5	7	13. I HAVE BUT ONE HEART Vic Damone.....Mercury 5053 (Tex Beneke-Miller Ork (Garry Stevens-The Moonlight Ser- enaders), Victor 20-2424; Phil Brito, Musicraft 458; Carmen Cavallaro, Decca 24154; Gay Claridge Ork (Thelma Gracen), Future F-105; Monica Lewis (Ray Bloch Ork), Signature 15130; Gordon MacRae, Musicraft 15069; The Pied Pipers (The Ernie Pille Quintet), Capitol B-460; Frank Sinatra (Axel Stordahl Ork), Columbia 37554)
1	—	14. YOU DO (F) Vaughn Monroe (Vaughn Monroe-The Moon Maids).....Victor 20-2361
1	—	15. TOO FAT POLKA (I Don't Want Her, You Can Have Her, She's Too Fat for Me) Arthur Godfrey.....Columbia 37921

MOST-PLAYED JUKE BOX FOLK RECORDS

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

Weeks to date	POSITION	Record
20	2	1. SMOKE! SMOKE! SMOKE! Tex Williams Western Caravan (That Cigarette) (Tex Williams-Trio).....Capitol Americana 40001
12	1	2. I'LL HOLD YOU IN MY HEART (Till I Can Hold Eddy Arnold and His Tennessee You in My Arms)..... PlowboysVictor 20-2332
24	3	3. IT'S A SIN..... Eddy Arnold and His Tennessee PlowboysVictor 20-2241
6	4	4. THAT'S WHAT I LIKE Tex Williams and His Western ABOUT THE WEST..... CaravanCapitol Americana A-40031
1	—	5. TO MY SORROW..... Eddy Arnold and His Tennessee PlowboysVictor 20-2481

MOST-PLAYED JUKE BOX RACE RECORDS

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

Weeks to date	POSITION	Record
11	1	1. BOOGIE WOOGIE BLUE PLATE Louis Jordan.....Decca 24104
5	3	2. SNATCH AND GRAB IT... Julia Lee and Her Boy Friends (Julia Lee)Capitol Americana 40028
8	—	3. HURRY ON DOWN..... Nellie Lutcher and Her Rhythm Capitol Americana 40002
7	2	4. HE'S A REAL GONE GUY.. Nellie Lutcher Capitol Americana 40017
6	3	5. SINCE I FELL FOR YOU... Paul Gayten and His Trio (Annie Laurie) DeLuxe 1082
3	5	5. LOOK OUT..... Louis Jordan.....Decca 24155



HARRY JAMES
and his orchestra



KAY KYSER
and his orchestra

"WHITE CHRISTMAS"
(from "Holiday Inn")
Vocal by Marian Morgan

"PASS THAT PEACE PIPE"
(from "Good News")
Vocal by The Campus Kids
featuring Gloria Wood

"ALL THE WORLD IS MINE"
(Theme from 57th Street
Rhapsody from "Carnegie Hall")
Columbia 37955

"SERENADE OF THE BELLS"
Vocal chorus by Harry Babbitt
and The Campus Kids
Columbia 37956

HEAR THE GREAT ARTISTS AT THEIR BEST ON

Columbia Records

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



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THEATRE**

WITH THE
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THE SWEETEST
TRUMPET
IN THE WORLD**



**CHARLIE
SPIVAK**

and his
ORCHESTRA

STARRING, TOO, ON—

RCA VICTOR RECORDS

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TOMMY MERCER

RUSTY NICHOLS

BOBBY RICKEY

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The **Billboard**

MUSIC POPULARITY CHARTS

PART
VI

Record Possibilities

Week Ending
October 31



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.

LET'S BE SWEETHEARTS AGAIN Margaret Whiting with the Crew Chiefs
PASS THE PEACE PIPE and Frank De Vol Ork....Capitol 15010
The Whiting gal's in fine fettle on both sides. "Peace Pipe" is a held-over rhythm item that dropped into the coming MGM pic "Good News." Dinah Shore has a Victor pressing that's yet to come, but there's nothing inferior about Maggie's rendition. The "Sweethearts" flip is an elegant vocal treatment of a simple tuneful ballad. Credit Capitol for extra-clean recording, throw orchids to Frank De Vol's arrangements and Crew Chiefs choral backing and count on this for a double-header.

TWO LOVES HAVE I Perry Como with Russ Case and Orches-
I NEVER LOVED ANYONE..... tra.....Victor 20-2545A
This must be "two sides to a record" week. Como sounds a wee bit below his usual standard but choice of material is tops and below his average, Como still tops nearly anyone else's average. Both ballads started off on earlier recordings by other artists—Frankie Laine touched off a "Two Loves" revival on Mercury and Tony Martin (also Mercury at the time) won calls for "I Never Loved Anyone." The Como touch backed by Victor's distribution punch may drive both tunes over the hump.

WABASH BLUESShorty Sherock Ork.....Commodore 7500
Shorty Sherock may have run into some good luck when Milt Gabler decided to put out a Decca-distributed 75-cent pop label on his w.-k. hot jazz Commodore label. Shorty really comes on in this dinking. It's strictly an instrumental laugh novelty designed for juke boxes. The necessary nickel-catching gimmick is Shorty's laughing trumpet solo which may provoke enough tavern attention to create a nuisance-hit. It's backed by another instrumental, "Organ Grinder's Swing," which shows Shorty off as a growl trumpeter on an easy-enough-to-take face. But it's the "Wabash Blues" side which should inspire the juke and joke attention.

THE DISK JOCKEYS PICK:

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

1. —AND MIMI.....Dick Haymes (Gordon Jenkins Ork).....Decca 24172
2. CIVILIZATIONRay McKinley.....Majestic 7274
3. LAZY COUNTRYSIDE.....Margaret Whiting (Frank De Vol Ork).....Capitol B-461
4. THE WILDEST GAL IN TOWN..Billy Eckstine (Hugo Winterhalter Ork).....MGM 10069
5. I STILL GET JEALOUS.....Harry James (Buddy DiVito).....Columbia 37929
6. PAPA, WON'T YOU DANCE WITH ME?.....Doris Day (Lou Bring Ork) ..Columbia 37931
7. GOLDEN EARRINGS.....Dinah Shore (Sonny Burke Ork).....Columbia 37932
8. MY, HOW THE TIME GOES Hal Derwin (Hal Derwin-The Hi-Liters) BYCapitol 409
9. PAPA, WON'T YOU DANCE WITH ME?Skitch Henderson.....Capitol 471
10. THERE'LL BE SOME CHANGES MADETed Weems.....Decca 25288
11. A TUNE FOR HUMMING.....Eddy Howard.....Majestic 1177

THE RETAILERS PICK:

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

1. CIVILIZATIONLouis Prima (Louis Prima Ork).....Victor 20-2400
2. A TUNE FOR HUMMING.....Eddy Howard.....Majestic 1177
3. HARMONYJ. Mercer-King Cole Trio.....Capitol 15000
4. DON'T YOU LOVE ME ANY- MORE Freddy Martin (Clyde Rogers-The Mar-tin Men).....Victor 20-2473
5. THE LITTLE OLD MILL.....Sammy Kaye (The Three Kaydets-Choir).....Victor 20-2434
6. —AND MIMI.....Dick Haymes (Gordon Jenkins Ork).....Decca 24172
7. PAPA, WON'T YOU DANCE WITH ME?.....Doris Day (Lou Bring Ork) ..Columbia 37931
8. SO FAR.....Frank Sinatra (Axel Stordahl Ork).....Columbia 37883
9. GOLDEN EARRINGS.....Peggy Lee (Dave Barbour Ork).....Capitol 15009

THE OPERATORS PICK:

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

1. SERENADE OF THE BELLS....Sammy Kaye (Don Cornell-Choir).....Victor 20-2372
2. HARMONYJ. Mercer and King Cole Trio...Capitol 15000
3. THE STANLEY STEAMER.....Jo Stafford (Paul Weston Ork).....Capitol B-454

The
Billboard

MUSIC POPULARITY CHARTS

PART
VII

Record Reviews

Week Ending
October 31Billboard
TRADE
SERVICE
FEATURE

RECORD REVIEWS

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

FRANK STAMPS QUARTET (Victor 20-2429)*Working for the Master*—FT; V.
Give the World a Smile—FT; V.

All male voices with piano accompaniment, it's the old-time hillbilly harmony singing for these mountain hymnals. Sing it spirited, their voices raised in lusty fashion, for "Working for the Master," and just as earthy at a more moderate pace for "Give the World a Smile."

For the old folks remaining behind in the log cabins.

BING CROSBY (Decca 24144 and 25285)*The Christmas Song*—FT; V.
O Fir Tree Dark—W; V.
Stardust—FT; V.
Deep Purple—FT; V.

With a pairing of holiday chants, Bing Crosby adds two more song favorites of an earlier year dusted off for another whirl. It's easy enough to dismiss the sudden reissue of "Stardust" and "Deep Purple," which he sings smoothly and soulfully to the subdued and intimate musical bank created by Matty Malneck and the fiddles. Of greater merchandising import are the lovely "Christmas Song" ballad and the caroling for the holiday hymnal, "O Fir Tree Dark." For the seasonal songs, vocal gloss is added to Crosby's soulful chanting by the Ken Darby Singers with John Scott Trotter providing an effective musical base.

"The Christmas Song" will catch the holiday coins.

CLAUDE THORNHILL (Columbia 37940)*Warsaw Concerto*—FT.
Love for Love—FT; VC.

The flowing piano passages of the maestro, contrasted with the color and shadings of the brass harmonies of the band, makes it a musical beauty for the melodic "Warsaw Concerto." Slows down the tempo to an easy ballad pace on the flip for "Love for Love," from the movie "Escape Me Never." Thornhill strokes the single keys of the Steinway to heighten the melodic effect with Miss Fran Warren adding warmth and depth to the torch ballad that makes for real lyrical charm. Plattering places the canary on a higher perch among band singers, she's that good.

Where they lend an appreciative ear, it's a Thornhill twosome for phono play.

TONY MARTIN (Victor 20-2512)*Ill Dance at Your Wedding*—FT; V.
Carolina in the Morning—FT; V.

Tony Martin sets his tenor pipes in a rhythmic frame for these sides. But it's only for the "Carolina" oldie that there's the ease and lilt that makes for attraction in the lyrical flow. Spiking the rhythmic feel are the harmonies of an assisting fem vocal unit and the musical figures fashioned by Earle Hagen. Piping is plenty spirited for the more current "Dance at Your Wedding," with fem voices and music fitting the frame, but there aren't the carefree expressions to make the chant count. Moreover, there is little attention given to styling or phrasing, spinning out as a very commercial and unflavored delivery.

"Carolina in the Morning" may evoke enough nostalgic feeling among fans for nickels.

TED WEEMS (Decca 25286 and 25287)*The Martins and the Coys*—FT; VC.
The Young Uns of the Martins and the Coys—FT; VC.
The Man From the South—FT; VC.
Jelly Bean—FT; VC.

Four more early Ted Weems waxes brought back to cash in on the "Heartaches" trend. And while they all spin plenty rhythmic and with the toe-tapping urge intact, the efforts are all plenty dated to make any marked impression at this date. All spinning at a lively clip, it's Elmo Tanner's country singing to the pronounced scrapings of the fiddler in country style for the companion "Martins and the Coys" sagas. The second revived pairings are also rhythm novelties, giving the lead instruments, including the hot flute, a chance to cut riff capers, with

Red Ingle's spirited singing in keeping with the rhythmic flavor of the band.

Rustle taverns may get some coin juice from the mountain songs in view of the Weems up-swing.

THE PINE RIDGE BOYS (Victor 20-2403)*You Are My Sunshine*—FT; V.
Old Shep—W; V.

Adding a lick of yodeling to their pathos piping, the Pine Ridge Boys (Marvin Taylor and Douglas Spivey) sing it to guitar strums in old-time backwoods fashion for "You Are My Sunshine." And just as old-timey is their old-fashioned harmony slugging for "Old Shep," sad story of the dog gone to his reward, spinning at a slow waltz tempo.

For the rocking chair brigade at home.

DUKE ELLINGTON (Musicraft 511)*Diminuendo in Blue*—FT.
Jam-a-Ditty—FT.

Clipped from an earlier album issue of Ellingtonia, these two instrumental sides give ample display of the Duke's musical and scoring skill. Entirely in the Ellington idiom is the full band's exposition and shading of a lively spinning blues motif in "Diminuendo in Blue." And for the flip, "Jam-a-Ditty," also known as "The Concerto for Four Jazz Horns," it's a striking flash for the solo virtuosity of Jimmy Hamilton on clarinet, Taty Jordan's trumpet, Harry Carney's bary sax and Lawrence Brown's trombone slides.

For your Ellington collections on the jazz shelf.

BEN BERNIE (Decca 25282)*Au Revoir*—FT; VC.
It's a Lonesome Old Town—FT; VC.

This is a reissue of the two identifying songs that would bring on and take off for the late Ben Bernie and his brand of music. It's the voice of the ole maestro chatting intimately for the wordage of the sign-off "Au Revoir—Pleasant Dreams" with Donald Saxon's sentimental baladeering for the thematic "Lonesome Old Town." Needling is entirely nostalgia.

Some may buy these for old time sake to take home.

SPADE COOLEY (Columbia 37937)*Troubled Over You*—FT; VC.
Cow Bell Polka—FT.

With plenty of toe-teasing incentive to his pert Western rhythms, with fiddles and electric guitar strums in the lead, the music for Spade Cooley's large band holds enough dance appeal for the city folk as well. Band boys make with a nice bounce beat for "Troubled Over You," with Tex Williams' soft and sweet baritone adding the lyrical appeal. For the flip, it's a lively instrumental in "Cow Bell Polka," with the fiddle section, hot guitar strings and accordion for the solo flashes.

Both sides stack up strong for the coin catching.

IKE QUEBEC (Blue Note 539)*Basically Blue*—FT.
The Masquerade Is Over—FT.

His tenor sax steam paeling a Swing Seven, it's a fine session of jam that Ike Quebec jells for both sides of the platter. With Ralph Minton's bull fiddling in the solo spot, and Keg Johnson's trombone slides added to the Quebec tenor, it's basically a deep and righteous blue for the slow-spinning "Basically Blue." Fast tempo is taken for "Masquerade" with Shad Collins adding his hot trumpet to the array of hot and dirty licks spinning out on the side.

For the hot jazz fans.

ARTUR RUBINSTEIN (Victor 10-1326)*Ritual Fire Dance*
Dance of Terror

It's top Steinwaying, both in technical force and in interpretation, that Artur Rubinstein provides in this plattering of two fiery dances from Falla's "El Amor Brujo." The fact that he placed the "Ritual Fire Dance" in the "Carnegie Hall" movie gives this 10-inch mer-

chandise assist.
A must for the piano shelf at home.

(Continued on page 114)

REMEMBER THE NAME

MELIS

(JOSE THAT IS)

REMEMBER THE TUNE

'DON'T YOU
LOVE ME
ANYMORE'

(BACKED BY 'CUMANA)

REMEMBER THIS

IT'S A HIT!

ON

MERCURY
RECORDS

CELEBRITY SERIES 5070

★ **3 TOP SONG HITS** ★
on TOP Labels by TOP Artists

"—AND MIMI"

By JIMMY KENNEDY and NAT SIMON
(Listed Alphabetically)

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

"THE LITTLE OLD MILL"

(Listed Alphabetically)

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

"TOO FAT POLKA"

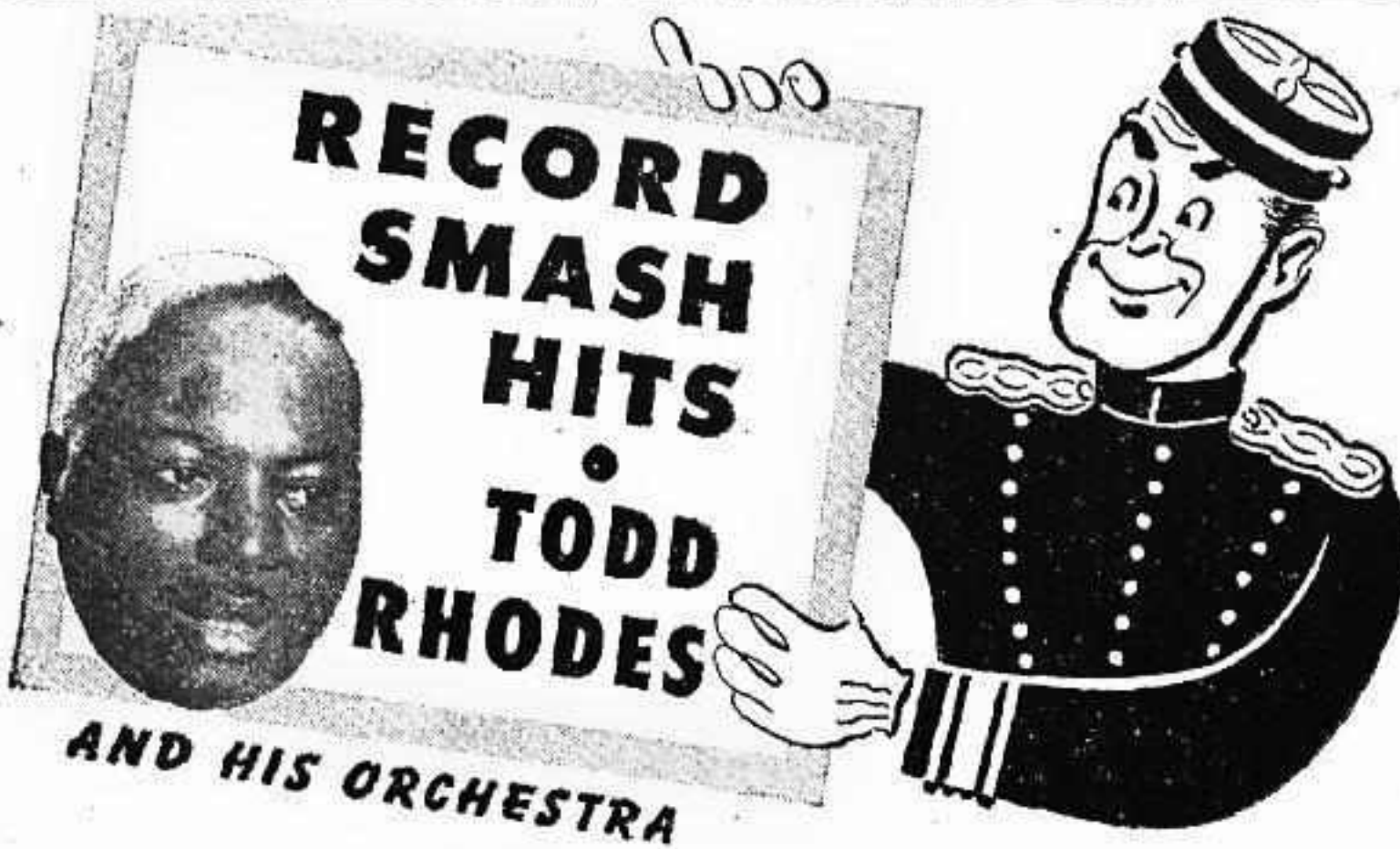
(SHE'S TOO FAT FOR ME)

By ROSS MacLAIN and ARTHUR RICHARDSON
ARTHUR GODFREY Columbia—37921
All other labels in preparation

SHAPIRO, BERNSTEIN & CO. INC.

MUSIC PUBLISHERS

1270 SIXTH AVENUE NEW YORK, N. Y.
LOUIS BERNSTEIN, President GEORGE PINCUS, General Manager



- NEW SENSATIONAL JAM SESSION SERIES**
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 - 1002B "DANCE OF THE REDSKINS"

LEO DIAMOND harmonicartist

- 9A "MY SIN" • 11A "DONKEY SERENADE"
- 9B "THEY CALLED IT DIXIELAND" • 11B "Tonight You Belong to Me"

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The **Billboard** MUSIC POPULARITY CHARTS

PART VIII

Advance Information

Week Ending
October 31

TRADE SERVICE FEATURE

ADVANCE RECORD RELEASES

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

POPULAR

- A TUNE FOR HUMMING.....Woody Herman (BABY, HAVE).....Columbia 37953
- A TUNE FOR HUMMING.....Jean Sablon (Russ Case Ork) (FALLING IN).....Victor 20-2568
- ARE YOU HAVIN' ANY FUN?.....Freddy Martin Ork (Janet Parker) (THE STARS).....Famous FA-600
- AVE MARIA.....Vic Damone (Camarata Ork) (SILENT NIGHT).....Mercury 15001
- BABY BOOGIE.....Elliot Lawrence (Rosalind Patton) (MY, HOW).....Columbia 37954
- BABY, HAVE YOU GOT A LITTLE LOVE TO SHARE?.....Woody Herman (A TUNE).....Columbia 37953
- BALLERINA.....Jerry Shelton Trio (THE STARS).....Mercury 5075
- BLACK AND BLUE.....Frankie Laine (Carl Fischer Ork) (WRAP YOUR).....Mercury 1026
- BODY AND SOUL.....Libby Holman (Johnny Richard Ork) (SOMETHING TO).....Mercury 5071
- BUGLE CALL RAG.....Billy Butterfield Ork (NARCISSUS).....Capitol 475
- CHEATIN' ON ME.....Frances Wayne (Neal Hefti Ork) (HONEYSUCKLE ROSE).....Exclusive EX-24X
- CHRISTMAS IN YOUR HEART.....Luis Russell Ork (Lee Richardson) (SILENT NIGHT).....Apollo 1087
- CUMANA.....Jose Melis Ork (DON'T YOU).....Mercury 5070
- DON'T BLAME MY HEART.....Freddy Miller Ork (Janet Parker) (WHITE STROLLING).....Famous FA-601
- DON'T YOU LOVE ME ANYMORE.....Jose Melis Ork (CUMANA).....Mercury 5070
- DUCHIN PLAYS TCHAIKOVSKY ALBUM.....Eddy Duchin.....Columbia C-154
- Concerto For Two (A Love Song).....Columbia 37896
- Moon Love.....Columbia 37895
- None But the Lonely Heart, Op. No. 6.....Columbia 37894
- On the Isle of May.....Columbia 37896
- Our Love.....Columbia 37897
- Save Me a Dream.....Columbia 37897
- Secrets.....Columbia 37894
- FALLING IN LOVE AGAIN (Can't Help It).....Jean Sablon (Russ Case Ork) (A TUNE).....Victor 20-2568
- GOLDEN EARRINGS.....Anita Ellis (Harry Geller Ork) (LOVE FOR).....Mercury 3072
- GONNA GET A GIRL.....Tony Pastor (Tony Pastor-The Clooney Sisters) (YOUR RED).....Columbia 37973
- HEBREW CHANT.....Al Jolson-Victor Young Ork (THE CANTOR).....Columbia 3
- HONEYSUCKLE ROSE.....Frances Wayne (Neal Hefti Ork) (CHEATIN' ON).....Exclusive EX-24X
- I FEEL SO SMOOCHIE.....Patti Page (George Barnes Trio) (I'M SORRY).....Mercury 5078
- I'LL ALWAYS BE IN LOVE WITH YOU.....Vic Damone (Camarata Ork) (MUSIC FROM).....Mercury 5072
- (I'M A-COMIN' A-COURTIN').....Corabelle (Frankie Carlo) (Gregg Lawrence) (WHO WERE).....Columbia 37972
- I'M SORRY I DIDN'T SAY I'M SORRY.....Patti Page (George Barnes Trio) (I FEEL).....Mercury 5078
- INTERMEZZO.....Paul Weston Ork (LAURA).....Capitol 15012
- JACKSON RAG.....Alvino Rey (PATCHES).....Capitol 474
- LAURA.....Paul Weston Ork (INTERMEZZO).....Capitol 15012
- LET'S BE SWEETHEARTS AGAIN.....Margaret Whiting (The Crew Chiefs-Frank DeVol Ork) (PASS THAT).....Capitol 15010
- LOVE FOR LOVE.....Anita Ellis (Harry Geller Ork) (GOLDEN EARRINGS).....Mercury 3072
- MAGIC TOWN.....Mel Torme (THE BEST).....Musicraft 15118
- MELANCHOLY.....Dennis Day (Charles Dant Ork) (SINCERELY YOURS).....Victor 20-2574
- MUSIC FROM BEYOND THE MOON.....Vic Damone (Camarata Ork) (I'LL ALWAYS).....Mercury 5072
- MY, HOW THE TIME GOES BY.....Elliot Lawrence (Rosalind Patton-Jack Hunter) (BABY BOOGIE).....Columbia 37954
- MY LITTLE DONKEY.....Louis Prima (Louis Prima) (VALENCIA).....Victor 20-2549
- NARCISSUS.....Billy Butterfield Ork (BUGLE CALL).....Capitol 475
- NOW HE TELLS ME.....King Cole Trio (THOSE THINGS).....Capitol 15011
- OH! MARIE.....Dean Martin (WALKIN' MY).....Apollo 1088
- OH WHAT I KNOW ABOUT YOU.....Art Kassel (WINTER WONDERLAND).....Mercury 5077
- PALOMINO.....Herb Jeffries (Buddy Baker Ork) (THE THINGS).....Exclusive EX-23X
- PASS THAT PEACE PIPE.....Margaret Whiting (The Chiefs-Frank De Vol Ork) (LET'S BE).....Capitol 15010
- PATCHES.....Alvino Rey (JOHNSON RAG).....Capitol 474
- POOR BUTTERFLY.....Bobby True Trio (WHY SHOULD).....Mercury 5073
- SENTIMENTAL RHAPSODY.....Jerry Shelton Trio (SO FAR).....Mercury 5076
- SILENT NIGHT.....Vic Damone (Camarata Ork) (AVE MARIA).....Mercury 15001
- SILENT NIGHT.....Andy Russell (Male Choir-Paul Weston Ork) (THE FIRST).....Capitol 15013
- SILENT NIGHT.....Luis Russell Ork (Lee Richardson) (CHRISTMAS IN).....Apollo 1087
- SINCERELY YOURS.....Dennis Day (Charles Dant Ork) (MELANCHOLY).....Victor 20-2574
- SO FAR.....Jerry Shelton Trio (SENTIMENTAL RHAPSODY).....Mercury 5076
- SWEET AND LOW ALBUM.....The Charioteers (Mitchell Ayres Ork).....Columbia C-156
- I Can't Get Started.....Columbia 37915
- If I Could Be With You (One Hour Tonight).....Columbia 37914
- I'm in the Mood for Love.....Columbia 37912
- My Fate Is in Your Hands.....Columbia 37913
- On the Sunny Side of the Street.....Columbia 37914
- Sleepy Time Gal.....Columbia 37913
- Sweet Lorraines.....Columbia 37912
- Sweet Marie.....Columbia 37915

(Continued on opposite page)

ADVANCE RECORD RELEASES

POPULAR

(Continued from opposite page)

SOMETHING TO REMEMBER YOU BY Libby Holman (Johnny Richard Ork) (BODY AND) Mercury 5071
 SWEETHEART SERENADE The Three Suns (WHO WERE) Victor 20-2567
 THE BEST THINGS IN LIFE ARE FREE Mel Torme (MAGIC TOWN) Musicraft 15118
 THE CANTOR Al Jolson-Victor Young Ork (HEBREW CHANT) Columbia 3
 THE FIRST NOEL Andy Russell (Male Choir-Paul Weston Ork) (SILENT NIGHT) Capitol 15013
 THE STARS WERE MINE Freddy Miller Ork (Janet Parker) (ARE YOU) Famous FA-600
 THE STARS WILL REMEMBER Jerry Shelton Trio (BALLERINA) Mercury 5075
 THE THINGS YOU LEFT IN MY HEART Herb Jeffries (Buddy Baker Ork) (PALO-MINO) Exclusive EX-23X
 THOSE THINGS MONEY CAN'T BUY King Cole Trio (NOW HE) Capitol 15011
 VALENCIA Louis Prima (Louis Prima Ork) (MY LITTLE) Victor 20-2549
 WALKIN' MY BABY BACK HOME Dean Martin (OH! MARIE) Apollo 1088
 WHILE STROLLING THROUGH THE PARK Freddy Miller Ork (Janet Parker) (DON'T BLAME) Famous FA-601
 WHO WERE YOU KISSING (When You Kissed Me Last Night?) Frankie Carle (Marjorie Hughes) (CORA-BELLE) Columbia 37972
 WHO WERE YOU KISSING (When You Kissed Me Last Night?) The Three Suns (Artie Dunn) (SWEET-HEART SERENADE) Victor 20-2567
 WHY SHOULD I CRY OVER YOU? Bobby True Trio (POOR BUTTERFLY) Mercury 5073
 WINTER WONDERLAND Art Kassel (OH, WHAT) Mercury 5077
 WRAP YOUR TROUBLES IN DREAMS Frankie Laine (Carl Fischer Ork) (BLACK AND) Mercury 1026
 YOUR RED WAGON Tony Pastor (Tony Pastor) (GONNA GET) Columbia 37973

RACE

BIG HIP MAMA Back Porch Boys (KING KONG) Apollo 392
 BLUE AND SENTIMENTAL Leslie Scott (Luther Henderson Ork) (SO LONG) Victor 20-2571
 EARLY IN THE MORNING Dinah Washington (Rudy Martin Trio) (THERE'S GOT) Mercury 8061
 HARD LUCK BLUES Buster Bennett Trio (MR. BENNETT) Columbia 37951
 HEY, SISTER LUCY Trenier Twins (Gene Gilbeaux Ork) (I MISS) Mercury 8058
 HIROSHIMA Albert Ammons Rhythm Kings (S. P.) Mercury 8063
 I FOUND OUT FOR MYSELF Arbee Stidham (MY HEART) Victor 20-2572
 I MISS YOU SO Trenier Twins (Gene Gilbeaux Ork) (HEY, SISTER) Mercury 8058
 KING FOR A DAY BLUES Eddie "Cleanhead" Vinson Ork (RAILROAD PORTER'S) Mercury 8060
 KING KONG BLUES Back Porch Boys (BIG HIP) Apollo 392
 LITTLE WILLIE Joe Liggins and His Honeydrippers (THINK OF) Exclusive EX-252
 LOST IN THE NIGHT Johnny Moore's Three Blazers (MERRY CHRISTMAS) Exclusive EX-254
 MERRY CHRISTMAS, BABY Johnny Moore's Three Blazers (LOST IN) Exclusive EX-254
 MR. BENNETT BLOWS Buster Bennett Trio (HARD LUCK) Columbia 37951
 MY HEART BELONGS TO YOU Arbee Stidham (I FOUND) Victor 20-2572
 RAILROAD PORTER'S BLUES Eddie "Cleanhead" Vinson Ork (KING FOR) Mercury 8060
 SO LONG Leslie Scott (Luther Henderson Ork) (BLUE AND) Victor 20-2571
 S. P. BLUES Albert Ammons Rhythm Kings (HIROSHIMA) Mercury 8063
 THERE'S GOT TO BE A CHANGE Dinah Washington (Dave Young Ork) (EARLY IN) Mercury 8061
 THINK OF ME Joe Liggins and His Honeydrippers (LITTLE WILLIE) Exclusive EX-252

FOLK

A HUNDRED AND SIXTY ACRES Songs of the Pioneers (THE LAST) Victor 20-2569
 BATH TUB BLUES Doye O'Dell (I'M NOT) Exclusive EX-25X
 BEHIND THE EIGHT BALL Tiny Hill (Cactus Cutups) (NEVER TRUST) Mercury 6062
 DON'T GIVE YOUR HEART (To Someone Else) Bob Atcher (Randy Atcher and His Swingin' Cowboys) (NEVER TRUST) Columbia 37958
 EASY ROCKIN' CHAIR Roy Acuff and His Smoky Mountain Boys (GOLDEN TREASURE) Columbia 37961
 GARDEN IN THE SKY The Blue Sky Boys (THERE'S BEEN) Victor 20-2570
 GOLDEN TREASURE Roy Acuff and His Smoky Mountain Boys (EASY ROCKIN') Columbia 37961
 HAMBURGER GAL Cuyley Kinsey (WASTIN' MY) Mercury 6058
 HE'S WAITING THERE Carl Story (Melody Four Quartet) (I'VE FOUND) Mercury 6068
 HONKY-TONK MAMA Art Gibson (I'M A) Mercury 6065
 HUMMING BIRD SPECIAL Bradley Kincaid (THE FATAL) Majestic 6020
 I GOT MY GAL Dewey Groom (I'LL HOLD) Mercury 6066
 I WENT AND GOT A BUCKET FOR MY TEARS Rex Allen and His Arizona Wranglers (QUEEN OF) Mercury 6061
 I'LL HOLD YOU IN MY HEART Dewey Groom (I GOT) Mercury 6066
 I'M A TRUCK DRIVING MAN Art Gibson (HONKY-TONK MAMA) Mercury 6065
 I'M NOT FOOLIN' NOW Doye O'Dell (BATH TUB) Exclusive EX-25X
 IN MY HEART THERE'S A PART OF THE PRAIRIE Smilin' Red Maxedon and His Radio Gang (Dottie Leader) (IT WAS) Arcadia AP-1947
 IT WAS CHRISTMAS IN LONDON Smilin' Red Maxedon and His Radio Gang (Dottie Leader) (IN MY) Arcadia AP-1947
 I'VE FOUND A HIDIN' PLACE Carl Story (Melody Four Quartet) (HE'S WAITING) Mercury 6068
 'LASSES Arthur (Guitar Boogie) Smith's Kracker Jacks (THE CORSET) Super Disc 1029
 MOUNTAIN POLKA Arthur "Guitar Boogie" Smith's Kracker Jacks (NEW YORK) Super Disc 1039
 NEVER TRUST A WOMAN Bob Atcher (Randy Atcher and His Swingin' Cowboys) (DON'T GIVE) Columbia 37958
 NEVER TRUST A WOMAN Tiny Hill (Cactus Cutups) (BEHIND THE) Mercury 6062
 NEVER TRUST A WOMAN Foy Willing-The Riders of the Purple Sage (THAT'S WHAT) Majestic 6021
 NEW YORK TO NEW ORLEANS Arthur "Guitar Boogie" Smith's Kracker Jacks (MOUNTAIN POLKA) Super Disc 1039
 OLD TIMEY CHRISTMAS Ambrose Haley (Ozark Ramblers) (THERE'LL BE) Mercury 6067

(Continued on page 107)

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ON THE STAND

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

Gay Claridge

(Reviewed at Hotel Edison, New York, October 29. Booked thru William Morris Agency. Personal manager, Thomas Meahger.)

TRUMPETS: Charles Hill, Morris Knepp and Gene Korst.
TROMBONE: Bill Indelli.
SAXES: Don DiCostanzo, Adolph Gurak, Joe Bigel and Nick Busta.
RHYTHM: Eddie Oliver, piano; Ernest Palmer, bass, and Roy Ballowe, drums.
ARRANGER: Lew Douglas.
VOCALIST: Thelma Gracen.
LEADER AND SAX: Gay Claridge.

Most Hal Kemp imitators have never paid proper attention to the precision and polish demanded by the Kemp style—hence, no followers come very close to Hal's old success mark. Gay Claridge's new-to-the-East band, however, comes closest to the famed Kemp sound and feeling and, tho the hotrocks would probably smell a decided mouse aroma to this crew, Claridge must be given credit for following his musical philosophy

to the end of the line. Nonetheless, one can't help wondering, if Kemp were alive today, would he have plugged along on so dated a style and allowed no more condescension to tonal and rhythmic progress.

Everything from Kemp's old package is here—and nothing more: the reeds inside the megaphones, the typewriter-like muted brass, the chunking rhythm and, most important, the standard items such as *Heart of Stone*, *Lamplight*, etc. The necessary precision is here too (most of the personnel has been intact for 15 years) and the oldies are a relief from the constant rehashing of today's pops. Thelma Gracen is a competent band thrush, altho no Peggy Lee or Mary Osborne (Claridge alumnae), and the band could use a standout to make up for the complete lack of solos and change of pace.

In accomplishing what he has set out to do—recreate the deep hues of a romantic nostalgia—Claridge is a resounding musical success. Commercially, he has a lot harder traffic to buck, but this Eastern showing will undoubtedly help. *Bob Bach.*

King Guion

(Reviewed at the Rustic Cabin, Englewood, N. J., October 22. Personal manager, Bill Keller. Booked by General Artists Corporation.)

SAXES: Geno Zarrone, Earl Morris, Joseph Bruskin, Marty Holmes, Sam Zitman.
TRUMPETS: Edwin Shedowsky, John McCormick, Frank Erickson.
DRUMS: Cuz Constanin, Don Smith.
GUITARS: Fred Bredige, Duke Miller.
PIANO: Louis Bredice.
BASSES: Joseph Nagel, George Melaga.
VOCALISTS: Angel De Shay, Fearless Morris (Novelties).
ARRANGERS: Frank Erickson, Bill Bailey, King Guion.
LEADER AND SAX: King Guion.

This strives to be one of the more reasonable "guinea pig" bands. King

PORTLAND OUTBURST

(Continued from page 3)

capacity is 1,498 and evening prices were \$1.80 to \$3.60; mat, \$1.80 to \$3.

Stan Kenton and his ork drew a surprising 1,500 persons to each of his two nights at the Palais Royale Ballroom October 8-9, according to the proprietor, Ed Cheney. Ducats were \$2 and the band bucked rainy weather to pull them into the downtown ballroom.

With one night conflicting with the Hazel Scott concert, the Ted Fio Rito ork played to a total of 1,143 persons at \$1.50 each at the Jantzen Beach Ballroom October 17-18. Friday (17) was slim with 235 admissions, Saturday picking up to 908. Ballroom is on Hayden Island in the Columbia River, on the Portland-Vancouver highway, compared with the downtown location of the Palais Royale.

The ice show, *Hollywood's Winter Wonderland*, of which Joe Venuti is musical director, drew \$3,000 to the public auditorium October 15-17. S. W. Isaacs, auditorium manager, called it poor. Nights were \$1.20 to \$3; mats, 74 cents to \$1.80. Inadequate advertising was blamed in part—failure to put across to the public how an ice show might be made attractive on a stage. Isaacs pointed out it was the first Portland appearance for an ice show utilizing stage facilities. Also, it rained the three days of the show.

Guion, former arranger on the Universal Studio lots, frankly is experimenting with something new. The attempt, as Guion puts it, is to present a modern sound involving unique brass and rhythm contrasts, without any structural sacrifice. Other orks have "fluked" up their crews to satisfy jaded band-buyer appetites, but usually at the expense of one section or the other. Guion is trying something different, not "taking anything away." So one finds two of everything in the rhythm section—two guitars, two bass fiddles, two drums. The attempt is to present a unique, heavy dance beat, which the orkster deems important to build patronage. Twice as much rhythm beat, he figures, should capture twice the normal danceability. Where most new bands struggle to produce new effects at the expense of one section or another, Guion has swollen his rhythm but leaves a full brass complement. The attempt is intelligent in concept; the orkster knows his music, arranging and objectives. Main problem is execution—do the sound and contrast come off as planned?

In all fairness, for the bulk of the evening caught, the end effect fell short of the planning. The hydrazed rhythm section certainly made its beat felt, but the "entertainment" of the brass and reed sound was only average. Not so clean the ensembling, nor sufficiently melodic! And the contrast between "modern" horn-blowing and extra-commercial rhythm beat provoked curiosity but not enough appreciation. The boys may have been cold after a day off (as the evening wore on the spring and precision noticeably improved), for on the last number heard, powerhouse attack on *Please Don't Talk About Me When I'm Gone*, was really exciting. The brass breaks came off hard, sharp and beautifully executed with the contrast-shifts to rhythm meshing perfectly. For that one number alone the box-office strength of this band may not be discounted for the future. Lots of work is still required, but if King can withstand the initial financial strain of a new band with a big ork's size and payroll, there should be a place in tomorrow's music biz for the band. But the maestro had better get set on records quick before Petrillo's ax descends.

An attractive gal canary with a Hawaiian cast to her features, Angel De Shay, sings a fine ballad. She has voice and carriage and caresses a lyric in the manner to which most band chirps wish they were accustomed. *Joe Carlton.*

35G Research Lab For Dumor Plastics

NEW YORK, Nov. 1. — Dumor plastics firm in Atico, N. J., is adding a \$35,000 laboratory to its plant for the purpose of setting up permanent research facilities to develop a better pressing.

Outfit, which sells its plastic compound to half a dozen record companies, claims orders have risen to the point when output each month exceeds 140 tons. Dumor, which sells at 8 cents a pound, is said by company spokesman to produce a superior platter and cheaper when used with other disk ingredients. Company heralds the fact that Automatic Music Operators' Association here recently conducted local durability tests and pronounced platters containing Dumor as giving longer playing life.

BING'S DIG IN RIBS

(Continued from page 3)

iro-Bernstein general manager. Abbott & Costello, on their opening American Broadcasting Company (ABC) co-op program, had a substantial hunk of ribbing centering on the switch-over from the National Broadcasting Company (NBC) and the fact they were dropped by Camels. Hooperatings, of course, have for some time been consistent gag fodder on numerous programs, with Billy Rose utilizing the audience measurement firm most recently on his opening five-minuter via Mutual. "I may wind up," said Rose, "owing Hooper 10 points."

Probably the most notable example of intra-trade gagging on a major show, of course, is the Fred Allen kibitzing of NBC veepees and advertising agencies.

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Now Chi's Jazz Spots Run Into Supply-Demand-Cost Problem

CHICAGO, Nov. 1.—Name jazz units as lounge attractions reached the absorption point here this week, with the originator of the trend toward swing biggies, Pete Johnen, op of Jumptown, South Side bistro which started the craze last June, reverting to a food policy, with himself on piano as sole music attraction. Johnen blamed his halt of a name jazz policy on high price of talent (units he used got between \$900 and \$1,400, with extra moo for intermission units) and failure of local jazzsters to go for the \$1 and \$2 minimums unless he had only the biggest jazz names. Johnen said that the current supply and widespread demand of jazz names locally the past three months made it impossible for him to keep top names on the marquee consistently.

Another important spot, Club Continental, Milwaukee bistro, may fold by Monday (3) unless Op Bob Palfi comes across with \$1,300, which the AFM's Gotham attorney, Rex Riccardi, says the Butch Stone combo has coming. Hassel began Monday (27), when Palfi told the union that he had never inked a contract for Stone, who was currently at the start of his second week at the Continental. Palfi notified Stone that he wished to cancel the band after the first week, but Stone stood by a three-week pact. Palfi pointed

out that the pact was inked by Dick Stern of the Chi office of the McConkey Music Corporation. Stern, when questioned by the union, proved that since he had become exclusive booker for the club he had been given written authorization to sign individual pacts and produced a card to back his testimony. Palfi had contracts for Kirby Stone and John Kirby, dependent upon whether he turns over the \$1,300 which the union is seeking.

Biz locally has shown a downward trend during the past 10. days, with the Rag Doll, using a Jess Stacy, Lee Wiley, Wingy Manone combo, and the Silhouette, using Billy Eckstine, reporting a bad sag in the take. Both spots are located on the northwest side and they'll have to split their cut with still another spot in that area, the Club Detour, which brings in Art Tatum next week.

The Argyle Lounge, a northeast bistro, is also taking up the swing cudgel come November 11, when Charlie Parker and his bop combo open, with Dizzy Gillespie following. Rudy Davis, spot's op, intends to extend the bandstand to care for the 15-piece crew. Previously the spot used only combos.

Feeling among trade is that somebody's got to go; the swag isn't big enough to carry four spots, utilizing major swing names at budgets well over \$1,000 weekly. Fight for top names is on, with all four ops angling.

Majestic Names Ericksen Prexy

CHICAGO, Nov. 1.—Parker H. Ericksen, for the past three years a v.-p. in both the radio and record divisions of the Majestic Corporation, this week was appointed president of Majestic Records, Inc., succeeding E. A. Tracey, who resigned that post, but will continue as chairman of the board of the record division and remain as chairman of the board and prexy of Majestic Radio and Television Corporation.

Ericksen started in the record business in 1930, remaining for seven years with Brunswick before going with several other electric appliance firms. Guy Lemmon, formerly v.-p., director and treasurer of the radio division of Majestic, was made executive vice-president of Majestic Records. Clarence H. Swallow, a newcomer, was appointed treasurer of the entire Majestic operation.

Columbia Shifts Coast Personnel

HOLLYWOOD, Nov. 1.—Completing its revamping of Hollywood operations, Columbia Records last week upped Bob Meyers, formerly assistant to artists and rep chief Joe Higgins, to the new berth of district sales manager of Seattle, Washington region. Meyers left this weekend to assume the new berth in charge of sales for Pacific Northwest territory under Western sales manager Paul Peppin.

Other major change in local operations was the recent appointment of Dick Jones to the new berth of Hollywood recording chief, with Joe Higgins concentrating on artists relations. Mitchell Ayres, Columbia's New York musical director, will remain in Hollywood for several more weeks to supervise current waxing sessions.

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Aussie Waxers Angle for Use Of U. S. Presses

CHICAGO, Nov. 1.—Australian disk firms and plastic manufacturers are making a bid to work out license deals to use American stampers to press platters to meet the increased demand for disks in that country, a survey of Midwest waxeries revealed this week.

With the Australian government tightening its borders against foreign-made goods, in an effort to induce more home manufacture, record companies down under are hard pressed to meet the increasing demand from their own supply of native-made masters. Correspondence exchanged between Australian diskeries and Midwest wax execs shows that the Aussie record fan still feels that the U. S. product is superior to what is made at home.

At present Aussie manufacturers are seeking stampers of American waxings, as there is little machinery available in Australia to manufacture a stamper, but word from there indicates that within a year there will be a considerable increase in stamping facilities and that only masters will have to be shipped across. Reports from Australia also indicate that more pressing plants are being set up to meet the expanding disk requests. At present main pressing plants are located in Sydney and Melbourne, but plants will soon be located all over the Continent to meet the present demand.

Cavanaugh, Donahue Masters Sold to Sig

NEW YORK, Nov. 1.—Signature Prexy Bob Thiele completed the purchase of 24 master records by the Page Cavanaugh Trio and a Sam Donahue-led small band from Bullett's Durghom's now inactive Encore diskery. Buying price is said to be around \$5,000. The Cavanaugh sides were cut prior to the trio's shift to the Victor diskery, while Donahue's wax was made soon after that maestro received his naval discharge and prior to the organization of his current big ork, which records for Capitol Records. There are about 18 masters by the trio, while the remainder of the sides are by jazz groups led by Donahue.

Prexy Thiele will leave for the West Coast Wednesday (5) with his musical director, Ray Block, to cut sides with the recently acquired chirp, Connie Haines.

Fox Vs. Enterprise In Bankruptcy Step

HOLLYWOOD, Nov. 1.—Bankruptcy proceedings against Enterprise Records, Hollywood indie plattery, were expected to begin next week. Action is to be taken by Harry Fox, trustee for music publishers, whose claim of over \$2,000 in back royalties has not been satisfied. Fox, currently on the Coast for annual look-see into books of indie waxworks, has notified Enterprise to pay up or face bankruptcy court.

Enterprise folderoo was averted several weeks ago when creditors met and agreed to hold off until plattery could straighten out muddled finances. Enterprise, meanwhile, joined fold of United Artist Records, but UAR did not assume previous Enterprise debts. Among other claims outstanding against disk firm is one for \$10,000 in back royalties made by comics Abbott and Costello on behalf of the Lou Costello Jr. Youth Foundation (*The Billboard*, November 1).

Gill's Civic Ties Hoist Totem Pole Grosses, Support

BOSTON, Nov. 1.—The story of Roy Gill and his Norumbega Park Totem Pole Ballroom might be entitled "Civic Virtue Pays Off." At various times thruout the year Gill turns over his properties to civic organizations, schools and churches free of charge for their own use. This has paid off in a tremendous increase in grosses over 10 years, from around \$30,000 to an estimated \$1,000,000 this season. And he has had the continuing support of civic groups in near-by towns.

In recent years he has turned over his Totem Pole dance hall to Newton high schools, furnishing the band himself and paying all the expenses, for Halloween dances. The schools have administered the deal and drawn nearly all the teen-agers to the holiday dance, thereby reducing local vandalism to practically nothing.

Donohue's Band in '47

This year Al Donohue and band played for the kids' party, and Gill again paid all the costs of the band and of keeping the dance hall open. The tickets were distributed by the schools and the teachers acted as chaperones. The kids were admitted free, but only by ticket.

In past seasons the grammar school children have been treated to a daytime party with apple bobbing and other such games. But this year they said they wanted to dance just like their big brothers and sisters. They wanted no kid stuff. So Gill opened his Normandie Room, equipped it with a juke box and let the kids go to town—again, tho, with the supervision of the teachers.

Gill permits no gambling, no liquor and no petting parties, and visitors to his Norumbega Park, his dance halls and restaurants must behave themselves. Far from the kids' being scared away by what might be called a puritanical attitude, the place has grown until it is practically a local institution, supported strongly by the town fathers.

Gold Seal Push in U. S.; Buys Laine, Wayne, Stone Wax

CHICAGO, Nov. 1.—Gold Seal Records, Chicago plattery which celebrated its first birthday three months ago, is doing a twist on the usual record distribution procedure. After 15 months of building up its international distribution, during which time it peddled English-spoken hill-billy and Western platters to points in South America, Europe and parts of Africa, where the Yank folk music proved extremely popular, Leonard Klein, prexy of the waxery, announced this week that the company is lining up its U. S. distribution for a big push.

The firm is pretty well set for the impending wax stoppage, having purchased a supply of 300 masters from a defunct West Coast waxery whose name Klein would not divulge. Klein said that the lot included plenty of folk material by Cliffie Stone, Eddie Dean and Dale Evans, with six masters by Frankie Laine and Artie Wayne. Bulk of the material is standards. In addition, Klein said he is cutting more sides by his established GS artists.

Also, Klein said that he had been informed by his distributors in foreign countries, such as Switzerland and Argentina, that additional masters can be cut over there by native musickers, in the event that the Petrillo work halt outlasts his supply of masters.

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Strip Splurge In New Orleans

NEW ORLEANS, Nov. 1.—Town has suddenly gone big for strippers and local clubs are competing with each other in buying the peelers for anywhere from \$300 to \$700 for two-week dates.

Clubs currently bringing gals down and, incidentally, doing most of their buying thru Jerry Rosen, New York indie, are Kilroy's, Pete Herman's, Club 444, Jaspers and others. Spots run anywhere from four to as much as six shows a night, seven nights, with last show frequently put on after 4 a.m.

Georgia Sothern, who wound up at Kilroy's, did a turnaway biz for practically every show. Her success is what started the other clubs shopping for them. Strippers who have recently finished here are Lady Godiva, Shelia Ryan and the aforementioned Georgia Sothern.

Show layouts in practically all the spots consist of a skipper as headliner, with three or four local acts that get scale, approximately \$75 a week.

AFM To Arbitrate Brown-Weems Jam

NEW YORK, Nov. 1.—Controversy between Johnny Brown, of Spotlight Attractions, Inc. (SPI), and Bill Weems, of General Amusement Corporation (GAC), concerning booking commissions for Captain Stubby ork playing at Three Acres, Lindhurst, N. J., has reached the American Federation of Musicians (AFM) for arbitration. Brown supports his claim to 57 per cent with a letter from operator Al Simmons, who in accord with his partner, Dom Sarrita, recognizes him (Brown) as the agent responsible for the booking. Brown further claims an all-out effort on his part when urged by Weems for a quick booking to protect GAC from the recent four-week cancellation clause concerning musicians' contracts.

Weems could not be reached for his version nor was Rex Riccardi available in his AFM office yesterday.

Morris Silver Forms Own Booking Agency in Chi

CHICAGO, Nov. 1.—Morris Silver, original founder of the Illinois corporation of the William Morris Agency, who sold out his interests to the New York WM office early this summer, opened his own agency here this week at 116 South Michigan.

Personnel includes June Darling, ex-Frederick Bros. and Consolidated Radio Artists, who will handle club date booking, and Charlie Stone, former musical director of the Palace Theater, who will handle television and radio, a field in which he has had his own office for five years. Silver will concentrate on personal management of talent for the present. He's currently lining up a concert package, which will be built around Joe Howard, the veteran singer-songwriter.

Spilt Milt

NEW YORK, Nov. 1.—Peggy Loeb, manager of the night club department for Consolidated Radio Artists, ran an ad in Long Island papers the other day announcing that Milt Gross was appearing at a cafe. Customers who came expecting to see the famous cartoonist listened to an apology about a typographical error plus the vocal offerings of Milt Moss.

IN SHORT

New York:

Guys in the trade are tittering about the boy singer who brought his record into the Morris office for an audition. Lad was told that record was only fair. Came back the next day with another recording and was again told he wasn't quite ready. What the agency job giver didn't know was that the second disk was John Charles Thomas's, with the label removed. . . . Against the Chanticleer's (Baltimore) Martha Raye, the opposition, Club Charles, will have Frank Marlowe and Paul Sydel. Raye gets \$6,000. Marlowe and Sydel will get \$1,000. Charles figures with that kind of nut they'll do better than the Chanticleer.

Jack Cole leaving his dance troupe at the Harem to go into a show. New boy now in rehearsal. . . . Chandra Kaly's new dancer is the daughter of New York Mirror's M. E. Hinton Stiles. . . . "Night life in Manhattan spins again at a free-spending pace," says *The Wall Street Journal*. The financial lads must be using beer and Benzadrine. . . . Greenwich Village Inn already offering Satira (charged with puncturing her boy friend in Havana) big dough if she beats the rap.

Joey Adams was telling Jackie Gleason how sick he was at the Strand but nevertheless kept working. "I was dying," said Adams, "—and where were you?" "Out in the audience," replied Gleason, "watching you die." . . . Holloway Sisters had to cancel 12 weeks' booking when Joan broke her foot while rehearsing in her kitchen. . . . Former solo terp Rita Lopez has teamed up with Castine, of the Castine and Barry duo. New handle will be Castine and Lopez. . . . Helene and Rico, Harvest Moon 1945 winners, will do a concert at Carnegie Hall with the DeMarcos after their December 25 date at the Casino Royal, Washington. . . . Boston Latin Quarter has bought itself a disk jockey, Bob Moore, who will be on WLAW nightly.

Director Don Loper doing the dance routines for Slapsy Maxie's, Hollywood, getting a brush from Monte Prosser for allegedly renegeing on his promise to do the chore for Proser's Troc, Hollywood. . . . Eva DeLuca, the first American to open the opera season in Milano, will concert tour the United States and Canada. . . . The Leon Newmans (he with the Mark Leddy office) have adopted a baby boy. . . . Herman Spero, recently with Frederick Bros. and a former Cleveland correspondent for *The Billboard*, has joined the Foster Agency. . . . Ella Fitzgerald's cross-country concert tour being skedded for 1948. . . . Gino Doro and Ellen Corda, back from a six-month South American tour, now at the Queens Boulevard.

La Martinique had a meeting of its creditors. Everything was settled satisfactorily. . . . That "new" act of Willie and Eugene Howard doing a one-shotter at Lou Walters' Latin Quarter to celebrate Willie's 40 years as a headliner, almost stopped the show. . . . Some mighty fancy prices being asked for Kay Thompson and the Four Williamses.

San Francisco:

Earl Hartwell, singing emcee of the Kona Club in El Cerrito, is a real estate salesman in the daytime. . . . Thieves took \$55,000 worth of furs and cash from the home of Marge and Joe Finocchio, owners of Finocchio's. . . . Benny Ford, town's top boxing promoter, dickering for purchase of restaurant Lombard, with Joe Merello, formerly nitery op, coming in as partner. . . . Music Box has folded again. . . . Dorothy Muniz, 365 Club dancer, will wed Larry Heisinger, trumpeter with Ray Hackett's ork.

Donna Hill, of the Jean Lynn Dancers, eloped to Reno with Bob Ribbins, insurance exec. . . . Local group reported dickering for purchase of La Fiesta. . . . Harry Babbitt into Club Sandra, Hayward. . . . Andy Wong, owner of the Chinese Sky Room, has bought the Club Lido for \$78,000. The new room's opener, October 15, had George Beatty topping, with Sally Wichman producing. . . . Charlie Aaron, at 365 Club for 10 months, quit in a huff over billing. . . . Niles Marsh, of Finocchio's show, hobbling about with a broken ankle.

Sophie Tucker's opening at the Bal Tabarin has been postponed until December 9. She's in for two weeks only because of commitments. . . . Paul Arens has bought La Fiesta, long closed Latin nitery.

Philadelphia:

Joe Brown has taken over operation of the Au Revoir Club, reopening it as the Gaytime. . . . Timmie O'Brien and Pee Wee Paul have taken over the temporarily darkened 212 Club. . . . Pearl Saks, daughter of local booker Ed Saks, has been licensed in New Jersey as an agent. . . . Barry Wood and Patsy Kelly take over the Latin Casino, with Joe E. Lewis and team of Dean Martin and Jerry Lewis set for stands before the end of the year. . . . Maurice Taylor, who operates the Surf Club in Wildwood, N. J., during the summer resort season, has added a Surf Club to the midtown scene here. . . . Gene Walters, former owner of the Viking Cafe, now managing the new Marlin Room of the Marlin Hotel.

West Coast:

Eddie Cantor will do one of his rare nitery appearances when he opens at Las Vegas' lush Flamingo Hotel December 19. . . . L. A. Frederick, of Frederick Bros.' Agency, last week named Bill Woolfenden general manager in charge of Hollywood operations. Fredericks Agency is set to move into its own Beverly Hills building early next year. . . . Joseph Sullivan Agency and Franklyn D'Amore are closing a deal with Noel Sherman, New York producer, to import low budget packaged shows for local niteries.

Tony Martin may do some Florida nitery stints if Texaco will okay special pick-ups for his Sunday night airshow. Martin is set to open at Slapsy's in Hollywood December 1. . . . Bob Carroll, ex-Jimmy Dorsey vocalist, currently working at Billy Gray's Band Box, is set to headline a new radio show for Coronation Diamonds.

Here and There:

Chester A. Rentie, Detroit agent, has been re-elected "mayor" of Paradise Valley—Detroit's Harlem. Rentie's post was made official by an election conducted by *The Detroit Tribune*. It's his seventh term in office. . . . (See IN SHORT on page 41)

New Minimums For Honolulu

NEW YORK, Nov. 1.—Royal Hawaiian Shows, operated by Max Hart, Toronto promoter, has signed a new minimum basic agreement with the American Guild of Variety Artists (AGVA) which calls for a permanent cash bond of \$15,000, plus an additional fluctuating bond, depending on the acts, up to \$15,000.

Hart sent his first package to Honolulu to play 10 days. Headliner was Mickey Rooney, who got \$12,000 for his end. The next package will be headed by Olsen and Johnson, who will get \$15,000 for eight days.

The pact also guarantees all principals \$150 minimum, while the chorus will get \$85 minimum. All deals include round-trip transportation.

Drink Permit Balks Embassy Preem; Acts Accept 2-Week Stall

NEW YORK, Nov. 1.—The Embassy, which was due to preem Friday (31), won't re-light for at least two weeks because of liquor license difficulties.

The club, shuttered since spring, bought Paul Duke, Amory Brothers, Arline Stone and Edwards and Diane with a verbal agreement to open October 31. Later it developed that the verbal agreement was not part of the contract, which showed the opening undated. The acts, however said they were willing to wait.

Amateurs in Conn. Houses

HARTFORD, Conn., Nov. 1.—Al Monty, former Connecticut theater manager, has inaugurated a series of *Career Nites*, an amateur gimmick calling for local talent, at two area film houses, Loew's Poli, Meriden, and Colonial, Southington. Series, which will run indefinitely, goes on stage one night per week at both theaters, with Monty as emcee.

Plan, according to Monty, is to hold State-wide finals of the *Career Nites* in a Hartford theater, to be selected later.

Monty also is presenting *Kids Are Funny*, featuring youngster talent, at Loew's Poli, Meriden, and Palace, New Britain, weekly.

St. Paul License Stays As Is

ST. PAUL, Nov. 1.—Effort to cut annual license fees for musical entertainment in St. Paul bars and taverns from \$500 to \$200 was defeated by the city council last week. Proposal to slash license cost where only instrumental music is used, failed of passage when three councilmen voted for it and three against.

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AGVA CHI CONCLAVE JAN. 4

Ballots Being Mailed Out Within Week

75 Delegates To Be Elected

NEW YORK, Nov. 1.—Ballots for the election of delegates to the American Guild of Variety Artists (AGVA) convention will be mailed out the latter part of next week to all AGVA members in good standing as of July 31.

Ballots will call for the election of about 75 delegates from all over the country. Votes will be counted in the New York national office under the supervision of a certified public accountant.

Convention site is the Stevens Hotel, Chicago, week of January 4. Union already has made reservations for some 85 people, exclusive of the large convention room and three smaller public rooms for the use of committees. In addition to the elected delegates, AGVA reps also will attend, tho their presence will be in an unofficial capacity. Latter will not have any vote but may be called upon to report on conditions in their territories when advice is necessary in drawing up local rules.

Favorable Convention Spot

Chicago site was chosen for two reasons: its accessibility to delegates from all over the country and the fact that traveling time would be cut to a minimum.

Among the tasks of the delegates will be to elect a committee on credentials, a committee on the constitution and a committee to draw up the slate of officers. After they make their decisions, they are to bring them back to the floor for members' approval or disapproval.

All delegates elected by the AGVA membership will have their expenses paid by the union.

Kitty Davis Airliner To Turn Kosher

MIAMI, Nov. 1.—Kitty Davis's Airliner has been sold to a group headed by Michael Rosenberg, Yiddish actor, for an undisclosed sum.

New op will change the name to Little Romania and will use Yiddish acts and serve kosher food. Danny Davis, co-owner of the Airliner, admitted that he took back substantial mortgages. If the new room doesn't do business, Davis said, he'll probably get the club back at the end of the season.

Davis plans to start devoting his time to the building of his hotel at Oceanside, Miami Beach.

Paradise Theater, Detroit, Fills Bookings to Dec. 4

DETROIT, Nov. 1.—Quickie booking of Hadda Brooks, recording artist, plus Cootie Williams's band for the week of November 7, and Billy Eckstine for the week of November 28, fills in the season for the Paradise Theater, only local house among the de luxe and first-run theaters to play stage shows except spasmodically. The house will close December 4 for two months, reopening sometime in February.

Sinatra's Threatened Capitol Drop-Out Settled; MCA Pays

NEW YORK, Nov. 1.—Frank Sinatra's threatened withdrawal from the Capitol Theater, November 13, was finally adjusted Tuesday (28), tho final solution may put Music Corporation of America (MCA) behind the financial eight-ball.

Final agreement calls for MCA to pay half the salaries for the nine-piece additional string section to be added to the Skitch Henderson band, the other half to be paid by the theater. At first the office tried to get Sinatra to pay one-quarter, but he

refused, claiming that agency was aware of his need for strings and, having drawn the contract making no provisions for strings, the entire responsibility was theirs.

Ironic part of the settlement is that half of MCA's commission goes to General Artists Corporation (GAC), which sold the Sinatra contract to MCA some years ago. Additional sidemen will cost \$1,300 for 29 shows, of which MCA will have to pay \$650. Theater, however, expects to do 42 shows, which means that MCA will have to pay an additional \$6.90 per man for each show over 29, plus an additional \$10.35 for each show to the leader, or a total of \$1,591.85.

Sinatra's deal calls for \$25,000 plus a split over \$80,000. If the gross doesn't hit the split figure, MCA's cut will be \$2,500. With split commissions and extra strings taking their bite, the office will be in the red on the date.

Frank Taylor Exits MCA

NEW YORK, Nov. 1.—Frank Taylor's resignation from Music Corporation of America's (MCA) theater department Wednesday (29), set off the usual flock of rumors. MCA's version is merely that "Frank Taylor resigned." Taylor's intimates among the bookers, one of whom saw him off at the airport on his departure for Mexico, say that it was the office pressure that brought about the severance.

Taylor, who was with the MCA Detroit office for many years, moved to the New York office about six months ago. While he has no plans for the immediate future, it is understood that he has offers from Russ Fachinne and the Joe Glaser office. Latter is a deal to head Glaser's Chicago office.

John Barr Back in Niteries

ATLANTA, Nov. 1.—John W. Barr, former manager of the S. W. Straus hotel chain, was named manager of Henry Grady's Paradise Room here last week by Cecil Cannon, owner of the hotel. Barr, a veteran of 20 years at managing niteries, had gone into teaching two years ago, but was brought back into the night club field by Cannon when he discovered Barr's record in the after-dark trade.

Only 2 of Atlanta's 8 Spots Echo to the Register's Ring

ATLANTA, Nov. 1.—This city of 550,000 population has two major niteries comparable to the Stem in talent budgets and gross receipts which are making a buck while the city's six other spots, with one exception, are languishing with poor biz, a survey of the local field made by *The Billboard* showed this week.

The top spots are the Paradise Room, of the Henry Grady Hotel, and the Rainbow Roof, of the Ansley. Both have been doing near-capacity business for months, estimated at \$12,000 to \$14,000 weekly, and neither owner foresees a letdown.

The clubs book top names (Hildegard next at Rainbow; Myrus next at Paradise), spending sizable sums for talent. The figure for the Ansley hits \$5,000 to \$6,000 weekly, while the Henry Grady spends between 2½ and 3½ G.

Few Acts at Ansley

There the similarity ends. Only occasionally does the Ansley go in

for acts. Owner Carling Dinkler believes name bands to be a better draw than floorshows.

Monday nights are big at the Rainbow Roof. The reason for this, according to Dinkler, is that transient cosmopolitan trade is accustomed to Sunday entertainment. Finding they can't get it in Atlanta because of the Sunday blue laws, they go to town Mondays instead.

Another deviation from experiences of night clubs elsewhere is that the Roof's food brings in at least 50 per cent of the gross. Sometimes it goes over this mark. Also, Dinkler, after experimenting with a cover charge for several weeks, had to remove it because the public objected. Dinkler promptly came back with a \$1 "music charge" and customers stopped kicking.

The Grady's Paradise Room, owned and operated by Cecil Cannon, who also owns the hotel, is one of the (See *Only 2 of Atlanta's* on page 41)

All-Negro Policy Being Considered By Village Inn

NEW YORK, Nov. 1.—Greenwich Village Inn may switch to an all-Negro talent policy if present plans work out. Club has asked offices handling Negro talent to submit attractions, tho so far nothing has been set.

Rocky Camera denies any change in talent policy, tho some agents who had deals pending for their acts have been told that deals were off because of the policy switch.

Stem Huddles On Stand-By Issue Kaput

Biz Doesn't Warrant Fees

NEW YORK, Nov. 1.—The huddle between reps of the Paramount, Strand and Capitol theaters and Local 802, American Federation of Musicians (AFM), blew up yesterday when both sides refused to budge on the stand-by issue.

Theatermen Bob Weitman, Paramount; Oscar Doob, Metro, and Frank N. Phelps, Warner, said that business didn't warrant further payment of the weekly stand-by fees. Union reps charged that excuse wasn't valid and quoted published grosses, and besides, they said, the contract between the parties was still in effect and that included stand-bys.

Theatermen took a different view. They argued that not only was continuation of stand-by charges a violation of the Taft-Hartley law, but a burden that made stage shows impossible if it continued. Theater spokesman said that group was adamant in its stand and wouldn't budge. He also said that developments involving the entire stand-by issue would occur "out of town in the next week or so." He refused to explain what these would be.

The union officials refused to say what their next step would be, inner circle sources said that 802 would lay the entire situation before James C. Petrillo, AFM prexy, for a ruling, charging theaters with a repudiation of the contract.

Tighter Fire Laws Asked in Bay State

BOSTON, Nov. 1.—Charges that overcrowded night clubs and other places of public assembly in Massachusetts were violating fire laws were made Wednesday (29) before the governor's conference on fire prevention at the State House. Capt. Michael F. Burke, chief inspector of the Holyoke Fire Prevention Bureau, described niteries as jammed, with exits blocked.

Burke complained of his lack of power to enforce fire prevention laws on the spot and warned that another Coconut Grove disaster could occur anytime. The conference, attended by more than 400 fire officials, recommended immediate action to give the fire prevention bureaus more power of enforcement on the spot.

DOVER, Del., Nov. 1.—Clay Gengasi, Inc., has filed a charter with the corporation department of the secretary of state's office. New company's stated purpose is to deal in entertainment and refreshments, with capital of \$100,000.

Oriental, Chicago

(Thursday, October 29)

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

Andy Russell will boom his stock plenty with this Chicago appearance, one of the best stop-overs by a crooner in three years locally. While the name male pipers have confined their efforts solely to warbling, Russell does a comedy closer with Dick Wesson that sells to both bobby-sox fans and older patrons. Russell and the pliable-pussed Wesson gag for five minutes, with the crooner trying to show Wesson what it takes to make a swoon crooner. During the bit Russell does some fair imitations of his contemporaries, including Haymes, Laine and Tony Martin, in addition to doing a swell job of straightening for Wesson, whose punch lines come fast and furious. Entire bit is a swell closer and wins warm mits.

For the first portion of his stint, Russell, who's gained a lot of confidence in the past year, sticks closely to his record hits and wins several ovations as he pipes first bars of tunes, in addition to good hands at the finish.

Martha Tilton has improved in appearance and stage presence since seen locally the last time. Gal, sheathed in a strapless tropical print job, chose her program wisely, dipping into the top ballads of the past nine months for her renditions. Her closing ditty, *Pass the Peace Pipe*, a fair novelty, was poor choice for a bow-off, where one of her more pertinent pops would have come in handy.

Dick Wesson showed plenty of promise, flashing a series of mimic routines that sparkled with good continuity and material. Guy's impresses aurally could use some burnishing, but he gets by nicely with facial expressions that get laughs as big as his lines. He has some unusual fare, such as Richard Witmark, the chuckling villian of the *Kiss of Death*; Rudolph Valentino in a scene from a silent flicker, and his J-bug dance closer that won a big response.

Mage and Karr, opener, offered a series of precision cleat bits done to semi-classical and impressionistic music. Act is enhanced by clever presentation and lines worked in between their cleats. Girl has a big fault, in that she is inclined to be awkward on spins and whirls and when coming out of a fast movement she is off-balance and ruins precision of the team.

Gus Arnheim, the ex-frontier and now head of Russell's music publishing firm, did a good job of leading the pit crew and got a nifty mitt for his piano rendition of three standards he composed. *Johnny Sippel.*

Million Dollar, Los Angeles

(Tuesday, October 29)

Capacity, 2,400 seats. Prices: 55-98 cents. Four shows daily. House booker: Bill McElwain. Shows played by George Morris house band in the pit.

You can't blame the customers for staying away from this one. Entertainment-wise, Chris-Pin Martin's *Revisita Mexicana* revue is sadly on the minus side. Its trouble is three-fold: (1) Show lacks pace, dragging from a slow start to a slower finish; (2) heavy emphasis on Spanish dialog leaves little for those who are linguistically inadequate; (3) none of the acts on the bill are strong as vaude fare.

Revue opens with a web and single trap act performed by a Senorita Linda. Lass's rope routines hold little that hasn't been seen before, drawing polite palms. Second spot is held by a lusty-lunged vocalist, Jorge Morris, whose Latin song work reveals a good tenor voice. However, he was hurt by Martin's straight-face intro as the greatest voice since Caruso. This is followed by an un-

VAUDEVILLE REVIEWS

Capitol, New York

(Thursday, October 30)

Capacity, 4,637. Prices, 70 cents-\$1.50. Five shows daily; six Saturdays. House booker, Sid Piermont. Show played by name band on bill.

The new stagershow packs a hefty entertainment wallop, with each act getting off to hefty mitting. Top spot goes to Jane Powell, young Metro singer, who got her break in *Holiday in Mexico*. Miss Powell is a fresh looking youngster with an appealing personality and a presence remarkable in one of such limited stage experience. After her first number she had the crowd in her palm and kept them that way until her exit.

The winsome youngster teed off with *Donkey Serenade* and wound up with *Summertime*, throwing in *Kiss in the Dark* and *Cadez* in the middle for tremendous effects. In fact, Miss Powell is one of the few flickerettes to come East with a really fine voice. It is rich in all ranges, has a thrilling resonance and with it a delicacy of phrasing which was a pleasure to listen to. The kid was presented beautifully, being brought on while the Shep Fields vocal group did about an eight-bar intro. Her walk-off, where most of the pic names show awkwardness, was equally good.

Fields Ork Okay

Shep Fields's ork hasn't lost any of its stage touch. Besides playing an excellent show, it has plenty of entertainment. Musically, its outfit of four, fiddles, four rhythm, three trumpets and five sax makes for pleasant listening. Two gimmicks by Allan Zee, house producer—the intro and finale—helped frame it well. The band's biggest number was *Hora Staccato*, in which the vocal group, Three Beaus and a Peep, did humming choruses. It was quite effective. While not an outstanding stage personality, Fields led the band beautifully and handled the intro chores pleasantly. The band's two vocalists, Toni Arden and Bob Johnstone, added a nice heft to the show. Miss Arden can phrase and sell and looks pretty. Her *Devil Moon* pulled juicy mits. Johnstone, a good looking lad, did equally well. The group, Three Beaus and a Peep, showed a mixed voice quality that helped no small bit in making the show a click.

The comedy chore belonged to Buck and Bubbles, who did their own piano moving for a change. Team's hoofery, chanting and chatter got them some real yocks and a big exit hand.

Three Chesterfields

The Three Chesterfields, a hand-to-hand act, are among the best in the biz. Their tricks, calling for one understander with the other two doing lifts on top, were sensational. An anaconda wrap-around with one man on top was one of the best walk-off tricks caught in a long time. The three boys, besides being cleanly costumed, have a musical score that helped them a lot.

Pic, *Unfinished Dance*.

Bill Smith.

named trampoline pair which offers the usual tumbling routines.

The unfunny Martin takes over the next slot for a few corny gags, invariably switching to Spanish for the punch lines. Another mediocre act, Marianne and Carlos Miranda, run thru a few comedy-magic routines, but their biz is old and unconvincing.

Hermanos Flores Trio emerges as best on the bill, winning audience response with their smooth vocal work and guitar strumming plus their colorful native garb. Literally adding a sour note to the revue as a whole is an unprofessional-sounding house band supporting the acts. Tootlers are off key, off beat and usually off base. *Lee Zhit.*

Loew's State, New York

(Thursday, October 30)

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.

The Slate Brothers groped thru the better part of the initial day's second performance before they caught on, but thereafter it was a walkaway. The three lads worked hard with elegant new material, but improper spotting of the gags hindered the response until gorgeous Fay Carroll came on to straight for the act and hit pay dirt.

After a solid build-up by Basil, the boys came onstage from the side aisle for an effective opener, only to draw blank after blank from a stolid house. The exceptionally clever and original material, tho well presented, was desperately in need of a spark. The intermittent "wha' happened?" aside after each egg didn't help the situation any. The sock night club material they had seemingly would murder them if, say, the clever yock-capturing baseball skit or their talented dance routines were used as introductory offerings. The boys went off big, which is how they could have gone over, and probably will once the gag-spotting is straightened out.

Jack Powell Scores

Jack Powell, made up in blackface as a chef, served a drumstick rhythm which originated on the conventional drums and expanded to take in everything on stage capable of reflecting a sound. Powell's drum solo showed rare musical talent, but the forte of his act is the novelty beats pounded out on his chair, the floor, the walls, the bass in the pit, the orchestra seats, a bald head in the first row and finally an assortment of kitchen utensils hanging from a back drop. This standard act handed down from his father was good for a thunderous outburst, an encore and a beg-off.

Yvette, a stunning blonde in a contrasting black sequined dress, huskily throated an excellent selection of pop tunes. Her varied delivery included *Necessity* and *If I Had My Way*, which were swung; torching of *Body and Soul*, *The Last Time I Saw Paris*, sung straight, and *Civilization* in Latin beat. Non-milking enhanced the pay-off—a long, sincere tribute to the slick-voiced chirp.

Other Acts

Bricklayers were up to standard. Pup act showed a canineville routine with mutts carrying hods, laying bricks, playing drunk, acting dead, being carted off in an ambulance and mourned, and finally doing some trick trapeze stunts. This unusual standard dog act rated good mits.

The Appletons (one man, two girls) closed the show with their

Chicago, Chicago

(Thursday, October 30)

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

Ralph Edwards will have to do considerable tightening of his *Truth or Consequences* vaude package before it becomes top-notch theater entertainment. Accustomed to working his airer in front of an audience which had been fired up for the occasion, he found opening day audiences cooler.

Show carried an inopportune opener, with Lou Breese's stage crew backing Wally Sands, who baritone'd a pair of tender ballads. While Sands and the Breese band did a fine job, the romantic opener didn't correlate at all with the Edwards' intro.

Edwards came on to a good hand and then an eight-minute lull set in. After an introduction of his assistant, with everybody from secretary to producer Al Paschall taking a bow, Edwards spent eight minutes hunting audience participants with a hand mike.

Edwards was blessed in his first contestant, a Mortimer Snerd type who was so sensational that everybody thought he was a plant. Remainder of his choices were so-so. Consequences were good, with the ancient pie-slinging, man doing a hula dance, gal barking like a dog as she talks with her boy friend, and two men dressing in women's garb getting good response; but short lulls occurred when Edwards spent too much time in questioning contestants. Edwards is carrying paraphernalia for about 40 gags to insure variety.

Show could be further improved if Edwards would work out a better prize plan. At show caught, prizes were \$1 for each contestant with the winner nailing an extra \$5, plus each contestant getting meaningless prizes like a box of apples or case of Coke.

Edwards got a fairly heft mitt as the curtains closed and during the show his laugh responses were terrific at times. *Johnny Sippel.*

standard apache routine in which each one hurls the other two all over the stage, winding up in an effective knife throwing bit. They were handed handsomely.

Joe, Lou and Marilyn Cates, family dance act, opened the show with a precision routine, then danced against each other. Fem did a neat ballet novelty followed by a long-legged muffled tap number by her brother. Pop came on for some old-fashioned clog and worked in close-knit accord with junior. Act started the show smoothly and helped to bear out Basil's opening intro, "I am happy to present a show that has something of everything." A true statement.

The pic, *Welcome Stranger*.

Jack Tell.

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Lookout House, Covington, Kentucky

(Monday, October 27)

Capacity, 600. House policy, \$2.50 minimum. Shows at 8:30 and 1. Operator, Lookout House, Inc. Manager, S. D. Alex. Booking policy, Frank Sennes, exclusive. Publicity, Betty Kapp. Estimated budget this show, \$6,000. Estimated budget last show, \$4,000.

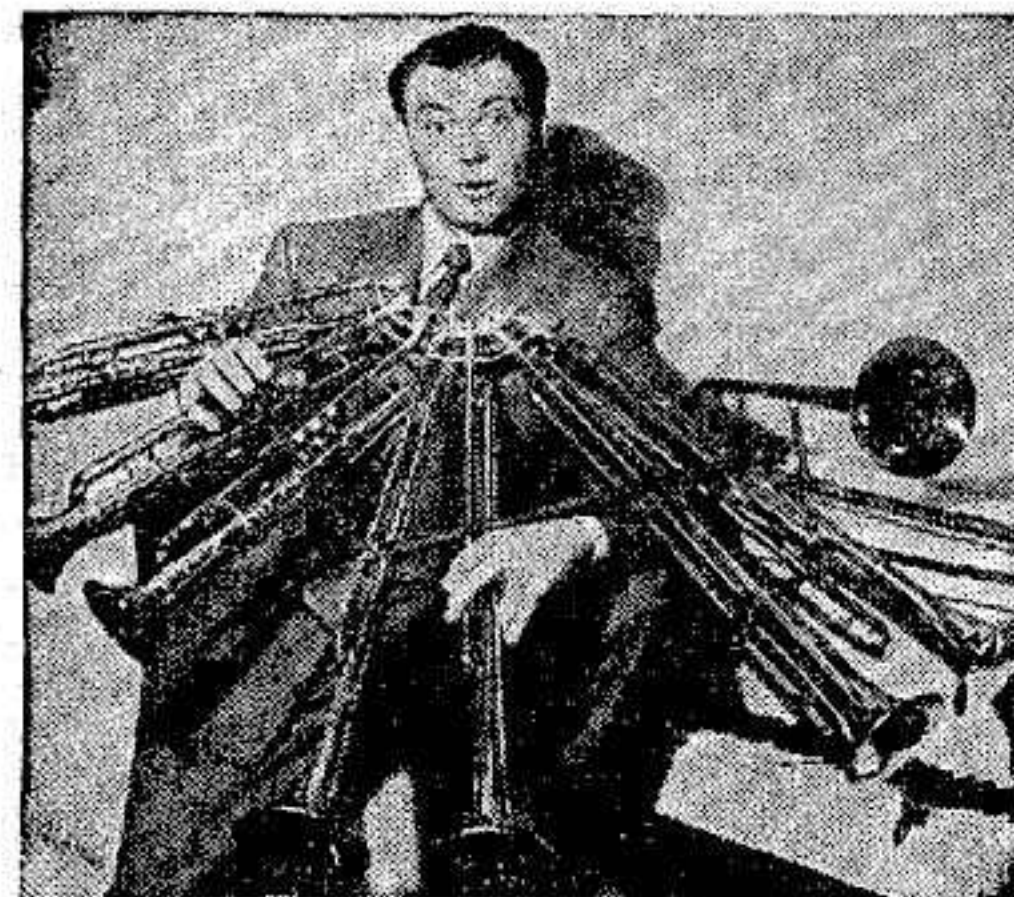
New show is a triple-barreled presentation that patrons take to with complete satisfaction. While Cab Calloway and his contingent (18) Hi-De-Hoe their way into sock acceptance, Dorothy Donegan, class 88-er, and unbilled incidentally, and Richard (Dusty) Fletcher score with tremendous impact.

Layout possesses excellent pacing thruout, bowing with Cab and the ork going thru an efficiently worked out *It Hasn't Happened Yet*, with the fronter using all the tricks to get things across. *That Old Black Magic* makes plenty of room for band's brass and a vocal by Cab which scores solidly. Maestro on this occasion topped the standard of other local appearances. Enhancing is ork's newest semi-concert arrangement of Cab's noted *Minnie the Moocher*. Calloway has lost none of his sales ability and when he elects to go commercial, as he did at this session,

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NIGHT CLUB REVIEWS

he has the house in his hand. Mary Louise, ork's personable canary, grabbed sock mitting with her caroling of *Embraceable You* and *Sometimes I'm Happy*, but she shouldn't hide her face behind the mike.

Count Leroy, a fast lad with the skates, socks over take-offs on Ruby Keeler, Fred Astaire and Bill Robinson, the last named being the best. Utilizing a regulation size table, he manages some neck-risking skate-tappery that brings gasps and sends him away to a round of applause.

Dorothy Donegan, whose piano virtuosity goes uncontested, displays her intricate 88-ing to sock response. Loaded with talent, she runs easily from the classical, as embraced by a medley of Chopin and Grieg, to the boogie beats, with her own *Dorothy's Boogie*, a standout. On the recall she disposes of a highly salable *Tea For Two* with one hand and *Nola* with the other, all the while dispensing humorous mugging to rivet attention. Forced to beg off.

Show's comic chores fall on the capable shoulders of "Open De Doah" Fletcher. Fresh routine of an inebriate nets him quick attention which he holds thruout with clever lines and timing. Works in leisurely, argumentive manner and gets across the old material as well as the new.

Cab and ork wind 'it up with a series of oldies, meanwhile doing a competent job of show and dance cutting.

Bob Doepler.

Latin Quarter, Newport, Ky.

(Wednesday, October 29)

Capacity, 320. Price policy, \$1.50-\$2.50. Shows at 9, 12 and 3. Owner, Tommy Callahan; manager, George Gebhardt; maitre d', Tommy Clare. Booking policy, non-exclusive. Estimated budget this show, \$4,000. Estimated budget last show, \$3,500.

Comic Buddy Lester, aided and abetted by the springy-legged tapster, Steve Condos, offers a session of mirth-quaking hysteria that compares with the best in the business today.

Lester's corking material, punchy delivery and apparent relish he derives from dishing up his stuff is made to order for this clientele. Some of the material may be classed as blue, but sold as it is, it's never in the least offensive. From the moment he takes over the emcee chores, Lester has the table sitters in stitches. Condos proves as capable and refreshing a foil as he is a dancer and Lester's asides to him are masterpieces in timing.

A choice bit is Condos's beautifully executed dance glides, with Lester's zany trumpet work in accompaniment. Buddy's familiar Alaska mush turn becomes funnier at each outing and he had to beg off after numerous recalls.

For an opener, the Selma Marlow Dancers (6), well-garbed and clean-looking line, went thru a parade number called *In Old Chicago* to fair returns and midway slithered thru an enticing *Mexican Hat Dance* turn, with Paul Carlton sporting a fair set of pipes, but little sales ability, on the vocals.

Brunet songstress, Anne Hathaway, handled the duece slot in capable style. Won a hand with a sultry piping of *It's Wonderful*; clicked handsomely with a refreshing *I Wish I Didn't Love You So*, but slowed things on recall with a sentimental throating of *My Joe*. First two items are better suited to her style.

Verne Horwerck ork pleased with a solid show and dance job.

Bob Doepler.

Follow-Up Review

HAREM, NEW YORK: With recent additions of Lee Bartel and Elissa Jayne, and with Lessy and Moore and the Jack Cole Troupe holding over, the Nat Harris-Lou Walters' room has one of the most exciting shows on the Stem. Whole thing is now as tight as a drum, fast as a jet plane and packs a real wallop.

There's been a lot of grapevine palaver about the spot's lack of biz. From a check on the night caught (October 30) it looks as if the whippers are strictly alley stuff. The joint was jammed on what was an off night in other spots.

Lee Bartel, new production canary, who's been around for some time, is presented so skillfully that she does one of the best jobs in her career. On high notes she sounds a lot like Ethel Merman.

Elissa Jayne, acro dancer, showed some remarkable back bends and pretzel twists. But while her routine is good, it is her looks and well built chasis that sell her. The customers obviously went for her.

Ben Lessy and Patti Moore are still in there punching away for terrific hands and yocks. Their oldie take-offs, bits and delivery are showbiz at its best.

The Jack Cole Troupe's new voodoo number, calling for addition of two bongo beaters, was plenty exciting. The fire, the precision and the costumes still make them the best dancing group in the biz.

Ell Smith.

Biltmore Rendezvous, Biltmore Hotel, Los Angeles

(Tuesday, October 28)

Capacity, 400. Price policy, no cover or minimum. Shows at 1:30 p.m. daily, 7:30 p.m. Sundays. Booking policy, non-exclusive. Owner, Biltmore Hotel. Manager, Sid Siboni. Estimated budget, this show, \$1,250.

This ornate room in the swank Biltmore Hotel is the town's only first-class entertainment spot. Patronage consists mostly of downtown Los Angeles business people and hotel guests.

Entertainment-wise, current show is unimpressive, but finds an appreciative audience in the knife-and-fork crowd that packs the room. Show opens with Laura Corbay, an eye-filling but otherwise unspectacular lass who pairs ballet steps to the tempi of pop melodies. She would be wise to forget the poker-face tradition of classic ballet and smile while she works.

Songstress Gloria Manners fares somewhat better, thanks to an ingratiating mike manner that wins 'em from the start. Her selections include *Feudin' and Fussin'*, *S'Wonderful* and *Freedom Train*. Dorothy Beigan's ho-hum acro act follows. Last slot is held by a yawn-spurring comedy dance duo, Armando and Lita, who start off straight and then go into corn slapstick. An example of this is what obviously is intended as the act's climax: Armando loses his trousers on stage. It is unfortunate that the act works a daytime show. Routines would be better suited for a more relaxed and fun-minded evening crowd.

Al Gayle and ork (7) capably back the acts and provide dance music for the customers.

Lee Zhitto.

War Vet Unit in Australia Playing to Packed Houses

MELBOURNE, Australia, Nov. 1.—The Kiwis Revue company of 30 members, originally a New Zealand entertainment unit formed by the armed forces during the war, has now been playing here for 10 months to bumper houses. Members all receive the same pay and divide the profits in equal proportions.

It has had record houses in all Australian capital cities visited, and in view of its exceptional popularity in Melbourne, the company does not expect to start its Sydney season for another nine months. Manager Allen Myers will not disclose the profits, saying he doesn't want the members exposed to increased lodging charges, but says the take in Melbourne is highly satisfactory.

Omaha Orpheum Biz

OMAHA, Nov. 1.—The combination of Beatrice Kay and Del Courtney's ork and *That Way With Women*, drew \$19,000 for the week ended Thursday (30) at the Orpheum.

Previous week's take with Marion Hutton, Tex Williams band and *Imperfect Lady* rolled up \$24,000. Show had local flavor in first stage appearance of Madalyn King, Miss Omaha of 1947 in the Atlantic City Miss America Pageant.

Marjorie Knapp, singer, opens a 15-week schedule of hotel and nitery bookings the middle of November at the William Penn, Pittsburgh. She goes from there to Glen Rendezvous, Covington, Ky., then the Statler Hotel, Cleveland; Roosevelt, New Orleans, and other southwestern dates.

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New York:

Roxy's 162G Record Leads Stem; Other Houses Suffer

NEW YORK, Nov. 1.—The record-breaking \$162,500 for the opening week at the Roxy boosted the overall gross figure for the Stem's six fresh-flicker houses to a smart \$476,000 despite Indian summer temperatures, including three of the hottest days ever to register for this time of year. The unseasonable theater weather parlayed with the sensational advance build-up for *Forever Amber* at the Roxy were the main factors for adverse biz in the other five houses, which managed to pull thru with fair grosses.

Roxy (6,000 seats; average \$85,000) topped *The Razor's Edge* previous high gross with a smash \$162,500 for the first week of Veloz and Yolanda, Sid Caesar and *Forever Amber*. Hiked admission scale of \$1.80 top all week aided considerably in arriving at the big figure.

Radio City Music Hall (6,200 seats; average \$100,00) garnered \$116,000 for the third period after an initial stanza's \$145,000 and a middle grosser of \$132,000 which brought the total to \$393,000 for Elizabeth Talbot-Martin, Paul Franke, Lucile Cummings, Dorothy Keller and *Song of Love*.

Paramount (3,654 seats; average \$85,000) followed the \$90,000 preem week with \$70,000 for a two-session total of \$160,000 with Charlie Spivak and ork, Mel Torme, Al Bernie; Tip, Tap and Toe and *Variety Girl*.

The Strand (2,700 seats, average \$40,000) opened with a fair \$45,000 with Ted Weems and ork, Morey Amsterdam, Gordon MacRae, The Glens and *That Hagen Girl*.

Loew's State (3,500 seats; average \$25,000) pulled thru with \$27,000 for Rose Marie, the Pitchmen, Jay Marshall, Adam and Jayne DiGatano, the Dunhills, Gaynor and Ross and *Down to Earth*. New show (reviewed this

issue) has Slate Brothers, Bricklayers, Jack Powell, Yvette, the Appletons and Joe, Lou and Marilyn Cates with *Welcome Stranger*.

Capitol (4,627 seats; average \$72,000) ended a two-weeker with \$55,500 after grossing \$70,000 for the opener, making a total of \$125,500 for Gertrude Niesen, Jackie Gleason, Hal McIntyre and ork, Betty Bruce and *The Swordsman*. New show (reviewed this week) has Jane Powell, Shep Fields and ork, Buck and Bubbles, Three Chesterfields and *The Unfinished Dance*.

St. Paul:

Desi, Marion Hutton, Radio City, Pull 28G

ST. PAUL, Nov. 1.—Desi Arnaz's ork and Marion Hutton drew \$28,000 to the Radio City Theater for the week ended Thursday (30). Arnaz's gross was \$4,500 better for the 4,000-seat house than his 1946 figure. Pic was Red Skelton in *Merton of the Movies*.

Arnaz-Hutton was the last booking for the house until at least New Year's week.

Brown Weak 14G at Million \$

LOS ANGELES, Nov. 1.—Les Brown's ork brought in a weakish \$14,700 for their stint at the Million Dollar Theater, which was about even with Jimmy Dorsey's draw the previous week. Bill included terpster Jeanne Blanche and screen-radio comedienne Irene Ryan, with Ray Kellogg, Eileen Wilson and Stubby Brown, band personnel, holding down featured slots. Pic was *Gas House Kids Go West*.

Boston Sags to 22G

BOSTON, Nov. 1.—The Boston Theater sagged to \$22,000 for the week ending Wednesday (29). The bill, given a high rating by local critx, was headed by Hal Leroy, Jean Darling and Alan Carney and second week of *Singapore*.

ICE VOGUES OF 1948

(Continued from page 4)
with Marie Krall and Georg Von Birgelen doing a bit of adagio. A climax of beauty was reached in *Holiday in Hong Kong*, with dazzling Chinese costumes and some outstanding adagio work by Von Birgelen and Diana Grafton.

The second part opened with a horse show ensemble, and the show concluded with a Scottish dress parade, with Jay Cantwell swinging a nifty baton.

Outstanding stars of the show in figure and fancy skating were Jack Richardson, Bobby Blake and Mari-

Only 2 of Atlanta's 8 Spots Echo to the Registers' Ring

(Continued from page 38)

few top-flight night clubs in the country with a midday show. The room packs them in both night and day. Cannon's policy leans toward three or four acts built around name acts booked by Monk Arnold, one of the city's few booking agents. The room is still in the last stages of a \$25,000 remodeling job.

Another factor that apparently makes a night club click in Atlanta is a hotel location. Atlanta records show that many niteries were opened in the last 15 years, but not one with a floorshow is in existence today except for the hotel spots. No rent and easy accessibility to transient trade are the factors in this case.

Of the other niteries here, the Biltmore's Empire Room with an ork budget of about \$1,000 is probably the most important. With a fairly low budget compared with the Paradise and the Rainbow, the Empire Room is doing above average.

However, the other five niteries in town—only two of which are not in hotels—are suffering except on week-ends. Most are depending on the football crowds to pull them thru. The lounges are also looking for cold weather to force a lot of patrons indoors for dancing and a chance to drink mixed drinks—two pleasures not allowed in any public place in Atlanta except the eight niteries. Taverns can sell only beer or wine.

Ice Show Sellout in London; Arnold Planning Four More

LONDON, Nov. 1.—Last night's first show of *Stars On Ice* is likely to add to Tom Arnold's reputation as an ice show promoter. Highlights of the show are definitely the McKellen Brothers, the Three Rookies and Eddie Marcel. These three American acts are to be signed up by Arnold for ice shows in the provinces.

Adele Inge, Daphne Walker, George Mansfield and Bernie Harris now represent the core of Arnold's English skating talent and are expected to tour France and Scandinavia this winter. London gets no less than five different skating shows for the coming winter. Two of these are to be offered at the Stoll Theater (5,000 seats), in which Arnold is trying to obtain an interest.

Stars On Ice is booked to the last seat for the first two of its four weeks' run.

lyn Quinn. Miss Quinn had a fascinating rhythm solo number. Richardson was a debonair exponent of technical footwork, and together the two did a *Northwest Romance* that had plenty of color and fine skating.

Bobby Blake, with an ingratiating smile, socked the crowd with his swing number on skates. He and Diana Grafton teamed up in some fast Irish paces in *A Bit of Old Erin*.

A. S. Kany.

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IN SHORT

(Continued from page 37)

Doc's Show Bar, suburban spot in Hamtramck, Detroit, formerly operated by Doc Dzialo, being taken over by a new partnership—Frank Worzniak, Arthur Gronkowski and Carl J. Frederick and relabeled the Esquire Show Bar. Ray Grabin is the first pianist under the new owners.

Sally's Swingsters will remain at Crossmore Club, Hobart, Ind., until December 1. . . . New Don Marlowe Agency open for biz in Hollywood. . . . Josh White will give a one-man concert in the Philharmonic Auditorium, Los Angeles, November 19. While on the Coast, White will work in several pictures and do a series of recordings. . . . Tex Dorman opened a school in Mount Olive, Ala., to train teen-agers for vaudeville and night club work. Purpose is to guide underprivileged. There is no fee contemplated—only cost is expenses and clothes.

Co-Op Scenic Studio Urged By Langner To Reduce Costs

NEW YORK, Nov. 1.—Producers are getting set to hand an ultimatum to scenic studios where shows are built and painted—either costs are to be drastically reduced or else they will get together, set up their own co-operative scenic shop and build and paint their own sets. This was the gist of an interview given by Lawrence Langner, head of the Theater Guild, to *The Billboard*. The League of New York Theaters, the producers' association, already has appointed a committee headed by Langner to study the question of costs. The committee is sending out a questionnaire on the subject to

ANTA Would Raise Fund Via Legit Sunday Benefits

NEW YORK, Nov. 1.—American National Theater and Academy has come up with a plan to have each legit show give an ANTA benefit on Sunday night to raise funds. Theater org is now approaching producers to get their blessings with a green light almost certain from Cheryl Crawford, Max Gordon and several others.

ANTA also is working on several other schemes to raise money from Sunday night benefits. Org is virtually without funds and works mostly on volunteer help.

There also is a project afoot to produce a film using big legit names and giving the producer's cut of the movie to ANTA. Film is still in the discussion stage.

Equity Refuses To Ease Up Rules For Senior Rating

NEW YORK, Nov. 1.—An attempt to reopen the question of making senior status in Equity easier to attain for juniors in the org was defeated at the council meeting Tuesday (28).

Recent proposal to lessen requirements from 50 to 30 weeks for senior classification was defeated in a referendum by members of the actors' org.

Shaw's "Arms and the Man" May Be Produced on Coast

NEW YORK, Nov. 1.—*Arms and the Man* may be produced on the Coast by the American National Theater and Academy in association with Theater, Inc., which will jointly sponsor the venture. The Bernard Shaw play would star Jose Ferrer and Philip Bourneouf and open at the Tivoli Theater in San Francisco.

Production, dependent upon Ferrer being available to play Bluntschli, will get under way if the actor gets clear of his movie commitments.

"Romeo and Juliet" Attached

DAVENPORT, Ia., Nov. 1.—Box office receipts of the New York Civic Opera Company's *Romeo and Juliet* were attached here by a deputy sheriff on a court order issued in Muscatine County District Court by the Knights of Columbus lodge in Muscatine, Ia. The deputy sheriff obtained \$274.27 in receipts, while the attachment order was for \$1,240.

The opera company, it was contended, was scheduled to appear in Muscatine in January, 1946, but failed to fulfill the engagement due to an automobile wreck by some of the troupe. Officials of the lodge claimed they were not notified and as a result were entitled to damages.

League members soon.

Langner made clear he had no quarrel with unions and felt their rates were justified on the basis of higher living costs, but he pointed out that scenic studios were making 300 to 500 per cent profit on sets. He said that scenery could be built and painted on the Coast for 50 per cent less than in New York and claimed that the hike in costs was likely to result in fewer shows, especially the artistic kind being produced. This he viewed as being disastrous to the future of the theater.

His solution was the co-operative ownership of a scenic studio by the League of New York Theaters employing, of course, union labor in New York. All this would be done after a meeting with the scenic studios to hear their side of the story. Langner also pointed to the cost of costumes and said they, too, would have to drop. An indication of the methods that managers may resort to may be seen in the fact that Monte Proser and Joseph Kipness, producers of *High Button Shoes*, practically set a costume studio up in business for their show. The saving in costume costs was easily 25 per cent.

The Theater Guild exec, in answer to a question, said that rental costs for theaters were not too high. He felt that our system, where the house shares the gamble with the producer on the show is a good one in contrast to the practice in Europe, where shows pay a flat sum. He also indicated that if, as a result of the action to reduce costs, anyone "should discriminate against the Theater Guild, the Guild is well able to take care of itself thru legal means."

"Medium" Succeeds Both Commercially And Artistically

NEW YORK, Nov. 1.—What had stacked up as an artistic success and a commercial failure—*The Medium* and *The Telephone*, the musical bill which closes today, has turned into a click on both counts. The musical has made its dough back on Broadway and looks set for a prosperous road tour, with two weeks in Philadelphia and two weeks in Boston first on the itinerary.

Altho the show did not need any physical production because the sets and costumes were those used in the initial presentation at the Hecksher Foundation by the Ballet Society last spring, before production bills were paid \$35,000 was laid on the line. This also includes plenty of cabbage used to keep the musical running while it was catching on during the shaky first eight weeks.

Best week's business was in Sep-

Smalltown Legit Circuit Being Built in Upper N. Y.

NEW YORK, Nov. 1.—A new six-week 30-town legit circuit is being built in Upper New York State by Skaneateles Theater, Inc., a legit outfit which already has trouped *Kiss and Tell* for six weeks and opens its second production, *The Late George Apley*, today in Sampson.

Group travels by bus and is hitting sections of the State that have been virtually without legit for many years. It goes into the small towns, such as Tully, with a population of 719, of which 600 turned out for the show. On the other hand, the largest city it visited was Auburn, popu-

Anti-Bias Clause In Actor Contract Seen as Pressure

NEW YORK, Nov. 1.—Opinion is growing in legit circles that the clause in actors' contracts regarding discrimination in Washington's National Theater leaves actors open to all kinds of pressure from managers. Provision states that if agreement on segregation question in town's only legit house isn't reached by August 1, 1948, "the actor shall not be required to perform in any theater in Washington, D. C., where discrimination is practiced against any actor or patron of the theater by reason of his race, color or creed."

Originally, according to those in the know, this section was to read that an actor cannot perform. However, because of fear of a damage suit, Equity changed its tune to a weaker melody. Now the claim is that actors who want jobs badly—and there are many during these times—will be glad to sign a contract even tho they know that the show will hit Washington. In any event, a manager who wanted an actor badly enough even during the old agreement would have complied with his request that the show doesn't play a certain town. So now the feeling is that tho actors can't be forced to sign contracts where the show would play Washington, there is nothing in the contract to prohibit them from playing the town, or to stop the manager asking them to play the town. All this must be taken into account in light of the fact that the nation's capital is one of the most sugary plums in the road vineyard and brings in grosses that stack up with any other city in the country—in other words, a town manager will not easily surrender.

Of course, some Equity execs claim that the strategy will be to prohibit Equity members from playing Washington if agreement isn't reached by the stated date. That would leave the org open to the same damage suit, but its story is that Marcus Heiman, lessee of the theater, would not risk the bad publicity attendant upon such a suit.

Another facet of the question is the hope that some legislation to ban discrimination will be instituted in Washington now that the President's committee on civil rights has made a report, singling out that city as a national sore spot.

tember, when it hit \$16,500 one week, but the show averaged 14G. The break-even point being about \$11,500, the show made \$2,500 for 16 weeks, or about 40G. Ballet Society is listed as a partner in the production because it put its sets and costumes into the show. One of the features of the production was the exceptional use of flacking to sell the show.

Equity To Stop Urging Merger Of 4A's Units

(Continued from page 3)

conscious of the need for unity in order to fight the statute. Because agreement could not be had among all the unions, plan was to unite two unions, such as Equity and the American Federation of Radio Artists, and if the scheme worked to bring in other 4A's unions. However, this has now fallen thru because Equity feels it would lose its position as the parent org of 4A's and its standing in the labor movement where it is known as the founder of the performer unions.

Single Card Issue

Equity committee also feels that the question of one card for members of all 4A's unions is not of paramount importance. Members in the different orgs have worked for many years without having one card and committee claims that they still can work that way. In addition, Equity committee also points out that it was the only union to genuinely try to effect the merger. Originally the 4A's merger was stymied because the Screen Actors' Guild had its main office on the Coast and did not want to move here.

Grievance Group Reactivated by Chorus Equity

NEW YORK, Nov. 1.—The quarterly meeting of Chorus Equity (CE), held yesterday with 200 members present at the Hotel Capitol, activated its grievance committee at the request of the members. Committee in charge of CE members' complaints had become inactive because many of the key members were on the road. However, seven replacements for those on tour were voted, the choices being Joseph Lautner, Ray Cooke, Nat Ferey, Ybonne Tibor, John Schmidt, Sascha Pressman and Bob Baye.

Chief topic of discussion at the meeting was whether discharges without cause from musicals were justified. This matter was referred to the reactivated grievance committee with a report expected to be made at the next quarterly meet.

New Scenic Designing Rates Sent to New York Producers

NEW YORK, Nov. 1.—New rates for scenic designers will go into effect December 1. A copy of the rates was sent to individual producers and to the League of New York Theaters yesterday.

As already reported in *The Billboard* (October 18), new designing cost for the first set will tilt \$350 to \$850 with an additional \$150 to \$400 for the next four sets.

"Fatal Weakness" Pulls 17G In 8 Twin City Showings

ST. PAUL, Nov. 1.—*Fatal Weakness*, with Ina Claire, grossed \$17,000 for eight performances in the Twin Cities last week. The St. Paul engagement Friday and Saturday (24-25) drew \$8,000 to the auditorium box-office for three performances. The Lyceum Theater, Minneapolis, with five performances (20-23), grossed \$9,000.

St. Paul's next legit attraction is *State of the Union*, November 14 and 15. Minneapolis brings back *Voice of the Turtle* for the third showing in mid-December.

OUT-OF-TOWN OPENINGS

A STREETCAR NAMED DESIRE

(Opened Thursday, October 30, 1947)

SHUBERT THEATER,
NEW HAVEN, CONN.

A new play by Tennessee Williams. Director Elia Kazan. Scenery and lighting, Jo Mielzinger. Costumes, Lucinda Ballard. Assistant to the producer, Irving Schneider. Company manager, Max Siegal. Press representative, Ben Korzweil. Production stage manager, Robert Downing; stage managers, Clinton Wilder and Joanna Albus. Author's representative, Liebling-Wood. Presented by Irene M. Selznick.

Negro Woman.....Gee Gee James
Eunice Hubbel.....Peg Hillias
Stanley Kowalski.....Marlon Brando
Stella Kowalski.....Kim Hunter
Steve Hubbel.....Rudy Bond
Harold Mitchell (Mitch).....Karl Malden
Mexican Woman.....Edna Thomas
Tangle Vender.....Richard Carlyle
Blanche Du Bois.....Jessica Tandy
Pablo Gonzales.....Nick Dennis
A Young Collector.....Vito Christl
Nurse.....Anne Dere
Doctor.....Richard Garrick

Tennessee Williams, in *Streetcar Named Desire* has developed the theme of the fallen angel along completely new lines and has done it with all the tragic beauty that is symbolized by the magnolia. In a magnificent burst of playwriting craftsmanship matched by the superb work of his cast, Williams draws a delicate parallel to the early blooming flower of the South, which, once fallen, contaminates all it touches with its quick decay. His Blanche Du Bois (played brilliantly by Jessica Tandy) is something new in Southern belles. She appears, mistakenly, in the beginning of the two-act play to be a tritely familiar type, but before very long, thru the medium of the expert scripting and the adroit handling of an arduous role by Miss Tandy, the character transforms from the snobbish aristocratic personality of fading beauty into the transparency of a tragic figure which forecasts the inevitable denouement.

While the play moves very slowly at first and is in bad need of tightening, there can be no doubt that Williams has written another hit that should bid fair to surpass any of his past work. The play is highly controversial and is, for the most part, definitely morbid. But it is excellent theater. It should be warmly welcomed by Stem theater-goers seeking genuine drama.

Jessica Tandy is, of course, the most arresting figure in the play and she handles her very tough assignment in a manner that only can be classified as great. Her role, which finds her onstage for almost the entire play, forces her to run the gamut of emotions. Despite the many opportunities that the script has given her to over-act, she never once lets the play get away from her. It is perhaps the most meaty role for an actress since *Dream Girl*, and Miss Tandy gives the part a genuine three-dimensional playing.

Director Elia Kazan, who has often been extremely adroit in selecting supporting players, has surpassed himself in this play. Every one of the players gives a shining performance. If any can be pointed above the others, second honors may go to Marlon Brando (as Stanley Kowalski) and to Kim Hunter (as Stella Kowalski) who are completely convincing and match Miss Tandy's character-shading to the last line.

Kazan's direction is top drawer and, despite the present slowness of the play, manages to bring the constant illusion of movement at all times. His employing of off-stage figures and sounds that blend with the action and set a mood is a joy to behold. Jo Mielzinger's set is in his best tradition.

There isn't much doubt about the destination of *Streetcar*. As soon as the necessary surgery is performed and the action speeded up, it will take its place as another great show.
Sidney Golly.

SAM EGO'S HOUSE OR ANGELS AGHAST

(Opened Thursday, October 30, 1947)

CIRCLE THEATER, HOLLYWOOD

A play by William Saroyan. Directed by Mabel Albertson. Settings by Cyril Jones. Costumes by Helen Jane Siegfus. Stage manager, Lali Schuchett. Theater murals by Sidney Rushakoff. Presented by the Circle Players.

Announcer.....Ken Harvey
Auctioneer.....Larry Salters
Administrator.....Julian Ludwig
House Mover.....George Englund
Utmost Urge.....Ken Harvey
House Mover's Brother.....Sydney Chaplin
Man on Steps.....Sergei York
Girl.....Terry Jenks
First Boy.....Ronald Webb
Second Boy.....Jimmy Ogg
Third Boy.....Paul Sanchez
Fourth Boy.....Howard Jeffrey
Sam Ego.....William Schallert
Easy Urge.....Terry Kilburn
Sexton.....H. George Stern
Paper Boy.....Daniel Harvey
Fireman.....Robert Chenault
Pastor.....John Crawford
First Boy Scout.....Byron Raphael
New Boy Scout.....Ronald Lynn
Choir Leader.....Kathleen Freeman
First Man From Lunatic Asylum.....Herb Cahill
Second Man From Lunatic Asylum.....Lawrence Holden

Dancey Urge.....Dee Tormey
Mrs. Urge.....Catherine Barber
House Mover's Wife.....Edith Kroll
Brother's Wife.....Naomi Stevens
Messenger.....F. Earle Herdan
Outer Urge.....Bob Chenault
Ample Urge.....Ernest Whitman
Inner Urge.....Kell Nordenschild

CROWDS: Carolyn Bacher, Winifred Mann, Betty Harford, Dee Tormey, Sergei York, Lali Schuchett, Mary Davenport, Sherry Hall and Terry Jenks.

BOY SCOUTS: Jimmy Ogg, Ronald Webb, Howard Jeffrey, Paul Sanchez and Daniel Schwartz.

After a six-year silence, William Saroyan has come up with a new three-act drama, and entrusted its maiden voyage to a group of trail-blazing young thespians whose "circular theater" staging method has brought them much acclaim from critics. And, judging from their presentation of Saroyan's lusty new babe, the praise is well earned. Working with the barest of settings and props, the Circle Players at once capture the feeling of Saroyan's newest epic. Like most of Saroyan's writing, there is too much to absorb at one sitting.

Most apparent from the start is the impression that Saroyan's new preachment is heavily cloaked in "commercial" theater. By sugar-coating his lecturing, the author has provided much to amuse and delight the audience. When one least expects it, he tosses in the inevitable doses of Saroyanish philosophy. There is the usual word assortment of characters and, as is his habit, Saroyan calls on life's "little" people to preach his sermons. But with it all, the play offers high entertainment values, albeit the newest piece lacks some of the power of *The Time of Your Life* or *The Human Comedy*.

What passes for a plot is the story of moving an old neglected house from the wealthy section of the city of Angels Aghast, Calif., to the slum area. Sam Ego, owner of the mansion, has long been committed to an insane asylum, and efforts to sell the house at auction have failed. Since estate administrators are forbidden to destroy the edifice, a deal is finally made with Utmost Urge, local junkman, to buy the house for \$1.50 and move it intact to his remote junkyard. The trip over the six-mile area between home sites is long and arduous, during which the house movers encounter difficulties which continually threaten to defeat their project. There is civic pressure to destroy the house on grounds that it constitutes a traffic hazard. Sam Ego escapes from the booby hatch and finds refuge in his own home, now being moved. The new owner shelters him and in the end Ego is adjudged sane and remains a welcome guest in the Urge home.

During the trip, the house is temporarily halted directly in front of a

OFF BROADWAY

THE WATCHED POT

(Opened Tuesday, October 28, 1947)

CHERRY LANE THEATER

A comedy by Saki (H. H. Munro). Directed by Walter Mullen. Settings, Bob Ramsey. Stage manager, Jackie Hitchcock. Lighting, Alan Harper. Presented by Onstage.

Mrs. Vulpy.....Elsie Clauss
Ludovic.....Kochast Sayers
Clare.....Ellen Green
Sybil.....Genevieve Griffin
Agatha.....Barbara Long
Trevor.....Walter Mullen
William.....Jan Kindler
Hortensia.....Olivia
Rene St. Gall.....Jean Saks
Sparrowby.....Jan Campbell
Col. Mutsome.....David Perkins

After having had a fling at arty drama with its last show, it is good to report that Onstage has returned to normalcy and is presenting a script full of chuckles and belly laughs, among other things. However, altho *The Watched Pot*, the work of the famous short story writer, Saki (H. H. Munro), has plenty of wit to its credit, the script isn't and probably won't ever be ready for Broadway.

Pot is strictly featherweight bit off which concerns the problem of marrying off a very eligible young bachelor so that he will take over his estate and dispossess his mother, a disliked old harridan. The initial notion is an intriguing one, but after a good first act and in spite of many amusing moments later, the script proceeds to go downhill because of a lack of plot angles. And the solution leaves the audience somewhat disappointed.

The production also leaves much to be desired. The play, a brittle English comedy, must have a slickness and polish which only the best and most accomplished actors can bring to a script. While Onstage has plenty of talent in its ranks, it hasn't the ripeness and the professional touch to do Pot justice. All this becomes more evident when actors muff, run thru and misread lines during the performance.

Standout thespian job is turned in by Jean Saks as a feather-brained local lad, averse to any occupation except playing the fool. Saks is good for plenty of laughs with his drolleries and wacky remarks, but also goes overboard at times by affecting a Groucho Marx lingo which (See *The Watched Pot* on page 44)

church, which leads to a series of riotous doings and affords Saroyan a chance to preach on modern day religion, and the benevolent incompetence of the Boy Scouts of America. In the end, of course, the moving job is finished, the late World War II ends, the house movers (who dream of marrying real home makers) hitch up with a couple of Brooklyn floozies, and Utmost Urge's three sons return from the wars.

As in all Saroyan offerings, this play is all things to all men. Taken singly, his philosophical sequences can be broadly interpreted. In summation, it's the old Saroyan cry that all men are brothers—but that we don't act like it. All in all, Saroyan has injected more optimism in his writing this time. In contrast to his earlier epics, *Sam Ego's House* ends on a note of promise rather than despair. For those who like Saroyan, *Sam Ego* is sure to please.

Mabel Albertson's direction sparkles with fast pace and exact shading. The cast works with the intensity and seriousness which the drama demands, turning in performances which equal and sometimes even surpass high professional standards. Best in the cast of fine players are George Englund and Sydney Chaplin as the house movers, William Schallert as Sam Ego and Ken Harvey as Utmost Urge. H. George Stern makes his role of sexton a stand-out. Terry Kilburn, Larry Salters and

HOBOES IN HEAVEN

(Opened Tuesday, October 28, 1947)

BLACKFRIARS' THEATER

A play by G. M. Martens and Andre Obey. Staged by Dennis Gurney. Sets by David Reppas. Costumes by Geraldine Tyne. Stage manager, Chris Gaye. Presented by the Blackfriars' Guild.

The Companions of the Road: Frank Mallon, tenor; Jim O'Connell, tenor; Tim Walsh, baritone; Bill Lyons, bass.

Boule.....Leo Herbert
Flavie.....Kate Gibbons
Goelke.....Gertrude Murphy
The Sexton.....Alfred Rellly
Rietje.....William Dunn
Manse.....Margaret Mohan
Djakke.....Charles Metten
The Ass.....Tom O'Connor
Constable.....Warren Burmeister
Bellhop.....Alan Mazza
Bar Man.....Nappy Whiting
Lucifer.....Alan Glendening
Balti.....Kate Gibbons
Michael, the Archangel.....Michael O'Casey
St. Nicodemus.....Nappy Whiting
St. Nicholas.....Angy Vitanza
St. Peter.....Tom O'Connor
The Blessed Virgin.....Rose Mary Mechem
Mentle.....Joseph Beley
Wies.....Angy Vitanza
Young Boy.....Robert Lilly
Demons: Charles Metten, Miss Mohan, Miss Phelan.

Chorus of Angels: Miss Phelan, Miss Mohan; Messrs. Rellly, Metten, Glendening, Mazza and Burmeister.

There must be something in Flemish and French humor that misses this reporter's ear. At least this is true insofar as it concerns *Hoboes in Heaven*, the G. M. Martens-Andre Obey opus which the Blackfriars' Guild is offering for its season's opener. A note with the program advises that a couple of anonymous G.I.'s ran off a quick translation and hope is expressed that the original Flemish flavor has been maintained. Be that as it may, this reporter finds it unfunny, sometimes macabre and over-all irreverent, and wonders why an organization like the Blackfriars picked it out for presentation.

In general, matters concern Messrs. Boule and Rietje. For some reason or other they are dressing up as St. Nicholas and St. Nicodemus. There are two ladies who are evidently married to them. There is also a sexton and a jackass and a great deal of talk about the feast of St. Nicholas. Anyway, the boys go out on the town and are smacked by a cab. They are brought back and laid out with appropriate candles.

Round Trip to Hell

So comes a dream sequence in which they take a trip to hell and heaven. For some reason unknown to this reporter the lads are granted a fresh start in life. It isn't really necessary, but it offers the opportunity for another stanza of talk and comic relief by the sexton as he measures them for caskets. However, of course they are not really dead, and bob up serenely to go out again on their feast-day mission—whatever it is. Presumably, they have learned a lesson, but one wouldn't know just what it is.

All of this is played on the tiny Blackfriars stage by a large cast backed by a chanting quartet, billed as "companions of the road." Dennis Gurney has done a competently paced job of direction, considering that the stage of necessity gives the impression of fairly popping with actors. On the acting side, Leo Herbert and William Dunn work manfully with the not-so-comic pair of hoboes, but what there is to work with is mostly Grade B slapstick. Kate Gibbons and Margaret Mohan are acceptable as the fem interest. The quartet comes thru with a fine grade of harmony. The rest are so-so.

It may be that *Hoboes* will have a certain earth appeal. From this pew it seems doubtful. *Bob Francis.*

John Crawford score in small roles. In a play of unconventional settings, Sidney Rushakoff has designed original theater wall murals, which give the 100-seat house an effective feeling of intimacy. *Alan Fischler.*

Magic

By Bill Sachs

GEORGE MARQUIS, writing from Van Wert, O., voices his objection to the expose of several standard magic items in the October issue of *Popular Mechanics*. "We were all proud to say that Chester Morris, of the movies, was a magician," type-writes Marquis. He is a well-known actor and his presence in magic has lent a certain prestige that is also gained thru the magical activities of such personalities as Edgar Bergen, Max Terhune, Orson Welles, Peter Godfrey and others of the film world. I was shocked when I opened the October issue of *Popular Mechanics* and found a many-page expose of standard magic either written by or ghost written for Chester Morris. Such numbers as *The Square Circle*, *Billet Reading*, etc., all carefully explained as tho it were the duty of Judas in Hollywood to sell his magical obligation for less than 30 pieces of publicity." . . . Harry Opel, vet Toledo magish, seconds Marquis's remarks with a postaled query, "Are the expose committees of the SAM and IBM asleep? Look at the current issue of *Popular Mechanics* and you will see why I ask." . . . The Great Lester (Noel Lester) played the first date for his new agent-manager, Anton Scibilia, at the Syrian Mosque, Pittsburgh, October 27-28. Scibilia, who also handles the managerial reins for Bill Neff, plans to point Lester eastward and into the major vaude houses. . . . Paul Hubbard, who has been working schools in the Greater Cincinnati area since September 17, concludes his bookings there November 7 to work thru Central Ohio. He returns to Cincy early in December for another week of bookings. . . . Marco Maliny is working engagement in the Cincy sector this week. . . . Hawthorne the Magician (Lewis A. Miller) died October 23 at Oak Knoll Hospital, Oakland, Calif. Further details in *Final Curtain*, this issue. . . . Bob Nelson, of the Nelson Enterprises, Columbia, O., continues to net himself reams of free publicity in newspapers and mags. His latest score along those lines was a full-page, with photos, in the October 25 issue of *The Columbus Star*.

JAY PALMER and Doreen are back in New York after five years abroad for USO-Camp Shows, Inc., which took them three-quarters around the world. Doreen is well and good after her recent operation in Japan. They expect to rest up around New York most of the winter. . . . Jay Clarke, mentalist, is in his seventh consecutive week on the stage of the Roxy Theater, Tacoma, Wash. . . . L. E. (Roba) Collins posts that he's booked in Missouri and Arkansas schools until December with his Magic Circus. He recently enjoyed a two-day visit with Ray Amy, of the magic-mental team of Ray and Norvelle, working out of Belmont Agency, St. Louis. . . . Magicians Jules Kallen and Tita are celebrating the arrival of a son, Robert, at Lenox Hill Hospital, New York, October 14. . . . Dr. Murray Holt, Cincinnati trixster, was a feature of the Hollywood Spook Night Party held at the Cincinnati Variety Club Saturday night (1). . . . The Marquis Show, which began its new season in Ohio October 22, is playing Indiana and Illinois theaters with a midnight horror presentation in a deal arranged by Hal Hamilton, Marquis's agent, with Pete Panages, booker for the Alliance Theatrical Productions. In addition to the midnighters, Marquis is doing full-evening shows in the towns under auspices, using 12 major illusions added this season. Cleo Thafflin, of Findlay, O., is stage manager with the Marquis unit.

Chi Ticket Tax Wins Support

CHICAGO, Nov. 1.—Despite a continuing fight on the part of the amusement industry here to prevent the levying of a new local 3 per cent tax on amusement tickets, developments this week indicated the measure might be pushed thru. Thru an entertainment council, the amusement industry has been fighting the measure, with movie houses running Hollywood-made trailers against the bill and mailing over 600,000 patron protests. At a council meeting Wednesday, Ald. Frank Keenan, referring to a recent statement by Governor Dwight H. Green that the State might be willing to split part of its revenue with Chicago, claimed that if it did, an amusement tax would be unnecessary. To this he received from backers of the tax, statements that State revenue-splitting measures would have to be on the statute books before cancellation of amusement tax measure would be possible.

Another blow was the announcement by Mayor Martin Kennelly that he would appear before council Monday (3) to plea for amusement tax measure. Kennelly's plea is expected to be a demand for a virtual vote of confidence in his administration and thus is expected to carry great weight.

Indication that many aldermen already are in favor of the amusement tax was seen in a poll conducted by *The Chicago Sun*. The poll showed that 22 aldermen were in favor of the bill, while 22 were opposed and four were doubtful.

Jewish Federation Launches '47 Drive

NEW YORK, Nov. 1.—The showbiz division of the Federation of Jewish Philanthropies' fund-raising drive will hold a luncheon meeting at the Hotel Astor for its first get-together Wednesday (5).

Top names on the showbiz roster will attend the meeting and Si Fabian, president of Fabian Theaters, will serve as chairman.

The campaign will seek to raise \$15,000,000, which is an increase of \$3,000,000 over last year's appeal, to aid the 116 institutions and agencies affiliated with the Federation, including hospitals, child-care agencies, community centers, settlement houses, vocational and employment services and family welfare counsel.

Holstein's Songs Worth 3G Legacy

OMAHA, Nov. 1.—Ervin E. Holstein, who used to sing lonesome cowboy songs over KMA, Shenandoah, Ia., twanged the heartstrings of Mrs. Regina S. Graves, 78-year-old Omaha old-age pensioner.

When her will was admitted to probate Thursday (30), it was found that the woman had left Holstein, who also uses the stage name of Chick Holstein, her home and jewelry.

"I want my dear friend Ervin to have all that I own—everything—my house and all that is in it," she prescribed in her will. Her attorney estimated the home is worth \$3,000. Later \$200 worth of jewelry was found. The woman's attorney found pictures of Holstein and love notes to him around Mrs. Graves's radio. She died last July 11.

The woman's attorney has been unable to find Holstein.

Burlesque

By UNO

TOM PHILLIPS, B. A. A. chief, back at his desk after five weeks of pneumonia. . . . Lester Mack cast by Max Richards for a Universal Western pic that will have Tuxedo, N. Y., for a background. . . . Peaches Strange just completed 18 weeks at the Follies, Los Angeles. Lili St. Cyr opens November 21. Remaining principals are Monkey Kirkland, Parker Gee, Billy Mack and Margie Roye. Evelyn West closed and migrated to niteries. . . . Palmer Cote and Bettie Lee booked for a return to the Midwest circuit after a long stretch of fairs with the George Clyde Smith shows thruout Southern territory. Cote's concessions include shooting gallery and penny pitch, both sold recently. . . . Billy Jones, comic, while in Pittsburgh recently, met up with Billy Ensor, co-worker in the Duquesne Comedy Four, whom he had not seen in 20 years. . . . Betty Howard, strip, whose home is in Daytona Beach, Fla., is a Hirst wheel newcomer from the President-Follies, San Francisco, and prior to that as a chorine at the Troc, Philadelphia. . . . George Murray and Eileen Hubert, having completed a Hirst circuit tour, shift to the Midwest, opening November 26 at the Embassy, Rochester.

CAROL LORD has shelved her booking business to return to her former stripping act. Opened October 23 for two weeks at the Melody Club, Union City, N. J., thru Mickey Owens, who has her slated next for the Club Aloha, Brooklyn, where his second try at injecting units into niteries (first now operating at the Club Nocturne, Manhattan) becomes an actuality next week. Carol's co-principals at the Aloha will be Benny (Wop) Moore, Harry Bentley and Bob Rogers. . . . Janie Johnson, tapster, formerly in niteries, is a first timer in burly with the Kinn-Murray-Jones unit on the Hirst wheel. . . . Eunice Lake, acro and tap dancer, is another to make her debut in burly with the Taylor-Kay unit. Eunice hails from vaude, hotels and niteries. . . . Freddie O'Brien, producer, shifted to the Hudson, Union City, last week, with Billy Koud moving to the Gayety, Washington. . . . Grand, St. Louis, has Connie Karch, Josephine Torinino, Betty Cox and Betty Baker, new chorines. Peggy O'Connor quit the ranks to advance to strip tease principal. Lisa Swanson, while at the Grand, played her first engagement as featured strip. Judge Reinelberger, ork leader, out to run for Senator from his home town, Venice, Ill. . . . Irene Hampton, local nitery emcee, takes time out for a rave at the good chorus qualities and at producer Ida Rose at the Palace, Buffalo. . . . Virginia Kinn moves from featured spot on the Hirst wheel to a similar berth on the Midwest, opening November 28 in Kansas City. . . . Lew Carter, billed as The Man With a Thousand Voices, also a comedy violinist, is making his debut in burly as a novelty specialist, traveling with a Hirst unit. Before his four years with the Marine Corps he was a bass fiddler with a Fred Waring unit. Jack Keating, straight, posts from Bari, Italy: "On my way to Rome to pick up some local color for Cliff Cochran's *Tony, the Dago* scene." Jack, however, fails to relate what his real mission in Italy is.

Al LeRoy and Dottie Hale celebrated their wedding with a reception on the stage of the Grand Theater, Youngstown, O. Attending the party were Jill Parker, Heide Shaw, Ernie Mariana, Al and Margie Anger, Jimmie Fouts, Connie James, Lee Marlow, Vivien Hager, Lisa Swanson, Freddie Frampton and Jack Kane.

Strippers Cost \$400 Fine in Waterbury

HARTFORD, Conn., Nov. 1.—Judge Charles Summa in Waterbury City Court Thursday (30) fined Fred Miccio \$400 and imposed a 30-day suspended jail sentence on two counts of presenting "an immoral and indecent exhibition" by strippers at the Jacques Theater in Waterbury October 21 and 22. Miccio is co-manager of the house. His sidekick, Joseph Parletto, was acquitted. Miccio, free on \$1,000 bond, has appealed to Common Pleas Court.

The theater's license was revoked last week by Waterbury Police Chief William Roach. Witnesses at the trial included Wilfred Pratt, of Boston's Watch and Ward Society, and State police-woman Ruth Amann, of Westport barracks.

Wm. Morris Backs Up Weber

WASHINGTON, Nov. 1.—William Morris, president of William Morris Theatrical Agency, this week called upon the House Un-American Activities Committee to incorporate into the record of its hearing a series of affidavits defending John Weber, a Morris Agency literary agent, whom a witness had accused of sending plane secrets to Communist headquarters in New York. The charges were denied, and Morris consulted lawyers in an effort to determine whether action could be taken against Weber's accuser, writer John C. Moffitt.

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BAGLEY—George, 66, bag puncher and former partner in the Athletic Bagleys (George and Marie), recently in City Hospital, Boston. They had appeared in vaude and trouped with various carnivals. Survived by his widow, Claudia, a singer, and a daughter, Claudia. Burial in Mount Hope Cemetery, Boston.

BAIRD—Stewart, 66, baritone-diseur, actor, composer and writer, October 28 in New York. He was formerly the leading man in various productions, including *Vanity Fair* and *The Arrow Maker* and also appeared

In Memory of
**MAX
LINDERMAN**

A Great Showman—
A Real Friend
Gerald Snellens

in *The Blue Bird*, *The Piper* and *The Merry Wives of Windsor*. Baird was a dramatic critic for *The Boston Transcript*, and in 1920 began a recital career, illustrating his songs and monologs with dancing. He also wrote several productions for the stage. Survived by his widow.

BERNARD—Captain (W. K. Bernard McKay), 58, wild-animal trainer, in Winnipeg Military Hospital October 25. Born in England, Bernard traveled with the Bostock Animal Show and several American circuses, being associated with Clyde Beatty for many years. Survived by his widow and a sister of Winnipeg and five sisters and a brother of Edinburgh, Scotland. Burial in Brookside Memorial Cemetery, Winnipeg.

BRUNK—Mrs. Emma, 86, in Wichita, Kan., October 22. Survived by seven sons, Glenn, general agent for the Greater United Shows; Charles, agent for Harley Sadler's tent rep organization; Henry, head of Brunk's Comedians; Sam, salesman for Paramount Pictures in Oklahoma City;

THE FINAL CURTAIN

Paul, Crescent City, Calif., attorney; J. O., Vernon, Tex., merchant, and W. C. Greggs, of Walnut Ridge, Ark., and a daughter, Mrs. H. M. Coulson, Tulsa, Okla. Burial in Wichita Park Cemetery October 24.

CALLINAN — Leo J., 57, former manager and booking agent, October 19 in Charleston, W. Va. In 1925 he headed Callinan Attractions, Inc., booking agency, and later managed the Guy Lombardo, Vincent Lopez, Jan Garber and Emerson Gill bands. In 1929 Callinan managed Station WFJC, Akron. Survived by his widow, daughter and sister.

CUNNINGHAM — Robert L., 40, former co-owner with George W. and Maurice Lanning, of the California Aerial Attractions, October 19 in San Francisco. He had worked with the Sensational Royals, the Four Jacks and the Sensational Meteors. Survived by four brothers and a sister. Burial in Mount Olivet Cemetery, San Francisco, October 22.

FAY—William G., 75, Irish actor-producer and founder of the Abbey Theater, October 27 in London. He was manager of the Abbey Theater and produced as well as acted in a number of plays from 1904 to 1908, when he bought his Irish company to this country to appear in repertory in

Bambo with Al Jolson. Before retiring, Miss Cole toured the country in vaude.

FISHBEIN — Phil, owner of the Anchor Music Company, recently in New York of a heart attack.

FOX—William, 61, former vaudevillian, October 22 in New York. He was a partner in the vaude team of Fox and Stewart on the Keith and Orpheum circuits and appeared on the old Columbia burlesque wheel with *Billy Watson's Beef Trust* and in a road company of *Abie's Irish Rose*. He leaves his wife and son.

HENNESSEY—Frank, 85, former producer of road shows and an intimate of the late John Ringling, circus magnate, in New York October 28 of complications. The last show produced by Hennessey was *Brown's in Town*. After quitting the road, Hennessey settled in Sarasota, Fla., where he served for years as the unofficial greeter at the John Ringling Hotel. In recent years he had resided in New York.

HILL—C. Cadigan, 77, banner painter and artist, October 20 in Vassalboro, Me. Burial in Mt. Pleasant Cemetery, Augusta, Me.

HOWARD—Mrs. Emily Miles, 55, wife of Willie Howard, Broadway comedian, October 28 in New York. A former singer and dancer, she met Howard while they were both working in *The Passing Show*. She retired from showbiz when they were married in 1922.

KEOGH—William T., 87, former theatrical producer, October 27 in the Bronx. While a member of the firm of Davis & Keogh, he produced *Child Wife*, *Gypsy Girl*, *Sweet Molly*, *Oh* and *On the Bowery*. He later became a theater owner and, as president of the William T. Keogh Amusement Company, built a number of theaters. A son and a sister survive.

Edward Arlington

Edward Arlington, 73, at one time general agent for the old Barnum & Bailey Circus and part owner of the 101 Ranch Wild West Show and the Hagenbeck-Wallace Circus, died October 23 in Hillcrest Home, Huntington, L. I., N. Y., where he had been a patient since April. Survived by a daughter, Mrs. E. E. Van Sickle. His wife, Jeanette Bourne, died four years ago. (Details in Circus Section.)

LAMB—Burton E., 60, formerly of the vaude and tab team of Lamb and Lamb, October 23 in Veterans' Hospital, Dearborn, Mich. He started with the Ash Troupe of acrobats in Toledo at the age of 9. Musical shows in which he appeared include *The Broken Idol* and *The Land of Nod*. He retired several years ago because of ill health. He leaves his wife and partner, Nelda, a single in recent years, and two sons, Lester, nitery emcee, and Burton Jr., formerly in vaude and his parents. Interment in National Cemetery, Dayton, O.

LARIMORE—Earle, 46, one-time matinee idol and a member of the Stuart Walker Company during its seasons in Cincinnati, in New York October 24. Larimore abandoned a law career for the stage and became one of the most prominent leading men in this country.

LYONS—Bert, former rigger with fairs and circuses and associated with outdoor showbiz for 45 years, recently. Two sisters and a brother survive.

MARSHALL—Albert J. (Toots), 52, operator of Castle Farm, Cincinnati, one of the foremost night clubs in the Midwest in the late 1920's, in Deaconess Hospital, Cincinnati, October 30 of a cerebral hemorrhage.

Marshall opened the original Castle Farm in September, 1924, and presented name bands, including Paul Whiteman in his first night club appearance in the country. After the State condemned the original building Marshall built a more elaborate club which he operated until 18 months ago when he sold out and retired. Marshall also operated the old Toad Stool Inn, Cincinnati, where band leader Bernie Cummins got his start. Survivors include a sister, Mrs. Earl Vollmar, Hollywood, whose hus-

IN FOND MEMORY of My Dear Friend

**GEORGE M.
COHAN**

Who Died
November 5, 1942

JERRY VOGEL

band manages the Palladium dancery there, and four brothers, Joseph, Robert, Frank and John. Burial in St. Mary's Cemetery, St. Bernard, O.

McKEANE — Michael Jr., 35, former member of the Three Macks, teeterboard act, and the Three Byrons, comedy act, October 4 in Presbyterian Hospital, Philadelphia, of a heart ailment. Survived by his parents; a daughter, Donna Mae, Minneapolis; three brothers, John, Erie, Pa.; Amby, Philadelphia, and Robert, of the team Roberta and Mack, and two sisters, Mary, San Francisco, and Kathleen, of the act Healy and Mack. Burial in St. Mary's Cemetery, Avoca, Pa.

MILLER—Lewis A., former acrobat and magician, October 23 at Oak Knoll Hospital, Oakland, Calif. He began his career as an acrobat and later toured as a conjurer under the billing of Hawthorne the Magician. A veteran of the Spanish American War and World War I, he later became a captain of the National Guard of California and a lieutenant colonel of the governor's staff of the State of Nevada.

UTTAL—Lillian, 44, lyricist, October 23 in New York. She wrote under the name of Diana Johns.

In Memory of
MAX LINDERMAN

Showman, Partner and Friend

Frank Bergen

World of Mirth Shows

IN MEMORY of our friend

**MAX
LINDERMAN**

Former owner of the World
of Mirth Shows, who passed
away November 4, 1944.

**IZZY CETLIN
JACK WILSON**

Fla. Issues Special Trailer License In Lieu of Tax Charge

TALLAHASSEE, Fla., Nov. 1.—Showmen, Florida bound for the winter, can avoid payment of current personal property taxes on automobile trailers by purchasing a special license tag, State Attorney General J. Tom Watson said.

Two laws covering trailers were enacted by the 1947 Legislature. One provided for the assessment of ad valorem taxes at regular millage in counties that had no current license tag and the other levied a \$10 license fee on all trailer coaches used as housing accommodations.

The personal property tax may be assessed at any time, the attorney general said, and is payable within 15 days after a certificate of valuation is issued by the county tax assessor. "However, the owner of such automobile trailer is given the right to purchase a license tag in lieu of paying the said ad valorem taxes and paying all costs and charges in connection with the said ad valorem assessment prior to purchase of such license tag," Watson said.

He added that taxes for one year cannot be avoided by purchase of a license tag for the following year.

Tasmanian Fair 1st Aussie Annual To Bow to SGA

SYDNEY, Nov. 1.—The Tasmanian Royal Agricultural Society is the first of the big state royal fairs to come to terms with the Showman's Guild of Australia (SGA). According to the president of the Tasmanian branch of the SGA the Royal Society has agreed to recognize the SGA without granting monopoly of area and has adopted the SGA rules and by-laws. It has also agreed to grade and reorganize the midway area; provide trailer camp facilities; and to consider a plan of rental on a graduated scale. The Showman's Guild, for its part, has promised to provide brighter and more attractive shows and attractions for the coming and all future exhibitions.

Royal societies in all other sections of Australia have so far refused to recognize or deal with the Showman's Guild on an official basis so SGA officials are hoping that the Tasmanian agreement will lead up to others shortly.

Jessop Gets Nat'l Award for Making Outstanding Tent

BOSTON, Nov. 1.—United States Tent & Awning Company, Chicago, was the recipient of the bronze plaque and cash prize representing the first award for achievement at the 34th annual convention of the National Tent & Awning Manufacturers' Association held at the Copley Plaza Hotel here October 19-23.

S. T. Jessop, company president, accepted the award which was given for the design and manufacture of the General Motors Preview of Progress aluminum frame and cloth portable auditorium which seats 1,650 persons.

G. W. Johnson, vice-president, said that while the plaque will be prominently displayed in the general offices, the money award will go into a kitty for the benefit of employees who contributed their skill in building the winning entry.

Motor Speedway Round-Up:

10G Midget Auto Race To Mark Gilmore Finale Thanksgiving

LOS ANGELES, Nov. 1.—Grand Prix, to be held at Gilmore Stadium Thanksgiving night (27), will wind up the present midget auto racing season here. Every car owner and driver is working overtime to prepare equipment for the big race with its expected purse of \$10,000—making it the richest contest of its kind on the Pacific Coast. Ed Haddad has moved into second place for the Coast championship. He has 214.38 points to 265 for Danny Oakes, top man so far. Johnny McDowell is third with 206.96 points.

Wins at Culver City

CULVER CITY, Calif.—Walt Faulkner, San Diego, won the 150-lap feature Sunday, October 26, before 9,623 fans. Faulkner took the lead on the 95th lap and from that point was never headed. Gordon Reed finished second with Heath third. One crash marred the card. Duke Beamer's car flipped over twice, but the driver was uninjured. Bill Taylor captured the three-lap trophy dash.

Karl Young Scores Win

LOS ANGELES — Karl Young copped the 40-lap main event auto race at Gilmore Stadium here Thursday, October 23, before 10,000 persons. Norman Holtzkamp took second place, with Johnny Parsons third. Early racing was marked by a spectacular accident when Lyle Dickey's racer lost a wheel. His car spun and was struck by Henry Banks's midget and then flipped over. Dickey was injured slightly. The semi-main went to Fletcher Pierce and the trophy dash was won by Johnny McDowell.

San Bernardino Results

SAN BERNARDINO, Calif.—Rod Simms captured the 30-lap midget racing feature here Thursday (23), being followed over the finish line by Bill Homier and Bill Zaring. Time was 9:24.3. Mac Hellings trimmed Zaring in the three-lap trophy dash.

Barker Cops at Stockton

STOCKTON, Calif.—Bob Barker won the 50-lap main event in the final midget auto racing card here Tuesday (21). Eli Vukovich took second place, with Bill Cantrell third. It was not until a half hour after the race that the winner was determined. Barker, whose car was damaged, was given the order to retire to the pit in the closing stages of the contest, but later claimed he did not know the signal was for his car. He kept going and crossed the finish line first and was finally awarded the race by the judges. Johnny Boyd won the 15-lap semi-main.

Boom in Australia

SYDNEY—Speedway racing, embracing motorcycle and midget auto races, is booming here, where it had long been popular, and races are now also being put on every Saturday night in Brisbane, Melbourne, Adelaide, Perth and Hobart. As Saturday is the big night in legit and vaude houses in these cities, the races are cutting seriously into the take of these places.

Deny Grandstand Permit

ENFIELD, Conn.—Application of Leonard and Freida Montana for permission to erect a grandstand for

use in conjunction with a midget auto race track here has been denied by the zoning commission. A year ago the same petitioners were turned down when they requested a change of zoning classification so they could erect a midget track.

Ted Horn Winner

WILLIAMS GROVE, Pa.—Ted Horn, Paterson, N. J., won the final midget auto race of the season at the Williams Grove track Sunday (19) before a crowd of 36,872.

Luptow Wins at Tampa

TAMPA.—Frank Luptow, Detroit, won the feature big car race at Plant Field here October 26 before an estimated crowd of 3,665. Wayne (Speed) Wynn, Tampa, was second, and Richard Diaz, third.

Buck Mathis Dies

ORLANDO, Fla.—Buck Mathis, 34, St. Augustine, Fla., was fatally injured October 26 during a stock car race here when his car collided with one driven by Al Bignall, Jacksonville. Bignall was not seriously injured.

SAUGUS, Calif.—Jim Rathman won the 30-lap main event at the roadster races at Bonelli Stadium here October 26. Wayne Tipton was second, with Pat Flaherty third. Colby Scroggins won the semi-main, and Slim Mathis the trophy dash.

CULVER CITY, Calif.—Racing before 3,700 fans, Bill Steves copped the 25-lap feature event of the hot rod program at the Speedway here Sunday (19). Mickey Davis was second and Len Shreenan third. Steves also won the trophy dash. Semi-main event went to A. A. Knight.

Strates Set for Orangeburg

ORANGEBURG, S. C., Nov. 1.—Orangeburg's 37th annual fair opens Monday (3) and continues thru Saturday (8). Admission will be gratis on Monday, with children admitted free on the afternoons of Tuesday, Wednesday and Thursday, all designated as school days. James E. Strates Shows will occupy the midway. Grandstand show will feature Kathryn Behney's Winter Garden Revue and circus acts. Fireworks displays will take place nightly.

Caravella Winds Up Season in Aiken, S. C.

AIKEN, S. C., Nov. 1.—The Caravella Shows will wind up their 32-week season here tonight. Business for the year was rated "highly successful" by Owner Frank Caravella. It marked the first time that the org played the Southeastern territory.

From here the shows will move into winter quarters at Camden, S. C.

Shows' executive staff consists of F. W. Caravella, owner-general manager; Mrs. F. W. Caravella, secretary-treasurer; Stanley Reed, legal adjuster; Kirby McGarry, lot superintendent; Phillip Rich, superintendent of transportation; George Kirt, sound man, and John Yivons, electrician.

Coloma Event Set as Opener Of Calif. Cent.

First Cele Skedded Jan. 24

SACRAMENTO, Nov. 1.—California's first major centennial celebration, that of the discovery of gold, will be staged January 24 at the site of the historic Sutter's Mill at Coloma, according to Wallace Ripley, co-ordinator of the El Dorado County Centennial Committee, who announced the event.

Said Ripley: "Present plans call for an adequate celebration of one of the most important events in the history of the nation, the discovery of gold. On January 23, the evening preceding the celebration, the historic organization of E Clampus Vitus, now being greatly enlarged for the three centennial years, will hold an initiation of Statewide and national proportions in Placerville.

On January 24, the 100th anniversary of the discovery of gold at Sutter's Mill, a gigantic parade of more than 2,000 riders from various groups of the California State Horsemen's Association, will leave Placerville for Coloma. Governor Warren and representatives of historical groups will attend the dedication ceremonies of the Marshall Monument State Historical Park and a special museum housing relics of the early days, at Coloma.

National figures, including President Truman, will be invited to attend.

Ripley revealed that negotiations are under way for obtaining a U. S. commemorative postage stamp dealing with the discovery of gold, are under way, also that a coast-to-coast broadcast of the dedication ceremonies is being planned.

Demonstrations of gold panning adjacent to the gold discovery site is scheduled. In addition, a gold pageant to be staged twice a week during the three summer months during the centennial years is on the agenda.

Nat'l Trailer Show In Philly Nov. 8-15

PHILADELPHIA, Nov. 1.—Trailers and accessories worth an estimated \$500,000 will be displayed at the annual show of the Trailer Coach Manufacturers' Association here in Convention Hall November 8-15. Exhibitors include 38 manufacturers and 66 suppliers.

Queen for a Day, Mutual Broadcasting System's audience participation show, will be featured daily, it was announced by Edward L. Wilson, managing director of the association.

Wilbur L. Shultz heads the show committee, assisted by H. L. Bartholomew, W. B. MacDonald Jr., Norman C. Wolfe, George Miles, Donald Zimmer, Carl Schroeder, L. L. White and Wilson. Show is managed by the Reber-Friel Company.

Hyattsville, Md., Cele Set

HYATTSVILLE, Md., Nov. 1.—A frontier day celebration will be held here Sunday (16) at Red Top Riding Stable for the benefit of the Prince George County Police Boys' Club. Show is being produced by Johnny Wise, who was formerly with Col. Jim Eskew's Rodeo. George Castle, comedy roper, will be featured. Spencer A. Stine, of Maryland Park, is handling all outdoor advertising.

New Counts Established At Shreveport

Midway Take Close to 1946

SHREVEPORT, La., Nov. 1.—New gross and attendance records were set in every department of the 42d annual Louisiana State Fair which closed a 10-day run here October 27. Jimmie Lynch's Thrill Show, Barnes & Carruthers' 1947 State Fair Revue and automobile and motorcycle races all drew near-capacity crowds. Owner Carl J. Sedlmayr, of the Royal American Shows, was highly pleased with the midway take and predicted that the final accounting would show a gross equal to, if not exceeding, last year's record handle.

Warm, clear weather on the first eight days was followed by heavy showers on the second Sunday, October 26, which hurt attendance at the grandstand show that night. Despite the rain an estimated crowd of 60,000 attended.

A record crowd attended closing day, which was set aside for the Negro population. Two football games were featured.

An estimated 70,000 attended Saturday, October 25. Capacity crowds witnessed the Jimmie Lynch Show on the race track and the Louisiana Tech-Northwestern College of Louisiana football game in the stadium.

A joint exhibit of the U. S. Army and the U. S. Army Air Force was featured.

Auto Racing Swells Tampa Sports Fund

TAMPA, Nov. 1.—Weekly auto racing, begun this spring on the city-owned Florida State Fair track, has produced \$10,000 for Mayor Curtis Hixon's auditorium fund and a similar amount for a sports center planned by a group of Tampa business men, sponsors of the speed events. Races will continue thru Sunday (30), at which time the fair association will take over the grounds for the February exposition. Unless weather interferes another \$5,000 may be added to the city's share of profits.

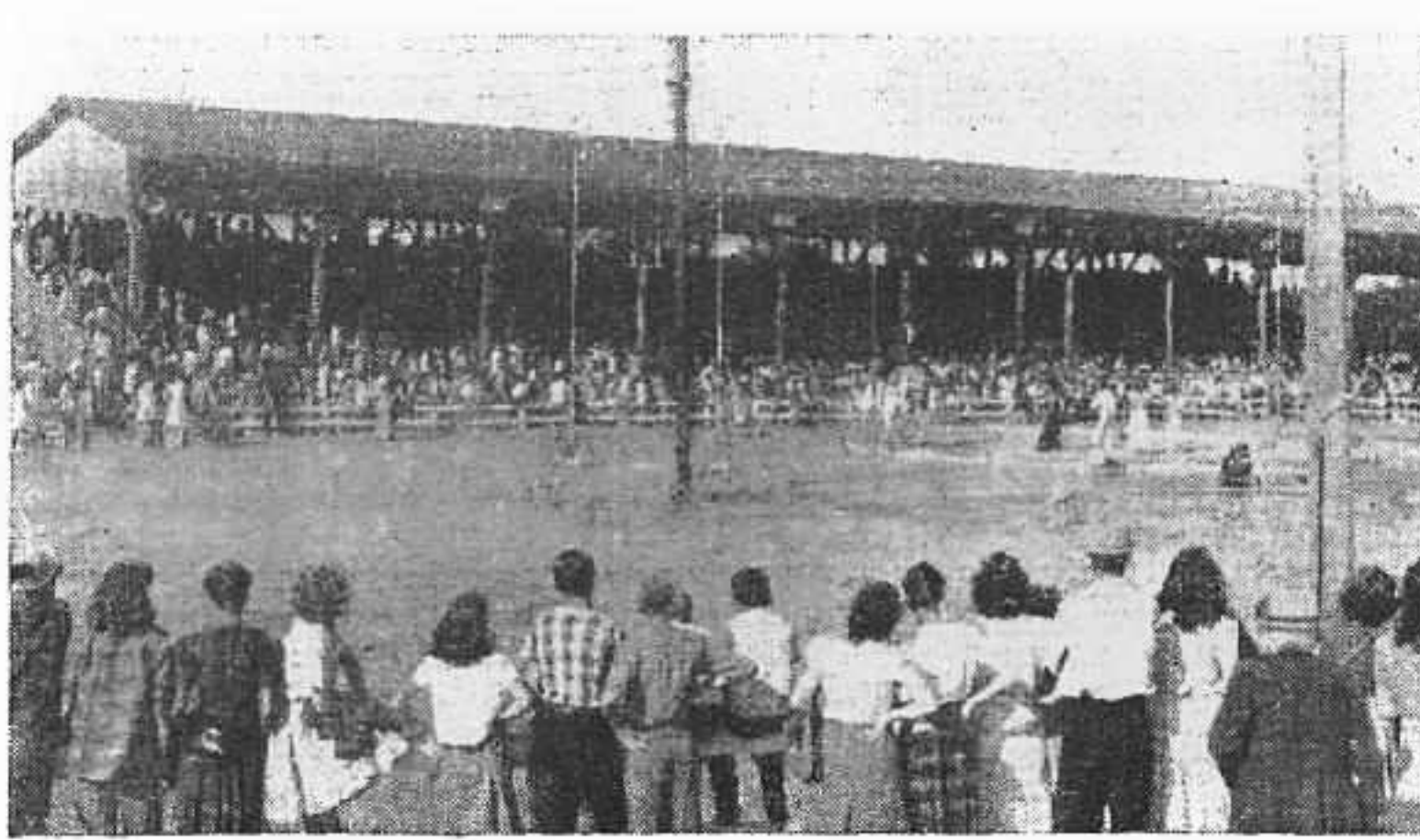
The 1947 Florida Legislature passed a bill giving Hixon authority to set up a fund for rebuilding Municipal Auditorium. This spring he earmarked the State fair plant for that purpose. Last year the off-season management of the fairgrounds was handled by the city recreation department which turned in only \$2,000, \$1,300 of which represented racing revenue. This year the mayor appointed P. T. (Pa) Strieder, general manager of the fair, as supervisor.

Jack Sheppard, chief steward, anticipates a heavy influx of northern drivers with the end of the fair season.

Australia's Perth Royal Gate Hits Record 138,000

PERTH, W. Australia, Nov. 1.—All attendance records were broken at the recent Perth Royal Show which registered total attendance of 138,000 and a take of nearly \$50,000, also an all-time record.

Royal Show, at Perth, ran for five days this year instead of only three as in previous years. However, daily attendance this year averaged 3,000 above the daily tab last year when the three-day total was 117,000.



PULLING MATINEE CROWDS at Mississippi fairs has long been a tough nut to crack, but this picture shows that the folks turned out in the afternoon for Wonder Bros.' Circus, presented by the Boyle Woolfolk Agency, Chicago, at the Columbus, Miss., annual. Poodles Hanneford's riding act is working the ring.

Around the Grounds:

Skill or Chance? -- Minn. Group Asks Concession Classification

Compilation of a list of concessions according to classification—whether skill or chance—in Minnesota was urged upon the Minnesota Federation of Fairs by the first district of the federation at a meeting of the latter group October 22 at Albert Lea, Minn.

The action was urged when it was pointed out that lack of a standard classification of concessions had worked a hardship this year upon fairs and carnival operators. Instances were cited where concessions which were barred in one county were permitted to operate in other counties.

The first district of the federation comprises 12 southeastern Minnesota counties and three associate counties in Iowa, namely, Howard, Winnebago and Cerro Gordo. Officers for '48 are P. J. Holand, Austin, president; George Bergren, Zumbrota, vice-president, and C. C. Adams, Faribault, secretary-treasurer.

Oregon's Wagering Law Legal Despite Where They Gallop

PORTLAND, Ore., Nov. 1.—Legality of the pari-mutuel horse and dog race wagering statute—under which State and local fairs of Oregon receive much of their revenue thru sharing the State tax on wagers—has been upheld by Circuit Judge Walter L. Tooze. However, his decision left the door open for the city of Portland to take a slice of this revenue thru taxation of wagering.

Judge Tooze held that the racing act of 1933 protects wagering on pari-mutuel races whether they be held within or outside the State. His ruling was in an action by which O. Larson sought to recover \$1,100 allegedly lost to Gus Zahn and L. Duntley on races outside the State, Larson contending a lottery thus was being conducted.

Questioning validity of the Portland ordinance prohibiting bookmaking, Judge Tooze pointed out that the city could levy a privilege tax on such business—a tax that would apply to the races from which the fairs obtain their revenue—unless the city undertook the hairsplitting job of distinguishing between intrastate and extrastate racing.

The session also adopted a resolution thanking Andrew Hanson, of Albert Lea, for services rendered the district as its representative on the Minnesota State Fair Board. Hanson is the new secretary of the All-Iowa Fair, Cedar Rapids, and is the former secretary of the Freedom County fair at Albert Lea.

Revival of the Dane County Fair, Madison, Wis., is now being considered. The board of supervisors is mulling the possibilities. A fairgrounds committee was recently instructed to report soon on a "master plan" for reconstructing and enlarging present fairgrounds.

The Walworth County Fair, Elkhorn, Wis., this year racked up a profit of \$22,000. Receipts from all sources totaled \$105,226. The annual, which now has \$46,983 in either cash or bonds, is in the throes of an improvement program which calls for the moving of the grandstand and upping the grandstand capacity by some 3,000.

The annual banquet of the Ohio Fair Managers' Association is scheduled during the association convention January 14-15 at the Hotel Deshler-Wallick, Columbus, O., but all available places—1,025 to be expected. (See *Around the Grounds* on page 56)

Endy and Van Dyke Shows Booked for Miami Annuals

MIAMI, Nov. 1.—Robert C. Booth, secretary of Dade County Fair, announces the event will be held here March 5-14, with Endy Bros.' Shows on the midway. E. Ross Jordan will manage the fair.

Mighty Van Dyke Shows will be on the midway at the Veterans' Fair and Exposition here, November 3-15, under auspices of the Robert Tooms Knight Post, Veterans of Foreign Wars.

Great Western Judges Named

LOS ANGELES, Nov. 1.—Judges for the 22d annual Great Western Livestock Show and Rodeo, to be held here November 19-December 4, will include H. A. McDougal, Collinsville; G. E. Gordon, Berkeley; Dale Caruthers, Mission San Jose; Claude Apple, Louise, Tex.; Raeme Hused, Paul McBride, Ross Arthur, Stanley Martin, George Hachten and Herb Hoffman, all of Los Angeles.

New Records Set At Dothan, Ala.; Single Day High

DOTHAN, Ala., Nov. 1.—Records in all departments are headed for atomizing at Houston County Tri-State Fair which closes here tonight. Eddie Young's Royal Crown Shows are tabulating one of their choicest grosses this season as the result of heavy play on the part of huge, free-spending crowds.

Official gate count on opening Monday, October 27, was announced as 37,000, of which 15,000 represented choir groups from three States. The total represents the largest one-day turnout in the history of the fair. Latter were flooded with free ducats in advance of opening. Thursday (30), Governor Folsom, trailed by huge crowds, attended. The governor's flare for showmanship was amply demonstrated as he participated in nearly every department of the fair.

Bingo and other concessions operated here for the first time in four years and compiled sizeable grosses as expected, following the enforced idleness of this department. Concessions were in charge of E. B. Braden, with Mrs. Dolly Young, legal adjuster.

Brancroft's Side Show, Roxie's Vanities, Casa Loma Revue and the minstrel show all harvested lush takes. Ferris Wheel, Caterpillar and Fly-o-Plane topped the rides.

Mr. and Mrs. C. E. Lunceford, co-managers of the fair, had every unit operating smoothly and efficiently.

Visitors included John L. Logan, of Largo (Fla.) Fair; Phil Lucey, Winter Haven (Fla.) Fair; Jesse F. Sparks, Tavares, Fla.; Robert K. Parker, Miami; Paul Conaway, Macon, Ga.; R. L. Newman, and many members of Royal American Shows who were motoring en route from Shreveport, La., to Tampa.

South Australia Annuals Ban P.A.'s on Midways

ADELAIDE, S. Australia, Nov. 1.—The use of amplifiers by showmen has been banned on all agricultural society fairgrounds, including the Royal Society's grounds in Adelaide, and all showmen in the future will have to depend on the good old lung power to pull 'em in.

The Showmen's Guild (SGA) controls the issuing of space in practically all the shows of South Australia and efforts will be made by it to have the ban on amplifiers modified in some way. Showmen realize that the concentrated blare of large numbers of loud speakers in a limited midway area on a fairground becomes a nuisance to the public and grant that some control is necessary, but they feel that a complete ban is entirely too drastic.

Ken Brower All-Around Canadian Cowboy Champ

MEDICINE HAT, Alta., Nov. 1.—Ken Brower, Manyberries, Alta., is Canada's all-around champion cowboy for this year, the Cowboy's Protective Association announced. Brower amassed 1,397 points to win. Wally Lindstrom, Big Valley, Alta., was second with 652 points.

Champions in the different events are: Joe Keeler, Calgary, saddle bronk; Floyd Peters, Browning, Mont., calf roping; Harold Mandeville, Skiff, Alta., decorating, dogging and bareback; Ralph Thompson, Black Diamond, Alta., steer riding; Tom Duce, Cardston, wild cow milking, and Cliff Vandergrift, Turner Valley, wild horse riding.

Escanaba Registers 21G Net; Schedules '48 Improvements

ESCANABA, Mich., Nov. 1.—Surplus of \$20,986.93 resulting from operation of this year's Upper Peninsula State Fair will be used by the fair board to make improvements on the grounds, including erection of 4-H Club dormitories. Planned improvements also include installation of a new public address system, an intrabuilding communication system, an additional ticket office, a new turnstile at the grandstand, a fence enclosure in the infield for horse pulling, and repainting and renovating the grandstand and buildings.

Gross receipts this year were \$69,065.85 and total expenditures were \$48,079.02. Receipts included \$25,095.15 in admissions; \$4,612.65 in concession commissions; \$9,213, a record sale of midway space, and \$2,550.50 from sale of space in the exhibition building.

Expenditures included \$12,573 for talent and \$13,626.14 for prizes and premiums. Federal admission taxes amounted to \$3,919.97. The State appropriated \$25,000.

Harry C. Brackett, Escanaba, was re-elected chairman of the board of managers at a meeting held recently in Sault Ste. Marie.

Jimmy Wilburn Takes CSRA Title by Owosso Victory

DAYTON, O., Nov. 1.—Jimmy Wilburn, Los Angeles, won the 1947 Central States Racing Association (CSRA) championship by virtue of a win at Owosso, Mich., October 12 in which he set a new record for the half-mile at 20:035, it was announced by Norman Witte, CSRA executive secretary.

Tappahannock, Va., Horse Track Opens Successfully

TAPPAHANNOCK, Va., Nov. 1.—Inaugural race October 25 at the new track here, operated by the Tappahannock Valley Racing Association, drew about 3,000 harness racing fans. Entries came from the District of Columbia, North and South Carolina, Maryland and Virginia.

Association is headed by Dr. H. B. Gill and directors T. D. Marks, J. S. Childress, Latane Trice, L. F. Allover, J. L. Charnack, George C. Clayton and W. P. Davis.

Fair Dates

November 9-15

ARIZONA

Phoenix—Arizona State Fair, Nov. 7-16. Paul P. Jones.

FLORIDA

De Funiak Springs—Walton Co. Fair Assn. Nov. 10-11. Mitchell Wilkins.
Jacksonville—Northeast Fla. State Fair, Nov. 10-15. M. G. Dodson, Savannah, Ga.

GEORGIA

Valdosta—South Georgia Fair, Nov. 10-15. H. K. Wilkinson.

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Meetings of Fairs Assns.

Western Fairs' Association, Whitcomb Hotel, San Francisco, November 7-8. Lou Merrill, Sacramento, general manager.

Central New York Association of Agricultural Societies, Hotel Syracuse, Syracuse, November 10. Robert S. Turner, Elmira, secretary.

International Association of Fairs and Expositions, Hotel Sherman, Chicago, December 1-3. Frank H. Kingman, Brockton, Mass., secretary.

Iowa Fair Managers' Association, Fort Des Moines Hotel, Des Moines, December 8-10. E. W. Williams, Manchester, secretary.

Indiana Association of County and District Fairs, Claypool Hotel, Indianapolis, January 5-7. William Clark, Franklin, secretary.

Wisconsin Association of Fairs, Pfister Hotel, Milwaukee, January 7-8. Doug Curran, secretary.

Kansas Fair Association, Hotel Jayhawk, Topeka, January 13-14. R. M. Sawhill, Glasco, secretary.

Ohio Fair Managers' Association, Deshler-Wallick Hotel, Columbus, January 14-15. Mrs. Don A. Detrick, Bellefontaine, secretary.

Michigan Association of Fairs, Fort Shelby Hotel, Detroit, January 18-20. Harry B. Kelley, Hillsdale, secretary.

Illinois Association of Agricultural Fairs, St. Nicholas Hotel, Springfield, January 19-20. C. C. Hunter, Taylorville, secretary.

Western Canada Association of Exhibitions, Royal Alexandria Hotel, Winnipeg, Man., January 19-21. Mrs. Letta Walsh, Saskatoon, Sask., secretary.

Minnesota Federation of County Fairs, Radisson Hotel, Minneapolis, January 22-24.

Washington Fairs' Association, Washington Hotel, Seattle, January 23-24. Charles T. Meenach, secretary.

Virginia Association of Fairs, Hotel John Marshall, Richmond, January 26-27. C. B. Ralston, Staunton, secretary.

Nebraska Association of Fair Managers, Lincoln, January 26-28. (Hotel not selected.)

Pennsylvania State Association of County Fairs, Abraham Lincoln Hotel, Reading, January 28-30. Charles W. Swoyer, Reading, secretary.

New York State Association of Agricultural Fair Societies, Ten Eyck Hotel, Albany, February 9-10. James A. Carey, Albany, secretary.

INQUIRIES are being made and secretaries of associations and fairs should send in the dates of their annual meetings to *The Billboard*, 155 North Clark St., Chicago 1, Ill.

Pageant of Progress Draws 60,000 at Compton, Calif.

COMPTON, Calif., Nov. 1.—Over 60,000 persons thronged the streets of this Los Angeles suburb Thursday (23) to view the opening parade of the city's annual four-day Pageant of Progress. Parade of 23 divisions, headed by a dozen bands, led the crowd to the local fairgrounds at Alameda and Palmer Streets, where other entertainment was provided.

Leo Carillo, Western film and rodeo star, a midway, and a vaude show, produced by the Joe Bren Agency, were on the program. Other features included a pet show, army and navy caravans, industrial and commercial exhibits, a local talent show and a song festival.

40G Profit Indicated For Raleigh; Gate Estimated at 300,000

RALEIGH, N. C., Nov. 1.—Preliminary audit of this year's State fair, released by the State Department of Agriculture, indicates that the annual may show a profit in excess of \$40,000. Gross was reported as \$155,920, while expenditures to date total \$108,453. There are still some bills to be paid.

Annual drew an estimated 300,000 persons to establish a new attendance record, despite intermittent showers on four out of five operating days.

Civic, Vet Orgs Push Athol, Mass., Revival

ATHOL, Mass., Nov. 1.—Plans were started here last week to revive the Athol Fair which succumbed to the depression in 1931. Representatives of Athol civic and veterans organizations got the ball rolling for a revival in 1948 by naming a working committee, headed by William R. Colton, Legion commander.

Louis A. Webster, director of fairs for the Massachusetts Department of Agriculture, told the committee that the grounds and buildings at the Athol athletic field comprised one of the best fair sites in the State.

Tentative plans are to make the event a three-day affair over the Labor Day week-end.

Imperial, Calif., Annual Sets Dates, Changes Title

IMPERIAL, Calif., Nov. 1.—Board of directors of the 45th District Agricultural Association announce they have changed the name of their annual from Imperial County Mid-Winter Fair to California Mid-Winter Fair, Imperial Valley.

Dates for the first fair to be held here since 1942 are February 28 thru March 7.

Entire grounds and buildings are being rebuilt for the opening. D. V. Stewart, secretary-manager, said.

Lafe Dent Elected Prexy Of Corydon, Ia., Annual

CORYDON, Ia., Nov. 1.—Lafe Dent, of Benton Township, was elected president of Wayne County Fair Association at the annual meeting held here. C. V. Webb was named vice-president; Daryl Carter, treasurer, and Pearl McMurray, secretary. O. K. Engene retired as secretary after having served for the last three years.

D. H. Christianson Named Columbus Junction Prexy

COLUMBUS JUNCTION, Ia., Nov. 1.—D. H. Christianson, of Letts, was elected president of the Louisa County Fair Association at the annual meeting here.

Other officers named were Henry Little, vice-president; H. M. Duncan, secretary, and J. E. Henson, treasurer.

Weather Kayoes Crystal Expo at Macon Negro Fair

MACON, Ga., Nov. 1.—W. E. Bunts' Crystal Exposition Shows were rained out at the seventh annual Middle Georgia Colored Fair.

An early morning fire Thursday (23) destroyed the Minstrel Show top and several trunks containing wardrobes. Damage was officially estimated at about \$2,000. Seats and show front were saved.

Fair weather failed to help the early part of the week, traditionally light. Rain from Wednesday (22) on washed out the possibility of doing business.

W. E. (Bill) Franks, local carnival owner who closed several weeks ago, set the Bunts org in here. Franks said that in spite of the rain the fair association, operated by the Homosiphian Club, Negro civic org, will meet all commitments without milking the surplus piled up in previous years.

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TOP RINGLING JOB IN MUDDLE

Haley Leaves Circus in Huff

Does not resign as prexy—
North assumes duties, not
title—next round awaited

CHATTANOOGA, Nov. 1. — John Ringling North, 42-year-old executive vice-president of Ringling Bros. and Barnum & Bailey Circus, again headed up the Big Show here actually, if not officially, with the departure in a huff from Atlanta, October 28, following the showing there, of President James A. Haley, and his wife, Aubrey, one of three principal stockholders, following a reported break in friendly relations.

Queried by *The Billboard* here Wednesday (29) North said, "James Haley is, to the best of my knowledge, still president. No written resignation has been submitted by Haley."

Other than resigning Haley can be ousted only thru the voting action of the principal stockholders at a regularly scheduled meeting. The stockholders' agreement calls for an annual meeting to take place in the New York offices of the show in the spring, usually during the opening date at Madison Square Garden.

Mrs. Aubrey Haley, show secretary and wife of the president, and North last June 20, at a stockholders' meeting in Wilmington, Del., pooled their voting power to oust Robert Ringling, the incumbent, and install Haley as president. Robert Ringling had regained control of the circus June 6 as the result of court action which invalidated an election held about a year previous and in which it was held that Haley was illegally elected to the presidency.

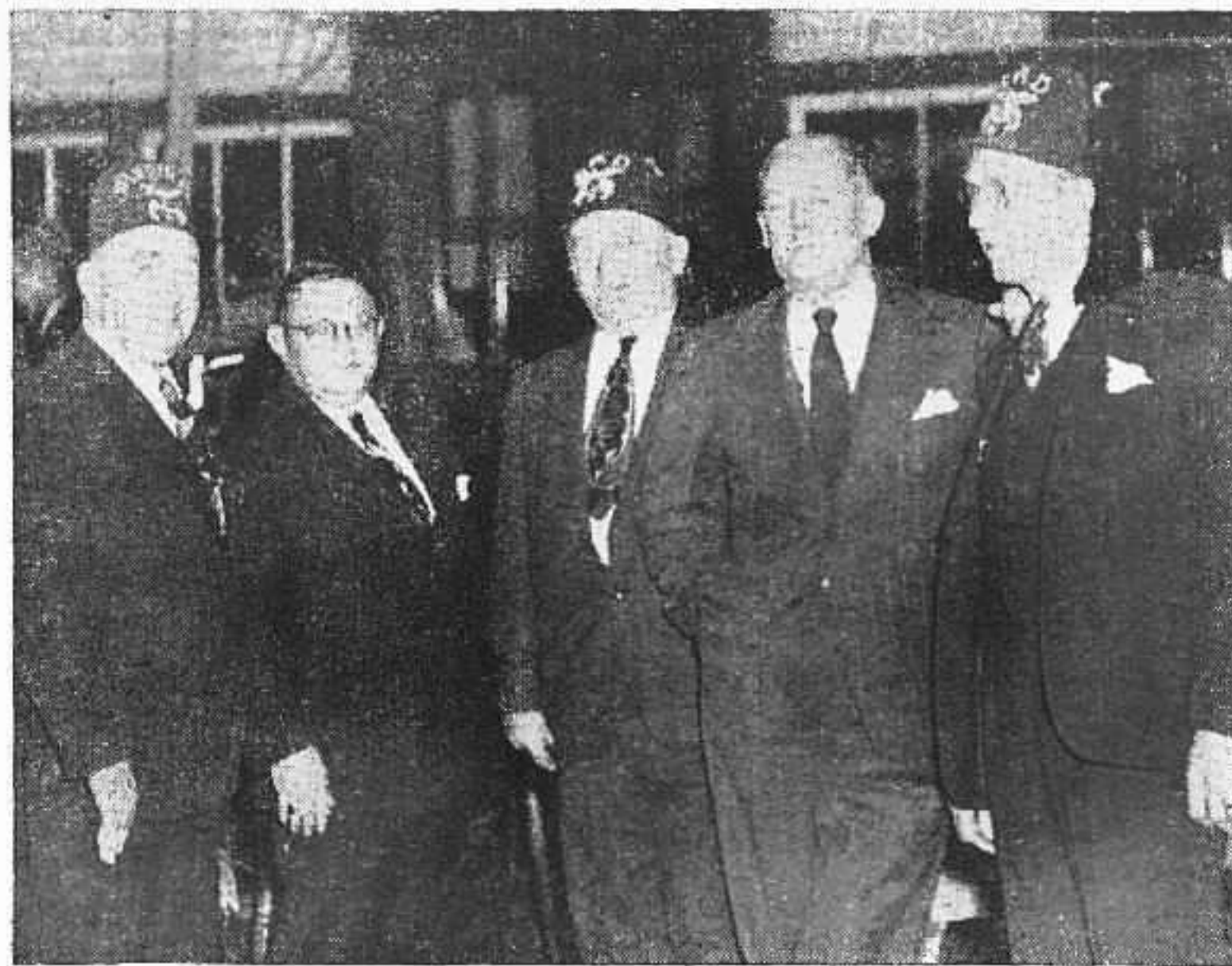
Mrs. Charles (Edith) Ringling, mother of Robert, and Mrs. Haley each own 31½ per cent of the stock. North owns 7 per cent and, in addition, controls 30 per cent bought two weeks ago from the State of Florida by Ringling Enterprises, Inc., which he heads. Any two of the above three stock holdings must necessarily be combined to elect a president and other officers. Deals have been made in the past by North and the Haleys. But, since enmity apparently now exists between all three factions of the clan there may again be an offer, as there has been in the past, to buy a controlling interest by any one of the groups.

Haley, contacted before he and Mrs. Haley left Atlanta in their private car for Sarasota (Fla.) winter quarters, declined to comment on the report that he had quit.

"Regardless of rumors and newspaper reports, the plain truth regarding the situation is that there cannot be any formal change in titles of present officers until official action is taken by the board of directors," a show official said. Meanwhile key operating personnel remains unchanged.

North, himself a former president of the circus, is producer of this year's show. Other office holders are Ringling, first vice-president; his mother, Mrs. Charles (Edith) Ringling, vice-president, and James R. Griffin, treasurer.

The president is paid \$30,000 a year.



HERE'S THE CREW that backboned the recent successful Shrine Circus at Duluth, Minn., left to right: Orrin Davenport, producer; Frank Cervone, band leader; Forrest Huyck, general chairman; Tom Stevens, promotional director, and Al Moe, Shrine recorder.

Eddie Arlington Dies at 73; Former Circus Owner-Agent

HUNTINGDON, L. I., N. Y., Nov. 1.—Edward Arlington, former circus owner and agent, who retired from active participation in the field about 10 years ago, died October 28 in a nursing home here where he had been a patient since April. He was 73 years old. Considered one of the greatest circus men of his day, Arlington broke into show business on the original Barnum show where his father, George, had the concessions. In 1897-'98 he was manager of the Ringling Chicago office, after having been an agent of the Ringling Bros. His one venture in the legitimate field was *Blue Jeans*, which was staged in this period and featured his future wife, Jeannette Bourne, who was billed as Marion Balew.

From 1913 thru 1917 he was part owner, general agent and traffic manager with the Miller brothers in the 101 Ranch Wild West Show. He also was connected at various times with the Sells-Floto Circus when it was controlled by Harry H. Tamm and Fred G. Bonfils, publishers of *The Denver Post*; Robbins Bros.' Circus and Buffalo Bill's Wild West Show.

In 1936, in his last venture in outdoor show business, he was co-owner with Howard Bary, of the Hagenbeck-Wallace Circus. He was a personal friend of the late W. H. Donaldson, founder of *The Billboard*.

In less than 20 years, starting in 1912, Arlington built a chain of hotels, including the Cadillac, Claridge, Albermanle, Ansonia and Marseilles in New York and the Telegrafo in Havana.

He is survived by a daughter, Mrs. E. E. Von Sickle, of New York, and a grandson, both of whom are now in Italy. His wife died four years ago.

Fort Smith, Ark., So-So for Dailey

WAGONER, Okla., Nov. 1.—Dailey Bros.' Circus garnered only a fair date here following two capacity houses at Fort Smith, Ark., as it headed South on its Western trek.

Show was exceptionally well received in Fort Smith, where it was credited with being one of the best to play there. It was the only sizable show to appear there this season.

Clyde Beatty Into Quarters; Strong Finish

Jams 'Em in Beaumont

BEAUMONT, Tex., Nov. 1.—Last lap of the Clyde Beatty Circus paid off in hefty crowds right up to the show's final closing here October 27. Folks jammed the big top at night and turned out in sizable numbers for the matinee.

A two-day stand at Corpus Christi, October 22-23, was good for two night straw houses, plus two lucrative matinees, one of them capacity. Hearne was just a fair date, altho the weather was good.

Perfect weather in Galveston October 25 resulted in two sellouts. A dry, well located lot, with plenty of extra space for free parking, was encountered there.

Performers were fanning out from here to join various indoor units.

Texas Trek Nets Excellent Draw For Mills Bros.

BENAVIDES, Tex., Nov. 1.—The Mills Bros.' Circus trek thru Texas has been marked by a succession of excellent turnouts. Stand here accounted for a capacity house and a good matinee.

Biggest patronage recently was registered at Laredo, where the circus-starved locals turned out in such numbers that it was necessary to stage two shows in the afternoon. And even then it was necessary to straw 'em. At night, there were plenty of standees.

Laredo stand was sponsored jointly by the Jaycees and the fire department, and they staged a powerful advance ticket sale.

Hondo was another good stand, the night there accounting for an overflow house and the matinee netting a capacity crowd.

King Bros. Pulls 'Em Thru Ga. and in Ala.

LA GRANGE, Ga., Nov. 1.—The King Bros.' Circus marched thru Georgia to excellent business. Elberton, Thomaston and this town yielded excellent turnouts, both afternoon and night. Clear and cool weather in most spots helped.

The circus also came up with excellent business at Cullman, Ala., Despite rain there both afternoon and night, the matinee was given to a capacity top and the night show played to an overflow turnout.

Kelly-Miller Does Okay in Arkansas

RUSSELLVILLE, Ark., Nov. 1.—Al G. Kelly-Miller Bros.' Circus snagged some good business in Arkansas. The stand here accounted for good houses.

The engagement at Paris, sponsored by the American Legion, filled the top to overflowing at night and lured an excellent matinee.

Bulk of Consolvo's Two Million Estate Goes to Charities

NORFOLK, Nov. 1.—Col. Charles H. Consolvo, former part owner of Cole Bros.' Circus who died here October 24, left an estate of \$2,000,000, which eventually will be divided equally between a Catholic orphanage and a Catholic hospital, both in Norfolk.

Majority assets of the estate consist of controlling ownership in corporations which own and operate the Monticello Hotel and the outdoor advertising firm of Consolvo & Cheshire here and the Jefferson Hotel in Richmond.

A \$50,000 bequest was made to Depaul Hospital for the erection of a church as a memorial to Consolvo's first wife, Annie Cheshire Consolvo and his aunts, Virginia T. Consolvo and Mrs. Louisiana C. Brady. Norfolk's community of Franciscan Sisters, a Catholic order of teaching nuns, was left \$25,000 for the improvement of their living quarters.

Will also provides for life payment of \$400 a month to his son, Charles S. Consolvo; \$50 a month to each of two half sisters, Mercedes C. Halstead and Louise C. Neilson; \$125 to Julia von Wolf and payment, if necessary, of \$1,000 a year until age 24 for the education of a grandson, Charles S. Consolvo Jr.

Several business associates benefited from cash bequests aggregating \$43,000.

ST. LOUIS COPS BACK INDOORS

Sunbrock's Newark Opening Draws Near-Capacity House

NEWARK, N. J., Nov. 1.—Looks as if Larry Sunbrock's Rodeo and Thrill Show might hit the jackpot in Newark. Opening night, Wednesday (29), drew a near-capacity house to the Roseville Armory despite the fact that Sunbrock preemed three days in advance of the date originally set. The heavily billed show is set to run thru Sunday (9).

Set-up for the rodeo events is okay, but the armory is a low structure unsuited for aerial acts, so the circus portion of the show is limited to a trampoline duo, a trio of tumblers and several good Western acts.

Stock and horses from the rodeo ranch at Orlando, Fla., appear in excellent condition and all events on opening night were spirited. Thrill show stunts were provided by King Kovaz and his troupe. Show is being billed as Ken Maynard's Rodeo and apparently Ken is a draw in Newark. Newark's favorite maestro, Joe Basile,

has his band providing the music for the Newark run.

Larry Sunbrock is at the mike and provides quite a one-man show as he spiels, directs the events and wiggles music cues to the band, all at the same time. Local papers are giving the rodeo a good break, with photo spreads. Audience reaction on opening night was very good.

Garden Rodeo Gate Off 30%

NEW YORK, Nov. 1.—Madison Square Garden's 22d annual World's Championship Rodeo closed its run Sunday (26) night without succeeding in hyping its attendance during the final week.

While official figures are not available, attendance for the 1947 session is said to have been approximately 30 per cent below last year's event. Total attendance in 1946 was set at slightly more than 500,000, so the total for this year's rodeo would be a bit more than 350,000. Last year's take was estimated at \$1,300,000 and, as the attendance slump hit all price brackets equally hard, this year's take would be about \$910,000.

Johnson City, Tenn., Near Perfect Finale For Cole Bros. Tour

JOHNSON CITY, Tenn., Nov. 1.—Cole Bros.' Circus encountered a near perfect stand here October 28, its final date of the season. A three-quarter house in the afternoon and capacity at night saw performances get underway as scheduled in moderately cool weather.

Org entrained here the following day for its winter quarters at the Kentucky State fairgrounds, Louisville. Several members left to join Orrin Davenport's Shrine Circus which opened in Houston, October 29.

Freeport, Ill., Big For Clyde Bros.; Two Night Shows Staged

FREEPORT, ILL., Nov. 1.—Clyde Bros.' Circus, playing under Shrine auspices, racked up a banner date here October 20 thru 23. It was necessary to give two shows closing night, the second of which drew a three-quarter house while the first was capacity. All other performances drew capacity with the exception of opening matinee, which also drew a hefty crowd.

Irah Watkins's ponies joined here, coming from Emporia, Kan.

N. Y. Rodeo Finals

NEW YORK, Nov. 1.—Bull Riding (total points on 15 bulls): Jim Shoulders (3,864), \$970; Harry Tomkins (3,311), \$750; Todd Whatley (3,310), \$585; Glenn Tyler (2,631), \$435; Oris Dooley (2,614), \$285; Charlie Beals (2,370), \$160.

Bareback Bronk Riding (total points on 15 horses): Jim Shoulders (4,460), \$890; Tater Decker (4,422), \$730; Bill Linderman (4,146), \$580; Jake Monroe (4,132), \$430; Dude Smith (4,131), \$290; Jim Like (4,125), \$150.

Calf Roping (total time on 14 calves): Toots Mansfield (324.2), \$2,000; Zeano Farris (344.4), \$1,675; Troy Fort (349.1), \$1,315; Tom Taylor (355.3), \$975; Shoat Webster (356.1), \$615; Don McLaughlin (392.4), \$340.

Saddle Bronk Riding (total points on 14 horses): Tater Decker (4,169), \$960; Bill Linderman (4,148), \$790; Buster Ivory (4,082), \$630; Bill Weeks (4,066), \$470; Casey Tibbs (3,974), \$300; Carl Olson (3,922), \$170.

Steer Wrestling (total time on 11 steers): Lee Roberts (193.3), \$2,000; Howard McCrorey (195.3), \$1,650; Todd Whatley (197.1), \$1,300; Barney Willis (201.1), \$980; Norman Person (211.1), \$600; Dub Phillips (244.3), \$350.

Macon Shrine Ups Gate; Advance Soars With It

MACON, Ga., Nov. 1.—Advance ticket sale of the Macon Shrine Circus is, on a numerical basis, 20 per cent ahead of the previous show staged in 1945. W. E. Franks, director, has announced. Because this year's show calls for a two-hour straight circus performance, general admission has been upped from 25 cents to \$1. Show will be held November 20 thru 22 at the Auditorium.

Potentate J. P. Kennington and Franks recently completed a tour of the Carolinas in search of acts. Al Sihah Temple's band, directed by Ray Parker, will play the show.

Circus Historical Society

Don Smith, Walter Pietschmann and Mr. and Mrs. Wixom, of Detroit; Murray Guy, Jeannette, Pa., and Harry Simpson, Camden, O., editor of *Hobby Bandwagon*, are planning to attend the fall round-up of Division No. 1 at Peru, Ind.

Burt Wilson caught Ernie Palmquist's model circus in St. Louis and later Dailey Bros.' Circus at Joplin, Mo., which he reported showing to straw houses.

Kalmbach Publishing Company, Milwaukee, has issued a new book titled *Circus Trains*. Edmond Holt, president of the Allentown (Pa.) division, will soon undergo an operation. Ed Cripps, Branford, Ont., caught the Hamid-Morton Circus at Toronto.

Dad White visited Mr. and Mrs. Bud Anderson, of Emporia, Kan., when they played the Fredonia (Kan.) Home-Coming with their Liberty horse act. Fred and Bette Leonard visited Dailey Bros.' Circus at Newton and Eldorado, Kan., where they admired the baby bulls and the eight-horse hitch of sorrells. It was reported that Louie Reed has purchased in India 10 baby elephants, some camels, zebras and monkeys, but anticipates trouble in shipping them here. Jack and Evelyn Turner, Red Rumble, Gene Allen and Butch Cohn showed up at a pie car reunion. Seen on the lot were Ralph Noble, Hazel King, Leo Snyder, Mr. and Mrs. Tommie O'Brien and Joe Pomileo.—BETTE LEONARD.

Annual Circus Goes to Arena

Execs, Wirtz settle differences, but police hold to Frank Wirth as producer

ST. LOUIS, Nov. 1.—Officials of the Police Relief Association, sponsors of the annual police circus, and the Arena Corporation settled their differences October 24, with the result that the show will again be held indoors instead of in Walsh Stadium as was announced.

Capt. John Buck, chairman of the police committee handling the show, said the circus will be held from May 9 to 23 inclusive, and that Frank Wirth, New York booker will supply the acts. A joint statement issued by C. D. P. Hamilton Jr., president of the Arena Corporation, and Jacob M. Lashly, counsel for the association, said that while the rental would be \$50,000, Barnes Bros.' Circus had agreed to make a contribution of \$25,000 to the police relief fund, to be given simultaneously with the payment of the rental.

The rental had been \$15,000 for the 1947 circus. However, several months ago control of the Arena Corporation shifted upon the purchase of a large block of stock by the Barnes Bros.' Circus, of which Arthur M. Wirtz, of Chicago, is a principal, and the latter demanded that the Barnes Bros.' Circus be presented by the police.

The latter countered by offering to pay \$30,000 in rental but refused to yield to a demand that a Barnes Bros.' Circus be accepted for the engagement.

Wirtz turned down this proposal. The police then completed negotiations with St. Louis University for the use of Walsh Stadium here and announced that for the first time in its 40-year history the circus would be held outdoors. Meanwhile the police closed with Frank Wirth to serve as producer of the show.

Negotiations were later reopened by Wirtz and officials of the police association, and in these Wirtz waived the demand that a Barnes Bros.' show be presented and there was a revision of the rental.

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For Polack Bros.' Circus. A winter's bankroll here. Start Nov. 3 to 29.

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Six Liberty Pony Act, 12 Trained Dogs and Monkey Act. Just concluded 22 weeks with Geo. A. Hamid's "Fantasies of 1947." Contact

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Shrine Circus, Kansas City, Mo., Nov. 10-16; Shrine Circus, Evansville, Ind., Nov. 17-30

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I am now contracting Feature Acts for my 1947-'48 Circuses and Fairs.

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We can use 2 good Billposter-Lithographers for season 1948. Will pay top salaries for right men. State experience, salary desired. Must drive car. Write

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ENTERTAINMENT WANTED

Arabian Costumed Juggler—knives, guns, etc.: Tumblers, or what have you?

RIVERSIDE COUNTY FAIR
R. M. C. Fullenwider, Secretary-Manager, Court House, Riverside, Calif.

Ringling-Barnum

A fast move from Montgomery, Ala., to Atlanta gave the personnel plenty of time for sightseeing and movies. Show played the fairgrounds lot with weather a bit chilly. High spot at Atlanta was the banquet staged by the One Hundred Per Cent Club. Affair, attended by 55, was held at the Biltmore Hotel. Cocktails, dancing and food were featured. Speeches were made by Ira Millette, toastmaster; Paul Jerome and Gus Bell. Prince Paul and Paul Jerome were winners in the jitterbug contest. Fanny McClosky, with Big Roxie stooging, was the hit of the evening with her recitations of *The Dying Soldier*, *Gunga Din* and *The Cremation of Sam McGee*. Bobby Behee showed moving pictures taken this year. Gus and Betty Bell celebrated their 11th wedding anniversary.

Guests were Mr. and Mrs. Bob Kinsey, Marshall Johnson, Mrs. Archie Blood, Walter Nealand, Mrs. Lee Creson, Mr. and Mrs. Bill Fly, Betty Ann Miller, Doris Jean Gast, Mrs. Wright, Eckie Lawson, Jack Leech, Bill Perry; Al MacFayden, dad of Sarasota; Mrs. Tommy Reale and Mr. and Mrs. Mac McGrath. Reggie Bogart and Tex Reppert were married in Atlanta.

Around the lot: The put-up in Chattanooga sounded like old times with the canvas gangs racing to put up quarter poles and the winning gang cheering loudly. Knoxville says he is still spreading sunshine around the back yard. The Halloween party held in the ladies' dressing room was a big success. Refreshments were served, presents exchanged and a door prize given. The girls went all out and did a bang-up job with the decorations, pumpkins, crepe paper and lanterns. Favorite pastime around the lot these days is counting the tear-downs and put-ups. Bill (Cocky) White has the closing figured right down to seconds.—DICK MILLER.

Polack Western Unit

Rosita Willys, of the Five Willys, is the first bride of the season on the show. She married W. W. (Red) Mayer in a quiet ceremony in San Antonio. Georgia Harrington left the show for her Houston home after spending most of the summer with her sister, Ruby Landrus. Hanna Woods gave a party at her San Antonio home for Louis Stern on his birthday. Carl Erickson was a welcome visitor at the San Antonio home of Mrs. Menjaris, whose two sons own the Schroeder Circus in Sweden. Carl showed her moving pictures of them taken during a visit several seasons ago.

The bingo game in our dressing room is still popular. Ruby Landrus is acknowledged champ. Bebe Siegrist and Dorothy Durkin are so busy making new costumes they have little time for bingo.

San Antonio visitors were Etta and Carlos Carreon, Mom Morales, Teresa and C. Matches, Ruby Landrus's sister and brother, Lenora Collier and Chester Harrington. Jack Klein was disappointed when he learned his sister would not visit him in Little Rock because of illness. Jack, however, is planning to spend the holidays with her in Louisiana. Louis Stern reports he is enjoying his new Cadillac immensely.

One of the gayest, or at least noisiest, parties of the season was Pepi Bonzas'. Police arrived to request quiet but stayed to join in the fun. Gene Randow Jr. left early with an aching back.—IRENE LAFFERTY.

WANTED OUTSIDE THRILL CIRCUS

For last week in January. Will pay up to \$4,500.00. What have you?
BOX 231, JACKSONVILLE, FLORIDA.

DRESSING ROOM GOSSIP

Dailey Bros.

Joplin, Mo., and Fort Smith, Ark., were the high spots of the week with fair weather and big business. Paul Van Pool gave a breakfast consisting of country ham and hot biscuits to E. C. Davenport, R. M. Harvey and Butch Cohen. Lois Van Pool, who spent three days on the show as the guest of Norma Plunkett, showed motion pictures taken in 1941 and 1945 by her father, James Bauersock, ex-boss hostler for Parker & Watts, and his wife, treated the writer to a chicken dinner on their farm. Writer was also entertained by Mr. and Mrs. Ira M. Watts and Jimmy on their new farm. Jack Hoxie, Bonnie Baker and Pearl Malaby, the writer's daughter, were on the lot in Fort Smith.

Frank and La Verne Allen returned home after vacationing on the show. Sig Bon Homme, of clown alley, called it a season and left for Marshall, Tex. John Marietta, CFA, entertained a group of clowns at his Pittsburg, Kan., home. Since the advent of mechanical stake drivers there are no sledge hammer crews with the show. It took drummer George Wagner to demonstrate the technique to a crew.

Cal Townsend suggested that flowers be given to the living so that recipients can enjoy them. Deserving bouquets are Sam Bahron, drummer; Louis Grabs, calliope, and Ivan Douglas, mechanic.

Visitors included Fred Ashley, Earl F. Hammond, Ralph Clifton, Sailor (Doc) Riggs, Zebb and Mandy, Dr. W. W. Buckingham, Lehman Goodman, Bill and Eve Anton, May Stevens, Buck and Tav Reger, Mr. and Mrs. Omer Fisher, Blackie Martine, Elmer Cates, Eddie Calvin, Mary Pease, Evelyn Rossi, Mr. and Mrs. Vernon Pratt, George Potter, Marie Jones, Hal Richardson, Mrs. Hattie Haney, Captain Heyer, A. Mitchell, Gregg, Slim and Pearl Collins, Dr. and Mrs. Emmett Smith, Bill Tait, Bob McAdoo, Mr. and Mrs. Bob Seifert, Mr. and Mrs. Martin Garrish

Clyde Bros.

Peggy Harrison is practicing on globes and Bonnie Commerce on webs. Ilene Daywalt is doing a fine job on webs. Andy Bakala, a well-known clown, visited at Streator, Ill. Mrs. Clark, who has the bear act, created a bit of a commotion at the Manteno, Ill., express station when she inquired if a bear cub she had ordered from a Chicago zoo had arrived. This community is used to queer happenings since it harbors an asylum.

The writer and Happy Kellems were visited by many boyhood friends and Karl K. Knecht, newspaper cartoonist and circus fan from Evansville, Ind. Jerry Hartley has added a new act.

The Harrison caravan makes quite a picture on the highway. Peggy is decked out in goggles and gloves while Jack directs traffic with a big cigar and Mama (Cuddles) Harrison oversees from the back seat.

Max Craig and Larry Carlton were on the sick list but continued working. Shorty Lynn is doing a good job getting the show in and out of town. Frank Lamont is popular with his ladder balancing. Everyone is wondering when Hap Henry is going to break his pony which travels in a special crate. Howard Suesz is a human dynamo. Frank Lamont lost his overcoat and discovered it only after he had purchased another one.

Hons Clarie practices his mandolin daily. Morris Troupe has been repairing its huge truck. A new popcorn machine has doubled sales. Picard had to leave the ring twice when he forgot fish for the seal. Father Duke of Ottawa, head of the Knights of Columbus in Ottawa, Ill., sponsors of the show next week, visited.—VAN WELLS.

and John Lampton, general representative of the Gooding Amusement Company. The Kelleys and Dora Millers airplaned to Fort Smith to catch the show.—HAZEL KING.

UNDER THE MARQUEE

Word comes from Norman Hanley that he has replaced Jack Bell as band leader on Clyde Bros.' Indoor Circus.

In barns the patients are resting comfortably.

After the close of Cole Bros., Milt Herriott visited Ringling-Barnum at Knoxville.

Frank Miller, Ringling concessionaire, is rejoining the Big Show at Norfolk, Va., after several days in New York.

Like professional fighters, battling billposters shake hands first.

Jack Burton, who has been with John Robinson, Howe's Great London and Cole Bros. circuses, is now in retirement in South Boston, Va.

Tom and Tiny Twist completed 18 weeks of fair dates for J. C. Michaels Attractions of Chicago and Kansas City, Mo., November 1 in Oak Grove, Ia. Act already has signed a contract with the firm for next year.

There is nothing like a cold and rainy fall to keep memories of old-timers green.

The *Houston Chronicle*, in a recent rotogravure section, had mention of "Princess Dixie" Bennet, former animal trainer, now located in that city. She was formerly with the King Edward's Circus.

Harold M. (Cocky) Kirkpatrick, old-time circus biller, remains at

Western North Carolina Sanitarium, Black Mountain, where he has been a patient for the past two and a half years.

With most shows in barns, it's a good time for us to fatten up our prophesying averages.

Herb Fusier, who closed the season with the James M. Cole Circus, recently played the Hamid-Morton Circus Shrine date at Cleveland with Kirk Adams's dog act. He plans to winter in Florida.

Dick Adams reports that Sam Ward, of Polack Bros.' Circus, went to Hot Springs with his wife, after closing in Little Rock. They were guests of Sarah Bimbelman, circus fan. Adams left for Storm Lake, Ia., and Bill Kay, Rockford, Ill.

After all, what are six months in barns? Hardly long enough to get ready for the big coming-out parties.

Bob and Lottie Kinsey gave a dinner for Mr. and Mrs. Harry Minor, Mr. and Mrs. Allen Lester, Frank and Polly Morrissey, Mr. and Mrs. Hubert Harper and F. von Rosenberg when Ringling-Barnum played Birmingham.

James A. Haley visited with his sister, Mrs. Carson Hamlet, at her Birmingham home when the Big Show played there. Among his guests at performances were children from Mercy Home and from the (See Under the Marquee on page 54)

Bailey Bros.

T. J. Tidwell, owner of the carnival bearing his name, visited and brought his big elephant, Alice, to our lot in Brownfield, Tex. Our baby elephant, Shirley, and Alice sure put on a love feast. Shirley celebrated her birthday with a big cake and special broadcast over KGFL, Roswell, N. M.

Doris and Her Pals, a dog act from Harrisburg, Pa., took time off from playing schools to visit. Al Pitcaithley, an announcer for KAVE, visited in Carlsbad. He formerly was with the Lew Henderson and other rep shows. Al handed the writer a novel announcement on the birth of his daughter, Sandra Louise.

Mrs. MacDonald returned from Kansas City, Mo., also Mrs. Harry Swank with her new daughter. Many of the showfolk are spending Sunday across the border in Mexico. Mr. and Mrs. Lee Pearson visited. Blue, superintendent of canvas, is sporting a new Chevrolet panel truck. Ben Thomas, 24-hour man, marked 184 miles and returned to go dancing. Frank Ellis could not wait on our El Paso date but took off three days early on urgent business. Boots Wecker can still make it on his ticket box without assistance. Owner Bob Stevens is getting itchy feet as we near the California line.—GEORGE L. MYERS.

Polack Eastern Unit

Business at Utica, N. Y., under auspices of Ziyara Temple, has been excellent with packed houses the rule. Frederic W. Roedel, general chairman, heads up a fine committee, with Bruce M. Sauter, vice-chairman, and Stuart Davis in charge of transportation. The Hubert Castle Tent, of the Circus Fans' Association, has been very active, and many underprivileged and crippled children have seen the show.

It was erroneously reported that Del Ray, high pole and wire artist, joined the show in Schenectady. He has been with the unit for some time. The Great Francisco joined here. Bobby Steele, equestrienne, rejoined here following an enforced absence because her horse was sick.

Announcer Nate Lewis; Willie Wilbur, boss rigger, and Bo Bo Barnett, chief clown, journeyed back to Schenectady to attend a ceremonial of Gehomcobe Grotto, our sponsor there, and returned as full-fledged members, each with a new fez. Madame Marie is being introduced as the sweetest little lady on the show and one of the oldest of dog and pony trainers. The writer and the Great Francisco tramped together on the Al G. Barnes Circus 17 years ago.—CHARLES E. POST.

WANTED

Family Acts, Dog and Pony Act that has own mat. Clowns, only Acts that do two or more, State all in first letter. This is a School House Show. Gas and oil supplied after joining. Show opens Middle-west in November.

BOX D-151

The Billboard, Cincinnati 22, Ohio

Wanted Experienced Telephone Men

No drinkers wanted. Several deals in Florida to last until May. Write
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WANT TO BUY

One or three Female Trained Elephants for cash.

D. H. HARTER
Peru, Indiana

W. C. Resort Gets in Shape For Business

Fun Zone Rebuilds, Dolls Up

REDONDO BEACH, Calif., Nov. 1.—This West Coast resort, situated midway between Long Beach and Santa Monica on U. S. Highway 101, is coming back to life after lying relatively dormant for several years. The amusement area, on the beach front, is also receiving a general rejuvenation in anticipation of renewed resort activity, according to officials of the L. & M. Investment Corporation, headed by Myer Simon, which last spring completed a \$600,000 rebuilding and refurbishing program. The firm purchased the amusement zone from the Pacific Electric Company in 1945.

L. & M. Investment Corporation is going ahead with its 1948 program for further development of the area. With removal of Venice Pier, located down the Coast, Redondo Beach now has the only amusement park zone on the coast between Ocean Park Pier and Long Beach Pike.

Map Build-Up

The company intends to promote the spot for '48 thru highway billboard advertising, providing space can be secured; radio spot announcements, and a special events booking department headed by Paul W. Dayton.

Park has a dance hall of 6,000 capacity. Wrestling bouts are staged every Wednesday night in an arena with seating arrangements for 1,000 fans, with Tom Allen and Marty Rye as promoters. Spot has six game concessions and new buildings are up to accommodate six more. There are eight rides including a Merry-Go-Round, miniature motor boats, kiddie airplane, kiddie Ferris Wheel, miniature railroad, Tilt-a-Whirl, Loop-o-Plane and funny bicycle ride. Ride area adjoins Monstadt Pier, famed Southern California fishing spot from which fishing barges, charter boats and speed boats operate.

Variety Offered

Zone also includes two night clubs and bars, five restaurants, three malt shops and 10 miscellaneous eating spots. Fourteen other business establishments are near by, among which are a bowling alley, an Arcade and a sporting goods store operated by Vince De Maggio, of baseball fame.

Entrance to the city-owned fishing pier is in the center of the amusement property. Pier has a roller rink, operated by Mason and Sundahl, a seafood restaurant and a novelty store.

All establishments are open the year around. The amusement area, under L. & M. control, is called Redondo Gayway and El Paseo.

Gruberg Sets Plans For L. I. Funspot

NEW YORK, Nov. 1.—Max Gruberg, carnival operator, has taken over a large plot fronting on the Boardwalk and along Jackson Boulevard in Long Beach, L. I., where he will install an amusement park next season.

Part of the new Gruberg spot for several years has been the site of a small group of kiddie rides, which Gruberg will replace with several large rides and a few kiddie devices—15 or more in all.

Sitting 'Round the Table

(Editor's Note: Several of the first returns received on the latest questionnaire asking "Do you believe park owners should offer free parking privileges with police protection against thefts and vandalism?" are listed below. Responses have been slow for the understandable reason that park activity has largely ceased. However, managers and owners are urged to give the questionnaires their prompt attention since the planning aspects of operation continue on a year-round basis and because the off-season offers time for deep thinking and the putting of thoughts into words. Thoughts pertaining to any phase of park operation, whether they have to do with the current question or not, can be forwarded for future inclusion in this space to the Outdoor Editor, The Billboard, 155 North Clark St., Chicago 1.)

Protected Free Lots Packed

Glen Echo Park operated three parking areas with free parking and attendants who are special policemen. As to fire and theft, we are covered by insurance on what is known as a garage policy written by the National Association of Amusement Parks, Pools and Beaches thru broker John Logan Campbell.

We have had very little trouble, but a few cases have been noted where parked cars were broken into and articles stolen. These, however, were recovered by the police. My idea of offering our patrons this free parking is by reason of the fact that admission to Glen Echo Park is free, and my idea is to have our parking lots filled, which they usually are, with no cost to the owner of the vehicle and derive from him sufficient revenue from the money he spends within the park. For many years this has worked out satisfactorily and, of course, will be continued.—LEONARD B. SCHLOSS, vice-president and general manager, Glen Echo Park, Glen Echo, Md.

Uses Paid and Free Parking

At Arnold's Park we have both paid and free parking. However, we give more space to the free parking and find this arrangement very satisfactory.—I. L. LAWLO, owner, Arnold's Park, Lake Okibaji, Ia.

Tries To Keep Order

Your letter interests me very much and I am glad to give you as much information as I can. Our small park doesn't have a parking lot. I do believe cars parked within the park should be watched as much as possible. We have a park policeman here and we try to direct the parking of cars. Of course, it is difficult to cope with outside parking, but we try to keep as much order as is humanly possible.—CURTIS COUNTERMAN, superintendent, Columbin Park, LaFayette, Ind.

For Police Protection

Yes, I do believe that park owners should offer free parking privileges with police protection against thefts and vandalism. These are services that a park owner should give his crowds. I try to impress on my personnel that the public while in our park is our guest and should be treated in such manner.—MRS. MIN-

Penn's Governor Deplores Lack of Amusement Spots

HARRISBURG, Pa., Nov. 1.—Need for more recreational facilities in Pennsylvania's inland cities has been stressed by Gov. James H. Duff following a State tour by the governor in conjunction with "Pennsylvania Week."

Duff said that despite Pennsylvania's wealth of industry and natural beauty there is a lack of recreational facilities in industrial areas.

"I feel it is imperative for Pennsylvania industrial communities to do at least as much as out-of-State competitive areas to provide decent recreational facilities," Duff declared.

Philadelphia is one city in proximity of the seashore, the governor said, but explained that such inland communities like Pittsburgh, Altoona, Reading and Harrisburg are suffering from a lack of adequate parks and playgrounds.

ETTE DIXON, owner, Lake Winnepesaukee, Chattanooga.

Supervised Parking

We do not operate a park but have a ballroom, 32 bowling alleys, ice skating rink, ice hockey arena and roller skating rink, all in one seven and one-half acre location in the heart of the city. In this connection we have two large parking lots with free parking. We do not give police protection, but we have parking attendants.—WILL H. WITTIG, Plam-Mor, Inc., Main St., Kansas City, Mo.

Hammond Plans Large Funspot For Waco Site

WACO, Tex., Nov. 1.—William S. Hammond, acting president of this year's Heart o' Texas Free Fair and Exposition, said here this week that he soon will begin construction on a major amusement center and fair plant for this city.

Negotiations are currently under way whereby Hammond is to acquire a large tract of land for the new set-up. Plans call for a picnic zone, swim pool, permanent rides and concessions and a complete layout of buildings to be used for fair purposes, Hammond said.

R. W. Stevens, general manager of the local fair and exposition, said that Hammond, a prominent Waco industrialist, will head a large group of local business men in furthering efforts to again give the city a major fair and exposition.

Cincy Zoo's Susie Dies; Local Paper Plans Replacement

CINCINNATI, Nov. 1.—Susie, who won international note as the world's only trained gorilla and for the past 16 years an outstanding feature of the Cincinnati Zoo, died Wednesday (29) as the result of a series of strokes sustained since Saturday (18), when she was suddenly stricken ill. J. F. Huesser, executive director of the local zoo, said that after suffering the strokes which paralyzed her right side, the 21-year-old gorilla appeared to rally early this week and seemed to be on the way to recovery.

However, early Wednesday Huesser and the gorilla's trainer, William Dressman, found her in a death-like coma. Dr. Sol Stephen, zoo veterinarian, officially pronounced her dead two hours later.

Huesser reported that the University of Cincinnati College of Medicine has asked for Susie's skeleton and skin and will mount the body in a glass cage in the university's museum. Meanwhile zoo officials still were awaiting a report from General Hospital pathologists on the nature of the undiagnosed malady which caused the noted gorilla's death.

E. W. Townsley, zoo animal committee chairman, said no immediate plans were being made to obtain another gorilla. He explained that the animals were so scarce now as to be

Mullins Tops New Arizona Racing Group

Tulsa Gross Up, Net Down

TUCSON, Ariz., Nov. 1.—John C. Mullins, operator of Crystal City Park, Tulsa, Okla., heads up the newly formed Arizona Racing, Inc., which will stage quarter horse racing and the only thoroughbred horse racing in this city at the fairgrounds. Sixty days of pari-mutuel racing will be staged starting Saturday (22).

Mullins, who first entered park business 11 years ago, said that the gross earnings at Crystal City this year equaled last year's record take. Operational costs were higher, however, and the net less, he reported. Attendance was greater, due to added promotional efforts, but per capita spending was down. Weather was an asset since only one Sunday afternoon was lost because of rain and the night play was salvaged.

A reported \$50,000 has been spent in the renovation of the fairgrounds here, including work on the 6,000-seat grandstand, the track and a straightaway for quarter horse racing. About 200 horses are already stabled on the grounds and it is expected that 700 will be on hand for the beginning of the meet.

Associated with Mullins in the racing venture are C. R. Edwards, vice-president, and W. Francis Wilson, secretary-treasurer.

Mullins' winter activities in Tulsa include the staging of 30 professional basketball games in the Pavilion, located on the fairgrounds. Negotiations are under way for the booking of touring show units, including the Roller Derby. Roller skating is a nightly feature, except when shows are carded.

2,338,680 Visit Conn. State Parks, Beaches

BRIDGEPORT, Conn., Nov. 1.—Connecticut's State parks were visited by 2,338,680 persons the past year, the State Park and Forest Commission reported this week. Last year 1,836,974 persons visited the parks. Prior to this year the highest total of visitors to State parks was in 1941 with 2,266,730.

Hammonasset Beach led all State parks or beaches in patronage. This year 829,782 persons were recorded.

Gillette Castle, while having a patronage of 51,276 persons this year, proved to be a feature of national and international interest. Visitors from 26 countries, 46 States and the District of Columbia called at the Castle this year.

Park attendance this year follows—Sherwood Island, 128,433; Hurd Park, 36,354; Mount Tom, 38,004; Macedonia Brook, 53,180; Wharton Brook, 21,504; Kent Falls, 53,463; Devils Hopyard, 52,209; Lake Waramaug, 61,470; Sleeping Giant, 77,180; Squantz Pond, 133,659; Black Rock, 149,527; Housatonic Meadows, 105,599; Indian Well, 191,790; Rocky Neck, 191,112; Gillette Castle, 51,376; Hammonasset Beach, 829,782, and all other State parks, 163,604.

virtually unavailable and that, even if available, zoo funds would be insufficient to purchase one. Susie's original cost was around \$4,500.

However, zoo officials have approved a plan set up by The Cincinnati Enquirer toward the purchase of a living memorial for Susie. L. T. Patterson, local automobile dealer, started the ball rolling by offering \$100.

Co-Ordination of Fla. Park System Urged By Probing Senator

TAMPA, Nov. 1.—Declaring that Florida's park system is in an "awful mess," State Sen. Walter G. Walker, Daytona Beach member of a special Senate committee delegated to investigate the system, said an attempt should be made to co-ordinate the park program.

Charging that the State park system is now "disorganized," Walker explained that under the present control system, parks are administered by separate commissions and that the more practical control method would be to place all parks under the administration of one commission. He added that by this arrangement the committee would be able to spend State money "where it would do the most good." It is hoped the committee's report will stimulate public interest in the parks.

Committee will make its final report to the Legislature at the 1949 session. Before then, Walker said, the members plan to make a personal visit, at their own expense, to all of the State parks.

About 80 monkeys, anteaters and other animals escaped death when fire caused by an overheated furnace flue damaged the old monkey house at St. George's Island Zoo, Calgary, Alta., recently.

!!!FOR LEASE OR SALE!!!

An Amusement Park at a popular Eastern resort directly on the Ocean. Will consider a long-term lease or outright sale to a financially RESPONSIBLE investor. Park fully equipped and doing good business. UNLIMITED opportunity. PRICED Right: Sale or lease. For details address communications to BOX D-130, care The Billboard, Cincinnati 22, Ohio

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Ask The Man Who Owns One
GREYHOUND RACE GAME
BERTHA GREENBURG, SALES AGENT
Hotel Kimberly, 74th St. & B'way, N. Y. C.
Ask for particulars. Also
NEW FROZEN CUSTARD MACHINES
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AMUSEMENT PARK FOR SALE
On Gulf of Mexico, covering 15 acres. Completely equipped. Ballroom accommodates 2,000. Roller Coaster, Rides, Cafe, Pic Swimming Pool and other main attractions. Excellent climate. Average gross over \$10,000.00 monthly. Only \$75,000.00 handles. Easy terms. Absolutely couldn't be duplicated for \$250,000.00. Consider trade.
MARCUS REINERS
3106 SHERWOOD, WICHITA FALLS, TEXAS

STEAM TRAINS HAULS 12 ADULTS OR 24 CHILDREN
A more fascinating Ride that puts more money in the Ticket Box. Burns Coal. An exact working replica of Santa Fe steam trains.

OTTAWAY AMUSEMENT 224 W. DOUGLAS WICHITA 2, KANS.
Write for Folder, Prices and Delivery Date.

RIDES WANTED
On location for entire '48 summer season. Can use Wheel, Jinny and Kiddie Rides. Beautiful 5-acre Park, located within limits of city with 30,000 population. Nearest amusement park 75 miles away. Offering very attractive proposition.
S. L. CASHMAN Waverly Beach, Beloit, Wis.

Strolling Thru the Park:

Bill de L'horbe Jr. Cleans His Cuff by Writing Ye Ed

CHICAGO, Nov. 1. — William de L'horbe Jr. (who should have his name changed so compositors and proofreaders won't go home and beat their wives) cleaned his cuff by writing the Outdoor Editor of *The Billboard* as follows:

"In California for his annual winter vacation and trek is M. J. Doolan, owner of Green Oaks Playland, a Kiddieland at 95th and Crawford Avenue, Oak Lawn, Ill. Mike writes that he most certainly will be back in Chicago for the December convention.

"From Tucson, Ariz., we hear that John Mullins, owner of Crystal Park, Tulsa, Okla., has signed a 10-year contract with the Tucson Chamber of Commerce to construct a horse racing track, opening November 22 for a 60-day meet with pari-mutuel betting. Our friend, John, is also putting a 5,000-watt radio station in Phoenix.

"Ken Garff, one of the largest backers of the midway at the Salt Lake City centennial this past summer, is currently in Detroit on business for his automobile agency. Ken says they're going to sing another stanza—Expositionwise—come spring.

"Fred W. Pearce, of Walled Lake, Mich., and Excelsior Park, Minneapolis, is at home in Detroit again after a three-week vacation in California.

"R. J. Zouary, concessionaire at Cedar Point, Sandusky, O., is leaving next week for a vacation in Florida.

"Gerald Niermann, manager of Lakeside Park, Dayton, O., is spending this week at his new resort on the lake at Celina, O.

"H. J. (Chief) Terrill, manager of Silver Beach Amusement Park, St. Joseph, Mich., is engaged with the printer and advertising agency getting up a new brochure to be released soon.

"Don Dazey, co-owner and manager of LeSourdsville (O.) Lake Park, is away on a 30-day vacation up in Thessalon, Ont., deer hunting. Don is chairman of the program committee for NAAPB and advises that the program is now in the hands of the printer. Improvements at LeSourdsville Park for next season will be a Dodgem, Shooting Gallery and Pretzel Ride, and new buildings are being constructed for all three.

"Charles Paige, Coaster designer for the National Amusement Device Company, and the writer are leaving right now for an extended trip thru the Eastern States, including New York, Boston, Baltimore, Atlantic City, Philadelphia, Harrisburg, Pittsburgh and all way points."

Numerous changes are to be made at Spring Mount Park in Perkiomen Valley, Perkiomen, Pa., according to Roy Huber, under whose management the Spring Mount Park Association

operates the resort. Huber reports that the Lower Frederick Fire Company plans erection of a new grandstand, refreshment stand and pavilion and repairs to the boat landings. Improvements for the bathing beach and picnic groves are also planned.

Silver Beach Park, Mich., Operators Designated

ST. JOSEPH, Mich., Nov. 1.—Silver Beach Park will be operated by Mrs. L. J. Drake, widow, and H. J. (Chief) Terrill, son-in-law, of the late owner, Logan J. Drake, it was announced by his son, Milton J. Drake.

No major changes in park operating policy are contemplated.

Kramer Develops Mich. Site

BAY CITY, Mich., Nov. 1.—A 40-acre site at Linwood, 12 miles north of here, is being developed as an amusement park by Cecil Kramer, former tavern owner. In the planning stage is the installation of rides to supplement a shooting gallery and several concessions already in operation.

Lola, Philadelphia Zoo's rare snow leopard, died October 23 of old age. Zoo officials believe the animal, which lived here for nearly nine years, lived longer in captivity than any other snow leopard. Chances of securing a replacement are believed slim because much of the country they inhabit is controlled by Russia.

Around the Grounds

(Continued from page 48)
act—were sold out as early as October 15, Mrs. Don A. Detrick, association secretary advises.

Jimmy Van Cise, Eastern representative of the Jimmie Lynch Death Dodgers, was a visitor to the Chicago office of *The Billboard* last week while en route to Akron to rejoin Lynch. After transacting business in Akron and Detroit, Lynch and Van Cise were scheduled to go hunting in Texas. They both will attend the Chicago IAFE convention in December.

Sam Levy, of the Barnes-Carruthers office, was a Chicago visitor last week before returning to Des Moines, his home base.

Public Relations Director and Mrs. Raymond P. Winans, of Eastern States Exposition, Springfield, Mass., will move permanently into Phillips House, Storowton Village, on the fairgrounds. Mrs. Winans will have active year-round charge of Storowton.

Mr. and Mrs. Fred H. Kressmann left Chicago Tuesday (21) for San Francisco, where he will serve as program director of the Grand National Livestock Show in the Cow Palace, November 1-9. Two acts, Ostermaier's Horses, and La Tosca, bounding rope, are booked for the Grand National by Barnes-Carruthers Theatrical Enterprises, Chicago, of which Kressmann is a sales rep.

The race track at Regina (Sask.) Exhibition grounds has been resurfaced in preparation for next year's exhibition.

Fred Knight, Penticton, B. C., once a member of the Lethbridge and Dis-

trict Exhibition and Rodeo Association, was lost when the RCAF plane on which he and his wife were passengers disappeared in British Columbia October 18.

Albert Ackerman and Ty Tyson, long associated with the late Jule Miller in the Northwestern Amusement Company, St. Paul, will continue to operate the business, booking fairs and other entertainments.

Work on fences to be erected at the Tehama County Fairgrounds, Red Bluff, Calif., the first phase of improvements budgeted for next year's fair, has begun, according to George F. Blake, manager. Fences will separate the fairgrounds from the adjoining parking area. Special turnstiles will be installed in order that a more accurate attendance record may be available. Blueprints are nearing completion on the new educational and restaurant buildings and construction will begin after the first of the year.

UNDER THE MARQUEE

(Continued from page 52)
Leeds, Ala., school. He was presented with cakes by both groups.

When asked why he closed late, a manager answered: "It's always better to walk than run to an exit."

Thomas Francis Heney, rotund and jocular contracting agent for Dailey Bros., spent several days in Chicago last week visiting his nephew. He also found time to visit *The Billboard* office Monday (27) and give vent to his enthusiasm for Ben and Eva Davenport, R. M. Harvey and the show in general.

Yesteryear overland wagon circus manager's favorite crack was: "I always give my performers a break by staying out of the backyard so they can talk about me."

Jackie Wilcox, said to be the only woman of the billposters' union, with membership in Local 32, Los Angeles, recently closed with Cole Bros.' Circus in Johnson City, Tenn., and has returned to Kansas City, Mo., where she will winter. Miss Wilcox dispensed window cards a week in advance of the org this season.

Title, "Temporary first assistant to the assistant pusher," means that he'll tote most of the load until another "Temporary first assistant to the assistant pusher" with a stronger back can be found.

Frank Hennessey, veteran road show producer who died in New York October 28, was a life-long friend of the late John Ringling. After his retirement from the road many years ago, Hennessey settled in Sarasota, Fla., where he became a sort of unofficial greeter at the John Ringling Hotel, where he made the friendship of many circus executives. In recent years he had resided in New York.

The Second National Bank, of Cumberland, Md., infoes that John L. Weese, who operates Johnny Wise's Horse Show, has a balance of \$81 in its jug and would like to have him come get it.

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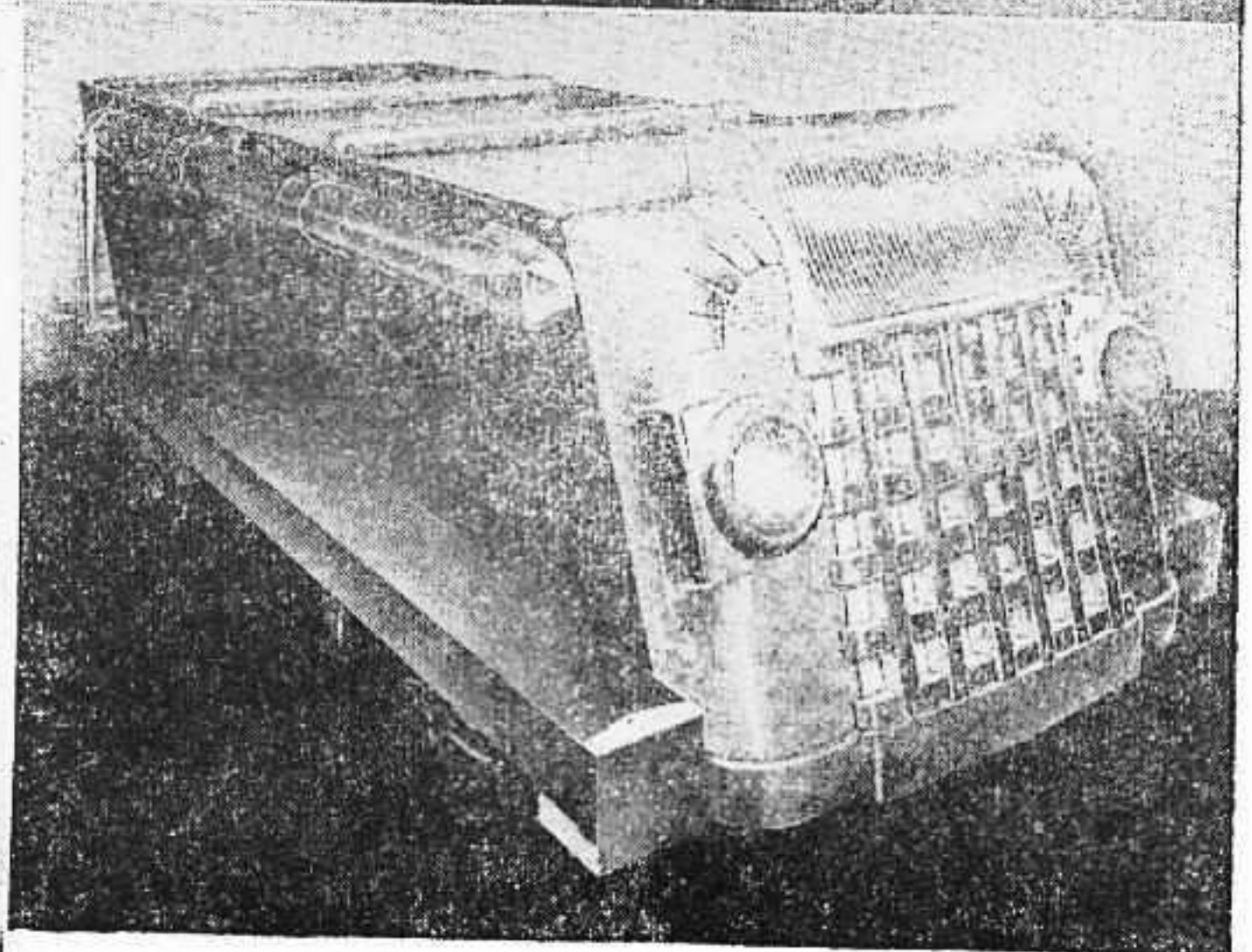
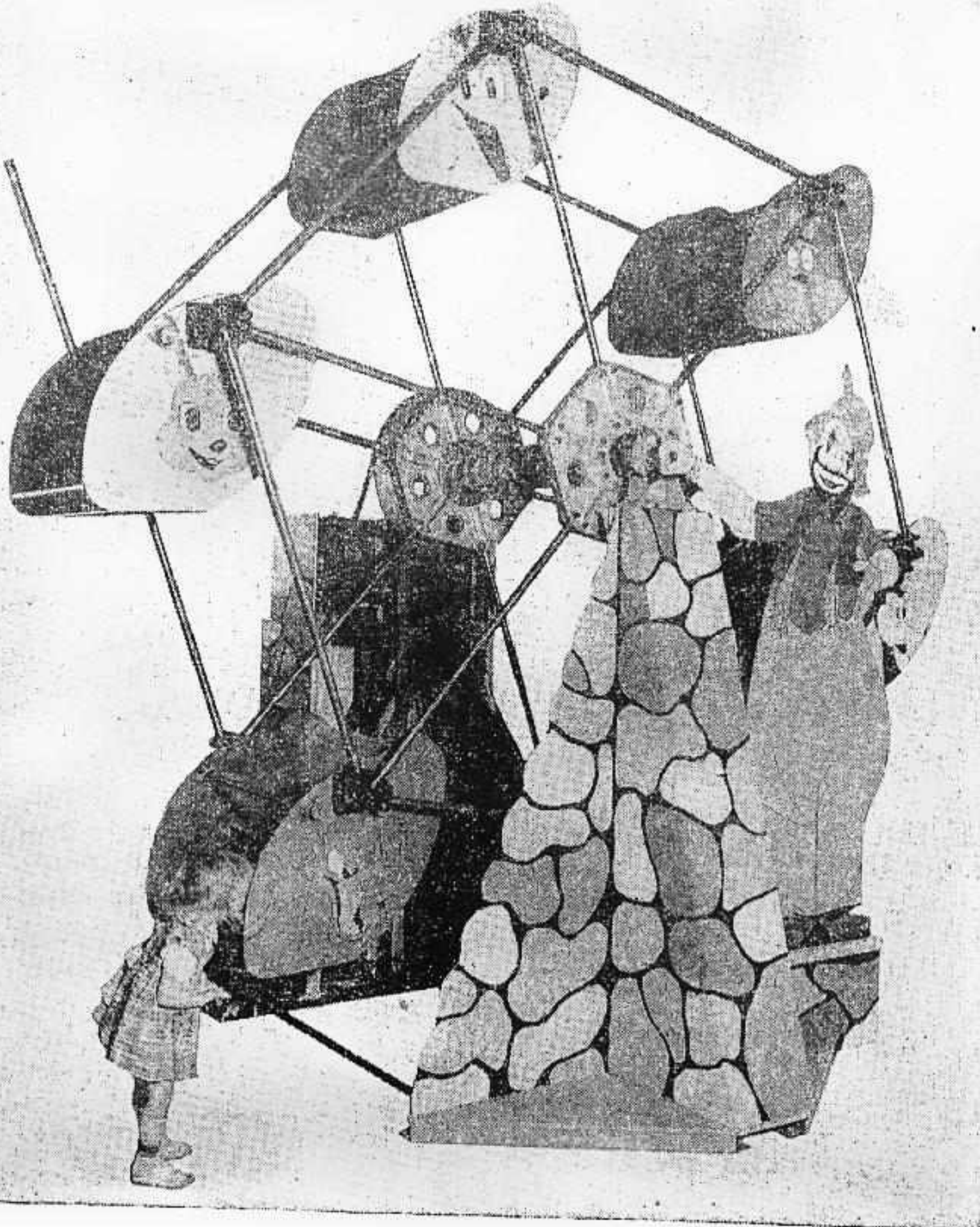
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WOM Party Yields \$4,200 In Columbia

Money Is Split Five Ways

COLUMBIA, S. C., Nov. 1.—World of Mirth Shows personnel, headed by Frank Bergen, general manager, and Bucky Allen, concession manager, contributed \$4,200 for showmen's organizations at a midnight jamboree on the fairgrounds here October 23.

The money will be divided as follows: National Showmen's Association, New York, \$2,000; Ladies' Auxiliary, NSA, \$500; Miami Showmen's Association, \$500; Ladies' Auxiliary, MSA, \$500; an unnamed widow of a former member of the show personnel, \$200.

Bergen and Allen will donate a television set for use in the NSA clubrooms in New York.

Party took the form of an auction with Harvey (Doc) Cann, general agent and traffic manager, handling the gavel. Show ladies prepared and contributed packages for the auction.

Entertainment consisted of Bernie George, emcee of the George A. Hamid Grandstand Revue; Jackie and Johnny Wages, folk singers, and eight girls from the revue line.

Rain Hits Columbia; Annual Holds Up For World of Mirth

COLUMBIA, S. C., Nov. 1.—Rain on the two best days for midway play at the South Carolina State Fair, which closed here October 25, washed out the possibility of a record gross for the World of Mirth Shows. Even so, the final take was said to be only slightly under last year's record.

Opening night, October 20, was the biggest in fair history. A free gate attracted hefty crowds of free spending residents of this city and adjacent towns. Rural folks turned out in large numbers thruout the remainder of the week when weather permitted. Big Thursday, October 23, drew a truly representative crowd from thruout the State, including 25,000 who witnessed the Carolina-Clemson football game on the grounds. The lush crowd largely vanished, however, when rain commenced just as the usual hefty night play was getting underway.

Friday, October 24, Children's Day, was almost washed out by rains which continued until late afternoon. Night play, however, was salvaged. Closing Saturday did not build enough to offset the losses.

Secretary Paul V. Moore announced that he had contracted the shows for next year.

Balmy Weather Peps Work Pace at John Francis Home

ST. LOUIS, Nov. 1.—With summer-like weather prevailing, workers in winter quarters of the John Francis Shows here are repairing rides and equipment under the direction of Crawford Francis and Lee Henderson, assisted by Pat Patterson, Robert Christ, Don Martin, Al Blair and Jack Robinson.

Owner John Francis left by air for Wichita, Kan., where he was joined by Mrs. Lotis Francis for a trip thru Texas on their way to Monterey, Mexico.

On his way Francis bought a new Merry-Go-Round to be delivered to quarters immediately. A short range shooting gallery is being built by Henderson.

E. J. Casey's 3 Units Home After Playing 111 Fair Dates

WINNIPEG, Nov. 1.—E. J. Casey, owner of the shows bearing his name, brought all three of his units into winter quarters here upon completion of the last of 111 dates, in Erin, Ont., October 13. Despite a decrease in spending from last year's record gross, attributed in part to a spell of rain and cold in June which resulted in the loss of 10 fair dates, the shows' 14th season was termed an unqualified success.



E. J. CASEY

An innovation this year was the setting up of a third unit to play Eastern Canada. Org, traveling on five trailers and a bus, traversed more than 1,400 miles of gravel road in the north country without an accident and appeared at 25 fall fairs.

Work is already underway in show quarters here. R. J. (Bob) Kerslake will supervise activities of a 10-man crew. Possibility of a fourth unit is being considered, as Casey turned down an estimated 20 events this year because of conflicting dates.

Equipment owned by the shows includes three Ferris Wheels; two Merry-Go-Rounds, one three and one two abreast; Loop-o-Plane, two min-

Farrows Put It Away a Winner Despite 15% Cut

JACKSON, Miss., Nov. 1.—Ernie Farrow and Mrs. E. E. Farrow Sr., co-owners and managers of Wallace Bros.' Shows, closed the season October 13 and moved into winter quarters here on the fairgrounds.

Show had a good season, on the whole, altho business was off about 15 per cent from last year. The organization encountered bad weather the first 11 weeks. The governor's ruling hit hard in Minnesota when all stock concessions were closed at Austin, but after three long jumps the org was back on the winning side, due to some able booking by General Agent H. Dale Smith, Manager Farrow said.

The show owners said work would start immediately in quarters in preparation for early spring spots already booked. Three new show fronts are under construction along with a new front marquee. One new power plant has been ordered to take care of additional shows and rides to be added.

Delivery is expected this month on two rides ordered from the Allan Herschell Company to bring the total to 14. Next season the org will carry (See *Farrows Put It Away*, page 68)

ature railroads, airplane ride and a Merry Mix-Up. Shows are animal, reptile, educated horse, trained animal, cowboy and funhouse. Shows have a total of 40 concessions. Units are transported on 20 semi-trailers. Four busses and seven automobiles carry personnel.

Staff consists of Casey, owner-manager; R. J. (Bob) Kerslake, assistant manager; J. C. (Jack) Baillie, concession manager; Ernie Willis, chief electrician; Art Curtis, ride superintendent; V. Achaire, artist, and W. F. (Bill) Naskar, auditor.

Unit No. 1 was managed by Casey, assisted by Naskar. Willis was electrician.

Unit No. 2 was managed by R. J. Kerslake, assisted by G. D. Kerslake with Art Curtis as electrician.

Unit No. 3 was managed by Carl Cannell, with A. E. Dalstrom, secretary, and Wilf Honke, electrician.

Hill's Greater Claims 20% Up On Long Tour

ARANSAS PASS, Tex., Nov. 1.—Hill's Greater Shows closed in Velasco, Tex., after a 32-week season, covering 6,700 miles in eight States while playing 13 weeks of fairs and celebrations with the gross up 20 per cent over 1946. The final hop was 180 miles into new quarters here, where most of the personnel are out fishing at the fishing place of Minnie and Cecil Sanders.

H. P. and C. O. Hill left the show for one week at Corsicana, Tex., to go to San Antonio for the fall Masonic ceremonial in which they went all the way, including the Shrine.

The show purchased a new Spitfire and a 50,000 candle power army searchlight to be used for advertising. The Hills plan to purchase two more rides during the Chicago convention. The show will take to the road early in March.

Personnel will remain the same with C. O. and H. P. Hill as owners and managers; Mrs. C. O. Hill, secretary; Tommy Briggs, special agent; LeRoy Jones, lot superintendent; Floyd Sanders, transportation boss; Clyde Runnells, chief electrician; H. N. (Foots) Reeves, legal adjuster, and Bonnie Holifield, mail and *The Billboard* agent.

Concession line-up next year will consist of office-owned stores except hanky panks, cookhouse and popcorn.

Ruback Augments Alamo for Winner At Waco's Annual

WACO, Tex., Nov. 1.—An augmented midway and a good promotional job by Tommy Stevens, general manager of the Waco Fair, helped Jack Ruback's Alamo Exposition Shows come out a winner at the recent annual.

Ruback booked four extra shows for the date here in addition to J. C. McSpadden Caterpillar ride, and Sam Caldwell came here from Dallas with his motordrome. Stevens was successful in luring people from a number of near-by towns, including West and Marlin.

Jim Schenck joined here as general agent. Alamo closes November 15 in Stephenville, Tex., following completion of an Armistice Day celebration.

Georgia Annuals Kind to Wilcox; Winter in Tenn.

EASTMAN, Ga., Nov. 1.—Shan Wilcox's Shan Bros.' Shows closed a highly successful tour of Georgia fairs here Saturday (25) and moved to Atlanta for a week's stand en route to winter quarters on the Maryville (Tenn.) Fairgrounds.

It was Wilcox's fifth tour of Georgia, and despite generally bad weather, he reported each fall spot a winner. Org was rained out two days here and three days during the previous week in Sandersville. Gordon Chapman served as secretary of the Sandersville Fair for the 16th consecutive year.

En route to Eastman a semi hauling the Merry-Go-Round overturned and the ride was wrecked. Wilcox estimated damage at around \$5,000 on the ride and \$1,500 on the motor unit.

Shan Charles Wilcox, son of the show owner, is in school at Maryville where the family plans to winter. Lee Houston, who recently purchased the Snake Show and Animal Show, left for Florida dates.

Show visitors included Dr. C. E. Barfield, former carnival owner; L. J. Heth, Floyd Heth, Joe Fontana, Frank Peppers, Mrs. Babe Scott, Clifford Coleman and Mr. and Mrs. S. W. Thompson, owners of the Florida Wild Animal Ranch, St. Petersburg; Earl Weir and family, Frank Hearne, Ollie Bradley, Dick Wilson and Paul M. Conaway.

Babcock Buys Zeiger Org; Holds Staff

LOS ANGELES, Nov. 1.—Frank W. Babcock, who was forced to retire from show business five years ago when he suffered a broken back, has bought the C. F. (Doc) Zeiger Shows and assumed charge today with the title changed to Frank W. Babcock United Shows, a label he has held for 30 years.

Sale of the show, with Doc Zeiger retiring after some 30 years, was consummated two weeks ago. Sale price was undisclosed. Set-up includes 10 major rides and other property. Zeiger has been moving the show on railroad equipment. However, Babcock has made no definite plans for its transportation, indicating there is a possibility of it being put on 10 flats.

Babcock told *The Billboard* that the Zeiger personnel will remain. G. S. Hinckel will manage for the new owner, with Walter Hanner the new secretary-treasurer. Arthur Hockwald, who was agent for Zeiger, will continue in his post.

Babcock is well known in show business. He operates five hotels and four apartment houses here and will continue to operate these properties along with the show. Since recovery from his accident, Babcock has considered buying several shows, with the deal finally being struck with Zeiger.

Opening date for the Babcock show is Yuma, Ariz., with Indio, Calif., to follow during Armistice Week.

Al C. Beck To Promote Cleveland Indoor Dates

CLEVELAND, Nov. 1.—Al C. Beck, veteran carnival and circus executive, announces that he will enter the indoor promotional field here, following the closing of the Joseph J. Kirkwood Shows, of which he is secretary-treasurer, at Moultrie, Ga., Saturday (8).

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M. Paer, MSA Secy., Dies in Train Mishap

NEW YORK, Nov. 1.—Milton Paer, 49, executive secretary of the Miami Showmen's Association, was killed Monday (27) when he fell from a train near Principio, Md.

Paer's body was brought to New York, with Walter K. Sibley, executive secretary of the National Showmen's Association, taking full charge of funeral arrangements at the request of the Miami club.

Funeral services were held Thursday (30) afternoon at the Riverside Memorial Chapel, with Rabbi Birstein of the Actors' Chapel officiating. Miami Showmen's Association was represented by Treasurer Ralph Endy, and the ladies' auxiliary by Mrs. Ralph Endy.

A large number of members of the NSA and the Miami club and their auxiliaries attended the funeral service. Interment was in the NSA plot at Ferncliff (N. Y.) Cemetery.

Paer is survived by his widow, Mrs. Rose Paer, two sons, his mother, two brothers and two sisters.

ACA To Talk Availability Of New Materials at Meet

ROCHESTER, N. Y., Nov. 1.—According to information made available by Max Cohen, general counsel of the American Carnivals' Association, it is planned to go into the subject of new products and processes available to the carnival industry in considerable detail at the association's annual meeting opening December 1 at Chicago.

Cohen indicated that his annual report to be distributed to the membership of the association would include in considerable detail the subject of new materials and products available to the carnival industry and would list many new items now available. It is expected that this subject will bring forth much discussion, as the shows in the industry are conscious of the desirability of inaugurating progressive improvements.

Reger Brothers Sell All Equipment, Retain Title

CANTON, Mo., Nov. 1.—W. J. and W. L. Reger, co-owners of Pearl City Rides and Shows, sold their rides and equipment to various individuals following the close of their 1947 season. The Regers have retained the title of the Pearl City Rides and Shows, which they have copywrited, for possible future use as they do not plan to go out of the amusement business entirely.

Present plans call for the brothers to take out one or two rides and some concessions which they will book on various shows next year.

Eddy Kennedy and C. H. Allen, showmen from Los Angeles, visiting New York. Joseph Manno, from San Francisco, also doing the town.

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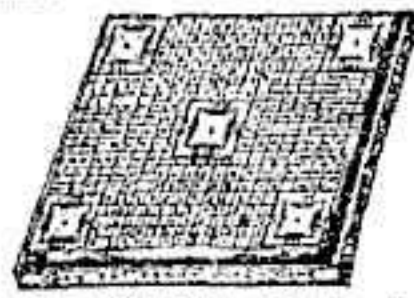
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Pineview, Ga., this week, or per route.

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Platform walk-around type, mounted on '46 model Chev. heavy-duty truck chassis—driven 11,000 miles. Body when closed 8x12 ft.—7 ft. height. Pit size 7 1/2 x 10 ft. Plenty lights inside, flashy ticket box, practically new P.A. system, no guy lines or stakes. Set up in less than 1/2 hour, well built and flashy. Ideal for Fat Girl, Mechanical Show, Freaks, Snakes or Animal Show. Florida tags and all ready to go except inside attraction. If sold at once before stored for winter, \$2,800.00.

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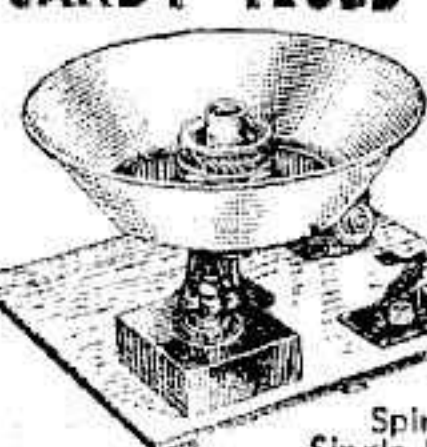
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MIDWAY CONFAB

Hazel Davis cards that she closed the season in Post, Tex., and is heading for her West Coast home. She was last with Rupe's Midway for Fun after having made seven fairs and three celebrations with the Cherokee Amusement Company. She opened with the International Shows.

Joe Goodman, of Wonder Shows of America, arrived in New York last week from Little Rock, Ark.

George E. Walker, carnival trouper, is still confined in the sanitarium at Florence, S. C., and would like to read letters from friends during his convalescence. His address is Box 220, RFD 2, Florence.

Lucky is the first of May who is a first offender and has a home to go to.

James and Charlotte Morgan, after closing the season with the W. C. Kaus Shows in Clinton, N. C., left for the Colored Fair in Columbus, S. C.

Mr. and Mrs. Jim Wills joined their daughter, Mrs. Earl Wells, on Midwest Shows at Monovesta, Colo., in time to celebrate the arrival of their granddaughter, Earleen. The Wells formerly were with Smith Amusement Company in Texas.

Vanie Single Lee and Mr. and Mrs. Lynn, of James M. Raftery's Shows, were hosts to a small gathering at a

tea in their trailer while shows played Williamson, N. C., recently.

Bill Gersbach, who closed with Prell's Broadway Shows at South Boston, Va., reports that the org's Eastern tour was successful despite inclement weather. Gersbach went to his home in Madison, Wis., while Dottie and Ma Klatt left for their home in Milwaukee. Henry Hein, also with the org this season, left for his home in Portland, Me.

Included in the Chi convention will be the entertaining rooms in which hosts and guests will recover after it's over.

Russell E. Hackelman, formerly in charge of advertising for Rogers Trailer Ranch, Rantoul, Ill., has been named assistant to the executive director of the Trailer Coach Manufacturers' Association with offices in Chicago.

John A. Howard, formerly with Buff Hottle Shows in Louisiana, recently took delivery on a new trailer coach from Rogers Trailer Ranch, Rantoul, Ill.

Aransas Pass, Tex., Notes: Hill's Greater Shows, which moved into new winter quarters here October 19, will be stored in a new Quonset hut, 80 by 120 feet, on a large plot near the business section, which provides plenty of space for outdoor work. Sighted around quarters recently



PERSONNEL OF THE SIDE SHOW on the Great Sutton Shows. Left to right: Mrs. Captain Johnson, in the left-hand ticket box, knife board, electric chair and sword box; Rose Lee Woods, armless wonder; Chief Ke Wa Den, Indian mentalist; Gene Pritchett, bird boy; Marvin Bugee, knife thrower and sword swallower; Captain Johnson, dog act; Sailor Jack, tattoo; Jackie (Lee la Dean) Dale, annex; Dixie O'Dell, annex nurse; Jess O'Del, manager and talker; Buddy Wheeler, talker, and Eddie Woods, ticket box.

OCTOPUS ROLLOPLANE FLY-O-PLANE
World's Most Popular Rides
EYERLY AIRCRAFT CO., Inc., Manufacturers, Salem, Ore.

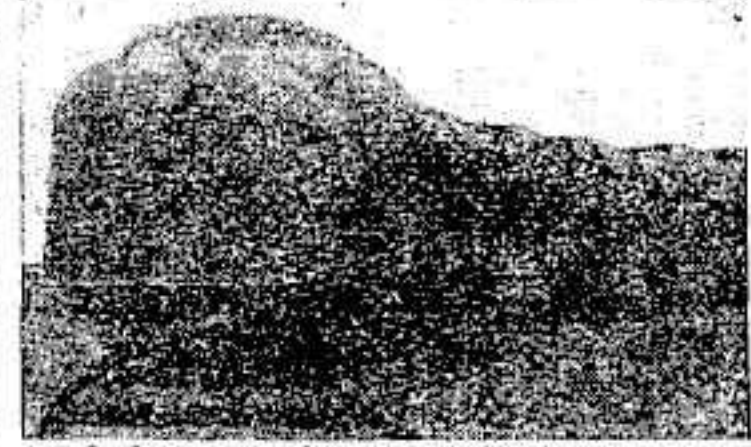
POPCORN SUPPLIES
Complete line of Popcorn Supplies. Everything you need for your Popcorn Machine at money-saving prices. Get your name on our mailing list for monthly Popcorn Price Bulletins.
GOLD MEDAL PRODUCTS CO.
318 E. THIRD STREET CINCINNATI 2, OHIO

FOR PROFIT AND FLASH THE SPITFIRE
IS "SUREFIRE"
WORLD'S MOST BEAUTIFUL RIDE
FRANK HRUBETZ & CO. SALEM, ORE.



As completely equipped and finished as a modern home. Outstanding for comfortable travel. Available in three distinguished body lengths. Write for illustrated folders.
America's Finest Trailodge
ALMA TRAILER CO. ALMA, MICH.

BOWERS STREAMLINER (KIDDIE ELECTRIC TRAIN RIDE)



Order Now for Xmas in Stores or Booking in the South This Winter. —IMMEDIATE DELIVERY—
CHECK THESE FEATURES
Goes up or down in 30 minutes. Loads on small two-wheel trailer. Operated by one person from ticket box. Built for years of trouble-free service. Priced at only \$7,500.00, F. O. B. factory.
Write or Wire
K. Max Smith Enterprises
BOX 173, RUSSELLS POINT, O.

ROSECAKE OR WAFFLE MOLDS
Best Winter and Spring Money Makers. 4" commercial size of cast aluminum. Complete with wooden handles and formulas. \$2.50 each. Get the "originals"! Terms: 25% with order, balance on delivery.
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Popcorn Machines & Concession Equipment & Supplies
BLEVINS POPCORN CO.
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OHIO SUPER YELLOW and DWARF WHITE HULLLESS POPCORN
In 50 and 100-lb. moisture-proof bags. Also Cartons and Supplies. Write for catalog.
BETTY ZANE CORN PRODUCTS, INC.
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WANTED TO BUY
ELI #5 WHEEL
LITTLE BEAUTY MERRY-GO-ROUND
CONCESSION TRAILER
MULTIPRISES P. O. BOX 1125
WATERBURY, CONN.

TRI-STATE SHOW WANTS
Stock Concessions, Grab and Mug Outfits, Jackie and Al Alexandria, can place you. Krotz Springs, La., this week.
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.

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.

were Mr. and Mrs. Blackie Bushong, cookhouse operators, and Jack Edwards, for a number of years general agent of Greater United Shows, who is down here for the fishing season. . . . Old-timers still residing here include Goldie Lamonte, Eddie Poole, Hoy Runion, Mr. and Mrs. Cook, the Steinbergs, Mr. and Mrs. H. F. Ellis and Wayne and Coopie Herndon and families. . . . N. L. (Whitey) Dixon, is recovering from a hernia operation, which he underwent at a Corpus Christie, Tex., hospital October 15. Dixon has been legal adjuster for the Richman & Carpenter Enterprise for the past two years. His son, Billy, and wife and baby will winter here.

Jack Stutzman, who with his wife operates the E. & J. Amusement Enterprises thru Georgia and Louisiana, visited The Billboard's Cincinnati office last week while en route to his farm in Georgia from a trip to the Lone Star Shows in Columbus, O.

Lucille Perry recently planed to Pensacola, Fla., to join Happyland Shows.

Roscoe Wade, of Joyland Shows, is on a shopping tour to Phoenix, Ariz., where he plans to purchase new equipment.

Mae Joe Arnold, who closed as annex attraction on Hutchens' Modern Museum on Snapp Bros.' Shows, is in Union City, Tenn., nursing her father who has been ill for several weeks.

About this time of the year grabstand operators open jars of pickles they used for flash all season.

Jerrie Jackson, whose Hepcat Band had a click season with the James E. Strates Shows, reports that the unit has been signed for the 1948 tour with Strates. Jackson says the band sports an outstanding drummer in the person of Melvin Green.

Mrs. Mickey Parker was tendered a party in celebration of her birthday in South Boston, Va., recently by her husband, H. W. Parker, and was the recipient of numerous gifts. In attendance were Mr. and Mrs. Julius Oakley, Mr. and Mrs. Tony Baress, Mr. and Mrs. Jack Thompson, Mr. and Mrs. James Parker, Mr. and Mrs. Tony Rode, Karl Strain, Robert Miller, Dorothy Schumaker, Elwood Broughton, Wodus Chance and Edward Martin.

Joseph J. Frederick, Detroit concession and ride operator, is reported to be organizing his own show.

John Patterson, whose mother is a member of the John R. Ward Shows, enlisted in the army air corps September 9 and is stationed at Fort Jackson, S. C.

Mrs. Theodore Meadows is at her home in Valdosta, Ga., recuperating from a second operation which she underwent in Vanderbilt Hospital, Nashville. She would like to read letters from friends. Her address is Box 378, Valdosta.

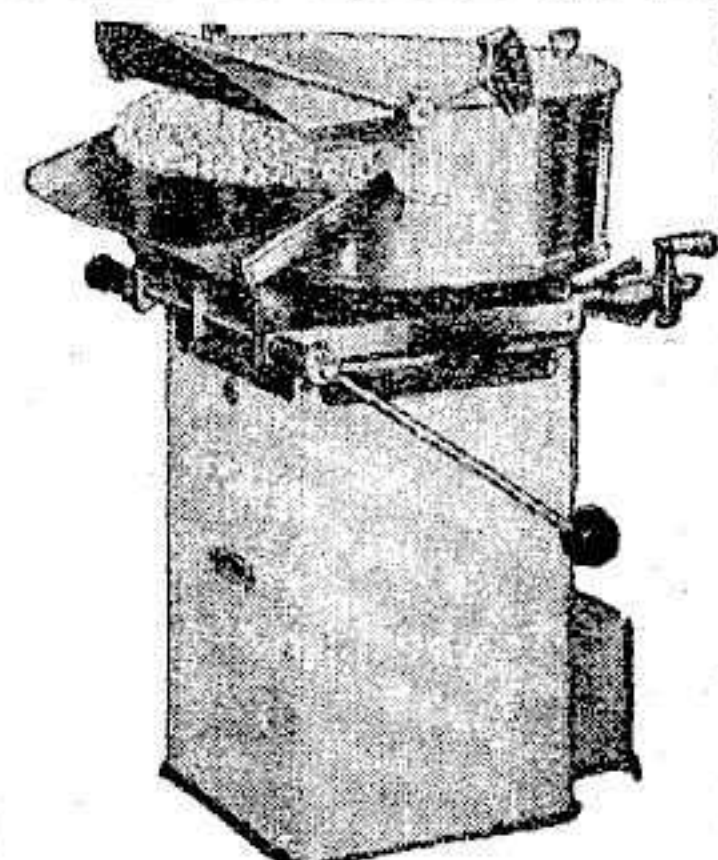
It's a happy show that has nothing to worry about all winter except getting enough fair dates booked to keep it going next fall.

Anyone knowing the whereabouts of John C. Trent, carnival trouper, is requested to have him contact his sister, Mr. J. L. Gallman, at her home in Greenwood, S. C. Mrs. Gallman says Trent's mother is seriously ill there.

Mose Kalin, after a poor season with his Wild Life Exhibit, will vacation in Hot Springs for a few weeks.

Mr. and Mrs. Ben Hyman, corn game operators on Alamo Exposition Shows, have been associated with Owner Jack Ruback the last 24 years or since Ruback launched his Western (See Midway Confab on page 60)

Popcorn Profits Doubled
with **CRETORS** auxiliary
GIANT MODEL 41



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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POPCORN HEADQUARTERS

TOP-POP Hybrid Popcorn is backed by a Money back guarantee if you are not completely satisfied in every respect. Send your order in today. Finest quality roasted peanuts—attractive circus bags. 5 sizes boxes—cones—bags—snow cones—floss papers—colors—napkins—spoons—ready-to-use flavors—apple sticks. Immediate Delivery Star Poppers, Midway Marvel Candy Floss Machines—All-rubber shock-mounted. Stay ahead with Sno-King Ice Shavers—capacity 500 lbs. per hour. Used Popcorn and Peanut Machines bought and sold. Guaranteed trouble free. Big money makers.

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3-CAR OCTOPUS RIDE
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FUN HOUSE
BUILT ON 26-FT. TRAILER, Air Blower and other gadgets.

1946 REO TRACTOR
Driven only 8,000 miles. Clear title given on all equipment. Can be seen at

King Amusement Co.
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FOR SALE—FOR SALE

One 14x24 Ft. Bingo Top, blue, trimmed in red and white, used two seasons, good condition. One used 32 Foot Merry-Go-Round Top for Little Beauty Merry-Go-Round, khaki, trimmed in red.

Jayhawk Amusement Co.
503 South Main ERIE, KANSAS

COMPLETE SHOOTING GALLERIES
MADE TO ORDER

With our specialized machine shop we are prepared to build your Shooting Gallery to your own specifications. Write or phone your needs.

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1946 SPITFIRE
FOR SALE

Perfect condition. \$5500.00 cash. 1946 Hobbs Semi hauls complete ride, optional. Can be seen in operation Cuero, Texas, Nov. 7th to 11th. Delivery Nov. 11th. New 1947 Addison built Train, \$2750.00.

Don Franklin Shows
Cuero, Texas

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Writing Showmen's Liability Insurance is a specialty and to avoid costly mistakes should be written by an insurance man who knows Show Business.

28 years of selling insurance qualifies me to give you expert guidance. Contact:

CHAS. A. LENZ A1338 Insurance Exchange Chicago, Illinois	THE SHOWMAN'S INSURANCE MAN 1728 First St., N. St. Petersburg, Florida Phone 5914
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QUICK DELIVERY
ON NEW AND IMPROVED, BIGGER AND BETTER
1948 MODEL SUNSHINE ELECTRIC CHOO CHOO TRAIN

This isn't a streamliner, but an old-fashioned train with smoke stack and bell—a real flash on any Midway or Amusement spot. Children and adults come miles to ride and re-ride. A proven portable moneymaker that sets up in less than one hour in a thirty-five foot circle. One person operates it from ticket box. Runs on 110 or 220 volt current. All steel, fabricated metal fence, ticket box, light stringer (no bulbs). Complete and ready to run. Will stand years of hard service. It's the hit ride of the year. There's plenty of time to make it pay for itself yet this season.

Three-car 18-passenger, \$1500.00. Four-car 24-passenger, \$1625.00. Five-car 30 passenger, \$1750.00. All F.O.B. Tampa, Fla. Fast truck delivery and set up for 15 cents per mile one way. Send one dollar for large photograph and complete description.

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Canada—THOS. A. JONES SHOWS—Canada
NOW BOOKING FOR 1948

CONCESSIONS—Any legitimate Concession, Scales, Age, Ball Games, Striker. All Concessions open except Bingo. Will book for season. Shows with own outfit, Monkey, Snake, Wild Life, Midget, Illusion or Wax Show, or any worth while Grand Shows. Can place on 25 per cent. Merry-Go-Round, Ferris Wheel, Kiddie Rides, Chair-o-Plane, Live Pony or other good Rides. Address mail to

THOS. A. JONES, 814 Ossington Ave., TORONTO, CANADA

MODERN **IMPROVED**
CHAIRPLANE AND KIDDIE AIRPLANE RIDE
WRITE FOR CATALOGUE.
Immediate delivery on Chairplanes. Also on Gears and Clutch Parts.
SMITH & SMITH, SPRINGVILLE, N. Y.

FRANK W. BABCOCK UNITED SHOWS

Yuma, Ariz., Nov. 4 Week. Indio, Calif., Armistice Week.

Other Dates To Follow.

CAN PLACE SHOWS AND LEGITIMATE CONCESSIONS

Wire as per route

or G. S. HINCKEL

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BEACON BLANKETS

ONE CASE OR A CARLOAD
PLACE YOUR ORDER NOW

	Case Lots of 30 Each	Less Than Case Lots Each
No. 140 Toba Indian Hemmed Edge	Size 60x80 \$2.50	\$2.60
No. 144 Midway Plaid Hemmed Edge	Size 60x80 2.50	2.60
No. 145 Magnet Plaid Bound Edge	Size 66x80 3.15	3.25
No. 146 Mingo Indian Bound Edge	Size 66x80 3.15	3.25
No. 141 Curlew Plaid Bound Edge	Size 72x84 3.75	3.85
No. 142 Wigwam Indian Bound Edge	Size 72x84 3.75	3.85
No. 154 Curlew Plaid Hemmed Edge	Size 72x84 3.25	3.35
No. 155 Wigwam Indian Hemmed Edge	Size 72x84 3.25	3.35

Our 1947 catalog is ready. Write for your copy. State business.

NEW LOW PRICES ON BALLOONS. COMPLETE LINE OF PREMIUM MERCHANDISE.

WISCONSIN DELUXE COMPANY 1902 NO. THIRD ST.
MILWAUKEE 12, WIS.

RIDE MEN! THINK THIS OVER!

If you have 2-5 rides, including Merry-Go-Round, are tired of the road, want to take things easier, and not broke, listen to this: Family picnic playground, swimming, boating, dancing, arcade; near Sequoia National Park, on river surrounded by orange groves; open April to October. High class kid, teen and adult trade. Need permanent rides concessionaire, percentage. Not big, but permanent, and can grow. Should gross 8-10 G first season.

Boozers, gyms, don't answer. Legit ops, write or come see.

McKay's Point, Lemon Cove, California
MAIL: Rt. 1, Box 365, Woodlake, California

W - A - N - T - E - D

K-KISS WRAPPING MACHINES

NEW OR USED

WRITE - PHONE - WIRE

NORTHWESTERN SALES AND SERVICE COMPANY

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BROOKLYN 4, N. Y.

TRANSPORTATION WANTED

MOST OF OR ALL YEAR - PARK OR RESORT

Only one of its kind in U.S.A. "Miniature Flying Scotsman"

This is the most beautiful Steam Locomotive in the U. S. A. Coal fired. People come miles to see it. Adults as eager to ride as children. Press reports better than advertising. Topped all Rides at Monroe County Fair, Rochester. Have plenty of offers for New York State. I need permanent site in warmer climate, had only 1 week before end of season. (No rail.) Would have had own transportation with earlier start. Can pull 108 children or 54 adults. Must have no less than 60-ft. radius (120' across), length as space permits, 20-lb. rail, 15-ft. sections. Would need 30-ft. Semi. I do not want a partner. Would pay for transportation after running. Would help drive Semi. Write cost of transportation, rate, percentage, etc., to

HARRY THURSTON

225 WEST IVY ST.

EAST ROCHESTER, NEW YORK

LAST CALL FOR HAWAIIAN ISLANDS!

All those contracted by me wire or call immediately. Can use few more Concessions and Shows with own equipment. Booked until March 1, 1948. Will be at Biltmore Hotel, Los Angeles, Calif., until Nov. 14.

MAXIE HERMAN

or address

BILL HOLT, ROYAL HAWAIIAN SHOWS

P. O. BOX 2744, HONOLULU, T. H.

Midway Confab

(Continued from page 59)

State Shows, which name was subsequently changed to its present title. Mrs. Hyman has been *The Billboard* sales agent on the org for 20 years.

Sid Alcido and his Four Skyrockets closed with the J. T. Tinsley Shows at the Spalding County Fair, Griffin, Ga., after a successful 30-week jaunt with the combo. Members of the act went to Dothan, Ala., after which they joined the James E. Strates Shows at Jacksonville, Fla.

Mr. and Mrs. Scott Lamb, following their 16-day stint at the State Fair of Texas, Dallas, left for their home in Denver, where they will winter.

Bill H. Hames, carnival owner, who also has the concessions at municipally-owned Forest Park, Fort Worth, persuaded city council that high salaries and operational costs justified the 10-cent charge for soft drinks when that body was pondering legislation that would limit consumer cost to a nickel.

Walter B. Fox, who has been handling the Southern route for Jake Shapiro's Triangle Shows, writes from Anniston, Ala., that after the close of the show there November 1, he returned to Mobile to manage his novelty business. Triangle will winter in Wilson, N. C.

Stories about carnival lots being paved with gold is correct except that the stuff is empty prize package boxes.

After closing with the King Reid Shows, Roy F. Peugh and his son bought a meat market at Gloversville, N. Y. Roy Jr. traveled the season on the O. C. Buck Shows as a counterman on a Jones bingo, operated by Ralph P. Flannagan.

Mr. and Mrs. Roscoe T. Wade, who are wintering in Detroit, are in Oklahoma on business.

Bill and Bertha Williams, with Jack Ruback's Alamo Exposition Shows the past 15 years, have built a Monkey Show, which is usually the first attraction to which Manager Ruback takes visitors on the lot.

Mrs. Ethel Smith and daughter, Elaine, have returned to their home in Texarkana, Ark., where Elaine will enter school.

Miller Duo, in its second year as free attraction with Alamo Exposition Shows, has been contracted by Owner Jack Ruback to return to the org in 1948. In addition to presenting the free attraction nightly, Mr. and Mrs. Fred Miller and their daughter and son-in-law operate concessions.

Sam Sapson, who made his debut in the carnival business last June as assistant manager and press agent on Alamo Exposition Shows, recently received his membership card in the Showmen's League of America.

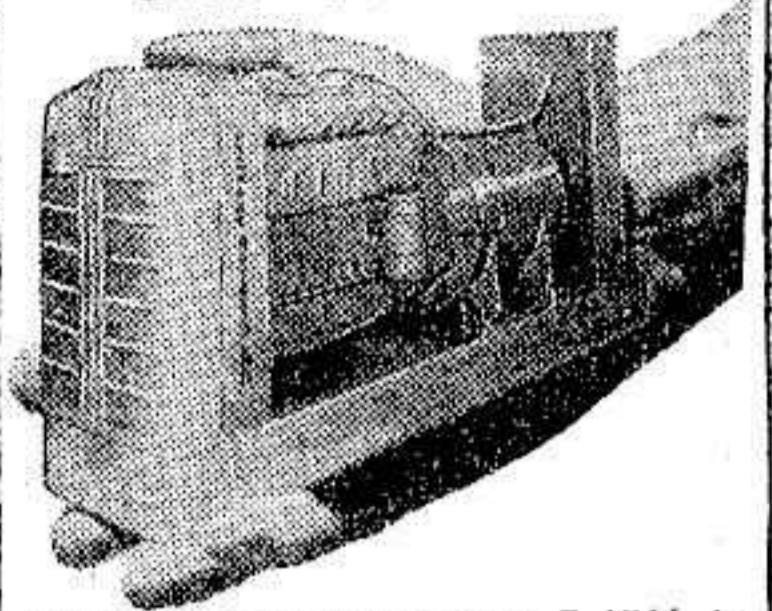
One of the best features of approaching age is that it enables fair secretaries to fall asleep after any meals general agents buy them.

Bobby Kork has returned to Yetters Court, Trenton, N. J., after winding up the season with Al Wagner's Cavalcade of Amusements as annex attraction for the T. W. (Slim) Kelley-Dick Best Side Show.

Jackie and Bill French report a successful season with their concessions on Jack Ruback's Alamo Exposition Shows.

Proof of the pudding that Toney Kitterman had a good year on Alamo

HERE'S THE DIESEL ELECTRIC PLANT TAILORED TO SUIT YOUR NEEDS



Available in sizes of from 5 KW. to 300 KW. Designed around the famous General Motors Diesel Engine. Complete with single bearing close coupled generators, large type instruments mounted on STAINLESS STEEL panels. Write for prices and details of the plant to supply your show with electricity.



Anywhere
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G. M. Diesel Engines

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TYPE AND PICTORIAL

POSTERS CARDS

Posters
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of every size and description
... for every occasion. Exclusive
designs created for your
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METROPOLITAN PRINTING CO
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MIAMI BEACH AMUSEMENT CONCESSIONS

Ferris Wheel, Whip and Airplane Swing Rides wanted. \$1,000.00 in advance on each and 10% of gross required. Diving Bell and Boat Rentals now located on best amusement spot in Florida. License obtainable.

**DIAMOND BOAT
RENTALS**

MacARTHUR CAUSEWAY
Miami Beach 39, Fla.

FOR SALE

ALL OR ANY PART

- 1 40-Ft. Herschell-Spillman Merry-Go-Round
- 1 32-Seat Mangels Chair-Plane
- 1 Dual Loop-o-Plane
(Hoffman's Minnesota State Fair Ride)
- 1 6-Car Kiddie Airplane Ride

Can book my Agents if you have spots South, Fun House, Cook House, Popcorn, Mus Outfit, Live Ponies, to make a complete Show. All Rides ready to go but Merry-Go-Round requires work.

CURIOSITY SEEKERS, STAY AWAY.

Call Minneapolis, Atlantic 7722 or Aldrich 7225
or Write

PRINCESS THEATRE
MINNEAPOLIS, MINN.

BLACKIE LAY and CANUCK RED

come on.
Skillo Agents and Outside Men we know,
come on; will place you. Contact
POP STAFFORD or WHITIE HOLEMAN
Care Heart of Texas Shows, Odessa, Texas

**POPCORN MEN
FLOSS MEN
SNOW CONE MEN**

**Blevins' Big New
Catalogue Is Off
the Presses!**

**Write for Your Free
Copy Today.**

**(No curiosity seekers,
please. Kindly state the
nature of your business.)**

**Blevins Popcorn Co.
Nashville, Tenn.**

**COLORADO RIDES AND CONCESSIONS
WANT**

For winter spot in a town that has a million dollar weekly payroll. No ups or downs.
CONCESSIONS—Popcorn, Candy Floss, High Striker, Add-'Em-Up Dart, Balloon Dart, Fish Pond, Glass Pitch, Coin Bottle, Clothes Pin, Hoop-La, Country Store. \$15.00 per week. Hugo, \$20.00 per week.
SHOWS—Glass House, Mechanical, Wild Life, Pit, Crazy House, Minstrel, Monkey, 20%.
RIDES—Streamlined Train, Kiddie Cars, Kiddie Airplane, Baby Whip; must have gas power or 25 cycle electric. 20% on rides. Contact
CHAS. R. TABER
ELOY, ARIZ.

**NOW CONTRACTING FOR 1948 SEASON
RIDES—SHOWS—CONCESSIONS**

W. G. WADE SHOWS

C. P. O. Box 1488 Detroit 31, Mich.

FOR SALE

Beautiful 40-foot, 3-Abreast Herschell Merry-Go-Round, 30 Horses, 2 Chariots, new Anchor Top and Sidewall, 10 hp. 3-phase electric motor. This Ride is not junk, perfect condition, run very little, wired for 250 lights. Will sell \$8,500.00 cash, or trade for late model 1941 No. 5 Wheel. Phone 2377. Write 1503 No. 5th St.

IRA BURDICK
TEMPLE, TEXAS

MIKE MOORE

Call
GARRETT SCOTT
Legal Adjuster, Roanoke, Important.

SECOND-HAND SHOW PROPERTY FOR SALE

\$10 Wax Head, one of Jesse James' boys.
\$25 Wax Torture Subject Sw'd Swallower. Cost \$300.
\$35 Ziff Pin Head, Glass case, Fine condition.
\$30 Horn Growing Human Head. Found ruins Rome.
\$40 Wax Hd, Powhatan, father Pocahontas, Gl. case.
WEIL'S CURIOSITY SHOP
20 So. Second St. Philadelphia 6, Pa.

Mack's Mecca Trailer Park

2 1/4 miles south of Delray Beach, Fla.
\$3.00 per week
all conveniences, plus.

Exposition Shows is evidenced by the fact that Tony drove a new car on the midway at the Carthage, Tex., Fair.

Management of the Gate & Banner Shows announced that only staff members would be allowed enough electric current for two house trailers while in quarters.

Reports from Bronson, Mich., indicate that one of the W. G. Wade ride units garnered a good week's business there recently.

James Heron reports that business was good at the North Louisiana State Fair, Ruston, and Old Territory Fair, Natchez, Miss., where he had his Midget Cattle and Animal Oddities shows. He has booked a number of winter dates in the South.

W. O. King has several long-range galleries at the Television Show in Convention Hall, Detroit.

Francene, who closed as annex attraction with Joe Lemke's Circus Side Show after a successful season, recently opened at the Rink Cafe, Dayton, O., for an indefinite run.

Warning that a trouper past 50 should have nothing to do with young posing show gals leaves him nowhere to go. It's a cinch he won't hunt higher age brackets.

Capt. R. V. Ritz is planning a trip to Phoenix, Ariz., from his Detroit haunts.

W. G. Wade Shows are being renovated at quarters in Detroit, with ride hands being kept busy during the recent warm spell there. A crew is at work on Earl Engle's equipment, and Arnold Roebuck has completed work on his paraphernalia.

Frank Rupp and sons have left the Motor City for Tampa, while Harry Taylor is on a tour of Western Michigan.

J. Lee (Buck) Smiles, who closed with Cavalcade of Amusements, reports that he plans to winter in Mobile, Ala.

After closing a successful tour with Clyde Smith Shows at Suffolk, Va., Peggy Ewell returned to her home in Bloxom, Va., where she will winter.

Captain Hugo, his wife, and daughter, Lorelli, have returned to Kansas City, Mo., where they will winter. Hugo recently purchased a trailer on which he has been promised early delivery.

Buck Ray and L. K. Carter had their string of concessions at the Weston, Mo., tobacco auction October 25 and reported good business despite a heavy rain.

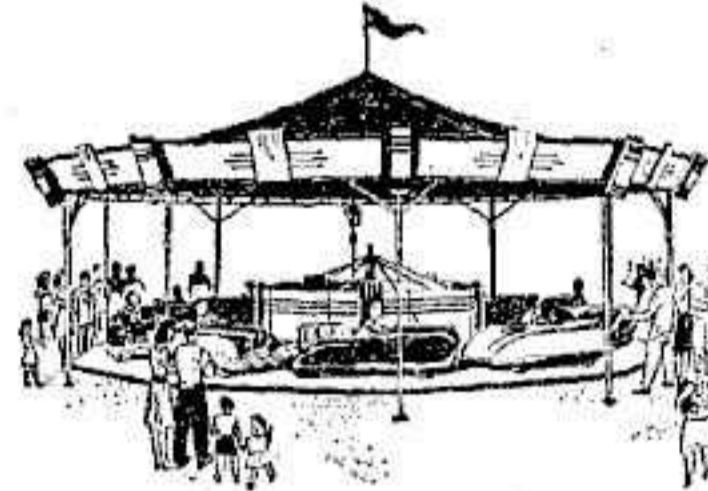
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ATTENTION**

If you want a real JIG SHOW with the best Acts in Show Business, backed with ten Chorus Girls and beautiful wardrobe. I am prepared to give you the best Show on the road if you will finance \$4,000.00 and build what I want.

WALLY NASH
307 West 43d St., New York City
CI-rcl 6-8089



**Kiddie
AUTO Ride**

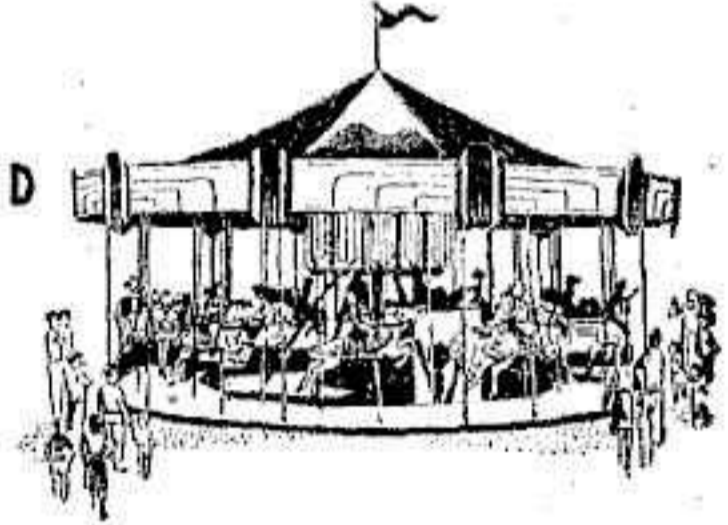


A hit with the kids wherever shown. Cars are trim, sleek miniatures designed by a nationally known stylist and cast of aluminum. Entire ride (with 10 cars) can be loaded on single 14 ft. truck body.

KIDDIE

MERRY-GO-ROUND

A compact, lightweight carrousel made especially for the youngsters... and it brings them back again and again! Has 20 jumping, all-aluminum horses, two chariots. Modern fluorescent lighting. Only 11 ft. high, 20 ft. in diameter at cornice. Loads on 14 ft. truck.



Made by
**THE MAKERS OF THE
LOOPER
CATERPILLAR
MOON ROCKET
CARROUSELS
and other famous
amusements**



ALLAN HERSCHELL COMPANY, Inc.
NORTH TONAWANDA, NEW YORK

World's largest manufacturers of amusement rides

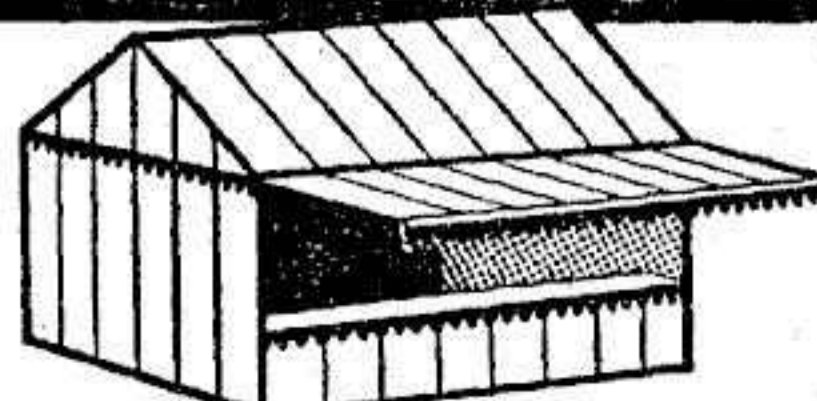
WANT FOR SUWANNEE COUNTY FAIR

LIVE OAK, FLORIDA, NOVEMBER 10-15

RIDES—Looper, Spitfire or Dark Ride
Concessions all open except Bingo and Percentage. All replies

L. J. HETH SHOWS
LAKELAND, GEORGIA, FAIR

ANCHOR TENTS



SQUARE UMBRELLAS FOR NOVELTY STANDS
CONCESSION—TRAVELERS—BINGO—CIRCUS—BALL GAME—MERRY-GO-ROUND—GREEN—BLUE—KHAKI—FLAMEPROOF GREEN—BRIGHT CONTRASTING TRIM.

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SPECIALLY PRINTED • CASH WITH ORDER PRICES --- 10M, \$10.00 --- ADDITIONAL 10M's AT SAME ORDER, \$2.00

Above price for any wording desired. For each change of wording and color add \$3.75. For change of color only, add 75c. No order for less than 10,000 tickets of a kind or color.

STOCK TICKETS	ROLL TICKETS
1 ROLL.....\$1.00	1 ROLL.....\$1.00
5 ROLLS.....@.....75c	5 ROLLS.....@.....75c
10 ROLLS.....@.....60c	10 ROLLS.....@.....60c

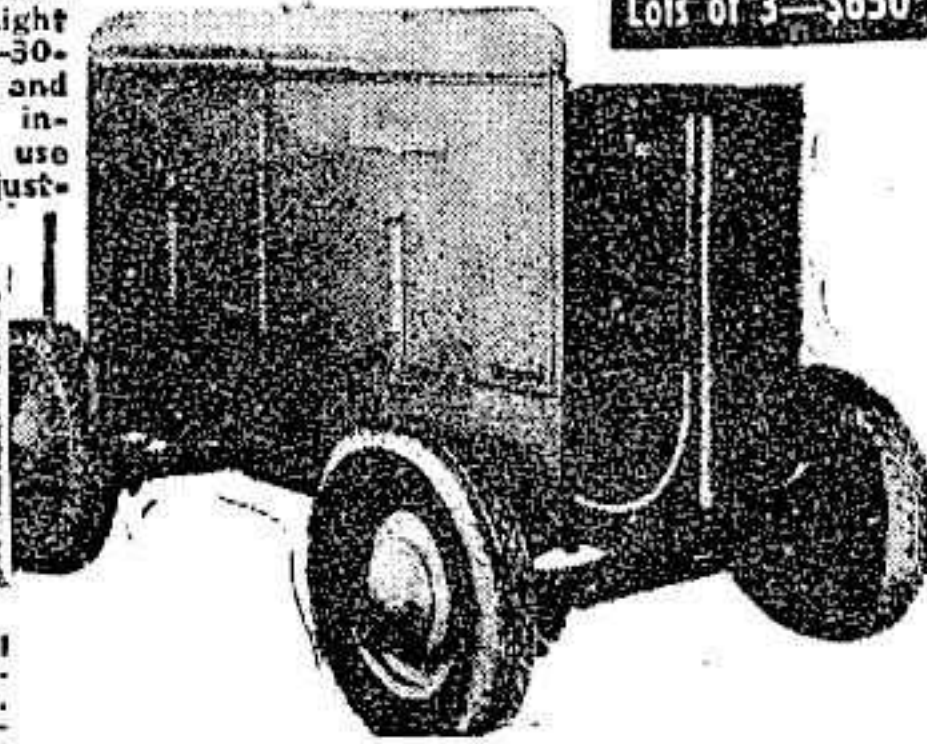
WELDON, WILLIAMS & LICK
FORT SMITH, ARKANSAS

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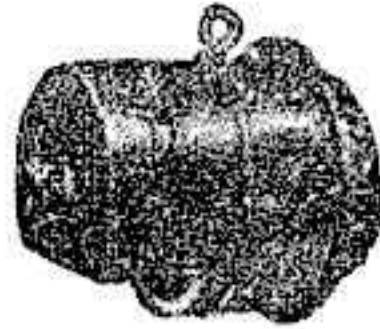
**GOVERNMENT PAID \$15,000 FOR COMPLETE UNIT . . .
PORTABLE POWER PLANT**

Mobile Tow Bar—72" Wheelbase—5 Ft. High—600x16 Tires—Tail Light—Hand Brake—Ford V8 Axles—30-Gal. Gas Tank—All Steel Frame and Chassis—Ideal for hundreds of industrial uses. Also suitable for use as Electric Welder with small adjustments.

Same unit NOW
\$695
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Lots of 3—\$650 Ea.

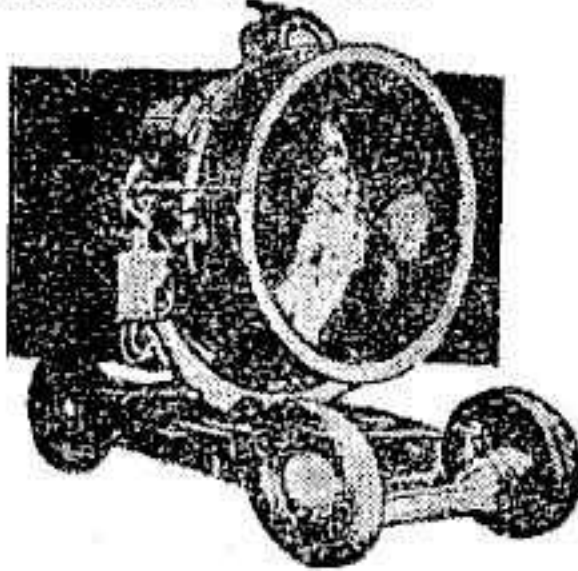


HERCULES 6 cyl. gas engine, Model JXD 4x4 1/2, Air cleaner—self starter. Westinghouse 1/2 HP fan motor, Six blade fan, 24" diameter. Operating panel, complete. Gas Gauge, Ammeter, Oil Pr. Gauge, Temperature Gauge, Tachometer, Choke Starter Button Throttle, 115V Plug, 115V Switch, Fan Switch (Winter, Summer), Ignition Switch, 6V Plug, Voltmeter, 115V; Amp-meter, 300 A; Rheostat, Main Switch.



Westinghouse Marine Generator. Type SK. Direct Current. Style 1B7494.

1100RPM, 16.2KW, 162Amp, 100 Volts.
1400RMP, 24.8KW, 210Amp, 118 Volts.



800 MILLION CANDLE POWER SEARCHLIGHTS
Complete With Remote Control Station

Mobile Unit has four 600x16 Tires. Performs perfectly with Power Plant. Ideal for carnivals, outdoor games, advertising purposes. Hundreds of other uses.

\$695 EACH
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THE MOTOR TRUCK BROKER

4545 W. Madison St.

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CLUB ACTIVITIES

National Showmen's Association
1564 Broadway, New York

NEW YORK, Nov. 1. Club's executive secretary, Walter K. Sibley, was called upon to arrange for the burial of Milton Paer, executive secretary of the Miami Showmen's Association, who fell from a train near Principio, Md., Monday (27) while en route to New York. Interment was in the National Showmen's Association plot in Ferncliff (N. Y.) Cemetery, Thursday afternoon (30), alongside his brother Archie Paer. Riverside Memorial Chapel was filled to capacity at Paer's funeral services, conducted by Rabbi Birstein of the actors' chapel. The Miami Showmen's Association was represented by Treasurer Ralph Endy, and the Ladies' Auxiliary by Mrs. Ralph Endy. Floral tributes came from as far away as San Francisco (Show Folks of America); Phoenix, Ariz., from the Showmen's Club, and from the Cetlin & Wilson Shows, Joseph J. Kirkwood Shows and at least 15 other shows and organizations, the names of which are not at hand, but which will be acknowledged in due course.

At Ferncliff it was noted that the NSA monument is almost completed, only awaiting the placing of the life-size bronze line atop the stone and the setting of the hedge which will surround the monument plot.

Leonard Traube, former editor of *The Billboard*, who is editing the NSA 1947 Year Book, advises that this will be one of the most informative books ever produced in connection with the club's annual banquet. It will stress the club's 10th anniversary. At least half of the book is in the hands of the printer and it is advisable to get your ads in to the office as soon as possible.

President's party at Leon and Eddie's on the Monday (24) preceding the banquet will be a lallapalooza. Still a few tickets available. Work on the annual banquet is now in the final stage. Chairman of the banquet committee, the executive secretary and John A. McCall, manager of the banquet department of the Hotel Commodore, held their last pre-banquet huddle last week, at which time all final details were arranged. Capacity is assured.

Recent visitors were Eddie Kennedy, PCSA, from Los Angeles, who left a substantial donation to the benefit fund, and Joseph Manno, of the Show Folks of America, San Francisco. Other club visitors were C. H. Alton, prominent showman of Los Angeles; Morris Levi, just back from the maritime provinces after a successful season; Frank Miller and brother, Max, in from the Ringling show.

Murray Zand closed his season in the South and is preparing the set-up for the Bronx Elks' bazaar under the direction of D. D. Simmons. Max Gruberg in from Philadelphia to map out a new amusement park at Long Beach, L. I. Al Shriner leaving for St. Louis to work in Dave Irwin's Eskimo Village in the Barr store.

Official reports are not yet in on the results of recent jamborees, but all are said to have been successful, especially the one held on the World of Mirth Shows and also the parties on the Strates and Prell shows.

Letters are being held for Edward Turbin, Sim Kerner, Sam Berger, Sam Tone, George Regan, Joe Ricco, Dan Dominni, Sam Berk, Al Katzen and Pete Gasca. Recent scroll winners were J. Tommy Carson, Harry Sturgis and Sam Spielman.

Special meeting Wednesday (5); regular meeting, Wednesday (12); special meeting, Wednesday (19); open house nights of November 20, 21, 22 and 23. Monument dedication, November 23; president's testimonial

Pacific Coast Showmen's Association
1106 S. Broadway, Los Angeles 15

LOS ANGELES, Nov. 1.—Monday (27) session was conducted by President Bill Hobday, with Vice-President Harry Suker and Secretary Ed Mann also on the rostrum.

New members elected included Robert G. Hampton, Charles E. Thomas and Maxie Herman.

Hobday and Past President J. Eddie Brown officiated in the initiating ceremonies of W. A. Ferguson and Charles E. Thomas.

Those present were Earl Stolze, George Burmaster, Fred Wilson, Danny Callahan, Curly Cummins, Harry Phillips, Bill Holt, Tom McDow, Sammy Dolman, Arthur Vanderhoff, T. A. Cummings, F. A. Chambers, Bob Robinson, Paul Dayton, Fuzzy Hughes, Harry Merkel, Carl Martin, Jack Hawthorne, Mickey Doolin, Morris Friedenheim, Bill Allman, Harry Lewis, Charlie Smith and Dutch Schue.

Executive Secretary Al Flint was given an ovation for his untiring efforts on behalf of the club.

Harry Hargrave gave a talk on the new home, to which the club will move by the first of the year, and outlined prospective plans for decorating and furnishing the building. Harry Rawlings also spoke and sold \$100 worth of building fund tickets on the floor.

Drawing was won by Mickey Doolin, who donated \$29 to the building fund.

dinner, November 24; open house, November 25, and banquet, November 26.

Ladies' Auxiliary

NEW YORK, Nov. 1.—Remember, the bazaar is getting close; November 20-21, at the Capitol Hotel here. Please send in your contribution for same. The bulletin has a list of what we need. Mail in the money for your award books. You can still write in for that extra book to sell.

Send all your news items to bulletin editor, Anita Goldie, 309 West 93d Street, New York.

Majestic Greater Shows
CAN PLACE

For all winter's work in Florida. Concessions of all kinds, no Ex., Sound Truck, must be in keeping with the Show, Grind Shows with own equipment. Can place A-1 Bingo Caller.

EDGEFIELD, S. C., this week.

SELL OR LEASE

MERRY-GO-ROUND

2-ABREAST, 32-FT., WITH 24-FT. SEMI. WANT ALLAN HERSCHELL KIDDIE AUTO RIDE

JOE FREREDICK

2263 NEWTON DETROIT 11, MICH.

FOR SALE

Modern Cookhouse, built on 25-ft. all aluminum Trailer, equipped with cook stove, double sink, steam table, coffee urn, grill and 11-foot refrigerator, all equipped with bottle gas, 16x22-ft. Top with table and chairs for dining room. Also 8x10 Grab. All this equipment new this spring. Cost over \$4,000.00. No reasonable offer refused. Also International Truck with new motor to pull Trailer and haul other Grab equipment if desired. Equipment can be seen at Anderson, S. C., Route 5, Tibble's Store, or write

W. J. MOORE

same address, until November 17th.

Hurry! Last Call!!
PACIFIC COAST SHOWMEN'S ASS'N
27th Annual
BANQUET AND BALL

(Informal)

GOLD ROOM, BILTMORE HOTEL
Los Angeles

DECEMBER 9, 1947

Reception at 6:30 P. M. — Dinner at 8:00 P. M.
Tickets \$10 Each, Including Tax

Make Your Reservations Now—Write, Wire or Phone

AL FLINT, Sec'y

Pacific Coast Showmen's Association

1106 S. Broadway
William Hobday, Pres.

Los Angeles 15, Calif.

Harry Taylor, Chairman

Tickets Limited — Get Yours Today

The TILT-A-WHIRL Ride

On Midways All Over America

Its Grosses Are Getting Better All the Time

—Manufactured by—

SELLNER MFG. CO. Faribault, Minnesota

FROCK AND MEYER
KIDDIE LANDS

Still Breaking All Records. No. 3 Unit Currently at

THE EMPORIUM

San Francisco's Largest Dept. Store
"SANTA'S ROOF TOP MERRY LAND"

Showmen's League of America

400 So. State St., Chicago

CHICAGO, Nov. 1.—Vice-President Lou Keller presided at the October 30 meeting. Treasurer Walter F. Driver and Secretary Joe Streibich also were at the table.

Reports from Lefty Ohren indicate that the President's party to be held December 2 in the Grand Ball Room of the Palmer House will be a notable success. The rule this year will be one ticket to each member, with a charge for all guest tickets.

Membership applications from the following were presented: Arthur L. Converse, E. E. Payne, Paul Kruger, Carlos F. Thomson, Robert Jackson, Max Jaffe, Lawrence Herrington and James McHugh. They are credited to Bob Parker, Petey Pivor, James T. Richards, Rube Liebman and Maury Brod.

Nate (Ginger) Nye is in Edgewater Hospital. The remainder of the sick list remains the same as last reported.

Recent callers included Thomas F. Stevens, Sam L. Ward, Thomas F. Henry, William B. Naylor, and Sam Brody.

Members back after a long absence were Leo Berrington, Ben Orloff, John Lempart, Ainsley Lambert, Manuel Blasco, Joe Brown, Bob McDowell, Frank McDermott, E. Courtemanche, Ray Marsh Brydon, Dr. F. B. Steinberg, Howard Blencoe, Harry Atwell and Val Cooger.

Rev. Marcel Le Voy is hard at work as the club's chaplain. Plans now are under way for the annual Christmas Party for underprivileged children. President I. J. Polack, now out of the city, upon his return will name a committee to arrange for the event.

Ladies' Auxiliary

Nan Rankine, past president, was hostess at a social held in the Sherman Hotel.

Carmen Bishop Horan was the lucky winner of the fittings and thread for a cordet bag donated by Maud Geiler, third vice-president.

A silent moment of prayer was held at the last meeting for Lucille Hirsch's mother, Claire Sopenar's mother, and Daisy Hennies's son, Everett, who passed away in the past month.

Mrs. L. M. Brumleve, past president, spent a week visiting her cousin, Ann Miller, in Lake Villa.

Show Folks of America

1839 W. Monroe St., Chicago

CHICAGO, Nov. 1.—Club's sixth anniversary was observed at the Anne Lynch Home for Show Folks under auspices of home's board of governors. Peggy Richards substituted for Florence Reisel, regular chairman. A huge anniversary cake, suitably inscribed, was presented by President May Adams Stoker. Sandwiches, featuring bread made by Rose Page, home manager, were served. Chet Geneter furnished the music.

Annual barn dance will be held Halloween. Guy Colby and his WLS National Barn Dance band will provide the music. Regular meeting of the board of governors will be held Thursday (6) with the next regular meeting scheduled for Tuesday (18). Slate of officers as published in last week's *Billboard* is complete except for the addition of Wade Booth, past president, for president as the result of a petition.

A social will be held at the home of Coral Chapple, recording secretary, 526 South State Street, Sunday (9). Nellie Gorsch reports that Laura Roth Young is now at home convalescing. Mother Snow, still in the county hospital, will be 95 years old Monday (10). Harry Royale, who recently underwent surgery at St. Theresa Hospital, Waukegan, is now convalescing at his Round Lake home.

Michigan Showmen's Association

3153 Cass Avenue, Detroit

DETROIT, Nov. 1.—About 200 attended the regular meeting October 27. On the rostrum were Jack Dickstein, first vice-president; Louis Rosenthal, treasurer; Bernhard Robbins, secretary, and Harry Stahl, past president.

Following applicants were approved by the membership committee: Marshall Johnson, John B. Platt, Leon Hout, Ernest Campbell, George Pence, Charles O'Brien and Joe Dermer. Membership drive has resulted in 195 new members to date.

On the sick list are Leo Lippa, at home; Floyd Kent, Saginaw County Infirmary Hospital; Bill Postelwaite, Florence Chrittenden Hospital; Clifton Smith, at home, and Henry Leuders, at home. A communication was received from Ray Collins.

Fluorescent lighting has been installed in the card room. Frank Wagner, Buffalo, visited.

A mock trial was held with Louis Maltin, plaintiff; Sam Siegel, defendant; Robert Morrison, prosecuting attorney; Arthur J. Frayne, defense attorney; George Kane, the Irish bailiff with a Jewish accent, and Harry Stahl, judge. Verdict resulted in each attorney being fined \$1. Costumes were furnished by Kane.

Following the trial a joint meeting was held with the Ladies' Auxiliary at which Mayor George J. Jeffries and Charles F. Edgecomb, local housing director, each gave talks. On the rostrum were William Dowling, corporation counsel, and Jackie Osborne. A lunch was served by the house committee.

Ladies' Auxiliary

Regular meeting October 27 was held in the American Legion hall of the club home. On the dais were Bernice Stahl, first vice-president; Ann Borker, second vice-president; Marion Dickstein, third vice-president; Dorothy Gold, treasurer, and Belle Powers, secretary. Peggy Cohen, Rose Lewiston and Dorothy Miller, members of the board of directors, were also present. Membership application of Wanda Ranson Rio was accepted. A raffle held following the meeting was won by Dolores Paskow. A letter from Hilda Roman was read.

Helen Schwartz, Lottie Johnson, Dorothy Gold, Mae Price, Charlotte Richardson and Marion Dickstein offered to help serve at the Halloween Party Saturday (1). Mrs. Rose Schimmel will assist her husband with the food.

Show Folks of America

San Francisco

SAN FRANCISCO, Nov. 1.—Regular meeting October 20 was presided over by President Harry Seber. All officers attended with the exception of Milt Williams, treasurer. Whitey Monnette was on the rostrum by invitation. A standing tribute was paid to Vernon Slocum who was buried in Show Folks Rest, Olivet Memorial Park, October 22.

Communications were read from Gene Rosencrantz, who enclosed \$15 for the cemetery fund, and George A. Duigan, Veterans' Hospital, Fort Lyons, Colo. Membership applicants approved were Mrs. Hazel Odette Frazee and Henry Dewitt Frazee. Attending, following absences, were Bill Meyers, Pat Treanor, Billy Stone, John Provenzale, Mickey Hogan, Dan Meggs, Ralph Clinton, Ted LeFors, Mrs. Frances Monnette, Jo-Anne Rhodes, Mr. and Mrs. Ed Dienstag and Polish Fisher. Regular board meetings will be held each week from now on. The president's march to the clown's head added \$22.22 to the Christmas dinner fund.

Whitey Monnette was chairman of candidates night. Bill Coles, holder of the winning pot of gold ticket, received \$20. Balance went to the refreshment fund.

Caravans, Inc.

P. O. Box 1902, Chicago

CHICAGO, Nov. 1.—An overflow crowd attended the social held October 25 in the clubrooms. Assisting the hostess for the night were Edna O'Shea Stenson, president; Clara Polich, Isabel Brantman, Billie Lou Foreman, Pat Seery and Agnes Barnes.

Cash donations were received from Ann Sleyster, Marie Broughton, Jeanette Wall, Max Brantman and Ray Oakes.

First award, a blanket, went to Marie Broughton. Other winners and their prizes were Lucille Hirsch, sewing basket; Will Robertson, lamp, and Irene Coffey, sandwich plate. Door prize, a plastic piano cigarette box, was won by Uncle Herman Stoike.

The next social will be held Tuesday (11), with Edith Streibich and Bessie Simon Mossman in charge.

On October 28, Pat Seery, treasurer, gave a party at 68 West Grand Avenue for Caravan's members and their friends. A buffet supper was served and a four-piece orchestra, hired for the occasion, supplied the music. *Happy Birthday* was sung to Jane Reynolds, Whitey Lehrter and Herman Stoike. Entertainment was offered by Grace Lynn, Claire Sopenar, Bonnie Lorraine, Herman Stoike and the team of Louderback and Lawrence.

Cash donations were received from Bob Seery, Ralph Pope and Ray Oakes. An all-wool blanket was awarded Clara, Polich, a chenille spread went to Jimmy Campbell, and a printed table cloth to Pearl McGlynn.

Heart of America Showmen's Club

931A Broadway, Kansas City, Mo.

KANSAS CITY, Mo., Nov. 1.—L. K. Carter, Buck Ray and Ivan Michaelson are on a fishing trip in Missouri. A letter was received from Chester I. Levin, Midwest Merchandise Company, stating that he and wife, Ruth Ann, and Mrs. K. H. Garman, of Sunset Amusement Company, were taking a side trip thru the Panama Canal and would go to Guatemala.

Mrs. Ruth Martone, past president of the Ladies' Auxiliary, returned from Dallas, where she visited her sister. Raymond Clayton visited here briefly last week. Bill and Jackie Wilcox, who were with Cole Bros.' Circus this season, and Mr. and Mrs. Sam Ansher, of Hennies Bros.' Shows, have returned to the city for the winter.

Secretary G. C. McGinnis and family have gone on a short vacation trip.

KILGORE SHOWS

WANT

For biggest Nov. 11 celebration in Texas, Terrell. Want reliable Agents. Will book Popcorn, Peanuts, Candy Floss, Scales, Mug Outfit, or any other legitimate Concessions that do not conflict.

W. E. KILGORE, Owner-Manager

Troup, Texas, Nov. 3 thru 8;
Terrell, Texas, Nov. 10 thru 15.

THE SEASON'S SOCIAL HIGHLIGHT of Outdoor Showdom 35TH ANNUAL

BANQUET AND BALL

of the

SHOWMEN'S LEAGUE OF AMERICA

Tuesday Night, December 2, 1947

GRAND BALLROOM, PALMER HOUSE, CHICAGO

TICKETS \$10.00 PER PLATE

Which Includes Federal Tax, State Occupational Tax and State Amusement Tax

Music, Dancing, Entertainment

For Reservations Write

BANQUET COMMITTEE

SHOWMEN'S LEAGUE OF AMERICA

400 SOUTH STATE STREET, CHICAGO, ILL.

NOW SHOWING

IN THE HEART OF
DOWNTOWN INDIANAPOLIS

WONDERLAND

Can place for all Winter to open at once: Novelty Acts of all kinds. Freaks to Feature, Working Acts. Al Delinz, can place you. Want good Annex Feature, Ticket Sellers, hour on, hour off. A-1 Inside Lecturer, Slim Curtis and Jean, wire. Want good Candy Man who can get gross without heat. Mental Act, etc., etc. All reply by letter or wire (paid wires only) to 2108 College Avenue, Indianapolis, Indiana.

RAY MARSH BRYDON

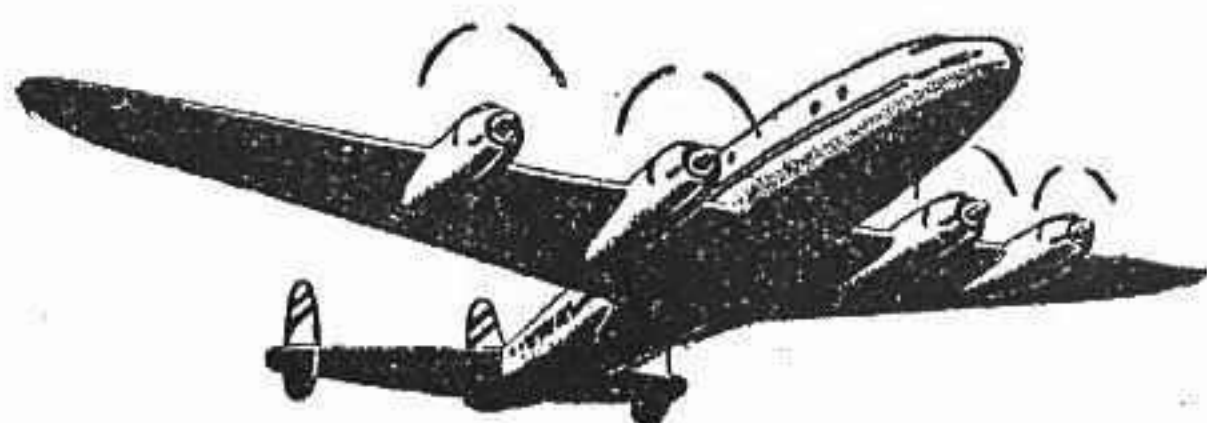
FOR SALE

Eighteen-car streamlined Caterpillar, purchased new this year, all in fine condition, \$12,000 cash. Also Allan Herschell Looper Ride, purchased new in 1946, in splendid condition, \$10,000 cash. Will book both Rides for season of 1948.

Want to buy style No. 153 Wurlitzer Military Band Organ or its equivalent. Will pay cash for good instrument. Address inquiries

GOODING AMUSEMENT CO.

1300 Norton Avenue, Columbus 12, Ohio



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Above rates in addition to price of The Billboard.
Single copies can be mailed at above rates plus 25c.

For more information write

Circulation Dept., The Billboard
2160 Patterson Street, Cincinnati 22, Ohio

VETERANS' GOLDEN HARVEST WEEK AND ARMISTICE CELEBRATION

Backed by five towns. Benefit building fund. 175,000 people within thirty miles to draw from, with no celebration within 100 miles. Fireworks, Bands, Parades, Free Acts.

6 big days and nites, including Armistice Day.

Special Kids' Day also, with schools out at noon Friday, Nov. 14th.

Everything begins Monday, November 10th; closes Saturday, November 15th.

THE PLACE—McCOLL, S. C.

WANT FOR THIS AND ON SOUTH FOR WINTER

Concessions all kinds. Bill Moore, Harry Hartzog, others, notice. Want Bingo, Diggers. Everything open, no ex. this date. Want Octopus, Roll-o-Plane, Spitfire, Caterpillar, Kid Rides. SHOWS all kinds with own equipment. Want Man with flags to decorate streets. Want one more Free Act; don't miss this date. Everybody wire:

CHAIRMAN GOLDEN HARVEST WEEK

McColl, S. C., or care of Rockingham Hotel, Rockingham, N. C.



WANT

Legitimate Stock Concessions of all kinds. Need no Shows or Rides. Have for sale '42 Model Super Roll-o-Plane, in perfect condition, \$3,500.00 without transportation, or \$5,000.00 with Tractor and Traller. Can be seen in operation this week. Over \$2,000.00 in new parts recently put on this ride, including new motor and tubs. Also have for sale six beautiful Concessions, 10x16 Fish Pond, 10x16 Watch-La and 10x16 Dart Store. All complete with stock and have plush backgrounds and plenty of flash. Also 14x14 Punk Rack Ball Game, 14x14 Milk Bottle Ball Game and 10x12 Cigarette Gallery, complete with guns. All replies to

J. L. KEEF, CAPITAL CITY SHOWS

Clay County Fair, Ft. Gaines, Ga., this week.

WHITE STAR ATTRACTIONS

WANT FOR BIG AMERICAN LEGION CELEBRATION AT IDLE HOUR PARK, PHENIX CITY, ALA., NOV. 7 THRU 16; WORKING TWO SUNDAYS

Cat Rack, Coke Bottles, Clothes Pin, Photos, Fish Pond, String Game, Pitch-Till-You-Win or any others. No flats or gypsies. All replies to

A. O. COFFMAN, Owner-Mgr.

WHITE STAR ATTRACTIONS, IDLE HOUR PARK, PHENIX CITY, ALA.

JOSEPH J. KIRKWOOD SHOWS

America's Best Advertised Midway

ARMISTICE CELEBRATION

SAVANNAH, NOVEMBER 10 TO 15

CAN PLACE

Concessions of all kinds. No exclusive on games. Can place French Fries, Floss, Age-Scale, Photos, Palmistry, Long or Short Range Gallery, Duck Pond, Hoop-La, Ball Games, any Grind Concession. Opening for few choice Wheels, also Coupon Stores. Fred Zschille, wire. This is city of Savannah. All Concessions will work. SHOWS—Can place Shows with or without own equipment. Good opening for Motordrome. Place Snake Show, Wild Life, real Girl Show and Minstrel Show. We have complete outfits for both. HELP—Can always place Ride Men that drive, other useful show people. All address this week Moultrie, Ga. We positively play Florida all winter. We are booked.

SOUTHERN VALLEY SHOWS

Fastest Growing Show in South

WANT CONCESSIONS OF ALL KINDS

For permanent amusement park until March 1st. Winter rates. Town booming. Work seven days a week weather permitting. No put up or tear downs. Park open now.

Write or Wire

EDDIE MORAN

SOUTHERN VALLEY SHOWS

MONROE, LOUISIANA

SAM BLUESTEIN WANTS

Agents for the Concession Department for the Macon, Georgia, Shrine Circus starting Nov. 20th thru 22nd. Also for the Mississippi State and Ole Miss. Game, Nov. 29th in Starkville, Miss. Candy Floss and Candy Apple Men wanted. Address: 62 Crumley St., S.W., Atlanta, Georgia. Telephone: Cypress 0978

Gold Medal Closes Successful Season; To Add Shows in '48

COLUMBUS, Miss., Nov. 1.—Gold Medal Show, a highly successful season in Europa, Miss., October 25 and is now in quarters here, reported Publicity Director Ernie Murray. Several shows will be added next year, said Murray, and Glen Spiller, Kenneth Smith and John Payne will begin preparational work after Christmas.

Executive staff of the show remained unchanged during the season. It included Oscar Bloom, owner-manager; Whitie Richards, secretary; Glenn Edwards, billposter, and Murray.

Sunday (26) Murray observed his 47th birthday at a dinner served the staff by Alma Richards and her mother.

Following the close, personnel scattered, Mr. and Mrs. Andy Rassmussen going to Bradenton Beach, Fla.; George and Bernice Peterson, Irvington, Ala.; Mr. and Mrs. John Rice, Illinois; Whimpy Schnepel, St. Louis; William Schnepel, Red Bud, Ill.; Mr. and Mrs. Whitie Richards, Columbus, Miss.; Tex and Francis Roberts, to Missouri on a hunting trip; Mr. and Mrs. Bob Crawley, Illinois; Helen Carter, Little Rock; Mr. and Mrs. Stanley Schmidt, Victoria, Tex.; Mark King, Mount Clemens, Mich.; Mr. and Mrs. Leonard Higgs, St. Louis; Mort brothers, Columbus, Miss.; Harry Dickerson and Glenn Edwards, Florida, and Murray and his wife, Municipal Trailer Park, Tampa. Art Converse and Midge Gillican go to Indianapolis after the latter is released from the hospital here where she underwent an operation October 27.

Dobson Crew Busy Rebuilding for '48

WILLERNIE, Minn., Nov. 1.—Having wound up the 1947 tour recently, Dobson's United Shows are now in quarters here and Walter Woodward and crew are busy building new concessions for 1948, reported Neal Lonigan. W. C. Dobson is supervising the grading of land on which another building will be erected adjoining the concrete block shop. Co-owner R. E. Patterson has been in and out on packing and buying trips.

Laura Jensen, who was an agent for the Walters Concession Company, arrived home in time to be crowned queen of Mahtomedi Homecoming. Personnel living here includes the Lonigan and Dobson families; Pete Jensen, ride superintendent, and family; Mr. and Mrs. Robert Pickering, office staffers; Walter Woodward, Mr. and Mrs. William Smalinski, and the Charles Bank family. Recent visitors were William Wolf, of Wolf Greater Shows, and Jack McDonald, Veterans Amusement Company. Personnel was shocked to hear of the death of Leroy Day, concessionaire with the Dobson organization this year, in Minneapolis October 27.

Endy Personnel Celebrates Holmes Wedding Anniversary

SAVANAH, Ga., Nov. 1.—Peggy and Bob Holms, of Endy Bros. Shows, celebrated their 18th wedding anniversary October 30 at Dodson's night club here, a large group of Endy personnel turning out for the party held after the club's regular closing time.

Emceed by Tony Caudill, the entertainer, magician offered the Great Michael, pianist, and Show Secretary Hal Eifort, impersonations and songs.

Among those attending were David B. Endy, Lou Rice, Red Hicks, Thelma Evans, Duke and June Wright, Bill and Mildred Wall, Larry and Glenda Britton, Clifford and Clara Ruthie,

American Carnivals Association, Inc.

—By Max Cohen—

ROCHESTER, N. Y., Nov. 1.—Plans for the 14th annual meeting of the association have been completed and provide for commencement of the meeting Monday afternoon, December 1, at Hotel Sherman, Chicago.

The association's counsel will meet at 2 p.m. that day, to be followed by a meeting of the board of directors and officers at 4. The membership will meet Tuesday at 1 p.m. and meetings will continue daily until business is completed.

We are pleased to acknowledge full co-operation on the part of the International Association of Fairs and Expositions and other participating groups in connection with the planning of our annual meeting.

Notices of the annual meeting have gone forward to the membership, together with a revised 1947 roll call and financial report of the public relations fund.

Information from Washington indicates that congressional committees are now at work preparing tax bills and that there is a likelihood of bipartisan support for the program being worked out, which is expected to include an increase in exemptions from \$500 to \$600 and community property benefits to all married couples. The bill is also expected to reduce by 50 per cent excise taxes, including the tax on admissions. This last feature of the bill merits wholehearted support of the carnival industry and should have thorough consideration at the annual meeting.

Important tax dates include November 11, the last day for paying withholding taxes during October where the amount involved is more than \$100, and November 15, final day for filing returns for the fiscal year ending August 31, by corporations, individuals and partnerships, together with one-fourth of the tax payable. November 15 is also the date for payment of one-fourth of the tax for fiscal years ending November 30, February 28 and May 31. Excise tax returns for October must be filed by November 30.

Baker United Starts Winter Quarter Work

INDIANAPOLIS, Nov. 1.—Equipment of the Baker United Shows is now in winter quarters here, and Manager Tom Baker announced that work is already under-way in refurbishing it for the '48 season.

No extensive expansion is planned, he said, but he added that he had placed orders for the purchase of two new major rides.

The shows closed their season at Veedersburg, Ind., where they played the street fair there October 13-18 to good business. The event was sponsored jointly by the American Legion and the Lions Club. The org's season was extended this year several weeks longer than in previous years, due to the excellent weather which prevailed.

Baker, in discussing the season's business, pointed out that in the early months the org had encountered its share of bad weather but that the year had proven a winner from a financial standpoint.

Louie Berger, special agent of Hennies' Bros., and Mrs. Hennies have returned to Chicago after the close of the org's season. Before their return they spent some time visiting in New Orleans.

Walter and Gloria McBride, Dorothy Caudill, Howard Hall, Dallas Fix, Leroy Radford, John Cortiz, Mr. and Mrs. James Zabriskie Jr., Stanley and Bert Adanitis, James Powell and Milly O'Brien.

Jacksonville Sets Home Show Program

JACKSONVILLE, Fla., Nov. 1.—Arrangements for the Home Show to be held here November 15-23 have been completed, it was announced this week. Sponsored by the Home Builders' Association of Jacksonville, event already has allotted space to some 55 exhibitors and five radio stations have arranged for booth locations.

Beside the local press and radio publicity, event is being heralded via the use of billboards, bus cards and special prizes are to be awarded each afternoon and night. Officials said they are anticipating an attendance figure in excess of 20,000.

Central States Get Palacios Cele Pact

PALACIOS, Tex., Nov. 1.—Central States Shows have been contracted to provide the midway at the Veterans of Foreign Wars' second annual Rodeo and Celebration here November 8-11, Alton Queen, VFW commandant, announced this week.

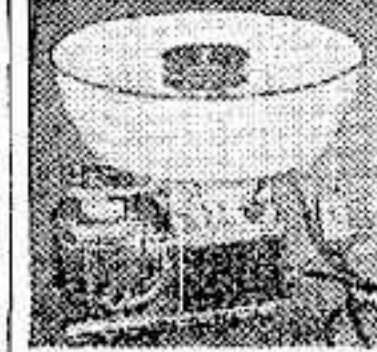
Queen said the shows will be the first to play here since 1942. A series of parades, featuring band contests and floats, will be held Armistice Day.

Sacramento Horse Show, Field Day Pulls 1,500

SACRAMENTO, Nov. 1.—More than 1,500 persons witnessed the Sacramento County Horsemen's Association's sixth annual Fall Show and Field Day programs here Sunday (26).

Nineteen events were held during the event, which was staged at the State Fairgrounds.

MAKE \$100.00 A DAY ON CANDY FLOSS



This is the SUPER WIZARD you hear so much about and see so many places. The most profitable and fastest money maker of all time. Be your own boss—send us your order NOW.
ELECTRIC CANDY FLOSS MACHINE CO.
202 Twelfth Ave., So.
Nashville 4, Tenn.

B. & H. AMUSEMENT CO. CAN PLACE

Minstrel Show Performers and Musicians for Sumter Colored Fair week Nov. 10 to 15 on percentage or salary. Can place Bingo and concessions of all kinds that work for ten cents. This show will stay out all winter. All wires and mail to Route 1, Box 50, Sumter, S. C.
W. E. HOBBS, Mgr.

FOR SALE

22x92 Green SIDE SHOW TOP. Colored Side Wall and Poles complete. 50 Ft. Pit. Sword Box, Stage and Bally Platform. Come and look it over.
SAILOR KATZY
c/o L. B. LAMB SHOWS
Andalusia, Ala., this week; then Route 3, Box 885M, Tampa, Fla.

FOR SALE

ELECTRIC TRAIN. 3 Coaches complete. Same as Sunshine Choo-Choo. Perfect condition. First \$550.00 takes it. (Crated to ship.) Also OCTOPUS, MIX-UP, BINGO. Wire, do not call.
C. A. GOREE, SUNFLOWER STATE SHOWS
POST, TEXAS

PHONEMEN

Book U.P.C. Tickets, Banners, Veterans' Indoor Entertainment.
CHRM. V. F. W. POST #2953
14 S. E. Riverside EVANSVILLE, IND.

DORCHESTER COUNTY FAIR

ST. GEORGE, SOUTH CAROLINA, THIS WEEK
THEN THE BIG ONE! LION'S CLUB FALL FESTIVAL, BARNWELL, S. C.; Bowman, S. C., Fair, and Beauford, S. C., and two more dates pending.
WILL BOOK legitimate Concessions of all kinds. Will book Side Shows—no Girl Shows. All replies

MARION GREATER SHOWS

M. H. Spillers, Owner F. E. Spain, Bus. Manager
ST. GEORGE, SOUTH CAROLINA

PALMETTO EXPOSITION SHOWS

WANT WANT WANT
FOR ALL WINTER'S WORK

Rides, Shows, Concessions. Ridge Springs, S. C., Nov. 10-15; Pelion, S. C., Nov. 17-22; Springfield, S. C., Nov. 24-29; North, S. C., Dec. 1-6, with other good ones to follow. Cookhouse that caters to Show Producers. WANT CONCESSIONS—Bingo, Popcorn, Diggers, Photos, Candy Concessions of all kinds, Milt Photo, French Fries, Candy Apples, Crab or Small Cookhouse. Small-Bingo, \$20.00 per week. All Grind Concessions, \$15.00. Shows—Can place Animal, Snake or any Show except Girl Show. Rides—Will book or lease Ferris Wheel.

All replies to
MILTON McNEACE
CHESNEE, S. C., this week; then per route.

MIDWESTERN EXPOSITION WANTS

RIDES—Caterpillar, Spitfire, Tilt. WANT SHOWS—Jig, Monkey, Wild Life, Posing. Have complete Girl Show, need Girls and Producer. WANT CONCESSIONS—Bingo, Popcorn, Diggers, Photos, Cookhouse that caters to Show Producers, Snow, Custard, Novelties, any Merchandise Stores, Scales, Palmistry, Fish Pond, String, Clothes Pin, Balloon Dart, Glass Pitch. Place Special Agent that will post cards. Out all winter thru Louisiana and Texas.

DONALDSONVILLE, LA., FAIR GROUNDS, this week; then per route. Contact
TED WOODWARD, Owner and Manager, or GEORGE HANLON, Legal Adjuster

FOR SALE RIDES FOR SALE

NEW 1947 CUDDLE-UP RIDE Complete with Neon Ticket Box, and ready to operate.
1946 SPITFIRE A-1 condition. Fence, Ticket Booth. All ready to operate.
J. C. WRIGLEY 1130 CORDOVA DALLAS, TEXAS



ADS ARE NEWS

in The Billboard

Low-priced jewelry, novelties, "impulse buying" items are introduced and tested FIRST in The Billboard.

Why? Simply because The Billboard alone provides

- LATE DEADLINES
- QUICK NATIONAL COVERAGE
- FAST BUYING ACTION
- PRODUCES RESULTS

The Billboard is the only trade paper mailed en route to merchandise buyers "on the road."

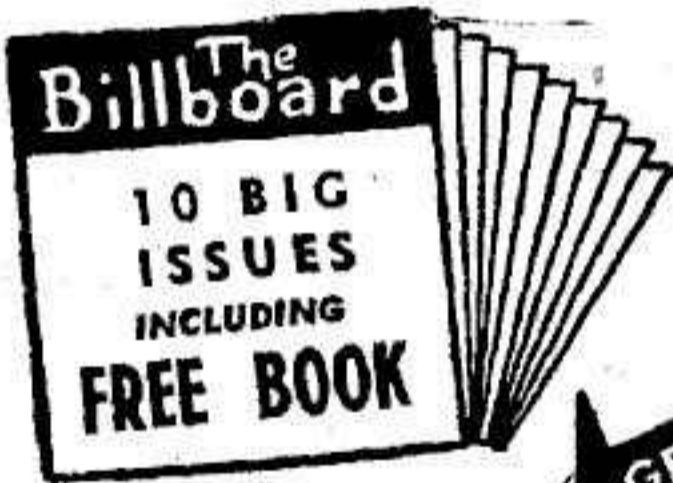
Try The Billboard on subscription at our risk. Special introductory subscription rate:

TEN WEEKS ONLY \$2

(You Save 20%)

SEND CASH WITH ORDER AND RECEIVE A COPY OF

ESTABLISHING AND OPERATING A VARIETY AND GENERAL MERCHANDISE STORE OR ESTABLISHING AND OPERATING A JEWELRY STORE



10 BIG ISSUES INCLUDING FREE BOOK

PLUS ONE OF THESE TWO FREE BOOKS CHECK THE ONE YOU WANT



JEWELRY STORE



VARIETY STORE



THE BILLBOARD
2160 PATTERSON ST.,
Cincinnati 22, Ohio.

Yes, I want to save 20%. Send the 10 big issues of THE BILLBOARD, for which I agree to pay only \$2.00.

or better, I am enclosing \$2.00, to get the 10 issues of THE BILLBOARD, plus the FREE BOOK.

CHECK THE BOOK YOU WANT! WE WILL SEND IT FREE IF YOU SEND CASH WITH ORDER.

11-8

NAME _____

ADDRESS _____

CITY _____ STATE _____

SIGNATURE _____

FROM THE LOTS

P&P

SILVERTON, Tex., Nov. 1.—Shows, owned and operated by Frank Presti, opened their winter tour to good business at Turkey, Tex., the week of October 13. The following week at Flomot also was good.

Shows have 4 rides owned by El McCoun, Winsor, Mo.; one office-owned show and 20 concessions. Fourteen concessions are office-owned; Gene Hudson owns 3; Louis C. Knecht, 2, and McCoun, 1.

Besides Presti the staff includes Leona Presti, treasurer, and Buddy Presti, lot superintendent. Concessionaires are Leona Presti, bumper; Frank Presti, corn game; Buddy Presti, penny pitch; Joe Santos, stock man and ball game; Tex White, shooting gallery; Buck Carlond, pea pool; Mrs. Carlond, blower; Binney Canton; Mrs. Canton, balloon darts; John P. Souza, hoop-la; Dean Batson, photos; L. C. Knecht, guess-your-age; Mrs. Knecht, ball game, and Pete Ford, jingle board. Gene Hudson is building a new joint.

Operators for McCoun's rides are Sam and Harold Christian, Ferris Wheel; Bob Ford, kiddie rides, and Verland Norse, Mix-Up. Binney Canton has the horse show.—J. H. KELLEY.

Wolfe Amusements

GREENVILLE, S. C., Nov. 1.—Even good weather can be a drawback, as was evidenced here. Three days of sunshine resulted in cotton pickers remaining in the fields to catch up on their work, following three weeks of rain. For the last three days of the engagement rain kept day crowds away, but night business was fair.

Owner Ben Wolfe had an attractive line-up here with six rides, Lynn D. Hunting's streamlined train, Ray Brumley's Funhouse and Bozo's Cotton Pickers. Morley has taken over the office bingo for the remaining two weeks, in addition to his own concessions.—ERNE SYLVESTER.

WORLD'S LARGEST

EXCLUSIVE MANUFACTURERS OF AUTHENTIC MINIATURE TRAINS! FOR BIGGER PROFITS . . .

"GET THE BEST"



MINIATURE TRAIN & RAILROAD CO.
Executive Offices: Elmhurst, Illinois

GULF COAST SHOWS

OUT UNTIL NEW YEAR'S NITE

WANT

STOCK CONCESSIONS and BALL RACKS. You get 6 nites for your money. Plenty of money in the South. Address:

F. M. SUTTON SR., Mgr.
Shelby, Miss., this week.

FOR SALE—POPCORN TRAILER

One of the most practical and best equipped in the business. Bottom half is metal, insulated—top half all glass, low counters. Tandem wheels. 18 ft. inside, equipped for capacity business. Caramel corn, popcorn (large Creators popper), candy apples, flashy peanut roaster and circulate candy floas machine, double butane gas system under all units. Plenty lights outside and inside, also neon signs—a blaze of flash at night. Trailer made plenty money in Florida last winter—has Florida tags. NOTICE—I am not quitting business, as am booked for next season, but am reducing my equipment—have two outfits. \$3,200.00 takes it.
AL HATCH, 47 Cleveland Ave., Columbus, Ohio.

Virginia Greater

BENNETTSVILLE, S. C., Nov. 1.—Business was satisfactory altho we were predated. Bad weather and breaking in a new lot also hurt. Committee, headed by Postmaster Henry S. Covington, was co-operative.

Visitors were Patsy Rosanna, Colonel Sykes and Jerry Gerald, Morris Hannum Shows; H. W. Harper and a committee from the Marion (S. C.) Fair; Mr. and Mrs. W. Pate, Dillon, and Murray Jackson, his daughter and grandson and Billy Morgan, ex-carnival trouper who is now in the park business in Alabama.

Pete Kobler and Bill Moore each joined with three concessions. Lou Standish joined with a sit-down grab. Louis Augustino returned from a trip to his Waycross, Ga., quarters. It won't be long now before the home move to Suffolk, Va., quarters.

Manager Rocco plans to have 11 rides and 8 shows on the road next year. New canvas has already been ordered. Streamlined panel fronts will be built on 34-foot trailers. Chesterfield, S. C., has been added to the route and will be the last date of the season.

FOR SALE

New Long-Range Gallery

Built on 2 1/2 ton Dodge truck. All new heavy duty tires. Up in 2 hrs.; 1 1/2 hrs. down. Everything on same truck. Beautiful gallery. Now operating on Mighty Van Dyke Shows. Can be seen on midway. Booked solid. Price reasonable.

EDDIE DAVIS

c/o Mighty Van Dyke Shows
Miami, Fla., Nov. 3-15

FOR SALE

Small Carnival. One Ford Soud with new '47 motor, 2-speed axle; 1940 Loop-o-Plane, single; one 10-year Kiddie Auto Ride, factory new; Top and Sidewalls; 1 Basket Ball Double Goal, new; 10x14 Frame, new this year; Turtle Race, Slum Wheel, 2 2-wheel Trailers, 7x12 Office Trailer, Covered Wagon; Archery Game, new this year; Electric Cables, Block and Tackles, Stakes, extra Loop Chains and miscellaneous Show Equipment, \$5,000.00 cash. Phone GL 8070.
M. J. ROACH, 4237 Decatur, Denver 11, Colo.

FOR SALE

Parker Merry-Go-Round

With good organ, air-cooled motor. All in A-1 condition, needs new top only. Or will trade for super Roll-o-Plane or Spitfire Ride. Wire or write all replies to

TROY E. WILLIAMS
Route 3, Morganton, N. C.

Royal Amusement Shows

WANT

Stock Stores, \$15.00 per week. Mitt Cann. Grab Outfit, Slum Skillo, Shows and Rides that do not conflict. WHAT HAVE YOU?

BLACKIE GILLMAN

Royal Amusement Shows
Uvalde, Ga., from Nov. 3rd to Nov. 8th; then per route.

EXCEPTIONALLY OPPORTUNITY

To connect with the best on earth on bicycles. WANT Eli Operator, Second Men, Painters, Carpenters. Shows—Big Snake, Monkey, Wild Life, Bug House, any good Freak Show, Hanky Panky, Wrestlers, Hoaxers for Athletic Show. Join new Anory, Miss., this week; New Albany next. For Sale—One used Bicycle, must replace with new to make bookings. Inquire Lee Bostwick.

Dyer's Greater Shows

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.

3000 BINGO

No. 1 Cards, heavy white, black back, 5 1/2 x 7 1/2. No duplicate cards. These sets complete with Calling Numbers, Tally Card, 35 cards, \$3.50; 50 cards, \$4; 75 cards, \$4.50; 100 cards, \$5.50. All cards from 100 to 3000 @ \$5 per 100. Fibre Calling Numbers, 100; Wood Calling Numbers, \$1; Printed Tally Card, 15¢. Colored Heavy Cards, #3, same weight as #1 in Green, Red, Yellow @ \$3 per 100. DOUBLE CARDS, No. 1, size 5 1/2 x 14 1/2, 10¢ each.

3000 KENO

Made in 30 sets of 100 cards each. Played in 3 rows across the cards—not up and down. Light weight cards. Per set of 100 cards, tally card, calling markers, \$3.50.

LIGHT WEIGHT BINGO CARDS
White, Green, Yellow, Black on White, postal card thickness. Can be retained or discarded.
3,000, size 5x7, per 100, \$1.25. In lots of 1,000, \$1 per 100. Calling markers, extra, 50¢.
Ping-Pong Balls, printed 2 sides, \$30.00
Replacements, Numbered Balls, Ea.58
3,000 Jack Pot Slips (strips of 7 numbers), per 1,0001.25
M. W. Cards, 5x7; White, Green, Red, Yellow, per 1002.00
3,000 Small Thin "Brownie" Bingo Sheets, 5 colors, loose only, no pads. Size 4x5, M1.50
3,000 Featherweight Bingo Sheets, large size, 5 1/2 x 7; 5 colors; loose, no pads, M1.75
Adv. Display Posters, Size 24x36, Each10
Cardboard Strip Markers, 10 M for75
Rubber Covered Wire Cable, with Chute, Wood Ball Markers, Master Board; 3 piece layout for15.00
Thin Transp. Plastic Markers, Bwn., 3/4 M1.00
Red or Green Plastic Markers, 3/4, Square, Round or Scalloped, \$2.50 M; 3/4 this Size2.00 M
All above prices transportation extra. Catalog and sample cards free. No personal checks accepted. Immediate delivery.

J. M. SIMMONS & CO.
19 W. JACKSON Blvd., Chicago 4, Illinois

Majestic Greater

AUGUSTA, Ga., Nov 1.—Rain throughout the week ending October 25 resulted in one of the worst engagements of the season. Lot crew's daily efforts were wasted since the grounds were turned to mud each evening by more rain.

Visitors included Buddy Paddock, Frank Peppers, Frank Caravella, C. G. (Specs) Groscurth, Eddie Lewis and Harvey Wilson.

Walter Kent, chief deputy, and his assistants were on hand every night. James Rapple, advance press agent, is doing a good job. His father visited. Mrs. Maxwell Kane has a bad cold.

The previous week at the Chester (S. C.) Fair business was satisfactory despite considerable rain. Children's Day was the biggest of the week. Bob and Myrtle Thomas, who have the cookhouse and arcade, reported their best week of the season. Secretary Jake Colvin did a good job. Visitors included E. B. Henderson, Greenwood, S. C.; Milt Hinkle, and Mr. Alberson, secretary of the Union (S. C.) Fair.—HARRY E. WILSON.

Mighty Van Dyke

ORLANDO, Fla., Nov. 1.—Jack Perry and Leo Bistany were hosts to the fair committee from Bowling Green and Sanford, Fla., at a dinner, prepared by Maxie Glynn, October 22.

Altho showers have spoiled some of the business all on the shows are enjoying the climate here.—JUNE SHELL.

WANT

Concessions of all kinds—Ball Games, Bumper, Darts, Clothes Pins, Fish Pond, Swingers, Roll Downs, Tip-Ups, Snow Cone, Penny Pitch, Pan Game, Coke Bottles, Candy Floss, Glass Outfit. Agents, come on. Will place Shows, also Mixup and other Rides not conflicting.

BREWER'S SHOWS

Cleveland, Texas

WHEEL FOR SALE

Condorman Wheel that has just been overhauled with a new Allis-Chalmers Motor. Would like to trade for 8-car Octopus or what have you? Reason for selling, have a new EEL.

NORMAN OLSON

1115 W. 28th St., Minneapolis, Minn.

SILVER FLEET SHOWS

WANT

For Earle, Ark., Armistice Week and long season south
Shows that don't conflict; have complete outfit for Girl Show. Want Popcorn, Photos, Corn Game and Hanky Panks. Place Count Store, Crawfordville, Ark., this week.

WILL BOOK

MUG AND GRAB, HANKY PANKS

Come on, \$10 each.

MGR., GEORGIA AMUSEMENT CO.
Danielsville, Ga.

FOR SALE

KID CATERPILLAR RIDE

Year old, ready to go, \$725.00 cash. Come and get it.

M. COLESON

262 S. Gift St. COLUMBUS, O.



Showfolks of America

3rd Annual Charity Banquet and Ball

PALACE HOTEL

GOLD ROOM

SAN FRANCISCO

DECEMBER 2ND 1947

ENTIRE PROCEEDS TO CEMETERY FUND

RECEPTION 7:00 P.M.
DINNER 8:00 P.M.



FLOOR SHOW 8:45 P.M.
DANCING TIL ???

FRED WEIDMANN
TOAST MASTER

EUENA MACK HANNA
CHAIR LADY OF ENTERTAINMENT

HARRY G. SEBER
PRESIDENT

MILTON WILLIAMS, Treas.

TED LE FORS Chairman
1191 MARKET STREET
SAN FRANCISCO
\$10.00 PER PLATE
INCLUDING TAX

Original "BARNEY TASSELL UNIT SHOWS"

FOR MY 17TH ANNUAL TOUR STATE OF FLORIDA!

WANTS

I have made a personal tour of my Florida territory and find conditions the BEST for the coming winter, due in part to the recent weather conditions. The Citrus Belt will be especially good as all workers are on double shifts, and payrolls are double over last year.

ALL RIDE OPERATORS AND SHOWMEN DOUBLE CHECK THE FOLLOWING DATES

NOV. BUSHNELL, FLA., NOV. 3-8, Gigante "CUCUMBER FESTIVAL"
NOV. 10 to 15—"The Great FAIR." American Legion 100% backing this one.

NOV. 17 to 22—"WINTER PARK, FLA., FAIR." Held for the 2nd time in 32 years. Lions Club sponsorship.

NOV. 24 to 29—"KISSIMMEE, FLA., FAIR." American Legion auspices.

All of the above dates are bona fide FAIRS, and have strong local backing, St. Parades, etc.

This Show has the longest season of any organized Carnival. We close Nov. 29 (4 weeks) and reopen MONDAY, JANUARY 5.

CAN PLACE—A number of outstanding Riding Devices, and several good, clean Shows. WIRE AT ONCE what you have.

LEGITIMATE CONCESSIONS ALL OPEN—But will not tolerate racket.

ALL WIRES, ANSWERS TO BARNEY TASSELL BUSHNELL, FLA. Then Per Route

Central Amusement Company

"DIXIE'S OWN AMUSEMENTS" • YOUR SATISFACTION OUR SUCCESS

Want for Junior Chamber of Commerce Celebration

Summerville, S. C., November 10-15 and Balance of Season

Grind Stock Concessions, Shows with own outfit. All contact

SHERMAN HUSTED, Mgr.

Central Amusement Company, Andrews, S. C., Fair, this week; Summerville, S. C., November 10-15; then as per route.

FOR SALE—KIDDIE AUTO RIDE TOP

1 Ten-Car Kiddie Auto Ride Top, in good condition, first \$50.00 takes. 1 18x20 Canvas Top, \$25.00. 1 25' Roll Bar Star Light Loco, A-1 condition, \$50.00. 6 Rolls 20" Aluminum, 50 ft. long, \$10.00 per roll. Gear Box for Eli Power Unit and Flat Belt Pulley, \$25.00. 1 Green Tent and Sidewalk, 10x12, \$45.00. 1 8x8 Blue Top and Frame, opens all around, new, \$150.00. 1 30 W. Amplifier and Speaker, \$20.00. 1 Trailer House, 18 ft., accommodations for 4, Alma shaped, oil heat, \$1,200.00. 1 Trailer House, accommodations for 2, permanent bed, \$600.00. 1 Cook House Trailer and sleeping accommodations, \$1,000.00.

PEARL CITY RIDES, REGER BROS.

CANTON, MO.

ROYAL EXPOSITION SHOWS

ST. AUGUSTINE, FLA., ARMISTICE DAY CELEBRATION AND FARM AND HOME FAIR

NOVEMBER 10 TO 15

Want one more Flat Ride to Feature, also several Kiddie Rides, Minstrel Show with band, own outfit and transportation; also a high class Girl Revue with own outfit. Can use several concessions.

Communicate this week, Alma, Ga., then as per route.

P. S.: H. Miller, contact Baby Groffo here. Your Daughter is sick.

GROVES GREATER SHOWS

OPELOUSAS, LA., NOVEMBER 3-9

Can place Ten-Cent Stock Concessions. Want Foreman for Ferris Wheel and Merry-Go-Round; good salary; Truck Driver preferred. All replies

ED GROVES

Opelousas, La., November 3-8.

GREAT MOBILE FAIR AND AGRICULTURE EXHIBITS

Mobile, Ala., Nov. 24-Dec. 7. Horse races, fireworks. 300,000 to draw from. Billed like a circus. Also Southwest Shrine Club Carnival, McComb, Miss., Nov. 10-15, uptown. A tri-county celebration—this will be. A good date. Want Rides not conflicting. Shows, own equipment, and Concessions all kinds. Address:

JOE KARR

Port Gibson, Mississippi, this week; then as per route.

P.S.: Cotton, wired you Meridian; advise.

*this is really
going to be a*

BIG ONE



BIG ONE is right! The Billboard Christmas Special-Outdoor Convention Issue in all its splendor. Special news, preconvention activities, increased circulation, more advertising, more pages, color, AND the Special Cavalcade of Fairs Supplement—all combined to make the largest Billboard of the year! It's an issue that any advertiser whose business is show business won't want to miss. Mailed to every part of the country on Monday, November 24, and freely distributed in Chicago throughout the convention.

What better spot than this VERY SPECIAL issue of The Billboard for your advertising—advertising directed to everyone connected with outdoor business? With the distribution of this special issue you're sure of a ready market for BIGGER PROFITS. This is THE issue through which to reach the entire Outdoor Amusement Industry with a dominating, forceful message that will lead the way to a greater 1948.

GOES TO PRESS NOVEMBER 19

Reserve Your Space Now!

**THE BILLBOARD
CHRISTMAS SPECIAL
CONVENTION ISSUE**

Chattanooga Ups With Capacity Biz for Ringling

CHATTANOOGA, Nov. 1.—Ringling Bros. and Barnum & Bailey Circus tucked away two capacity houses here October 29, following lucrative business at three dates in Alabama.

At Montgomery, Ala., only one section remained empty when the night show got under way. The matinee was attended by about a two-thirds house. Weather was a bit warm, with temperatures in the 80's.

Show drew about two-thirds house at Decatur for the matinee, even tho it was about 45 minutes late in starting. A capacity crowd turned out at night.

Business was fairly light on the first day in Birmingham. Show drew capacity the second night, even tho a championship high school football game drew an estimated 17,000 fans.

Kids' Days Draw Big At Charleston Fair

CHARLESTON, S. C., Nov. 1.—Charleston Agricultural and Industrial Fair got off to a good start Monday (27), with large crowds jamming the four gates at afternoon and evening sessions. Attendance held up thruout the week, with Tuesday and Saturday, both children's days, drawing exceptionally big crowds.

The Charleston fair this year presents a record breaking number of exhibits and an enlarged livestock building. Special events were offered daily in the various exhibit areas. Fair closes tonight.

The James E. Strates Shows supplied the midway attraction, and in addition to their big line-up of shows and rides presented as free attractions the high aerial acts of the Three Franks and Miss Clara.

Midway Confab

David Barfield is in King's County Hospital, Brooklyn, where he is reported to be seriously ill.

Mr. and Mrs. B. C. Miller, of Pittsburgh, recently motored to Wadesboro and Manning, S. C., to visit their daughter and son-in-law, Mr. and Mrs. James Watts on Lawrence Greater Shows, where Watts is manager of the side show.

Leon Long, who has been visiting shows in South Carolina, recently spent some time at Chester, S. C., with Lightning Johnson and Molly Beasley, of the Minstrel Show on Marion Greater Shows. At Columbia, S. C., he visited Bill Arnte, owner of the Carolina Follies on Harrison Greater Shows. Line-up of Arnte's show includes Candy Boy, stage manager; Hambone and Happy Satchel, comedians; Joe Brantley, band leader; Julia Peppers, singer, and Pistol Pete, head mechanic.

Mae Joe Arnold, who has been ill at her home, 2106 North 14th Street, St. Louis, since closing with Snapp Greater Shows, would like to read letters from friends in the business.

George J. Gill, of Gill Concessions, is in St. Mary's Hospital, Kansas City, Mo., convalescing from a recent illness. He would like to read letters from friends. He says his season, recently concluded, was a poor one.

Francene, who originally was slated to open an indefinite run at the Ring Cafe, Dayton, O., switched plans and is playing the My, Oh, My, nitery in New Orleans.

WON, HORSE & UPP COMBINED CIRCUS

An Equine and Canine Paradox—The Show With a Leaf of Gold
By Starr De Belle

Untangle, La.
November 1, 1947

Dear Pat:

Did you ever hear of a burg named Overbush, La.? Well, it made this show spec-minded. The town is inhabited with a sect of bearded men. The chin and lip hedges that grow on their kissers are so long that they drag the ground. When I say beards, I'm referring to the unkempt, shaggy and grizzly. They are the kinds sheetwriters and concessionaires like to kibitz about.

With all the beards it was a maiden spot. Circuses have been barred from the burg for 60 years, because they are too smooth shaven. According to the mayor, all circuses aren't long-haired enough to please the cult.

It took aggressive General Agent Les Boroughs to open the town. As luck would have it, (denied by Boroughs) our general agent had been bending instead of booking for two weeks. To get a date in a hurry, Boroughs, unkempt, bleary-eyed and unshaven, bearded the lion in his den and asked for a license. Noticing that our agent wasn't the sleek-looking well-barbered type that had requested similar permits, His Honor gave him an audience.

What the mayor wanted to see were pictures of our performance. Again playing in luck (Boroughs had blown his album during his bending) he had only stuff of a Rip Van Winkle show in his old family album, and a few shots of a Santa Claus parade that he agented last winter. They were shots in the dark, which so pleased the mayor that he granted the show a license.

Recently, the bosses bought some paper that had been on a lithograph company's shelves for 40 years. The paper was cross-lined, "Bristly Bros.' Dog & Pony Show. The lithos depicted crowds of bearded men and women wearing bustles, lined up at a red wagon. In one corner of the lithos were pictures of the show's bearded founders. Our billers ran Won, Horse & Upp Circus streamers over the old titles, making the paper perfect for this date.

In order to keep the town a won-horse-upp date in the future, the performances were made up mostly of specs—Rip Van Winkle and Santa Clause in Hairbreath Land. We were short of Rip and Santa character actors, but a clown, who had done Uncle Tom, agreed to double as both characters providing he could use a Tom brogue, which gave the audience the first Rip and Santa with a darky dialect. (Everybody talks in a spec on a show of this size.) Our other performers, who hadn't shaved in three weeks, gave the audiences just what they were looking for. We strawed 'em for three performances.

So well were the specs applauded that the bosses decided that they had something that should be kept in the show. Finding characters that would troupe on a winter salary was the

Celebrations, Inc., Elects Officials

HOLLYWOOD, Nov. 1.—Adrian Awan was elected president; John M. Moss, vice-president and general manager, and Fred Hayman, secretary-treasurer of Celebrations, Inc., a new organization incorporated to provide fiestas, fairs, rodeos, indoor and outdoor shows of all kinds.

Well-known producers and managers of many California shows, including Hollywood Bowl spectacles, Pilgrimage Play, Ramona, Mission Play and Sheriff's Rodeo, Celebrations, Inc., reports it is geared to offer its services to community and organization shows of all types.

drawback. The convincer finally came. It was the mayor, who had fallen in love with our bearded lady. He joined the show with a contract permitting him to either choose or court the side show attraction. He's really a wow. We're billing him "World's Only Bearded Ex-Mayor, Who Volunteered to Ride the V-2 Rocket."

Coming Events

- Arizona**
Sells—Papago Indian Rodeo. Nov. 22-23. Joe Reno.
Tucson—Old Tucson Days. Nov. 15-16.
- California**
Los Angeles—Great Western Livestock Show. Nov. 28-Dec. 4. Harold W. Lane, 4560 Downey Road.
San Francisco—Grand Nat'l Livestock Expo., Horse Show & Rodeo. Nov. 1-9. Carl I. Garrison.
- Florida**
DeFuniak Springs—Armistice Day Celebration. Nov. 11.
- Georgia**
Adel—Am. Legion Celebration. Nov. 10-15. James T. Dampier.
Atlanta—Shrine Circus. Nov. 10-20. C. E. Wilson, 650 Cascade Ave., S. W.
Macon—Shrine Circus. Nov. 20-22. J. P. Kennington.
- Illinois**
Chicago—Int'l Hobby Show. Nov. 1-8. Campbell-Fairbanks Expo's, Inc.
Chicago—Nat'l Aircraft Show. Nov. 1-9. T. Bates, 7010 Empire State Bldg., New York.
Chicago—Int'l Livestock Expo. Nov. 29-Dec. 7. W. E. Ogilvie, Union Stock Yards.
- Indiana**
Evansville—Shrine Circus. Nov. 19-30. Harold E. Berges, 6 Walnut St.
Ligonier—State Muck Crop Show. Nov. 11-14. Roscoe Fraser, W. La Fayette, Ind.
- Kentucky**
Louisville—Fat Cattle Show. Nov. 10-12. Ernest L. German, Bourbon Stock Yards.
- Louisiana**
Crowley—Int'l Rice Festival. Nov. 6-7. Mrs. Elizabeth L. Barnett.
New Orleans—Poultry Show. Nov. 14-17. Milton J. Walch, 608 Chartres St.
Patterson—Fall Fair & Air Show. Nov. 8-9. L. W. Vetter, Box 404.
- Maine**
Portland—Elks Charity Circus. Nov. 17-25. Edward R. Twomey, 92 Free St.
- Maryland**
Baltimore—Livestock Show. Nov. 17-21. Fred H. Leimbach, College Park, Md.
- Michigan**
Bellaire—Potato & Apple Show. Nov. 10-11. N. G. Kirkpatrick.
Hancock—Potato Show. Nov. 4-6. D. L. Cianahan, Marquette, Mich.
Tonia—Fat Stock Show. Nov. 4-6. Louie Webb.
Middleville—Community Fair. Nov. 7. E. Q. Lawrence.
- Massachusetts**
Boston—Boston Garden Rodeo. Oct. 30-Nov. 11. Walter Brown.
- Missouri**
Kansas City—Shrine Circus. Nov. 10-16. George M. Saunders, Continental Hotel.
Kansas City—Poultry Show. Third week in Nov. Mrs. K. Biorck, Independence, Mo.
- New York**
Albany—Better Homes Show. Nov. 1-8. Frank Dubinsky, 71 Sharon St., Hartford, Conn.
New York—Nat'l Crafts & Hobby Show in Madison Sq. Garden. Nov. 23-30. Campbell-Fairbanks Expo., Inc., 139 E. 47th St.
New York—Nat'l Horse Show in Madison Sq. Garden. Nov. 4-11. G. W. Brassil, 90 Broad St.
New York—Nat'l Hotel Expo. Nov. 10-14. Arthur L. Lee, 221 W. 57th St.
Rochester—Poultry Show. Nov. 26-30. O. J. Harmon, 293 E. Henrietta Road.
Rochester—Shrine Circus. Nov. 10-15. Elmer Rathel, 334 East Ave.
- Ohio**
Cleveland—Nat'l Airport Show. Nov. 4-7. Benj. T. Franklin.
- Pennsylvania**
Nazareth—Farm Products Show. Nov. 6-8. Paul R. Seifert.
Pittsburgh—Beef & Lamb Show. Nov. 18-20. Albert J. Roth, Chamber of Commerce.
- South Dakota**
Sioux Falls—Auto Show. Nov. 27-30. DeWalt T. Kieffer, o/o Argus-Leader.
Sturgis—Poultry Show. Nov. 21-22.
- Tennessee**
Knoxville—Am. Nat'l Polled Hereford Show. Nov. 1-7. G. L. Taylor.
- Texas**
Cuero—Turkey Trot. Nov. 8-11.
Fort Worth—Shrine Circus. Nov. 21-30. H. W. Collier, Box 1320.
Harrison—Valley Mid-Winter Fair. Nov. 24-30. Joe L. Mock.
Houston—Shrine Circus. Oct. 29-Nov. 11.

Tenn. Horticultural Society To Hold 42d Annual Meeting

KNOXVILLE, Nov. 3.—Tennessee State Horticultural Society, now boasting around 500 members, will stage its 42d annual convention at Hotel Patten, Chattanooga, December 10-12. The organization maintains headquarters in the Biology Building at the University of Tennessee here.

According to G. M. Bentley, secretary-treasurer, there will be 40 commercial exhibit booths at the Chattanooga conclave for those wishing to make exhibits of horticultural accessories.

Among the principal speakers at the three-day session will be E. L. Brinkley, the Society's president; Dr. George M. Darrow, principal pomologist, U. S. Department of Agriculture; G. W. Bagwell, Chattanooga; Dr. P. L. Hawthorne, horticulturist, U. of T.; Paul B. Conley Sr., president, Tennessee Peach Council; John Bregger, Clemson, S. C.; W. D. Armstrong, Princeton, Ky.; W. W. Stanley, associate entomologist, U. of T.; A. E. Bassham, Wynne, Ark.; J. C. McDaniel, Nashville; Dr. L. F. Steiner, Vincennes, Ind.; Matt Jennings, Nashville; Dr. Brooks D. Drain, Knoxville; Hon. O. E. Van Cleave, Nashville; Thomas C. Anderson, Toone, Tenn.; W. W. Magill, University of Kentucky, Lexington; J. Paul Fitts, Cornelia, Ga.; C. A. Schier, Chattanooga; Dr. Lyle L. Davis, Blacksburg, Va.; Dr. T. H. McHatton, University of Georgia, Athens; Dr. N. D. Peacock, U. of T.; A. E. Wiel, St. Louis; Prof. August H. Teske, Blacksburg, Va.; Everest McDade, Signal Mountain, Tenn., and J. B. Bonham, Crandall, Tenn.

Under the Marquee

Mr. and Mrs. Bill Valentine and Betty Richardson, of the Flying LaVals, visited the Wallenda Circus at Greenwood, S. C., where they were warmly greeted by their friends, Mr. and Mrs. Fred Erwingo, of the Aerial Erwingos, who now have the refreshment trailer on the unit.

Jeff Murphree, clown, renewed acquaintances with old friends on the Ringling show when the Big One played New Orleans. He also was a recent visitor on the Hennies Bros.' Shows, where he bumped into Mr. and Mrs. Clint Shufford of the old Downie Bros.' Circus. While in Mobile, Ala., recently, Jeff received a wire to hurry to Troy, Ala., for the funeral of his brother, Frank. He is presently spending a few days with his son, Tommy, in Birmingham.

J. L. Crum, who left the Polack Western unit at Little Rock recently, broke his leg in three places when he lost his balance and fell while getting off a train at Hawkins, Tex., a few days later. The doctor says he'll be confined to bed for about four months.

Jake J. Disch, the clown cop, played the city-wide Halloween Celebration at Oconomowoc, Wis., sponsored by the Lions' Club. It was the second Halloween engagement for him there.

- Utah**
Ogden—Ogden Livestock Show. Nov. 15-19. E. J. Fjeldstad.
- Wisconsin**
La Crosse—Poultry Show. Nov. 10-22. G. K. McDonald, Victory, Wis.
Milwaukee—Food Show. Nov. 11-15. M. C. Ferschbacher, 611 N. Broadway.
- Canada**
Amherst, N. S.—Maritime Winter Fair. Nov. 8-12. R. F. McCunn.
Toronto, Ont.—Royal Winter Fair. Nov. 18-26. Will A. Dryden.

Sadler Plays Day and Date With Dudley

Both Score in Snyder, Tex.

SNYDER, Tex., Nov. 1.—Harley Sadler Show came in here from Tahoka, Tex., last week for a day-and-date stand with the D. S. Dudley Show, with both orgs registering good business. American Legion Post at Tahoka presented Mr. and Mrs. Sadler with a new radio during the show's engagement there.

Joe and Marian McKennon visited the State Fair of Texas at Dallas, where they visited, among other attractions, Mary Martin's Annie, Get Your Gun show. Whitland Locke, son of Will H. Locke, well-known author and repster, visited the show here. Whit is out of the business this season, but says he has itchy feet. Whit's dad is connected with the Fred Jennings show in California.

Other visitors included Miss K. Loder, of Los Angeles, and sister of Mrs. Mac Johnston; State Representative Sterling Williams. State Representative Preston Smith and a delegation from South Plains.

School Road Show

By E. F. Hannan

THE smart film roadshowman playing schools will build his show around pix that are somewhat away from prints that have wide play in school film libraries. School authorities like to take on something different as it is impossible for them to buy film too much outside the spread of courses given and that can be used from year to year.

The Western fits fairly well here and is handy for both school or hall showing, and while the plot and writing may be drivel, the act of good riding and horsemanship is always acceptable for either old or young.

Some folks believe that the circus stepped back when it had to drop horses for gas transportation. The Western gives the old-timer a shot in the arm, and for youth, well, it just believes it's all true anyway.

WANTED

We are looking for ambitious Roadshowmen with good reputation to sell a well known Sound 16mm. Projector to other Roadshowmen, churches and industries in each State, all 48 States available. Liberal commission. Answer in own handwriting. Must purchase demonstrator. Can be used on your circuit. Write BOX D-149 The Billboard, Cincinnati 22, Ohio

FOR SALE

Roadshow picture, "Wasted Lives," 35mm., 6-reel sound, excellent shape, 9 Trailers, 5 Blow-Ups in color, 30x40 window cards, 3 color letter heads and theatre contracts. Have used this picture only four weeks. Bargain for only \$350.00; send one-third deposit, will ship, balance C. O. D. Address:

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We supply you complete 16MM. Sound Projector and Films. Everything ready for showing. Be your own boss. EARN BIG MONEY. Write SOUTHERN VISUAL FILMS, 88 Monroe (Dept. BB), Memphis, Tenn.

Rep Ripples

D. E. CRICHETT, former rep and tab performer, is promoting amateur shows around Enid, Okla., using E. F. Hannan's My Dad's a Fireman. . . . Frances F. Cogan has 16mm. pix around Laurel, Md. . . . Forte Brothers are showing educational films in the Providence sector. . . . Northampton Players recently made several stands under auspices in Southern New Hampshire. . . . Butler's Show, religious films and flesh, after spending a few weeks at Stony Creek, N. Y., has returned to the road and will move south for its second season. . . . Delhi Players will operate around Nashville with a cast of four and play sponsored dates. . . . Curley's School Show, with educational pictures, has been around Flagstaff, Ariz. . . . Leon Samuels is operating a 16mm. film show in vicinity of Waterbury, Conn. . . . J. K. McKnew has 16mm. pix in Hamilton County, Tennessee. . . . Sidney L. Johnson, Klamath Falls, Ore., says he is trying to line up a circuit for short-cast bills and pictures. He has had a tent pic unit out the last three months but says he'll be glad to get back indoors. Johnson played some schools the past month. . . . Kreele-Kelley Players, four people, are playing sponsored dates around McKeesport, Pa. . . . F. J. Meadow is surveying Sandusky, O., for a flesh circuit and 16mm. pix. He plans to have a four-people flesh org along with films. . . . Lake Players, a new group, is operating out of Buffalo. . . . Charles and Lyman Brady are in their third season out of Minneapolis with 16mm. pix for sponsors.

A. F. REESE is looking over the sector around Dixon, Ill., for a flesh and pic circuit. . . . Joseph Greyer has 16mm. pix in the Fond du Lac, Wis., area. . . . Gray Players are active around Baltimore with sponsored dates. . . . Gardner Players are around Gardner, Mass. . . . Hayer's Colored Players have been in the Hattiesburg, Miss., area recently. . . . Lowery's Show is experiencing fair biz in schools and halls around McGill, Nev. It has 16mm. pix and short-cast bills. . . . North East Players soon will operate in Western Pennsylvania, with the base at Erie. . . . Skirball's Colored Minstrels have been playing auspice dates around Tallahassee, Fla. . . . Greylock Players, semi-pro group, are active around North Adams, Mass. . . . Charles Flanders, who has a film roadshow around Valleyfield, Que., soon will add flesh. . . . Ellis Dennis is promoting amateur minstrels around Charlotte, N. C. . . . Britton Players, four people, recently made several sponsored dates in vicinity of Dover, Del., and are now in the District of Columbia sector. . . . Crete Players, five in cast, soon will be active around Denver, opening with E. F. Hannan's The Old Salt. . . . Bergen's Show is in Eastern Washington with 16mm. pix.

S. O. S. Supply Corporation Producing Pic Equipment

NEW YORK, Nov. 1.—S.O.S. Cinema Supply Corporation, currently in its 20th year of operation here, reports that it has enjoyed definite progress in a new direction, that of motion picture production equipment.

While still maintaining its usual diversified stock of theater supplies, firm has branched out into studio, recording and laboratory apparatus, with such items as production cameras, blimps, rotambulators, cranes, dollies, Klieg lights, background process projectors and translucent screens.

Slout Players To Wind Up Trek in Charleston, Ark.

MARSHALL, Ark., Nov. 1.—Toby and Ora Slout Players Tent Show, which closes a successful week's engagement here tonight, winds up the season November 16 with a week's stand at Charleston, Ark., it was announced here this week. Final engagement of the season will mark org's 28th week on the road. This year's trek took the show thru five states. Plans for storing the outfit have not been completed, but officials are currently mulling the idea of either quartering in Arkansas or Ver-

montville, Mich., show's regular headquarters for storage and repair work.

Plans for the 1948 tour include disposing of the present spread of canvas and all new canvas will be added before the new season. Tent currently in use is only two seasons old but the management prefers having a new tent, it was said.

Altho there has been a turnover in general help, the cast has remained pretty much the same during the season, with the exception of Bill Slout, who left early to resume studies at Michigan State College.

Ora Slout was called to El Paso, Tex., because of the serious illness of her mother. Her parts are being filled by the remaining women on the show. New additions in the working department include Jack Lee Garner and Everett Eugene.

Most of the folks are indefinite about their plans for the winter, however rumors have it that Ralph and Lanya Young will take a unit to the Dakotas for Happy Bill. Bobby Brown is scheduled to go with them; Colley and Rosalea plan to return to Texas. Jimmie Reynolds has several irons in the fire and no decision in sight. Ardith Saltzman may enter the club field. William Waldron and Charles Crabtree will return to Michigan. Klink and Frances Lemmon are studying road maps leading to Florida. L. Verne Slout will probably make a hurried trip to El Paso, Tex., and return to Chicago in time for the outdoor meetings.

Lammers To Direct Cincy Xavier U's Drama Organization

CINCINNATI, Nov. 1.—Charles J. Lammers, formerly with various stock and rep organizations and currently director of Station WLW's dramatic shows, has been appointed director of the Masque Society, student dramatic organization at Xavier University here, the Rev. Celestin J. Steiner, college president, announced this week.

Lammers, whose career includes six years in vaudeville, a season in burlesque and 14 years as a director of leading stock and rep companies, is a native Cincinnatian. He has been with the local station for the past 10 years.

The Days of '49, a feature of Chicago's A Century of Progress world's fair in 1933 was produced by Lammers and in 1934 he produced the Oriental Village and Hollywood as fair attractions.

16mm. Year Book Now on Presses

NEW YORK, Nov. 1.—The second Year Book and Audio-Visual Directory published by the Allied Non-Theatrical Film Association is now on the presses and should be ready about the middle of this month.

The book, designed to give the current status and thinking of the 16mm. film industry and to serve as a contact reference for those in the industry, will be larger than the first edition. The listings of workers in the audio-visual education field compiled by Dr. William Lewin, the editor, will be expanded to 2,200 instead of the 975 in the '46 edition. Other sections will be considerably increased.

Dividing the book into educational and commercial categories, editorial matter concerning each field will accompany the listings.

Carolyn Fleckenstein To Town Hall Players

GREEN BAY, Wis., Nov. 1.—Carolyn Fleckenstein, former leading woman with the Masquer Little Theater Players, Chicago, under direction of Howard Rooney, former legit and rep actor, has joined the Town Hall Players here, it was announced this week.

Miss Fleckenstein is the second leading woman to join the rep circle from the group this season, Annette Fitzpatrick having joined the J. B. Rotnour circle currently playing Wisconsin.

Burrichter in K. C. Hospital

KANSAS CITY, Mo., Nov. 1.—Bush Burrichter, widely-known repster, is in General Hospital here where he is being treated for first and second degree burns sustained recently. He would like to read letters from friends in the field.



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ARSA Drawings For World Meet Financial Help

ELIZABETH, N. J., Nov. 1.—To help finance the forthcoming world's roller skating championship to be held December 5-7 in National Arena, Washington, the sponsoring United States Amateur Roller Skating Association is conducting a two-drawing raffle nationally. It was announced by William Schmitz, secretary of the United Rink Operators. Proceeds will be used to bring European skaters to this country.

One of the two scheduled drawings has already been held, USARSA President George Apdale conducting the event October 25 at Twin City Arena here in the Eastern division. Wally Kiefer, URO publicity man, acted as announcer. The second drawing, for the Western division, is to be held in Perry B. Giles's Curvecrest Roller Rink, Muskegon, Mich.

Six prizes were awarded at the Twin City drawing, the awards being a \$100 U. S. Saving Bond or one year's free skating at any URO rink, a combination radio-phonograph, a lady's or man's Bulova watch, a pair of Liberty skates complete with shoes or a \$50 Savings Bond, a pair of Velvet-Tread skates complete with shoes or a \$50 bond, and a table radio.

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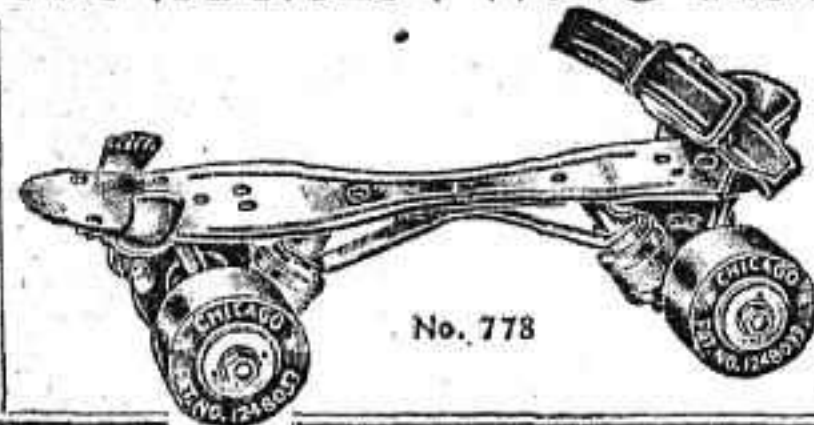
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40'x104', new Top, Floor and 200 Pairs Chicago Skates. Now operating in Texas. Write

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CAMBRIDGE, MASS.



MEMBERS OF THE OHIO CHAPTER, Roller Skating Rink Operators' Association of the United States, pose at the luncheon table during the October 20 meeting in the Variety Club, Columbus, O. In clockwise order are Russ Flegle, Tiffin; Jean Parrish, Detroit; John Free, Lima; Mrs. Charles Cruea, Dayton; Al Kish, Lima; DeForest Reynolds, Cleveland; Mr. Addison (standing), New Comerstown; Jack Dalton and Clarence Reynolds, Cleveland; Charles Cruea, Dayton; George Anagnost, Columbus; Fred and Robert Martin, Detroit; George Horvath, Columbus; Edgar Meyers, Circleville; Vivian Heard, Detroit; Harry Denis, Mansfield, and Mrs. Metz and Robert Metz, Marietta.

Races Draw Biggest Crowd Of Week to AOW Boulevard

BAYONNE, N. J., Nov. 1.—Inter-rink racing continues to be an important asset to William Schmitz's America On Wheels chain of rinks, the October 25 program at Boulevard Arena here drawing a crowd 33 per cent larger than attendance at the preceding meet held October 11 at Twin City Arena, Elizabeth, and proving to be the biggest night of the week at Boulevard, according to Jack Edwards, AOW director of speed.

Hackensack (N. J.) Arena took the lead in AOW's seasonal standings with a total of 60 points, followed by Mount Vernon (N. Y.) Arena with 50; Twin City, 40; Passaic, 15; Perth Amboy, 10; Boulevard, 5, and Capitol, Trenton, 0. Next inter-rink meet will be held November 8 at Hackensack. Meanwhile, a meet has been scheduled between the Reading (Pa.) Roller Racing Club of Carsonia Park Rollerdom and Twin City Arena racers at Twin City, November 1, and speedsters from Florham Park (N. J.) Roller Rink meets Hackensack November 17 at Hackensack.

Results: Half-mile novice (no points), George Knowacky, Capitol, and Paul Perillo, Mount Vernon. Half-mile novice (no points), Bob Haven, Capitol, and Tom Carroll, Mount Vernon. Half-mile novice

(no points), Mike Frederick and Walt Karston, Capitol. Quarter-mile ladies' open, Jane Conroy, Hackensack; Alma Garaffa, Perth Amboy, and Miriam Hoey, Boulevard. Half-mile men's open, Herb Plump, Hackensack (1:36.5); Larry Bisinger, Mount Vernon, and Marvin Schwartz, Passaic. Quarter-mile ladies' open match, Doris Harrington, Twin City (52.5); Jerry Abbatello, Mount Vernon, and Marge McCoppin, Mount Vernon. Half-mile men's open, Richard Korman, Passaic (1:38.5); Allen Munn, Twin City, and Joe Lewis, Hackensack. Three-cornered handicap, Otto Erdman, Twin City (55.4); Lewis Gregory and Al Eckwerth. Quarter-mile ladies' open, Dorothy Laboucky, Perth Amboy (54); Ceal Dobowolski, Perth Amboy, and Betty Kinzel, Capitol. Quarter-mile boys-girls' open, Don Meerdink, Hackensack (51.4); Marion Eckwerth, Mount Vernon, and Billy Butler, Hackensack. Half-mile men's open, Bob Eifert, Hackensack (1:35); George Fritz, Mount Vernon, and Fred McCarthy, Mount Vernon. Half-mile men's open, Phil Grecco, Hackensack (1:38); Ray Plump, Hackensack, and Ernest Waldorf, Mount Vernon. One-mile ladies' open, Doris Harrington, Twin City (1:38); Jerry Abbatello, Mount Vernon, and Jane Conroy, Hackensack. Two-mile men's open, Herb Plump, Hackensack (6:38); Larry Bisinger, Mount Vernon, and Marvin Schwartz, Passaic.

Officials were George Apdale and L. Jay, referees; O. Nelson, starter; T. Leahy and J. Merrdink, timekeepers; Violet Moore, scorer; I. Lasser, lap man; Jack Edwards, emcee; William Morris, arena manager, and Walter Babcock, Frank Johnston, Edward Benford, Walter Zitniak and Charles Lanzotti, judges.

Biz Up at Harry's Rollery

SAN BERNARDINO, Calif., Nov. 1.—Business at Harry's Roller Rink here, operated by Dickerman Enterprises, is showing a marked improvement, according to Harry Dickerman, who reports that the front of the building housing the rink recently received a refacing. Bud Guttman, assistant manager, who managed Dickerman theaters in Minneapolis and St. Paul for many years, recently resigned. He has been succeeded by Silvio Del Giorgio. Guttman is considering the possibility of operating a chicken ranch.

Rollerland Slates Heavy Program of Events in November

INDIANAPOLIS, Nov. 1.—Rollerland here has planned a strong program of special events for November, topped by the sixth annual Thanksgiving Day skating show to be presented by the Rollerland Skating Club, officials report.

Having staged a successful Halloween party October 31, officials immediately got plans under way for the November 12 sixth annual Rollerland birthday party which will feature games, prize awards and distribution of novelties. This will be followed by November 15 matinee and evening Sadie Hawkins Day parties at which prizes will be awarded for the best costumes.

Rollerland now has three classes in operation, one for beginners, an intermediate class for dancing and figure skating, and an advanced class teaching figures, free skating in pairs and advanced dancing.

Operators recently announced a new schedule of admissions. Evening skating for the general public cost 50 cents, while club members are admitted for 40 cents. Spectators are charged 25 cents, including tax. Matinee sessions cost 35 cents, while spectators and children under 12 are admitted for 25 cents. Special party rates of 25 cents per person is now charged groups of more than 25 people.

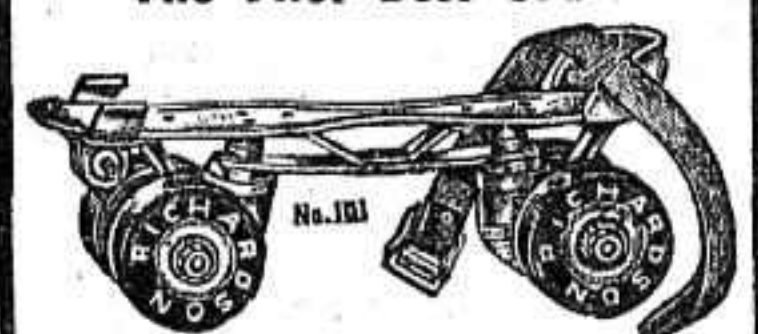
Portland Imperial Building Interest With Competitions

PORTLAND, Ore., Nov. 1.—Imperial Roller Rink here, sold last summer by Chris Jefferies to William T. Brown, operator of Southgate Rollerdom, Seattle, is pushing contests, the latest promotion having been free skating competitions held October 1 and 8 for novice men and women, reported Danny McNeice, pro.

McNeice said that spectators displayed considerable interest in the events, and announced the scheduling of a series of junior free skating and dance contests to be held following presentation of the rink's annual show on which skaters are now working.

The recent contests, open to members of the Portland division of the William T. Brown Dance and Figure Club, were sanctioned by the Roller Skating Rink Operators' Association of the United States. Mrs. Brown awarded trophies to Don Macfarlane and Amo Stenovic, winner over 19 contestants. Runners-up were Glen Miller and Gordon Thompson, and Winnie Dober and Eleanor Skinner. Judging was done by Betty Jennings and Cliff Schattenkerk, of Southgate, senior dance champs of the RSROA.

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1,200 See Benefit Staged for RSROA At Tampa Coliseum

TAMPA, Nov. 1.—More than 1,200 spectators turned out for a recent show staged at Harry J. Warner's Coliseum Skating Rink here as a fund-raiser to send skaters to 1948 national championships of the Roller Skating Rink Operators' Association of the United States, officials of the sponsoring Coliseum Dance and Figure Club reported. The show was followed by two hours of dancing, featuring a prize jitterbug contest.

Club members are now preparing for a floor show to be staged in connection with a costume skating carnival in which prizes will go to the skaters having the most elaborate, most original and funniest costumes. Already scheduled to appear in the show are Mary Andreu, who will do an acrobatic routine; Dona Mae Denison, Nita Bergh and Jane Ross, "Three Collegiates," and Joan Pearce and Pat Patten, free style number.

Coliseum's benefit show cast included Bobbie Thompson, Jane Ross, Nita Bergh, Joan Pearce, Dona Denison, Meryle Rowe, Mary Andreu, Joanne Ripley, Betty Fleer, Darlene Locke, Sally Villars, Mary Hair, Helen Armstrong, Marilee Johnson, June Fogle, Billie Maddox, Mary Hurd, Rosalind Cameron, Jean Sawyer, Leaneell Foard, Myrna Leonard, Judy Mcintosh, Jan Greenfield, Barbara Ayala, Rosemary Royster, Dora Bowen, Bobby Weehman, Ernest Beasley, Billy Gaston, Alvin Smith, Charles McDonough, John Bodner, Larry Stevens, Harold Schwartz, Jackie White, Neal Duprie, Charles Sawyer and Elwood Stratton.

New One for Grand Rapids

GRAND RAPIDS, Mich., Nov. 1.—A new roller rink is being erected at 52d Street and Division Avenue here by S. E. Bowen. The 210 by 100-foot building will be of cement block and have an arched roof. Floor is to be a new type composition laid upon concrete, which is claimed to be of exceptional smoothness and durability.

Kenosha Roof Biz Gets Boost From School Kid Events

KENOSHA, Wis., Nov. 1.—Promotion of school skating parties at Roof Roller Rink here is paying off for Operator Frank L. Barca, who reports that a noticeable number of the skaters who came to the parties have now become regular rink patrons. Barca contacted junior high schools in Kenosha, setting aside a night for each and selling tickets in advance at a reduced rate.

Coupled with an extensive advertising program over the local radio station and in the Kenosha press, Roof Rink has embarked on a promotional program that promises to make the fall-winter season a success. First major event will be an October 31 Halloween hardtime party. This will be followed by the November 2 opening of a broom ball hockey league.

Biggest event of the season will be an amateur skating show which is scheduled for February or March presentation. The work of preparing for the show is now under way.

Holland To Operate Reading Fair Plant Rollery Under Lease

READING, Pa., Nov. 1.—Bill Holland, operator of Skateland, Bridgeport, Conn., has signed a contract with officials of the Reading Fair to operate a roller rink recently constructed by the fair association inside the fairgrounds poultry house, with the association receiving a percentage of gross revenue from admissions. Under terms of the contract, Holland will operate the rink 11 months a year.

Construction of the rink cost the fair association \$100,000. It is a part of a project started by the association 11 months ago by which they hope to show an annual profit in case bad weather interferes with the fair. Expending a total of \$400,000 for plant improvements, the association, in addition to the rink operation, plans to stage boxing and wrestling shows, builders' exhibits and bingo games in heated buildings during the winter, and auto and motorcycle races, rodeos, horse shows, picnics, football games, etc., during good-weather months.

Dance-of-Month Contests Under Way at Bal-A-Roue

MEDFORD, Mass., Nov. 1.—Fred H. Freeman, operator of Bal-A-Roue Rollerway here, has started a series of dance-of-the-month contests for amateur skaters who have never been in a contest, offering trophies to first, second and third-place winners of the finals held the last Friday of each month. Each Friday night a contest is held for skaters over 15 years old, while junior patrons enter Saturday afternoon contests.

Sanctioned by the Roller Skating Rink Operators' Association of the United States, each contestant must have an amateur competitive card. The series was started in October with the straight waltz. It will be followed by the promenade in November; barn dance, December; A waltz, January; two-step, February; collegiate, March; 14-step, April, and nine-step waltz, May.

New 200G Harrisburg Spot

HARRISBURG, Pa., Nov. 1.—Construction work has started on a new roller rink just outside city limits on Paxton Street by A. L. Runk, Mechanicsburg, Pa., rink operator. Expenditure of \$150,000 to \$200,000 on the spot is planned.

Henning, Laurey Jump Into Broom Ball Free-for-All

CINCINNATI, Nov. 1.—Bill Henning and Joe Laurey, of the Old-Timers' Roller Skating Club of Chicago, hop into the middle of the controversy over who originated broom-ball hockey with the claim that they played the game as early as 1923, and report that the game is still played by club members against out-of-town teams.

As in the cases of Ed J. Von Hagen, operator of Norwood (O.) Roller Rink and Gilbert W. Scott, owner of the Lexington (Ky.) Rollerarena, Henning and Laurey claim that Murray L. Rose, of Biscayne Roller Rink Skating Palace, Miami, did not originate the game.

They claim to have used a basketball for a puck at the outset, later switching to a football because it was too easy to score with the former. Henning and Laurey report that they, too, covered brooms to prevent falls by skaters because of loose straw on the floor.

Henning says that he staged the game years ago with great success at the Charles and Mount Royal Roller Rink, Baltimore, and introduced it to Chicago when he went there later. When Laurey opened his Natoma Roller Rink in Chicago in 1929 a broom ball game was a feature of the rink's first party. It caught on so well, the Chicagoans report, that games were played with teams from rinks in Indiana, Michigan, Wisconsin and Illinois.

Broom Hockey Sets Pace at Biscayne

MIAMI, Nov. 1.—Business has shown a substantial increase at Biscayne Roller Skating Palace here, according to Operator Murray L. Rose, who holds his promotion of broom ball hockey responsible for the gain. "The game is building in interest weekly and creating new players," he said.

Popularity of the game is spreading, said Rose, a league comprising teams from Jacksonville, Lake Worth, Miami, Orlando, Daytona Beach and St. Augustine having been formed. Rose plans to keep pace with the game's increased popularity by staging a State tournament soon. He also hopes to interest local school authorities in developing a high school league this winter.

John W. Isaac, operator of the roller rink in Eastern Amusement Park, Baltimore, after watching games played at Biscayne, announced his intention of promoting the sport in his rink, said Rose.

Rose plans to resand his floor soon and give the establishment a general renovation in preparation for the winter season.

Thayer Operating Petaluma

PETALUMA, Calif., Nov. 1.—Petaluma Roller Rink, recently added to the chain of small California rinks operated by Jack Thayer, of Sonoma, shows every indication of being a success, report Bill and Garland Festag, managers, who were formerly with Skating Vanities. Formerly housing Gayland Roller Rink, the building has been completely renovated. Dance and figure classes have been inaugurated, with emphasis on plain skating and bronze dances.

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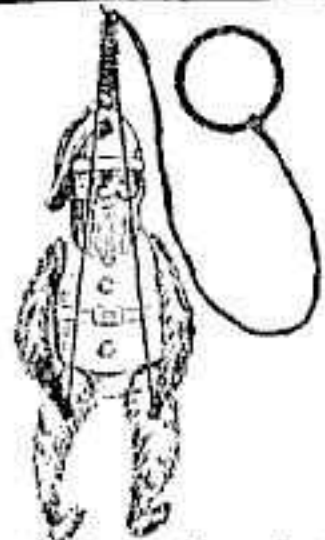
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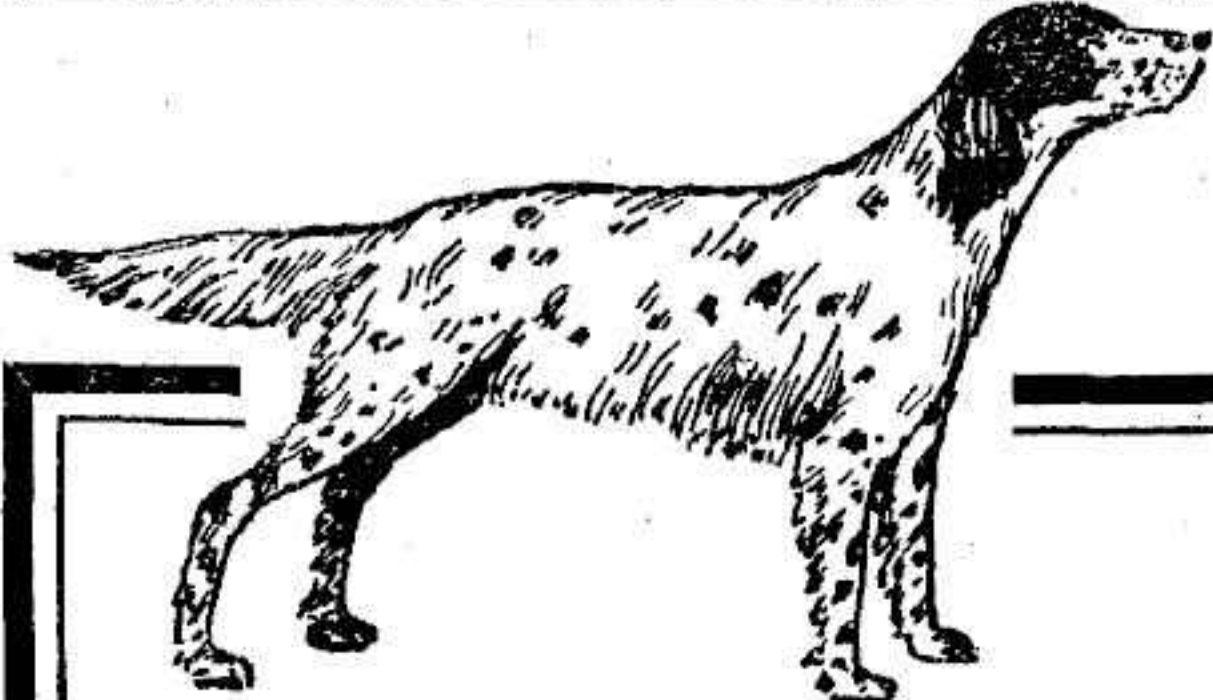
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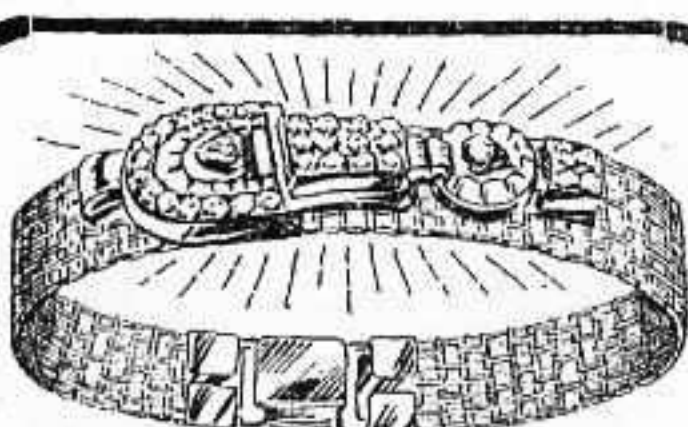


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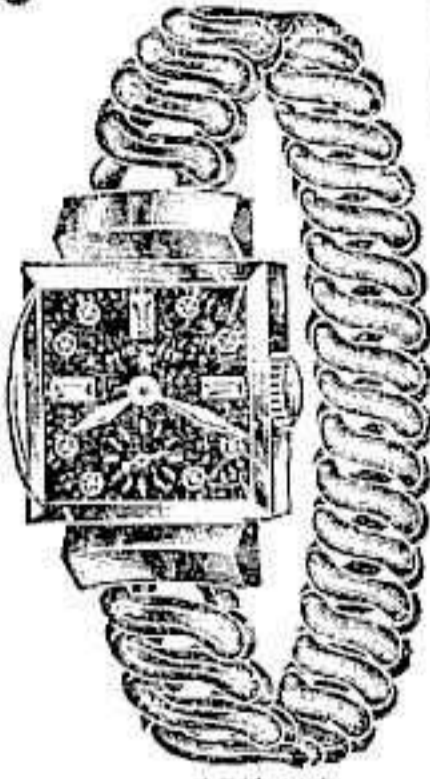
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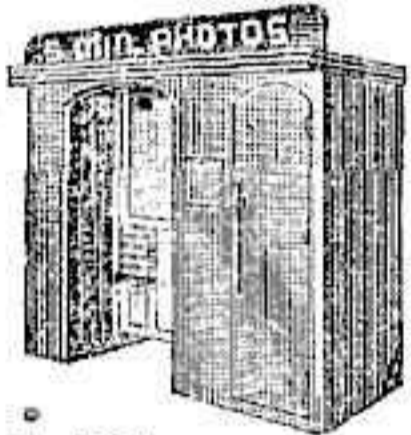


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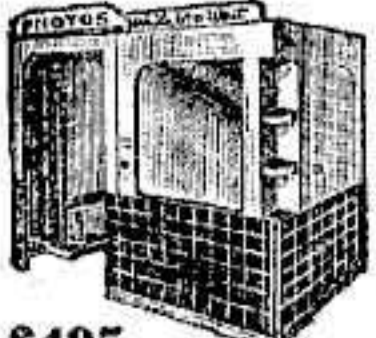
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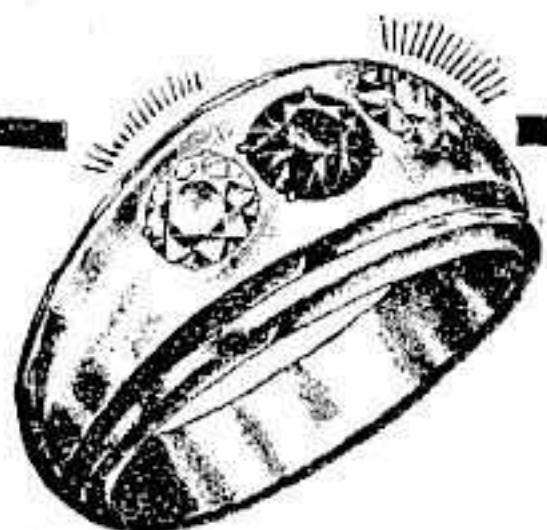
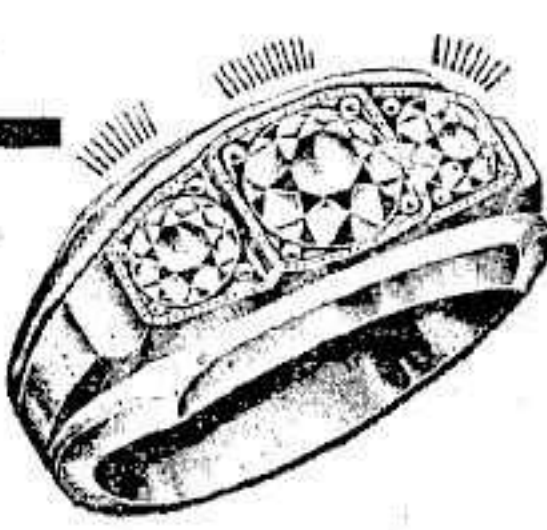
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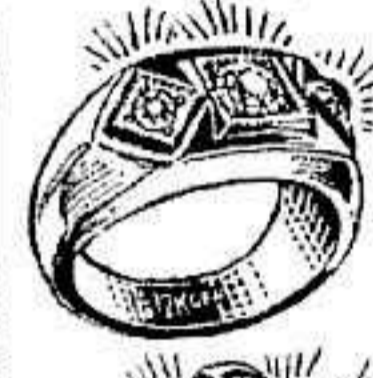
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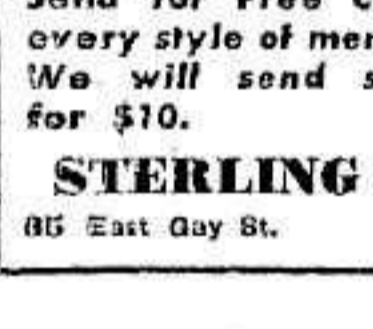
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Mail is listed according to the office of The Billboard where it is held, Cincinnati, New York, Chicago and St. Louis. To be listed in following week's issue mail must reach New York, Chicago or St. Louis office by Wednesday morning, or Cincinnati office by Thursday morning.

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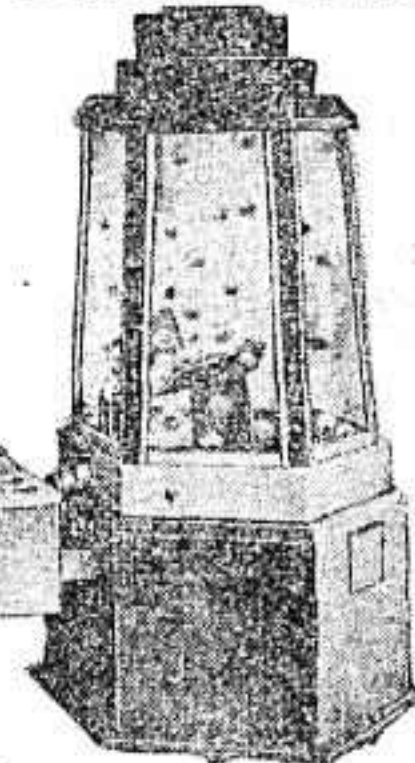
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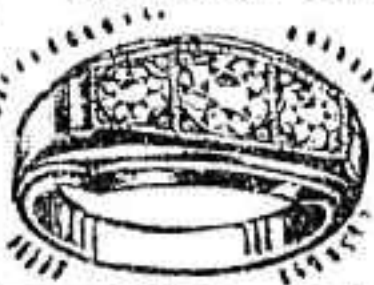
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Pipes for Pitchmen

E. LEUBUSCHER . . . well known in pitch and concession circles, is at his home in Scranton, Pa., after being released from Mercy Hospital there, where he was confined with pneumonia.

BOB POSEY . . . rambled into Laredo, Tex., last week to make preparations for his Christmas holiday business. Bob says he recently purchased four hay-eating animals in Mexico.

A lot of the boys and girls are making ready for the contemplated big Christmas business. Of course, you're one of 'em.

WORD SEEPS THRU . . . that Jack Berta and Jimmy Currant have retired from the pitch field and are making their home in Los Angeles.

PIERCE KRAMER . . . has returned to Milwaukee after obtaining his master's degree in science for the University of Wisconsin at Madison, where he majored in guidance. Pierce earned his way thru school by pitching his specialty and now plans to concentrate on work in the science field.

Experience is unusual in that you can profit from it only after you have acquired it.

DENNY MILES . . . is making his headquarters in the Blackmoor Room of the Wisconsin Hotel, Milwaukee, where he plans to remain indefinitely. Denny is reported to have a lusty set of pipes and he's making a lot of friends over the way he pitches a song.

NELLIE BROWN . . . whose Satin Sheen layout occupies one of the best spots in the W. T. Grant store in Milwaukee, is reported to be gathering a goodly share of the lucre with her item.

A demonstrator recently overheard a lobby gow remark that "crowds are said to frighten some people." To which the demonstrator replied: "If his bank roll is an indication, no one scared him all season."

SAM LEE . . . continues to corral the geedus with the sheet in Iowa towns and hamlets.

OUR MILWAUKEE . . . operatives tell us that Fred Vogel, Dorothy Doe and Madge Ruh are still working Morrow's store there to big tips and passouts.

GEORGE H. BROOKS . . . registered some good scores at the recent Shrine Circus in Houston.

Fancy Freddy says: "You can't practice common sense if you don't have the ability to use it."

THIS CORNER . . . has had a number of queries recently concerning the whereabouts of Count Seldom Scoff and Doc Lushwell. Gist of the readers' letters evolve around the question as to whether Doc is still lushing, and if the good Count is scoffing. So, Tom Kennedy, take your best hold! Let's have a note or two on your venerable characters.

TOMMY (PADDLES) REISNER . . . Detroit novelty purveyor, hustled a number of those items at the recent Michigan-Minnesota football game to sock returns.

COME ON YOU . . . pitch lads and lassies! This corner hasn't had pipes in some time from the following: Mr. and Mrs. Max Smith, Ken and Greta Reynolds, Senator Frank Osborne, Art Nelson, John Brenner, Sonny Mackenhouse, Belle and Porter Breteus, Red Lomain, Pat-

Zanders, Buster Doss, Rae Eader, Gypsy Brown, Dick Frazier, Jackie Fischell, Speed Wilson, Sid Fleisher, Herman Kellar, Fred Brandt, Emmitt Smith and Bill Blackhawk.

HOWARD E. ZARLINGTON . . . has his Zarlington Players, med trick, deep in the heart of Texas, where they have been campaigning for the last three months to excellent business with their Tate-Lax line of remedies. Zarlington says the unit

Top Money Getters
 • Safeguard your profits... buy only OAK-HYTEX in the Blue Box with the Yellow Diamond label.

The OAK RUBBER CO.
 RAVENNA, OHIO

DISTRIBUTORS WANTED

The best nationally known commercial phonograph manufacturer has available a few lucrative territories for reliable distributors and jobbers under a radically new distributing plan. Must be financially responsible. Those interested who can qualify write Box D-131, o/o The Billboard, Cincinnati 22, Ohio. All replies kept strictly confidential.

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.

NATIONALLY ADVERTISED PERFUME

Oil Essences, in 20 Movie Magazines, 1 1/2 dr. Hand painted, decorated bottles, \$1.00 seller, 8 true lasting fragrance. L'Oripah of Hollywood, \$7.20 doz. with Lucite display Bar; without Bar, \$5.50 doz. Samples 50¢, with colored literature.

L'ORIPAHS
 784 S. Normandie, Los Angeles 5, Calif.

RINGS

MASSIVE MEXICAN RINGS
 Indian Heads • Horse Heads
 Snakes • Skull and Crossbones
 Ass'd. Doz. - \$ 14.00
 Cross - - - - - 160.00
Miller Creations Mrs.
 6628 Kenwood Ave. Chicago, Ill.

PROFITABLE SIDELINE!

Fast Sellers! Sure Money Makers!
 ERNO PUZZO-GAMES are exciting puzzlers for all ages. Beautiful 6-color panels. IDEAL GIFTS. Send \$1 for 5, all different; \$1.25 outside U. S. A. Solutions included. Wholesale prices with order if requested. Agents wanted. ERNO SALES CO., Box 1148-Z, Cleveland 3, Ohio.

MEDICINE MEN!

THERE IS NO SUBSTITUTE FOR QUALITY!
 WRITE TODAY for new wholesale catalog on tonics, oil, salve, soap, tablets, herbs, etc. LOW PRICES—RAPID SERVICE! (Product's Liability Insurance Carried). We are MANUFACTURING PHARMACISTS established 1934.
GENERAL PRODUCTS LABORATORIES, INC.
 137 E. SPRING ST. Dept. X - COLUMBUS 15, OHIO

plans to work the Gulf Coast all winter. Recent visitors included Benny Hess, of stage, screen and radio; Mr. Hutchinson, of Hempstead, Tex., formerly with Dr. Harlan, and Mr. and Mrs. Charles Smith, superintendent of Rogers Circus. Show's roster includes Mrs. Bonnie Zarlington, songs and dances; John T. Stewart, piano and character analyses; Glenn Miller, banners and scenic artist; Landrus the Great, who entertains at night on the show and works school auditoriums each morning and afternoon with his magic, vent, mental and illusion turn. Landrus is aided by Emma Sue Zarlington.

AL RINEHART . . .
is still going strong working Milwaukee spots.

BEN MEYERS . . .
the old horsebacker, is working chain stores in Oklahoma with instantaneous plastic bubble balloons. Business, says Ben, is good. He'd like to read pipes here from Morris Kahntroff, Tom Kennedy and Ben Bluestein.

LEON B. TARLOX . . .
is in Batavia, N. Y., framing a new jar-wrench layout with which he plans to spring soon.

How you started in the pitch business doesn't matter in the final analysis. It's how far you have advanced that counts.

HARRY MARTIN . . .
well-known pitcher, is in Mayview Hospital, Indianapolis, where he has had his left arm amputated at the shoulder. He's currently being fitted for a mechanical arm which will permit him to continue his pitch efforts. Harry would like to read letters from friends. He will be confined in the hospital until Christmas.

Summer-like weather thru October has made for a longer outdoor season for the boys and girls, but it will only be a few more weeks until your annual inventory will reveal whether you've been a success.

TOM KENNEDY . . .
in a lengthy discourse from Lincoln, Neb., projects some sound thoughts on

why he doesn't believe that an organization for pitchers would work. "During the past few weeks," says Tom, "I have noted in the pipes columns the desire of a few individuals to form some kind of an organization for the protection of pitchers in general. Recently Frenchy LaBoe voiced his belief as to why some sort of an organization should be formed, and he hopes it will be accomplished in the near future. Just a few weeks ago, my friend, Jack Scharding, told how some of the heels paid off on the larger fairs in order to secure the best locations. This, in addition to the regular concession space allotted to pitchers and demonstrators. In other words, dog eat dog, and take your best hold, and to hell with the other fellow. This sort of stuff has been going on for years, and I can go back to 1926 when pitchers from coast-to-coast tried to organize. At that time a local was flourishing in Los Angeles, another in Denver and one was getting started in Baltimore. In fact, I was one of the first members to join in the Oriole City and spent a lot of time and effort to help put it across. But this failed miserably, along with the others, due to lack of co-operation on the part of its members. Back in 1933 I wrote a special article for *The Billboard*, stressing the need for some sort of an organization. This caused a lot of comment, and I received a letter from a New York company, asking if I would try to get up an organization or some sort of local for them. Just remember, this was back in 1935 and things have changed in the past 14 years. And how they've changed. Today, every peddler, hawker and vender is classed as a pitcher. Nothing could be further from the truth. A pitcher is one who collects a crowd or tip, gives a demonstration or lecture and then makes his pass-out, collecting the price of the item or product he or she is pitching. This can be in stores, parking lots or on fairgrounds. Most of them can entertain in one way or another, just by conversation or casual comment, and then coming to the turn. Ever listen to Madaline Ragan? Do so the next time you get a chance, and you'll know what I mean. No, my friends, peddlers and vendors are not pitchers. Any mooch or stumble-bum can get an orange crate and set up in a doorway, displaying a few razor blades or shoe strings, but he is not a pitcher, tho by some he is classed as one. It's like trying to class a minnow with a whale, or a rooster with an ostrich. While the latter two have feathers, those of the ostrich are used as plumes for the upper crust, while rooster or chicken feathers are used to stuff dime store pillows."

PHONO SALESMAN

Is there among these readers an outstanding, well qualified, experienced phonograph salesman to represent leading phonograph manufacturer. Your replies will be kept confidential. Apply **BOX D-132, care Billboard, Cincinnati 22, Ohio.**

CLEAR CRYSTAL BLOWN GLASS PERFUME BOTTLES

Ornamented With Beautiful Colored Flowers in High Relief
GORGEOUS LOOKING GOODS THAT SELL AT SIGHT.

Six different designs and shapes in each number. Each perfume bottle in individual gift box.

- #4922K About 2 Inches High
\$5.40 per doz.
In 6 Doz. Lots
\$4.80 per doz.
- #4823K About 3 Inches High
\$8.00 per doz.
In 6 Doz. Lots
\$7.20 per doz.



333 & 335-L
S. Market St.
Chicago

LEO KAUL IMPORTING AGENCY, Inc.

IMMEDIATE SHIPMENTS WIND ALARM CLOCKS, WRIST AND POCKET WATCHES

Wentclox, New Haven, Ingraham, Lux, Waterbury, Ingersoll and many other brands, American and Swiss styles. Lowest prices, all with factory guarantees. Sample assortments of \$25, \$50 and \$100. Shipped **PREPAID** upon receipt of your remittance. We will ship C. O. D. if you send 20% deposit with orders.

R. T. SWAIN CO.

P. O. BOX 1984

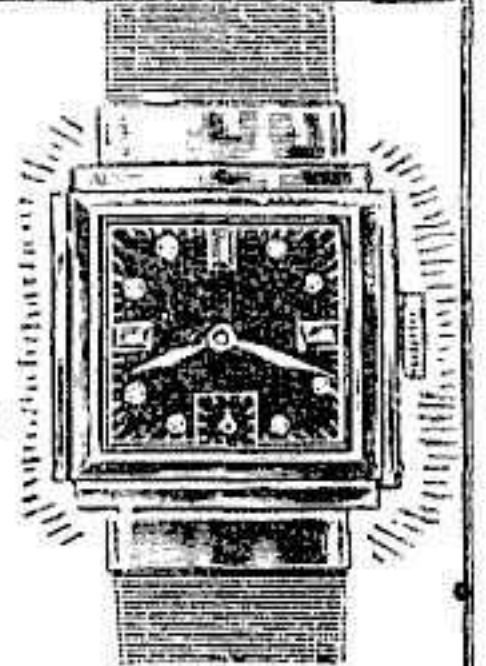
BOSTON 5, MASS.

MIDWEST HAS THE BEST IN PREMIUM MERCHANDISE

NEW! Men's Rhinestone Watches

15-Jewel Rhinestone or Ruby Dial — Dome Crystal — 8 1/2 Ligne.
\$16.50 ea. \$15.25 ea.
Lots of 6 Individually Boxed

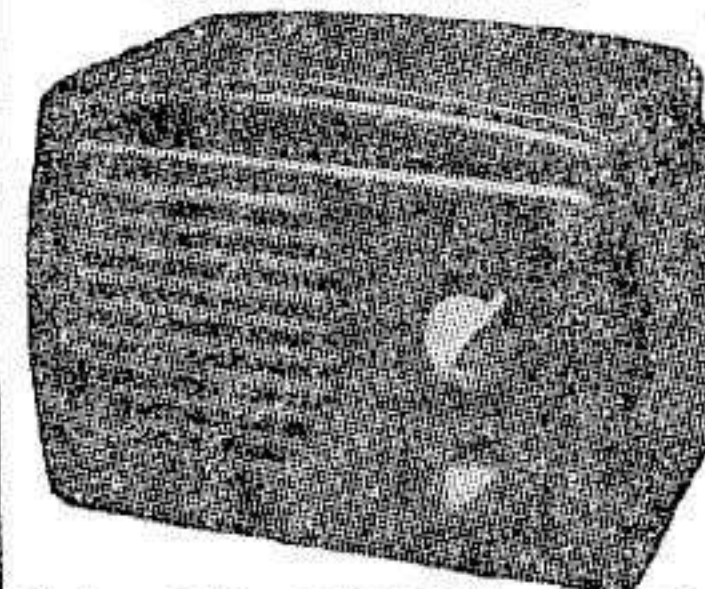
IMMEDIATE DELIVERY!



NEW!
Men's Beautiful Swiss Watches. Accurate Time-keepers. Chrome Case—Red Sweep—Second Hand. Illuminated Dial.
\$4.25 Each

15-Jewel Numeral Dial, Dome Crystal
\$13.45 ea.

TEMPLE RADIO



Modern 4-Tube AC-DC Radio, Metal Case. Available in Walnut, Red, Blue and White.
\$9.95 Each, Lots of 6 \$10.50 Sample

ALL PRICES F. O. B. CHICAGO FOR RESALE ONLY

Write for New Catalogue Complete Line of Sessions Clocks, Nationally Advertised Radios, Blankets, etc.

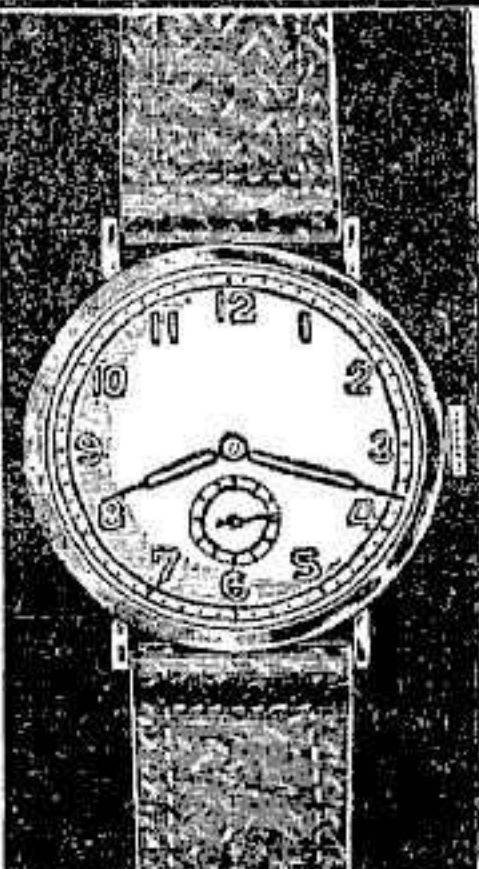


COFFEE MAKER

Original Lifetime Micro Stainless Steel . . . For rich, flavorful coffee. Non-Breakable, highly polished stainless steel—heats faster—holds heat longer. All metal filter—no messy filter cloths to clean. Fully guaranteed. Capacity: 8 cups. Lower bowl makes ideal cold drink server.
Price Each, in lots of 6 or more . . . **\$6.25**
SAMPLE, Each . . . **\$7.25**

NEW!

Men's 7-Jewel Watch. Stainless Steel Case, complete with strap.
\$6.75 Each



25% Deposit—Balance C.O.D. or Sight Draft Payment in full will save C.O.D. charges

MIDWEST NOVELTY CO.

823 W. RANDOLPH STREET Phone: MONroe 4328 CHICAGO 7, ILLINOIS

MAIL ORDER—CREW MANAGERS—DIRECT SALESMEN



Here is Your Opportunity for Big Quick Profits Large eager market waiting for the scarcest item available.

CHRISTMAS TREE INDOOR LIGHT SETS

C-6 SERIES SET OF EIGHT LIGHTS COMPLETE WITH BOX AND EIGHT BULBS. IN TEN DOZEN LOTS—ONLY \$168.00. F. O. B. Mpls., Minn. SEPARATE BULBS, 100 FOR \$10.00

Money orders, certified checks accepted only. Money refunded if out of stock when order is received. No C. O. D.

STERLING ELECTRIC MFG. CO.
401 East Hennepin Ave., Minneapolis, Minn. Co. 2986

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.

KIPP BROTHERS

117 S. MERIDIAN ST. INDIANAPOLIS 4, IND.

COIN-OPERATED MACHINES, SECOND-HAND

Only advertisements of used machines accepted for publication in this column.

RATE: 12c a word . . . Minimum \$2.00

Remittance in full must accompany all ads for publication in this column.

A-1 CIGARETTE AND CANDY VENDING MACHINES. All makes, models, lowest prices. What have you to sell? Mac Postal, 6750 N. Ashland, Chicago. no2

A-1 STAMP MACHINES—SHIPMAN, VICTORY ROLLS, Multiple Frames; Peanut, Gum, Popcorn, U. S. P., 100 Grand, Waterloo, 451, Penn. no229

AMBER, \$100; SPORT PARADE, SPOT POOL, Victory, Star Attractions, \$15 each. Trade for Master Vendors. Penny Sales, Box 1784, Louisville, Ky.

ARCADE—ALL OR ANY PART OF IT. SEND for list; also six seven-foot Polsterinos. Chester S. Nowak, 78 Littlefield, Buffalo, N. Y.

BEVERAGE VENDING MACHINES FOR SALE—8 used Philadelphia, in perfect condition. C. G. Barber, 1719 1/2 No. Alexandria Avenue, Hollywood 27, Calif.

DIGGERS—ERIES, PANAMAS, MUTOSCOPE Juniors, Buckys, ENABIT Rotars, Mutoscope Diggers, Iron Claws. Now is the time to buy. National, 4243 Sanson, Philadelphia, Pa.

FOR SALE—ARCADE AND DISTRIBUTING Business, in heart of Los Angeles; write for details. E. E. McKee, 2041 Kenneth Road, Glendale 1, Calif. no8

FOR SALE—TOTAL ROLL, \$175; SKRMBALLS from \$15 to \$125 for Wurlizer, Juke Boxes from \$95 for MBE Thru to \$350 for \$50; Pin Games from \$12 Zip to \$59.50 for Double Barrel. Five Ten Stripes, \$29 each. Will trade equipment with operators in North West. 1/2 deposit. Interstate Sales, 2401 S. 27th St., Milwaukee, Wis. no8

FOR SALE—10 SCIENTIFIC POKERINOS. Like new, improved contacts; 4 5/8" Shoe Ball Alloys; 1 1/4" Scientific Bowling Alley, mechanical pin reset; 5 Exhibit Rotars, dinner type, very good condition; 3 Mutoscope Diggers, 5 Star Hoist Diggers, 1 Bangover Rifle Game, 22 shorts, 1 Striking Clock Strength Tester, 1 Hoist Mon Golf, 1 Mystic Palmist. P. O. Box 214, Seaside Heights, N. J.

GET ON OUR MAILING LIST FOR ANNOUNCEMENT of a sensational new idea in Bubble Ball Gum for your vending machines. Ross Thomas Co., 2189 Central Ave., Memphis, Tenn. no15

NEW STAMP MACHINES—10 SHIPMAN Triplex, 20 Victory Duxley. Machines still in crates. Also 3 used Victory. Sacrifice all for \$400. Mesarik, 922 Lincolnway E., South Bend, Ind.

NOW—1 to 100 BRAND NEW STAR PEANUT Vendors, filled with number one Spanish Peanuts, \$4 each. Cash with order. T. O. Thomas Company, 1572 Jefferson, Paducah, Ky. no15

PIN BALL MACHINES—CLOSING OUT OUR route. Selling dirt cheap; nothing shipped. Charles Borer, Marshall, Mich. no8

REBUILT POPCORN MACHINES FOR SALE. Fully guaranteed. Priced from \$150. Consolidated Confectioners, 1314 S. Wabash, Chicago 5, Ill. no29

ROUTE OF 25c LATEX VENDING MACHINES earning \$12,000 per year. \$7,500 cash. Owner must move to Arizona for health. La. Housinger, 1324 Central Ave., Indianapolis, Ind. no15

ROWE—5 COLUMN STICK GUM MACHINES, reconditioned, \$10 each. Sold in lots of 25. 10% deposit with order. Balance C.O.D., P.O.B., Newark, N. J. Bradford Electric Products Co., 57 Bradford St., Newark 5, N. Y. no15

TEN POP CORN MACHINES—SERVES FRESH, hot product, "Electric-Save." Five cent slot. Condition almost new. Value, \$150. Will sacrifice for \$60 each. Write Hi-Lite Enterprises, 135-07 116th Street, Richmond Hill 16, N. Y.

WANT—ADVANCE ROLLS, \$175; TOTAL ROLLS, \$100. Holly Heavy Hitter, \$65. Donald Zak, 3017 South 14th Street, Milwaukee, Wis. no8

WANT TO BUY—DU GRENIER "S" MODEL cigarette machines. J. & H. Vending, 4807 Foster Ave., Brooklyn, N. Y.

WANTED TO BUY—MILLS JUNIOR SCALES. State number available and price. H. E. Cronmett, 3860 East Blvd., Culver City, Calif.

5 POPMATIC VENDING MACHINES—POPS and vendis 10c worth of seasoned corn. Ideal for taverns; excellent condition. Originally \$350 each, for quick sale, \$29 each. P.O.B. William Overmeyer, 358 Uneda St., Fond du Lac, Wis.

5 METAL TYBERS—3 LATE MODEL STAND-ards, 2 Harvard. All in good condition; all for \$1100. Add \$50 if crated. 1/2 deposit, balance C.O.D. W. A. Worthington, 1170 Jefferson Ave., Winston-Salem, N. C.

60 5 COIL VARIETY SHOPS—ALL COMPLETE. As is, including stand, \$10 each. Rake, 609 Spring Garden Street, Philadelphia 23, Pa.

Another First **2 For 5¢ PLAY!**
TWO TICKETS IN EACH HOLE

Now is the right time for low priced play!

"TEN 'ER FIVE"
840 G.L. HOLES
5¢ PLAY
Two Tickets Per Hole
SPECIAL THICK
No. 18171-5

Takes In \$42.00
Av. Payout 19.17
PROFIT \$22.83

Extra! ANOTHER FIRST! TRIANGLE SHAPED SEALS!

HARLICH
MANUFACTURING COMPANY • 1200 N. HOMAN, CHICAGO 51, ILL.

"Where boards of BETTER QUALITY for BETTER PROFITS are made"

OPERATORS:
DO YOU HAVE TROUBLE OPERATING TICKET GAMES AND BOARDS ON PERCENTAGE??
WE HAVE THE ANSWER!!!
A NEW PAYOUT SYSTEM—Entirely Different

We have tested this game for two months on local locations — It's really hot!! It's so hot we are not going to publish the details!
ANY OPERATOR INTERESTED IN MAKING MORE PROFITS FROM HIS SPOTS CAN SECURE FULL INFORMATION BY WRITING

MUNCIE NOVELTY CO.
2704 So. Walnut, Muncie, Ind.
Originators of Win-a-Fin

LARGEST SELECTION OF COINBOARDS IN THE NATION!

TYPICAL SPECIALS

Piggy Bank, 1500 holes—5¢ play
Takes IN—\$75.00 Pays OUT—\$38.25
PRICE \$4.18 plus \$1.70 in coins

Play Ball, 2000 holes—10¢ play
Takes IN—\$200.00 Pays OUT—\$124.00
PRICE \$6.40 plus \$7.70 in coins

Jack Rabbit, 1500 holes—10¢ play
Takes IN—\$150.00 Pays OUT—\$99.50
PRICE \$5.00 plus \$1.70 in coins

3-Way Money, 1200 holes—25¢ play
Takes IN—\$300.00 Pays OUT—\$190.00
PRICE \$5.67 plus \$6.00 in coins

Lucky Dimes, 1500 holes—10¢ play
Takes IN—\$150.00 Pays OUT—\$84.00
PRICE \$5.60 plus \$3.00 in coins

Pennies From Heaven, 1200 holes—5¢ play
Takes IN—\$60.00 Pays OUT—\$28.50
PRICE \$3.80 plus 26¢ in coins

Standout, 1792 holes—5¢ play
Takes IN—\$89.60 Pays OUT—\$38.50
PRICE \$5.50 plus \$2.20 in coins

ALSO AVAILABLE: Multi-Giant Boards—6 Tickets for 25c

Send for FREE 64-page Illustrated Catalog. 25% Deposit With Orders, Balance C. O. D.
PROFIT MFG. CO.
41 WEST 23RD ST. NEW YORK 10, N. Y.

Jack in Barrel
2000 holes—10¢ play
Takes IN \$200.00
Pays OUT 129.00
PRICE \$5.67 plus \$8.30 in coins

AMERICA'S FASTEST SELLING POCKET PUSHCARD DEAL

\$1,000.00 BEING MADE EVERY MONTH by live operators placing this deal on consignment. Small pocket deal. Small investment. High-Class Merchandise With Sales Appeal. A red-hot item. Blind value. Profit on each deal, \$9.00. Fast turnover in 11 types of locations.

Air mail us for full details or include \$6.25 for complete Sample Deal. Postpaid. If not satisfied return same for full refund.

DIRECT SALES SERVICE, P. O. BOX 226, CULVER CITY, CALIF.

Fast Selling-Quick Turnover
Candy Punch Board Deal

24 PRIZES—"THE HOTTEST CANDY DEAL IN THE COUNTRY"

Delicious, finest quality Cashew Nougat Rolls with Chocolate-Vanilla centers. 75¢ sellers. Quick turnover. Board divided in 4 sections. Last punch in each section receives 1 lb. candy. Deal packed 24 Candy Prizes and 1 Seal Board in Carton.

600 HOLES AT 5c EACH .. \$30.00
OPERATOR'S COST \$17.50
WRITE FOR QUANTITY PRICES

HOWARD MACHINE PRODUCTS CO.
2754 DIVERSEY BLVD. • CHICAGO 47, ILL. • PHONE EV 2-1044

SALESBOARDS — Immediate Delivery

Size	Play	Description	Profit	Cost
400	5¢	Dollar Games	\$ 9.00	\$.60
1000	25¢	J.P. Chan, Thick	51.85	1.25
1000	25¢	Chas. Bd. Def. Thick	50.00	1.10
1000	25¢	Chas. Bd. Def. Thin	50.00	.85
1000	5¢	Nickel Ohas.	17.00	.75
1000	5¢	Fingo Bd.	12.00	.75
1000	25¢	Texas Ohas, Thick	102.98	1.98
Large Stock	5¢	1000 to 1200 Grille Jumbo Hole	27.50	2.25

SPECIAL
240 6 for 25¢
GIANT HOLE BOARDS
7 Ass't. Numbers
\$2.75 EACH

WRITE FOR SPECIAL PRICE LIST
25% Deposit with orders, balance C. O. D.
BANNER PRODUCTS CO.
1526 LUXOR CLEVELAND, OHIO

MULTI-GIANTS (6 TICKETS IN EACH HOLE)

Holes	Play	Name	Profit	List Price
200	25¢	They All Go (Def.)	\$24.25	\$5.55
250	25¢	Score a Fin	38.56	7.87
240	25¢	Sparkling	33.00	8.70
200	25¢	Trial Treat (Def.)	27.00	5.55
200	25¢	Hat Box	25.15	7.47
200	25¢	Striking	28.50	7.47
200	25¢	Hawaiian Honey	25.40	7.37
200	25¢	Play Time	28.00	7.48

"First With the Latest in Quality Boards." Regular Discounts Given to the Trade.

GENUINE ORIGINAL JAR-O'-DO TICKETS

2170 RWB, PLAIN	\$1.50 EA.
2280 SPECIAL RWB TICKETS, STAPLED 8	2.80 EA.
2170 RWB, PASTED 5 IN BUNDLE	2.24 EA.
1260 REFILLS, BINGO	1.14 EA.
1000 REFILLS, BINGO	.84 EA.
50 SEAL BINGO J.P. CARDS	.62 EA.
74 SEAL BINGO J.P. CARDS	.79 EA.

RAKE COIN MACHINE EXCHANGE
609 SPRING GARDEN ST. Phone: LOmbard 3-2678 PHILADELPHIA 23, PA.

Communications to 155 No. Clark St., Chicago 1, Ill.

Set \$250,000 CMI Drive Goal

Donations at Halfway Mark

Issue official progress report on industry Damon Runyon Cancer Fund drive

CHICAGO, Nov. 1.—Coin Machine Industries, Inc. (CMI), officially announced this week a goal of \$250,000 for its drive to aid the Damon Runyon Memorial Fund for Cancer Research.

In an official report on the first half of the drive and plans for the second stanza, CMI Public Relations' Director Jim Mangan announced that contributions passed the halfway mark Monday (27) when donations brought the total collected by CMI to \$126,215.52.

In the report Mangan gave details of some of the large-scale promotions planned for the remaining months of the drive. According to the report, Walter Winchell, chairman of the national cancer fund drive, has named Sunday night, November 23, as Coin Machine Industry Damon Runyon Night.

Promotional Dinners

On that evening Winchell will give details of the CMI cancer fund campaign on his regular weekly news broadcast. Also scheduled for the evening of the 23d are special promotional dinners to be held in key cities thruout the nation. At these dinners a special movie featuring Winchell and CMI leaders will be shown to coinmen.

Other events planned to tie in with the special programs include showings of the latest coin machines at hotels where the dinners will be held.

Also announced in the report is a special Damon Runyon Cancer Fund memorial book to be published in time to be distributed at the annual CMI show in January in Chicago. The book, the report stated, will contain the name of every donor to the fund and show the amount donated. Present plans call for 10,000 circulation for the publication.

The official CMI report follows:

Report on Quota

We started the Damon Runyon Cancer Fund drive with the objective of raising more money for the fund than had been so far raised from any source. When Ray Moloney and Dave Gottlieb tendered Walter Winchell a check for \$100,000 October 7, this amount added to \$20,000 previously given Winchell, made a total of \$120,000 cash already turned over by the coin machine industry to the Damon Runyon Memorial Fund for Cancer Research. Winchell immediately proclaimed that this contribution was the largest he had received from any source. He wired all the newspapers stating this fact and his enthusiasm was boundless.

His enthusiasm was contagious. On hearing Winchell's grateful words, the leaders of the coin machine industry went into a quick huddle and decided they would take a new goal, a big goal, and raise \$250,000 in all. The whole industry agreed. The contributions keep pouring in every

(See DONATIONS on page 108)

Hawaii Arcade Op Reports Biz Booming; Sees New Locations

CHICAGO, Nov. 1.—Operators of arcades in United States' possessions and foreign lands are headed toward banner years in the opinion of William Anderson, who with his father, Frank E. Anderson, heads one of the largest coin machine arcades in the world.

The Anderson arcade, which houses more than 300 coin-operated machines, is located in Honolulu, whose population approaches the 600,000 mark when civilian workers and army and navy personnel are included.

According to Anderson, the ripest part of the coin amusement field is in those foreign cities where a large

concentration of military personnel are stationed either on a permanent or semi-permanent basis.

In the Anderson arcade, known as the Hawaiian Recreation Center, are housed over 200 arcade pieces, 75 pinball games, an assortment of roll-down games, 4 juke boxes and a battery of photo machines.

1943 Best Year

The younger Anderson stated that the best year the arcade ever had was in 1943 when an unusual number of American servicemen were passing thru bound for Pacific area duty. However, despite the fact that the island city does not now have the great number of soldiers, sailors and marines combat bound, business has remained on a high level.

In all, the Hawaiian Recreation Center employs upward of 40 people on a permanent basis. The staffers include Japanese, Chinese, Filipinos, Portuguese, transplanted citizens of the United States as well as representatives of many minority nations.

Frank Anderson, the concern's originator, now lives in semi-retirement in Beverly Hills, Calif. William, however, continues to look for arcade locations thruout the world. His principal lead for virgin territory is wherever the American serviceman is concentrated in any great number. At the moment he is awaiting the invitation of Yankee enterprise to several islands now without arcades due to military regulations.

Travels Widely

While the younger Anderson travels extensively to uncover possible new locations and also attend to the important task of looking over new coin machines here in the States, Clarence Carpenter handles the executive end of the arcade business.

Arcade includes upward of 10,000 square feet. Servicing of all equipment is under the supervision of Jimmy Heymashi, who is of Japanese descent and has degrees in electrical, chemical and mechanical engineering from the University of Hawaii. Anderson claims that the reason the machines in his arcade have lasting efficiency is that Heymashi refuses to let any service problem stump him regardless of the time involved.

Super-Size Gallery

At the moment Anderson is in quest of a shooting gallery that seems to be too much of an order for U. S. manufacturers to handle. He says that the gallery must be a supersized proposition, measuring 16 by 22 feet. If no firms in New York, his next destination, can supply the item, he plans to make one of his own specifications.

Anderson had a plug for game manufacturers. "Like any other operator, I find that that cost of equipment is much higher than before the war. However, games produced since the war have for the most part been much better engineered, making them stand up better than in pre-war days. Because of this, we have been able to keep more machines on location longer, and this has taken up some of the increased cost slack.

Pinball Tax License Set In St. Paul

Follow Ops' Suggestions

ST. PAUL, Nov. 1.—The St. Paul City Council Friday (30) adopted a new ordinance which sets up a compromise license schedule for pinball games. The compromise ordinance was recommended by operators here thru spokesmen for the Ramsey County Amusement Operators' Association (*The Billboard*, November 1).

Ordinance is expected to yield the city approximately \$30,000 in annual revenue. New ordinance assesses locations \$50 each, games at \$5 per unit, and operators at \$100 each. Arcades which have 10 or more games will be licensed at \$200 each.

New ordinance, written as an emergency ordinance, will become effective immediately.

Originally, the council had proposed that the existing \$25 per game tax be doubled, but the city's operators pointed out that such a high per machine tax would seriously narrow the games' profit margins.

Middle-Income Living Cost Hits New Record in August

CHICAGO, Nov. 1.—Figures released by the Bureau of Labor Statistics this week indicate that the cost of living for moderate-income families rose to a new all-time high in August for the third consecutive month.

Present living costs are 11.2 per cent higher than a year ago and 160.3 per cent of the 1935-'39 average.

A rise of 1.8 per cent in the retail price of foods was considered to be one of the big factors in pushing the entire cost of living up 1.2 per cent between July and August. Food expenditures now represent more than 43 per cent of the total family budget, the bureau reported.

AAMONY Ups Hahnen; Joe Hirsch Quits

Hartnett New Biz Manager

NEW YORK, Nov. 1.—With the fate of "stripped" novelty games, so far as legal entry in New York is concerned, still unsettled, the Associated Amusement Machine Operators of New York (AAMONY) at a board of directors' meeting held Thursday (30), accepted the resignation of Joe Hirsch as chairman of the board and business manager, and elected as his successor to head the board, and consequently the organization, Joe Hahnen, president of AAMONY.

Meeting took place at the St. George Hotel in Brooklyn. Following the elevation of Hahnen to the top spot in the organization, the directors elected Bart Hartnett, of Brooklyn, as the new business manager.

Hirsch, who will remain as a member of the board of directors, and who has been eloquently active in the campaign to return the strip novelty machines to the city, said that he had resigned his chairmanship in order to devote more time to readying his own operation thru his Manhattan Vending Company.

The former board chairman was the subject of a test strip novelty pinball game court case which came up in the Court of Special Sessions October 16, with Justice John V. Flood presiding, and Allan Early, assistant district attorney, and Samuel Markewich, counsel for Hirsch in attendance. The following official court transcript covered the entire proceedings:

Mr. Early: This is a case, your honor, in which Mr. Herman made an investigation and he feels the people do not have a case. I move to dismiss this defendant.

The Court: Any objections?

Mr. Markewich: No.

The Court: Dismissed by motion of the district attorney.

The strip novelty game situation in New York has been the subject of several articles in local papers the past few weeks.

Holland Importer Wants US Machines

CHICAGO, Nov. 1.—The William F. Klopper Company, in Rotterdam, Holland, wrote *The Billboard* this week to announce that the firm is interested in attempting to import U. S.-built coin machines. Before the war Klopper was an important buyer of all types of coin machines.

At the moment, Klopper wrote, trade with Holland is cut off because of the lack of dollars in the country. The firm is currently manufacturing salesboards, and is attempting to work out a plan whereby coin machine imports could be paid for with salesboards manufactured in Rotterdam.

Exports May Reach \$5,000,000

Cincinnati Operators Plan \$10-Per-Plate Dinner for Runyon Cancer Fund Drive

Extensive Program Set for Gibson Hotel Fete

CINCINNATI, Nov. 1.—The Coin Machine Industry Division of Greater Cincinnati, which comprises Northern Kentucky, Southeastern Ohio and Indiana, this week completed plans to stage a \$10-per-plate dinner in the Roof Garden of the Hotel Gibson here November 23, with all proceeds of the affair to be turned over to the Damon Runyon Memorial Cancer Fund Drive. Officials of the group revealed that Cincinnati distributors of coin-operated equipment here will bear all expenses of the dinner and those incurred from bringing in entertainment features to be presented during the dinner. They added that each \$10 donated in for admission will be donated to the Runyon fund.

Committee Named

At a meeting conducted early this week during a luncheon at the Cincinnati Club these committee members were named: Bill Marmer, Joe Weinberger, Lenny Goldstein, Morry Goret, Don Fosgate, Charley Trau and Milton Cole.

An extensive mail campaign is already under way with over 500 invitations having been sent to operators in the area. Ticket headquarters have been set up in offices at 1321 Central Parkway here and committee members urge operators in the area, who have not yet received their invitations thru the mails, to contact officials at the ticket office.

Current plans call for a diversified program of acts to be assembled from leading night clubs in Cincinnati and Northern Kentucky to make up the dinner. Publicity committee is at work arranging for special radio and newspaper tie-ups and response to the idea thus far has been intensive enough that officials of the division are optimistically predicting a large turnout.

Much emphasis is being placed on the fact that the committee is hopeful of making the affair a sellout and the big part operators can play in helping to raise a substantial sum to be added to the already large contributions made by the industry to the drive.

Coin Recordio In Production; Name Distributors

CHARLOTTE, Mich., Nov. 1.—The coin Recordio division of the Wilcox-Gay Corporation here is now in production with its first coin-operated voice recorder and has made some distributor appointments, including the appointment of Walter Graham as Chicago distributor.

The Recordio operates on a quarter. Entire mechanism of the recorder is visible, so that the customer may watch the blank disk placed on the turntable. Mounted in the face of the machine is a cradle-type telephone, into which the customer speaks. Once the recording is completed, patron may hear the record played back either thru the telephone, or, by replacing the telephone in the cradle hear the play-back thru a loud-speaker.

Recorder stands 29½ inches high, is 24¼ inches wide and 28 inches deep. It will be available with or without a base which contains a separate delivery opening for envelopes to be used in mailing the disks. Envelopes are delivered after the customer deposits a nickel in a separate coin chute.

Recorder has a six-tube amplifier and rectifier with separate recording

Move To Eliminate Trade Barriers of Venezuela and U. S.

CARACAS, Venezuela, Nov. 1.—What might prove to have a stimulating effect on the flow of American-made coin machines here, is an announcement made by Dr. Manuel Perez Guerrero, Venezuelan minister of finance, that he has initiated conversations with the United States government to discuss a treaty designed to avoid double taxation on foreign capital, firms and individuals. Both governments have indicated an interest in arranging such a treaty.

Since overseas trade was established following World War II, Venezuela has become one of the leading South American purchasers of U. S. made coin machines. During the first seven months of 1947 alone, this nation has imported from the U. S. 211 coin-operated music machines having a total value of \$146,531 and 65 vending machines worth \$7,240.

Dr. Guerrero emphasized that his government desires to increase the flow of trade between the U. S. and Venezuela. Contrary to reports that have been rife for some time, he said, Venezuela has not taken any restrictive measures regarding imports as have many other nations. He pointed out that his country, on the contrary, is currently studying a plan for lowering or eliminating import duties on numerous items of commerce.

A recent survey conducted by the U. S. Department of Commerce regarding American investments in foreign countries listed Venezuela as second to Canada in terms total 1946 receipts from direct private business investments.

and playback channels, individual volume controls and an automatic gain feature to compensate for too strong or too weak speech level. Record placement and delivery is automatic.

Mounted at the top of the recorder, at approximately eye-level, is an illuminated panel which gives specific instructions for each step of recording and play back.

August Trade Holds Steady

Eight months' total volume hits \$3,485,050 — phonos to account for two-thirds

WASHINGTON, Nov. 1.—Coin machine exports this year may hit the five million dollar mark, latest report from the U. S. Department of Commerce indicates. This report, released this week, shows foreign buyers purchased \$344,548 worth of coin-operated equipment during August to bring the eight months' total to \$3,485,050. When the 1947 totals are added, juke boxes should account for something like two-thirds of total exports.

August, a review of past months discloses, saw the lowest dollar-value purchases this year. Largest purchases, in dollar volume, were recorded in March when a total of \$663,432 in coin machines were shipped out of this country. August figure makes the eight months' shipments average out to \$435,631 per month. If this average is maintained, 1947 shipments will reach the \$5,000,000 mark in December.

Previous High Topped

Despite curtailment of the British and European markets, Canada, Mexico and the Latin American nations have boosted this year's coin machine exports over any previous high. Biggest export year before the war saw approximately \$3,000,000 worth of equipment shipped in 12 months.

For the first time in months, Mexico, which usually follows Canada as the second largest buyer of coin machines outside the States, dropped down to the number 10 spot. Ahead of Mexico in dollar volume was Canada, followed by a number of Latin nations and the Union of South Africa.

Despite the strict import-export regulations, the August table from the commerce department shows that one amusement game, with a \$1,880 prime tag on it, was shipped to the United Kingdom. Since commerce department officials release no information regarding the specific kind of game or the exact destination, it is impossible to trace the machine.

Contrary to previous month's exports, August saw little spread between the second largest purchaser (See Machine Exports on page 109)

Coin Machine Exports

August, 1947

Country	TOTALS		PHONOGRAPHS			VENDERS		AMUSEMENT GAMES			
	No.	Value	No.	Value	Avg. Price	No.	Value	Avg. Price	No.	Value	Avg. Price
Canada	1,931	\$108,724	1,344	\$52,574	\$39	186	\$20,307	\$109	401	\$35,732	\$89
Cuba	199	54,396	133	46,691	351	6	2,255	376	60	5,450	91
Venezuela	60	36,674	55	33,894	616	5	2,780	556
Union of So. Africa	109	35,845	107	35,205	329	2	640	320
Panama	137	25,013	137	25,013	183
Argentina	53	23,466	53	23,466	443
Guatemala	36	13,748	36	13,748	383
Philippines	36	10,989	25	8,749	350	11	2,240	204
Belgium	10	6,985	10	6,985	698
Mexico	35	6,793	11	2,540	231	1	765	765	23	3,488	151
Salvador	9	4,501	9	4,501	500
Canal Zone	6	3,438	5	2,915	583	1	523	523
British Honduras	3	2,096	3	2,096	699
United Kingdom	1	1,880	1	1,880	1,880
Newfoundland	4	1,780	4	1,780	445
Honduras	2	1,544	2	1,544	772
Belgian Congo	6	1,470	6	1,470	245
China	4	1,320	4	1,320	330
Costa Rica	1	976	1	976	976
Ecuador	2	630	2	630	315
French Pacific Island	7	534	7	534	76
Other Countries	15	1,857	3	222	74	4	888	222	8	747	93
TOTALS	2,666	\$344,548	1,946	\$264,999	\$136	197	\$24,215	\$123	523	\$55,334	\$105

Keeney Debuts Pinball Game

CHICAGO, Nov. 1.—J. H. Keeney & Company, Inc., here announced full production on a new pinball game, Hi-Ride.

Featured in the new game is fast criss-cross bumper action at all points on the playing field. Included on the playing board are four "special" lanes, five kick-out holes and a high-scoring bumper which advances the score 50,000 on contact.

Possible high score is 950,000 with fast action to advance scoring. Games are already on location in several areas.

Keeney recently introduced a new console bell, Gold Nugget (The Billboard November 1), which, along with Hi-Ride, is being displayed to operators throughout the country at Keeney distributors.

MORE DIME BARS ON WAY?

Weight Cuts Another Out

Cocoa price rise may put candy bar makers in dime field or cause weight cut

CHICAGO, Nov. 1.—Possibility that 10-cent candy bars may be necessary for profitable vender operations was indicated this week as cocoa prices took a turn for the worse.

Candy manufacturers report that they can see no possible hope for maintaining a low price level when the advanced price of cocoa is passed on to them.

At present manufacturers are using cocoa for chocolate coatings and centers which was purchased at a much lower price. The present cocoa purchases will come into use during the first part or middle of 1948 and indications are that the high cocoa price will have to be passed along to the consumer.

Premium Prices

Continued rise in cocoa prices became a fact when importers reported this week acceptances by the British Produce Board on a bid submitted for 20,000 tons of West African cocoa at prices ranging from 42½ to 46 cents per pound C.I.F. New York, with earlier shipping dates drawing premium prices.

Meanwhile, spot price for cocoa hit an all-time high of 53 cents per pound for accra fair fermented in New York. The price on the African cocoa was also a record high.

Earlier reports had indicated a possible price drop when bids for this year's crop were accepted (*The Billboard*, October 18). At that time both the important West African and Brazilian sources of supply were holding off on cocoa bid acceptances, but now both of these two principal sources have opened up.

Altho a hand-to-mouth buying program was indicated, reserves in the U. S. are fast being depleted and the (See *More Dime Bars on page 96*)

Weiss Made New Kunkel Distrib

NEW YORK, Nov. 1.—Roni Sales Company, headed by Max Weiss, has been appointed New York State distributor for the Kunkel Popcorn Vender, a bulk vender designed to deliver a bag of hot popcorn upon insertion of a nickel.

Weiss is one of the old-timers in the coin machine industry, having spent 35 years in various branches of the business with particular emphasis on the vending machine field. For the time being the firm will work out of their offices at 4315 Church Street, Brooklyn, but Weiss states that he plans to open another office in Manhattan as soon as adequate quarters can be located.

Confection Trades Dinner

NEW YORK, Nov. 1.—The Confectionery and Allied Trades Division of the Federation of Jewish Philanthropies of New York will have its ninth annual dinner Thursday (6) in the Hotel New Yorker.

Confectioners Talk Vender Use For Expansion of Candy Sales

CHICAGO, Nov. 1.—Members of the Chicago Candy Club, discussing means for expansion of candy sales at their regular monthly meeting this week, put heavy emphasis on vending machines.

In a special discussion with Phil Bernstein, of the Universal Match Corporation, as moderator, some 65 members of the club considered the avenues of expansion in their industry.

Abe Bloom, of B & K Management Corporation, presented the vending side of the picture at the session which was held at the Furniture Club of America. Others taking part in the discussion included Jack Schar, sales manager of Nutrine Candy Company; Frank Hanscom, sales manager of Walter H. Johnson Candy Company, and Max Pinski, formerly manager of Boulevard Candy Company.

At the discussion session, sale of candy bars thru food store outlets

was named as the source of the greatest possible expansion in the near future with multiple bar packages, such as are being used for soft drinks and individual breakfast food packages, a strong probability.

The importance of keeping a 5-cent bar price was recognized by the candy sales executives, brokers and salesmen who make up the club.

Among the factors considered by the club was the recent report by a research agency that 71 per cent of candy sales in food stores were on customer impulse. Altho vending machines were not discussed at the meeting as a possibility for a sales medium in food store locations, local candy men have seriously considered the matter lately, a club member said.

Quality candy properly displayed is the main essential in confection selling, the club noted. Vending machines can fit in with these requisites, the panel observed.

Chicago Operators Await City Council Decision on New Vender License Fees

Per-Machine License Ranging From 25c-\$7.50 Proposed

CHICAGO, Nov. 1.—Vending machine operators, and operators of self-service laundries, waited this week-end to see what action Chicago's City Council would take on two proposed ordinances which would directly affect their operations. The ordinances were among more than 100 license increase measures recommended favorably by the council's license committee Tuesday (29). The council itself decided to postpone consideration of the ordinances until Monday (3).

Under the terms of one ordinance, all "food" vending machines would be required to pay a license fee graduated from 25 cents for penny, single bowl, bulk machines, to a top of \$7.50 for venders operating at more than 10 cents and having more than one column of merchandise.

Separate Laundry Ordinance

Self-service laundries, covered by a separate ordinance amendment, would be required to pay an annual fee of \$50 for the first 25 washing machine units, plus the license fee already required of commercial laundries, \$27.50 per year for those having four or less employees.

Vending machine operators, in public hearings prior to the committee's recommendation, strenuously opposed the ordinance as discriminatory since it imposes a per machine tax. The operators argued that, as retailers, a tax based on the amount of gross business done would be the fairer way to realize the tax money which the city seeks.

The city council is considering both license measures as part of a general move to bring in more money. Principal hope for additional revenue is a 3 per cent tax on all amusements, including theaters, sporting events and public dances. Late this week, one daily newspaper reported that a

survey disclosed the council itself was split on the advisability of adopting the revenue measures.

Seek More Revenue

Since early this year, Chicago's Mayor Martin H. Kennelly has been seeking additional revenue for the city. Chief object of the mayor's program is to secure for the city a share of the State sales tax. Until this week, Illinois' Governor Green has stood pat, saying that it is up to the cities to arrange their own finances, but the middle of the past week saw indications that the Legislature might be called in special session to discuss city participation in sales tax revenue.

Aldermen were said to be taking this possible move into consideration, with Ald. Frank Keenan (49th) remarking that "Maybe the amusement tax would not be necessary" if the State should decide to share its sales tax receipts. If the amusement tax failed to pass the council, observers predicted that the proposed licenses for venders and automatic laundries might likewise fail.

Defines "Food"

Ordinance affecting vending machines includes only those venders which sell "food." The word "food" was defined in the ordinance to include any cooked or uncooked article of food, drink, condiment or confection used for or intended to be used for human consumption.

Operators objected to two basic principles in the proposal—first, that it was a per machine tax, and secondly that it attempts to distinguish between those machines which have one column as opposed to those which have more than one.

For many years automatic mer- (See *Chicago Operators on page 95*)

FTC Approves Petition in Canteen Case

Set Argument Schedule

WASHINGTON, Nov. 1.—Federal Trade Commission (FTC) this week approved the joint petition of 11 vending machine operating firms to intervene in the FTC case against the Automatic Canteen Company of America.

Counsel for the firms will have 15 minutes for argument at the November 6 hearing at which Canteen seeks dismissal of the case. A similar period will be permitted the National Candy Wholesalers' Association (NCWA) to present its testimony.

The 11 firms filed a petition in September, stating that they are, in many areas, in competition with Canteen, both in acquiring merchandise from suppliers and in securing outlets for the sale of such merchandise in vending machines. (*The Billboard*, October 4.)

The FTC opposition to Canteen's motion for dismissal will be presented by trial attorney Austin Forkner, who will be allotted 30 minutes. Canteen's defense of the motion is expected to take about one hour.

Canteen is charged with an alleged violation of the Robinson-Patman Act thru having "knowingly received price discriminations" from suppliers and having maintained "restrictive terms" in contracts with distributors.

The 11 vending firms granted intervention rights include: Davidson Bros., Los Angeles; Keystone Vending Company, Philadelphia; National Distributors, Washington; George E. Leach, Inc., Minneapolis; Pack Shops Company, Providence; Southern Vendors, San Antonio; Sterling Vending Company, Belleville, N. J.; W. W. Tibbals, Cincinnati; Vendex, Inc., Hillside, N. J., and Vendomat Corporation of America, Baltimore.

Net Tobacco Sales Over Half Billion

WASHINGTON, Nov. 1.—Net sales by all tobacco manufacturers amounted to an estimated \$580,300,000 for the first quarter of 1947, Federal Trade Commission (FTC) disclosed this week. Figures were furnished by the Securities and Exchange Commission (SEC).

Net operating profit for the period was estimated at \$44,100,000, while approximately \$14,000,000 was distributed in dividends to stockholders. Current total assets of tobacco manufacturers are estimated at \$1,923,900,000.

Emil Brach, Candy Company Head, Dies

CHICAGO, Nov. 1.—Emil J. Brach, president of E. J. Brach & Sons Candy Company, died here October 29.

Brach started in the candy business in 1904 when he opened a small store here. In 1922 he opened the present plant on Kinzie Street, which is reported to be doing a \$40,000,000 business this year. Two sons, Frank and Edwin, are vice-presidents of the firm.

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- 99 1/2% Slug Proof.
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- 16"x16" Wide, 62" High.
- 67 Lbs. Approx. Net Weight.

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NAMA Announces Program For Convention; Special Beverage Sessions Listed

Gives Details of December 14-17 Chicago Meeting

CHICAGO, Nov. 1.—Two special sessions for operators of beverage venders will be included as features of the National Automatic Merchandising Association's (NAMA) 1947 convention and exhibit at the Palmer House here, December 14-17, C. S. Darling, executive director of NAMA, announced this week.

First session is scheduled for Monday morning, December 15, and will deal with the dispensing of soft drinks and hot coffee thru cup-type machines and the dispensing of bottled milk. Second session, scheduled for Wednesday morning, December 17, will be a round-table forum on bottle vending problems.

Chairman for the beverage sessions will be I. H. Houston, of Spacarb, Inc., New York.

Subjects to be covered in the Monday meeting will include *Cup Vending and Equipment—Type, Availability and Cost; Problems and Profit Potential for Cup Vending* and *The Vending*

of Hot Coffee—Its Problems and Potential. Between each subject a question period will be held, and at the end of the session a final question period covering specialties such as fruit juices, soups, hot chocolate, etc., will be conducted.

Round table on bottle vending will be, in effect, a bottlers' session, Darling pointed out, since this field is limited almost entirely to bottlers. Session will open with a report by the chairman on the availability of bottle venders. Remainder of the meeting will be devoted to an open discussion of operating problems.

Other plans for the convention program were also announced this week. First day, Sunday, December 14, will be devoted to registration and the exhibit which will be open from 2 p.m. to 10 p.m. From 5 p.m. to 7 p.m. that day there will be a reception for visiting members and guests by NAMA officials.

Three Special Sessions

Three special sessions are planned for Monday, December 15. The beverage session and a cigarette session will be held at 9:30 a.m. Exhibit will be open from 12 noon to 6 p.m. Annual NAMA business meeting will be a Monday dinner session starting at 6:30 p.m.

Tuesday's schedule (December 16) will be highlighted by a round-table breakfast scheduled for 8:30 a.m. Those arriving on time will be breakfast guests of the association. Tables will be set aside for the following groups: beverages; candy, gum and nuts, and cigarettes. Exhibit on Tuesday will be open from 9:30 a.m. to 10 p.m. with the exception of a luncheon period from 12:30 to 3:30.

Luncheon Skit Planned

Special program will feature a skit representing a typical city council hearing on a proposed vending machine tax. Also included in the program will be an address by a prominent speaker from outside the industry, to be named later.

Final day of the convention, Wednesday, December 17, will start with a candy, gum and nut session and the bottle beverage round table at 9:30 a.m. Exhibit will open for the last time at noon and close at 5 p.m.

Annual banquet, the climax of the convention, will be held Wednesday evening. Featured speaker will be retiring President R. Z. Greene, who will forecast the future of automatic merchandising. New officers and directors will be installed and the NAMA award for the outstanding contribution to the automatic merchandising industry will be presented. Program will also include several special entertainment features.

A special program for wives has also been arranged.

Roy Torr Announces Technicolor Bubble Gum for Vender Use

LANSLOWNE, Pa., Nov. 1.—Roy Torr announced Tuesday (28) that his firm is now handling a new type of ball gum that permits bubble gum fans to produce bubbles in 20 different colors. Torr heads the Roy Torr firm here, distributor of merchandise for vending machines.

Known as Rain-Blo, new product has colored gum centers from which the colored bubbles originate, and which Torr describes as "technicolor bubbles." Balls are five-eighths of an inch in size, 140 count.

Besides the primary colored bubbles, Torr said, a customer can produce bubbles of other shades by combining two primary colored balls which result in bubbles of a third color. He explained that chewing a combination of blue and yellow centered balls would produce green bubbles, while red and blue centered balls chewed together would result in purple bubbles. In all, firm experiments have produced bubbles of 20 colors.

Popcorn Buyers Hold Farmers to Contracts

MURRAY, Ky., Nov. 1.—Popcorn crop contractors have informed growers here that they intend to hold to contract provisions in spite of action on the part of corn producers in the Murray area to withhold popcorn for higher prices. (*The Billboard*, November 1.)

Wells Overbey, attorney for the Central Popcorn Company, of Schaller, Ia., explained to the farmers at a special meeting here that Central is unable to meet the current market price because it has already sold the contracted popcorn to consumers at a price governed by the growers' contracts.

Altho there have been no definite reports that any growers have broken their contracts and sold to the highest bidder, such action looms as a possibility.

Popcorn firms say that they intend to hold the Murray farmers to the contracts which they have signed or take legal action.

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INVESTMENT... BIG PROFITS

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ITEM	PACKED PRICE
Tiny Calif. Almonds, 750 to 800 count.	Per lb. 30 lb. carton 90¢ lb.
Regular Calif. Almonds, approx. 500.	Per lb. 30 lb. carton 85¢ lb.
Cashews, 500. Per lb.	30 lb. carton 60¢ lb.
Filberts, 575. Per lb.	30 lb. carton 60¢ lb.
Jumbo Virginia Peanuts	30 lb. carton 30¢ lb.
Spanish 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.
	100 lbs. or over 38¢ lb.
Licorice Lozenges	38 lb. carton 30¢ lb.
Rainbow Peanuts	35 lb. carton 28¢ lb.
Boston Baked Beans	35 lb. carton 28¢ lb.

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BRAND NEW IMPS
 EITHER 1¢ OR 5¢ PLAY
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 POCKET SIZE 8"x8"x8", 5c
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 Rebuilt, \$49.50.
 A pocket-size slot with automatic payout system. Awards from 3 to 20 nickels.

In stock—Mills Black Cherry, Jewels and Golden Falls.

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 Hard Shell Rainbow, 35¢ Ctn. Per lb. 29¢
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 Pea Wee B.B. Beans, 32¢ Ctn. Per lb. 27¢
 Pea Wee Rainbow Peanuts, 32¢ Ctn. Per lb. 27¢
 Pea Wee Cinnamon, 32¢ Ctn. Per lb. 27¢
 Charms, Large, Per 1000 \$4.50
 Charms, Small, Per 1000 3.60

BUBBLE GUM Per Lb.
 144 and 170 COUNT 38¢
 25 AND 35 LB. CARTONS
 Orders of 100 Lbs. or Over Shipped Prepaid Anywhere. Full Cash With Order.

Spanish Peanuts, 30¢ Ctn. Per lb. 22¢
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Western Vend Association Discusses Theft Losses

LOS ANGELES, Nov. 1.—About 20 members of the Western Vending Machine Operators' Association attended the monthly meeting Tuesday night and heard M. I. Slater, president, lead discussions on loss of machines thru theft, adoption of stickers for equipment, health department rulings and taxes. Association also voted to hold its November 25 meeting at McDonnell's Monterey and to dispense with the December session.

William Wilson, who attended as the guest of Phil Sreden, secretary, reported that he had recovered two machines that had been stolen from

him. Other operators reported machines stolen and losses this year as compared with last were found to show a decrease.

Resignation of J. B. Goodman from the committee on equipment stickers was reported, with H. J. Abarr being named in his place. Following the meeting the committee met for a discussion of the matter. Association went on record as favoring stickers as a means of preventing the loss of machines.

Ruling of the health department requiring bulk goods to be kept in air-tight metal cans came in for a brief discussion. It was pointed out that where autos are used and the merchandise is carried in the rear compartment, it is necessary that all tools be removed and the floor covered with linoleum.

No new taxes were reported. There was a forum on existing levies to bring members up to date and clear up any questions.

McClure Corp. New Missouri Distrib Firm

ST. LOUIS, Nov. 1.—The Roselli brothers, of Kansas City, Mo., have formed a partnership with H. D. McClure, of the McClure Distributing Company of St. Louis, to serve Missouri, Oklahoma, Kansas and parts of Illinois as a vending machine distributing firm.

New organization will be known as the McClure Distributing Corporation and have its main office in Kansas City. A branch office will be maintained in the former headquarters of the McClure Distributing Company in St. Louis.

Firm will handle distribution of the Bert Mills Coffee Bar and Vendi candy bar vendors along with other types of vending machines.

Veteran Coinmen

McClure has been engaged in the coin machine business for several years. He started as a juke box operator in Chicago and for a time operated the McClure Automatic Music Company in Waukegan, Ill. Later he moved to California where he operated the Harmony Hostess Music Company in Pasadena and the McClure Automatic Music Company in San Gabriel and Los Angeles. He moved into the distributing end of the business when he joined the Wolf Distributing Company, of Los Angeles, as a representative for Arizona and Nevada. In August, 1946, he opened the McClure Distributing Company in St. Louis, distributing various types of vending machines.

The Roselli brothers are entering the coin business for the first time. They are operators of two large super markets and Roselli's Bar and Restaurant in Kansas City. George Roselli will be actively associated with the corporation as secretary-treasurer with the Kansas City headquarters.

Robert Gebauer, formerly of Monterey Park, Calif., has been appointed manager of the service department in Kansas City.

Cigar Purchases Increase

NEW YORK, Nov. 1.—Wholesalers purchased 483,287,941 cigars during September, an increase of 5.6 per cent over the same month in 1946 and the greatest volume of purchases for any month this year since January, the Cigar Institute of America, Inc., announced Wednesday (29). Total purchases in August were 466,500,000.

Planters Elects New Head

WILKES-BARRE, Pa., Nov. 1.—Mario Peruzzi has been elected president of the Planters Nut & Chocolate Company, succeeding the late Amadeo Obici, the company announced Wednesday (29). F. A. English, secretary, was elected vice-president.

Rule Out Use Of Venders To Aid Fla. Blind

TALLAHASSEE, Fla., Nov. 1.—Attorney General J. Tom Watson last week ruled that sightless operators of vending stands sponsored by the Florida Council for the Blind could not operate vending machines because the stated purpose of the council is to "promote the employment of needy blind persons."

"However, laudable the purpose of the council in desiring to operate such machines, such an activity is too remote from authorized activities to be justified under the law," Watson explained in his ruling.

Point of the decision was that the State had created locations for the sightless stand operators with the view of giving as many sightless persons coming under council guardianship as much employment as possible. Ruling implied that this goal could not be achieved if vending machines entered the picture.

In other opinions affecting stands controlled by the Council for the Blind, Watson ruled that operators are not State employees and are therefore ineligible for Florida retirement benefits; also that the council may not borrow money on its vending stands "for the purpose of expanding its aid-to-the-blind program."

Owens-Illinois Sets Up New Drink Bottle Division in Toledo

TOLEDO, Nov. 1.—Owens-Illinois Glass Company has formed a separate carbonated beverage sales division to handle soft drink bottle sales, firm announced last week. Decision to form the division was based on the broadened program being planned by leading carbonated beverage firms.

R. E. Delaplaine, sales manager of the Owens beverage industries divisions, has announced the appointment of Joseph M. Coghlin as manager of the new division. Jerome Curran, heading the brewery and beverage division, will assist Delaplaine and Coghlin in the division's administration.

Coghlin, who has been with Owens-Illinois since 1932, was named assistant manager of the beverage division in 1940. He is recognized as an authority in the carbonated beverage industry.

SALES STIMULATING VENDOR VALUES
 Unsurpassed in PROFIT-MAKING Ability
GOLDEN STATE
 Favorite of Operators Coast to Coast. Rugged, service-free mechanism.
 All Purpose—All Product Available in 1¢ or 5¢ Model.
\$12.95 Sample Lots. Write for Quantity Prices.
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 Vends All-Type Nuts.
HEAT Element Guaranteed Forever.
 Flashing, Brilliant, Eye-Attracting Beauty.
\$29.95

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The most efficient profit-making Hot Nut Dispenser
 3-way vending means 3-way profits!

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It's terrific! You'll see it at the NAMA Show



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CIGARETTE MACHINES
 REAL LOW PRICES READY FOR LOCATION

National 9-30	47.50
Rowe 7-Col. Mint & Gum. Ea.	10.00
DuGrenier W's, 9 Col.	47.50
DuGrenier 7-Col. Mod. S. Ea.	27.50
DuGrenier Champs, 9 & 11 Col.	60.00
DuGrenier 7-Col. Challenger, New	100.00
Phillies 10¢ Cigar Mach., wall type, coin return, 50 capacity. Ea.	15.00
Rowe Aristocrat, 6 Col., operates on all combinations of 20 or 25 cents—a real buy—150 capacity. Ea.	22.50

Half Deposit. Phone: BA 9-0608
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Evansville 10, Ind.

Bannister Vending Service
3310 Poplar St.
Port Huron, Mich.

**L. M. Becker Vending
Service**
105 Dewey St.
Brillion, Wis.

Bernard K. Bitterman
1405 Central
Kansas City 6, Mo.

Buckman Novelty Co.
107 S. Madison St.
Green Bay, Wis.

**Champion Nut & Choco-
late Co.**
1194 Tremont St.
Boston 20, Mass.

**Cleveland Coin Machine
Exchange**
2021 Prospect Ave.
Cleveland 15, Ohio

Cogswell Novelty Co.
202 Washington
Twin Falls, Idaho

**A. Connors Distributing
Corp.**
19 E. Utica St.
Buffalo, N. Y.

**Co-Operative Distributing
Co.**
234 Jefferson St.
Louisville, Ky.

Eastern Carolina Candy Co.
Box 629
Morehead City, N. C.

**Ellingsworth Nut & Supply
Co.**
15 Thirteenth Ave., N. E.
Minneapolis, Minn.

**Empire Coin Machine Ex-
change**
1012-14 Milwaukee Ave.
Chicago 22, Ill.

Fielding Mfg. Co.
250 W. Pearl St.
Jackson, Mich.

Frank Distributing Co.
535 N. 8th St.
Philadelphia 23, Pa.

General Distributing Co.
2812 Main St.
Dallas 1, Texas

Houston 3, Texas
1906 Leeland Ave.
Houston 3, Texas

3000 Alameda Ave.
El Paso, Texas

325 East Nueva
San Antonio, Texas

119 So. Walker St.
Oklahoma City, Okla.

Arthur Graeff
1232 Broadway
Toledo 9, Ohio

T. B. Holliday Co., Inc.
1200 W. Morehead St.
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1434 Tenth St.
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**Miami Valley Vending
Supply**
330 W. Norman Ave.
Dayton 5, Ohio

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2320 Milwaukee Ave.
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623 W. North Ave.
Baltimore 17, Md.

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Stratford, N. J.

Pioneer Vending Service
461 Sackman St.
Brooklyn 12, N. Y.

J. Rosenfeld Co.
3218 Olive St.
St. Louis 3, Mo.

Leon "Hi Ho" Silver
760A Hayes St.
San Francisco, Calif.

**Southern Coin-o-Matic Dist.
Co.**
943 N. W. 7th Ave.
Miami 36, Fla.

Southwest Distributing Co.
17 N. 7th St.
Fort Smith, Ark.

Star Vending Co.
510 W. 4th Ave.
Denver 9, Colo.

Russ Thomas
2189 Central Ave.
Memphis 4, Tenn.

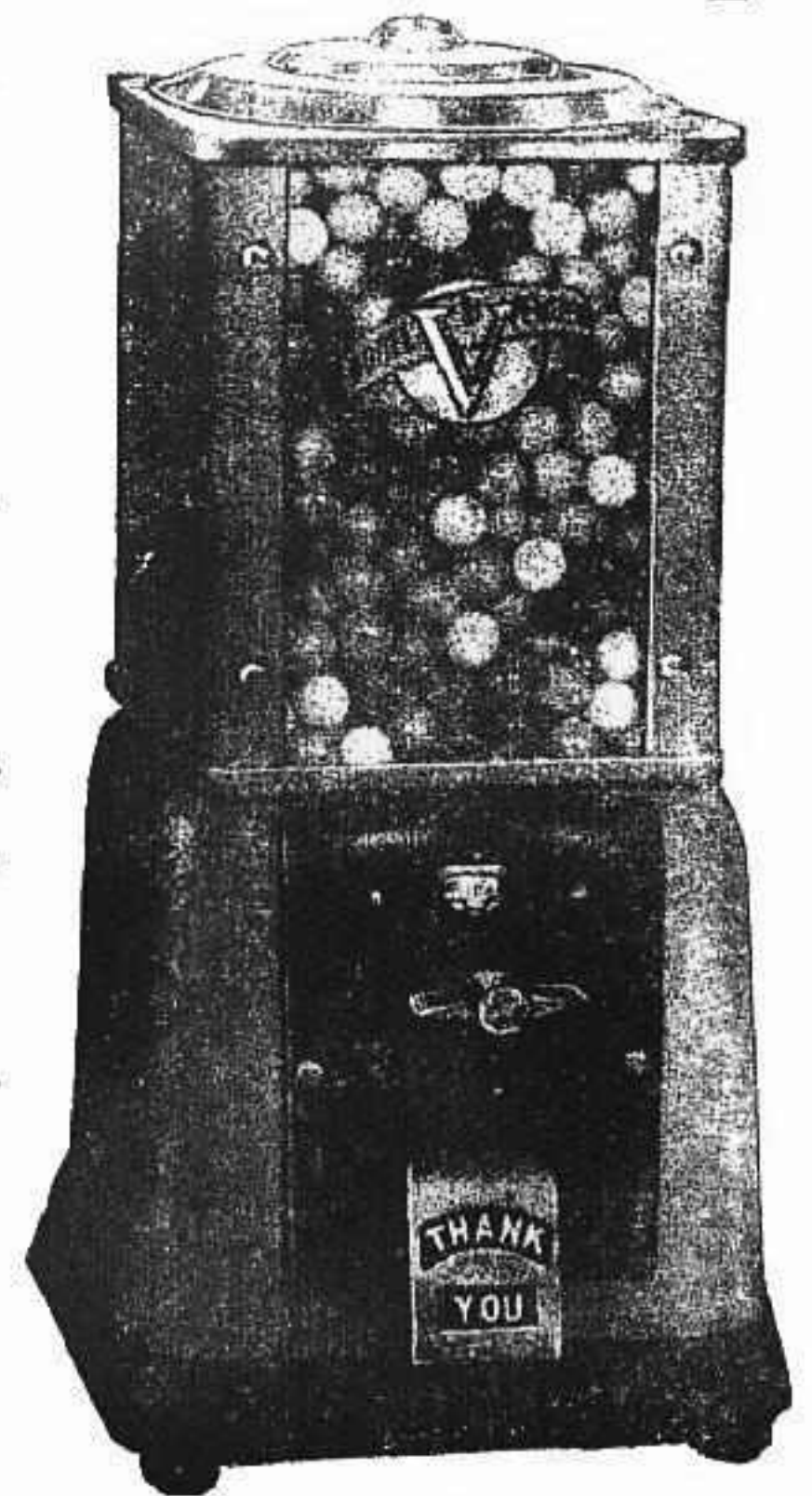
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The most modern, revolutionary, practical, compact triple unit roll type postage stamp vendor money can buy. Actually 3 machines in one.

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JOBBERS—DISTRIBUTORS BUBBLE BALL GUM

150 COUNT

33c LB.

F. O. B. MINNEAPOLIS, MINN.

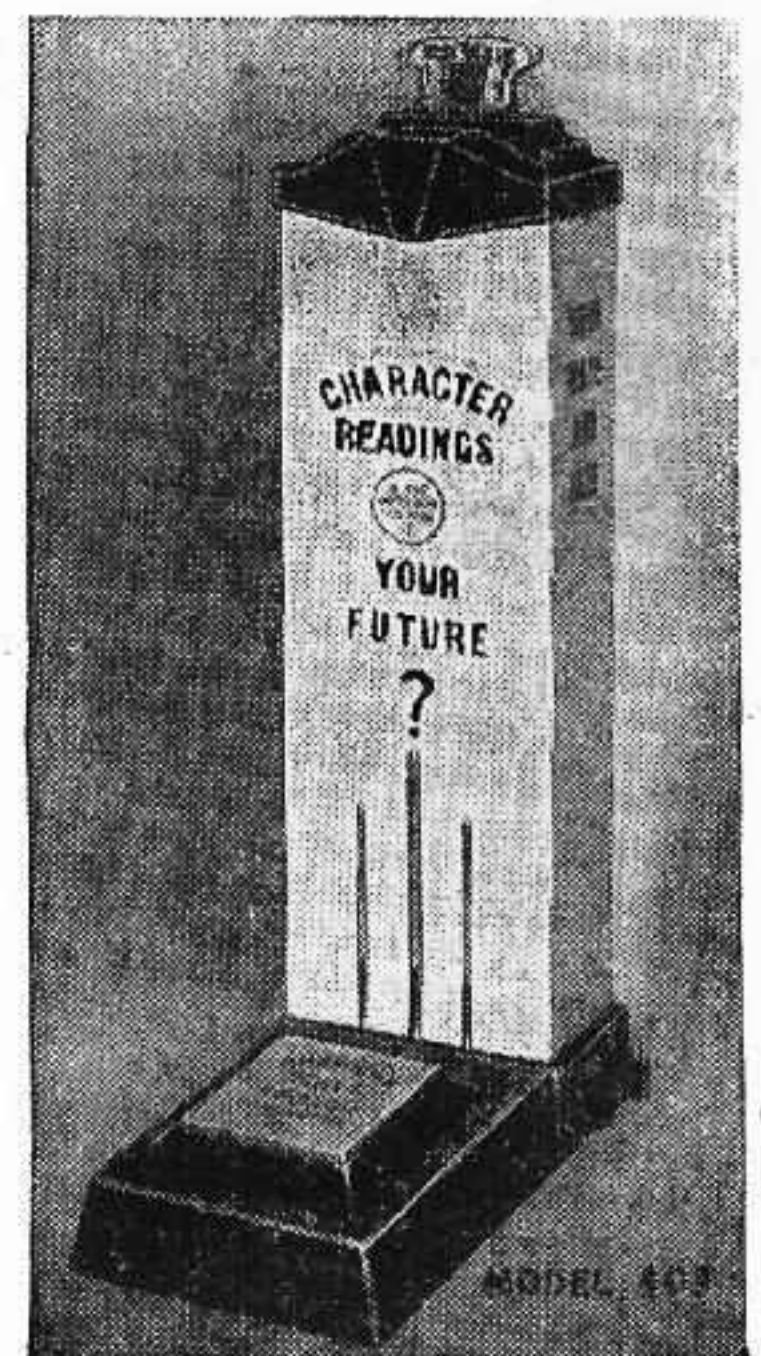
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Order

THE GREATEST MONEY
MAKING SCALE ON
THE MARKET, AND
100 PER CENT
AUTOMATIC
NO KNOBS OR HANDLES
TO TURN—THE COIN
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WORK



Gets locations and holds them. A fortune or character reading with each weight, and a slot for each month of the year.

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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

50c per lb.

in 100-pound lots.

Full cash with order

FREIGHT PAID TO YOUR ORDER

Be first in your territory to vend this new sensational Bubble Ball Gum.

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BUBBLE BALL GUM

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All sizes—3/8, 140 count; 1/2 inch, 170 count; 5/8, 210 count.

ALL ONLY 38¢ PER POUND

on orders 100 pounds or over. Full cash with order.

FREIGHT PAID TO YOUR DOOR
DOES YOUR DISTRIBUTOR DO THIS?

PRIZE BALL GUM

3/8, 140 count size—packed 25 pounds to a carton—

50c per pound

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on 100 pounds or over—express collect on smaller quantities—or order a carton with 100 lbs. of regular gum and freight will be paid on entire shipment.

Do you know about our TIME PAYMENT PLAN? Write for information

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This overwhelming preference didn't just happen—men who know the business and know machines have proved to their own satisfaction that Northwestern give you the most for your money. Here you get pre-war quality—dependability—bigger earnings—faster servicing—machines that are built for operating—that's what makes the difference. Be sure of your investment—write today for details of the five models now being delivered. You'll want our helpful free publication, too.

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Drink Mch. Firms To Show Wares at ABCB Conclave

WASHINGTON, Nov. 1.—At least seven manufacturers of soft drink vending machines will have exhibits at the Atlantic City convention of American Bottlers of Carbonated Beverages (ABCB), November 17-21, ABCB spokesmen stated this week. Latest models of cup and bottle dispensing machines will be on view in Convention Hall where over 120,000 square feet of exhibit space have been leased to the approximately 250 exhibitors.

ABCB officials state that the 1947 convention will be the biggest in the industry's history with between 8,500 and 10,000 members, delegates, and guests expected to attend.

Speakers Listed

Featured speakers during the five-day confab will be former New Jersey Gov. Harold Hoffman; Rilea Doe, vice-president of Safeway Stores; Dr. S. S. Epstein, vice-president of

Kirsch's Beverages, and Dr. Walter Obold, Drexel Institute. The welcoming address will be delivered by Atlantic City Mayor Joseph Altman.

Special meetings and panel discussions will cover such subjects as labor relations, public relations, sanitation, sales, and technological improvements.

Official opening of the convention will be November 18, with the 17th being reserved for registration and opening of the International Beverage Exposition.

Full convention meetings will be held in the ballroom of Atlantic City Auditorium, while the State Association Conference will take place at the Hotel Traymore Tuesday (18) morning.

Vending Firms To Show

Vending machine companies which have reserved space include American Vendors, Inc., Los Angeles; General Vending Machine Company, Chicago; Kalva Vendors, Chicago; S&S Products Company, Lima, O.; Super-Vend Corporation, Dallas; Portable Elevator Manufacturing Company, Bloomington, Ill., and Vendall Hydro Silica Corporation, Detroit.

Highlights of the meet follow:

November 17

2:30 p.m.—Some new phases of the sanitation question as explained by Henry E. Medbery, ABCB technical service director. Meeting of the ABCB board of directors.

November 18

10 a.m.—Opening of the 29th annual ABCB convention. Addresses by ABCB executive offices. Report of the national legislative committee.

1 p.m.—Opening of the International Beverage Exposition, Atlantic City Auditorium.

7 p.m.—Dinner meeting of ABCB executive board.

7:30 p.m.—Meeting of the nominating committee.

9 p.m.—ABCB ball and entertainment, Atlantic City Auditorium.

November 19

10:30 a.m.—Address: *Sell or Go Broke*, by Arthur Motley, of Parade Publications, New York; report of the transportation committee, and presentation of ABCB 1947 award to Thomas Moore, Minneapolis.

2:30 p.m.—Address: *You Have a Public Relations Job To Do*, by Katherine Wellingbrook, public relations counsel, New York.

3:15 p.m.—Panel discussion: *What Is the Bottler's Sales Problem and What Can He Do To Meet It?*

8 p.m.—Meeting of the resolutions committee.

November 20

10:30 a.m.—Report of the resolutions committee; presentation of 1947 merchandising awards; report of the nominating committee, and election and installation of officers.

7 p.m. ABCB dinner and entertainment.

Seedman Chairmans Campaign Committee

NEW YORK, Nov. 1.—George Seedman, National Automatic Merchandising Association convention manager, was named chairman of the vending machine division of the Tobacco and Allied Trades Division of the 1947 drive of the Federation of Jewish Philanthropies which will shortly get under way in New York.

Alfred M. Silberman, president of the Consolidated Cigar Corporation, has accepted the over-all chairmanship of the drive. Initial meeting of the committee was held Wednesday (20) in the Hotel Roosevelt.

Houston Blue Law Revival Hits Venders

HOUSTON, Nov. 1.—Revival of enforcement of dated blue laws here has caused no end of confusion.

A flood of complaints flowed in on the Houston city council after 20 arrests were made October 19 for the sale of soda pop and cigarettes on Sunday—an act forbidden by a city ordinance originally adopted in 1855 and practically unheard of since 1909.

While rumors circulated that the Texas Rangers would be called in to enforce the blue law, several local groups, including the ministerial alliance and a special three-man council committee, met to decide what action should be taken.

In the wake of the confusion, the city attorney has ruled that peanut sales are legal seven days a week and Sunday beer sales have been unhampered.

Commodity Names 3 Area Distributors For Aspirin Vender

CHICAGO, Nov. 1.—Commodity Vendors, Inc., appointed three firms to handle distribution of the Lewel aspirin vending machine, Ken Wilson and Howard Pretzel announced Monday (27).

Firms appointed are Russell Enterprises, of Devon, Pa., headed by R. S. Pellow Jr., for Pennsylvania, Maryland, Delaware and Washington.

Vendors Distributors, Inc., Miami, headed by Frank Doyle, for the states of Florida, Alabama, Georgia, North and South Carolina, Virginia and West Virginia.

Midwest Popcorn Company, Omaha, headed by Bill and Jim Berggren, for Iowa, Nebraska, North and South Dakota, Colorado, Wyoming, Montana, Kansas and Utah.

Commodity Vendors, set up by Wilson and Pretzel to distribute vending machines exclusively, is now ready to make shipments on the Lewel aspirin vender which has a capacity of 53 sealed packets of Lewel aspirin. Each packet holds three aspirin tablets, is sold thru the vender for a nickel.

Simple in design, the lightweight all-metal vender is made for wall installation in transportation terminals, office buildings, industrial plants and related locations.

NOW AVAILABLE

For Vending Machine Operators

WHITE OWL CIGARS

Also Seidenberg, Muriel, Natural Bloom and Garcia Grande all specially packed for exclusive use in

Berger-Shaw 7 Column Cigar Vending Machines

We have a limited number of these proven, money-making machines available for immediate delivery.

(Sorry, sales of both cigars and machines are limited at present to the State of New Jersey and Greater New York City.)

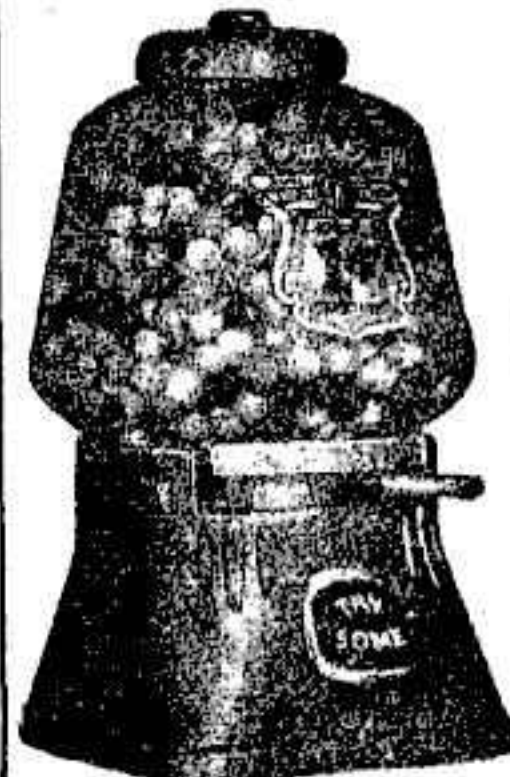
BERGER-SHAW Company, Inc.

303 4th Ave. New York, N. Y.
Phone ORegon 4-7520

"Don't Gamble," Use

'48 "SILVER KING"

BALL GUM VENDOR



(PATENTS PENDING)

No missing—no adjustments

Handles 140, 170, 210 count gum, no breakage, and positive delivery.

If you want the best trouble-free ball gum vendor, try the new improved '48 "Silver King."

Not and Ball Gum Vendors, 14-54, U. S. and Foreign Coins

AT ALL THE BEST DEALERS OR WRITE

SILVER-KING CORP.
622 Diversoy Parkway CHICAGO, ILL.

FAMOUS EPPY

CHARMS

Series #1

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\$3.50 per M

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Six other charm and prize items available from us. Write in and ask for free samples.

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113-08 101ST AVENUE
RICHMOND HILL 19, L. I., N. Y.

CIGARETTE MACHINES

UNEED-A-PAK, MODEL 500.....\$85.00

NATIONAL 9-30..... 60.00

DUGRENIER, MODEL W..... 55.00

AUTOMATIC MERCHANDISING CO.

2021 Carroll Ave. CHICAGO 12, ILL.

FOR VENDING MACHINES and SUPPLIES write RUSS THOMAS CO.

2189 Central Ave., Memphis 4, Tenn.
Telephone: 2-6410

Zone Change Hits Chicago Laundromats

Repeal City Ordinance

CHICAGO, Nov. 1.—Repeal of a city ordinance allowing self-service laundries to be located in specialty shop districts may force the moving of some coin-operated laundries here.

No figures were readily available to indicate just how many established automatic laundries will be affected by the city council move which threw out a measure passed July 16 opening the restricted areas to self-service and hand laundries.

Reason advanced for the retraction of the ordinance was that it had been passed illegally. A second ordinance permitting self-service laundries in residential buildings may also be repealed, authoritative sources reported.

Consider License

The move came at the same time that a measure to heavily license self-service laundries was approved by a council committee (see story elsewhere this issue). Part of the reasoning used by the committee in approving this license hike was based upon the fact that automatic laundries were allowed to operate in locations forbidden to other types of laundries.

The original measure allowing self-service laundries to be established in specialty shop districts, which had previously been restricted to all laundries, was introduced and passed without the public hearing required by law, city officials said.

Charles E. Fox, chairman of the board of zoning appeals, said that his board "didn't know a thing about it until after it was passed."

"The specialty shop category was intended for small stores such as those in various hotels," Fox said. He further stated that he felt that self-service laundries didn't belong in such districts and that "it is bad zoning."

Some Established

However, in the period between passage of the original measure and the repeal this week, some automatic laundries have been established in the now-restricted areas. A representative of the board of zoning appeals told *The Billboard* this week that those laundries already established in the specialty shop districts will probably not have to move, but that since it was "a new measure" definite plans have not as yet been made.

Council action will be required to allow established automatic laundries to remain in the restricted areas, however, it was pointed out.

Schutte Heads Cocoa Group

NEW YORK, Nov. 1.—George C. Schutte was elected president of the New York Cocoa Exchange this week to succeed Isaac Witkin, who is retiring as president but continues as a member of the board of directors.

Samuel Y. Coyne was elected vice-president and William J. Kibbe was re-elected treasurer. Schutte is vice-president of Scarborough Company, Inc.

Chicago Operators Await Council Vender Decision

(Continued from page 90)

chandising firms have demonstrated that vending is only another form of merchandising, that the profits in vending are not realized from the machine itself but from the merchandise sold thru the machine. For this reason, operators argue that any kind of a per machine tax on venders is discriminatory, since other retailers are not taxed according to the number of shelves or counters in their place of business, but usually on the amount of sales.

Most operators of self-service laundries, who have no association in the city, were unaware that their business was being considered as a revenue source. Combined regular commercial laundry license, and proposed automatic laundry fee, would total a minimum of \$52.50 for each establishment.

Complete schedule of proposed fees on vending machines, definitions and regulations taken from the proposal follow:

Definitions—The term "food" is hereby defined to mean any cooked or uncooked article of food, drink, condiment or confection used for or intended to be used for human consumption.

"Automatic food vending machine" means any mechanical container or device, used for the sale of any article of food, the operation of which is governed or controlled by the deposit of a coin or token.

"Single automatic food vending machine" means an automatic food vending machine equipped with or containing one magazine, column, shelf, or other compartment for the holding of food.

"Multiple automatic food vending machine" means an automatic food vending machine equipped with or containing a plural number of magazines, columns, shelves, or other compartments for the holding of food.

License Needed

License required. It shall be unlawful for any person to deliver or install any automatic food vending machine within the city without first having obtained a license so to do.

It shall be unlawful for any person to install, keep, or maintain or use, or permit the installation, keeping, maintenance, or use upon his premises of any automatic food vending machine for which a license has not been issued for the current year.

License fee. Every owner of an automatic food vending machine installed or maintained within the city shall pay an annual license fee of \$10 and in addition thereto, for each automatic food vending machine installed or maintained by him, annual license fees as prescribed in the following classes:

- Class I. Single machines operated by the deposit of a coin or token of the monetary value of one cent.....\$.25
- Class II. Multiple machines operated by the deposit of a coin or token of the monetary value of one cent..... .50
- Class III. Single machines operated by the deposit of coins or tokens of a monetary value of from two to five cents.... 1.00
- Class IV. Multiple machines operated by the deposit of coins or tokens of a monetary value of from two to five cents 1.50
- Class V. Single machines operated by the deposit of coins or tokens of a monetary value of from six to ten cents..... 2.50
- Class VI. Multiple machines operated by the deposit of coins or tokens of a monetary value of from six to ten cents 3.50
- Class VII. Single machines operated by the deposit of coins or tokens of a monetary value of over ten cents..... 5.00
- Class VIII. Multiple machines operated by the deposit of coins or tokens of a monetary value of over ten cents..... 7.50

License emblem. The city clerk shall deliver with each automatic food vending machine license a sticker license emblem for each machine authorized to be kept or installed under such license, which emblem shall bear the words "Automatic Food Vending Machine" and "Chicago," the class number, the numerals designating the year for which such license is issued, a reproduction of the corporate seal of the city, the names of the mayor and city clerk and a number identical with the number of such license. The city clerk shall change annually the predominant background color of such emblem and shall provide a different color for each class of vending machine.

Additional machines. Upon the filing of a supplemental application and the payment of the prescribed fees, a licensee shall be entitled to receive license emblems and install additional machines at the location or locations designated in such supplemental application.

Change of location. Change of location of any licensed vending machine during any license period may be authorized by the city collector upon application therefor.

Prohibited location. No automatic food vending machine shall be installed or kept for use in any toilet or washroom.

Special regulations. All articles of food purveyed by means of automatic food vending machines shall be clean, wholesome, free from taint, decay or infection, and shall contain no poisonous, deleterious or injurious ingredients in kind and quantities so as to render such articles injurious or detrimental to health.

The board of health shall make periodic inspections of all automatic food vending machines and articles of food purveyed therefrom for the purpose of determining the purity and wholesomeness of the products vended, the preparation, wrapping and handling of the same and to see that all requirements of this ordinance and the health provisions of this code are met and complied with, including the operation and use of such machines, to guard against improper handling, distribution and contamination of food purveyed thereby.

2 New Venders By Silver King

CHICAGO, Nov. 1.—Silver King Corporation is in production on two new ball gum venders, one model vending two gum balls for a nickel and the other two for a penny, H. F. Burt, president, announced this week.

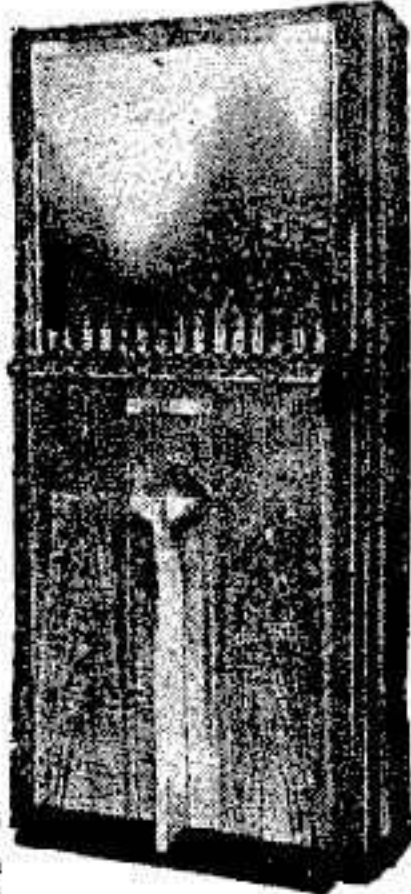
Nickel machine is designed for such locations as bowling alleys, garages, rest rooms, etc., while the penny machine, vending smaller size gum balls, has been tested in meat markets, candy and school stores, Burt states.

New venders, designated as Model 245 for nickel operation and Model 241 for penny sales, are similar in appearance to standard Silver-King design. Necessary changes have been made in the dispensing mechanism.

CIGARETTE MACHINES

NEW LEHIGH PX, 10 COLS., 425 PACK CAP., AVAILABLE FOR IMMEDIATE DELIVERY!!!

NEW DU GRENIER CHALLENGER, 7 COLS. ... \$125.00	NATIONAL 630, 150 PACK CAP. ... \$ 32.50
NEW UNEEDA, 8 COLS. ... 159.50	ROWE ROYALS, 10 COLS. ... 105.00
NEW UNEEDA, 6 COLS. ... 149.50	ROWE, 6 COLS., 150 PK. ... 32.50
UNEEDA MODEL 500, 7 COLS. ... \$105.00	DU GRENIER CHAMPION, 11 COLS. ... 92.50
UNEEDA MODEL E, 15 COLS. ... 72.50	DU GRENIER "W", 9 COLS., 300 PACK CAP. ... 62.50
UNEEDA MODEL E, 12 COLS. ... 62.50	DU GRENIER MODEL WD, 9 COLS., 385 PACK CAP. ... 72.50
UNEEDA MODEL E, 8 COLS. ... 57.50	DU GRENIER "\$", 7 COLS., 210 PACK CAP. ... 50.00
UNEEDA MODEL A, 9 COL., KING SIZE ... 87.50	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	

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

BUBBLE BALL GUM 35¢ PER LB.

140 or 170 count per lb. Packed in 35 lb. cartons only. Less than 35 lbs. at 39¢ lb. Full cash with order. No C. O. D.'s.



1948 IMPS

1¢ or 5¢ Cigarette or Fruit \$12.95

\$13.75, Lots of 5, Sample, \$14.50. Here's the tiniest Bell in the world. A brand new Three Reel Counter Game that is worth its weight in gold. Finished in brilliant colors.

SHIPMAN TRIPLEX STAMP MACHINE



STAMP FOLDERS For Shipman, Schermack, Victory. 10,000 ... \$ 5.75 25,000 ... 13.95

Brand new! Vends 1¢, 3¢ and 5¢ Air-mail Postage Stamps.

Sluggproof, compact, foolproof, immediate delivery.

Operator's Price \$39.50

1/3 Deposit on All Orders. Write for Catalog on Bulk Vendors, Games, etc.
PARKWAY MACHINE CORPORATION
623 W. NORTH AVE., DEPT. B Phone: Madison 1447 BALTIMORE 17, MD.

SALES RECORDS PROVE PAN'S "HARD SHELL" CANDIES

Sell fast as counter goods or bulk vendors. If you are not on our mailing list, write us today.

PAN CONFECTIONS

DIVISION OF CHASE CANDY COMPANY
311 WEST SUPERIOR STREET • CHICAGO 10, ILLINOIS

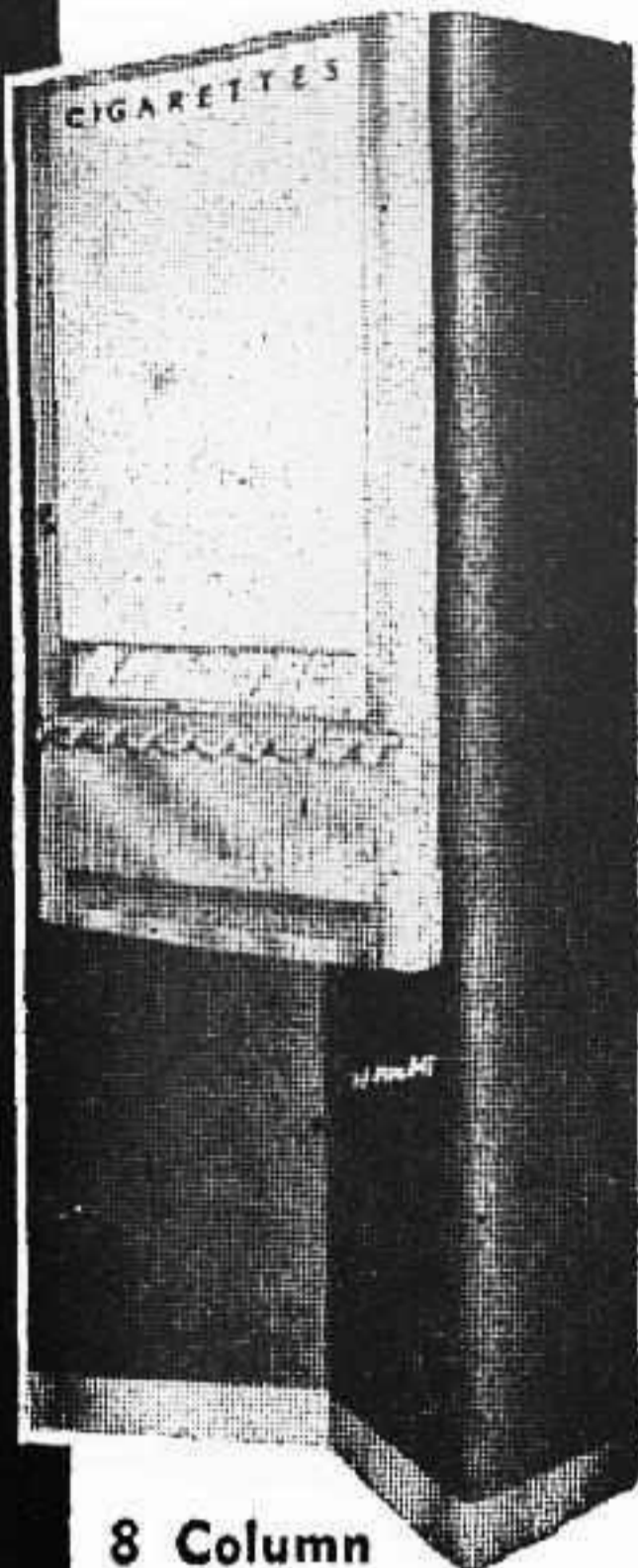
CHARMS

Famous Eppy's Charms, No. 1250, medium size, \$3.50 per M; No. 1255, large, \$4.50 per M; No. 1260, large alphabet, \$5.00 per M. Address all mail to Dept. B.

T. O. THOMAS CO.

1572 Jefferson Paducah, Ky. Phone 2131

THE NEW



8 Column
U-NEED-A
MONARCH

GREATEST CAPACITY 510 Packs

LOWEST PRICE \$159.50

Smooth working, all steel, trouble free, perfect mechanism. Unconditionally guaranteed! Newest National Slug Receptor — Single slot coin entry, adapted for 20c or 25c coin combination.

1/3 With Order, Bal. C. O. D.

Immediate Delivery

SCOTT-CROSSE COMPANY
1423 Spring Garden Street
Philadelphia, Pa.
Rittenhouse 6-7712

SALESMEN

Experienced, starting new men on routes with attractive machines, vends nationally advertised products. Our men now earn \$500 per week and up; will appoint two good, experienced men for exclusive sales rights in their territories. Write

GEM VENDING MFG. CO.

3471 W. 140 St., Cleveland, Ohio

5/8" BUBBLE BALL GUM

39c Lb.

Freight Paid
Quantities 500 Lbs. or More

40c Lb.

Smaller Quantities
Full Cash With Order
Minimum prepaid shipment, 100 lbs. Quick shipment.
Address Mail to Dept. B

T. O. THOMAS CO.

1572 Jefferson Phone 2131 Raducah, Ky.

N. Y. Info Center
Has Coin Venders

NEW YORK, Nov. 1.—Reopening of the Pepsi-Cola Information Center at 47th Street and Broadway this week found two Standard Products cup dispensers on location. Completely renovated, the center, which served as a servicemen's lounge during the war and later as a United Nations lounge, has now been opened to the public.

Listed on modernistic billboards are the current motion pictures in town, special events and music programs. Attendants man the information counters, while 10 pay-station phone booths line the walls. Coin-operated lockers are available for checking of luggage.

The two cup venders are at the rear of the lounge. At least one cold sandwich vender will be installed soon.

More Dime Bars
Coming on Market?

(Continued from page 90)

effect of the buying of cocoa at the higher prices is destined to hit candy manufacturers within the next few months.

Candy manufacturers said that they believe there is a strong probability that retail sales of bars will jump to eight cents or two for 15 cents in the near future, which could mean straight 10-cent sales for vending machine operators.

Another possibility, candy spokesmen said, is a further cut in bar sizes, which is not satisfactory, since most bar sizes have already been cut to the practical limit.

Cocoa is now considered by the majority of manufacturers as the main controlling factor in candy production as 90 per cent of the candy bars made today use cocoa in one way or another in their manufacture.

The possibility of new types of non-chocolate bars was discounted by most firms, since the public is demanding more chocolate today than ever before.

Split on Dime Bar

Candy manufacturers are split in their opinions as to the development of 10-cent bars. Many say that they prefer sticking to their standard bars and letting prices adjust themselves to fit the situation. Others, however, say that they feel the only adequate solution to the problem is to shift to making bars directly for 10-cent sale.

Reasons advanced by cocoa authorities for the present high prices in the cocoa market are that consumption of the critical product has grown far beyond the present yield and reserves that have been depleted. Until new growing fields can be developed the price will remain high, they say.

At present the main cocoa sources are West Africa and Brazil, both crops being controlled by government monopolies. Up until the announcements of bid acceptances this week, candy manufacturers had held firm in their belief that some relief in the cocoa price situation was due.

Rowe Common Shares
Registered With SEC

PHILADELPHIA, Nov. 1.—The Rowe Corporation, of New York, cigarette machine manufacturers and operators, registered 150,000 shares of its issued and outstanding common stock, \$1 par value, with the Securities and Exchange Commission Monday (27).

The stock will be handled by Hayden, Stone & Company, but will not be offered to the public until November 18 or 19, when an amendment to the registration fixing a sale price will be filed with the commission.

Organize Firm for
Promotion of Book
Match Advertising

CHICAGO, Nov. 1.—Formation of a company for the development, promotion and sale of match book advertising space has been announced by R. E. Barton, former vice-president of Batten-Barton, Durstine & Osborn (BBDO) advertising agency. Known as National Match Book Advertising, Inc. (NMBA), new firm has headquarters in the Congress Bank Building here.

Associated with Barton, president, are Frank J. Prince, who has been public relations counsel for match manufacturers for several years, and William V. Doyle, former BBDO account executive.

Blanket Coverage

New concern, Barton said, will make it possible for an advertiser to purchase from one central source advertising space on any or all of the 12,500,000,000 match books which are distributed in the markets of the nation.

Development and promotional efforts of the NMBA will consist partly of market and media research, designed to assist advertisers in understanding as well as making a more effective use of the potentialities of match book advertising.

Doyle said that altho NMBA will attempt to set up special outlets for the distribution of match books at the discretion of the advertiser, firms that use matches commercially such as cigarette vending machine operators and related tobacco retailers will continue to procure their match books thru match distributors as they have in the past. However, when an advertiser states that he wants match books to saturate a particular area this request will naturally be complied with, Doyle explained.

There is a great possibility that the newly formed firm will uncover many facts of major interest to automatic merchandisers of cigarettes. For one thing, as additional research regarding match book advertising enlarges in scope all forms of tobacco outlets will be scrutinized for their advertising potential. It would quite naturally follow that the most modern of cigarette retailing—thru vending machines—would come in for a goodly share of study, which could lead to further advances in cigarette vending.

Review New Package
Ideas at N. Y. Meet

NEW YORK, Nov. 1.—New packaging ideas in the confectionery, tobacco, and food fields will be discussed at the ninth annual forum of the Packaging Institute of New York November 18-19 in the Commodore Hotel here. A combined confectionery, tobacco and foods seminar the second day of the forum will be under the direction of A. B. Brackett, of General Foods Corporation.

G. W. Reese, of the American Can Company; J. D. Malcolmson, of the Robert Glair Company (carton manufacturers), and E. L. Hobson, of the Monsanto Chemical Company, will speak during the forum. Best sizes and colors for candy bar wrappings will be one of the subjects under discussion.

Adams Gum Features Juke
Box in Ad Illustration

NEW YORK, Nov. 1.—Adams Gum, relying extensively on vending machines to sell its Dentyne, Beeman's, Chiclets, Black Jack and Clove brands, last Sunday (26) ran a half-page four-color ad in *This Week* magazine stressing a new theme, called "Like a Melody."

Featured in the ad, instead of the well-known Adams venders, was a Seeburg juke box.

SPECIAL DEAL!
VICTOR MODEL V
FAMOUS PRE-WAR VENDORS

5 Globe Type Model V \$58.75
plus 50 Lbs. Ball Gum, 50¢ all for \$76.25

Mention Deal B When Ordering

We Accept Trade-ins. We Buy & Sell Used Machines.

Virginia Peanuts, 30 Lb. Ctns., 28¢ lb.
Pistachio Nuts, Small, 25 Lb. Ctn. . . . 47¢ lb.
Pistachio Nuts, Med., 25 Lb. Ctn. . . . 58¢ lb.
Spanish Peanuts, 30-Lb. Ctns. . . . 22¢ lb.
Model V Deluxe Cab. Type . . . \$13.75
Licorice Lozenges, 38 Lb. Ctns. . . . 30¢ lb.
Rainbow Peanuts, 35 Lb. Ctns. . . . 28¢ lb.
Boston Baked Beans, 32 Lb. Ctns. 25¢ lb.

BUBBLE BALL GUM
144 Count40¢
170 Count37¢
25 Lb. Ctns.37¢

1/2 Deposit, Certified Check or Money Order, Balance C. O. D.
PIONEER VENDING SERVICE
Exclusive Victor Distributor in N. Y.
461 Sachman St., Brooklyn 12, N. Y.
Phone: DIKens 2-7982

Announcing the New
'48 'Regal Royal' Vendors

- Ball gum Vendor for 140, 170, 210 size with no adjustments—over 1000 5/8" ball capacity.
- 1¢ Bulk Vendor—peanuts, candies, charms, etc. 6 lb. capacity.
- 5¢ Bulk Vendor—almonds, cashews, pistachios, etc. 6 lb. capacity.
- 2 sizes plastic globes ready.
- More beautiful—smooth or operating.

Distributors! Operators! Salesmen!

Write, Wire, Phone for Prices
REGAL MFG. CO.
Whitewater, Wis.

SACRIFICE
200 5c BRAND NEW
PISTACHIO VENDERS,
in Original Cartons,
\$9.00 ea.

1/3 Dep.—Balance C. O. D.
CAMEO VENDING SERVICE
432 W. 42nd St. New York 18, N. Y.

(DRINK-O-MAT)
Tote Products

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.

New Columbia Launderette

COLUMBIA, S. C., Nov. 1.—Automatic Home Launderette was opened here recently by Myrtle L. Hobbs. Store is equipped with a dryer and an electric ironer.

Launderettes Get Special Calendar As New Sales Aid

NEW YORK, Nov. 1.—A personalized 1948 calendar is now being distributed by the Telecoin Corporation as a year-round sales aid to the 1,200 individual operators of Launderette Automatic, self-service laundry stores.

As newest medium in the extensive advertising and sales promotion campaign recently launched by Telecoin in behalf of the launderettes, the red and blue, 7 by 10-inch calendars are designed as Christmas gifts from the launderette owners to their customers and prospective clients.

Featured on the display is a photograph of a child seated atop one of the scales used for weighing laundry bundles. In the background are pictured several of the Bendix machines which are a part of all installations. The address of the launderette is highlighted on each calendar.

Use of the giveaway promotion piece issued by Telecoin several weeks ago, which was designed for door-to-door coverage of neighborhoods surrounding the launderettes, was unusually successful in Harrisburg, Pa., where several locations noted a heavy increase in business immediately after the piece was distributed, and now report that the gains in customers are holding strong.

Organize New York Distrib Firm for Dental Kit Vender

NEW YORK, Nov. 1.—Kayem dental kit machines, coin-operated venders dispensing a miniature nylon-bristle toothbrush, a plastic capsule of toothpaste and a toothpick, all packed in a cardboard container (*The Billboard*, June 21, 1947), are now being distributed in the New York area by Miller-Hofberg Associates, new coin machine distributing firm.

The vender, manufactured by the Consolette-Kayem Corporation, of Hollywood, holds 40 dental kits, each selling for 10 cents. Weighing about five pounds, machine stands 14 inches high, is 9 inches wide and 4 inches deep, and is designed for counter or wall display. It was placed on test location last week at LaGuardia Field and Pennsylvania Station here. Sales have required daily refilling of the machines, Miller and Hofberg report. After the test period the machines at LaGuardia Field will be operated by the Port of New York Authority. Distributors will also supply kit refills.

Manley Announces Flasher Sign for Popcorn Machines

KANSAS CITY, Mo., Nov. 1.—Manley, Inc., has developed a "fresh-hot" neon flasher sign for use on the top of Manley popcorn machines. The electric sign uses a large facsimile of the new Manley red and white patented Hi Pop carton and is made of heavy plastic. Facsimile is electrically lighted and flashes, while the words "fresh-hot" are of red neon.

Following tests of the new merchandising aid, sales increases ranging from 25 to 50 per cent were reported, according to the manufacturer.

Lake City Coin Washery

LAKE CITY, S. C., Nov. 1.—A new 20-machine automatic laundry is to be opened here by B. McCutchen. Store will be located on Highway 52 which runs thru the business section.

HAMILTON

is in PRODUCTION again!



... Famous MODEL P-W coin operated person weighing SCALE is available once more in limited quantities.

- LOW COST
- MODERN DESIGN
- LIGHT WEIGHT
- RUGGED CONSTRUCTION
- NO MAINTENANCE
- LIFETIME GUARANTEE

The outstanding scale on the market today. Operators can double or triple the number of scales they have in operation if they use Hamilton Scales, with no increase in investment.

**Distributors—Exclusive Territories*
Open—Write to

HAMILTON SCALE COMPANY
214 OLIVER ST., TOLEDO 4, OHIO



GREATEST TIME SAVING PENNY WEIGHING SCALE

CAPACITY \$10.00

SPRINGS ARE PRECISION CALIBRATED HEAVY SHEET METAL BASE

TIN SCOOP

DIAL IS GLASS COVERED WHICH PROTECTS POINTER WHEN IN USE

Skilled hand workmanship is employed in building this scale to assure reliability and accuracy.

There is a sturdiness of construction more durable than is generally found in scales. Finish is black crinkle. Carrying case is made of string black fiber to meet the hard and constant use that it is subjected to.

\$18.50

ORDER TODAY

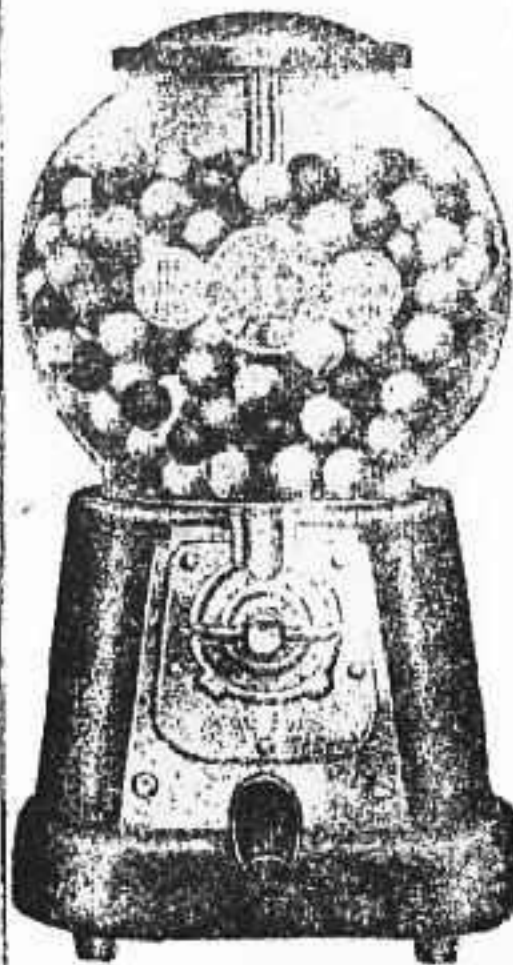
1/3 Dep., Bal. C. O. D., F. O. B. N. Y.

DISTRIBUTORS, WRITE FOR PRICES

J. SCHOENBACH

Distributor of Advance Vending Machines.

1647 Bedford Ave. Brooklyn 25, N. Y.



NOW! Advance Ball Gum Vendors

FOR Immediate Shipment.

Orders Filled in Rotation

Sample \$13.75

2-11 \$11.90

12-49 11.40

50 up 11.00

1/3 Deposit, Bal. C.O.D.

Address Mail to Dept. B

T. O. THOMAS CO.

Phone 2131

1572 Jefferson Paducah, Ky.

Write Today for Special Prices on Complete Line of VENDING MACHINE MERCHANDISE and SUPPLIES

We Buy and Sell New and Used Vending Machines

SUNFLOWER DISTRIBUTING CO., INC.

2125 Amsterdam Ave., New York 32, N. Y.

WRITE FOR OUR CATALOG VENDORS' SPECIALS

Misc. 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. .40

1/3 Deposit, Balance C. O. D. Fast Delivery.

VEEDCO SALES CO.

2113 Market St. Philadelphia 8, Pa.

Columbus Tri-Mors

The Aristocrat of Bulk Vending Machines

NOW IN LIMITED PRODUCTION

\$45.00 Each



Other Columbus Vendors Available

1c Peanut, \$9.00-\$11.00

1c All Purpose, \$9.95-\$11.95

5c All Purpose, \$10.50-\$12.50

Quantity Determines Price

Write for Our Circulars

Complete stock Columbus Parts, Globes.

CASH TRAYS

The 5c Almond Vender—for Bars and Booths . . . \$ 9.85 Ea.

1c Peanut Model 9.85 Ea.

CASH-TRIO (3 in 1) 33.50

FRANTZ

Aristo-Scales \$115.00 Each

Mirro-Scales 125.00 Each

Columbus CAST-IRON Floor Stands:

Single Top . . . \$5.00 | Double Top . . . \$5.50

LEAF BALL GUM, 3/8 Size, 25# Cartons, 45c Lb.

1/3 down, balance C. O. D.

MARKEPP SALES CO. 4310 CARNEGIE AVE. CLEVELAND, OHIO

McCLURE DISTRIBUTING CORPORATION

Distributors for

MILLS COFFEE BAR (COFFEE VENDER)

and

VENDIT CANDY BAR MACHINE

Also for the Following Winners

Vendit Candy Bar Machine (150 Selective)

Coin-O-Matic Cashier Coin Changer

Franz Scales — Silver King Vendors

Kayem Chewing Gum Vending Machine

Automatic Dispenser Stamp Vending Machine

OPERATORS: CONTACT US WITHOUT DELAY!

McCLURE DISTRIBUTING CORPORATION

703 N. Vandeventer Ave. ST. LOUIS, MO.

3423 Main St. KANSAS CITY, MO.

MGA Discusses Phono Problem

Petrillo Ban Top Feature

Plan formation of special public relations council for juke box industry

NEWARK, N. J., Nov. 1.—At a regular meeting of the Music Guild of America (MGA) here Tuesday (28), more than 100 New Jersey music machine operators and their guests participated in open-forum discussion on matters of immediate concern to the entire juke box industry.

Effect of the impending Petrillo recording ban on juke box operation; possible impact of newly introduced combination television-juke box machines on the industry; means to protest and counteract recent adverse publicity focused on the music machine business and support of the local Damon Runyon Cancer Fund drive were highlights of the crowded agenda of the association meeting. Leroy Stein, MGA executive director, presided.

Joining in the discussion of the Petrillo ban on all recording, to take effect January 1, 1948, Samuel Tabak, former executive board member of Local 802, American Federation of Musicians (AFM), expressed the opinion (he did not appear as an official spokesman of AFM) that the ban was aimed at radio and disk jockey use of recordings rather than at the juke box industry. He pointed out that of the 225,000 musicians enrolled in AFM only about 15 per cent are engaged in full-time employment. Thus, he said, the halting of radio use of recorded music would open many new employment possibilities for the bulk of the union's membership.

Taft-Hartley Test

Tabak also noted that the scheduled ban might well be considered a test of the Taft-Hartley Law, many of whose provisions are felt to be restrictive by AFM leadership. In a word of advice to the music operators, he suggested that the general juke box situation could be improved if operators would consider themselves as more a part of the music business. In general, the MGA membership felt that the recording ban would not have a noticeable effect on juke box operation for at least two (See AFM Record Ban on page 109)

Wurlitzer Appoints Detroit Distributor For Michigan Area

NORTH TONAWANDA, N. Y., Nov. 1.—E. R. Wurgler, general sales manager of the Wurlitzer Company, has announced the appointment of the Atol Distributing Company as authorized distributors of Wurlitzer's commercial phonographs and auxiliary equipment in Michigan. Atol will retain the Wurlitzer headquarters in Detroit for its offices and showrooms. A parts and service department will also be maintained in Detroit.

Mike Atol, a veteran coin machine man, is president and treasurer of Atol. He has previously distributed in Minnesota, Wisconsin and Iowa. Associated in the new firm with him are his brother, Elias, vice-president, and his son, Fred, secretary.

Ops From 4 Upper Mississippi Valley States To Hold Meeting

STILLWATER, Minn., Nov. 1.—Operators from four States will gather at the Hilltop Inn here November 10 for a joint meeting to discuss operating problems ranging from location commissions to a code of ethics. Representatives from operators' associations in Minnesota, Wisconsin, North and South Dakota will attend the meeting, first of its kind in the Middle West.

Kenneth Ferguson, of the K. H. Ferguson Company, Stillwater, is in charge of arrangements for the operator meeting.

Ferguson told *The Billboard* that the operators are expected to discuss the problems of location selling, and that they plan to go over the location commission set-up.

The meeting will get under way at noon with a country-style luncheon, with entertainment. Following the lunch, committee rooms will be available for conferences by association members and officials.

Among the operator officials expected to attend are E. A. Grunden and Bob Wesrum, president and secretary respectively, of the newly formed North Dakota Association; Harold Scott, secretary of the South Dakota Phonograph Owners' Association; Tom Crosby, of the Minnesota Amusement Games Association; C. S. Pierce, president; Roy Stone, vice-president, and Doug Opitz, secretary, all of the Wisconsin Phonograph Operators' Association.

Ferguson said that Wisconsin operators who plan to attend the meeting should contact Opitz in Milwaukee, while other operators can contact Ferguson in Stillwater. Arriving planes can land at Northport, five miles west of Stillwater, and Ferguson's company will furnish transportation to and from the meeting if they are called.

Colonial Television Acquires New Plant

NEW YORK, Nov. 1.—Colonial Television Corporation, specializing in the manufacture and sale of large-screen public location television receivers, this week will move to larger quarters at 780 East 137th Street. Colonial will occupy 10,000 square feet of the building.

Following completion of the move, the firm will make further appointments of coin machine distributors to act as distributors of its sets in tele areas thruout the country.

The Impending Petrillo Ban

Listed below are the facts, up to this moment, concerning the announced cessation of recording by members of the American Federation of Musicians (AFM) . . . and the probable effect of the ban on the juke box industry:

1. The ban, which has been officially announced by James C. Petrillo, AFM president, does not become effective until December 31, 1947. On that date existing contracts between the union and record manufacturers will expire.
2. Whether or not there is any possibility of a settlement before that date is not known by anyone (including Petrillo or the record manufacturers). If there isn't a settlement, there is no way of forecasting how long the ban will last, since issues in the unspoken dispute revolve around the Taft-Hartley labor-management relations act and the Lea-Vandenberg Law.

Welfare Fund Involved

Among these issues are the AFM welfare fund payments by the recording companies, which is barred under the Taft-Hartley Act, and for which legal minds see no solution at this time, and renewal of a contract with the radio networks which comes up for renewal at the same time. The use of recording has long been a point of contention between the AFM and the broadcasting industry.

3. In the meantime, major record companies are holding virtual day and night record sessions, building up a backlog so that they will be able to release new records for a considerable length of time even if the ban becomes operative and runs for an extensive period. The best estimates are that the majors will have at least a two-year supply of new records by December 31.

4. Some of the independent record manufacturers are also cutting records in an effort to build a backlog, but they obviously cannot build as much of a stockpile as the wealthier majors. There is a strong possibility that (should the ban prove a lengthy one) many independents will find means of importing records from foreign countries and there may develop an extensive practice of making recordings with non-union musicians, or using AFM musicians working under pseudonyms.

Re-Issues Foreseen

5. Major record manufacturers will also, if it becomes necessary, reissue new pressings of old masters. Some of the smaller firms may also be able to do a certain amount of this.

6. As far as record supply is concerned, then, operators can count on a steady flow of recordings for at least two years after a ban. By judicious release and reissue of record stocks, this supply may even be extended beyond two years.

7. According to present indications, the AFM-record situation will be settled only by eventual governmental or court action. This could well run into many months. But with the record backlog being built up right now, the turntables should continue to spin thruout the country.

Dennison Announces Shipments on Coin Juke-Video Combos

NEW YORK, Nov. 1.—H. F. Dennison, president of Videograph, reports that shipments of the firm's combination juke box-television sets, which are coin-operated, started this week and that by Monday (3) the first instruments will be on location. Those combinations scheduled to go on location in this area will be operating on a \$30-a-week front money deal, it was disclosed.

While Videograph will control distribution of the combination and the second Videograph system—the wall box offering radio, tele and music selectivity—in this area, other distributors will be named thruout the country in the near future. Dennison said the firm is now meeting with various distributors from cities where television is either in operation or expected shortly, and as soon as final decisions are reached the appointments will be announced.

Letter-of-Credit Financing

In line with Videograph's pioneering the \$30-a-week front money contract with locations for the operator, Dennison said his firm will also initiate a new practice regarding relations with distributors. Instead of the usual policy of requiring the distributor to make cash deposits with a manufacturer before machines are shipped, Videograph will work with a domestic letter of credit.

The distributor, thru his bank, will notify Videograph's bank that the credit is established, and that the money for payment is on deposit. Videograph will then ship the equipment, but the distributor's money will not be transferred to Videograph's bank until the delivery has been accomplished. The new system will be a part of Videograph's arrangements with all distributors.

Propose Gross Play Tax on L. A. Jukes

LOS ANGELES, Nov. 1.—A proposal to tax juke boxes, coin-operated radios and television sets on the basis of gross receipts has been made to the city council by Walter Peterson, city clerk.

The new levy under consideration calls for an assessment of a \$25-per-year permit fee on the first \$5,000 or less and \$5 for every additional \$1,000 or less revenue.

Coin-operated radio men asked that the arrangement for juke boxes not apply to their machines. A flat fee per machine was asked with Peterson reportedly arriving at the proposed set-up in an effort to reach a compromise.

Present tax is \$5 per machine per year.

Chicago AMI Distrib Moves Headquarters

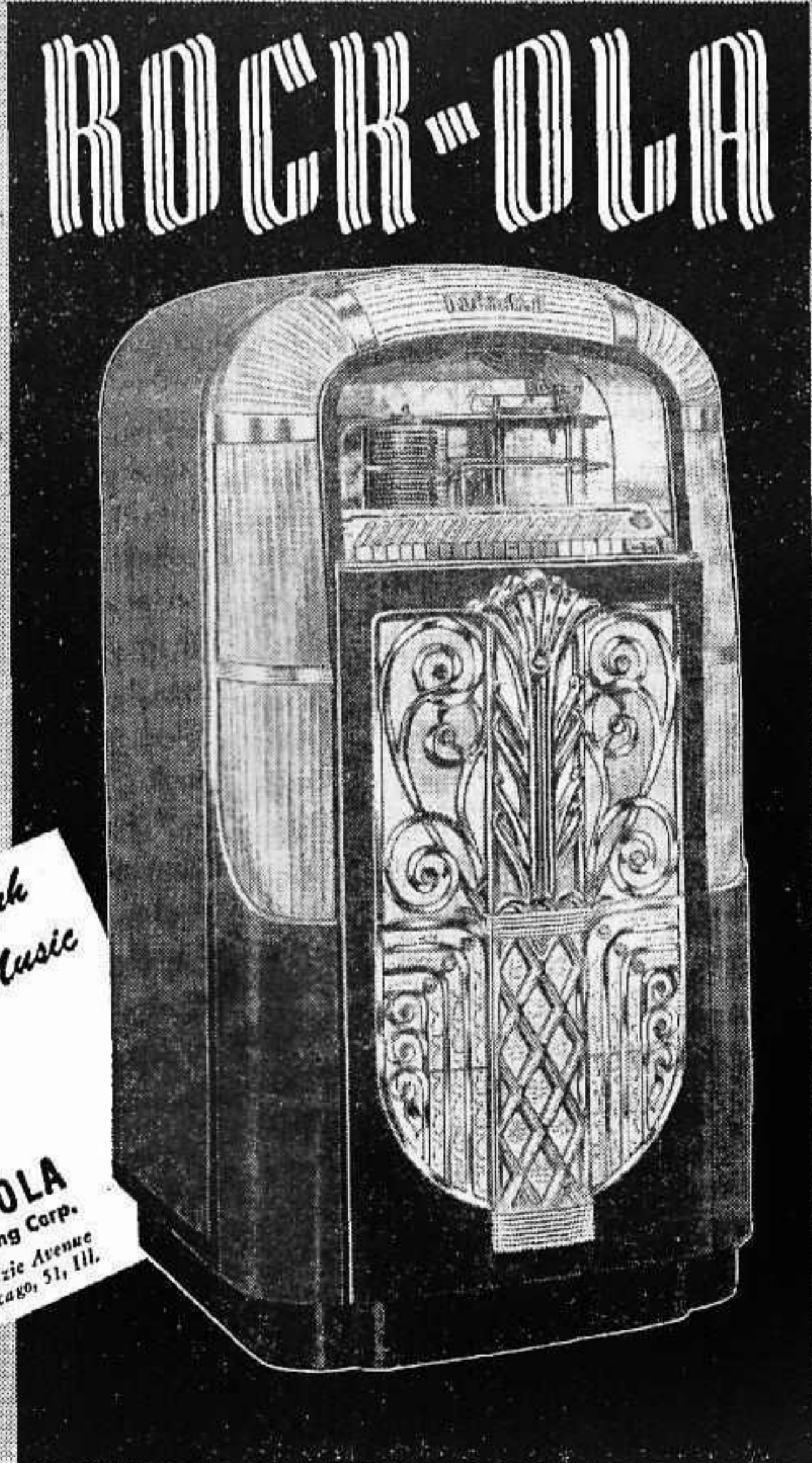
CHICAGO, Nov. 1. — Automatic Phonograph Distributing Company, Local AMI, Inc., distributing firm, has moved to new and larger quarters at 209 West Fulton Street here, Michael Spagnola, firm official, announced this week.

New headquarters will allow for larger offices, display room and service department than were possible in the former location of the firm on Milwaukee Avenue.


1 **ROCK-OLA** is
the best buy for
the operator's
purchasing
dollar!

2 **ROCK-OLA** makes
more dollar-
profit on location.

3 **ROCK-OLA** costs
less per service
dollar.



The Phonograph
That Sells Music



ROCK-OLA
Manufacturing Corp.
800 North Kedzie Avenue
Chicago, Ill.

Even Snakes Like Music in Florida

INDIAN ROCKS, Fla., Nov. 1.—When a location owner here put in a hurry-up service call recently to J. Wade Watts, head of Modern Music Company, it was because his juke box was entertaining a snake.

When the owner spied a four-foot reptile reposing on one of the juke's platters, he didn't figure it was standard juke equipment, especially when the record began playing and the snake wriggled off the swirling disk and took itself into the machine's inner regions.

Upon arrival of the serviceman,

Brandt Moves to New St. Louis Quarters

ST. LOUIS, Nov. 1.—Brandt Distributing Company, Inc., local Wurlitzer distributors, has moved into new, enlarged quarters here, Pete Brandt announced this week.

the snake was removed from the mechanism after a nip and tuck chase. It was a non-poisonous type, much to the repairman's relief. Examination of the juke showed that the snake had been in the machine for at least 22 days; it had shed an outer skin during its musical sojourn. How it got into the juke in the first place was undetermined.

All Are Happy: Palm Springs Uses 29 Palms on Jukes

LOS ANGELES, Nov. 1.—Talk along coin row that Palm Springs and Twenty-Nine Palms are feuding over the publicity the latter is getting from the tune, *The Lady From 29 Palms*, and that Palm Springs operators have been asked to withhold the record from their music machines, is without foundation, *The Billboard* learned.

The story circulated among operators is that Palm Springs, which has become one of the nation's top resorts thru an efficient and widespread advertising and publicity campaign, is peeved because the tune is getting top attention on juke boxes, which in turn means that Twenty-Nine Palms is doing all right, too. The two towns are within 50 airline miles of one another and similar in climate since both are in the arid region of that section of California. Twenty-Nine Palms is on the edge of the Joshua-Tree National Monument Park, an area that is attracting many Angelinos with its dry climate.

Operators' Idea

Operators freely admit that they felt that the song was designed with no idea of publicizing the town. They compared it with Johnny Mercer's song, *On the Atchison, Topeka and Santa Fe*, which gave the railroad plenty of plugs. Despite this, *29 Palms* has been impressing audiences with the name of the town. No other campaign could have made the town's name more significant. Allie Wrubel, who wrote the song, is a Twenty-Nine Palms resident.

Checking with the Palms Springs Music Company to find if it had been requested to "forget" the tune, James A. Mume said:

"This is the first I ever heard of this and it is absolutely false. We have the record on nearly every box here in the Springs and also the boxes we operate in the county. The record is well accepted."

Not Curtailed

Harry C. Harper, manager of the Palm Springs Chamber of Commerce, said: "It is news to me that there has been any effort to curtail the playing of the tune here."

"In fact, I think the song is played here about as much as average anywhere and we certainly have no regrets whatsoever. As far as I've been able to determine in the years I've been here there is absolutely no competition between Palm Springs and Twenty-Nine Palms so I can't figure where the report originated about our supposed suppression of the song. It is very popular here and only this week we had a Western parade in which Twenty-Nine Palms entered a float depicting in a tricky feminine way the song. There really isn't a grain of truth to the rumor."

Twenty-Nine Palms music operators were silent on the matter. A reliable source said that these operators were putting the tune on their machines because it is a good one. And some of these operators have machines close to Springs.

The *Lady* was also garnering nickels.

Globe Novelty Holds AMI Halifax Showing

HALIFAX, N. S., Nov. 1.—With a large crowd of coinmen on hand, the Globe Novelty Agency held a formal showing of AMI equipment Tuesday (28) here. Globe, appointed AMI distributor for the maritime provinces recently, is headed by A. Boudreau.

Joe Caldon, AMI's assistant sales manager, came up from Chicago to join Globe officials in welcoming local music men during the one-day event.

Cleveland Distrib Plans Dealer Fete

CLEVELAND, Nov. 1.—Cleveland Distributing Company will fete members of the Greater Cleveland Record Dealers' Association (GCRDA) Wednesday (5) in the Cypress Room of Hotel Hollenden here, George Schwartz, firm president, announced. Event will be preceded by a GCRDA meeting.

During the party Schwartz will introduce Don Seager, head of Cleveland Distributing's record department, as well as other members of that organization.

Party celebrates the recent appointment of Cleveland Distributing as distributor for the Columbia label in Northern Ohio, effective October 15, as well as the transfer of firm offices to its new building at 4901 Perkins Avenue here.

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By PACKARD

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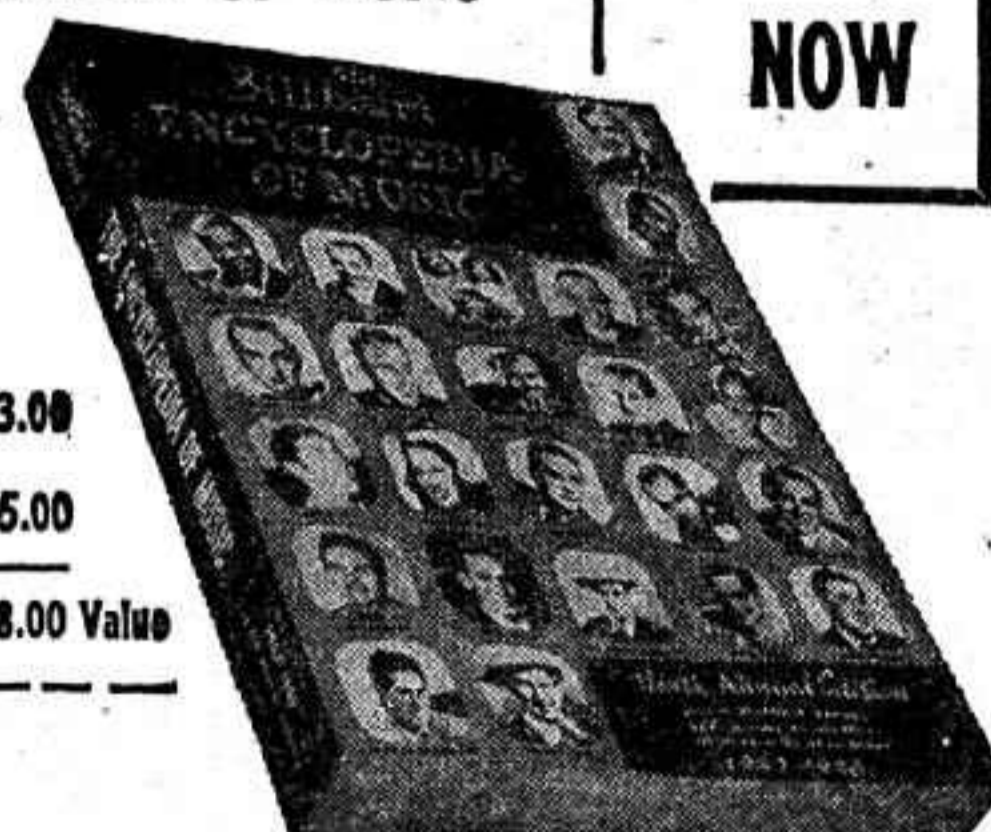
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" 24 Vict.	125.00
" 500	135.00
" 780E	295.00
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" Regal	135.00
" Gem	165.00
" Regal, ESRC	195.00
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MILLS Empress	150.00
AMI Model Hiboy,	
40 Selections	249.50
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" 1422 (1946)	450.00

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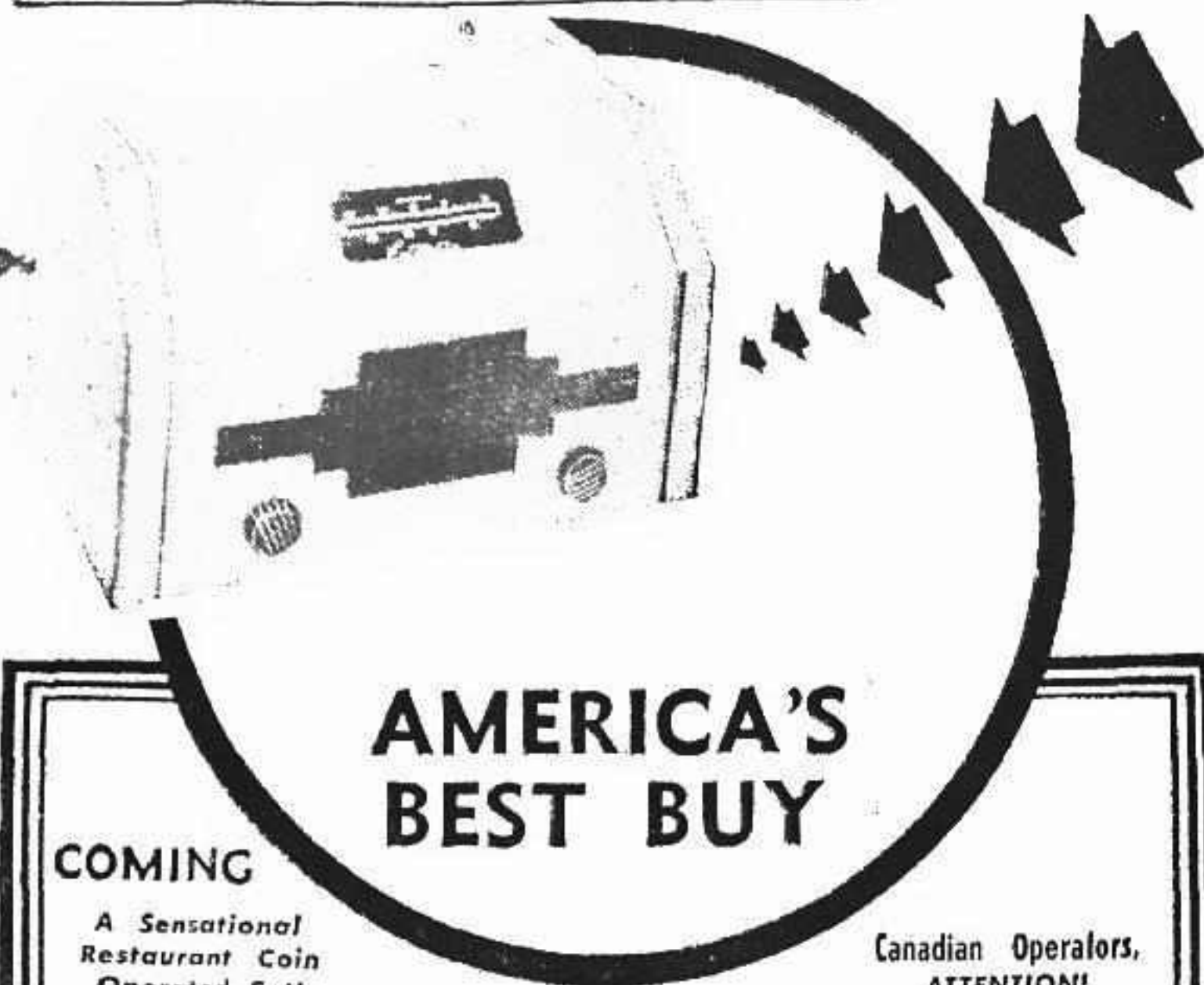
Installations just completed in New York have created more public attention and acclaim than any other piece of music equipment ever before introduced.

Videographs are being demanded by every location owner in every neighborhood in which installations are being made.

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"America's best buy" . . . in construction, performance and tone quality they are the most outstanding sets on the market today . . . designed for hotels, motels, hospitals, clubrooms, etc.—especially engineered for coin operation (not converted radios). They're the answer to big repeat profits at very small investment.

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AMERICAN FOLK TUNES

Cowboy and Hillbilly Tunes and Tunesters

Ray George, of KRLD, Dallas, reports that Pappy Hal Horton, of the *Hillbilly Hit Parade*, aired daily by that station, is off the show for several weeks, due to an operation. Meanwhile, Johnny Hicks is taking the program over.

Hank Thompson, of Waco, Tex., was recently signed by Capitol platters and has just cut his first four sides and all his own ditties. They were *Rock in the Ocean*, *Today*, *Don't Flirt With Me* and *Humpty Dumpty Heart*. . . . The new *Hillbilly Jamboree*, which debuted two weeks ago over KRLD, has an hour and 15 minutes' time already bankrolled. Show is heard from midnight to 2 a.m. daily. Fred Edwards is emcee.

Jimmy Wakely has just completed a Texas tour, laying over in Dallas to take in the State fair and do several important local appearances. . . . Many hillbilly platters are being cut by all the major and leading independent firms, who feel that these masters will prove better insurance during the Petrillo work-stoppage than the short-lived pops. . . . Bill Nettles and His Dixie Blue-boys, heard over KOFI, new station in Orange, Tex., where he moved several weeks ago from Monroe, La., have a one-hour sponsored show already and more daily shows are looking for this *Bullet Record* artist. Bill and his combo will make more disks for *Bullet* November 1 at Houston, when they'll cut *The Story of Nobody's Darling* and *What a Fool I've Been*.

Georgia Crackers Sign

The Georgia Crackers, popular Ohio radio combo, have just signed with Victor and will do eight sides in December. The Crackers worked the Ohio State Fair in late August at the International Harvester exhibit and in five days worked to over 125,000 people. They are also lined up for the International Harvester winter series shows and will do some 100 shows for the implements firm.

Cowboy Dallas Turner will wax his *Why Must My Days End With Lonely Nights* for United Artist Records. Tune was placed with Peer International. . . . Variety Records will expand into the Western and hillbilly field, with Ken Carson the first folk artist addition. . . . Eva Foley, wife of Red Foley, expects to be out of Wesley Memorial Hospital, Chicago, this week, following a week of observation.

Nova Scotia Reports

Reports from Nova Scotia record shops indicate that record sales of Hank, the Singing Ranger, total more than the combined sales of swing and longhair recordings. Hank, a native of Blue Rocks, N. S., is now touring the province with his own revue. . . . Charlie and Mary, Texas warblers from CFBC, St. John, N. B., are currently touring their home area and when they are too far from their home base to do live air shows, disk jock folk artist shows are presented.

The Radio Ranchmen, emceed by Connie B. Gay, is the newest rustic show over WARL, Arlington, Va. Personnel of the show includes: Buddy and Joe Wheeler; Curly Parker, formerly of the Blue Sky Boys, old-time trick fiddlers; Nighta Allison, once with Tex Ritter and Wesley Tuttle, and Bill Grammer, Illinois singer. This group got Clyde Moody for a week, beginning October 20, while Grandpa Jones comes November 16.

Ramblers on WPIK

The Carolina Ramblers are being heard over WPIK, Alexandria. . . . Joe Phillips and His Dixie Pals, including the Haroboro Bros., Shorty King and Slim Whitton, are with WFMD, Frederick, Md. . . . The Grand

Ole Opry cast, which appears October 31 at Constitution Hall, Washington, is the largest ever sent out by the Nashville station, lining up with Eddy Arnold, Roy Wiggins, Rod Brasfield, Cousin Minnie Pearl, George D. Hay, Lonzo and Oscar, Johnny and Jack and the Tennessee Mountain Boys, the Oklahoma Wranglers and many others.

Eddy Arnold, Tennessee plowboy, and his WSM *Grand Ole Opry* contingent played the Jacksonville, Fla., stadium, October 20 and 21, to 5,460 patrons, with the advance ticket sale totaling well over \$2,000.



Why? It has a much longer needle life than ever before achieved and the true-economy is easy on the pocket-book. The new, straight-line Jensen Coin Machine Needle, with the recently developed, locked-in precious metal tip, assures a definite saving in operation costs . . . because it doesn't have to be changed as frequently. Its smooth play lures nickels, dimes into your juke boxes. Investigate today.

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780M	219.50
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Chicago:

Ted Kruse and Vince Connors, operating the large arcade in the Illinois Central Terminal at Michigan and Randolph, report that Sunday (26) drew about 10 per cent more arcade play than at any other time in this spot's operation. Kruse and Connors also operate a number of amusement machines in the city's various bowling alleys, and say this type of location is about the best for steady play on anywhere from six to 10 machines in the larger spots.

Adolph Raymond, operating the A & M Music Company, is another of the many music operators to minimize the effect the Petrillo record ban will have on juke play. Plenty of platters will still be available to settle on the juke turntables, Ray feels, and will be culled from the many big hit numbers of current and past years when the disk makers reissue same. . . . J. L. O'Neill, general manager of Christian Buehler & Company, Vendo distributors for the Chicago area, says that placement of changers in the city's hospitals is going along at a good rate. Units are placed without charge to hospitals, as they are sponsored by a diaper service company that places ads on the changer face. Quite appropriate . . . a changer to advertise the "changing" service of a diaper service.

ABC Music Service's serviceman, Leonard Christiansen, passed out quantities of el ropos last Friday to the rest of the staff when his wife presented him with a boy. Two other family additions at ABC last month moved Bob Manning to muse: "Boy, are we prolific!" . . . H. F. Burt, heading Silver King Corporation, has two new ideas in ball gum venders which are now being produced. The new addition to the Silver King plant in Aurora, measuring 105 by 70 feet, (See CHICAGO on page 104)

Indianapolis:

Senator Homer E. Capehart and his family were among the distinguished visitors over the week-end at De Pauw University. They attended Dads' Day celebration Saturday (25). His daughter, Patty, is a De Pauw freshman. . . . Rex Hasler is now a mechanic at the Southern Automatic Music Company. . . . P. J. Jock, head of the PJ Distributing Company, AMI distributor, visited operators in Western Indiana during the week, including Terre Haute.

A committee of three, Frank Bannister, Sam Weinberger and Simon Berman, met Friday (31) for a general meeting to discuss plans for the managers of distributing concerns. General meeting, scheduled for November 23, will include luncheon and discussion of Damon Runyon Cancer Fund drive plans. At the meeting on Friday, a permanent committee was formed and chairmen of the various committees appointed.

Operators on coin row during the week included James and Irving Eyster, Eyster Music Company, Terre Haute; Charles Alber, Rochester; James Miller, Columbus; S. T. Fowler, Cambridge City, all of Indiana; J. D. Anderson and son, operators at Matoon, Ill.

Washington:

Hirsh De La Viez, president of Hirsh Coin Machine Corporation, will sponsor a one-hour television show on WNBW Tuesday (4), which will cover Philadelphia, New York, Schenectady, Baltimore and Washington. Show, called *Teen-Agers*, will feature a Packard juke, of which Hirsh promises plenty of close-ups during the telecast. A juvenile group of 50 will put on a show and dance. It will be the first time a juke box has been featured in a television show, Hirsh said. He feels the idea will result in good public relations for the entire automatic music industry.

COINMEN YOU KNOW

New York:

With Jack Mitnick, Runyon sales executive, heading the drive, the local Damon Runyon Memorial Cancer Fund campaign will reach its peak here Monday (3), when all of coin machine row will turn out at the Manhattan Trades Center for a gala jamboree. Harry Rosen, Atlantic and Seaboard Corporation, reported a sellout for the affair as the week drew to a close.

Telecoin Launderettes have started trial free washes to attract new customers. . . . Sol Wohlman, Pan Coast Amusements, has a new game machine in the final stages. . . . The Lewis and Manning Coffee Vender is about ready to be shown, according to the latest reports. . . . Jack Semel and Jack Rubin are setting distributors for their new Arrow game.

Phil Fishbein, well-known coinman, died last week following a heart attack. His son, Harold, will continue to operate the Anchor Music Company. . . . Joe Mack, Mack Music Company, lost his father last week. . . . Sam Sachs, Acme Sales, claims the new plastics being handled by his firm will be unconditionally guaranteed for three years.

Sol Phillips, Abraham Solomon Company, and his wife became the parents of a son last week. The baby, the couple's first, has been named Robert. . . . Art Garvey, Bally Manufacturing executive, was a recent visitor at Ben Becker's new headquarters here. . . . Harry Christena, of Kiefer-Stewart Company, Indianapolis, and Harry Sterling, Boston, were in town last week.

Joseph Kolodny, managing director of the National Association of Tobacco Distributors (NATD), is back in town after attending the association. (See NEW YORK on page 105)

Portland, Ore.:

Antone E. Anderson and W. I. Wadley, partners in Anderson Service, operating firm, report that music is holding up fairly well but that the confused legal situation has slowed down the pinball business. Partnership, formed upon Wadley's return from military service, handles mostly new equipment.

Danny Maton, head of the General Amusement Company, operating firm, still feels the pressure of new parenthood, even after a few months. His business talk is frequently enlivened by references to the new offspring, his first. Maton is making a few music replacements where location and revenue warrant.

J. E. (Eddie) Cusson, Portland branch manager for Jack R. Moore Company, is serving meat on Tuesday—venison. He just returned from a deer-hunting trip on which his eldest son, Arthur, picked off an eight-point buck. But, being a 207 pounder, it turned out to be a two-man job to bring it down, so Eddie opened up also to share the glory and the steaks. . . . Stan Terry, large scale operator, with largely new equipment, is keeping pace with pin and music replacements, he reports.

St. Louis:

Carl Trippe and William Kelly, of Ideal Novelty Company here, have returned with their wives, Margaret and Vi, from a high-score pheasant hunt. Mitchell, S. D., was the scene of their exploits. As the Trippes and Kellys explain it, here is the score rolled up during their hunt: Five days; 12 drinks; 1 black eye; 1 jack rabbit; 2 days rain; 4 wet rear extremities; 60 pheasants; 1 skunk; zero human beings.

Los Angeles:

E. T. Mape Distributing Company staged its third showing of the National Filben Mirrocle during last week in Fresno. Attending were Leonard Baksfield, manager of the San Francisco branch; Ray Powers, manager of the Los Angeles branch, and Vance Mape Jr. Showings in San Francisco and Los Angeles preceded the Central California display. Local Mape branch added a new pick-up truck to cart Filben to locations. According to Powers, units sold are being set up and the operator shown how they operate. . . . Vance Popelka, who had charge of the mobile parts department, is in Los Angeles and attending college at night. . . . Lucy Garcia, secretary at Mapes here, is on her annual vacation and enjoying a trip to Carlsbad Caverns.

Irving Rich, of Consolidated Novelty Company, making the rounds on West Pico and stopping off at Minihorne Music Company to chat with George Mahlum. . . . Paul Laymon is anticipating the addition of several lines (See LOS ANGELES on page 106)

Twin Cities:

An attempt to revive the North Dakota Phonograph Operators Association will be made November 9, when a meeting will be held at the G. P. Hotel, Bismarck, N. D. The session has been called by Bob Westrum, of Van Specialty Company, Bismarck, executive secretary of the association, who has invited all operators to attend. Hy Greenstein, head of Hy-G Music, Minneapolis, and Oscar (Ozzie) Truppman, of Bush Distributing, Minneapolis, are among Twin Cities distributors who plan to attend.

Leonard Spector, salesman for Paster Distributing Company, St. Paul, Wurliizer distributor, exchanged marriage vows recently with Ethel Applebaum. The newlyweds are residing in St. (See TWIN CITIES on page 106)

Detroit:

Sid Penin, of Belmont Sales Company, is shaping up his new model bowling game for production, but reports delay in contracting for the cabinet work under present industrial conditions. . . . Isidor Edelman is unveiling his new Flash bowler in a special display at the outdoor show exposition in Chicago the first week of December. . . . Paul Kurtz and Wayne T. Bensman, insurance men, have formed the Personal Service Vending Company to operate wash-room type machines dispensing Jergens hand lotion, on a penny play.

Andrew Larue Jackson, operator of a retail music and record store on Hastings Street, is going into the juke box business under the name of Larue's Music Company, with offices at the same address, in partnership with Verna J. Richardson. They have bought a part of the large route of Negro locations operated by Earl Conway under the name of Conway Music Company.

William K. Palmer, Brilliant Music Company, is on an extended tour of the State calling on operators—Bill Dallas, Gay-Dal Music Company, is handling active management of the route taken over from George Skinas, in partnership with Michael J. Gaydos.

Irving Ackerman, counsel of the Phonograph Owner's Association, talked before the State convention of the Michigan Table Top Association, on the Fellows and Scott bills, and then hit the road for Buffalo to discuss current operating problems with trade leaders there.

Louis Fisher, of R & F Novelty (See DETROIT on page 105)

Tucson:

M. Garfunkel and R. E. Torres, local Arcade owners, plan to be in New York November 13 to attend the Veterans' Mechanics Graduation Dinner. They will bring back with them one of the veterans whom they have hired thru the National Association of Amusement Machine Owners.

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The game that will sky-rocket profits to a new high . . . because
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gives you ACTION on delivery, too!

5-BALLS — RECONDITIONED	
BAFFLE CARD	\$119.50
BIG HIT	69.50
BIG LEAGUE	69.50
CYCLONE	139.50
DYNAMITE	110.00
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LUCKY STAR	179.50
MAISIE	169.50
MISS AMERICA	129.50
PLAY BOY	169.50
RIO	129.50
SEA BREEZE	\$ 79.50
SHOW GIRL	129.50
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STATE FAIR	119.50
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SUPERSCORE	129.50
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Following are new low prices on used phonographs.

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850	\$289.50	5-Wire Collar Job	\$ 89.50
780	249.50	Monarch	69.50
600	129.50		
600K	119.50		
600	109.50		
24	89.50		
24 Cellar Job	69.50		
24 Victory	79.50		
61	59.50		
616, Ill.	59.50		
616, Plain	49.50		
60	39.50		

ROCK-OLA		SEEBURG	
Commando	\$149.50	Hilone, R.C.	\$209.50
Super	139.50	Hilone, E.S.	179.50
De Luxe	120.00	Commander, Cadet, Maestro, Major	189.50
Standard	115.00	Plaza	89.50
Playmate and Spectrovox	99.50	Casino	89.50

The above prices are for equipment right off location. They will be complete and in working order, but not reconditioned. If you want them expertly refinished, mechanism washed, all parts checked, tone head renewed and Talking Gold used, add \$35.00 per phonograph. At this price they are UNCONDITIONALLY GUARANTEED.

WALL BOXES		MILLS	
Seeburg 5-24-1Z	\$ 5.95	Empress	\$ 89.50
Seeburg 5-20-1Z	5.95		
Seeburg Wireless Baromatic	29.50		
Seeburg 3-Wire Baromatic	22.50		
WS-2Z Wireless	19.50		
DS-20-1Z 3-Wire	17.50		
Wurlitzer 120	7.50		

1946 PHONOGRAPHS — LIKE NEW	
Wurlitzer	\$850.00
Rock-Ola	395.00
Seeburg	Write

All Tubes and Miniature Bulbs — 40% Discount.
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BAKER NOVELTY CO. 1700 WASHINGTON CHICAGO 12, ILL.

COINMEN YOU KNOW

Chicago:

(Continued from page 103)

will be completed before the snow flies, Burt reports.

Monarch Coin Machine Company was the focal point of a number of visitors this past week, among whom were William Anderson, arcade owner from Honolulu; Doc Howington, Freeport, Ill.; Coinman Bertuca and his son, Benton Harbor, Mich., and Si Kase and Fred Blazer from Kankakee, Ill. Clayton Nemeroff says among the amusement equipment on his floor is a complete 22-lead shooting gallery which he managed to rustle up last week.

Coven Distributing Company's sales manager, David Orman, is planning some big doings for National Bally Week, November 21-23, but details are strictly hush-hush. Visitors at the Coven last week were Fred Elliot, Muncie, Ind.; Lee Spitzer and his wife, Kenosha, Wis.; Stanley Miller, Kenosha, and Happy Halberstadt, Racine, Wis.

Bert Riel, sales manager of Vendall Company, reports firm's Bill Fuller, of the sales department, is out in Northern Illinois this week holding confabs with operators of candy vendors. Secretary Charlotte Carpenter is a dyed-in-the-wool football fan; Bert says she was up to South Bend to see the low-Notre Dame football struggle last week. Only thing lacking at the game, Charlotte laments, were vendors at convenient points throught the stand.

Lindy Force, AMI's general sales manager, will enter the Augustana Hospital here November 8 for a goiter operation. For the ensuing four weeks the firm's sales office in the Loop will be under the guidance of Joe Caldron, assistant sales manager. Caldron just returned from an across-the-border business trip. While away he attended the Globe Novelty Agency's first showing of AMI equipment. Globe, located in Halifax, N. S., recently appointed distributor in the maritime provinces, is headed by A. Boudreau. Caldron also called on J. Paul Campeau, AMI's Montreal distributor.

Fred Mann, regional manager for Aireon Manufacturing Corporation, spent some time in town this week between field trips. Visitors at the Chicago Aireon offices during the past week included Ralph G. Hagman, Automatic Phonograph Company, Peoria, Ill.; Joe Ruttenberg, Dudley Sales Company, Rockford, Ill.; Jim Helmsley, Kokomo, Ind.; Roy Tier, Northern Automatic Music Company, Logansport, Ind., and Joe Jacobson, Windsor Music Company, South Bend, Ind.

Mike Spagnola, of Automatic Phonograph Distributing Company, reports that business continued as usual this week in spite of the operation of moving from their former location on Milwaukee Avenue to a new one on Fulton Street.

Rock-Ola Manufacturing Corporation is still busy sending diplomas to those who have completed the special Rock-Ola service course. Lou Sabastian is on a business trip to Texas this week. Rock-Ola factory employees are learning all about the product they make with special sessions of the Rock-Ola visual aid training program being conducted for them. Bob Tyrrell reports that the employees have shown a great deal of interest in the program and will be awarded service specialist diplomas if they pass the tests at completion of the course just as regular servicemen who take the course at various distributors throught the country.

Leo S. Jones, of P & S Machine Company, reports that they are busy

producing Tom Tom games as cabinets arrive on a stepped-up schedule. A great deal of favorable interest is being shown in the new game, Jones says.

Gil Kitt and Bob Schaefer, of Empire Coin Machine Exchange, spent the week in Wisconsin where they displayed the new D. Gottlieb & Company Humpty Dumpty pin game at Green Bay and Milwaukee. Another new switchboard operator this week at Empire—Rita Ruggaard.

Billy DeSelm, at United Manufacturing Company, reports that they're working at a heavy pace to keep up with demand for their new Nevada pin game. Meanwhile, work on their new plant is going ahead, he reports.

Mr. and Mrs. Will Anderson, Honolulu, were visitors this week at Exhibit Supply Company. Anderson, reputedly the biggest arcade man in the Hawaiian Islands, left for New York Wednesday (29), where he expects to do a little additional shopping for his coin interests.

Hyman Cohen, who has the Cohen Novelty Company in Augusta, Ga., made his semi-annual visit to the Buckley Manufacturing Company. Willie Blatt, Supreme Distributors, Miami, and Barney Sugarman, New York, were in to spend a morning with Pat Buckley.

Visitors at the Bally Manufacturing Company plant last week included Luis Billantuea, of Mexico City, and Ben Becker, of Becker Sales Company, New York. Joe Schwartz, National Coin Machine Company head, says the comments and nods of approval of operators viewing the new Humpty Dumpty game lend fuel to his own enthusiasm for the play future of the piece. Movable islands on the board drew special praise, Al states.

Harry Brown, American Amusement Company head, returned to his office last week after a business trip that included stops in New York and other East Coast cities. He said there was a noticeable pick up in business in that area since his last visit several weeks ago. Harry Pearl, who represents Seacoast in New York and New Jersey, was among the callers at American during the week.

J. R. Bacon, O. D. Jennings vice-president and general manager, left for Cincinnati where he will attend the Society for the Advancement of Management Convention at the Netherland Plaza Hotel. While in that area he will confer with Ohio and Kentucky coinmen. Bill Lipscomb, Jennings's Eastern sales manager, got back from an extensive trip thru Indiana for his firm. J. A. Mehl, a pioneer coinman from Aurora, Colo., and Coinman Corbin, Delta, O., were plant callers during the week.

At Mills Industries, Inc., music callers included Vic Manhardt Sr., and Jr., both down from Milwaukee to see Charlie Schlicht, manager of the music division for Mills. Schlicht returned from a brief trip to Cincinnati where he conferred with Bill Marmar, of Sicking, Inc., and other Queen City coinmen.

Juke box operators were the guests of Milt and Myrtle Herth at a cocktail party in the Congress Hotel here Tuesday (28). The latest Milt Herth Trio disks were played on a new model Wurlitzer.

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EXTRA CLEAN
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New York:

(Continued from page 103)

tion's Western conference in Los Angeles, and visiting cigarette operators and tobacco distributors thruout the country. . . . Milt Green, American Phono Company, leaves for Florida next week.

Following the retirement, at least for the time being, of Joe Eisen, his son, Buddy, is making his headquarters at the Abbott Specialty Company. . . . Al Cole and Sam Kresberg, Drink-o-Mat execs, have been showing their machine to Canadian accounts. Work on the firm's new office here is about finished.

Barney Schlang, Automatic Music Operators' Association (AMOA) manager, is working on the cancer fund campaign now that AMOA's 10th anniversary party is over. . . . Irv Morris, Active Amusements, Newark, is commuting regularly to 10th Avenue these days. . . . Nat Cohn reports the U. S. Vending Corporation's new refrigerated candy vender is due in town any day now.

Videograph's new combination coin-operated juke box-television set goes on location here next week. . . . Harry Berger and Lester L. Paul, West Side Distributing Corporation executives, report the firm has shifted its emphasis from music machines to vending machines, but will continue to retain an interest in the former field. . . . Lou Brown advises that Coradio will be featured at the hotel show here next week.

Larry Ash, operator of Kwik Kafe Coffee Venders in New York, has opened locations in many large factories, bowling alleys and skating rinks for the machine. . . . The new Pepsi-Cola information center in midtown will look like a coin-operated display when it is completed. In addition to the cup venders, pay phones and lockers now installed, an electro-cigarette machine and a cold sandwich vender will be featured.

Nat Yate, Y & Y executive, Philadelphia, is setting popcorn machines with several theater chains. . . . Dave Lowy and Phil Mason have started remodeling the Dave Lowy & Company headquarters. . . . Jack Pero, Spaca.b

sales manager, due back this week from a swing thru the Southern States.

Joe Ash, Bert Lane, Al Blendow, Nat Faber, A. Joseph Geist, Bernard Katz, Max Levine, Mike Munves, Ben Rodins, Al Rodstein, I. H. Rothstein, Dave Simon, Al Schwarz, Herb Weaver, Norman Weiser and Meyer Wolf have been named to the reception committee for the NAAMO dinner November 13, according to F. McKim Smith, association prexy.

Ben Becker in Chicago to push shipments of the Nudgy machine to Ed Ravreby in Boston. . . . Bob Hoffee, San Francisco operator, is visiting in town this week. . . . Murray Cole and John Ruth, New York Holli-Ware distributors, are awaiting shipments of the machines here to fill a rush of recent orders. . . . Al Bloom, Speedway Products, is dressing up the cabinet of his new combination juke box-television set.

Music Guild of America (MGA) planning to send LeRoy Stein, executive director, and Sol Kesselman, general counsel, to Chicago shortly on business. . . . Walter Anderson, Automatic Beverage Dispensers, Chicago, expected in town shortly. . . . C. M. McMillan, executive secretary of the National Wholesale Candy Association, is due in town to attend the packaging forum which will be held at the Hotel Commodore later this month.

Several distributors on the avenue are now converting early models of roll downs. Initial conversion will be on the market via the Dave Lowy headquarters. . . . Herbert Schmidt, Buffalo, writes that he became the father of a seven-pound son last week. . . . Collier's magazine ads here promoted the article about Bill Rabkin, International Mutoscope president, which appeared in a recent issue.

Sid Middleman, Abbott Specialty exec, back in town after a business trip to Chicago. . . . Charlie Lichtman selling a new glass backboard for game machines thru his Hub Distributing Company headquarters. . . . Max Schaffer, Times Square Arcade owner, reports Poker Table revenue has been off during the past few weeks.

A T & C popcorn machines now on location at the Republic Theater on Broadway, the first one to be located in the Times Square area. . . . The Amity Manufacturing Company, Perth Amboy, N. J., plans to turn out vending machines shortly.

Detroit:

(Continued from page 103)

Company, and the Safeway Vending Company, has moved to a new north-east section location at 3238 Cortland Avenue. . . . Roger N. Attard is building a pistachio nut vender route under the name of Arrow Vending & Amusement Company, Attard recently bought a new home on West Philadelphia Avenue.

John Anderson, suburban operator, is switching largely from his amusement games field into music operation, establishing the Anderson Music Company and buying out a route of juke. He has taken over full operation details, with his brother, Bruce Anderson, formerly associated with him, leaving to go into another business. . . . Clarence W. Franklin and Charles W. Palmer are operating a Skee Ball route under the new partnership of Michigan Amusement Company.

Herbert Weingarden is establishing the Action Music Services at Hamilton Avenue. . . . Joseph J. Frederick, arcade operator, is planning to go out on the road with his own shows next season. . . . Bud Engelhart, of Wolverine Sales, is taking on distribution for Big City, Bowlo and Esso, and working on a deal for a television line. . . . Bill Miller, of Miller Vending, handling Big City there, is having the machines flown in to meet the demand.



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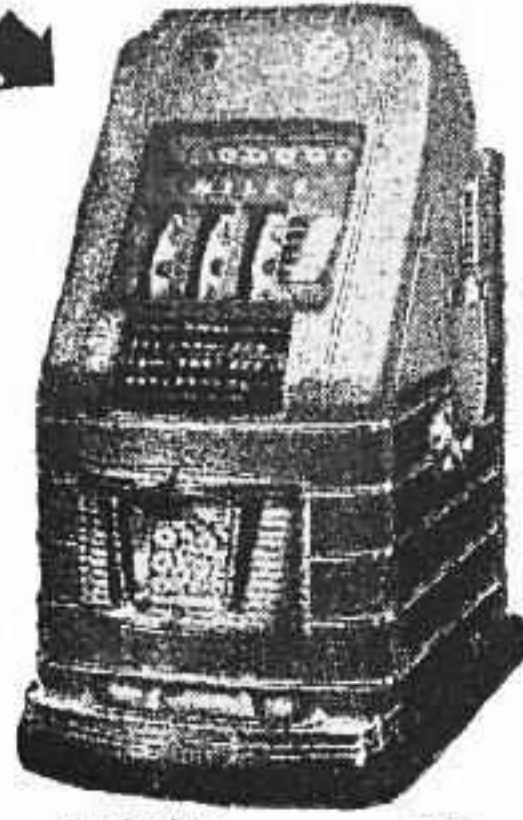
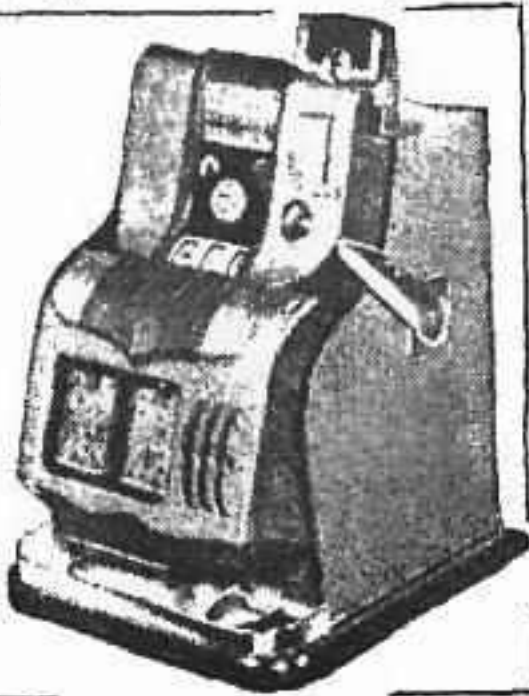


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Attention	Dude Ranch	Liberty	Snappy
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Belle Hop	Four Roses	Metro	Star Attraction
Big Chief	Girls Ahoy	School Days	Texas Mustang
Big Parade	Gun Club	Seven-Up	Victory
Bolaway	Horoscope	Shangri-La	Wild Fire
Bombardier	Invasion	Sho-Me	
Arizona	Flat Top	Grand Canyon	Streamliner
Duffy	Frisco	Laura	

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Victory Special	245.00	Sport Special	40.00
Longacre	115.00	Foreign Colors	30.00
Pimlico	80.00	Skylark	30.00

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Twin Cities:

(Continued from page 103)

Paul . . . Frank Jordan, formerly of Minneapolis, has bought out the juke box-pinball route of Garfield Brown at Chippewa Falls, Wis. . . . A newcomer to the coin machine business is Albert John, of Houston, Minn., former trucker, who recently started up his own route of juke boxes and pin games in Southeastern Minnesota.

Mel Goldstein, of Twin Ports Sales Company, Minneapolis office, reports his firm has been named distributor for the new candy machine refrigerated unit developed by United States Vending Corporation, of Chicago. Twin Ports also has the Duluth territory for the unit. . . . Harry Lerner, of H & L Novelty Sales Company, Minneapolis, has a new partner for his North Side record and appliance store at Plymouth and Morgan Avenues. He is Harry I. Plitman, who bought out the interests of Jerry Schoenberger.

Coinmen are extending condolences to Sid Levin, comptroller of Hy-G Music Company Minneapolis Seeburg jobber, on the sudden death Thursday (30) of his father, Jack Levin. . . . Marty Morosnick, coinman from Winnipeg, spent a day in the Twin Cities this past week looking for and buying merchandise. He reports good coin machine business in Canada. Morosnick bought jukes for his locations. . . . Twin Cities distributors this week reported they were being kept "busy at full blast" and that business was better than it has been in quite some time. Spurt in trade was reported due to the advent of cooler weather, always a factor in better business.

Reports are that Jack Schwartz, of King Novelty Company, Minneapolis, in the coin machine business some seven or eight months, is doing so well that he is contemplating buying the building he now occupies as headquarters across the street from the Milwaukee depot in Minneapolis.

Operators who came to the Twin Cities this week on shopping trips included, among others, Jess Waddell, of Charles City, Ia; and Minnesotans Harold Peterson, Bethel; Hank Kruger, of Fairfax; Harry Nold, Cambridge, and O. L. Coffield, of Amundale.

In Little Falls, Minn., this week, Robert Pehrson, of Cook, was elected president of the Minnesota Resort Association at a meeting attended by some 50 resort owners who discussed 1948 problems at their annual meeting. Pierce Peters, of Glenwood, Minn., was chosen vice-president, and Mrs. Evelyn Brown, of Alexandria, secretary-treasurer. Merrill Graugan, of St. Paul, resort operator near Brainerd, retiring president, was elected to the board of directors, as was Jim Dehaven, of Marcell.

Los Angeles:

(Continued from page 103)

of vending machine equipment. . . . E. E. Peterson, of San Diego, in the city and stopping off at Badger Sales Company to talk with William R. Happel Jr. . . . G. P. Curtis, of Riverside, a West Pico buyer. . . . S. R. Hopkins, of Banning, at Badger, too. . . . Carl Robertson of Anaheim, and F. A. Showalter, of Las Vegas, Pico visitors. . . . Ray Suhr and Jack Gutshall discussing the record ban at lunch at the Rodger Young Restaurant. . . . Fred Gaunt, of General Music Company, making plans for his second week's vacation in 29 Palms.

R. W. Bell, of Automatic Enterprise, distributors of the Star Vender and Spin-It, in San Francisco to appoint a distributor in that area. . . . J. J. Warner & Sons back in production on voice recorders. . . . W. E.

Winter and J. P. Powell have organized the Automatic Equipment Maintenance and Sales Company. . . . Bill Aldridge, of Kwik Kafé of California, looking for a shipment of 15 coffee venders in a few days. . . . Jay Kurtz, of Kayem Products, and Aubrey Stemler, sales representative, in a huddle over the expansion of distribution of the Kayem line.

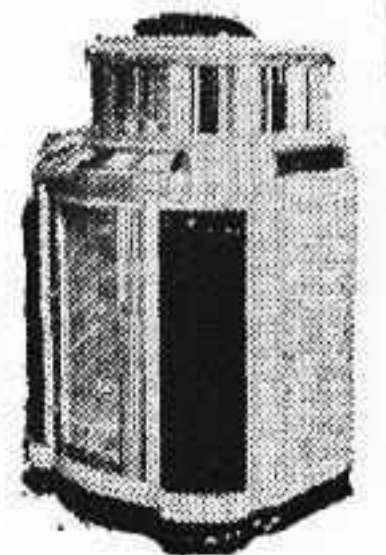
Al Silberman in Omaha and reporting that the Cash Trio, manufactured by Adams-Fairfax Corporation, making a record for itself. . . . Jack Greenfield, of Coast Enterprises, will soon have a Bert Mills coffee vendor on display. Greenfield is dicker for new and additional lines in the vending machine equipment field. . . . Bill Fyfe, of Shine Distributing Company, looking forward to receipt of a number of the Douglass Shoeshine machines. . . . General Music Company expecting to make an important announcement within the near future.

L. B. McCreary, of Solotone, back at his desk. E. F. Wilson soon returns from the East, where he went in the interest of the Solotone line. . . . Forrest Wilson, of Norsocamerica, distributor for Kunkel popcorn machines, mapping out plans for the distribution of these machines. . . . Bob Stark, of Ideal Weighing Machine Company, in San Diego on business. . . . Hal Sherry, of IBEW, Local 1052, returned from the AFL convention in San Francisco. . . . Jay Bullock moving to his new location at Berendo and Pico on the first.

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GOLD
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WINE

ADVANCE RECORD RELEASES

FOLK

(Continued from page 33)

- QUEEN OF THE RODEO.....Rex Allen and His Arizona Wranglers (I WENT).....Mercury 6061
- THAT OLD SWISS CHALET IN THE ROCKIES.....Smilin' Red Maxedon and His Radio Gang (Dottie Leader) (WHEN IT'S).....Arcadia AP-1948
- THAT'S WHAT I LIKE ABOUT THE WEST.....Foy Willing-The Riders of the Purple Sage (NEVER TRUST).....Majestic 6021
- THE CORSET SONG.....Arthur (Guitar Boogie) Smith's Kracker Jacks ('LASSES).....Super Disc 1029
- THE FATAL DERBY DAY.....Bradley Kincaid (HUMMING BIRD).....Majestic 6020
- THE LAST ROUND-UP.....Sons of the Pioneers (A HUNDRED).....Victor 20-2569
- THERE'LL BE SOME CHANGES MADE.....Ambrose Haley (Ozark Ramblers) (OLD TIMEY).....Mercury 6067
- THERE'S A NEW DAY TOMORROW.....Jack Gress-Benny Olsen's Rancho Serenaders (AGE IN).....Westernair 104
- THERE'S NO ONE HOME.....Jim Hand (Mountain Ramblers) (COLUMBUS STOCKADE).....Crown 156
- TRY FORGETTING.....Larry and Earl (PEG O').....MGM 10088
- WASTIN' MY TIME ON YOU.....Curley Kinsey (HAMBURGER GAL).....Mercury 6058
- WHEN IT'S NIGHT TIME IN NEVADA.....Smilin' Red Maxedon and His Radio Gang (Dottie Leader) (THAT OLD).....Arcadia AP-1948
- YOU KNOW, BABY.....Josh White (BON BON).....Apollo 170
- YOU'RE THE ANSWER TO MY PRAYER.....Dusty Taylor (RANGER BOOGIE).....Westernair 107

INTERNATIONAL

- CHICKEN POLKA.....Six Fat Dutchmen (VARMLAND NAT).....Victor 25-1096
- COCKLES AND MUSSELS.....Frank Saunders (MUSH MUSH).....Apollo 165
- DINNER AT THE WALDORF ALBUM.....Mischa Borr Waldorf-Astoria Ork.....Victor P-175
- Bandolan Arraboleru.....Victor 20-2187
- I Love Thee (Ich Liebe Dich).....Victor 20-2186
- Ma Curly-Headed Baby.....Victor 20-2187
- Mhuetto Balzon.....Victor 20-2188
- Muchachas Hermosas.....Victor 20-2185
- Tristesse.....Victor 20-2188
- Valse Etincelles (Electric Sparks).....Victor 20-2198
- When Day Is Done.....Victor 20-2185
- HATIKVA (Hebrew National Anthem).....Saul Meisel (ADAMA).....Victor 25-5080
- I THIA MI' I AMIRSOULA (My Aunt Amirsoula).....Sophia Zembo (M. Sougioul Ork) (MIA FORA).....Victor 26-8195
- ITALIA ALLEGRA ALBUM.....Don Arres (Willis Kelly Ork).....Crown 12
- In Cerea Di Te (Searching for You).....Crown CR-143
- La Danza.....Crown CR-142
- La Piccolina (The Ferry-Boat Serenade).....Crown CR-143
- Oh, Ma-Ma! (The Butcher Boy).....Crown CR-142
- Reginella Campagnola (The Woodpecker Song).....Crown CR-141
- Vieni Vieni.....Crown CR-141
- LA MARSEILLAISE.....Military Band (MARCHE LORRAINE).....Vox 16092
- LA RUE PIGALLE-EDITH PIAF SINGS ALBUM (3-10").....Edith Piaf.....Vox VSP-305
- De L'Autre Cote De La Rue.....Vox 16077
- Elle Frequentait La Rue Pigalle.....Vox 16075
- J'ai Danse Avec L'Amour.....Vox 16075
- L'Accordeoniste.....Vox 16077
- Le Pantou De La Legion.....Vox 16076
- Y A Pas D'Printemps.....Vox 16076
- MARCHE LORRAINE.....Military Band (LA MARSEILLAISE).....Vox 16092
- MIA FORA MONAHA ZOYME (Just Once).....Sophia Zembo (K. Gianmidi Ork) (I THIA).....Victor 26-8195
- MUSH MUSH.....Frank Saunders (COCKLES AND).....Apollo 165
- PADEREWSKI POLISH CHORAL SOCIETY ALBUM.....Paderewski Polish Choral Society-Dr. Wladyslaw Grigaitis, Dir. Columbia E-1
- Ach, Ubogle Zioble (Oh, You Poor Manger) (Tadeusz Szutka).....Columbia 18742-F
- Bog Sie Rodzi (Lord, the God, is Born).....Columbia 18743-F
- Dzisiaj W Betlejem (Today in Bethlehem).....Columbia 18743-F
- Gdy Sie Chrystus Rodzi (When Christ is Born).....Columbia 18741-F
- Lulaj-Ze (Lullaby, Little Jesus).....Columbia 18742-F
- Warod Noonej Ciszy (In the Silence of the Night) (Tadeusz Szutka).....Columbia 18741-F
- THE GREEN HAT WALTZ (Zielony Kapelusik).....Jasinski (The Aristocrats) (WHOSE GIRL).....Continental C-767
- VARMLAND NAT SCHOTTISCH.....Six Fat Dutchmen (CHICKEN POLKA).....Victor 25-1096
- WHOSE GIRL ARE YOU? (Czyja to Dziewczynna).....Jasinski (The Aristocrats) (THE GREEN).....Continental C-767
- YOU IN MY DREAMS.....Maurice Chevalier (Henri Rene Ork) (A BARCELONA).....Victor 25-0104
- ZEIDEM'S TANTZ (Grandfather's Dance).....Dave Tarras Ork (JOYCE'S TANTZ).....Standard F-8010

RELIGIOUS

- ABEN YAKIR LI.....Cantor Samuel Malavsky (Joseph Schreibman) (SHOMEA KOL).....Victor 38-1028
- BEYOND THE SUNSET.....Richard Maxwell (YOU DO).....True Tone 1021
- CAROLS FOR THE CHRISTMAS SEASON ALBUM.....The Carollers.....Victor P-186
- (1) Good King Wenceslag; (2) God Rest Ye, Merry Gentlemen; (3) Deck the Halls With Boughs of Holly.....Victor 20-1910
- (1) Hark! the Herald Angels Sing; (2) Silent Night; (3) Oh, Come, All Ye Faithful.....Victor 20-1911
- (1) Joy to the World; (2) While Shepherds Watched Their Flocks; (3) Christians Awake.....Victor 20-1911
- (1) Oh Holy Night; (2) As With Gladness Men of Old; (3) It Came Upon a Midnight Clear.....Victor 20-1909
- (1) Oh Little Town of Bethlehem; (2) Angels From the Realms of Glory; (3) O Tannenbaum.....Victor 20-1910
- (1) We Three Kings of Orient Are; (2) Away in a Manger; (3) The First Noel.....Victor 20-1909
- SHOMEA KOL BICHYOS.....Cantor Samuel Malavsky (Rose Gross) (ABEN YAKIR).....Victor 38-1023
- SONGS OF COMFORT ALBUM.....Richard Maxwell.....Tru Tone T-3
- Have Thine Own Way.....Tru Tone 1019
- I Love To Tell the Story.....Tru Tone 1018
- I'll Be Waiting.....Tru Tone 1020
- My Cathedral.....Tru Tone 1019
- My Creed.....Tru Tone 1018
- Nearer, My God, to Thee.....Tru Tone 1020
- WADE IN THE WATER.....The Singing Crusaders (LOW DOWN).....Super Disc 1040

- SISTER ERNESTINE WASHINGTON SINGS WITH THE BUNK JOHNSON JAZZ BAND ALBUM (2-10").....Sister Ernestine Washington-Bunk Johnson Jazz Band.....Disc 712
- Does Jesus Care?.....Disc 6038
- God's Amazing Grace.....Disc 6039
- The Lord Will Make a Way Somehow.....Disc 6038
- Where Could I Go But To the Lord.....Disc 6039
- YOU DO NOT WALK ALONE.....Richard Maxwell (BEYOND THE).....True Tone 1021

CLASSICAL & SEMI-CLASSICAL

- BEETHOVEN: QUARTET NO. 8, IN E MINOR, OP. 59 ALBUM (4-12").....The Paganini Quartet.....Victor M/DM-1152
- BEETHOVEN: QUARTET NO. 9, IN C, OP. 59 ALBUM (4-12").....The Paganini Quartet.....Victor M/DM-1153
- BEETHOVEN: QUARTET NO. 7, IN F, OP. 59 ALBUM (5-12").....The Paganini Quartet.....Victor M/DM-1151
- BERLIOZ: ROMEO AND JULIET-DRAMATIC SYMPHONY, OP. 17 ALBUM (3-12").....Arturo Toscanini-NBC Symphony Ork.....Victor M/DM-1160
- BRAMHS: FANTASIEN, OPUS 116 ALBUM (4-10").....Leonard Shure.....Vox 178
- BRAMHS: QUARTET NO. 3 IN D FLAT MAJOR, OPUS 67 ALBUM (4-12").....Guilet String Quartet.....Vox 208
- CARMEN: TOREADOR SONG.....Robert Merrill (Erich Leinsdorf, Dir.-RCA Victor Chorale-Robert Shaw, Dir.) (LA TRAVIATA).....Victor 11-9794
- DANCES ALBUM (4-10").....Bronislaw Gimpel.....Vox 616
- Dance Improvisations on a Hebrew Folk Tune (Achroai).....Vox 663
- Danse Russe (Stravinsky).....Vox 664
- Hebrew Dance, Part 1 (Achroai-Helfetz).....Vox 665
- Hebrew Dance, Part 2 (Achroai-Helfetz).....Vox 664
- Jota Navarra (Sarsate).....Vox 662
- Mazurka Dudziarz (Wienawski).....Vox 665
- Rumanian Folk Dances (Bartok) Part 1.....Vox 662
- Rumanian Folk Dances (Bartok) Part 2.....Vox 663
- DAS RHEINGOLD: ERDA'S WARN-ING.....Blanche Thebom (Frieder Weissmann, Dir.) (LA GIOCONDA).....Victor 11-8795
- DIE MEISTERSINGER: AM STILLEN HERD (By Silent Hearth).....Set Svanholm (Frieder Weissmann, Dir.) (DIE MEISTERSINGER).....Victor 11-9791
- DIE MEISTERSINGER: PRIZE SONG.....Set Svanholm (Frieder Weissmann, Dir.) (DIE MEISTERSINGER).....Victor 11-9791
- DON GIOVANNI: MADAMINA, IL CATALOGO.....Joel Berglund (Leo Bloch Ork).....Victor 10-1346
- DRIGO: VALSE BLUETTE.....Jascha Heifetz (Emanuel Bay) (GODOWSKY: ALT).....Victor 10-1345
- FRENCH OPERA ARIAS ALBUM (3-10").....Giuseppe Lugo.....Vox 178
- Faust: Cavatine, Parts 1 and 2.....Vox 16080
- Faust: Salut! O Mon Dernier Matin!.....Vox 16078
- Lakme: Fantaisie Aux Divins Mensonges.....Vox 16078
- Pearl Fishers: De Mon Amie, Fleur Endormie.....Vox 16079
- Werther: Lorsque L'Enfant Revient D'un Voyage.....Vox 16079
- GODOWSKY: ALT WIEN.....Jascha Heifetz (Emanuel Bay) (DRIGO: VALSE).....Victor 10-1345
- HAYDN: SYMPHONY NO. 94, IN G ("SURPRISE") ALBUM (3-12").....Boston Symphony Ork-Serge Koussevitzky, Dir. Victor M/DM-1155
- I PAGLIACCI: PROLOGUE.....Leonard Warren (Frieder Weissmann, Dir.) (LA GIOCONDA).....Victor 11-9790
- LA FAVORITA: O MIO FERNANDO.....Nan Merriman (Frieder Weissmann, Dir.).....Victor 11-9793
- LA GIOCONDA: BARCAROLA.....Leonard Warren (RCA Victor Chorale and Ork, Robert Shaw, Dir.-Frieder Weissmann, Dir.) (I PAGLIACCI).....Victor 11-9790
- LA GIOCONDA: ROMANZA.....Blanche Thebom (Frieder Weissmann, Dir.) (DAS RHEINGOLD).....Victor 11-9795
- LA TRAVIATA: DI PROVENZA IL MAR.....Robert Merrill (Jean Paul Morel, Dir.-RCA Victor Ork) (CARMEN: TOREADOR).....Victor 11-9794
- LISZT: HUNGARIAN RHAPSODIES, NOS. 5, 6, 11, 15 ALBUM (4-10").....Shura Cherkassy.....Vox 175
- MANON LESCAUT: IN QUELLE TRINE MORBIDE.....Dorothy Kirsten (Jean Paul Morel, Dir.) (THAIS: TE).....Victor 11-9792
- MOZART OPERATIC ARIAS ALBUM (2-12").....Eleanor Steber-RCA Victor Ork-Jean Paul Morel, Dir. Victor M/DM-1157
- OPERATIC DUETS ALBUM (2-12").....Jan Peerce-Leonard Warren-RCA Victor Ork-Jean Paul Morel, Dir.-Erich Leinsdorf, Dir. Victor M/DM-1156
- ORCHESTRAL COMPOSITIONS BY ALAN HOVHANESS ALBUM (3-12").....Maro Ajemian-Anahid Ajemian-Philip Kaplan.....Disc 376
- Lousadzak (The Coming of Light).....Disc 4061
- Lousadzak (The Coming of Light).....Disc 4062
- Lousadzak (The Coming of Light).....Disc 4063
- Tzakerk (Evening Song).....Disc 4061
- Tzakerk (Evening Song).....Disc 4062
- RAVEL: PIANO MUSIC ALBUM (2-12").....Gaby Casadesua.....Vox 610
- Jeux D'Eau.....Vox 660
- Le Tombeau De Couperin.....Vox 661
- Oiseaux Tristes.....Vox 661
- Pavane Pour Une Infante Defunte.....Vox 660
- TCHAIKOVSKY: CONCERTO FOR PIANO AND ORCHESTRA ALBUM (4-12").....Artur Schnabel-Minneapolis Symphony Ork-Dimitri Mitropoulos, Dir. Victor M/DM-1159
- THAIS: TE SOUVIENT-IL DU ULMINEAUX VOYAGE.....Dorothy Kirsten-Robert Merrill (Jean Paul Morel, Dir.) (MANNON LESCAUT).....Victor 11-9792
- VIOLIN ENCORES ALBUM (8-10").....Jascha Heifetz (Emanuel Bay).....Victor M-1158

HOT JAZZ

- BELL BOY BOOGIE.....Todd Rhodes Ork (FLYING DISC).....Vitamoustic 1001
- BLUE SENSATION.....Todd Rhodes Ork (DANCE OF).....Vitamoustic 1002
- BOP BOP SIZZLE.....Louie Saunders (Todd Rhodes Ork) (OH-BABY).....Vitamoustic 1003
- DANCE OF THE REDSKINS.....Todd Rhodes Ork (BLUE SENSATION).....Vitamoustic 1002
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- NEW ORLEANS RHYTHM KINGS CLASSICS ALBUM (3-10").....Doc Evans Dixieland Five.....Disc 715
- Eugle Call Rag.....Disc 6073
- Parwell Blues.....Disc 6075
- Panama Rag.....Disc 6075
- That Dada Strain.....Disc 6074
- That's a Plenty.....Disc 6074
- Tin Roof Blues.....Disc 6073
- OH, BABY.....Louie Saunders (Todd Rhodes Ork) (BOP BOP).....Vitamoustic 1003
- ORIGINAL DIXIELAND JAZZ BAND CLASSICS ALBUM (3-10").....Doc Evans Dixieland Five.....Disc 714
- At the Jazz Band Ball.....Disc 6072
- Barnyard Blues.....Disc 6070
- Claret Marmalade.....Disc 6071
- Fidgety Feet.....Disc 6071
- Original Dixieland Onestep.....Disc 6070
- Sensation Rag.....Disc 6072
- SWOON BOULEVARD.....Todd Rhodes Ork (TODDLIN' BOOGIE).....Vitamoustic 1004
- TODDLIN' BOOGIE.....Todd Rhodes Ork (SWOON BOULEVARD).....Vitamoustic 1004

Donations at Halfway Mark In \$250,000 CMI Drive

(Continued from page 88)

week. On October 27 we had passed the halfway mark, we're over the hump, and now we're sprinting for goal.

Public Relations Paying

The cancer fund drive is a public relations project of our industry. It is bringing in grand dividends for every person in the industry who has contributed to the fund, who has worked to get contributions and who has carried thru with proper publicity in his own territory. Day after day we receive letters and phone calls from distributors and operators all over the U. S. who have gone all out for the fund, telling of how their activity has improved business. Every individual makes his standing better in his own territory. Handicaps to operating have been reduced. Critics and opposition forces have been won over as friends. Due to the vigorous and unrelenting drive of the coin machine industry, the subject of cancer is getting to be the most important subject in nearly every city in the country.

They had plenty of cancer campaigns before we got into it. But the coin machine people have showed everyone how to carry the campaign to the people, how to get into the consciousness of the hoi polloi. Consequently newspapers everywhere are full of cancer publicity.

The Individual—You!

Are you in this public relations project? Are you reducing opposition to your business in your own territory? Are you increasing your territory and enlarging on your money-making opportunities by engaging in this great campaign?

If not, at least not yet, here's how:

Make a donation today. Send your check to Coin Machine Industries, Inc., 134 North LaSalle Street. The contribution is deductible for income tax purposes. Base the amount of your check on a percentage of one week's earnings. Be a sport! Send the check! Follow the other good sports—come in with the best people! We won't stop till we get your support, so give it wholeheartedly today. Put up the signs and stickers, saying, "Coin Machines Are Working for Damon Runyon Cancer Fund." Be proud to help humanity and help yourself at the same time. Give your local newspaper and radio station an account of how you are participating. Let the world know your coin machines are working in a great cause to benefit mankind!

Name on Honor Roll

At show time in January we are going to publish a Damon Runyon Cancer Fund memorial book. This book will be distributed to 10,000 people who attend the Coin Machine Show. This book will contain the name of every donor to the fund and show the amount donated. It will be scanned carefully by everyone in the business. Your name must positively appear in this book so that the world can know you have done your share in the fight against cancer. Send in your contribution at once. Give us time to get everything in order. Make your gift as large as possible so that the whole fraternity can permanently know you as a man who supports humanity, his own industry and does it on a fine scale. This memorial book will last forever as a testimonial of how great a contribution coin machines have made in this crusade against man's deadly foe. Don't fail to have your name and contribution show in this book!

Plan November Dinners

All the big cities are holding tremendous Damon Runyon events. These events are completely man-

aged by coin machine distributors and operators. New York's great jamboree at which it is predicted 10,000 coin machine people and members of their families will attend comes off this week. New York's contribution will be immense.

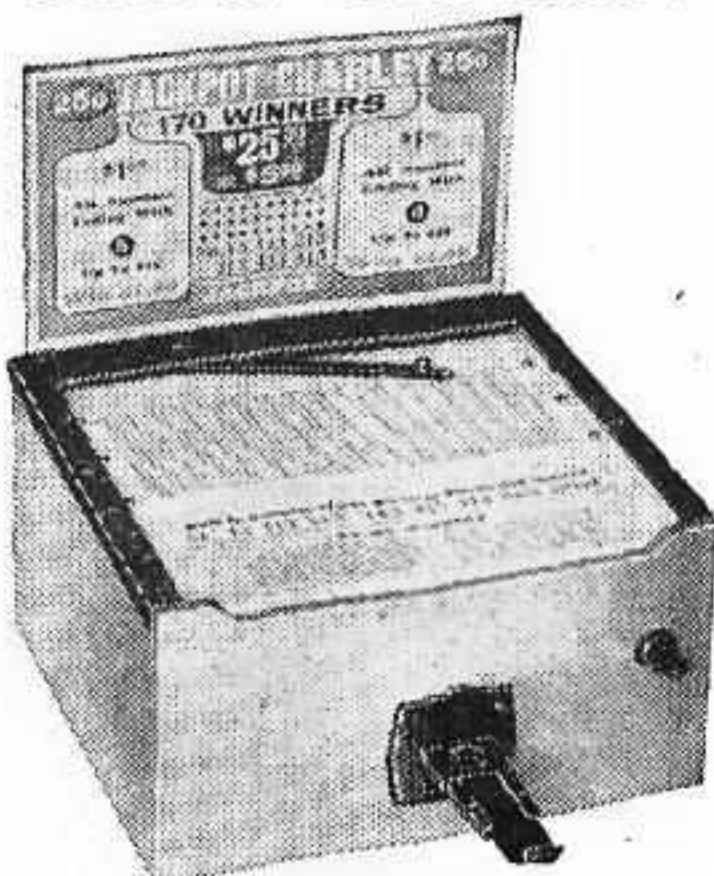
Already more than a dozen other cities have definitely decided to hold big dinners Sunday, November 23. Walter Winchell is calling this Coin Machine Industry Damon Runyon Night, and in a national broadcast will give 25,000,000 Americans new insight into the work of the industry in raising funds for the cancer fight. We are right now building a moving picture, with Walter Winchell as the central character. This movie will be available for showing at all the big city dinners. Many cities are planning to hold special showings of the latest coin machines on the day of the dinner in the very same hotel in which the dinner is held. By no means miss coming to the dinner in your territory. Put on your special drive for funds in the week or two preceding the dinner and bring the proceeds to the event. Don't fail to have your body there and your name there!

In the Stretch

We're in the stretch! The real drive starts now! Not a single member of the industry can fail us, because we are out for 100 per cent participation. We want you to get a donation from every one of your employees, from anybody who sells you anything, from locations, from friends, from strangers. Anyone who makes a dollar out of coin machines should show his gratitude by giving part of it to the cancer fight.

So decide this second to get your name in the permanent record as a liberal and sincere coin machine man. Send your contribution to Coin Machine Industries, Inc., 134 North LaSalle Street, Chicago. Thanks!

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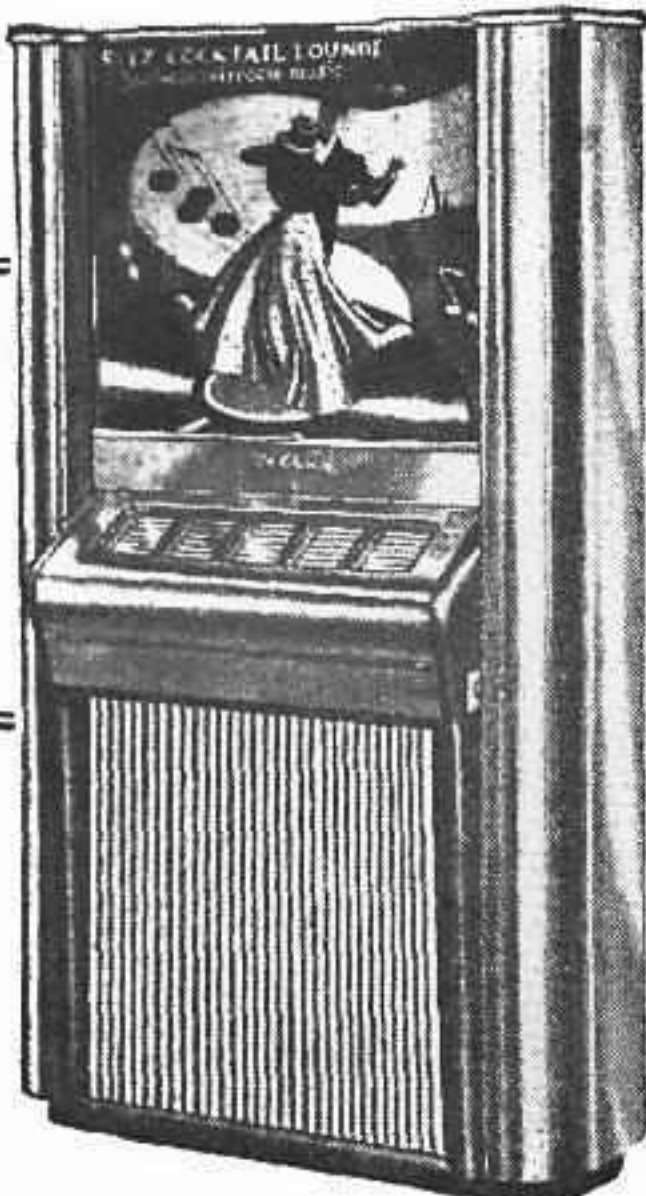
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SPECIALS FOR THE WEEK

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SPORTSMAN ROLL	225.00
TOTAL ROLL	165.00

PIN GAMES

Anabel	\$ 19.50
Argentina	39.50
Attention	19.50
School Days	19.50
Silver Spray	19.50
Broadcast	19.50
Target Skill	19.50
Horseshoe	24.50
Spot Pool	24.50
Bumper (Owl)	39.50
Sea Breeze	99.50
Midget Racer	100.00
Carousel	150.00
Havana	159.50
Hep Cats (Conversion)	79.50
Big Hit	49.50
Mexico	195.00

PHONOGRAPHS

Rock-Ola Imperial (Illuminated)	\$ 94.50
Rock-Ola Standard	129.50
Rock-Ola Master	159.50
Seeburg Regal	129.50
Seeburg 8800	195.00
Seeburg 8800, R.C.	225.00
Seeburg 9800, R.C.	225.00
AMI 40-Sel. Highboy	199.50
Rock-Ola DeLuxe	139.50
Baromatics, Refinished	49.50

ARCADE MACHINES

Champion Hockey	\$ 25.00
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Seeburg Gem	99.50	Rock-Ola Commando	200.00
Mills Throne	189.50	Rock-Ola Standards	150.00
Mills Empress	179.50	Rock-Ola Masters	175.00
Wurl. 616 Vict.	145.00	Rock-Ola Supers	175.00
Wurl. 500K Vict.	185.00	Rock-Ola Amb. 18	75.00
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Wurlitzer 71 Counter	135.00	New Rock-Olas...WRITE AMI, Model A, Like New...WRITE	
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AFM Record Ban Top Topic of MGA

(Continued from page 98)

years. During that time the stockpile of master pressings now being accumulated by record manufacturers could be released piecemeal.

Resentment over the unfavorable characterization of people engaged in the juke box business in an unsigned article, *Who Gets Your Juke Box Nickel?*, appearing in the nationally distributed *American Weekly* of October 19, 1947, took the form of protest letters which MGA members announced they would send the publisher.

Protective Org Proposed

In an effort to keep future public descriptions of the industry on a responsible level, preliminary plans were made to authorize Sol Kesselman, MGA attorney, to go to Chicago to help create a national legal protective organization for the music machine industry. After a statement by Leroy Stein on the importance of good public relations in presenting the true facts of the music industry, Stein was similarly authorized to travel to Chicago to urge the establishment of an industry-wide public relations council. The proposed organizations would supplement the activities of Coin Machine Industries, Inc. (CMI), but would have the music part of the coin machine industry as its prime interest.

Tele Picture

Combination television-juke box machines might meet opposition on the part of location owners, many of the MGA members felt, because of free television entertainment in competing locations. Stein pointed out that an alternative to specially designed combination sets might be achieved by adding a coin chute and timer, similar to those used on washing machines, to standard television sets.

An appeal for support of the Damon Runyon Memorial Cancer Fund drive, delivered by Jack Mitnick, Runyon Sales, chairman of the local coin machine committee supporting the drive, and Joseph Fishman, Atlantic & Seaboard Corporation of New Jersey, met enthusiastic response. Many operators at the meeting pledged large contributions for the drive which will be highlighted by the November 3 affair at Manhattan Center.

Because of the Petrillo ban, as well as the holiday rush beginning early in December, Stein announced that the hit-tune parties previously announced (*The Billboard*, October 25) would be temporarily canceled.

Machine Exports Hold Steady Pace

(Continued from page 89)

and the eighth largest buyer. This should be a good indication of future steady business, since exporters are scattering their markets to exploit as many purchase areas as possible.

When coin machine exports were resumed following the war, Canada concentrated the major share of its purchases on music machines. In August, however, the combined dollar volume of vending machines and amusement games totaled to more than the dollar volume of phonographs.

Manufacturers, distributors and jobbers in this country have been slow to develop Canada as a market for vending equipment. Altho the market there is much more limited than it is in the States, it should have concentrated attention for the next five years. Exports of games have always accounted for a large portion of Canada's coin machine purchases, but even this field should come in for some intensive development.

Vending machine manufacturers may find it profitable, once materials permit, to follow the automatic phonograph makers' practice and set up assembly factories in Canada. One firm, Milk-o-Mat, of New York, has already announced plans for producing a milk vending machine in Canada, and other manufacturers may be expected to follow suit.

In August, the average price of juke boxes, which had been on the increase, dropped severely. In July, for example, the average price paid for automatic phonographs on the foreign market was \$367; in August, the average price for juke boxes exported dropped to \$136.

Highest prices were paid by Costa Rica (\$976) and Honduras (\$772). Canadian price paid for what the commerce classifies as "automatic phonographs" amounted to a mere \$39 average. It should be kept in mind, however, that the Canadian figure is never a true barometer of music machine exports to that country, because many companies ship parts of machines up to Canada for assembly, and the \$39 figure includes not only finished phonographs but mechanisms and parts for assembly.

Cuban Purchases

Of all the smaller countries, Cuba made the best-rounded purchases, taking a total of 191 machines, valued at \$54,396. Of these, 133 were phonographs, valued at \$46,691; six were venders valued at \$2,255, and 60 were games with a total value of \$5,450.

The average price paid for venders on the export market continued its rise during August, indicating that buyers are taking more major equipment and more new machines than they did formerly. In July, the average exported vender brought in \$106, while August's vender average per machine was \$123.

Amusement games' average price nearly doubled during August as compared with the previous month. The games' average jumped from \$56 in July to \$105 in August.



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WURLITZER 780, Colonial.....	275	SEEBURG REGAL	125
WURLITZER 616	85	ROCK-OLA 20	125
WURLITZER 600.....	175	ROCK-OLA 1946	395

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Kilroy	110.00
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1 Pimlico (1 Ball)	50.00
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Atomic Bomber (Floor Sample) Write
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Undersea Raider 119.50
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Microscope Voice-o-Graph, '46, 35¢ Slot (Used 3 Mo.) 950.00
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Wurlitzer 24 (Floor Model) 89.50
Wurlitzer 950 279.50
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Rock-Ola Commando, Very Clean 179.50
Rock-Ola Commando Hideaway, No Amp. 89.50
Rock-Ola '47 Model 1428 Write
Aireon '48 Super DeLuxe 399.50
Packard Twin Hideaway Cabinet (Steel) 29.50
Packard Pla-Mor Speaker, Model 900, Illuminated 39.75
Packard Pla-Mor Speaker, Model 800, Illuminated 29.95
Klee-Tone Speaker, Illuminated (New) 24.50
Budd Speaker Cabinets, New, All Sizes, 5" to 12" \$2.45 to 4.75
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30 Wire Coded Cable, 1000' Rolls, Per Ft. 19 1/2¢
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Only the patented Chicago "Ace" Lock gives you the protection its PATENTED construction affords. Investigate. Ask your wholesaler Today—about CHICAGO Locks. Phone him NOW!

CHICAGO LOCK CO.
2024 N. Racine Ave., Dept. B, CHICAGO

ROUTE FOR SALE

Late model Pins, Music Machines, Amusements, new Truck Equipment, good will; clears \$250.00 week. Health forces quick sale. Camden, N. J., vicinity. \$12,500 full price. Box D-152, care The Billboard, Cincinnati 22, Ohio.

DUE TO ERROR IN COPY PRICE OF SHOOTING STARS

as advertised in the Nov. 1st issue should have been \$94.50 Instead of \$124.50

MONARCH COIN MACHINE CO.
1545 N. Fairfield Chicago 22, Ill.

List Donors of 155 Coin Mchs. to Training Center

ATLANTIC CITY, Nov. 1.—A complete list of those who donated 155 coin machines already received by the Manhattan Trades Center, New York City, for the use of the veterans attending the coin machine mechanics training school conducted there by the New York City Board of Education, the Veterans' Administration and the National Association of Amusement Machine Owners (NAAMO), was announced this week by F. McKim Smith, NAAMO president.

Stephan Maroney, Washington, donated the largest number of machines, 34, closely followed by Dave Simon, New York City, who gave 30

assorted machines in the official list just released. Meyer Wolf, Atlantic City, was third with 22 machines donated, closely followed by Smith, himself, with 21 machines donated.

Other Contributors

Others who sent machines were Ben Rodins, Washington, 10 machines; Stanley Baker, Atlantic City, 8; Carl Trippe, St. Louis, 6; Al Rodstein, Philadelphia, 5; Joe Ash, Philadelphia, 4; Herb Weaver, Forest Hills, N. Y., 3; Al Goodman, Atlantic City, 2; Ted Kruse, Chicago, 2; George Littot, Atlantic City, 2; F. D. Munson, Indianapolis, 2; John Singer, Atlantic City, 2; Alfred Bergman, Buffalo, 1, and Sam Pinkowitz, Philadelphia, 1.

Treasury Calls For Uniformity In Tax Program

CHICAGO, Nov. 1.—There are inherent dangers in any departure from the principle of uniform taxation, the Treasury Department reported this week after exhaustive tax studies.

The federal department presented several arguments aimed at opposition to any measure which would give new or small businesses tax preferences. They were presented in the form of a report of a treasury study and entitled "Taxation of Small Business."

Report discusses proposals to help small business from two basic viewpoints: (1) That the tax system should be deliberately biased in favor of small business, or (2) that special measures are required to assure small business equal tax treatment with larger business.

"Only a convincing demonstration of the social and economic desirability of an exemption would justify any departure from uniform taxation," the report stated.

The report pointed out the huge administrative task involved if exemptions were granted. It also discounted any desirability of any tax exemptions for small firms for a limited period during their formative years, saying that such "would have little stimulating effect" and charged that it would discriminate against established businesses.

Difficulty of defining small business for purposes of special tax benefits was also brought out in the report. It concluded that "improvement of present provisions for loss offsets would be a highly desirable kind of tax relief for small business."

Conn. Legislature Called For Special 1948 Session

BRIDGEPORT, Conn., Nov. 1.—Gov. James L. MacConaughty stated this week that he will call the General Assembly into session early in February to amend the sales and use tax by broadening the exemptions and reducing the rate.

The governor's decision to call the legislators came in the midst of campaign denunciations of the tax legislation, which is now piling up a surplus of funds in the State treasury of \$6,000,000 more than the \$32,000,000 its schedules were supposed to raise.

State Tax Commissioner Walter Walsh has given the governor an estimate of the receipts for the first quarter, which indicate that \$8,000,000 has been collected.

Legislature estimated that \$26,000,000 would be raised for payment of soldiers' bonuses, housing and needed additions to plant and equipment of State hospitals and institutions.

Question Authority Of Peace Officer To Confiscate Pinballs

SALEM, Ore., Nov. 1.—Marion County (Salem) District Attorney Miller Hayden has refused to recognize the authority of peace officers to confiscate pinball machines. Instead he will refer the issue to the local grand jury when it convenes later this month.

In his stand Hayden referred to a decision of Justice Hall Lusk, of the Oregon State Supreme Court, in a case brought by a pinball operator against the sheriff of Umatilla County. Lusk held that hearings must be granted to owners or operators of devices that might be construed as gambling devices. The State's attorney general, on the other hand, has ordered local authority to move against bells, pinballs and salesboards.

Hayden explained that he felt he could not successfully defend any public officer if such an officer were sued for confiscating and destroying any alleged gambling apparatus.

"Because of this, I have refrained from instructing the Marion County sheriff and other peace officers to move in on these devices," he said.

Salem, being the State capital, is headquarters for the attorney general as well as seat of the county in which Hayden refuses to act. Hayden said that in event of voluntary witnesses failing to appear before the grand jury he would issue subpoenas.

Alan Clark Surveys Foreign Gum Market

NEW YORK, Nov. 1.—Alan F. Clark, president of Clark Bros. Chewing Gum Company, sailed aboard the Queen Mary last week for a brief trip thruout Europe to survey the market for American chewing gum first hand.

Clark pointed out that while his firm can presently allocate only 10 per cent of its entire output for international sales, the increasing demand for American gum abroad makes it worth while to examine the situation first hand.

European importers are presently offering premium prices for American chewing gum, Clark said. "Obviously it's the old story of the demand being greater than the supply," he added.

Coke Plugs Vender Spots in Campaign For On-Spot Sales

NEW YORK, Nov. 1.—"New Coin Coolers for Coca-Cola make profits, for you automatically" is the theme of a series of page advertisements that the Coca-Cola Company is inserting in various grocery trade papers. Idea is to have grocery stores install venders, thru bottlers, "for on-premise consumption."

Copy for the advertisements points out that all soft drinks sold for on-premise consumption will be an added source of earnings in addition to the regular take-home soft drink beverage sales. Another theme put forward in the advertisements is that new patrons will be attracted to the stores if cold Coke can be purchased thru coin-operated beverage venders in the establishments.

Pictured in the first of the series are two women buying Coke thru a coin vender in a grocery store with one, holding a shopping bag, stating, "I like to shop where I can get cold Coke." A Vendo Model V-83 and a Jacobs Model 143 coin cooler are featured in the ads.

All ads conclude with the statement, "ask your Coca-Cola route salesman about the new coin coolers for Coca-Cola and the profits they can make for you."

In New York City and near-by New Jersey towns there are already Coca-Cola soft drink cup and bottle venders on location in some of the independent grocery stores and a few of the smaller chains. A few coin venders for some of the other cola sirup manufacturers are also on location in the area.

New Type Plug Locks Into Electric Outlet

LOS ANGELES, Nov. 1.—Neoline, Inc., here has introduced a new type of locking plug that will fit any standard electric outlet, Ira R. Seltzer, president, announced this week.

Called the Neolock 105 locking plug, it is a patented device that prevents accidental plug removal from the outlet. Altho stressed by the company as a boon to electrical appliances, radios, etc., in the home, office and factory, coinmen should find the plug of real value in keeping electrical vending equipment and amusement machines from becoming inoperative due to accidental removal of the standard-type plug from the wall receptacle.

Seltzer, who also heads Henger Seltzer Company, West Coast distributor of electrical and metal products, states the plug has been approved by Underwriters' Laboratories, has no exposed metal parts, and that strain relief has been incorporated into the attachment. Made of neoprene, it is available in two, three and four conductors and from 10 to 60 amperes.

According to Seltzer, slight fingertip pressure on the plunger attached to the back of the plug operates a sliding wedge that forces the prongs tightly against the contacts of the outlet, locking the plug "in a vise-like grip and forming a positive contact even in a badly worn receptacle." It is unlocked by pulling out the plunger.

Open Biltmore Coin Laundry

BILTMORE, N. C., Nov. 1.—New Laundry all automatic laundry opening here last week drew attention in Asheville newspapers, explaining in detail advantages and methods of operating automatic washers.

Laundry is the first such establishment to open here.

Conn. Official Asks Ruling on Cough Drop Sale

HARTFORD, Conn., Nov. 1.—Vending machine operators in Connecticut who use cough drops in candy venders are awaiting the decision of State Attorney General William L. Hadden as to whether cough drops are to be considered candy or patent medicine.

Question as to cough drops' status was raised by State Food and Drugs Commissioner Frederick H. Holbrook, who requested an official opinion on the matter to determine if cough drop wholesalers should be charged the \$50 license fee required from handling of all patent medicines under a new law.

Vending machine operators would also be affected since a license is required for all retailers of patent medicines or drugs by the State Pharmacy Commission. Until now, the commission has not required retailers who handle no medicines or drugs except cough drops to obtain licenses.

Retail license fee is \$3 a year in towns of less than 5,000 population and \$10 a year in towns that are larger.

Attorney General Hadden said that he will study the question and added that he believes cough drops would have to be called patent medicines.

Cough drops came into use in vending machines mainly as a war-time substitute for candy. In some areas they proved popular and have been retained even tho candy bars are available in sufficient quantity.

Some operators have furnished cough drops in vending machines at the specific request of industrial locations as a service to employees. In several cases such use has not proven as profitable as would have been the case if the cough drop column had contained an additional candy selection, but its service value has been important, operators point out.

The license fee requirement would undoubtedly put the cost of cough drop vender sales out of reach of vending machine operators.

New Magnetized Recording Tape In Experiments

ST. PAUL, Nov. 1.—Facilities for mass production of magnetized tape recordings are being developed here by the Minnesota Mining & Manufacturing Company, firm officials report.

Experiments with making master records on tape and then making multiple tape records from them have been completed by the firm.

Lanny Ross, radio-screen star, and a 15-piece band recently made a master record at WMIN, independent Twin Cities radio station, and the program was recorded on 10 tapes at once.

Sound tape is now being used by radio stations for interviews, street broadcasts and regular programs, officials of the St. Paul firm said.

Cig Firm Lists Earnings

NEW YORK, Nov. 1.—Net income of \$2,593,598, equivalent to \$1.08 a share of common stock, was announced this week by Philip Morris & Company, Ltd., Inc., for the six-month period ended September 30. This compares with the net income of \$2,200,929, or 88 cents a common share, for the same period in 1946. Reported sales this year totaled \$83,165,261 in the domestic market, while export sales accounted for \$3,373,284.

Report Shows U. S. Stores Developing Schedule Changes

CHICAGO, Nov. 1.—Results of a survey by the University of Illinois show that the nation's department stores, of growing importance as locations for vending machines, are paying increased attention to the problem of efficient store hours.

David J. Luck, the survey's director, stated that a majority of the stores that adopted evening openings and morning closings as a war measure are still using the practice. He further pointed out that the five-day week for year-round operation, innovated in Hartford, Conn., February, 1946, has had increased acceptance thru New England cities and has been adopted in Fort Wayne and Indianapolis.

Principal reason for the new store hour program, according to Luck, is the growing need for retail stores to compete with other types of business on an equal basis. The relatively common to retail stores in large communities, this need becomes part of a major problem in all communities due to differences in customer preferences.

Survey disclosed that various solutions are being tried out depending on the community. There are a six-day week in which a store remains open for 7½ hours, and a 5½-day week as used in Minneapolis and St. Louis. Overhead costs, Luck revealed, of the five-day week is reported to be less than that of the alternate six-day week, but the differences are small.

Department stores in order to better the lot of their workers have been improving employees' lounges to a significant degree since the end of the war. Many of these improvements have been in the way of conveniences such as vending machines offer. Some of the giants of the industry, like Macy's in New York, Mandel Brothers and Sears in Chicago, the May Company, Los Angeles, have gum, candy, hot sandwich venders and related food venders on location in employee rooms for store personnel use exclusively. Principal types of coin-operated machines on location for customer use have been coin changers, usually located near phone booths, and postage stamp venders.

NCA Balanced Sales Program at New High

CHICAGO, Nov. 1.—Balanced selling program conducted by National Confectioners' Association (NCA) reached a new high in development in the Eastern Seaboard sales territory serviced by the Tidewater Wholesale Confectioners' Association (TWCA) in Virginia, NCA announced here.

Following an address by James F. Mulcahy, NCA merchandising director, who appeared as guest speaker at TWCA's monthly meeting October 23, five separate balanced selling classes were pledged.

Membership of the first class will be composed of 18 owners and principals of wholesaler firms operating in Newport, Norfolk, Portsmouth and Hampton Roads, Va., representing 16 of the 22 jobber firms thruout that area. Endorsement by the firm heads indicated the interest of Tidewater distributors in modern merchandising-selling techniques designed to enhance the area's candy business. Upon completion of the first course, classes will be held in the above named cities.

Full support of the NCA program was pledged by R. P. Draine, supervising co-ordinator of distributive education for the Virginia area, and Mrs. Kathryn Rideour, Norfolk supervisor of distributive education.

Vet Mechanic School Term Ends Nov. 13

Gets Trade Name Speakers

ATLANTIC CITY, Nov. 1.—Harold Dean, chairman of the special committee in charge of vocational schools in New York, and Col. John J. Bennett, deputy mayor of New York City, will be among the speakers at the veterans' school graduation dinner sponsored by the National Association of Amusement Machine Owners (NAAMO), Thursday (13) at the downtown Athletic Club in New York.

George F. Pickett, associate superintendent of schools of the City of New York; Joseph V. Kelly, chief of education and training sections of the Veterans' Administration; A. C. Bigelow, chief of vocational rehabilitation and education of the Veterans' Administration; F. McKim Smith, president of NAAMO, and A. P. Henry, senior instructor at Manhattan Trades Center, will also speak.

William D. Littleford, publisher of *The Billboard*, will address the affair as the representative of the coin machine industry, Smith states.

Bennett is appearing as representative of Mayor William O'Dwyer, who had accepted the association's offer to be a guest speaker last week but due to ill health has been ordered by his doctor to cancel all speaking engagements for the next three months.

Awards of merit, totaling \$500, will be presented to students at the dinner with their graduation certificates, Smith states. Awards will be given to two students for "excellence" in the machine shop, two for record changer repair, two for circuit analysis, three for notebook work, one for outside activity, three for attendance records, one for the most rapid progress, one for neatness and personality and one for ability to take orders.

With over 350 coinmen and friends of the industry expected to attend the function at \$10 a plate, Smith and the NAAMO executive board has arranged for a group of coin machines to be placed at one corner of the banquet hall to allow those not too familiar with the industry to get their bearings.

Among the coin machines displayed at the dinner will be a Goalee, Photomatic, Voice-o-Graph, Atomic Bomber, soft drink cup vender, Champ Basketball, grip machine and a coin-operated washing machine.

Coinmen from Chicago, St. Louis, Los Angeles, Indianapolis, Philadelphia, Washington, New York and many other cities will be among those present at the affair. Second class of the coin machine mechanic training school will begin Monday (3) in the Manhattan Trades Center, New York, jointly sponsored by NAAMO, the Veterans' Administration and the New York City Board of Education.

Those wishing tickets can obtain them by writing the national headquarters of NAAMO at 1400 Boardwalk, Smith adds.

Name Schneider to Seaboard NY Post

NEW YORK, Nov. 1.—Harry P. Schneider was named today as manager of the new Seaboard New York Corporation's direct sales division, which will open Monday (3) featuring a complete line of new and used amusement games and phonographs, by Bert Lane, Harry Rosen, and Meyer Parkoff, firm executives.

Division, to be located at 583 Tenth Avenue, will be in addition to the firm's main offices.

We are now delivering

Williams Ginger
Bally Nudgy
Bally Silver Streak
Bally Jockey Club
Gottlieb Trapeze
Chi Coin Baseball
Chi Coin Gold Ball
Genco Broncho
United Nevada

Terms: 1/3 Certified
Deposit, Bal. C.O.D.

Sterling
NOVELTY CO.

669-671 S. Broadway
LEXINGTON 20, KY.

EMPIRE STATES
Bargains!

★
NEW 5-BALL GAMES!

Bally Silver Streak
Genco Broncho
Keeney Click
Chicago Coin Baseball
Exhibit's Tally-Ho

Write for Prices!

SLOTS!

50¢ Mills Brown Front \$195.00

ONE BALLS!

Big Parlay \$275.00
Special Entry 500.00

CONSOLES!

5¢ Keeney Super Bell \$ 75.00
5¢-25¢ Keeney Super Bell 100.00
5¢ Jumbo Parade, FP 35.00

PHONOGRAPHS!

WURLITZER

750-E \$375.00
850 375.00
950 300.00
1015 Write

SEEBURG

8200 RC, Low Boy \$250.00

ROCK-OLA

Premier \$150.00
Commando 150.00

WURLITZER WALL BOXES

120's \$ 7.50
125's 7.50

PHONETTE

New Boxes \$ 7.50

SEEBURG

Selectomatics \$ 2.50
5¢ Wireless Wallomatic (46) .. 38.50
1 Phonette Studio Amplifier ... 250.00
1 Solotone Studio Amplifier ... 150.00
2 Phonette Location Amplifiers.
Each 50.00

1/3 DEPOSIT — BALANCE C. O. D.

★
EMPIRE STATES
DISTRIBUTORS, INC.

220 South Union
Pueblo, Colorado

WRITE . . . WIRE . . . PHONE 8152

Materiale proietto da copyright

Va. Tax Revenue Up In New Fiscal Year

RICHMOND, Va., Nov. 1.—Trends in State revenue were indicated by the comptroller office's completed tabulations of revenue for the three months ended September 30. Collections from all sources for the first quarter of this fiscal year were \$6,013,383 above those of comparable months in 1946, but general fund collections by the same comparisons, dropped \$2,101,849.

Total revenues for the quarter were \$58,945,867, compared to \$52,932,484

a year ago. Collections of general funds dropped from \$10,795,600 to \$8,693,216. During the month of September, total revenues were \$22,259,694, almost \$20,000 below the 1946 September figure. General fund's September collections declined from \$7,851,910 in 1946 to \$5,780,819 in 1947.

Among increases figured in the over-all total, but not in the general fund items, gasoline tax jumped \$1,940,272, reached \$8,816,139. Decreases appeared in corporation income and beer excise taxes. Estate tax yields were upped by \$59,418 and the beverage excise tax returns gained \$40,767.

Benson Named Tuthill V.P.

CHICAGO, Nov. 1.—Tuthill Pump Company here, one of the nation's leading producers of pumps for beverage vending machines, has appointed Lee H. Benson as vice-president in charge of manufacturing, G. B. Tuthill, firm president, announced.

Benson joins the pump making concern with a background of mass production experience over the past 40 years with such organizations as General Motors, Westinghouse and Willys-Overland. During World War I, he became prominent in the industrial world by pioneering the use of the broach in arms manufacture, a development that led to quantity production of guns.

After joining the AC Spark Plug Division of General Motors in 1929 as a master mechanic, Benson designed and developed the special machines and processes thru which the firm became a leading producer of fuel pumps, dash board instruments, spark plugs and other related accessories.

With the outbreak of World War II, Benson became preoccupied with the problem of improving gun barrel manufacture. His work with Henry Krueger resulted in drilling and chambering techniques that expedited these processes. A few weeks before the Pearl Harbor disaster, Benson perfected a new method that revolutionized the process of rifling, had the effect of transforming gun making to mass production methods.

Coradio Names Cuban Distrib

NEW YORK, Nov. 1.—Lou Brown, Coradio executive, this week announced the appointment of Fernando Carulla as a distributor of the coin-operated radio in Cuba.

Brown also reported that Hescor, Inc., distributor of Coradio in Western New York, will add Pennsylvania to its territory. Both appointments become effective immediately.

New Seeburg Models Shown at Portland J. Moore Company

PORTLAND, Ore., Nov. 1.—More than 200 representatives of the coin music industry from throughout the State filled the salesroom of the Jack R. Moore Company recently for the Portland branch showing of the Seeburg line. Welcoming guests during the open house, from noon to 7 p.m., was Jack R. Moore, head of the company, while the showing was under charge of the Portland branch manager, J. E. (Eddie) Cusson.

In charge of demonstrations was J. F. LaRue, J. P. Seeburg Corporation sales engineer, with headquarters in Salt Lake City. On display were the 1946, 1947 and 1948 models, emphasizing the Seeburg policy of avoiding drastic changes that would quickly outmode a particular model. There was little distinguishable differences among the three models.

After the Portland showing LaRue went to Seattle and Spokane for demonstrations at branches of the Moore Western organization.

Laundrettes Offer Gift

CHICAGO, Nov. 1. — Newspaper advertisements of the Telecoin Corporation appearing in Chicago daily newspapers this week are offering a special gift portrait to customers of local laundrettes. Advertisements list some 44 laundrettes in the Chicago area where the offer is good.

Plan To Continue Confection Tours

CHICAGO, Nov. 1.—Continuing a policy inaugurated in June this year, National Confectioners' Association (NCA) will launch the second phase of its sanitation tours Monday (3) under the guidance of Gerard S. Doolin, NCA sanitation director.

For the ensuing two weeks, Doolin will visit NCA members' candy plants in six Eastern and Southeastern States, stressing the organization's sanitary program. Surveys of the candy plants contacted will be made in the same period in order to study local sanitation problems, NCA disclosed.

During the tour, Doolin will confer with candy producers in Philadelphia, Baltimore, Richmond and Norfolk, Va.; Winston-Salem and Charlotte, N. C.; Atlanta, and Nashville and Chattanooga, Tenn.

Thursday (6) will mark the sole sanitation banquet meeting, to be held in Park Plaza Hotel, Baltimore. Ralph J. Klotzbaugh, president of Josselyn's Milkmaid Company, who will conduct this local meet, reports that 60 people already have made advance registration.

NCA stated that local plant inspections will be made on the invitation of management and the resulting reports will be confidentially submitted to plant executives only. Service performed on NCA sanitary tours is part of an integrated program to continually step up the efficiency of association member plants as well as to maintain the highest quality of candy products.

EVANSTON, Ill., Nov. 1.—City council here voted this week to install 1,100 parking meters in Fountain Square, the city's main business section.



GENCO'S BRONCHO

All over the country, operators are asking for BRONCHO because this all-action game is running wild with big play. Climb on for your profits now.



ORDER FROM SEABOARD

Direct Genco Factory Agents in . . .

- | | | |
|---------------|----------------------|----------------|
| Maine | New Jersey | South Carolina |
| Vermont | Pennsylvania | Georgia |
| New Hampshire | Maryland | Florida |
| Rhode Island | Delaware | Alabama |
| Connecticut | District of Columbia | Mississippi |
| Massachusetts | Virginia | Louisiana |
| New York | North Carolina | Texas |

SEABOARD

Seaboard New York Corp.
540-550 W. 58th St., New York 19, N. Y.
COlumbus 5-4585

You'll have fewer out-of-order calls with a Jennings!

O. D. Jennings & Co. 4309 W. Lake St. Chicago 24, Ill.

STANDARD METAL TYPERS



NEW AND USED MACHINES

MACHINE PARTS AND SUPPLIES

EXPERT REPAIR SERVICE

FINEST QUALITY METAL TYPER DISCS

Priced from \$7.50 Per 1,000

LUMIFRAME LIGHT-UP TOP SIGNS

NEW COLORED DISCS

NOW AVAILABLE

Guaranteed to increase your receipts.

WRITE FOR SAMPLES AND PRICES.



STANDARD SCALE CO.
4333 DUNCAN AVE., ST. LOUIS 10, MO.

Elect Johnson Prez Of Electrical Assn.

ATLANTIC CITY, Nov. 1.—William C. Johnson, executive vice-president of Allis-Chalmers Manufacturing Company, general machinery division, was elected president of the National Electrical Manufacturers' Association (NEMA) at the final session of the association's 21st annual meeting here Wednesday (29).

Gold certificates marking 50 years of service to the electrical industry were awarded to several members, including Wilbur F. Hurlburt, president of the Automatic Switch Company, New York.

Elected as vice-presidents of NEMA were B. W. Clark, of Westinghouse Electric Corporation, and Whipple Jacobs, of Belden Manufacturing Company. E. E. Potter, of General Electric Company, is the new treasurer. J. H. Ashbaugh, Westinghouse; D. F. G. Eliot, Western Electric Company, Inc., and J. J. Nancy, Hotpoint, Inc., were elected to the board of governors.

Coinmen To Attend Materials Handling Meet in Cleveland

CLEVELAND, Nov. 1.—More than a dozen topics of interest to coin machine manufacturers, distributors and operators will be included in discussions at the Conference on Materials Handling, which will be a feature of the second National Materials Handling Exposition to be held here January 12-16, 1948.

Major theme of discussions will be cost reduction thru improved handling. Discussions will include all phases of handling operations.

Topics on the program of interest to coinmen include: *Planned Packing for Efficient Handling; Handling Unusual Shapes; Handling Bulk Products; Handling Factors in Plant Layout; Reckoning With Floor Loads and Elevator Capacities; Safety Principles in Handling Operations; Handling Small Parts, and Preventive Maintenance of Equipment.*

Exhibits at the exposition will include various types of handling equipment and several films will be shown on handling subjects.

Suburbs Benefiting From Denver Cig Tax

DENVER, Nov. 1.—Denver suburbs are benefiting from the additional 1-cent per pack city cigarette tax which went into effect last January.

Denverites, to save money, are going outside of the city limits and buying cigarettes by the carton at \$1.45. Inside of the city limits, the tax forces carton prices to \$1.65.

Harvey D. Wilson, city manager of revenue, says that the new tax measure has resulted in a drop in revenue from city cigarette sales. Part of the drop, Wilson said, was due to a new city ordinance which allows dealers 3 per cent of the total tax for affixing stamps.

Plan Meters for Marlboro

MARLBORO, Mass., Nov. 1.—Mayor Carlton W. Allen and other city council members are reported to be interested in installation of parking meters in this city in 1948. A plan to introduce meters here was rejected a year ago, but the sentiment since has changed.

The mayor has interviewed representatives of several companies and has studied installation in other communities. He said, however, that the matter would have to wait until next year, before any serious consideration can be given them.

Stamp Vender Output Upped

ROCHESTER, N. Y., Nov. 1.—Commercial Controls here is stepping up its production of stamp venders to fill a \$650,000 order from the United States Post Office Department, Charles Ogsbury, firm president, announced.

Venders will be placed in metropolitan post offices, hotels and business establishments and will vend stamps at their face value. Machines will dispense five 1-cent stamps for a nickel, two 5-cent stamps for a dime and five 3-cent stamps for 15 cents.

Name Halifax Firm Canadian Distrib For Filben Music

CHICAGO, Nov. 1.—Bert B. Davidson, general sales manager of the National Filben Corporation, announced this week the appointment of the Halifax Coin Machine Exchange as the exclusive distributor for Filben Mirrocle Music in Canada.

The Halifax firm, headed by Arthur J. Boudreau, is planning a schedule of showings of the line thruout the dominion in the near future, Davidson said.

Boudreau has been a music distributor for the past 15 years.

NCA Lays Plans for '48 Convention-Show

CHICAGO, Nov. 1.—National Confectioners' Association (NCA) has scheduled its 1948 convention and exposition for June 20-25 in New York, NCA officials announced. Convention headquarters will be at the Waldorf-Astoria; Confectionery Industries Exposition will be held at the same time in the Grand Central Palace.

General chairman of the convention will be NCA Director Charles F. Haug, of Mason, Au & Magenheimer Confectionery Manufacturing Company, Brooklyn. He will be assisted by Irvin C. Shaffer, Just Born, Inc., New York, NCA vice-president. Other committeemen will be named at a later date. David P. O'Conner, Penick & Ford, Ltd., N. Y., will again serve as chairman for the Exposition committee.

Russ Hagglund Goes To Indiana Simplex

INDIANAPOLIS, Nov. 1.—Gordon Sutton, head of Indiana Simplex Distributing, Inc., here announced this week the appointment of Russ Hagglund as firm representative in Northern Indiana.

Hagglund is returning to Indiana where he worked in the juke box distributing business before a recent stint with Illinois Simplex, Wurlitzer distributor in Chicago.

Sylvania Electric Shows Sharp Boost in Earnings

SALEM, Mass., Nov. 1.—Sylvania Electric, producers of radio and amplifying tubes and equipment, increased its net profit approximately \$1,000,000 during the first nine months of 1947 over same period in 1946.

Net profit for first three quarters this year was \$1,907,375, compared to \$954,566 for same period last year. Current value of common shares is \$1.60, against 65 cents in 1946.

Calif. Coin Machine Firm Moves in New Culver City Bldg.

LOS ANGELES, Nov. 1.—Automatic Equipment Maintenance & Sales Company has moved into its new building in Culver City and is now able to give quick and complete service on repairing and refinishing coin-operated machines. Firm recently added "& Sales" to its title and expects to add lines in the near future.

Firm is headed by J. P. Powell and M. S. Winters, whose combined experience totals 36 years. Powell was a district representative for the Canteen Company for 18 years, and Winters, who is an engineer, has been associated with the field for the same number of years. Since vending is their line, they will specialize in work on this type of machine. They are equipped to make parts that cannot be secured from stock.

Altho organized only recently, the firm has already found it necessary to move to larger quarters. When it started, the firm was housed in a garage. A new and modern building has been constructed in Culver City and affords the company latest facilities.

Van Clief To Head Fla. Citrus Group

TAMPA, Nov. 1.—W. C. Van Clief, long active in the citrus industry's effort to sell fruit juice thru venders, was elected president of the Florida Citrus Exchange yesterday.

Van Clief, who replaced the late Charles H. Walker, is engaged in research of a number of coin-operated juice vending machines, several of which are now being commercially tested.

IDEAL FOOTBALLS, Floor Samples	\$199.50
JACK RABBIT	149.50
UNDERSEA RAIDER	169.50
DRIVERMOBILE	186.50
ACE BOMBER	129.50
SKY FIGHTER	129.50
SCIENTIFIC BATTING PRACTICE	69.50
PERISCOPE	68.50
STAGE DOOR CANTEN	49.50
SURF QUEEN	49.50
SUSPENSE	64.50
BIG HIT	49.50
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RECORD REVIEWS

(Continued from page 31)

FOY WILLING (Majestic 6015 and 6016) Where the Cool Clear Water Spills—FT; VC.

Singing it vigorously or tenderly as the song dictates, the vocal and string offerings of Foy Willing and his Riders of the Purple Sage hit a high mark with each of these sides.

Holiday for Strings and By My Darlin' pack the coin promise.

DORIS DAY (Columbia 37931) Papa, Won't You Dance With Me?—FT; V.

The wistful word-sliding of Doris Day, with decided jazz overtones in her lilting lyrical expressions, add to a combination of song and delivery that makes this disk something to occupy the attention.

Both sides should bring a lot of attention to the canary which should translate itself in coinage.

PEE WEE KING (Victor 20-2520) Don't Feel Sorry for Me—FT; VC.

The fiddles and guitars of his Golden West Cowboys providing pert rhythms as well as getting in a generous portion of hot licks makes Pee Wee King's Western dance music something to occupy the attention among the prairie fans.

Rustic dance spots will spot these sides.

CLAUDE SHARPE (Columbia 37924) Beautiful Dreamer—W; V.

Two ever-lasting Stephen Foster songs are given harmony treatment by Claude Sharpe and the Old Hickory Singers in the barbershop tradition.

HAWKSHAW HAWKINS (667 King) Sunny Side of the Mountain—FT; VC.

Hawkshaw Hawkins, the popular Eastern folk singer, pipes a promising ditty of the hills on the A side.

Two tales of frustrated love will hit in rustic boxes.

DALE EVANS (Majestic 11025 and 11031) Under a Texas Moon—FT; V.

A cowgal chanteuse as much at home with the tender love ballads as with the spirited rhythm novelties, Dale Evans stacks up as a singing sweetheart out of the top drawer for the sagebrush set.

A coin queen once the phono fans catch up with these cuttings.

SID FISHER (Viacoustic 8) I Understand—FT; VC.

Sid Fisher, the guitar star of the Harmonicat's Peg O' My Heart, gets the solo spotlight on these sides, with backing from his New Yorkers (piano and bass), with teen-ager Gene Griffin handling the lyric.

Listeners over 25 will grab for the nickels on this pairing.

BAILES BROTHERS (Columbia 37927) I Guess I'll Go On Dreaming—FT; V.

It's the old-time harmony singing by the two Bailes boys, making for a teary twosome in their duetting for both of these folk ballads.

For those who seek out the old-time singing, but hardly for coins.

VLADIMIR HOROWITZ (Victor 11-9693) Mendelssohn's Wedding March and Variations After Liszt—Parts I & II

A favorite encore piece at every Horowitz recital, his brittle and brilliant transcription of Mendelssohn's Wedding March, combining his technical proficiency for the variations, makes a highly desired disk as a 12-inch single.

A must single for those who do not have Horowitz's Mendelssohn set.

ERIC COATES-LONDON SYMPHONY ORCHESTRA (Columbia 72236-D) The Three Bears—Parts I & II

Imported from across the pond, this 12-incher brings the entirely whimsical, melodic and rhythmic fantasy of the famous old story of The Three Bears, written by Eric Coates, who conducts the London Symphony.

JOSE ITURBI (Victor 10-1325) Arabesque—Parts I & II

Schumann's lovely piano piece, Arabesque, rich in tonal color and melody, gets the full attention of Jose Iturbi's artistic temperament, playing with beautiful tone and individuality of interpretation to make for a highly desired single.

An outstanding piano single.

MARIAN ANDERSON (Victor 10-1327)
Death and the Maiden—V.
Whither?—V.

Marian Anderson is at her best for these two contrasting Schubert songs, sung in German. Displays her sonorous tones in their wide range, with warmth and passion, for *Death and the Maiden*, and again with tenderness and ease for the lilting *Whither?* lullaby. Franz Rupp provides the sensitive piano accompaniment. Record is a 10-incher.

Marian Anderson at her finest.

PAUL WILLIAMS SEXTET (Savoy 659)
Hastings St. Bounce—FT.
Way Late—FT; VC.

It's the rowdy and rugged rhythms of the backroom smoke variety that the Paul Williams Sextet of two saxes and rhythm instrument rough up on these sides. For *Hastings St. Bounce*, a shuffle boogie bounce, it's the wheezing of the alto and soprano sax on a blues theme. To better listening advantage is *Way Late*, for which the Sextet lays down a steadier beat as the nondescript Muddy Water shouts out the race blues in lusty fashion about his gal being too late.

Race spots may take some coin interest in *Way Late*.

WHITEMORE AND LOWE (Victor 11-9759)
Malaguena—W.
Guaracha—FT.

Piano team of Arthur Whitemore and Jack Lowe, returning to the label's Red Seal roster, plays with a flair for the musical content of the two Spanish selections. Their arrangements prove highly effective for the Steinway twinning; it's the lovely *Malaguena* melody and Morton Gould's colorful *Guaracha* dance melody. Spins over a 12-inch track.

Favored by those favoring the lighter piano fancies.

OSCAR LEVANT (Columbia 72372-D)
Brahms' Waltz and Schumann's Traumerei
Brahms' Intermezzo

While Oscar Levant doesn't extend himself in his interpretation of these familiar piano classics, nor does he knuckle the keyboard with any real measure of brilliance, it's still a spinning with sensitivity as he plays these three pieces, which he added to the sound track of the *Song of Love* movie. Covers a 12-inch track.

Movie should hypo interest for the home buying.

RICHARD TAUBER-LONDON SYMPHONY ORCHESTRA (Columbia 72235)
La Boheme—Parts I & II

While better known as the operatic tenor, Richard Tauber here takes over the conductor's podium as he directs the London Symphony Orchestra for the lovely Puccini melodies from *La Boheme*. The strings and soft woodwinds carry the melodic themes, which include the first act love-duet and the lilting *Musetta's Waltz*. Spins over 12 inches and entirely easy listening.

Light treatment for lovely operatic melodies which will appeal to many music lovers.

BABS' 3 BIPS AND A BOP (Blue Note 537)
Babs' Dream—FT; V.
Runnin' Round—FT; V.

The two guitars, bass and piano sustaining a steady beat, it's re-bop vocalizing that the Bips and a Bop flip for *Babs' Dream*. The husky scattin' in re-bop unison style by Tad Dameron and Pee Wee Tinney makes it an excellent sampling for both who care for such vocal calisthenics. For the flip, it's Dameron's dusky singing for the *Runnin' Round* torch ballad which he phrases expressively enough even tho there is no voice to back it up.

Nothing in this needling for the coin chutes.

EARL HINES TRIO (Signature 28109 and 28110)
Squeeze Me—FT.
Honeyuckle Rose—FT.
I've Got a Feeling—FT.
My Fate Is in Your Hands—FT.

Father Hines pays respect to an old side-kick in the late Fats Waller in

doing four of his selections in this spin. And with Hines at the piano, plus Al Casey's guitar and Oscar Pettiford on bass, the label holds much Trio promise. However, it's only in the names on the label. The balance and blend leave much to be desired, and while there are flashes here and there of individuality on the part of Hines and Casey, the collective efforts lead to nowhere.

No coin appeal in these cuttings.

DIZZY GILLESPIE (Musicraft 488)
All the Things You Are—FT.
Dizzy Atmosphere—FT.

Clipped from his album package of earlier issue, Dizzy Gillespie is here in all his re-bop fire in speed-spinning *Dizzy Atmosphere*. Small unit blows all over the scale in unison, with the Gillespie trumpet, Charlie Parker's alto sax and Slam Stewart's bass fiddling for the solo smoke. More reserved is the rhythmic styling for Jerome Kern's *All the Things Are You*, with all the boys taking a hand in phrasing the melody.

For the re-bop record collectors.

JOHNNY HODGES (Columbia 37837)
Jeep's Blues—FT.
Rendezvous With Rhythm—FT.

From the Okeh label a decade ago, Columbia brings back two fine jazz cuttings with Johnny Hodges' alto sorcery pacing a small unit from the Ellington band, including the Duke at the piano and Cootie Williams's trumpet. Entirely in the Ellington tradition, ever tops, it's a slow blues for *Jeep's Blues*, with a lively jump pattern cut for the *Rendezvous* riff.

A desired collector's item for the hot jazz diskophiles.

BENIAMINO GIGLI (Victor 10-1339)
Mama—FT; V.
Si Vuoi Goder La Vita—FT; V.

The bel canto singing of Beniamino Gigli, operatic tenor, lends itself well to the melodious folk melodies here, stemming from the Italian film, *Madre*. Singing in a lighter and lyrical mood, Gigli brings vocal richness to both lively folk melodies. The orchestra, directed by Dino Olivieri, provides a full musical score in keeping with the spirit of the singing.

Both sides will serve for machine in Italian quarters for an overwhelming coin flow.

IRVING FIELDS (Victor 23-0676)
Rumba Que Zumba—FT.
Noche de Ronda—FT.

The fastidious Steinway fingering of Irving Fields for the rumba melodies, with the Campos Trio sparking the rhythmic beats, makes it an exciting spin on both cutting counts. Massaging the treble clef in a technically striking manner, and clean, Fields makes it a sizzling guaracha for *Rumba Que Zumba*. And just as potent at a more moderate bolero pace for the familiar *Noche de Ronda* melody.

Both sides strong for the hip-swaying, with the enthusiasts more so for *Rumba Que Zumba*.

JUSSI BJOERLING (Victor 10-1323)
Come Un Bel Di Di Maggio—V.
Barcarola—V.

The operatic tenor voice of Sweden's Bjoerling is outstanding in the *Barcarola* from *Un Ballo in Maschera* and *Come Un Bel Di* from *Andrea Chenier*, two operatic arias that give him full opportunity to display his tonal quality and flair for lyrical drama. Makes a welcome addition to operatic repertoire on wax. Nils Grevillius conducts the accompanying orchestra.

For the opera shelf at home.

LONDON SYMPHONY ORCHESTRA (Columbia 72237-D)

The Caliph of Baghdad—Parts I and II.
 Muir Mathieson, conducting the London Symphony Orchestra, gives a spirited interpretation for the lively and melodious *Caliph of Baghdad* overture, the familiar music of Arabian Nights lore. Spins over both sides of a 12-inch track.

For the classical pops collection.
 (Continued on page 116)

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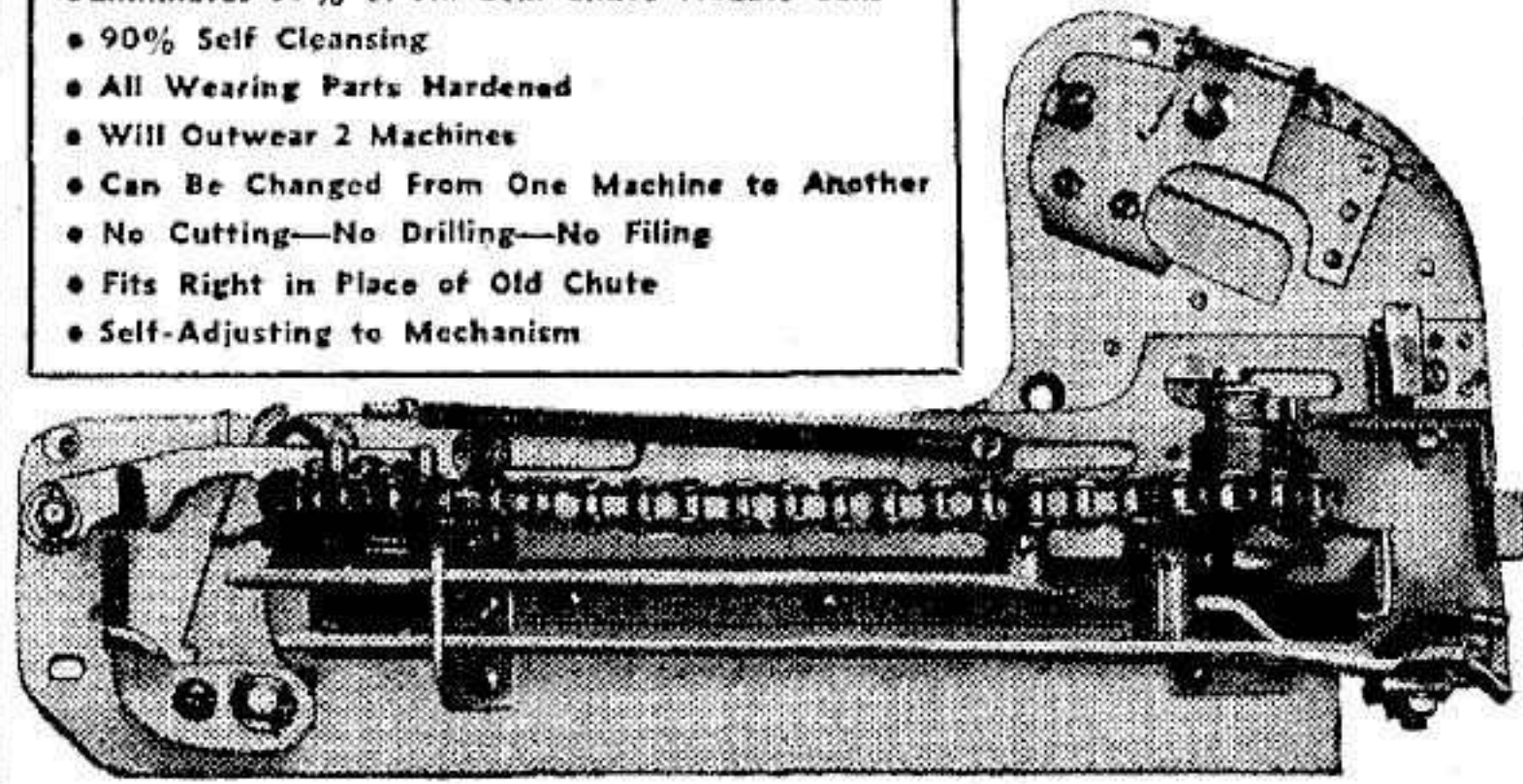
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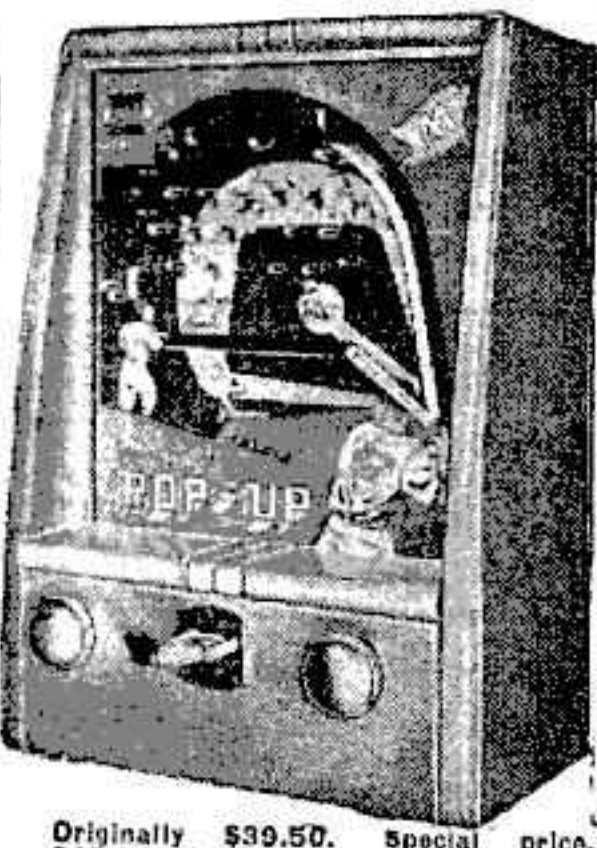
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RECORD REVIEWS

(Continued from page 115)

DOROTHY MAYNOR (Victor 10-1340)

Home, Sweet Home—V.

The Last Rose of Summer—V.

The light and crystal clear soprano voice of Dorothy Maynor, in all its warmth and tenderness, is effectively applied to these two everlasting song standards. Gives to each full song expression with George Schick's piano accompaniment as sensitive as Miss Maynor's singing.

For the homes.

RCA VICTOR CHORAL—Robert Shaw (Victor 10-1368)

The Freedom Train—FT; V.

America the Beautiful—FT; V.

The RCA Victor Chorale, conducted by Robert Shaw with piano, guitar and bass for instrumental support, train their finely blended voices for stirring renditions of two patriotic tomes. Give bristling and rhythmic voice to *The Freedom Train*, coupled with a stirring *America the Beautiful*.

For homes and schools.

CHICAGO ALL STARS (Columbia 37928)

Hey, Hey, Big Mama—FT; VC.

No, No, Baby—FT; VC.

It's the Harlemese jump music with the jive singing that has nothing to commend it beyond a solid rhythmic beat in this offering by the Chicago All Stars, instrumental septet. The horns blow blue notes but with little significance as the lively shuffle boogie beats sustains the rhythmic pace. Trumpeter Johnny Morton gives rhythmic song for *Big Mama* with tenor saxer Sugarman Penigar pitching a high shout voice for *No, No, Baby*.

It's jump music for the smoke-filled back rooms in Harlem quarters where it doesn't matter as loud as the beats bounce and the music is beat up to blend with the atmosphere.

SONNY BOY WILLIAMSON (Victor 20-2521)

Lacey Belle—FT; V.

Polly Put Your Kettle On—FT; V.

The earthy and rugged blues shouting of Sonny Boy Williamson, blowing the harmonica blue in addition to his song, and with Bill Broonzy at the piano along with the rhythm instruments laying down a rugged rhythm background, serves to best spinning advantage for his *Polly Put Your Kettle On* command. Spins to a lively and solid beat. Takes it at a more moderate tempo for his *Lacey Belle*. And while he blows the harmonica blue, delivers the wordage in droll talking fashion with bad diction making it all the more difficult to sustain any interest in the spin. Race spots will spot *Polly Put Your Kettle On*.

GABRIEL BROWN (Davis 5021)

Hold That Train—FT; V.

Boogie Woogie Guitar—FT; V.

Picking away at his guitar strings in a rugged eight-beat blues frame at a moderate tempo, Gabriel Brown adds low-down and smoky race blues singing to his *Boogie Woogie Blues*. And for the flip, *Hold That Train*, a slow race blues, it's rough and rugged singing and playing as he wails that everything is going bad for him. However, his blues singing and guitar pickings are with full restraint, hardly giving enough substance to whip up any enthusiasm for his solo efforts.

Little here that holds any coin appeal.

THE SINGING CRUSADERS (Super Discs 1040)

Wade In the Water—FT; V.

Low Down the Chariot—FT; V.

Blending their voices with full rhythmic harmony and singing with deep religious understanding, the spiritual singing of the Crusaders, sextet of male voices with guitar ac-

companiment, spins pleasantly for these two Negro spirituals. Take it at a slow tempo for *Wade in the Water* with a rhythmic spurt in their harmonies at a faster clip for *Low Down the Chariot*.

For those seeking out the Negro spiritual sides.

LAURITZ MELCHIOR (MGM 30030)

Emperor Waltz—W; V.

The Kiss in Your Eyes—W; V.

It's a vocal treat as Melchior takes to the wax for these two waltz melodies from *The Emperor Waltz* movie. Restraining his Wagnerian tenor and still taking advantage of the wide range of his voice, Melchior gives to each side a lyrical quality that makes for spellbinding spinning. The orchestra, directed by George Stoll, provides fetching musical support.

For the homes.

POLITO GALINDEZ (Seeco 615)

Blanca—FT; V.

Botaron La Pelota—FT; V.

Plenty of verve and spirit in the piping of Polito Galindez for these lively Latin melodies. And with a wide range to take in all his lyrical expressions, delivers the ditties with romantic overtones. Adding much to the disk attraction, and making the spin just as much inviting for the dancing, are the music and rhythms of Pedro Flores' orchestra. Outstanding is the *Botaron La Pelota* guaracha, with the band boys joining in on the catchy chant and the instrumental spirit provided by the trumpet and piano. Takes it at a more moderate bolero tempo for *Blanca* and makes it easy on the hoof even if there isn't the lyrical or rhythmic excitement as on the mated side.

Latin locations will find *Botaron La Pelota* favored.

EVA GARZA (Seeco 617)

El Suenito—FT; V.

Aunque Tengas Razon—FT; V.

The warm and expressive singing of the Latin lullabies by Eva Garza, projecting the wordage with dramatic force and good voice to back it up, makes for a real attention-getter for this twosome. Lazaro Quintero's music, framing her piping in a fetching frame bordered with strings, la belle Eva imparts fine song spirit for the catchy *El Suenito*, a bolero-guaracha, and in contrast makes it lush lullabying for the melodic *Aunque Tengas Razon* in the slower bolero tempo.

Real lyrical charm for coinage at the Latin locations in both of these sides.

ALBERTO SOCARRAS (Victor 25-1095)

Rumba Fantasy—FT.

Nocturno Indiano—FT.

Alberto Socarras' flute virtuosity carrying the entire cutting, with well-defined rumba rhythms from the band making the hip-swaying urge more pronounced, dishing is a dandy for the rumba addicts. Phrasing the passages rhythmically without leaving the melodic line, Socarras frames two lovely melodies for the label. Spins out the familiar *Rumba Fantasy* to moderate rumba beats, with the slower bolero rhythms set for *Nocturno Indiano*, adapted from Chopin's familiar *Nocturne* melody.

Rumba addicts will find both of these sides inviting.

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Bally's Sensational NUDGY

A PINBALL JOCKEY'S DREAM!

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USED CONSOLES

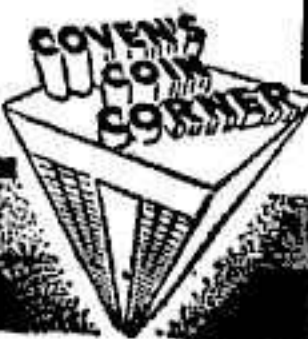
Big Game, F.P., 5c \$ 24.50
Jennings Bob Tall, F.P., 5c 24.50

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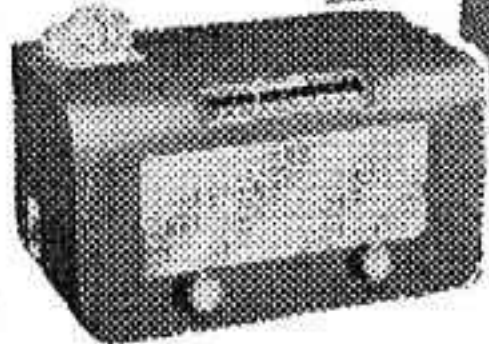
1 Chester Pollard Football \$125.00
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Superliner	\$74.50
Baffle Card	99.50
Big Parade	17.50
Maier, '41	17.50
Suspense	59.50
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Write—Wire—Phone for prices on our special close-outs. We are also delivering all new Pin Games.

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Announce New Donors in CMI Cancer Drive

CHICAGO, Nov. 1. — Officials of Coin Machine Industries, Inc. (CMI), announced that their drive for the Damon Runyon Memorial Fund for Cancer Research has reached \$126,514.52.

Contributions arriving during the past week include: Vince C. Shay, Bell-o-Matic Corp., Chicago, \$1,500; Joe Westerhaus, Westerhaus Co., Cheviot, O., \$139; J. A. Hanna, Hanna Distributing Co., Utica, N. Y., \$100; George Workman, Chester, Pa., \$50; George Jenkins, Bally Manufacturing Co., Chicago, \$50; A. J. Renn, Bally Manufacturing Co., Chicago, \$50.

\$40 to \$30

Modern Equipment Co., Kankakee, Ill., \$40; R. E. Wolfe, secretary, Fraternal Order of Eagles, Brazil, Ind., \$40; John A. Ruggiero, Jack R. Moore Co., San Francisco, \$38.50; employees, United Novelty Co., Biloxi, Miss., \$35; H. F. Understeller, secretary, Reynard Hunting Club, Madison, Ind., \$30.

Abram Blumenberg, Gloversville, N. Y., \$25; Herbert Kyle, Bally Manufacturing Co., Chicago, \$25; Thomas Callaghan, Bally Manufacturing Co., Chicago, \$25; W. C. Heimer, Bally Manufacturing Co., Chicago, \$25; M. C. Williams, Williams Distributing Co., Los Angeles, \$25; Norman Nemer, Portland, Ore., \$25; Abe E. Jeffers, G.J.L. Sales Co., St. Louis, \$25; W. W. Plant, Wausau, Wis., \$20; Phoenix Country Club, Terre Haute, Ind., \$20; Leslie Landt, Robert Breither, Charles Breitenstein, James Yates, all of Bally Manufacturing Co., Chicago, \$20 each.

Star Title Strip Co., Inc., Pittsburgh, \$15; Dal E. Haun, Pittsburgh, \$10; C. G. Buton, Buton Novelty Co., Inc., Independence, Kan., \$10; Frank A. Osborne, Universal Enterprises, Youngstown, O., \$10; Fred W. Searle, Manlius, N. Y., \$10; Obed Russell, Olga Straugh, Myer Bress, all of Bally Manufacturing Co., Chicago, \$10 each.

A. C. Mitchell, Beatrice, Neb., \$5; Francis Bohr, Lewistown, Minn., \$5; Thomas Boddy, Lemita, Calif., \$5; Douglas Detrick, Auburn, Ind., \$5; Frank Tripp, George Huesman, Frank Geigl, Roman Siwe and William O'Donnell, all of Bally Manufacturing Co., Chicago, \$5 each; Mrs. Max Saldofsky, Richmond Heights, Mo., \$3.

Donations from various employees of the Bally Manufacturing Co., Chicago, Clarence Feit, \$3; George Kelly,

Veterans Get Benefit Ducats

NEW YORK, Nov. 1. — Several hundred tickets for the jamboree at Manhattan Center November 3 for the Damon Runyon Memorial Cancer Fund have been made available for hospitalized veterans, the New York, New Jersey and Connecticut committee of coinmen sponsoring the affair announced Friday (31). Hospitals which will receive free group invitations include the Manhattan Beach Veterans, Halloran General, Bronx Veterans, Merchant Marine and Saint Albans hospitals.

Jim Mangan, public relations director of Coin Machine Industries, Inc., was present at the Friday meeting of the committee and reported that a number of Chicago amusement machine manufacturers had pledged financial support to the Eastern drive.

Other coinmen at the meeting were Jack Mitnick, chairman; Al Denver, Sid Levine and Barney Schlang, Automatic Music Operators Association; Harry Rosen, Atlantic and Seaboard New York Corporations; Barney Sugarman, Runyon Sales; Bill Rabkin, International Mutoscope Corporation; Irving Katz, Apollo Records; Mike Munves, Mike Munves Corporation; Hymie Rosenberg, H. Rosenberg & Company, and Max Shaffer, Times Amusement Corporation.

Contributions received by the committee as of Friday led to the prediction by Mitnick and Rosen that they would be able to turn over to the Damon Runyon fund a sizable amount in the name of the coin machine industry. However, they urged the committee members not to relax their fund-raising efforts in the few days remaining before Monday.

AnSCO Builds New Plant

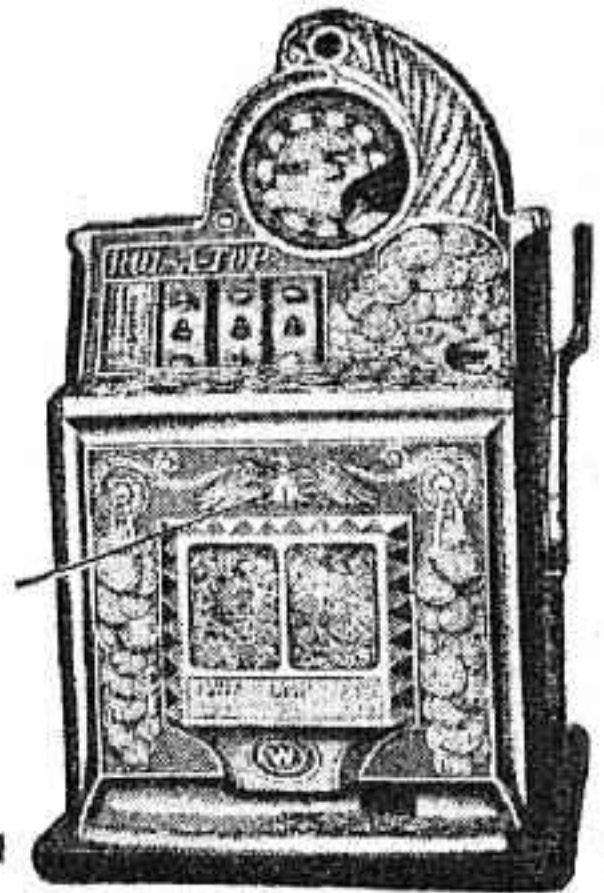
BINGHAMTON, N. Y., Nov. 1.—AnSCO has started construction of a \$2,000,000 film plant here. A substantial increase in the firm's film production will be possible when the new plant is completed next summer, according to officials.

\$2; Adolph Nage, \$2; Marie Simon, \$2; Oliver Roberts, \$2; William O'Connell, \$1; June Ross, \$1; Elizabeth Stone, \$1; Dorothy Bjork, \$1; Mabel Beuster, \$1; Edward Gahlau, \$1, and Florence Hergesheimer, \$1.

RECORDS MOST-PLAYED ON THE AIR

(Continued from page 27)

1	9.	CIVILIZATION ... Jack Smith (The Clark Sisters-Frank DeVol Ork).....Capitol B-465—ASCAP
		(Woody Herman, Columbia 37885; Ray McKinley, Majestic 7274; The Murphy Sisters (Jerry Jerome Ork), Apollo 1059; Sy Oliver Ork (Sy Oliver), MGM 10083; Louis Prima (Victor 20-2400)
1	10.	BALLERINA Vaughn Monroe (Vaughn Monroe).....Victor 20-2433—ASCAP
		(Jimmy Dorsey (Bob Carroll) MGM 10035; Mel Torme, Musicraft 15116)
11	14	11. FEUDIN' AND FIGHTIN' Jo Stafford (The Starlighters—Paul Weston Ork).....Capitol B-443—ASCAP
1	—	11. I WISH I DIDN'T LOVE YOU SO (F)..... Dick Haymes.....Decca 23977—ASCAP
1	—	11. SO FAR Perry Como (Russ Case Ork).....Victor 20-2402—ASCAP
		(See 8B)
2	9	12. RED WING Sam Donahue (Shirley Lloyd).....Capitol 472—ASCAP
2	11	12. TOO FAT POLKA (I Don't Want Her, You Can Have Her, She's Too Fat for Me)..... Arthur Godfrey...Columbia 37921—ASCAP
		HARMONY Johnny Mercer-King Cole Trio.....Capitol 15000
10	—	13. FEUDIN' AND FIGHTIN' Dorothy Shay (Mischa Russell Ork).....Columbia 37189—ASCAP
2	11	13. YOU DO (F) Vic Damone (Jerry Gray Ork).....Mercury 5056—ASCAP
3	—	14. AN APPLE BLOSSOM WEDDING... Buddy Clark.....Columbia 37488—ASCAP
1	—	14. SO FAR Margaret Whiting (Frank DeVol Ork).....Capitol B-461—ASCAP
		(See 8B)
4	—	15. I WONDER WHO'S KISSING HER NOW (F) Ray Noble.....Columbia 37544—BMI
1	—	15. SUGAR BLUES ... Johnny Mercer (Paul Weston Ork).....Capitol B-448—ASCAP
1	—	15. YOU DO (F) Margaret Whiting (Frank DeVol Ork).....Capitol 438—ASCAP



NEW LOW PRICES

5c ROL-A-TOP BELL	\$150.00
10c ROL-A-TOP BELL	150.00
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LOWEST PRICES IN THE COUNTRY!!

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Wurl. 42 24's, A-1	99.50 ea.
Wurl. 850's and 750's	275.00 ea.
Wurl. 616's	50.00 ea.
Wurl. 500K's	120.00 ea.

Misc. EXTRA SPECIAL buys!!

Buckley 5c Dice Machine	\$ 35.00
Jennings 25c Club Bell	45.00
2 Superskeeroll Alleys	75.00 ea.
6 ABT Game Hunters	20.00 ea.
Keeney Submarine Gun	39.50
Sportsman Rolls	195.00 ea.

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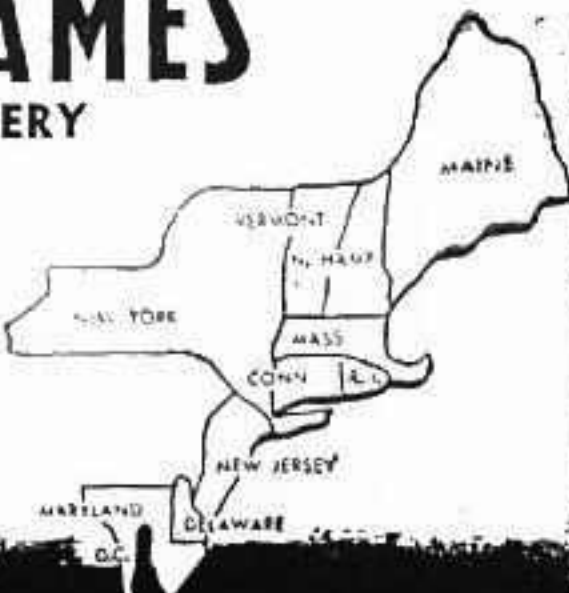
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Predict Banner \$200,000,000 Tourist Season in Miami Area

MIAMI, Nov. 1.—Operators in this area are looking forward to a banner tourist season spurred on by the fact that Miami and other nearby resort cities will be able to accommodate more transients and permanent residents than ever before.

In Metropolitan Miami alone more than 7,500 living units, including in excess of 5,658 new homes and 460 rooms in new hotels, have been completed thus far in 1947. New construction continues at stepped-up scale so that enlarged accommodations await the arrival of the annual

tourist crop which is expected to spend approximately \$200,000,000 while in the area, with an appreciable amount predicted to end up in thousands of coin-operated machines on location.

Annual campaign to stimulate interest in the area's fabulous resort business is backed this year by more than \$1,800,000 by hotels, while this city and Miami Beach will add another \$400,000, the Miami News Bureau reports.

Smaller hotels spend about \$500 on their seasonal advertising effort, while hostels average close to \$30,000 each in the campaign to woo winter vacations to this semi-tropical area. The estimated \$2,250,000 for advertising and publicity budgets does not take into account the funds spent by privately owned travel agencies, transportation companies and commercial magnets that draw visitors from all over the world.

The predicted value of tourist spending is based largely on a recent comprehensive survey made by O. P. Hart of the Miami Research Bureau, which disclosed that last year's seasonal spending reached \$220,600,000. Hart's research, which points to an equal if not higher expenditure, showed that 30 cents of each tourist dollar is used for housing; 29 cents for meals and beverages; 10 cents for amusement activities; 10 cents for shopping; 8 cents for service trades; 5 cents for gasoline; and 8 cents for personal service.

Factors Which Count

Among the factors expected to swell the tourist crop are the general economic conditions thruout the country, including continued inadequate facilities; higher coal rates for coal and an oil shortage. Fact that there are more automobiles in better traveling condition is expected to aid local seasonal attendance.

Miami attracts visitors from many points on the globe. Nearly 34 per cent of the outside trade comes from the Middle Atlantic States; about 29 per cent from the South, outside of Florida; 24 per cent from the Central States; 7 per cent from New England; 2 per cent from the West; and 4 per cent from abroad.

Airlines in the U. S., which could not fill all requests made last year for transportation to this area, have increased their passenger accommodations by one-third.

George Ponser Announces New Game Mch. Firm

CHICAGO, Nov. 1.—Formation of the George Ponser Company, Inc., an Illinois corporation, was announced this week by George Ponser, former New York game machine manufacturer. Pro-Score, the new firm's first game, is already in production, Ponser states.

Concern, located at 158 East Grand Avenue, has been testing its first game on location for some time and is now appointing distributors. Ponser is the sole principal of the new business.

Edward J. Lavander, former designer for several of the largest coin machine manufacturers, is designer of the new firm besides being general plant manager. Organization is set up to manufacture a wide selection of games, Ponser says.

Popcorn Venders In N. Y. Theaters

NEW YORK, Nov. 1.—During the past six months popcorn has staged its debut in Times Square theaters. Appearing first in bulk, non-coin-operated form in the Harris and Amsterdam theaters on 42d Street, the product is now being sold thru coin vending machines in the Republic Theater. Plans are reported under way to put coin popcorn venders in most of the theaters in the area.

Until six months ago it was necessary to check popcorn at the door of theaters before entering, since the management felt it was unprofitable and messy. Pioneering by several popcorn-minded firms has opened the doors of the theaters to operators of popcorn vending machines.

\$800 Given to CMI Cancer Fund Drive By Bally Employees

CHICAGO, Nov. 1.—Bally Manufacturing Company employees have contributed \$800 to date to the Damon Runyon Cancer Fund in the CMI-sponsored campaign, according to Herb Jones, Bally vice-president. Directors of the firm's employee's benefit fund voted to contribute \$250 to the cancer drive, he said.

Jones reports that Bally distributors have contributed \$9,950 to date to the cancer fund. As director of the cancer fund campaign at the Bally plant, he keeps in close touch with the drive details, and states that operators have sent in \$2,298 thru the firm and its suppliers have donated to date a total of \$5,770. "This is all in addition to the \$5,000 contributed by Bally at the start of the drive," Jones said.

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Miniature Bulbs

#44-46-47-63, Box of 10 85¢
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#51-55, Box of 10 48¢
Tax Included

Bulbs

7 1/2-15-25-40-60 W. Case of 120. Tax Included \$10.40

TUBES (NEW) GUARANTEED

2A3	\$1.10	6F5	\$.60	30	\$.55
2A40	1.50	6F8	.60	37	.35
5U4	.50	6H8	.50	38	.40
5Y3	.40	6J5	.50	45	.50
5Z3	.55	6J7	.65	58	.45
6C4	.50	6L6	1.00	78	.50
6C5	.50	6SL7	.85	80	.40
6C6	.60	6SN7	.65	83	.60
6K7	.60	6X5	.83	2051	1.15

Our tube prices are at least 60% off list prices. We have practically every tube manufactured.

Heavy Duty—12" P.M. Speakers \$6.00 ea.

2-Wire Rubber Covered Zip Cord —Underwriters Approved. Per Ft. \$.013/4

Heavy Duty 2-Wire Rubber Covered Cable. Per Ft. \$.021/2

Wurlitzer (New) Metal Title Strip Holders \$.01 ea.

Gold Grille Cloth—19x23" \$.75

Seeburg Hi-Tone Pick-Up Heads. Ea. \$2.50

Castors (New) Large, Set of 4 1.00
Small, Set of 480

Wurlitzer Main Gear \$2.45

18" Lumilines \$.80

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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 —
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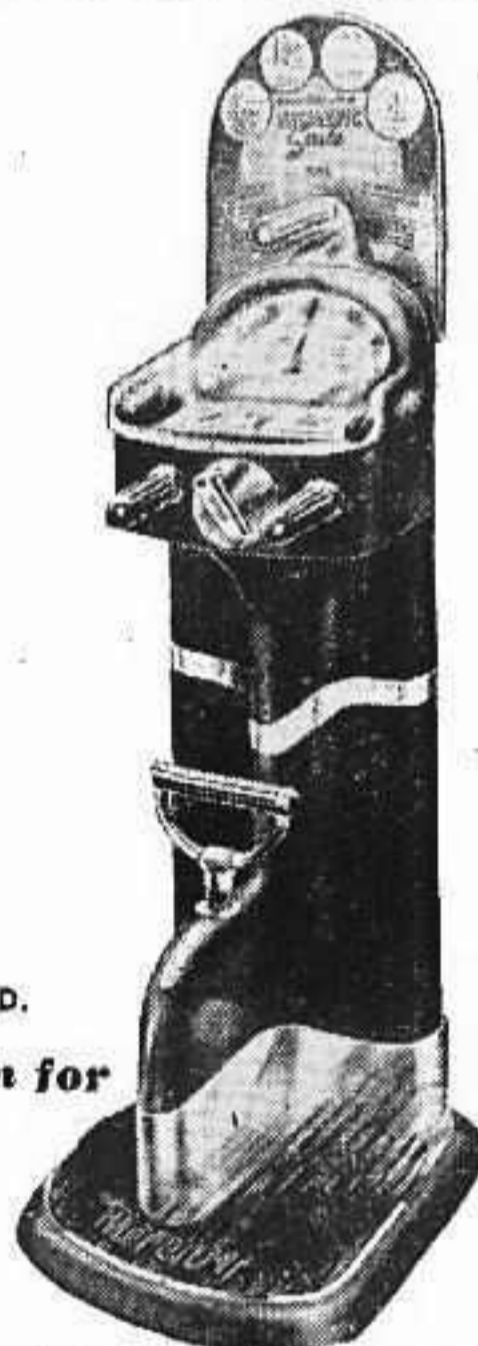
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Wurlitzer 616, Lite-Up Top & Bottom	75.00
Wurlitzer 61, Counter Model	75.00
Wurlitzer 600, Rotary	115.00
Wurlitzer 500K	125.00
Wurlitzer 600 Keyboard	125.00
Wurlitzer 950	250.00
Wurlitzer 850	275.00
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SEEBURG

Seeburg Regal	\$ 99.50
Seeburg Gem	125.00
Seeburg Vogue	149.50
Seeburg Classic	149.50
Seeburg Lo-Tone 8800, ES	250.00
Seeburg Hi-Tone 8800, ESRC	195.00

ROCK-OLA

Rock-Ola Standard	\$125.00
Rock-Ola De Luxo	135.00
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WALL BOXES

Seeburg 24 Sel. Wall-o-Matic, Remote	\$17.50	Seeburg Bar-o-Matic, 5-10-25¢	\$39.50
46 Seeburg Wireless	\$40.00		

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Paces Twin, 5-10 49.50	Longacre 129.50	Genco Total Roll 157.50
Evans Galloping 129.50	Pimlico, FP 79.50	Keeney Air Ralder 37.50
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Amber 124.50	Fiesta 129.50	Smarty 119.50
Battle Card 139.50	Havana 149.50	Spellbound 99.50
Big Hit, Single Play 69.50	Kilroy 179.50	Stage Door Canteen 69.50
Big League 69.50	Laura 59.50	State Fair 99.50
Carroll 169.50	Lightning 149.50	Step Up 99.50
Cover Girl 169.50	Midnet Racer 89.50	Superliner 99.50
Cyclone 169.50	Mid America 164.50	Superscore 99.50
Double Barrel 74.50	Rio 139.50	Surf Queens 69.50
Dynamite 119.50	Rocket 144.50	Suspense 89.50
Fast Ball 99.50	Show Girl 129.50	

NEW PIN GAMES

Ranger	Gold Ball	Torchy	Klick
Mam'ette	Baseball	Flamingo	Lightning
Coed	Humpty Dumpty	Ginger	Oscar
Play Boy	Nevada	Broncho	

NEW ONE BALLS

Bally Jockey Special, F.P.
Bally Jockey Club, P.O.
Bally Eureka

NEW ARCADE EQUIPMENT

Williams All Stars
Genco Advance Rolls
Chicago Coin Basketball
Champ
Chicago Coin Goalee

WANTED TO BUY: Genco TOTAL ROLLS

Terms: 1/3 Deposit (Certified), Balance C. O. D., F. O. B. Chicago.

ALL USED EQUIPMENT THOROUGHLY RECONDITIONED AND READY FOR LOCATION



AL SEBRING

BELL PRODUCTS CO.
2000 N. OAKLEY CHICAGO, ILL.

Announcement

To all members of the coin machine industry

GEORGE PONSER

has moved to the center of game manufacturing, to the hub city, Chicago, and has formed the

GEORGE PONSER CO.

AN ILLINOIS CORPORATION, LOCATED AT
158 East Grand Avenue Chicago 11, Illinois
Superior 4427



"I'd just like a shipment of G-E Lamps for my coin machines, please." "To lose your burnout blues, standardize on G-E lamps! Even if your supplier can't always fill your order right away, keep asking for G-E.
General Electric Co., Nela Park, Cleveland 12, Ohio.

G-E LAMPS
GENERAL ELECTRIC

\$19.50 Each	High Hand, Ea. 35.00
Air Circus	Super Bell, Ea. 35.00
Big Parade	Wurlitzer 61 50.00
Knockout	Rock-Ola Counter 75.00
Victory	
Bosco	
Star Attraction	
Majors	
Bolaway, etc.	

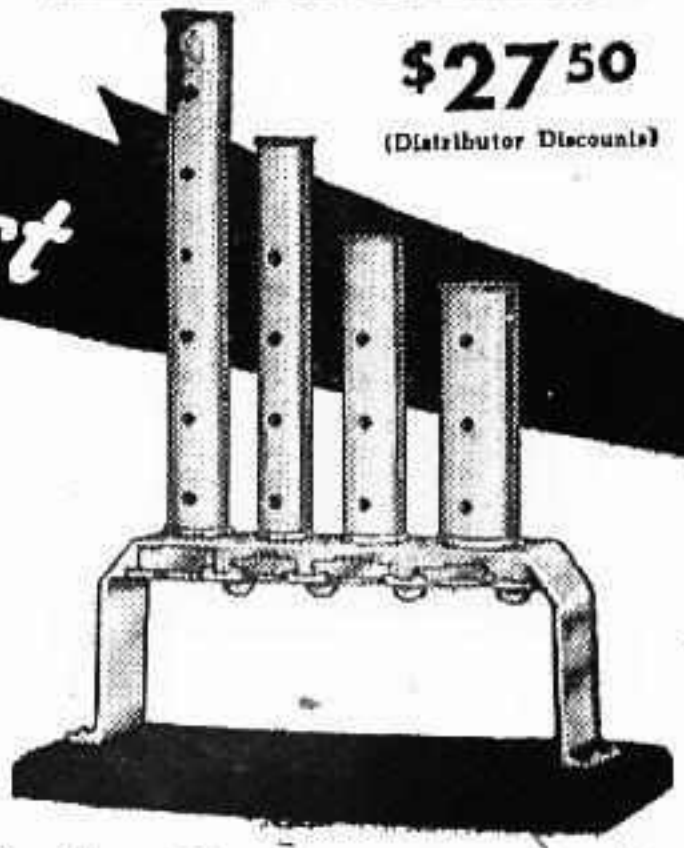
New and Used Games and Consoles.
LEHIGH SPECIALTY CO.
1407 W. MONTGOMERY AVE. PHILADELPHIA 21, PA.

You'll have fewer out-of-order calls with a Jennings!

O. D. Jennings & Co. 4309 W. Lake St. Chicago 24, Ill.

Lightning Fast

- 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.



\$27.50
(Distributor Discount)



Northwest Sales Co.

3144 ELLIOTT AVENUE SEATTLE 1, WASH.

L-O-O-K!
IMMEDIATE DELIVERY

Bally
ROCKETS \$160

Brand new—in crates

BALLY SPECIAL ENTRY—WRITE

1/2 Deposit With Order, Balance C. O. D.
F. O. B. Baltimore.

—WANT TO BUY!
DRAW BELLS
DE LUXE DRAW BELLS
TRIPLE BELLS
Give condition—denomination and price. No junk!

Distributors for
PACKARD'S
"Manhattan"



the world's
finest
phonograph
—a sensation
on every
location.

CALVERT NOVELTY COMPANY
COIN OPERATED EQUIPMENT
708 N. Howard St. Baltimore 1, Md.
Vernon 3034

**New Baltimore
Tax Considered**

ANNAPOLIS, Md., Nov. 1.—Special session of the Maryland General Assembly, to consider legislation which would enable the city of Baltimore to levy additional taxes, has been called by Governor William Lane Jr. Session will convene November 5. The governor, in his proclamation for a special session, said that Baltimore city officials have pointed out an "urgent need for additional finances to meet budget requirements." The message did not go into further details.

*Central Sales
New Coin Firm*

NEW YORK, Nov. 1.—Formation of a new distributing firm, Central Sales Corporation, was announced this week by Irving Levenar, manager, with temporary quarters at 2382 Coney Island Avenue.

Associated with Levenar in the new enterprise, which will specialize in amusement games, are Abe Lash and George Geier. Firm plans to acquire permanent quarters early next year.

**CHECKED—PERFECT
USED POST-WAR GAMES**

- Surf Queen . . . \$ 49.50
- Big League . . . 49.50
- Suspense . . . 64.50
- Amber . . . 89.50
- Superliner . . . 89.50
- Super Score . . . 99.50
- Show Girl . . . 99.50
- Sea Breeze . . . 89.50
- Kilroy . . . 119.50
- Smoky . . . 115.00
- Havana . . . 134.50
- Malsie . . . 159.50

Write for Complete List of Prices on New Clicks, Flamingo, Gold Ball, Marjorie, Co-Ed, Broncho, Chicago Coin Baseball.

TERMS: 1/3 Deposit, Balance C. O. D.

K. C. NOVELTY CO.
419 MARKET ST. PHILA. 8, PA.
Market 7-4641 Market 7-6391

WORLD'S LARGEST DISTRIBUTING HOUSE!

EMPIRE SUPER MARKET'S
1012-14 MILWAUKEE AVE.

CONSOLE SPECIAL!

DRAW BELL RED BUTTONS \$295.00
DE LUXE, 5c or 25c WRITE

NEW PIN GAMES

- HUMPTY DUMPTY W
- UNITED NEVADA R
- BALLY NUDGY I
- MARVEL OSCAR T
- GENCO BRONCHO E
- CHI BASEBALL !
- WMS. GINGER !
- MARV. LIGHTNING \$225.00
- WMS. FLAMINGO 205.00
- WMS. TORCHY 165.00
- BALLY BALLYHOOD

NEW COUNTER GAMES

- POP-UP \$ 24.50
- ABT CHALLENGER 49.50
- FOLDING STAND 11.95
- GOTT GRIP SCALE 39.50
- GRIP-VUE 49.95
- BASKETBALL 1 1/2 39.50
- WITH STAND 49.50
- KICK & CATCHER 87.50
- MARVEL CIG. REELS \$ 89.50
- IMP, 1 1/2 or 5 1/2 14.50
- MEX. BASEBALL 30.00
- SKILL THRILL 30.00
- FREE PLAY 30.00
- HEAVY HITTER 180.00
- WITH STAND 175.00

NEW SLOTS

- JENNINGS LITE-UP CHIEF 5¢ 10¢ 25¢ 50¢ \$324 \$334 \$344 \$454
- JENNINGS STANDARD CHIEF 289 279 289 399
- MILLS JEWEL BELL 248 253 258
- MILLS BLACK CHERRY 248 253 258 388
- 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, 7P 65.00

SLOT SAFES, STANDS

- CHICAGO METAL REVOLVING SAFES—
- UNIVERSAL, Single, \$79.50; Double \$116.75
- BOX STANDS \$27.50 • FOLDING STANDS 12.50

NEW CONSOLES

- BAL. WILD LEMON \$542.50
- BAL. DOUBLE UP 542.50
- BAL. TRIPLE BELL 895.00
- DE L. DRAW BELL 512.50
- BALLY HI BOY 399.50
- MILLS 3 BELLS 645.00
- JENN. CHALLENGER 595.00
- EVANS BANGTAILS 671.50
- EV. WINTERBOOK 829.00
- EVANS RACES 921.00

NEW VENDORS

- SILVER KING, 1 1/2 or 5¢ NUT OR B.G. \$ 19.95
- SILVER KING HOT NUT VENDOR 29.95
- VICTOR MODEL V, 1 1/2 GLOBE TYPE 11.75

NEW ONE BALLS

- JOCKEY CLUB, P.O. \$645.00
- JOCKEY SPECIAL 645.00
- GOTT. DAILY RACES 650.00
- BALLY EUREKA 489.50

ARCANE MACHINES

- WHIZZ & STD. \$ 79.50
- BOMBSIGHT 350.00
- BASKET B. CHAMP 499.50
- AMUSE. TUMBLER 215.00
- MIR-O-SCALE 125.00
- AM. FORT. SCALE 169.50

ROLL DOWN GAMES

- ADVANCE ROLL \$499.50
- SUPER ROLL 429.50
- POKERINO 259.50
- SUCCANEER 449.50
- BIG CITY 429.50
- ESSO ALLEY ROLL 499.50

BAT-A-BALL UPRIGHT MODEL \$84.50
JR., WITH STAND 29.50
BRAND NEW, IN ORIGINAL CRATES! ORDER NOW!

ARCANE
FROM THE SHERMAN HOTEL

- Ace Bomber . . . \$129.50
- Air Raiders . . . 69.50
- Batting Prac. . . 89.50
- Bicycle, Exh. . . 189.50
- Bola Score . . . 129.50
- Bull's Eye, Exh. . . 59.50
- Career Pilot, Muto . . . 149.50
- Defender 99.50
- Drivemobile . . . 189.50
- Football, Ideal . . . 189.50
- Goales 169.50
- Grandfather's Clock 89.50
- Hockey, Chicago . . . 89.50
- Hockey, Champion . . . 49.50
- Jack Rabbit . . . 185.00
- K. O. Fighter . . . 195.00
- Lift o Graph . . . 195.00
- Metal Typer, Groot . . . 219.50
- Night Bomber . . . 179.50
- Periscope 79.50
- Pistol Shot . . . 129.50
- Planetellus . . . 109.50
- Play Ball, Ev. . . 189.50
- Radlogram, Exhibit . . . \$140.50
- Ramazes 129.50
- Rapid Fire 74.50
- Recordit, Western . . . 450.00
- Scale, Watt, Guesser . . . 149.50
- Scale, Kirk, Guesser . . . 145.00
- Screen Test . . . 149.50
- Sky Battle 99.50
- Sky Fighter . . . 129.50
- Super Bomber . . . 149.50
- Super Torpedo . . . 109.50
- Shoot the Chutes . . . 79.50
- Shoot to Tokyo . . . 79.50
- Ten Strike, 1947 Model . . . 189.50
- Ten Strike 69.50
- Tommy Gun 84.50
- Thigh-o-Graph . . . 169.50
- Thunderbolt 89.50
- Undersa Raider . . . 139.50
- Vibrating Chair . . . 99.50
- Vitalizer, Exh. . . 79.50
- Wheel Geo Mystic . . . 79.50
- Wizard Pen 89.50

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 O.T. 69.50
- VEST POCKETS, 1946 Model 49.50
- 10¢ BLACK CHERRY, NEW REB. 134.50
- 25¢ BLACK CHERRY, REB., 2-5 139.50
- 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 199.50
- JENN. CIGAROLA XV 69.50
- JENN. LITE-UP CHIEFS, Used 10 Days, 5¢, \$215; 10¢, \$225; 25¢ 235.00

ARCANE COUNTER GAMES

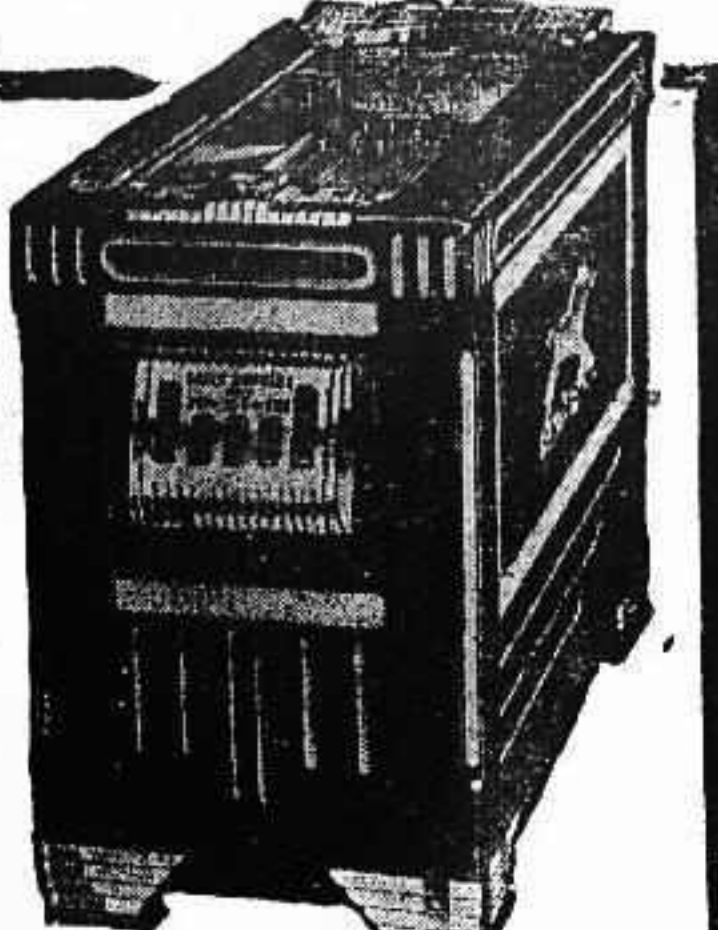
- ABT MODEL F, BLUE \$ 24.50
- COCKEYED CIRCUS 79.50
- GRIPPER, GOTT., 3-WAY 24.50
- KICKER & CATCHER 24.50
- HAMMER STRIKER, EXH. 47.50
- KNOTTY PEEK 79.50
- LOVE METER 39.50
- LOVE TELLER 99.50
- PIKES PEAK 24.50
- SHOCKER, ADVANCE 17.50
- TEXAS LEAGUER 49.50
- WHEELS OF FORTUNE 39.50
- WHIZZ & STAND 59.50

ONE BALLS

- VICTORY SPECIAL, Auto. Shuf. \$289.50
- PIMLICO, F.P. 89.50
- CLUB TROPHY, F.P. 74.50
- DARK HORSE, F.P. 69.50
- '41 DERBY, F.P. 79.50
- RECORD TIME, F.P. 69.50
- LONGACRE, F.P. 109.50
- TURF KING, P.O. 99.50
- JOCKEY CLUB, P.O. 89.50
- MILLS OWL, 1 OR 5 BALL, F.P. 49.50
- LONGSHOT, P.O. 69.50
- KENTUCKY, P.O. 74.50
- SPORT KING, P.O. 64.50
- VICTORY DERBY, P.O. 179.50

CONSOLES

- 5¢-25¢ 2-WAY BONUS SUPER \$625.00
- 5¢ KEEN, BONUS SUPER BELL 395.00
- 25¢ KEEN, BONUS SUPER BELL 449.50
- BAKER'S PACERS, D.D., J.P. 395.00
- 5¢ COMB. SUPER BELLS 79.50
- BALLY SUN RAYS, F.P. 69.50
- HI HAND, COMB. 99.50
- WATLING BIG GAME, P.O. or F.P. 69.50
- 5¢ PACE SARATOGA SR., P.O. 69.50
- 5¢ PACE REELS, COMB. 89.50
- JENN FAST TIME, P.O. 59.50
- BALLY BIG TOP, P.O. or F.P. 69.50
- MILLS JUMBO, LATE HEAD 69.50
- JENN. SILVER MOON, F.P. 89.50
- 5¢ BALLY CLUB BELL 99.50
- EVANS LUCKY STAR 149.50
- GALLOPING DOMINOS, J.P. 149.50



GET IN THE MONEY WITH THE NEW BAKERS PACERS

The Aristocrat of Consoles
Gallopng Horses • Flashing Odds • 7 Coin Play • Illuminated Track.

GUARANTEED! The Best Money Maker Ever Built or Your Money Back!

SEE YOUR DISTRIBUTOR OR WRITE TODAY!
BAKER NOVELTY CO., Inc.
1700 W. Washington Blvd., Chicago 12, Ill.

MAN WANTED
Must be first-class Mechanic at One Balls and Music. \$100.00 per week salary. Don't want a floater or man who drinks. Must have good reference. Will have good job and steady work.
CLICK AMUSEMENT CO.
1528 Main Street Buffalo, New York

Empire Coin MACHINE EXCHANGE

1012-14 MILWAUKEE AVE. • PHONE: HUMBOLT 6288 • CHICAGO 22, ILL.

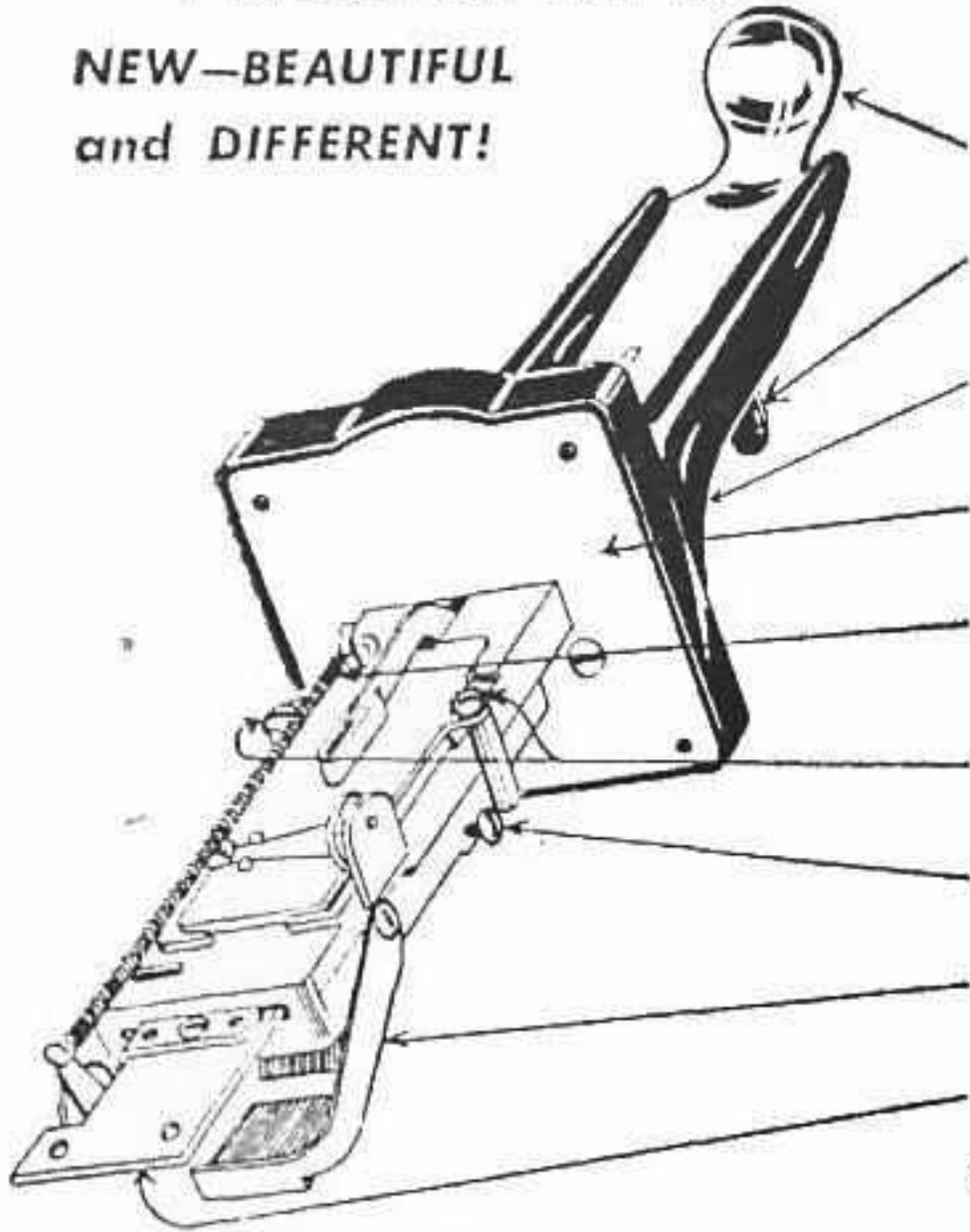
Assoc. Office: ROBINSON SALES CO., 7525 GRAND RIVER AVE., DETROIT. Ph: Tyler 7-2770

Materiale protetto da copyright

Introducing HEATH'S "FEATHER TOUCH"

A FREE PLAY COIN CHUTE THAT IS

NEW—BEAUTIFUL and DIFFERENT!



1. Large feather touch thumb rest.
2. Trigger grip.
3. Beautiful red, non-breakable plastic guard—really dresses up a game.
4. Metal face plate fits any pin game.
5. Slide return spring mounted on housing.
6. Chute quickly disassembled by loosening two screws.
7. Coin adjustment and other simple slug-proof features make chute almost 100% cheat proof.
8. Adjustable coin trough makes Feather Touch chute read' adaptable for most any game
9. Brass slide, nickel plated, pre-drilled holes.
10. Finest of materials insure long life and very little trouble.

TAKES THE "OUCH" OUT OF TOUCH

No more gripes about sore thumbs. Players love that sweet, easy push Feather Touch allows.

Its beauty will stun you. Its swift, smooth action will amaze you. Its simplicity and service-free operation will thrill you—ALL adds up to more nickels in the cash box.



EXHIBIT'S LATEST HIT

TALLY-HO

Features

"FEATHER TOUCH"

★★★★★

Operator's Price \$3.95 each

(Available in non-free play model)

Distributors, write for quantity prices

EXCLUSIVE FACTORY SALES AGENTS. Order sample today. Prove for yourself. Satisfaction guaranteed or money refunded

WRITE FOR OUR NEW ILLUSTRATED PHONOGRAPH PARTS CIRCULAR — FREE

HEATH DISTRIBUTING CO.

217 THIRD ST. Phone 2681

PARTS DEPARTMENT

MACON, GEORGIA

"NATIONAL DISTRIBUTORS FOR HEATH UNITS"

GOTTLIEB

has appointed . . .

EMPIRE

as exclusive distributor in . . .

WISCONSIN

IMMEDIATE DELIVERY!



HUMPTY DUMPTY

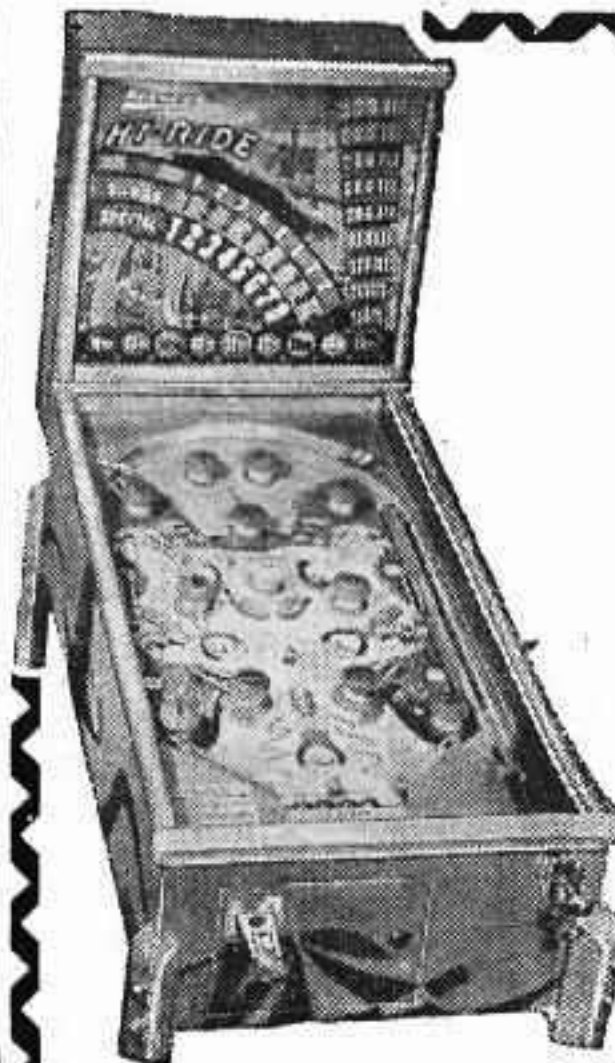
THE GREATEST INNOVATION IN THE HISTORY OF PIN GAMES!

with sensational player-controlled FLIPPER BUMPERS

Empire Coin

MACHINE EXCHANGE

1012-14 MILWAUKEE AVE. • PHONE HUMBOLDT 6288 • CHICAGO 22, ILL.



HI-RIDE

KEENEY'S NEW FIVE-BALL NOVELTY OR FREE PLAY

- ★ Machine gun bumper action starts high speed scoring.
- ★ Middle light-up column scores 20,000 on lighter bumpers.
- ★ Four "special" lanes.
- ★ Five 20,000 kickout holes.

Place Your Order Now for Keeney's New GOLD NUGGET 2-Way Console Winner



Exclusive for Keeney in ILLINOIS IOWA NEBRASKA KANSAS MISSOURI

NEW FIVE BALLS

Original Crates Brand New!	
Keeney Click	\$210
Exhibit Mam'selle	210
Chicago Coin Playboy	195
Williams Torch	195
Williams Flamingo	215
Williams Ginger	Write
United Nevada	Write
Gottlieb Flying Trapeze	Write
Ganco Broncho	Write
Chicago Coin Baseball and Many Others	Write

Terms: 1/3 down, balance sight draft or C. O. D.

If you don't see what you want—WRITE!

CONSOLES

Reconditioned and Unconditionally Guaranteed.

Draw Bell BALLY	\$295
Twin Bonus Super Bell, any Comb. Coin Chutes	\$595
Single Bonus Super Bell MILLS	395
Three Bells, 5¢-10¢-25¢	\$250
Twin Reels, 10¢-25¢ and Many Others	\$125

2330 N. WESTERN AVE. CHICAGO 47

WORLD WIDE DISTRIBUTORS INC.

Phone: EVERGLADE 2300

Cable Address: "Games"

Use Photomatic for Identification Pix

NEW YORK, Nov. 1.—Use of International Mutoscope Corporation's Photomatic for personnel identification photographs has been initiated at Mount Sinai Hospital here. Non-coin-operated, this installation, now the only one of its kind in the country, was built so that the machine will take, print and deliver a photo within 58 seconds, thru a hand switch mechanism.

"The machine is in constant use," said Pauline Johmann, director of personnel for the hospital. "In spite

of the large turnover in an institution of this sort, and the fact that student nurses are continually coming on regular duty, our identification records are easily kept up to date. Two photographs are made of all personnel—residents, internes and nurses; one is given to them for their personal identification and the other is for our files."

It is the opinion of William Rabkin, president of International Mutoscope, that the use of this unit as a personnel aid in locations requiring photo identifications will increase greatly, because of the time-saving element and the fact that the unit can be installed on the premises.

New Chicago Coin Distrib

CHICAGO, Nov. 1.—Chicago Coin Machine Company has appointed Universal Distributing Company, St. Louis, as a new distributor, Edward E. Levine, Chicago Coin sales manager, announced Tuesday (28).

Headed by Bernard F. Frericks, with Walter Gummersheimer as sales manager, Universal Distributing covers territory in parts of both Missouri and Illinois.

WANTED

Experienced Photograph Route Man. Must be able to repair and service all types of Photographs. Experienced Console and Pinball Mechanic. Must be steady and reliable person.

Apply

DURSELL NOVELTY COMPANY

176 Arch St.

New Britain, Conn.

WANT TO BUY

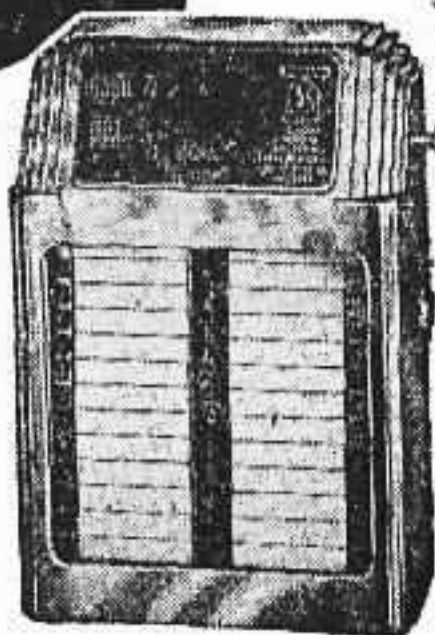
SMALL ROUTE IN GEORGIA

Music or Pins or both. Please give full information in first letter. BOX D-150, Care The Billboard, Cincinnati 22, O.

BUCKLEY BUILT MEANS BETTER BUILT!

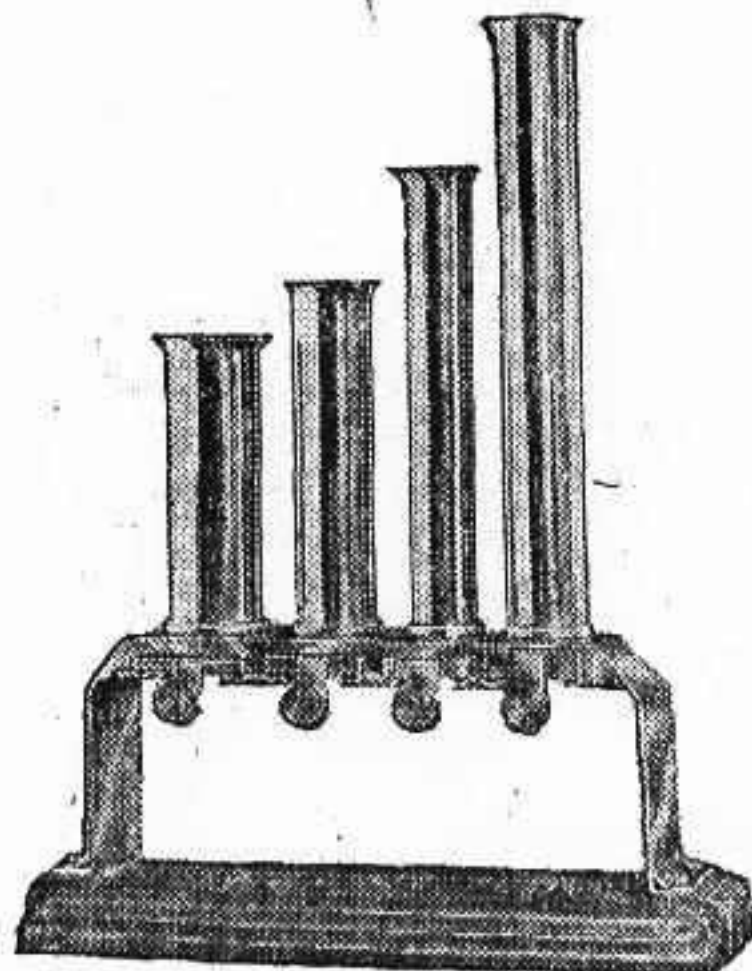
Buckley MUSIC BOX

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.



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

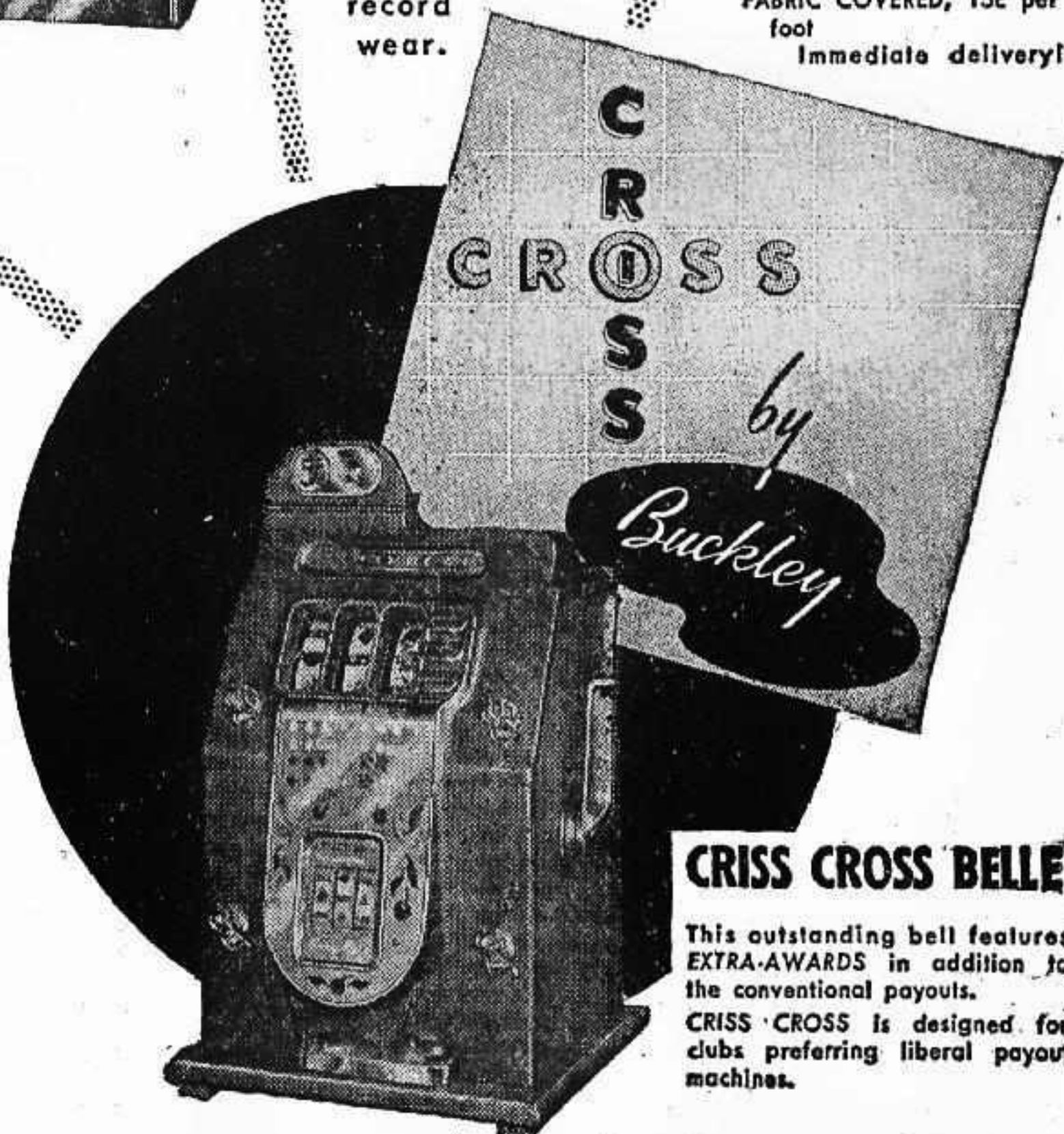
Now FOR CLEARER TONE the new Buckley

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!

Buckley Manufacturing Co.

4223 WEST LAKE STREET • • • CHICAGO 24, ILLINOIS

PHONES: VAN BUREN 6636-6637-6638-6533

MEMBER COIN MACHINE INDUSTRIES, INC.

WRITE TO ATLAS FOR ...

"YOUR HIT PARADE OF COIN MACHINES"



HOME OF FRIENDLY PERSONAL SERVICE

Headquarters for the Finest in New and Used Equipment

PHONOGRAPHS

- ROCK-OLA COMMANDO ... \$195.00
- WURLITZER 500 ... 219.50
- SEEBURG CABET ... 250.00
- WURLITZER 600 ... 199.50
- WURLITZER 618 ... 95.00
- WURLITZER 24 ... 149.50
- SEEBURG ROYAL ... 149.50
- SEEBURG VOGUE ... 245.00
- SEEBURG CLASSIC ... 245.00
- SEEBURG GEM ... 199.50
- SEEBURG HI-TONE, R.C. ... 300.00
- SEEBURG LO-TONE ... 350.00
- SEEBURG CONCERT GRAND ... 199.50
- SEEBURG CROWN ... 199.50
- ROCK-OLA DELUXE ... 225.00
- CONCERT MASTER, '40 ... 245.00



MEMBER

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
- Jennings Std. Club Console ... 369.00
- Jennings Super DeL. Club Cons. ... 424.00
- \$1.00 Pace DeLuxe Bell ... 550.00
- Columbia DeLuxe Bell ... 179.50
- Columbia Jackpot Bell ... 145.00
- Weighted Slot Stands ... 27.50
- Double Revolve A Round Safes ... 175.00
- Triple Revolve A Round Safes ... 262.00

IN ORIGINAL CRATES SHOOTING STARS \$99.50

All Used Equipment Completely Rebuilt and Refinished

NEW EQUIPMENT

- BRONCHO • NEVADA • BALLYHOO • GOLD BALL • HUMPTY DUMPTY • TALLYHO • JENN. CHALLENGER • BANG-TAILS, COMBINATION



NOW DELIVERING United NEVADA 4 Ways to set up SUPER BONUS FEATURE

GIVE TO DAMON RUNYON CANCER FUND

SPECIAL CLOSEOUT! BRAND NEW MARVEL POP-UP

Counter Game, 1¢ or 5¢ Play, Metered, in Original Cartons ... \$14.95

TERMS: 1/3 Deposit, Balance C.O.D.

ATLAS NOVELTY COMPANY

2200 N. WESTERN AVE. PHONE ARMITAGE 5005 CHICAGO 47
 ATLAS MUSIC CO., 4704 CASS AVE., DETROIT 1
 ATLAS MUSIC CO., 2219 FIFTH AVE., PITTSBURG 19
 ATLAS MUSIC CO., 221 NINTH ST., DES MOINES 3

FRIENDLY PERSONAL SERVICE



CENTRAL OHIO COIN'S QUALITY BUYS SACRIFICE SALE—PRICES SLASHED

PIN BALLS	MUSIC	CONSOLES
\$29.50 Ea.	Rock-Ola Standard ... \$109.50	50¢ Jumbo Parade, F.P. Ea. ... \$ 39.50
Air Circus, Big Parade, Boloway, Bombardier, Bosco, Bubbles, Catalina, Defense, Eagle Squadron, 5-10-20, Four Aces, Jeep, Hollywood, Home Run '42, Idaho, Invasion, Flat Top, Keep 'Em Flying, Knockout, Marvel Baseball, Topic, Streamliner, Sky Chief, Mustang, Venus, Victory, Yankee Doodle, Yanks, American Beauty, Sentry, Kismet, Midway, G.I. Joe Hotroscope, Marines at Play.	Rock-Ola De Luxe ... 149.50	25¢ Silver Moon, F.P. Ea. ... 39.50
\$19.50 Ea.	Seeburg 9800, R.C. ... 195.00	25¢ Walling Big Games, F.P. Ea. ... 39.50
A.B.C. Bowler, All American, Argentine, Bandwagon, Belle Hop, Big Chief, Dixie, Dude Ranch, Polo, Gold Star, Jungle, Legionnaire, Monicker, Play Ball, Slugger, School Days, Sport Parade, Spot Pool, Stratoliner, Sunbeam, Ten Spot, Wildfire, Hi Hat, South Paw, Zig Zag, Star Attraction.	Seeburg Envoy, R.C. ... 175.00	5¢ Super Bells, Comb. ... 99.50
LATE	Seeburg Hideaway, R.C. ... 245.00	5¢ Bobtails, F.P. ... 39.50
Big Hit ... \$ 79.50	Wurlitzer 500R ... 109.50	5¢ Pace Reels, C.P. ... 39.50
Big League ... 79.50	Wurlitzer 500, Victory Cabinet ... 145.00	5¢ Pace Reels, Comb., F.P. ... 49.50
Surf Queen ... 69.50	Singing Towers ... 99.50	Super Bells, Twin, 5¢-25¢ ... 199.50
Fast Ball ... 99.50	Alreon, 1946, Like New ... 375.00	Mills Four Bells ... 225.00
Step Up ... 99.50	AMI HiBoy, 40 Records ... 295.00	Mills 3 Bells, 5¢-10¢-25¢ ... 285.00
Smarty ... 139.50	Personal Music Boxes, Ea. ... 15.00	5¢ Bally Draw Bells ... 325.00
Show Girl ... 99.50	5 New Buckley Wall Boxes and new adaptor, 32 Selections ... 99.50	5¢-25¢ Twin Keeney Super Bonus Twin ... 645.00
Suspense ... 99.50	8 Wurlitzer #125 Wall Boxes, Ea. ... 15.00	5¢-10¢-25¢ Keeney Triple Super Bonus ... 885.00
Double Barrel ... 129.50	Wurlitzer 750E ... 295.00	COUNTER GAMES
Stage Door Canteen ... 69.50	ARCADE EQUIPMENT	1¢ Sparks, Check P.O. ... \$12.50
Superliner ... 99.50	Batting Practice ... \$ 79.50	1¢ Daval Marvols ... 19.50
Midjet Races ... 99.50	Sky Fighter ... 119.50	5¢ Gushers, New ... 29.50
Spellbound ... 109.50	Air Raider ... 79.50	5¢ Davals, Free Play ... 39.50
	Tommy Gun, Late ... 79.50	1¢ Marvel Pop Up, New ... 25.00
	Panorams ... 189.50	1¢ Targot Skills ... 22.50
	Undersea Raiders ... 149.50	1¢ Gottlieb Grip Scales ... 32.50
	Lite Leagues ... 149.50	1¢ Daval Buddy Cigarette ... 27.50
	Voice Recorder ... 69.50	5¢ Jennings Grandstands ... 12.50
	9-Ft. Skeo Roll ... 79.50	5¢ Vest Pockets, Late ... 49.50
	Scientific Baseball ... 69.50	1¢ Basket Ball, New ... 44.50
	Jack Rabbit, New ... 300.00	1¢ Genco Poo-Wee, New ... 29.50
	Buckley Diggers ... 99.50	1¢ Windmill Jr., New ... 17.50
	Rotary Pushers ... 265.00	
	Pop Up, New ... 25.00	
	Champ Basketball, New ... 49.50	
	Pokerino, Scientifico ... 199.50	
	Goatee, New ... 225.00	
	Wurl. Skeo Rolls, 14-Ft. ... 165.00	
	10 1/2-Ft. Premier Skeo Rolls ... WRITE	
		NEW SLOTS
		5¢ 10¢ 25¢ 50¢
		Mills Black Cherry ... \$248.50 \$253.00 \$258.00 \$338.00
		Mills Jewel Bells ... 248.00 253.00 258.00 350.00
		Mills Golden Falls ... 248.50 253.50 258.50 350.00
		Mills Vest Pockets ... 74.50
		Jennings Std. Chief ... 269.50 279.50 289.50 399.00
		Jennings Club Chief ... 324.00 334.00 344.00 454.00
		Groetchen Columbia ... 145.00
		Watling Rotatop ... 175.00 200.00 225.00 300.00
		Pace DeLuxe Chrome ... 245.00 255.00 265.00 375.00
		\$1.00 Pace DeLuxe ... 550.00
		USED AND FACTORY REBUILT SLOTS
		5¢ Blue Fronts ... \$ 79.50
		10¢ Blue Fronts ... 89.50
		25¢ Blue Fronts ... 99.50
		5¢ Brown Fronts ... 99.50
		10¢ Brown Fronts ... 109.50
		50¢ Chiefs ... 249.50
		50¢ Blue Fronts ... 249.50
		\$1.00 Chief ... 475.00
		REBUILTS LIKE BRAND NEW
		5¢ COPPER, GOLD AND BLUE, Hammerold Finish ... \$149.50
		10¢ COPPER, GOLD AND BLUE, Hammerold Finish ... 150.50
		25¢ COPPER, GOLD AND BLUE, Hammerold Finish ... 179.50
		(Drill Proof and Knee Action)
		3/8 DEPOSIT WITH ORDERS
		CIGARETTE VENDORS
		U-Need-A-Pak, 1942, 15 Column ... \$ 89.50
		Du Grenier, 1942, 11 Column ... 69.50
		U-Need-A-Pak, U-Need-A-Pak, 1940, 15 Column ... 69.50
		NEW PENNY SCALES
		Mirro-Scale ... \$125.00
		Aristo-Scale ... 119.50
		SAFES & STANDS REVOLVAROUNDS
		Single ... \$ 79.50
		Double DeLuxe ... 119.50
		Double ... 116.50
		Triple DeLuxe ... 162.50
		Triple ... 282.50
		Heavy Double ... 265.00
		Box Stands ... 25.00
		SAFE & STANDS
		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
		Jennings Std. Club Console ... 369.00
		Jennings Super DeL. Club Cons. ... 424.00
		\$1.00 Pace DeLuxe Bell ... 550.00
		Columbia DeLuxe Bell ... 179.50
		Columbia Jackpot Bell ... 145.00
		Weighted Slot Stands ... 27.50
		Double Revolve A Round Safes ... 175.00
		Triple Revolve A Round Safes ... 262.00
		NEW PENNY SCALES
		Mirro-Scale ... \$125.00
		Aristo-Scale ... 119.50

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AP Article Plugs Coin Laundry Idea

NEW YORK, Nov. 1.—An Associated Press (AP) article this week told American readers of the vast expansion which has taken place in the coin-operated automatic laundry field.

According to figures in the article, 2,000,000 American families use self-service laundry centers, there are now at least 1,600 automatic laundry units in over 700 cities from coast to coast and some 35,000 coin-operated washers in apartment houses, colleges and industrial plants thruout the nation.

Article explained the many advantages of using automatic laundry stores, and discussed the many "extras" being offered by enterprising self-service laundry operators.

Bace Tele Appointment

NEW YORK, Nov. 1.—The Bace Television Corporation, South Hackensack, N. J., has appointed Arthur W. Schmidt vice-president and treasurer, it was announced this week. Schmidt was formerly New York district manager in the receiver division of the Allen B. DuMont Laboratories and was active in the public location set field.

Full Production For New Warner Voice Recorder

PASADENA, Calif., Nov. 1.—J. J. Warner, of Warner & Sons here, announced that his plant is swinging into full-scale post-war production of the streamlined Warner automatic voice recorder.

Warner, who served with the Scientific Research and Development Bureau during the war, is turning out the improved model of the machine. Having a capacity of 200 records, machine has a dual amplifier. It is designed with two motors, and allows for recording and instant play-back.

Machine has all-aluminum body with welded steel frame. Only 78 inches high, 42 inches deep and 32 inches wide, the machine is insulated with fireproofed half-inch felt for acoustical purposes. Lucite windows carry out the modern design. In the present model only two gears are used, thus reducing possibilities of mechanical trouble.

The Warner company is well known in the manufacturing field, as its owner has been associated with the recording business since 1919. His sons, J. A. and R. L., are associated with him in the manufacture of the voice recorders. Firm recently released 75 of the new machines and they are now on location.



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25¢ Blue Front . . . 105.00
Chicago Metal Double and Triple Revolv-a-Round Safe Stands.

COIN-O-MATIC COIN CHANGER
\$99.50

10¢ Bonus Bell . . . 100.00
5¢ Brown Front . . . 90.00
10¢ Brown Front . . . 100.00
25¢ Brown Front . . . 110.00
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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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Big League	34.50	Mexico	185.00	Stage Door Canteen	59.50
Catalina	34.50	Midget Racer	59.50	State Fair	89.50
Cyclone	159.50	Oklahoma	34.50	Step-Up	89.50
Double Barrels	59.50	Ranger	185.00	Streamliner	34.50
Fiat Top	34.50	Rio	149.50	Sun Valley	34.50
Grand Canyon	34.50	Rocket	125.00	Superliner	89.50
Havana	169.50	Sea Breeze	115.00	Superscore	119.50
Hollywood	34.50	Shooting Star	34.50	Suspense	79.50
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DOUBLE BARRELS. 79.50	ROCKETS ... \$159.50	Williams GINGER. WRITE

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(AUTO. SHUFFLE, CHROME RAILS)..... \$159.50

Jockey Club (P. O.) \$69.50	Kentucky (P. O.) .. \$64.50	Long Shot (P. O.) .. \$59.50
Blue Grass (F.P.) .. \$59.50	Pimlico (F.P.) .. \$89.50	Sport Page (P.O.) .. \$49.50
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3	BY CHRIS CHRISTOPHER	JOCKEY SPECIAL by BALLY—ONE BALL—F.P. From a great stable and carrying perfect weight. Brookes thru with ease on every time out. PRICE .. \$645.00
4	BY CHRIS CHRISTOPHER	JOCKEY CLUB —by BALLY—ONE BALL—P.O. A chip off the old block. A good bet in any man's language. Can't miss. PRICE .. \$645.00
5	BY CHRIS CHRISTOPHER	HI-BOY —by BALLY—CONSOLE A speedy performer in the toughest competition. Has nosed out all others. Cash in on this one. PRICE .. \$424.00
6	BY CHRIS CHRISTOPHER	TRIPLE BELL —by BALLY—CONSOLE A reliable, consistent performer. You can bank on this one to come thru with flying colors. PRICE .. \$895.00
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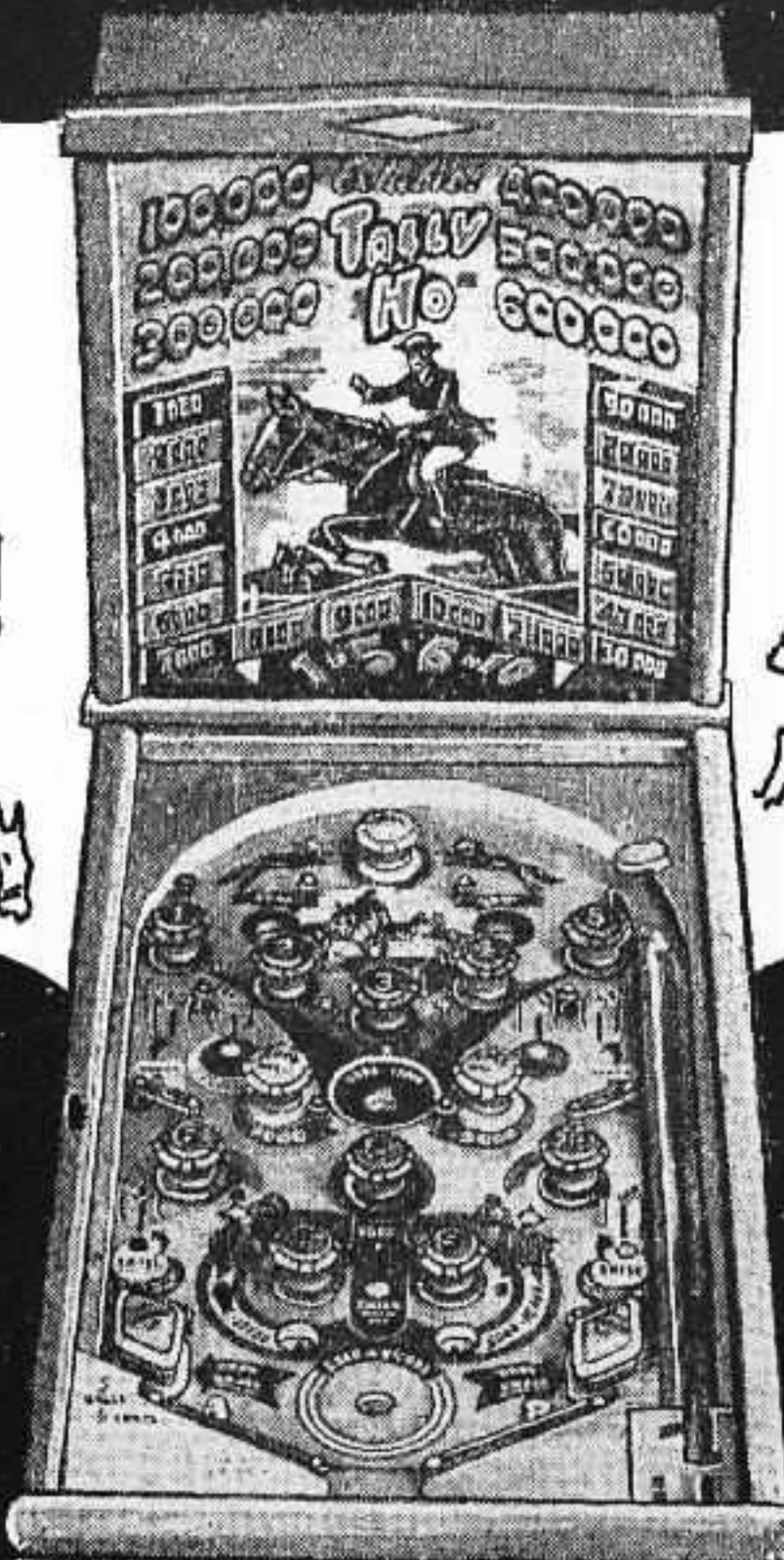
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| 600-R 89.50 | 1946 Rock-Olas ... | Plaza or Mayfair ... 124.50 |
| 500K or 600K 125.00 | Write for Prices | Classics or Vogues .. 194.50 |
| Victory Model, Rotary | AMI Top Flite 49.50 | Colonel or Envoy, ES 250.00 |
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| Seeburg Selectomatic, 20-Selection, 24-Wire, Ea. \$ 5.00 | Rock-Ola Dial-a-Tune Wall and Bar Boxes, Ea. \$ 5.00 |
| WS2Z Seeburg Wireless Wallomatics .. 19.50 | Wurlitzer Model 100, 5¢ Wall Boxes, Ea. 5.00 |
| 3-Wire Seeburg Wired Wallomatic .. 15.00 | Wurlitzer Model 125, 5-10-25¢ Wall Boxes, Ea. 15.00 |
| WS10Z Seeburg Wireless 5-10-25 Wallomatic .. 39.50 | Buckley 24-Selection Wall Boxes, Ea. 5.00 |
| WB1Z Seeburg Wireless 5-10-25 Baromatic .. 44.50 | |

MISCELLANEOUS

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|----------------------------------------------------------------------|-------------------------------------------------------------------|
| A.B.T. Challengers, slightly used \$ 24.50 | Bally Rapid Fire, crating included ... \$ 49.50 |
| A.B.T. Challengers (New) Write for Price | Chicken Sam, with Rifle Range Conv., crating included 74.50 |
| Gottlieb 3-Way Grippers 12.50 | Champion Hockey, crating included .. 29.50 |
| Supreme Ski Roll, 9 1/2 ft. (like new), crating included 89.50 | Goatee, crating included 124.50 |
| Supreme Ski Roll, 7 ft. (like new), crating included 74.50 | Mills Owl, crating included 15.00 |
| Bank Roll, 7 ft. (like new), crating included 74.50 | Total Rolls (like new), crating included 199.50 |
| Keeney Air Raider, crating included .. 49.50 | Chicago Coin All Star Hockey, crating included 49.50 |
| Tall Gunner, crating included 49.50 | Solentific Batting Practice, crating included 49.50 |
| Bang-a-Deer, crating included 74.50 | |

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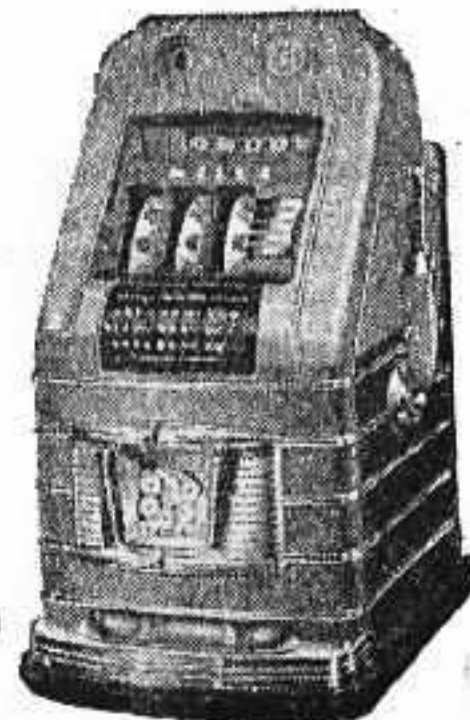
Delivering Mills Latest Machines

JEWEL BELL

Available in 5c-10c-25c Play



BRAND
NEW
MILLS
5c & T,
\$115.00



Exclusive Distributor for Mills
Slots in Western Pennsylvania,
Ohio and West Virginia.

NEW FIVE BALLS
Exhibit Mam'selle
Gottlieb Flying Trapeze
Genco Broncho
Bally Silver Streak
Bally Nudgy
United Nevada

NEW
Bally Triple Bell
Buckley Track Odds
Evans Bang Tails
Keeney Bonus Super Bell, 5¢ \$550.00
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5¢ Mills Blue Fronts 50.00
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10¢ Jennings Silver Moon Chief 65.00
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25¢ Pace Comet 59.50

TERRIFIC BUYS—USED FIVE BALLS
\$29.50 \$39.50 \$48.50

C'MON IN AND SEE!
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.

FILBEN
MIRROCLE MUSIC

COIN MACHINE DISTRIBUTING CO.

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WHEN YOU AIM FOR VALUE, SET YOUR SIGHTS ON 'SOUTHERN'

BIG HIT STG. DR. CANTEEN BIG LEAGUE \$49.50 EACH	SUPERLINER \$79.50 CAROUSEL \$139.50	LUCKY STAR MARJORIE PLAYBOY \$169.50 EACH
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BRAND NEW CLOSEOUTS

Skill Thrill \$19.50	American Eagle..\$ 12.50
Oomph 19.50	Grip Scale 29.50
Daval Free Play.. 19.50	25c Waffling Slot. 150.00
Kicker & Catcher.. 24.50	Marvels 24.50
Buddy 14.50	Challengers 49.50

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RECORD TIME \$39.50	SPORT SPECIAL \$49.50
LONGACRE \$99.50	KEENEY BIG PARLAY \$159.50

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COUNTER MODEL 61 \$ 49.50	MODEL 1015 \$550.00
24 HIDEAWAY 65.00	24 VICTORY 100.00
71 OR 81, WITH STAND 125.00	500 OR 600 135.00
750 300.00	780 195.00
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SPECIAL! Wurlitzer Hideaway, made of an 850 and one #430 Speaker and Wall Box. **\$195.00**

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REX	\$109.50
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REGAL	150.00
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8800 R. C. LOTONE	300.00
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SPECIAL! SEEBURG 146-W
with new style Door and Dome **\$650.00**

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1939 DELUXE	\$135.00
ROCK-OLA HIDEAWAY	50.00
1940 SUPER	175.00
SPECTRAVOX	65.00
SPECTRAVOX & PLAYMASTER... ..	100.00

A. M. I. STREAMLINER	\$100.00
A. M. I. HIDEAWAY	50.00
AIREON	295.00
MILLS THRONE OF MUSIC	90.00

TERMS: 1/3 DEPOSIT, Balance Sight Draft
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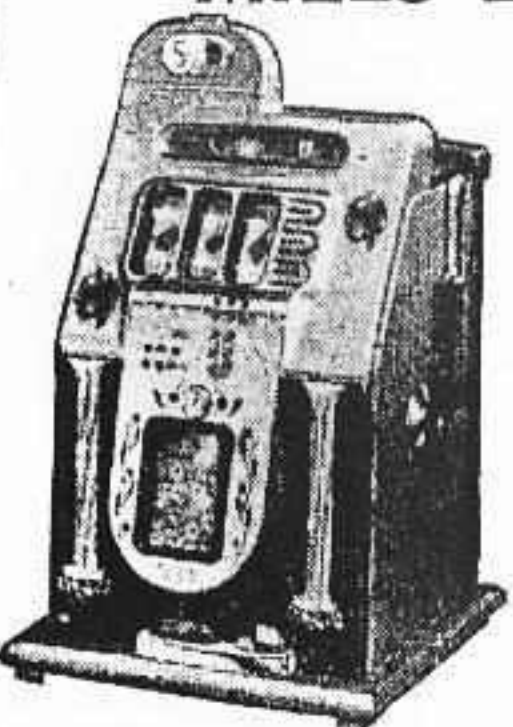
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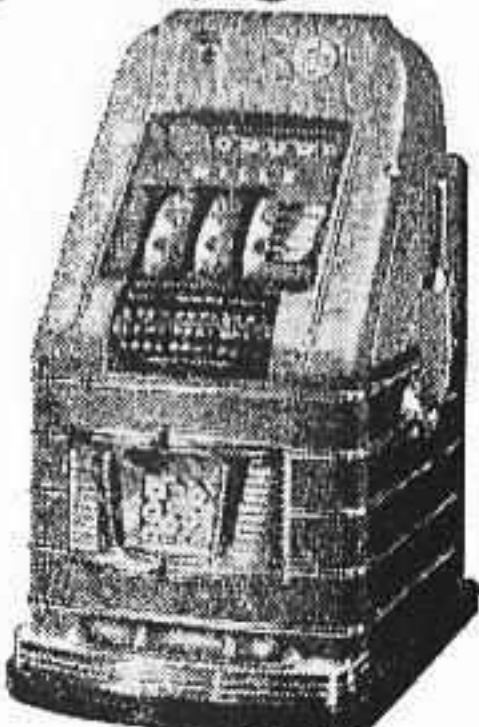


NOW DELIVERING NEW GAMES OF ALL LEADING MANUFACTURERS!

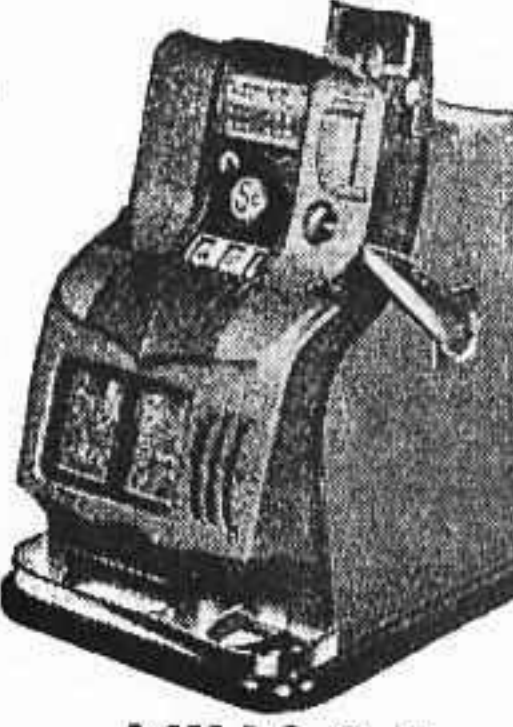
MILLS LATEST MACHINES



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 5c, 10c, 25c and 50c play. **WRITE FOR PRICES**



JEWEL BELL
If you want to increase your income place the New Mills Jewel Bell on location. It is different than any Bell ever manufactured in the past. Its design is modernistic and has unusual eye appeal. Ready for delivery in 5c, 10c and 25c play. **WRITE FOR PRICES**



MILLS Q T
A "Pony-Size" Bell. Weighs only 35 lbs.

The NEW QT is an entirely new design with streamlined front painted Blue and Gold, and made to give Operators unlimited service. It shines out bright and cheerful in any type of location. Any counter anywhere will welcome its presence.

\$115.00 1/3 Deposit.

New Box Stands, Single, Double and Triple Safes

SICKING, INC.



NEW VEST POCKET BELL

The Vest Pocket is a complete Bell, operating on 3-5 Mystery Payout system. Small payout cup in front is covered by drop flap. Reels can also be instantly covered, automatically removing the reward plate from sight. **BLUE & SILVER or GOLD & SILVER.**

Established 1895 1401 CENTRAL PARKWAY CINCINNATI 14, OHIO

BADGER'S Bargains

"Often a few dollars less - Seldom a penny more"

LOS ANGELES see Bill Happel MILWAUKEE see Carl Happel

NEW CONSOLES

NEW KEENEY GOLD NUGGET ...	WRITE	NEW KEENEY BONUS, 2-WAY ...	WRITE
NEW BALLY TRIPLE BELLS ...	WRITE	NEW BALLY DE L. DRAW BELLS ...	WRITE
NEW BALLY WILD LEMON ...	WRITE	NEW EVANS BANGTAILS ...	WRITE

GUARANTEED RECONDITIONED CONSOLES

KEENEY BONUS, 1-WAY	\$375.00	MILLS JUMBO, LATE P.O.	\$ 49.50
KEENEY BONUS, 2-WAY	595.00	BALLY DRAW BELLS	275.00
KEENEY BONUS, 3-WAY	795.00	EVANS BANGTAILS, F.P., P.O.	395.00
MILLS 1947 THREE BELLS	595.00	BALLY CLUB BELLS, F.P., P.O.	49.50
MILLS 1941 THREE BELLS	245.00	BALLY HI HANDS, F.P., P.O.	49.50
LATE MILLS 4 BELLS, 5-5-5-25c ..	245.00	EVANS LUCKY LUCRE, P.O.	49.50
LATE MILLS 4-BELLS, 5-5-5-5c ..	199.50	MILLS JUMBO, F.P.	39.50
MILLS JUMBO, LATE F.P., P.O.	59.50	PAGE SARATOGA, F.P., P.O.	49.50
		BALLY DELUXE DRAW BELLS ..	WRITE

KEENEY SUPER SINGLE, 5c, 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**

MILLS FOUR BELLS, ORIG. HEADS, 5c-5c-5c-5c, RE-FINISHED LIKE NEW ... **\$139.50**

KEENEY 4-WAY SUPER BELLS, REBUILT AND RE-FINISHED LIKE NEW ... **\$159.50**

RECONDITIONED SLOTS & NEW SAFE & STANDS

MILLS BLACK CHERRY, ORIG., 5c	\$155.00	MILLS BLUE FRONT, ORIG., 5c	\$ 84.50
MILLS BLACK CHERRY, ORIG., 10c	165.00	MILLS BLUE FRONT, ORIG., 10c	89.50
MILLS BLACK CHERRY, ORIG., 25c	175.00	MILLS BLUE FRONT, ORIG., 25c	99.50
NEW BLACK CHERRY	WRITE	SINGLE WEIGHTED STAND	19.50
NEW GOLDEN FALLS	WRITE	SINGLE REVOLV-A-ROUND SAFE ..	84.50
TRIPLE REVOLV-A-ROUND SAFE ..	269.50	DOUBLE REVOLV-A-ROUND SAFE ..	123.50

GUARANTEED RECONDITIONED PHONOGRAPHS

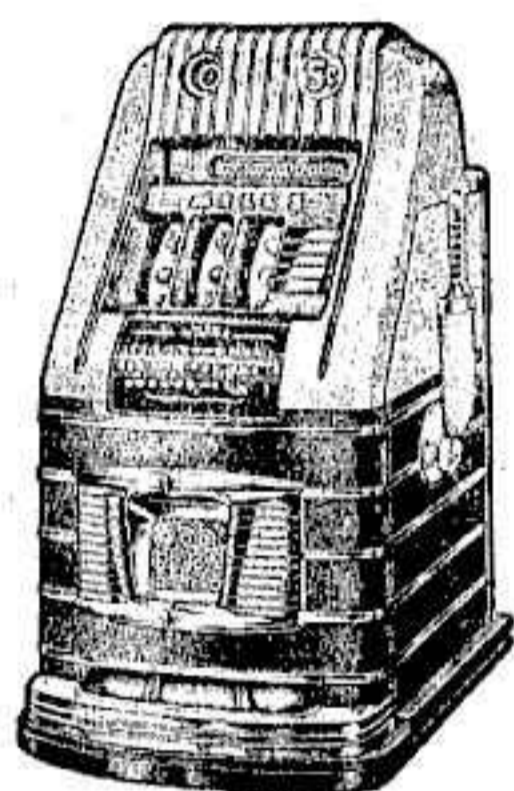
WURLITZER MODEL 1015	\$595.00	ROCK-OLA MODEL 1422 (1948) ..	WRITE
SEEBURG MODEL 1-48	525.00	A.M.I. 1948 MODEL	WRITE
AIREON 1946 MODELS	295.00	PACKARD 1946 MODEL	WRITE
SEEBURG 9800, R.C.	225.00	PACKARD HIDE-A-WAYS	295.00
SEEBURG CLASSIC	175.00	WURLITZER MODEL 850	345.00
ROCK-OLA SUPER NEW ROCK-O-LITE ..	169.50	WURLITZER MODEL 750E	345.00
ROCK-OLA MASTER NEW ROCK-O-LITE ..	159.50	WURLITZER MODEL 800	295.00
		WURLITZER MODEL 616	75.00

RECONDITIONED ONE-BALLS AND ROLL-DOWNS

BALLY SPECIAL ENTRIES	\$475.00	GENCO ADVANCE ROLLS	\$375.00
KEENEY BIG PARLAY	189.50	GENCO TOTAL ROLL	149.50
BALLY VICTORY SPECIAL	245.00	SUPER TRI-SCORE	295.00
BALLY LONGACRE	79.50	ROLL-O-BALL	125.00
		WESTERN POKERING	195.00

TERMS: 1/3 DEPOSIT WITH ORDER, BALANCE C. O. D. OR SIGHT DRAFT.

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Badger Novelty Co. 2546 NORTH 30TH STREET, MILWAUKEE 10, WIS. ALL PHONE KIL 3030.



A year has rolled around since the Jewel Bell entered the coin machine market. Today it is our leader and it is the most popular Bell ever built by Mills. More Jewels have been ordered by and shipped to operators this year than any other Bell model ever produced. Credit for this remarkable achievement goes to our excellent group of Distributors. To these men we say—**thanks for a job well done!**

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Longwood 8440

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Kansas City 2, Missouri
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Valley Specialty Company

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207 Franklin Street
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Operators who are "in the know" are quietly cleaning up with EUREKA... the 5-ball game with all the big-income features of Bally's famous multiples. EUREKA gives you the operating flexibility that means maximum profit in each location: Operated as a 5-ball, EUREKA easily doubles or triples normal novelty collections. And you can convert to 1-ball... multiple or single-coin... whenever you wish. Write for CONFIDENTIAL earning reports that will really open your eyes.

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- OPERATE AS MULTIPLE OR SINGLE-COIN GAME
- EARN PAY-TABLE PROFITS IN 5-BALL SPOTS
- NEW IMPROVED FREE PLAY MECHANISM



Bally MANUFACTURING COMPANY
 DIVISION OF LION MANUFACTURING CORPORATION
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WE PAY FREIGHT

ORDER WITH CONFIDENCE FROM AN OLD ESTABLISHED DISTRIBUTOR

EXTRA SPECIALS

Special Entries—4-5-6000 Series Victory Specials—Chrome Model "A" Draw Bell DeLuxe—5c Floor Sample Heavy Hitters—Like New—Stands.

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EXCLUSIVE BALLY DISTRIBUTORS IN SOUTH AND EAST TEXAS NOW DELIVERING

Nudgy—Silver Streak—Hi-Boy—Wild Lemon—Double Up—Triple Bell—Jockey Special—Jockey Club. Liberal trade-in allowances and prices furnished upon request.

BE ASSURED OF THE BEST FOR THE LEAST. GET ON OUR MAILING LIST.

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HUMPTY DUMPTY

THE GREATEST INNOVATION IN PIN GAMES!



SENSATIONAL Player-Controlled FLIPPER BUMPERS

Play that thrills... earnings that fill the till! Sensitive, finger-tip control buttons activate Flipper Bumpers. With skill and timing, player can send balls zooming around the field for extra scoring! Amazing action plus High Score, Sequence, Bonus and Kicker Bumpers!

Extra-Sensitive Control Buttons On Both Sides

GIVE to Damon Runyon CANCER FUND



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Top locations will demand the world's finest phonograph... **"Manhattan"**

Also delivering Williams, United, Genco and all other latest type machines

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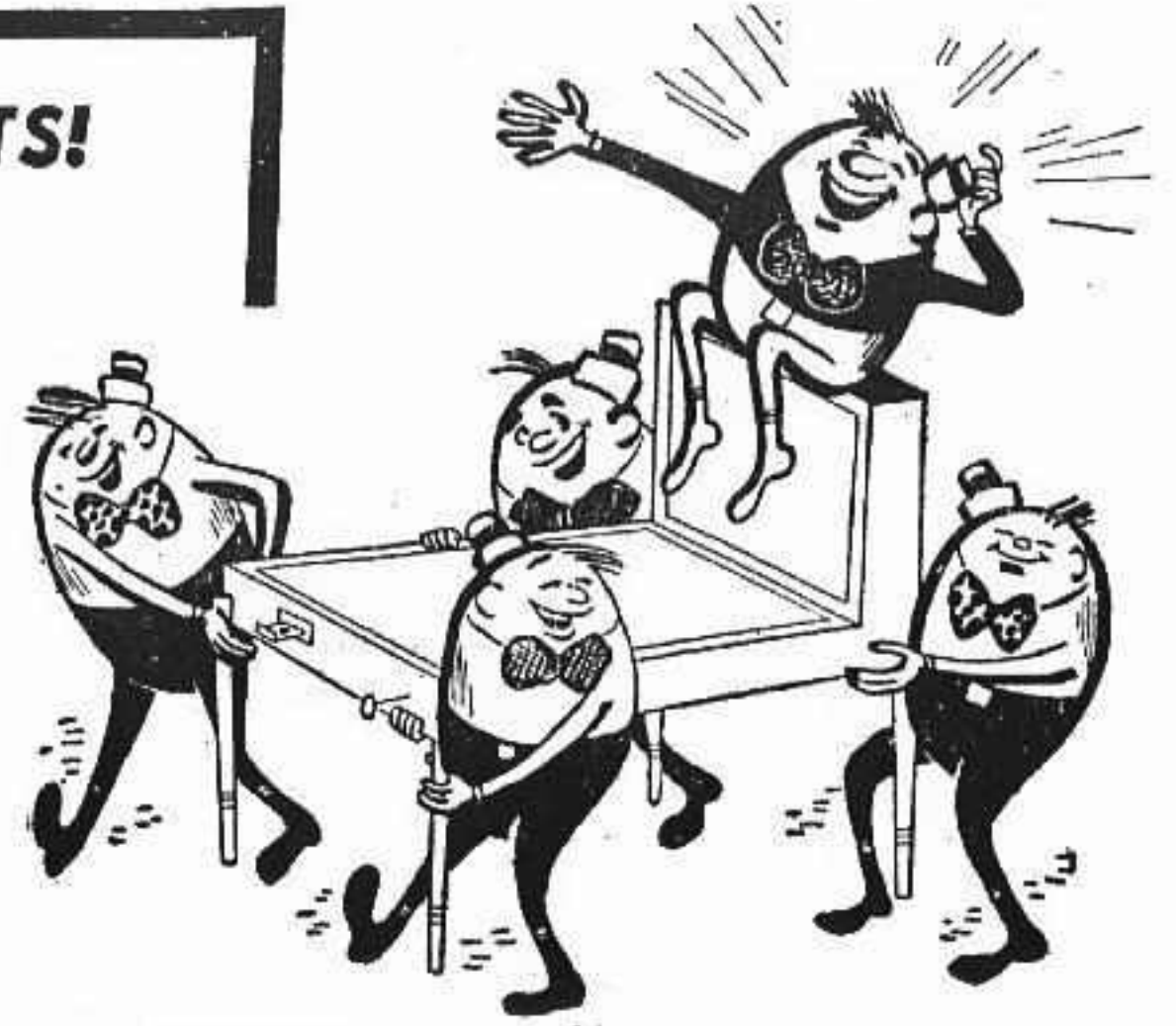
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THE GREATEST INNOVATION IN THE HISTORY OF PIN GAMES!

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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NOW!



SUPER-SENSITIVE
CONTROL BUTTONS
ON BOTH SIDES

"There is no substitute
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D. GOTTLIEB & CO. 1140 N. KOSTNER AVENUE, CHICAGO 51, ILLINOIS



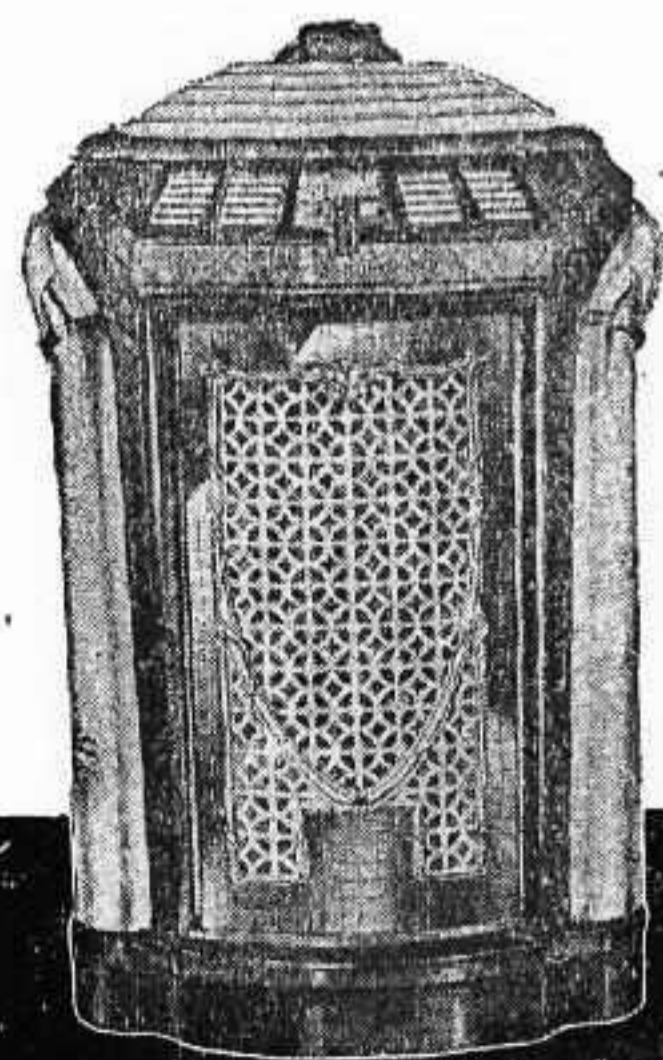
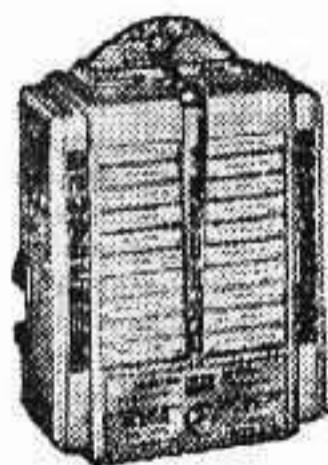
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It's "Music Magic" to customers the way the new Seeburg 48 provides easy tune selection, music that's never too loud or too soft. But to profit-minded operators . . . it's just "sound" business. They know the "magic" of increased collections from Seeburg Wall-O-Matics, Speakers and Dual Remote Volume Control.



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**FIVE-BALL
NOVELTY
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UNITED MANUFACTURING COMPANY

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CHICAGO 40, ILLINOIS

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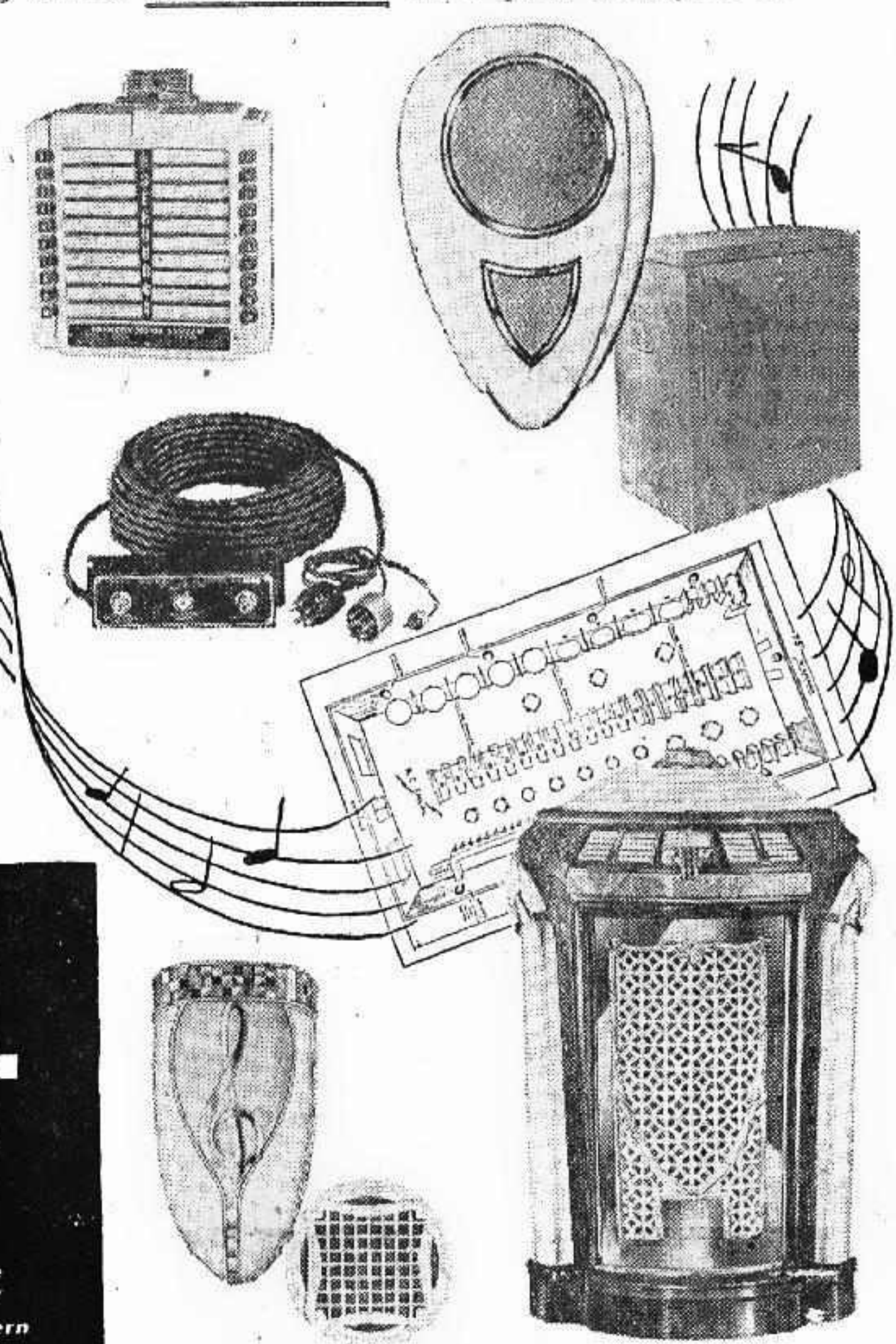
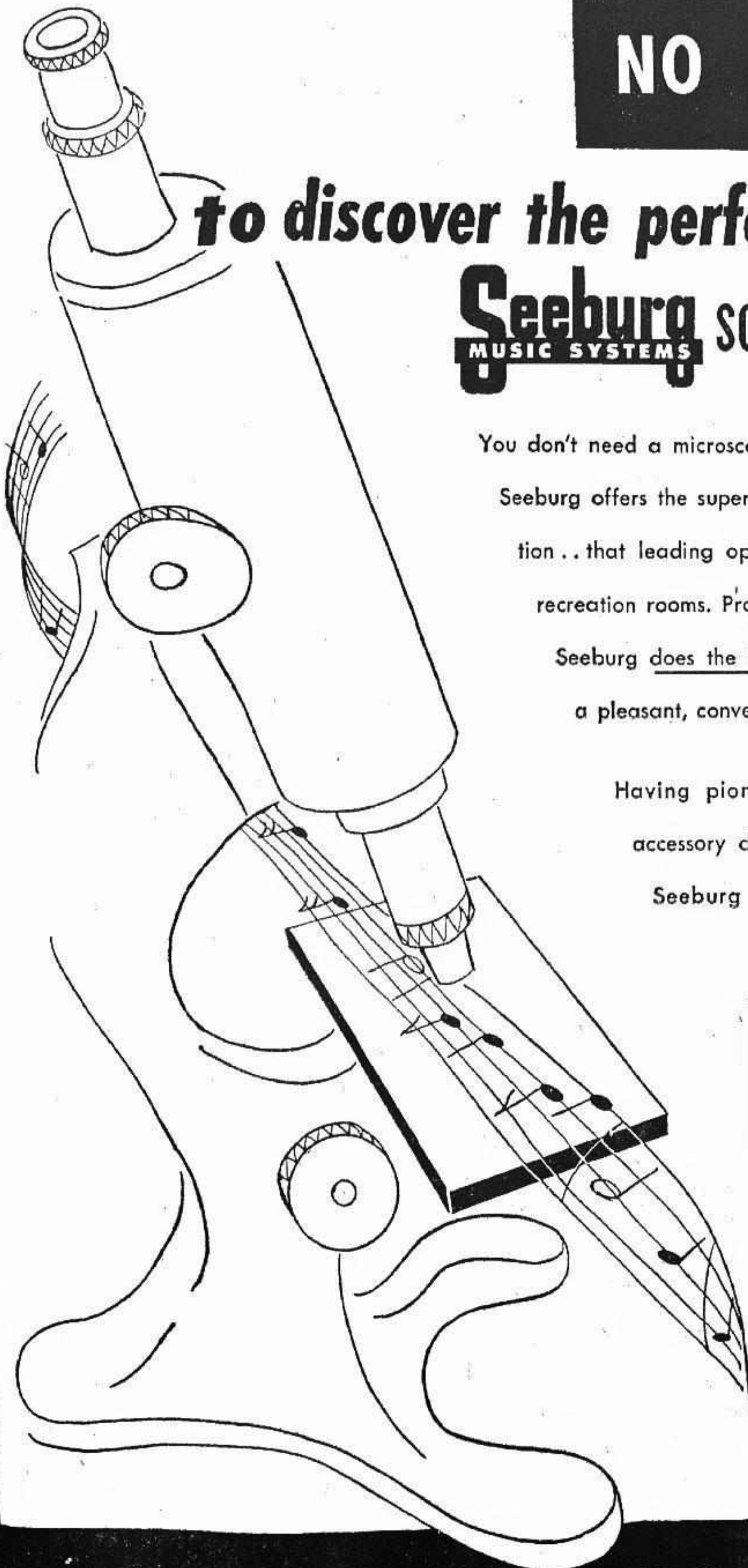
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Seeburg SCIENTIFIC SOUND DISTRIBUTION
MUSIC SYSTEMS

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Seeburg is the best investment on a year-after-year basis!



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JOCKEY Special FREE PLAY

JOCKEY Club AUTOMATIC

with Amazing NEW HORSESHOE FLASH

MORE thrills for players! MORE profits for operators! Thanks to the new sensational Horseshoe Flash which permits player to play extra coins to qualify for 5 big Horseshoe features:

- (1) Purse section receives Win odds;
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New
BIG ODDS
STARTING AT
3-TO-1
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MYSTIC FLASH proved a record-smashing profit-producer in Bally Entry and Special Entry. Now . . . PROVED AND IMPROVED . . . the Horseshoe Flash offers bigger play attraction than ever . . . holds repeat play longer . . . and nets richer profits to operators. Double or triple your one-ball multiple profits by getting JOCKEY CLUB and JOCKEY SPECIAL on location now. Order today!



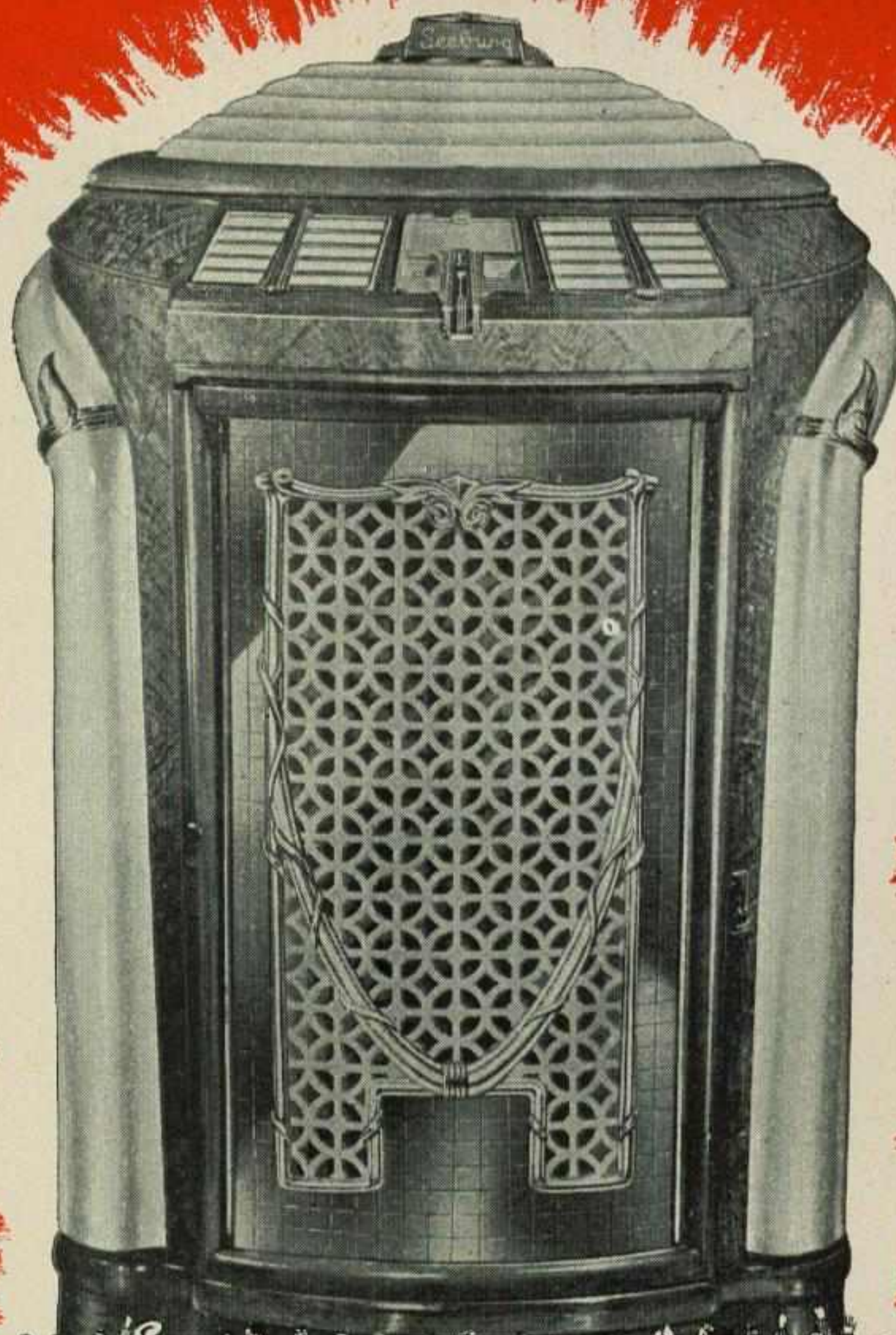
HEAVY HITTER
NUDGY
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HI-BOY
TRIPLE BELL
WILD LEMON
DOUBLE-UP



Bally MANUFACTURING COMPANY
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2640 BELMONT AVENUE, CHICAGO 18, ILLINOIS

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mighty maker of music...



All-Aluminum Cabinet

SYMPHONOLA "148"

Where the kids meet for a soda or a coke—where the elite drop in for afternoon cocktails—where diners go for lunch or dinner—where the crowd gathers for an evening of fun—

In fact, wherever people pause for refreshment or relaxation—music adds to the enjoyment. The Symphonola—*Mighty Maker of Music*—is the favorite instrument of the masses. Its eye-appealing design—its high fidelity reproduction—its simplicity of operation—all are reflected in its popularity with the public, location owners and operators.

Backed by Scientific Sound Distribution and Remote Control—the Symphonola has brought a new advance to the distribution of music at conversational level throughout any location.

Now the Symphonola, with the all-aluminum cabinet, continues Seeburg's leadership as producer of America's Finest Music Systems.

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Wireless and 3-Wire Wallomatics



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Recessed Speakers




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Auxiliary Remote Control Amplifier



magnet
for
quarters!

Quarter play means bigger take,
more profits. Your own experience
has shown you that the more quarters
there are in the coin box, the greater
the total cash.

Quarters flock to the Constellation like
flies to honey. The new and exclusive
feature, six hit tunes for 25c, is the reason.

It's the first new revenue-increasing
idea in coin phonographs in years!



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CONSTELLATION

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