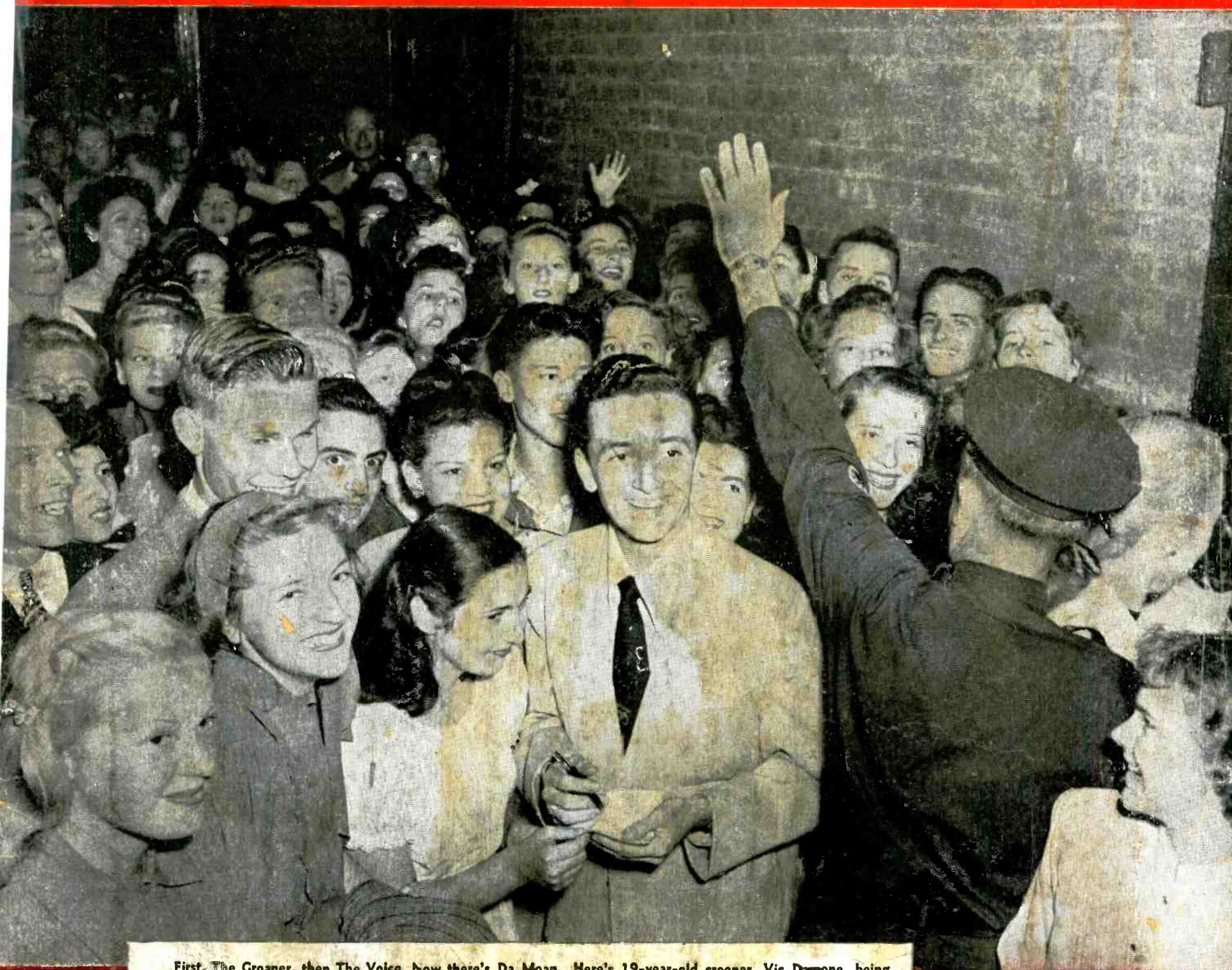


# The Billboard

THE WORLD'S FOREMOST AMUSEMENT WEEKLY • 25 CENTS

NOVEMBER 15, 1947



First, *The Groaner*, then *The Voice*. Now there's *Da Moan*. Here's 19-year-old crooner, Vic Damone, being mobbed by bobby-sox admirers following one of his recent CBS Pet Milk airers. Damone's ever-increasing host of followers have made his initial Mercury cookie, "I Have But One Heart," a best-selling hit, while his most recent diskings of "For Once in Your Life" and "Come Back to Sorrento" looks to climb on the strength of critical reception. His coming platter is a special Christmas pairing of Bach-Gounod's "Ave Maria" and "Silent Night," each spread over 12 inches of wax. Damone makes his first important location in-person appearance at New York's Hotel Commodore beginning November 13. He is personally managed by Lou Capone, who with Roland Martini, of the Gardner Agency, and arranger-conductor Tootie Camarata rate credit for assists in zooming Da Moan's showbiz career.

# "THE GOLDEN TOUCH"

*Frankie*

# CARLE

**HIS PIANO AND HIS ORCHESTRA**



Latest COLUMBIA Record Album  
"FRANKIE CARLE COMES CALLING"

Returning to  
HOTEL PENNSYLVANIA  
New York, December 29th

Direction —



**GENERAL ARTISTS CORPORATION**

THOMAS G. ROCKWELL, President

NEW YORK • CHICAGO • HOLLYWOOD • CINCINNATI • LONDON

# ACTORS MOVE FOR TELE PACT

## Bitch Switch

NEW YORK, Nov. 8.—Producers of *For Love or Money*, which preemed here Tuesday night (4), ran quarter-page ads in three dailies Thursday quoting the rave notices for frosh-thesp June Lockhart and others in the cast.

The quote from the *Herald Tribune's* Howard Barnes included the comment: "Vicki Cummings is splendidly bitchy as the leading woman." The ad in the *Trib* faithfully repeated the phrase "splendidly bitchy." So did the ad in the *Journal-American*. But the staid *Times* ("All the news that's fit to print") lifted its skirts—and its blue pencil—to do a copyreading job on its competitor's play critic. In the *Times* ad the phrase emerged immaculate as "splendidly caustic."

P.S.—The *Billboard* review by Bob Francis (see Legit Section, this issue), written without collaboration or collusion with critic Barnes, also employed the adjective "bitchy." A protest from the *Times* is awaited.

## Chi Approves Hyped Tix Tax

CHICAGO, Nov. 8.—The all-out effort of the entertainment industry here to stop levying of a local amusement admission tax was defeated this week when Chicago City Council passed an ordinance calling for a 3 per cent admission tax, effective January 1. Measure, passed Thursday (6), is expected to produce \$2,225,000 annually and will apply to movies, legit, concerts, ballroom promotions, sporting events, etc. It will have little effect upon nitery biz in that it is an admission tax, and night clubs here have never been successful in attempts to charge admissions.

Entertainment groups, banded into an org known as the Amusement Recreation Industry of Chicago, fought the measure since it was seriously considered about two months ago. The group does not intend to give up the fight. It is considering fighting the tax in the courts on the grounds that it is a discriminatory action. A spokesman for the group said that an indication that courts might rule against the tax was seen this week when the city's corporation counsel stated at a council meeting that there was no assurance the act would stand up in court.

The tax, first of its kind here, was passed as part of an attempt to raise \$5,772,000 next year in order to balance the city budget.

## Vallee First on Name List for N. O. Club

NEW ORLEANS, Nov. 8.—Beverly Hills Club here is going in for a name policy beginning November 20 when Rudy Vallee plays the spot for two weeks, followed by fortnighters for Hildegarde, Joe E. Lewis and Sophie Tucker.

## Lower-Bracket Acts Hunger On the Coast

### Job Situation Not So Hot

HOLLYWOOD, Nov. 8.—The West Coast is becoming increasingly tough hunting for low and middle-priced acts, with the outlook not too rosy for the future. This season has found acts scurrying for the few lucrative jobs in the Western area, with competition growing daily and salaries dropping. According to Florine Bale, West Coast director for the American Guild of Variety Artists (AGVA), the talent union has been called upon often of late to reach into its welfare fund to help unemployed acts. Over the past year, AGVA's Coast office (See *Coast Is Tough on page 38*)

## Hotel Putting Tele In Rooms, \$3 a Day

NEW YORK, Nov. 8.—Controlled television for individual hotel rooms is about to become a reality, with one system about to be installed in New York's Hotel Roosevelt, and another to go on exhibition tomorrow (9) at the National Hotel Exposition at Grand Central Palace. Both systems involve reception of images at a central unit, which then feeds the individual receivers in the guests' rooms.

The Roosevelt Hotel announced it will make the service available in about 40 rooms late this month. It will levy an additional \$3 a day on guests using the service. This system is the product of Hotelvision, Inc., of Long Island City. The system being demonstrated at the Hotel Exposition is that of Industrial Television, Inc., of Nutley, N. J.

## This One's Got It: Cow Elsie, St. Nick — And Actors, Yet!

NEW YORK, Nov. 8.—Vaude entertainers, circus performers and radio stars, with the help of Elsie, the cow, and Santa Claus, will stage a Merry Christmas Land show at Grand Central Palace December 20 to 28 inclusive. It will be sponsored by the National Children's Exposition Corporation.

There will be six 30-minute stage-shows given daily by clowns, acrobats, magicians, aerial and animal acts and guest stars, with Frank Luther, the safety song man, as emcee. National Broadcasting Company (NBC) will construct a studio to air the "christening" of Elsie's offspring and other local or network shows.

Special exhibits and rides will be dominated by a 28-foot Christmas tree and "the tallest Santa Claus in the world" (seven foot seven).

Admission will be \$1 for children and \$1.50 for adults. Aside from the general admission, there will be no charge for the exhibits or the rides.

## They Also Serve Who Stand, Wait

NEW YORK, Nov. 8.—Inside info has it that first-night press lists may be shaved and many of the magazine and radio crix given ducats to shows on third and fourth nights so as to water down the audience of professionals catching the openings, according to recommendations made at a general meeting of the League of New York Theaters. Board of governors of the producers' association meets Tuesday and will act upon the suggestions.

It is also likely the League will set a maximum number of tix that man- (See *Stem Theaters on page 42*)

## Thesp Unions Contract Bid Due in Month

### Step Toward One Union

By Jerry Franken

NEW YORK, Nov. 8.—A demand for a union shop, specific wage scales and improved working conditions for all performers other than musicians working in television will be served on the three major video companies in New York within the next three or four weeks. The employers are National (NBC), Columbia (CBS), and DuMont. The demand for negotiations will represent a turning point both in actor-union labor relations and in television, show business's newest medium and potentially one of its greatest.

The demand will be made by the television committee of the Associated Actors and Artists of America (Four A's), the American Federation (See *Actors Move on page 11*)

## "Night of Stars" Bars TV; Fears Pact Breaches

NEW YORK, Nov. 8.—The production committee for the *Night of Stars*, benefit for the United Palestine Appeal (UPA), yesterday (7) vetoed any televising of the proceedings from Madison Square Garden November 17. The decision was reached unanimously by about 30 assembled bookers, talent agencies, UPA officials and others at the meeting, on the ground that many top stars who will appear have radio contracts prohibiting appearances on other radio or tele shows without specific sponsor approval. The action followed beefs when the New York University-Bellevue benefit last week was televised by Columbia Broadcasting System (CBS) without such approval, presumably by authority of Garden officials.

Yesterday's meeting was the second held by the *Night of Stars* committee at which the topic came up. One week earlier the committee had voted a ban on video but the subject came up again when some members said they (See *"Night of Stars" on page 4*)

## Impact

NEW YORK, Nov. 8.—Bonded Auto Sales, to test television's sales impact, recently offered a \$25 discount to anybody answering the video sales pitch.

An hour or so after the offer was made on the air, a guy walked in and bought a \$4,000 Cadillac. And demanded—and got—the \$25 reduction.

## NUMBER ONE

### ACROSS THE MUSIC-DISK BOARD

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

Leading albums, classical disks, English and Canadian sheet sellers and full score on all music-disk popularity in Music Popularity Charts, pages 22 to 32 in Music Section.

# WGYN Figures N. Y. Area Has 105,123 FM Receivers

NEW YORK, Nov. 8.—As the number of FM receivers reaching the public mounts toward the million mark, FM broadcasters, competing for the advertising dollar, have run into the snag of limited statistics on receiver distribution. Altho Radio Manufacturers Association (RMA) releases official monthly production figures, most broadcasters have found virtually no way to keep track of retail FM sales in their area. This has been particularly true in the biggest FM market of all—New York City.

To get around this problem in some way, one FM station, WGYN, recently developed a formula which it has pressed into use to supply the answer to a question always asked by time buyers: "How many listeners do you have?" The station's formula, tho admittedly not exact, has given the first approximate FM listener census for New York City. Hitherto, manufacturers could not or would not release figures on sets shipped into the area and distributors have been equally reluctant to impart the information. The number of retail outlets in the New York region would make the taking of even a representative sample almost impossible. So WGYN came up with its formula, which projects a figure of approximately 105,123 new band FM receivers actually sold in the area, a figure which most qualified sources admit is conservative.

### Retail Sales Indices Used

The estimate was made on the basis of retail sales indices. The retail sales index shows the retail buying power for all items of merchandise on a percentage basis, using the national figure as 100 per cent. On this basis the areas of New York State, New Jersey and Connecticut, in which the signals of WGYN and other New York FM stations are heard with reasonable clarity, make up 12.22 per cent of the total retail purchases of the nation, according to the 1940 indices. Applying this 12.22 per cent to the 860,257 new band FM sets officially announced as manufac-

tured in the country during the past two years, WGYN came up with its census of 105,123 FM sets in the area.

Further indication that these figures are conservative is that the latest population and retail sales figures show approximately 15 per cent of total U. S. sales in this area, instead of the 12.22 per cent used. This figure would project a total of 129,038 FM sets within listening range of WGYN and other local FM stations. Total FM sets manufactured are expected to go over the million mark well before the end of the year.

### 11,000 by One Firm

Another factor which makes the estimate conservative is the lack of data on FM tuners or television sets with FM tuning in the area. Altho the manufacturers of these sets have not released any figures of sales, one manufacturer alone is understood to have sold about 11,000 in New York City. Considering that there are more FM and video stations on the air in New York than any place else, using the same percentage of retail sales for these items as for all other retail goods again makes the 105,123 FM receiver figure seem conservative. But WGYN is employing this in lieu of more specific yardsticks, and believes that FM stations in other areas with similar problems can do likewise.

## FCC Okays Sale Of an FM Outlet

WASHINGTON, Nov. 8.—One of the first sales, if not the first sale, of an operating FM station was approved this week by the Federal Communications Commission (FCC), which okayed transfer of control of WGYN, New York outlet. New owners are Charles E. Merrill and P. K. Leberman. Merrill is a partner in the brokerage house of Merrill, Lynch, Pierce, Fenner & Beane.

Station previously was owned by Muzak Corporation. Sales price was \$31,000.

## Foy-Cohan Package Set by Tom Elwell

NEW YORK, Nov. 8.—A new package featuring Eddie Foy Jr., and George M. Cohan Jr., has been set by Tom Elwell, former general manager for Hunt Stromberg Jr., who now is operating his own package agency. Show also features a 15-piece orchestra, female vocalist and chorus, with scripts penned by Marc Lawrence.

Another new Elwell package stars Bela Lugosi, film horror expert and Comedienne Ann Thomas, in a comedy mystery show. Nelson Sykes is the writer.

## "NIGHT OF STARS"

(Continued from page 3)

thought part of the program, featuring stars without contracts containing a sponsor-approved clause, might be broadcast. Rather than take chances, the body voted a flat nay.

Another factor which prompted the negative decision was the likelihood that some artists appearing would use blue material which otherwise would never be broadcast. Several such instances were observed in telecasting of the NYU-Bellevue benefit.

Present at the meeting were Robert M. Weitman, of Paramount, chairman of the affair; Sam Rausch, of Roxy; Jack Edwards, of General Amusement

## Phil Baker, Ink.

HOLLYWOOD, Nov. 8.—Phil Baker, ex-Take It or Leave It quiz master for Eversharp Pen, has taken a tip from his former sponsor and is going into the pen biz on his own. Baker has a financial interest in the Evans Pen Corporation, a new ball-point pen manufacturing outfit. Firm will soon put on the market a pen to be called the Phil Baker Evenette.

Baker has gone into the pen-making biz seriously and will make personal appearances at points of sale thruout the country. He will also lend a hand in the exploitation of the product via voicing transcribed spot announcements. The radio emcee has two former Eversharp execs as partners in the biz, Harvey Binns and Walter Scott.

## Pa. Tavern Fee On TV Fought

HARRISBURG, Pa., Nov. 8.—Interests fighting a ruling of the Pennsylvania Liquor Control Board that television sets in taverns come in the motion picture category and require amusement permits have filed new arguments with Dauphin County Court here, where an appeal from the board's ruling is pending.

In a preliminary injunction, Judge William Hargest upheld the contention that the sets are movies under the liquor law. The fee for a permit is one-fifth of the liquor license and ranges up to \$120 a year.

Abraham J. Levinson, Philadelphia attorney representing 4 liquor dealers, pointed out in the argument that Judge Hargest based his injunction decision on a legal opinion holding that telephone companies are considered as telegraph companies, which he said was overruled in 1919 by the State Superior and Supreme courts. The attorney pointed out that the two types of communications are much more closely allied than movies and television.

Levinson also cited the differences between silent and talking pix and said that television is a new creation, not an offspring of the movies.

## 16 Negroes Spin Platters on Air

NEW YORK, Nov. 8.—The December issue of *Ebony* magazine, just released, features an article on Negro disk jockeys and, in the first round-up of its kind, lists 16 Negroes spinning platters on 21 stations. The article also notes that more are in the offing, including Duke Ellington, who begins airing over WMCA starting December 29.

Pointing out that "radio voices do not have racial tags," the mag's chart shows most of the jockeys to be with Midwest outlets, with at least one in the South—Norfley Whitted, of WDNC, Durham, N. C. Few of the jockeys can be identified as Negro on the air, and some even get anti-Negro notes from listeners who assume they are white. Top jock is veteran Jack L. Cooper, of Chicago, with 13 shows averaging 41 hours weekly on the air.

Corporation; Harry Mayer, of Warners; Sam Blitz, executive secretary of *Night of Stars*, and reps of such other orgs as William Morris Agency, Strand, and Music Corporation of America.

## Pro Basketeers Support Video's Sports Planning

CHICAGO, Nov. 8.—Contrary to the current television trend, which is finding sports promoters becoming antagonistic to the medium because of fear that it will cut down on gate receipts, execs of the Professional Basketball League of America, year-old group having teams in 16 major cities, stated they would work 100 per cent with the video stations with a view toward working out mutually beneficial arrangements.

Chuck Wiley, formerly with Mutual here, and newly appointed director of sports publicity for the league, will begin putting league's new policy into effect in about two weeks when he begins a swing of the cities having league teams. Wiley, who will handle television, radio and press relations, is going to contact present operators of video stations, those having CP's and those planning to apply for CP's. Initial conversations on his part will be attempts to sound out video execs as to how basketball team owners can work with television in order to promote the league and also to help video stations in their efforts to program strong sports schedules.

The league, unwilling to put down policies that would restrict video sports airings or cut down promotional avenues for pro basketball, will hold off setting video rights costs until toppers in the group see what stations can afford.

## WWJ-TV Ups Detroit Rate

DETROIT, Nov. 8.—WWJ-TV, *Detroit News* television outlet, is increasing its rates effective December 1. The new hourly base rate goes from \$250 to \$350. The station began regular operations six months ago.

The increase follows rate boosts recently put into effect by WNBT and WABD, New York video stations.

## The Billboard

The World's Foremost Amusement Weekly

Founded 1894 by W. H. Donaldson Publishers

Roger S. Littleford Jr. William D. Littleford

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The Billboard also publishes: The Billboard Encyclopedia of Music Venc



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# INCOMES RULE TUNER TASTES

## Ford Will Repeat "Mr. D. A." Show On Anti-Semitism

NEW YORK, Nov. 8.—Unusual instance of a repeat on one commercial series of a script previously broadcast by another sponsor will take place next March when *Ford Theater* repeats a *Mr. District Attorney* script. Latter series is bankrolled regularly by Bristol-Myers Company.

Script involved, written by Ed Byron and Bob Shaw, was originally heard December 19, 1945, and was, purportedly, the first commercial network series to deal with anti-Semitism. Script collected several awards on the basis of its treatment of the problem.

Original script, a half hour, will be expanded for the hour-long Ford car series. Byron, who directs *D. A.*, will handle like chores on the revival. Repeat rights were set by Kenyon & Eckhardt, Ford's agency, thru Doherty, Clifford & Shenfield, *D. A.* agency.

## ABC Is Shaky On Wednesday Night Picture

NEW YORK, Nov. 8.—Considerable uncertainty surrounded the future of the Wednesday night line-up of American Broadcasting Company (ABC) this week, with cancellation of the Henry Morgan show by Eversharp, Inc., and shaky status of Jack Paar, who is bankrolled by American Tobacco. Officials of the tobacco firm, led by President Vincent Riggio, are skedded to huddle with Foote, Cone & Belding (FC&B) Agency Friday (14) on Paar's option. One factor weighing heavily against the youthful comic is the show's low Hooper (5.2) and high cost (estimated at \$16,000 weekly including commission to Jack Benny's Amusement Enterprises, Inc., which owns the package).

First blow at the ABC Wednesday schedule, the web's strongest period, came this week when Eversharp announced it was dropping Morgan, effective December 3. Suprisingly forthright statement also explained that the firm was "dropping this radio program because of its poor Hooper-ating." Latest Hooper for Morgan was 6.8. It was reported that ABC and Morgan were at odds over the comic's option, with the web requesting an additional week's option on the package and Morgan refusing unless he had complete freedom to dicker any place after that time.

Confusion exists concerning Eversharp (See *ABC Shaky Wed. Night*, p. 13)

## Siegel Heads N. Y. City Radio System

NEW YORK, Nov. 8.—After serving as acting head of WNYC for nearly two years Seymour N. Siegel was sworn in as director of communications for the Municipal Broadcasting System by Mayor William O'Dwyer Thursday (6).

Except for five years in the navy, Siegel has been with the station continuously since 1934, when the late Fiorello La Guardia appointed him program director.

## NBC Breaks Wax Rule for Hope's Britain Shows

HOLLYWOOD, Nov. 8.—National Broadcasting Company (NBC) last week reluctantly shattered its iron-clad rule against recordings to okay emergency use of partial platters of the Bob Hope airers while comic is in England late this month. At the same time a web spokesman was quick to add that the Hope action was in no way a hint that web was relaxing its long vigil against waxed airers. In fact, net stressed fact that in any case only a relatively small portion of Hope show might be waxed and then only in case of poor reception during overseas pick-up. To amplify its action, net added that the measure was merely insurance of a perfect show for the client as well as network.

Plan agreed upon by NBC and Pepsodent's agency, Foote, Cone & Belding, is for Hope to platter overseas portion of his November 18 show, which includes standard monolog, main comedy spot with guest Rex Harrison and Hope's familiar closing tribute. Portions will be waxed at preview several days prior to air time, flown to the United States and held in abeyance. Should air reception be muddy during actual broadcast, studio engineers will switch to platter. Listeners will be informed, however, that disk version of Hope's gags have been substituted for live airer. Other members of show's regular cast will be cut in from Hollywood. Only show set at this writing was the November 18 airing, but it was expected that Hope would do two or three shows abroad using this system.

Actually NBC and other webs have used similar devices in the past, particularly during the war, when net used plattered segments for its news and documentary stanzas. As far as can be determined, however, this is the first post-war instance in which the net has allowed even a partial plattering of a regularly skedded commercial stanza.

## All Webs Now With Hooper As MBS Signs

NEW YORK, Nov. 8.—C. E. Hooper, Inc., research firm, signed the last of the major networks this week when it closed a deal with Mutual (MBS) to resume as a Hooper subscriber. Mutual had pulled out of the Hooper client list last June, following an announcement by the head of the company that rates would be doubled.

Columbia (CBS) and National (NBC) recently concluded arrangements with Hooper, whereby they agreed to pay a 60 per cent boost, bringing their monthly Hooper costs to \$1,200 each. American (ABC) pays slightly less, it is reported. Mutual's new agreement also allows for a 60 per cent boost, bringing its monthly Hooper billings to \$960.

## Hunt Those Reds!

NEW YORK, Nov. 8.—Lester Gottlieb, of Young & Rubicam, got to wondering this week what would happen if the House Un-American Activities Committee were to investigate radio. He figured out that:

Red Barber, Red Skelton and Red Ryder would have the book tossed at 'em.

NBC would be subject to closest scrutiny for once having operated a red network.

And as for networks with affiliates in Moscow, Idaho . . . Wow!

## MBS Contract Puts BMB Near 500G Total

NEW YORK, Nov. 8.—An end to so-called abuses in the use of Broadcast Measurement Bureau (BMB) data is expected as the result of an agreement reached this week by the four major networks. The deal was arranged following Mutual Broadcasting System's (MBS) agreement to join the ranks of BMB's network subscribers, at a meeting of the four network presidents Tuesday (4). It calls for establishment of a network committee to iron out difficulties—essentially the use of old and dated material unfavorable to one or more BMB subscribers.

Mutual's agreement to participate in BMB followed weeks of hectic conversation. Columbia Broadcasting System (CBS) had refused to subscribe unless all networks participated, and advertisers and agencies had proposed the dissolution of BMB (*The Billboard*, November 8) if broadcasters could not come to terms among themselves.

Mutual's subscription does not mean that BMB yet has the \$500,000 annual income required to guarantee operations, but it is regarded as a (See *BMB Near 500G Total*, page 13)

## Rich Prefer Webs, Poor Like Indies

### Pulse Survey for Billboard

NEW YORK, Nov. 8.—Economic levels of radio homes have a direct bearing in determining listening habits of the families involved. According to a survey made by The Pulse, Inc., as part of *The Billboard's* Continuing Program Studies (CPS), total audiences accruing to independent stations increase as the income level declines. The opposite is true of network listening, which climbs as the income goes higher.

Pulse made its study in metropolitan New York, using a cross-section base of 500 families, personally interviewed. Standard research income levels were used, classifying respondents as rich, upper middle class, lower middle class and poor.

(See *\$\$\$ Rule Tastes* on page 13)

## N. Y. 'News' May Buy Into AM

NEW YORK, Nov. 8.—Reports were circulating this week that *The New York Daily News* might move to buy an AM station in New York City, following rejection of its FM did last week. The report could not be checked. *The News*, meanwhile, is working at top speed to get its television station on the air.

FM grants in New York went to WMCA, Unity Broadcasting (International Ladies Garment Workers' Union), Methodist Church and American Broadcasting Company.

*The* PERFECT CHRISTMAS GIFT

... 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

9

CHRISTMAS CAROLS

by the HOUR OF CHARM

ALL-GIRL ORCHESTRA and CHOIR  
under the direction of PHIL SPITALNY



**CHARM RECORDS, INC.**

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

PLEASE SEND TO: .....

ADDRESS .....

NUMBER OF ALBUMS (\$3.85 PER ALBUM) .....

## Gallup To Test AM Artists' Ability To "Send" Listeners

NEW YORK, Nov. 8.—The radio division of Dr. George C. Gallup's Audience Research, Inc. (ARI), this week sent 120 special investigators into the field to begin research for the firm's first "audit of personalities" in radio. These interviewers will collect material to go into Gallup's first Enthusiasm Quotient (EQ) ratings, which will study ability of individual radio stars to arouse enthusiasm and gain listeners. The study, under the supervision of ARI's radio chief, Samuel Northcross, will cover almost every section of the country while putting some 125 personalities under the microscope.

The interviewers will break down listeners into a national cross-section, similar to that used by the Gallup poll, but corrected for radio ownership. Summations will present radio characters' EQ ratings broken down by sex, age group, income, size of community and degree of radio listenership.

### Personal Interviews

Final results will include non-telephone homes reached by personal in-

## Court Rule Extends Halt on ABC-MBS Dropping of WSAY

NEW YORK, Nov. 8.—Judge Alfred C. Coxe, sitting in U. S. Southern District Court, yesterday (Friday) continued the temporary injunction granted WSAY, Rochester, N. Y., whereby WSAY is protected from cancellation of affiliation contracts by American Broadcasting Company (ABC) and Mutual (MBS). The court stated a final ruling would be handed down shortly and intimated it would be issued before November 12, when the notices already served on WSAY would become effective.

WSAY and its owner, Gordon Brown, have filed an anti-trust action against the four major webs asking \$12,000,000 damages. They allege a price-fixing conspiracy via network affiliation contracts and claim that WSAY would be imperiled economically if deprived of network revenue.

Leon Lauterstein, counsel for Mutual, in arguing against the injunction charged WSAY with "extortion," stating the station had increased its rates from \$160 to \$280 an hour, following a power boost and that advertisers balked at paying this fee for the Rochester market, characterizing the WSAY rate as exorbitant. He said Mutual welcomed the change in affiliation to WVET, Rochester, owned by a group of veterans. Franklin S. Wood, attorney for ABC, said that if WSAY had its way it would enjoy the fruits of dual affiliation by selecting the top shows from both ABC and Mutual.

### Bill Barlow Joins WSAI Staff

CINCINNATI, Nov. 8.—William L. Barlow this week resigned as public relations director for the Frequency Modulation Association to become associated with WSAI here in a similar capacity, effective November 15. Widely known in newspaper, radio and governmental circles, Barlow handled public relations and exploitation for the Crosley Broadcasting Corporation for more than eight years, both at WLW here and WINS, New York. He resigned from the latter station in 1946 to join the FMA. He had been inactive the last four months while recuperating from an illness at Madeira, O., near here.

terview and, according to Northcross, will show arrival of new stars as well as those who are past their peaks. Also the EQ will attempt to compensate for such disparities as network, time, position, etc. Besides top personalities the audit will deal with such fictitious characters as Blondie, Mr. District Attorney, the Fat Man and Senator Claghorn.

The survey should be concluded by the latter part of December. A second audit will be made in April, using the same names on the current survey to permit comparison. Later surveys will deal with summer replacements to determine how substitute shows are doing.

## Borden Okays Friday Switch But Where To?

NEW YORK, Nov. 8.—Columbia Broadcasting System (CBS) this week was virtually set to put thru its proposed Friday night revamp (*The Billboard*, November 8) following agreement by the Borden Company to shift its present Mark Warnow Friday night musical series to some other time. Sole remaining stumbling block, following Borden's okay to scram to another spot, was what the new broadcast time and day would be. At press time today, it was stated that none of the segments offered so far by CBS had been found satisfactory.

CBS is revamping its Friday night picture to stress comedy, with the Borden 9 p.m. spot to go to the Old Gold Don Ameche-Frances Langford-Frank Morgan show now on Wednesdays. Shows preceding will start with Fannie Brice at 8 and Danny Thomas at 8:30. Following stanzas would be *Ozzie and Harriet* at 9:30, the new Dinah Shore-Harry James show at 10 and Spike Jones at 10:30.

## NBC Affiliates Turn on Heat For Instant Rate Raise; Hike In Number of Listeners Cited

NEW YORK, Nov. 15.—Affiliates of the National Broadcasting Company (NBC) are exerting pressure on the network for an immediate raise in rates, and one major affiliate in the South is ready to pull out of the web in the event the hike is not forthcoming soon, it was reported this week.

Meanwhile, the mounting pressure was indicated in a statement of policy to advertisers and agencies wherein the web pointed out that on or after May 1, 1948, NBC could afford only six months' rate protection to current advertisers, instead of the current one-year period. This was believed indicating a rate hike in the near future. Harry C. Kopf, NBC administrative vice-president, in his statement to advertisers pointed out that: (1) the last general NBC station rate increase occurred in October, 1939; (2) an advertiser's maximum discount today is over 30 per cent, whereas in 1939 it was 25; (3) radio families as of January, 1947, totaled 35,900,000, an increase of over 28 per cent above April, 1940; (4) sets in use have increased during this period to 66,000,000, or 46.7 per cent.

In contrast to these advantages to

## CBS Gross Rises, But Net Is Shaved By Waxery Decline

NEW YORK, Nov. 8.—Altho gross income for the first nine months of 1947 was considerably above for the same period last year the consolidated income statement released this week by Columbia Broadcasting System (CBS) shows a slight drop in the web's net income. Major loss appears to be sustained, not by the network, but by Columbia Records, disk adjunct owned by CBS. While net income declined \$47,910 for broadcast operations, the waxery operations plummeted \$288,762, or 17 cents per share.

The statement included an item of \$184,807 among expenditures as 1947 write-off of color tele facilities, resulting from denial of commercial video authorization by Federal Communications Commission (FCC). Income tax reduction attributable to this write-off was credited at \$113,269. Corporation's operating, administrative and depreciation expenses were reported increased from \$42,354,010 in 1946 to \$49,064,508 this year.

Earnings per share of the corporation's stock were calculated at \$2.13 in 1947, against \$2.33 for the first nine months in 1946. (For details consult story in Music Department.)

## Ga. Tech-Navy Game Opens WGST-FM

ATLANTA, Nov. 8.—Broadcast operations of WGST-FM will begin here today (8) with broadcast of Georgia Tech-Navy football game. Station will operate from 3 to 9 p.m. on channel 231 at 94.1 megacycles, and will carry a portion of regular WGST programs, including all Tech grid games.

Altho the station's present transmitter is in Atlanta, WGST-FM will move to a location near Jasper, Ga. in about a year. New transmitter will have an effective power of 345,000 watts and will cover all of North-ern Georgia.

## Stock Exchange Heads Nine New WQXR Sponsors

NEW YORK, Nov. 8.—A sudden influx of business had the accounting department at WQXR working overtime this week as nine new bank-rollers signed to sponsor programs. Leading the list was the New York Stock Exchange, making its first plunge into radio. Other new WQXR accounts included General Electric Supply Corporation, Schrafft's; I. Rokeach & Sons, Inc.; Wallace Candy Company, Botany Worsted Mills, Sachs Quality Clothes, Aeolian Hall and Walker Gorden Laboratories.

The Stock Exchange has signed to sponsor the *Concert Hour*, aired Friday nights from 7:05 to 8 p.m., thru the Gardner Agency. Commercials will be of a public service character, midway, stressing the principles of sound investment and describing how the Stock Exchange operates.

### Sachs Outlay

Sachs Quality Clothes has signed to sponsor nine 15-minute periods weekly over the station, thru the William Warren Agency, for the seven weeks until Christmas. Programs involved include the 9:30 to 9:45 a.m. period of recorded *Morning Melodies* on Tuesday, Thursday and Saturday; folk singer Tom Scott live, 11:45 to noon, Monday, Wednesday and Friday; recorded *Football Songs*, Saturday, 11:45 to noon, and *Curtain* at 2:30 on Tuesday and Thursday, 2:30 to 2:45 p.m.

Schrafft's Restaurants, operated by F. G. Shattuck Company, began on Thursday (6) a series of three 15-minute shows daily, Monday thru Saturday, in another campaign which will run thru December 24. The sked, set thru Cowan & Dengler Agency, includes *Breakfast Symphony*, 7:45 to 8 a.m.; *Morning Melodies*, 9:15 to 9:30 a.m., and *Modern Rhythms*, 5:15 to 5:30 p.m.

A full year's contract was signed by I. Rokeach & Co., makers of soaps and soap powders, to sponsor the 9:45 to 10 a.m. segment of *Morning Melodies*, Monday thru Friday. Agency is Advertisers' Broadcasting Company.

### Botany's Deal

Another manifold deal was set by Botany Worsted Mills, which is bank-rolling the 9:30 to 9:45 a.m. period of *Morning Melodies*, Monday thru Friday, and the 9:45 to 10 a.m. seg on Saturdays. The firm also has bought the 11:45 to noon Tuesday and Thursday show, *Along the Danube*, and the *Curtain* at 2:30 show on Monday, Wednesday and Friday, thru Arthur J. Silberstein-Bert Goldstein Agency.

Wallace Candy's contract calls for three 25-minute shows per week, Aeolian-American has bought one half-hour weekly, and Walter Gordon is sponsoring one 15-minute show weekly.

## "Happy?" NBC Asks Staffers

NEW YORK, Nov. 8.—The second radio organization to review its personnel relations policy recently is the National Broadcasting Company (NBC), which last week retained Houser Associates to conduct a poll among employees. Houser Associates conducted a similar survey recently for WOR, Mutual outlet here.

The NBC job was undertaken by the web in order to ascertain employees' opinion of the web's personnel practices and working conditions. Questionnaires prepared by Houser were filled out by employees. Identification was not required.

# AGENCIES ASK CODE CHANGES

## Coast Broadcasters Urge NAB To Withhold Code Okay Until May, 1948, Convention

Nov. 14 Board Meeting To Give Indies "Permanent" Voice

HOLLYWOOD, Nov. 8.—Another hitch in the ultimate adoption of the new code recommended by the National Association of Broadcasters (NAB) was tossed into the laps of the NAB board when members of the Southern California Broadcasters' Association (SCBA) recommended that NAB withhold final adoption of a new code until its next convention, scheduled next May. At a meeting Thursday (6), attended by reps from nearly all Southern California outlets, group voted to send a wire to Bill Ryan, director of NAB's 16th District, as well as to all other NAB districts and association's headquarters, urging that final action be forestalled so that indie broadcasters can have full time to study ramifications of new code. Action was unanimous, altho reps from NBC and CBS were not present during voting.

SCBA members were outspoken in their criticism of the proposed code, contending that nets and more powerful indies were attempting to ram restrictive code down collective throats of smaller stations. Moreover, group held that changes already recommended by independent broadcasters' committee in Washington did not go far enough nor did alterations in basic code reflect the true feeling of nation's indie broadcasters.

Among demands discussed by local group were: (1) NAB should give more thought to problems of commercial time for smaller indie operations, with consideration to complete broadcasting day rather than segments of air time; (2) there should be no discrimination between commercial time restrictions for nighttime and daytime operations, and (3) Section 14 of regulations on non-acceptable business should be eliminated. This section prevents acceptance of commercial biz from "professions in which it is deemed unethical to advertise." Broadcasters held that any enterprise or profession legalized by the State should be accepted by broadcasters at their own discretion.

The latter question is a particular sore spot with Coast broadcasters, since it is aimed at such air-time buyers as advertising doctors, dentists and certain types of loan companies. Altho outlawed by many Eastern and Midwest State laws, statutes of California, Oregon and Washington allow medics to solicit biz thru radio advertising. Moreover, such groups are heavy coast-time buyers, and their loss would be a severe blow to small station revenue.

Religious programs and proposed regs covering their airing were not discussed, even tho Coast stations enjoy plenty of such lucrative biz at this time. Feeling on this score seemed to be that broadcasters can police this phase without formal restrictions.

WASHINGTON, Nov. 8.—Insiders at the National Association of Broadcasters (NAB) are looking to the NAB's board of directors next week for a "strong clarification of policy" assuring "a permanent voice" for independents among NAB's membership. The board, which will convene Thursday and Friday (13-14) is expected to meet the problem by issuing a clarifying statement or by setting up a permanent standing committee of indies. The issue of recognition for independents is seen as a major part of the board's agenda, along with the controversial new code and a budget for the coming fiscal year. Ted Cott, of WNEW, New York, will speak for the indies at the board meeting.

### Indies Complain

High-ranking NAB officials are disturbed by complaints of independents that indies had been denied a voice in the original drafting of the Atlantic City convention version of the Standards and Practices Code. Consequently, along with incorporating a number of key recommendations made by an independent broadcasters' committee for revisions of the Atlantic City version, the board is reported ready to thresh out the broad issue of indies' representation on major committees.

Among a number of complaints reaching NAB headquarters on this issue was one this week from an unidentified broadcaster who charged that network representatives dominated the code-making body.

It is emphasized in NAB's circles that top-ranking officials have consistently maintained a "go-easy" attitude on the code and are still urging against "hasty" action. A. D. (Jess) Willard, executive vice-president of NAB, is known to have consistently questioned the advisability of having any code at all, altho Willard has declined to make an issue of his coolness. Willard has taken the position that a detailed code tends to become a censorship document and an ultimate threat to free speech.

## AFRA May Set Up Players' Guide and Radio Showcase In Effort To Increase Jobs

NEW YORK, Nov. 8.—Two plans to provide employment for a greater number of members of the American Federation of Radio Artists (AFRA) New York local went into the works this week under the aegis of the recently appointed AFRA committee on unemployment. One plan calls for publication of a players' directory, similar to the publication issued by Equity. The other calls for an AFRA-sponsored "showcase" program to be aired once a week on a New York station.

Suggestions were proposed to the AFRA unemployment committee this week, and were then referred to two new subcommittees charged with re-

### Ex-Page Up Top

NEW YORK, Nov. 8.—Theodore Thompson, who came to the National Broadcasting Company (NBC) in 1934, was named manager of the personnel department this week by Ernest De La Ossa, personnel director. Thompson succeeds Ashton Dunn, now personnel director of RCA communications. Thompson started with NBC as a page.

## Station Reps Ask Changes In NAB Code

### Reverse Former Stand

NEW YORK, Nov. 8.—The National Association of Radio Station Representatives (NARSR), which previously indorsed the proposed code of the National Association of Broadcasters (NAB), stated this week that upon further consideration of the needs of stations, certain of the code provisions must be liberalized "if the code is to serve equitably the interests of the entire broadcasting industry. . ."

NARSR's revised stand on the code, which was indicated in last week's issue of *The Billboard*, is that minimum standards for the industry must involve "a compromise between the standards of major stations (which we believe must be maintained at the highest level) and the practical considerations involved in the operation of smaller and independent stations." The following revisions were suggested:

(1) Commercial time allowable in any 15-minute segment, excluding one station break, should not exceed three minutes. Time and weather announcements would be exempt from such limitation, provided the announcement did not exceed 15 words.

(2) Multiple sponsorship programs, except shopping guides, home economics and agricultural product programs, which heretofore have been (See *Reps Ask Code Changes*, p. 13)

## Commercial Time Increase Is Demanded

### Advertisers Act Next

NEW YORK, Nov. 10.—The American Association of Advertising Agencies (Four A's) Friday (7) joined the ranks of those opposed to the proposed broadcasters' code. In a meeting with top execs of the National Association of Broadcasters (NAB), the Four A's asked for more commercial time on programs. The Four A's committee asked the following, specifically: Three minutes of commercial time instead of two minutes and 40 seconds on single sponsorship programs, and in the case of contest programs, easing of the three-minute limitation. What is wanted here is slightly more leeway, say 10 or 15 seconds, considered necessary for contest announcements.

Other than this, the meeting of the Four A's raised no points of friction with the code. It is anticipated, however, that when the Association of National Advertisers (ANA) and the NAB meet today, additional demands for revision of the proposed standards and practices will be submitted.

Various straws indicate this, a chief manifestation being the action taken at recent meetings of the National Association of Radio Station Representatives (NARSR). This group, having previously indorsed the proposed code, has now gone on record as favoring liberalization of the code, especially as regards smaller stations (See story elsewhere in radio department). The station reps' request for liberalization, of course, mirrors the needs and philosophies of the stations they represent, and the stations in turn reflect the temper of the advertisers.

## 'Why-Dunit' WMCA's Crime Show Slant

NEW YORK, Nov. 8.—With reenactment of an actual crime as jumping off point, WMCA on November 19 will launch a new type of audience participation show which it calls a "why-dunit." Series, called *Behind the Crime*, calls for studio audience to analyze the case dramatized and suggest preventive methods. Special emphasis will be given to juvenile, adolescent and young adult crimes.

Edwin J. Lukas, executive director of the Society for the Prevention of Crime, which is co-operating with the production, will serve as commentator and supervise the discussion. Dramatizations will be written by Michael Sklar and Howard Phillips will produce. Show will be aired from 10:03 to 10:30 p.m. Wednesdays.

recently, with opponents feeling they should not be required to pay for the service.

Showcase idea, presumably, would provide for station time and production facilities, with any actor fees—provided they are to be paid—to come from the local treasury.

# RADIO'S "HEADACHE" CITIES

## 'Problem' List Takes in 7 Met Centers

### Overexpansion Perils Cited

WASHINGTON, Nov. 8.—Altho the Federal Communications Commission (FCC) refuses to identify by name the "problem area" cities described in its economic report on radio overexpansion last week (*The Billboard*, November 8), a survey of commission data reveals the identity of major metropolitan-sized problem cities as follows: Washington; Portland, Ore.; Seattle, Spokane, Oklahoma City; Richmond, Va., and Chattanooga. These cities, according to FCC data, are facing the problem of "insufficient support for the present number of radio stations within their areas."

Cities between 250,000 and 1,000,000 population are in the problem category for radio when the number of broadcast stations exceeds seven, according to FCC's reckoning. The nation's capital, with 13 standard broadcast stations now operating, is regarded as the most vulnerable of radio cities in the event of a business decline. Population at the last census was just under the million mark. Portland and Seattle, with populations in the neighborhood of 350,000 apiece, and with eight stations each, are also viewed as vulnerable.

#### Spokane, Okla. City, Richmond

For cities between 100,000 and 250,000 population, the critical number of radio stations is set by FCC at four. According to FCC's formula, radio overexpansion is faced by broadcasters in Spokane, Oklahoma City and Richmond, Va. Each has six stations. In this bracket also, according to FCC's formula, is Chattanooga, which has five stations.

According to FCC's yardstick, three is the critical limit of stations in cities with population between 50,000 and 100,000. Cities in this population range which fall into the problem category are Durham, N. C., and Charleston, W. Va., with five stations each, and El Paso with four. In the bracket of 25,000-50,000 population, where the critical number of radio stations is set by FCC at two, there are numerous problem cities headed by the following: Great Falls, Mont., with five stations; Lubbock, Tex., and Gadsden, Ala., with four, and Tyler, Tex., and Fort Smith, Ark., with three each.

For communities below 25,000 population, FCC designated a single

### Tele Sitters?

CHICAGO, Nov. 8.—Television might not be quite the gift to humanity that its promoters say it will be if a situation developing here becomes national.

Residents of River Forest, Chicago suburb, have reported to WBKB, local video station, that they can't get baby sitters unless they have television sets in their homes. It seems girls snub non-video homes in favor of those providing television entertainment during sitting hours, and suburbanites are up in arms against the medium.

## D. C. and Baltimore Net Games Get B. R.

WASHINGTON, Nov. 8.—The National Brewing Company of Baltimore this week signed for exclusive video rights of all 52 pro basketball games in both Washington and Baltimore.

The games will be aired over WTTG-DuMont in Washington. Owen & Chappell, Inc., is the agency.

station as the maximum to avoid difficulty in event of a recession. Reno leads the smaller group, with a total of five stations. Lake Charles, La., has three, while Paris, Tenn., and Las Vegas, Nev., have two each.

No attempt was made by the commission to define a critical number for cities of more than 1,000,000 population because of the wide range of the number of stations in existence in such places on VJ-Day, the arbitrary date picked by FCC to establish a criterion. The commission emphasized that its yardstick was merely an attempt to approximate the extent to which expansion might raise the problem of insufficient support for overexpanded cities and did not attempt to go into "the question of any single community's capacity to support a given number of stations."

## Exec Claims Agency Programs Hurt as Webs Push Packages

NEW YORK, Nov. 8.—Webs' accenting of house-built packages is now being felt on the promotional as well as selling level, with the result that a few leading advertising agencies already claim their clients are

## Broadcasters Lead Talks As Music Industries Set Up 'United Front' Against AFM

### Record Companies Have Least To Say

WASHINGTON, Nov. 8.—The newly created industry music committee, which had its organizational meeting here Wednesday (5), already is planning its second session for later this month when it is expected to adopt a policy, now being readied by a subcommittee, supporting a united front on "all problems" created by the American Federation of Musicians (AFM) and AFM president James C. Petrillo.

The policy will be aimed specifically to protect the diverse industries represented on the committee against half-baked concessions to Petrillo. The general committee, as expected, agreed to act as a co-ordinating group without any intention of serving the industries in negotiations with Petrillo. All negotiations, it is emphasized, will be made by the separate industries "when, as and if" a negotiating stage is reached. Various top reps of companies involved additionally have continued to stress that they are still reserving the right to make a separate deal with the AFM any time it seems advisable.

#### Next Meeting

The next meeting of the general committee will be held either November 21 or some time between November 24 and 26. Meanwhile the subcommittee created at the November 5 meeting is doing the spadework of setting up specific recommendations and proposing permanent standing committees. The subcommittee consists of Justin Miller, president of the National Association of Broadcasters (NAB); Charles Gaines, of the Ziv Company, representing transcription companies; Lawrence

Phillips, director of DuMont Television Network, representing the Television Broadcasters' Association (TBA); Edward Wallerstein, of Columbia Records, Inc., representing record manufacturers, and Richard P. Doherty, director of employer-employee relations at NAB, executive secretary.

The initial meeting of the industry committee, at NAB headquarters, (*See Broadcasters Lead Talks*, p. 16)

## 'Modero' Returning In Milder Format

HOLLYWOOD, Nov. 8.—After once being dropped because of its "realistic" writing, the *Johnny Modero* thriller is set to return to Mutual early in January in a new format in which blood and thunder will be toned down. Deal for *Modero's* re-entry in Mutual's programing sweepstakes was negotiated last week by Walter Lurie, the web's exec producer currently in Hollywood to look at additional properties. Package Owner Ken Dolan has agreed to a milder version of the early stanza, as laid down by Mutual's Phil Carlin, in which so-called "adult" writing will be de-emphasized.

Lurie also revealed plans for a new Mutual house package to star screen comedienne Cass Daley. Show will be a web-built offering with component parts yet to be set.

## Drama Package Set For Labor Unions

SAN FRANCISCO, Nov. 8.—A new radio package agency, Pax Productions, is offering a series of transcribed quarter-hour dramatic shows titled *It's Up To You*, which presents labor's point of view on such topics as the Taft-Hartley Act, monopoly, the Un-American Activities Committee, housing, and labor's political action. Designed for sale to local unions or labor councils, series of six shows has open ends for live commercials. The series was directed and produced by Carol Levene, president of the San Francisco chapter of the Radio Writers' Guild (RWG), who was co-producer of the *We Are Many People* series on racial tolerance.

In soliciting business of unions, Pax is stressing that the price of \$180 for the six shows includes one broadcast right and subsequent unlimited non-broadcast use. Packagers also offer to send purchasing unions copy for live commercials, based on information supplied by the unions and tailored to fit the programs.

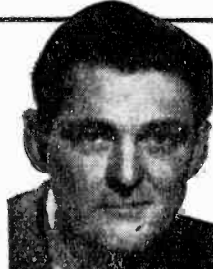
Other writers on the series, besides Miss Levene, are Forrest Barnes, first national president of RWG; Anthony Boucher, executive council member of RWG; Alex Mason, who penned the recent *Pat Novak* series, and Morris Watson, a charter member of the American Newspaper Guild.

**PROGRAMS RATE HIGHER ON WBNS**

**"BIG TOWN"**  
Hooperating (Winter-Spring '47)  
**27.4**

ASK JOHN BLAIR

**In Columbus It's**



**WBNS**

COVERS CENTRAL OHIO

**163,550 WBNS FAMILIES IN CENTRAL OHIO**



## TALK OF THE TRADE

**TED COTT**, program director of WNEW, New York, treks to the Coast for a brief vacation at the end of this month. . . . Bob Shaw, who scripts *Mr. District Attorney*, has been signed by Columbia Concerts for a lecture series on radio. . . . Personnel set-up of KPHO, Phoenix, Ariz., has been revised. Charles H. Garland is general manager; Jack Gregory, sales manager; Lew King, program director, and Larry Jonas, continuity chief. . . . Mrs. Meredith Young succeeds Marian Sexton as director of women's affairs at WOL, Mutual outlet in Washington. . . . Rene Kuhn, daughter of Iren Kuhn, assistant manager of the NBC press information department, recovering from an appendectomy. Mother and daughter do *The Kuhn* program over WNBC, New York. . . . Red Barber, CBS sports director who will cover the winter Olympics in Switzerland, will visit the United States occupation zone in Germany, there to do a series of talks over the Armed Forces Radio Network and appear before G.I. gatherings.

Hugh Terry, manager of KLZ, Denver, has made three changes in key staff and promotion jobs. Main Morris, for six years a sales staffer, has been named commercial manager. Lee Fondren, formerly promotion manager, moves into the post of national sales manager. John Connors, writer, succeeds to the promotion manager spot.

**THE PROMOTION** job at KSFO, San Francisco, which won an award in *The Billboard's* 10th Annual Promotion Competition, should be credited to Pat Harris, the fem who has supervised promotion at the station for a year. . . . Howard London, director of movies and radio for the National Foundation for Infantile Paralysis, has announced seven additions to his staff to aid in the 1948 March of Dimes Campaign. They are John Becker, Bob Novak, Ed Ettinger, Ruth L. Barth, Barbara Boothe, Georgia Lee Layton and Betty Bunn.

George J. Higgins, general manager of KSO, Des Moines, and vice-president of the Murphy Broadcasting Company, operators of the station, has resigned to become general manager of WISH, Indianapolis, effective November 15. Higgins, who joined KSO in 1944, was formerly manager of WCTN, Minneapolis-St. Paul.

**JEFF SPARKS**, radio veteran of 19 years, has been appointed station manager in charge of programs and station operations of WFMO, Jersey City FM outlet, by A. Lewis King, vice-president and general manager. Sparks, who has been with NBC, CBS and MBS, has been producer, announcer, writer and director, and has covered top special events. During the war he was overseas for the Red Cross.

WDEL, Wilmington, has added two new scripters, Bob Brown, formerly an announcer with WGAL, Lancaster, Pa., and Bob Lancaster, formerly an instructor of English at the University of Delaware. . . . Sidney Schulman has been added to the sales staff of WTUX, Wilmington. . . . Arnold Kupper, since

1945 an account exec with Randall Company, Hartford, ad agency, has joined sales staff of WCCC, Hartford's newest station. . . . Harry Wood, formerly of WNEW, New York indie, is new staff announcer at WDRC, Hartford. . . . Roger A. Shaffer, since 1940 assistant manager of WSPA and WSPA-FM, Spartanburg, S. C., has been appointed managing director of those stations. This is in line with the current expansion of radio interests of the Surety Life Insurance Company, which now owns WIS, Columbia, and WIST (FM), now under construction in Charlotte, in addition to the Spartanburg holdings.

**WMAQ**, NBC Chi outlet, has appointed three new salesmen and an assistant sales manager. Ed Cunningham got assistant sales manager-ship and three from other NBC Chi departments, George Morris Jr., William Brewer and Howard Meyers, were made salesmen. . . . ABC Jack Armstrong show to give away 1,112 radio-phonographs in new contest starting December 5. . . . Robert F. Hurleigh, WGN news director, will be heard on a new MBS news commentary Monday thru Friday at 8 a.m. (CST), starting November 10. Show will be sponsored Monday, Wednesday and Friday on MBS stations in central and mountain time zones by Peter Paul, Inc., candy manufacturers.

William O. Tilenius, former sales manager for WNBC, New York, has been made an account exec in New York office of John Blair station rep org. . . . Bill Dooley, formerly salesman with WBBM, WIND and WKXL, has been made manager of central division of Homer Griffith Company, station reps. Ken Ward, vet Chi advertising man, has joined Schoenfeld, Huber & Green agency as account executive.

Personnel to man the Milby Hotel Studio of the new 5,000-watter, KLEE, Houston, was named this week by W. Albert Lee, station owner. General manager is Ray Bright, former commercial manager at KTRH, Houston. Winthrop Sherman, appointed program director, was with KMOX, St. Louis; KNOW, Austin, Tex.; WACO, Waco, Tex., and WBAP, Fort Worth. Paul Huhndorff, formerly of KTRH and KTHT, Houston, will be chief engineer.

Mike Hunnicutt, disk jockey of WOL, Washington, has invited State Department language experts to appear on his program and read Community Chest slogans in a dozen tongues. . . . WINX, Washington indie, has signed up with Mutual Broadcasting System to air the Morton Downey Coca-Cola show. Frank Boucher has been elected chief barker of the Washington Variety Club.

**IN LINE** with its recent increase in power and change of frequency, WMPS, ABC affiliate in Memphis, teed off recently with a high-g geared promotion campaign centering on the theme: "WMPS Now 68 on the Radio," a slogan which pointed up the station's new position on the dial. Engineered by Matty Brescia, promotion manager, the tie-ins included paid advertising salutes in both Memphis dailies from leading department stores. Neat tie-up (See *Talk of the Trade* on page 34)

# ever see a Sunday brain?

(AN ANATOMY LESSON FOR ADVERTISERS)

The Sunday afternoon brain, gentlemen, is so uncluttered, you could plant a geranium in it.

Or even an idea.

The idea, say, that YOUR product or service is THE thing for the owner of the brain to buy.

Here is pure, undiluted logic that every advertiser understands: sell your customer when he's relaxed; when his mind is wide open for listening. *That* would be on a Sunday.

**WOR has two worthy Sunday slots for sale**

## 1. Walter Preston's "THE SHOW SHOP" at 12 noon

Preston interviews "live" musical luminaries, and weaves in recordings made by the guest star. A sponsor wades right in on a big and discerning audience and pays practically a pittance for it. Nielsen reports an average of 220,000 homes tuned in per Sunday. That's only an *average*, mind you, over a 22-month period (which includes summer).

## 2. Carey Longmire, NEWS ANALYST, 12:45 PM

Great buy, this man Longmire; this time slot. Nielsen reports that over a 7-month period in 1947 (which includes hot July)—this news period was heard regularly in some 300,000 homes. The cost, gentlemen, is amazingly little.

# WOR

mutual

—that power-full station at 1440 Broadway, in New York



## What Network Time Costs

NEW YORK, Nov. 8.—Table below gives the figures for full-network buys on the four major national networks. Comparison is of especial interest just now in view of NBC's announcement this week that it plans shortly to boost rates, this following increases made effective a few months ago by CBS.

Table shows gross weekly costs and, immediately below, net costs on 52-week contracts earning maximum discounts. Also shown are annual net costs in the various time brackets.

Rates shown are as of September, 1947. There have been minor changes since then, most of them concerning Mutual, which has picked up some affiliates since the master rate card was figured.

### COMPARATIVE FULL NETWORK COSTS

#### HOUR COSTS

	NBC	CBS	ABC	MBS	
Gross Evening Hour	\$27,215.00 160 Sta.	\$27,905.00 161 Sta.	\$28,035.00 249 Sta.	\$25,510.00 414 Sta.	(Not incl. add'l mks.)
Gross Daytime Hour	\$13,667.50 161 Sta.	\$13,983.00 161 Sta.	\$14,438.00 258 Sta.	\$13,550.00 437 Sta.	

#### EVENING COSTS

	NBC	CBS	ABC	MBS	
1 HOUR EVENING	Gross Weekly	\$ 27,215.00	\$ 27,905.00	\$ 28,035.00	\$ 25,510.00
	Net Weekly—52 Weeks	18,982.47	18,975.40	16,821.00	13,392.75
	Total Net—52 Weeks	987,088.44	986,720.80	874,692.00	696,423.00
½ HOUR EVENING (Premium Time)	Gross Weekly	16,401.00	16,743.00	16,821.00	15,306.00
	Net Weekly—52 Weeks	12,915.79	12,328.08	10,513.13	8,800.95
	Total Net—52 Weeks	671,821.08	641,060.16	546,682.76	457,649.40
½ HOUR EVENING (Non-Premium Time)	Gross Weekly	16,401.00	16,743.00	same as premium time	same as premium time
	Net Weekly—52 Weeks	12,177.74	11,741.03		
	Total Net—52 Weeks	633,242.48	610,533.56		
¼ HOUR EVENING (Premium Time)	Gross Weekly	10,934.00	11,162.00	11,214.00	10,204.00
	Net Weekly—52 Weeks	8,610.53	8,218.72	7,289.10	6,122.40
	Total Net—52 Weeks	447,747.56	427,373.44	379,033.20	318,364.80
¼ HOUR EVENING (Non-Premium Time)	Gross Weekly	10,934.00	11,162.00	same as premium time	same as premium time
	Net Weekly—52 Weeks	8,118.50	7,827.35		
	Total Net—52 Weeks	422,162.00	407,022.20		
¾ HOURS EVENING (Premium Time)	Gross Weekly	32,802.00	33,486.00	33,642.00	30,612.00
	Net Weekly—52 Weeks	24,355.49	23,909.00	19,344.15	16,071.30
	Total Net—52 Weeks	1,266,485.48	1,243,268.00	1,005,895.80	835,707.60
¾ HOURS EVENING (Non-Premium Time)	Gross Weekly	32,802.00	33,486.00	same as premium time	same as premium time
	Net Weekly—52 Weeks	22,879.40	22,770.48		
	Total Net—52 Weeks	1,189,728.80	1,184,064.96		

#### DAYTIME COSTS

	NBC	CBS	ABC	MBS	
1 HOUR DAY	Gross Weekly	\$ 13,667.50	\$ 13,983.00	\$ 14,438.00	\$ 13,550.00
	Net Weekly—52 Weeks	10,148.12	9,508.44	9,023.75	7,791.25
	Total Net—52 Weeks	527,702.24	494,438.88	469,235.00	405,145.00
½ HOUR DAY	Gross Weekly	8,236.50	8,389.80	8,662.80	8,130.00
	Net Weekly—52 Weeks	6,115.60	5,883.35	5,630.82	4,878.00
	Total Net—52 Weeks	318,011.20	305,934.20	292,802.64	253,656.00
¼ HOUR DAY	Gross Weekly	5,491.00	5,593.20	5,775.20	5,420.00
	Net Weekly—52 Weeks	4,324.16	3,922.23	3,898.26	3,387.50
	Total Net—52 Weeks	224,856.32	203,955.96	202,709.52	176,150.00
¾ HOURS DAY (Before 1 p.m.)	Gross Weekly	16,473.00	16,779.60	17,325.60	16,260.00
	Net Weekly—52 Weeks	12,231.20	11,410.13	10,828.50	9,349.50
	Total Net—52 Weeks	636,022.40	593,326.76	563,082.00	486,174.00
¾ HOURS DAY (1 p.m.-6 p.m.)	Gross Weekly	same as before	same as before	17,325.60	same as before
	Net Weekly—52 Weeks	1 p.m.	1 p.m.	10,395.36	1 p.m.
	Total Net—52 Weeks	1 p.m.	1 p.m.	540,558.72	1 p.m.
5¼ HOURS DAY (Before 1 p.m.)	Gross Weekly	27,445.00	27,966.00	28,876.00	27,100.00
	Net Weekly—52 Weeks	19,149.86	19,016.88	16,603.70	14,277.50
	Total Net—52 Weeks	995,792.72	988,877.76	863,392.40	739,830.00
5¼ HOURS DAY	Gross Weekly	same as before	same as before	28,876.00	same as before
	Net Weekly—52 Weeks	1 p.m.	1 p.m.	15,881.80	1 p.m.
	Total Net—52 Weeks	1 p.m.	1 p.m.	825,853.60	1 p.m.

#### SUNDAY AFTERNOON (3-4 P.M. NYT)

	NBC	CBS	ABC	MBS	
1 HOUR	Gross Weekly	\$ 20,501.25	\$ 18,803.34	\$ 19,116.67	\$ 18,066.67
	Net Weekly—52 Weeks	14,299.62	12,650.27	11,470.00	9,936.67
	Total Net—52 Weeks	743,580.24	857,814.04	596,440.00	516,706.84
½ HOUR	Gross Weekly	12,354.75	11,162.00	11,470.00	10,840.00
	Net Weekly—52 Weeks	9,173.40	7,827.35	7,455.50	6,504.00
	Total Net—52 Weeks	477,016.80	407,022.20	387,686.00	338,208.00
¼ HOUR	Gross Weekly	8,236.50	7,441.34	7,646.67	7,226.67
	Net Weekly—52 Weeks	6,115.60	5,218.24	4,970.34	4,336.00
	Total Net—52 Weeks	318,011.20	271,348.48	258,457.68	225,472.00

#### SUNDAY AFTERNOON (4-6 P.M. NYT)

	NBC	CBS	ABC	MBS	
1 HOUR	Gross Weekly	same as 3-4 p.m.	same as 3-4 p.m.	21,187.09	same as 3-4 p.m.
	Net Weekly—52 Weeks	3-4 p.m.	3-4 p.m.	12,712.25	3-4 p.m.
	Total Net—52 Weeks	3-4 p.m.	3-4 p.m.	661,037.00	3-4 p.m.
½ HOUR	Gross Weekly	same as 3-4 p.m.	same as 3-4 p.m.	12,712.25	same as 3-4 p.m.
	Net Weekly—52 Weeks	3-4 p.m.	3-4 p.m.	7,945.16	3-4 p.m.
	Total Net—52 Weeks	3-4 p.m.	3-4 p.m.	413,148.32	3-4 p.m.
¼ HOUR	Gross Weekly	same as 3-4 p.m.	same as 3-4 p.m.	8,474.84	same as 3-4 p.m.
	Net Weekly—52 Weeks	3-4 p.m.	3-4 p.m.	5,508.65	3-4 p.m.
	Total Net—52 Weeks	3-4 p.m.	3-4 p.m.	286,449.80	3-4 p.m.

## Journal Help Buys AM, FM & Tele Control

WASHINGTON, Nov. 8.—Transfer of control of the Journal Company—publisher of *The Milwaukee Journal* and licensee of standard, FM and video stations—to an employee stock trust for \$1,345,000,600 was approved this week by the Federal Communications Commission (FCC).

The trust, according to FCC, had already owned 48,000 shares of stock, while the additional 18,000 shares involved in the transaction give it 55 per cent of the stock and transfer control from Harry J. Grant and Faye McBeath, former owners.

Standard stations involved in the Journal Company deal are WTMJ, Milwaukee, and WSAU, Wausau, Wis. FM outlets of the two standard stations are also included as well as WTMJ-TV and seven experimental and relay stations in the two Wisconsin towns.

Also approved by FCC this week was the sale of WABY, Albany, N. Y., by Harold Smith and Raymond Curtis to the Press Company, Inc., for \$143,750.

Expected to be submitted to FCC shortly is the sale of WSYR, Syracuse, by Central New York Broadcasting Corporation to Samuel Newhouse for \$1,200,000. Newhouse is the publisher of the city's two newspapers and other papers in New York State and New Jersey.

## Haymes Replaces Romay With Tilton

HOLLYWOOD, Nov. 8. — Dick Haymes-Autolite ailer will switch canaries in midseason, dropping Lina Romay for Martha Tilton beginning December 11. La Tilton, currently on road tour, has been set for a 17-week stint on the Haymes opus.

Cliff Arquette, other newcomer to the stanza, has been renewed thru a second cycle.



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Write for price list on other sizes.

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## No Time Limit On Plugs at Some Outlets

NEW YORK, Nov. 8.—Amid the current hassle over limitation of commercial time on radio by the new National Association of Broadcasters (NAB) code, *The Billboard* learned this week that some broadcasters fighting hardest for adoption for these restrictions simultaneously are offering carte blanche on commercials over their television adjuncts. This is being done in off-the-record discussions with top agency brass, in moves calculated to bring fresh bank-rollers into the video arena.

The agencies are being reassured that the radio code's three-minute limit per 15-minute program for commercials will not be applied to the broadcasters' tele outlets. Only bounds placed upon agencies and advertisers, they stress, will be maintaining audience interest thru keeping commercials interesting and, if possible, entertaining. But the time factor definitely will not be present.

Some video sponsors and prospective sponsors are known to be chewing over this turn of events with considerable satisfaction and anticipation, so it may have the desired result of stimulating tele sponsorship now, when the industry is wallowing in red ink.

One firm, a major factor in radio sponsorship, is known to be thinking of a quick leap into tele now, with a show using as one commercial a film nearly 10 minutes long. Film was made in documentary style, showing the manufacturing processes utilized in turning out the company's product.

The angle that interested many traders most, however, is the rationalization which permitted the same broadcasters to press for restrictions for one medium while following an open-door policy for an allied operation.

## Radio Executives To Talk Nov. 13 On Tele Web Plans

NEW YORK, Nov. 8.—Radio Executives' Club, at its Thursday (13) session will hear network television plans discussed by Frank E. Mullen, executive vice-president of National Broadcasting Company (NBC); Leonard Hole, Columbia Broadcasting System (CBS) video exec; Lawrence Phillips, director of the DuMont video network, and Paul Mowrey, director of television for the American Broadcasting Company (ABC).

The television seminar will also hear talks by J. R. Poppele, vice-president of WOR, New York; F. M. Flynn, president and general manager of *The New York Daily News*; Charles Durban, assistant director of advertising, United States Rubber Company; Ralph Austrian, Foote, Cone & Belding video exec, and Thomas H. Hutchinson, of Richard W. Hubbell Associates. Hubbell will be moderator.

**SO NOW I'M A SOUND EFFECT!**  
I'll admit it. My bright, beautiful glossy photos make the big noise that put you in the big time on stage! (And to the tune of practically nothing!)

8x10's, 5c ea.  
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## Belanger Picked As Program Head By WATV, Newark

NEWARK, N. J., Nov. 8.—Intensive preparation for commencement of transmission by January 1 went into effect this week at WATV, video outlet of the Bremer Broadcasting Corporation, owner of WAAT, with the appointment of Paul Belanger as program director. Belanger, with a long record in legit, radio and tele, is best known for his fashion and dance productions at WCBS-TV and for directing and editing the ballet film which was used in the 1946 color video demonstrations by Columbia Broadcasting System (CBS). Most recently he was associated with WABD-DuMont.

Rate card of New Jersey's first tele station is in final stages of preparation, according to Irving R. Rosenhaus, president and general manager, and will be released shortly. Transmitter construction in West Orange, N. J., is being hurried toward completion, as are new studios in the Mosque Theater, Newark, which will house the video outlet as well as Bremer's stations WAAT and WAAT-FM.

Belanger said the tele station is virtually certain to begin test pattern transmissions by January 1, with actual programming to begin one month later, following full-scale "battle maneuvers."

## Actors Move For Tele Pact

(Continued from page 3)  
of Labor (AFL) performer international. The step will mark the culmination of months of work by the television committee, whose membership includes representatives of Actors' Equity, the Screen Actors' Guild (SAG) and American Federation of Radio Artists (AFRA). Committee first surveyed tele to learn existing talent fees and working conditions; drew a proposed scale, and then presented its proposed tele standards to the Four A's unions for individual union approval. The demand for negotiations will be made as soon as the Four A's board formally gives its

## FC&B Speeds Tele Plans; Finds Clients Receptive

NEW YORK, Nov. 8.—Accelerating interest in television by Foote, Cone & Belding (FC&B) Agency, noted recently when it named Ralph Austrian and Roger Pryor as its two top video men, was further speeded this week when it was revealed the agency has a number of tele shows under consideration and in various stages of development for submission to clients. Two FC&B advertisers understood to be most interested in securing suitable television vehicles are Rheingold Beer, which has not yet wet its feet in tele, and American Tobacco Company, which is running a series of film spots on every commercial tele station now operating.

Pryor, who came to the agency with

go-ahead, expected in three weeks or less.

### Step Toward "One Union"

Significance of the work of the television committee extends beyond the problem of establishing minimum standards for troupers in television. It means that the long-awaited one union for all actors comes that much closer. Actually, if the actors get a television contract, there will, in essence, be one union, since performers from all the Four A's unions, under the first union card interchange system ever to be effected in show business, will be able to work in tele without joining another union. This is not true now in films, legit, radio or the other acting fields. Behind the entire television contract project has been the ultimate goal of a vertical actors' union.

By making a joint demand, the actors also believe they are eliminating any question of jurisdictional problems in tele. Originally, tele jurisdiction was granted to Equity. Subsequently, other unions claimed full or partial jurisdiction, since actors from all ends of show business are used in the new medium. By acting in concert, the union's execs feel, there can be no question of the propriety of a claim for a contract.

Whether the television committee will endeavor to negotiate with all television stations at once, or begin in New York and then tackle the other telecasters, is not known.

## TV's Job on Friendship Train At Hollywood Is the Tops

HOLLYWOOD, Nov. 8.—Last night's launching of the Friendship Food Train was a major event in the best Hollywood tradition. Hundreds of searchlights plied the sky while 10 bands and 130 showbiz people took part in a massive benefit show. The spectacle attracted more than 500,000 people to the corner of Hollywood and La Brea, starting point for the mercy train's coast-to-coast tour.

With the throngs came the men who were to cover the event for those who could not attend in person. There were reporters for the newspapers and wire services, newsreel men, announcers for networks and indie stations, and KFWB even sent its Bill Anson up in a blimp to voice his view of the proceedings.

### Tele's Top Job

But of all the media of communications present, tele, in the skilled hands of KTLA's camera crews, did the best job by giving its audience the next best thing to attending in person. Armed with image orthicons, KTLA moved in for a screen-filling closeup of the event. This was prob-

ably the first time the greatest galaxy of talent ever used in a video show, use of live music (by permission of the American Federation of Musicians) greatly enriched the seg's enjoyment.

The show was emceed by Eddie Cantor, who introed many of Hollywood's stars, including Charles Boyer, Mickey Rooney, Danny Thomas, Margaret O'Brien and Carmen Miranda.

Danny Thomas mounted the platform shivering in an overcoat. This brought a terrific roar of laughter and applause from the equally chilled crowd. The comic immediately bowed for forgiveness to California's Gov. Earle Warren who sat near by, bringing another burst of laughter. Televiewers could laugh along with the bystanders, while in instances like these the radio audience was left in the dark.

Tele tonight proved what it could do when given top talent and live music. KTLA's sock coverage should set the local populace on a set-buying spree, for this is tele at its best.

Lee Zhito.

a long legit, music and radio thesping background, said that most FC&B clients now seem receptive to use of tele and "will give serious consideration to such programs as we see fit to submit to them." Pryor added the agency is operating without any preconceived ideas about what type of shows it will recommend, preferring instead to remain in what he termed a "liquid" position. While FC&B is preparing its own shows for client consideration, Pryor said that package productions also would get close attention. Source of show ideas, he said, whether agency or package, is of no importance compared with necessity of securing the right show for the clients.

For the time being, FC&B intends to utilize both live and film shows, emphasizing whichever seems more practicable for the individual client. However, since most traders have long pointed out that current costs of television film shows are disproportionately high, it was expected in most circles that most agency interest would lie in the direction of live programming.

Altho Pryor would not comment on the possibility of American Tobacco utilizing some of its radio stars for television, such action is considered quite likely. The Lucky Strike stable, including Jack Benny, Frank Sinatra and Jack Paar, would lend considerable prestige and interest to the development of the firm's commercial video programming even if used only on a guest basis. American Tobacco, as a leading radio advertiser, Pryor believed, would become even more active in tele following adoption of suitable program plans.

## WWJ-TV & Auto Mfrs. Cook Up Tele, Film Push

DETROIT, Nov. 8.—WWJ-TV is joining with Automobile Manufacturers' Association, which sponsored a television film year ago, to develop an industry-wide television program. A new documentary film will be produced showing social, economic and engineering aspects of the automobile field, using material from manufacturers' own film libraries plus new material. Film will run 20 minutes, and will be angled for subsequent theatrical release as well as use by video outlets.

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**Meet Me in Hollywood**

Reviewed Thursday (6), 9-10:30 p.m. Style—Man-on-the-street. Sustaining over KTLA (Paramount), Hollywood.

Man-on-the-street is tailor-made for tele. This is particularly true when the "street" is the much-ballyhooed corner of Hollywood and Vine. Of all the tele segs currently hitting the glass screens, this one is probably the best suited for coast-to-coast beaming when net telecasting becomes a reality.

Lookers and listeners in other States will find this a top eye-holder. It gives the femmes a glimpse of the fashion plates that are on parade at the famed crossroads. Screen celebs who occasionally get within lensshot of the corner lend an immeasurable amount of audience appeal to the seg. These factors, when coupled with the basic human interest merits of man-on-the-street segs, makes seg emerge as a top bet for future tele and an outstanding offering for today's local viewers.

Tom Hanlon and Keith Hetherington alternate on the gab chores, both handling the question-answer session in an interesting and ingratiating manner. Ventriloquist Shirley Dinsdale and her doll, Judy Splinters, is used in interviewing the youngsters in the crowd and proves herself to be as clever and talented as she is on her regular tele kiddie shows. Among show's gimmicks is pinning an orchid on all women interviewed, with flowers furnished by florist seeking cuffo plugs. Another is having traffic officer stop a car for interview with its occupants. Among those stopped during this scanning were Slapsy Maxie Rosenbloom, Johnny Weismuller, tourists from Canada, Australia, Scotland, etc. Picture quality and definition is fine on nighttime outdoor pick-up thanks to outlet's image orthicons. Lensing is at its usual top quality for this outlet.

Lee Zhitto.

**Sylvie St. Clair**

Reviewed Wednesday (5), 8:15-30 p.m. Style—Songs. Producer—Bob Emery. Director—Frank Bunetta. Sustaining over WABD (DuMont) New York.

Sylvie St. Clair is a Gallic chanteuse who has had considerable experience in video and radio with the British Broadcasting Corporation (BBC). Before the war she appeared in class night clubs in the United States, including the Rainbow Grill and other Gotham bistros. She comes to DuMont television with a good singing voice and a typically French delivery. For television, however, Miss St. Clair would prove more effective if she projected less ebullience and toned down the program a shade.

From the production standpoint, this could be done rather easily. It would involve cutting some of the extraneous chatter which is sandwiched between the songs, spoken over the telephone, and addressed to the audience. This pruning would result in a quieter, less forced program—one in which Miss Claire's voice and accent would score to

**Meet the Press**

Reviewed Thursday (6), 8-8:30 p.m. Style—Interview. Sponsor—General Foods. Agency—Benton & Bowles. Station—WNBT (New York). Producer—Martha Rountree. Director—Herb Leder. Technical director—Bill States. Cast this show: James Farley, Lawrence Spivak, Murray Davis, Warren Moscow, Robert Humphries.

Martha Rountree's radio package, *Meet the Press*, debuted on television Thursday (6) with James Farley, former chairman of the Democratic National Committee, parrying the questions of Lawrence Spivak, editor of *The American Mercury*; Warren Moscow, of the *Times*; Murray Davis, *World Telegram*, and Robert Humphries of *Newsweek*. Farley proved a splendid choice, for he was both quick with his answers and thoroly poised. The questions, for the most part, hinged on the 1948 presidential election picture, with the reporters taking occasional forays into such fields as Russo-American relations, the problem of European aid, the Un-American Activities Committee and a lesser assortment of minor items including Mr. Farley's opinion of long skirts.

It was a lively session with pointed and topical questions. Farley gave forthright, authoritative answers generally. Occasionally when he felt he could not, or should not, sound off on a particular question, he briefly explained his reason, or simply declined to talk. Queried as to the possibility of a Truman-Farley ticket, he stated: "I don't want to discuss it." At other times Farley's answers were colorful and descriptive. For example, when asked his opinion of Taft's presidential possibilities he said the Ohio senator had "no political sex-appeal."

Inquisitors on this show were top notch. Spivak, incidentally, is a regular. Martha Rountree, who owns the package, appears on the show in a minor capacity—merely calling upon different reporters from time to time.

Commercials for Maxwell House Coffee were put together with a good degree of ingenuity. One of them, which had considerable humor, pictured an eavesdropping male with his ear to the floor. Via this method he determined that the Joneses were not getting along as well as the Smiths—and, of course, Maxwell House coffee made the difference. Production of actor, was cleverly done. Other commercial techniques were more routine, including drinking the stuff and flashes of the Maxwell House cans.

*Meet the Press* is on for a five-week run via Benton & Bowles. Future programs will be done from Washington, after which the account will revert to Young & Rubicam for another testing period.

Paul Ackerman.

advantage. One other item in the show, the trick ending, seemed unnecessary. In this brief sequence Miss St. Claire, speaking over the telephone and advising her friends not to be afraid of burglars, is suddenly grabbed by one and carried off. A rather pointless gimmick.

On the credit side, it can be stated that Miss Claire has plenty of vocal ability, an engaging accent (she sings in English and French), and a piquant quality. Given more restrained production, the show shapes as a good commercial buy. Paul Ackerman.

**New WBAL-TV Sales Head**

BALTIMORE, Nov. 8.—Harold C. Burke, manager of WBAL-TV, this week announced the appointment of Harold W. Batchelder as the station's sales manager. Batchelder, formerly vice-president and general manager of WFBR, Baltimore, recently conducted his own radio consultant organization.

**Notre Dame Vs. Army**

Football game telecast via wireless relay from South Bend, Ind. Presented by WBKB, Chicago. Sponsored by the American Tobacco Company for Lucky Strikes. Reviewed Saturday (8) from 1:30 to 2:40 p.m. (first half of game).

More than any other sporting event telecast here to date, this show proved that a few years from now motion picture newsreels, released days after events have taken place, will be a thing of the past. For the trade and press here, RCA and the National Broadcasting Company (NBC) co-operated with WBKB in the showing of the Notre Dame-U. S. Army football game on large (6' by 8') RCA screen. Some of the top agency execs in the city were included among the 300 who saw the game on the big screen, and in the main comment was highly favorable.

From the first minute of the game, in which a Notre Dame man returned the kickoff 95 yards for a touchdown, and all thru it, when play after play was brought to the viewers in a style that was far superior to what they could have seen if they had been in the stadium, the telecast was a success.

RCA and NBC co-operated in the large-screen showing to help promote set sales here, which have been slower than anticipated. RCA also is helping to promote video here by taking part in a video exhibition being conducted this week and next at the Goldblatt department stores. RCA, using a jeep unit, is presenting intra and inter-store shows as well as helping in arrangements resulting in placement of 90 video sets thruout various Goldblatt stores, via which thousands are witnessing WBKB and jeep unit programs. These two promotional gimmicks, the Notre Dame-Army big-screen telecast, plus the Goldblatt promotion should have a noticeable effect upon hyping trade and public interest in the medium's potentialities.

The production of the football telecast was tops practically all the way. Except for rare instances when mistakes in camera work or direction resulted in viewers being unable to follow the plays; slips by announcer Joe Wilson and technical disturbances which resulted in a flickering picture, program left little to be desired.

Here, as in other cities, there has been a long-standing controversy as to whether video sports announcers do an adequate job in describing plays, or whether they are inclined to talk too much and describe plays audience is able to see. As far as announcing work on the telecast is concerned, it is this reviewer's opinion that Wilson talked enough. We do believe, however, that he could improve the quality of what he says by learning more about names of players so he can follow substitutions more quickly and also try to concentrate more on what he is saying so that he doesn't continue the habit of making slips and calling names of teams and players incorrectly at times. Commercials were well handled and should have been effective in selling Luckies. Film spots were used to show types of tobacco used and ever-present tobacco auctioneer. In addition 15-second film and vocal commercial reminders were used thruout the telecast. Cy Wagner.

HOLLYWOOD, Nov. 8.—Jerry Fairbanks productions this week bought two original television stories for use in its video film series, *Public Prosecutor*. One, penned by Jack Hasty and Sam Shayon, who wrote two film originals purchased previously by Fairbanks, is a Hollywood murder yarn. Second new story, scripted by Herb Little and David Victor, is centered around an unusual suicide.

**Diamond Belt Boxing Bouts**

Reviewed Wednesday (5) 7:30-11 p.m. Style—Boxing. Sustaining on W6XAO (Don Lee) Hollywood.

Don Lee's W6XAO brought area lookers a fresh glimpse of the popular Diamond Belt Amateur Boxing Tourney, a charity event sponsored by Hearst's *L. A. Examiner*. Televent was in addition to station's regular sports sked which now includes weekly boxing and wrestling shows. Neophyte boxers, scrapping for glory, acquitted themselves well, giving lookers their full share of ring thrills and knockouts.

Lensers displayed improvement over boxing scannings of several months ago, when station aired first post-war remotes from Hollywood Legion Stadium. With constant practice under their belts, camera lads have all but eliminated the uncertainty of early airings, which ofttimes resulted in poor pic composition. Crew is still seriously handicapped by lack of second image orth camera. (Station's much needed new image box finally arrived, but too late to be pressed into use for this video-cast.) With sole lensbox set 100 feet from ringside, lensers were limited to one over-all shot of ring. Close-ups were missed especially during knockdowns and in-fighting. Present exclusive use of a single telephoto lens is adequate, but not as a steady diet.

Handling gabbing chores were Bill Symes and Stuart Phelps who alternated blow-by-blow and between rounds stints. Boys were alert and informative, concentrating on maintaining fighters' identities thruout long evening's events.

Alan Fischler.

**WCBS-TV Begins Daytime Commercial Sked Via "Missus"**

NEW YORK, Nov. 8.—Regularly scheduled daytime commercial operation will be inaugurated by WCBS-TV with the sale of the audience participation program, *The Missus Goes A-Shopping*, to four sponsors effective Wednesday, November 19. The show, which under the WCBS-TV on-location technique, will originate from a different grocery store each week, will hold the 1:30-2 p.m. slot. Manhattan Soap Company, for Sweetheart Soap; Coburn Farm Products Company, for its Sondra Brand products; B. T. Babbitt, Inc., for Bab-O, and C. F. Mueller Company, for Mueller's Macaroni and other products, will rotate sponsorship, with Sweetheart kicking off and the others following in the order given.

Plans for handling the commercials call for each sponsor to get major commercial credit on his particular show, with the other three companies getting visual plugs.

Contracts for Manhattan Soap, Bab-O and Mueller's were handled by Duane Jones Agency. Modern Merchandising Bureau acted for Coburn Farm Products. George Moscovic, CBS tele sales chief, handled the deal for the web.

**Real GLOSSY 8x10 PHOTOS**

**\$2.95 FOR 25**

250 POST CARDS \$7.15

NO NEGATIVE CHARGE

**MULSON STUDIO**  
DEPT. C, BRIDGEPORT 8, CONN.

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.

**GENUINE GLOSSY PHOTOS 5 1/2 x 8 1/2**

Unsurpassed in Quality at any Price

NO NEGATIVE CHARGE—NO EXTRAS OF ANY KIND

100, 8"x10", \$6.73	MOUNTED ENLARGEMENTS
1000, 8"x10", \$55.00	30"x40" \$3.85 EA.
Fan Mail Photos	20"x30" \$2.50 EA.
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. BRyant 9-1723 N.Y.

**WE DELIVER WHAT WE ADVERTISE**

## Proposed Aussie Code Would Hold Scribes in Line

SYDNEY, Nov. 8.—Australian Actors and Radio Announcers' Equity has appointed a subcommittee to draft a code of ethics for radio script writers. Writers are to avoid:

(a) The glorification of physical violence, gun play, etc., and the holding of human life cheaply no matter what race or nationality.

(b) The suggestion of racial or national superiority or inferiority. It should be made clear that unpleasant characteristics are individual and not common to all the villain's race.

(c) Malicious jibes or cheap cynicism about marriage, sex, equality of the sexes, democratic institutions and national or racial characteristics and customs.

(d) The suggestion that success in life is to be measured solely in financial terms or that all criminals originate in the low income group. The fact that squalid conditions breed criminals should be clearly shown as an indictment of these conditions and not of the people unhappily conditioned by them.

(e) The use of the conventional class humor that exploits maliciously a character's lack of education or manner of speech.

(f) Horror or cheap sensationalism for its own sake. Committee suggested that the code should not be regarded as fixed and final but should be open for review and worthwhile suggestions from any member of Equity are invited.

## REPS ASK CODE CHANGES

(Continued from page 7)  
exempt from commercial time limitations, would be subject to limitations set forth in (1).

(3) News, news commentary and analysis programs of five minutes or less should contain no middle commercial.

(4) Placement of more than one commercial between two programs would not be permitted, except in the case of time and weather announcements not over 15 words.

(5) Copy pertaining to contests promoting a sponsor's product, in excess of one minute, would be considered as part of the total commercial time allowance.

## BMB NEAR 500G TOTAL

(Continued from page 5)  
certainly that enough station subscriptions will be forthcoming. BMB now has \$395,000 worth of subscriptions, excluding Mutual and 37 other station commitments, the total value of which is unknown. This means, it is estimated, that between \$50,000 and \$75,000 is still required in subscriptions. In terms of stations, this means between 90 and 120 stations. BMB now has close to 500 stations; it had 713 for its 1946 study and undoubtedly will have a greater number by the time its 1949 study gets under way.

Heard by most...

Preferred by most



## Part I The Billboard



## ECONOMIC LEVELS AND LISTENING HABITS

Data below was prepared for The Billboard's Continuing Program Studies by The Pulse, Inc. Survey was conducted in metropolitan New York with a base of 500 families. Data was obtained in personal home interviews.



## \$\$\$ Rule Tastes; Rich Like Webs, Poor for Indies

(Continued from page 5)

### Two Tables

There are two tables accompanying this story. The first presents the statistics showing the increase to independent station listening as economic levels decline. The second table shows that the audience to network and serious music-type independents corresponds to the total distribution of interviews. It also shows that indies featuring sports, popular music and foreign language programming are heavily weighted in the lower middle class and poor economic groups.

In the rich family bracket 53 per cent of listeners tune in networks only; none tune in indies only and 44.1 per cent tune in both. In the upper middle-class group 40.9 per cent hear network stations exclusively; 3.9 per cent tune indies only and 52.8 tune in both. The indie increase is shown much more graphically in the other two economic levels. Lower middle-class listeners reported that while only 36.8 per cent listened to the webs, 64.6 tuned in both types of stations.

### Listening Habits by Economic Status

	Rich		Upper Middle Class		Lower Middle Class		Poor	
	No. of Families	Per-centage	No. of Families	Per-centage	No. of Families	Per-centage	No. of Families	Per-centage
Networks Only	18	53.0	52	40.9	56	26.8	27	20.8
Hear Independents Only	—	—	5	3.9	12	5.7	8	6.2
Hear Both	15	44.1	67	52.8	135	64.6	92	70.7
No Stations Heard Regularly	1	2.9	3	2.4	6	2.9	3	2.3
Total Hearing Networks	33	97.1	119	93.7	191	94.4	119	91.5
Total Hearing Independents	15	44.1	72	56.7	147	70.3	100	78.9
Total Homes Interviewed	34		127		209		130	

### Distribution of Listening Homes by Economic Status

	Audience to Network		Audience to Serious or Classical Independents		Audience to Sports Independents		Audience to Foreign Language Independents		Audience to Platter-Chatter Independents	
	Number	Per-centage	Number	Per-centage	Number	Per-centage	Number	Per-centage	Number	Per-centage
Rich	33	7.1	7	7.7	8	4.3	4	7.5	7	4.6
Upper Middle Class	119	25.8	27	29.7	38	20.5	10	18.9	23	15.2
Lower Middle Class	191	41.3	34	37.3	80	43.3	20	37.7	77	51.1
Poor	119	25.8	23	25.3	59	31.9	19	35.9	44	29.1
Total Homes Listening	462	100	91	100	185	100	53	100	151	100

Poor listeners stated that only 20.8 per cent listen to networks exclusively, with 70.7 per cent tuning in indies and networks.

### Foreign Language Tuners

Greatest foreign-language audience is shown to be in the poorer

and lower middle-class income groups, where sports programs also develop greatest strength. Peak listening to serious music is in the two middle-class levels, while popular music, disk jockey-type stations predominate heavily in lower middle-class listening tastes.

## Detroit's WJBK Dropping All Religious Commercials

DETROIT, Nov. 8.—An almost complete turn-about of programing at WJBK, which has been in the works since the station was taken over in July by Fort Industries Corporation, becomes a reality November 16. Latest step is the decision to drop all religious commercial shows (which have accounted for about 15 hours a week on the station) except from 6 a.m. to 1 p.m. Sundays.

Heaviest hit will be the Temple Baptists Church, which has carried eight half-hours on the station under the direction of the Rev. J. Frank Norris, who recently had an audience with the Pope. Nearly a dozen other groups, including Protestant denominations and Catholic churches, are affected.

### Other Stations Sought

Stanley Altschuler, now head of the Stanley Advertising Agency here, and formerly foreign and religious director at WJBK, is attempting to find time for some of the groups on some other Detroit stations.

WJBK will continue to provide sustaining time for some other religious shows, including a program for the Detroit Ministerial Association and the *Ave Marie Hour*.

In addition, WJBK becomes completely English in programing this week with the *Polish Variety Hour*, a two-hour show which has been running six days a week with one hour on Sunday afternoon, being taken off the air. The station formerly carried some 15 foreign language groups but has been steadily dropping them since the present management took over. The Polish show is the last to go.

Most of these shows have been switched to WJLB, another 250-watt-

er, which has taken over the Czech, Lith, Hungarian, Serb, Croat and Syrian shows, which were formerly on WJBK. On Monday (3) the *Italian American Hour*, formerly on WJBK five days a week at 8 p.m. and half an hour on Sunday at 3 p.m., is starting over WJLB for half an hour at 9:30 p.m., Monday thru Saturday.

The switch has made WJLB practically the only foreign language outlet of the Detroit area, a rating it once shared with WJBK. Altschuler is supervising several of the WJLB programs, but now has no official connection with the station. His agency, however, is selling time on several of the programs, inasmuch as all these foreign language shows are handled on a participating basis.

At least one religious group which got the air from WJBK is understood to be planning an appeal to the Federal Communications Commission (FCC). However, a local committee which appealed to the FCC on the foreign language issue a few weeks ago was turned down and it is not expected that the religious group will have any luck. WJBK's position is that the change is for better programing in the interest of the majority of the audience.

## ABC SHAKY WED. NIGHT

(Continued from page 5)

sharp's plans, apart from continuation of *Take It or Leave It*, over National Broadcasting Company (NBC). The sponsor's announcement said it "already has an option on a new radio show to take the place of the Henry Morgan program." An ABC spokesman, however, said Eversharp had dropped both time and talent.

## Profit Chalked Up In New Zealand

SYDNEY, Nov. 8.—Annual report of the New Zealand Broadcasting Service disclosed a profit of \$539,000 in the national division and \$310,700 in the commercial division. Revenue from license fees was \$1,594,564, an increase of \$60,000 over the previous year.

In the commercial division the time sales exceeded any previous years, altho restriction of broadcasting hours due to power shortages entailed a serious loss of revenue.

Official returns of listeners' licenses in Australia show an increase of 2,592 for August. At the end of the month there were 1,693,631 in force within the Commonwealth, indicating an annual revenue of \$5,504,300 to be split between the Australian Broadcasting Commission and the postmaster general's department.

## Third Bridgeport Station Set

BRIDGEPORT, Conn., Nov. 8.—This city's third station, WLIZ, will be on the air shortly under management of William Elliot, who was on the staff of WICC here for years. Other members of the staff include Emanuel Slotnick, commercial manager; Robert E. Drier, program director; Sol Robinson, sales manager; Wallace Dunlap, chief announcer; Jack Scanlon and Allan Martin, announcers; Gayford E. Holt, chief engineer; Robert Jones, news editor, and Bryna Samuels, chief copywriter.

## RADIO STATION FOR SALE

Write BOX 255, The Billboard, 1564 Broadway, N. Y. City 19

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.



Morton Downey Show

Reviewed October 30, 1947

THE COCA-COLA COMPANY

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

Via MBS

Heard in New York on WINS

Tu, Th, S, 11:15-11:30 p.m.  
Estimated Talent Cost: \$3,500; producer-writer, Newt Stammer; announcer, Joe King; music director, Carmen Mastren; cast, Morton Downey and Our Quartet.

ABOUT THE ADVERTISER

Whopping Coca-Cola Company was a partial war-time casualty insofar as radio advertising was concerned. Unavailability of sugar, and diversion of the limited Coke supply almost exclusively to the armed forces, forced a reduction in air-time appropriations of almost one half. In 1943 and 1944, Coke's time bill ran to about \$4,000,000 each year; in '45 and '46 the bill was about \$2,800,000 and \$2,100,000, respectively. Much of the last two appropriations went to the traveling air show, "Spotlight Bands," which made personal appearances in army-navy installations and key war factory centers.

Now, however, Coca-Cola is resuming its heavy network schedule. Firm already has Percy Faith and Spike Jones on CBS, with a combined weekly talent bill of \$25,000 for these two shows alone. Newest Coke entry is the Morton Downey Mutual show.

In addition to the parent company ad schedule, which includes an average of \$1,000,000 magazine appropriation, Coke bottlers throughout the country advertise individually, on local levels. Recently, the parent company bought "Claudia," which it is transcribing (at a cost of more than \$4,000 weekly) and furnishing without charge to bottlers, provided the latter buy the time in their areas. So far only a small number of bottlers have done so.

Morton Downey has been on the air for Coca-Cola before, singing his songs as a Mutual daytime feature. Show is back in virtually the same form except that it has moved to a late evening spot—11:15 in the Eastern time zone—and is done, because of the bedtime hour, in a schmaltzy, almost entirely sotto voce manner—a sort of radio lullaby to waft listeners off to sleep and dreams of Coke. Downey's soft top tenor is well suited for this sort of presentation.

Downey is a sort of vocal olive; you like 'im or you can leave 'im. Only his more avid followers are likely to make it a point to tune in to him, altho the broadcast time, following news programs on many of the stations, should help build the audience.

There is a minimum of gab on the stanza, which manages to get four tunes into a quarter hour, one by a quartet, the others by Downey. Selections included pops and the inevitable Downey-Irish number, this time, *Irish Lullaby*. Orchestral backing sounded thin when caught. There is one very brief mention, midway, that Coca-Cola is sponsoring the program, and one, almost equally brief, at the sign-off, closing spiel merely mentioning the "pause that refreshes" Coke leitmotif.

Jerry Franken.

Newscope

Reviewed November 4 and 6, 1947

KAISER-FRAZER CORPORATION AND KAISER INDUSTRIES

W. A. MacDonald, Vice-Pres. Chg. Sales

Thru Swaney, Drake & Bement, Inc.

Morris F. Swaney, Acct. Exec.

Via MBS (425-Plus Stations)

Tu., Th., Sat., 7:30-7:45 p.m.; Sun., 8:45-9 p.m.

Estimated Talent Cost: \$1,000; producer, Jack Rourke; editor and writer, William Green; narrator, Wendell Noble.

Current Hooperating for the program (started November 4).....None  
Average Hooperating for shows of this type (News).....6.3  
Current Hooperating of show preceding (Sustaining Tu.,Th.,Sat.,Sun.).....None  
Current Hooperating of show following (Sustaining Tu.,Th.,Sat.,Sun.).....None

CURRENT HOOPERATING OF SHOWS ON OPPOSITION NETWORKS  
ABC: "Green Hornet" (Tu., 7:30-8).....6.5  
Sustaining (Th.).....None  
CBS: "Club 15" (Tu.,Th.).....6.2  
NBC: Sustaining (Tu.,Th.).....None  
(Hooperatings of Sat. and Sun. opposition not available)

ABOUT THE ADVERTISER

Newest of the automotive advertisers, Kaiser-Frazer Corporation, is just getting under way with a sequential national campaign, last year's schedule having been limited, mainly, to sporadic insertions dealing with the firm's progress in beating production problems. Budget for '46 ran to about a half a million, according to report, most of it devoted to black and white. Now, in view of its terrific production and distribution accomplishments, K-F is taking to the air via the full Mutual web and magazine insertions. The radio program, if it runs for a year, will represent approximately \$1,150,000 in billings.

Newscope, the new Kaiser-Frazer and Kaiser Industries commentary, stacks up as a weak entry in radio's sweepstakes. Choice of the program, in view of problems presumably facing the sponsor—notably the sale of its new cars—is certainly a baffling one, for in no way does the program measure up as having any appreciable commercial impact.

Advance releases heralded Newscope as something radically new and different in radio news presentation. It hardly measures up to anything of the sort. It presents Wendell Noble, hitherto an unknown, in a news roundup, and the only thing different about it is that he occasionally drifts into a dialect which may be appropriate for the item he's discussing, i.e., a Russo accent for a Gromyko item, etc. It's a one-man March of Time—and sounds silly, not dimensional. Noble has a good delivery and a pleasing air personality, but there is nothing about the program which seems to indicate it will get listeners to make tuning in a regular habit—or to buy Kaiser or Frazer cars.

Lacking in Vigor

All this is especially surprising in view of the auto firm's competitive position, a position which finds it in one of the country's toughest fields with a deep and abiding need to establish the two cars as standard products. The brief midway

Pitching Horseshoes

Reviewed October 23 and 24, 1947

R. B. SEMLER, INC. (Kreml), Mon., Wed., Fri.

Edward H. Hennen, Adv. Mgr.

and THE MUSTEROLE COMPANY, Tues., Thurs.

C. C. Berkey, Adv. Mgr.

Thru Erwin, Wasey & Co., Inc.

George Wasey, Acct. Exec.

Via MBS

MTWTF, 8:55-9 p.m.

Estimated Talent Cost: \$1,250; producer-director, Joe Brattain; announcer, Frank Waldecker; writer-commentator, Billy Rose.

ABOUT THE ADVERTISER

Recent sponsor of Gabriel Heatter over Mutual, the R. B. Semler Company last year ranked about 40th among national radio advertisers, with expenditures of about \$1,250,000. This constituted a substantial drop for the previous year's radio budget of about \$1,725,000. Firm's magazine advertising, meanwhile, advanced from about \$700,000 in 1945 to approximately \$900,000 last year.

Musterole currently is not represented in radio except for the Rose program, but its \$275,000 appropriation for 1947 radio leads all other media. Firm's next most important advertising is done via newspapers in which it invested about \$175,000 this year.

With newspaper columns appearing under his byline in some 175 daily newspapers, Billy Rose recently turned his turbulent talents to radio. He inaugurated a five-a-week series of five-minute programs over Mutual Broadcasting System under the alternate sponsorship of R. B. Semler (Kreml) and Musterole.

Material for the airers comes largely from the columns and thus, to anyone who has perused them, has a hashed-over sound, as the columns virtually unchanged, were turned into monologs for Rose. Most commendable item about the airer probably is his delivery, which wafts his personality over the airwaves with clarity.

First of two shows caught argued that women invest more in a date than men. Second was a tale of a former flame, shunned by Rose because he feared she would emulate her mother's obesity, but who turned up two decades later as a slim damsel taunting him over his expanding waistline. Fact that some of the material is far from original (second show mentioned, in fact, being highly reminiscent of an old short story) is a decided minus mark. Another is that, stylistically, Rose's attempt at breeziness seemed contrived and labored. How well his material goes in the hinterlands also is open to question.

The five-minute format is somewhat crowded, what with substantial commercials fore and aft of the Rose spiel. Kreml's plugs stressed its ability to rid scalps of dry, itchy scales; Musterole emphasized its constituent ingredients and its use by the Dionnes.

Pitching Horseshoes, unfortunately, is more clinker than ringer.

Sam Chase.

commercial, delivered by Noble himself on the opening night, told of the amazing production score (See Newscope on opposite page)

Kay Kyser's Kollege of Musical Knowledge

Reviewed October 18, 1947

THE COLGATE-PALMOLIVE-PEET COMPANY

Robert E. Healy, V.-P. in Chg. of Advg.

Thru Ted Bates, Inc.

William Musser, Acct. Exec.

Via NBC

Saturdays, 10-10:30 p.m.

Estimated Talent Cost: \$9,000; producer-director for agency, Frank O'Connor; writers, Hank Garson, Leo Solomon, Ed Helwick; announcers, Elliot Lewis, Verne Smith; cast, Kay Kyser and his orchestra, Harry Babbitt (vocalist), Campus Kids (vocal group), Merwyn Bogue (Ish Kabibble).

Last Hooperating for the program (June 18, 1947).....7.5  
Average Hooperating for shows of this type (Aud. Part. Quiz).....9.6  
Current Hooperating of show preceding (Judy Canova).....12.1  
Current Hooperating of show following ("Grand Ole Opry").....8.6

CURRENT HOOPERATING OF SHOWS ON OPPOSITION NETWORKS  
ABC: "Prof. Quiz".....3.7  
CBS: "Saturday Night Serenade".....4.1  
MBS: Sustaining.....None

ABOUT THE ADVERTISER

Colgate-Palmolive-Peet is one of the largest radio advertisers on the air, bankrolling in addition to Kay Kyser such web programs as Judy Canova, "Mr. and Mrs. North," Dennis Day and "Can You Top This?" Last year the company spent more than \$4,500,000 in radio, a figure which was slightly in excess of the 1945 total. In 1944, Colgate radio outlay was approximately \$3,375,000 as compared with not quite \$2,250,000 in 1943.

The new Kay Kyser program is somewhat different in format. There is, for instance, a new device called *Comedy of Errors*, which is a method of presenting the quiz and an aid in putting across the program's heavy commercial pattern. Essentially, however, the program is always what it has been, namely, a combination of music, corny comedy and quiz—all carried off successfully by the ebullience of Kyser. In fact, the Old Professor's most noteworthy characteristic is ebullience. He's got it to a degree that makes other facets of the program secondary. The not too strong humor of Merwyn Bogue (Ish Kabibble), the music on the program, the quiz—all are dwarfed by Kyser's personality. Even Kyser's gags impress as strictly second-rate, but they are carried along by his verve in delivery.

As for the *Comedy of Errors*, it involves a pay-off to contestants who are adept at spotting misinformation. For instance, a batch of information and misinformation relative to card games is read to one contestant. He gets \$5 for every error he catches. In the event he catches five or more errors, his take is \$50. In addition, the program has a grand prize. On this show it was \$200. In the event no contestant catches the error, the following week's pay-off is larger.

The gimmick, of course, enables the script writers to work in a heavy schedule of commercials, inasmuch as there are product giveaways in addition to the cash. On the remainder of the program, too, the commercials were numerous and repetitive. Many products were plugged, including soap, shaving cream and toothpowder. The commercial pattern also made use of such themes as the 14-day plan for the improvement of the fem epidermis, the two-minute routine to make teeth superclean, and references to the medical profession.

Paul Ackerman.

Part III

The Billboard



LOCAL PROGRAM Reviews & Analyses

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



**Wings Over New York**  
 Reviewed October 29, 1947  
**CONSOLIDATED DRUG PRODUCTS**  
 H. O'Neill, Inc.  
 Via WHN, New York  
 50,000 Watts Independent  
 Monday thru Friday, 7-7:15 p.m.  
**Talent Cost:** \$500 per week; producer-director, Raymond Katz; cast, Ted Husing and Durward Kirby.

*Wings Over New York*, with Ted Husing, is a program made up of interviews with people leaving or arriving at LaGuardia Airport in New York. The job is done via wire recorder, at the airport, and later in the day the material is edited for broadcast.

Show caught was a hot one, inasmuch as it presented celebrities airing their opinions on one of the most provocative topics of the day, namely, the Congressional probe of the film industry. For this program the wire recorder was on tap to record the views of Humphrey Bogart, Lauren Bacall, Marsha Hunt, Danny Kaye, Gene Kelly and other members of the so-called Committee of the First Amendment who had been in Washington to listen to the hearings.

This line-up represented a million bucks' worth of name value. Of course, it is impossible to maintain the same peak on subsequent programs, but program-director Ray Katz and Eileen O'Connell, who arrange the interviews, are nevertheless to be commended for being alert enough to cash in on this particular opportunity. Program's pulling power, of course, will depend upon whether the producers can line up interesting—not necessarily celebrated—people.

Interviewing was done by Durward Kirby, with Ted Husing giving the commercials. Kirby was wise in remaining in the background and letting the million bucks' worth of talent talk—which they were very prone to do. Husing worked the commercials in between the interviews, managing to get across plenty of plugs for Kolor Bak, a hair color restorer.

Consolidated Drug, incidentally, has recently contracted for sponsorship of this program over KFWB, Los Angeles, and WHAS, Louisville. An outlet in Chicago will be contracted for very soon. Products plugged will include other items in addition to Kolor Bak.  
*Paul Ackerman.*

Henry J. Kaiser himself spoke briefly on the preem show, stressing the need for production in the American economy. The lamentable part of it is that this sort of program can hurt radio. A manufacturer who spends this kind of money in a medium has a right to expect results—and will demand results. If this show should fail, radio as a medium is bound to take the rap. From accounts, Kaiser himself insists on *Newscope*. Making cars and ships is one thing; making radio programs is something else again.  
*Jerry Franken.*

**The 13th Juror**  
 Reviewed October 31, 1947  
**Sustaining Over KFWB, Hollywood**  
 5,000 Watts, Independent  
 Fridays, 9-9:30 p.m.  
**Estimated Talent Cost:** \$4,500 (as network commercial). Written and produced by Arnold Marquis. Cast, Otto Kruger, Hans Conried, and others. Dion Romand Ork.

For the past half-year, KFWB has turned over its 9-9:30 Friday night time slot to giving new shows their initial kilocycle plunge, tagging the series *Preview Theater of the Air*. Arnold Marquis' *13th Juror* ranks with the most noteworthy and promising airshows to be introduced via this series. Time-buyers bored with whodunits but still seeking a dramatic seg that'll keep the listener on seat's edge will find this show well worth their attention.

Format consists of telling the pros and cons of certain true occurrences out of the past that have never been completely cleared up. The listener is told: "Time is the judge, history the juror, but the verdict rests with you—the 13th juror." For its *Preview* airing, Marquis picked the mystery-shrouded capture and death of John Wilkes Booth. Marquis has done a thoro job of research for this one, faithfully adhering to historic fact. Included in the script is Booth's actual speech when surrounded by Union soldiers in a flaming barn, followed by a dramatic version of his purported secret burial in Washington. Stories of people who claimed they saw Booth after he was reported dead and buried are related in an equally convincing manner, to give the other side of the story. The listener is asked to decide for himself as to the final fate of Lincoln's slayer.

Expert writing, polished production and excellent voicing by pic star Otto Kruger and supporting cast places this show definitely in the top net category. Since parent-teacher associations have been lifting a critical eyebrow at the fic-

**Deep Purple**  
 Reviewed October 31, 1947  
**Sustaining Over WONS, Hartford, Conn., 5,000 Watts**  
 (Mutual-Yankee Affiliation)  
 Friday, 8:15-8:30 p.m.  
 Producer, Ralph Kanna; writer, Ralph Kanna. Cast: Mr. and Mrs. Ralph Kanna and daughter, Gail. Announcer, Art Ashley.

Ralph Kanna, station manager of this Yankee Network owned-and-operated Hartford outlet, has resumed his show, *Deep Purple*, broadcast from the Kanna home in suburban West Hartford every Friday night. With him on the broadcast are his wife, Marian, and two-year-old daughter, Gail.

Announcer Art Ashley introduces the show; with Mrs. Kanna coming in with musical items. Kanna then comes on with comments on the home, weekly guests and the Kanna's pride and joy, Gail. Family interest is cleverly woven into the entire show, with frequent mention in the script of the daughter.

Altho 15 minutes is a bit short for extensive development of any particular branch of family life, Kanna has managed to keep his script sufficiently brisk to maintain consistency in listeners. Mrs. Kanna's piano playing ranges from longhair to popular and amounts to decidedly top-grade musical presentation. (She was a concert pianist before marriage.)

The man-and-wife idea of an air show is not new, of course, but Kanna has managed to go beyond mediocre radio material with various gimmicks, including top guests, from the governor on down.  
*Allen M. Widem.*

tional murder segs, this show, based on historical fact, should win educators' favor. Sponsor, however, still would get the elements of adventure, mystery and drama found in scripts coming from the fiction factories.  
*Lee Zhitto.*

**Room 416**  
**Sustaining Over WNBC, New York**  
 50,000 Watts  
 Broadcast October 23, 9-9:15 a.m.  
**Estimated Talent Cost:** \$500; cast, John K. M. McCaffery and Eloise McElhone; writer, John K. M. McCaffery; director, Scott Buckley.

This Monday thru Friday morning quarter hour is lively and intelligent radio. It's practically a one-man job, the man being John K. M. McCaffery, who prior to this show achieved recognition for his suave handling of *Author Meets the Critics*. On *Room 416* McCaffery is an editor, commentator on civic problems, philosopher, movie critic, et al. The room is McCaffery's office. His mail is read to him by a stenographer, he receives phone calls, he dictates letters, and by means of these random activities he manages to get across his views. McCaffery's comments reflect the humor and pathos of our times. This was particularly evident in his answer to the secretary of the No More Babies Society—a group of females who decided that the ultimate fruits of love were inadvisable in an atomic age. "Rubbish," said McCaffery.

Visitors to Room 416 may leave messages and requests for McCaffery in the event he is out. This is done via a wire recorder. These recordings are used on the program and make interesting material. One, for instance, a message from Edwin Lucas, pointed up the inadequacies of the "punitive approach" to the behavior of delinquent children.

McCaffery's foil on the show is Eloise McElhone, of the Mutual Broadcasting System's *Leave It to the Girls* program. She adds brightness to the show, for she speaks well, and so much of the program's effectiveness lies in its conversational tone.

Martin Stone owns the package.  
*Paul Ackerman.*

**Newark News' WNJR Debuts in Mid-Nov.**

NEWARK, N. J., Nov. 8.—The radio station of *The Newark News*, WNJR, plans to commence operations shortly after November 15 with 5,000 watts power on 1430 kc. Otis P. Williams will be general manager and William Fariss is program director.

Other personnel includes James R. Ryall, promotion manager; Peter Testan, chief engineer; Harry Nash, director of news, sports and special events, and Leo Freudberg, musical director and leader of the six-piece house band.

**Van Curler Mulls Appeal Vs. FCC**

WASHINGTON, Nov. 8.—Sole remaining hope of Van Curler Broadcasting Corporation to obtain the Albany frequency of WOKO is a possible court reversal of Federal Communications Commission's (FCC) action this week making final its proposed decision to give the wavelength to Governor Dongan Broadcasting Corporation. Question of an appeal to the courts is being mulled by Van Curler.

Also denied in the decision was an application by Joseph Henry Broadcasting Company to operate on the present facilities of WOKO and another Joseph Henry bid which sought a construction permit for a new station on the WOKO frequency.

In a separate decision, Raymond Curtis, chief stockholder of Joseph Henry and an officer and director of WOKO, was given permission to dispose of his holdings in WABY, Albany, to the Press Company, Inc. Total amount paid Curtis and Harold Smith, another WABY official, was \$143,750.

**NEWSCOPE**

(Continued from opposite page) achieved at Willow Run and stressed the company's position as the fourth largest car maker in the country. This is reminiscent of the J. Stirling Getchell-Plymouth advertising classic, "Look at all three." It's worked before; it may again. But hardly with a presentation which so clearly lacks vigor.

Middle commercial Thursday, second night of the show dealt with Kaiser Industries' aluminum production, purely institutional in na-

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# Wax Profits Below '46 Pace

## Col. Off 26%, Decca 17% in 9 Mo.'s Tally

### Rising Costs Are Cited

NEW YORK, Nov. 8.—For the nine-month period which ended September of this year, net profits of two of the jumbo diskeries ran under the net income for a similar period in 1946. Statements issued by Columbia and Decca this week show that the former's profits have fallen about 26 per cent under last year while Decca's have dropped off about 17 per cent.

The Decca statement (covering nine months ended September 30, 1947) listed net profits of \$1,116,483, as compared to \$1,346,227 for the corresponding period in 1946. Profits equaled \$1.44 per share on 776,650 shares this year, as compared with \$1.73 per share for a comparable number of shares last year.

### CR Profits Down

Consolidated income figures released by Columbia Broadcasting System (which owns Columbia Records), revealed that its diskery-adjunct's net had tapered from \$1,105,375 (64 cents per share) in 1946 to a 1947 figure of \$816,613 (47 cents per share). The '46 figures were based on a 39-week period, with the '47 tallies covering 40 weeks.

Financial role played by Columbia Records within the CBS set-up is shown by the following figures: In the nine-month 1946 period the combined CBS and CR gross stood at \$66,836,024, with CBS netting \$2,892,157 and CR \$1,105,375. The record take, in other words, accounted for about 27.6 per cent of the combined profits.

In the nine-month 1947 period the combined CBS and CR gross stood at \$74,556,873 (higher than in 1946) but the network netted \$2,844,247 while CR slimmed to \$816,613. This year the diskery accounted for about 22.3 per cent of the combined profits.

### Blame Rising Costs

Explanation of the dwindling nets was laid by record people here to rising costs of material and labor rather than any appreciable drop in disk sales. A Columbia spokesman here said his company this year was selling "more records than ever before" but that operating expenses had risen, reducing net income. Same situation was believed to hold true at Decca where the volume of disks is believed to be at an all-time peak. Only some weeks ago Decca's Jack Kapp said his company's album sales had exceeded 800,000 a month, a rate of album retailing that would probably equal most of the other major firms combined.

Whether it reflects itself in these two major company statements or not, federal excise tax figures on the record biz definitely indicate that volume in the warm-weather months of this year had sagged below 1946. Internal Revenue placed the tax returns on phono disks at \$597,996 in July, 1947, and \$476,800 in August, 1947. This compared with \$614,377 in July, 1946, and \$604,903 in August, 1946.

## Petrillo -- Here and There

ON THE PETRILLO FRONT, a specific blueprint toward solution of the recording ban problems could not yet be read by any human hand. Here and there, however, events were falling into shape like pieces in a puzzle and a murky pattern was beginning to evolve.

In Washington (see story on these pages) the record firms were staying with the over-all industry front originally whipped up by the National Association of Broadcasters, but they had betrayed a good deal more reticence than the radio, tele and e. t. reps present. Whether this meant that ultimately the diskeries would go their individual way in effecting a deal with Petrillo still seemed pure second-guessing. But in New York small record companies gave evidence that their share in any firmly united front against Petrillo would not be guaranteed for a long, long time, if ever.

Spokesmen for the Phonograph Record Manufacturers' Association (PRMA) revealed this week that the org's members had decided Tuesday (4) to make no definite commitments toward joining the newly proposed record biz association (*The Billboard*, November 8) which, unlike PRMA, would include all major labels. The PRMA's expressed their desire to co-operate with any attempts to better the record industry (Jack Pearl was appointed to represent the org at future meetings re the new all-inclusive association), but also sounded the note that the major companies' interests in the Petrillo ban were not theirs. Nearly all the majors, they contended, were connected with networks or transcription companies. A few members reportedly agitated for definitely staying away from a link with the majors—"we could make a better deal with Petrillo."

If this was history repeating itself—in 1943 individual companies strove to reach their own settlement with Petrillo—or only a question of the smaller companies requiring more educational pressure and assurance from bigger labels and NAB reps remained to be seen.

Meanwhile the American Federation of Musicians (alho an exec board meeting was skedded today, Saturday (8) gave out not one bleat about the possibilities of a radio musicians walkout February 1.

The AFM seemed to be lining up an extensive array of costly legal talent. Following last week's naming of Milton Diamond (of the Poletti, Diamond, Rabin, Freidin & Mackay law firm in New York) as AFM general counsel, the Federation this week also designated the Washington firm of Gerhard P. Van Arkel and Henry Kaiser as its counsel, presumably in the nation's capital.

That the Van Arkel and Henry Kaiser appointment might be routine precaution against congressional complications in the capital was considered likely by observers here, but much more significance was attached to the Diamond appointment. Disk biz veterans recall that Diamond formerly was on the executive board of Decca Records and currently is still the attorney for English Decca, which lately has initiated a London pop label here in America. Thoroly familiar with the record trade, Diamond may be the key man in untying the knot that now ties up so many entertainment groups in conflict with the Federation. Whether his role is to figure out a solution (Diamond, it is recalled, was the one who worked up the 1943 royalty-fund agreement originally signed between Decca and Petrillo, an agreement which eventually was embraced by other record companies) or merely to take on legal fights stemming from the ban has still to be made clear. Diamond himself only admits that "we will have to wait a little bit."

Meanwhile, the effects of a Petrillo ban were still piling up. Among the near-major diskeries pressure was being put on artists to record under "for scale now, reimburse you later" deals (see other story these pages); smaller record companies were still adding on artists and piling up masters, and publishers continued their hectic rat race to get their songs on the major labels.

Independent recording studios thruout the country, at least, were enjoying a sudden stretch of short-lived prosperity. Thruout the country such studios were working 24-hour schedules with several (not the majority) jacking up rental prices more than 75 per cent. This, because the tremendous work-load might as swiftly disappear post-ban as it had appeared pre-ban.

# Broadcasters Lead Talks As Music Industries Set Up "United Front" Against AFM

## Record Companies Have Least To Say

(Continued from page 8)  
lasting little more than two hours following a luncheon, was marked by unemotional restraint, with individual members presenting problems of their own industries resulting from Petrillo's withdrawal of musicians for disk-making effective January 1 and Petrillo's ban on AM-FM music

duplication. A. D. (Jess) Willard, executive vice-president of NAB, presided at the session, and in an opening talk set the pace for discussion by outlining what he regarded as the major problems in common for all the industries.

Several who attended the session, which was held behind closed doors

# CAPAC Holds Off on Exhib Tariff Raise

## Postpones Hike Till '49

MONTREAL, Nov. 8.—The Composers, Authors and Publishers' Association of Canada (CAPAC) has had a change of heart and will give movie exhibitors until 1949 before attempting to raise royalty fees, it has been agreed at a CAPAC directorial meeting. Two weeks ago it was learned that CAPAC, Canada's version of ASCAP in the United States, had decided to apply to the Copyright Appeal Board in Ottawa for a raise, but the new CAPAC decision now changes those plans.

The stay in rates was agreed to by reps of CAPAC and the various theater bodies concerned after a series of talks, during which it was decided that negotiations for the new tariff for 1949 would continue. The Copyright Appeal Board, government agency, will be asked to designate a representative to work with CAPAC and the exhibitors during negotiations.

Canadian rates haven't been changed since 1936, when a five-year agreement went into effect. CAPAC's revenue from theaters in Canada is about \$76,000 annually.

CAPAC, which succeeded the Canadian Performing Rights Society, works in close co-operation with similar bodies in Britain and the United States, exchanging repertoires with both.

## GAC SHIFTS H. MILLER

NEW YORK, Nov. 8.—Henry Miller, who formerly was connected with General Artists Corporation's (GAC) small units department, has been moved over into the ork one-nighter department to replace Dick Webster, who left a veepee post at the agency last week after five years with GAC.

in the NAB board room, remarked afterwards that they were impressed by the "unifying spirit" which seemed to prevail. A few considered it significant that representatives of record manufacturers at the session did the "least talking" at the meeting, but general belief prevailed that the record industry folk would stand solidly with the others in "united front" planning.

Most of the discussion at the meeting came from Broadcast representatives, some of whom freely predicted that the networks would be next on Petrillo's program of bans, inasmuch as the network contracts with AFM expire January 31 and a 60-day notice of intention to change or end a contract would have to be filed by AFM by the end of November.

It was agreed at the session that the general committee itself will not be a "working body" and that most of the work will be performed by sub-groups representing the various industries.

Meanwhile the Radio Manufacturers' Association (RMA), which had an observer present at the meeting, confirmed its interest in active participation Thursday (6) at a session of the RMA-NAB liaison committee. Ray C. Cosgrove, of Crosley, who represented RMA as an "observer" at Wednesday's music committee meeting, presided at the liaison committee session and is expected to be named a permanent member of the industry music committee.



## Pass Pitch-Pipe

MONTREAL, Nov. 8.—Other instruments may get top billing, but the lowly pitch-pipe came in mighty handy to a group of Catholic teachers in Ottawa the other day. Here's what happened:

A school choir, scheduled to sing over the air, was told by the Ottawa branch of the AFM that the ainer would be banned if a non-union member played the studio organ. After a lot of scurrying it was found that one of the nuns held a Local 802 (New York) union card which she acquired when studying music in the big city.

The broadcast went on as skedded, but the nun with the union card had to leave town and there was no one left to give the choir the pitch. However, the whole thing was solved by the use of a pitch-pipe, which gave the choir the pitch and over which the union has no jurisdiction.

## MPPA Strives To Clear SPA 'Upkeep' Stymie

NEW YORK, Nov. 8.—The Music Publishers' Protective Association (MPPA) and Songwriters' Protective Association (SPA) contract negotiation committees reached somewhat of an impasse at their Thursday (6) meeting. Stymie developed over last week's SPA proposal that upkeep of the writer org be financed via the Harry Fox mechanical royalty kitty (*The Billboard*, November 8).

The pubbers flatly rejected the SPA proposal to up the Fox kitty and then cut out one-third for SPA maintenance. Several pubbers indicated they would not want to aid the tunesmith org under any circumstances on the grounds that a strong songwriter group could well boomerang in the future.

### Monday Session Set

To facilitate an early completion of negotiations for the new contract (all points in the new pact save the new SPA proposal apparently are mutually satisfactory to the committees), the pubbers' committee decided to hold an extraordinary pub committee meeting Monday (10) in order to discuss the SPA proposal and/or alternate pub suggestions. MPPA board members will invite several non-board members, probably including non-MPPA member Herman Starr, of the Music Publishers' Holding Corporation (MPHC); Max Dreyfus, Lou Levy, etc., to participate in the discussion. Outcome of the special meeting will be put before another joint SPA-MPPA conclave on a date as yet undesignated.

Meanwhile, MPPA holds its annual general membership meeting November 18 at the Hotel Astor here. MPPA board had hoped to be able to present the concluded negotiated SPA pact before this meeting, but the possibility of such a presentation at the moment is highly dubious.

## VITA'S TALENT SWOOPS

CHICAGO, Nov. 8.—Vitacoustic diskery, adding artists in the pop and race field at a furious pace in the past few weeks, continued to pick 'em up at a rapid pace this week when the firm inked former *Hit Parade* chirp, Joan Edwards, chanteuse Yvette, Christine Randall and the Four Shades of Rhythm at one fell swoop.

# Budget Cuts Hit Tunesmiths

## Vogel's Triumph Over Miller Opens Gate to Flood of Suits On Renewal Copyright Songs

NEW YORK, Nov. 8.—A flood of lawsuits involving renewal copyright songs is expected momentarily by music biz attorneys as a result of last week's ruling by the appellate division of the New York Supreme Court in the case of Jerry Vogel Music Company vs. Miller Music. Copyright legalists point out that the appellate ruling for Vogel settles one of the long-moot problems governing co-owners of a copyright, that is, when their property (songs, etc.) is licensed to a third party they must share the profits so derived. The State court co-owners conducting their own business (publishing sheet music, etc.), but in effect held that when third parties are involved (mechanicals, synchronization, lyric mag rights, etc.) a co-owner is entitled to a split of the proceeds.

### Filing Without Delay?

With the Appellate Court pattern indicating definite support of a plaintiff's case, many lawyers are expected to initiate actions immediately, since a review by the New York Court of Appeals either may not change the ruling or may be so far off as to allow settlements of some actions now pending.

The far-reaching involvements of the "third-party" decision are explained by lawyers as follows: They estimate that in the last six years more than 50 renewal songs (in which the original co-owners made separate publishing assignments) have made a good hunk of money out of records and picture uses. Under the statute of limitations one co-owner may now seek to recover a half share of the disk and pic money collected by another co-owner in the past six years.

### How It Works

For example: Joe Jones and Ike Smith, co-writers of a song, when it came time to renew their copyright after 28 years, assigned their holdings separately. The Doakes Music Publishing firm took over Jones's renewal assignment and the No-Talent Company dittoed with Smith's property. Thereupon the Doakes firm pushed the Jones-Smith song onto wax and into various films. Under general practice the Doakes firm retained half of the money so collected and paid the other half to Jones, but gave nothing to No-Talent and usually nothing to Smith.

Under the current Appellate Court ruling, however, it appears clear that the No-Talent firm can now demand that Doakes turn over half of the money it collected from the mechanicals. In effect this may mean that Doakes will be left with nothing from the mechanical sales unless, in turn, Doakes is successful in demanding that writer Jones return half of the money he was paid so that No-Talent and Smith get their rightful shares, without depriving Doakes of all his receipts.

### Complications

The copyright lawyers concede that the possibilities are complicated beyond the simple example of Doakes and No-Talent, but concede that it lays down the general idea. The Appellate Court ruling which opens the way for a flood of equity actions on these renewal-copyrights stemmed from a 1944 suit entered by Jerry Vogel in connection with the song, *I Love You, California*, which was copyrighted in 1913 and renewed in 1940. Vogel, as a co-owner, had demanded half of the synchronization fee received by Miller for the use of the song in a Universal film. When Miller refused, Vogel filed suit.

## Pub Rights In Germany Reopening?

LONDON, Nov. 8.—German music pubbers and some orksters with Bernhard Ette leading the way, have approached the British (BMG) and American military governments (AMG) in Germany in an effort to get the BMG and the AMG to negotiate for an agreement with British and American pubbers which would pave the way for sheet music and new songs to be exploited in Germany. Deal would provide for a normal royalty pay-off, with AMG said currently to be working on a plan which would provide for transfer of royalty payments out of a blocked account which would be controlled by the military government.

Several American and British pubbers are expected to visit Germany soon in order to bring arrangements closer to completion.

## 75c Commodore Label Due Soon

NEW YORK, Nov. 8.—Milton Gabler's new Commodore 75-cent pop label series will offer its first release to the retail market about November 17. The pop series, which was announced more than a month ago, has been held up pending approval of the choice of material by Jack Kapp, Decca prexy. The Commodore line is distributed by Decca's distrib network. Initial release will feature the Shorty Sherock *Wabash Blues* disk.

To date Gabler has cut only eight sides for his new series—four by Sherock and four by Jerry Wald's ork, one of them being the highly publicized Stravinsky pop, *Summer Moon*. Gabler currently is talent-hunting for a trio in the King Cole vein and a vocal quartet. He also expects to add some Negro pop talent shortly.

## Thornhill, B'port, \$2,322

BRIDGEPORT, Conn., Nov. 8.—Claude Thornhill's ork drew 1,548 persons into the Ritz Ballroom here last Sunday (2) to mark up the largest attendance figure of the season at this regular one-night operation. Gross for the date was \$2,322.

Vogel was represented in the Appellate Court by Milton M. Rosenbloom and William S. Roach, of the O'Brien, Driscoll, Raftery & Lawler law office. Representing Miller Music was Julian Abeles, who will ask for further review by the Court of Appeals.

## Pic Firms Eliminate Term Pacts

### Only 4 Studios Have Cleffers

By Lee Zhitto

HOLLYWOOD, Nov. 8.—Continuing slashes in pic company production budgets are eliminating term contract tunesmiths from the lots. Only four studios today have a cleffer team apiece on a yearly contract basis as compared to the golden era of movie musicals when some flicker factories boasted as many as 30 scribes per studio on their regular pay rolls. The four studios holding term contract cleffers include Columbia Pictures, Allan Roberts-Lester Lee; Metro-Goldwyn-Mayer, Harry Warren-Ralph Blane; Paramount, Jay Livingston-Ray Evans, and 20th Century Fox, Mack Gordon-Joe Myrow.

With each cut in the pic coffers, studios have continually moved away from the former procedure of keeping a stable of songwriters and have taken a tip from the indie movie producers, hiring songwriters only when they are needed and paying them on a per-pic basis. Latest studio to follow the trend is Warner Bros., which until recently had M. K. Jerome under annual contract but is now following the accepted practice of hiring the free-lancers. Warners is currently using Warren and Blane on a loan-out basis from Metro. Even those studios who now have term contract scribes find they must hire additional hands from the growing free-lance ranks whenever a musical goes into production.

A pic company exec told *The Billboard* reason why studio execs would rather pay a cleffer team more on a per-pic basis than keep scribes on an annual contract is because studios have drastically cut the number of musicals produced. He explained that his company which had once produced as many as 20 musicals in a year, now makes two or three, and therefore finds there isn't enough work to warrant keeping a pair of high-priced scribes on salary.

Reason why number of musicals has been reduced is twofold: (1) Change in public tastes has forced (See *Term Pacts Out on page 21*)

## Chirps' 250G Suit Vs. Reisman-Decca Is Up for Trial

NEW YORK, Nov. 8.—Suit for \$250,000 damages by singers Avon Long and Helen Dowdy against orkster Leo Reisman and Decca Records has come up for trial in New York Supreme Court.

The action, originally filed several years ago, involves charges by the vocalists that they cut disks with Reisman in the understanding that they were not to be used for commercial sale. They allege they were not aware that Reisman was under contract to Decca Records when the sides, songs from Gershwin's *Porgy and Bess*, were made. They further charge that the disks were issued for commercial sale by Decca and that they therefore are entitled to damages.

# MUSIC—AS WRITTEN

## New York:

Will Back's ork shifted from Music Corporation of America management to Mus-Art Agency. . . . Johnny Bothwell, whose ork disbanded a couple of weeks ago, has been placed on the American Federation of Musicians' unfair list for non-payment of back taxes. . . . Bobby Byrne's ork skedded for a four-week engagement at the Roseland Ballroom here beginning November 24. . . . Charlie Barnet's ork will play a one-nighter at the Arcadia Ballroom here November 18 to help celebrate the terper's 24th anniversary.

Trumpeter Alec Fila, one of the early features in the young Elliot Lawrence ork, left the band last week. . . . Sammy Kaye prepping a concert tour beginning in January which will highlight his *So You Want To Lead a Band* feature and will carry vaude and variety acts, maybe even a line of girls. . . . Personal Manager Arthur Michaud due into town sometime next week. . . . Jack Smith and the Clark Sisters will make up part of the bill at the Oriental Theater, Chicago, beginning November 20 for two weeks.

Buddy Moreno's ork was signed to do some sides for RCA Victor and will cut them in Chicago next week. . . . Ray Anthony's ork landed a swank Cincinnati deb coming-out party January 3 at the Netherland Plaza Hotel. . . . Lissen Records signed Creole George Guesnon to do some race sides for the diskery. . . . Mel Torme, following his current Paramount Theater engagement, will fly to the Coast to cut some Musicraft wax with a big ork; arrangements are being written by Harold Mooney.

Peter Hilton, former Musicraft Records prexy, has gone into his own advertising agency biz with firm bearing his name. . . . Mus-Art Agency cracked a Chicago Music Corporation of America spot, the *Martinique*, when M-A set Jimmy Palmer's ork in the nitery for sometime in December. . . . U. S. Navy Band will undertake its second tour since 1941 next spring; itinerary date will take the band thru 13 states under the direction of Lt. Comdr. Charles Brendler.

Buddy Rich's ork is set for two weeks at the Famous Ballroom, Baltimore, beginning January 8. . . . Charlie Spivak's ork due to play two weeks at the Ansley Hotel, Atlanta, beginning January 21. . . . Duke Ellington will be in New York from December 22 thru 30, in which time he will cram in wax dates for Columbia, transcriptions for Capitol, his WMCA disk jockey show which will kick off December 29 with a live airer and his annual Carnegie Hall concert, among other things.

Bobby Sherwood comes East in December with an ork to work some theater and one-nighter dates with the Adams Theater, Newark, N. J., set for the ork for Christmas week. . . . Jack Fina's ork last week was signed to do a return engagement at the Waldorf-Astoria Hotel beginning August 2, same opening date he had when he played the spot this year. . . . Chirp Jane Harvey switched from General Artists' Corporation management to William Morris Agency. . . . General Artists' Corporation added the Delta Rhythm Boys and the new seven-piece Vic Dickenson jazz combo.

Joe Marsala, with a quintet, returns to active music biz with wife Adele Girard featured at the Hickory House November 11. . . . Add some new bookings for the Click nitery in Philadelphia: Claude Thornhill goes in for nine days beginning January 22, while Hal McIntyre has been set for the spot for the week of March 22.

Beverly Music has taken over *Love That Boy* tune from RKO film, *Race Street*. The ditty, written by Jean De Paul and Don Raye, is set on wax with Johnny Mercer (Capitol) and Dinah Shore (Columbia). . . . Russ Morgan comes into New York's Biltmore Hotel at the end of December.

Charlie Barnet into Arcadia Ballroom for spot's anniversary one-nighter November 18. . . . Herb Jeffries booked into Blue Angel Club beginning December 15. . . . Woody Herman band into Tune Town Ballroom, St. Louis, December 9. . . . London Gramophone's Toots Camarata sailed for England and will cut a transcribed interview with Gracie Fields to be used on the Tommy Dorsey disk-jock strip. . . . Benny Goodman guests on the Fred Allen airer November 16. He cut some trio sides for Capitol Thursday (6) using Teddy Wilson on piano and set Emma Lou Welch for vocals on future big band platters.

Connie Haines opened Paramount Theater Wednesday (12). . . . Bullets Durgom accompanying Andy Russell on his tour following the crooner's current Adams Theater, Newark stand. . . . Charlie Ost figures to be in big demand by recording firms since he plays probably the only electric ukelele in the land. Ukies are non-AFM and the electric attachment is said to rival the sound of any guitar. . . . Gene Kelly is setting sides with Columbia Records here. The movie star, hobbling around with an ankle in a cast, carried hopes of tradesmen that he would be able to hoof it again in rapid order. . . . Eli Oberstein, Victor recording chief, married Iris Selwright, Paramount studio worker, this week. . . . George Pincus, Shapiro-Bernstein's famed song salesman, on the Coast for a week.

Skitch Henderson's band has been booked into Hotel Chase, St. Louis, beginning New Year's Eve. It follows into Hotel Stevens, Chicago, January 23. . . . Arranger William Moore Jr. to meet Tommy Dorsey's band in Flint, Mich., and begin turning out manuscripts for TD. . . . Tenorman Emmett Carls rehearsing a hotel-style combo featuring strings. . . . Band leader Sy Oliver opening an arrangers' school. . . . Columbia Records cut a session featuring jazz trumpeter Hot Lips Page.

Pat Lombard, of William Morris here, this week set Del Courtney to open at the Aragon here February 12, marking the first WM band into a Karzas Chi ballroom in almost three years. . . . Morton Wells, ex-Orrin Tucker trumpeter, now a territory band frontier, has been inked to a Universal Record pact. . . . Solly Abrams, of Vitacoustic's New York distributor set-up, was seriously injured in a collision on his way to Chicago last week.

Kovacas Club, Washington, will reopen soon, renewing its former name ork policy by kicking off with Sonny Dunham's ork and following with Ray

Anthony and Ray Eberle among others. . . . Hoosier Hot Shots started a personal appearance tour with a three-week date at the Cave Club in Vancouver on November 3 after having completed a Columbia Western flick. . . . Lissen diskery now using Mangold Distributing Company, Baltimore, to cover the Maryland and Washington area.

Add to disk promotion gimmicks: The George Evans office this week delivered to disk jocks and reviewers Elliot Lawrence's latest Columbia plattering, *Baby Boogie*, wrapped neatly in diapers sealed with a large safety pin. . . . Singer Lanny Ross is set for a one-record deal with Majestic. Platter will be a promotion gimmick for a rail line.

## Chicago:

Singers Wayne Van Dyne and Darwin Daye were pacted by Tower disks and Jerry Abbott went with Aristocrat platters. . . . A daughter, Stephanie, was born to Dell Welcome, ex-vocalist and wife of Sherman Hayes here November 2. . . . Leo Rubens has taken over distribution for Tower Records. . . . Lone Star platters has inked the Billy Mayo Quintet, Dallas radio group. . . . Francis Craig will do another of his own tunes, *I Beg Your Pardon*, for his December 1 Bullet release. . . . Linn Burton, major free-lance disk jock here, off to California for two weeks, with his writer, Jack Paine, taking over at the mike during his absence.

The already overcrowded jazz lounge situation here gets another contender November 11 when the Tailspin, Northside bistro brings in Roy Eldridge. . . . George Olson set for the Edgewater Beach Hotel November 14. . . . Freddy Williamson Associated Booking Corporation chief here, rumored setting Muggsy Spanier and a name jazz supporting ork into the Blue Note, new Loop jazz spot, for end of November run. . . . Vitacoustic inked Joan Edwards, Christine Randall, the Four Shades of Rhythm to waxing pacts.

Eddie Howard will do 14 four-hour recording sessions for Majestic in town before January 1. . . . Will Back's band has switched from Music Corporation of America to Mus-Art, with the band currently set at the Lake Club, Springfield, for two weeks. . . . Hanks, a suburban bistro near Waukegan, Ill., has switched to small society bands, with MCA putting in Charlie Agnew's band November 11 for a month. . . . Larry Stewart, disk jock over WDWS, Champaign, Ill., is promoting a Stan Kenton date in that city November 17. . . . Jim Lounsbury, Louisville disk jock, is running his first bash December 3.

## Hollywood:

A ditty, titled *Teresa*, written by saxer Babe Russin and lyricist Jack Hoffman as a gag to humor record salesgals at Glenn Wallichs Music City, has been grabbed up by Goldie Goldmark, of Leeds Music. More than half a dozen records are reportedly set, including etchings by Frankie Carle, Eddy Howard, Dick Haymes, and Artie Wayne. . . . Red Feather, local small nitery, has upped its entertainment budget to bring in Butch Stone ork and balladier Artie Wayne.

Nancy Norman, ex-Sammy Kaye ork thrush, comes out of retirement for a stint on CBS's *It's a Great Life*. . . . Mark Warnow made deal with Coast Records for plattery to press and distribute his *Blue Velvet Waltz* album, with batoneer retaining ownership of masters. . . . Al Gayle, whose ork is rounding out third year at Biltmore Rendezvous, granted release by MCA and will be handled by personal manager Lee Soble. . . . Roy Milton's ork is set for vaude stint at Million Dollar week of January 1. . . . Dinah Shore will have top role in U-I pic version of *One Touch of Venus*.

## Detroit:

Sid Green, who formerly fronted his own band in the Michigan territory, is opening the Green Booking Agency, specializing in bands and combos. . . . Kaplan Music Company taking over the Michigan distributorship for the Hub label.

Eddie Sikora forming the National Song Record Music Company as a publishing firm, tying in with the Sun label, owned by the SBW Recording Company. Their first number: *Music Is a Memory*, by Don George.

Peter Uryga is scheduling a cutting session for two sides, *Sweet Danger* and *There's Only One You*, both by Jerry Harris, for Rego Records. . . . The Basin Street Boys, formerly a co-operative trio, are revamping their set-up under the complete leadership of Ormonde Wilson, who is adding two more men to the unit. . . . Mrs. Reuben Ray and William Ryans are reorganizing the Delray Recording Company, inactive for some time, and are planning to start pressing of their releases.

## Philadelphia:

Quaker Records, local label, signs air pianist Ben Greenblatt for a series of solo sides. . . . Earl Bostic takes over the Zanzibar stand, with Eddie Heywood's unit moving out. . . . Bob Horn, WIP disk jockey, and Nat Segall, operator of the Downbeat musical spot and one-time jazz concert promoter, teamed up to form the Keynote Amusement Agency.

## London:

Jack Jackson gave up his emcee post on the British Broadcasting Corporation's band parade airer to front an eight-piece ork at the Potomac Restaurant. . . . Teddy Foster's ork soon will take off on a 13-week tour of Germany to entertain occupation troops. . . . Oscar Rabin's ork is cutting a series of dance tempo non-vocal disks for Parlophone which will be put on catalog for United States export.

Rhythm Club No. 1—a pre-war meeting ground of British and foreign artists and jazz followers founded in 1933 but inactive during the war—will be revived in new London quarters shortly with a resident jam ork and jazz record concerts. . . . Todd Duncan's (the American who did *Porgy* in the original production of *Porgy and Bess*) Albert Hall concert November 9 a sellout altho he's a newcomer to England.

## Cap Into Mex. With Gastel-Owned Distrib

HOLLYWOOD, Nov. 8.—Capitol Records this week continues its move into the foreign disk market as it invades Mexico via a Carlos Gastel-owned distributing company. The Capitol Gastel deal is particularly interesting since Gastel as personal manager controls four of the label's artists: King Cole Trio, Stan Kenton, Peggy Lee and Nellie Lutcher.

The p. m. formed his Compania Distribuidora De Productos Capitol a year ago at which time his sister, Chickey Gastel, had run sales surveys to see if the Cap product would find south-of-the-border takers. Favorable results spurred activity in the export direction. Following the appointment of Sandor Porges as head of Capitol's newly formed international department, Gastel had intended to swing into operations.

### Petrillo Delays Move

However, the coming James C. Petrillo recording ban and the uncertainty of the disk biz future had delayed Gastel's decision. After further investigation into the Mexican market, conclusion was reached last week that the ban would in no way affect beyond the Rio disk sales. According to Gastel, possible future uncertainties about new recordings are not a factor in the Mexican market since dealers there will be stocked with Cap's complete library.

Malcom Ryland, Gastel's Mexico City rep, was in Hollywood last week taking part in the final mapping of plans for starting the disk flow. Ryland will acquire stock in the Gastel Compania and as an officer of the firm (probably veepee) will be in full charge of the operations.

### Expects 200,000 Platters

Gastel expects the next few months to see more than 200,000 Cap platters cross the border. Disks shipped will be straight catalog items with little or no preference shown for Latin-type music, Gastel said.

Cap's move into Mexico comes on the heels of the diskery's recent invasion of South America (see *The Billboard*, October 4). Gugenheim Enterprises and the Barsa Company are already handling its distribution in Brazil, Peru, Colombia and Venezuela.

## Dinah Pub Deal With Beverly; Papers Drawn

NEW YORK, Nov. 8.—A publishing deal involving chirp Dinah Shore and the Beverly Music firm, owned by singing star Dick Haymes and music men Larry Shayne and Sy Manus, was close to being completed at press time.

Miss Shore, originally rumored to be going into a pubbing set-up with the Edwin H. (Buddy) Morris group, has set up her own independent firm to be known as Cosmic Music Publishing Corporation, which will pick up songs and copyrights for the chirp. These copyrights will be handed over to Beverly for a five-year period, at the end of which time the copyrights will revert to Cosmic. Beverly will do the exploitation on songs handed over, but will share profits on a 50-50 basis with Miss Shore's firm.

Deal would place Beverly in a prime spot both for air plugs and disks since both Miss Shore and Haymes have their own commercial shows and are important wax stars on major labels.

Contracts are expected to be signed and completed early next year.

## Hartley May Try To Sic Sherman Law on Petrillo

CHICAGO, Nov. 8.—Music biz here was still mulling last week's announcement by Rep. Fred Hartley, co-author of the Taft-Hartley labor law. Speaking here Monday (3) before the Supermarket Institute, Hartley devoted about eight minutes of his half-hour talk to the AFM prexy, promising congressional action.

Hartley said that "If Petrillo carries thru his threat to halt record making, I am going to propose the re-introduction of title 3 of the original (Taft-Hartley) House act and that would apply the Sherman and Clayton anti-trust provisions to a labor monopoly in restraint of trade in the same manner we now apply it to a business monopoly."

Previous to these remarks, Hartley spoke of the featherbedding provision of the T-H Law, citing the Petrillo vs. Dr. Matty and Camp Interlochen incident as an example. He added: "You know in music, when they say 'fortissimo,' they speak of loud music, and when they say 'pianissimo,' they speak of soft music, and when we speak of Petrillo, we speak of no muck."

Hartley pointed out "the control that this one czar (Petrillo) has over so many segments of our economy." He cited the AFM's prexy for the "great authority he wields over FM and AM broadcasting and his interference in the advancement of television and the forcing of movie producers of the nation to write a contract that is greatly interfering with the progress of television."

### Politicos Doubt Early Action

WASHINGTON, Nov. 8.—Despite the announcement by Rep. Fred Hartley (R., N. J.) that he would press for changes in the Taft-Hartley Act to combat the disk ban by American Federation of Musicians (AFM), most GOP leaders appear determined to defer Taft-Hartley amendments until after the '48 elections.

Sen. Joseph Ball (R., Minn.), who heads a joint committee on the study of the act, stated that 1949 would be the earliest time to decide on any changes since the Taft-Hartley Act was only passed last session, and time will be needed to study the law's effects.

Chief reason for delay appears to be a fear on the part of both Republicans and Democrats of injecting such a controversial issue into the middle of an election year session.

## Valando Out Of Santly-Joy?

NEW YORK, Nov. 8.—Tho it had still not been thrashed out by press time, the probability that Tommy Valando and the Santly-Joy pubbery soon will effect a parting was the favorite topic of Brill Building experts this week.

Valando, professional-manager for the Santly-Joy firm, also holds an interest in the pubbery's Oxford Music affiliate, in which singer Perry Como is part owner.

Pub spokesmen this week admitted there had been a fracas in which Valando was involved, but any friction apparently was an "off-on-off-on again" affair, with no definite decision expected until Monday of next week.

Whether Valando, a strong personal friend of Como's, was planning to go into biz for himself was not clear, altho Jack Katz, Como's attorney here, stated that no move on Valando's part would in any way affect Como's current connection with the Santly-Joy firm.

## Majestic Pacts For Desmond, Raeburn Likely

NEW YORK, Nov. 8.—Altho formal signing of papers had not been accomplished, all indications today pointed to the imminent acquisition of singers Johnny Desmond and Ginnie Powell and band leader Boyd Raeburn by Majestic Records.

Bob Moss, radio producer and former manager of singer Andy Russell, announced that the Desmond deal was already set from his end (altho Majestic had not yet verified) and that the terms of the agreement would call for the singer to cut 16 sides before the end of the year, using ex-Glenn Miller arranger Norm Leyden as conductor on the dates.

The announcement by Moss also served to point up his two-month-old working arrangement with Desmond and the singer's quiet termination of dealings with his former handler, Don Haynes. Haynes had held control of Desmond since the latter's discharge from service and had been reported to be balking at releasing him from contract papers. Desmond's lawyer, Henry Jaffe, however, said that there had been no repercussions from Haynes so far and that none was expected.

### No Contracts Yet

Raeburn and his wife, Ginnie Powell, were also said to be set for Majestic waxing within the next few weeks despite the fact that contracts had not been set by the diskery. Willard Alexander was reported to be representing the band leader and singer in the transaction, with four masters that had been cut under Ginnie Powell's name figuring prominently in the deal. The Alexander representation of Raeburn, paralleling the Moss-Desmond situation, gave indications to the trade that the long-suffering band leader was about to reach amicable terms with the William Morris Agency, to which he is indebted, thus permitting him to enter Alexander stable. Raeburn has been attempting to get with Alexander for more than a month, but has been stymied by a William Morris paper.

## Hill To Use Disks For Plug Brochure

CHICAGO, Nov. 8.—Tiny Hill, the behemoth band leader who made his name with some early Okeh platter hits, is utilizing disks to the fullest in his recent comeback campaign. Hill is having Art Talmadge, Mercury flack chief, prepare a promotion brochure built around a record album for him. Album contains 32 pages of various promotion material, plus his two top-selling Mercury disks and a special interview disk and script, which a disk jock can read as a plug for a local Hill appearance. Hill is putting out his own dough for 1,000 copies of this album.

In addition, Hill has purchased 10,000 empty albums, with his pic on the front, which he is autographing and selling on his one-nighters.

### KEARNEY TO MUS-ART

NEW YORK, Nov. 8.—Booker Jack Kearney this week left Music Entertainment Agency (MEA) to join the Mus-Art Agency, where he will work on one-nighter bookings in conjunction with Jack Whittemore. Kearney will take the Kirby Stone Quintet with him to the new affiliation. Kearney had been with MEA less than a month, having come over from the Harry Moss Agency when the latter cut down operations to join Willard Alexander.



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- James H. Martin, Inc., Chicago, Ill.
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## Waxers Broach 'Scale-for-Now' Deals to Talent

NEW YORK, Nov. 8.—Added to the headaches facing orksters and artists in their scramble to get recordings in before the Petrillo ban, was the probability this week that for-scale-only demands would be laid down by many diskeries. Idea of the plan, particularly favored by those wax works which face stepped-up schedules with limited bankrolls, is to ask their artists to perform all sessions from now on at scale, balance to be paid later when the platters are released. Such arrangement would have particular bearing, according to trade talk, on semi-name and name attractions who work under contracts calling for overscale guarantees per-side.

First indication of the for-scale-only snowball was the news that Majestic Records already had broached the subject to most of its talent, which includes such top-sellers as Eddy Howard, Ray McKinley, Noro Morales, Martha Tilton and Dick Farney. MGM Records also was reported mulling the new payment plan with an eye toward throwing it at such artists as Raymond Scott, Ziggy Elman, Sy Oliver, Jack Fina and George Paxton. That such belt-tightening among the near-major waxeries would spread seemed certain with artists figured to be caught on a Petrillo hook—not having too much time to shop around for better disk deals but needing records for that essential box-office boost.

Traders pointed out that scale-only requests perforce would be on a strictly voluntary basis, but that if artists balked at the new terms diskeries would say, "Sorry, no dates

## Victor Distrib Yields to N. J. Dealers; Delivery Fees Erased

NEW YORK, Nov. 8.—Krich-Radisco, RCA Victor distrib in New Jersey, last week succumbed to the demands of the 150 members of the New Jersey Retail Record Dealers' Association (NJRRDA) that delivery charges on disk shipments be eliminated. Krich's action follows a similar arrangement made by Decca last January and by E. B. Latham, Columbia distrib, for Northern New Jersey dealers six months ago. Latham is expected soon to eliminate delivery charges in the remainder of the counties in its jurisdiction.

NJRRDA was formed a year ago expressly to combat the delivery charge ruling. The association, which is topped by Newark dealer Jack Seader, is trying to round up information with which to combat what is termed another "evil of the record biz": transshipping. He claims that the transshipping in and out of New Jersey is not being done as much by leaders as it is by distrib. It is said that distrib are selling disks to New York dealers directly to assure the wholesalers of not being stuck with leftovers after New Jersey orders are filled. Seader claims that New Jersey dealers suffer by this practice because many are not able to get disks on time or have to wait for fulfillment of reorders. It also is

available for you." Some top artists working under production guarantee arrangements probably could not be swayed unless by genuine desire to co-operate but traders feel that many others, guaranteed or no, would yield in their anxiety to pile up wax.

claimed that sales to New York dealers in some cases hurt directly, since some New York dealers conduct transshipment deals with non-franchised New Jersey retailers who often come up with major label disks in quantity before the franchised Jersey dealer gets his allotments.

The NJRRDA topper isn't certain what further action his org will take to combat transshipment of disks from New Jersey, but he feels certain that something will have to be done before retailers in the State are damaged by the interstate swaps.

## Geisler Defends Coast AFM in 100G Soble Suit

HOLLYWOOD, Nov. 8.—The \$100,000 suit filed by booker Lee Soble against Local 47, American Federation of Musicians (AFM) (*The Billboard*, October 4), took on added importance with disclosure that Local 47 has by-passed its own legal eagle, C. M. Bagley, and hired the famed criminal lawyer, Jerry Geisler, to defend the union. While refusing to divulge any details of defense tactics, a spokesman for Local 47 intimated that the Soble case was being eyed carefully by AFM national officers and hinted that the union could little afford to lose the case. Hence, Geisler's appointment on a retainer to handle the legal fracas,

Soble's suit is the outcome of the revocation of his booker's license in May, 1945, which he claims deprived him of a livelihood. Local 47 restored the franchise shortly before the recent investigation of Local 47 activities by a congressional subcommittee. Soble now wants to recover \$50,000 actual damages for alleged loss in commissions plus an additional \$50,000 for exemplary and punitive damages.

Union toppers admitted the seriousness of the court action far beyond any so-called nuisance value, since judgment in Soble's favor would open wide the door for an avalanche of similar actions thruout the country. Case is now expected to come to trial for at least another year due to the crowded court calendar. Local 47 meanwhile was granted an extension of time to answer charges and has until November 17 to present its case.

A similar suit, threatened by Agent Ed Fishman, never materialized, altho Fishman several months ago drew up legal papers asking a cool million dollars in damages. Like Soble, Fishman also lost license thru Local 47 action and had his franchise recently restored. When the union put Fishman back in business, however, he dropped further talk of seeking legal redress.

## Barbirolli Asks Increase

LONDON, Nov. 8.—John Barbirolli, conductor of the Halle Orchestra, has asked the Manchester city council to raise his group's annual subsidy from \$24,000 to \$60,000 so that the orchestra will be able to reduce from five to four the number of weekly concerts in the forthcoming season. Claiming that last season's profits were the result of over-worked schedules, Barbirolli showed that some of the musicians had worked a 72-hour week and never less than 45 hours. He pointed out a comparison of subsidies between his Halle Orchestra and the New York Philharmonic, stating that the latter received \$108,000 annually.

## Tower Calls on T-Men To Trace Bootleg Disks

CHICAGO, Nov. 8.—Charges of record "bootlegging" have been turned over to Treasury Department reps here.

Dick Bradley, prexy of Tower, local small label which currently is peddling Jack Owens's soaring *How Soon*, told *The Billboard* that within the past two weeks he had received reports from two different areas that copies of Owens's *I'm All Dressed Up With a Broken Heart* were being submitted in quantity to retailers and juke ops, while reports from five pressing plants thruout the country indicated that all of them were still working overtime to meet the *How Soon* rush. In one instance, Bradley said, the Tower distributor in one area reported that a rival distributor had copies of the second Owens disk and his salesmen were telling clients that the licensed distributor was not the bona fide distributor but that the bootlegging distributor was.

### Leakage Source

Bradley said he has checked thoroly with his pressing plants and feels confident that the leak is coming from some other source. The Tower biggie said he had conferred with Treasury Department execs, who are now working on the case, because of the loss of federal excise tax which results when bootleg disks are issued. Under the federal ruling the manufacturer is responsible for payment of all disk excises and if the bootleggers of the Owens disks are found they will be liable for federal prosecution for non-payment of tax.

The Bradley move in calling in fed investigators may set a valuable precedent, especially in the case of the small labels, several of whom have been plagued within the past two years by "bootleg" copies of their hits reaching the retailers' stalls thru outlets other than the authorized distributors. Large firms whose distribution coverage is big enough to blanket a hit-demand market in rapid order have rarely run into bootleggers. Small firms suddenly beset by rush calls for their items have been more fruitful targets for the illicit copies.

## Shake-Up Rumors Harass Silvertone

CHICAGO, Nov. 8.—Strong rumors were circulating here this week regarding a shake-up in the Silvertone Record Club set-up, the Sears & Roebuck Record of the Month Club. The company spokesman would not comment, rumor was that the mail-order house intends to switch from its present 12-inch vinylite platters to a 10-inch size and that a price decrease will accompany the move.

Report also was that there will be a personnel shake-up within the Sears record division.

## Universal's Ban Cushion

CHICAGO, Nov. 8.—Universal plattery this week concluded three deals for masters, produced by other firms, in an attempt to strengthen its talent roster for the impending Petrillo work stoppage. Prexy Bill Putnam bought four masters and the recording pact of Vince DiMaggio and his polka combo from Rocket Records, the four-record album of Indiana Melodies, originally made for a Monon Railroad promotion, from John McGee, Monon promotion exec, and four masters and a recording pact of Jack Staulcup, Midwestern territorial ork, from Tower diskery.



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## Decca in Deal With Book Co.

NEW YORK, Nov. 8.—Decca Records this week completed an album distribution deal with the American Book Company. The book firm, primarily a textbook house, will distribute Decca albums featuring the diskery's educational line in schools, colleges and universities. Deal was arranged by Decca Prexy Jack Kapp and American Book Prexy R. D. Marriner.

Initial list for distribution under the deal will contain 88 album titles and this list will be augmented by disks to be released later. The specially distributed packages will be supplemented with booklets and teachers' aids. Objective of the school distribution is to supplement the textbook, according to the joint announcement issued by the firms involved. Among the albums to be featured are packages of foreign and American folk music, poems, waxed dramatic legends, jazz disks and the *Our Common Heritage* package.

## 802 Stands Firm On Pelham Heath Inn Classification

NEW YORK, Nov. 8.—Local 802, American Federation of Musicians, Wednesday (5) rejected an appeal by the Pelham Heath Inn here that the union's recent ruling raising the club from Class B to Class A wage scale be rescinded. Club operator Herman Schubert, who had threatened to operate the spot on a week-ends-only basis if turned down in his appeal, said Friday (7), however, that he would continue on a full-time basis and would not cancel the current booking of Henry Jerome's 12-piece ork.

Schubert said that he would cut down on his current schedule of air remotes, hoping to save enough thereby to offset the \$350-per-week raise in operating costs brought about by the wage scale hike.

## 'Good News' Album Set, Sans Torme

NEW YORK, Nov. 8.—MGM Records, which ran into a snag some months ago when it tried to get Mel Torme on a loan from Musicraft in order to properly package an album from the pic *Good News*, in which Torme is featured, nevertheless will issue a *Good News* album in conjunction with the release of the movie, which is due for a Radio City Music Hall preem soon.

The album will contain all the pic tunes, including *Pass That Peace Pipe* and *The Best Things in Life Are Free*, performed by featured members of the cast (except for Torme), including June Allyson, Peter Lawford, Pat Marshall and Joan McCracken, with an MGM studio ork and chorus.

## TERM PACTS OUT

(Continued from page 17)  
studios for the most part to avoid the B picture variety of musical. While in the past movie makers could grind out a series of n. s. h. pix held together by a couple of tunes, moviegoers today expect lavish, technicolor productions with top name thespns and equally top tunes. Hence, rather than produce a number of second-rate musicals, studios will concentrate their funds and forces on a few first-class productions. Average cost of a Class A musical is \$2,500,000. (2) Boost in production costs plus loss of the foreign market has forced some studios to keep away from musicals, since in some cases, two top b. o.

## Jock to Juke

WASHINGTON, Nov. 8.—Disk jockey Eddie Gallaher, of Columbia Broadcasting System station WTOP here, and Hirsch De LaViez, of the Hirsch Coin Machine Corporation here, are collaborating on a new "juke box record of the week" gimmick. Selected diskings, first choice being John Laurenz's Mercury waxing of *How Soon*, will get a nightly plug in addition to drawing a spot in operator LaViez's jukes thruout the city. Disks in jukes will be identified with special title strips which will bear the record-of-the-week stamp.

## Clinton Lands New Yorker Date

NEW YORK, Nov. 8.—Larry Clinton's new 10-piece ork this week was signed to follow Sammy Kaye into the Hotel New Yorker beginning December 22. This ripe booking plum, set for Clinton by General Artists Corporation (GAC) with whom he signed last week, will follow directly on the heels of his six-week debut engagement at Frank Dailey's Meadowbrook.

Length of the New Yorker engagement was undetermined at press time, but it was believed that it may be worked into a four-week date with a couple of four-week options attached. The New Yorker, which dropped its ice show for the Kaye date, may bring another skating package in with the Clinton ork, but nothing in this direction has been definitely set to date.

## Tunsmithing Editor Sues Leeds, Alleges Breach of Contract

NEW YORK, Nov. 8.—Disclosure of a \$50,000 breach of contract suit brought against Leeds Music by Dan Burley, editor of New York's *Amsterdam News*, was made in New York Supreme Court this week when the music publishing house issued a demand for a jury trial on the charge.

Burley, thru Attorney John T. Doles Jr., charged that the Leeds firm had contracted for two of his tunes in February, 1944, had failed to carry out the agreements of the contract and had allowed others to have access to the tunes under changed titles. He charged the purchase of the songs was made with the sole intention of suppressing them to prevent competition.

Tunes involved were *They Raided the Place* and *Lamplight Boogie Woogie*.

Leeds made a general denial of all allegations, with Don Levy, head man at Leeds, and George Levy, general manager, both terming the charges "fantastic."

dramatic productions can be made for the cost of one class musical.

A survey by *The Billboard* of top name cleffers revealed that they would rather work on a free-lance basis than be tied down to one lot. Cleffers who at one time received \$1,000-\$1,500 per week when working on a regular annual contract, now find that they can get as much as their former annual income out of just one or two pix.

However, they feel that the current pic trend of studios shopping around only for top name songwriters makes it tough on the talented but unknown guy since he now doesn't have a chance to prove his merits.

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**The Nation's Top Tunes**

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

Week Ending  
November 7



**HONOR ROLL OF HITS**

(TRADEMARK)

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This Week Last Week

- 1. NEAR YOU** 1  
By Kermit Goell and Francis Craig  
Published by Supreme (ASCAP)  
Records available: Francis Craig Ork, Bullet 1001; Larry Green Ork, Victor 20-2421; Elliot Lawrence, Columbia 37838; Alvino Rey, Capitol B-452; Andrews Sisters, Decca 24171; The Auditones, Rainbow 10025; Dolores Brown-Auditones, Sterling 3001; Victor Lombardo, Majestic 7263; Lonzo and Oscar and Their Winston County Pea Pickers, Victor 20-2502; The Auditones, Rainbow 10025; Four Bars and a Melody, Savoy 657.  
Electrical transcription libraries: Music of Manhattan Ork, NBC Thesaurus; Lawrence Welk, Standard; Eddy Howard, World.
- 2. I WISH I DIDN'T LOVE YOU SO** 2  
By Frank Loesser  
Published by Paramount (ASCAP)  
From the Paramount film "Perils of Pauline."  
Records available: Dick Farney, Majestic 7225; Helen Forrest, MGM 10040; Dick Haymes, Decca 23977; Betty Hutton, Capitol 409; Vaughn Monroe, Victor 20-2294; Dinah Shore, Columbia 37506; Phil Reed, Dance-Tone 120; Carol Gable, Radio Artist 211; Phil Brito, Musicraft 15117.  
Electrical transcription libraries: Mindy Carson, Associated; Eddy Howard, World; Lenny Herman, Lang-Worth; Music of Manhattan Ork-Louise Carlyle, NBC Thesaurus.
- 3. YOU DO** 3  
By Mack Gordon and Josef Byrow  
Published by Bregman-Vocco-Conn (ASCAP)  
From the 20th Century-Fox Film "Mother Wore Tights."  
Records available: Bing Crosby-Carmen Cavallaro, Decca 24101; Larry Douglas, Signature 15144; Helen Forrest, MGM 10050; Georgia Gibbs, Majestic 12011; Jerry Gray Ork, Mercury 5056; Vaughn Monroe, Victor 20-2361; Dinah Shore, Columbia 37587; Margaret Whiting, Capitol 438.  
Electrical transcription libraries: Nat Brandwynne Ork, World; Phil Brito, Associated; Music of Manhattan Ork-Louise Carlyle, NBC Thesaurus.
- 4. FEUDIN' AND FIGHTIN'** 5  
By Al Dubin and Burton Lane  
Published by Chappell (ASCAP)  
Records available: Tex Beneke, Victor 20-2313; Dorothy Shay, Columbia 37189 (also in Dorothy Shay Sings Album, Columbia C-119); Rex Allen, Mercury 6049; Bing Crosby, Decca 23975; Georgia Gibbs, Majestic 12011; Kate Smith, MGM 10041; Jo Stafford, Capitol B443; Phil Reed, Dance-Tone 133.  
Electrical transcription libraries: The Song Spinners, World.
- 5. I WONDER WHO'S KISSING HER NOW** 4  
By W. M. Hough, F. R. Adams and J. E. Howard  
Published by E. B. Marks (BMI)  
Records available: Perry Como, Victor 20-2315; Jerry Cooper, Diamond 2082; D'Artega Ork, Sonora 2012; The Dinning Sisters, Capitol 433; Bobby Doyle, Signature 15057; The Hollywood Rhythm-aires, Hollywood Rhythms 1552; Jack McLean Ork, Coast 8002; Ray Noble, Columbia 37544; The Four Vagabonds, Apollo 1055; Ted Weems-Perry Como, Decca 25078; Foy Willing, Majestic 6013; Marshall Young, Rainbow 10002; Glenn Davis, Skating Rhythms, BR-239; Frank Froeba, Decca 23602; Joe Howard, DeLuxe 1036; Joseph Littau Ork, Pilotone 5132; Ben Yost Singers, Sonora 1084; Danny Kaye, Decca 24110; Larry Vincent, Peas 15; Phil Reed, Dance-Tone 110; Jack McLean Ork-Wayne Gregg, Coast 8013; Jean Sablon, Victor 25-0101.  
Electrical transcription libraries: Chuck Foster, Lang-Worth; Ozle Waters, MacGregor; Randy Brooks, Lang-Worth; Billy Butterfield, Capitol; Frank Froeba, World; Hollywood Serenaders, Capitol; Music Hall Varieties, NBC Thesaurus; Merle Pitt, Lang-Worth and World; Claude Sweeten, Standard; George Towne, Associated; Al Trace, Lang-Worth; Artie Wayne, MacGregor; Lawrence Welk, Standard; Artie Wayne-Eddie Skrivanek Ork, MacGregor.
- 6. AN APPLE BLOSSOM WEDDING** 6  
By Jimmy Kennedy and Nat Simon; published by Shapiro-Bernstein (ASCAP)  
Records available: Kenny Baker-Russ Morgan, Decca 24117; Phil Brito, Musicraft 15112; Buddy Clark, Columbia 37488; Jerry Cooper, Diamond 2081; Hal Derwin Ork, Capitol 430; Joe Dosh, Continental C-1101; Eddy Howard, Majestic 1156V; Sammy Kaye, Victor 20-2330; Ginny Simms, Sonora 3044.  
Electrical transcription libraries: Nat Brandwynne Ork, World; Lenny Herman, Lang-Worth.
- 7. HOW SOON** 10  
By Jack Owens and Carroll Lucas  
Published by Supreme (ASCAP)  
Records available: Bing Crosby-Carmen Cavallaro, Decca 24101; John Laurenz, Mercury 5069; Vaughn Monroe, Victor 20-2523; Jack Owens, Tower 1258; Dinah Shore, Columbia 37952; D. Farney, Majestic 1179.  
Electrical transcription libraries: Eddy Howard, World.
- 8. BALLERINA** 8  
By Bob Russell and Carl Sigman  
Published by Jefferson (ASCAP)  
Records available: Jimmy Dorsey, MGM 10035; Vaughn Monroe, Victor 20-2433; Jerry Shelton Trio, Mercury 5075; Mel Torme, Musicraft 15116.  
Electrical transcription libraries: Lenny Herman, Lang-Worth.
- 9. THE WHIFFENPOOF SONG** 7  
By Meade Minnigerode, George S. Pomeroy and Tod E. Galloway  
Published by Miller (ASCAP)  
Records available: Bing Crosby-Fred Waring, Decca 23990; Art Kassel, Mercury 5068 & Vogue R770; Charles Kullman-Metropolitan Opera Ork, Julius Burger, Dir., Columbia 4500-M; Monica Lewis, Signature 15130; Robert Merrill, Victor 10-1313; George Paxton Ork, Majestic 7224; Lawrence Welk Ork, Decca 23981.  
Electrical transcription libraries: Bob Eberly-John Gart Trio, World; Lyn Murray Ork, World; David Rose, World; Lawrence Welk, Standard; George Wright, NBC Thesaurus.
- 10. WHEN YOU WERE SWEET SIXTEEN** 7  
By James Thornton; published by Shapiro-Bernstein (ASCAP)  
Records available: Perry Como, Victor 20-2259; Mills Brothers, Decca 23627; Dick Jergens, Columbia 37803; Phil Reed, Dance-Tone 120; Herb Kern, Temp TR 1034; Lonzo and Oscar and Their Winston County Pea Pickers, Victor 20-2502.  
Electrical transcription libraries: Phil Brito, Associated; Foursome Quartet, MacGregor; Emile Cote, Lang-Worth; Collins Driggs, Standard; Knickerbocker Four, NBC Thesaurus; Lawrence Welk, Standard; The Song Spinners, World.

THIS WEEK'S **RCA VICTOR** RELEASE

**RCA VICTOR STARS**

On The **Billboard**

"HONOR ROLL OF HITS"

(see opposite page)

1. NEAR YOU

**LARRY GREEN**

RCA Victor 20-2421

2. I WISH I DIDN'T LOVE YOU SO

**VAUGHN MONROE**

RCA Victor 20-2294

3. YOU DO

**VAUGHN MONROE**

RCA Victor 20-2361

4. FEUDIN' AND FIGHTIN'

**TEX BENEKE**

RCA Victor 20-2313

5. I WONDER WHO'S KISSING HER NOW

**PERRY COMO**

RCA Victor 20-2315

6. AN APPLE BLOSSOM WEDDING

**SAMMY KAYE**

RCA Victor 20-2330

7. HOW SOON

**VAUGHN MONROE**

RCA Victor 20-2523

8. BALLERINA

**VAUGHN MONROE**

RCA Victor 20-2433

9. THE WHIFFENPOOF SONG

**ROBERT MERRILL**

RCA Victor 10-1313

10. WHEN YOU WERE SWEET SIXTEEN

**PERRY COMO**

RCA Victor 20-2259

**PERRY COMO**

with Russ Case and his Orchestra

**Two Loves Have I**

An oldie slated for new plugging.

**I Never Loved Anyone**

Perry's super version of a national hit!

RCA Victor 20-2545

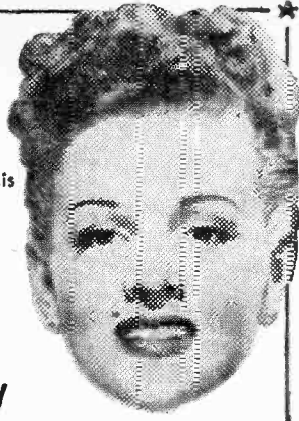


**BETTY RHODES**

with Charles Dant and his Orchestra

**Why Should I Cry Over You** and **Those Things Money Can't Buy**

RCA Victor 20-2547



**TOMMY DORSEY**

**Let's Pick Up Where We Left Off**

The old Dorsey style with Tommy's swell trombone solos and Stuart Foster vocal.

**Like a Leaf in the Wind**

Stuart Foster and The Sentimentalists sing out in solid tempo.

RCA Victor 20-2546



**LOUIS ARMSTRONG**

and his All Stars featuring Jack Teagarden

An original "Satchmo" ballad with "Satchmo" vocal. Louis and Jack sing the flip.

**Some Day** and **Fifty-Fifty Blues**

RCA Victor 20-2530



**COUNT BASIE**

**Brand New Wagon**

Jimmy Rushing sings it with solid support from the Count's keyboard and trumpet rhythm.

**Futile Frustration**

A riot of jumping brasses and searing reeds.

RCA Victor 20-2529



**CECIL CAMPBELL**

and his Tennessee Ramblers

**Talk, Talk, Talk**

Cecil has a hit in this swell novelty.

**Hawaiian Dreams**

It's a style he's famous for.

RCA Victor 20-2531



**CLIFF CARLISLE** and The Buckeye Boys

**I Didn't Have Time**

and

**You Couldn't Be True If You Tried**

RCA Victor 20-2532

**ROOSEVELT SYKES**

and his Original Honey Drippers

**Kilroy is in Town**

and

**Don't Push Me Around**

RCA Victor 20-2534



**ZEKE MANNERS**

and his Band

**Don't Do It Darling**

With Curly, Ez and Hoke on the chorus.

**You Can Wait Beneath That Apple Tree**

Neat vocal blend by Zeke and The Singing Lariateers.

RCA Victor 20-2533



**WATCH THESE CLIMBERS:**

**BALLERINA**

**Vaughn Monroe**

RCA Victor 20-2433

**CIVILIZATION**

**Louis Prima**

RCA Victor 20-2400

**THE LITTLE OLD MILL**

**Sammy Kaye**

RCA Victor 20-2434

**SO FAR**

**Perry Como**

RCA Victor 20-2402

**I STILL GET JEALOUS**

**The Three Suns**

RCA Victor 20-2469

**I'LL HOLD YOU IN MY HEART**

**Eddy Arnold**

RCA Victor 20-2332

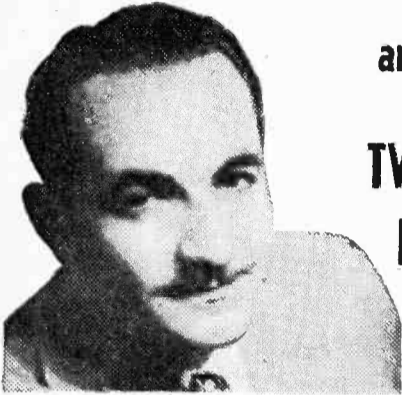
THE STARS WHO MAKE THE HITS ARE ON





WELCOMES

# SHEP FIELDS



and His Rippling Rhythm

522

**TWO LOVES HAVE I  
MY RANCHO RIO  
GRANDE**

**ESMERELDY**

524

**SLAP HER DOWN  
AGAIN, PAW**

**RED WING**

**BUDDY GRECO**

515

**OOH! LOOK-A-THERE,  
AIN'T SHE PRETTY!**

**DON'T YOU THINK I  
OUGHT TO KNOW!**

**CHRISTMAS SPECIAL!**

**PHIL BRITO**

517

**WHITE CHRISTMAS**

**AVE MARIA**

With Orchestra and Girl Choir

**MEL TORME**

15118

**MAGIC TOWN**

**THE BEST THINGS IN LIFE ARE FREE**

**DIZZY GILLESPIE**

518

**I WAITED FOR YOU • SALT PEANUTS**

**THE POLKA DOTS**

521

**BEER BARREL POLKA**

**BUBBLE GUM POLKA**

*"The Best In Music On Records"*

**The Billboard MUSIC POPULARITY CHARTS**

PART II

**Sheet Music**

Week Ending November 7



**BEST-SELLING SHEET MUSIC**

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

Weeks to date	POSITION		Song	Publisher
	Last Week	This Week		
11	1	1	NEAR YOU (R)	Supreme
8	2	2	YOU DO (F) (R)	Bregman-Vocco-Conn
14	3	3	I WISH I DIDN'T LOVE YOU SO (F) (R)	Paramount
14	9	4	FEUDIN' AND FIGHTIN' (R)	Chappell
11	5	4	THE WHIFFENPOOF SONG (R)	Miller
14	4	5	AN APPLE BLOSSOM WEDDING (R)	Shapiro-Bernstein
17	8	6	I WONDER WHO'S KISSING HER NOW (F) (R)	E. B. Marks
18	6	7	WHEN YOU WERE SWEET SIXTEEN (R)	Shapiro-Bernstein
10	7	8	THE LADY FROM 29 PALMS (R)	Martin
1	—	9	SO FAR (M) (R)	Williamson
1	—	10	BALLERINA (R)	Jefferson
3	13	11	HOW SOON? (R)	Supreme
2	14	12	WHITE CHRISTMAS (R)	Berlin
6	11	13	KATE (R)	Berlin
5	—	14	KOKOMO, INDIANA (F) (R)	Bregman-Vocco-Conn
12	12	15	I HAVE BUT ONE HEART (R)	Barton
25	10	16	PEG O' MY HEART (R)	Robbins
2	16	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		Song	English	American
	Last Week	This Week			
15	1	1	NOW IS THE HOUR	Keith Prowse	Leeds
23	2	2	COME BACK TO SORRENTO	Ricordi	Public Domain
14	3	3	THE LITTLE OLD MILL	Irwin Dash	Shapiro-Bernstein
5	5	4	I'LL MAKE UP FOR EVERYTHING	Peter Maurice	*
5	4	5	THERE'S DANGER AHEAD, BEWARE	Yale	*
6	7	6	MY FIRST LOVE, LAST LOVE AND ALWAYS	Irwin Dash	*
3	6	6	AN APPLE BLOSSOM WEDDING	Campbell-Connelly	Shapiro-Bernstein
11	8	7	CHI-BABA, CHI-BABA	Sun	Oxford
12	10	8	GUILTY	Feist	Feist
13	12	9	I BELIEVE	E. H. Morris	Sinatra Songs
10	9	10	A GARDEN IN THE RAIN	Campbell-Connelly	Melrose
18	11	11	ON THE OLD SPANISH TRAIL	Peter Maurice	Peter Maurice
5	15	12	MY LOVELY WORLD AND YOU	Cinephonic	*
1	—	13	PEG O' MY HEART	Ascherberg	Robbins
1	—	14	FEUDIN' AND FIGHTIN'	Chappell	Chappell
3	13	15	THAT'S MY DESIRE	Feldman	Mills
25	16	16	PEOPLE WILL SAY WE'RE IN LOVE	Chappell	Williamson
42	18	17	ANNIVERSARY SONG	Campbell-Connelly	Mood
17	14	18	MAM'ELLE	Francis Day	Feist
21	20	19	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		SONG	Rank Order According to	
	CMS	GVT		CMS	GVT
I WONDER WHO'S KISSING HER NOW	1	7	CHRISTMAS DREAMING	16	—
I WISH I DIDN'T LOVE YOU SO	2	14	THE LITTLE OLD MILL	17	—
AN APPLE BLOSSOM WEDDING	3	4	SERENADE OF THE BELLS	18	—
THE LADY FROM 29 PALMS	4	16	THE STORY OF SORRENTO	19	—
ALL MY LOVE	5	—	JUST PLAIN LOVE	20	—
NEAR YOU	6	1	YOU DO	—	3
WHAT ARE YOU DOING NEW YEAR'S EVE?	7	—	KATE	—	8
WHEN YOU WERE SWEET SIXTEEN	8	5	KOKOMO, INDIANA	—	9
THAT'S MY DESIRE	9	—	NAUGHTY ANGELINE	—	10
FEUDIN' AND FIGHTIN'	10	—	—AND MIMI	—	11
PEG O' MY HEART	11	2	THE ECHO SAID "NO"	—	12
ANNIVERSARY SONG	12	18	I HAVE BUT ONE HEART	—	13
ON THE AVENUE	13	—	SMOKE, SMOKE, SMOKE! (That Cigarette)	—	15
SO FAR	14	—	CHI-BABA, CHI-BABA	—	17
COUNTRY STYLE	15	—	FOR ONCE IN YOUR LIFE	—	19
			DON'T YOU LOVE ME ANYMORE?	—	20
			ALMOST LIKE BEING IN LOVE	—	6



EVERYBODY  
LOVES  
IT!



**KING'S** terrific  
new hit  
by **BULL MOOSE  
JACKSON**



**AND HIS BUFFALO BEARCATS**  
Currently appearing with the  
Lucky Millinder Orchestra  
backed by **SNEAKY PETE**  
**KING 4181**

It started in Louisville, swept to St. Louis, is now burning up in Chicago and blazing in Detroit. "I LOVE YOU YES I DO" is on fire from one end of the country to another! The artist, Bull Moose Jackson. The record, KING 4181. A

parting tip, Mr. Dealer and Mr. Operator — "I LOVE YOU YES I DO" will be your best seller from coast to coast within thirty days. GET YOUR ORDER IN EARLY!

**ORDER YOURS NOW!**

WRITE • WIRE • PHONE

**KING  
RECORDS**

EXECUTIVE OFFICES, 1540 BREWSTER AVE., CINCINNATI 7, OHIO

OKLAHOMA CITY  
LOS ANGELES  
CHARLOTTE  
NEW YORK  
CHICAGO  
DALLAS

# To the NATION'S DISC JOCKEYS

First of all, thanks a million for the overwhelming response to our new disc jockey program. Please be assured that each one of your grand letters is being answered personally—but this is a special reply.

Few of your letters were without a request for a new release by Vic Damone. Many of your letters suggested that we have Vic record a Christmas song which would be different from any Christmas song on records. So we would like to take this opportunity to announce to you that Vic's special Christmas release is a twelve inch record, with a choral and orchestral background.

You said in your letters to us, "Vic Damone is great," and we agreed. That was before we heard his version of Bach-Gounod's immortal "Ave Maria." Now we believe you'll concur that Vic Damone is magnificent!

We are still experiencing the sobering impact we felt when we first heard him sing this song. We think he sings "Ave Maria" as a young choir boy might sing who had lived a life hallowed by piety and goodness—but— then again, he sings like a man might sing who had lived a hundred years and had sung this song a thousand times . . .

Perhaps we've gone a little overboard on our idea of what Vic Damone has done with Bach-Gounod's "Ave Maria." But then, we think you will too — watch for it — it's on the way to you.



# MERCURY Records

## The Billboard MUSIC POPULARITY CHARTS PART III Radio Popularity

Week Ending  
November 7

### SONGS WITH GREATEST RADIO AUDIENCES

(Beginning Friday, October 31, 8 a.m., and ending Friday, November 7, 8 a.m.)  
Tunes listed have the greatest audiences on programs heard on network stations in New York, Chicago and Los Angeles. List is based upon John G. Peatman's Audience Coverage Index. The index is projected upon radio logs made available to Peatman's ACI by the Accurate Reporting Service in New York, Radio Checking Service in Chicago, Radio Checking Service in Los Angeles. Listed are the top 30 (more in the case of ties) tunes alphabetically. The music checked is preponderantly (over 60 per cent) alive.  
(F) Indicates tune is from a film; (M) indicates tune is from a legitimate musical; (R) indicates tune is available on records. In each instance, the licensing agency controlling performance rights on the tune is indicated.

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#### The Top 30 Tunes (plus ties)

Title	Publishers	Lic. By
Ain'tcha Ever Comin' Back? (R)	Sinatra Songs	ASCAP
All My Love (R)	Harms, Inc.	ASCAP
All of Me (R)	Bourne	ASCAP
Almost Like Being in Love (M) (R)	Sam Fox	ASCAP
—And Mimi (R)	Shapiro-Bernstein	ASCAP
Ballerina (R)	Jefferson	ASCAP
Civilization (R)	E. H. Morris	ASCAP
Don't You Love Me Anymore? (R)	Oxford	ASCAP
Feudin' and Fightin' (R)	Chappell	ASCAP
For Once in Your Life (R)	Dreyer	ASCAP
Fun and Fancy Free (F) (R)	Santly-Joy	ASCAP
Golden Earrings (F) (R)	Paramount	ASCAP
I Have But One Heart (R)	Barton	ASCAP
I Wish I Didn't Love You So (F) (R)	Paramount	ASCAP
I Wonder Who's Kissing Her Now (F) (R)	E. B. Marks	BMI
Kate (R)	Berlin	ASCAP
Kokomo, Indiana (F) (R)	Bregman-Vocco-Conn	ASCAP
Lazy Countryside (F) (R)	Santly-Joy	ASCAP
Let's Be Sweethearts Again (R)	Campbell-Porgie	BMI
Made for Each Other (R)	Peer	BMI
Naughty Angelina (R)	George Simon	ASCAP
Near You (R)	Supreme	ASCAP
Papa, Won't You Dance With Me? (M) (R)	E. H. Morris	ASCAP
Serenade of the Bells (R)	Melrose	ASCAP
So Far (M) (R)	Williamson	ASCAP
That's My Desire (R)	Mills	ASCAP
The Lady From 29 Palms (R)	Martin	ASCAP
The Stanley Steamer (F) (R)	Harry Warren	ASCAP
The Whiffenpoof Song (R)	Miller	ASCAP
When You Were Sweet Sixteen (R)	Shapiro-Bernstein	ASCAP
Why Should I Cry Over You? (R)	Feist	ASCAP
You Do (F) (R)	Bregman-Vocco-Conn	ASCAP

#### The Remaining 18 Songs of the Week

A Fellow Needs a Girl (M) (R)	Williamson	ASCAP
Christmas Dreaming (R)	Leeds	ASCAP
Forgiving You (R)	Mellin	BMI
Gonna Get a Girl (R)	Miller	ASCAP
Home Is Where the Heart Is (R)	Advanced	ASCAP
How Soon? (R)	Supreme	ASCAP
I'm Sorry I Didn't Say I'm Sorry (R)	Shapiro-Bernstein	ASCAP
Just Around the Corner (R)	Broadway	ASCAP
My, How the Time Goes By (R)	Chappell	ASCAP
On the Avenue (R)	Leeds	ASCAP
Sipping Cider by the Zuyder Zee (R)	Bloom	ASCAP
Tallahassee (F) (R)	Famous	ASCAP
The Best Things in Life Are Free (R)	Crawford	ASCAP
The Stars Will Remember (R)	Harms, Inc.	ASCAP
There'll Be Some Changes Made (R)	E. B. Marks	BMI
Too Marvelous for Words (R)	Harms, Inc.	ASCAP
Two Loves Have I (R)	Miller	ASCAP
What Are You Doing New Year's Eve? (R)	Famous	ASCAP

### 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 1,300 disk jockeys thruout the country. Unless shown in this chart, other available records of tunes listed here will be found in the Honor Roll of Hits, Music Popularity Chart, Part I. (F) Indicates tune is from a film; (M) indicates tune is from a legit musical.

Weeks Last 1 This to date	Position	Title	Artist	Lic. By
15	1	NEAR YOU	Francis Craig	Bullet 1001—ASCAP
6	2	I WISH I DIDN'T LOVE YOU SO (F)	Dinah Shore (Sonny Burke Ork)	Columbia 37506—ASCAP
5	6	HOW SOON (I Be Seeing You)	Will Jack Owens (Eddie Ballantine Ork)	Tower 1258—ASCAP
3	12	TOO FAT POLKA (I Don't Want Her, You can Have Her, She's Too Fat for Me)	Arthur Godfrey	Columbia 37921—ASCAP
7	4	NEAR YOU	Andrews Sisters (Vic Schoen Ork)	Decca 24171—ASCAP
3	8	MICKEY	Ted Weems	Mercury 5062—ASCAP
8	5	I WISH I DIDN'T LOVE YOU SO (F)	(Air Lane Trio, DeLuxe 1119; Dennis Day (Charles Dant Ork), Victor 20-2551; Lee Mont's Tu-Tones, Aristocrat 501)	Victor 20-2294—ASCAP
9	3	NEAR YOU	Alvino Rey (Jimmy Joyce)	Capitol B-452—ASCAP
5	6	NEAR YOU	Larry Green	Victor 20-2421—ASCAP
7	4	NEAR YOU	Elliot Lawrence (Rosalind Patton)	Columbia 37838—ASCAP
3	6	YOU DO (F)	Dinah Shore (Sonny Burke Ork)	Columbia 37587—ASCAP
2	15	YOU DO (F)	Margaret Whiting (Frank DeVol Ork)	Capitol 438—ASCAP
8	7	I WISH I DIDN'T LOVE YOU SO (F)	Betty Hutton (Joe Lilley Ork)	Capitol 409—ASCAP
14	7	I WONDER WHO'S KISSING HER NOW (F)	Ted Weems-Perry Como	Decca 25078—BMI
2	10	BALLERINA	Perry Como	Victor 20-2315—BMI
			Vaughn Monroe (Vaughn Monroe)	Victor 20-2433—ASCAP

(Continued on page 115)

**The Billboard**  
**MUSIC POPULARITY CHARTS**  
**PART IV**  
**Retail Record Sales**

Week Ending  
 November 7



**BEST-SELLING POPULAR RETAIL RECORDS**

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

POSITION	Weeks Last	This to date	Record Title	Artist	Label
11	1	1	NEAR YOU	Francis Craig	Bullet 1001
9	2	2	I WISH I DIDN'T LOVE YOU SO (F)	Vaughn Monroe (Vaughn Monroe-Moon Maids)	Victor 20-2294
6	3	3	NEAR YOU	Larry Green	Victor 20-2421
6	5	4	NEAR YOU	Andrews Sisters (Vic Schoen Ork)	Decca 24171
2	4	5	BALLERINA	Vaughn Monroe	Victor 20-2433
2	7	6	HOW SOON (Will I Be Seeing You?)	Jack Owens (Eddie Ballantine Ork)	Tower 1258
16	6	7	WHEN YOU WERE SWEET SIXTEEN	Perry Como (The Satisfiers-Floyd Shaffer Ork)	Victor 20-2259
11	—	8	I WONDER WHO'S KISSING HER NOW (F)	Ted Weems-Perry Como	Decca 25078
3	—	9	I WISH I DIDN'T LOVE YOU SO (F)	Dinah Shore (Sonny Burke Ork)	Columbia 37506
1	—	10	MICKEY	Ted Weems Ork	Mercury 5062
2	—	10	YOU DO (F)	Vaughn Monroe (Moon Maids)	Victor 20-2361
4	—	11	I WISH I DIDN'T LOVE YOU SO (F)	Betty Hutton (Joe Lilley Ork)	Capitol 409
2	8	12	TOO FAT POLKA (I Don't Want Her, You Can Have Her, She's Too Fat for Me)	Arthur Godfrey (Archie Bleyer Ork)	Columbia 37921

(Continued on page 116)

**BEST-SELLING POPULAR RECORD ALBUMS**

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

POSITION	Weeks Last	This to date	Album Title	Label
3	4	1	Merry Christmas Album	Decca DA-403
4	1	2	Glenn Miller Masterpieces (Volume II)	Victor P-189
14	3	3	AL Jolson	Decca 575
30	2	4	Dorothy Shay (The Park Avenue Hillbilly) Sings Album	Columbia C-119
1	—	5	Dorothy Shay (The Park Avenue Hillbilly) Goes to Town	Columbia C-155

**BEST-SELLING RECORDS BY CLASSICAL ARTISTS**

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

POSITION	Weeks Last	This to date	Record Title	Label
110	1	1	Clair De Lune	Victor 11-8851
83	3	2	Jalousie	Victor 12160
99	4	3	Warsaw Concerto	Victor 11-8863
19	—	4	Bluebird of Happiness	Victor 11-9007
1	—	5	Hungarian Rhapsody	Victor 14422

**BEST-SELLING RECORD ALBUMS BY CLASSICAL ARTISTS**

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

POSITION	Weeks Last	This to date	Album Title	Label
116	1	1	Rhapsody in Blue	Columbia X-251
41	—	2	Tchaikowsky Nutcracker Suite	Victor DM-1020
61	2	2	Rachmaninoff Concerto No. 2 in C Minor	Victor 1075
1	—	3	Kostelanetz Conducts	Columbia MM-574
21	—	3	Tchaikowsky Nutcracker Suite	Columbia MM-627
4	—	3	Strauss Waltzes	Columbia 481
28	4	4	Rhapsody in Blue	Signature GP-1
1	—	4	Brahms Symphony No. 2 in D, Op. 73	Signature GP-1

**Signature's Wax Worker**  
**ED De FOREST**

Ed De Forest holds forth from the Southwest over Phoenix's KRUX. Ed features all types of good music on his many air shots.

**A smash success**  
**from the start**

**ALAN DALE**

With RAY BLOCH and his Orch.

on Sig 15160

**OH MARIE**

(Pronounced WAY MARIE)

**SO FAR**

From the musical, "Allegro"

Signature records

Signature Records, 601 W. 26th St., New York

**VITA** *coustic*  
"LIVING SOUND"

presents

"sweet-fingered  
melodies"

by

THE MAN WHO MADE  
"PEG O' MY HEART" A HIT WITH  
HIS NOW FAMOUS GUITAR LICKS

**SID FISHER**

AND HIS NEW YORKERS

8A "I UNDERSTAND"

8B "HOW STRANGE"

**GENE GRIFFIN, Vocalist**

NEW YORK DAILY MIRROR



**Nick Kenny**  
Speaking:

**PLATTER CHATTER!!!** You've heard of people hitching their wagon to a star and going places. Here's a recording that hitched its wagon to a peg and hit "Peg O' My Heart," recorded by the Harmonicats, a trio of harmonica players. Their platter has passed the 2,000,000 mark.

What most people don't know, however, is that one of the things that made the record a best seller was the terrific guitar work of Sid Fisher in the background. His sweet-fingered obligatos helped make the record a work of genius.

We listened yesterday to a few more records featuring Fisher's guitar work at the New York offices of the Vitacoustics company, presided over by Paul R. Cassetta and Johnny Roman, and came away full of goose pimples. This time Fisher was playing for you of Rudy Vallee when Vallee was at his best. If the Griffin and "I Understand" don't become top sellers I will eat my copies of them.

Vitacoustics has another hit record in Henry Busse's "The Lady from 29 Palms."

already  
a "top seller"  
as predicted

**VITA** *coustic*

"LIVING SOUND"

OFFICES AND STUDIOS 42nd Floor  
20 N. Wacker Drive Chicago 6, Ill.

CHICAGO  
NEW YORK  
HOLLYWOOD

The **Billboard**

MUSIC POPULARITY CHARTS

PART  
V

**Juke Box Record Plays**

Week Ending  
November 7



**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	Label
	Last Week	This Week		
11	1	1.	NEAR YOU..... Francis Craig.....	Bullet 1001
8	2	2.	I WISH I DIDN'T VAUGHN MONROE (Moon Maids).....	Victor 20-2294
7	4	3.	NEAR YOU..... Andrews Sisters (Vic Schoen Ork).....	Decca 24171
14	3	4.	I WONDER WHO'S KISSING HER Ted Weems-Perry Como.....	Decca 25078
4	6	4.	NOW (F)..... Perry Como.....	Victor 20-2315
2	9	5.	MICKEY..... Ted Weems Ork.....	Mercury 5062
6	5	6.	HOW SOON (Will I Be Seeing You?)... Jack Owens (Ed Ballantine Ork). Tower 1258	
2	14	6.	NEAR YOU..... Larry Green.....	Victor 20-2421
2	12	7.	YOU DO (F)..... Vaughn Monroe (Vaughn Monroe-The Moon Maids).....	Victor 20-2361
3	9	8.	BALLERINA..... Vaughn Monroe (Vaughn Monroe).....	Victor 20-2433
6	13	9.	I WISH I DIDN'T LOVE YOU SO (F). Dinah Shore (Sonny Burke Ork).....	Columbia 37506
1	—	10.	I HAVE BUT ONE HEART..... Vic Damone.....	Mercury 5053
2	15	11.	YOU DO (F)..... Bing Crosby-Carmen Cavallaro..	Decca 24101
4	—	12.	TOO FAT POLKA (I Don't Want Her, You Can Have Her, She's Too Fat For Me)..... Arthur Godfrey.....	Columbia 37921
2	10	13.	AN APPLE BLOSSOM WEDDING..... Sammy Kaye (Don Cornell-Glee Club).....	Victor 20-2330
7	8	14.	I WISH I DIDN'T LOVE YOU SO (F). Dick Haymes.....	Decca 23977
		15.	SUGAR BLUES..... Johnny Mercer (Paul Weston Ork).....	Capitol B-448

**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	Label
	Last Week	This Week		
13	2	1.	I'LL HOLD YOU IN MY HEART (Till I Can Hold You in My Arms)..... Eddy Arnold and His Tennessee Plowboys	Victor 20-2332
21	1	2.	SMOKE! SMOKE! SMOKE! (That SMOKE!)..... Tex Williams Western Caravan (Tex Williams-Trio).....	Capitol Americana 40001
25	3	3.	IT'S A SIN..... Eddy Arnold and His Tennessee Plowboys	Victor 20-2241
7	4	4.	THAT'S WHAT I LIKE ABOUT THE WEST..... Tex Williams and His Western Caravan	Capitol Americana A-40031
2	5	5.	TO MY SORROW..... Eddy Arnold and His Tennessee Plowboys	Victor 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	Label
	Last Week	This Week		
12	1	1.	BOOGIE WOOGIE BLUE PLATE..... Louis Jordan.....	Decca 24104
6	2	2.	SNATCH AND GRAB IT..... Julia Lee and Her Boy Friends (Julia Lee).....	Capitol Americana 40028
9	3	3.	HURRY ON DOWN..... Nellie Lutcher and Her Rhythm	Capitol Americana 40002
8	4	4.	HE'S A REAL GONE GUY..... Nellie Lutcher.....	Capitol Americana 40017
1	—	4.	EARLY IN THE MORNING..... Louis Jordan.....	Decca 24155
1	—	5.	THRILL ME..... Roy Milton.....	Specialty 518

**The Billboard**  
**MUSIC POPULARITY CHARTS**  
**PART VI**  
**Record Possibilities**  
 Week Ending November 7



**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.

**THE DUM-DOT SONG**..... Frank Sinatra and the Pied Pipers..... Columbia 37966

If the young-girlie trade doesn't eat this up like all preclous, then we just don't know the up-and-coming generation. Sinatra does a baby-talk version of "I Put a Penny in the Gum Slot (It Comes Out Dum Dot)" at a rhythm tempo which sets just nat'chal and fine. Smells like a novelty hit. Flipover, "It All Came True," is a promising ballad.

**THAT'S ALL I WANT TO KNOW**.... Helen Forrest (Orchestra conducted by Harold Mooney)..... MGM 10095-B

Forrest is out of the woods and into the clear as a meaningful disk single at last. Dispensing with the overdone mannerisms which hampered success until now, the lush-voiced thrush sings this one down in a warm, sincere and thoroly accomplished performance. She thoroly lights up a Skyler-Freeman ditty with Harold Mooney's plush studio touch fanning the blaze. The gal's great wax presence puts this one among the standouts.

**THE DISK JOCKEYS PICK:**

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

1. **HOW SOON (Will I Be Seeing You?)**..... Bing Crosby-Carmen Cavallaro... Decca 24101
2. **CIVILIZATION**..... Andrews Sisters (Danny Kaye)..... Decca 23940
2. **HAND AND HAND**..... Sammy Kaye (Laura Leslie-Don Cornell)..... Victor 20-2482
3. **DON'T YOU LOVE ME ANY-MORE?**..... Buddy Clark (Mitchell Ayres Ork)..... Columbia 37920
3. **SERENADE OF THE BELLS**..... Sammy Kaye (Don Cornell-Choir)..... Victor 20-2372
4. **SWISS BOY**..... Lawrence Duchow's Red Raven Ork..... Victor 25-1079
5. **I STILL GET JEALOUS**..... Three Suns..... Victor 20-2469
6. **—AND MIMI**..... Frankie Carle (Gregg Lawrence)..... Columbia 37819
7. **THE LITTLE OLD MILL (Went 'Round and 'Round)**..... Sammy Kaye (The Three Kaydets-Choir)..... Victor 20-2434
8. **A TUNE FOR HUMMING**..... Eddie Howard..... Majestic 1177
9. **HOW SOON (Will I Be Seeing You?)**..... Vaughn Monroe (Vaughn Monroe-The Moon Maids)..... Victor 20-2535
10. **SO FAR**..... Perry Como (Russ Case Ork)..... Victor 20-2402

**THE RETAILERS PICK:**

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

1. **HOW SOON (Will I Be Seeing You?)**..... Vaughn Monroe (Vaughn Monroe-The Moon Maids)..... Victor 20-2535
2. **SO FAR**..... Perry Como (Russ Case Ork)..... Victor 20-2402
3. **PEGGY O'NEIL**..... The Harmonicats..... Vitacoustic 7
4. **HOW SOON (Will I Be Seeing You?)**..... Bing Crosby-Carmen Cavallaro... Decca 24101
5. **GOLDEN EARRINGS**..... Dinah Shore (Sonny Burke Ork)..... Columbia 37932
6. **SUGAR BLUES**..... Johnny Mercer (Paul Weston Ork)..... Capitol B-448
7. **CIVILIZATION**..... Andrews Sisters, Danny Kaye... Decca 23940
8. **WHITE CHRISTMAS**..... Bing Crosby..... Decca 23778
8. **CIVILIZATION (Bongo, Bongo, Bongo)**..... Jack Smith (The Clark Sisters-Frank DeVol Ork)..... Capitol B-465
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. **—AND MIMI**..... Dick Haymes (Gordon Jenkins Ork)..... Decca 24172
2. **RED WING**..... Sam Donahue (Shirley Lloyd)..... Capitol 472
3. **HARMONY**..... J. Mercer-King Cole..... Capitol 15000
4. **CIVILIZATION (Bongo, Bongo, Bongo)**..... Jack Smith (The Clark Sisters-Frank DeVol Ork)..... Capitol B-465
5. **SERENADE OF THE BELLS**..... Sammy Kaye (Don Cornell-Choir)..... Victor 20-2372
5. **SO FAR**..... Perry Como (Russ Case Ork)..... Victor 20-2402
6. **SO FAR**..... Frank Sinatra (Axel Stordahl Ork)..... Columbia 37883
7. **SERENADE OF THE BELLS**..... Jo Stafford (Paul Weston Ork)..... Capitol 15007
7. **A TUNE FOR HUMMING**..... Eddy Howard..... Majestic 1177
7. **A TUNE FOR HUMMING**..... Bob Houston (Hugo Winterhalter Ork)..... MGM 10091
8. **CIVILIZATION**..... Andrews Sisters, Danny Kaye... Decca 23940
9. **GOLDEN EARRINGS**..... Dinah Shore (Sonny Burke Ork)..... Columbia 37932
10. **I STILL GET JEALOUS**..... Harry James (Buddy DiVito)..... Columbia 37929
10. **I'LL HATE MYSELF IN THE MORNING**..... Frankie Carle (Marjorie Hughes-Gregg Lawrence)..... Columbia 37930

**SMASH HIT**  
 for the **HOLIDAY SEASON!**

**GENE AUTRY**  
 SINGING  
**"HERE COMES SANTA CLAUS"**  
 (Down Santa Claus Lane)  
 ☆  
**"AN OLD-FASHIONED TREE"**  
 COLUMBIA 37942

HEAR THE GREAT ARTISTS AT THEIR BEST ON  
**Columbia Records**  
 Trade-marks "Columbia," and "CBS" Reg. U. S. Pat. Off.

... and again!

**WARNING**

RECORD  
DEALERS

**TEMPO**  
CUSTOM  
MADE  
RECORDS

THIS IS **NOT** FOR YOU

**PHIL BAKER**



BRINGS OUT  
**NICKELS**  
WHEN JUKE  
BOX SALES

**LAG**

**HE TELLS** → the customer WHY the machine should  
AND  
**YELLS** → at the nickel nursers.  
AND  
**SELLS** → every record in the box.

**HE SHAMES** → them 'cause they're stingy.  
AND  
**BLAMES** → them for not cooperating.  
AND  
**INFLAMES** them into parting with their nickels.

**HE NEEDLES!**  
and **WHEEDLES!**  
and **PLEADLES!**

America's Smartest Salesman  
is Ready to Work for YOU!

Naturally it's a **TEMPO Record (TR-1038)**  
ON THE OPPOSITE SIDE

Phil and his Accordion play "MOONLIGHT AND ROSES"  
with **HERB KERN** and **LLOYD SLOOP** at the  
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The  
**Billboard**

MUSIC POPULARITY CHARTS

PART  
VII

**Record Reviews**

Week Ending  
November 7

Billboard  
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.

**TOMMY DORSEY** (Victor 20-2522 and 20-2546)

*The Whistler Song*—FT; VC.  
*I Met My Baby in Macy's*—FT; VC.  
*Let's Pick Up Where We Left Off*—FT; VC.  
*Like a Leaf in the Wind*—FT; VC.

It's all smooth melody and syncopated rhythm for the Tommy Dorsey disk on these sides, with the T.D. trombone mellowness for the instrumental gloss and a fine contingent of chanters for the lyrical expressions. While they all get the polished treatment for maximum hoof appeal, it's the "Baby in Macy's" side that holds the most promise. Whirling at a bright bounce beat, Gordon Polk pipes it just as relaxed and rhythmic about the guy who encountered Cupid in the lingerie department of the store. No "Million Dollar Baby" of five-and-dime fame in this ditty, but Dorsey's disk makes it all the more contagious. It's another easy bounce for the peppery "Whistler Song" with Polk phrasing it rhythmically. It's a smooth ballad for "Let's Pick Up" with Stuart Foster's sweet singing for the song selling, with a more rhythmic pace for "Leaf in the Wind" that has The Sentimentalists joining Foster for the vocal harmonies. "I Met My Baby in Macy's" packs the phono promise for coinage.

**TOMMY TUCKER** (Columbia 37941)

*Sipping Cider By the Zuyder Zee*—FT; VC.  
*A Girl That I Remember*—FT; VC.

Geared to the smooth dance rhythms, with no strain on the melodic motif, Tommy Tucker cuts this twosome to fit the hoof neatly. Takes it at a breezy pace for the fanciful "Zuyder Zee" Dutch novelty with Don Brown, Madelyn Russell and Kerwin Somerville blending their voices for the alliterative lyric and the Steinway squatter peppering with music box fancying for the melody. It's the slow and smooth ballad spinning on the flip for the nostalgic "Girl That I Remember" with Don Brown's barying adding a sincere note to the sentimental needling.

For the disk dancing.

**GUY LOMBARDO** (Decca 24226 and 25189)

*I Still Get Jealous*—FT; VC.  
*Papa, Won't You Dance With Me?*—FT; VC.  
*The Moon of Manakooa*—W; VC.  
*Hawaiian Paradise*—FT; VC.

It's the traditional sweet music of Lombardo with lustre on the label only for the more current cuttings of the "High Button Shoes" show music. With Kenny Gardner in sweet song, Lombardo sets a moderately-paced dance beat for the "Jealous" rhythm ballad. And at a lively clip in the polka spirit for "Dance With Me," the Lombardo Trio singing, but not nearly as spirited as the music. Second set is re-issue, spinning with sticky sweetness for the "Manakooa" waltz, for which Skip Nelson coats it saccharine in chant. Couples with another hula melody in the moderately-paced "Hawaiian Paradise" with Tony Craig for the chant.

Lombardo fans will lay it on the line for "I Still Get Jealous."

**LES BROWN** (Columbia 37933)

*Dardanella*—FT.  
*After You*—FT; VC.

Les Brown dresses up "Dardanella" in a fashion that's very dance-urgy. Set in a slow tempo to a throbbing rhythm, the band blend makes for smooth and colorful harmonies. And all the more effective with the brasses playing the figured bass while soprano sax carries the lead. For the mated side, it's as polished a plattering for "After You," an attractive torch ballad which has the benefit of Eileen Wilson's soft and sincere lyrical projection, flavored with her vocal hums in duet with the soprano sax.

"Dardanella" a dandy to catch the coin fancy with "After You" spinning with as much promise.

**LIONEL HAMPTON** (Decca 24248)

*Hamp's Got a Duke*—FT.  
*Gone Again*—FT; VC.

Save for the growling of the horns, there's very little of the Ellington in "Hamp's Got a Duke," riff-fashioned instrumental. And while it's also without the powerhouse blowing of the band, Lionel Hampton's speed hammerings of the vibes, with the tenor sax adding some kicks with his licks, packs enough musical

meat on the platter to hold the attention. For the flip, it's a slow and moody torch ballad in "Gone Again" with Wini Brown's soft vocal purring making it convincing enough.

Coin fans at the sepia spots will spot "Gone Again."

**ARTIE SHAW** (Musicraft 512)

*When You're Around*—FT; VC.  
*The Glider*—FT.

A re-issue, this pairing brings back the Artie Shaw band of old making the beats jump for a solid and screaming riff instrumental in Count Basie and Buster Harding's "The Glider" with the Shavian clarinet and the Hot Lips Page trumpet blowing off a delightful brand of individual steam. For the flip, it's an original mood ballad, "When You're Around" that brings the fiddle section up front with Lillian Lane's full-voiced chanting making for the expressive song.

The jump fans will find it plenty joyous for "The Glider."

**BOBBY BYRNE** (Rainbow 10012)

*Upper Fifth Avenue*—FT.  
*Swinging Down the Lane*—FT.

Two instrumentals, fully instrumented and colorfully scored with Bobby Byrne's rich-toned trombone slides setting the pace, to make both of these sides easy on the ears and on the hoof. It's a melodic "Upper Fifth Avenue" theme, smartly tailored and embellished with a bright beguine beat. And for the flip, applies a modern rhythmic dress for the "Swinging Down the Lane" oldie.

Plenty toe-tappy for the kids at the coke parlors.

**DANNY KAYE-ANDREWS SISTERS**

(Decca 23940)

*Civilization*—FT; V.  
*Bread and Butter Woman*—FT; V.

Combining their chanting talents, Danny Kaye and the Andrews Sisters have the benefit of a catchy novelty in "Civilization." Share the wordage but add nothing of their own individually to the styling. It's a Calypso rhythm novelty in "Bread and Butter Woman," but neither Kaye nor the gals make anything of it. Vic Schoen's music provides the rhythmic support.

Combination of names will help bring attention to "Civilization."

**RAY MCKINLEY** (Majestic 7274)

*Those Things That Money Can't Buy*—FT; VC.  
*Civilization*—FT; VC.

It's easy enough to dismiss the "Money Can't Buy" cutting, an innocuous rhythmic ditty with Marcy Lutes' thin pipes and lack of lyrical projection making it mean anything. However, Ray McKinley more than makes up for it with his delta ditty-ing for the "Civilization" rhythm novelty as the band boys set forth a solid and riff-figured background.

"Civilization" counts for the coin-catching.

**FRANKIE CARLE** (Columbia 37930)

*Peggy O'Neil*—FT; VC.  
*I'll Hate Myself in the Morning*—FT; VC.

Frankie Carle fashions a dainty rhythmic dress for yesteryear's "Peggy O'Neil," clipping the melody with a staccato setting to allow his piano ramblings to cut thru. Entirely subdued as is the singing of Gregg Lawrence, but the dance is pronounced if nothing else. For the flip, it's a boy-belle ballad in "I'll Hate Myself," with the addition of some stilted and corn-bred patter exchanged by singers Lawrence and Marjorie Hughes making the needlers feel the same way about it.

"Peggy O'Neil" may collect some, but only because of the old gal herself.

(Continued on page 112)

**Album Reviews**

In a continuing effort to review as much of the output of all record manufacturers as manpower and paper limitations permit, The Billboard this week reviews recently released albums in a special **ALBUM REVIEW** section on page 34. These album reviews, of course, are in addition to the reviews on this page, and those in the Music Machines department this week.

The Billboard MUSIC POPULARITY CHARTS

PART VIII

Advance Information

Week Ending November 7

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 Fellow Needs a Girl
- M. Tilton (Pass That) Majestic
- A Love Story
- J. Fina (The Stars) MGM
- All the World Is Mine
- H. James (White Christmas) Columbia
- Auld Lang Syne
- G. Lombardo (Home On) Decca
- Baby Don't Start Cheating On Me (Not After All These Years)
- B. Stone Ork (Sister Arabella) Majestic
- Johnny Bothwell Album
- J. Bothwell . . . Signature
- I Cover the Waterfront
- I'll Remember April
- Ill Wind
- John's Other Wife
- Laura
- Lonely Serenade
- The Trouble With Me Is You
- Bread and Butter Woman
- S. Oliver Ork (Forsaking All) MGM
- Bread and Butter Woman
- D. Kaye-The Andrews Sisters (Civilization) Decca
- Can't You Just See Yourself
- F. Sinatra (You're My) Columbia
- Christmas Kiss
- Hollywood Tri-Tones (Exactly Like) Aristocrat
- Christmas Medley
- The B. Mayo Quintet (My Little) Lone Star
- Civilization (Bongo, Bongo, Bongo)
- D. Kaye-The Andrews Sisters (Bread and) Decca
- Come Back To Sorrento
- G. Fields (Now Is) London
- Copacabana
- D. Farney (How Soon) Majestic
- Did I Remember?
- A. Wayne (Sleepy Baby) Majestic
- Don't Call It Love
- C. Thornhill (I Never) Columbia
- Don't Ever Say That You Love Me (When You Know That You're Telling a Lie)
- D. Kuhn Ork (The Window) Top
- Don't You Think I Ought To Know?
- B. Greco-The Three Sharps (Ooh! Look-a) Musicraft
- Exactly Like You
- Hollywood Tri-Tones (Christmas Kiss) Aristocrat
- Fool That I Am
- B. Eckstine (Two Loves) MGM
- Forever Amber
- T. Martin (My Sin) Victor
- Forsaking All Others
- S. Oliver Ork (Bread and) MGM
- Fuzzy Wuzzy
- A Trace Silly Symphonists (I Don't) National
- Harpist's Holiday Album
- R. Maxwell . . . Columbia
- Ay, Ay, Ay
- Clair De Lune
- Fantasy on Chopsticks
- Harping on a Harp
- Hungarian Rhapsody No. 2
- Jerome Kern Medley, Parts 1 and 2
- Night and Day
- Heart Breakin'
- J. Long (One Dozen) Signature
- Home on the Range
- G. Lombardo (Auld Lang) Decca
- Honkey Little Donkey
- J. Colonna and His San Fernando Valley Pals (Riding the) Capitol Americana
- How Soon? (Will I Be Seeing You)
- D. Farney (Copacabana) Majestic
- I Don't Care If I Never Go To Bed
- A. Trace Silly Symphonists (Fuzzy Wuzzy) National
- I Love My Love
- The Merry Macs (It's Easy) Decca
- I Love To Dance
- J. Johnston (Un Poquito) MGM
- I Never Loved Anyone
- C. Thornhill (Don't Call) Columbia
- I Still Get Jealous
- J. Dorsey (On Green) MGM
- I Told Ya I Love Ya, Now Get Out
- The Soft Winds (They're Mine) Majestic
- I Understand
- J. Dorsey (Romance) Decca
- I Want a Dog (For Christmas)
- The B. Mayo Quintet (White Christmas) Lone Star
- I'll Hold You in My Heart
- A. Dale (Papa, Won't) Signature
- I'll Lose a Friend Tomorrow
- Ink Spots (When You) Decca
- I'll Never Make the Same Mistake Again
- Mills Brothers (I'm Sorry) Decca
- I'm Sorry I Didn't Say I'm Sorry
- Mills Brothers (I'll Never) Decca
- In a Little Book Shop
- V. Monroe (Passing Fancy) Victor
- It Happened in Hawaii
- H. McIntyre (The Donkey) MGM

- It's Easy To Say You're Sorry
- The Merry Macs (I Love) Decca
- It's the Bluest Kind of Blues (My Baby Sings)
- M. Lewis (The Gentleman) Decca
- I've Heard You Say Those Words Before
- F. Wade (Will You) Master
- Liebesträum
- R. Bloch Ork (Stumbling) Signature
- Loaded Pistols, Loaded Dice
- P. Harris (Now You've) Victor
- Merry Christmas From Holly Album
- S. Merrill . . . Hollywood Rhythms
- Adeste Fidelis
- Oh Little Town of Bethlehem
- Santa Claus Is Coming To Town
- Silent Night
- Toyland
- White Christmas
- Milenberg Joys
- Bob Crosby (That Da-Da) Decca
- Borrah Minevitch and His Harmonica Rascals Album
- B. Minevitch and His Harmonica Rascals . . . De Luxe
- I'll See You in My Dreams
- In a Little Spanish Town
- Lullaby
- Prelude in "C" Sharp Minor
- September Song
- What Is This Thing Called Love?
- My Cousin Louella
- L. Green Ork (My Promise) Victor
- My, How the Time Goes By
- D. O'Neil (The Best) Majestic
- My Little Music Box
- The B. Mayo Quintet (Christmas Medley) Lone Star
- My Promise To You
- L. Green Ork (My Cousin) Victor
- My Rancho Rio Grande
- S. Fields Ork (Two Loves) Musicraft
- My Sin
- T. Martin (Forever Amber) Victor
- My Town
- G. Van (The Soap) Master
- Now Is the Hour
- G. Fields (Come Back) London
- Now You've Gone and Hurt My Southern Pride
- P. Harris (Loaded Pistols) Victor
- On Green Dolphin Street
- J. Dorsey (I Still) MGM
- One Dozen Roses
- J. Long (Heart Breakin') Signature
- Ooh! Look-a-There, Ain't She Pretty?
- B. Greco-The Three Sharps (Don't You) Musicraft
- Originals by Alvy West and the Little Band Album
- A. West and the Little Band . . . Columbia
- Blue Rhumba
- Cathy
- Charm
- Hop, Skip and Jump
- Mom's Song
- Papa's Tune
- Tony's Guitar
- Uncle Samba
- Papa, Won't You Dance With Me?
- A. Dale (I'll Hold) Signature
- Pass That Peace Pipe
- K. Kyser (Serenade of) Columbia
- Pass That Peace Pipe
- M. Tilton (A Fellow) Majestic
- Passing Fancy
- V. Monroe (In A) Victor
- Put Yourself in My Place, Baby
- D. Ellington (The Wildest) Columbia
- Riding the Old Donner Trail
- J. Colonna and His San Fernando Valley Pals (Honkey Little) Capitol Americana
- Romance
- J. Dorsey (I Understand) Decca
- Serenade of the Bells
- K. Kyser (Pass That) Columbia
- Sister Arabella
- B. Stone Ork (Baby Don't) Majestic
- Sleepy Baby
- A. Wayne (Did I) Majestic
- Stumbling
- R. Bloch Ork (Liebestraum) Signature
- That Da-Da Strain
- Bob Crosby (Milenberg Joys) Decca
- The Best Things in Life Are Free
- D. O'Neil (My, How) Majestic
- The Christmas Song
- K. Smith (White Christmas) MGM
- The Donkey Serenade
- H. McIntyre (It Happened) MGM
- The Gentleman is a Dope
- M. Lewis (It's the) Decca
- The Jingle Bell Polka
- The Modernaires (The Whistler) Columbia
- The Little Old Mill (Went 'Round and 'Round)
- F. Masters (Twinkletoes) MGM

(Continued on page 32)

TEMPO does it again

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CUSTOM  
MADE  
RECORDS

WARNING

COIN MACHINE  
OPERATORS

THIS IS NOT FOR YOU

Queen for a Day

inspired by  
a america's  
best-loved  
radio program

ALBUM

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DONALD  
NOVIS

ORCHESTRA

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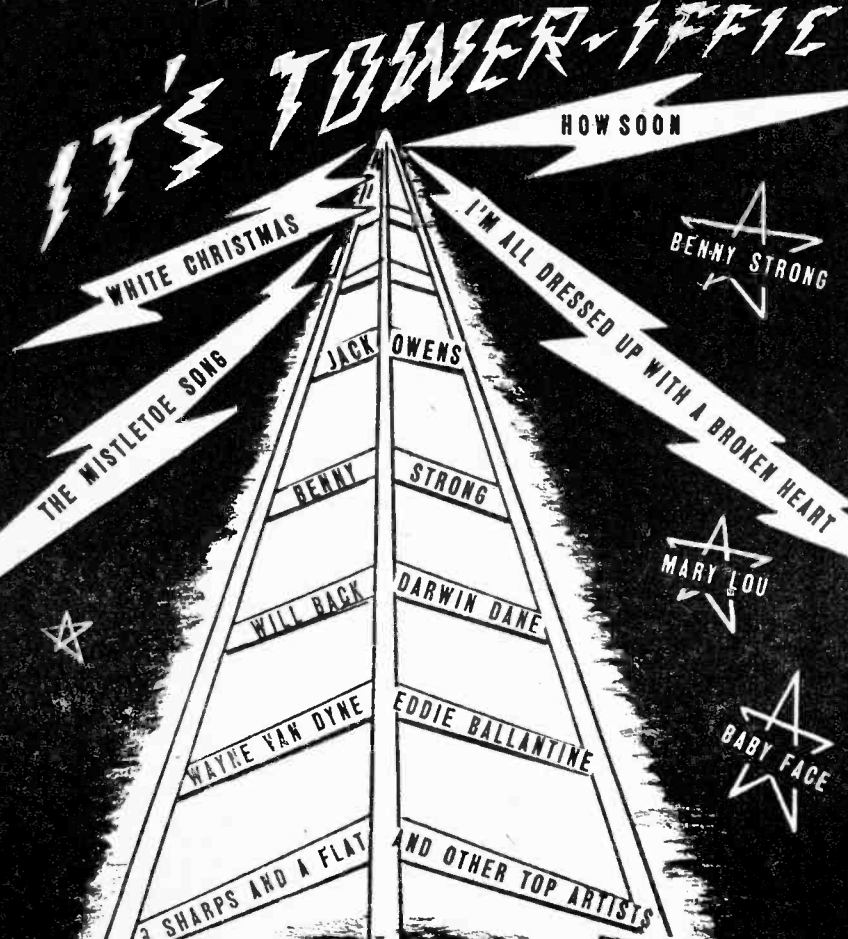
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# 580A—WISHING # 582A—OVER THE RAINBOW  
# 580B—IF I HAD MY WAY # 582B—DREAMS  
# 584A—I'M LOOKING AT THE WORLD THROUGH ROSE COLORED GLASSES  
# 584B—WHAT DIFFERENCE A DAY MAKES

TEMPO DISTRIBUTORS BLANKET AMERICA: IF YOU'RE NOT ACQUAINTED WITH THE DISTRIBUTOR IN YOUR TERRITORY WRITE DIRECT TO:

TEMPO RECORD COMPANY OF AMERICA  
8534 Sunset Blvd., Hollywood, 46, Calif.  
TEMPO ATLANTIC 18 West Chelton Ave. Philadelphia 44, Pa.  
TEMPO SOUTHERN 11 Avondale Road Avondale Estates, Ga.

# TOWER RECORDS



"and THEY SHOULD KNOW"

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- Allen Distributing Co., Richmond, Virginia
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- Davis Sales, Denver, Colorado
- Dobbs-Skinner, Inc., Dallas, Texas
- W. E. Harvey Co., Detroit, Mich.
- W. E. Harvey Co., Cleveland, Ohio
- Major Distributing Co., New York, N. Y.
- Mangold Distributing Co., Charlotte, N. Carolina
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- Millner Record Sales, St. Louis, Missouri
- Millner Record Sales, Kansas City, Missouri
- Music Sales Co., Memphis, Tennessee
- Niagara-Midland Co., Buffalo, N. Y.
- David Rosen, Philadelphia, Pa.
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- Sunland Supply Co., Inc., El Paso, Texas
- Taran Dist. Co., Jacksonville, Fla.
- Triangle Record Dist., Pittsburgh, Pa.
- Trilon Dist. Co., California
- Willford Bros., Los Angeles, Calif.

A special thanks to the disk jocks, the coin machine operators, the columnists, our pressing plants and Tower Record buyers.

Dick Bradley

# TOWER RECORDS

## ADVANCE RECORD RELEASES

### POPULAR

(Continued from page 31)

- The Soap Box Serenade**  
G. Van (My Town) Master
- The Stars Will Remember**  
J. Fina (A Love) MGM
- The Whistler**  
The Modernaires (The Jingle) Columbia
- The Wildest Gal in Town**  
D. Ellington (Put Yourself) Columbia
- The Window Washer Man**  
D. Kuhn Ork (Don't Ever) Top
- They're Mine, They're Mine, They're Mine**  
C. Haines (What Are) Signature
- They're Mine, They're Mine, They're Mine**  
The Soft Winds (I Told) Majestic
- Twinkletoes**  
P. Masters (The Little) MGM
- Two Loves Have I**  
B. Eckstine (Fool That) MGM
- Two Loves Have I**  
S. Fields Ork (My Rancho) Musicraft
- Un Poquito De Amor**  
J. Johnston (I Love) MGM
- What Are These?**  
C. Haines (They're Mine) Signature
- When You Come To the End of the Day**  
Ink Spots (I'll Lose) Decca
- Whistling for You Album**  
F. Lowery . . . Columbia
- Caprice Viennois
- La Golondrina (The Swallow)
- La Paloma (The Dove)
- Old Polks at Home
- Song of India
- Song of the Islands (Na Lei o Hawaii)
- Star Dust
- Trees
- White Christmas**  
H. James (All the) Columbia
- White Christmas**  
K. Smith (The Christmas) MGM
- White Christmas**  
The B. Mayo Quintet (I Want) Lone Star
- Will You Be With Me Tonight?**  
F. Wade (I've Heard) Master
- Will You Still Be Mine?**  
C. Haines (You Made) Signature
- You Made Me Love You**  
C. Haines (Will You) Signature
- You're My Girl**  
F. Sinatra (Can't You) Columbia

### RACE

- Big Bill's Boogie**  
Big Bill (Shoo Blues) Columbia
- Christmas Blues**  
Gatemouth Moore (Isabel) National
- Fishin' Pole**  
T. Archia All-Stars (Mean &) Aristocrat
- Hey, Pretty Mama**  
J. Jackson Ork (The Greatest) Aristocrat
- Isabel**  
Gatemouth Moore (Christmas Blues) National
- Mean and Evil Baby**  
T. Archia All-Stars (Fishin' Pole) Aristocrat
- Riff and Harmonica Jump**  
S. Terry (Screamin' and) Capitol Americana
- Screamin' and Cryin' Blues**  
S. Terry (Riff and) Capitol Americana
- Shoo Blues**  
Big Bill (Big Bill's) Columbia
- Sly Mongoose (The Dogs Know Your Name)**  
J. Sneed and His Sneezers (West Indies) Decca
- The Greatest Mistake**  
J. Jackson Ork (Hey Pretty) Aristocrat
- West Indies Blues**  
J. Sneed and His Sneezers (Sly Mongoose) Decca

### FOLK

- As For Me and My House, We'll Serve the Lord**  
The Harmonicers (The Road) Victor
- Blue Grass Special**  
B. Monroe and His Blue Grass Boys (How Will) Columbia
- Cain Stomp**  
L. Willis Rhythm Busters (High Voltage) Victor
- Dixie Cannon Ball**  
G. Autry (Pretty Mary) Columbia
- Don't Do It Darling**  
Z. Manners Band (You Can) Victor
- High Voltage Gal**  
L. Willis Rhythm Busters (Cain Stomp) Victor
- How Will I Explain About You**  
B. Monroe and His Blue Grass Boys (Blue Grass) Columbia
- I Like My Chicken Fryin' Size**  
J. Bond (Put Me) Columbia
- I'm Pretending**  
B. Skyles and His Skyrockets (Maria Elena) Decca
- Maria Elena**  
B. Skyles and His Skyrockets (I'm Pretending) Decca
- One-Sided Affair**  
C. Williams and His Georgia Peach Pickers (Woe Is) Columbia
- Plant Some Flowers By My Grave**  
J. Davis (There's A) Decca
- Pretty Mary**  
G. Autry (Dixie Cannon) Columbia
- Put Me To Bed**  
J. Bond (I Like) Columbia
- Red Wing**  
Esmeraldy (Slap Her) Musicraft
- Slap Her Down Again, Paw**  
Esmeraldy (Red Wing) Musiccraft
- Sweethearts on Parade**  
J. Wakely (Where the) Capitol Americana
- The Road of Life**  
The Harmonicers (As For) Victor
- There's a Chill on the Hill Tonight**  
J. Davis (Plant Some) Decca
- You Can Wait Beneath That Apple Tree**  
Z. Manners Band (Don't Do) Victor
- Carolina in the Morning**  
P. Flowers and His Rhythm (Find Out) Victor
- Don't Push Me Around**  
R. Sykes (Kilroy Is) Victor
- Don't Worry About Me**  
A. Laurie-P. Gayten Trio (Them There) De Luxe
- Find Out What They Like (And How They Like It)**  
P. Flowers and His Rhythm (Carolina In) Victor
- Ghost of a Chance**  
A. Laurie-P. Gayten Trio (I Still) De Luxe
- I Still Love You**  
A. Laurie-P. Gayten Trio (Ghost Of) De Luxe
- I'll Live True to You**  
T. Smith-T. Bacon (You Lovely) Decca
- Kilroy Is in Town**  
R. Sykes (Don't Push) Victor
- Roll Dem Bones**  
J. Gillum (The Blues) Victor
- The Blues What Am**  
J. Gillum (Roll Dem) Victor
- Them There Eyes**  
A. Laurie-P. Gayten Trio (Don't Worry) De Luxe
- Where the Moon Plays Peekaboo (Back of the Hills)**  
J. Wakely (Sweethearts on) Capitol Americana
- Woe Is Me**  
C. Williams and His Georgia Peach Pickers (One-Sided Affair) Columbia
- You Lovely You**  
T. Smith-T. Bacon (I'll Live) Decca

### INTERNATIONAL

- Alp's Yodel Waltz**  
J. Vadnal Ork (Gay Polka) Victor
- Beer Barrel Polka**  
Polka Dots (Bubble Gum) Musiccraft
- Bubble Gum Polka**  
Polka Dots (Beer Barrel) Musiccraft
- Gay Polka**  
J. Vadnal Ork (Alp's Yodel) Victor
- Matulu Kochana**  
Maciek Ziemba Kapela Ludowa (Od Selany) Dana
- Mein Shtetel Yass**  
S. Silver (Shabes Tzu) Miltone
- Nate Mislum (I Am Thining of You)**  
J. Batistich (Tamburica Sitnum) Standard
- Neapolitan Flesta**  
Val-Taro Musette (The Gondollers) Columbia
- Nie Placz**  
P. Wojnarowski Ork (Two Happy) Dana
- O Come All Ye Faithful**  
M. Tomako (Silent Night) Standard
- Od Seiany Do Seiany**  
Maciek Ziemba Kapela Ludowa (Matulu Kochana) Dana
- Over the Waves**  
Accordion Masters (Tales of) Standard
- Pennsylvania Polka**  
L. Monti's Tu-Tones (Tinker Polka) Aristocrat
- Polka-Musette Album (3-10")**  
Musette Ork . . . Vox
- Chick Chick Polka
- Erna Polka
- Finch Feathers
- Jersey Polka
- Pepper Pot Polka
- Punch and Judy Polka
- Potter Polka**  
L. Duchow Red Raven Ork (Swiss Girl) Victor
- Sauerkraut**  
B. Wagner's Dutchmen (Schuhplattler Laendler) Columbia
- Schone Tanzerin (Pretty Girl)**  
P. Mueller's Band (Sonntag Auf) Standard
- Schuhplattler Laendler**  
B. Wagner's Dutchmen (Sauerkraut) Columbia
- Shabes Tzu Nacht
- S. Silver (Mein Shtetel) Miltone
- Shiker Is a Goi
- S. Silver (Tzvel Chaverimlach) Miltone
- Silent Night**  
M. Tomako (O Come) Standard
- Sonntag Auf Der Alm Landler (Sunday on the Meadow)**  
P. Mueller's Band (Schone Tanzerin) Standard

(Continued on page 118)



## Pubs Mull '7-Plug' Peat Sheet Rule; May Ask Change

NEW YORK, Nov. 8.—Situation arose with the Peatman Sheet last week that has music publishers here mulling the possibility of asking Dr. John Peatman to knock out one of the requirements for making the sheet. Seems that since 1941 Peatman has maintained a rule that regardless of the caliber of commercial plugs received by a tune, no song is listed which has not received at least seven plugs as a mathematical minimum.

No publisher apparently ran into a snarl on the seven-plug rule until last week when Williamson Music's *A Feller Needs a Girl* was forced off the sheet by virtue of its landing only six plugs. Most pubs, not just Williamson, felt this unfair since the six plugs scored were of the towering commercial variety and ordinarily would garner better position than many of the tunes listed on the sheet that week. Reportedly, the Williamson professional staff was so sure of the power of its six plugs that it simply had overlooked the seven-plug rule. It is explained that one more plug—a remote shot from some small location—would have been relatively easy to obtain.

### An Old Pub Rule

Peatman explained to *The Billboard* that the seven-plugs requirement was a hangover from 1941 when it was employed to keep orksters and singers who owned their own publishing firms from abusing their advantage with any five-a-week air-wave broadcasts. Under the present Peatman audience coverage system, however, pubs here have begun to question the purpose or value of the ruling, most of them deeming it archaic, tho they admitted they had not even thought of it until the *Feller Needs a Girl* incident. Meanwhile, Peatman says the rule was laid down originally by the music publishers and he cannot change it until the pubs put in a request.

## Rocky Title

NEW YORK, Nov. 8.—Blossoming like a century plant, the long-defunct Rocky Mountain Songwriters' Association opened offices anew this week and immediately posted lavish press releases announcing its "latest and best sweetheart song."

Title of the new offering tentatively is: *I've Loved You for 28 Years But Now You're in Public Domain.*

## Nat Cohn's Modern Music To Distrib Signature Wax

NEW YORK, Nov. 8.—Bob Thiele, Signature Records' prexy, this week completed a deal for Modern Music Sales Corporation, topped by Nat Cohn, to handle the diskery's distribution in New York, Connecticut and Northern New Jersey as well as for export.

Thiele, whose firm's product is mainly distributed thru the General Electric Supply Corporation, denied that his recent deals for independent distribution were steps in breaking away from the G-E deal. He pointed out that Signature's independent distribs were appointed to replace "weak sisters" in the G-E link and that only five of the 110 G-E distribs have been displaced by independent jobbers.

Modern Music, key record distrib for small-label lines in this area, hasn't dabbled in big-bulk disk distribution since it handled the now-defunct Vogue diskery line.

## French Will Run Dual Standard Video in 3 Years

WASHINGTON, Nov. 8.—French television will be operated on a dual standard of transmission within the next three years, the Commerce Department reported this week. Under the recommendation of the joint television committee, the French government has decided to continue transmission of a 425-line picture on its Paris station for the next 10 years. A higher definition picture of 1,029 lines will be put into service in the provinces in the next two or three years.

On the other side of the channel the British Broadcasting Corporation (BBC) has been carrying on tests of transmitting sound and vision on a single carrier. Commerce Department states that first reports on the "video-sonic system" show poor results with the average receiving set because of interference.

## No Butterfield Change

NEW YORK, Nov. 8.—Contrary to earlier reports, Billy Butterfield's ork will remain full size and continue to work as a big band. Rumors last week had Butterfield disbanding and going to work with a small jazz combo, but it was learned this week that the orkster's current big band is skedded for work thru this month, has Capitol waxing dates in between dates and is being submitted for work by General Artists Corporation's Cincinnati office.

PHILADELPHIA, Nov. 8.—Mrs. Ethyl Felt Rosenberg, formerly with local air stations as program director and publicist, brings a third television production organization to town in setting up a local branch for the Marlowe Television Associates of New York.

## Lake Worth Back on Hunt

FORT WORTH, Nov. 8.—George Smith, operator of Lake Worth Casino, dine and dance spot, left Tuesday (4) for Chicago hunting band talent. His worries with the city, which owns the Casino site but not the building, are over, inasmuch as a satisfactory financial arrangement has been made. Smith, before departure, said he would bring several big bands here for the winter.

## Waring Grosses 24G for 1 Day's (2 Shows) Concerts

DETROIT, Nov. 8.—Fred Waring and His Pennsylvanians played two concerts Saturday to sellout crowds at the Masonic Auditorium, with attendance just under 10,000 people for the two shows, and business scaled at \$1.20-\$3, gross was estimated at \$24,000, a near house record for one-day booking.

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New half-hour comedy program sold exclusively to you in your territory. Prepared by top Gagwriters, \$5 each show each week.

NATIONAL LAUGH WEEK FOUNDATION

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42



## Nick Kenny

Speaking:

**HI, UNCLE NICK!** This is the Spyder! I just heard a couple of Red Benson's brand-new Rainbow Records in a preview, and brother! The needle-nuts and rug-cutters have a new idol! The former WINS disc jock is a combination on the wax of Red Skelton, Groucho Marx and Vaughn Monroe. I laughed until the tears ran out of my eyes listening to Benson's first platter, No. 10033, which will be released Monday, Nov. 10. I predict that the disc jockeys around the country will spin Benson's Rosalinda platter until they are out of their minds.

DAILY  
OCTOBER  
29  
1947

DOROTHY SARNOFF is auditioning for NBC sustained Eddie Ne... Her disc

ONE OF THE REASONS Jack Smith, the tenor, sounds so happy on his CBS show at 5 p. m. daily is Jo... Her

RO...  
1-4  
Ramel  
Mokup  
Town Hill  
Also Ra  
Satin  
Gay G  
Pida  
Sunto  
Ma  
Bl

## FOR RENT

## BALLROOM AND ENTERTAINMENT CENTER

Established business with well-rounded program. Dancing, skating and sports promotions. Fully equipped. Capacity, 5,500.

Located in densely populated area of Chicago.

Full information will be submitted upon inquiry and showing of financial responsibility. Inquire

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The Billboard, 155 N. Clark St., Chicago 1, Ill.

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**ON 2 GREAT COIN MACHINE NEEDLES**

**PFANSTIEHL (REGULAR)**

For coin machine pickups weighing more than 1 1/2 oz.

**PFANSTIEHL Special**

For light-weight Crystal pickups 1 1/2 oz. or less.

**2 Great Needles Fill All Needs**

Each specifically designed for its purpose... Both tipped with famous M47B alloy, the modern miracle of powder metallurgy.

The PFANSTIEHL (Regular), famous for its smoothness and long life, is the BEST for use with heavy pickups.

The PFANSTIEHL SPECIAL, with its super flexible phosphor-bronze shaft for feather-touch reproduction is the BEST needle for use in machines with light pickups.

Only PFANSTIEHL can give you the M47B alloy tip for Longer Record Life, Fewer Service Calls, Better Music... all 'round satisfaction.

## PFANSTIEHL CHEMICAL COMPANY

(Metallurgical Division)

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Waukegan, Illinois, U. S. A.

Gentlemen: Without obligation please send me complete prices and details on your two Coin Machine Needles—the Pfanstiehl regular for pickups weighing more than 1 1/2 ounces, and the Pfanstiehl Special for lightweight crystal pickups.

Name.....  
Company Name.....  
Address.....  
City..... State.....

# ALBUM REVIEWS

**CHOPIN: SONATA NO. 2**—Robert Casadesus (Columbia MM-698)

Robert Casadesus, the French pianist, gives a lyrical interpretation in his playing of Chopin's *Sonata No. 2 in B-Flat Minor* with complete sensitivity as he plays the solemn *Funeral March* which has characterized the work as the *Funeral March Sonata*. Entirely satisfying for the Chopin fans as it spins over five 12-inch sides. Completes the set with poetic playing for the master's famous *Mazurka in A Minor*, Casadesus' keyboarding reflecting Chopin's melodic content. Cover arrayed as a colorful and flowery title page, with the inside cover left blank.

**MOZART OPERATIC ARIAS**—Eleanor Steber (Victor DM-1157)

Eleanor Steber, lovely Metop soprano, in a platter performance marked by freshness and warmth in her lyrical structure and with diction as crystal-clear as her singing, gives highly individualized interpretation to the opera arias by Mozart. Two 12-inch records to the set, and with the RCA Victor Orchestra directed by Jean Paul Morel providing the orchestral color, Miss Steber brings her lyrical emotions into full play for *Non So Piu Cosa Son* and *Deh Vieni, Non Tardar* from *The Marriage of Figaro*, and using

the English translation, *Martern Aller Arien* and *Doch Dich Ruhrt Kein Flehen* from *The Abduction From the Seraglio*. Stage setting and photo of the Metop canary makes for an attractive album cover, with notes on the music along with the aria lyrics filling the inside page. Makes for a welcome addition to the wealth of operatic music on the waxes.

**MY WILD IRISH ROSE**—Dennis Day (Victor P-191)

Selections from the pop folios that have shamrock lyrical leanings go to make up a package of pleasant plattering with the lyrical tenoring of Dennis Day giving the tunes a sincere turn. With Russ Case, Mark Warnow and Charles Dant sharing the accompanying musical chores for the sides, gathered together from earlier cuttings, and with a chorus adding vocal color to three of the eight spinnings in the set, Wennis adds a charm of intimacy as he sings it with contrasting song moods for *My Wild Irish Rose*, *By the Light of the Silvery Moon*, *A Little Bit of Heaven*, *Hush-a-Bye*, *Wee Rose of Killarney*, *When Irish Eyes Are Smiling*, *My Nellie's Blue Eyes*, *Mother Machree* and *Remember When You Sang "Oh Promise Me."* Records shipped without album cover for review.

(Continued on page 116)

## TALK OF THE TRADE

(Continued from page 9)

with Sears-Roebuck involved a "68-cent salute day to WMPS," a merchandising device in which the selling price of articles either started or ended with the number 68. There were radios retailed at \$21.68, records at four for 68 cents, etc.

Sewell Brown and Robert Knapp have been added to the announcing-producing staff of WRVA, Richmond. . . Steve Marvin, formerly a CBS television director, has joined WWJ-TV, Detroit, as producer and director. . . Donald A. Norman, for four years a member of the NBC national spot sales department, has been named sales director of WNBC, web's New York key, replacing William O. Tilenius. Latter resigned to join John Blair & Company, station reps. . . Don Holzappel has been appointed chief engineer of WGL, Fort Wayne. Thurman K. Bush has been added to the engineering staff.

### Agency Notes:

**GORDON E. HYDE**, president of Federal Advertising Agency, elected chairman of the board of governors of the New York Council of American Association of Advertising Agencies. He replaces Harold B. Thomas. Robert D. Holbrook, president of Compton, named vice-president to succeed Hyde. . . Bruce Dodge, of Biow, back from a sojourn on the Coast.

N. W. Ayer & Son, Inc., has named James E. Hanna and John D. Upton vice-presidents in the agency. . . Louis J. Lord has joined the traffic production department of Geyer, Newell & Ganger, Inc. . . Benton & Bowles has been named the agency for Schenley Distillers' Three Feathers division. . . Lyndall Wilson has joined Benton & Bowles as assistant to Richard K. Bellamy, manager of publicity.

**AL PAUL LEFTON** has been appointed by Claridge Food, Inc., to handle its campaigns, including radio, newspapers and subway cards. . . Lew Kashuk & Sons Advertising will prepare the radio campaigns for Goldware Exchange, diamond and gold buying service. . . Ted Schueler named vice-president of James S. Kemper Agency, Chicago. . . Grey Advertising has promoted Eileen Nolan and Bob Arbib to copy supervisors.

## 10" RECORD PRESSINGS

We are now operating from our new plant and have additional facilities for pressing up to 100,000 10" records per month at a very attractive price. Write or phone

**LONG ISLAND PLASTIC PRODUCTS**

East Union Street, Bay Shore, L. I.  
Phone: Bay Shore 4990

### WTIC's DOWN HOMERS

(Hartford, Conn.)

and

### WWSR's WESTERN ACES

(St. Albans, Vt.)

Are RECORDING Artists for

### DOWN HOME RECORDS

Distributors—Operators  
2 Sample Records for \$1.00  
Write or Wire NOW!

**THE DOWN HOME CORPORATION**  
Federalsburg, Maryland

Catch **JERRY MURAD'S "HARMONICATS"** AGAIN ON **Universal Records, Inc. Chicago**

### THANKS, OPERATORS!

For Making  
**"SINCE I FELL FOR YOU"**  
Such a Big Hit

We are filling your orders as fast as they pour in.

**Deluxe Record Co., Inc.**  
LINDEN, N. J.

**PRESSINGS AVAILABLE**

10" QUALITY SHELLAC  
STRICT INSPECTION

**SILVERTONE RECORD CO.**

469 West Broadway, New York City  
SPring 7-3823

**COLUMBIA SCORES AGAIN**

See Page 101

order from nearest distributor  
**MANOR RECORDS**

313 W. 57th St., New York 19, N. Y.

**SAVANNAH CHURCHILL AND THE FOUR TUNES**

RELEASE 1093

**IS IT TOO LATE? I UNDERSTAND**

CASH IN BEFORE IT'S TOO LATE



# SECURITY

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FOR THE BEST IN WESTERN MUSIC

## LATEST RELEASES

BY THE

### 101 RANCH BOYS

- S1003A—A PETAL FROM A FADED ROSE—GEORGE LONG
- S1003B—THE FLYING FIDDLE (A Hoedown) CLIFF BROWN
- S1004A—TEARDROPS IN MY HEART By SMOKEY ROBERTS

### THE NORTH CAROLINA RIDGE RUNNERS

- S1005A—RAINING, RAINING HERE THIS MORNING—OLA BELLE
  - S1005B—REMEMBER ME By ART WOODS
- WATCH FOR GEORGE LONG'S NEWEST THAT MOTHER-IN-LAW

Security Records, 120 N. Newberry, York, Pa.

## 100,000 RECORDS BRAND NEW ONE PRICE—30c NET

WRITE, WIRE, CALL

- OVER 500 RECORDS, 27¢ NET.
- BESIDE YOU—FREDDY MARTIN
- PASSING BY—TONY MARTIN
- TIME AFTER TIME—T. DORSEY
- NO GREATER LOVE—SPIVAK
- DANGEROUS GROUND—ROY ROGERS
- AT SUNDOWN—T. DORSEY
- DUST ON BIBLE—BLUE SKY BOYS
- NO ONE TO CRY TO—PIONEERS
- IF I LOVED YOU—COMO
- BLUE EYES CRYING—E. BRITT
- I NEVER KNEW—3 SUNS
- BLUES OF RECORD MAN—BENEKE
- THANK YOUR FOLKS—COMO
- NEW PRETTY BLONDE—J. TYLER
- RAINBOW'S END—FREDDY MARTIN
- ALL BY MYSELF—SAMMY KAYE
- MAM'SELLE—DENNIS DAY
- SOUTHLAND POLKA—PEE WEE KING
- BOBBY SOX BLUES—R. SYKES
- SOPRANO BOOGIE—HERBIE FIELDS
- MINUET IN SWING—SPADE COOLEY
- SPEAKING OF ANGELS—BENEKE
- TOM FOOLERY—T. DORSEY
- MOON FACED—FREDDY MARTIN
- POSSUM SONG—PHIL HARRIS
- FREE EATS—COUNT BASIE
- PASSE—BENEKE
- ROGUE RIVER VALLEY—BRITT
- MINKA—SPIKE JONES
- EMPTY BED BLUES—EASTER
- EFFIE'S BLUES—SMITH
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## ON THE STAND

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

### Lee Castle

(Reviewed at Arcadia Ballroom, New York, November 4. Booked on this location thru Joe Glaser.)

TRUMPETS: Ralph Fay, Bob Kennedy and John Castaldo.  
TROMBONES: Paul Gilmore and Pat Castaldo.  
SAXES: Johnny McAfee, Jack Ferrier, Carl Friend and Jack DeLong.  
RHYTHM: Frank Tammero, piano; Marty Blitz, bass; Cliff Leemans, drums.  
VOCALS: Karen Rich.  
LEADER AND TRUMPET: Lee Castle.

Harry James got there first. Such has been the frustration of many fine horn blowers in recent years, and Castle has more of a hurdle to get over than the others. Probably unintentionally his ballad tone is a virtual carbon of that used by Grable's old man and with ballads making up about 90 per cent of the book there's bound to be a lot of talk about this being a poor man's H. J.

On his own right, tho, this guy's got plenty; it's surprising that few bookers have ever realized it. If he can find some sort of appropriate trademark or gimmick to hang his potentialities on he may get out of the rut carved by middle-of-the-road horn men. Castle is a good-looking guy, handles a band with assurance and blows a beautifully competent if not spectacular trumpet. His shimmering tone cuts thru best on standard ballads (*La Rosita*, etc.), a little less effectively on the jump. The reeds, led by ex-James alto Johnny McAfee (who doubles on vocals), are in good shape for the old four-man sound and the rhythm rests well on the thunderously fine drumming of vet Cliff Leemans. The brass, however, could stand more experience at playing together. When they get their few jump opportunities both tenormen Jack DeLong and Carl Friend show form a la Lester Young—which isn't bad. Surprise soloist is Castle's brother, Pat Castaldo, on Teagarden-like trombone.

Castle has whipped a band into good shape on short order (this was a real quickie) but the ork still sounds a lot cleaner than many groups holding down important locations. If Lee can shift the solo burden from himself, where it rests too much of the time, he may be able to get out from under the James stigma.

Bob Bach.

### Nat Brandwynne

(Reviewed at Sert Room, Hotel Waldorf-Astoria, New York, November 5. Booked thru Music Corporation of America.)

TRUMPETS: Tony Bilello, Gene Rapetti and Walter Kimmel.  
SAXES: Henry David, Jesse Berkman and Teddy Ross.  
VIOLINS: George Koch, Herman Kaplan and Joe Martin.  
RHYTHM: George Klein, drums; Lou Chester, bass; Nat Brandwynne, piano.  
VOCALS: Joe Martin.

Veteran society leader Nat Brandwynne is back at the Waldorf's Sert Room, which must seem like home to him by now, and the showing reveals conclusively what has kept this piano-playing maestro in the lucrative league so long. Brandwynne is unquestionably the answer to a name artists' prayers. In this case it's Jean Sablon on the floor for an hour-long single and Brandwynne backs up the Frenchman with infinite care and discretion. As a conductor with strings, flutes, bass clarinet and added accordion under his guidance, Brandwynne is a tasteful musician every bar of the way.

For the dancing trade in the better spots this is a band that will probably go on and on appealing to the customers with the heavy wallets. The big thing obviously is to keep the strict society tempi going as long as possible via medleys and to keep the

### Sammy Kaye

(Reviewed at the Hotel New Yorker, November 4. Booked thru General Artists Corporation. Personal management, Jim Peppe, Mike Nidorf.)

SAXES: Charles Wilson, Carl Overn, Joseph Derosa, George Brandon, Frank May.  
TROMBONES: Albert Brown, Vernon W. Whitney, Oscar Resch.  
TRUMPETS: Henri Nolette, Frank Oblak, Harold Greene.  
RHYTHM: Willard Suyker, guitar; Louis Falk, bass; Ernie Rudisill, drums; Jerry Carretta, piano.  
VOCALISTS: Don Cornell, Johnny Ryan, Laura Leslie.  
ARRANGERS: Carroll Lucas, Charles F. Haendle.

When jump bands were the pre-war vogue, the hipper orks laughed when swing and sway Sammy sat down to play, even tho Sammy was matching them at the gate. Today the sweet trend is pronounced—Sammy rates among the top five bands of America—and the Dear Boy breathes easily while most of the ork whirl wheezes. And should there occur an ultimate reversion to powerhouse, Sammy need never relinquish his niche. For in the annals of good box office he's recorded as having the basic attributes—showmanship, a band for dancers and a rigid sense of tune taste.

For showmanship nobody can take away that "so you wanna lead a band." Terrific in locations for building up the fireman trade, it hoists up theater shows and pads one-night takes. Also for his emcee capacity and gift at repartee, Sammy may not threaten lead comics but he packs a more relaxed entertainment punch than nine-tenths of the maestros. Show-wise, the slight little fronter never stands still. On the podium there's always action—lately a whirling rumba dervish from the Cugat crew (a graceful youth, by moniker La Diabolitos) has been smuggled in. He shakes the maracas, gyrates thru rumba steps and really makes those rumba set-off numbers important. Wunnerful for the table sitters as well as rumbanicks!

In tune taste Sammy's pretty well impeccable. Still the same swing and sway formula, but enough added to make interest. The brass opens once in a while—sections pick up a strong unison beat. It's about the finest band for dancing around and it doesn't get too sticky.

Vocally, the Kaye time-tested motif is ever present if somewhat expanded. Don Cornell sings solo ballads in unpretentious, pleasant fashion; Johnny Ryan and Laura Leslie, along with another gal (unbilled), work out fine in choral arrangements built against the band background.

With his Victor records riding, with his Sunday serenade airings Hooperegulars, with over 2,200 covers tucked away in his first New Yorker week (sans ice show), Sammy's got the stuff that bookers dream about.

Joe Carlton.

decibels within close control constantly. This, Brandwynne does exceedingly well, slipping in a generous portion of pop hits and show tunes. Muted brass bleats as per usual and the quivering tenor lead of the saxes are as inevitable as the material played by this kind of band. Rhythm, however, is standout, being particularly well suited to this type location, with the leader's own keyboard work being carefully modulated to the over-all effect. Absence of a gal vocalist (now on loan for a screen test) hurts somewhat. But Brandwynne will continue to go along successfully on the class circuit, doing a super-slick job.

Bob Bach.

### Bob Wills

(Reviewed at Aragon Ballroom, Ocean Park, Calif., October 31. Road manager, Eldon Shamblin. Booked thru Music Corporation of America.)

VIOLINS: Bob Wills (leader) and Ozie Stockard (doubles on banjo).  
RHYTHM: Millard Kelso, piano; Tiny Moore, mandolin; Billy Jack Wills, bass; Eldon Shamblin, guitar; Herb Remington, steel guitar, and Johnny Cuvillo, drums.  
VOCALISTS: Tommy Duncon and Dean and Evelyn McKinney.

Secret of Bob Wills's customer magnetism lies in the sagebrush maestro's cordial, down-to-earth manner and his rhythmically contagious music making.

The cowboy-garbed ensemble doesn't limit itself to the music of the outdoors but offers a sufficient well-balanced diet of straight pop dance rhythms. When it does switch to the songs of the saddle, it has a "let your hair down" effect on the customers.

Maestro and Ozie Stockard give the tunes a fiddle intro, while the rest of the crew lays down a toe-tempting beat. Vocal ballads are capably handled by Tommy Duncon, while the finger-snappin' variety of oatuines get their zip and zing from the personality sisters, Dean and Evelyn McKinney. Typical selections include *Sunbonnet Sue* and *You Don't Love Me*.

Lee Zhitto.

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## Chi Hears Percenter's Split Rumors

### As Talent Demand Ebbs

CHICAGO, Nov. 8. — With the lounge talent demand down from what it was six months ago, first reports of agents starting to split commissions with greedy cocktail ops are starting to spread. Practice of splitting the 10 per cent commission was prevalent previous to the war, but during the war boom when demand far exceeded the supply, ops who held out for a piece of the commission ended up without any talent on their back-bar stages.

Practice of splitting the agent's take with the op is a dangerous one, for word of such splits causes other ops, who previously have not demanded a piece of the commission, to refuse to take entertainment unless they can cut themselves in for 5 per cent. Thus far, the practice is reported to be confined to several small independent skidders who are being plagued by talent to find them

## Coast Slapsy's Switches Policy

HOLLYWOOD, Nov. 8. — Slapsy Maxie's new owners, Charles and Sy Devore, last week suddenly dropped lavish production ideas and announced the club would offer standard-type nitery fare beginning November 13. After taking a beating at the box office since the refurbished spot opened October 16, the ops dismissed Don Loper, who costumed and produced the first show and redecorated the spot. Club will launch its straight nitery bill with Benny Fields and Henny Youngman in the featured slot. Budget will be cut from the current \$10,000 per week to \$6,000.

Loper had patterned the first show after a run-of-the-mill Broadway revue, featuring a line of eight expensively-clad gals and six principals (also dropped under the new plan) in addition to headliners Ella Logan, Dean Murphy and Fred and Elaine Barry. Costumes alone are reported to have set the owners back \$20,000. Nevertheless, the town didn't take to the new idea, and biz sagged badly after the first week. Set to follow Benny Fields is Tony Martin, who opens December 1.

## AGVA Settles Fee - for - All

NEW YORK, Nov. 8. — The beef about split commissions and booking fees between Arthur Fisher and Music Corporation of America (MCA), with Buster Shaver in the middle, brought the American Guild of Variety Artists (AGVA) in to settle it.

Fisher bought Buster Shaver from MCA for the Harem last September, asked for and got 5 per cent as his cut. Later it developed that Fisher's authorization as exclusive booker for the room wasn't filed with AGVA until October 8, so MCA promptly took the stand that Fisher wasn't entitled to his cut and that they (MCA) should get the full 10 retroactive to the filing date.

AGVA ruled the deal could not be retroactive. Inasmuch as Fisher was a co-agent on the deal, he was entitled to his 5. Inasmuch as AGVA (See AGVA Settles Fee on page 41)

## Milwaukee Plans Admissions Tax

MILWAUKEE, Nov. 8. — A city tax on admission to places of amusement was proposed Tuesday (4) in a resolution passed by the common council. Resolution calls for appointing a special committee to prepare such a tax ordinance.

Sponsors claim Milwaukee badly needs additional revenue, present city taxes on property being so great as to impose a burden and that no tax exacts a "just return" from suburban residents for services provided by the city. They argue that the proposed admissions tax is "ideally suited" to these purposes.

work or they'll demand their release under the no-work-no-contract AFM clause.

With so many of the bistros currently sewed up by exclusive booking pacts, smaller agents have fallen into the split commission with ops in an effort to grab business. Thus far, reports indicate that the practice is confined to Chicago, with out-of-town bookings still bringing in the full 10 per cent to the booker.

## The Swing on Swing Street Is From Be-Bop to Be-Pretty

NEW YORK, Nov. 8. — The pendulum on 52d Street is swinging back toward girl shows. Be-bop is slowly wearing out its stay and one by one the bistros are switching to fem flesh. Where two short months ago jazz held sway, more than half the spots have taken on acts, and those of the music diehards either folded or are showing lower budget bands.

The Famous Door now has Pat Patee heading a six-act show. Eight weeks ago it had Jack Teagarden's ork turning them away. The Bayou depends on Tirza for its draw. Club Nocturne has Lois De Fee.

Still maintaining swing street tradition are the Club Downbeat, with Tad Taddameron's ork, where Dizzy Gillespie once drew; the Three Deuces, which recently featured Coleman Hawkins, and now has Charlie Parker, and the Onyx, considered the original home of hot jazz on 52d Street, which offers Henry Red Allen on the podium.

Freddy Lamb's Club 18 couldn't stand the gaff of paying Louis Jor-

dan's Tympany Five \$3,750 a week and folded.

Most of the spots on the street have a seating capacity of 50-75. The ops found out that to make money with the high-priced jazz men they had to do capacity. With the takes falling off because of the dwindling interest in be-bop, owners started to make changes and the answer seems to be fems—beauteous fems.

## \$50,000 Blaze At Happy Hour, Minneapolis

MINNEAPOLIS, Nov. 8. — One fireman was killed and six were injured fighting a three-alarm fire at the Happy Hour night club which broke out at dinner hour Wednesday (5) and raged for nearly 90 minutes. Damage was estimated at upward of \$50,000.

The blaze came just as Pappy Trester's Screwball ork was completing its long run. It was believed \$12,000 worth of instruments and musical library belonging to the band were destroyed.

Freddy Master's ork was to have opened at the Happy Hour Thursday night in a club policy change aimed at attracting society crowds.

## EMA Membership Drive Plans Mapped

CHICAGO, Nov. 8. — After a summer's hibernation, the members of Entertainment Managers' Association (EMA), local chapter of Artists' Representatives' Association (ARA), this week agreed at their first fall meeting that in unity there is strength and mapped out details for a strong membership campaign.

At the meeting Thursday (6), approximately 30 members of EMA-ARA decided to try to extend the local's present membership in a drive for not only new members and a reinstatement of members who have dropped out since the org affiliated with ARA two years ago. Since the merger, approximately 40 members have ankle EMA-ARA and reports from the meeting indicated that a number of those who jumped the group are ready to rejoin.

Membership committee is preparing a buffet-supper to be held within the next month, to which members will be asked to bring in a candidate for membership.

## New England Nitery, Tavern Biz Gains

WASHINGTON, Nov. 8. — Nitery and tavern business in five New England cities registered healthy gains during September over the previous month, but business was off from September, 1946, the Commerce Department disclosed last week.

New Haven showed a 10 per cent gain over August nitery business, while Hartford and Springfield registered increases of 9 per cent. Boston business was up 7 per cent, while Providence showed a slight gain of 1 per cent.

On the other hand, nitery business last September was lower than September, 1946 by 14 per cent, and 13 per cent in Providence and Boston, respectively. Decreases for the same period amounted to 6 per cent in Hartford and Springfield, while New Haven nitery business was down from September, 1946, by 4 per cent.

## IN SHORT

### New York:

Buck and Bubbles celebrated their 28th year together at the RKO Boston November 13. . . . Fractional representation of AGVA delegates rather than full votes will be the next issue. . . . Peter Lind Hayes and Mary Healy getting together an act for concerts. . . . Agencies keeping indies busy with the line "I need two weeks and you keep the full commission," in order to put them in the clear with acts who scream for releases on the grounds that they haven't been given the required number of weeks.

Jerry Rosen's 11-year-old son, Larry, was asked by Charles Laughton if he wanted to become an actor. "Nah," was the reply. "I wanna be an agent." "All you have to do," said Laughton, "is sign guys like me for 20 years and you're in. Meanwhile I have a part in Galileo (Experimental Theater), d'ya want it?" Larry thought and thought. P. S. He's got the part—and no 10 per cent to his old man. . . . A Cape May cocktail lounge thought up a new gimmick—a one-minute cocktail bargain period: drinks at half price, but N. J. ABC Board nixed it by ruling: "Your plan calls up visions of patrons dashing to make the 4:24 at your tavern. What is to happen to the poor duffer who pulls up at 4:25—just too late? . . . This method of business is improper at taverns, hence your plan is not permissible."

Blackburn Twins' entire wardrobe was stolen in Chicago while they were driving East from the Flamingo. Las Vegas. . . . Bobby Mayo, of the Mayo Brothers, recently married Judith Blair, vocalist with Del Courtney's ork. . . . Toy and Wing's first night club date since returning from England is the Chez Patee, Chicago. . . . Mills Brothers will play the Palomar Theater, Seattle, November 17—their first appearance in that city in over five years.

Irving Romm has left showbiz and has turned his acts over to Harry Romm. Former is now in the hotel biz in Cleveland. . . . Gene Baylos was working at the Bradford, Boston, and was complaining to Joey Adams, "There's nobody here. What do you do about it?" Adams came back, "Put your name in smaller type." . . . Harry Richman and Bullets Durgom are taking scalp treatments from a guy, on the Coast. They swear they're actually getting fuzz on top.

### Chicago:

Ralph Berger, op of the Latin Quarter, has cut his talent nut to a new low for the past five years, starting with his current show. . . . Julie Dale has resigned as cocktail chief for General Artists here, with a rumor that she'll join Morris Silvers' new agency. . . . Bill Vitas, ex-Oh Henry Ballroom manager, has joined Mutual Entertainment as head of its club-date band department. . . . Howard Rosene has left the booking and p. m. business to go into the wholesale jewelry biz.

Leon Newman, of the Mark Leddy office, sending out feelers for acts to play Buenos Aires on a three-month minimum with transportation and 5 per cent tax guaranteed. . . . Jack Carney has resigned from the Musical Entertainment Agency. . . . Tirza, the wine bath stripper, is a member of the plumbers' union.

### West Coast:

Herb Jeffries, ex-Duke Ellington vocalist and Exclusive Records' top balladier, will play his first Eastern date in several years when he opens at New York's Blue Angel in January. . . . Kay Thompson and the Williams Brothers have given Hollywood Ciro's the biggest box-office boost of any club in town. To show his appreciation, Ciro's H. D. Hover tossed a birthday party for Miss Thompson at his home.

Jane Harvey has been set to work with Eddie Cantor when comic opens at Las Vegas' Flamingo next month. . . . Earl Carroll has abandoned plans to revert to a five-day-a-week operation, and will stick to six-day policy. Carroll will preem his annual new show around Christmas. . . . Anita O'Day was set to exit from her "comeback" stint at Red Feather over the week-end. . . . Ben Holzman, act department chief of William Morris Coast office, on the mend after serious operation.

## 2 Balto Spots Pit Top Shows In Death Fight

City's Night Biz Languishes

By Bill Smith

BALTIMORE, Nov. 8.—The two major clubs in town, the Charles and the Chanticleer, still manage to do a fairish amount of business but have to fight each other harder with top attractions to keep from withering on the vine.

Reason for decline is more general than specific. High prices of necessities leaves the general public with less money to spend for luxuries; a sharp reduction in city's population from the war-swollen 2,500,000 to a present figure of about 1,000,000 leaves less people to draw upon. Oddly enough, if population has been deflated the question of hotel rooms is still acute. One still has to have a drag to find living quarters. Another contributing cause for the decline in nitery attendance—and an odd one at that—is gin rummy which has taken the town by storm. Regular patrons who seldom finished a night without a visit to either club, now stay at home trying to schneider each other.

Club Charles, operated by Tom Shaw, Moe Levine and Cy Bloom, is probably as lush a spot as there is in the region. Seating 325, the room is well set up both from the customer's and the performer's viewpoint. Spot is booked exclusively by Sol Tepper, who has handled it for the past 11 years. Shows usually follow a set formula calling for a line (Wally Wanger's kids current), one or two supporting acts and an attraction.

Budget fluctuates with the attraction with current show (Peter Lind Hayes) costing about \$5,500. Spot opens early serving dinner but seldom runs more than two shows. First show is usually good to sock. Second show's attendance frequently drops.

The Chanticleer with about the same capacity as the Charles is run by Curly Miller, Tom Aversa and Mike Golden. Unlike its competition it doesn't serve meals so it doesn't have an investment in kitchen and food. Its take is from liquor, so net is probably greater in relation to grosses than the Charles. Chanticleer does its booking thru Dick Henry, of the William Morris office, and gets some of the office's best attractions. Like its competition, shows here are built around an attraction and call for a line (June Taylor's) and a couple of supporting acts. But like the Charles its big business comes from the first show and over weekends.

With both clubs' capacity about identical the takes are probably in the region of \$12,000-\$15,000. That means if a show budget gets above \$4,000-\$5,000 they're in trouble.

Good nitery operation calls for grosses that are three times the show's budget. If a club can do business for both shows it can make a buck. If

### Too Late

NEW YORK, Nov. 8.—Lew Parker bought a buck raffle ticket for a car on the Coast when he went out to do a test for Universal. He made the test, planned East, then returned to the Coast. On arrival in Hollywood he found a letter, telling him he won a Ford convertible.

## West Coast Tough Hunting For Middle, Low-Priced Acts

(Continued from page 3)

has dished out \$5,000 to tide its members over rough spots. During war years the fund was untouched.

Of the 3,500 local members of AGVA, Miss Bale estimates that at the present peak only 2,000 are working. In the Los Angeles area, 119 clubs currently use AGVA talent.

### Miami Beachcomber To Preem Dec. 12; Belle Baker at 4G

MIAMI, Nov. 8.—The Beachcomber expects to open for the season December 12 with a show headed by Belle Baker, who is in for \$4,000. The rest of the show will consist of Joey Adams and his partners, Tony Canzoneri and Mark Plant.

Production numbers will be handled by June Taylor, who had the line at the Copacabana last year. A deal is pending for Eleanor Powell, tho the matter is still in the dicker stage.

### Hawaiians a Click At Last Frontier

LAS VEGAS, Nev., Nov. 8.—To celebrate its fifth anniversary, Hotel Last Frontier here has installed a gala Hawaiian revue produced by Kathryn Duffy and featuring Ray Andrade's 15-piece Hawaiian ork, with Napua, chubby comedienne.

Also highlighted in the new show, which attracted one of the largest opening night crowds in the history of local nitery business, are Henry Pa, Menehune Jo, Alvin Kaleonlani, Gayle Robbins, Jack Marshall, six native hula girls, and the Kathryn Duffy Dancers (10).

Opening night's Hawaiian luau (feast) was prepared by James Munden, who was imported from Hawaii especially for the occasion. Prices were scaled at \$5 per person, including the feast, federal tax and gratuities.

Last Frontier management went all-out on newspaper publicity to herald the event, and Harold L. Braudis, of the Last Frontier staff, directed attention to the event with a special line of exploitation material.

Kathryn Duffy, hotel's talent booker, made a special trip to Hawaii six weeks ago to engage talent and lay the groundwork for the new show.

only the first show brings them in, red figures are bound to appear.

One of the club's biggest obstacles is to get something that will hold up for a second week. Occasionally each club gets an attraction that does business for the full run. But more often the second week is strictly from hunger. Result is that both the Charles and the Chanticleer are toying with the idea of trying to get attractions for one week even if they'll have to pay a little more to bring them in.

Another obstacle to business is the inability of ops to crack their local papers with any publicity. If an actor does a stunt, works a benefit or pulls some kind of a gimmick, the facts may or may not be reported in the daily rags. But unless it is police news, the club where the performer is working, is carefully omitted. The only outlet clubs have is air time and that besides being costly is difficult to get.

Cocktail lounges have always done well in this town. They certainly (See 2 Balto Spots on page 41)

Miss Bale points out, however, that the figure is misleading, since many small spots use only one inexpensive act and then only after all other business-hyping gimmicks have failed. Hence, such employment in lesser spots is generally short-lived.

In the last six weeks, AGVA has returned seven cash bonds to clubs where talent was eliminated, with five such requests currently pending. On the credit side, seven new spots have posted cash bonds with the union.

Other Coast areas which heretofore were large talent buyers have likewise sagged. San Francisco spots report a temporary upgrade, altho biz during the past year has been considerably below norm. Seattle is practically without entertainment and Portland is quiet. Only bright spot in an otherwise glum picture has been growing interest in Honolulu, with promoters importing more and more packaged shows with top name talent from the Coast. Biggest Honolulu operators are E. K. Fernandez and Tats Matsuo. Among talent set to trek to the Islands are Mickey Rooney, Olsen and Johnson, Miliza Korjus and a raft of supporting acts. Martha Raye was the first big headliner to play Honolulu, and success of her date has encouraged ops to buy more expensive packages.

### 9 N. Y. Area Houses Adding 1, 2-Day Vaude

NEW YORK, Nov. 8.—Nine more theaters around the New York area, some of which have not shown flesh in over six years, have been lined up by the Dow Agency to play five-act units on one-and-two night stands. Units will make short jumps with no lay-offs to complete two solid weeks' bookings. Plan is worked out to have theaters rotate the days when the package appears at each spot.

The theaters on this circuit are the Saratoga, Saratoga Springs; the Broadway, Kingston (both in New York State); the Oxford, Plainfield; the Majestic, Perth Amboy; the Community, Raritan; the Strand, Freehold; the St. James, Asbury Park; the Carlton, Red Bank and the Paramount, Long Branch (all in New Jersey).

#### Medium-Priced Budget

Typical packages conforming to a medium-priced budget are Ross and Ross, Pierre Cartier, Helene and Howard, Steve Evans, and Polly Jenkins and Her Plowboys in one unit; while Rolly and Bonny Pickert, Chet Clark, Grandma Perkins and Company, Gus Van and the Hazel Mangae Girls complete a second. Another group has Spik and Span, Mary LaRoche, Fayne and Foster, Ross and Stone, and Ladd Lyon and Company.

CHICAGO, Nov. 8.—Vaude biz has opened in several vicinities, with the Tower Theater, Atlanta, formerly the Erlanger, turning to a live talent-flicker policy, starting December 25. Harvey R. Smith, who recently purchased the house, is seeking submissions from agents here.

Marcus Glaser, of the Charley Hogan office, which services a number of prominent Midwest houses, reports that the Warner Theater, Oklahoma City, and the National Theater, Louisville, are running spot vaude and will continue the policy as long as biz holds up.

Check of Glaser and other small-

## Chi Convensh Site of AGVA Stirs Rebels

Procedure Also Contested

NEW YORK, Nov. 8.—The decision by American Guild of Variety Artists (AGVA) toppers to hold the convention in Chicago, January 14 (not January 4, as previously reported), has started the pot boiling. The newly formed program committee is in the forefront with objections to the site and the procedure.

Robert Penn, acting secretary of the committee, has drawn up a petition now being circulated among AGVA members, calling upon the Associated Actors and Artistes of America (Four A's) to hold up decision on the Chicago convention, asking that New York be the huddle center.

Objections cited are: (1) Most of the delegates will come from the East; (2) expenses would be higher; (3) a Chi session would not permit attendance by many delegates who are working performers and couldn't make the trip.

#### Records on Hand in N. Y.

Penn's petition also points out that by having the confab in New York all AGVA records from the national office would be available for delegates' inspection. Also, the Four A's would be close at hand to oversee convention procedure.

On procedure the committee petition will ask the Four A's to change delegate election methods so that while all branches and areas will be permitted to send reps to the convention no delegate will have a full vote unless he represents 200 members. Where the delegate comes from an area which has fewer than 200, his vote will be equal to the ratio of the 200 of the membership he represents.

#### Trouble Over Letters

Penn will ask the Four A's to look into the reasons why the large number of letters which he says the committee addressed to every candidate in care of the local AGVA office failed to reach the candidate. Penn says AGVA's claim that offices didn't have the addresses of the delegates is open to question.

A Four A's spokesman, reached by phone, said he hadn't seen any petition, but if one were given him, a meeting of the Four A's would be called within 48 hours to act on it.

### Glaser Denies Bid To Frank Taylor

NEW YORK, Nov. 8.—Joe Glaser, head of Associated Booking Corporation (ABC), denied this week that any offer has been made to Frank Taylor, who recently exited Music Corporation of America (*The Billboard*, November 1). There was talk that Taylor had a bid to work out of the ABC Chi office, but Glaser made it clear that Freddie Williamson is head of the ABC Chi office, and that any arrangements for Taylor to work for ABC in the Midwest would have to be made (if made at all) thru Williamson. As far as he knew, Glaser maintained, no ABC man had made Taylor an offer.

town one-day Midwest chain houses revealed that small-nut package shows are doing much better this year than a year ago. Optimistic outlook has hinterland chain bookers looking for likely packages, especially those headed by a fairly strong screen name.

# NIGHT CLUB REVIEWS

## Blue Angel, New York

(Thursday, November 6)

Capacity, 150. Price policy, \$3.50-\$4 minimum. Owner-operators, Herbert Jacoby-Max Gordon. Bookers, non-exclusive. Publicity, Ed Weiner. Estimated budget this show, \$2,750. Estimated budget last show, \$2,500.

Business may be from hunger in many spots on the Stem, but this room with its small capacity is still doing a turnaway biz. The club has now been going long enough to acquire a natural draw (Copa is the only other club in town to have that) and as long as it finds the acts that chi-chi trade here goes for, it should continue to pack them in.

Name draw this time is Pearl

Bailey. Her easy delivery, combined with the bits with the hands, plus implication of blue material (which, incidentally, never materializes but leaves the audience highly titillated), is a wonderful thing to watch. Gal has made great strides in recent months and works with an ease that earns terrific hands.

### Jay Marshall

Jay Marshall, who recently finished a week at Loew's State and has worked here before, is back again. Ordinarily Marshall's whimsies aren't yock builders until he's on for about three minutes. But with the hep crowd here, the lad registers almost from the first bit. Where Marshall doesn't hold up is in the latter part of his act. His hillbilly chatter is amusing, tho the song which accompanies it doesn't register. Result is a fall-down for the finish, where he needs something to keep him ahead.

Alice Pearce, with Mark Lawrence on the piano, is still one of the maddest acts around. Appeal, however, is limited and requires an audience that can laugh at deliberate nonsense. Gal's high pitched giggle is at first startling, even embarrassing. Later it becomes infectious and pulls yocks regularly.

Robert Maxwell, boy harpist, mixes up his stuff between pops and long-hair, doing an excellent if subdued job.

Ellis Larkin Trio does nicely behind various acts and in its own spot. Hal Cook's piano work for the lulls is equally satisfactory. *Bill Smith.*

## Club Charles, Baltimore

(Thursday, November 4)

Capacity, 325. Prices, \$2 minimum. Shows, 8:30 and 12:15. Operators, Tom Shaw, Cy Bloom, Moe Levy; exclusive booker, Sol Tepper; publicity, Irving Klein. Estimated budget current show, \$5,500. Estimated budget previous show, \$2,000.

When Peter Lind Hayes opened here last year he meant little. But he has since acquired a rep, so for his opening night the room was jammed with local biggies, including the mayor, a couple of congressmen and on down to members of the town's station wagon set. Requests for reservations were so heavy that ops made it an invitation affair, each invite costing \$7.50, including dinner.

Since last caught Hayes has acquired a partner, his wife—Mary Healy. As a single Hayes was superb. With Mary Healy working with him in a couple of satirical and nostalgic bits, the new team was nothing short of wonderful. Hayes has added a few pounds, still wears those Brooks Brothers three-button suits and a crew haircut. Miss Healy has apparently lost weight since she was in *Around the World*, and her hair is back to brown (it was black for the legit). Together they look beautiful and work beautifully. Their new routines included a commissary scene on a picture lot and a *Henry* bit in which Miss Healy starts reminiscing about her first date while an off-stage voice (Hayes') breaks in with chatter. With a hep audience the new couple should fracture them.

### The Cerneys

Rest of the show had the Cerneys, boy and girl dance team, who open with the Wally Wanger (6) girls, then segue into their own spot for a series of dances winding up with an overhead spin that got them off to a good mitt.

The Wally Wanger line is well matched, looks better than generally expected of out-of-town lines and is costumed nicely. Routines aren't too complicated, so the effect sought is achieved.

Norman Brooks cut the show with care, giving performers good support. Bill Stoos did adequately in the relief sessions. *Bill Smith.*

## Bayou Club, New York

(Wednesday, November 5)

Capacity, 80. House policy, \$2.50 minimum. Shows, 11:30 and 1. Owner, Jimmy Morgan. Booking policy, non-exclusive. Estimated budget this show, \$1,000. Estimated budget last show, \$800.

Intimate spot combined talent in the voice of Joe Allen, sensationalism in the strip act of Tirza, Marsha Ray's butterfly dance, songs by Vicky Lane and tap numbers of Jerry Green to round out an interesting show.

Tirza, a five-foot-four platinum blonde, came on wrapped in yards of pale blue chiffon covered by a short jacket with spangled sequins. An off-stage narrator explained the Greek myth of Bacchus and the wine fountain while the dancer built up anticipation with a ballet routine conceived by Gypsy Lenore to a keyboard solo of *Deep Purple*. Strip took place in a gimmick rimmed by four mirrors and two tubes overflowing with the crimson liquid, a spray effect of wine coming from pipe jets underneath the flooring and a mist created by dry ice in the liquid. Fem disrobed down to net pants and brassiere, a costume she claimed had the official approval of two New York license commissioners. Thrill hit the peak when she walked forward into flowing streams, dousing her body with "flaming" red fluid. The nine-minute act went over big with the 52d Street intelligentsia.

### Joe Allen Emsee

Joe Allen, emsee, made listeners oblivious of their surroundings with a good selection of semi-classic and pop tunes rendered in sterling Irish lyric tenor. Allen supports his claim to the original voice of Walt Disney's Donald Duck by an excellent piece of mimicry.

Marsha Raye dispensed with her customary strip tease but displayed plenty of well-browned skin in a mediocre wing dance. Jerry Green's second tap number established the shapely gammed fem as a neat hoover with a cute mike voice for a personality build-up. Vicki Lane's one song offering was adequately received.

Eddie Parker's ork (4) played the show. Duke Page filled in on the 88 and occasional songs.

*Jack Tell.*

## Mayfair Room, Blackstone Hotel, Chicago

(Friday, October 31)

Capacity: 325. Price policy, \$1 cover and \$2 minimum. Headwaiter, Emile Hollner. Publicity, Evelyn Nelson. Shows at 9:15 and 11:30. Estimated budget this show, \$4,400. Estimated budget last show, \$4,900.

Current headliner Jerry Lester brings the line of comics here to three in a row, with the elder Lester frater hitting a little difficulty at the opening show with a very cold crowd that was forced to warm up after 10 minutes of his punching.

Lester, tho hard pressed at the beginning with the aloof society diners, never dipped into the blue once and won steady chuckling after his first 10 minutes on the floor. After a series of clever, pertinent ad libs and his standard *They Want Me in Hollywood* song routine, Lester brought out his moppet's hat and sandpail and bartender's apron to do his standard two-character bit that broke down the frozen house. After that, it was smooth sailing, with Lester showing much more ease and the ad libs flew faster and truer. Was called back three times, with his closing, the oldie built around his hysterical impress of Harry Richman and old-time vaude acts, really building him a huge final hand.

Ray Morton's ork cut Lester's difficult music book and followed cues as if they had been working with him for weeks. *Johnny Sippel.*

NEW YORK, Nov. 8.—Kitty Kallen has been signed to join the show at the Harlem, November 16. Myron Cohen goes in on the same date.

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**Radio City Music Hall**

(Thursday, November 6)

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

This is the second show in a series which seems like a slough-off. The productions, outside of the Rockettes, are dull and uninspiring; the sets, usually magnificent here, are meaningless and confusing. Even the acts fail to register.

Ben Dova, as usual, opened big with his drunk act, taking a fall into the pit. His ladder bit was an excellent topper, even better than his usual lamp post rocking finale. But he stayed on so long that he ended only so-so.

Stan Kavanagh, comic juggler, using balls and Indian clubs, has apparently been away too long. Result is his act is dated and reminiscent of similar acts in the '20's. Tricks are repetitious and tiresome. The musical score was little help and the cues were seldom on beat.

**Period Costumes**

The entire show is built around Franz Lehár melodies with period costumes of the '90's. Singing by the glee club is robust, with Brian Sullivan doing okay. Lucille Cummings is equally adequate in her role. The finale has the kids in black and white (See Radio City on page 44)

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**VAUDEVILLE REVIEWS**

**Loew's State, New York**

(Thursday, November 6)

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

It's a flesh jackpot at the State this week, with top-notch acts who sent the customers away satisfied on the night caught. Weak spotting of two novelty acts, on first and second, dented the wrap-up, but good material will produce winners even if presented a trifle off course.

The diminutive Edith Fellows, petite blonde, warbled pops and light opera numbers with musical comedy department. In a flowing, ballerina-type, baby blue gown she lilted her way thru *Papa, Won't You Dance With Me?*, a something old-something new medley and *In the Still of the Night*. Her *Carmena Waltz Song* encore, admirably throated, was enhanced by a cunning intro, "my next is a long-haired number—but I sing it loud!" Chirp took two bows and a beg-off while rating an additional nod for being able to follow a strong comic like Alan Carney.

Carney is a movie personality who actually has an act instead of depending on pic prestige. His opening monolog, good for a few solid yocks, was followed by film take-offs which were mitted all the way. He wound up with a dialect bit, finishing with a union speech that brought the house down.

Johnson and Owen (two men) opened the show with some sensational stunts on the double horizontal bars. They commenced with some unusual tricks performed casually and kept building it up until the gasps came with regularity. The fly-overs and cut-aways were interspersed with comic antics around a vertical bar. They closed with a vault over the end bar which called for applause but not an encore. They had enough out front. Here is an act which could easily have followed the Vagabonds and either closed the show or made room for Mary Raye and Naldi to bring down the final curtain.

The Vagabonds (two guitars, bass and accordion) came on last with merry harmony and syncopated wackiness. The hard working lads salted away Al Jolson, Eddie Cantor, Harry Richman and Ted Lewis impressions in rapid order, needing no intro. They yodeled, struck with a Hawaiian number and wound up in Russia, generally breaking up the house after each bit.

Virginia Austin, in the second spot, showed some clever puppet manipulations, while a constant line of chat- (See Loew's State on page 44)

**Million Dollar, Los Angeles**

(Tuesday, November 4)

Capacity, 2,400 seats. Prices: 55-98 cents. Four shows daily. House booker: Bill McElwain. Show played by name band on stage.

Sock is the word for this Count Basie stager. It's his right combination of solid musicianship and top showmanship that has the customers yelling for more. The Basie powerhouse packs the same old rhythmic wallop, the full ensemble force and precise playing manner that has kept it in the fore these many years. Spark-plugged by the Count's flawless Steinway rippling and showmanly stage manner, ork makes an impressive appearance which adds immeasurably to the effectiveness of the revue.

Show kicks off with a rhythmically rocking session on *Mutton Leg*, tenor saxist Paul Gonsalves getting the spotlight. Bob Bailey's smooth pipes make for easy listening as he warbles *I Have But One Heart* and *Danny Boy*. Mood brightens as ork returns with the bouncy *I Ain't Mad at You*. Dance interest is provided by Bobby and Foster Johnson, clever tap duo, who build from a fast start to a sock wind-up.

Stage is blacked out for the next slot, with only a single spotlight centering on the maestro as he wraps himself around the Steinway to give out with *Basie Boogie*. The Count proves his versatility by switching to the theater organ for *Paradise Jump*. His display of console virtuosity brings down the house. Had to beg off.

"Little" Jimmy Rushing again proves he's worth his weight in mitting as he rasps two blues vocals and throws in a couple of dance steps to boot. Adding zing to the fast-moving revue, Lewis and White combine gags with terrific tap routines to stop the show. They knock themselves out to bring cheers.

Final slot goes to Julia Lee, whose Capitol dinking of *Snatch It and Grab It* is riding the best seller lists. Gal knuckles the ivories for her own accompaniment as she voices a rhythmic *Give Me What You've Got*, turns in a soulful interpretation of the oldie *Lies, Swanee River* and winds up with *Snatch It*. She rapidly overcomes an uneasy opening to win over the crowd.

Biz, good. Pic, *Philo Vance Returns*.  
Lee Zhito.

**Strand, New York**

(Friday, November 7)

Capacity, 2,700 seats. Prices, 75 cents-\$1.50. Four shows daily, five Saturdays. House bookers, Harry Mayer-Milton Berger. Show played by band on bill.

Some months ago Jack Leonard made his first Stem appearance in a long time at Loew's State. The fat boy was nervous but made such a hit that offers started coming in. Last week he opened at the Strand and repeated with a performance that had the half-empty house roaring with laughter. Even the band broke up. And when a band which has been up since 7 a.m. rehearsing can laugh at a comic, he's got something.

Leonard's appearance—a Mack truck out of control—got giggles right away. That appearance, topped off by a fast delivery plus a routine of malaprops, chatter, hoofing and singing, makes him one of the funnier comics around.

**Olson and Joy**

Olson and Joy, who followed a string of slow band numbers, gave the show its first lift. The boy-girl acro-novelty team opened fast and stayed that way for the full seven-eight minutes it was on. They're attractively costumed, they look good

**Oriental, Chicago**

(Thursday, November 6)

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

With record names an important box-office boost locally, current talent line-up here, which includes Bullet's Francis Craig and Columbia's Dorothy Shay, packs a solid wallop on the marquee and on the stage.

Francis Craig opens feebly with an unimpressive piano solo, backed by two rhythm, on *My Blue Heaven*, after which blind trumpeter Bob Lamm joins him with his horn for a Dixieland version of *Margie*, which pepped pace considerably. Craig saved his *Near You* hit for a mid-point, followed by a cute novelty in which he played *Dixie* and *Yankee Doodle* simultaneously explaining that he was a Southerner working in Yankee territory. Closed smartly with another promising original, *I Beg Your Pardon*, with Lamm again handling vocals, and which Craig added would be his December 1 record release.

Dorothy Shay, sheathed in a brilliant metallic gown, made a fine opening impression that stuck all the way thru her work. The hep hillbilly miss went thru a quintet of her smart novelty material, every number of which brought chuckles from all sides and big mits at closing. Only mar was her attempted coy plug for her Columbia platters which was way overdone.

Supporting acts were in same high caliber as the headliners. Saul Grauman's miniature tap novelty revue got the show rolling smoothly, with Grauman's fem tap trio, splitting up for duo precision work and tap solos that reached a peak for showmanship and smart costuming. Trio closed to heft hands after two numbers on Grauman's standard musical stairs.

Paul Regan hewed pretty much to the line of impreshees he did last time in, adding a few, such as Walter Brennan, Sidney Greenstreet, Barry Fitzgerald and a Will Rogers-FDR closer that sent him off to swell response. Guy's Sen. Claghorn-Fred Allen opener is poor starting material, as his vocal impreshees of these two celebs is not too sharp.

Carl Sands' house band did its best job yet since starting the job here three months ago, coming thru with a series of imitations of how various bands and a calliope and pipe organ might do a pop number. Bit was enhanced by clever use of toy hats and pulled some smiles as well as consistent applause.

The house's spotlight crew, which is consistently fouling up opening shows here, hit an all-time low at show caught. Johnny Sippel.

and their standard routine got appreciative hands.

Frankie Carle's ork (three sax, four rhythm, three trombones and three trumpets) did a pleasant job on the medleys which took up most of its time. Carle's piano work was sparkling as usual, his soloing being framed skillfully by the band's listenable arrangements. The ork has two pianos. One front and center is for Carle, the other for the girl with the band. As an emcee (he does all the intros) he's awkward and ill at ease.

**Two Singers**

Band has two singers. The first, Lynn Stevens, a tallish brunette, is just a band canary with flat tones. Her two numbers were strictly from the head; there was no heart in them. (See Strand, New York, opp. page)

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New York:

# Roxy a Sock 133G; Rains Hurt Others; MH 117G, Para 60

NEW YORK, Nov. 8.—Rain, fog and generally miserable stay-at-home weather following the unseasonable heat wave of the week's first three days plus the Roxy's big \$133,000 second week were the main causes for off-biz in the other five flesh-flicker houses this week. The total gross in the six Stem theaters was \$436,000, a drop of \$39,500 from the week before. Election day, a usual big puller, was a complete washout. There were fewer people on the streets than on an ordinary day.

Roxy (6,000 seats; average \$85,000) followed a smash \$162,500 opener with \$133,000 for a total of \$295,500 with Veloz and Yolanda, Sid Caesar and *Forever Amber*. The \$1.80 top still prevailed.

### Music Hall 117G

Radio City Music Hall (6,200 seats; average \$100,000) ended a four-weeker with \$117,000 after opening at \$145,000 and hitting \$132,000 and \$116,000 for the middle stanzas. Total for the run was \$510,000 with Elizabeth Talbot-Martin, Paul Franke, Lucile Cummings, Dorothy Keller and *Song of Love*. New show (reviewed this issue) has Stan Kavanagh, Lucile Cummings, Brian Sullivan, Ben Dova and *Cass Timberlane*.

Paramount (3,654 seats; average \$85,000) hit \$60,000 for the third week after registering \$90,000 and \$70,000 for a total so far of \$220,000 with Charlie Spivak and ork, Mel Torme, Al Bernie; Tip, Tap and Toe, and *Variety Girl*.

Capitol (4,627 seats; average \$72,000) preemed for \$59,000 with Jane Powell, Shep Fields and ork, Buck and Bubbles, Three Chesterfields and *The Unfinished Dance*.

### Strand 41G

The Strand (2,700 seats; average \$40,000) wound up a two-weeker with \$41,000 after an initial stanza of \$45,000 to garner \$86,000 during the run of Ted Weems and ork, Morey Amsterdam, Gordon MacRae, the Glens and *That Hagen Girl*. New show (reviewed this issue) has Frankie Carle, Jack Leonard, Olsen and Joy, and *Escape Me Never*.

Loew's State (3,500 seats; average \$25,000) took in \$26,500 with the Slate Brothers, Bricklayers, Jack Powell, Yvette, the Appletons, and Joe Lou and Marilyn Cates, with *Welcome Stranger*. New show (reviewed

this issue) has the Vagabonds, Edith Fellows, Alan Carney, Raye and Naldi, Johnson and Owen, Virginia Austin and *Merton of the Movies*.

### Boston:

## Georgia Gibbs, Plus Joey Adams, 27G

BOSTON, Nov. 8.—With the bulk of the Hub's biz going to *Forever Amber* playing at two houses (Paramount and Fenway), the Boston came out slightly better than average for the week ended Wednesday (5). Stepping up the bill with a fast-paced stageshow headed by Georgia Gibbs and Joey Adams and two pix instead of one, the Boston drew \$27,000. Pix: *Each Dawn I Die* and *Bad Men of Missouri*.

Current bill includes Larry Green and ork, Johnny Coy and Nip Nelson. Pic: *Nightmare Alley*.

### Milwaukee:

## "Skating Vanities" Pulls 130G, Net 65

MILWAUKEE, Nov. 8.—Harold Steinman's *Skating Vanities* rolled out of town Monday (3) after its sixth annual performance with \$65,000 in the kick. In the face of \$5,000 daily expenses at the Auditorium, the show grossed \$130,000 in 17 sellout performances in 13 days. If the house held more than 4,400, the show could have done even better.

The *Vanities* have played to sellouts at the auditorium the last four years. This year, as usual, they had \$100,000 in sales before they opened.

### "Revisita" 15G at L. A. Mil \$

LOS ANGELES, Nov. 8.—Chris-Pin Martin's *Revisita Mexicana* revue pulled a n. s. h. \$15,000 at the Million-Dollar (2,400 seats, 55-98 cents admission). In addition to Martin, bill included web Senorita Linda, vocalist Jorge Morris, comics Marianne and Carlos Miranda, vocal-instrumental trio Hermanos Flores. Pic, *Web of Danger*.

### 2 BALTO SPOTS

(Continued from page 38) were bonanzas during the war years, being jammed with the service trade. But today they are strictly week-end affairs. The biggest ones in town are Doc's, Eddie Leonard's Spa, Blue Mirror, Band Box, Oasis, Arundel Blue Room, Copa and a few others. Most of them use trios or singles spending about \$600 to \$1,000. Spots don't book exclusive, buying from everybody. The Blue Mirror has a quartet and two singles. The Spa has a trio, Band Box has two trios, the Blue Room has two singles.

There's only one vaude house in town, the Hippodrome, booked thru the Eddie Sherman office. House uses good attractions and both the Charles and the Chanticleer have tried to get some of the Hipp's attractions to double into their rooms. So far efforts have been unsuccessful since the theater doesn't permit doubling.

### AGVA SETTLES FEE

(Continued from page 37) doesn't permit more than 10 per cent commission, this amount had to be split between the agents. If MCA wanted its full 10, it would have to collect it from Fisher. AGVA would not permit Shaver to pay what would in effect be 15 per cent.

## Fleshers Keep Milwaukee Riverside Take Above 20G

MILWAUKEE, Nov. 8.—Band shows and vaude are keeping grosses at the Riverside Theater at a high point, tho not near their wartime peak, according to Manager L. Roy Pierce. Since the local pic house returned to fleshers four months ago—after a year-and-a-half layoff—weekly grosses have run from \$20,000 to \$25,000.

The management tries to book sure-fire stage attractions when possible, but still plays first-run pix in between. Top grosser was Jerry Murad's Harmonicats, good for \$25,000 the first week and \$12,500 the second. Second week fall-off was due mostly to competition from *Skating Vanities*, Harold Steinman's roller show that counts Milwaukee as best b.-o. town. The Cats were the first attraction to go two weeks at the Riverside. The trick will be repeated if and when Pierce can sked equally hot attraction.

Other Riverside grosses since return of vaude include: Ink Spots, \$25,000; Tex Benecke, \$24,000; Desi Arnaz (six days) \$24,000; Freddy Martin, \$23,000; Tommy Dorsey, \$22,500 and Frankie Carle (current) \$23,000. Dorsey's gross was far below his Riverside record of \$35,000, hung up when he last came this way with

Gene Krupa as drummer. Part of the credit for booming receipts must be attributed to the fact that Milwaukee was 18 months without any vaude house other than burlesque. Management also succeeded in getting big publicity build-ups in *The Milwaukee Journal* "green sheet," daily entertainment section, on Arnaz, Martin, Benecke and Harmonicats.

Biggest nut in Riverside history is the \$15,000 budget for the show which starts November 13: It includes \$6,500 for Red Ingle and His Natural Seven and \$3,500 for Marilyn Maxwell, plus pic, *Out of the Blue*. The house will be without flesh during weeks such pix as *Fun and Fancy Free*, *Magic Town* and *The Secret Life of Walter Mitty* are skedded.

### STRAND, NEW YORK

(Continued from opposite page) The second, Gregg Lawrence, who has been with Carle for many years, gets better every time out. He looks good, has a winning smile and sings as if he means it. To judge from the reaction, the audience liked him. His three numbers, *Peggy O'Neill*, *Sweet Sixteen* and —*And Mimi*, were right in the groove.

Pic, *Escape Me Never*. Bill Smith.



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## Cheaper To Build Sets Here Than Import Them

NEW YORK, Nov. 8.—It is cheaper now to build and paint the sets for an imported English legit show in New York than to have them done in Great Britain as used to be done, according to C. Edward Knill, general manager for *The Winslow Boy*. Knill claims that the regulation of the stagehands' union making it necessary for a carpenter to be steadily employed on an import, where he can be knocked off from a local one-set show, adds a weekly salary of \$136 to the original production cost and makes building in England costlier.

It would have cost \$4,000 to build *Winslow Boy* scenery here. The tab for the set built in England was \$2,600 for building and painting, \$1,000 for the designer's fee there plus \$500 for an American designer who must be employed according to the rules of the union. Add \$100 for a costume finder also insisted on by scenic designers' union and \$1,800 for transportation of the set to America. That totals \$6,000, considerably above the American cost for the same set. When you also include the weekly \$136 carpenter's salary for as long as the show runs, Knill's reasoning becomes clear. He also states that American workmanship, hardware and building are far superior to English, so that you have a better built set for your dough.

In fact, John C. Wilson intends to produce Michael Clayton Hutton's *The Power and the Glory* in January on Broadway in conjunction with the Shuberts and will build his set here, altho the cast will be all British. Knill, his general manager, expects to do this show for less than 24G, even tho *The Winslow Boy* ran \$30,000. With a weekly nut of \$13,000, the latter play can gross 24G, and on the basis of its notices expect to be earning money soon.

However, Knill still believes it is expedient to cast, direct and rehearse an English script over there and then bring the players to America. Altho

### Book Review

Another edition of what has come to be almost universally regarded in the trade as the theater's official annual log book went on sale Friday (8). *The Best Plays of 1946-1947* by critic-emeritus Burns Mantle, of *The Daily News* (Dodd, Mead & Company, \$4), is the 28th issue of the dean of drama historians' summaries of matters theatrical.

This year the 10 best Broadway productions to receive the Mantle accolade are Arthur Miller's *All My Sons*, Eugene O'Neill's *The Iceman Cometh*, Maxwell Anderson's *Joan of Lorraine*, Lillian Hellman's *Another Part of the Forest*, Ruth Gordon's *Years Ago*, Norman Krasna's *John Loves Mary*, George Kelly's *The Fatal Weakness*, John Patrick's *The Story of Mary Surratt*; Moss Hart's *Christopher Blake* and the Alan J. Lerner - Frederick Loewe musical *Brigadoon*.

Along with its complete Broadway summary, the Mantle year-book includes resumes of the theatrical season in Chicago, San Francisco and Southern California, Experimental and Equity-Library Theater, dance drama, off-Broadway productions and a host of statistical information. Aside from the fact that *Best Plays* is undoubtedly the best professional reference book published, it is put together in a style to intrigue any lover of the theater. The current volume should have a spot on the bookshelves of all such, both professional and amateur.

Bob Francis.

the fare runs about \$400, the actors' salaries are a bit cheaper and they generally turn in superior performances where the script is English.

## String-Pullers Pick Bill Ross

NEW YORK, Nov. 8.—The Stage Managers' Association (SMA), organized a year ago for social as well as promotional and self-betterment purposes by the legit string-pullers, elected its first slate of officers at a meeting Friday (7) at the Hotel Crown.

Org's first prexy is William Ross. Jack Effrat was elected vice-president; Esther Snowden, recording secretary; William Hammerstein, corresponding secretary; Norman Miller, treasurer. Six AMA council members were named: to serve three years, Eddie Dimand and Chet O'Brien; to serve two-year terms, Hugh Rennie and Moe Hack; one-year terms, Frank Colletti and Barbara Adams. David Pardoll was named as alternate for a three-year term; George Greenberg for two years, and Ralph Simone for one.

SMA already has 136 paid-up members. Dues are \$6 annually with an initiation fee of \$11. Prospective members will be given 30 days to get in under the wire, when the initiation bite will be hiked to \$25. A spokesman for the org said today that the next step is to find permanent club-rooms within the Broadway area.

## Continent Scouting London's "Lucasta"

LONDON, Nov. 8.—Several Continental agents are in town to catch *Anna Lucasta*, which has scored something of a triumph. Reports from Scandinavia, Paris and Brussels indicate a great interest in the Philip Yordan play. Once certain transfer difficulties are settled, it looks as tho the show will have the run of some of Europe's most important stages. Meanwhile, Hilda Simms, playing the lead, can have a film contract for the asking here.

Great plans are also being made for Lena Horne, who is now appearing for three weeks at the London Casino and then will be off to the Continent for a brief visit. Both in Stockholm and Paris it is hoped to have Miss Horne there for a longer period next year. In London, the Casino is selling out for every performance.

## Local 802 May Deal With Individual Producers in '48

NEW YORK, Nov. 8. — Recent squabble between the League of New York Theaters and Local 802, American Federation of Musicians (AFM), probably will result in the musicians negotiating with managers individually after September 6, 1948. Local 802 has decided to bypass the League after that date because the musicians claim that with the League on hand the Shuberts consented orally to convert the National Theater to a contract house instead of a penalty house, its present status. For that promise, the musicians claim, they charged \$115 per week for musicians instead of \$138.

Execs at 802 state that since the League, in their opinion, is a paper organization and cannot bind its

## Defeated Juniors Try Again; Seek Equity Law Change

NEW YORK, Nov. 8.—Despite a recent attempt that was defeated at the Equity Council to reintroduce the question of lowering the bars for senior membership in the actors' org, petitions are circulating in the trade asking that the previous amendment be reconsidered minus an allegedly "discriminatory" clause.

Amendment, defeated by 116 votes last month, had a clause which allowed the Equity Council at its discretion to "waive, modify or change the qualifications" for senior membership. Equity juniors, reasoning that this clause was responsible for the defeat, are getting senior members to sign the petition to reconsider. When enough signatures are collected the next move will be to present them to the council where the org's execs will decide the course of action.

## Stem Theaters May Curtail Preem Lists

(Continued from page 3)

agers can hand out to first-nighters with an unwritten agreement that the producers must never go above the ceiling but can cut at their discretion. Producers say they are not slicing the lists to save dough but want to get a more normal reaction to a script the first night than is possible with an audience of pros.

### Some "Can Wait"

They claim that many papers getting more than one pair of ducats for their drama staff can easily send the staffers later in the week. Then again another complaint is that many radio crux haven't the background to tab a show correctly and so shouldn't be allowed to voice any opinions. These boys, the producers state, take their cue from the more important crux, not having enough know-how to form their own opinions.

### Civic Opera for Omaha?

OMAHA, Nov. 8. — Ak-Sar-Ben (ASB), civic org, is studying the possibilities of backing a civic opera set-up here, general manager J. J. Isaacson announced this week. Clyde V. Shubert has been in town to discuss the proposition with ASB officials. The Clyde V. Shubert Enterprises assisted in organization of the St. Louis muni operation.

## Guild Plans 4-Canada-City Subscriptions

NEW YORK, Nov. 8.—With the largest pre-sale from subscriptions in the history of the theater—\$1,500,000 already on its books—the Theater Guild will step out at the end of this season or the beginning of the next and organize subscription audiences in Toronto for a week's stand and in Montreal, Ottawa and London, Ont., to split a week's playing time among them. London received the nod because even tho the town is fairly small, it is the center of the little theater movement in Canada and gave a very good reception to the Gielgud company last season.

Total Guild subscription audience thruout the country is just below 150,000, with New York having the largest number of cash customers—18,000. Chicago runs next with 16,519 subscriptions, Washington has 15,800, Philadelphia 13,429, Boston 11,900, Baltimore 4,017, Minneapolis 2,298 and Buffalo (with a half week's engagement) the lowest number, 2,191.

### Early Sellouts

Shows in New York are sold out for four weeks before they open, three weeks in Chicago and two weeks in Philadelphia, Boston and Washington. In New York and in Chicago no more subscriptions are accepted because the quotas have been filled.

Audiences get a 10 per cent reduction in the cost of their tickets when they take a subscription. So far the problem has been getting enough shows to fill the demand. The Guild also makes available what it calls dividend plays. This is a play produced under different auspices than the Guild which a subscriber can see for 50 cents less if he evidences interest.

An interesting angle is the hike Guild subscriptions took the year after the end of the war. Guild execs say this can be attributed to the many soldiers who saw legit shows overseas and in the States. The fact that *Oklahoma* went to the Pacific and the Broadway company of the show ran a special Tuesday matinee for G.I.'s certainly was an additional help to boosting the subscribers.

## Aussie Labor Group Backs Plea for National Theater

SYDNEY, Nov. 8.—The New South Wales Labor Council, representing some 500,000 unionists, has unanimously indorsed the following resolution sponsored by Actors Equity:

"That this council recommends to the commonwealth government that it give every consideration to assisting the establishment of a national theater as a contribution to the cultural life of the community. Further, that a speaker representing the council attend the proposed public meeting in Sydney on this question."

There is general support for the movement and Sir Benjamin Fuller (Fullers Theaters), David Martin (Tivoli Theaters), Roland Foster (Conservation Opera School) and Charles Wilmott (representative of British Council) have all made public statements.

## Guild Skeds Another

NEW YORK, Nov. 8.—A Member of the *Wedding*, the Carson McCullers-Greer Johnson script, is the next show on the Theater Guild schedule. After that, George Bernard Shaw's *You Never Can Tell* probably will hit the boards sometime in the spring.

**THIS TIME TOMORROW**

(Opened Monday, November 3, 1947)

**ETHEL BARRYMORE THEATER**

A drama by Jan de Hartog. Staged by Paul Crabtree. Sets by Herbert Brodtkin. Costumes by Patricia Montgomery. Supervised by Lawrence Langner and Theresa Helburn. Company manager, Harold Shapiro. Stage manager, Buford Armitage. Press representatives, Joseph Heidt and Peggy Phillips. Presented by The Theater Guild.

Wilts.....John Archer  
Karels.....Tyler Carpenter  
Yolan.....Ruth Ford  
Wouterson.....Sam Jaffe

Once more the season brings a play backgrounded by a prior London production. This time it comes under the mantle of the Theater Guild, which changed the title of Jan de Hartog's drama from *Death of a Rat to This Time Tomorrow*. For Stern competition its future looks bleak, for it will confuse more than instruct or entertain.

However, young de Hartog is not a playwright to be brushed off. He is a sensitive and sincere writer with a solid talent on which to build. It is simply that *Tomorrow* tries to cover so much that it becomes diffuse and confusing, and succeeds in answering nothing—unless perhaps in the last analysis that it is love that makes the world go round. The play's focal points vary between cancer research, the ultimate fate of mankind, a clinical delving into the human soul, cowardice and final victory over fear of death.

**Flashback Tale**

De Hartog uses the flashback formula in setting forth his ideas. His scene is a cancer research laboratory in Amsterdam just prior to the Nazi invasion. A scientist sticks his finger with a germ-laden probe, while dissecting a rat during an air-raid blackout. His assistant is frightened and about to desert his post, so the doctor tells him his own story to while away the blackout.

It seems that he also felt the same way; when the Spanish civil war broke out. Why risk your life tampering with lethal mice and rats when humanity was bent on killing one another? He was slipping off to get away from everything, until he met a girl on a ferryboat—a girl with t.b. who by every law of science should have been dead already. She convinces him that he ought to return to his work as assistant to Dr. Wouterson, his chief. Instead of killing herself as intended, she goes with him.

The girl has hallucinations which amount to second sight. Wouterson, cold, shrewd and selfish, decides that there is some psychic secret which keeps her alive. He nearly kills her with hypnotic experiments as he tries to get the answers to the cosmic riddle. The results are a bit vague, although de Hartog propounds a comforting philosophy. According to the girl, there is no death so long as there is faith and love. Souls will continue to merge with other souls and return to earth, until all mankind is in a sufficient state of happy purification to mount a celestial spiral up to eternal bliss.

**Cure for Cancer**

Obviously, by this time the young scientist and the girl love each other. In his efforts to distract his chief from his psychological inquiries, the lad stumbles on a potential cure for cancer. However, his rodent subject dies after showing temporary improvement and the girl dies, too—after prophesying the manner of her own, the chief's and her lover's deaths. Final curtain finds the lover back in his lab, knowing that he is to die of an infected finger but no longer afraid of death, as he tells his assistant to carry on.

It is all somewhat perplexing and Paul Crabtree's pedestrian direction hasn't helped to clarify matters. The actors do their best. Sam Jaffe manages to inject a leavening of comedy into the role of the absent-minded professor and Ruth Ford puts intensity into her scenes as the gal

**BROADWAY OPENINGS**

**THE FIRST MRS. FRASER**

(Opened Wednesday, November 5, 1947)

**SHUBERT THEATER**

A comedy by St. John Irvine. Staged by Harold Young. Setting, Charles Elson. Costumes, Natalie Barth Walker. General manager, Paul Vroom. Stage manager, Hugh Rennie. Press representatives, David Lipsky and Philip Bloom. Presented by Gant Gaither.

Ninlan Fraser.....Lex Richards  
Mabel.....Hazel Jones  
James Fraser.....Henry Daniell  
Philip Logan.....Reginald Mason  
Alice Fraser.....Emily Lawrence  
Murdo Fraser.....Kendall Clark  
Janet Fraser.....Jane Cowl  
Elsie Fraser.....Frances Tannehill

It is exceedingly good to have Jane Cowl back on Broadway after too long an absence. It is good, even if the revival which she has selected for a return vehicle creaks in the joints after 18 years on the shelf. To be sure, *The First Mrs. Fraser* took a place in Burns Mantle's choice of 10 best plays of the 1929-'30 season, but a lot of water has gone under the bridge since, and it is impossible today to get excited about St. John Irvine's more or less politely thin drawing-room comedy about British divorce.

Irvine's simple little tale about the machinations of an ex-wife to rescue her slightly thick-headed ex-spouse from her scheming, gold-digging successor currently sounds a little too pat and smells faintly of lavender. Added to this, Irvine is not one to deal with half-measures in characterization. With him, a lady is a lady, a bitch is a bitch and a stuffed shirt is a stuffed shirt. Sometimes they get a bit too out of hand to be real.

**Top-Flight Cast**

However, *Fraser*, in spite of its faintly nauseous aura of Flaming Youth and the Turbulent Twenties, has a lot of warmth and some quietly amusing scenes. In the hands of skilled players much of the curse is taken off it and the current production boasts a top-flight cast.

It is always a pleasure to watch Miss Cowl set about building a characterization and her Mrs. Fraser (No. 1) is a portrait of distinction. Same can be said for co-star, Henry Daniell, who turns from last year's stuffy Lord Windermere to do an equally stuffy Mr. Fraser with quietly humorous insight. Their attempted reconciliation scene in the last act is a memorable bit of high comedy playing. In addition, Reginald Mason brings his veteran skill to bear on the somewhat cardboard assignment of the elderly suitor and Francis Tannehill does her best with the unbelievably brassy hussy. Lex Richards, Emily Lawrence and Kendall Clark combine in a reasonable facsimile of a smugly, self-satisfied younger generation. Harold Young's direction is adequate for an out-dated comedy of manners.

*Fraser* has been given a handsome send-off by Producer Gant Gaither. Charles Elson's interior of a London drawing room is off the top scenic shelf. It is too bad, however, that so much effort has been put into so poor a choice for a revival. It may be that the Cowl name will magnet *Fraser* a moderate run. At any rate, it is good to have her back.

Bob Francis.

who ought to be dead, but isn't. John Archer makes an adequate, troubled young scientist. The Guild has backgrounded them with good sets by Herbert Brodtkin. There may be more in *Tomorrow* than meets the eye and ear of the beholder. However, what goes on at the Ethel Barrymore doesn't bring it out.

Bob Francis.

**FOR LOVE OR MONEY**

(Opened Tuesday, November 4, 1947)

**HENRY MILLER'S THEATER**

A comedy by F. Hugh Herbert. Staged by Harry Ellerbe. Setting by Raymond Sovey. Costumes by Anna Hill Johnstone. General manager, Lodewick Vroom. Stage manager, Henri Caubisens. Press representatives, Richard Maney and Frank Goodman. Presented by Bernard Straus.

Mrs. Tremaine.....Paula Trueman  
Bill Tremaine.....Mark O'Daniels  
Mr. Tremaine.....Kirk Brown  
Mrs. Early.....Maida Reade  
Wilbur.....Grover Burgess  
Nita Havemeyer.....Vicki Cummings  
Preston Mitchell.....John Loder  
Janet Blake.....June Lockhart

Whatever degree of success comes to this latest Hugh Herbert comedy—and believe this reporter, he has not scripted another *Kiss and Tell*—will stem from the presence of as bright a new talent as has arrived on Broadway in a long, long time. When young June Lockhart is on the stage, *For Love or Money* takes on its moments of real zest. She has charm, freshness, and an unerring instinct for timing which gives a lift to any scene she plays. No matter what the fate of *Money*, whoever is responsible for its casting is to be thanked for adding an outstanding ingenue newcomer to Broadway ranks.

Except for the moments when Miss Lockhart is doing her stuff, *Money* is fairly tepid going—far from Herbert at his best—albeit it is partially redeemed by an amusing final scene in the last act. It is one of those Indian summer jobs, the middle-ager again in quest of his youth and the stock happy ending when age and youth find themselves not so far apart. Herbert has naturally put it in brittle terms and salted in laugh lines here and there, but there is never any suspense as to outcome and it is a long time getting to the point.

**Food for Gossip**

This time it is a middle-aged actor—a widower—who takes a youngster into his house as his secretary. Follows naturally the usual gossip as to their relations, altho the latter are on a high plane indeed. It seems that the actor has not got along with his deceased wife and has taken on a mistress, his leading lady. So matters come down to a tug-of-war between the gals, with young love injecting itself into the situation via a returned-hero godson of the aging thesp. Up to the final showdown the middle-ager is for self-sacrifice and the youth-to-youth movement. But the gal is smart as a whip, knows what she wants—and gets it. The audience knows it, too—long before the actor does.

June Lockhart naturally plays the youngster and captures the customers from her first entrance to her last exit. John Loder is not so happy a choice for the matinee idol, tho he is personable and likable. It is a part that would have been a juicy tidbit for John Barrymore, but Loder seldom gives it the color of conviction. Vicki Cummings adds another brittle portrait to her list as the bitchy, conniving actress and Mark O'Daniels contributes suitably as the young-love menace. Grover Burgess's laconic hired-man is fine. Harry Ellerbe has put them thru their paces satisfactorily and Raymond Sovey has provided a handsome Long Island living room set for them all to play in.

But it is Miss Lockhart's show all the way. She can almost make a pewsitter believe that most of *Money's* situations don't come out of the stock barrel.

Bob Francis.

**Option on Welles' Play**

NEW YORK, Nov. 8.—Halstead Welles' *The Gods Sit Back* has been optioned for production this season by William Cahn. The producer's last show was the flop musical *Toplitsky of Notre Dame*.

**TRIAL HONEYMOON**

(Opened Monday, November 3, 1947)

**ROYALE THEATER**

A comedy by Conrad Smith. Staged by Edward Ludlum. Set by Philip Kessler. Business manager, Joe Moss. Stage manager, Arthur Rose. Press representative, Bernard Simon. Presented by Harry Rosen.

Elsie.....Mildred Munroe  
Linda Melton.....Ellen Fenwick  
Craig Denning.....Joel Thomas  
George Willoughby.....Jack Fletcher  
Dr. Trumbull.....Stapleton Kent  
Bill Daniels.....Ed Moroney  
Irene Smith.....Eileen Heckart  
Fanny Willoughby.....Helen Waters

As Fred Allen's pal, Ajax Cassidy, would say, this one is "not long for this world." *Trial Honeymoon* is as inept writing and bad jokes as it is short on invention and wit. At times a reporter blushes for actors forced to deliver some of its cliches. It may tenant the Royale longer than it deserves, but any bright spot in *Honeymoon's* commercial horoscope will come via the two-for-one route.

The story strictly in the Hollywood picture groove concerns the plight of a couple who miscalculate the three-day pre-martial wait required in California, and find themselves geared to take the plunge a day ahead of schedule. They come up with a brainstorm, decide to hold a mock marriage and make it legal on the next day. Of course, the groom has a meddling aunt opposed to the match and the bride has a friend who doesn't like the notion either. So auntie and friend connive for the rest of the script.

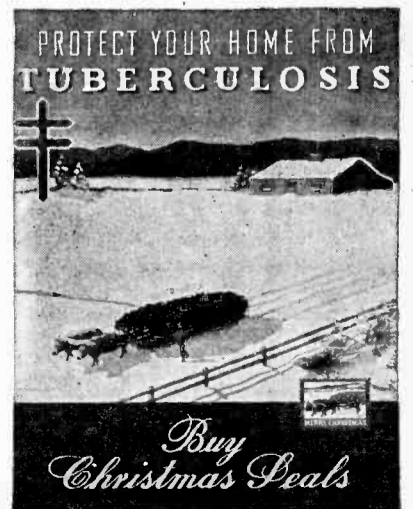
**Stock Characters**

Practically every character on stage is a stock type—the nasty aunt, sweet ingenue, bitchy girl friend, a sergeant on the make and a bridegroom who believes in behaviorism, likes Wagner and generally makes himself such a stuffed shirt that he could be used for a pincushion. If the question of how an intelligent girl could be stupid enough to choose this walking Britannica for a husband were raised, there would be no play. But the notion is no sillier than anything else that goes on in *Honeymoon*, what with a reputable preacher consenting to a mock marriage.

In his debut performance, Ed Moroney walks away with acting honors. Moroney displays a fine comic touch and a stage presence that should help to garner him many roles. Eileen Heckart as the bitchy girl friend is a shade on the stagy side. She has a bad habit of waiting for expected laughs that don't come. In the part of the simpering benedict (he even bakes cakes) Jack Fletcher is a type-cast to end all type casting, and very good at it, too. However, Ellen Fenwick, tho very pleasing to the eyes, gives her ingenue role a dose of enough cloying sweetness to send sugar sales all over the country.

**Helen Waters Debut**

In another debut, Helen Waters, who hails from the drama desk of a Long Island daily, portrays a meddler. (See *Trial Honeymoon* on page 44)



## Out-of-Town Opening

### EASTWARD IN EDEN.

(Opened Tuesday, November 4, 1947)

#### PLYMOUTH THEATER, BOSTON

Play by Dorothy Gardner. Directed by Ellen Van Volkeburg. Settings and costumes, Donald Oenslager. Original music, Andre Singer. General manager, Edward Choate. Company manager, Morton Gottlieb. Press representative, Willard Keefe. Stage manager, Alan Anderson. Presented by Nancy Stern.

Gerry Hood.....Don Peters  
Ben Newton.....Ernest Gaves  
Emily Dickinson.....Beatrice Straight  
Edward Dickinson.....Edwin Jerome  
Dr. Charles Wadsworth.....Onslow Stevens  
Miss Simpson.....Mary Jackson  
Martha Dickinson.....Robin Humphrey  
Austin Dickinson.....John O'Connor  
Lavinia Dickinson.....Beatrice Manley  
Maggie.....Kate Tomlinson  
Lucy Plum.....Barbara Ames  
Helen Fiske (Hunt Jackson).....Emma Knox  
Susan Gilbert.....Penelope Sack

The creation of a man or woman of genius on the stage by actor and playwright has seldom been even as much as credible. Not so the depiction of Emily Dickinson in *Eastward in Eden* by playwright Dorothy Gardner and actress Beatrice Straight. For Miss Gardner has put together some luminous and meaningful words (many from the works of the New England poet) in a finely drawn, subtle and sensitive play. What's more, Miss Straight enacts the role with a viable intensity, with shining, variegated and lyrical qualities which are inspired.

Miss Gardner's play offers some of the finest writing the stage has seen in a long time. Producer Nancy Stern has mounted the show with an uncommon opulence. This is a tender play, a labor of love, a thing to be viewed by poets and people who are alive to subtle values. Theatergoers are the most unpredictable and unorganized group in the world and it is conceivable they may want to experience the quiet joy of a fine piece of writing. But it is more likely that this brash and fast moving era will deliberately avoid *Eden* as it has many another work of art.

#### The Principal Value

The chief value of *Eden* is the insight it affords into the creative well-springs of an artist, the reasons for the miniature perfections of Emily Dickinson's poetry. There have been various theories to explain the fact that, as a young woman, Emily Dickinson retired into her house, lived most of her adult life as a recluse, to be seen only at dusk or in the evening, gliding about the grounds of her father's place in Amherst. Some say it was the husband of her best friend whom she loved and gave up. But the most recent one is her attraction to the Rev. Charles Wadsworth whom she met in Philadelphia. The two were drawn to one another so swiftly and surely they all but forgot that he was married and a father. But one day he appeared in Amherst to tell Emily that he must cut himself off from her completely, for his station and his work would be ruined. He went to California to try to forget; she retired into a circumscribed world of her own house and garden. And according to Miss Gardner's story, he did not reappear until 20 years later, when he was an ill man, to seek again the strength he had known in Emily.

#### Weak Second Half

The first half of Miss Gardner's play strikes gentle fire more than once. The second half lacks compulsion, almost unavoidably. In the conventional sense this probably is not a good—certainly not a well-made play. And there is no doubt that it is not an obvious entertainment. But its fine qualities are not to be denied.

At least half of the glory belongs to Beatrice Straight, whose portrayal of the mercurial, fascinating Emily Dickinson is hardly short of perfec-

## Wing School Vets Make Legit Grade

NEW YORK, Nov. 8.—Out of 135 actors attending classes at the American Theater Wing pro training program for vets in the entertainment biz, 91 are in legit shows on Broadway and on the road. The thespians are scattered thru 25 plays, with *Call Me Mister* having the most—16!

The seventh session, nearing its end now, has 1,200 enrollees. Since the program's beginning the Wing has serviced 1,900 ex-G.I.'s. Many students return again and again to take courses with the number of repeaters totaling 1,635.

School also performs service functions, such as acting as a contact between agents, producers and directors and actors. However it does not act as an employment agency. At the end of the session the Wing will showcase the thespians in one advance show demonstrating the work of its top emotes.

General registration for the next session is November 18, 19 and 20 at 432 West 44th Street.

## AGVA Rival Plans Detroit Legit Co.

DETROIT, Nov. 8.—Still another plan for a Detroit dramatic company, aiming at permanent stock, has been unveiled under the aegis of the American Society of Arts and Talents (ASAT), with Lyle Blake as dramatic director. ASAT is under the presidency of Les Golden, one-time executive secretary of American Guild of Variety Artists (AGVA) here and has been challenged as potential opposition to AGVA. Golden recently described it to *The Billboard* as primarily an insurance and general welfare organization, beamed at all art fields instead of merely covering show business.

The legitimate end is being organized locally as the Jessie Bonstelle Chapter—tagged for the city's leading stock producer of a dozen years ago—and is aiming to stage several productions this winter.

## ROUTES

### Dramatic and Musical

All My Sons (Erlanger) Buffalo, N. Y., 10-13; (Auditorium) Rochester 14-15.  
Anna Lucasta (Royal Alexandra) Toronto.  
Antony & Cleopatra, with Katherine Cornell (Cass) Detroit.  
Annie Get Your Gun (Shubert) Chicago.  
Angel Street (Geary) San Francisco.  
Blackstone (Weller) Zanesville, O., 12; (Memorial Hall) Springfield 13; (Memorial Aud.) Louisville, Ky., 14-15.  
Carousel (American) St. Louis.  
Chevalier, Maurice (Erlanger) Chicago.  
Chocolate Soldier (Blackstone) Chicago.  
Dream Girl (Curran) San Francisco.  
Eastward of Eden (Plymouth) Boston.  
Firefly (Shubert) Philadelphia.  
Harvey (Nixon) Pittsburgh.  
I Remember Mama (Hartman) Columbus, O., 12-15.  
Jones, Spike (Studebaker) Chicago.  
Legend of Lou (Playhouse) Wilmington, Del., 14-15.  
Lady Windemere's Fan (Colonial) Boston.  
Lunt & Fontanne (Selwyn) Chicago.  
Musical Repertoire (Bushnell Aud.) Hartford, Conn., 10-12; (Shubert) New Haven 13-15.  
Oklahoma (Community) Hershey, Pa.  
Private Lives (Harris) Chicago.  
Red Mill (English) Indianapolis.  
State of the Union La Crosse, Wis., 13; (Auditorium) St. Paul, 14-15.  
Song of Norway (National) Washington.  
Sweethearts (Forrest) Philadelphia.  
S. S. Calypso (Shubert) Boston.  
Street Car Named Desire (Wilbur) Boston.  
Show Boat (Opera House) Boston.  
Tonight at 8:30 (Ford) Baltimore.  
Telephone & Medium (Walnut St.) Philadelphia.  
Voice of the Turtle: Laramie, Wyo., 12; (Chief) Colorado Springs, Colo., 13; (Auditorium) Denver 14; (City Aud.) Pueblo 15.

tion. Onslow Stevens is a tower of manliness, strength and rugged, homely charm as the Rev. Wadsworth. He is a plain actor but a good one. Remaining roles are rather shadowy and are played with fair competence. **Bill Riley.**

## Foreign Opening

### DANGEROUS CORNER (Virage Dangereux)

(Opened October 9, 1947)

#### THEATRE DE PARIS, PARIS

A play in three acts by J. B. Priestley. French adaptation, Michel Arnaud. Set, Raymond Rouleau. Director, Raymond Rouleau.  
Freda Caplan.....Francoise Lugagne  
Miss Mickrige.....Marcelle Monthil  
Betty Whitthouse.....Dantele Delorine  
Olwen.....Josette Harmina  
Stanton.....Raymond Rouleau  
Gordon Whitthouse.....Daniel Gelin  
Robert Caplan.....Jean Lanier

For those who like their murder mysteries with an original twist, there is a solid evening's entertainment at the Theatre De Paris. J. B. Priestley's intriguing "time" play, *Dangerous Corner (Virage Dangereux)*, which the French capital first saw a dozen years ago, has been revived by Raymond Rouleau.

Priestley dramatizes the idea that at a precise moment in people's lives there are two alternative courses open to them. This "split in the time process" is ingeniously presented. Seven people, seemingly a successful, snug, satisfied group of adults, could go on living complacently if they chose one side of the time schedule. But they choose the other, and their lives become hopelessly entangled in thwarted loves, adultery, homosexuality—and murder.

However, the caliber of the staging and the cast is not up to that of the play. Raymond Rouleau, who plays the part he originally created, is an excellent Stanton, Marcelle Monthil is fluttering, excitable and well cast as the novelist, Miss Mockrige. Francoise Lugagne is adequate as Freda. The rest do well enough, with the exception of Josette Harmina as Olwen.

The set is good but cries pathetically for an armchair or two to make it truly English. **Jean White.**

### LOEW'S STATE

(Continued from page 40)

ter kept the interest high. A novel wind-up had her handling the strings on one marionette which in turn controlled a second, then a third, all marking time in unison. It was exquisite and well received.

Mary Raye and Naldi, on next to closing, showed articulate grace as ballroom perfectionists. They emphasized precision and stance with their slow characteristic deliberate pacing to win an appreciative mitt. **Pic, Merton of the Movies.**

**Jack Tell.**

### RADIO CITY

(Continued from page 40)

outfits waving king-size ostrich fans which are used for various gyrations. Number starts out as a ballet (the line wears high shoes) and winds up with the fan routines.

The Rocketts in Gay '90's costumes start their routines from the side of the house, come down and work on the runway in front of the pit and wind up onstage for their customary eye-filling precision stuff. **Pic, Cass Timberlane.**

**Bill Smith.**

### TRIAL HONEYMOON

(Continued from page 43)

some relation adequately. But Miss Waters could have sparked matters a bit by being a bit more on the comic side. Stapleton Kent, Joel Thomas and Mildred Moore fill the bill competently in lesser roles.

Staging by Edward Ludlum is good, altho better pacing in show's slower moments could have helped. Scenery by Philip Kessler presents an interesting interior of a California bungalow. In sum, *Trial Honeymoon* has had its day in court. Next case. **Leon Morse.**

## BROADWAY SHOWLOG

Performances Thru November 8, 1947

### Dramas

	Opened	Perfs.
A Young Man's Fancy... (Cort Theater)	4-29, '47	233
An Inspector Calls... (Booth)	10-21, '47	23
Born Yesterday... (Lyceum)	2-4, '46	744
Command Decision... (Fulton)	10-1, '47	45
Druid Circle, The... (Morosco)	10-22, '47	21
Happy Birthday... (Broadhurst)	10-32, '46	424
Harvey... (48th Street)	11-1, '44	1,278
Heiress, The... (Biltmore)	9-29, '47	48
How I Wonder... (Hudson)	9-30, '47	47
John Loves Mary... (Music Box)	2-4, '47	319
Man and Superman... (Alvin)	10-8, '47	37
Medea... (National)	10-20, '47	24
Voice of the Turtle, The... (Martin Beck)	12-3, '43	1,495
Winslow Boy, The... (Empire)	10-29, '47	13

### DRAMA REVIVALS

Burlesque... (Belasco)	12-25, '46	868
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### Musicals

Allegro... (Majestic)	10-10, '47	35
Annie, Get Your Gun... (Imperial)	5-16, '46	620
Brigadoon... (Ziegfeld)	3-13, '47	276
Call Me Mister... (National)	4-18, '46	655
Finian's Rainbow... (46th Street Theater)	1-10, '47	347
French Revue... (Playhouse)	10-30, '47	12
High Button Shoes... (Century)	10-9, '47	30
Music in My Heart... (Adelphi)	10-2, '47	44
Oklahoma... (St. James)	3-13, '43	2,092

### ICE SHOWS

Ice-time of 1948... (Center)	5-23, '47	215
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### OPENED

Trial Honeymoon... (Royale)	11-3, '47	8
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This one was practically decapitated by the crit. No: Seymour Peck (PM), R. E. (World-Telegram), Frank Coniff (Journal-American), Herrick Brown (Sun), Lewis Funke (Times), Lee Mortimer (Mirror), Otis Guernsey Jr. (Herald Tribune), Vernon Rice (Post), and Robert Sylvester (News).

This Time Tomorrow... (Barrymore)	11-3, '47	8
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Another script that went down for a full count. No: Louis Kronenberger (PM), John Chapman (News), Robert Garland (Journal-American), William Hawkins (World-Telegram), Ward Morehouse (Sun), Brooks Atkinson (Times), Robert Coleman (Mirror), Richard Watts Jr. (Post), and Howard Barnes (Herald Tribune).

For Love or Money... (Henry Miller)	11-4, '47	7
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The verdict here was a bit kinder, 5-3 in favor, plus one no opinion. Yes: Robert Coleman (Mirror), Richard Watts Jr. (Post), Brooks Atkinson (Times), Ward Morehouse (Sun), Louis Kronenberger (PM). No: John Chapman (News), Howard Barnes (Herald Tribune), and William Hawkins (World-Telegram). No opinion: Robert Garland (Journal-American).

First Mrs. Fraser... (Shubert)	11-5, '47	5
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This revival also took a drubbing. The vote was 6-3 against. No: Louis Kronenberger (PM), Richard Watts Jr. (Post), Howard Barnes (Herald Tribune), John Chapman (News), Robert Garland (Journal-American), and Ward Morehouse (Sun). Yes: Robert Coleman (Mirror), William Hawkins (World-Telegram), and Brooks Atkinson (Times).

### CLOSING

All My Sons... (Coronet)	1-29, '47	326
Saturday (8)		
Trial Honeymoon... (Royale)	11-3, '47	8
Saturday (8)		

## Burlesque

By UNO

**HOWARD, BOSTON**, suffered loss of scenery and wardrobe by fire last week. Bunny Weldon, producer; Eva Collins, costumer, and backstage crew all pitched in working Saturday (November 1) night and Sunday to replace destroyed effects in time to make the Monday opening. . . . Freddie O'Brien doubling at producing ensembles and manufacturing leather receptacles for private and store trade. . . . Sherry Everette and hubby, Conny Ryan, will be visited in Washington by Sherry's dad, James A. Everette, from the tobacco belt, Rocky Mount, N. C., on November 27, the birthday of both James and Conny. . . . Eddie (Nuts) Kaplan, ex-comic, now a booker, with the help of his producer, Jimmie Allerton, has trained and perfected two groups of chorines, the Hollywood Debs and the Catherine Behney Girls. Former will open at the Swan Club, Philadelphia, and latter at the Famous Door, Miami Beach. Kaplan has also set Barrie Huston, singer, for the Swan and Sheila Ryan, stripper (daughter of Russell LaValle, producer), at the Club Kilroy, New Orleans thru Jerry Rosen. . . . Vernon Hoff, female impersonator, closed eight weeks as featured strip at the Ring Cafe, Dayton, November 9.

**ALMA MAIBEN** left the Hirst circuit November 1 for a lay off of four weeks during which she will visit sister Mae, now Mrs. Eugene Fowls, who became the mother of a girl, Susanne, on October 22 at the family home in Toledo, O. . . . Muriel Wynn and Frances Boggi, show girls at the Hudson, Union City, were picked by producer Freddie O'Brien for a first try as strip principals last week during the Marty Furman show and made good. . . . Marie Carletti is back at the Burbank, Los Angeles, after a vacation at California beaches. Diana Van Dyne, Sheila Lind and Mickey Jones are headlining. Another to return is Allen Cameron, who replaced Bill Darnell. Darnell left for the East. Cameron was formerly with the Alamo Exposition Shows out of San Antonio, Tex. . . . Bettie Lee opened at Salemi's Club Rainbow, Buffalo, with two other ex-burly principals, Cheri Valdez and Beth Corde, all featured. Other co-workers include Betty Marshall, Ginger Allen, Billy Reilly and Emory Wolf and his ork. . . . Olga Tarnova closed at the Gayety, Norfolk, and moved to the Barn, Miami, Fla., thru Dave Cohn for a stay of four weeks starting October 31. . . . Jerry Rosen, Manhattan booker, now placing strips for New Orleans niteries. Slated to open there soon are Peaches La-Strange and Pat Patee.

# German Biz in Doldrums: Coffee-and-Cake Bookings

**BERLIN, Nov. 8.** — "Coffee-and-cake bookings" are being accepted here by entertainers in showbiz, particularly by vaude and night club acts, as business in Germany continues to slump. Perhaps the biggest blow to variety entertainers here was the loss of the Palast Variety Theater to the film industry, while in other sections of the country theater owners continue to cancel vaude bookings and convert their houses for operettas and pictures.

Many factors play important parts in the plight of the variety acts, but the most important seems to be the lack of organization of entertainers and managers. New licenses have been issued to managers and agents, but lack of regulations has tended to lower the quality standard of entertainment. Consequently audiences faced with food scarcities and financial worries have turned to operettas and films for entertainment.

### Polio Epidemic

Peculiar to Berlin, the increase of polio cases has caused added slumps to the box office in all phases of showbiz, while in other cities the scarcity of big name attractions and lack of information as to artists available are the main causes of darkened houses.

The official publication *Das Programm*, which gave information of open dates for acts, with addresses and reviews of shows, faces twin shortages of paper and staff personnel which delay its publication dates and make much of its information useless to theater managers. However, the larger centers of entertainment like Duesseldorf and Stuttgart are issuing their own papers to counteract this delay and aid the managements.

High wire acts, often billed in Germany's variety entertainment, has suffered not only from lack of large houses, but also from many accidents and casualties attributable to mediocre equipment, insufficient repairs, and the weakened physical condition of performers. Managements like the owners of the Funk-

turm Radio Tower in Charlottenburg are considering building large indoor stages to house these aerial acts. The Funkturm is now constructing a big stage in the main restaurant to bring its former garden show indoors for the winter.

The outlook is glum. Many managers are doing what they can to ease the situation, but they believe the crisis is yet to be reached.

## Aussie Equity Would Take in Other Showbiz

**SYDNEY, Nov. 8.**—Actors' and Announcers' Equity (Equity) aims at a much wider scope and has applied to the courts for a charter to widen its membership to include other branches of showbiz. The application reads:

"Equity shall consist of an unlimited number of persons employed as actors, actresses, singers, choristers, variety and vaudeville artists, supernumeraries, extras, stand-ins, understudies, showgirls, and mannequins employed in the theatrical, cabaret ballroom, club, hotel or circus branches of the entertainment industry or in any other place which could reasonably be construed to be a place of entertainment, or in the cinematographic, television, broadcast recording, commercial or any other radio branches of the entertainment industry, and all persons employed by or at commercial or any other radio broadcasting stations or in the production of recordings for broadcasting as announcers, producers and all writers who write specialized radio material and all persons who are employed at commercial broadcasting stations and/or in the production of radio recordings and/or productions as members of the presentation, program, record library, continuity, production or advertising copy staffs, together with such persons, whether employed in the industry or not, as have been appointed officers of Equity and admitted as members thereof at present or in the future. Special provision is made for the exclusion of journalists, musicians, technical and mechanical employees and clerks who are covered by other unions."

## Morality Council Reports in London

**LONDON, Nov. 8.**—Public Morality Council held its annual meeting in London, last week. Morality standards of all the British entertainment industry were reviewed and the British Broadcasting Corporation (BBC) was judged to be "above reproach."

Broadcasting lapses during the year were so rare, in fact, as to be sensational. The only item to which the council (which is highly influential thru its connection with religious bodies) objected was a report from a bull fight in Spain some months ago. Council reported a watch was kept within BBC on the treatment of such headings as dishonesty, gambling and promiscuity, and the council will see to it that "no strange or corrosive ideas" are advanced by BBC.

As far as legit and vaude were concerned, objection was taken only to a ruling by the Lord Chamberlain (who exercises an official "morality" censorship) which permitted nudity when the gal was "still or in an artistic arrangement."

## Airlines' Showbiz Rep

**NEW YORK, Nov. 8.**—A. Hunter Bowman has been named by H. J. Lyall, district sales manager, as the American Airlines' New York passenger sales representative for the theater and entertainment field. He has held supervisory positions in the sales department since 1940.

## Magic

By Bill Sachs

**G. RAY TERRELL**, assisted by Judy and Jack, is currently displaying his nifties at the Shoreham Hotel, Washington. . . . Frakson is holding forth at the Embassy Room in the same city. . . . Landrus the Great postals that he's still batting 'em out successfully in the Lone Star State with his full-evening show. "However," he pens, "the suitcase wonders find it difficult to hook onto bookings in Old Texas." . . . The Johnstons are a feature of the 10-act vaude bill being offered this week at the Taft Theater, Cincinnati, under auspices of the Cincinnati Foremen's Protective Association. . . . Delmar the Great and Marlene, now in New England clubs and theaters, will soon head westward with their new mystery turn. . . . Sir Edwards was in Cincinnati last Saturday (8) to present his mental feats before the Jesters, a private Shriners' group, at the Cincinnati Club. . . . Marco Maliny, shadowgraph expert and magician, stopped off in Cincy for a few days last week en route to Florida, where he is set until March on nitery and private club dates. . . . Milbourne Christopher opened at the Carman Theater, Philadelphia, Thursday (6) and on the 13th moves into the Cort Square Theater, Springfield, Mass. Christopher's article, *After 21 Years Houdini Still Unsurpassed*, appeared on the editorial page of the October 30 issue of *The Baltimore Evening Sun*. . . . Ray Brison, still playing kiddie parties with his clown magic and Punch around Chambersburg, Pa., postals that Joseph Smiley, with two assistants, presented his full evening of magic at the Rosedale Theater there October 31, pulling a half a house at 25 and 50 cents. He has a good show, Brison says. . . . Personnel of the Marquis Show, which recently cracked the new season, includes Hal Hamilton, tour manager; Theo Clafin, stage manager, and Gladys Reade, Sylvia Raines, Bert Jones and Bill Sinistro, assistants.

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# THE FINAL CURTAIN

**BAKER**—E. E., 54, in recent years concessionaire with Rogers Greater and Dyer's Greater shows, October 16 at his home in Jackson, Tenn. He had also been electrician with Scott Greater and F. H. Bee shows. Survived by his widow, Addie, and son, Ray. Burial in Jackson October 18.

**BAXTER**—Mrs. Blanche Weaver, 91, former actress, November 4 in Syracuse. Beginning under the management of Augustin Daly in 1878, she continued her career for 32 years in the theater. She appeared with Maurice Barrymore, George Arliss, John Drew, E. H. Sothorn, Julia Marlowe and Mrs. Maddern Fiske.

**BELLOIS**—J. Frederick Sr., 90, former drummer, October 30 at the Masonic Home, Elizabethtown, Pa. He played under many famous band leaders, including Sousa, Pryor and Leps, and conducted his own music publishing company. Survived by his son, J. Frederick Jr., and a daughter, Mary. Burial in Arlington Cemetery, Philadelphia, November 2.

**BRADLEY**—Tas, well-known Australian circus and carnival publicity man, September 24 in Sydney Hospital, New South Wales. He was publicity chief for many years with Soles Circus and at the time of death was in charge of a touring wax works exhibit. Survived by his widow.

**BRODERICK**—George, 33, night club entertainer, November 6 in Miami. Broderick was noted in Miami and vicinity for his pantomime work and at the time of death was under a 25-week renewal contract at Club Granada, Miami. Survived by his widow, Ellen, and two sons, Christopher and Michael.

**BROWN**—William, 79, elephant man with the Hamid-Morton Circus, in Atlanta November 6. Services were to be held November 10 in Atlanta.

**CLARE**—Phyllis (Johnnie), 40, actress, November 1 in London. She was well known in London and Hollywood and recently acted for television in London.

**CLARK**—Sadie, mother of Mable Price and Princess Luana, of Greater United Shows, recently at her home in Philadelphia.

**CLEMENTS**—Dudley, 58, actor, November 4 in New York. After 11 years as a box-office salesman for the Percy Williams vaude theaters, he stepped into a vacancy in a Broadway cast and followed his debut with *A Regular Fellow*, *Strike Up the Band*, *Of Thee I Sing*, *Let 'Em Eat Cake*, *The Great Waltz* and *The Man*

*Who Came to Dinner*. Clements was last seen in the New York run and the road tour of *Song of Norway*.

**COHEN**—Charles Sherman, known in outdoor show circles as Curly Evans, October 30 in Chicago. He had toured with the Sells-Floto Circus and other outdoor shows. Burial in Acacia Park Cemetery, Chicago, October 31.

**COLLINS**—Juanita, 34, dancer and wife of Jesse Collins, St. John, N. B., dance school operator, recently in South Bay, N. B., of injuries sustained when struck by an auto. She also leaves her parents and a sister.

**CRICKBOOM**—Mathieve, 76, violinist, recently in Brussels. Besides his concerts he composed sonatas for piano and violin.

**CULL**—Richard W., 63, news director of Station WHIO, Dayton, O.,

## In Loving Memory Of My Dear Husband

**CLAUDE D. FONDOW**

Who passed away Oct. 1st, 1944  
Mrs. Gladys Fondow

November 3 in that city. He was a newspaper man until 1935 when he organized the news room for the station.

**DAINTY**—Ernest, 56, radio producer, October 30 in Toronto. He had been network music consultant for many years and produced *Carry On, Canada*, during the war. He was currently producing *Melody Lane*. His widow, son and daughter survive.

**DAY**—Leroy (Bob), 59, concession owner-operator for the past 20 years, October 27 in Minneapolis. The past season he was with Dobson's United Shows and in the past had been associated with the Wolf Greater and Rocco Midway shows. Survived by his widow, Margaret. Burial in Minneapolis October 29.

**DEGRAY**—Michael, father of Edward J. Degray, WBT's assistant manager November 4 in Brooklyn. His widow, four other sons and three daughters survive.

**D'ESPICES**—Mrs. Charles, 83, pianist, October 31 in Elizabeth, N. J. Two daughters and four sons survive.

**DIAMOND**—Richard, 35, production manager of Jerry Fairbanks Film Productions for 12 years, in Los Angeles November 2 of a heart attack. Born in New York the son of the late Lou Diamond, who was in charge of music publication and production of short features for Paramount Pictures, he joined the Fairbanks organization in 1935. Survived by his widow, a daughter, his mother and a brother. Services in New York.

**FEIBER**—Harry H., 84, former partner with Maurice H. Shea in the Feiber & Shea vaude theater circuit, October 28 in New York. About 42 years ago Feiber represented the old Keith circuit in Europe, picking foreign talent for the Keith and Orpheum circuit houses here.

**FINNEGAN**—William S., former minstrel man, October 30 in Macon, Ga. Finnegan played the original Jiggs in *Bringing Up Father* for three years. Burial in St. Joseph's Cemetery, Macon, Nov. 3.

**GLICKSTEIN**—Abraham, 78, symphony orchestra conductor in Newark, N. J., and his native Russia, October 27 in New York. Three sons and three daughters survive.

**HARBAUGH**—Inez (Babe), wife of Charles Harbaugh, concessionaire on the Majestic Greater Shows the past season, October 28 in Hocking Hospital, Logan, O. Burial October 31 in Shawnee, O.

**HERSCHORN**—Myer, 67, vice-president and co-founder with J. M. Franklin of the Franklin & Herschorn Theaters, Canadian chain, October 28 in Halifax, N. S. Survived by his widow; a son, Peter, an executive of the theater chain; four sisters and

three brothers. Burial in Halifax October 29.

**HULBURD**—Byron, owner-manager of Hulburd's Wild Animal Circus, recently in Davidson County Hospital, Nashville. Survived by his widow.

**JAMES**—Mrs. E. P., 67, wife of E. P. (Red) James, concessionaire with various carnivals in the Southwest for the past 25 years, November 2 in Scott and White Hospital, Temple, Tex. Burial in Hillcrest Cemetery, Temple, November 5.

**KERN**—George W., ride operator and carnival concessionaire, November 4 in Andrews, S. C. He was with the Central Amusement Company and was a co-owner of several concessions at Olympic Park in Irvington, N. J. His widow and a daughter survive. Burial in Hollywood Memorial Park, Union, N. J.

**McDOWELL**—James Nelson, 77, veteran film character actor, suddenly at his home in Hollywood November 3. Before becoming an actor 30 years ago he authored several technical books. He retired from the screen several years ago due to ill health. He appeared in *Oliver Twist*, *Uncle Tom's Cabin*, *Kit Carson*, *Girl of the Golden West* and *Wheels of Destiny*. No known survivors.

**MILLER**—Miss Jule, owner-manager of the Northwestern Amusement Company, St. Paul, October 16.

**MYERS**—Charles W., 66, founder and president of KOIN, Portland, Ore., November 3 in that city.

**NICHOLSON**—Leo, 52, Canadian sportscaster and former actor's agent, recently in Vancouver. He first announced over Los Angeles stations KNK and KFI. His widow survives.

**PAER**—Milton S., 52, executive secretary of the Miami Showmen's Association, October 27 while en route to New York. He was formerly secretary for the Endy Bros.' Shows. Burial in Ferncliff Cemetery, Westchester County, N. Y. Paer's widow, two children and a brother survive.

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**PERRIN**—Edwin O., 58, advertising executive, October 30 in New York. He started in the ad field as copy writer for J. Walter Thompson, later became vice-president of Olmstead, Perrin & Leffingwell, Inc., and served for 14 years as veepee and director of McCann-Erickson, Inc. Most recently he was with the Henry A. Loudon Advertising Company. He leaves his wife, two daughters and a son.

**PRYOR**—Philip Lucius, 68, concert booking agent of New York and Council Bluffs, Ia., recently at his home in the latter city. During his 40 years as an agent he handled Fritz Kreisler, Paderewski, Mme. Schumann-Heink, Geraldine Farrar and

## WILL FOX

Age 61, passed away October 22 at his home, 2616 Beverly Road, Brooklyn. Surviving are his wife, Helen De Claude Fox, and step-son, Richard De Claude; sister, Anna Bernstein, and brother, Manuel Fox.

He was former star of vaudeville and burlesque. Was retired several years. Was a great showman and loved by all. His vaudeville act was known as "Fox & Co."; in burlesque, as "Fox & Stewart." He was a member of the old White Rats and National Vaudeville Artists' Association. He met and married his beautiful wife when playing in "Lady Birds." He played in "Abie's Irish Rose" in Al Reeves Company; "World of Pleasure" for Al H. Wood and Blaney and Jack Wille's "And All in Fun." Was a great showman for 40 years. Played Loew's circuit and Fox circuit.

As a loving father and devoted husband, his aim in life was to make people happy, always helping the unfortunate. It was a rare privilege and honor to know him. Was life-long friend of Max Gordon. Words cannot express how much we miss him, but he lived the Ten Commandments. There would not be so much havoc in the world had there been more Will Foxes. He was like a father to me.

## CYNTHIA FELLOWS

the John Philip Sousa Band. Burial in Council Bluffs.

**ROBB**—Alex S., 58, Hollywood radio executive, in West Los Angeles November 5. A former minstrel, he was the first manager of Amos 'n' Andy. He joined the National Broadcasting Company in 1929 in Chicago and was transferred to Hollywood that year as manager of the network's artist service bureau. When that department was discontinued in 1941 he became manager of the package sales department, a position he held at the time of his death. Survived by his widow and a daughter. Burial in Streator, Ill.

**ROBERTS**—Arville, 46, cornetist with dance bands, recently in Halifax, N. S. Survived by his widow; a son and two daughters. Services and Burial in Sydney, N. S.

**ROSEGRANT**—Edward T., for 10 years secretary of the Greater Gulf Coast Fair Association, Mobile, Ala., in that city October 23 of a heart ailment. He was also associated with the promotion of other agricultural and livestock projects in Mobile County. Survived by his widow, a brother, William, of Tecumseh, Okla., and two sisters, Mrs. Dan McCoy, Oklahoma, and Mrs. Nora Loveall, Chandler, O. Burial in Mobile October 25.

**SEARS**—Sid, 44, widely known saxophonist and protege of the late Ossip Gabrilowitsch when the latter was conductor of the Detroit Symphony, recently in Chelsea, Mich., of a heart attack. After winning a reputation as an oboist and flutist he turned to the saxophone and went overseas with the Glenn Miller orchestra in 1942.

**SHUMAKER**—Floyd L., 45, former world champion bronk rider and rodeo performer, November 2 in Lake—*(See Final Curtain on page 67)*

## IN LOVING MEMORY

Of Our Darling Mother

**MRS. JESSIE A. BARLOW**

Passed Away October 27, 1947.

"We surely miss you, Mother."

**ALMA-CARL-GORDON**

## IN LOVING MEMORY

of

**MY MOTHER**

**MRS. LOTTIE  
BURNETT**

Who

Passed Away September 30,  
1947

**E. L. "Yellow" Burnett**

Washington C. H., Ohio

## Autry Boston Biz Off But Officials Hope To Tie Mark

BOSTON, Nov. 8.—Rodeo at Boston Garden showed a sharp falling off in the first four days over the same period of last year but Gene Autry and his associates were convinced this was only a temporary setback and Garden officials disclosed that advance sales for the balance of the stay here were such to encourage them in the belief that the total might reach the all-time high of 1946.

Newspaper space was less than in former years and the gratis publicity was considerably under that of former years due to the lack of white space in the papers these days and the general policy of conserving on that space by all papers.

Governor Robert F. Bradford proved one of the real rodeo fans and not only officially dedicated the show here but attended an entire session and seemed greatly interested in the arena performances. Mayor John F. Hynes also attended two performances during the first two days and promised to return.

Much of the falling off in attendance was due to the truly unusual fall weather in New England, which has been more like that of Florida, with the result all outdoor amusements drew heavily in opposition to the indoor rodeo.

## Sunbrock Thriller Winds Up '47 Tour With Newark Click

NEWARK, N. J., Nov. 8.—Larry Sunbrock's Rodeo, Inc., winds up its 1947 season tomorrow night (9) when its 12-day run at the Roseville Avenue Armory comes to an end. Rodeo stock and equipment will be shipped to winter quarters in Orlando, Fla.

Rodeo, Inc., played a total of 42 weeks during the summer in territory east of the Mississippi, including a brief run in Canada and stands at New York, Boston and other large cities. Sunbrock is planning to take out the rodeo again early in February.

Show's run here played to capacity, or near capacity, at all performances, excepting Wednesday night's (5) session, which was off due to bad weather. On Saturday (1) and Sunday (2) three performances were given and added matinees will be put on again this week-end.

Sunbrock has been getting considerable publicity thru a squabble, apparently confined to newspaper verbiage, with Police Chief Haller, who allegedly threatened to close the rodeo unless Sunbrock dropped one of the show's feature stunts, the attempted riding of Big Syd, a Brahma bull, by stooges from the audience. Police ruled the stunt dangerous. Offer of \$1,000 prize was eliminated from rodeo ads in one or two editions of local papers, but was back again in yesterday's issues.

## Elephant Kills Keeper

ATLANTA, Nov. 8.—William Brown, 79, an animal keeper with the Hamid-Morton Circus, was trampled to death by an elephant in a railway car here Thursday (6). Morton, who acquired Brown with the purchase of the elephants 10 years ago, made arrangements for services to be held in Atlanta Monday (10). Efforts were being made to locate relatives.

## Ariz. Rules Rodeo A Business; Must Insure the Pokes

PHOENIX, Ariz., Nov. 8.—The Arizona Industrial Commission has ruled that rodeos constitute a business and that sponsors of such events, consequently are required to take out industrial insurance coverage for participants.

Earl Rooks, commission chairman, said the matter of performers participating in rodeos applies not only to commercial exhibitions, but also to rodeos held by dude ranches for entertainment of guests.

The chairman stated that rodeo promoters have dodged responsibility by operating under sponsorship of local committees, ostensibly on a non-profit basis. The committees and promoters contend, the commissioner pointed out, that performers are individuals acting as their own employers.

## King Would Like To Winter in Ft. Myers

FORT MYERS, Fla., Nov. 8.—This city of palms may become the winter quarters for King Bros.' Circus if suitable arrangements can be made, Harry Stringfellow, county commission chairman, reported.

A request by the circus for a site for this purpose was to be taken up some time this week by the commission.

James M. Beach, advance agent for the circus, conferred with Stringfellow over the week-end. Beach also made arrangements for a performance here December 6.

Beach told local officials that the circus wintered last year in Jackson, Miss., but encountered wet, cold weather which resulted in the death of an elephant valued at \$3,900.

## Hamid-Morton Tops 56G in Wilkes-Barre

WILKES-BARRE, Pa., Nov. 8.—Hamid-Morton Circus grossed more than \$56,000 for Iren Temple here October 28-November 1, every night performance being a turnaway.

The show was staged in Kingston Armory, located between here and Scranton, and promotions were worked in both cities. Bob Morton announced a contract for next year was signed before the recent engagement was completed.

## All-Time Attendance Record Seems Sure for Grand National

SAN FRANCISCO, Nov. 8.—New all-time attendance record for the Grand National Livestock Exposition, Horse Show and Rodeo, which closes at the Cow Palace tomorrow night (9), is expected. Officials gave 49,703 as the paid attendance for six performances up to and including Tuesday night (4). The attendance figure was 44,534 for the same number of performances last year.

Sunday matinee (2) saw the heaviest turnout, with the turnstiles clicking off 14,166 and some 4,000 turned away. Saturday's (1) opener saw 6,753 seats filled, with 7,783 on hand for the evening show. Sunday night's figure was given as 5,630. Monday and Tuesday night's shows registered 7,611 and 7,760, respectively. The Cow Palace holds 12,000.

## Geo. W. Kern, Vet Ride Op, Is Dead

IRVINGTON, N. J., Nov. 8.—George W. Kern, ride operator and carnival concessionaire who has been with the Central Amusement Company, was found dead in his bed November 4 at the carnival lot in Andrews, S. C., where the show was playing.

Kern was co-owner of the Cuddle Up, Looper and motorboat rides, and owner of several concessions at Henry Guenther's Olympic Park in Irvington. He is survived by his widow and a daughter.

Funeral services were held this morning in Newark, with interment in Hollywood Memorial Park, Union, N. J.

## Bertram Mills Net Tops 850G for '47

LONDON, Nov. 8.—At the ninth annual general meeting of Bertram Mills Circus, Ltd., last month, it was announced that the circus had earned slightly more than \$850,330 during the year ended April 5, 1947.

Condensed resume of the annual report shows outlay of \$342,550 for payment of profits and income taxes and \$194,302 set aside to write off losses during the war years.

A final dividend of 200 per cent, for which \$132,990 was set aside, was approved. As an interim dividend of 100 per cent, or \$66,495, had already been distributed, this brought dividends for the year to 300 per cent, or \$199,485, and leaves a sum of \$114,121.54 for a profit and loss fund.

## Wirth Bros. Aussie Tour Proves Winner

IPSWICH, Australia, Nov. 8.—Wirth Bros.' Circus-Zoo has been playing to capacity houses at all its stands here. Reorganized since the war, unit travels by special train, carrying 550 tons of equipment and 135 people. The Flying Waynes, American act, are featured.

Outfit is controlled by Doris Wirth, whose brother, Phillip Jr., is back with the show after a number of years in the armed forces. George Christie, who has been with Wirth for 47 years, is business manager.

## Heavy Talent Line-Up for Hawaii Show

### Malcolm Sets Acts for Trek

CHICAGO, Nov. 8.—A heavy line-up of talent which will be featured with the Imperial Exposition Shows during their six-week tour of Hawaiian Islands starting Saturday (22) was announced this week by Dave Malcolm, local booker, who is furnishing the acts. Unit will remain in Honolulu thru December 7, after which it will show Hilo December 12 thru December 21 and Maui December 25 thru January 4.

Mickey Rooney will head the show from November 22-November 29. Olsen and Johnson will be featured November 30-December 7. Other acts are the Tien Tsi Liu Troupe, Chinese acrobats; Mel Hall, unicyclist; Johnny Laddie and Company, dog act and unsupported ladders; Sanger, Ross and Andree, comedy dancing trio, and Doris Bay, contortionist and acrobat.

Gertrude and Randolph Avery's *Trip to Wonderland* revue will include 12 Aveyettes in the line; Three Queens, vocalists; Blair and Barnett, dance team; Randolph Avery, musical director and emcee, and Gertrude Avery, manager. Unit will carry its own production staff, stage, lights and miscellaneous equipment. Red Carter will work the streets three days in advance of the show. Whitey Boyd, drummer, and Edith McWee, Hammond organ, will accompany the troupe.

The entire show was contracted for by Bill Holt and Lou and Max Herman.

Malcolm will fly direct to Honolulu from here Wednesday (19) to supervise the opening. He will return in time to work the Showmen's League of America President's Party at the Sherman Hotel Sunday (30). Mrs. Randolph Avery and her two-month-old son, Billy, will make the Hawaiian trip.

## Aussie Show Guild Tries Arbitration

SYDNEY, Nov. 8.—Victoria branch of the Showman's Guild of Australia (SGA), is endeavoring to reach an agreement with the various promoters or societies staging fairs and shows in that country. SGA is circularizing all groups with a questionnaire and a fairly detailed plan for SGA to handle all bookings on the midways of the fairs.

Showman's Guild proposes that SGA members get first preference as to show space, with independent operators relegated to the rear end of the midway or to a separate area. SGA agrees to supervise behavior of its members and to take responsibility for payment of ground rent of all members. Local problems, such as subdivision of space, would be worked out in co-operation with fair managements.

## Elsa Sidney Injured

UTICA, N. Y., Nov. 8.—Elsa Sidney, member of the Sidney troupe of bike riders and aerialists, suffered a broken knee and bruises when she fell 35 feet from her aerial rigging during Friday night's (31) performance on Polack Bros.' Circus at the Utica Cavalry Armory.

# WELL-ROUNDED SAFE PROGRAM

## Clinics Given Top Positions

Grandstand shows, attractions, concessions figure to get important scrutiny

CHICAGO, Nov. 8.—A well-rounded program, including clinical analysis of numerous pertinent subjects, has been set up for the annual meeting of the International Association of Fairs and Expositions at the Hotel Sherman here December 1-3.

Following a meeting of the board of directors and a reception and buffet supper Monday, December 1, open sessions will get under way Tuesday, it was announced by Secretary Frank H. Kingman. The business session will be followed by three clinics dealing with grandstand shows, attractions and concession space.

Scheduled speakers at the various clinics Tuesday will be Harry B. Correll, Bloomsburg (Pa.) Fair; William V. (Jake) Ward, Illinois State Fair; Mrs. Ethel Murray Simonds, Oklahoma Free State Fair; John Leahy, Danbury (Conn.) Fair; Edward Carroll, Great Barrington (Mass.) Fair; Levi P. Moore, Indiana State Fair; Ernest O. Hulick, San Diego (Calif.) Fair; Ralph Ammon, Wisconsin State Fair; E. P. Green, California State Fair; Elwood A. Hughes, Canadian National Exhibition, and Charles A. Nash, Eastern States Exposition, Springfield, Mass. Open discussion will be encouraged at each clinic.

A financial exhibit clinic will be held the final day, Wednesday, December 3. These will be followed by a review session covering some of the nation's leading annuals.

Scheduled speakers include Ralph Ammon, Wisconsin State Fair; Theodore Rosequist, California State Fair; Orval C. Pratt, Indiana State Fair; Ralph T. Hemphill, Oklahoma State Fair; Lloyd R. Cunningham, Iowa State Fair; Raymond A. Lee, Minnesota State Fair; G. W. Wynne, Mid-South Fair, Memphis; Douglas K. Baldwin, Minnesota State Fair; P. T. (Pa) Strieder, Florida State Fair; E. P. Green, California State Fair; Sheldon Brewster, Utah State Fair, and Louis Merrill, Western Fairs' Association.



ERNIE A. YOUNG, veteran producer of grandstand revues and circuses, and A. E. Selden, the Stratosphere Man (right), were backed against the canvas between shows at the Danville, Ill., Fair for this unusual picture, which proves that they can completely relax.



WILLIAM S. HAMMOND, Waco, Tex., manufacturer and president of the Heart o' Texas Free Fair and Exposition held in Waco October 21-26, is shown presenting a \$75 check to Miss Smith, principal of the La Vega schools, for having the best school representation in the Children's Day Parade at the fair October 25. At Hammond's right is Roy Durie, parade chairman and president of the Longhorn Club that sponsored the fair. The other gentleman in the group is unidentified.

### Around the Grounds:

## Frank Winkley Is Emphatic in Denial That He's Quitting Biz

Frank Winkley, who has long been identified with the auto thrill show business and motorcycle racing at State and county fairs in the Middle West, evidently is of the impression that opposition has been hitting below the belt, for he wired from Lubbock, Tex., Monday (3) to let all know he is still in the business.

Winkley's telegram follows:

"Opposition has been passing out information to the effect that I will not be in thrill show business next season. Will you correct this in your columns? Not only will I be active with best thrill show I have ever produced, but will have brand-new attraction for feature grandstand programs which I will spring at the convention."

And now the brothers may wait with expectancy for that "brand-new attraction."

Gasparilla Bay parade, a part of the annual Florida State Fair, Tampa, will have 1.1 miles added to its route for a total of 2.7 miles, it was announced by Joseph R. Mickler, executive officer of Ye Mystic Crewe. Route was lengthened to accommodate anticipated bigger crowds.

Mike Benton, boss of the Southeastern World's Fair, took quite a ribbing from *The Atlanta Journal* because a 51-cent outside gate parking charge was extracted from the folks who came to see the Ringling Bros. and Barnum & Bailey Circus, and Mike calmly answered: "It cost money to operate the park—the lights, the upkeep, toilets, etc. . . ."

Leo Foster was recently elected president of the Davis County Fair Association, Bloomfield, Ia., to succeed S. E. Reno. Other officers are

Gene Racey, Pulaski, vice-president; C. C. Wager, Bloomfield, secretary; C. C. Hockersmith, Bloomfield, treasurer, and Otis Hutchings, Bloomfield, marshal.

## Ted Horn Wins AAA Nat'l Title

ARLINGTON, Tex., Nov. 8.—Ted Horn, Paterson, N. J., won the American Automobile Association national racing championship here Tuesday (2) by coming home first in the 100-mile feature. Horn, who also won the championship last year, collected \$2,478 for his win here. Paul Russo, Chicago, took \$1,777 for second place and Emil Andres, Chicago, won \$1,062 for third.

## Rate Made in Georgia Expo Okay Despite Light Draw

ATLANTA, Nov. 8.—First Made in Georgia Exposition held in the Municipal Auditorium, October 8-12, was rated a marked success by its promoters, Michael F. Wiedl & Associates, despite the fact that the attendance for the five-day run is given out as about 7,500, which does not include the school children who visited the show Friday and Saturday (10-11).

The exposition was strictly a commercial and State affair, boosting products of Georgia manufacturing concerns and agricultural and other products of the State. Fifty-seven exhibitors participated and plans are under way to make it an annual event.

## Waterloo Cattle Show Wins 81G

WATERLOO, Ia., Nov. 8.—The 35th annual Dairy Cattle Congress staged here September 29 thru October 5 returned a net profit of \$81,480. Total receipts amounted to \$206,605, while expenses were \$125,124.

Gate receipts were \$73,615, while \$60,768 was paid for hippodrome admissions. Concessionaires paid \$19,209. Miscellaneous receipts amounted to \$49,317.

Talent and music cost \$10,264. Livestock and contest premiums amounted to \$38,582. Miscellaneous expenses were \$76,277.

## Early Start Seen On Improvements At Red Bluff, Calif.

RED BLUFF, Calif., Nov. 8.—Early start on the projected improvements at the Tehama County Fairgrounds is slated following a meeting of the board of directors here. The improvements were authorized by State officials in Sacramento and include paving, clearing trees and lining walks with curbs. A. L. McDonald, board president, said the cost of the project has been estimated at about \$100,000.

A total of 56 trees will be removed under the new plan to make room for additional parking space. Directors said that construction of a restaurant and new educational building is also expected to begin in the near future.

Dates for the 1948 fair have been set for September 24-26.

## Hail and Rain Hurt Orangeburg Opener

ORANGEBURG, S. C., Nov. 8.—Thirty-seventh annual Orangeburg Fair got off to a poor start with hail and rain cutting down attendance on opening day, Sunday (2). Principal event skedged for opening day was a big air show which was postponed until finale of the fair and will be held Sunday (9), weather permitting.

Fair officially opened Monday (3) afternoon with a good display of livestock and agricultural exhibits. Fair closes tonight, Saturday (8). Air show, planned as a build-up for the fair, will be staged at the Hawthorne Airfield.

James E. Strates Shows occupied the midway, while Kathryn Behney's *Winter Garden Revue* was the daily grandstand attraction, supplemented by auto thrill shows Monday (3) and Thursday (4). Additional features were running races Wednesday (5), sports and athletic events Thursday (6) and fireworks displays nightly.

## Anaheim, Calif., Festival Featured by Horse Show

ANAHEIM, Calif., Nov. 8.—Featuring more than 500 horses, the biggest amateur horse show in Orange County was held here Thursday (30) as a culmination of Anaheim's annual festival. In addition to the horse show, a program of entertainment was featured with Foy Willing and His Riders of the Purple Sage and Montie Montana, Western rodeo star and his horse, Rex.

A parade with 12 bands and numerous floats opened the event which this year celebrated its 24th anniversary.



## Miss. State Fails To Break Ground Lease Held by Jackson

JACKSON, Miss., Nov. 8.—Chancellor V. J. Stricker, of the Hinds County Chancery Court here, has decided the controversy of Mississippi vs. the city of Jackson, in which suit the State asked termination of the city's lease to State fairgrounds here.

His decision came after the annual Mississippi Agricultural & Industrial Exposition, October 6-11, which was handled by the State A. & I. Exposition Commission for the first time this year. The city got 10 per cent of the gross take.

Chancellor Stricker sustained a city demurrer to the effect that the State's bill of complaint showed no equity on its face, that the bill showed no public necessity or convenience which the lease provided as conditions for termination of the lease made in 1938.

He left open to the State's attorney

general's office, however, the right to amend its bill if it could show legislation effective to improve the buildings on the fairgrounds.

Editorials in *The Jackson Daily News* supported the chancellor's opinion. The city's demurrer was sustained and will remain in force until the State decides to amend its bill, which is expected to be sometime in February, after the new legislature meets in January.



### Meetings of Fairs Assns.

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 13-20. 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 Alexandra 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.

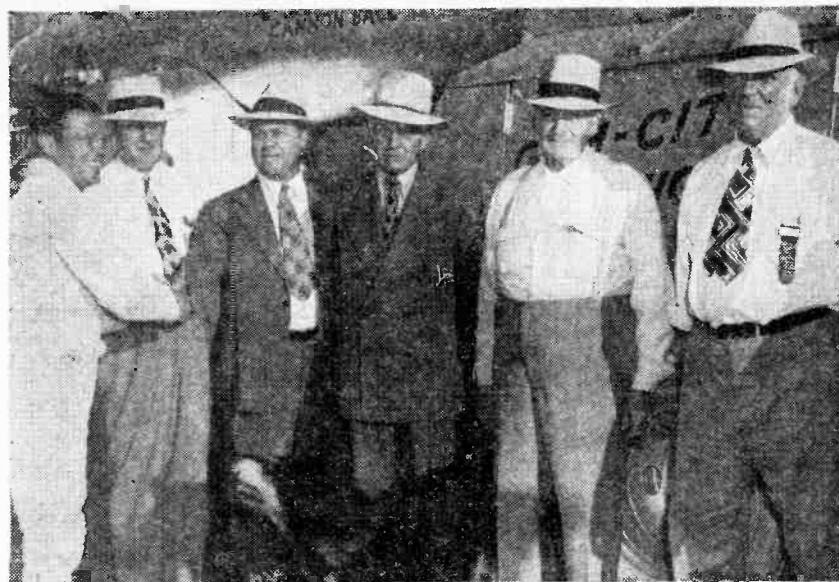
Virginia Association of Fairs, Hotel John Marshall, Richmond, January 26-27. C. B. Ralston, Staunton, secretary.

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 Street, Chicago 1, Ill.



OFFICIALS OF THE MANITOWOC COUNTY FAIR took time out to greet Emanuel Zacchini, free act for the Gem City Shows, during that recent annual. Left to right: Zacchini, Herman Tils, Gil Berger, Otto Hiedman, L. O. Rehm and William Merten.

## Speed Round-Up

### AAA Records Tumble

WASHINGTON—New records were established this year in both attendance and prize money paid at auto race meets sponsored by the American Automobile Association, Col. A. W. Harrington, chairman of the contest board, told delegates attending the 45th annual meeting.

Prize money totaled about \$600,000 at approximately 150 AAA sanctioned meets in 21 states. Eleven national championship events, including the Indianapolis speedway classic, were held.

"The increase in prize money this year was largely due to the fact that national championship and midget races were run on the basis of a guaranteed minimum purse as against 40 per cent of the gate," Harrington said.

### Aussies Go for Speed

SYDNEY, Australia — Recently opened speedway track on the showgrounds in Newcastle is drawing an average of 12,000 spectators at each Saturday night's session of midget auto racing. Gil Craven, English driver, is one of the racing aces appearing at the Newcastle track.

### Piper Wins 1st Main

LOS ANGELES—Jerry Piper, Walnut Creek, captured his first 30-lap main event at Gilmore Stadium here Thursday (30) before a slim crowd of 9,000 midget auto racing fans. Time was 12:51.03. Piper rode from wire (See *Speed Round-Up* on page 69)

## Top Exhibit Layout Feature Of 40th Walterboro Annual

WALTERBORO, S. C., Nov. 8.—Fortieth annual Colleton County Fair opened here Tuesday (4) with, according to Superintendent D. C. L. Hiers, the finest layout of exhibits since he has handled the fair.

Crescent Amusement Company, playing its fifth consecutive year on the midway, drew a big crowd to its preview Monday (3) night.

## England's World's Fair Off; Building Shortage

LONDON, Nov. 8.—Britain's Minister of Trade announced, last week, that plans for a world's exhibition to be held at London in 1951 are off due to continued shortage of building materials and labor.

Some possibility that the big fair, skedded to occupy a site in London's Hyde Park, may be held in 1952.

## Dignitaries Help Post-War Revival at Tallahassee, Fla.

TALLAHASSEE, Fla., Nov. 8.—First Leon County Fair since 1941 opened here Tuesday (4), and large crowds greeted the return of the countywide event.

Sheriff Frank Stoutamire, association president, said there were between 150 and 200 cash prizes, totaling \$2,275, and 200 to 300 ribbons to be awarded.

Dignitaries at the opening day ceremonies included Congressman Bob Sikes (D., Fla.), Gov. Millard F. Caldwell and Commissioner of Agri-

culture Nathan Mayo. Seven big tents were erected for exhibits, and in addition to the many community and individual exhibitors, 70 local and out-of-town firms took commercial exhibition space.

## Edgar Schooley, Flash Williams Open New Agency

CHICAGO, Nov. 8. — Edgar I. Schooley, veteran producer of outdoor revues, and Ward (Flash) Williams, long identified with the fair business as an auto stunter and promoter, have formed the American Theatrical Agency, Inc., and plan to be active in the fair booking field this winter.

The new agency has established offices at 203 North Wabash, Chicago.

## 800 Breweries Participate In England's Beer Expo

LONDON, Nov. 8.—Eight hundred brewery firms took part in the exhibition of the British Brewers' Association at Olympia Hall the past week.

Also exhibiting were wine makers from Australia and South Africa.

Entertainment provided by the bands of Carol Gibbons and Eric Winstone—but no beers on the house.

**ATTENTION!**  
**FAIR SECRETARIES**

When making your plans for 1948 why not get the newest, which represents the highest, most unique accomplishment in the show world. **THE MIRACLE HORSES** are the only unduplicated of all worthwhile developments with the exception of the atomic bomb. For nearly two years I have offered a reward of \$1,000 to the first person who can tell me of anything like or EQUAL to **THE MIRACLE HORSES**; I find no takers.

**Booking direct**  
ED STAIB, Owner-Trainer-Mgr.  
**THE MIRACLE HORSES**  
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**ATTENTION, ACTS FOR 1948 FAIRS**  
Now contracting Acts of High Class merit, suitable for Fairs. Singles, Doubles, Family Acts, Troupes, Animal Acts. Send photos, with full descriptions and price.

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**THE KIMBERTONE FIRE CO.**  
Is interested in engaging rides for their Annual Fair. The dates will be July 21 to 31, 1948. Anyone interested address correspondence to  
**KIMBERTONE FIRE CO.**  
Kimbertone, Pa.

**FLORIDA BOAT CONCESSION**  
Includes Hackercraft Cruiser. \$1750. Miami dock space, \$50.00 monthly. Immediate action necessary.  
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Big Car — Midget — Stock Car  
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Back up your advertising with the knowledge you have contracted with racing personnel who always deliver the best. We offer 15 years of the best in racing.

**"RED" CRISE SPEEDWAYS**  
10 Park Avenue New York City  
Richmond Hotel Richmond, Va.  
1710 Purdy Avenue Miami Beach

"The Best Record of Producing in Auto Racing History"

# Queen Replacement at Cincy Coney Is Unlikely in 1948; Widespread Canvass Futile

## Additional Busses To Ease Transportation Problem

CINCINNATI, Nov. 8.—Altho officials of Coney Island Park here have not given up their quest of obtaining an excursion boat to replace the Steamer Island Queen, which was destroyed by fire in an explosion at Pittsburgh, September 9, they admitted this week that prospects of securing one in time for next season appeared extremely remote. Announcement came after Coney stockholders heard a report from Edward L. Schott, president and general manager of the park, on the widespread canvass which he and his staff have made for a replacement for the Queen.

"It seems impossible to obtain a suitable boat for our operation next season," said Schott. "We are not giving up our search but it doesn't look very favorable for next year. We have been asked whether we would build a new boat. We find that a new boat cannot be built now. The cost of building a boat today is prohibitive and it would take a year and a half under the most favorable conditions to complete one, even if it were possible to do so.

"We have canvassed every possible boat on the Ohio and Mississippi rivers and so far cannot find one that can be used. Obviously, we shall have to depend on increased bus service and private automobiles for the patrons of Coney Island next season."

It was revealed that the King Bros. bus line, as in the past, will again provide transportation, and that additional busses will be secured when necessary thru leases with the Cincinnati Street Railway Company. Coney officials said that they had given some thought to the purchase of their own busses to alleviate the transportation situation but this plan

## One Announcement Sells 100 Tickets For Park Banquet

CHICAGO, Nov. 8.—More than 100 reservations were received for the annual banquet of the National Association of Amusement Parks, Pools and Beaches within two days after it was announced that for the first time reservations would be accepted in advance, it was revealed here yesterday (7) by Paul Huedepohl, secretary. The banquet will be held December 4 in the Grand Ballroom of the Sherman Hotel.

Decision to accept reservations in advance was made by President A. B. McSwigan, Huedepohl and the finance and banquet committees. Last year about 450 attended. Affair is limited to social activity and entertainment since all business is concluded prior to the banquet.

Tickets are \$8.50 and there are eight seats to each table.

## William Land Closes

SACRAMENTO, Nov. 8.—The William Land Park amusement area, including the Merry-Go-Round, all other rides and concessions, have been closed for the season, according to J. B. Maloney, superintendent of the city recreation department. The fun zone will be repainted and decorated during the winter and will open early in the spring.

was dropped when it was found that it would necessitate the company's securing franchises both thru the city and State.

Report on the boat situation was revealed following the Coney company's annual stockholders meeting in its local offices Monday (3). Added to the board of directors, all of whom were re-elected, at the annual meeting, was Charles Sawyer Jr., whose father also is a board member.

Re-elected board and officers are Schott, E. W. Edwards, John Friedlander, R. B. McClure, John Towle, Ralph G. Wachs, secretary-treasurer, and Fred E. Wesselmann, vice-president and chairman of the board.



EDWARD L. SCHOTT, president and general manager of Coney Island Company, Cincinnati, was re-elected to that post at the firm's annual stockholders' meeting last week, marking his 12th consecutive year as Coney's generalissimo. His record is one of enviable achievements and under his guidance Cincy's Coney hung up one of the best seasons in its history in 1947.

## Sitting 'Round the Table

*(Editor's Note—Answers are beginning to pour in on the questionnaire asking "Do you believe park owners should offer free parking privileges with police protection against thefts and vandalism?" Most operators, as can be seen from the responses printed below, have very definite ideas on the subject. Since parks today are largely dependent upon automobile trade, as are other branches of outdoor show business, the views expressed here have an especially timely value. Operators and managers who have not as yet returned the questionnaire are urged to do so immediately so that an accurate compilation of parking regulations thruout the entire industry can be made. Park men are reminded that this column is not limited to replies on a current question but is open to constructive expression of thoughts deemed to be of general interest to the park industry. Communications should be mailed to the Outdoor Editor, The Billboard, 155 North Clark St., Chicago 1.)*

### Free Parking Greatest Asset

Some 11 years ago when we bought Palisades (N. J.) Amusement Park, it was the practice of the old management to charge 25 cents admission for parking and they had parking facilities for about 300 cars. We instituted a policy of free parking and in three years enlarged our parking space until we can now accommodate over 5,000 cars. I would venture to say that free parking and the facilities of the large area is the backbone of our business. Many a day at 9 a.m. our parking space is filled and we only wish that we could enlarge it for an additional 5,000 cars. Free parking has proven our greatest asset.

As for police protection against theft and vandalism, you've touched on a ticklish matter. We have as many as 25 to 30 attendants who help patrons park, and of course, we have a few cases of theft and vandalism. But with all these attendants, we do have an occasional theft where a youngster breaks into a car, but we absolutely do not guarantee against theft. In fact, we have signs posted "Free parking, not responsible for cars or valuables." We had two cases last year where cars were stolen. Luckily, for us, the cars were insured and we were not responsible, and our attorney advised us that even if the cars were not insured we would not be responsible.

Another important factor we found with the free parking is that our lot is paved. Of course, this is a great help against dust and dirt with patrons walking thru the lot. This year we also installed a new floodlight system in the parking area which will make it much easier for parking attendants and patrons.—IRVING ROSENTHAL, co-owner, Palisades (N. J.) Amusement Park.

### Free Parking Too Costly

I do not believe parks should furnish free parking or police protection for the cars of its patrons. Our business is seasonal and certainly doesn't furnish most of us with too much surplus money. We have been,

and possibly will be for a couple of more years, going thru prosperous times—times when money has little value to its possessor. Such periods make for greater earnings and one could very easily go off the deep end and adopt a policy quite hard to discontinue. Therefore, I do not believe adopting a program as costly as the one mentioned would be wise.

No doubt such a policy is considered a safeguard against a falling off of trade. Personally I do not think it insures anything except additional expense. The only guarantee any business has for customer volume is what is offered and the value given. High prices, lack of appreciation and unattractive parks, are a few of the ways to jeopardize one's business and be driven to seeking a false cure. I believe many of our parks are doing just that.

Good motion picture shows usually charge for car parking and still get a fine attendance. The same holds true at baseball and football parks. I believe that if you have what the public wants you will not have too much trouble getting business and I don't believe you will be obliged to furnish parking space or to give a child and ice cream cone.—W. EARL SOMERS, president, Coeur d'Alene Lakeside Development Co., Playland Pier, Coeur d'Alene, Idaho.

### Sells Parking Concession

Our practice here is to rent out parking concessions where the motorist is charged a small fee and given protection. I feel that the park owner should provide adequate and protected parking areas for patrons, but certainly he, the patron, should pay for this one way or the other.

In my own personal experience, I like the way parking and traffic is handled at Legion Field, Birmingham. I know that the field itself is operated by the park and recreation department of the city in an efficient and practical way. What their working arrangements with the Birmingham traffic department are, I do not

## Rye's Playland Shows Profit of \$369,000 in '47

WHITE PLAINS, N. Y., Nov. 8.—Westchester County's Playland Park, Rye, earned a net operating profit of approximately \$369,000 this season, according to a report filed with the supervisors by the Playland commission. Out of this amount the supervisors voted \$154,500 to the park to meet increased expenses and repair costs.

Gross revenues exceeded January budget estimates for the park by about \$254,000. Even with added operating expense the net operating profit will be around \$100,000 above the original budget estimate.

The request for the additional appropriation of \$154,500 was made by the Playland commission to meet non-recurring repairs and added operations cost which resulted from a much larger patronage than anticipated.

The appropriation will be met out of revenues, the Playland commission announced, and from the revenues will come an approximate \$50,000 in addition to the \$275,000 from the season already deposited with the county finance department.

## Suttle Reports Profit on Year

CHARLOTTE, N. C., Nov. 8.—R. A. Suttle, owner-manager of the Suttle Swimming Pool and Amusement Park on Route 29, midway between here and Gastonia, reports that he had a good season, despite considerable bad weather. Good weather in September resulted in the park being kept open later than usual.

Plans for next season include the addition of several rides. Park units this season included archery, miniature golf, Merry-Go-Round, Chair-plane, swimming pool, lunchroom and picnic grounds.

Suttle built the park 17 years ago.

## Little Dipper Ride Hits on West Coast

LOS ANGELES, Nov. 8.—An outstanding new ride in California this year has been the Little Dipper Roller Coaster, currently in operation at Beverly Park, children's amusement center in Los Angeles, where it is reported to have increased the park's gross 20 per cent and consistently topped all other children's rides.

Bradley & Kaye Amusement Company, manufacturers of the Little Dipper, recently exhibited a model at the California State Fair in conjunction with Crafts Combined Shows' Kiddie Land, where it outgrossed all other kiddie rides the day, and early evening hours, and held up well late at night with adult passengers in competition with major rides. Its gross for Labor Day weekend alone was \$1,994.75, and 19,220 paid passengers were carried during the fair.

Outstanding features of the Little Dipper are its special safety seat bar, its portability and its family appeal in that it satisfies the desire of those who are hesitant about riding one of the large park coasters. It has an operating capacity of better than 300 passengers an hour.

know, but there is adequate parking on the stadium grounds, it is free, and the Birmingham traffic department handles incoming and outgoing traffic very effectively.—JULIAN OLSEN, superintendent, Recreation Department, City of Pensacola, Fla.

# Guenther Heads Faculty For Pool, Beach Confabs

CHICAGO, Nov. 8.—Henry Guenther, Olympic Park, Irvington, N. J., is chairman of the faculty committee which will supervise pool and beach round table discussions at the annual meeting of the National Association of Amusement Parks, Pools and Beaches at the Hotel Sherman here December 2-4. Other committee members are Carroll L. Bryant, national director, water safety service, American Red Cross; Chauncey A. Hyatt, Halogen Supply Company,

Chicago; R. N. Perkins, swimming pool consultant, Omaha, and Vernon D. Platt, Somerton Springs, Somerton, Pa.



HENRY GUENTHER

At the opening session Tuesday, December 2, there will be a demonstration of diatomite filtration, a new process for the filtering of water. Wednesday, December 3 sessions will feature a discussion led by Platt and Bryant on the ways and means of promoting increased swimming attendance. Thursday, December 4 session will feature an open forum led by Perkins.

All in attendance will be urged to take part in the forum which will embrace the construction, maintenance and operation of pools as well as the technical and chemical problems regarding swimming and pool water analysis.

## Los Angeles Seeks New Funzone Site

LOS ANGELES, Nov. 8.—Proposal whereby the city will acquire two miles of privately owned beaches in the Venice-De Rey area has been approved by the city recreation and park commission.

Under the plan the State would purchase the ocean frontage then lease it to the city for development and operation. Part of the maintenance costs would be borne by the State. The State park commission will be asked to ratify the agreement at its meeting in San Francisco, November 21.

Tentative plans include the establishment of an amusement area somewhere along the beach frontage. This would give the district a new fun zone to replace the famed Venice Pier which was condemned more than a year ago and which is now being dismantled.

J. P. Snyder, formerly of Parkridge, N. J., visited *The Billboard's* new offices and plant while in Cincinnati last week to purchase two brown bears from the local zoo. Snyder was en route South where he will winter.

**Olympic Skaters Draw Spot To Fisch's Laurel-in-Pines**  
LAKEWOOD, N. J., Nov. 8.—Al Fisch's winter resort at Laurel-in-the-Pines is getting the spotlight with the American Olympics skating team holding its final practice sessions on the resort's artificial outdoor ice rink.

Irving Schoenberg, former manager of New York's Gay Blades skaters, is managing the Laurel rink, which will feature sporting events, ice shows and revues, and a new game called ice skateball. Rink is 75 by 125 feet and one of the few outdoor artificial ice rinks in the East.

Atlanta newspapers gave quite a bit of space recently to the fact that Grant Park Zoo had been cleaned up and "visitors were able to take a look at the monkeys and elephants without nasal discomfort."

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## FOR SALE

#5 Eli Wheel, 10 HP. Elect. or Eli Power Unit, \$5,000; #11 Model Tilt, Eli Power Unit, \$8,000; 42 ft. Parker 3-Abreast Merry-Go-Round, new Top, 10 HP. Elect. Motor or Eli Power Unit, \$2,000; Kiddie Merry-Go-Round, \$1,200. All Rides now operating.

**BUD MUNN**

Riverside Amusement Park  
525 Barton Springs Road, Austin, Tex. Phone 5918.

## WANT TEN AMUSEMENT PARK LOCATIONS

Amusement Parks who have building 40x60 feet, will install new 1948 Park Pretzel Dark Ride to be operated on percentage or let you operate or purchase. We are making delivery now on New Portable Pretzel Rides. Deliveries will be limited on Portables for 1948, so have your order in early. Full information, write or wire Pretzel Representative—

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## Arabia Shrine Turns Record Early Crowds

### Otto Kay Fractures Thigh

HOUSTON, Nov. 8.—R. E. Waltrip, chairman of Arabia Temple Shrine Circus, released figures to local newspapermen midway thru the engagement last week, saying: "Not only is this the biggest and best performance we have ever had, but we are breaking all attendance records. Starting off with fair business the first two days, Saturday (1) night's house was the largest in the history of the circus. The building, with its new seating arrangements, accommodates 9,125 people comfortably. We placed extra chairs on the ground floor and played to slightly over 10,000 people.

"Likewise the Sunday matinee was the largest matinee crowd we have ever had, being just short of a capacity house. We realized \$42,000 on our program this year as against \$14,000 last year."

Produced by Orrin Davenport, the show is paced by Col. Harry Thomas, equestrian director, the running time after the first night being cut to 2 hours and 33 minutes. Norman Carroll is doing a splendid job of announcing the big show, and Izzy Cervone has the band. Wardrobe is in charge of Mayme Ward and Nena Thomas for Orrin Davenport, and Mrs. Newcome for Lanquay, of Chicago.

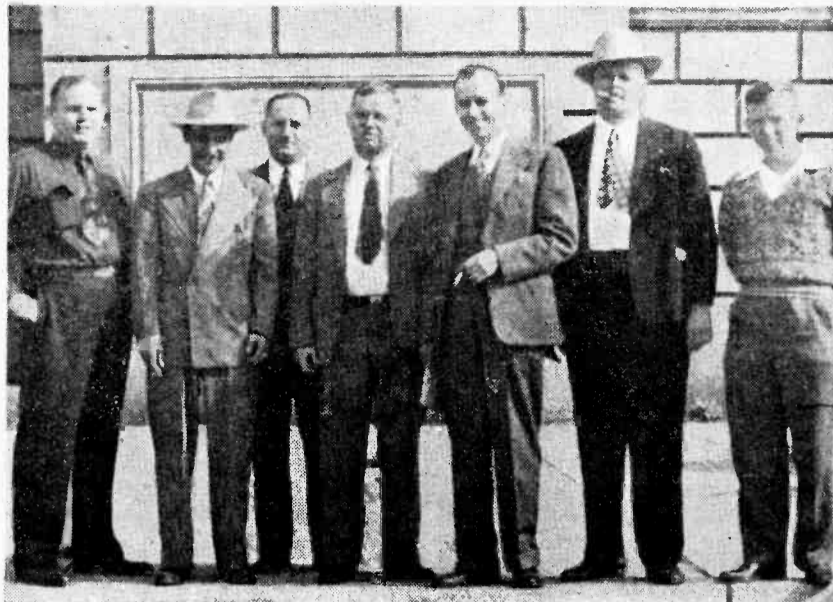
Earl Shipley, producing clown, has the following joeys in the alley: Otto Griebing, Brownie and Lewis, Joe Lewis, DeKoe and Davison, Roy Barrett, the Sherman Brothers, Sinon Collins, Rube Curtis, the Klines, the Sylvester Brothers, Mel Rennick, George LaSalle, Hubert Dyer, Lew Hershey, Everett Hart, Albert Marx and Percy Radamaker.

Otto Kay, of the Sensational Kays, high-wire act, fell 75 feet the second night, landing on his feet on the wooden stage and suffering a broken thigh. He will be in the hospital several weeks.

Melany Antalek, of the Antalek high perch act, suffered a broken bone in her left foot but continues to work. The Great Walkmir is on crutches with a broken right foot but continues to operate the mechanism for Aida, the Girl in the Moon.

The complete program:

1. Tournament, entire company.
2. Dick Lewis and Company, comedy table rock, and Hubert Dyer and Company, comedy rings.
3. Clyde Beatty, wild animal act.
4. Sensational Orton, swaying high pole.
5. Bob Parry, Larry Griswold and the Jolly Bounders, comedy trampoline.
6. Clown production number.
7. The Orantos, the Antaleks and Pape and Rennie, high perch.
8. Dick Lewis and Brownie Gudath, "the Fighters"; Jimmy Davison and Gabby DeKoe.
9. The Shyrettos, bicyclists.
10. Kurtz, balancing; Monte De Oca Duo, hand balancing and trampoline novelty, and Martell Duo, rollo bollo.
11. George LaSalle and Brownie Gudath, reducing machine and atomic hair grower.
12. Capt. William Hever and Starless Night.
13. Aerial display, featuring Princess Missetta, toe and heel catch without a net; Eva May and Corrine, trapeze; Joan and Jeannie, cloud swing; Aerial Solts, double traps, and Viola Rooks, head balancing.
14. Clown walk around.
15. Paul Velarde and Bert Dearo, wire walkers, and Louis Velarde, bounding rope.
16. Clowns.
17. Miss Ruby's Dogs, Sonny Moore and His Roustabouts and Morales Dogs.
18. Clown band.
19. Aerial ballet, featuring Mickey King with the Webb girls.
20. George Haneford Family, comedy riding.
21. Sensational Kays, high wire.
22. Elephants, presented by Bobbie Peck and Rose Lamont.
23. Jorgen M. Christiansen's Liberty horses.
24. Flying Artonys and Flying Concellos.
25. Aida, the Girl in the Moon.



SHOWN ABOVE ARE SOME OF THE 35 members of the Circus Historical Society who attended the CHS District No. 1 meeting held at Peru, Ind., October 25-27. Left to right: Otto Schiemer, Don Smith, Chalmers Condon, Richard Conover, Harry Simpson, Robert C. King, and Conover Jr. All of the visitors to the meeting were guests of Terrell Jacobs on the afternoon of October 26.

—Photo by Clarence Shank.

## Kelly - Miller In Barn After "Top" Season

### Oklahoma Dates Profitable

VALLIANT, Okla., Nov. 8.—Al G. Kelly-Miller Bros. Circus will close its season following two performances here tomorrow, Sunday (9), and go to its Hugo winter quarters, 25 miles away. The 1947 tour, which covered 6,492 miles, was said by members of the personnel to have been one of the most successful ever undertaken by the org.

Show jumped into its home State following several dates in Arkansas. Glenwood contributed a straw house night of Tuesday (4) following only a half turnout in the afternoon. Appearance of the circus there enabled many children to see wild animals for the first time.

At Dieks, Monday (3), the slim matinee crowd and three-quarters house at night liked the show. Cool, damp weather hindered business. Sunday (2), show garnered a two-thirds matinee crowd at the only performance given at De Queen, a watering and feed stop. Mills Bros.' Circus played there about three weeks ago.

Show knocked over a red one at Mena Saturday (1) when both performances played to capacity even though the weather was damp and cool.

## Mills Quartering At Circleville, O.; Port Arthur Swell

CINCINNATI, Nov. 8.—Ted Edlin, general agent of Mills Bros.' Circus, in a phone call to *The Billboard* today, reported that the org will winter in a new building on the Pickaway County fairgrounds, Circleville, O., instead of at the Ohio State Fairgrounds, as previously reported.

Show, which closed at Orange, Tex., yesterday, is expected to be in quarters next Tuesday (11).

At Port Arthur, Tex., Thursday (6), under Grotto auspices, it was necessary to give three performances to accommodate the crowds, Edlin said.

## Bailey Will Winter In Indio, Calif.; Closing Thursday

INDIO, Calif., Nov. 8.—Robert (Bonham) Stevens will guide his Bailey Bros.' Circus into this city Thursday (13) for its final stand of the season, and will winter it here.

Opening last April at Newberry, S. C., the Bailey org traveled as far north as Maine, and then hopped across the country to California. The mileage for the trek was 13,556, unusually long for a truck show.

## Hamid-Morton Tops \$101,000 in Boston

BOSTON, Nov. 8.—Final figures on the Shrine Circus staged by Hamid-Morton, under auspices of Aleppo Temple, disclosed the fact that the gross for the six days was a trifle better than \$101,000.

This means that Boston Garden, Hamid-Morton and the Aleppo Temple all profited nicely, the cut for the Shrine being in excess of \$22,000. This is 15 per cent better than in past years, according to Bob Morton, who said that everyone including himself, George A. Hamid, Judge Robert Gardener Wilson and Boston Garden officials were highly pleased with the final report.

Morton is en route to oversee the erection of a new 10-story apartment house he and Mrs. Morton are building.

According to Morton "this is our biggest year and we are particularly proud of this in view of the fact that so many amusements are losing attendance. We'll be back next year with a completely new show."

Carl Sonitz, who handled the advance here, did a splendid job and made many friends on this, his first visit to the Hub. Sonitz reported that Al Hamilton is recovering at his farm in Gansevoort, N. Y.

## Dailey Beats Storm

ENID, Okla., Nov. 8.—Dailey Bros.' Circus played to two excellent houses here Monday (3) and, with a storm approaching, Owner Ben Davenport spurred his crew on and got it loaded just before the heavens cut loose with a near cloudburst.

## R-B Ops Meet In Sarasota November 15

### Show Closes November 23

SARASOTA, Fla., Nov. 8.—A special meeting of the board of directors of Ringling Bros. and Barnum & Bailey Circus will be held in the offices of the corporation here next Saturday (15) as the result of a reported break in personal relations about a week ago between President James A. Haley and John Ringling North, executive vice-president. A meeting called for Wednesday (5) was postponed at the request of Haley and his wife, Aubrey, one of three principal stockholders.

The Haleys left Atlanta, where the show was playing, to return here in their private car October 28. Following their departure, North took over active management of the show on the road.

### How It Is Divided

Stock ownership, as revealed in numerous court actions during the past several years, as the various factions of the clan battled for control of the circus, is as follows: Mrs. Charles (Edith) Ringling, mother of Robert, vice-president and former president, and Mrs. Haley each own 31½ per cent. North owns outright 7 per cent and, in addition, controls 30 per cent bought several weeks ago from the State of Florida by Ringling Enterprises, Inc., which he heads.

Ringling Enterprises bought the State of Florida interests in the John Ringling estate for \$500,000 cash and a \$750,000 4 per cent mortgage. The corporation is composed of North; his mother, Ida Ringling North, and their attorneys, Leonard G. Biscoe and Sydney R. Newman, New York.

Because it is likely that the last of the Hartford, Conn., fire claims will be paid off this year, the Big Show promises to become an increasingly valuable property for its stockholders. The show has paid out of profits about \$1,000,000 a year for the past four years, while retaining about \$500,000 a year to meet operating expenses.

### Show Closes November 23

Route for the last week of the season was shaken considerably this past week. Show is scheduled to close in Sarasota Sunday (23). The Miami stand has been cut from four to three days (17-19) and the org will skip over Winter Haven, leaping direct from Miami to St. Petersburg for Friday (21). Tampa will follow and then the home move into Sarasota.

On October 31 the org broke in a new lot at Knoxville, and came thru with a rousing day's business, the matinee being three-fourths full and the night was capacity.

Cruel weather, virtually a down-pour, didn't prevent the opening day of the Richmond, Va., stand Monday (3) but customers were scarce, indeed. Tuesday the weather man behaved better and two solid houses resulted.

## Bonhomme Badly Hurt In Texas Train Wreck

MARSHALL, Tex., Nov. 8.—Sig Bonhomme, returning here from Dailey Bros.' Circus, was seriously injured in the Texas-Pacific train wreck at Jefferson, Tex., 17 miles from his home.

He suffered two fractured ribs and backbone, injuries to both hands and leg bruises.

He is hospitalized at the Texas and Pacific Hospital, Marshall.

### Ringling-Barnum

Jumping from Spartanburg, S. C., to Richmond, Va., was an all-day train ride and our Sunday off was spent in bed, or at rummy or checkers. Watching the scenery from the platform was also a popular pastime. We arrived in Richmond at 10:30 Sunday night.

Coldest day of the season was encountered in Spartanburg and there were bonfires all over the lot. A funny sight was to watch acts warm up before going to work, rush into the big top for their stint and then rush out to rewarm before going into the dressing tops.

Birthdays: Bill Reynolds, Vicki Bakken, Art Cooksey, Scotty Horskburg and Gus Bell. Visitors: Dr. L. C. Holland, Melvin D. Hildreth, Jim Hoye, Bill Day, Bobby Mack, Joe and Alphonso Repinski; Mr. and Mrs. Tom Gregory and daughter, Dorothy; Max Tubis, Mr. and Mrs. John Reese, George E. Bany, George E. Lloyd, Al Yoder, Chuck and Rose Gammon, Willie Krause and Dude and Eloise Rhodus.

Around the lot: Rose Behee gathering wood to keep the fire burning in front of her rest top with members of the flop house gang gathered around trying to keep warm. Time well spent listening to Paul Jung tell of his boyhood and the time he has spent in show business. Ringling Elks Club members are making plans for their farewell party in Miami. Bill Reynolds is in charge of all details and he says it will be a whizz bang affair with plenty of refreshments. . . . Mike, the water boy, says it won't be long now.—DICK MILLER.

### Bailey Bros.

Carl Bergman, bass player, closed. James Milikin, who was with the Clyde Beatty Circus, took his place. Dean Pearson left to join the T. J. Tidwell Shows. Mrs. Juan Cardenas, accompanied by her daughters, came from Mexico City to visit her husband.

Ernie White has done a wonderful job on banners and, reportedly, already has contracted three national advertisers for next season. Bill Roberts, formerly a bandsman with the 101 Ranch Wild West Show and now manager of the Veterans' Club, El Paso, Tex., visited Skinney Goe and his boys. Charles White, a former legal adjuster with many shows, the last being Dailey Bros., was the guest of Owner Bob Stevens. White owns the Plaza Club, El Paso.

Many cartons and suitcases are being packed and shipped, as closing is only a few days off. The finest route book this show has ever had will be published soon. The writer compiled it.—GEORGE L. MYERS.

### Clyde Bros.

Unit jumped 70 miles into Ottawa, Ill., from Kankakee, Ill., and gave a matinee but no night show with the result that everyone took in the movies. Owner Howard Suesz has been away for a few days on a business trip. The popcorn seasoning has been put under lock and key since it was rumored one of the clowns was using it to remove make-up when he was short of cold cream.

Doc Wells has joined the show with Mrs. Bud Anderson's ponies and is doing a good job. The Craigs are sporting some beautiful wardrobe. Mrs. Hartley received a painful injury to her finger when it was caught in a door jamb. The Clarks received a bear cub from a Chicago zoo. Tex and Charlie are still trying to learn hand-balancing between shows.

Frank Lamon juggled everything at hand, including a table, while playing a hospital show. Hap Henry lost one of his Spitz dogs in Kankakee during the last performance when the canines got into a fight. Visitors included Mrs. Edna Curtis and Mr. and Mrs. Albert Fleet and friends. The (See Clyde Bros. on page 69)

## DRESSING ROOM GOSSIP

### King Bros.

This is our 31st week and no sign of closing. Looks as if we will again be the last circus to close. We are scheduled to eat our turkey Thanksgiving Day in Blountstown, Fla. While we were in the Macon, Ga., area, Charles Sparks spent several days with the show. Charley is still dean of circusmen, says he gets plenty restless after tramping for more than half a century.

Georgia gave the show splendid business. Our short tour thru North Alabama was a pleasant and profitable one. At Opelika the Ringling Bros. and Barnum & Bailey Circus trains passed us en route to Atlanta. Leaving La Grange, one of the elephant trucks sideswiped a tree. Truck and van were badly damaged, but no harm to Alice, one of the largest elephants in captivity. Paul Conaway, show's attorney from Macon, visited at La Grange.

Show had its share of rain in the Carolinas—in fact, Abslem, weather man with the show, says there were 19 days of it. Bennie Fowler, contracting agent with the Sparks Circus this season, visited with his family at Opelika. During the off season, Bennie is a business college executive at Montgomery, Ala. L. D. (Doc) Hall, superintendent, visited the Ringling show at Atlanta. Herb Shive, manager of the Lawrence Greater Shows, visited at Elberton, Ga. Graves H. Perry, assistant manager of the Peppers Shows, caught us at Washington, Ga.

Vickie Kernan, in charge of the tax box, was left in a Florence, Ala., hospital because of illness, but rejoined the show 10 days later at Forest, Miss. Jack Burslem and Kay Clarkon, joined at Aberdeen, Miss., with their frozen custard machine. Franco Richards spent a week with his uncle, W. C. Richards, at Pensacola, Fla. He says that Mr. Richards has almost recovered from the serious illness of last summer. David McIntosh and family, of the James M. Cole Circus, spent several days with the show in Alabama. David says that Jimmy Cole plans to go out bigger and better in 1948. Frank and Dot Earle, of the Page Shows, joined at Elberton, Ga. Frank is selling reserved seat tickets on the track.

Harry Rooks, equestrian director, was entertained by friends at Haleyville, Ala. It was the first circus there in 14 years. Joe Peet, superintendent of elephants, has returned from a short trip to New Orleans. Enoch Brafford, superintendent of canvas, was a recent visitor to Jackson, Miss.—FANNIE CARTER.

### Gran Circo Americano

Show closed its sixth and final week at Guayaquil, Ecuador, with a special showing for the Ecuadorian Red Cross. Personnel and equipment will be transported to Guatemala City on the motor vessel Don Pepe. Tie-ins with merchants were staged for the final week. Gifts which were donated were raffled off in the ring with resultant advertising for the merchants. Stunt resulted in three complete sellouts.

Dorothy Storey is mailing printed copies of details on the little dog that wouldn't walk to all interested parties. The dog was an Ecuadorian spitz.

Since Balsa wood grows profusely here everyone has been taking advantage of its availability to make clown gags. The wood has practically no weight when dry and clowns Nico and Pedrito are making giant trunks, etc., for their numbers.

Jorge Sarmiento has rejoined as ringmaster following a long absence caused by an eye infection.—JIMMIE HARRINGTON.

### Polack Western

Big parade was staged in Oklahoma City announcing the opening of our show. Shriners, horses, clowns, elephants and some animals from the zoo were included.

Henry Barrett, who handled the Oklahoma City promotion, is the proud father of an eight-pound girl.

Ruth Black and daughter, Bee, flew to Des Moines to visit friends.

The girls in the dressing room gave a Halloween party for all the kiddies on the show. Bebe Siegrist decided she would be the witch, and did a very realistic job. Complete with broomstick and all the props, she settled herself on Conchita's iron jaw rigging by making a loop and having the prop boys pull her up.

Lou Stern was lavishly entertained at the home of Frank Stuart.

Duina, Eddie and George Zacchini stopped in for a visit en route to fill dates at Kansas City, Mo., and Fort Worth.

Elizabeth Willys' parents visited in Oklahoma City. Her father, Wallace Bruce, managed the Fox-Lyons Theater in Lyons, Kan.—IRENE LAFERTY.

### Stevens Bros.

We are now working on our 31st week and looking forward to closing day, Saturday (8), one week earlier than previously announced. Weather the past week was miserable, cold, rain and wind, so everyone will be doubly glad to get to their own fire-sides.

Several new cars have joined our caravan. Flashiest is the bright green job of Juan De Avila. According to Avila she won't go with no gas, no oil, no water, and just stops on the highway. Ray Hadely has swapped cars so many times he hasn't any now.

Raymond Duke, general agent, has finished his work and departed for his home in Ora, Ind. Eddie Shearer is finishing the season working novelties. Bob Stevens looks like anybody but the owner-manager in his

### Dailey Bros.

Woodward, Okla., was torn apart by a tornado last April 9 which left many dead and injured in its wake. During the summer an explosion took its toll. Later a fire destroyed much of the business section. Despite all this the show drew two full houses.

Mrs. Ben Davenport had an exciting trip. After overseeing repairs to the private car, which separated it from the show for a couple of days, the car was coupled to the tail end of a 101-car freight train. Later the car was attached to a Diesel engine which Mrs. Davenport claims made 95-miles per hour.

Ray Morrison celebrated his birthday with a dinner party for Jean Allen, Red Rumble, R. M. Harvey, Dorothy O'Brien, Bertha Drane, Howard Saunders, Butch Cohen and Jack and Evelyn Turner. He was presented with an overnight case. The side show personnel threw a party to celebrate Johnnie Williams' birthday. Joe Horvath had a birthday but his lions gave him only dirty looks.

Visitors were Mr. and Mrs. Mickey McDonald, Mena Diller, Earl (Happy) Chapman, Montana Earl and his wife, Ray Thompson, Dr. Cooper, Dr. W. B. Ward, Frank Asher and son, Jimmy Bagwell, Bill Strout, Izzy Wells and Fouts Reeves, of World of Today Shows; Mr. and Mrs. Bill Longstreet and Bill Frazier, who still has a pleasant word for everyone, even tho he has been confined to a wheel chair for a number of years.

I will soon list the destinations of everyone if the prevailing strong winds don't blow the whole org into the Gulf of Mexico.—HAZEL KING.

new red hat. Blue Boy, the old wonder horse, has survived a sick spell and is acting like a colt again.

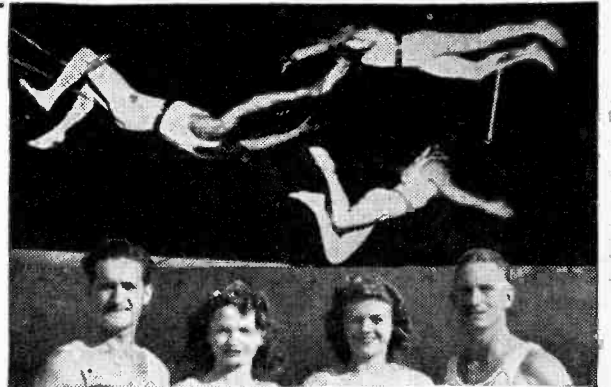
Writer flew to Minneapolis and back the past week to attend the funeral of her father. While there I visited Lee Norman, former showman, of Grand Forks, N. D., who is recovering from a serious illness in St. Mary's Hospital. Also saw Larry and Eva Arnold. The twins, Punch and Judy, are just fine and are in the third grade of school.—DOLLY JACOBS.

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America's Ace Aerialists

Featuring  
MISS MARY ROMAS

The only girl flyer successfully accomplishing an actual WRIST CAUGHT Double Somersault. BLIND-FOLDED or otherwise—TWO PEOPLE BLIND-FOLDED UNDER and OVER PASSING LEAP. Clown Numbers and many other outstanding features.



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70 Foot Round End Big Top, two 30 Foot Middles, one 40 Foot Middle (flameproofed to pass California law), 10 Foot Walls, Rigging Poles, made by U. S. Tent, Chicago. New this season, good shape. Price, \$1500.00. 12 Sections 3 High Chair Grandstand, 400 new chairs, can be made 5 high easily. Price, \$500.00. Black Pick-Out Pony, nice act, \$200.00. High School Sorrel Mare, Kentucky bred, will jump hi jumps, \$200.00. Male Wallaby (Kangaroo), \$75.00. 2-year-old Male Puma, \$100.00. 26-Inch Midget Shetland, all white, black spots on head, \$300.00. Bucking Mule, \$100.00. 1½-year Male Lion, \$100.00; nice animal. Two 4-Wheel Animal Cages, tires on same, \$200.00 each.

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GENERAL DELIVERY, EL PASO, TEXAS

FOR SALE

—WILD WEST SHOW—

FOR SALE

Wild West Show, complete. 16 Head of the best Bucking Stock in the business. 500 ft. 10-ft. Wall, Arena Ropes, two Chutes. 5 8x10 Banners, Circus Style Front, Saddles, Halters. In fact, everything complete, including Sound Systems for operating the Show. This equipment was new this year and is in the best of condition and a bargain for quick sale.

All address: H. N. CAPELL, Box 457, or Phone 63, Haskell, Okla.

## Beatty Lions Kill Tiger

HOUSTON, Nov. 8.—Toona, 13-year-old tiger in the Clyde Beatty animal act, was killed by two lions during the Shrine Circus performance here Wednesday night (5). Toona, hampered by injuries received in a former fight, put up a negligible defense. The firing of blank shots had no effect.

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USEFUL PEOPLE  
IN ALL DEPARTMENTS

Family Acts, Clowns, Animal Acts, Legal Adjuster. George Werner, write, Carl Sonitz, wire address. Al Moss, write.

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Male Chimp, 12½ years old, gentle; 13½-year-old Male Chimp, good worker. Will answer all wires collect. Bob Howard and Bob Noell, answer.

## DOROTHY MACKEY

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Trainmaster for the season of 1948. Also Bosses for all departments. Write to:

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Have this season's route book for sale. Write

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PHOTOS of 10 Famous Old-Timers: 1908, '09, '10 and '13. Ella Bradna, Nettie Carroll Trio, Avalop Troupe, Chiquita, Faust Family, Mlle. Minnie Hodgini, Flying LaVans, Albert Gaston, Ty-Bell Girls and Lew Graham. Clear, glossy photos, set of 10 for \$2.50. Set of 5 photos showing killing of Black Diamond, Barnes elephant. \$1.50. Many others. List for stamp.

## NAT GREEN

4046 Greenview Ave. CHICAGO 13, ILL.

## UNDER THE MARQUEE

Max and Jane Tubis, concessionaires with the Clyde Beatty Circus, arrived in New York last week.

This generation of troupers doesn't know the significance of the words, "Red-light at the country switch."

Joe Haworth, Cole Bros.' legal adjuster, entered Davis Hospital, Statesville, N. C., November 1 for an operation.

William W. Roth, who formerly did female impersonating under the name of Suzanne, is now a mail carrier in Massillon, O.

Sam Dock, who at 85 is still working his animal acts, will winter in Momeldorf, Pa., where he plans to break in a recently purchased spotted pony and small mule.

When wanting a big time background, some midway acts announce and bill themselves as, "Formerly with Ringling."

Walter L. Main addressed the Rotary Club at Painesville, O., October 16, and was slated to talk to the Rotarians of Geneva, O., November 11 on "Hey, Rube!"

Myrtle Chapin, formerly with Sells-Floto and Christy Bros., is seriously ill at Robert Long Hospital, Indianapolis, where she has been confined five weeks.

Omer J. Kenyon, promotional director for the Hamid-Morton Circus, is vacationing in Des Moines after having completed his annual chore at Toronto. He will return to action at Milwaukee Friday (14) to handle the H-M Shrine date there.

Remember those good old days when managers announced, "Shows will stay out as long as weather permits?"

George Clements, the Duke, took in the Houston Shrine Circus, reporting a swell show. Pete Kortez had his side show there, front being handled by the veteran Blaine Young. Clements headed for the Cuero, Tex., Turkey Trot.

While vacationing in Southern Louisiana, J. A. (Red) Barrett visited George Hanlon, legal adjuster, who was with the C. R. Montgomery Circus until it closed at El Dorado, Kan., and who is now adjuster with the Midwestern Exposition Shows.

Bill Garvey, St. Petersburg, Fla., states that Bill and Carolyn Dressman are spending several weeks on the beach there cutting up a few jackpots and getting a much-needed rest since the illness and death of their ward, Susie, gorilla, at the Cincinnati Zoo.

That dread time of the year has arrived when we have to move out of comfortable berths and move into apartments.

Del Heneman, Schenectady, N. Y., reports that Polack Bros. Eastern Unit had a good week there recently under auspices of the Grotto. Bo-Bo Barnett celebrated his birthday in that city and received several gifts. Capt. Roman Proske (tiger act) is breaking in three new animals.

Phil Marcus, biller on the advance car of Cole Bros., stopped in Dayton, O., and visited Jack Smith, former Cole biller, en route to his home in Springfield, Mass. . . . Rex Spratt and Jack Smith handled the billing for the Kana-Shahar Grotto Circus in Springfield, O., and for Lee Vogues of 1948 in Dayton.

Famous last words to the throngs outside: "If you buy tickets now you can see the rest of the circus and stay for the concert."

Arthur (Otto) Esposito, veteran circus and theater biller of Bridgeport, Conn., and who has handled press for the Palace Theater there under Loew's city manager, Matt Saunders, former Buffalo Bill show executive, has been appointed manager of the Astor Theater, Bridgeport, a Strand circuit house.

L. E. (Roba) Collins recently caught the Mason Bros.' Wild Animal Show, owned by Jew Price and Jack Vivian, in Southeastern Missouri. It offers Western pix, animals and a small pit show. Max White, former agent of Starr Bros.' Circus, is presenting the concert, which includes a mystery act.

It will soon be cold enough for bull-barn hot-stove leagues to discuss the bad mistakes made by managers during the season.

A couple of full-grown lions belonging to Noble Hamiter, veterinarian and animal trainer, went AWOL Thursday (6) in West Dallas. After a spirited safari in which an armed posse of 50 men and women took part, the female member of the duo was shot to death and her partner was ignobly surrounded, roped and hauled back to quarters on a truck.

Tom Gregory, past president of CFA, with Mrs. Gregory and daughter, Dorothy, spent the final days of the season with Cole Bros.' Circus in Bristol, Va., and Johnson City, Tenn. This year marked the first time the Gregorays attended the opening and closing performances of the Cole show. They also visited Ringling Bros. and Barnum & Bailey at Knoxville.

Tears come to the eyes of even the hardest weather-beaten pusher when the band plays *Auld Lang Syne* on closing night.

Foster Bell, contracting press for Ringling-Barnum, garnered a flock of space in the Tampa dailies and on the Associated Press when he hit that town Tuesday (4) in his regular line of duty by using the "no comment" crack when asked about the Mabel Ringling romance, the prospective change in officers, etc., and countered with enthusiastic blurbs about the show.

Sam L. Ward, a promotional manager for Polack Bros., spent a few days in Chicago last week relaxing before starting his next promotion at Flint, Mich. Sam reported that his last one at Little Rock, Ark., set (See Under the Marquee on page 86)



WHEN DAILEY BROS.' CIRCUS goes into the barn at Gonzales, Tex., November 15, Ralph Noble will have completed his fifth year as general superintendent for Ben and Eva Davenport.

## Polack Eastern Clicks at Utica

UTICA, N. Y., Nov. 8.—Polack Bros.' Circus Eastern Unit hung up a red one here for the week ended Saturday (1) at Cavalry Armory under auspices of Ziyara Temple Shrine, it was announced by Fredrick W. Roedel, general chairman. It was Polack's first appearance here.

About 3,000 children jammed the opening matinee October 28. Nearly all other matinees and night shows drew capacity, and it was necessary to give extra shows October 29 and 30 to take care of the crowds.

Excellent afternoon business was attributed largely to the promotional efforts of A. E. (Buck) Waltrip, who succeeded in getting school coupons distributed in all public and parochial schools in the city and county by the teachers.

Many members of the Hubert Castle Tent, Circus Fans of America, who are also members of Ziyara Temple, were helpful in assisting with promotion. Roedel is a member of the association.

Early promotion resulted in a large advance sale, 40-page program, 57 advertising banners and 8,000 underprivileged children's tickets.

Talent included Roman Proske's Tigers, Whitbeck's Elephants, Masimiliano Truzzi; Iwanov, bar act; Ray Wilbert, hoops; Mlle. Marie and Her Pals; Bob Steele Horses; Great Francisco, perch; Chris and Rae Duo, wire; Del Ray, perch; Flying Formats; Bill-etti Troupe, high wire; Dime Wilson, table rock; Cycling Sydneys; the Bo Bo Barnett clown troupe and the aerial ballet.

## Cold Weather Cuts King Biz in Miss.

GRENADA, Miss., Nov. 8.—King Bros.' Circus has been doing fair business on its tour thru Mississippi despite unfavorable weather ranging from heavy rains to frost. Cold spell caught the show here Wednesday (5) and, as a consequence, business was light with the night show drawing only about two-thirds of a house following a slim matinee at which only half of the big top was filled.

Customers here, however, gave the show an enthusiastic reception with the De Rizkie Sisters, jugglers, wire walkers and trapeze artists, and the Cristianis rating a heavy share of the applause.

At Aberdeen, Monday (3), show drew a two-thirds matinee and capacity at night. Saturday (1) an all-day rain held attendance for both shows at New Albany to about half a house.

Show garnered excellent business at Booneville with the aid of fine weather, as both performances were given to capacity houses. Next day at Ripley, heavy rains resulted in a light matinee and only a three-quarter house at night.

## Kankakee Winner For Clyde Bros.

KANKAKEE, Ill., Nov. 8.—Clyde Bros.' Circus wrapped up a lucrative date in the Armory here for the three days ending Saturday (1) under auspices of the Kankakee Shrine. Matinee and night shows were given with near-capacity crowds the rule for the latter.

Acts included Happy Kellems, clown and emcee; Don, Pete and Johnny Morris, ground acrobatics and teeterboard; Hap Henry's Canines; the Carltons, roller skating; Miss Helen and prop elephant; the Craigs, hand balancing; Clark's Bears; Jerry Hartley; Hap, Henry and Frank Lammoines, balancing and comedy juggling; Four Queens aerialists; the Leclairs, jugglers; Capt. Henry Pickard's Seals; Bob Ellison, slack wire, and Van Wells, clown.

## Lohmar Heads SLA Indies in Dec. Election

### Memorial, Registration Set

CHICAGO, Nov. 8.—Robert L. (Bob) Lohmar, general agent for the Royal American Shows, has been named head of the Independent Ticket for the annual Showmen's League of America election December 1 at the league clubrooms, 400 South State Street, Chicago.

Lohmar will oppose David B. Endy, owner of Endy Bros.' Shows, who is now first vice-president of the organization. No other opposition developed for officers' chairs after James P. Sullivan nixed a nomination to oppose Lou Keller for the second vice-president's job.

Independent Ticket includes 15 names for the board of governors. They are Art Frazier, Harry Modele, William Cowan, Eddie Gamble, L. C. (Curley) Reynolds, Jack Downs, H. B. Shive, Sunny Bernet, H. A. (Whitey) Lehrter, Phil Little, Dee Lang, Harold (Buddy) Paddock, Ned E. Torti, William H. (Bill) Green and Eddie Coe.

The board of governors named Roger S. Littleford Jr., Elwood A. Hughes and George W. Johnson to fill vacancies on the regular ticket.

### Ballots Now Ready

Joe Streibich, league secretary, announced the ballots went to press Friday (7) and will be ready for distribution immediately to those wishing to cast absentee ballots. Each paid up member is entitled to a vote, and ballots will be mailed those sending in their cards. Absentee ballots must reach the league office by 1 p.m., December 1.

Preparations for other league activities during the convention are reported progressing rapidly. Sid T. Jessop, chairman, and Walter F. Driver, vice-chairmen, report arrangements have been completed for the registration booth at the Hotel Sherman during the meeting. A tent will be erected in the lobby and will be open from 10 a.m., until 8 p.m., Sunday (30), and from 10 a.m., until 7 p.m., Monday, Tuesday and Wednesday.

### Take Billboard Listings

The registration booth also will accept listings for *The Billboard's* lobby directory, as the hotel will adhere to its rule against the use of advertising in the lobby or the halls.

Members of this committee include George W. Johnson, Joe Pavese, Leo Olsen, H. A. (Whitey) Lehrter, Nieman Eisman, James Campbell, John Gallagan, Rube Liebman, Orville (See *Lohmar Heads Indies*, page 66)

## NSA Auxiliary Honors Anna Halpin

NEW YORK, Nov. 8.—More than 100 members and friends of the Ladies' Auxiliary of the National Showmen's Association attended the testimonial dinner for President Anna Halpin at the Hotel Taft Monday night (3). In charge of the event was Past President Dorothy Packtman, assisted by Ethel Shapiro.

Entertainment was provided by members of the auxiliary, including the Balzar sisters, Gertrude Van Denise, Mildred Ford, Helen Young, Midge Cohen, Jeanette Finkel and Ethel Shapiro. A song whose lyrics depicted the highlights of Mrs. Halpin's life was sung by the author, Fredi Coleman, with the audience joining in the chorus.

## Ottawa Goes to World of Mirth

OTTAWA, Nov. 8.—World of Mirth Shows have been signed to play the Central Canada Exhibition here in 1948, it was announced by Frank Bergen, shows' owner-manager.

It will mark the second consecutive year for this organization at this exhibition since its resumption following the war. During the recent exhibition World of Mirth shattered all previous gross records here.

James E. Strates and Cetlin & Wilson shows also bid for the contract.

Bergen announced that his shows closed for the season Wednesday (5) in Augusta, Ga., and is now in winter quarters at Richmond, Va. He declared the season was highly successful, despite early spring rains which hit hard, and considerable rain during the southern tour since October 1.

"We did not gross as much as we did a year ago, due chiefly to the elements, but all in all, it was a highly successful season and we are prepared to make a big investment in the org so that when it takes the road next spring it will truly be a new World of Mirth," Bergen declared.

It was also announced that the contract for grandstand attractions have again been awarded to George A. Hamid of New York.

## Capell in Haskell Winter Quarters; Sons Playing Unit

HASKELL, Okla., Nov. 8.—Capell Bros.' Shows, under management of H. N. (Doc) Capell, closed at Okmulgee, Okla., September 27. According to Capell show enjoyed the best season in its history since the opening five years ago. Show is in quarters here.

Jack, Bob and Bill Capell, sons of Mr. and Mrs. H. N. Capell, who were with the show all season, have five rides, three shows and a string of concessions playing the cotton towns in Southern Oklahoma and are doing good business with this small unit.

## Cohen Announces Complete Program for ACA Meetings

ROCHESTER, N. Y., Nov. 8.—Max Cohen, general counsel, has announced the complete program for the American Carnivals Association meetings. He indicated that interest is unusually high this year and that a great many prominent showmen have signified their intention of attending.

All sessions of the annual meeting will be held at Hotel Sherman, Chicago, at the meeting rooms specified below, commencing Monday, December 1, and continuing daily until the

business of the meeting is completed.

Monday, December 1, 2 p.m., Room 104—Meeting of general counsel and associate counsel. 4 p.m., Room 106—Meeting of board of directors, officers and past presidents. (All members are welcome at this meeting). Opening of meeting by President Oscar C. Buck. Proof of notice of meeting. Roll call of directors and officers. Reading of minutes of 1946 Chicago meeting, and approval thereof. Reading of minutes of special meeting, and approval thereof. Reports of committees. Reports of officers. Annual report of general counsel-secretary-treasurer and approval thereof. Reports of associate counsel. Communications. Applications for membership and action thereof. Unfinished business. New business. Memorial resolutions. Miscellaneous resolutions. Election of officers. Selection of next meeting place. Presentation of bills. Financial reports. Action relative to delinquent dues. Discussion of association policies for 1948. Appointment of associate counsel. Miscellaneous business. Adjournment.

Tuesday, December 2, 1 p.m., West Room—Meeting of membership of association. Opening of meeting by president. Proof of notice of meeting. Roll call of member shows and individuals present. Reading of minutes of 1946 meeting and approval thereof. Reading of minutes of special meetings and approval thereof. Reports of officers and directors. Approval of action taken at directors' meeting. Annual report of General Counsel-Secretary-Treasurer Max Cohen and of associate counsel and approval thereof. Financial reports. Unfinished business. New business. Election of directors until next annual meeting in 1948. Miscellaneous business. Discussion of Association policies for 1948.

Addresses by members and others present on subjects to be announced at the meeting. General conference on matters affecting the carnival industry. (1) Public safety. (2) ASA (See *Cohen Sets Program*, page 66)

## Snow Hits Nolan En Route Home; 40 Dates Filled

DENVER, Nov. 8.—Larry Nolan Shows called it a season Saturday (1) at Holly, Colo., after playing 25 weeks and 40 towns, covering Colorado, Kansas and Oklahoma. Owner Nolan and wife were called to Houston at the sudden passing of Mrs. Nolan's mother. Elvin Bishop did the pinch-hitting for his boss man at the closing spot.

Show headed for its Denver base Sunday and ran into the season's first snow, but got in and after a three-day layover moved into its new quarters in near-by Wheatridge.

The Nolans and Bishops then took off for Omaha and took delivery on new trailers, then to Kansas City, Mo., where Nolan bought a Ferris Wheel for next season. LeRoy Huffman and Red Bishop remained in quarters.

The crew will start work shortly after the first of the year to build and ready for 1948. All ride foremen signed for next year, as did most of the concessionaires. Show will add two rides and Downey Teleskopic Light Towers for next season and will open the middle of April in Southern Colorado.



WHEN THE ROYAL AMERICAN SHOWS train arrived in winter quarters at Tampa Thursday (October 30), the personnel had an unexpected greeting from the University of Tampa band and student body. The reason for the hearty welcome was the announcement the day before that the shows would give 100 per cent receipts for the matinee Friday (7), to the university's endowment fund. The university is seeking \$500,000 endowment fund, and sponsorship of the carnival date is by the alumni association. This photo shows the reception. On the platform, left to right, P. T. Strieder, manager of the Florida State Fair; Mrs. Carl J. Sedlmayr Sr., C. J. III, Mrs. Sedlmayr Jr., C. J. Sedlmayr; Clyde Bergwin, president of the Tampa University Alumni Association; Dr. E. C. Nance, president of the university; and C. J. Sedlmayr Jr. It was a Herb Pickard promotion.

## Low Hamilton Set To Handle Press For Wagner in '48

PHILADELPHIA, Nov. 8.—Lew Hamilton announced from his home here that he had been signed by General Manager Al Wagner to handle publicity for the Cavalcade of Amusements in 1948. He will also handle the front of the Midget Show, which will result in his always being with the org and never in advance. Hamilton has handled press with the World of Mirth, Marks and John R. Ward shows.

Hamilton expects to return to Cavalcade's Mobile, Ala., winter quarters the latter part of January to take over his new duties. At the time he left, he reports, the show was being put away by Ralph Clawson, Johnny Beam, Nat Worman and Wagner, assisted by Frank Flannagan and Leo Hout, of the electrical department.

En route here he visited Hennie Bros.' Shows at Mobile. At the Augusta (Ga.) Exchange Club Fair he visited the World of Mirth Shows where he met Bob Hermine and his troupe of midgets, Neil Geary, press agent; Charlie and Pearl Holliday, Cy Holliday, Glen Porter, Joe Sciorfino, Ginger Rae and Marge and Tommy Riggins.

At the Florence (S. C.) Fair he met Izzy Cetlin and Jack Wilson, co-owners of the Cetlin & Wilson Shows; R. C. McCarter, general agent; Jack and Beth Arnott, Ethel and Earl Purtle and Bob and Ruby Givins.



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 Size 48x48", Price \$37.50,  
 Size 48x48", With 1 Jack Pot, \$45.00.  
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 Sample of each of the above 4 items for ..... 25¢  
 No. 1, 45 Pages. Assorted Color Covers ..... 50¢

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 120 Pages, 2 Sets Numbers, Clearing and Policy. 1200 Dreams. Bound in Heavy Gold Paper Covers, Good Quality Paper. Sample, 20¢.

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**PACK OF 79 EGYPTIAN F. T. CARDS,** Answers All Questions, Lucky Numbers, etc. 50¢  
 Signs Cards, Illustrated. Pack of 36 ..... 15¢  
 Graphology Charts, 9x17, Sam. 5¢. Per 1000 \$7.50  
**MENTAL TELEPATHY, Booklet, 21 P. .... 25¢**  
 Shipments Made to Your Customers Under Your Label. No checks accepted. C. O. D. 25 Deposit. Our name or ads to do not appear in any merchandise. Samples postpaid prices. Orders are P.P. Extra.

**SIMMONS & CO.**  
 19 West Jackson Blvd. CHICAGO 4, ILL.  
 Send for Wholesale Prices.

America's Pioneer  
 Manufacturer of  
 Corn-Popping  
 Machines

**CRETORS**  
 Since 1885

**CANDY FLOSS MACHINE**



Indorsed and used by Ringling Brothers, Barnum & Bailey Circus, our New Super Model #111 is extremely easy to operate. Single Spinnerhead \$227.50; Double Spinnerhead \$245.00; Single Bands and Ribbons \$5.00 each; Double Bands \$15.00 each. We repair all makes of machines. Orders shipped on 25% deposit, balance on delivery.

**CONCESSION SUPPLY CO.** 3816 Secor Rd. Toledo 8, Ohio

**Big Profits PHOTO MACHINES**  
 New Street and Booth Models Ready!  
 Shipped in 2 days!  
 Exclusive features—easy to operate. Hands not in chemicals. KD or 1 piece. 5-year warranty. Cameras only or complete. 10 sizes—single, double or triple. Supplies. Write—phone—wire.



**Federal Identification Co.**  
 Dept. 48, 1012 N.W. 17, Oklahoma City, Okla.

**FOR EXPORT**  
 Popcorn Machines & Concession Equipment & Supplies

**BLEVINS POPCORN CO.**  
 NASHVILLE, TENN.

**MIDWAY CONFAB**

Lucille Perry, of the Happyland Shows, has returned to Detroit from a vacation in Florida.

Jackpotter's slogan: "Never let it be said that you closed broke."

Mr. and Mrs. Roscoe T. Wade, of the Joyland Midway Attractions, have returned to Detroit from a business trip to Oklahoma.

John F. Reid, of the Happyland Shows, left Detroit November 4 for three weeks in St. Petersburg, Fla., to visit his youngsters there.

Mrs. John J. Quinn and her mother, Mrs. James Heshner, of the World of Pleasure Shows, are vacationing in California.

Over half of the show's personnel knocked its general agent, which shows how simple it is to follow directions.

Stan and Estelle Reed closed with the Cavarella Shows at Aiken, S. C., November 1 and have moved into the Hotel Jerome, Columbia, S. C.

L. L. Rambo infoes that Harry Craig's Heart of Texas Shows scored a red one at Midland, Tex., for the week ended November 1.

Cameron G. Murray, manager of the W. G. Wade No. 2 Unit, is away on a booking trip to Cadillac, Greenville, Grayling and Port Huron, all in Michigan.

Small midway operator said he wasn't sending his agent to the IAFE Convention to get fairs—just to be seen there.

Walter A. (Wingie) Schafer, advance agent of the Wade Shows, is proving the No. 1 membership solicitor for the Michigan Showmen's Association.

Ben Morrison, bingo operator and show promoter, has taken delivery on a new Packard and left Detroit for a

**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.

<b>HEADQUARTERS FOR PURDUE HYBRID S. A. CORN</b>	<b>Immediate delivery on Cocoanut Oil, Peanut Oil, Salt, Boxes</b>
--	--

**POPPERS BOY PRODUCTS CO.** 60 E. 13TH ST. CHICAGO 5

**OCTOPUS ROLLOPLANE FLY-O-PLANE**  
 World's Most Popular Rides

**EVERLY 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

**ARE YOU A READER—**  
 of **BIG ELI NEWS?** This ride man's magazine is printed six times per year and mailed free to hundreds of interested readers. Now in its 32nd year and creating more interest all the time. **BIG ELI NEWS** contains news of the ride business and special articles for Ride Owners and Operators. Send a request by government postal card, we will mail your copy of September-October issue and tell you how to get on our regular mailing list. Ask for that sample copy today.



**ELI BRIDGE COMPANY**  
 Publishers  
 800 Case Avenue Jacksonville, Illinois



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.**

**SHOOTING GALLERIES**



Complete line of Shooting Galleries, Rifles, Loading Tubes and Supplies for immediate delivery. Write for catalog.

**KING AMUSEMENT CO.**  
 82 Orchard St. MT. CLEMENS, MICH.

**OHIO SUPER YELLOW and DWARF WHITE HULLESS POPCORN**

In 50 and 100-lb. moisture-proof bags. Also Cartons and Supplies. Write for catalog.

**BETTY ZANE CORN PRODUCTS, INC.**  
 638 Bellefontaine Ave. MARION, OHIO

**HUBERT'S MUSEUM**  
 228 W. 42nd St., New York, N. Y.  
 Open all year round  
 State Funks and Novelty Acts.  
 State salary and all particulars in first letter.

**PECANS**

Of high quality from the famous Pecan Belt of Georgia, where the finest are produced. These pecans have thin shells and a delicious flavor. I offer you these by prepaid express at:

20 pounds or more ..... 39¢ per pound  
 100 pounds or more ..... 38¢ per pound  
 500 pounds or more ..... special price on request

No C. O. D. please. Satisfaction guaranteed. Order from this ad. Remit with cashier's check or money order to: **H. B. BRADY, DAWLSBORO, GA.** Reference: First National Bank, Louisville, Ga.

**WANT**  
 USED MERRY-GO-ROUNDS  
 Any size or make regardless condition. All or any part. Will pay cash.

**ROSCOE T. WADE**  
 16845 Lindsay DETROIT 27, MICH.  
 Phone: VErmont 5-5232

**FOR SALE**

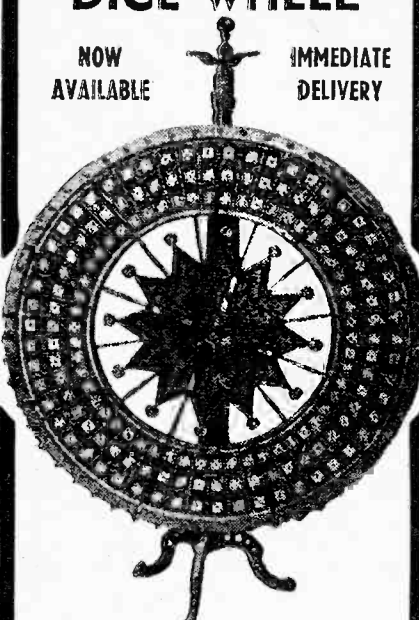
Bingo outfit, complete with Trailer to haul same. Outfit in excellent condition, used two seasons. Trailer or 4-wheel tandem covered with aluminum makes center section. Must be seen to be appreciated. Will set up same upon request. Write or wire.

**C. W. SICHLEY**  
 214 E. 5th St., Concordia, Kans.



**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.

**Ironclad**

It happened during the lean years on a show that was winter trouping in Florida. Everyone with it and for it were without money to guide them, and eating was one of the big problems. It had rained for five consecutive days and nights, which made scoffing still tougher. On the last night a half-and-half, who operated its own show, thru sheer desperation decided to open. His manager, who doubled as ticket seller, sat in the box. His shirt had been laundered by the elements during the week, and his leather collar glistened with dampness. Seeing a crowd of six people on the lot, the 50-50 rushed out from under the leaky top onto the bally platform. His and her dime-store-makeup was streaked from the gentle patter of rain, its mascara was washing into its eyes almost blinding it. His and her paper curlers hadn't done their work well due to the dampness of the day. After making an opening on itself the half-and-half wound up by pointing at a well-faded banner depicting the two bodies in one. Then to cinch the opening as a turner it added, "If not just as exactly as pictured there I'll donate \$10,000 to any charitable institution you name."

**3 factors that make the improved EWART MERRY-GO-ROUND the best buy**

*Designed for Portability*



*Engineered for Trouble-Free Operation*

*Decorated for Maximum Eye-Appeal*

★ 30 FT. 2-PLACE EWART MERRY-GO-ROUND CAN BE PACKED AND MOVED ON ONE 28 FT. SEMI.

★ MAIN DRIVE GEAR IS BUILT IN 4 SECTIONS FOR EASIER HANDLING.

★ ALL PARTS OF THE EWART MERRY-GO-ROUND ARE DESIGNED TO ALLOW FASTER ERECTION AND DISMANTLING.

★ EXCEPTIONALLY LIGHT. WEIGHT EWART MERRY-GO-ROUND WEIGHS ONLY 7 TONS.

★ ALL MOVING PARTS OPERATE ON TORRINGTON ROLLER OR BALL BEARINGS.

★ THESE ARE JUST A FEW OF THE FACTORS THAT MAKE EWART MERRY-GO-ROUNDS SUPERIOR.

★ EQUIPPED WITH CONWAY CLUTCH

★ ALL-STEEL FRAME, STURDILY CONSTRUCTED

★ TELESOPES HAVE TWO 1 1/2" ROLLER BEARINGS INSIDE ON WHICH SHAFTS OPERATE.

★ DRIVE IS 2 V-BELT ENCLOSED.

★ EQUIPPED WITH A NATIONALLY KNOWN RECORD PLAYER • SELECTED FOR EXCEPTIONAL TONAL QUALITY

★ EWART MERRY-GO-ROUNDS ARE EQUIPPED WITH GAILY PAINTED EWART CAST ALUMINUM HORSES.

★ CRESCENTS ATTRACTIVELY DECORATED TRIM APPEARING

MERRY-GO-ROUND MAY BE SEEN AT 1200 SQ. VICTORY BLVD., BURBANK, CALIF.

**REASONABLY PRICED \$950.00 F.O.B. LOS ANGELES**

**ATTN.: JOBBERS**

*Blevins*



**Snow-Man FLAVORS**

FOR BETTER SNOW CONES

**SNOW-MAN FLAVORS and SNOW-MAN CUPS**

Will soon be the most widely advertised flavor line in the country.

Write for Our Proposition

**BLEVINS POPCORN CO.**  
Nashville, Tenn.

**8-QUART LIFETIME POPPER**

Only geared 8-quart popper on market. 1/2" aluminum. Cast aluminum, closed gear housing. \$10.00 F.O.B. Toledo. Terms: 25% with order, balance on delivery.

**CONCESSION SUPPLY CO.**  
3916 Secor Road  
Toledo 6, Ohio

**RADIO STATION FOR SALE**

Tired of the Circus, Carnival, Fair, Exposition or Coin Machine Business? Invest in a qualified, financially sound Radio Station, centrally located. Established many years. All replies confidential. Give financial references.

BOX 138, c/o The Billboard  
155 N. Clark Street, Chicago 1, Ill.

Buddy Paddock might have had something to do with the sending around of the cleaner.

D. Wade, general agent of the W. G. Wade Shows, secured some unusual publicity the other day when *The Detroit News* ran a spread of pictures he had taken while a friend of his rescued a man from drowning in the Detroit River.

Side show dwarf lost his pants in a cleaning establishment and was indignant when the cleaner insisted on only paying for a pair of green running trunks.

W. E. (Bill) Snyder, general representative for Jack Downs's Gem City Shows, spent Wednesday (5) in Chicago between jousts with committees he is contacting for 1948 spring dates. Rotund William reported that "things are shaping up well and we'll have a strong route."

Jim Brown cards from Ropesville, Tex., that the stand there proved a red one for P. Gimsel's Midway and instead of moving to Meadows, Pa., as previously planned, the org finished the week in Ropesville. Brown adds that the cotton crop down that way was a big one this year and there's plenty of work and money in evidence.

Ray Turrentine reports that he underwent the first of three scheduled (See Midway Confab on page 66)

**TENT SHOWS**

**ATTENTION!**

Have dependable electric current wherever you tour with a Universal Portable Lighting Plant—and at less than city rates. All sizes to handle 10 to 500 bulbs. Universals are light weight, compact, reliable. Write for catalogs!



**Universal LIGHTING PLANTS**

**UNIVERSAL MOTOR COMPANY**  
426 Universal Drive • Oshkosh, Wisconsin

**OUTDOOR ORGAN RECORDS**

High Undistorted Volume. Used by Carnivals, Merry-Go-Rounds and Outdoor Shows throughout the country.

12 10" Records—\$11.40 (tax already included). These Records guaranteed to satisfy. Send for complete list.

**MIDWEST RECORDED SPECIALTIES**  
113 LARCH ELMHURST, ILLINOIS

**H. E. EWART CO.**  
4300 LONG BEACH BOULEVARD  
LONG BEACH 7, CALIF.

**POPCORN HEADQUARTERS**

TOP-POP Hybrid Popcorn is backed by a Money back guarantee if you are not completely satisfied in every respect. Send your order in today. Finest quality roasted peanuts—attractive circus bags. 5 sizes boxes—cones—bags—snow cones—floss papers—colors—napkins—spoons—ready-to-use flavors—apple sticks. Immediate Delivery Star Poppers. Midway Marvel Candy Floss Machines—All-rubber shock-mounted. Stay ahead with Sno-King Ice Shavers—capacity 500 lbs. per hour. Used Popcorn and Peanut Machines bought and sold. Guaranteed trouble free. Big money makers.

**CHUNK-E-NUT PRODUCTS CO.**

Serving You From Coast to Coast

**MATTY MILLER** 231 N. Second St. Philadelphia 6, Pa.  
**HANK THEODORE** 2908-14 Smallman St. Pittsburgh 1, Pa.  
**JOE MOSS** 1261 E. Sixth St. Los Angeles 21, Cal.

**QUICK DELIVERY**

ON NEW AND IMPROVED, BIGGER AND BETTER  
**1948 MODEL SUNSHINE ELECTRIC CHOO CHOO TRAIN**

This isn't a streamliner, but an old-fashioned train with smoke stack and bell—a real flash on any Midway or Amusement spot. Children and adults come miles to ride and re-ride. A proven portable money-maker that sets up in less than one hour in a thirty-five foot circle. One person operates it from ticket box. Runs on 110 or 220 volt current. All steel, fabricated metal fence, ticket box, light stringer (no bulbs). Complete and ready to run. Will stand years of hard service. It's the hit ride of the year. There's plenty of time to make it pay for itself yet this season.

Three-car 18-passenger, \$1500.00. Four-car 24-passenger, \$1625.00. Five-car 30 passenger, \$1750.00. All F.O.B. Tampa, Fla. Fast truck delivery and set up for 15 cents per mile one way. Send one dollar for large photograph and complete description.

**SUNSHINE MFG. CO., 2105 E. Chelsea St., Tampa, Fla.**  
Member, Tampa Chamber of Commerce

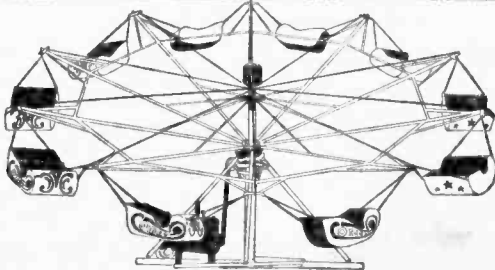


**THE COMET**

A one-truck major Ride. The Ride that brings in real profits.

**ORDER NOW FOR 1948 DELIVERIES**

Manufactured by  
**Tillman & Johnson**  
4628 N.W. 36th Ave., Miami, Fla.



## BALLYHOO BROS.' CIRCULATING EXPO

A Century of Profit Show

By Starr De Belle

Double Duke, Ark.,  
November 8, 1947.

Dear Editor:

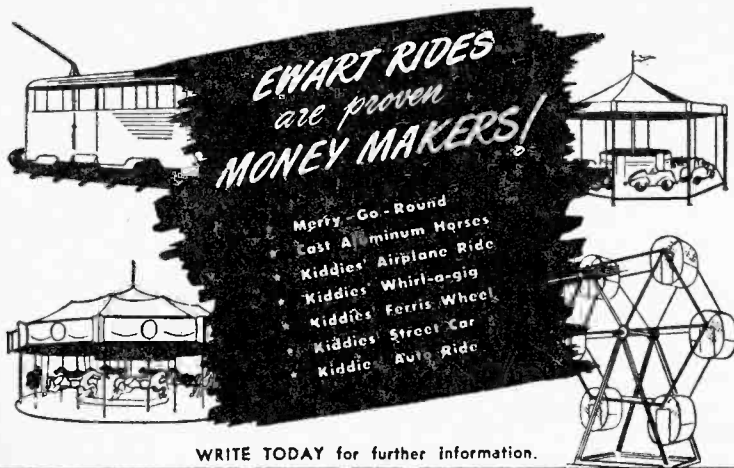
Manager Pete Ballyhoo announced here last Monday that business for the shows bearing his name was 54 per cent above the 1946 gross. Even with money not so plentiful as in former years, 16 weeks of rain and attendance far below those of boom years, the rides and shows grossed heavily thru enlarged seating capacities. (Never mind asking how we increased the seating capacity on rides. That's the boss's secret).

With no thoughts of closing, the season is yet young for this midway; 10 recently acquired railroad cars are being held on a siding in Minneapolis for a late February delivery when a suitable quarters should be found. The recently purchased army searchlights (to be used as spotlights in our sitdown shows) will be delivered if and when the show goes into the barn. To give his brother carnival managers a break, Manager Ballyhoo called off plans for 200 tables at the SLA Banquet much to the regret of 1,200 of his employees who were to be guests of the boss. The banquet and ball was to be their bonuses, but instead they will be given one week's light and parking rent free for their house trailers if and when the show goes into the barn.

Having not confided his building and enlarging campaign for the winter to his press staff, all we can say is that with 54 per cent more money, possibly 60 per cent when an accurate check is made, to play with than he had last winter, the boss will probably go the limit in securing and building terrific midway innovations.

All season money rolled in faster than our over-worked office staff could count and check it. The 54 per cent above 1946's take is merely a rough estimate, and when the actual figures are released it will probably jump to between 60 and 62 per cent. To date there are 43 gunny-sacks filled with uncounted bills of large denominations laying uncounted in a storage wagon, and just how deep we have dug into a recently delivered baggage carload of roll tickets isn't known. The boy who drives the gilly wagon insists that he hauled 16 loads of ducks to the office wagon. The boss is satisfied that according to business done he must have hauled 20 loads. Perhaps your advertising department has already informed you that the boss didn't buy his usual full-page in the special. He's waiting until a little later when he plans (remember, I'm not committing myself, I said "plans") on buying the entire advertising space for six issues. Wish it were possible for me to give you more details regarding the shows' terrific season, but I want to duck before I'm asked about my expense account. The boss is raising hell on the midway. Just heard him yell to the concessionaires, "You so-and-so's had better be damn sure and bring something into the office tonight. If you don't come in, plus lights, I'll chase every damn one of you and close the show. You can tell the world that my wife isn't going barefooted around here for lack of shoes just because you fellows want to eat."

MAJOR PRIVILEGE.



WRITE TODAY for further information.

### H. E. EWART CO.

4300 Long Beach Blvd. Long Beach 7, Calif.

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.

### FOR PROFIT AND FLASH THE SPITFIRE

IS "SUREFIRE"

WORLD'S MOST BEAUTIFUL RIDE

FRANK HRUBETZ & CO.

SALEM, ORE.



### NEW 1948 KING FUN HOUSES

Beautiful newly designed Fun Houses built on Semi-Trailers. Erected and dismantled in an hour's time. New models complete with full line of tricks. Write for full information. Terms available.

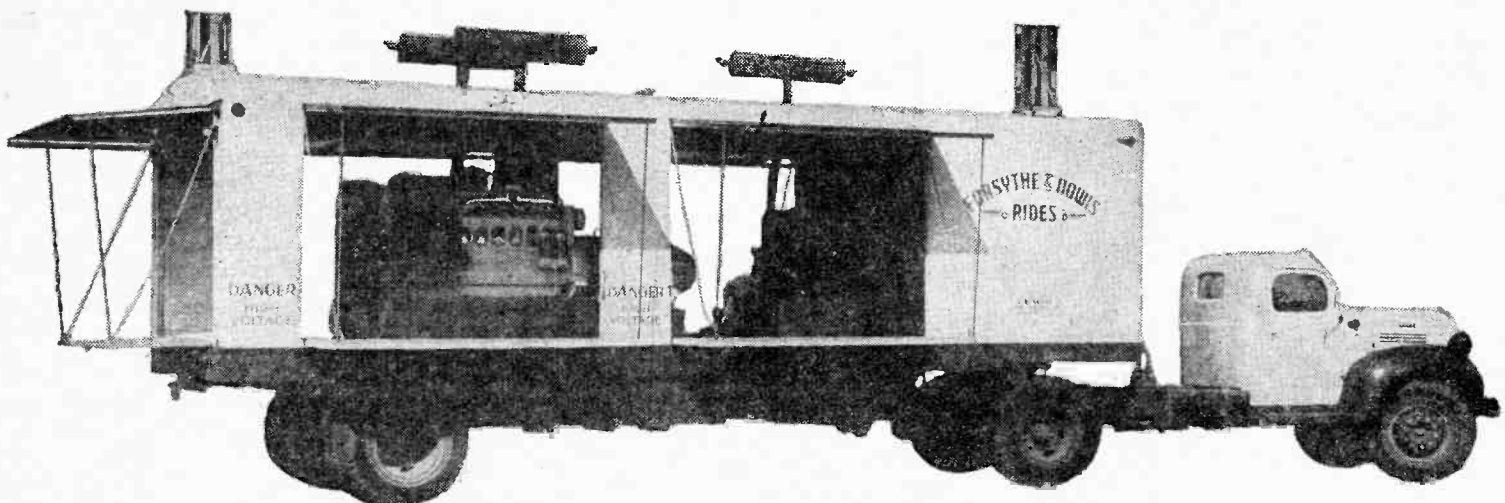
KING AMUSEMENT CO.

82 ORCHARD STREET

MT. CLEMENS, MICH.

# FOR SALE!

## (IMMEDIATE DELIVERY)



### COMPLETE POWER TRAILER-TRACTOR

The Power Plants Consist of TWO 90 Kw. and ONE 30 Kw. Lewis-Diesel Carnival Specials.

- Has less than 800 hours of operation.
- Complete with Model 1947 Dodge Tractor (less than 5,000 miles).
- Has TWO 22-foot collapsible light towers, Mines' Cable Harness and fittings to match power plant.
- This equipment is available for sale because present owner's expansion program calls for greater capacity and a different set-up.
- Equipment can be inspected and operated at our place in Memphis.
- Information and price on request. Deal can be financed.

THIS OUTFIT IS READY TO GO, NOW! No Foolin'!

WRITE, WIRE, PHONE, AS THIS EQUIPMENT IS OFFERED SUBJECT TO PRIOR SALE.

CONTACT E. WOMBLE OR SAM VINSON

## LEWIS-DIESEL ENGINE COMPANY

MEMPHIS 2, TENNESSEE

WE LIGHT THE MIDWAYS OF AMERICA!



*"...it's later  
than you  
THINK!"*

*::: Yes, NOVEMBER 19 is the LAST day!*

Advertising Forms will close on that day!

- No firms catering to the needs of outdoor show business should overlook being represented in the advertising columns of The Billboard's big **OUTDOOR CONVENTION ISSUE . . . the annual CHRISTMAS SPECIAL.** Reservations and copy must be in **VERY** soon—November 19 is the last day for copy to be published in the issue that will have **EXTRA** news, **EXTRA** advertising, **EXTRA** pages, **EXTRA** circulation, including distribution to all the Park Managers, Fair Secretaries and Outdoor Showmen attending their respective meetings and conventions in Chicago! The issue closes November 19, and within **SIX** days your convention advertising will be distributed nationally. It's an opportunity that you can't pass up—**WIRE YOUR RESERVATION TODAY! RUSH YOUR COPY AIR MAIL OR SPECIAL DELIVERY!**

**OUTDOOR CONVENTION ISSUE**  
(BILLBOARD CHRISTMAS SPECIAL)



**THE CATERPILLAR**  
STILL SETTING  
NEW RECORDS!

Made by  
THE MAKERS OF THE  
LOOPER  
MOON ROCKET  
KIDDIE AUTO RIDE  
CARROUSELS  
and other famous  
amusements

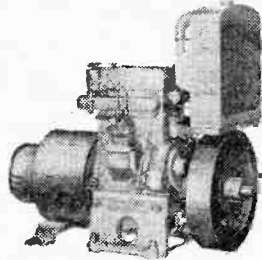
One of the most consistent money-making rides of all time! Many owners have grossed over \$5,000 in a single week. Completely streamlined, with modern lighting effects and 18 gleaming stainless steel cars. Carries 36 adult passengers or 54 children. Peak loading time approximately 60 seconds. Compact . . . easily carried in one 28 ft. and one 30 ft. trailer. Write today for further information. Address Department C.

**ALLAN HERSCHELL COMPANY, Inc.**  
NORTH TONAWANDA, NEW YORK

*World's largest manufacturers of amusement rides*

## GREATLY REDUCED FOR IMMEDIATE SALE

Buy Your  
Electric Power Generating Plant NOW  
at This SPECIAL LOW PRICE



MODELS REMAINING IN OUR STOCK ARE IDEAL FOR GENERATING POWER FOR CIRCUSES, CARNIVALS AND OTHER MOBILE UNITS.

Nationally Known Winpower Diesel Electric Plants:

- Operate on Low-Cost Fuel
- Insure Longer Life—Low Maintenance
- Require No Experience—Easy To Operate
- Quiet, Safe, Economical

Models reduced for  
IMMEDIATE CLEARANCE

	WERE Each	NOW Each
2—Model W2M—200-Watt Gasoline Generators . . .	\$580.00	\$ 383.00
2—Model 10L—200-Watt Gasoline Generators . . .	390.00	260.00
1—Model 7LS—750-Watt Gasoline Generator . . .	350.00	224.00
1—Model D2—10AR—9-KW. Diesel Generator . . .	2,625.00	1,750.00

Write for complete information—and tell us your requirements.

The BODE-FINN Co. 2650 Spring Grove Avenue, Cincinnati 14, Ohio

## FOR SALE FOR SALE FOR SALE

Two beautiful #12 FERRIS WHEELS, in first-class condition, fully equipped with stars.

One IDEAL MERRY-GO-ROUND, absolutely in best condition.

RIDEE-O, everything gone over and in the best shape.

CHAIR-O-PLANE, Smith & Smith, in tip-top shape, fully equipped.

MONKEY SPEEDWAY TRACK, in perfect condition.

All This Equipment Now in Use and Running and Fully Guaranteed. Only Reason for Selling, Replacing With New Rides. Anyone Looking for Bargains Do Not Write. Write

**SAM E. PRELL**

HOTEL CHARLESTON CHARLESTON, S. C.  
CAN ALL BE SEEN IN WINTERQUARTERS IN CHARLESTON, S. C.

## ATTENTION, PARK AND CARNIVAL OWNERS

Will build on your location and at your expense, my famous combination Fun and Glass House, for which I hold patents pending. I have operated one on the Alamo Exposition Shows for the past 3 seasons and have one licensed to Pugh & Murphy at the Dallas State Fair Park, which grossed nearly \$10,000.00 during the Fair of 1946, and over \$10,000.00 during the 16-day Fair in 1947. Will take approximately 6 weeks to build. Beautiful flash—2 stories—dark walk-around upstairs and glass house downstairs. Can start work immediately.

**EDDIE BOOTHMAN, 231 Becker St., San Antonio, Tex.**

## CLUB ACTIVITIES

### Showmen's League of America

400 So. State St., Chicago

CHICAGO, Nov. 8.—With many of the brothers returning after closing their season, the meetings offer added interest. Vice-President Lou Keller presided at an interesting session Thursday (6). With him at the table were Walter F. Driver, treasurer, and Joe Streibich, secretary.

The independent ticket will go to press without the name of James P. Sullivan, who declined the nomination for second vice-president but will run for a seat on the board of governors on the regular ticket. Roger S. Littleford Jr., Elwood A. Hughes and George W. Johnson were nominated by the board of governors to fill board vacancies on the regular ticket.

Elected to membership were Douglas K. Baldwin, Ray O. Langlen, Sam Pers, George Terry, Max Jaffe, E. E. Payne, R. W. (Tommy) Stevens, Paul Kruger, Carlos F. Thomson, Robert Jackson, Lawrence Herrington, Arthur Converse, James McHugh, Thomas C. Jones, Harold Tompkins, Daniel Del Grosso, Louis R. Rupp, Rufus B. Barnes and Bernard Feldman.

The membership drive is progressing okay, with 196 having been brought in. Rube Liebmann's goal is 250.

To correct the report in last week's column that the president's party will be held at the Palmer House, co-chairmen Maurice (Lefty) Ohren and Bill Carsky made a joint announcement that it will be held Sunday night (30) at the Hotel Sherman.

The finance committee was instructed to reinvest the bonds which mature this month.

Nate Nye is recuperating at his home. Others on the sick list are Marshall L. Green, Tom B. Vollmer, John U. Lefebvre, W. C. Deneke and H. D. Wilson.

Al Sweeney and Art Briese, of the banquet and ball committee, report three-quarters of the Palmer House capacity is already sold.

The period of November 24 thru December 6 has been declared "open house" to all visiting showmen.

New members attending their first meeting were John W. Doolin and Hubert Schloss. Present after lengthy absence were Eddie Gamble, John Doolan, William E. Snyder, Sid T. Jessop, George W. Johnson, George Olsen, Joe Pavese, Fred G. Johnson, Whitey Woods, Bob McDowell, Jack Weiner, Al G. Cherner, Louis Berger, John M. (Jack) Duffield, Tom (Notre Dame) Sharkey and William Hetlich.

### Ladies' Auxiliary

At the regular meeting Thursday, October 30, Mrs. Nan Rankine, first vice-president, presided. Other officers present were Mrs. E. Sopenar, second vice-president; Mrs. Rose H. Page, treasurer, and Mrs. Robert H. Miller, secretary. Invocation was rendered by Chaplain Margaret Filograsso.

Mrs. Faye Brown, of Toledo, was welcomed at the meeting; also Lillian Lawrence, who has been absent for some time.

Letters from Mrs. Sam Gluskin, Bobbie Brown, Lillian Schofield, Leona C. Parker, Blanche English and Louise Chavanne were received.

A check for \$1,000 was donated to Walter Winchell for the Damon Runyon Cancer Fund. Another \$500 will be forwarded to the Illinois Cancer Fund from open house bazaar receipts.

Viola Fairly, president, is in Hot Springs resting before the meetings in Chicago.

Nan Rankine left for Denver to visit her son and family.

The next social will be conducted by Carmen Horan, assisted by Margaret Filograsso.

### National Showmen's Association

1564 Broadway, New York

NEW YORK, Nov. 8.—Special meetings of the board of governors and the club, devoted to clearing up final details of the yearbook and banquet, were held Wednesday night (5), with Secretary Ross Manning presiding, assisted on the dais by Past-President Oscar Buck, Chaplain Fred Murray, Ben Herman, Max Gruberg and Justin Van Vliet.

Fred Murray reported on the yearbook, advising that it would be the greatest publication ever issued by the club. The 10th anniversary edition, it is being edited by Leonard Traube, former editor of *The Billboard*. In the absence of the banquet chairman Ralph Endy, Murray also reported that a sellout for the banquet is reasonably certain.

### Testimonial Dinner

D. D. Simmons, chairman of the entertainment committee, reported that the testimonial dinner for the president, David B. Endy, and Past-President Jack Wilson, at Leon and Eddie's November 24 would be a sellout.

Executive Secretary Sibley made a brief report advising that the monument on the club's plot in Ferncliff Cemetery is completed and ready for the dedication November 23, with appropriate ceremonies.

Chairman of the eligibility committee, Jack Lichter, reported the following applications for membership to be acted upon at the regular meeting Wednesday (12): John Shumsky, Harry P. Rose, Joseph DeSiata, Eugene Snyder, Henry Dinoto, Jack Goldie, Casmer M. Koschielny, Stiney Shapovalus, Robert Allen, Julius R. Cosimini, Coley Deese and Edward R. Smith.

### Benefit Checks

Past-President Buck presented a check for \$510, the proceeds of a jamboree held in Danbury, Conn., jointly by the O. C. Buck and the Ross Manning shows, and also left a check for \$100 for Jack Lichter, chairman of the veterans' fund, for that account.

The following members pledged their efforts to obtain yearbook ads from Philadelphia business men: Max Gruberg, Irving Sherman and Richard Gilsdorf. Other members who pledged their assistance in getting ads were Tentco, John McCormick, D. D. Simmons, Sam Spitz, Justin Van Vliet, Joe Hughes, Al Burt and Edward Rockefeller.

The club's lunchroom, under management of Frank (Shrimpy) Rappaport, is now in full operation. The entertainment committee, headed by Don Simmons, reports that Bucky Allen, of the World of Mirth Shows, has wired the club that at a recent jamboree \$1,000 was raised toward the purchase of a television set for the club rooms.

Recent visitors were Charles Morris Jr., Joe Weissman, Joie Joseph, Neal Carr, William Grosso, Fred Zellermayer, Matty Burns, Herman Malek, Max Tonkin, Irving Berk, Nathan Newman, Harry Yeslovsky, Louis Weinstein, Louis Stern, Samuel Karp, Dan Thaler, Israel Prozer and Nelson Beardsley, from Albany. Beardsley made a donation to the veterans' fund. Latest arrivals, Mr. and Mrs. Max Tubis, are just in from their season with the Clyde Beatty Circus.

NOW CONTRACTING FOR 1948 SEASON

RIDES—SHOWS—CONCESSIONS

**W. G. WADE SHOWS**

C. P. O. Box 1488 Detroit 31, Mich.

## YOUR CANVAS NEEDS FOR 1948

SHOULD BE NUMBER ONE ON YOUR LIST

Clyde Beatty Circus, Kelley-Miller Circus have their orders in now. We suggest that now is the time to place yours. Prompt delivery any type tents to order. Bright flameproofed. Royal Blue, Forest Green, Olive Green, White, Blue & Khaki Dyed Hoopers Flameproofing Compound.

Write Today.

**UNITED STATES TENT & AWNING CO.**  
23-5-21 W. Huron CHICAGO 12  
Chicago's Big Tent House Since 1870

## SIDEWALL NEW WATERPROOF FLAMEPROOF

Following finished sizes, complete with Grommets. Made of double filled duck or twill.  
8'x100' ... \$54.58 8'x100' ... \$80.00  
7'x100' ... 69.04 10'x100' ... 88.48  
8'x100' ... \$71.52  
Made in any length at the above rate per running foot.  
● Satisfaction Guaranteed. Prompt Delivery.  
"If It's Made of Canvas, We Make It."  
25% Deposit—Balance C. O. D.

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SHOW CIRCUS CONCESSION MERRY-GO-ROUND **TENTS**  
**CENTRAL Canvas Company**  
HARRY SOMMERVILLE—FOREST GILL  
121 West 8th Street Kansas City 6, Mo.

**D. M. KERR MFG. CO.**  
**TENTS**  
1954 W. GRAND AVENUE  
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**TENTS - SIDEWALL**  
New and Slightly Used for rent and for sale. Quick Delivery.  
**INDIANAPOLIS TENT & AWNING CO.**  
43D W. 13th St., Indianapolis 6, Ind.  
P. O. Box 433. Phone: RI. 6655

**Carnival and Concession TENTS**  
Serving the Showmen of the Southwest  
**JOHN M. COLLIN CO.**  
18 E. KIRK ST. SHAWNEE, OKLA.

**BRIGHT LIGHTS EXPOSITION SHOWS**  
NOW CONTRACTING for SEASON 1948  
**SHOWS—RIDES—FREE ACTS AND CONCESSIONS**  
722 IMPIRE BLDG. PITTSBURGH, PA.

**COMPLETE SHOOTING GALLERIES MADE TO ORDER**  
With our specialized machine shop we are prepared to build your Shooting Gallery to your own specifications. Write or phone your needs.  
**V & M MACHINE WORKS**  
1234 Adams St. ST. HELENA, CALIF.  
Phone 126-J

## Heart of America Showmen's Club

931A Broadway, Kansas City, Mo.

KANSAS CITY, Mo., Nov. 8.—First regular meeting was presided over by President Harold Elliott, with George Carpenter, treasurer, and Al C. Wilson, secretary pro tem. Present were Ivan Mikaelson, L. K. Carter, Joe Strong, Paul Beaver, George Dean, George Sargeant, Fred Dean, Sam Ansher, Doc Morey, Dave Goodman, George Howk, Art Brainerd, George Elser, Sam Benjamin, Ellis White, D. E. Whitney, Charles Coleman, Jockey Stevens, Bill Wilcox, G. C. Loar, Gene Suggarth, Buck Ray, Walter Bates, Mickey Humphrey and George Fordon. Club's finances were reported to be in excellent shape.

Elected to membership were E. D. McCrary, 20th Century Shows; Carl Byers, former part owner of Byers Bros.' Shows; Clyde Hill, H. P. Hill, Hill's Greater Shows; Walter Graham, concessionaire; Gilbert Mayman, Royal American Shows; O. W. Fortner, Phil Little's cookhouse; Joe Strong and Phil Little. Communications were read from Ed Strassburg, Ed Baker and Daisey, Harry and Alice Hennies.

Buck Ray, of the entertainment committee, said that lunches would be served following future meetings. Sam Benjamin, chairman of the banquet and ball committee, reported arrangements had been completed with Station KMBC for an orchestra for the affair which will again be held on New Year's Eve in the Georgian Room of Hotel Continental.

Initiations will be held Friday evening (28). Sale of donors tickets is reported big. Money will go into the building fund. Treasurer George Carpenter is in the market for a safe. The neon sign is to be repaired. Solicitation of advertising in connection with the annual banquet and ball will be started at once.

## Pacific Coast

### Showmen's Association

1106 S. Broadway, Los Angeles 15

LOS ANGELES, Nov. 8.—President Bill Hobday conducted the business session Monday (3) with Vice-President Harry Suker, Chaplain Jack Hughes, Secretary Ed Mann and Walter L. Ware, guest, also on the roster.

A moment of silence was observed in honor of Milton Paer, secretary of the Miami Showmen's Association, who died recently.

New members elected were E. S. Kristensen, Edwin S. Maki and Edward T. Sprague.

Sam Silber and Edwin Maki were initiated into the club by Jack Brown.

President Hobday called on Chaplain Hughes to introduce Walter L. Ware, guest. Ware will make an address at the annual memorial services which will be held at Showmen's Rest, Evergreen Cemetery, December 7.

Present after absences were Hunter Farmer, Mel Harris, Leo Haggerty, Max Kaplan, G. C. Loomis, Tom Henry, Al Rodin, Sam Boswitz, Oliver Barnes, Charles Carpenter, Larry Coe, D. E. Cipperly, Jack Glassman, Benny Goldman, Charles Walpert and Jack Dykes.

Announcement was made that the club took actual possession of the PCSA's new home November 1, and that alterations are now progressing according to schedule.

Harry Rawlings conducted a building fund ticket sale on the floor and sold eight books. Hobday bought \$100 worth of building fund tickets and presented Candy Moore with the \$50 Booster prize for selling the most tickets during October. The prize was donated by George Lauerman.

Sammy Correnson and Harry Golub both gave short talks during the meeting.

The drawing was won by Mario De Silveria.

## FOR CARNIVAL MEN NEW BUGGY RIDE

Wonderful new kiddie ride. Took top money over seven other kiddie rides at Euclid Beach, Cleveland, in '46 and '47 and created a sensation. Kids go crazy over it and repeat often. 25 ft. diam. Send for pictures. Order now for spring delivery. This ride is now made portable.

## LAFF LAND FUN HOUSE

Portable for semi-trailers. 20 to 30 splendid laff-making stunts. Sold with semi complete or stunts alone to fit into your own semi. Big capacity. Easy to handle. One man can operate. Satisfies customers and gets plenty of repeaters. Sends them out laffing and screaming. Prices, \$4,000 to \$7,750.

## LAFF IN THE DARK RIDE

Standard money-making dark ride all over the world. Either portable or stationary. Plenty of good laff-provoking stunts. Beautiful cars. Elaborate fronts. One ride grossed over half a million dollars since it was built.

## BIRD CAGE RIDE

We can build only a few of these new portable rides this year. It's new. It's different. It gets the money. This is a ride for the shows that want something different from the other fellow. Send for pictures.

## TRAVER ENTERPRISES, INC.

84 Richmond Street

Plainesville, Ohio

Formerly Beaver Falls, Pa., and Cranford, New Jersey

## BUILDING FUND DRIVE PACIFIC COAST SHOWMEN'S ASSOCIATION

and the **LADIES' AUXILIARY OF THE P. C. S. A.**  
ANNOUNCE THE PURCHASE OF THEIR \$105,000 NEW BUILDING AND CLUBROOMS  
LOS ANGELES, CALIFORNIA  
NEW MEMBERS ACCEPTED FOR P. C. S. A. NOW UNTIL DEC. 31.  
—INITIATION AND DUES FULLY PAID CARD FOR 1948 ..... \$20.00  
RE-INSTATEMENT FOR DELINQUENT MEMBERS ..... 15.00  
SEND FOR APPLICATION BLANK. YEARLY DUES ..... 10.00  
**PACIFIC COAST SHOWMEN'S ASSOCIATION**  
Case Hotel, 1106 So. Broadway, Los Angeles 15

## T - E - N - T - S

BINGO — CONCESSIONS — SHOW — MERRY-GO-ROUND — CIRCUS  
khaki, blue, olive, baker bold stripe

**Jimmy Morrissey**  
**ALL-STATE TENT & AWNING CO.**  
300 E. 9th St. Phone: Harrison 6867 Kansas City, Mo.

## TENTS

All Sizes—NEW AND USED—All Styles.  
BRIGHT FLAME-PROOF FABRICS—Khaki, Blue, Forest Green, Olive Green, Tangerine.  
**E. G. CAMPBELL TENT & AWNING CO.**  
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TENTS—Concession, Gypsy, Camping, Flashy trimmings. Tents of all sizes. Merry-Go-Round and Caterpillar Tops, Big Tons.  
**ANYTHING IN CANVAS**  
Now is the time to order tents! Any color. Flame-proof or regular.  
WIRE, WRITE OR PHONE  
**TENTCO CANVAS, INC.**  
130 GREENE STREET Phone: Walker 5-1299 NEW YORK 12, N. Y.

Prices Effective March 1, 1947  
**ROLL TICKETS** 100,000  
PRINTED TO YOUR ORDER \$25.00  
DEPT. B  
**Keystone Ticket Co. SHAMOKIN, PA.**  
10,000 ..... \$ 8.50  
20,000 ..... 10.25  
50,000 ..... 15.75  
Send Cash with Order. Stock Tickets, \$20.00 per 100,000.

# Showfolks of America

## 3rd Annual Charity Banquet and Ball

### PALACE HOTEL GOLD ROOM

#### SAN FRANCISCO DECEMBER 2<sup>ND</sup> 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

## CLUB ACTIVITIES

### Regular Associated Troupers 106 E. Washington, Los Angeles

LOS ANGELES, Nov. 8.—Presiding at recent meetings were President Jimmy Lynch, Nell Robideaux, first vice-president; Monroe Eisenman, second vice-president, and Jack Kent, fourth vice-president. Lynch was congratulated on his forthcoming marriage. John and Martha Lorman were congratulated on becoming grandparents.

A corduroy bag and a basket of glazed fruit, donated by Larry Nathan, brought \$25. Jack Lorman won the fruit and Harry Levine the bag. Both prizes were donated by the winners to the bazaar. A 19-pound ham, donated by Moe Eisenman, brought \$35.50 to the emergency fund. It was won by Nell Robideaux. Herb Sucher was given a big hand when he offered to frame a game for bazaar night and to donate all prizes with the money going to the sick and relief funds.

Norman Schue was appointed chairman of the Home-Coming Party to be held Saturday (20). New members are Charles Rising, Anna and Ralph Christianen Jr., Gladys Perper, Lela Amthor, Eddie and Juanita Young and Arthur Thompson.

Recent donations include Peggy Blondin, \$5; Johnny Cardwell, \$20; C. F. Albright, \$10; Long's United Shows thru Jack Kent, \$175. Door prizes were won by Lucille Dolman and Sunny Jackson. Harry Golub was appointed chairman of the Florentine Gardens party.

Present at recent meetings were Herb and Billie Sucher, Helen Smith, Nap Young, Charles and Emily Blair, Whitey Bahr, Jack Vinnick, Josephine Nanson, Leta Johns, Mrs. Chris Rodin, Mrs. Taylor, Emma Clifford, Oril Kent, Lill Eisenman, John and Skippy Cardwell, Charles Walpert, Harry and Grace Merkel, Nate and Betty Harris, May and Bill Allman, Lela Amthor, Fuzzy Hughes, Ray and Daisey Marrion, Sunshine and Harry Jackson and Fay Curran.

### Show Folks of America 1839 W. Monroe St., Chicago

CHICAGO, Nov. 8.—Next regular meeting will be held in the Gray Room of the Hotel Sherman Tuesday (18) at 8 p.m., as will all winter meetings. This meeting will feature the annual election of officers and the board of directors as selected by the nominating committee, those elected from the floor at the last meeting and those on by petition.

The election ticket includes Wade Booth for president; Nellie Gorsch, first vice-president; Adeline Wynn, second vice-president; Arthur May, third vice-president; Coral Chapple, recording secretary; Warren Warren, financial secretary; Helen Wong Jean, corresponding secretary, and Arthur Freund, treasurer. For the board of governors, two-year term: Morton Schaeffer, Al Appel, Theresa Clark, W. W. Robertson, Herman Stoike, May Adams Stoker, Peggy Richards and Florence Reisel; and for one year term: May Loveridge, Virginia Drew, George Flint, Meyer Sherkas, Harry Fox, Pearl Washburn and Dave Driver.

Two socials are set for November, Sunday (9) by Coral Chapple at her home, and Saturday (15) by Max

Adams Stoker and Etta Coulthard at the club home.

Bill Woodside was stricken and is in County Hospital while Mother Snow will celebrate her 95th birthday there Monday (10).

The barn dance was a huge success, with Gov. Dwight Green extending his good wishes to Show Folks everywhere.

The \$50 club will have its annual banquet at the Sherman December 13.

New members are Florence Weber, sponsored by Martha Sommers; Mildred Bashelier and Andrew Nagle, by Hugh Baker; Mary Kelly, by Jerry Jerome, Giles Harrington, by Warren Warren; Arthur May and Maybell Shearer, by Bergie Bergmann, and Kathryn C. Waldron, by Alberta Woodside.

## 3000 BINGO

No. 1 Cards, heavy white, black back, 5 1/2 x 7 1/4. No duplicate cards. These sets complete with Calling Numbers, Tally Card; 35 cards, \$3.50; 50 cards, \$4; 75 cards, \$4.50; 100 cards, \$5.50. All cards from 100 to 3000 @ \$5 per 100. Fibre Calling Numbers, 50¢; Wood Calling Numbers, \$1; Printed Tally Card, 15¢. Colored Heavy Cards, #3, same weight as #1 in Green, Red, Yellow @ \$6 per 100. DOUBLE CARDS, No. 1, size 5 1/2 x 14 1/4, 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 1,000 1.25  
M. W. Cards, 5x7; White, Green, Red, Yellow, per 100 2.00  
3,000 Small Thin "Brownie" Bingo Sheets, 5 colors, loose only, no pads. Size 4x5. M 1.50  
3,000 Featherweight Bingo Sheets, large size, 5 1/2 x 3; 5 colors; loose, no pads. M 1.75  
Adv. Display Posters, Size 24x36. Each .75  
Cardboard Strip Markers, 10 M for note. Rubber Covered Wire Cable, with Chute; Wood Ball Markers, Master Board; 3 piece layout for 15.00  
Thin Transp. Plastic Markers, Bwn. 1/4 M 1.00  
Red or Green Plastic Markers, 3/4, Square, Round or Scalloped, \$2.50 M; 1/2ths Size \$2.00 M

All above prices are transportation extra. Catalog and sample cards free. No personal checks accepted. Immediate delivery.

**J. M. SIMMONS & CO.**  
19 W. JACKSON Blvd., Chicago 4, Illinois

## FOR SALE

14 New Air Machine Guns,  
Army Trainers,  
\$1,200

**J. E. GOODING**

19500 Puritas Ave., Cleveland, Ohio

## P and P Amusement Co. WANTS

Agent for Slum Stores, Nail, Buckets, Photo, Penny Pitch, Griddle Man for small Cook House, fifty-fifty. Man and Wife for Side Show. Due to disappointment, will book 2 Major Rides and 2 Kiddie Rides. Out all winter—we mean all winter. Charro Day Fiesta, Brownsville and others. Jack Vreeland, come on. Useful Carnival People, wire me. For Sale—Evans Big 6, new, make offer. Beautiful 2-year-old Quarter Horse, freak, no ear, \$200.00.

**FRANK PRESTI, Mgr.**  
LUDERS, TEXAS

## NOTICE!!! NOTICE!!! NOTICE!!!

To All Members of the

# MICHIGAN SHOWMEN'S ASSOCIATION

Annual dues for 1948 are now past due. Keep your membership in good standing by sending remittance at once.

**BERNHARD ROBBINS, Secretary**

3153 Cass Ave. Detroit 1, Mich.

## ATTENTION, CARNIVAL OPERATORS!

### RUBBER COVERED COPPER CABLE

Size 1/0, 2-Conductor, 600 Volts, 125 Amp., 133/0.285  
NEW—25¢ PER FOOT, in 1,000 Foot Reels.

Joseph Stern, 919 Union Central Bldg., Cincinnati, O.

### FOR SALE

## RIDES AND EQUIPMENT

### FOR SALE

12-Car Ride-O, in first class condition, ready to operate, and a beautiful flash. 1 Jones 20-Seat Mix-Up. Loads on a Bob-Tail Truck. Plenty Lights, Fence, Front Arch. 1 8-Car Allan Herschell Kiddie Auto Ride. New top, nice paint job, perfect shape. Also have several Trucks, Tractors, Semi Trailers for sale. Have 1 35 Kw. Light Plant. A dandy. 2 Tanglely Calliopes, complete with blowers. All the above can be seen here at Winter Quarters and in operation.

Address: H. N. "DOC" CAPELL, Box 457, or Phone 63, Haskell, Okla.

STOCK TICKETS  
One Roll ..... \$ 1.00  
Five Rolls ..... 4.00  
Ten Rolls ..... 6.00  
Fifty Rolls ..... 20.00  
100 Rolls ..... 38.00

ROLLS 2,000 EACH.  
Double Coupons.  
Double Prices.

No C. O. D. Orders.  
Size: Single Tkt. 1x2".

"Philosophy—A Study Which Enables Man To Be Unhappy More Intelligently"

FOR

## TICKETS

OF EVERY DESCRIPTION

**THE TOLEDO TICKET COMPANY**

Toledo 2 (Ticket City), Ohio

### SPECIAL PRINTED

Cash With Order. Prices:

2,000 ..... \$ 6.60

4,000 ..... 7.45

6,000 ..... 8.30

8,000 ..... 9.15

10,000 ..... 10.00

30,000 ..... 14.00

50,000 ..... 18.00

100,000 ..... 28.00

500,000 ..... 108.00

1,000,000 ..... 208.00

Double coupons, Double Prices.

## QUEEN OF THE FLYING RIDES

# FLYING SCOOTERS

**BISCH-ROCCO AMUSEMENT CO.**

5441 COTTAGE GROVE

CHICAGO, ILL.

**Michigan Showmen's Association**  
3153 Cass Avenue, Detroit

DETROIT, Nov. 8.—Regular meeting was held Monday (3) in the club home with an attendance of 90. On the rostrum were Jack Dickstein, first vice-president; Roscoe T. Wade, second vice-president; Louis Rosenthal, treasurer; Bernhard Robbins, secretary; Harry Stahl, past president, and Hal Reves, *The Billboard* representative here. George DePalma was approved by the membership committee and accepted by the body.

The Halloween party, November 1, was a success and the hall was filled to capacity. The decorations were done by Mrs. Perfilé, Dot Miller, Belle Powers, Eddie Bennett, Mike Balog, John Cargan, Tommy Paddles and Ben Miller. Bob Templeton and Sam (Pork Chops) Ginsburg took care of the door. Rose and Charlie Schimmel handled the food. Maud Yaudas had charge of the checkroom. Johnny Cargan, William McKernan

and Mike Balog served as bartenders. Artie Frayne was chairman. The \$500 drawing in connection with the membership drive was held. Winner was Walter Schafer. Edward Ford and Charlie Westerman served as judges.

**Ladies' Auxiliary**

Regular meeting of the ladies' auxiliary was held Monday (3) in the American Legion hall of the club home. The following officers were on the dias: 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 Dot Miller were board members present. A showcase is being purchased with the assistance of Rose Lewiston and Marion Dickstein for the display of handiwork donated by Maisie Pence. Jo Quinn was reported ill at home. A communication from Viola Marie Nichols was read. The first social of the season will be held Monday (10).

**Caravans, Inc.**

P. O. Box 1902, Chicago

CHICAGO, Nov. 8.—Edna Stenson presided at the meeting Tuesday (4). Also on the rostrum were vice-presidents Lucille Hirsch, Pearl McGlynn and Bessie Mossman; Pat Seery, treasurer, and Miriana Pope, financial secretary. Edith Streibich gave the invocation. Irene Coffey read communications from Esther Meyers, Hattie Hoyt, Nell Allen, Pricilla Tenyson, Esther Weiner, Orpha Shepherd, Mary Foster, Alda McCue, Ann Doolan, Sophia Carlos, Ann Lee Wilkins and Frances Frazier. Mae Oakes reported Eva Clark in a hospital; Jean Bernard a severe case of arthritis, and Hattie Hoyt ill with an abscessed ear. Attending the meeting after long absences were Agnes Barnes, Jeanette Wall and Violet Watson. Josephine Glickman thanked members for cards sent her father who is hospitalized.

Isabelle Brantman, chairman of the house committee, was appointed to take charge of arrangements at the annual round-up and named the following members to assist her: Agnes Barnes, Violet Watson, Mina Herbert, Veronica Campbell, Billie Lou Foreman and Clara Polich. Open house will be held in the Sherman Hotel starting Friday, November 28, thru Monday, December 1.

Florence Rubin, of the Royal Crown Shows, sent in the following five applications for membership: Elizabeth J. Bancroft, Katherine Rivers, Marie E. Davis, Eva Hinkley and Margaret Davis. Other applications for membership were for Mildred Alexander, Anita May Robertson, Ruth Clinton, Mary Ann Bilski and Abby Davis. Elected to membership was Mrs. Bobby Cherniak.

The rummage sale held last Friday and Saturday was a tremendous success. Next social will be held Tuesday (11), with Edith Streibich and Bessie Mossman as hostesses.

All applications for membership must be in not later than November 18 to be eligible to attend the installation dinner.

**GOLDEN WEST SHOWS**

"THE Best IN THE WEST"

**NOW BOOKING FOR 1948**

**RIDES:**

Want Roll-o-Plane, Octopus, Pony Rides, Train, Mix-Up, Caterpillar, Scooter, Fly-Plane, Spitfire, or any MAJOR or KIDDIE RIDES with own transportation.

**CONCESSIONS:**

Want Cookhouse, Popcorn, Snow Cones, Pan, Mouse, Bumper, Pitch-to-Win, Bingo, Photos, Scales, Ice Cream, Novelties, Stock Wheels, Slum Stores and any other LEGITIMATE Concessions. What have you? Everything open.

**SHOWS:**

Want Fun House, Mickey-Mouse, Side Show, Snakes, Animal Show, Athletic Show, Life, or any other clean show with own transportation.

HARRY POLISH FISHER, 1865 Oak Street, San Francisco, Calif.

**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.

**IMPORTANT NOTICE**

**TO FROZEN CUSTARD MACHINE OPERATORS**

You cannot operate in the State of Florida, 1947-'48, unless you comply with all State sanitary requirements and secure license in advance for each location. Mix must be purchased from an approved mix manufacturer in Florida.

NOTIFY JOHN M. SCOTT, Chief Dairy Supervisor, Florida Department of Agriculture, 408 Seagle Building, Gainesville, Florida, if you plan to operate in the State.

**Original "BARNEY TASSELL UNIT SHOWS"**

FOR MY 17TH ANNUAL TOUR STATE OF FLORIDA!

**LAST CALL—LAST CALL**

For Winter Park, Fla., and Kissimmee, Fla. Shows of merit and legitimate Concessions.

Write, wire this week, Tavares, Fla.

**WANTS**

ALL WIRES, ANSWERS TO BARNEY TASSELL BUSHNELL, FLA. Then Per Route

**LOOKIT**

On the Streets, One Week, November 24th to 29th  
**BOYS' ATHLETIC CLUB**

SPONSORED BY THE SHRINE CLUB, FORT MEYERS, FLORIDA, WITH EIGHT MORE WEEKS TO FOLLOW

Book Tilt-a-Whirl.

RIDE HELP—Merry-Go-Round Foreman, Ridee-O Foreman, Second Men that can drive semis.

CONCESSIONS — Any Ten-Cent Legitimate Concessions.

**THE MIGHTY VAN DYKE SHOWS**

Wire JACK PERRY OR LEO BISTANY

7th Ave. at 23d St.

MIAMI, FLA.

**WANT—CONCESSIONS OF ALL KINDS—WANT**  
FOR BOTH THE CARNIVAL AND INDEPENDENT MIDWAYS OF THE

**VALLEY MID-WINTER FAIR**

HARLINGEN, TEXAS, NOVEMBER 24 TO 30 INCLUSIVE

Wire or Write: DON M. BRASHEAR, BOX 1471, HARLINGEN, TEXAS

**MOBILE UNIT IRON LUNG EXHIBIT FOR SALE**

Due to failing health, must sacrifice to quick buyer one of the best EQUIPPED IRON LUNG EXHIBITS on the road. White Enameled inside and out, beautifully Lettered, 22' Semi with 1940 Ford tractor, built in staterooms for three people. Finished entirely with Chrome trimmings. Brand new COLUMBIAN IRON LUNG used only 4 months. Has seal of approval of AMERICAN MEDICAL ASSOCIATION. Tires all good as new. Everything in excellent condition. Plenty of BLOW UPS, fine lighting equipment, new Lafayette P.A. SYSTEM. This outfit stands me more than \$6,000.00. It is presently working in front of COLISEUM in HOUSTON, TEXAS at SHIRINE CIRCUS. Many future contracts included with sale of this outfit. FIRST cash offer of \$4,500.00 takes it. Can be seen in GALVESTON, TEXAS, Nov. 12 to 16; then in CORPUS CHRISTI, TEXAS. Write or wire me for appointment to GALVESTON or CORPUS CHRISTI, TEXAS.  
DR. L. R. MARVIN, General Delivery, Galveston, Texas.

**FOR SALE**  
**FLYING SCOOTER**

Made by Bisch-Rocco Amusement Co. Can be seen at Bland Park, Bellwood, Pa. Price, \$7,000 cash. Immediate transfer of title.

Ferdinand J. Delgrosso

**BLUE & WHITE SHOWS**

Want for all winter's work, 1 major ride, Chair-o-Plane or any other major ride. This Show has not played a blank. On account of error, previous ad read Little Rock instead of Sparkman, Ark., and all mail was late. Regular season closed at Sparkman Nov. 8. Open winter show at Chidester, Ark. Want Bingo, Popcorn, Penny Pitch, Photos, Grab; in fact, all Hanky Panks and P.C. open. Percentage 25% or \$10.00 per week. This Show plays in town, not city limits. Prefer good, clean people. No grift at any time. All who wired and wrote, mail lost, so please write or wire. Shows, 15% - Edward J. Hill, come on. E. Martin and Salika, wire me. L. M. NELSON, Chidester, Ark., this week; then Stephens, Ark., first Show in 10 years.

**OUTSTANDING FREAK TO FEATURE**

Attractions new to West Coast.

ELIZA FOSSETT, SEAL GIRL  
write.

Can place good Annex Attraction (no sex).

A. J. BUDD

1815 Powell St., San Francisco, Calif.

**GENERAL AGENT**  
**AT LIBERTY NOW**

Several years' experience truck or rail contracting in Middle and Eastern States. Have my own car; can start working now. Write or wire

EDW. P. RAHN

42 Balltown Rd. Schenectady, N. Y.

**FOR SALE CHEAP**

24-Car Caterpillar. Want to buy Merry-Go-Round Horses, must be jumpers, in good condition.

GRIFFEN AMUSEMENT PARK

Jacksonville Beach, Florida

**SECOND-HAND SHOW PROPERTY FOR SALE**

\$10.00 Bullet Proof Vest, Very rare.  
\$25.00 Torture subject Iron Boot, Glass case.  
\$ 8.50 Wax Head Child, Mouth open, Wonderful exp.  
\$ 7.50 Wax Foot taken from one of the James boys.  
\$18.00 Wax Head Gladys Murphy, Ringling B. acro.  
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## FROM THE LOTS

### Virginia Greater

MARION, S. C., Nov. 8.—Business was satisfactory at Marion County Fair. Children's Day provided the biggest gross. Numerous concessionaires are joining following closings of other shows. Homer Woods had his trailer diner here. J. C. Grier put on three concessions; Jerry Gerald added two, and Bill Moore brought his frozen custard. Others were Kenneth Yeun, with scales; Joe Gauner, two; Carl Hauke, one; R. S. Elliott, one; Kitty and Tommy, popcorn and candy apples; M. Lovell, jewelry; Elmer Gerald, two ball games and Bill Whiteside, two.

Visitors included Joe Prell, Mr. and Mrs. Baxter, and Cynthia Speight. Sonny Allen, girl show operator, has taken over the *Parisian Revue*. Harry Harrison's oyster bar is popular. Many cookhouses were on the lot. Shows' and Homer Woods' cookhouse were available for cutting up jack-pots. Louis Augustino left for Waycross, Ga., where he will store part of his equipment before making store shows and Florida fairs.

### B. & H.

SALLEY, S. C., Nov. 8.—A fast move was made from Barnwell, S. C., where the org played the Barnwell County Fair. Business was good for everyone there, the Friday Kids' Day being big and even rain didn't chill the customers Saturday night.

Mr. and Mrs. James Anderson purchased a new trailer in Allendale, S. C. Next move will be to Sumter, S. C., to play the Colored Fair, and there the season ends. Mrs. Eleanor McClure will take out a small unit but manager and Mrs. W. E. Hobbs will remain in Sumter. The writer also will remain in quarters to handle the painting and re-building for next year.

Kiddie Auto Ride was added recently to give the org five rides, and Hobbs plans further additions before next spring.

Mrs. Helen Worley is still assisting in the cookhouse.—FRED OWENS.

### P & P

SILVERTON, Tex., Nov. 8.—Org encountered much cold and wind here but still turned a fair week. Buck Carband is building a new house trailer which promises to be a dandy. Owner Presti has been on a booking trip. Joe Santos just bought a new living top and says that he is thru with cafes and will do his own cooking from now on. Mrs. Presti can't get away from office chores long enough to go on a shopping tour.—J. H. KELLEY.

## BOBBY SICKELS

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MID-STATE SHOWS, KILLEEN, TEXAS

## FOR SALE

Parker Merry-Go-Round, 2-abreast, new Top this fall. Eli Ferris Wheel, No. 5, good running shape. Kiddie Chair-o-Plane. Can be seen running at Weleetka, Okla., Nov. 10 to 16. C. H. CUDNEY.

## HARRY LAMON

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Alice, Texas.

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**CARL H. BOHN, Mgr.**

**BOHN & SONS UNITED SHOWS**

Batesville, Miss., this week; then as per route.

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MANUFACTURERS OF MERRY-GO-ROUNDS, MIX-UPS AND BABY RIDES

2 30-ft. Merry-Go-Rounds, 2-abreast, aluminum horses, complete, everything new, well decorated, \$4,500.00 apiece. 1 brand new Mix-Up, 12 seats, \$1,200.00. 1 Whip, all overhauled, new engine, \$2,000.00. 1 Spitfire, practically new, \$5,500.00. 1 Electric Train, third rail system, complete, \$750.00. 1 Baby Aeroplane Ride, brand new, \$750.00. Aluminum Horses for sale, 54-in., fit any Merry-Go-Round, set of 20 for \$1,800.00. We repair any kind of a Ride or rebuild it. Bank reference: Hancock Bank, Bay St. Louis, Miss. Have Allis-Chalmers Engine, complete, for sale; 25 in stock.

**JAY WARNER, Box 181, Bay St. Louis, Miss.**



## Penn Premier Puts It Away; Record Season

SANFORD, N. C., Nov. 8.—Penn Premier Shows, after the most successful season in the org's history, are now in new winter quarters here at the fairgrounds. All equipment has been moved from the former quarters in Stroudsburg, Pa.

This was the shows' second season since Manager Lloyd D. Serfass's return from a three-year hitch in the marine corps. Opening stand in Trenton, N. J., April 4, saw 12 shows, 16 rides, 50 concessions and the Great Wilno, free attraction, in the line-up.

After completion of a still date and celebration route, shows began their fair dates the second week in August, first being the Genesee County Fair, Batavia, N. Y., followed by the Chumung County Fair, Norwich, N. Y.; Great Leighton Fair, Hopewell, Va.; Lee County Fair, Sanford, and winding up with the Mecklenburg County Fair, Chase City, Va. Subsequently, the Drome, Stella Show, Tilt-a-Whirl, Rolloplane and Comet joined Clyde's United Shows to play the Henderson (N. C.) Colored Fair and the Suffolk (Va.) Fair.

Shows experienced several accidents during the season, the worst being the loss of a truck and the marquee when the truck plunged over a 200-foot embankment while en route to Binghamton, N. Y. A new Federal tractor and Fruehauf van were lost in a crash en route from Salamanca, N. Y., to Alleganey, N. Y., and the Drome truck was involved in an accident leaving the Ephrata (Pa.) Fair. In this one, Walter Marks, drome rider, sustained a broken wrist and Speedy Bowers suffered face and neck cuts.

Staff included Lloyd D. Serfass, general manager; Mrs. Lloyd Serfass, secretary-treasurer; Albert Bydiary, general superintendent; Richard Gilsdorf, general agent; Carl H. Barlow, business manager; Miles Detrick, transportation manager; Dave Sorge, chief electrician; B. F. Brown, billposter, and Ernest Arnold, mailman and *The Billboard* agent.

Shows included Circus Side Show, Tommy Thompson, manager; Freda Fred Van, annex attraction; Motor-drome, Speedy Bowers, manager, assisted by Walter Marks; Stella Show, Helen Hasson, manager; Wild Life, Doc Hartwick, manager; *Manhattan Scandals and Garden of Allah* revue, managed by Princess Aneta; *Hot Harlem Minstrels*, Ray Brown, manager; Funhouse, William Bellis; Monkey Show, Ray Roberts, manager.

Rides: Twin Ferris Wheels, Merry-Go-Round, Chairplane, Comet, Octopus, Tilt-a-Whirl, Rolloplane, kiddie Merry-Go-Round, swings and autos, pony ride and Moon Rocket.

Concessionaires: The McGees, cook-house, grab and floss; the Boxalls, bingo; the Wilnos, custard; Patsy Rosana, 7; the Swains, 3; the Taylor brothers, 6; the Maloneys, 2; Dell Barfield, apples and diggers; Stash Goldberg, the Wrights, Al Desoro, and Joe and Mary Micholiche, 7, and Sol Baron, age and scales.

New house cars were delivered to Mrs. Serfass, Al Boxall, the Swains, Maloneys and B. F. Brown, and Carl Barlow and Mr. Serfass received delivery of new cars early in the season.

A 15-man crew will work in quarters rebuilding new fronts and repairing rides. Shows will open next year about March 1.

Whitie Dixon, who was operated on in Corpus Christi, Tex., October 15, is at his home in Aransas Pass, Tex., doing nicely and will soon be ready for his annual fishing expeditions.



WINTER QUARTERS OF THE W. G. WADE SHOWS at Coldwater, Mich., were ravaged by fire at 2:45 a.m., Tuesday, causing an estimated damage of \$50,000. Above is what remains of the office trailer, in which all records were destroyed, and below is a general scene of the havoc left after the administration building on the grounds was consumed by the flames.

## Lawrence Greater Closes Successful Season Nov. 1 At Manning, S. C., Annual

33 Weeks Played on 3,547-Mile Trek; Destination of Folks

MANNING, S. C., Nov. 8.—Lawrence Greater Shows closed the season at Clarendon County Agricultural Exposition here Saturday (1) and moved paraphernalia into winter quarters at Kingstree, S. C., 27 miles from here.

Good business and good weather prevailed until 7:30 Saturday night when a storm struck, making it necessary to lower some of the canvas as the customers hurried for shelter. Friday, Children's Day, was the best of the week when about 3,300 moppets came out. Saturday was Negro Day, but the storm cut the show out of four hours of business.

The fair was conducted by the American Legion. Harry Drayton has made this date his dream child and his work has made it pay off. The exhibit hall had 48 fine exhibits and the cattle and poultry barns were filled. Buildings are large and new with every modern convenience.

Outside of the midway attractions the Hollywood Sky High Sweethearts were featured with a nightly program of fireworks. Sam Levy and Herb Shive, assisted by the shows' handy man, Willie Few Clothes, handled the fireworks program.

The show played proven territory during the season and some of the dates were outstanding. It maintained its wartime prices, but weather was a big factor in causing spotty business. Some of the dates were lost entirely. Thirty-three weeks were played, 3,547 miles were traveled and stands were made in North Carolina, South Carolina, Virginia, Maryland, Pennsylvania, New York, Vermont, Connecticut and New Jersey.

A few of the announced destinations of the personnel are as follows: Sam and Shirley Levy, New York; Ben and Ruth Herman, York, Pa.; John F. and Kay McDevitt, Bronx, New York; Bob, Kate and Roberta Deckman, Williamsport, Pa.; Benjamin Franklin Braunstein and the writer, Hot Springs and then to the Chicago meetings; Louis Gueth, Springfield, O.; Roy McGovern, Tampa; Homer and Christene Hammer, Columbia, S. C.; Ben, Edna and Benay Cheek, winter quarters; Paul (Muscles) Miller, Portland, Ore.; Sid Gold, Miami; Cliff and Betty Osteen, Spartanburg, S. C.; Al and Leona Bates, Tampa; Pete, Marie, Margie and Kay Christo, Louisville; Landy Pearson, Baltimore; Albert Towne, Lebanon, Pa.; S. McDade and E. E. Hall, Richmond, Va.; James Deacon to a winter carnival; A. E. and Helen Schmidt, Tampa; Johnny Tinsel, Rome, Ga.; Homer and Marion Sharpe, Tampa; John and Glendoria Daniels, Miami; Hank Cole and Ben Benton, winter quarters; Hiram and Louise Beall, Cleveland; Bill Dowdy, Walterboro, S. C.; Leo Brummitt, Rockford, Ill.; Tex Ritter, Dallas; James and Helen Watts, Newberry, S. C.; Bill Lee, Pomeroy, O.; J. C. and Edna Osteen, Spartanburg, S. C.; Casey and Bertha Sen, Chicago; Hardaway and Loraine Heaton, Canton, O.; James Peterson, New Haven, Conn.; Pudie D. Smith, Tampa; Martin and Anna Kaufman, Dallas; Lou and Billy Van, Florida; Anthony and Agnes Bartholomew, De Land, Fla.; Bill Woodall, winter quarters; Spencer and Doris Goodrich, Tampa; Faith Rose, Port Jervis, N. Y.; the Gibsons, Hollywood,

## Wade Suffers Heavy Loss in Quarters Fire

Rides, Trailers Destroyed

DETROIT, Nov. 8.—Fire destroyed several rides, trailers and offices of the W. G. Wade Shows in winter quarters at the Branch County Fairgrounds at Coldwater, Mich., Tuesday (4) morning. The entire agricultural building on the fairgrounds was also destroyed. Loss, which was not protected by insurance, was estimated at \$50,000.

The fire was tentatively attributed to a short circuit in the motor used for supplying water to the grounds. Seven other fair buildings were threatened, but saved by the decision to protect them and sacrifice the Wade office truck and office trailer.

All records were destroyed, including those for three years back, but the contracts for 1947 were saved, as they were being audited in Detroit by D. Wade, general agent for the shows.

Principal losses were two Ferris Wheels, of which the steel work will be salvageable after factory repairs; Tilt-a-Whirl, Rolloplane partially destroyed, a 28-foot semi-trailer and tractor, and much miscellaneous equipment.

A Cub Airplane owned by W. G. Wade Jr. and a Flying Scooter and two kiddie rides owned by Frank Rupp were also destroyed.

The house trailer owned by Fred Miller and the back office trailer were badly damaged, but were pulled out of the fire.

The shows will be able to reopen on schedule in March, W. G. Wade said Wednesday, after scheduling replacement orders for early delivery with several factories. All equipment will be replaced, and the shows will continue to fulfill all dates for 1948.

Calif.; Joe Johnson, winter quarters; Al Rose, Norfolk, Va.; Neil Karr, Honolulu; Harry Basco, Miami; Sylvester Perkins, Colquitt, Ga.; Ken Garthwait, Tampa; Jew, Gertie, Harry and Aleck Murphy, Tampa; E. C. Wood, Cleveland; T. John, Tampa; Gene and William Sharp, Bloomfield, Ind.; Jack Stone, Tampa; Jimmy (Yellow) Savage and the minstrel show cast to King Bros.' Circus.

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## W. C. Kaus Rebuilds At New Bern, N. C.

NEW BERN, N. C., Nov. 8.—Work is already under way at W. C. Kaus Shows' winter quarters here following the season's close a week ago at Clinton, N. C. General manager Russ Owens reported that business generally was spotty, altho the org finished on the right side of the ledger.

George Whitehead, business manager and general agent, has again contracted to pilot the shows. Besides Owens and Whitehead the staff included Marie Kaus, owner, and Helen Owens, secretary.

Shows carried 10 rides, two of which were added during the season.

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If you terms are sensible.

**RUSS OWENS, Gen. Mgr.**

W. C. Kaus Shows, New Bern, N. C.

## MIDWAY CONFAB

(Continued from page 57)

chest operations October 25 in St. Paul Hospital, Dallas. The next is slated to take place November 17.

... Closing a good season with Imperial Exposition Shows recently in Laredo, Tex., Princess Luana, snake dancer, has joined Otis LaBerta and Company on the Hawaiian Show with Greater United Shows. She plans to play Eastern night clubs this winter.

If you want to learn about law go to a lawyer. If it's medicine, go to a doctor. If it's science, go to a scientist—but if you want to quickly learn about law, medicine, science and anything else—sit in a cook-house.

An American attraction, Zandon, Quarter Boy, is proving a good draw with the Greenhalgh & Jackson unit currently touring Australia.

C. R. Frank, popcorn and supply distributor of St. Louis, is on an extended vacation trip to the West Coast.

Walter G. Nagel closed the season with the Bill Hames Shows and will winter at the home of his employers, Mr. and Mrs. Floyd S. Woolsey in Jennings, La.

Dave Meekin, who controls a number of carnival attractions in the Queensland area of Australia, is featuring Ubangi, an African pigmy woman, on one of his units.

Walter B. Fox attended the "swan song" of Hennies Bros.' season and cut up jackpots with Harry Hennies, Noble C. Fairly, Charles E. Sheesley and Mr. and Mrs. Clint Shuford.

Ed Sweeney and Nina Scott, of the Barney Tassel Shows, will handle

programs and tickets at the American Legion Fair in Kissimmee, Fla., November 24-29.

Jimmie Podesta, Drome operator and rider with the F. E. Gooding Amusement Company the past season, is operating a service station in Jacksonville, Fla. Jimmie says he expects to be back on the road next season.

Mr. and Mrs. Frank Caravella, owners of the Caravella Shows, after supervising the putting away of their equipment at Camden, S. C., moved to their home in Meadville, Pa., for a three-week visit with relatives and friends.

Mr. and Mrs. John Francis, of the John Francis Shows, returned to St. Louis last week after an extended trip thru the South and into Mexico. While in Mobile, Ala., Francis purchased a Fly-o-Plane ride from A. (Dutch) Wilson, which arrived in quarters in St. Louis last week.

Michael Miller, son of Mr. and Mrs. F. W. Miller, has enrolled as a freshman in Holy Cross College, New Orleans. . . . Since closing as *The Billboard* agent on Silver Derby Shows in August, Shorty Lowe has been confined in Veterans' Hospital, Marion, Ill. Lowe has trouped with the Byer Bros., Barlow, Bortz, Baker's United, White Star, Kettle and Geren's Hoosier State shows.

Mr. and Mrs. Kenneth H. Gorman, of the Sunset Amusement Company, and Mr. and Mrs. Chester I. Levin, of the Midwest Merchandise Company, Kansas City, Mo., were scheduled to land in New Orleans November 11 after visiting Cristobal, Colon, Panama City, Guatamala City and other points of interest in Central and

## COHEN SETS PROGRAM

(Continued from page 55)

Outdoor Safety Code. (3) Public Relations. (4) Labor matters. (5) Reconversion. (6) Unusual industry problems. (7) Public welfare and patriotic activities in 1948. (8) Taxation. (9) Railroad transportation. (10) Motorized transportation. (11) Legislative program. (12) Miscellaneous. Discussion of new products and materials available to the industry. Discussion and adoption of policies and legislative programs for 1948. Discussion of further contributions which can be made by the carnival industry to its general progress. Open forum. Adjournment.

## LOHMAR HEADS INDIES

(Continued from page 55)

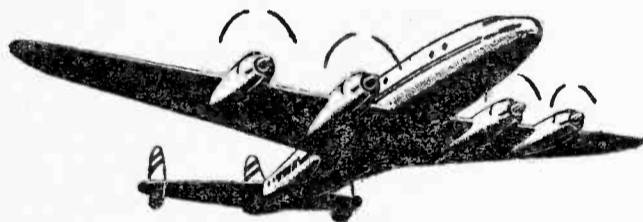
(Whitey) Harris, George Golden, William Hetlich and Earl Shipley.

Bernie A. Mendelson, chairman of the annual Memorial Services, announced they would be held at 1:30 p.m., Sunday (30) in Bal Tabarin at the Hotel Sherman. Rev. Marcel La Voy, a member of the league, will deliver the address. Committee members include Charles Hall, Isaac Malitz, James Campbell, Chick Bohdan, Bill Meyers, Cecil Meyers and E. Courtemanche.

South America. Both couples plan to be in Chicago for the annual meetings.

After concluding the Maine fairs with Suzette's *Casino de Parce Revue*, Ted Kita and George (Amber) West are making the Southern fairs with *Jewel Box Casino*, the Suzette revue renamed. Suzette is vacationing for two weeks at Fannie Bates's Long Island estate before heading for club dates in Florida.

Mr. and Mrs. Joe Kane have closed the season with Prell's Broadway Shows and are back in St. Petersburg, Fla., for the winter. Joe Jr. is back in St. Leo's College, St. Leo, Fla.



# The Billboard

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## American Carnivals Association, Inc.

—By Max Cohen

ROCHESTER, N. Y., Nov. 8.—We are pleased to acknowledge receipt of a \$200 contribution to the public relations fund from Endy Bros.' Shows. An additional personnel membership has been issued to the AMP Shows.

The association regrets to learn of the death of Milton Paer, of Endy Bros.' Shows, October 27.

We have been contacted by the Fiberglas Corporation with reference to the showing of a movie of products of that concern, suitable for the carnival industry, at the annual meeting.

Book-of-the-Month Club News for October, 1947, featured an outdoor amusement scene on its cover.

The National Board of Fire Underwriters has furnished us with additional material with reference to fire prevention. This material is available to the membership upon request.

Information from Washington indicates that certain types of anti-freeze for motor vehicles will be in short supply this winter. Shortages are developing in nylon hose. Toys, except for dolls, are plentiful, as are radio sets.

Tax information received indicates that a tax cut for married persons is likely, as are some reductions in excise taxes, altho prospects in the latter field are not as bright as during the past summer. The F. C. C. has announced new rules regulating short-distance radio service (of the type used by truck fleets), and the Internal Revenue Bureau has compiled a new list of organizations, contributors to which may claim tax deductions.

The War Assets Administration advises it has on hand for immediate sale large quantities of aluminum in various forms, and many other items of interest to the industry.

## Elwood A. Hughes Toastmaster for Showmen's Dinner

CHICAGO, Nov. 8. — Elwood A. Hughes, general manager of the Canadian National Exhibition, Toronto, will be toastmaster at the 35th annual Showmen's League of America banquet and ball which will be held Tuesday night, December 2, in the Grand Ballroom of the Palmer House here, it was announced by Arthur Briese and Al Sweeney, co-chairmen.

Briese and Sweeney met at the Palmer House this week with George J. Jones, maitre d'hotel, and Edgar I. Schooley, in charge of production for the banquet committee, to map plans for a novel production to be staged in conjunction with the banquet.

Advance reservations are extremely heavy and showmen are advised by Robert Lohmar, chairman of the ticket committee, to get their reservations in early. The committee has announced that it will not oversell the capacity of the ballroom which is 1,300.

## FOR SALE CARNIVAL COMPLETE

5 Rides: Ferris Wheel, Merry-Go-Round, Octopus, Mix-Up and Kiddie Ride. 4 Complete Shows, Concessions, plenty Electrical Equipment. Very best Trucks and Semi-Trailers. Nice office. All equipment first-class. Present owner will remain as Agent, Legal Adjuster or Manager, if desired.

\$50,000.00 SHOW FOR \$35,000.00.

Will sell for \$10,000.00 Cash. Balance Terms, if I stay with it.

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MEMBERS OF WONDER CITY SHOWS are shown gathered at the grave of Tex Putegnat, org's Python and Side Show operator, who died October 5 in Warren, Ark., and was interred in the cemetery there. Shows' personnel doubled back from Dumas, Ark., to attend the funeral.

## Final Curtain

(Continued from page 46)

side Hospital, Kansas City, Mo. He was a member of the Rodeo Cowboys' Association and during the past few years had served as judge at rodeos throuout the country. Survived by his widow, Grace; a daughter, Jewell, and a son, F. L. Jr. Services and burial in Harlowtown, Mont., November 7.

STRONG—Mrs. Eleanor Painter, singer, November 3 in Cleveland. In New York she appeared in *Princess Pat*, created by Victor Herbert for her. After a European tour singing *Madame Butterfly*, *Faust* and *La Boheme*, she returned to this country to sing *Carmen* in Philadelphia and the part of Jenny Lind in *The Nightingale*. Her husband survives.

THAYER—Joseph C., 74, actor, October 28 in Boston. He appeared in a number of road shows, touring this country and Canada, and in stock, and at one time had his own companies at Norumbega and Lexington parks in Massachusetts.

VAN BUREN—Mabel, 69, former stage and screen actress, November 4 in Los Angeles. She was the widow of James Gordon, Shakespearean actor. Her daughter, Kay, also an actress, survives.

WEAVER—Mrs. Alta M., 67, senior judge for the American Horse Show Association, Cortland N. Y., and for 10 years a performer on the old Keith Circuit in a statuary act, October 25 in Sayre, Pa., following two operations. Survivors include a son, Milton J., tent and canvas supply man, and a brother, Howard Burch. Burial in Cortland (N. Y.) Rural Cemetery.

WOODS — James, 55, Madison Square Garden special police supervisor, November 6 in New York. He had been a member of the Garden staff since 1925. His widow and two daughters survive.

ZIEGLER—Edward, 77, assistant general manager of the Metropolitan Opera Association, October 25 in New York. A former music critic and columnist, he joined the company in 1916 and supervised the administrative and financial operations since that time. Ziegler directed the labor relations of the association and toured Europe as talent scout. He also arranged the opera's post-season tours. Burial in Ferncliff Cemetery, Westchester County, N. Y. A daughter and a step-son survive.

## Marriages

AUBIN-ABBEY—William L. Aubin, co-owner of the Alladin Shows, Vancouver, Can., and Stella Abbey, chorus girl, Leon & Eddie's, New York, in that city October 30.

DUCHIN-WINN—Eddy Duchin, pianist and band leader, and Mrs. Maria Teresa Winn, November 2 in New York.

GALLERY-REYNOLDS—Don Gallery, non-pro, and Joyce Reynolds, film actress, in Hollywood October 24.

GUSS-SHUR—William Guss, manager of the Famous Players exchange at Calgary, Alta., and Rose Shur, of Bangor, Me., in St. John, N. B., October 27.

HARMS-KEELER—George Harms, Cetlin & Wilson Shows, to Jane Keeler, of Washington, October 25 at Wilson, N. C.

HECHT-BUZZELL—Harold Hecht, actor's agent and producer and an officer of Mills Music, Inc., and Gloria Joyce Buzzell, executive assistant at Metro-Goldwyn-Mayer, November 1 in Las Vegas.

KIDDER-KEHN—Fred Kidder, announcer on WCOP, Boston, and Barbara Kehn, November 8 in Brookline, Mass.

KOVAC-ALLAIRE—Sandy Kovac, wrestler, and Irene Allaire, principal in *Burlesque* at the Belasco, October 26 in New York.

KOVACS-MAY—Arpad S. Kovacs and Irene R. May, entertainer at the King Edward Hotel, New York, recently in that city.

LESERMAN-HOLTZ—Carl Leserman, film producer, and Phyllis Holtz, former wife of comedian Lou Holtz, in Palm Springs, Calif., November 1.

McBEE - GRAY — Turk McBee, comedian with the *Continental Revue*, and Ann Gray, of the Knight Trio, tight-wire act, October 30 in Macon, Ga.

MEYER - FRAHAM — Melvin J. Meyer, bingo operator and concessionaire with Pearl City Rides, and Florence Fraham, Big Rock, Ia., at Rock Island, Ill., October 17.

MORGAN-HALE—Lester Morgan Jr. and Dorothy Lee Hale, daughter of D. D. Hale, concession owner with the Blue Grass State Shows, October 10 in Rising Fawn, Ga.

MOTE-BOUSE—Carl H. Mote Jr., rodeo trick rider, and Hope Bouse, non-pro, in Lexington, Ky., recently.

POPE-ROGERS—Sgt. Joe B. Pope Jr., U. S. Army, and Winifred Rogers McConnell, former trouper and now owner-operator of the Lykes Hotel, Birmingham, October 21 in Bessemer, Ala.

QUINBY-KUTZ—Howard Quinby, fat show, and May Kutz, ride cashier, both with the Cavalcade of Amusements, October 22 at Pascagoula, Miss.

SOBEL-SALTMAN—Sidney Sobel and Betty Saltman, columnist on *This Week in Bridgeport* (Conn.), amusement weekly, in that city October 19.

SULLIVAN-DEERING—John Scullin Sullivan and Jane Deering, musical comedy ingenue, October 25 in Philadelphia.

SUROWIEC-SMELTER — Edward Surowiec and Ruth Smelter, advertising director for the Strand Amusement Company, Bridgeport, Conn., in that city October 25.

TEBET-FABRAY — Dave Tebet, theatrical press agent, and Nanette

Fabray, singing star of *High Button Shoes*, October 27 in Tarrytown, N. Y.

WALLACE-GAYLE—John Robert Wallace, acrobat, and Edna Raehy Gayle, acrobatic dancer, October 25 in Mobile, Ala.

## Births

A son, Mark Philip, to Mr. and Mrs. Jack Yacavone in Hartford, Conn., recently. Father is stage manager at the Colonial Theater, that city.

A son to Mr. and Mrs. William Brown in Greenwich, Conn., recently. Father manages the Pickwick Theater, that city.

A daughter, Donna Lee, to Mr. and Mrs. John Palmer recently in Chicago. Father operates a concession with the De Splenta Bros.' Shows.

A daughter, Judith Lee, to Mr. and Mrs. Rex P. Smith in Mount Carmel Hospital, Pittsburg, Kan., recently. Parents are with the 20th Century Shows.

A daughter, Carol Jean, to Mr. and Mrs. Joe Derbyshire October 17 in Germantown Hospital, Philadelphia. Father is program producer at KYW, that city.

A son to Mr. and Mrs. Fred DiPasquale in Meyersdale, Pa., recently. Mother is the daughter of the late Captain Latlip, of the shows bearing his name.

A daughter to Mr. and Mrs. Dick Dildine recently in San Francisco. Father is band leader at the Palace Hotel, San Francisco.

A daughter to Mr. and Mrs. Charles Mayer October 22 in New York. Father is a legit actor.

A son to Mr. and Mrs. Owen Johnson October 23 in San Antonio. Father is on the sales staff of KTSA.

A daughter to Mr. and Mrs. James Burke October 21 in Kansas City, Mo. Father is a radio actor.

A son, Robert W., to Mr. and Mrs. Sol Phillip October 26 in New York. Father is with the A. Solomon Music Company.

Two sons, Elmer Jr. and John J., to Mr. and Mrs. Elmer Kaufman in Philadelphia General Hospital recently. Father is advance man with King Bros.' Circus.

A daughter, Earleen Pearl, to Mr. and Mrs. Earl Wells October 24 in Monovesta, Colo. Parents are with the Midwest Shows.

A daughter to Mr. and Mrs. Pat Nerney at Good Samaritan Hospital, Los Angeles, October 24. Mother is Mona Freeman, film actress.

A daughter, Melissa, to Mr. and Mrs. Douglas Fairbanks Jr. at Good Samaritan Hospital, Los Angeles, October 24. Father is the film star.

A daughter to Mr. and Mrs. Jack Fogarty in Good Samaritan Hospital, Cincinnati, October 23. Father is a newscaster heard over WCPO, Cincinnati.

A son to Mr. and Mrs. Buddy Richards October 31 in French Hospital, Los Angeles. Father is trainmaster of the Clyde Beatty Circus.

A son, Nat Jr., November 1 to Nat and Lynn Ozman in the Bronx. Father is a vocalist at Club Nocturne, New York.

## Divorces

Florence Norman, former singer with Sammy Kaye's band, from Richard Brown, radio singer, in Los Angeles October 31.

Flo Ash, dancer, from Pietro Gentile, operatic baritone, in Los Angeles November 5.

Gertrude Musgrove, stage actress, from Vincent Korda, movie art director, in Los Angeles October 22.

Joyce Matthews, former actress, from Milton Berle, stage and radio comedian, in Reno October 22.

Sari Gabor, Hungarian-born film actress, from Conrad N. Hilton, non-pro, in Los Angeles October 20.

Joseph A. Reihls, official of the Crosley Radio Corporation, Cincinnati, from Johana B. Reihls, in that city recently.

# Carnival Routes

Send to  
2160 Patterson St., Cincinnati 22, O.

(Routes are for current week when no dates are given. In some instances possibly mailing points are listed.)

Alamo Expo.: Stephenville, Tex.  
American Eagle: Leland, Miss.  
Babcock, Frank W., United: Indio, Calif.  
B. & D.: Charlotte, N. C.  
Bell & Vinson: Conroe, Tex.  
B. & H.: (Fair) Sumter, S. C.  
Blue & White: Chidester, Ark.: Stephens 17-22.  
Bohn, Carl, & Sons, United: Batesville, Miss.  
Brewer United: (700 Block, Humble Road) Houston, Tex.  
Capital City: Richland, Ga.  
Caudie's Rides: Cullendale, Ark.  
Central Am. Co.: Summerville, S. C.  
Crafts Expo.: Phoenix, Ariz.  
Crandell's Midway: Louise, Miss.  
Crystal Expo.: Crystal River, Fla.  
Cudney Border State: Weleetka, Okla.  
D. & H.: St. George, S. C.  
Dudley, D. S.: Abilene, Tex.  
Dyer's Greater: Houston, Miss.  
Eddy Bros.: Orlando, Fla.  
Gentsch, J. A.: Centerville, Miss.  
Greater United: Laredo, Tex., 10-22.  
Groves Greater: Arnaudville, La.  
Harrison Greater: Charleston, S. C.  
Henson, J. L.: Boyce, La.  
Heth, L. J.: (Fair) Live Oak, Fla.



PERSONNEL OF THE MIDWAY OF MIRTH SHOWS taken October 25 at Luxora, Ark., the org's closing date. Back row, left to right: Frank Lavell, Mr. Guntzel, Carl V. Pope, J. F. Candler, Ralph Mulkey, Babe Goodrich, Mrs. R. L. Steele, Tommy Daris, B. C. Hines, R. L. Steele, W. B. Reese, Alex Mitchell, Fred Waters, Esther Speroni, Mr. and Mrs. Bob Mitchell, owners. Middle row: Mrs. Carl V. Pope, Mrs. Billie Goodrich, Mrs. Jimmy Rogers, Mrs. Ralph Mulkey, Mrs. Leatha Rudder, Mrs. B. C. Hines, Mrs. W. B. Reese, Mrs. John Lantz, Mrs. W. H. Ellis, Mrs. Gene Scott, Mrs. Alex Mitchell. Front row: Gene Edwards, Jess Lane, Marion Hill, Roy Spears, A. E. Tiffin, Allen Cassidy, Gene Scott and daughter Doodlebug, W. H. Ellis, John Lantz, D. L. Hinzman, Jimmy Rogers and son Jimmy, Florine Richardson, E. R. Howe, Beatrice and Georgie Rogers.

## EFFICIENT—NON-DRINKING PHONE SALESMAN

Desires connection with square-shooting promoter. Sell banners, ads, tickets.

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Can place now for winter Unit: Ferris Wheel, Merry-Go-Round or Chairplate. All Stock Concessions open. Whitey Usher, answer. Congo, come on. All Address:

FRANK E. DICKERSON, St. George, S. C., now.

# 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

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## FOR SALE—CARNIVAL EQUIPMENT

2 24-ft. Ball Games—Devil's Bowling Alley. 1 set Minstrel Show Banners and Banner Line. 1 set Animal Show Banners. 1 set Girl Show Banners. 1 set Snake Show Banners; all Banners new this spring. 1 35x77 Jig Show Top. 1 30x60 Square End Top, used 10 weeks. 1 20x30 Blue Top. 1 20x50 Blue Top, all new this spring. 1 Super Holo-Plane. 1 16-Car Octopus, new in April, without transportation. 25 Tractors and Semi Trailers for Rides. Concessions. 1 Office Trailer. 32 Ft. Semi. 1 Transformer Truck with 2 100 Kw. Transformers (plenty ground cable). 2 U. S. Army Searchlights, other Carnival Equipment. 1 12x12 Pan Game Outfit, new Blue Top, P. C. Tables. Will be in Walterboro, S. C. until November 22; come, look it over.

L. C. McHENRY, Manager Crescent Amusement Co. WALTERBORO, S. C., UNTIL NOV. 22.

Hottle, Buff.: (Colored Fair) New Orleans, La.  
Johnny's United: Mendenhall, Miss.  
Jones, Johnny J., Expo.: (Fair) Valdosta, Ga.; season ends.  
J. & S.: Riceboro, Ga.  
Kaus, W. C.: New Bern, N. C.  
Keystone Expo.: De Puniak Springs, Fla.  
Kilgore: Terrell, Tex.  
Kirkwood, Joseph J.: Savannah, Ga.  
Leeright, J. R.: Chillicothe, Tex.  
Lottidge, Harry: Niceville, Fla.; Lineville, Ala., 18-22; season ends.  
Magic Empire: Wesson, Miss.  
Magic Valley Am. Co.: Presidio, Tex.  
Marion Greater: Barnwell, S. C.  
McCall, Jim: (Fair) Adel, Ga.  
McKee, John: Shelby, Miss.  
Midwestern Expo.: Jeanerette, La.  
Mighty Van Dyke: Miami, Fla.  
Palmetto Expo.: Ridge Springs, S. C.; Pelton 17-22.  
Peach State: Jacksonville, Ga.  
Peppers All-State: Sanford, N. C.  
Piedmont: McColl, S. C.  
P. & P. Am. Co.: Lueders, Tex.  
Rafferty, James M.: Warsaw, N. C.  
Regal Expo.: Vidalia, Ga.  
Royal American: Tampa, Fla.  
Royal Amusement: Lumber City, Ga.; Collins 18-24.  
Royal Crown: St. Petersburg, Fla.  
Royal Expo.: (Fair) St. Augustine, Fla.  
Sam's Funland: Lamar, S. C.  
Silver Fleet: Earle, Ark.  
Silver States: Ferriday, La.  
Smith Am. Co.: (Legion Fair) Groesbeck, Tex.

Southern Am. Co.: Edna, Tex.  
Starlight Am. Co.: Texas City, Tex.  
Stell City: Tehula, Miss.  
Strates, James E.: Jacksonville, Fla.  
Tidwell, T. J.: Colorado City, Tex.; Sweetwater 17-22.  
Tassell, Barney: Tavares, Fla.; Winter Park 17-22.  
Texas Expo.: Hebronville, Tex.  
Tri-State: Rosedale, La.  
Turner Bros.: Charleston, Mo.  
United Expo.: Luling, Tex.  
Victory Expo.: Alice, Tex.  
Ward, John R.: Orange, Tex.; Galveston 17-22.  
White Star Attrs.: Phenix City, Ala.  
Wonder City: McComb, Miss.

## Circus Routes

Send to

2160 Patterson St., Cincinnati 22, O.

Bailey Bros.: El Centro, Calif., 11; Brawley 12; Indio 13; season ends.  
Clyde Bros.: St. Joseph, Mo., 12-16; Topeka, Kan., 17-20.  
Dalley Bros.: Brownwood, Tex., 11; Belton 12; Cameron 13; Seguin 14; season ends.  
Davenport, Orrin: Rochester, N. Y., 10-15.  
Davies, Ayres & Kathryn: Stoughton, Wis., 13; Whitewater 14-15.  
Gran Circo Americano: Guatemala City, Guatemala, 10-23.  
Hamid-Morton: (Auditorium) Atlanta, Ga., 10-20.  
King Bros.: Quitman, Miss., 11; Laurel 12; Lucedale 13; Pascagoula 14; Bay Minette, Ala., 15; Pensacola, Fla., 17; Brewton, Ala., 18; Crestview 19; Andalusia 20; Enterprise 21; Dothan 22.  
Maynard, Tex.: Harrison Valley, Pa., 11; Fredonia, N. Y., 12; Sinclairville 13; Jamestown 14; Randolph 15.  
Polack Bros. (Western): (Armory) Springfield, Ill., 10-12; (Armory) Rockford 15-18; (Armory) Peoria 21-27.  
Polack Bros. (Eastern): (Armory) Pittsfield, Mass., 12-15.  
Ringling Bros. and Barnum & Bailey: Charlotte, N. C., 11; Columbia, S. C., 12; Savannah, Ga., 13; Jacksonville, Fla., 14-15; Miami 17-19; St. Petersburg 21; Tampa 22; Sarasota 23; season ends.

## Misc. Routes

Send to

2160 Patterson St., Cincinnati 22, O.

Henle, Sonja, Hollywood Ice Revue (Coliseum) Indianapolis, Ind., 12-29.  
Holiday on Ice (IMA Auditorium) Flint, Mich., 10-13; (Sports Arena) Toledo, O., 14-23.  
Ice Follies of 1948 (Madison Square Garden) New York, 18-30.  
Laughon's Esquire Vanities (Center) Greenville, S. C., 12; (Imperial) Augusta, Ga., 13-15.  
Miller's, Irvin C., Brown-Skin Models (Ritz) Clarksburg, W. Va., 12; (Manos) Greensburg, Pa., 13; (Majestic) Johnstown 14-15.  
Plunkett's Stage Show: Post, Tex., 10-12; O'Donnell 13-15; Snyder 17-19.  
Sadler, Harley, Tent Show: Abilene, Tex., 10-15.  
Skating Vanities (Arena) St. Louis, Mo., 11-16; (Auditorium) New Orleans, La., 18-23.  
Slout Players Tent Show: Charleston, Ark., 10-15.

## United States Closes

CINCINNATI, Nov. 10.—In a phone call to *The Billboard* this morning, L. T. Brady, manager of the United States Shows, stated that the org closed a successful season at Homer-ville, Ga., last week. Outfit carried 10 rides, show owned, and 8 shows. Brady had been on the road since January 15.



# 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, 4500 Downey Road.

**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 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.

**Kentucky**  
Louisville—Fat Cattle Show. Nov. 10-12. Ernest L. German, Bourbon Stock Yards.

**Louisiana**  
New Orleans—Poultry Show. Nov. 14-17. Milton J. Walch, 608 Chartres St.

**Maine**  
Portland—Elks Charity Circus. Nov. 17-25. Edward R. Twomey, 92 Free St.

**Maryland**  
Baltimore—Livestock Show. Nov. 17-21. Fred H. Leibach, College Park, Md.

**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**  
New York—Nat'l Crafts & Hobby Show in Madison Sq. Garden. Nov. 23-30. Campbell-Fairbanks Expo., Inc., 139 E. 47th 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.

**Pennsylvania**  
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.

**Texas**  
Fort Worth—Shrine Circus. Nov. 21-30. H. W. Collier, Box 1320.  
Harlingen—Valley Mid-Winter Fair. Nov. 24-30. Joe L. Mock.

**Utah**  
Ogden—Ogden Livestock Show. Nov. 15-19. E. J. Fjeldstad.

**Wisconsin**  
La Crosse—Poultry Show. Nov. 19-22. G. K. McDonald, Victory, Wis.  
Milwaukee—Food Show. Nov. 11-15. M. C. Perschbacher, 611 N. Broadway.

**Canada**  
Toronto, Ont.—Royal Winter Fair. Nov. 18-26. Will A. Dryden.

## FOR SALE "BOYCE" SHORT RANGE GALLERY

See on R. Ward's Shows, Orange, Tex., Nov. 10-15; Galveston, Tex., 17-22; Victory Exposition Shows, Valley Mid-Winter Fair, Harlingen, Tex., Nov. 24-30. Price, \$800.00. Possession either spot.

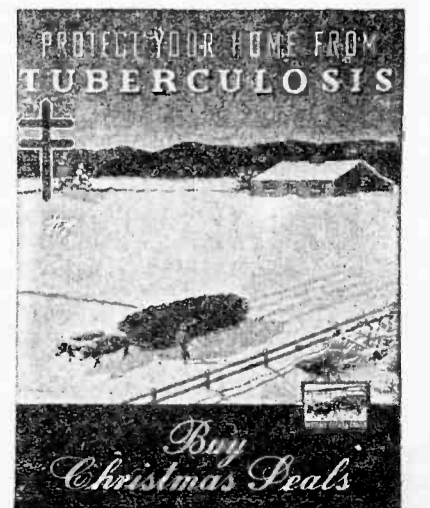
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Barnum Hotel Bridgeport, Conn.



## Harrison Gets Trio Of Annuals in S. C.

COLUMBIA, S. C., Nov. 8.—Harrison Greater Shows have been signed to present the midway at 1948 South Carolina Colored State Fair here for the third successive year, it was announced this week by General Agent Charles M. Powell, who negotiated the contract. Powell said he secured the contract in competition with eight truck shows.

Harrison Greater has also been signed for the 1948 Orangeburg and Charleston, S. C., annuals, Powell reported.

## Helen Wallenda Contracts Acts for Macon Shriners

MACON, Ga., Nov. 8.—Contract to furnish acts for the Macon Shrine Circus was awarded to Helen Wallenda by W. E. Franks, Shrine show producer. Mrs. Wallenda, with assistance of husband, Karl, will present a two-ring show running two hours, with a minimum of 30 acts.

Franks says the advance ticket sale is zooming to a new high and prospects point to a record-breaking three-day event, skedded for the Macon Auditorium starting November 20.

A circus street parade with two bandwagons, floats, elephants and calliope will inaugurate the 14th annual charity show. Potentate J. P. Kennington announced that a deal has been closed with Jack Fox for three elephants to give free rides to hundreds of orphans in Macon institutions on Friday before the matinee.

Erection of circus style reserves and blue seats on the lower floor of the auditorium will give the house total seating capacity of 4,900, Kennington said. Prices range from \$1.20 to \$2.40, including tax.

## Polack Western Gets 50% Increase at Oklahoma City

OKLAHOMA CITY, Nov. 8.—Polack Bros. Western Unit chalked up a 50 per cent increase in gross for the six-day engagement completed here November 1 for India Shrine Temple, according to Henry F. Barrett, who handled the promotion for Polack.

The auditorium, which seats 6,000, was filled to capacity the last five nights with turnaways registered matinee and night Saturday. Automobile dealers bought all reserved seats for opening night, while Tuesday and Wednesday caught heavy block ticket sales.

## European Circus Men Marry

KARLSKOOGA, Sweden, Nov. 8.—Ernest Carre, member of one of the oldest of European circus families and an internationally known horseman, was married here November 4 to one of the artists of the Mijares-Schreiber Circus. Carre has been equestrian director of the Mijares circus for several years and makes his headquarters here at the circus winter quarters.

COPENHAGEN, Nov. 8.—Ernest Schumann, manager of Denmark's leading circus, Circus Schumann, and Tove Boetius, well-known Danish actress, were married recently.

## Tarr Named Conneaut G. M.

CONNEAUT LAKE PARK, Pa., Nov. 8.—W. J. Tarr, who recently resigned from a staff position with the Masonic Home, Elizabethtown, Pa., has been appointed general manager of Conneaut Lake Park here and will assume his new duties immediately, it was announced this week by E. E. Freeland, president of Conneaut Lake Park, Inc. The park firm also operates Hotel Conneaut here.

# Where Are You Wintering?

Kindly give the information on this blank and mail to The Billboard, Cincinnati, O., for our records of circus, carnival and tent shows in winter quarters:

Title of Show .....

Kind of Show .....

Owner .....

Manager .....

Winter Quarters Address .....

.....

Office Address .....

.....

## Tas Bradley, Australian Showman, Dies in Wales

IPSWICH, Australia, Nov. 8.—Tas Bradley, 62, who died in Sydney Hospital, New South Wales, recently of a ruptured blood vessel in his throat following a coughing attack, was one of Australia's best known circus and carnival personalities.

Bradley, who had been in show business since he was 17 years old, was associated with Wirth's Circus as publicity man for several years and toured Australia. He also was publicity chief for Soles Circus. In later years he was with Dave Meekin's carnival attractions and at the time of his death he had charge of a touring wax works exhibit.

## George Traver Sets Kiddie Park in Newark Dept. Store

NEWARK, N. J., Nov. 8.—George Traver, ride owner and operator, has set up a small scale amusement park in the toy department of the Hearn's Department Store as part of the store's holiday ballyhoo.

Four Kiddie Rides, a Merry-Go-Round, Rocket Ship, Whip and auto track, are operated on a pay basis of 8 cents per ride or two rides for 15 cents. Park atmosphere is heightened by hot dog and lemonade stands.

## Roller Rink Play Keeps Gunther's Olympic Busy

IRVINGTON, N. J., Nov. 8.—Roller skating rink at Henry Gunther's Olympic Park is operating four nights a week and on Sunday afternoons. Night sessions are held Tuesday, Friday, Saturday and Sunday.

The next special event at Olympic's rink is the annual Sadie Hawkins Festival, November 22, a carnivalesque costumed affair which always brings a crowd to the park.

## Unusual Fall Weather Gives Revere a Break

BOSTON, Nov. 8.—Due to unusually good fall weather, attractions at Revere Beach have in a great part remained open and the board at the Boston resort is more crowded these days than on many a summer day.

All of the rides and many of the shows are running full blast and on Sundays and week ends the attendance has been as high as 100,000.

## Big Houston Shrine Program

HOUSTON, Nov. 8.—Program for the annual Shrine Circus which closes here Tuesday (11) contains a noteworthy 248 pages jammed full of advertisements, a dictionary of circus lingo and an article on the Circus Fans Association. It included a listing of Orrin Davenport's acts.

## Expansion of Westboro Includes Horses, Fair

BOSTON, Nov. 8.—Westboro Speedway and midget auto track plant, midway between Worcester and Boston, will be expanded to include permanent exposition buildings and a larger track surrounding the midget tract next year.

A club house is to be built and restaurant facilities added. In addition to making plans for a harness track, the possibility of a Westboro Fair is included in the plans. Plant is 23 miles from Boston and 20 miles from Worcester with a drawing population of some 3,000,000 persons in a radius of 30 miles.

## SPEED ROUND-UP

(Continued from page 49)  
to wire trailed by Joe Garson who finished second. Sam Hanks was third. Duke Nalon nabbed the semi-main and Johnny Parsons, who won the trophy dash, set a new track record for the three-lap event.

## Steves Scores a Triple

CULVER CITY, Calif.—Bill Steves copped the first 20-lap main event, the 10-lap finals and a qualifying heat to score a triple victory at the hot-rod road races here Sunday (2). Chuck Burness annexed the second 20-lap main event. Two accidents marred the afternoon's racing. In the first one Erik Romero cut across the infield and into a group of officials and pit crew members striking a bystander who was removed to the hospital with head lacerations and a possible fractured leg. In the second feature race Bernie Parks rolled over, suffering a broken collar bone and wrist. Trophy dash was won by Mickey Davis.

## Heath Orange Winner

SAN BERNARDINO, Calif.—Allen Heath, Seattle, won the 50-lap U. R. A. midget auto feature event at the National Orange Show Stadium here Sunday (2). He sped the distance in 16:6.47. Rod Simms was second and Gib Lilly third. Semi-main went to Frankie Gilbert. Lilly copped the trophy dash.

## CLYDE BROS.

(Continued from page 53)  
official tasters have passed approval on the product of the new popcorn machine. Election talk has accounted for much of the dressing room conversation.

The band is tooting some new numbers. Everyone is beginning to wear topcoats as the nights are getting cool. Suez has at last discarded his blue, white buttoned coat in favor of a dress coat. Jack Harrison is seen setting the route down the last day of each date. Shorty Lynn gets credit for spotting the best cafes in each town. Moving day call is at 7 a.m.—VAN WELLS.

## Showman Freed In Court of Draft Violation Charges

LEBANON, Pa., Nov. 8.—William D. Shuey, showman, was exonerated October 29 of charges of having violated Selective Service regulations by a Federal Court jury here that deliberated less than 20 minutes.

Shuey, who had given *The Billboard* as his permanent address, had been charged with failure to keep his local draft board informed of his whereabouts.

However, it was proved in Judge Albert L. Watson's court by defending attorneys Hugh J. McMenemy and Joseph E. Gallagher that *The Billboard* Mail Forwarding Department, which was used by thousands of showmen as a permanent address during the war for local boards, was an acceptable address.

## Eddie Schell Wins Junior Rodeo Laurels at Phoenix

PHOENIX, Ariz., Nov. 8.—Eddie Schell, 18, of Coolidge, Ariz., was top winner in the 20-30 Club's World Championship Junior Rodeo held here (1-2) at Sportsman's Park. His prize money was \$192.72. Lloyd Davis, Congress, Ariz., placed second with \$191.94 and last year's champion, Dell Haverty, Benson, Ariz., was third with \$141.38.

More than 10,000 spectators attended the two-day show, with 7,000 attending the final show. Proceeds will go toward installing recreation equipment at a playfield sponsored by the Phoenix 20-30 Club.

Schell teamed with his father, Asbury Schell, to win the father-and-son team roping event. The elder Schell has participated in rodeos for years and was twice named all-around champion of the Phoenix Adult Rodeo.

A. Joseph Geist, owner of Rockaways Playland Park, will be a guest of honor and one of the speakers at the dinner at the Downtown Athletic Club, Thursday (13), sponsored by the National Association of Amusement Machine Owners, for the graduation of first group of vets training as coin machine mechanics at the Manhattan Trade Center.



- ### Dog Shows
- California**  
Fresno—Nov. 23. Mrs. Adolph A. Ruschhaupt, 440 Terrace Ave.
  - Illinois**  
Chicago—Nov. 22-23.
  - Michigan**  
Detroit—Nov. 16. Dr. W. J. Westcott, 24429 Grand River Ave.  
Pontiac—Nov. 28. Jack L. Whitworth, Avon, O.
  - Minnesota**  
Minneapolis—Nov. 15-16. Mrs. R. T. Strouse, 1225 W. Minnehaha Parkway.
  - New Jersey**  
Camden—Nov. 16. Foley, 2009 Ranstead St., Philadelphia.  
Newark—Nov. 23. Foley, 2009 Ranstead St., Philadelphia.
  - Pennsylvania**  
Philadelphia—Nov. 15. Foley, 2009 Ranstead St.
  - South Carolina**  
Charleston—Nov. 15. W. C. Wilbur, 5 Exchange St.  
Columbia—Nov. 17. Mrs. Douglas Faunt, 1831 Devine St.
  - Texas**  
Dallas—Nov. 22. Barbara McAnelly, 10103 Garland Road.  
San Antonio—Nov. 16. Gus F. Eward, 412 Devine St.

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# Nurse the Juves Along--Martin

## RSROA Sec Sees Kids as Answer To B.-O. Grief

### High Prices Chief Problem

DETROIT, Nov. 8.—Recognizing the need for concerted action among rink men to stem the temporary slump in the roller rink business, Fred A. Martin, secretary of the Roller Skating Rink Operators' Association of the United States, in a bulletin just issued to the association membership, blames the industry's business predicament on spiraling living costs and calls for intensive cultivation of the juvenile field as the instrument that will reverse the trend.

Headed "High Prices Hit Where It Hurts Most—Children," the bulletin reads:

"On all sides we hear—the roller skating industry is faced with a dilemma. What is wrong with business? Is roller skating on the way out? My business is off 22 per cent, 30 per cent, 40 per cent."

"Thru statistics," the Martin report states, "we hope to prove that nothing is wrong with roller skating other than present conditions with which every business in the United States is faced. Our problem, then, is to find the proper solution and try to adjust our methods of rink operation to meet these conditions."

"Shall we say that all children of school age are the helpless victims of inflation?" the bulletin queries, and then points out that the price squeeze is hurting them far more than it is the adults.

Quoting social workers, Martin points out that this price squeeze is not a temporary problem to be taken lightly. "The biggest and most important battle now raging," the report states, "is 'Prices vs. Kids.' At every price rise, the kids take a licking. You may look at it this way: Every price victory today is a defeat for tomorrow's America."

"Records of aid to dependent children, for example, show that grants

## Speed Club Set Up At Tampa Coliseum

TAMPA, Nov. 8.—Harry J. Warner's Coliseum Skating Rink here has hopped the speed skating bandwagon with recent formation of a racing club under the chairmanship of Pat Patten.

Racing uniforms will soon be purchased so that all will be in readiness for the start of competitions next year.

The track, measuring 16 laps to the mile, allows 35 feet clearance at each end and 25 feet at the sides. Balconies on two sides are expected to provide ample room for spectators.

## Record Turnout For Gilbert's Del Monte Bow

MONTEREY, Calif., Nov. 8.—Paul J. Gilbert, who assumed the management of Del Monte Rollerdom here November 1, reports that a record crowd turned out to see the show staged that night to mark the occasion.

The presentation, featuring skaters of the Martinez (Calif.) Figure-Skating Club, was advertised in advance in newspapers of Salinas, Watsonville and Monterey with three-column, eight-inch ads plus publicity stories and cuts of the participants furnished by Gilbert.

More than 200 skaters registered that night to become members of the hockey, racing and dance figure-skating clubs to be sponsored by the Rollerdom. All will become members of the United States Amateur Roller Skating Association, Gilbert said.

Starting tonight the Monterey Junior Skating Club, numbering 35 members, receives its first lesson under the personal direction of Gilbert.

are higher than ever. However, these grants don't go as far as they used to. The skyrocketing cost of living is the main cause. Public schools are acutely aware of the problems which confront them. They contend with the problem in other ways—poverty absences and free lunches.

"Does this give you an idea?" the bulletin asks. "Yes, it shows that we may have to fully realize that we must do something today for tomorrow's business. The child of today is your future trade."

"It may be that we must go after this type of business more seriously; make it more interesting for them, and induce the kids to return and fill up those matinee sessions on week-ends. Next, concentrate on the group that is over 15 years old for the evenings."

"Watch your prices for these youngsters," Martin warns. "There is, no doubt, a solution to our problem and it is up to us to work hard and try every method to lick it. Our investment is fully worth every effort put forth."

## Hartford Palace Getting It With Special Events

HARTFORD, Conn., Nov. 8.—Special events have been drawing well for Hartford Skating Palace since operators H. E. Neckes and Irving S. Richland held their fall opening October 15 before a good turnout.

On that night the feature attraction was the pairs skating team of Margaret Wallace and Norman Latin, senior champions in that division of the World Roller Skating Congress.

Next on the Palace program to boost the box office was the annual Halloween party held October 31 when merchandise valued at \$150 was awarded as door, costume and voodoo number prizes. Novelty numbers included a spotlight skate and wheelbarrow and clothesline races.

The rink's free beginners' class began November 3 under the tutelage of Ed McLaughlin, head pro. A Sadie Hawkins night is scheduled for November 15. The Palace has been recent host to a number of private parties.

Members of Richland Figure-Skating Club held their first social event of the season November 1, a dinner-dance. This followed the club's October 12 election in which Kenneth Ogren was named president; Raymond Schmidt, vice-president; Rose Fiducia, secretary, and Dorothy Dummitt, treasurer.

The Palace has set up a busy weekly schedule of activities. Elementary and intermediate dance classes are held Mondays and Tuesdays, respectively, from 7 to 8 p.m. Wednesday is beginners' night, while the advanced dancing class holds forth Thursday evenings. Each Friday night is voodoo prize party night. Junior and advanced classes are also held Saturdays from 12 to 1 p.m., followed by a one-hour beginners' session. The figure-skating section takes over the floor from 10:45 to 12:15 p.m. Sundays, with a 90-minute session following for the test and competition division. Week-end matinees are held from 2 to 5.

## Edwards Gets ARSA Speed Advisor Job In Eastern Area

ELIZABETH, N. J., Nov. 8.—Jack Edwards, director of speed for William Schmitz's America on Wheels chain of rinks, has announced his recent appointment as Eastern advisor for racing by the United States Amateur Roller Skating Association.

First official action by Edwards in his new post was issuance of a recommendation to the USARSA that proficiency tests in racing be set up. He also plans to ask the association to change some of its rules for racing, believing that they are outmoded.

Racing continued to hold the spotlight at AOW's Twin City Arena here November 1, the local racers trimming a team from Reading (Pa.) Roller Racing Club of Carsonia Park Rollerdom by a 5-0 count before Twin City's largest Saturday night turnout of the season. Winners: 440-yard ladies, Tessie Raiffe; 880-yard ladies, Doris Harrington; 880-yard men, Allen Munn, and one and two-mile events, John Suckovich.

Weekly skate dance contests are being offered at Eastern Parkway Roller Rink, Brooklyn, and Wal-Cliffe Rollerdom, Elmont, L. I., N. Y.

## Tenace & Sullivan Get Virginia Spot

PETERSBURG, Va., Nov. 8.—Business has picked up considerably at Highway Arena here, the former Lee Casino Rink, since being taken over October 1 by Lou Tenace and Ray Sullivan. Tenace was formerly connected with America on Wheels and Leo Doyle enterprises in Massachusetts. Sullivan also has rink experience.

Rink is equipped with an emergency power plant, air conditioning and a hot air heating unit, and Tenace and Sullivan plan to concrete a large parking space surrounding the rink. New Chicago skates and sound equipment have been added.

One of the first policy changes of the new owners was the raising of the box office price, and lowering of the shoe rental charge. Free checking service is offered. Dancing is held to a minimum, the operators claiming that a recent survey among skaters showed 95 per cent of them objecting to it. Occasional two-minute numbers for men are said to eliminate fast skating.

## Bal-A-Roue Celebration

MEDFORD, Mass., Nov. 8.—Fred H. Freeman, operator of Bal-A-Roue Rollerway here, observed the rink's seventh anniversary November 7 by offering skaters slices of a huge birthday cake and a special program that included exhibition skating numbers, a dance-of-the-month contest and prize awards.

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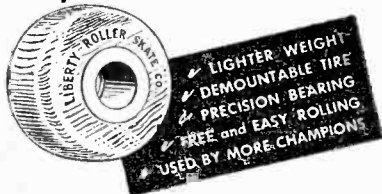
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# Denver Garden Spotlited Via Roller Hockey B'casts

DENVER, Nov. 8. — Mammoth Garden Roller Rink here scored a "first" recently when a broadcast of a roller hockey game played in the rink was recorded for the Armed Forces Radio Services, the government agency responsible for dissemination of radio entertainment to military personnel stationed in this country and abroad.

The play-by-play account done by

## Oaks Embarks On 25G Parking Area Project

PORTLAND, Ore., Nov. 8.—Oaks Park Rink is installing a second parking lot which Manager Robert E. Bollinger says will cost nearly \$25,000 when completed next spring. Reason for high cost is that silt is being pumped from the Willamette River into a low spot behind the rink that will require 70,000 cubic yards of material to level off.

Park built its own dredge for the operation, utilizing a Diesel engine and about 1,000 feet of eight-inch pipe. Estimated cost includes expense of hard surfacing and lighting. The project will permit construction of a more direct entrance to the rink, in addition to the entrance thru the park past the concessions. Work is costing \$50 a day.

As a move to raise funds for Oaks entries in forthcoming State and national roller skating competitions, a floor show is under preparation for presentation early next month by members of the Oaks Dance and Figure Skating Club and the Oaks Rink Club. Ed Cheney, proprietor of the Palais Royale Ballroom, has been engaged as dance director, and special music is being prepared by Pete Kraushaar, Oaks organist. Dean Songer, rink professional, is in general charge.

## Remodeled Deuback Arcade At Dallas Again Operating

DALLAS, Nov. 8.—Deuback Arcade Roller Rink here, closed since September 15 for remodeling, reopened October 24, reported Operator John Deuback, who supervised the remodeling job. The skating area has been lengthened 25 feet and a 20 by 150-foot area now affords space for a lobby, installation of a lunchroom with upholstered chairs, display room, repair and skate rooms and spectator seats.

Rink is operating seven nights weekly from 7:30 to 10 and offers Saturday and Sunday two-hour matinees.

## Canadian ASA Meet To Name World Championship Skaters

MONTREAL, Nov. 8.—Champlain Provencher, honorary secretary of the Amateur Skating Association of Canada, has notified members that the 60th annual convention of the association, called by President William E. Roughton, will be held here November 15.

Principal business will be the naming of Canadian figure skaters who will enter the world's roller championship to be held December 5-7 at National Arena, Washington, under auspices of the United States Amateur Roller Skating Association and sanction of the Federation Internationale de Patinage a Roulettes.

Sgt. Ted Hardy, manager of KLLI, Lowry Field station here, was the first of a series of Thursday night hockey game broadcasts that will be done by Hardy from Mammoth Garden, according to Tommy Thomas, commissioner of the Colorado Roller Hockey League.

Much credit for success of the broadcast, said Thomas, is due Irving Jacobs, Mammoth Garden operator, who granted broadcast privileges and co-operated fully with Lowry Field officials. Jacobs, according to Thomas, was instrumental in forming the league and has been successful in building local interest in the games.

Hardy was a sportscaster in the East before donning army garb, and for some time has had his own weekly sports program over KVOB here.

## Van Horn Has \$250 Prize List for Halloween Fete

MINEOLA, L. I., N. Y., Nov. 8.—Nine prizes valued at more than \$250 were awarded by Operator Earl Van Horn at the annual Halloween party held on October 31 at Mineola Roller Rink. Three men and three women each received a wrist watch for the finest, most original and most comical costumes, while \$30 in cash was divided among three children for costumes in the same classifications.

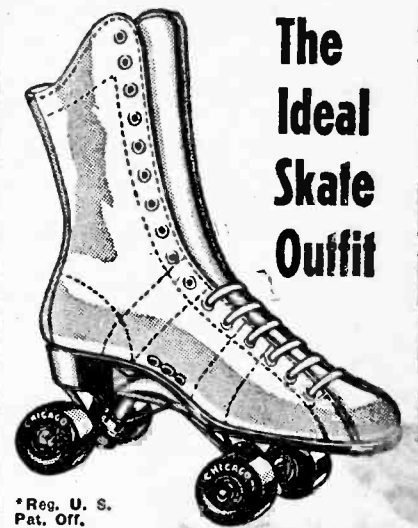
At a recent meeting of the Earl Van Horn Dance and Figure Skating Club the following were elected: Terry Thorne, president; George Dahl, vice-president; Ethel Larsen, secretary, and Helen Apdale, treasurer.

## Jesse Bell Sets New Staff

DETROIT, Nov. 8.—Jesse E. Bell, operating the reopened Edgewater Park Roller Rink, has appointed a new staff comprising Clarence Ward, doorman; Ethel Ward, wardrobe; Luella Bell, soft drink concession; Dolores Carrioca, fountain; Jerry Carrioca, skateroom; Tommy Ellis, floorman; Anna Brill, organist, and Mrs. Ethel Emerson, cashier. Gene Bell serves as extra man in all departments.

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# Knoxville Operator Points Up Advantages, Intricacies of Modern School Show Tricks

## Total Operation Not Confined to Hinterlands

KNOXVILLE, Nov. 8. — Everett Lawson, who says he has been operating a school assembly show known as the Magic Hour for the past six years with the aid of his wife and one workingman, this week took issue with an article, written by E. F. Hannan and which appeared in a recent issue concerning what does and what doesn't comprise a modern school show.

"Hannan's article," says Lawson, "tends to give the impression that school shows are more or less of the fly-by-night variety and shouldn't be classified with other more delightful forms of show business. During the past six years that we have operated our Magic Hour school assembly show, we have played the Knoxville city school system twice in three years.

### Contrary to Conception

This is contrary to Hannan's conception—that school shows must operate totally in the sticks with country kids as their audiences. We also have played every school in the Chattanooga system, in addition to every major school in the central and eastern part of the State. We also have played most of the rural schools and have found that the country kids have much more money now to spend than their city cousins. We have also learned that they make the most receptive audiences.

"Regarding the booking of such shows being difficult, I have found it comparatively simple. Once we clear the central office of a city system it is then a small matter of phoning each principal to arrange the date and time. Then too, football is rarely played in the grammar schools we play and these are the schools where

we have made the most money.

"Some of them have enrollments well over 1,000, and this necessitates our presenting two performances. As far as the school shows being for those who are restless and can't remain in one place, we have maintained a home here for the past six years and have consistently gone about the business of raising our family and working at the same time.

"When we were expecting our last baby (now eight months old) my wife fashioned her wardrobe with hoops and worked right up until the time the baby was born. Show me another form of show business where I can live in one place for six years and my wife can work with me and bear children at the same time. I think I have been in practically every phase of the business in the last 25 years including tabs, burlesque, units and clubs, in fact, everything but pictures, and I find the school business the most profitable, pleasant and definitely the most moral branch of the business.

"We don't have a pension nor do we dole out money at interest, and I will match dollar for dollar income data with burly comics, tab people and hot-shot emcees who frequent the bright lights. I've been in most of it and I'll take schools for the rest of my life. We are playing Morristown High School, Morristown, Tenn., for the fifth time November 18 with the same show."

## Count Fox In

SHERWOOD, Tenn., Nov. 8.—John S. Fox, veteran repster and Tommer, revealed here this week that he's read with avid interest the Tom show debates in recent issues of *The Billboard*. "I'm up in Fletcher, Simon, Haley and Skeggs," says Fox, "so count me in on any Tommer that is put out."

## Plunkett Biz Holds Up Well in Texas; 6 More Wks. To Go

SLATON, Tex., Nov. 8.—Business continues big in this State for Plunkett's Stage Show, according to Kennedy Swain, with the show. Tenter has six more weeks to go, making a 45-week season in all. A concession trailer and panel truck were bought in Ralls, Tex., which came up with one of the biggest nights of the season. Show hasn't missed a night since the opening, February 6.

A stork shower was given recently for Mr. and Mrs. Melvin Plunkett, and Cleo Plunkett's birthday was celebrated with a Halloween party. Fuzzy Plunkett is contemplating adding elephants for 1948. Rev. W. K. Johnson is school teacher on the outfit and has as his pupils Gloria and Jerrie Plunkett, Larry Gilliam and Lelia Noel.

Recent visitors were Mrs. Ben Davenport, Dailey Bros.' Circus, and her guests, Mr. and Mrs. Frank Allen, of Illinois, who visited Mrs. Davenport's daughter in Tullia, Tex.; Mr. and Mrs. Henry Brunk, Mr. and Mrs. Ray Mathis, Dale Eason, Tiny Atwood; Mr. and Mrs. Glen Brunk and daughter, June, and Joe Noel, of Fairbanks, Alaska.

# Little Hope Held for Tom Show Revival

## Last Parade Made, Says Duble

JEFFERSONVILLE, Ind., Nov. 8.—Charlie Duble said here this week that Gene Wrightson's letter which appeared in the October 25 issue of *The Billboard* proved intensely interesting to him and should have been an especial attention getter to former Tom show troupers.

"Wrightson," says Duble, "would like to see a revival of Tom shows. Several years ago I had a letter in *The Billboard* naming various Tommers, theatrical as well as under canvas that toured 25 years back and previous, hoping it would stir up interest that some showman might come forward and revive it then. Dozens of letters poured in to *The Billboard* from far and wide concerning "Tommers." It kept up for weeks and I had started something. Every troupe that was ever on the road must have been named by many writers. However, in the fall of 1945 a UTC company took the road from New York, "A New and Glamorized Musical Version" so the program read, text revised by Reed Lawton. After a few weeks this company disbanded in the Middle West. No route ever appeared in *The Billboard* that I know of.

"Like Wrightson, I, too, would like to see the old play again but, I do not expect to see it. I feel that we will have to be satisfied to know that we did live in the period when the competing Tom troupes were in their glory that he named. The writer was with William F. Kibble's company (Charles F. Ackermann, manager) two winter seasons. That was over 25 years ago. We played cities as large as Ottawa, Can., and Buffalo.

"Like grand old minstrel shows of the old days, the Tommers, too, have made the last parade and folded their banners. The curtain has been rung down on Little Eva, Uncle Tom, Marks, Topsy, St. Clair, Miss Ophelia and the rest. Lets have the opinion of some of the old Tom agents or owners. They surely would know the answer."

## REP RIPPLES

MAURICE V. MALBEY has 16mm. pix around Fall River, Mass. . . . Grave's Show is reported playing to good returns in Lincoln County, Colorado, with vaude and pix. . . . Faraday Players are around East St. Louis, Ill., on sponsored dates. . . . Bourke Family Players, four in cast, are operating out of Pittsburgh on sponsored dates. . . . L. K. Sherwin, who has a flesh-pic unit operating around Spokane, will take on circle stock in the Spokane area with five people as soon as he lines up spots. He is an old-time rep agent. . . . Conrad Welch is in vicinity of Rochester, N. Y., with a flesh show. . . . Gates Family will take E. F. Hannan's *Hotel De Bunk* into Eastern Washington for one-day stands around middle of November. Org has been pix and flesh for some time. . . . Myerson's Show is playing dates in the Glens Falls, N. Y., area with films. . . . Harrison and Tucker have 16mm. pix in Hunt County, Texas. . . . Mel Gifford, writing from Beaver, Okla., says that he has films and flesh in that sector, using three people. He played some fairs but will return to halls and schools for the winter. . . . Malvey's Colored Minstrels, six people, have been around Vicksburg, Miss., on theaters and sponsored dates. . . . John McLellan is promoting amateur minstrels in Central Massachusetts. . . . Davies Players are active around Troy, N. Y. . . . Jerry Gibbons and brother have a 16mm. pic outfit playing auspices dates around Charlottesville, Va. . . . Brownie's Show is playing schools in Central Idaho. . . . Orpheum Players, colored, playing under auspices, is a new group in the Charleston, S. C., area. . . . Ralph Weston is looking over Tacoma, Wash., territory for flesh and 16mm. pix. He has had films in Eastern

Washington the past two years and will soon add short-cast bills. . . . The Fannings, two-people school unit, have been around Logan, Utah, recently. . . . Crawford's Show, four people, is making one-day stands in Nelson, B. C., territory.

E. G. JONES has 16mm. pix around Nashua, N. H. . . . Avaline Show is operating with 16mm. films around Duluth, Minn. . . . Adirondack Players soon will circle around Baltimore under auspices. . . . A. L. Merchant is trying to line up a circle around Medford, Ore., using short-cast bills and 16mm. pix. . . . Rice Players are around Gloucester, Mass. . . . Gregson Players are doing auspice dates in the Olympia, Wash., area. . . . Frank E. Trumbull, who has 16mm. pix around La Crosse, Wis., is mixing in some vaude. . . . Doble Players will be around Lebanon, Pa., next month. . . . Penn Players, after six weeks in Western Pennsylvania, are in the Philadelphia area. . . . Gitt's Show reports fair returns from Stark County in North Dakota. . . . Time Players are a new group moving around Richmond, Va. . . . Al H. Lammons, Georgetown, Tex., infos that he has had fair biz with 16mm. films and short-cast bills and is lining up a circuit for flesh after the holidays. . . . Fenelon Players, six people, managed by R. R. Leonard, recently organized in St. Louis, to do auspice dates in that section. . . . Walter C. Connolly is promoting amateur minstrels thru New England. . . . Carol Players are around New Orleans. . . . Skirbald's Minstrels, six people, playing under auspices, recently have been around Atlanta. . . . Frank W. Bartello is promoting E. F. Hannan's *My Dad's a Fireman* in Western Pennsylvania.

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Flameproof Xmas Snow	7.80	.75
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Tinsel Gift Tying Ribbon	7.80	.75
Gift Wrap Scotch Tape	7.80	.75
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Mistion Gift Ribbon, Assorted	7.80	.75
Sparkling Gift Tying	7.80	.78
Angel Tree Top, Ind. Boxed	90.00	9.00
Rayon Ribbon, 500 Yd. Spool, All Colors	18.00	1.80
Fancy Tinsel Tying Ribbon	7.80	.75
Dripless Xmas Candles, 8"	4.75	.50
Holly Gift Wrap Paper	8.00	.78

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Filled Xmas Stocking, Medium Size	\$28.80	\$2.75
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All Metal Cow Bells	21.00	2.00
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All Metal Horns, Asst. Colors, 10"	8.40	.90
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Foil Fringed Shaker Horns, 12"	8.75	.90
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Foil Trim Tissue Flat Hats	6.50	.70
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Tutone Squawkers, Assorted	.90	.90
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Foil New Year Signs	6.50	.75
Silver Foil New Year Signs, 6 Ft.	36.00	4.00
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Men's Popular Western-Style Buckle Ring. Gold filled. Two styles to choose from—either all whitestone or ruby center stone with 2 whitestones.  
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Also available in Sterling Silver.  
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Modern Designed Men's 3-Stone Ring. Available with white, ruby or blue center stone with sparkling whitestones on each side.  
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Ladies' Cluster Ring. Sterling Silver. Birthstone color centers surrounded by 9 whitestones.  
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**MAKE YOUR OWN PLASTER THIS WINTER**—We make all types of molds. Write for prices. Box 25, Eureka, Mo. no22

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**\$ \$ \$ IN PERSONALIZED BABY RECORD** Books. Sell by mail. Use same literature we have for five years. Can use few more dealers. No-Co-Ro, Oakland 6-B, Calif.

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**24 FT. GRAB WAGON**—'34 CHEV. A-1 DUALS. Hot Dogs, Pop Corn (large Burch). Coke and Root Beer on tap (carbonator), Ice Cream, Coffee Urn, Stove. Write Judd's Drive In, Forest Lake, Minn. no15

## COIN-OPERATED MACHINES, SECONDHAND

A Large List of Second-Hand Coin Machine Bargains will be found on page 87 of this issue.

## COSTUMES, UNIFORMS, WARDROBES

**BARGAINS GALORE**—BEAUTIFUL GOWNS, Men's Suits, Overcoats. Doublebreast, Tuxedo Suits, Orchestra Coats, Minstrel, Rhumbas, Striped, Costumes, Wigs, Silver Fox Scarf, \$3.00 Red Caps, Coats. Wallace, 2416 N. Halsted, Chicago.

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**SINCE 1869—COSTUME BARGAINS, CHORUS,** dollar up; Principals, three up. No catalogue. State wants. Guttenberg, 9 W. 18th, New York 11, N. Y. de6

## FORMULAS & PLANS

**METALIZING BABY SHOES AND MOST ALL** non-metallic articles. Wood, glass, fruit, easy instructions and formulas, \$2. Solve Xmas problems. 60 James St., Ossining, N. Y.

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**COLEMAN HANDY GAS PLANTS, BURNERS,** tanks, tubing, 20% discount. Bottled gas burners, regulators. Northside Sales Co., Indianapolis, Iowa. de13

**FOR SALE—FOUR EVANS AUTOMATIC** Bowling Alleys, 44 feet long, complete, spare parts. Now operating. Best offer. Wolff Bros., Roller Rink, Mineral Springs, Ark. no15

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Reconditioned and Guaranteed Like New.

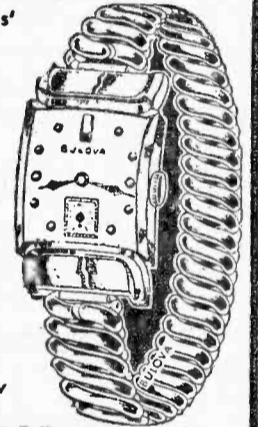
7-Jewel \$11.95  
15-Jewel 15.95  
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Rhinestone Dials \$2 Additional.  
25% With Order.  
Balance C. O. D.

Write for New Xmas Catalog

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\$ 3.00 Per Doz.  
30.00 Per Gr.



- 50L Santa Claus Buttons... \$17.50 Per 1000
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The Christmas **BOOM** is Near . . .

## ARE YOU READY?

**WILL YOUR ADVERTISING REACH  
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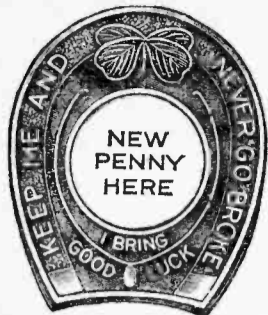
You, as a merchandise manufacturer or jobber, are probably preparing for a large Christmas rush. BUT, is your advertising program keyed to attract the "cream" of this big market. THE BILLBOARD, the merchandise buyers "Bluebook," is scheduling its annual Christmas Special to be distributed nationally November 25—a full month before Christmas. Your special holiday advertising will reach The Billboard's readers just as they begin to buy—in large quantities—for Christmas. What better way to assure successful Yuletide buying than to feature your items in the Christmas Special?

**DEADLINE IS NOVEMBER 19**

**SEND YOUR COPY NOW!**

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SAUNDERS MFG. & NOVELTY CO.

708 Frankfort Ave. Cleveland, Ohio Cherry 3817

FOR SALE—SECOND-HAND SHOW PROPERTY

ABOUT ALL MAKES POPPERS AVAILABLE—50 complete Candy Corn Machines and Cookers, \$225; complete set, 50 all-electric, from \$155. Krispy Korn, 120 S. Halsted, Chicago, Ill. de20

COMPLETE EQUIPMENT FOR 400 SEAT Movie Theater. Excellent condition. Movie Supply Co., 1318 Wabash Ave., Chicago. no22

FOR SALE—GOOD 35MM. FILM, FEATURES, Westerns and Shorts at bargain prices; also the most complete Tent Theatre ever, also bargain. Wish to buy for cash Eli Wheel and Smith Chairplane. West Show, Box U U, Erwin, N. C. no15

FOR SALE—MECHANICAL PIGMY SIZE Elephant; also Mechanical Leopard. Finest in America. Both life like. \$200 each. James Shropshire, 4 Pan Hotel, London, Ky.

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GOVERNMENT SURPLUS THEATER SOUND Projectors, Arcs, Rectifiers, Chairs, Drapes, Screens. Catalog mailed. S. O. S. Cinema Supply Corp., 449 W. 42d St., New York 18, no29

KIDDIE AIRPLANE—SMITH & SMITH. Miniature Train, capacity, 24 children. Mangle, 8 car Portable Steamline Whip. Smith & Smith Chairplane. Mickey Percell, Waverly, N. Y.

LONG RANGE SHOOTING GALLERY MOUNTED on trailer; also Beebe Shooting Gallery with enclosed trailer with living quarters. Henry Genter, Gen. Del., McClure, Ohio. no15

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TESTED RIDE BUILDING PLANS—20 Passenger Kiddie Airplane, Kiddie Auto, Kiddie Chairplane, \$5 each. Free 9 plan catalog. Brill, 228-B North University, Peoria, Ill.

TWO DEVRY 35MM. PORTABLE SOUND Projectors, complete with Amplifier and Speaker. Like new condition. Price, \$800. Paul L. Lewis, 5121 Kenmore Ave., Chicago 40, Ill.

WILL EXCHANGE—16MM. and 35MM. FILMS. For sale or trade, 16 mm. and 35 mm. machines, Knecher Lightplant, Tent, House Trailer, 2-ton Morine Van, 41 Chevy Panel. Allen Tarkington, Warner, Okla. no22

16 MM. SOUND MACHINES FOR SALE—Good condition, as low as \$2 to \$3.50 each; also 16 mm. Sound Film. Send stamps for list. P. O. Box 325, Banning, Calif. no22

1000 PUNCH BOARDS FOR SALE AT A sacrifice price. Address Box 252, Billboard, N. Y. City. no29

HELP WANTED

ACTS AND ATTRACTIONS WANTED FOR OUR 1948 fairs. Can always use good acts. Write Pety's Entertainment, 3617 Bryant Ave. S., Minneapolis 8, Minn. no29

CONCESSION OPERATOR TO HANDLE SALE food, drink, novelty, programs. Three large indoor shows operating 75 cities, large seating buildings Midwest, East 20 weeks starting Christmas. Moderate investment required. Write, wire, Alan Kynor, 40 Hoffman Blvd., East Orange, N. J. no15

ADVANCE MAN—CAPABLE WILDCATting, booking sponsored dates. Company, Romeo-Juliet, Traveling private yacht going South. Moore, 160 Stanton St., N. Y. City. ORtchard 4-2236.

FEMALE IMPERSONATORS FOR GAY BOY Revue. No collect calls. Send photos. Morris Paul, Ring Cafe, 205 W. 3rd St., Dayton, O. de6

GIRL MUSICIANS—TRAVEL UNION, STEADY. Give age, height, weight, reference. George Bird, 405 Leader Bldg., Cleveland, Ohio. no29

GIRL—ATTRACTIVE, TO ASSIST MAGICIAN. Standard act. Write Box 554, Billboard, N. Y. City.

LEAD SAX AND THIRD SAX FOR COMMERCIAL territory band. Steady work. Write or wire Bennett-Gretton, Rochester, Minn. no15

LEAD TENOR, DOUBLING VIOLIN OR VOCALS, for hotel band. Long locations. Contact Box C-359, care Billboard, Cincinnati 22, Ohio. no22

MUSICIANS—ALL INSTRUMENTS. SOUTHERN territory band, guaranteed salary; write, wire Agent, 745 Alabama Street, Bristol, Tenn. no29

MUSICIANS—FOR 12 COMMERCIAL DANCE bands. One-nighters and location. Sleeper transportation. Work steady. Write particulars, Vic Schroeder Agency, 848 Insurance Bldg., Omaha, Neb. no29

MUSICIANS WANTED FOR ESTABLISHED name band. Attractive salary. Box 136, c/o Billboard, Chicago.

NEED TENOR MAN AND TRUMPET MAN—No character or drunkards. Well established territory band. Rev. Pine and Ralph Victor Orchestra, Glencoe, Minn. de6

PARTNER AS ADVANCE MAN FOR BIG magic show. Splendid offer to sober, reliable man. Onal, 54 Alfred, Detroit 1.

PIANIST—FOR FIVE-PIECE COMMERCIAL band; must read, fake, play Solovox, sober; location, \$63.00 week. Contact Orchestra Leader, Gen. Del., St. Martinsville, La.

WANT—SINGLE, SOBER, COMMERCIAL-minded Musicians, all chairs. Established "sleeper-bug," dance band. Work Mid-West. Write all details Box C-341, care Billboard, Cincinnati 22, Ohio. no29

WANTED—NOVELTY ACTS. SMALL NOVELTY combos. Girl vocalists, singles and small combos. Photographs and price. National Theatrical Agency, 411 West Wisconsin Avenue, Milwaukee, Wis. no29

WANTED—PIANO MAN FOR TRAVELING band. Top salary for right man. Hank Winder, 8333 Cass Street, Omaha, Neb. no15

WANTED—MUSICIANS FOR MIDWEST BAND. Road and location; steady work, guaranteed salary. Write giving phone number, Jack Cole, 807 4th Street, Savanna, Ill. no15

WANTED—EXPERIENCED GROOM FOR DOG and pony act, also drive truck. Leila Lenderman, Gen. Del., Northampton, Mass.

WANTED—ORGANIST WITH OWN HAMMOND for Cincinnati hotel. Must have local card. Write Box 136, c/o The Billboard, Chicago, with full details and background. no29

WANTED—REPLACEMENTS FOR MIDWEST commercial territory band. All musicians write. Box 152, Grand Island, Neb. de6

WANTED—ORGANIZED WESTERN UNIT FOR radio work and one nighters in the territory. Roy Stieger, Fort Madison, Iowa. no22

WANTED—TENOR SAX, CLARINET, COMMERCIAL band; salary seventy five. Others contact Jimmie Marshall, 1534 East 35th St., Marion, Ind. Phone 983.

(Continued on page 78)

PRICE LIST

Abbotwares HORSES with RADIOS

No. 1—7 1/2-in. WESTERN HORSE RADIO

- (attached saddle) (no accessories) R1—Bronze \$36.00 R1C—Copper 40.00 R1S—Silver 42.50 R1G—Gold 42.50 R1Y—Black and Silver 42.50 R1X—Palomino 42.50 (with clock) C1—Bronze \$48.25 C1C—Copper 50.00 C1S—Silver 55.00 C1G—Gold 55.00 C1Y—Black and Silver 55.00 C1X—Palomino 55.00 (with one pen holder and clock) D1—Bronze \$50.00 D1C—Copper 55.00 D1S—Silver 60.00 D1G—Gold 60.00 D1Y—Black and Silver 60.00 D1X—Palomino 60.00

No. 2—10 3/4-in. WESTERN HORSE RADIO (detachable saddle)

- (no accessories) R2—Bronze \$40.00 R2C—Copper 45.00 R2S—Silver 50.00 R2G—Gold 50.00 R2Y—Black and Silver 50.00 R2X—Palomino 50.00 (with clock) C2—Bronze \$55.00 C2C—Copper 60.00 C2S—Silver 65.00 C2G—Gold 65.00 C2Y—Black and Silver 65.00 C2X—Palomino 65.00 (with 2 pen holders only) B2—Bronze \$45.00 B2C—Copper 50.00 B2S—Silver 55.00 B2G—Gold 55.00 B2Y—Black and Silver 55.00 B2X—Palomino 55.00

No. 3—12 1/2-in. WESTERN HORSE RADIO (detachable saddle)

- (no accessories) R3—Bronze \$48.00 R3C—Copper 60.00 R3S—Silver 70.00 R3G—Gold 70.00 R3Y—Black and Silver 70.00 R3X—Palomino 70.00 (with 2 pen holders only) B3—Bronze \$52.00 B3C—Copper 65.00 B3S—Silver 73.75 B3G—Gold 73.75 B3Y—Black and Silver 73.75 B3X—Palomino 73.75 (with clock only) C3—Bronze \$62.00 C3C—Copper 75.00 C3S—Silver 83.75 C3G—Gold 83.75 C3Y—Black and Silver 83.75 C3X—Palomino 83.75

No. 4—13 1/2-in. REARING HORSE AND RIDER RADIO

- (no accessories) R4—Bronze \$47.50 R4C—Copper 52.50 R4S—Silver 67.50 R4G—Gold 67.50 R4Y—Black and Silver 67.50 R4X—Palomino 67.50 (with 2 pen holders only) B4—Bronze \$50.00 B4C—Copper 55.00 B4S—Silver 70.00 B4G—Gold 70.00 B4Y—Black and Silver 70.00 B4X—Palomino 70.00 (with clock only) C4—Bronze \$60.00 C4C—Copper 65.00 C4S—Silver 80.00 C4G—Gold 80.00 C4Y—Black and Silver 80.00 C4X—Palomino 80.00

No. 5—LADY GODIVA ON HORSE RADIO

- R5—Bronze only, no accessories \$45.00 B5—Bronze only, 2 pen holders 47.50

No. 6—TWO RACE HORSES WITH JOCKEYS

- R6—Bronze only, no accessories \$45.00 B6—Bronze only, 2 pen holders 47.50 C6—Bronze only, with clock.. 52.50 D6—Bronze only—with 1 pen holder and clock... 58.75

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Advertisement for Mother's Gold Plated Large Heart Locket and 6 Photo Book Locket. Includes image of the locket and text: 'GOLD PLATED LARGE HEART LOCKET 6 PHOTO BOOK LOCKET BOOK OR HEART LOCKET FOBS (Also available with Bow and Sweetheart Fob Tops) Genuine Mother of Pearl, Hand Painted. Any desired name or place printed on Locket in lots of 3 doz. or more. Fobs \$12.00 Doz. Chats. \$21.00 Doz. Terms: 1/3 deposit with order, balance C.O.D. (Send \$5 for samples: 2 Locket Fobs—2 Locket Chatelaines.) JULA SALES 59 W. 37 St. N. Y. 18, N. Y.'

Advertisement for 'LA EULENE' pearls. Text: '"LA EULENE" AMERICA'S FINEST SIMULATED PEARLS ARE IN DEMAND Packed in lush velvet Jewel Cases. 1 STRAND \$27.00 Per Dozen 2 STRAND 48.00 Per Dozen 3 STRAND 66.00 Per Dozen (Immediate Delivery) EULENE PEARL CRAFTERS 30 West 32nd St. New York'

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Advertisement for a very popular men's 3-stone ring. Text: 'VERY POPULAR MEN'S 3-STONE RING This red-hot seller is available with white, ruby or blue center stone with white stones on each side—or white center stone with either ruby or blue side stones—or all three stones white. Available in any of the above combinations at only \$22.50 per dozen STERLING JEWELERS 85 East Gay St. Columbus 15, Ohio'

Advertisement for Superior Jewelry Co. featuring a matching star pin and earring set. Text: 'SUPERIOR SELLS BETTER! THE IDEAL CHRISTMAS LINE! MANUFACTURER'S CLOSE OUT MATCHING STAR PIN and EARRING SET 7 large brilliant rhinestones in each setting. Safety catch pin. Screw type earrings. Pink gold finish. SENSATIONALLY PRICED AT \$6.75 DOZEN Large Assortment of pin and earring sets. Chatelaine sets and pendant sets... FROM \$6.75 TO \$8.00 DOZ.—BOXED SEND \$15.00 FOR SAMPLE ASSORTMENT SPECIAL ENGRAVING MACHINES \$4.50 NEW PRICE Each SUPERIOR JEWELRY CO. 740 SANSOM ST. PHILA. 6, PA'

Advertisement for Joe End & Co. board operators and canvassers. Text: 'BOARD OPERATORS—CANVASSERS BUY YOUR CHRISTMAS LINE HERE We have a complete line of toys, novelties and gift wares of every description. VISIT OUR SHOWROOM SEND FOR ILLUSTRATED CATALOG JOE END & CO. MIKE TISSER, General Manager Telephone 4-85 WEST BROADWAY Walker Cor. Prince St. N. Y. 12, N. Y. 5-8280'

# THE NEWEST, HOTTEST GIFT-PREMIUM on the MARKET!

IT'S TERRIFIC FOR Christmas SALES!



## FAMOUS ABBOTWARES HORSES

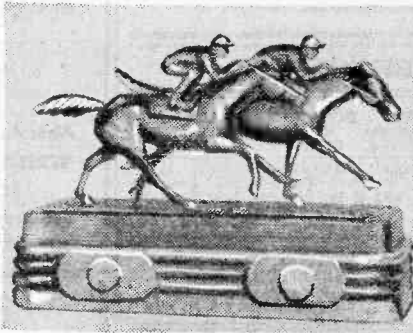
### WITH "Marvel-tone" RADIOS!

ABBOTWARES...one of America's most famous names in bronzeware horses, figurines, humidors, etc., now manufacture their outstanding line of horses with radios in bases. Pictures can't tell the story of the superb workmanship...artistic techniques...and finer methods of production which go into each ABBOTWARES radio horse. Write for our complete catalog of ABBOTWARES products.

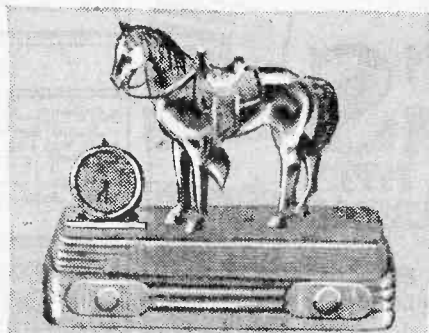
No. 4. REARING HORSE AND RIDER. All finishes. Height, 13 1/2-in. Total overall including radio is 16 1/2-in.

FINISH ON ALL PIECES (except LADY GODIVA and RACE HORSE) — in bronze, gold Palomino, silver, gold and silver, black and silver, and copper.

SEE PRICE LIST on opposite page... ORDER NOW!



No. 6. RACE HORSE. Full action horses with mounted jockeys. Height, 8 1/2-in., radio 3-in., overall 11 1/2-in. Finished in bronze only.



No. 1. WESTERN HORSE WITH SWISS ALARM CLOCK. A beauty! Finest quality! Attached saddle... Swiss alarm clock! Horse is 7 1/2-in. high, radio 3-in., total overall 10 1/2-in. Clock is 4-in. high. In all finishes.



No. 5. LADY GODIVA. One of Abbotwares' finest pieces. Height 13 1/2-in., radio, 3-in., overall 16 1/2-in. In bronze only.



No. 2. WESTERN HORSE. Our best seller...beautifully crafted with removable saddle and red blanket. Horse is 10 3/4-in. high, radio 3-in., total overall 13 3/4-in. All finishes.

No. 3. WESTERN HORSE. Same as above, except horse is 12 1/2-in. high, radio 3-in., overall 15 1/2-in. high.

### "Marvel-tone" RADIO SPECIFICATIONS

Cabinet Dimensions. Length 12-in., width 4 1/2-in., height 3-in.  
Circuit. Superheterodyne, with full automatic volume control, high gain matched iron core I. F. transformers, high "Q" iron core antenna coil, high quality tone and performance.  
Dial. Direct drive, full-vision, smooth action dial. Accurately calibrated in kilocycles with large easily read numerals.  
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Chassis. Steel, highly cadmium plated, to resist rust and discoloration.  
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GET ON THE PROFIT WAGON...order now...IMMEDIATE DELIVERY!

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## Sally HOT SPOT Silent Flame Desk LIGHTER

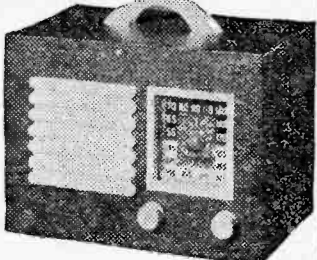


Pull lighter from base, rest on rail, touch other end to figure and Presto! a Silent Flame.

Height 5", 3" Square. Per Doz. **\$18.00**

## GENERAL AC-DC RADIO

5 Tube Super Use in Any Room of the House



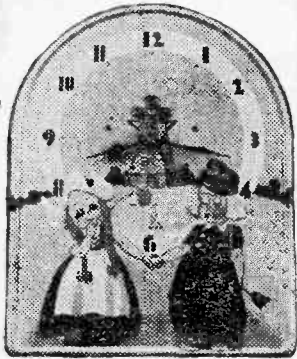
The all-purpose radio. Its fine five-tube super circuit challenges all other receivers in its price class. Highly sensitive with brilliant tone. Attractive Bakelite case. 6 3/4 by 8 3/4 by 5 3/4 inches with plastic handle **\$11.95** and trim. Price each

## "DUTCH MILL" ELECTRIC KITCHEN CLOCK

A New Low-Priced Self-Starting Electric Clock

**\$2.25 ea.**

**\$2.00 ea.** lots of 10 or more



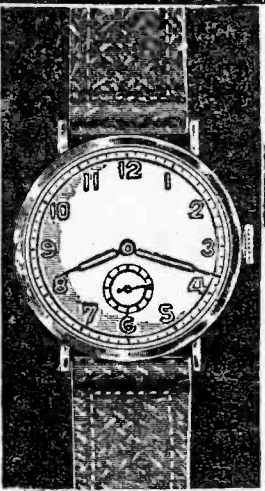
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Men's 7-Jewel Watch.

Stainless Steel Case, complete with strap.

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NEW SUB-MINIATURE RADIOPHONE FOR Mentalist, Mindreaders, Horoscope pitch. Each unit weighs less than pound, easily concealed. Write for brochure, specifications, price. Nelson Enterprises, 336 S. High, Columbus, O. de6

## MISCELLANEOUS

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FANS, WORKING AMATEURS, PROFESSIONALS, send photos and descriptions of acts for free listing to Circus Clown Club. Box 606, G. P. O., Los Angeles 52, Calif.

FOR THE VERY BEST IN TRAILERCOACHES, Accessories and a good financial deal, contact your friends at Rogers Trailer Ranch, who are anxious to serve you. The address is Rantoul, Ill., and the phone is 393. de6

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8 TUBE ELECTRIC CONSOLE RADIO—TRADE for 35mm. Sound Feature or Silent Portable Projector. John Breakbill, Republic, Mo.

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BALLROOM DANCE TEAM SPLIT UP—NEED girl for partner. About 5' 3", about 108 lbs. Contact Romero's, 2325 Woodward, Detroit 1, Mich. Phone CADillac 6438.

## PERSONALS

LISETTE—WANT POSITION. WE ARE suited for Shanghai. You are significant. My reply was lost. Write. George Lanko.

NEW YORK MAIL ADDRESS—YOUR MAIL received and forwarded. Confidential. Free details. Arlington, 131-T W. 42d St., New York 18. no29

## PHOTO SUPPLIES DEVELOPING-PRINTING

ATTENTION! DIRECT POSITIVE OPERATORS —1 1/2"x2 1/2" Eastman D. P. Paper, \$4.04 per roll; 2" \$5.25, other sizes proportionately reduced. Write for 1947 catalog announcing new line medium priced metal frames, also glass frames, folders, chemicals, hand painted backgrounds, comic foregrounds, paper and our new double unit photo machine. Hanley Photo Supply Co., 1414 McGee, Kansas City, Mo. de6

BARGAINS IN 35MM. FILM—SALES-TRADE. Westerns, Features, Comedies, Serial. Write Roy Turner, Stovall, N. C.

## REPLICA DIAMOND RINGS

BB-291

Men's Heavy 1/20 - 12K gold filled all Whitestone or Ruby center.

**\$27.00** Doz.



U-291-S Identical Ring in Sterling all Whitestone or Ruby Center \$22.50 Doz.

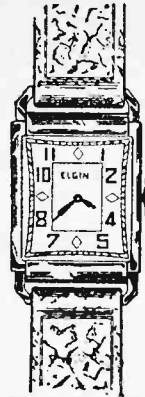
Write for New Christmas Catalog on rings, watches, premium and punchboard items and jewelry. 25% Deposit, Balance C. O. D.

WRITE—WIRE—PHONE **TUCKER-LOWENTHAL CO.**

5 S. Wabash Ave. Chicago, Ill. Phone: DEArborn 1403 or 1821

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MEN'S WRIST WATCHES Your PROFITS start with the first order! They sell on sight!

7 JEWEL ..... **\$12.95**

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Handsome 10K f.g.p. case • Steel Back • Genuine leather band • Beautiful dial • Reconditioned like new. FULLY GUARANTEED! 25% with order, balance C. O. D. Sample orders—\$1.00 Extra

Write for Our New Catalog Showing Our Complete Jewelry Line

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# WATER PISTOL

150 Shots on One Filling

**\$5.40** Per Doz.

**\$60.00** Per Gross

Money refunded on first gross if proven wrong.

## Dan Car Novelty Co.

492 Broad St. Newark, New Jersey

## COMIC CHRISTMAS CARDS

Fancy, funny cards... Quick 10¢ sellers. ... Real laugh getters... Complete with envelope... 20 varied styles.

**75c**

SAMPLE BOX OF 20

(Add 15¢ for postage)

Also: Assorted jokes, novelties and tricks.

WRITE FOR CURRENT CATALOGUE

**JOKER NOVELTIES**

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C-6 eight-light series sets

**\$20.00 a Doz.**

C-7 1/2 seven-light independent sets

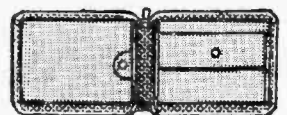
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All sets equipped with C.E. bulbs and guaranteed. Send check with order for immediate delivery.

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OUR 5¢ TO \$5 RETAILERS BILLFOLDS, KEY CASES, PURSES, ETC.

Large Selections on Hand. Rated Accounts. Send for Samples.

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**A RED HOT VALUE!  
NEW FLIP-UP TIE**  
(Protected by Pat. Pending)



**Fun for Young and Old**

Makes your regular tie rise and fall at your command. You'll get laughs galore at home, while drinking at a bar, anywhere. It's simple, yet mystifying.  
Price Per Dozen.....\$ 6.00  
Price Per Gross..... 60.00  
Sample Order..... 1.00

Jobbers and large quantity users, write for special discount.

**FRANCO-AMERICAN NOVELTY CO.**

1209 Broadway New York City

**BINGO MARKERS**

VESCO-PLASTIC and RUBBER  
5/8" Diameter — 50# to 10 Ton

PROMPT SHIPPING

Write for Samples and Prices

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Phone: BLACKSTONE 2169

**IT'S A BERGIN BUY**

**RED HOTS** (Cinnamon Imperials)

1 Oz. or More. Pack 36 to 36c Doz.  
Box—12 Boxes to Case  
2 Oz. or More. Pack 18 to 75c Doz.  
Box—12 Boxes to Case

**CANDY IN CELLO BAGS**

10¢ Bags (3 Oz. or More),  
8¢ to Case ..... \$ .75 Doz.  
8 Oz. Bags, 48 to Case ..... 1.65 Doz.  
16 Oz. Bags, 24 to Case ..... 3.00 Doz.

Cash With Order—No C. O. D.'s.  
F. O. B. Evanston, Illinois.

**PAUL X. BERGIN CO.**

1800 Central Street Evanston, Illinois



**TINSELED XMAS SIGNS**

To Stores, Homes, Offices, Clubs. Made of heavy cardboard with sparkling silver tinsel. Fast, easy sellers. Make Xmas money. 75¢ to \$2.00 sellers.

- 100 Tinselled Xmas Signs, 11x14 ..... \$12.00
- 100 Tinselled Xmas Signs, 14x22 ..... 25.00
- 100 Tinselled Xmas Signs, 7x22 ..... 15.00
- 100 Tinselled Metallic Xmas Signs, 12 3/4 x 14 3/4 ..... 20.00
- 100 Tinselled Metallic Xmas Signs, 14 3/4 x 25 1/2 ..... 40.00
- 100 Ultra Blue Xmas Comedy Signs, 7x11 ..... 6.00
- 100 Ultra Blue Stock Signs, 7x11 ..... 6.00
- 6 Samples Tinselled Xmas Signs, 11x14 1.00

L. LOWY, 8 W. Broadway, N. Y. C. Dept. 354.

**RINGS**

**MASSIVE MEXICAN RINGS**

Indian Heads • Horse Heads  
Snakes • Skull and Crossbones

Asst'd. Doz. - - \$ 14.00

Gross ..... 160.00

Miller Creations Mfrs.  
6628 Kenwood Ave. Chicago, Ill.

**Brighten Up Xmas with a  
MYSTERY LIGHT BULB**



No wires attached; lights up in your hand or pocket. Formerly used only by magicians. Now YOU can have one of these professional 100-watt bulbs. Mystify your friends and entertain parties with this amazing bulb. Causes endless amusement and fun. Send for one today.  
SEND ONLY \$2.95 plus 5¢ postage  
**MYSTERY BULB CO.**  
815B Olson Highway Minneapolis 1, Minn.

**CHRISTMAS CARDS FOR 1 1/2 x 2" PHOTOS**—Finest quality, 25 assorted with envelopes, post-paid, \$2. Photo mounts, rings, novelties, backgrounds, foregrounds. Miller Supplies, 1535 Franklin, St. Louis, Mo. de6

**COMPLETE LINE OF EASTMAN AND MARFOL Direct Positive Supplies.** Write for price list. Marks & Fuller, Inc., 70 Scio Street, Rochester 4, N. Y. no29

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**FOR SALE—D. P. TABLE MODEL 3 1/2 x 5** Camera, 3.5 in. B.&L. lens, fast shutter, \$200. Other Cameras. Photomatic, all good condition. Want buy 16mm. sound Projectors. The Photo Shop, Olive Hill, Kentucky.

**MINUTE STREET CAMERAS — COMPLETE** with lens and shutter, \$60. New Booth Roller Cameras, \$35. Glossick Mfg., 644 Monson St., East Peoria, Ill.

**PHOTO MACHINES—SINGLE, DOUBLE, TRIPLES,** 1948 streamliners. Also Cameras only. Best made. Federal Identification Co., Box 3586, Oklahoma City, Okla. no19

**PRINTING**

**ATTRACTIVE 100 8 1/2 x 11 LETTERHEADS** and 6 1/2 Envelopes, Hammermill Bond, four lines copy, \$2 postpaid. Samples. Dickover Printing, 5233 Cleveland, Kansas City 4, Mo. no29

**BUSINESS CARDS, \$1.95M; RAISED PRINTED,** \$2.50M. Letterheads, \$4.90M. B. Kerman Press, 40 West 17th Street, N. Y. 11, N. Y. de6

**CHRISTMAS CARD CALENDARS WITH ENVELOPES.** Name and business printed, \$4 per 100. Samples free. Ace Press, Clearwater, Fla. no29

**MIMEOGRAPHING — DESIGNS, LETTERS,** Booklets Composed. Free samples. Topical Emprise Corporation, 1527 Highland, Box 42-B, Louisville 4, Ky. no22

**M. D. DANKS CO., INC. DEFIES COMPETITION.** We print anything and guarantee everything. 24 hour service. 475 E. Main St., Rochester 4, N. Y. no29

**NEARGRAVURE EMBOSSED LETTERHEADS—**Distinctive illustrations, striking colors. Circus, Tent Shows, Animal, Aerial Acts, Midways, Clowns, Rinks, Magicians, Orchestras, Concessions. Samples, 10¢—be surprised. State profession. Solldays, Knox, Ind.

**SPECIAL—INCH DISPLAY ADVERTISEMENT** "Mail Order World," year, \$24. Wood's Popular Advertising Service, Atlantic City, N. J.

**SALESMEN WANTED**

**BRAND NEW—"CIRCLINE" FLUORESCENT** sweeping country! Fabulous profits selling stores, offices, homes. Also exclusive Fluorescent Table Lamp. Complete line modern Fixtures. Rush name for free sales kit. Sample offer. Rose Co., 529BB, South Franklin, Chicago. no29

**AMAZING PROFITS SELLING PERSONAL** initialed, individualized Buckles, Belts, Cap Badges, Tie Holders, Flexible Cap Bands; 2,000 emblems to choose from. Repeats. Write today Special Outfit Offer. Hook-Fast Company, Box 480-BB, Roanoke, Va. no29

**BIG BARGAINS FOR BIG PROFITS—OVER** 100 sensational values. Men's used Suits, \$2; Pants, 35¢; Topcoat, \$1.25; Overcoats, \$2; Shoes, 20¢. Experience unnecessary. Free wholesale catalog. Superior, 1250-J, Jefferson, Chicago 7. no29

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**BEST CARNIVAL AND CIRCUS BANNERS—**Positively no disappointments. Nieman Studios, 1236 S. Halsted St., Chicago 7, Ill. Canal 2544. no15

**CLOTH BANNERS—HEAVY 3x10 FEET,** \$7.25. Side Show and other Banners; also Banners for rent. W. Courtney, Barbourville, West Va. de6

**TATTOOING SUPPLIES**

**TATTOOING MACHINES—WORLD'S FINEST** and best; Outfits, Designs, Colors, Supplies. Free Catalogue. Owen Jensen, 120 West 83rd Street, Los Angeles 5, Calif. no15

**TATTOOING OUTFITS, SUPPLIES, DESIGNS,** Inks, Colors, Electric Tattoo Machines. New look on tattooing, \$1. Milt Zeis, 728 Lesley, Rockford, Ill. ja17

**YELLOW, GREEN, BROWN, RED, BLUE,** White, \$6 lb.; 1/2, \$3.50; 1/4, \$2; Liner or Shader Tubes, \$1.25; 6, \$6; 12, \$8. Steele, 17 Pacific Way, Long Beach, Calif. no15

**WANTED TO BUY**

**A-1 CIGARETTE AND CANDY VENDING MA-**chines, all other coin equipment. Mac Postel, 6750 N. Ashland, Chicago, Ill. ja3

**WANTED TO BUY—TRAINED BIRDS, SINGLE** Birds or complete Acts. State price. Bertelle's Bird Circus, Sawyer, Wis. ja10

**WANTED—COLUMBUS AND NORTHWEST-**ern Vendors, any amount. State condition and lowest price. Ozark Vending Co., Mountainburg, Ark.

**WILL BUY—QUANTITY LOTS OF WURLITZER** 750, 800, 850. Also Rockola Super Machines. Must be ready for location. Write or wire quantity, price. United Novelty Co., Biloxi, Miss. no15

**BIGGEST 25¢ FLASH IN THE COUNTRY**

**7-PIECE COMB SET**

Regular \$1.50 Seller



Rotary Bristle Brush Included

**ONLY 25¢**

Per Set in Lots of 100 Sets

500 Sets—24¢ per set

1,000 Sets—23¢ per set

Each set sealed in cellophane bag. Also available in Kraft envelope for mailing. Please specify when ordering.

Everybody goes for this sensational bargain that cannot be duplicated in any retail store at less than \$1.50. Virgin Polystyrene plastic combs with ball point teeth. Assorted gleaming jewel colors — jade green, ruby red, amber yellow, lemon yellow, sapphire blue, jet black.

**NATIONWIDE WHOLESALERS**

2518 WEST MONTROSE AVENUE

CHICAGO 18, ILLINOIS

**DEMONSTRATORS—JEWELRY WORKERS—ATTENTION!**

 No. 3R239 Per Doz., \$5.25	 No. 3R180 Per Doz., \$4.50	 No. 4R279 Per Doz., \$27.00	 No. 4R269 Per Doz., \$12.00
<b>WE CARRY THE MOST COMPLETE LINE OF ENGRAVING JEWELRY!</b>			
 No. 2X1 \$22.50 Per Gross	 No. 4X3—Cold Finish ..... \$2.10 Dozen		 No. 1X7 \$12.00 Per Gross
NO. 4X14—GOLD FINISH ... \$2.65 DOZ.   NO. 4X15—WHITE FINISH ... \$2.65 DOZ.			

Over 300 different ring numbers in stock!!!

WRITE FOR CATALOG—STATE YOUR BUSINESS

**BIELER-LEVINE, 5 N. Wabash Ave., Chicago 2, Ill.**

**"Winkie The Dog"**

**ANOTHER MONEY MAKER**

100% high lustre plush in assorted colors, cotton stuffed  
8" LONG, 8" HIGH



**THE ELECTRIC EYE DOG**

The eyes light as you touch it.  
Standard flash-light and battery.  
(Eyes replaced in a jiffy.)

\$18.00 per doz. Samples \$2.00 ea.

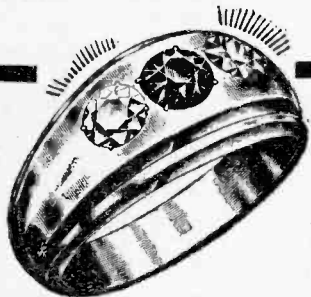
25% deposit, balance C. O. D. **ORDER NOW**

**GOTTLIEB-CUTTLER, CORP.**

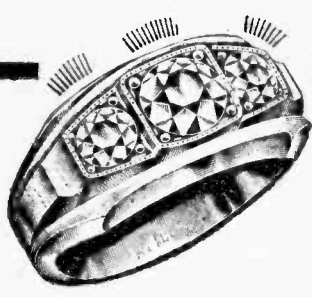
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## Volume Sellers Are Your Money Makers!



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\$12.00 Doz.



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\$18.00 Doz.

Sterling No. 4R64  
\$22.50 Doz.

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Sterling No. 2R203  
\$4.80 Doz.



Sterling No. 2R200  
\$6.75 Doz.



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\$5.60 Doz.

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\$5.60 Doz.

Gold Filled No. 2R217  
\$7.20 Doz.

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\$5.60 Doz.

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\$6.75 Doz.

Over 500 ring styles—all the best sellers. Write for catalog—state your business

## HARRY PAKULA & COMPANY

5 NORTH WABASH AVE.

CHICAGO 2, ILL.

# The World's Most Loved Picture

## Beautifully Reproduced in Full Color on Fine Chinaware

### "THE LAST SUPPER"

By The World-Famous Artist  
Leonardo Da Vinci  
Size of Plate: 10", Lace Border in 23-Karat Gold.

The Greatest Buy Ever, For Noverty Men, Demonstrators, Fair Workers and Premium Users.

4 DOZEN \$15.00 — 3 DOZEN \$9.00 PER DOZEN — 1 GROSS \$6.60 PER DOZEN

All Prices F. O. B. NASHVILLE, No C. O. D. Please See Our Ad in Billboard in October 25 issue.

## SANDERS MANUFACTURING COMPANY

124 Fourth Ave., S.

Dept. N-B

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**GELLMAN BROS. Inc.** 119 NORTH FOURTH ST. MINNEAPOLIS 1, MINN.

## ENGRAVERS 50 NEW NUMBERS FOR CHRISTMAS

Ready for Immediate Delivery

Write for new price list

Prices will not be advertised. We protect you.

Samples sent C. O. D.

Deposit must accompany orders.

NEW, LARGER QUARTERS—THE BETTER TO SERVE YOUR NEEDS

**SLOAN JEWELRY CO.**

41 FULTON ST. NEW YORK 7, N. Y.

## CASH IN ON THE TWO HOTTEST ITEMS

LITTLE MAN IN THE BARREL

\$20.00 per 100.

Doz. Lots, \$3.00 per Doz.

Plenty of Stock. Wire Deposits for Immediate Shipments.

Circular of Xmas Decorations, Hats, Horns, Noisemakers, etc., now ready.

**SCHREIBER MERCHANDISE CO.**

KILROY WAS HERE (Statue)

\$12.50 per 100.

Doz. Lots, \$2.00 per Doz.

100 WEST 9TH ST. KANSAS CITY 6, MO.

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5c A WORD, MINIMUM \$1, CASH WITH COPY

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**YOUNG LADY, SINGLE TRAPEZE, SWINGING Ladder, Rolling Globe, Two Men, Triple Bar, Comedy Acrobats.** E. R. Gray, 2000 Harding Ave., Evansville, Ind. no22

### DRAMATIC ARTISTS

**DRAMATIC TEAM—COLE AND WOOD.** Versatile man and woman. Characters, general business, comedians, singers, dancers, musicians, specialties. Long, varied stage experience. All requirements. Complete data on request. State salary. Address: M. Gordon, Agent, Hotel Linden, Indianapolis, Ind.

### MISCELLANEOUS

**AT LEISURE—ERWIN SPIES, THE MIRACLE Man.** The Physical Medium and Divine Healer. 202 Lyell Ave., Rochester, N. Y. no15

**GIRL—18, WITH HORSE, WANTS TO JOIN Rodeo or Wild West.** Crazy over horses. Box C-362, care Billboard, Cincinnati, Ohio.

**MAGIC SHOW—TWO-HOUR PROGRAM.** Special stage setting. Open for theaters, schools, auditoriums, etc. Onal the Magician, Alfred St., Detroit 1.

**SCHOOLS, CLUBS, THEATERS—ISSADOR Appelmann available.** Dramatic readings, dramatized lectures. Special talks "Speak and Win," "Interviews with International Celebrities I've Met," Evelyn West, "Original Hubba-Hubba Girl" available after March 17th to burlesque houses. Hobson, Mt. Pleasant, Iowa.

**VERNON HOFF, FEMALE IMPERSONATOR—**"Sweetest thing since 7 Up!" Friskee singer. Strip tease dancer. Prec picture to anyone. Vernon Hoff, Club My-O-My, New Orleans, La. First revealing week.

### MUSICIANS

**A-1 RINK ORGANIST—THOROLY EXPERIENCED** REROA tempos and dances; wishes position, progressive rink. Good beat to good music. Box C-361, c/o Billboard, Cincinnati, O.

**AT LIBERTY—PIANIST, UNION, MARRIED.** 14 years' experience, location only. Prefer South. Herb Hurley, General Delivery, Shelby, Montana. no15

**AVAILABLE—LEAD TENOR AND CLARINET.** Doubling Alto and Baritone. Play in any type section, age 26, sober. Box C-360, care Billboard, Cincinnati 22, Ohio. no22

**BASS MAN, VOCALIST—DESIRES JOB WITH** steady booked band. 29 years old. Union, sober, reliable. Cut or no notice. "Wede," Milner Hotel, Louisville, Ky.

**DOUBLING TRUMPET AND STRING BASS—**Formerly Buddy Moreno orchestra. All essentials, ideal combo double. Bob Appleton, Box 123, Shavertown, Pa.

**EXPERIENCED SAX MAN—DOUBLING ALTO,** tenor, clarinet. Available Nov. 20. Locations preferred. State all in first communication. Dick Wharton, Milner Hotel, Louisville, Ky.

**GUITARIST—READ, FAKE, VERY GOOD.** Neat appearance, sing, modern choruses; small combo preferred. Don Wilson, 336 W. Central St., Chippewa Falls, Wis.

**HAMMOND ORGANIST—YOUNG MAN FOR** hotel, club, cocktail lounge. Experienced, reliable; don't have organ. State all in first. Box C-357, care Billboard, Cincinnati 22, Ohio.

**HAMMOND ORGANIST—FIRST CLASS, MALE,** four years experience; lounge or rink; best reference. Long years on present location; all requests, thoroughly reliable, union, don't have organ. Available Jan. 3. Organist, Box 366, Lancaster, Ohio. no22

**HAMMOND ORGANIST—YOUNG LADY, UN-**usual musician, available for cocktail lounge, hotel, restaurant. Don't have organ. Miss Serene Cole, 7100 South Shore Drive, Chicago 49, Ill., Apt. 402.

**LADY ACCORDIONIST, PIANIST, SOLOVOX** Artist. If Solovox furnished. Union, experienced; intermissionist, stroller or single attraction. Contact Accordionist, Broadwater Beach Hotel, Biloxi, Miss. Closing here as single musical attraction November 13th.

**PIANIST—EXPERIENCED ALL LINES.** Union, references. Prefer not to work with beginners. No trouble keys, transpositions. Musician, 339 Ford Ave., Jackson, Miss.

**PIANIST AVAILABLE IMMEDIATELY FOR** Florida engagement. Age 29. Have car, tuner, vibes. John Slater, 515 Kennedy St., Perth Amboy, N. J.

**RINK ORGANIST—COMBINE NOVACHORD,** Solovox. Experienced, reliable. When writing please state all, and best salary offered. Organist, Box C-340, care Billboard, Cincinnati 22, Ohio. no15

**SECTION TENOR, CLARINET, VIOLIN, VIOLA** —Available immediately for society type hotel, cafe bands; no ride or vocals. Experienced, dependable, free to travel. Prefer Southwest or West Coast. No objection to good lither job on Southern routes. Write or wire Floyd Tenhoff, 1215 No. Madison Ave., Dallas, Tex.

**TENOR SAX, CLARINET—YOUNG, SOBER,** fast reader, experienced with commercial bands, no ride. Musician, 777 Lexington Avenue, New York City.

**TENOR, CLARINET, ALTO—READ, RIDE,** fence, requests; 20 years' experience, union, sober, reliable, agreeable. Musician, 20 S. Carlen St., Mobile 18, Ala. Phone 6-3430.

**TENOR, ALTO AND CLARINET, ALSO SOME** Vocals. Dependable, neat; commercial or otherwise, any chair. Location preferably. Box C-358, care Billboard, Cincinnati 22, Ohio.

**TRUMPET PLAYER FOR LOCATION BAND—**Smart hotel band or small combo desired. Paul Chapman, Wellington Hotel, Omaha, Neb.

**TRUMPET—READ, RIDE, TONE, COPYIST,** sober, reliable, union, 18; willing to travel with commercial or territory band, available now. Joe Ott, 409 Pleasant Avenue, Pleasantville, N. J. no29

### PARKS AND FAIRS

**BALLOON ASCENSIONS — PARACHUTE** Jumping. Modern equipment for fairs, parks, celebrations. Always reliable. Claude L. Shaffer, 1041 S. Dennison, Indianapolis 21, Ind. no22

**HIGH EDDIE (STILT-WALKER) AND HIS** Clowns for all occasions. Eddie Dorcy, 4116 McPherson Ave., St. Louis, Mo. de6

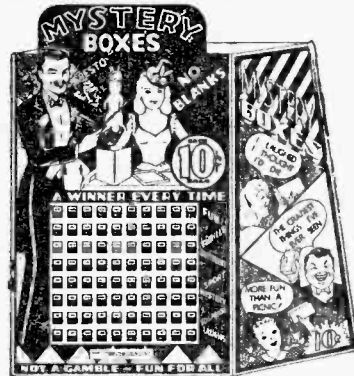
**HIGHCLASS TRAPEZE ACT—AVAILABLE IN-**door events. Flashy silvered paraphernalia. Real act. For particulars address Charles La Croix, 1304 South Anthony, Fort Wayne 4, Indiana.

### VAUDEVILLE ARTISTS

**AT LIBERTY—BLACK FACE COMEDIAN,** med, radio or vaudeville; up in acts; change for two weeks or longer. State what you can and will pay. F. U. Norton, Gen. Del., New Orleans, La.

**FEATURE IMITABLE FOR ANY SHOW OR** orchestra. Marita Dolores, The Modern Miracle. Has no precedent in musical or theatrical history. With or without my stage and motor transport equipment. The act that brought majors and officials or cities and delegations to see it. All managers attention, please: My Backer's name is Success. Marita Dolores, American Institute of Music Bldg., 207-9 N. Foushee St., Richmond, Va.

### TIMELY! A FAST SELLER



**No. D1—Sells out fast in taverns, cigar stores,** clubs, pool hall, liquor stores, fairs, bazaars, etc. This stupendous deal consists of 80 assorted and frequently changed surprises or packages. Each contains a good 10¢ value. (Shipped by express or freight only.) Weight about 23 lbs.  
**COSTS YOU \$3.95 OF TO \$3.85 EACH**  
SPORS CO., 11-47 Lamont, Le Center, Minn.

### WE HAVE HARD-TO-GET XMAS LIFE SETS AND BULBS IN STOCK!

Orders Now Shipped Within 48 Hours!

- XMAS TREE LIFE SETS**
- A1-8 Lite Series Sets, GE Bulbs, Boxed \$1.53 set
- A2-8 Lite Candle Bulb Series Set, GE Bulbs, Boxed 1.88 set
- A3-7 Lite Candelabra Set, GE Bulbs that burn independently, Boxed 2.53 set
- A5-7 Lite Outdoor Set, GE Bulbs, Boxed 3.29 set

- XMAS TREE LIFE BULBS!**
- Nationally Advertised Brands — Various Colors
- A6 Small Round Series Bulbs (Miniature Base), Pk'd 100's 10¢ ea. bulb
- A7 Regular Series Bulb (Miniature Base), Pk'd 100's 12¢ ea. bulb
- A8 Independent Bulb (Candelabra Base), Pk'd 100's 21¢ ea. bulb
- A9 Outdoor Bulb (Intermediate Base), Pk'd 25's 23¢ ea. bulb
- All Bulbs Listed above are American Made
- A10 Chinese Lantern Series Bulbs (Miniature Base), Pk'd 25's 12¢ ea. bulb
- Terms: Net, 25% Dep., Bal. COD, FOB Chicago.

**ROOSEVELT B. SALES (ROCKWELL 0408)**  
3351 Roosevelt Rd. Chicago 24, Ill.

**LEADING SELLERS IN FUR COATS**

**LOW JACKETS PRICES CHOKERS & SCARFS**

**ALL GENUINE FURS**

Our new 1948 Sure Fire Line is our greatest variety of best sellers for you! Latest styles. All sizes. Write for FREE NEW COMPLETE CATALOG! Satisfaction guaranteed or money refunded. Prompt deliveries.

**H.M.J. FUR CO.**  
150-B W. 28th St., New York 1

**CHAIRS**

Folding, non-folding  
Many Styles  
Steel, Wood,  
Bridge.

late requirements  
Minimum order—two dozen

**ADIRONDACK CHAIR CO.**  
Dept. 5, 1140 Bway, New York 1, N. Y.





B. B. 100—10K Yellow Gold Ring, set with fine Diamond. Each... \$4.10
B. B. 101—3 Diamond Wedding Ring to match. Each... 4.50

ROHDE-SPENCER CO.
223-225 W. MADISON STREET
CHICAGO 6, ILLINOIS

Dealers
MAKE MONEY ON FIREWORKS

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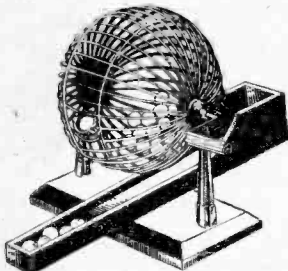
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By Bill Baker

**JOHNNY HICKS . . .** who left Providence recently on a short trip thru New York, New Jersey, Pennsylvania and Ohio, a hop of some 1,600 miles to break in his new Plymouth, says he has made nine towns and 14 auction sales and, as he saw no other pitchman on the route, he's beginning to believe he has the exclusive on the jam pitch thruout the U. S.

What you can spend this winter is determined solely by how you spent the summer.

**NOVELTY WORKERS . . .** peeler purveyors, silhouette artists, etc., should find the proposed Home Show to be held in Jacksonville, Fla., November 15-23, a likely spot to add sheaths to their bankrolls. Event will be held under direction of the Home Builders' Association of Jacksonville and follows on the heels of a similar affair held in Atlanta last spring, which attracted upward of 40,000 patrons. The boys and girls making that event reported good tips and passouts and there's little reason to believe that the Jacksonville event won't do better than 20,000. It looks like a red one for anyone in that territory who cares to make it.

**MEMORIES . . .** of a decade ago were rehashed when Kid Carrigan visited the Sutton

Shows and renewed acquaintances with a number of ex-pitch lads and lassies who are still campaigning in a new field, cards Doc George Blue from St. Louis. "Madaline E. Ragan," says Blue, "of the famed Ragan Twins, was on hand, as was her husband, Ray Herbers, who has a museum of anatomy. The Kid's son has a swell girl show on the org and is a real talker and turns big tips with each bally. Carrigan has retired from the pitch game but is writing a book on his three trips around the world, with stories of the old-timers like the Knobb Brothers, Big Foot Wallace, Redwood, Ragan Sisters and Lighthall Jack Dillon."

This is the time of the year that the term "eager beaver" aptly applies to novelty workers.

**THEY TELL US . . .** that A. H. Wiley is still working eye-glass cleaners to good turns in San Francisco.

**IS IT TRUE . . .** that R. Guild Stewart is still peddling tombstones in and around Portland, Ore.?

**T. D. ROCKWELL . . .** the good senator, comes thru with the following from Los Angeles: "I'm still on the job here, having celebrated my 29th month October 23, and have had only six nights off in that time. Plan to make my annual visit to San Francisco around Christmas time."

**BILL SCHRAGER . . .** was sighted on Wisconsin Avenue in Milwaukee recently clicking off good scores with balloons.

**BERT GLAUNER . . .** pitcher of the old school and still at it around Detroit, agrees with this corner that many of the good old-timers are fast disappearing from the pitch scene. "I've lived to see a lot of my partners pass to the great beyond," says Bert. "The pitch business is the best business and has been very good to me for almost 40 years and I'm still at it. The new pitchmen are going to find spots far apart from now on. Just made eight fairs and did a splendid business. Only my wife's illness kept me from making more of them. I have had Chief Mexes to play cards with for the past four years. The Chief was to be ordained a minister November 9. Where are Harry and Ned Belt? Money doesn't seem to be too easy to get here in the Motor City, but any good worker can make a comfortable living in these parts."

Pitchmen have been called any number of things over the years but even city fathers are cognizant that they can never come under the gimmie goolies or relief parasite classification.

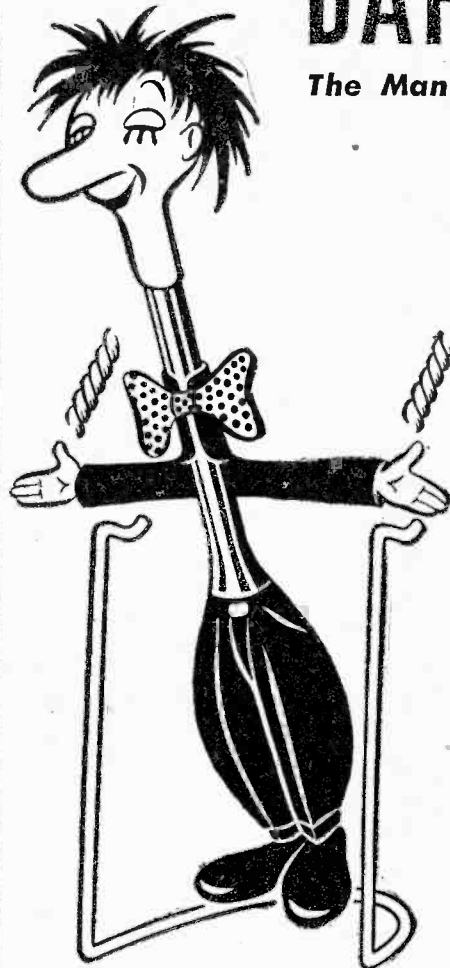
**IT HAS COME . . .** to this column's attention that a number of Johnny-Come-Latelys have been sighted making various well-known pitch spots and to good dough, too. Perhaps since the easy-money days are beginning to fade from the picture, more and more people are turning to the pitch field to grab off the shekels.

**AL RODENS . . .** is reported to be working gardenias to swell takes in Milwaukee.

**LINDEN COWARD . . .** who for many years presented his vent and magic acts with various med shows, has retired from the road to take care of his mother and their homestead in Ware Shoals, S. C. He's currently working in a bleachery supply room and on occasion does a night club or church date. Coward, with his dummy, Black Boy, recently was the subject of a photo and story

# MEET DAFFY-DILLY

The Man on the Flying Trapeze



- He's always swinging
- He's always swaying
- He never tires
- He keeps going forever

Daffy-Dilly is the original "Yes Man" that everybody has been waiting for. His acrobatic actions make sales soar and profits zoom.

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Sample, \$1.25 post paid.  
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Said Thru Jobbers Only  
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• Safeguard your profits... buy only OAK-HYTEX in the Blue Box with the Yellow Diamond label.  
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**MARION FLYER** Fireman's Red & Ivory Trim  
Sample ..... \$12.00  
1/2 Dozen ..... 10.50  
Dozen ..... 9.00  
**FREE** with samples. 120 Hole Tip Board, 25¢ play, takes in \$30.00, or 66 Hole Pushboard, 1¢ to 39¢, takes in \$24.15.  
Sidewalk Bicycle 25% Deposit, Balance C. O. D.  
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THERE IS NO SUBSTITUTE FOR QUALITY  
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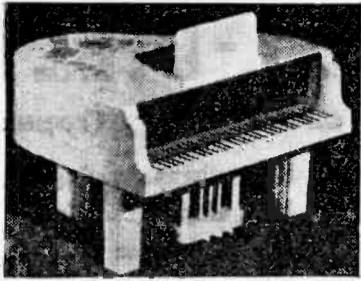
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Merchandise You Have Been Looking For  
Lamps, Clocks, Enamelware, Houseware, Aluminum Ware, Decorated Tinware, Toys, Every kind of Glassware, Blankets, Hampers, Hossocks, Plaster, Slum, Flying Birds, Whips, Balloons, Hats, Canes, Ball Game Specials, Bingo Merchandise.  
**Catalog Now Ready — Write for Copy Today**  
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Latest Novelty Patterns. Lowest Prices. Sell stores and direct. Tremendous profits. Fast sellers. Send for free illustrated catalogue.

**EMPIRE CRAVATS**  
648 BROADWAY NEW YORK 12, N. Y.

in *The Ware Shoals Life*. Paper described the two as "being to Ware Shoals what Edgar Bergen and Charley McCarthy are to Hollywood."

**MOE SCHWARTZ** . . . who has been purveying candy and novelties at the Empress Theater, Milwaukee, to sock grabs, is beaming all over because of his reported coming marriage to Lillian Drollette, of Columbus, O.

**THE PORTERS** . . . Roland and Vickie, breezed into Milwaukee last week for a brief visit during which they cut up jackpots with such stalwarts of the pitch game as Rosie McNabb, Moe Schwartz and Jack Herauf.

**RONNIE DUNTMEN** . . . erstwhile pitcher, has left the field to take a stab at restaurant work. He's currently operating the grill at a Milwaukee White Tower eatery.

**LOUIS SOBOL** . . . esteemed columnist of *The New York Journal-American*, devoted space to the following gem in his New York Cavalcade pillar in the October 13 edition: "From a bonafide pitcher, George Durst, a letter: 'Why doesn't the city issue \$25 vendor licenses to bonafide pitchers—permits to earn (See Pipes on page 86)'"

**Pitchmen's Org? It Can't Be Done; Lads Won't Do It**

By Sid Sidenberg

"IT'S A MISTAKE! That's why they put erasers on lead pencils," said Tom Kennedy to me one day. Well, I may be wrong, but if I am thinking right my good friend Tom advocated and even injected himself into a controversy on the side of the late Frank Libby, erstwhile pitcher and one of the best if you should ask me, along with Doc George M. Read, another one of the best in the business, on why pitchers should be organized. Tom evidently ran into his share of what our late friend, Tom Sigourney, described as "doorway sitters and spitters."

Now comes Tom, after 12 years, admitting that organizing pitchers is all wrong. Tommy is one of the best pals I had in the business. He is the kind who never was known to hand out a bum steer and often went out of his way to help a fellow locate even in one of his best spots. Kennedy has helped many—some proved grateful, others who proved to be ingrates, but he has never lost faith with all in Pitchdom.

But, what Tom really did do, was to see the light. Tom evidently found that, after all these years, all in the game are not Madaline Ragans, or Tom Kennedys. There are others who are in the same class with those two, but they are too numerous to mention and, besides, after all these years, I accidentally may overlook someone, and I don't want to hurt anyone who may have helped me in getting a spot.

**Impossibility**

I stated 12 years ago when the controversy raged in these columns that pitchers will not and cannot be organized. That goes for me now as (See *Pitchmen's Org?* on page 86)

**Nationally Advertised • Popular Priced CLOCKS and WATCHES**

- New Haven "Earl" Pocket Watch, Gold Plated \$2.95 ea.
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- Waterbury 40-Hr. Alarm Clock—Plain Dial, Asst. Colors . . . \$3.11 ea.
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- 25% Deposit With Orders — Rated Concerns Send References

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**SINGING CANARY BIRD**  
We are now able to supply this Red Hot Pitch Item in unlimited quantities. Response is terrific on this number, and it makes a fine demonstrating number.  
Sample doz. prepaid . . . . . \$1.00 doz.  
Gross, \$9.80.  
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A Greeting Card that delivers a Personal Recorded Message. By running your finger over the plastic tape the greeting is heard. Cards come with tape, envelope, etc. A swell Dept. Store demonstrator, or for any indoor pitch . . . hasn't been on the market for Seven Years.  
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Worth Baseballs. Doz. . . . . \$2.15 | Weighted Darts. Doz. . . . . 1.50

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Fine Line of Engraving Jewelry  
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1 Lb. Quality Boxed Choc. Doz. . . . . \$8.50  
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#10 Cedar Chest (Mir. in Lid) and 1 lb. . . \$2.39  
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**TINSELED XMAS SIGNS**  
Sell on sight! Truly the most appealing and profitable line ever offered.  
Sample Order—8 assorted signs . . . \$1.00  
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100 Tinselled signs 11x14 . . 8.00  
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Note: We pay full shipping charges!

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★ ALL CHROME HEAD  
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**WEST SIDE DISTRIBUTING CORPORATION**  
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- #9 Xmas Print . . . . . 4.25 Per Gr.
- #546 Spiral Balloon . . . . . 8.00 per Gr.
- #718 Football Balloon . . . . . 6.50 Per Gr.
- #11 Mottled Balloon . . . . . 6.50 Per Gr.
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- 40" Heavy Red Target Balloons . . . . . 15.00 Per 100
- 40" Orange Target Balloons . . . . . 10.00 Per 100
- 24" Orange, Blue, Yellow, assort. . . . . 11.52 Per Gr.
- 6 Ft. Orange or Blue . . . . . 21.00 Per 100
- 8 Ft. Advertising Balloons (White) . . . . . 3.00 Per Doz.

All Prices F. O. B. Washington, D. C.  
A 25% Deposit Required With All Orders.  
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**NOW CUT TO 24c EACH**

Great big boxes, 11 in. long, 8 in. wide, with glamorous cover girl picture tops. Filled with half pound individually wrapped delicious caramels and English toffees. Looks like a dollar retailer. Packed 24 boxes to case. \$5.75 per case. 10 case lots, \$55.00. 2 sample boxes, postpaid, \$1.00. Terms: Cash with order or 1/3 dep. bal. C. O. D. Write for prices on our full line of Candy Bars, Penny Candies and Bubble Gum.

**CASTERLINE BROS.** 2030 Sunnyside Dept. F. Chicago, Ill.

**BALLOONS—#K10—10 GR. FOR \$15.00** Postage Paid  
**SPIDERS—15c EACH**  
5 Samples for \$1.00, Post Paid  
10 GR. SLUM—\$9.00

25% deposit must accompany all orders. Merchandise shipped same day order is received.

**HARRY FRIEDMAN** 1065 Mission St. San Francisco, Calif.

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**DEALERS, ATTENTION—XMAS GOODS**

Fast Sellers for Immediate Shipment. Tree Lites, Decorations, Toys, Gift Wraps, Christmas Fireworks.

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# Board Industry Plans Code for Trade Practice

CHICAGO, Nov. 8.—At a one-day meeting in New York recently members of the recreated Novelty Manufacturers' Credit Bureau elected new officers and discussed plans for creation of a code of ethics for the salesboard industry.

F. W. James, who was reaffirmed executive director during the meeting, said that the aim of the bureau, in addition to exchanging credit information as was done previously, is to study conditions based on its findings. The board of directors will be responsible for such work.

During the New York meeting a new board of directors was created. The four members of this board are Jack Morley, Joseph Berkowitz, Sol Wyatt and Charles Lucenti. Attending the meeting were 20 officials of leading salesboard manufacturers, James said. A Chicago meeting, to be held November 14, will be attended by the executive committee and James to discuss further plans for future operation and to set up details of the code of ethics.

Originally formed in May, 1940, bureau was disbanded in January, 1943, due to the war. First post-war meeting was held September 1, this year, when group was re-formed.

## PUSH CARDS

PUSH PUSH

Straight numbers 10 to 200-Holes Girl Names. Also 1-29 to 1-99 in 12 to 66-Holes Girl Names, or All Winners. Others from 10 to 600 Holes. In Stock.

**FREE Order Guide. Write**

**W. H. BRADY CO., MFRS.**  
CHIPPEWA FALLS, WISC.

## SALESBOARD SIDELIGHTS

### New York:

Jack Glass returned from a tour of Pennsylvania for Globe Printing Company and immediately scheduled an extended biz trip thru New England. . . . Murray Weiner, Dallas, was in town last week. . . . Joseph Rake, Rake Coin Machine Exchange, Philadelphia, has adopted the slogan, "First with the latest in quality boards," for his salesboard department.

Hyman Abramowitz, U. S. Printing & Novelty Company, reports heavy increases in business. . . . Max Greenglass, Profit Manufacturing Company, tells of still more new coinboards due from his firm. . . . American Premium Corporation (Baltimore) has started on a new deal.

### Chicago:

Bee-Jay Products employees took full advantage of the mobile X-ray unit that visited the plant recently, Reuben Berkowitz reports. Several hundred people went thru the chest X-ray process in an hour and a half, and much favorable comment was heard as they did so, Reuben says. . . . Harold Boex, vice-president of Pioneer Manufacturing Company, left October 28 for a New York trip. Met there with association heads for a get-together. Harold returned November 7, according to sales manager William Wollpert.

Peerless Products offices were in more than a mild state of confusion Friday afternoon (7) when the brand-new grandpa, Ben Maltz, burst in to spread the news. Getting to the source of the event, it was finally made clear that Mr. and Mrs. Marshall Maltz are the parents and the "event" was Shirley, an eight-pound bundle born at Illinois Masonic Hospital.

Sam Feldman, sales manager at Harlich Manufacturing Company, says the first of the seasonal boards is beginning to go out now and is meeting with good reception. First

of the holiday boards, the Turkey Board, will be followed by appropriately illustrated pieces for Christmas and New Year's. Candy trade is picking up on candy boards, which is another seasonal rise, Sam reports.

Gardner & Company's sales manager, Charles B. Leedy, took off November 3 for a two-week tour of the Midwest. . . . Empire Press welcomed back Dave Rice, vice-president in charge of sales, from his Ohio-Indiana trip. Dave immediately took off on a two-week Middle Western tour. . . . Al Schechter, Howard Machine Products, seems pleased with the way the special candy sales board deal he's handling is turning out.

Jack Morley, president of Superior Products, reports that Seymour Trott resigned as sales manager Saturday (1) to go into another field. A send-off party was given by Jack and the Superior staff was unanimous in wishing Seymour well. Trott was associated with Superior before the war, returning to the firm after the shootin' was over. A well-known and liked figure in the salesboard industry, Trott had turned his talents to managing a beer distributorship located in Chicago.

### LOW PRICES ON FIRST QUALITY

## TICKETS and SALESBOARDS

### KWIK-FINS

1200 Tickets 6 for 25¢	Net Price	\$2.25 Ea.
2050 Red, White, Blue Singles	Def. Pr. \$30.50	\$1.25 Each
WIN-A-FIN 10-5's	1000 Tks. 5 as 1	\$24.00 Profit Avg. \$1.80 Each
2200 Red, White, Blue 5 in a Bld.	Def. Pr. \$38.00	\$1.50 Each
POK-A-SEAL 5-5's	1000 Tks. 5 as 1	\$32.50 Profit Avg. \$1.60 Each
1000 JP Charlies, Thick, 25c	Avg. Pr.	\$51.98 \$1.50
1000 Triple Winner		78.00 1.75
2400 EZ Picken Mystery, 5c		43.66 2.75
1000 Ten Spot		40.00 1.75
1998 Jar of Jack, Thick, 10c		55.80 2.50

**SERVICE SALES**  
2818 S. Elm St. MUNCIE, IND.

## JAR DEALS & SALESBOARDS

Write for prices

**Galentine Novelty Co.**  
520 E. Sample St. South Bend 18, Ind.

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### WIN A FIN

Three 5c Tickets in Each Hole for 10c—620-Hole Thick Board.

Average Profit . . . . . **\$42.05**

Beautiful girlie pictures and outstandingly bright colors on each board.

**IMMEDIATE DELIVERY**

Send for Illustrated Catalog of Our Full Line.

## GLOBE PRINTING CO.

1023-25-27 Race St., Philadelphia 7, Pa.

## SALESBOARDS—All Orders Shipped Same Day Received

Holes	Play	Description	Average Profit	Net Price
400	5¢	LUCKY BUCKS, DEFINITE PROFIT	\$ 7.00	\$.85
520	25¢	EASY ACES, DEF. PROFIT, SLOT SYMBOLS	13.00	1.25
520	25¢	EASY FINS, DEF. PROFIT, SLOT SYMBOLS	55.00	1.25
720	5¢	BABY BELL, SLOT SYMBOLS	17.37	1.75
1000	25¢	ALL OUT CHARLEY, DEFINITE PROFIT	60.00	3.25
1000	\$1.00	JACK POT CHARLEY, THICK & PROTECTED	185.30	2.50
1000	5¢	OUT DOOR SPORTS, THICK, JUMBO HOLES	28.40	3.25
1000	5¢	SPOT OF GOLD, THICK, JUMBO HOLES	28.14	3.25
1000	10¢	TEN DIME DOUGH, THICK, JUMBO HOLES	42.75	3.25
1200	5¢	TEN BIG FINS, THIN, JUMBO HOLES	35.20	2.50
1200	5¢	VICTORY BELL, THICK, JUMBO HOLES	38.57	3.00
1200	50¢	TEXAS CHARLEY, THICK & PROTECTED	152.75	3.00

**WRITE FOR OUR LATEST PRICE LIST**

Large Stock Plain, Tip, Definite, Jackpot Boards and all kinds of Cigarette Boards, 1¢, 2¢ or 5¢, stating your requirements. 25% deposit with all orders—balance C. O. D.

**MICHIGAN CITY NOVELTY CO. BOX 66, MICHIGAN CITY, INDIANA**

## SALESBOARDS IMMEDIATE DELIVERY

Size	Play	Description	Profit	Price
400	5¢	Dollar Games	\$ 9.00	\$.60
1000	25¢	J.P. Charlie, Thick	51.95	1.25
1000	25¢	Charlie Bd. Def. Thick	50.00	1.10
1000	25¢	Charlie Bd. Def. Thin	50.00	.85
1000	5¢	Nickel Charlie	17.00	.75
1000	5¢	Bingo Bd.	12.00	.75
1200	25¢	Texas Charlie, Thick	102.98	1.98
Large Stock 5¢ Hole		1000 to 1200 Girlie Jumbo	27.50	2.25

**SPECIAL**

240 hole 6 for 25¢

Giant Hole Boards 7 Asstd. Numbers \$2.75 Each

**WRITE FOR SPECIAL PRICE LIST**  
25% Deposit with orders, balance C. O. D.

**BANNER PRODUCTS CO.** 1526 Luxor Cleveland, Ohio

## Make \$250 to \$500 a week

### BE YOUR OWN OPERATOR OF PUSH CARDS

A one-in-a-lifetime opportunity to make \$250 to \$500 a week with little investment. These watches have outstanding, high-priced features. Precision built, imported Swiss watches. Handsome case. Red sweep second hand. Genuine leather band.

**Watches Styled for Beauty and Built for Accuracy!**

Place these Push Cards in factories, clubs, taverns and cigar stores. They will sell for themselves. Quick turnover, card sells out in 2 or 3 days. You can place hundreds of these cards each week.

25% Deposit with Order. Bal. C.O.D., F.O.B. Chicago

PUSH CARD WITH 2 WATCHES

1 Watch to the seller and 1 Watch to the winning seal.

Push Card Takes in \$27.

Your Cost . . . . . \$10.

EXTRA PUSH CARDS 10c EA.

**Your Profit \$17.00**

Write **J. & M SALES CO. — 708 S. STATE ST. — CHICAGO 5, ILL.**

## Another First 2 For 5¢ PLAY!

TWO TICKETS IN EACH HOLE

### Now is the right time for low priced play!

## "SEVEN FIVES"

840 G L HOLES  
5¢ PLAY  
TWO TICKETS IN EACH HOLE

No. 18171-7  
SPECIAL THICK  
Takes In . . . . . \$42.00  
Av. Payout . . . 19.17  
PROFIT . . . . . \$22.83  
COMPLETE WITH EASEL

Seven FIVES

SEALS CONTAIN SEVEN \$5.00 WINNERS OR 25¢

RECEIVE ONE SEAL

101-102 107-108  
103-104 109-110  
105-106 111-112  
107-108 113-114  
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189-190 195-196  
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193-194 199-200

LAST SALE ON BOARD RECEIVES ONE PUNCH IN EACH HOLE

**Extra! ANOTHER FIRST! TRIANGLE SHAPED SEALS!**

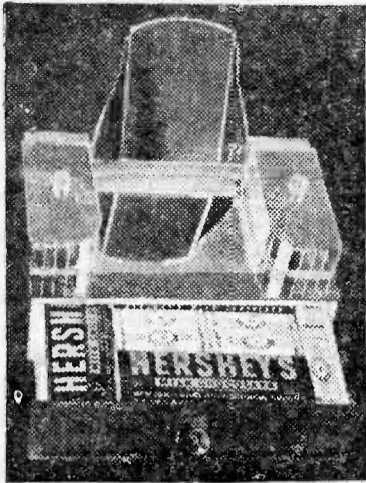
## HARLICH

MANUFACTURING COMPANY • 1200 N. HOMAN, CHICAGO 51, ILL.

"Where boards of BETTER QUALITY for BETTER PROFITS are made"

**A SURE FIRE SELLER**

Hershey's Bars and Beech-Nut Gum  
In Mirror Vanity



Deal Consists of:  
5 Mirror Vanity Chests (as pictured above)  
1 1500-Hole 5¢ Board  
1 Imprinted Label  
Pays Out in Trade . . . . \$ 9.75  
Profit . . . . . 65.25

Less Cost of Deal  
Only \$19.50 Per Deal.  
Terms: 1/3 Deposit With Order, Balance C. O. D.  
2% Discount, Full Cash With Order.  
**E. C. M. DISTRIBUTING CO.**  
P. O. Box 175 Johnson City, Tenn.

**CANDY SALESBOARD DEAL**

By Candy Manufacturer. Well known established high-grade deal with proven sales appeal. Excellent value and good profit margin for jobbers and retailers. Territory open to live jobbers or retailers.

We ship deal complete prepaid.

Box 118, c/o Billboard,  
155 N. Clark St., Chicago 1, Ill.

**SALESBOARDS  
ALL TYPES**

LOWEST PRICES IN 10 YRS.  
FREE ILLUS. CATALOGUE  
PROFIT MFG. CO. 39 W. 23. N. Y. 10

**Pipes**

(Continued from page 84)  
a living and stay off the parasite relief roles? Wouldn't that be better than having the police, the National Guard and the United Nations come running fast to chase Fat Durst, the pitchman of 25-cent items—and others like him off the streets—and on to relief rolls?"

**FRED VOGEL** . . . .  
one of Milwaukee's mental giants, is penning a book based on his experiences while managing a nut store in the Beer City. It's appropriately pegged, *Aw Nuts*.

**AMONG PITCHFOLK** . . . .  
spending their evenings at the Club Terris, Milwaukee, are Babe Lawa and Gladys Littleton, along with Ray Styles, Nancy Hart and Jimmy Method.

**CARL DiMAGGIO** . . . .  
is still top man at the Milwaukee Showboat, and one of his busiest and best performers is Bobby Revelle, who pitches a song with the best of them, his pitch brethren report.

**DOROTHY DOE** . . . .  
who has been gathering considerable geedus with her layout in a downtown Milwaukee store, tells how her husband, Cliff Joe Doe, gets quite a lot of kidding over his familiar-sounding legal moniker. It seems every one wants to know if he is the man mentioned in all those court cases, the noted John Doe.

**IDEN C. CHAMPION JR.** . . . .  
has entered the printing business in Milwaukee in association with his dad, Iden Sr., according to our Milwaukee eye, Al Rinehart.

**IS IT TRUE** . . . .  
that Don Emory and Mary Lee Carroll are planning to making it a two-some soon and that Don is readying a home in Milwaukee for his bride and her daughter Diane by a previous marriage?

**STILL CORRALING** . . . .  
the lucre with instantaneous plastic bubble balloons in Oklahoma's chain stores is Ben (Horsebacker) Meyers.

**PITCHMEN'S ORG?**

(Continued from page 84)  
it did a little over a decade ago. Madaline and Tom, I daresay, both of whom are regarded as among the very best in the business, know that the majority of those who yell organization are the ones who find sailing tough. Now, please believe me, I don't mean that Tom, Doc Reed or the late Frank Libby found the sailing tough. They, in their best days, advocated organization to help those who did squawk and said yes to rid themselves of the squeeks and the squeekers.

**Only the Fittest**

Real pitchmen and pitchwomen are the Tom Kennedys and the Madaline Ragans in the business now as in the past. They are the ones who know that pitchdom tolerates only the fittest and they represent the survival of the fittest. Upset after upset, bucking all obstacles, they come thru when those with less stouter hearts and ability buckle up under the ordeal a successful pitchman endures.

Under any circumstances, I cannot see what a successful pitchman can see in organization. If pitchmen organize in any big city what good would it do the Kennedys or the Ragans in the sticks or another city that does not have an organization? Organization is for these who remain in a town until they become a nuisance thru their wisecracks or become an eyesore to the police who have let them work and have been taken advantage of when out of sight by the "so-called pitchmen" who aren't smart enough to stay away from in front of a merchant's place after the latter has complained a half-dozen times or more.

Instead of making themselves scarce after learning of the beef and making another spot, they stick until the officer says "scram" and sometimes emphasizes it with the end of his night stick or still worse, a trip to the bastille. An organization can retain a mouthpiece to go before a judge and say, "I know my client has blocked the sidewalk. This particular merchant has complained time and time again, but my client belongs to an organization that advocates blocking sidewalks and annoying passers-by, and doesn't pay attention to an officer who has given him a few breaks and was forced to make the arrest to protect himself." That's just what some of the "let's organize squawkers" expect.

**Do What We Please**

Their conception of constitutional rights are—let us do what we please with impunity. I don't have to write all this for the Kennedys and the Ragans in the business for they know it to be fact. I am writing this to remind Tom that the world goes forward—Pitchdom goes forward—but the squeekers and squawkers are the same today as they were two score—one score—or even a decade ago.

I repeat, pitchdom cannot and will not be organized."

**UNDER THE MARQUEE**

(Continued from page 54)  
something of a record when not a single piece of dead wood remained in the box office at the start of any performance, the first time in his 25 years of show business he has seen anything like it.

Mr. and Mrs. Frank Dugan have returned to their home in Wichita, Kan., following a four-month tour which took them thru Canada and California. The Dugans, who plan to return to the big tops next season, made the trek in the interest of Frank's health. At Calgary, they caught the Sello Bros.' Circus, and at Roosevelt, Okla., they visited the Bob Stevens unit. At Winfield, Kan., they were the guests of the Dailey Bros.' Circus.

Years ago when managers believed that shows traveled on their stomachs, a side

show manager fell out with two annex-dancing female impersonators while at supper. After chasing them off of the lot, the side show manager farewelled them by yelling, "The Last Supper."

While visiting friends at the Roy Rogers Rodeo in Chicago recently, the Flying Romas took delivery on a new Chevrolet two-ton truck and a 1947 Buick Roadmaster sedan. The Romas completed an engagement at the Springfield, O., Grotto Circus Saturday (8) and will repeat at the Ararat Shrine Circus, Kansas City, opening Monday (10). Mary Romas, who suffered a ruptured appendix Labor Day while playing Canadian National Exhibition, Toronto, has recovered and has resumed her place in the act. The Romas will take a short vacation in California this fall with friends on the Roy Rogers Rodeo, and will then return to the Middle West for indoor dates.

Dailey Bros. No. 1 car closed November 4 at Seguin, Tex., and the personnel took off as follows: William L. Oliver, St. Louis; Thomas and Paul Gunnels, Dothan, Ala.; Mose Hullinger, Kokomo, Ind.; Frank Coursol, Detroit; Antony (Tony) Fordi, Providence; E. C. Merritt, Chicago; James Duffy, Muscatine, Ia.; Si Sowash, Osceola, Ia.; George Malley, Denver; Walter Lawrence and Robert Dilley, Decatur, Ill., and George Hunt, Mount Vernon, N. Y. The No. 2 car under Joe Gunnels closed Saturday (8). Personnel destinations are: Gunnels, Dothan, Ala.; Willard Chaplin, Cincinnati, and Harry Doran and Dave Andrews, Chicago. F. J. Crowthers and R. C. McGuire visited the No. 1 car at the last stand.

**SALESBOARDS**

Holes	Name	Prof.	Price
800	25¢ Charley Board	\$51.00	\$ 7.99
1000	25¢ Charley	50.00	1.89
1800	5¢ Lulu Board, X Thick	18.00	1.49
1000	25¢ J.P. Charley, X Thick	\$52.08	\$1.25
1200	5¢ Hit the Barrel	24.22	1.98
1020	25¢ Block Busters, X Tk.	81.56	2.59
1000	5¢ Assorted J.P. Boards	27.00	2.75
2400	10¢ J.P. Barrel	92.65	2.98
2400	5¢ J.P. Barrel	46.32	2.98
2170	5¢ Rd. Wh. Bl. Tickets	36.50	1.49

**NEW! 6 TICKETS PER HOLE BOARDS**  
200 25¢ Kwik Fin, Max. Avr. . . \$37.50 \$2.92 1/2  
200 25¢ 6-In-1, Max. Avr. . . 37.50 2.92 1/2  
120 Tip Ticket Books, \$19.85 Gr. Doz. 1.89  
New 6 in 1 Boards, Coin Boards, etc. New Catalog.

**WORLD'S BEST BOARDS, TICKETS, CARDS**  
**DELUXE MFG. CO.**  
Deluxe Building Blue Earth, Minn.

**EMPIRE**

MANUFACTURERS OF A COMPLETE LINE OF QUALITY SALESBOARDS

**EMPIRE PRESS**  
637 SOUTH DEARBORN ST.  
CHICAGO 5, ILLINOIS

**SALESMEN WANTED**  
40% COMMISSION

A "HOT" Brand New Ticket Deal—For Taverns, Cigar Stores, Pool Halls, Restaurants, Clubs, etc.

**WORTHMORE COMPANY**  
Dept. B11, 1825 S. Michigan Ave., Chicago 49

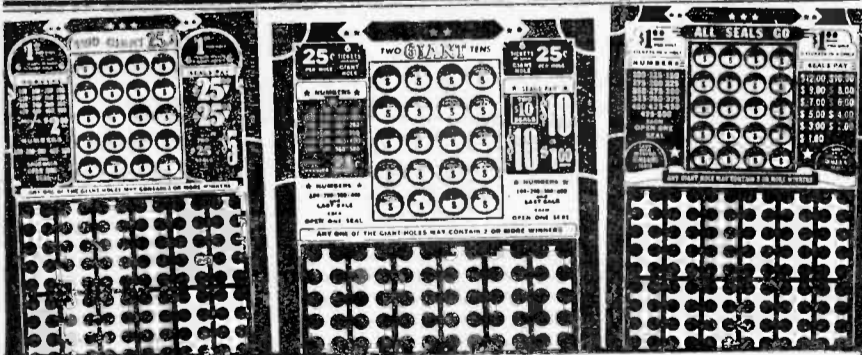
**CLOSING OUT ALL SALESBOARDS**

At 50% and 25% off list. Write for stock sheet.

**American Novelty Co.**  
2137 Market St. Wheeling, W. Va.

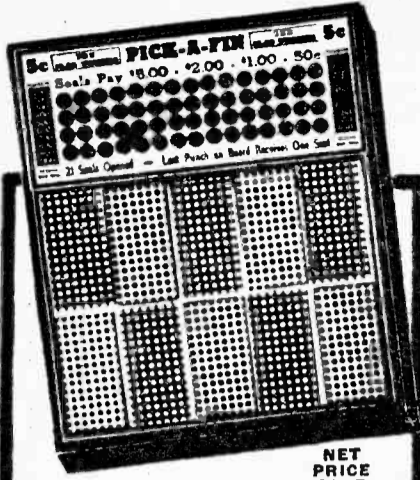
*New* Small Size Fast Moving Profit Loaded *Giants*

SIX TICKETS IN A HOLE — THICK BOARDS — STITCHED SEALS



120 HOLE TWO GIANT 25'S	120 HOLE TWO GIANT 10'S	120 HOLE ALL SEALS GO
\$1.00 PER HOLE (SIX TICKETS)	25¢ PER HOLE (SIX TICKETS)	\$1.00 PER HOLE (SIX TICKETS)
AVERAGE PROFIT— \$46.00	AVERAGE PROFIT— \$14.50	DEFINITE PROFIT
MAXIMUM PROFIT— \$58.00	MAXIMUM PROFIT— \$19.00	\$44.00

**GARDNER & CO.** 2222 S. MICHIGAN AVE., CHICAGO, 16 ILL.



	NET PRICE
"PICK A FIN" 1200 Holes, 5¢—Avr. Profit	\$33.05
"TEN SPOTS" 1200 Holes, 5¢—Avr. Profit	\$31.16
"WIN 'N' GRIN" 1200 Holes, 5¢—Avr. Profit	\$32.84
"E Z CARTONS" 1200 Holes, 5¢—Avr. Profit	\$33.98
"PICK A TEN" 1200 Holes, 10¢—Avr. Profit	\$59.40
"\$255 SPECIAL" 1200 Holes, 25¢—Avr. Profit	\$137.07
"SUPER CHARLEY" 1200 Holes, 25¢—Avr. Profit	\$84.50

**CROWN PRODUCTS**  
322 E. COLFAX AVE.  
SOUTH BEND 24, INDIANA

**COIN-OPERATED MACHINES, SECOND-HAND**

Only advertisements of used machines accepted for publication in this column.  
RATE: 12¢ a word . . . Minimum \$2.00.  
Remittance in full must accompany all ads for publication in this column.

**A-1 CIGARETTE AND CANDY VENDING MACHINES.** All makes, models, lowest prices. What have you to sell? Mac Postel, 6760 N. Ashland, Chicago. ja3

**A-1 STAMP MACHINES—SHIPMANS,** Victory Rolls, Multiplex Folders; Peanut, Gum, Popcorn. U. S. P., 100 Grand, Waterbury (5), Conn. no29

**DIGGERS — 8 PANAMAS, 10 ERIES, 10 Juniors, 10 Buckleys, 10 Autoscoptes, 6 Rotary Merchandisers, 4 Merchantsmen. National, 4243 Sanson, Philadelphia, Pa.**

**FIFTY (50) SEEBURG WIRELESS WALL-O-Matics, WS-22,** in perfect shape with good covers and 7017 tubes, \$15 each. Two (2) Seeburg 5-10-25 Wireless Baromatics in perfect shape, \$25 each. Melody Music Co., 113 N. W. 9th St., Miami 36, Fla.

**FREE BOOKLET—"DOLLARS FROM PENNIES,"** a "must" for all bulk vending operators and beginners. Becker Vending Service, 105-5 Dewey, Brillion, Wis. no16

**GET ON OUR MAILING LIST FOR AN-** nouncement of a sensational new idea in Bubble Ball Gum for your vending machines. Russ Thomas Co., 2180 Central Ave., Memphis, Tenn. no15

**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

**RADIOS—COIN, 2 HOURS FOR 25¢.** USED only one summer in cabins, now closed for winter. Cost \$69. Will sell for \$35. Ryan Sales Co., Burlington, Vt. det

**HERVILT POPCORN MACHINES FOR SALE—** Fully guaranteed. Priced from \$150. Consolidated Confections, 1314 S. Wabash, Chicago 5, Ill. no29

**REQUEST LIST SLOT MACHINES—\$15.00** up. Consoles, Phonographs, Peanut, Bull Gum, Card Machines, Safes, Stands. Coleman Novelty, Rockford, Ill. no22

**ROUTE OF 25¢ LATEX VENDING MACHINES** earning \$12,000 per year. \$7,500 cash. Owner must move to Arizona for health. L. Honsinger, 1326 Central Ave., Indianapolis, Ind. no15

**ROWE—5-COLUMN SWEET GUM MACHINES,** reconditioned, \$10 each. Sold in lots of 25. 10% deposit with order. Balance C.O.D., P.O.B., Newark, N. J. Branford Electric Products Co., 57 Branford St., Newark 5, N. Y. no15

**SILVER KING VENDORS—HOT NUT,** \$29.95; Grip-Vue Machines, \$49.95; Ballgum, Peanut, \$13.95. Hobson, Mt. Pleasant, Iowa.

**WANT TO BUY—DU GRENIER "S" MODEL** Cigarette Machines. L. & H. Vending, 4807 Foster Ave., Brooklyn, N. Y.

Holes	Name	SPECIAL PRICE	Average Profit	Net Price
1000	1¢ Cigarette Board, Pays Out 30 Packs With Order for Other Boards			\$ .75
2000	20 Section Plain Mdee. Board			2.61
3000	30 Section Plain Mdee. Board			3.78
810	5¢ Swing on a Star	\$22.30		2.50
200	25¢ Worm's-Eye View	23.25		2.52
3000	5¢ Kash Is King, Coin Bd.			6.05
722	5¢ Good Catch		19.70	2.70
1584	10¢ Royal Velvet			57.94
	Plus Cash Load	\$3.48		24.00
1000	5/25 Win-a-Fin Ticket Pad			2.17
1200	5¢ Everything Goes Box Tickets		21.75	1.84

We Have Many Other Money Makers.  
25% Deposit With Order—Balance C. O. D.  
**PAN SALES COMPANY**  
7 West 5th Street Newport, Ky.

# STOCK-UP

ON MUNCIE MADE  
TICKET GAMES AND

# ADD UP

YOUR GREATER PROFITS!

**Distributors and Operators CONCENTRATE YOUR PURCHASES WITH THESE MUNCIE MANUFACTURERS**

- GAY GAMES, INC.
- COMMERCIAL PRINTING CO.
- A. B. C. NOVELTY CO.
- WERTS NOVELTY CO., INC.
- MUNCIE NOVELTY CO.
- HOME TALLY CO.
- NOEL MANUFACTURING CO.

**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

# "WERTS"

World Famous Ticket Games

**7** DISTINCTLY DIFFERENT STYLES OF JAR GAME TICKETS IN OVER FIFTY SIZES, GIVING YOU HUNDREDS OF FAST ACTION, COLORFUL, PROTECTED DEALS

RO-WO-BO

JAR-O-SMILES  
POK-ER-BOK  
PICK-A-TICK

REEL-O  
DICE-GAME  
BAS-BAL

Write for Additional Information and Prices

*"You Might Buy Cheaper, But You Can Never Buy Better"*

**WERTS NOVELTY COMPANY, INC.**

920 S. PERSHING DRIVE MUNCIE, INDIANA

**RAKE OFFERS . . . under one roof .**  
A COMPLETE SELECTION OF BOARDS AND DEALS

★ Here under one roof and on display in our specially designed Salesboard Showroom, we have the largest money-making selection of Salesboards, Coinboards, Jar, Ticket and other Deals, and Novelties that are sure to click on Board Promotion.

New numbers are added as fast as they come out. Come in and look around.

IMMEDIATE DELIVERY FROM STOCK

**RAKE COIN MACHINE EXCHANGE**

609 SPRING GARDEN STREET LOMBARD 3-2676 PHILADELPHIA 23, PA.

**PULL TICKET CARDS**

AT VERY, VERY REASONABLE PRICES — WE MANUFACTURE ONLY — WE SPECIALIZE IN

TIP—TAKE TIP—JACKPOT—BASEBALL

Write, Wire or Phone Our New Factory Address

PHONE: WHEELING 340 COLUMBIA SALES CO. 302 MAIN ST. WHEELING, W. VA.

# Bowling Alleys Top Locations

## Coin Machine Gross Heavy

Sports centers prove good spots for all types of coin-operated devices

By Fred Amann

CHICAGO, Nov. 8.—Bowling alleys, catering to over 18,000,000 keggers throughout the country, are proving a top type location for coin machines. When bowling became big business in the 1930's, its popularity resulted in the establishment of thousands of large and small "recreation centers" that were a natural for locations for venders, amusement machines and juke boxes. The number of such centers is still steadily increasing, and the desire of the American public to play and watch the game shows no sign of decreasing. It is estimated that \$200,000,000 is spent annually by players for bowling equipment and playing fees.

Because cocktail lounges, bars and restaurants are almost a universal addition to the larger bowling centers, even greater patronage results on certain types of venders and on all amusement machines in these spots. Many coin operators state even the smaller bowling establishments, ranging from 4 to 10 lanes, prove high-play locations.

### Figures Cited

Spokesmen for the bowling industry state there are approximately 11,000 bowling establishments in the country. They point out, however, that this does not mean there are 11,000 public or commercial establishments; 60 per cent of this number are private alleys operated by churches, clubs, etc., while 40 per cent are for general public use. They hasten to qualify this statement with the fact that about 75 per cent of existing individual bowling lanes are in the commercial, or 40 per cent group. At best, the private lanes consist of from one to usually not more than three alleys each.

Authorities in the field list the following 17 cities as leading bowling centers, giving the number of bowling establishments in each: New York, 407; Chicago, 243; Detroit, 145; Milwaukee (See *Bowling Alleys Top* on page 108)

## Iowa Coin Mch. Sales Reported

DES MOINES, Nov. 8.—Iowa distributors sold a total of \$70,975.50 worth of juke boxes, pinball and other machines during the three-month period ending July 1, 1947, in Iowa, State tax commission reported this week.

For the first time the commission listed juke box and coin machine sales tax returns in its reports. Previously it had been listed under amusement sales.

Report for the April 1 to June 30 period showed reports filed by 14 distributors with total sales tax collections of \$1,419.51.

## Lay Plans for Special Dinners To Boost CMI Cancer Fund Drive

CHICAGO, Nov. 8.—Plans are moving ahead in 15 cities thruout the nation for special promotional dinners to be held November 23 to boost the Coin Machine Industries, Inc. (CMI), drive for the Damon Runyon Memorial Cancer Fund.

According to an announcement made by Ray T. Maloney, national chairman of the CMI cancer fund drive, distributors in the various cities where the dinners will be held are assuming the entire cost of the events and are inviting all operators in their territories and other interested parties to attend. Operators have been asked to put on special cancer fund drives in the two weeks preceding the dinner.

### List Dinner Cities

Cities which had definitely decided on dinners are Dallas, Chicago, Seattle, San Francisco, Denver, Salt Lake City, Milwaukee, Detroit, Cincinnati, Tulsa, Okla.; Indianapolis, Syracuse and Albany, N. Y.; Kansas City, Mo., and Duluth, Minn., and others are expected to join in boosting the drive by similar events.

At each dinner, a six-minute sound movie will be shown to dinner guests. The film will feature Dave Gottlieb, CMI president; Ray Maloney, drive chairman, and Walter Winchell, national chairman of the Damon Runyon campaign. Parts of the film were made in Chicago and Hollywood and the final production work will be completed in New York in the near future.

It is also expected that Winchell will give special credit to the CMI drive during his national broadcast on the evening of the dinners. Radios will be placed in the various dining halls where the dinners are held, so that guests may hear the broadcast.

Here in Chicago, Joe Schwartz, of

the National Coin Machine Exchange, was appointed chairman of a special coinmen committee for the dinner to be held at Hotel Bismarck. Over 2,000 engraved invitations have been sent to those in the coin machine and allied industries and to various civic leaders.

In Indianapolis, Sam Weinberger, Southern Automatic Music Company, was chosen as chairman for the dinner to be held at Hotel Antlers there. Selected to serve on the dinner committee with Weinberger were Frank Banister, Simon Berman, Harry Binnie, Daniel Brennen, Sam Dicter, Charles Ewing, Paul Jock and Peter Stone.

William Ball, of Muncie, Ind., head of an Indiana cancer research organization, will be the guest speaker at the Indianapolis dinner. Arrangements have also been made to have a radio at the dinner so that guests may listen to the broadcast by Walter Winchell that evening, at which time he will tell a nationwide radio audience of CMI's drive.

Included among the guests invited to the Indiana dinner are Gov. Ralph Gates and Mayor Denny, of Indianapolis.

Chairman for a similar dinner to be held in Dallas will be George Wrenn, of the Walbox Sales Company there. Dallas dinner will be held in the Peacock Terrace of the Baker Hotel.

Committeemen serving with Wrenn are Arthur Hughes, Electroboil Company; George Prock, General Distributing Company; Henry Manning, American Distributing Company, Inc.; Arthur Flake, Flake Distributing Company; Roy Williams, Commercial Music Company, and Morrie Gottlieb, National Sales & Distributing Company.

## NY Arcades Develop Answer For Poker Table Problems

NEW YORK, Nov. 8.—Poker tables, which have proven themselves the backbone of most of the arcade business in and around this city during the past season, will sink back to the importance of an average arcade machine unless special steps are taken this winter by operators of amusement arcades that featured them during the summer, according to five owners of top arcades in the Times Square belt.

One mistake regarding the machines that has been cleared, as a result of the first full summer with the machines, is that wide aisles are necessary and the machines must be as close to the sidewalk as possible. Also the front of the establishment should be open, say the owners,

### Some Use Barkers

Some of the establishments have been using barkers and public-address systems, but arcade men agree that the most important thing

is to get the machines within easy sight from the street—right next to the sidewalk if possible.

The Million-Dollar Playland, Johnny Christopher's 42d Street Arcade, and the Mardi Gras (Times Square) have moved record departments, hot dog and novelty stands out of the arcade's front in order to move the poker tables as near the sidewalk as possible, after first having put the machines in the center or rear of their establishments.

While the Million-Dollar Playland has put the machines within inches of the sidewalk, a problem is sure to arise as soon as it is necessary to restore the front wall of the establishment with the coming of cold weather. The Playland Arcade, across the street from the Million-Dollar Playland, has solved this by erecting an all-glass front so that the same patronage that made the spot one of (See *NY Arcades* on page 110)

## Levine and Geist Are To Speak at NAAMO Dinner

ATLANTIC CITY, Nov. 8.—Max Levine, president of Scientific Machine Corporation, New York, and A. Joseph Geist, owner of Rockaway Playland as well as president of the Amusement Men's Association of the Rockaways (N. Y.), were announced this week as additional speakers for the Thursday (13) first graduation dinner of the Coin Machine Mechanics' School. F. McKim Smith, president of the National Association of Amusement Machine Owners, which co-sponsors the school with the New York City Board of Education and the Veterans' Administration, made the announcement.

Dinner, being held at the Downtown Athletic Club, is slated to start at 7 p.m., with coinmen from about 15 States expected to attend the affair. A group of coin machines will be on display in the dining hall so that non-coinmen can get a picture of the industry and the vast fields that it covers, Smith states.

### Other Speakers

Other announced speakers for the affair include Harold Dean, chairman of the special committee in charge of vocational schools in New York; George F. Pickett, associate superintendent of schools 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; A. P. Henry, head of the Manhattan Trades Center (where the coin machine course is being held); William D. Littleford, publisher of *The Billboard*, and Smith.

## Chi Amusement Machines Get \$5 Tax Boost

CHICAGO, Nov. 8.—Amusement machine owners in Chicago must pay \$5 more per amusement machine as a result of action taken by the city council here Thursday (6), when more than 100 ordinances or amendments to ordinances were pushed thru in the city's attempt to raise revenue.

The increase in license fee—from \$20 per machine to \$25 per year—does not apply, city officials said, to either juke boxes or pinball games. Pin games are currently not operable in the city.

Section applying to amusement machines reads: "An annual license tax of \$25 is imposed upon each automatic amusement machine used within the city for gain or profit from the operation."

## Coin Machines in Gimbel's

NEW YORK, Nov. 8.—Gimbel's department store has installed a battery of Capitol Projector's coin-operated Midget Movie machines in the front of the sixth-floor toy department.



## Say Ten-Cent Beer Price Is Here To Stay

NEW YORK, Nov. 8.—There is little chance for a price revision upwards in 10-cent beer, industry spokesmen revealed during the three-day convention of the National Beer Wholesalers' Association of America (NBWAA) this week at the Hotel Commodore. In fact, recommendations were made that NBWAA attempt to influence retail sellers of bottled beer, for on-the-premises consumption, to lower prices wherever possible.

The excessive gap between the wholesale and retail prices of bottled beer in many taverns can only have an adverse effect on the entire industry, speakers noted, emphasizing that the great bulk of beer consumers are people of moderate means. Under the slogan, "Are You Selling Beer or Atmosphere?" NBWAA will soon launch a nationwide public relations campaign aimed at tavern keepers, seeking to influence the maintenance, or restoration, of reasonable prices for bottled beer.

While pledging full co-operation of the association to the administration's program of grain conservation for the aid of Europe, speakers at the convention urged that the industry not be discriminated against by additional curbs on the use of grain or a return of price controls.

R. J. Cheatwood was re-elected president of NBWAA by the membership, while R. H. Hopkins retained his post as executive manager.

## Plan New York Premiere for Coin-Recordio

NEW YORK, Nov. 8.—Local premiere of the new Wilcox-Gay Coin-Recordio will be held here next Thursday (13) at the Astor Hotel. A full explanation of the Recordio will precede a demonstration of the machine by Chester M. Wilcox, president of the Wilcox-Gay Corporation, Charlotte, Mich. A cocktail party and buffet supper will follow in the South Garden of the hotel.

Coin-Recordio (*The Billboard*, November 8), the firm's first coin-operated voice recorder, will operate on a quarter. The entire mechanism of the machine is visible, allowing the customer to witness the entire process.

## Brooklynite Wins In Disk Contest

NEW YORK, Nov. 8.—A \$50 check was presented last week to St. Clair Daniels by William Rabkin, president of International Mutoscope Corporation, in Hubert's Museum, 42d Street arcade, for sending in the winning disk in the firm's annual Voice-o-Graph talent contest. A novelty song of his own composing, *Got No Time for Foolin'*, was Daniels' winner. Daniels, 31, is the owner of a Brooklyn laundry.

"Altho popular songs composed the bulk of the recordings sent in," Rabkin said, "we were surprised at the number of serious entries, ranging from recitations of poems, dramatic readings, prayers and even several operatic arias."

Contest was open to any person who recorded his voice on a Voice-o-Graph and sent the disk to Mutoscope's Long Island City headquarters.



DAMON RUNYON MEMORIAL CANCER FUND COMMITTEE (top), appointed by Coin Machine Industries, Inc. (CMI), for New York, New Jersey and Connecticut, holds brief conference during jamboree held in New York's Manhattan Center in the interests of the fund. Affair was attended by 5,000. Left to right: Jack Mitnick, chairman; Harry Rosen, treasurer; Jim Mangan, CMI's director of public relations; Nat Cohn and Sidney Levine, committee members; and Billy Shuback, band leader. Below, a few of the top-notch entertainers who took part in the jamboree await on-stage call with Jerry Rosen, promoter of show.

## New York Cancer Fund Jamboree Boosted by Over 5,000 Coinmen

NEW YORK, Nov. 8.—More than 5,000 coinmen, their relatives and friends filed into Manhattan Center Monday night (3) for the jamboree arranged by the New York, New Jersey and Connecticut Coin Machine Industries (CMI) committee for the Damon Runyon Memorial Cancer Fund. This was the opening blast in the all-out industry effort in this area to provide funds for cancer research.

Jerry Jerome, musical director of Apollo Records, and his band provided the musical continuity for a show highlighted by the appearance of leading artists of stage, records and radio. The entire performance was under the direction of Jerry

Rosen, theatrical agent, assisted by Mac Wolfe, of MGM.

Among the performers who appeared were Gordon MacRae, Skitch Henderson, Lily Ann Carroll, Johnny Land and the Beachcombers, Morey Amsterdam, the Ravens, Art Mooney and his ork, Hadda Brooks, the Four Tunes, Billy Shuback and his band, and Jackie Gleason.

### Congrats Read

Jim Mangan, public relations director of Coin Machine Industries, Inc. (CMI), read telegrams of congratulations from a number of Chicago manufacturers, among whom were (See 5,000 Coinmen on page 110)

## Coin Machine Business Lags As Gulf Coast Area Rebuilds

NEW ORLEANS, Nov. 8.—Coin machine operations in the New Orleans area, which suffered heavily during the hurricane and flood of September 19, are still feeling the lingering effects of the disaster.

While no complete compilation of the damage suffered by the coin machine business in this area has been made as yet, due partially to lack of direct transportation facilities between here and the Gulf Coast for nearly six weeks, primary estimates run over \$135,000.

Operations in New Orleans, itself, have returned to normal in spite of at least \$35,000 damage during the storm, but business is at a near-standstill in towns and resort spots on the Mississippi Gulf Coast, where damage to equipment alone is estimated in excess of \$100,000.

With rebuilding hardly under way, the loss of business on the Gulf Coast and other locations outside New Orleans proper continues to loom as a greater loss to local operators than storm damage itself.

Most of the locations damaged on the Gulf have not been rebuilt and are not expected to be rebuilt for several months. Winter business of the Gulf Coast resorts is generally good, and operators are writing this off as almost a total loss this year.

According to reports, no coin machines here carried storm insurance. New Orleans distributors say that very few new coin machines have been shipped into the area as yet for distribution to operators who suffered equipment losses.

Practically all operators on the (See *Coin Machine Biz* on page 110)

## Bell Products Announces New Coin Changer

CHICAGO, Nov. 8.—Al Sebring, Bell Products Company, announced this week that a new mechanical coin changer is now in production by the firm.

Called Beacon Junior, the unit holds \$20 in nickels and like its companion machine, the Beacon Electric Coin Changer, is designed for either wall or stand mounting.

Half the size of the electric model, the new changer has a red crinkle finish, and is available for purchase by operators who in turn may lease units to locations. Machine features a separate dime and quarter coin chute, may be used by two people at the same time. Nickels are delivered by moving a lever placed below either coin entrance.

## Edelman Plans Two New Games For Chi Shows

DETROIT, Nov. 8.—Edelman Amusement Devices are tooling up for production on two new games, which will be exhibited during the Outdoor Exposition as well as the Coin Machine Show, both to be held in Chicago's Sherman Hotel, Isadore Edelman, firm head, announced.

New additions are Edelco's Tin Pan Alley, a new type of roll-down game, and Flash Bowler. Some 300 of the latter game have already been shipped. The feature of the game is a new "animated glass" on which the ball may be seen rolling as the patron plays it.

## Ponser Names Three Distributors

CHICAGO, Nov. 8.—George Ponser, head of the newly formed George Ponser Company here, announced the appointment of three distributors to handle his first locally manufactured roll-down game, Pro-Score.

Those appointed follow: Lyn Brown Distributing Company, Los Angeles, headed by Lyn Brown, for the southern half of California.

Wisconsin Novelty Company, Milwaukee, headed by Ray Rischman, for Wisconsin.

Wolverine Sales Company, Detroit, headed by Glenn Yuille, for Michigan. Ponser firm has 10,000 square feet of manufacturing space at 158 E. Grand Avenue here. Factory is managed by Edward J. Lavander, well-known coin machine designer.

Production on Pro-Score got under way last week. It features a possible high score of 899,000, can be adapted to five, six or seven-ball play.

## Exhibit Names New Distributor

CHICAGO, Nov. 8.—John Chrest, of Exhibit Supply Company, announced Friday (7) the appointment of Empire Coin Machine Exchange as distributor of Exhibit products in Wisconsin.

Empire is headed by Ralph Sheffield and Gill Kitt, partners. Other firm staffers include Howie Freer, Paul Glaser and Bob Schaefer.

Exhibit's latest product is a five-ball called Tally Ho. Besides incorporating several new amusement features, it includes many of those that proved successful on the firm's previous games.

# VENDERS FOR N. Y. AIRPORTS

## Govt. Plans To Operate Mchs.

Port of N. Y. Authority completes vender survey—approves use in terminals

By Norm Weiser

NEW YORK, Nov. 8.—A far-reaching plan to study and utilize the earning power of coin-operated vending machines, by the Port of New York Authority, in an effort to put airports under its jurisdiction on a self-supporting basis, was revealed to *The Billboard* this week. The plan, in which vending machines are scheduled to play a "vital" part, is part of an over-all program to derive between 60 and 70 per cent of total airport income from non-airline revenue. The Port now operates as a non-profit agency.

That the machines are already playing an important role in the over-all picture was verified by the Port spokesman, who revealed that LaGuardia Field, which previously had no vending machines, now has installed more than 50 venders of goods, ranging from tooth brushes to packages of biscuits. Plans at the airport, where passenger traffic has been averaging 10,000 daily and visitors to the observation deck have totaled as many as 40,000 a week, call for the addition of many more coin-operated machines, including sandwiches, coffee, cakes and cookies, postage stamps, scales, binoculars (for the observation deck), photomatics, voice recorders, lockers, soft drinks, cigarettes and candy. The entire vending field, according to officials, will be surveyed and studied for its revenue-producing and public-convenience value.

Newark Included

The airport operators want to find out what kind of machines and merchandise can best serve the public at an air terminal. They are also studying how the vending machines can be most efficiently maintained and serviced, where they should be located, and how selected. They want to ascertain that operators selected to place equipment on location are re-

(See *Venders for NY* on page 94)

## Elect A. W. Dawson To Fill American Locker Presidency

BOSTON, Nov. 8.—Alvin W. Dawson has been elected president of the American Locker Company, Inc., here, to succeed the late Paul W. Kimball.

Dawson, who has been a director of the firm since 1942, has currently been serving as vice-president, treasurer and director of RKO Theaters, Inc., of New York, and subsidiary companies. He has been connected with this enterprise for the past 13 years.

For several years he has worked closely with the former presidents of American Locker, Hamilton W. Baker and Kimball. Before joining the RKO Theaters he was engaged in public accounting practice in Boston and Pittsburgh.

Dawson graduated from Washington and Jefferson College in 1920 and from the Harvard Graduate School of Business Administration in 1922.

## House Organ Cites F. Bradley

BROOKLYN, Nov. 8.—Frank J. Bradley, president of the Automatic Equipment Company of Buffalo, was featured as the "Jobber of the Month" by the *Mason Mint*, house organ of Mason, Au & Magenheimer Confectionery Manufacturing Company, Inc., here.

Article gave a history of Bradley's accomplishments in the candy and vending machine business. It was the first time that the publication had featured a vending machine operator.

Along with Bradley's experiences in the vending business, the article told of his role as a community leader in Buffalo.

## Chi Ops Lose Battle Over Vending Tax

Council Okays Measure

CHICAGO, Nov. 8.—The city council here, in a meeting Thursday (6) passed an ordinance placing a graduated tax on food vending machines and a tax on self-service laundries. The two ordinances were passed as part of a general taxing program involving more than 100 ordinances or amendments and is expected to add \$5,772,000 to the city's income.

The food vending ordinance was adopted over the strenuous objections of local automatic merchandising firms, who argued that the tax was discriminatory because it singles out a method of selling and places a special tax on that method.

Operators, who appeared in meetings before the council's subcommittee, pointed out that any "per machine" tax imposed at a rate which would be an effective revenue producer would put some automatic merchandisers out of business. They maintained that vending should be treated as every other method of retailing is treated in respect to taxes—and that a tax, if one had to be imposed, should be placed on volume of sales rather than on machines which do not, in themselves, produce profit.

Scale for venders (see *The Billboard*, November 8) ranges from 25 cents for penny vending equipment to a top of \$7.50 for multiple column venders operated at a price in excess of 10 cents. Single column nickel units will pay \$1, and multiple column nickel venders \$1.50.

## Coca-Cola Declares Extra Stock Return

NEW YORK, Nov. 8.—The Coca-Cola Company this week reported a surplus of \$23,810,416 for its common stock, equivalent to \$5.79 a share, computed after all charges, taxes and dividends on Class A stock, according to a statement for the first nine months of 1947. In the same period last year \$17,375,785 was reported, equal to \$4.22 a common share.

An extra dividend of \$2 plus the normal quarterly dividend of 75 cents a share was declared, both payable December 15. Thus dividend payments for the year will total \$5 a share, equaling the 1941 rate.

## Canteen, Kwik Hold Exhibit At Chi Meet

Display New Venders

CHICAGO, Nov. 8.—Two vending machine concerns held exhibits at the second international personnel conference which took place at the Sheraton Hotel here November 3 thru 5.

Those exhibiting were Rudd-Melikian, Inc., manufacturer of Kwik Kafe hotel coffee venders, and Automatic Canteen Company of America. Representing Rudd-Melikian at the three-day event were James T. Williams, firm Midwest sales representative, and Walter (Andy) Anderson, who operates Kwik Kafe venders and beverage machines in metropolitan Chicago under the firm name, Automatic Beverage Dispensers, Inc.

Canteen Display

Canteen's display consisted of the latest model Univendor, made by Stoner Manufacturing Company, Aurora, Ill.; a newly developed three-flavor cup beverage machine produced under Canteen specifications by Hayes Manufacturing Company, Grand Rapids, Mich., and a combination nickel candy bar, penny gum and nut vender.

During the conference top-notch speakers, including government officials, economic experts and industrial leaders held down-to-earth forum discussions with personnel heads on such important topics as the Taft-Hartley law and the challenges that modern industry faces today.

During an interview Williams, of Rudd-Melikian, disclosed that several hundred Kwik Kafe venders are now on location in Eastern cities, principally Philadelphia and New York, and also in Southern California. He stated that the recently opened Rudd-Melikian Santa Monica, Calif., office has already made great strides in locating machines in Los Angeles and other Southern California cities, pointing out that the area has long had a reputation for being the highest per capita consumer of coffee in the nation for many years.

Surprising to note was the fact that only two firms in the vending trade were making any attempt to show their wares at the personnel conference. For since vending manufacture resumed following World War II years, vending operators have made concerted efforts, and with marked success, to locate venders of all types in industrial plants, department stores and related commercial enterprises. Venders placed in these locations have been almost exclusively for firm personnel only in rest rooms and recreation lounges. For the most part all these intramural operations come under the direction of personnel managers, many of whom have openly admitted that once their establishments had venders much worker time had been saved, resulting in more efficient plant operation.

Lorillard Makes District

Manager of H. B. Levinson

NEW YORK, Nov. 8.—H. B. Levinson has been named manager of the Sacramento district for P. Lorillard Company (Old Gold). His territory will be North Central California and all of Nevada.

## Bubble Gum Goes To Smith College

NORTHAMPTON, Mass., Nov. 8.—Sale of bubble gum via venders should jump sky high here as a result of the first collegiate bubble gum contest on record. Marjorie Booth Bethel, of Montclair, N. J., out-bubbled more than a dozen competitors from the Smith College campus to win the crown. Now all the kids in town are busy holding contests.

## Plan Showings Of Automatic Shoe Shine Mch.

OAKLAND, Calif., Nov. 8.—Porter De Douglass, inventor of the Douglass Automatic Shoeshiner, left here today with G. C. Jamieson, vice-president and general manager of the company, and L. F. Wickman, engineer, to inspect the first machines to come off the lines at Kinmount Manufacturing Company in Los Angeles. Now that machines are available, showings will be scheduled thruout the nation, Mart Parent, national sales representative and head of the Parent Distributing Company here, said.

Charles L. Ward and Karl D. Beattie will leave here within the next few days to conduct the first trade showing of the Douglass machine in New York. Both Ward and Beattie will travel with the models for showings in key cities. They will also appoint distributors in unassigned territories.

The Douglass machine coming off of the assembly lines in Los Angeles is the new and improved model, Parent declared.

## Farmer Boy Co. Announces Coin Popcorn Vender

NEW YORK, Nov. 8.—First coin-operated machine to be distributed by Farmer Boy Corn & Equipment Company, Inc., in this city is the new "Popt-Corn Vender," Warren A. Kish, firm sales manager, announced this week. Vender dispenses a 10-cent bag of popcorn and is a product of the Hawkeye Novelty Company, Des Moines.

The machine, which has a popcorn capacity equivalent to \$6 or \$7 in sales (dispensing segments are adjustable), is colored red and cream. Topped by a glass display case, the Popt-Corn machine is 15 inches square and stands five feet high.

## Supervend To Show 3-Flavor Cup Mch. At NAMA Dec. Show

DALLAS, Nov. 8.—Supervend Corporation here will have a first showing of its three-flavor cup beverage vender at the National Automatic Merchandising Association (NAMA) 1947 convention and exhibit December 14-17 at the Palmer House, Chicago, Leo W. Knight, firm sales director announced.

According to current plans, Supervend will sell the cup dispensers to (See *Supervend to Show* on page 94)

# Expect Early Ruling on Canteen Dismissal Plea

WASHINGTON, Nov. 8.—In the wake of a three-hour hearing here Thursday (6) on motion by Automatic Canteen Company of America for dismissal of Federal Trade Commission (FTC) charges against the vending firm, FTC indicated that a very early ruling on the motion will be made.

Most of the testimony given before the commissioners in the largest FTC hearing chamber was devoted to FTC's charge that Canteen violated the Robinson-Patman Act thru having "knowingly received discriminatory prices" from suppliers—prices not justified by cost savings to the suppliers.

Canteen legalists L. A. Gravelle and Edward Howrey contended that FTC has failed to produce a "prima facie" case that any preferential prices afforded Canteen were "knowingly induced or received." They further claimed that any lower prices given to Canteen by candy and gum manufacturers were fully justified because the firm's large and direct purchases resulted in a cost saving to the suppliers.

The intent of Congress in the Robinson-Patman Act, the Canteen lawyers argued, was to put the burden of proof on the seller rather than the buyer for justifying price differentials on the basis of cost savings. Canteen as a buyer, it was asserted, is unable to produce the books of any candy or gum manufacturer to show how his costs were lowered thru the buying methods of Canteen.

Concerning the second FTC charge that Canteen maintained "restrictive terms" in contracts with its distributors, the firm argued that any order terminating Canteen's contracts would "destroy the contractual rights of respondent's (Canteen) distributors when said distributors are not parties to the proceeding."

### Indicates Appeal

Howrey, before winding up Canteen's main argument, strongly hinted that an adverse ruling on the dismissal motion would result in Canteen's making an appeal to the Chicago Circuit Court of Appeals.

FTC trial attorney Austin Forkner attacked Canteen's argument on the price charge by claiming that it is unnecessary to prove that preferential prices were not justified on the basis of cost savings to manufacturers.

On the contrary, he remarked, the burden of proving that the price discrimination was justified rests on Canteen. Forkner claimed that his position was substantiated in numerous other FTC cases and in the legislative history of the act.

All that Canteen is really saying on these lines, Forkner declared, is that the firm "is finding that cost justification is difficult or impossible" and therefore the trial attorney should assume this burden of proof. "The record shows," he said, "that this justification is difficult because the respondent has no justification."

Cruz of the case is whether Canteen "knowingly received and induced" preferential prices, Forkner stated. "The record shows that the respondent's gross profits on candy and gum were composed almost entirely of preferential discounts exacted from suppliers." Forkner stated that these discounts did not result "from an accident or an act of God."

The trial attorney read from numerous letters which he declared clearly showed that Canteen knew that it was receiving lower prices, which were "completely unjustified."

Canteen's growth, Forkner declared, came chiefly thru "its restrictive franchise agreements," which gave the company "a monopolistic hold on Canteen distributors operat-

ing in 33 states and the District of Columbia. These distributors bought all supplies from the respondent in operating about 260,000 vending machine outlets." Canteen, Forkner concluded, used its "huge buying power" to "coerce and intimidate manufacturers to give it a lower price."

Intervenors in the case—National Candy Wholesalers' Association (NCWA) and a group of 11 independ-

ent vending firms—backed up the FTC case in brief statements before the commission. Speaking for the venders, Attorney David Carliner asserted that operators not affiliated with Canteen were having a hard time meeting Canteen's competition. He asked that the dismissal motion be denied.

NCWA counsel William Quinlan stated that a respondent like Canteen "which deliberately embarks upon a course of inducing and receiving lower prices than other purchasers—does so at its own peril." He went on to assert that "a prima facie case has been established here, even under respondent's view of the law."

# Ice Cream Men Meet; Elect Same Officers

MIAMI BEACH, Nov. 8.—International Association of Ice Cream Manufacturers' (IAICM) board of directors in convention here last week re-elected all of its officers to serve another year.

Remaining in office are Benjamin C. Brown, New Orleans, president; G. S. McKenzie, Los Angeles, vice-president; Claude Parcell, Fredericksburg, Va., treasurer; Robert C. Hibben, Washington, executive secretary, and O'Neal M. Johnson, assistant treasurer, Washington.

## For the First Time! AMAZING, NEW BALL BUBBLE GUM THAT BLOWS Beautiful Colored Bubbles



The most amazing ball bubble gum in the world—

Leaf Rain-Blo—is sweeping the country like wildfire! Tests have proven that Leaf Rain-Blo is a sales sensation. Think of it—with Leaf Rain-Blo, kids blow red, yellow and blue colored bubbles and by chewing two balls at the same time they also blow green, orange and purple colored bubbles and many other combinations. Kids buy three times as much Rain-Blo to blow all different colors. Here's the hottest selling ball bubble gum ever made, so order NOW!

PACKED IN 25 LB. CARTONS; MINIMUM SHIPMENT—4 CARTONS

### LEAF RAIN-BLO BALL BUBBLE GUM IS . . .

- Made of finest quality, pure ingredients.
- COATED IN 7 BRIGHT COLORS: Red, yellow, pink, green, purple, black and orange.
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**SOMETHING NEW  
IN 5 BALL  
COUNTER GAMES**

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- BINGO
  - POKER
  - HI-SCORE
  - LITE-UP, 4 COLORS
- ALL FOR \$32.50**  
RUSH YOUR ORDERS

**BRAND NEW IMPS**

EITHER 1¢ OR 5¢ PLAY  
Cig. or Fruit Reels  
**\$12.95 ea.**  
LOTS OF 12  
OR MORE  
5 or More. Ea. \$13.75  
Sample 14.50



**MILLS VEST BELL**

SIZE 8"x8"x8", 5c  
**OPERATOR'S PRICE \$65.00**  
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.

**SUPPLIES AND ACCESSORIES**

Hard Shell B.B. Beans, 35¢ Ctn. Per lb. 29¢  
Hard Shell Rainbow, 35¢ Ctn. Per lb. 29¢  
Licorice Lozenges, 38¢ Ctn. Per lb. 30¢  
Pee Wee B.B. Beans, 32¢ Ctn. Per lb. 27¢  
Pee Wee Rainbow Peanuts, 32¢ Ctn. Per lb. 27¢  
Charms, Large, Per 1000 27¢  
Charms, Small, Per 1000 3.50

**BUBBLE GUM Per Lb.**  
144 and 170 COUNT 38c  
25 AND 35 LB. CARTONS  
Orders of 100 Lbs. or Over Shipped Prepaid Anywhere. Full Cash With Order.

**WRITE FOR COMPLETE LIST!**

1/3 Deposit must accompany all orders.

**RAKE COIN MACHINE EXCHANGE**

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# New Cocoa Supply Sources Eyed by Candy Companies

CHICAGO, Nov. 8.—Candy manufacturers and other cocoa users are looking toward development of new sources of supply as a possible answer to the cocoa shortage and price problem.

With cocoa the biggest supply headache facing them, candy manufacturers are searching for some way around the current shortage of cocoa beans (*The Billboard*, November 8). Reliable figures show that the demand for cocoa is currently 12 to 15 per cent above available supply with deadly diseases attacking both the African and Brazilian plantings—main source of supply for American cocoa buyers—and causing a heavy toll in damaged trees.

**Sole Hope**

Only if new sources of cocoa supply are developed does there seem to be much hope for a future lower price for the commodity used in 90 per cent of all American candy bars.

Three best possibilities for devel-

opment of new quality cocoa plantings seem to be Mexico, the Philippines and various Latin American countries.

Some work has already been done toward developing cocoa raising areas in Mexico. Deliveries from this source this year will be approximately 5,000 tons and it is expected that this will be increased over the next few years to about 20,000 tons. Although this is but a small portion of the 300,000 tons of cocoa beans purchased by American buyers during the past year, it might help establish some degree of competition between sellers.

**Look to Philippines**

Another opportunity for expanding cocoa production lies in the Philippine Islands. Although the Philippine government is seeking to develop the islands as an industrial empire, the income to be derived from agricultural developments such as cocoa plantings may influence them to seek such trade. Some of the southern islands in the Philippines are very favorably adapted to growing cocoa, experts say.

To promote development of cocoa production in Central and South America, the New York Cocoa Exchange, chocolate manufacturers, dealers and brokers have set up a fund for scholarships to be awarded graduates of agricultural schools in this section. These scholarships would enable selected students to take post-graduate work in Costa Rica, aimed at increasing their knowledge of the cultivation and growing of cocoa, later to be used in their own countries.

None of these developments, if completed, can bring any relief to American candymakers in the near future, however. The only possible result before they begin supplying a large quantity of quality cocoa would be that the present cocoa-producing areas might try to improve their relations with American cocoa buyers so as to better meet competition.

## Canteen Bows New 3-Flavor Drink Vender

CHICAGO, Nov. 8.—Automatic Canteen Company of America has introduced a new three-flavor cup beverage vender which features a visual mixing operation.

Pilot models are now on test locations and the machine has been placed in full production by the Hayes Manufacturing Company, of Grand Rapids, Mich., which is assembling the machine for Canteen.

Developed by Canteen engineers, the new vender uses lucite parts to show customers exactly what happens inside of the machine when they insert a nickel into the coin chute. Storage tanks, tubing and the mixing compartment are all transparent.

**Large Capacity**

Vender has a capacity of 750 six-ounce drinks—limited only by the number of cups the machine holds. Sirup tanks have enough capacity to furnish 750 drinks of a single flavor if there should be a run on it.

Also featured in the new vender is an adjustable carbonator and special sanitation features. Canteen officials report that location tests with the new machine have been extremely successful and that full production models will be placed on location as they are received from the Grand Rapids manufacturing firm.

New vender will be used exclusively by Canteen, firm officials point out, and will not be offered for sale to other operators.

One of the pilot models of the new machine was given an extensive location test at the convention of the National Association of Personnel Directors at Hotel Sheraton here this week, where it was displayed to personnel directors attending the meet.

## Birmingham Cig Tax To Bring \$225,000

BIRMINGHAM, Nov. 8.—New city cigarette tax that went into effect October 1 here will bring in about \$225,000 annually, Gradley G. Brown, city license inspector, estimated.

Under the new law, the county will receive one-fourth of the cigarette levy receipts, remainder to be split among county municipalities on a population basis.

Specifically exempt under the terms of the recent enactment are both chewing tobacco and cigars.

**Columbus Vendors**

BALL GUM OR PISTACHIO \$11.50 Ea.

1¢ or 5¢ ALL PURPOSE \$11.95 Less in Quantities

New Improved VICTOR Model V \$11.75 Cab. Type \$13.75

**NEW Silver King Vendors**

BULK OR BALL GUM

1c-5c MODEL SAMPLE \$13.95

10 or More \$12.50 Ea.

25 or More \$10.30 Ea.

SILVER KING HOT NUT VENDOR \$29.50

NEW CASH TRAYS Bought entire distributing stock. \$6.95 12 or More \$6.50

Send for Literature and Quantity Prices on All Machines. 1/3 Deposit Required With Orders. Address All Mail to Dept. B, 605 Spring Garden St., Phila. 23, Pa.

**FRANK DIST. CO.**

## AACT Outlines Aims At Chi Meeting of Midwest Candymen

CHICAGO, Nov. 8.—Midwest candy manufacturers, plant superintendents, chemists and production executives attended the first regional meeting of the American Association of Candy Technologist (AACT) at the Furniture Club of America here last week.

Among the speakers addressing the group were Colonel Charles S. Lawrence, commanding officer of the Food and Container Institute of the Armed Forces, U. S. Army Quartermaster Department, who spoke on *The Future of Candy Thru Research*, and Hans Dresel, Fulton Chemical Company, who discussed *Candy as a Career*.

**List Objectives**

Objectives of AACT, as outlined at the meet follow:

1. To raise the standards of candy technology and chemistry.
2. To help in the better control of candy quality.
3. To encourage research of practical value in the candy plant.
4. To develop standards for raw materials and ingredients used in candy production.
5. To serve as an interchange of ideas among candy chemists and engineers.
6. To prepare and publish papers on vital topics relating to candy technology.
7. To hold a number of regional meets and one national conference during each calendar year for the purpose of discussing problems of mutual interest.

**SALES STIMULATING VENDOR VALUES**

Unsurpassed in PROFIT-MAKING Ability

**GOLDEN STATE**  
Favorite of Operators Coast to Coast. Rugged, service-free mechanism. All Purpose—All Product Available in 1¢ or 5¢ Model. \$12.95 Sample Lots. Write for Quantity Price.

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**GOLDEN STATE Hot-Nut Vender**  
Vends All-Type Nuts. HEAT Element Guaranteed Forever. Flashing, Bell-Illum. Eye-Attracting Beauty. \$29.95

**VENDOR SUPPLIES**  
Write for List. Distributors, Write for Quantity Prices. **BADGER SALES CO., INC.** 2251 W. Pico Blvd. Los Angeles 6, Calif.

**NOW! 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.

**OPERATORS WANTED FOR NEW COIN OPERATED TYPEWRITER**

Territories open in INDIANA, WISCONSIN, ARKANSAS, KANSAS and NEBRASKA

**HOWARD MACHINE PRODUCTS CO.**  
2754 Diversey Blvd., Chicago, Ill.  
Phone: EVERGLADE 1844

**Attention CONNECTICUT & R. I.**

We are looking for operators for the **KUNKEL AUTOMATIC HOT POPCORN VENDOR**

"Big profit maker"

**B&F DISTRIBUTING CO.**  
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**FOR SALE**

10 Beverage Machines, 200 drink capacity, guaranteed operating condition, \$300.00 each. 5 Beverage Machines, 800 drink capacity, guaranteed operating condition, \$450.00 each. All Guaranteed Condition. One-half cash, balance C. O. D., plus freight. Write, wire, phone MAin 8462

**FOOD DISPENSING CO.**  
2101 CHESTER AVE. CLEVELAND, OHIO

# VICTOR'S FAMOUS MODEL V

SEE YOUR NEAREST  
Authorized VICTOR Distributor



MODEL V  
GLOBE TYPE

**A & B Candy Co.**  
1622 N. E. Union Ave.  
Portland 12, Oregon

**R. M. Adair Co.**  
6926 W. Roosevelt Rd.  
Oak Park, Ill.

**Adams-Fairfax Corp.**  
5721 W. Jefferson Blvd.  
Los Angeles 16, Calif.

**American Coin-a-Matic  
Machine Co.**  
1437 Fifth Ave.  
Pittsburgh 19, Pa.

**Arkey Sales Co.**  
1912 N. 56th St.  
Milwaukee 8, Wis.

**Asco Vending Machine  
Exchange**  
55 Branford St.  
Newark 5, N. J.

**Automatic Amusement Co.**  
1000 Pennsylvania St.  
Evansville 10, Ind.

**Bannister Vending Service**  
3310 Poplar St.  
Port Huron, Mich.

**L. M. Becker Vending  
Service**  
105 Dewey St.  
Brillion, Wis.

**Bernard K. Blitserman**  
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.**  
659 Adams St., N. E.  
Minneapolis 13, Minn.

**Empire Coin Machine Ex-  
change**  
1012-14 Milwaukee Ave.  
Chicago 22, Ill.

**Fielding Mfg. Co.**  
250 W. Pearl St.  
Jackson, Mich.

**Frank Distributing Co.**  
535 N. 8th St.  
Philadelphia 23, Pa.

**General Distributing Co.**  
2812 Main St.  
Dallas 1, Texas

**1906 Leclaud Ave.**  
Houston 3, Texas

**3000 Alameda Ave.**  
El Paso, Texas

**325 East Nueva**  
San Antonio, Texas

**119 So. Walker St.**  
Oklahoma City, Okla.

**Arthur Graeff**  
1232 Broadway  
Toledo 9, Ohio

**T. B. Holliday Co., Inc.**  
1200 W. Morehead St.  
Charlotte 1, N. C.

**A. L. Kropp Jr.**  
1434 Tenth St.  
Tuscaloosa, Ala.

**Miami Valley Vending  
Supply**  
330 W. Norman Ave.  
Dayton 5, Ohio

**Jack Nelson & Co.**  
2320 Milwaukee Ave.  
Chicago 47, Ill.

**Parkway Machine Corp.**  
623 W. North Ave.  
Baltimore 17, Md.

**Penn-Jersey Distributing Co.**  
Stratford, N. J.

**Pioneer Vending Service**  
401 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.**  
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Denver 9, Colo.

**Russ Thomas Co.**  
2189 Central Ave.  
Memphis 4, Tenn.

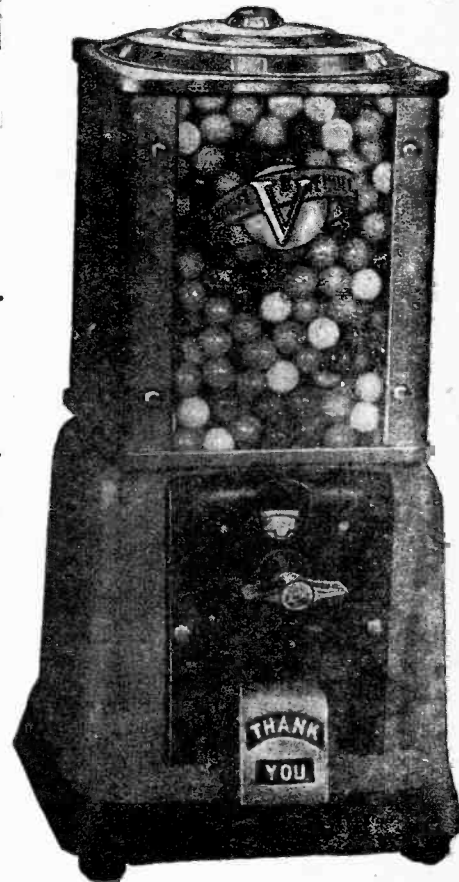
**T. O. Thomas Novelty Co.**  
1572 Jefferson St.  
Paducah, Ky.

**Roy Torr**  
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Port Huron, Mich.

**Wisconsin Novelty Co.**  
3734 N. Green Bay Ave.  
Milwaukee 6, Wis.



MODEL V  
DELUXE CABINET TYPE

## VICTOR VENDING CORP.

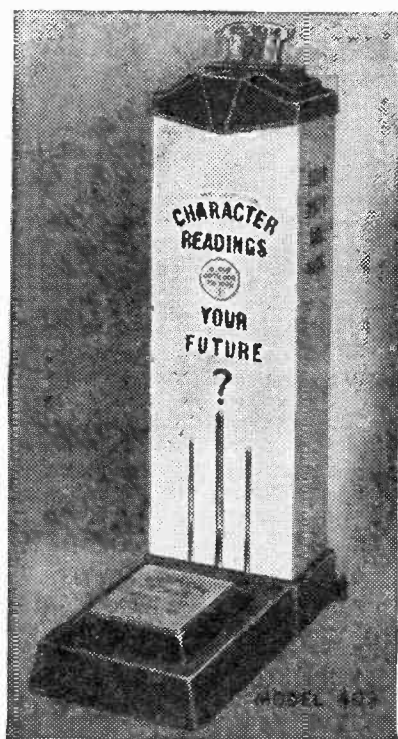
5711 GRAND AVENUE

CHICAGO 39, ILLINOIS

TEL.: NATIONAL 0220

They Are In Stock  
Awaiting Your  
Order

THE GREATEST MONEY  
MAKING SCALE ON  
THE MARKET, AND  
100 PER CENT  
AUTOMATIC  
NO KNOBS OR HANDLES  
TO TURN—THE COIN  
DOES ALL THE  
WORK



Gets locations and holds them. A fortune or character reading with each weight, and a slot for each month of the year.

WRITE OR WIRE TODAY FOR DETAILS

AMERICAN SCALE MFG. CO.

3206 Grace St., N. W.

Washington 7, D. C.

Cable Address: "AMSCA"

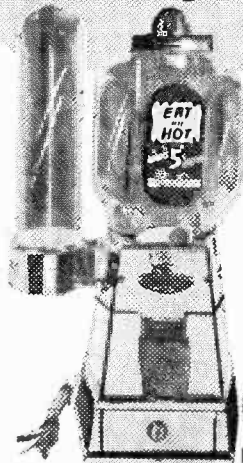


**ARMED-champion**

money-maker on the Turf!

**PIONEER-champion**

money-maker in vending field!



**THE PIONEER DELUXE**

America's Best Buy in a 5¢ Hot Nut Vender

DUAL PURPOSE MACHINE THAT VENDS  
ALL TYPES OF NUTS, CONVERTS INSTANTLY  
TO VEND ANY BULK CONFECTION.

Attractive! Trouble-Free! Profitable!

Additional features: Removable sanitary,  
adjustable baffle. Easy access to simple  
mechanism. Extra large cash drawer with  
National lock. Blinker light cap. Highly  
polished aluminum housing. Vital moving  
parts of brass. 6-Pound capacity. Economical  
operation. Complete with cup dispenser  
or paper bag holder.

DISTRIBUTORS and SALESMEN!

Write today! Choice territories still available!

OPERATORS! WRITE FOR OUR FREE BOOKLET

**THE PIONEER CORP.**

Manufacturers

1115 Poplar Grove St., Baltimore 16, Md.

30-Second on-  
the-spot access  
to mechanism  
for instant  
conversion  
and service.

Extra-large cash  
drawer protected  
by National  
lock.

# Behind Every KUNKEL

**HOT POPCORN VENDOR**  
(Machine Listed by Underwriters' Lab.)  
**30 YEARS' EXPERIENCE**  
in Coin Operated Machines

## Compare THESE FEATURES

- Beautiful Baked Enamel Finish.
- Sturdy Steel Cabinet.
- 99 1/2% Slug Proof.
- Low Electric Consumption.
- Can Be Refilled Without Operator Calling.
- Easy To Service and Clean.
- 16"x16" Wide, 62" High.
- 67 Lbs. Approx. Net Weight.

**PRACTICAL DEPENDABLE**



## Operators!

Write for Name of Your Nearest Distributor

# NORSOAMERICA

356 So. Broadway  
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MAdison 6-3746 Cable Address: NOSOAM



## NOW AVAILABLE THE Challenger

The most efficient profit-making Hot Nut Dispenser

3-way vending means 3-way profits!

**TROPICAL TRADING CO.**  
716 W. Madison St. • Chicago 6, Ill

## CIGARETTE MACHINES

UNNEED-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.

## GUESS "U" WEIGHT KRON SCALES

Spring Delivery  
**Yale & Towne Mfg. Co.**  
2534 N. Broad St., PHILADELPHIA 32, PA.

# Venders for N. Y. Airports; U. S. Plans To Operate Mchs.

(Continued from page 90)  
liable. In order to get this knowledge, the plans set forth for LaGuardia Field will be carried out also at Newark Airport. The findings will be applied systematically at the New York International Airport, which the Port Authority is now pushing to completion.

"The Port Authority is aware of the fact that the revenue potential of such machines is not the sole determining factor in their use," the spokesman said. "They must contribute also to public satisfaction and convenience by proper selection and proper location. It serves neither the public, nor the concessionaires nor the airport management to place a cigarette machine near a newsstand cigar counter. On the other hand, at a loading ramp which leads directly to a departing plane where there may be no room for a regular concession or booth, a cigarette machine can benefit everyone concerned. And the Port Authority feels that only when a maximum revenue production is combined with a maximum convenience to the public is any vending machine doing its best."

While the Port Authority officials have not as yet determined specifically what their requirements in vending machines will eventually be, they do know that they must be of good construction, efficient in operation, attractive in design. They must serve the highest quality merchandise that observes all the rules of good health. They must be maintained and serviced by absolutely reliable operators who will keep the machines filled and in good repair around the clock.

The Port of New York Authority was created by the states of New York and New Jersey in 1921 as a joint agency to promote and protect commerce in the New York area, as well as to develop and unify terminal and transportation facilities. On June 1, 1947, it assumed the operation of LaGuardia Field and development of the new 5,000-acre International Airport at Idlewild which is expected to begin operation next summer. In mid-October, on the basis of a similar leasehold arrangement, it also undertook to finance, develop and operate Newark Airport.

## Sandwich, Cig Vender Added to Pepsi-Cola Info Center in N. Y.

NEW YORK, Nov. 8.—Pepsi-Cola's new Information Center at 47th Street and Broadway this week added a converted Imperial vender, which dispenses cold sandwiches, and an Electro cigarette machine.

Machines, which were set in the spot by local operators, augment the initial set-up which included two soft drink cup dispensers, which play a music box version of the Pepsi-Cola jingle when a coin is inserted; coin-operated lockers and pay phones.

Feature of the Center is a window display, complete with three electric trains, showing the operations of a soft drink bottler from the sugar warehouse down thru the conveyor belt carrying the cases of bottled drinks to the waiting trucks.

CHICAGO, Nov. 8. — Leaf Gum Company has appointed Carl A. Bodin territorial manager for its Southern California territory, P. R. Trent, director of sales and advertising, announced this week. Bodin has had many years of experience in the confectionery field.

The Authority may expand its interest in vending machines to other activities. Among the locations in its jurisdiction are the Port Authority Building and the Union Inland Freight Station, the Port Authority Grain Terminal and the Columbia Street piers. It has under construction two of the largest motor truck terminals in the world, one in Manhattan and the other in Newark, and a block-long Union Bus Terminal to be connected with the Lincoln Tunnel.

## Supervend To Show 3-Flavor Cup Mch.

(Continued from page 90)  
selected territorial operators, who will provide necessary maintenance and daily servicing required by the machine.

New vender has a capacity of 15 gallons per hour or 320 six-ounce drinks. Among its features are a germicidal lamp which floods the cup receptacle compartment, insures sanitation. Its construction specifications provide for all-metal cabinet with rounded surfaces, plastic covers for drink name plates and fiber glass insulations which help to bring outdoor on location performance on a par with indoor operation.

Cup dispenser is designed to deliver beverages at a constant 35 degree temperature. Carbonation is provided at 3.5 volume rate, with sirups at a constant CP2 pressure.

Among the other features of the Supervend dispenser are a 5-10-25-cent National slug rejector, which automatically makes change; an anti-jackpot device, preventing drinks being served on top of each other, and an automatic cutoff which stops sirup flow in the instance of power failure.

In describing the finer points of the machine's operation, Knight stated that the vender has a water conditioning unit charged with activated carbon that removes objectionable tastes from water supplies. He also explained that its selector valve, which contains three outlets for sirup and one for carbonation, is designed for extremely close tolerance. Maximum travel of cold water and cold sirup from the cooling unit to the cup is but two and one-half inches. Its cup disposal unit is packed within the cabinet, an asset designed to prevent drink customers from littering location premises with discarded cups.

# EXTRA!

The New Sensational

## BALL BUBBLE GUM

## RAIN-BLO

Blows Technicolor Bubbles

5/8" SIZE **45¢ Lb.** 25 LB. CARTONS

PLACE YOUR ORDERS NOW!

First Come—First Served

Supply Sold Out for Next 2 Weeks.

1/3 Dep., Bal. C.O.D., F.O.B. N. Y.

**SUNFLOWER DISTRIBUTING CO., INC.**

2125 Amsterdam Ave., New York 32, N. Y.

## HERE IS THE ANSWER TO AN OPERATOR'S PRAYER

All roasted items packed in 5 lb. moisture proof bags to insure everlasting crispy freshness. Makes servicing so much easier.

TRY THESE ITEMS NOW AND BE CONVINCED

ITEM	PACKED PRICE
Tiny Calif. Almonds, 750 to 800 count.	
Per lb. . . . .	30 lb. carton 90¢ lb.
Regular Calif. Almonds, approx. 500.	
Per lb. . . . .	30 lb. carton 85¢ lb.
Cashews, 500. Per lb. . . . .	30 lb. carton 80¢ lb.
Filberts, 575. Per lb. . . . .	30 lb. carton 80¢ lb.
Jumbo Virginia Peanuts. . . . .	30 lb. carton 30¢ lb.
Spanish Peanuts . . . . .	30 lb. carton 24¢ lb.
Mixed Nuts . . . . .	30 lb. carton 45¢ lb.
Squash Seeds, Red or White. 25 lb. carton 20¢ lb.	
M & M Candies . . . . .	25 lb. carton 45¢ lb.
Ball Gum, soft, chewy Bubble Gum (140 Count) . . . . .	25 lb. carton 39¢ lb.
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.

Territories open to distributors

All orders F. O. B. New York.  
1/3 Deposit, Bal. C. O. D.

## SAN FILIPPO & CO.

NUT AND CONFECTIONERY IMPORTERS AND WHOLESALERS  
104-14 37th Ave. Corona, L. I., N. Y.  
Telephone Havemeyer 9-8946

## MAGIC PHOTO RACES

A Terrific Seller and Repeater.  
6 Races for 25¢.  
Packed 2 Doz. 25¢ Pkgs. in Attractive Display Box.

Exciting Game!

A blank card is moistened with magic tissue and instantly a photo appears, showing the winning horses. Impossible to tell winners in advance.

### OPERATORS!

Every Cigar Counter is a location for Magic Photo Races. Write for our operators' money-making "consignment" plan.

Remit 25¢ for Sample Package  
**D. ROBBINS & CO.**  
152-B West 42nd St. New York City 18

## DRINK VENDING MACHINES

CUP TYPE FRIGIDRINKS  
EXCELLENT CONDITION—Capacity 320 Oups  
BARGAIN PRICE  
**FRIGIDRINK SALES CO.**  
235 East 42nd St., New York, N. Y.

# Pistachios

FOR GREATER PROFITS IN VENDING MACHINES AND PACKAGES

ask for **ZALOOM'S**

**3 STAR "BUDS"**

**PERFECT!** No outer skin, no blemishes. The Finest and Fastest Selling Grade of Pistachios.

- packed in 5 lb. moisture-proof bags
- 12 5-lb. bags to a carton

**"WHITE BUDS"** — with the pure, thin, white salt coating.

**"ROSE BUDS"** — with the pure, certified, attractive red color.

**DELICIOUSLY ROASTED & SALTED**  
**RECOGNIZED DISTRIBUTORS IN ALL TERRITORIES**



**Zaloom & Co.**  
AMERICA'S ORIGINAL MASTERS IN IMPORTING, ROASTING AND SALTING OF PISTACHIO NUTS  
122 HUDSON ST., NEW YORK 13, N. Y.

## Northwestern



1ST CHOICE OF ALL EXPERIENCED OPERATORS

This overwhelming preference didn't just happen—men who know the business and know machines have proved to their own satisfaction that Northwesterns give you the most for your money. Here you get pre-war quality—dependability—bigger earnings—faster servicing—machines that are built for operating—that's what makes the difference. Be sure of your investment—write today for details of the five models now being delivered. You'll want our helpful free publication, too.

THE NORTHWESTERN CORPORATION  
5 EAST ARMSTRONG STREET, MORRIS, ILLINOIS

## FAMOUS EPPY CHARMS

Series #1 **\$3.50** per M Series #2 **\$4.50** per M

Six other charm and prize items available from us. Write in and ask for free samples.

**SAMUEL EPPY & CO., INC.**

113-08 101ST AVENUE  
RICHMOND HILL 19, L. I., N. Y.

FOR VENDING MACHINES and SUPPLIES write **RUSS THOMAS CO.**

2189 Central Ave., Memphis 4, Tenn. Telephone: 2-6410

## Hartford Firm To Distribute Kwik Kafe Mch.

HARTFORD, Conn., Nov. 8.—Kwik Kafe of Hartford, Inc., with Albert S. Millman as general manager, has been organized to distribute and service the Kwik Kafe coffee vender in this area.

Millman states he is currently setting up locations in the city and expects to begin making installations later this month. Specially sought as locations are office buildings, banks, and industrial plants, he added.

Previously, Millman was general manager of H. P. Townsend Manufacturing Company, for two years. Prior to holding that post he was co-ordinator of priorities and allocations at the Cincinnati plant of the Wright Aeronautical Corporation.

## Tax Paid Cigs Gain Over '46

WASHINGTON, Nov. 8.—Cigarette tax paid withdrawals for the nine months ended September 30, 1947, totalled 250,595,152,977, a gain of 5.16 per cent over the same period last year, the Bureau of Internal Revenue announced here. In the same comparison, cigar tax paid withdrawals, all classes, amounted to 4,094,763,337 units, representing a 3.32 per cent drop from figures for 1946.

For September alone, cigarette production reached 29,203,913,874 units, up 8.70 per cent over the ninth month last year. Cigar output during September, 1947, was 483,287,941 units, the top production month since January this year and a gain of 5.59 per cent over September a year ago.

## Adapt Jacobs Washer For Coin Operation; Start Placing Units

DETROIT, Nov. 8.—Adaptation of the Launderall automatic home laundry for coin-meter use in apartment houses and similar installations was announced today by the Sunline Company here.

Conversion of the Launderall to coin-meter operation is quickly achieved by substituting the regular Launderall side panel for one which contains a flush-fitting coin meter, designed and patented especially for Launderall by Products Service Corporation, of Worcester, Mass. Known as the Kimeter, it is said to be adaptable to any application regardless of the time element involved.

Kimeter sales will be handled by Sunline, according to President H. D. Stolcenburg and Vice-President J. W. Stigall. Stolcenburg is former national service manager and Stigall is former national sales manager of the appliance division, of the F. L. Jacobs Company, which manufactures the Launderall.

Guaranteed for a year, deliveries of the Kimeter and Launderall panel have begun, Stolcenburg said. He added that the change to coin operation can be completed in a few minutes because only two wires have to be connected.

Kimeter is finished in rust proof satin cadmium plate. The meter operates only when a U. S. or Canadian 25-cent coin is used. The meter cycle is interrupted only when a similar interruption occurs in the Launderall cycle, and is not affected by over-soaping or current failures. Meter shuts off automatically at the end of the Launderall cycle and is tamper-proof.



**\$79<sup>50</sup>**

7½c Gross Profit on Each 10c Sale!

**\$79<sup>50</sup>**

7½c Gross Profit on Each 10c Sale!

## COIN-OPERATED POPCORN VENDER

THERMOSTATIC HEAT CONTROL

- Holds 6 gallons of pre-popped corn
- Vends 2 ounces for 10c
- Stainless steel trouble-free mechanism
- Easy to service
- Very attractive metal cabinet
- Well lighted
- 37" high—17" wide—weight 35 lbs.
- IMMEDIATE DELIVERY.

Others Make Money the Easy Way—So Can You! It's the sweetest operating deal in the business! Leave the cans of corn with the location. Let the merchant keep the machine full. You have separate key for cashbox, all you do is collect.

25% Deposit Required With Order. NON-COIN MODEL, \$69.50

**JACK NELSON & CO.**

2320 N. MILWAUKEE AVE.  
CHICAGO 47, ILLINOIS  
ARMITAGE 7111

## CIGARETTE MACHINES

NEW LEHIGH PX, 10 COLS., 425 PACK CAP., AVAILABLE

NEW DU GRENIER CHALLENGER, 7 COLS. ... \$125.00	NATIONAL 630, 150 PACK CAP. .... \$ 32.50
NEW UNEEDA, 8 COLS. ... 159.50	ROWE PRESIDENT, 10 COLS. ... 135.00
NEW UNEEDA, 6 COLS. ... 149.50	ROWE ROYALS, 10 COLS. ... 105.00
UNEEDA MODEL 500, 7 COLS. ... \$105.00	ROWE 6 COLS., 150 PK. ... 32.50
UNEEDA MODEL A, 9 COL., KING SIZE .. 87.50	DU GRENIER CHAMPION, 11 COLS. ... 92.50
UNEEDA MODEL E, 15 COLS. ... 72.50	DU GRENIER "W", 9 COLS., 300 PACK CAP. ... 62.50
UNEEDA MODEL E, 12 COLS. ... 62.50	DU GRENIER MODEL WD, 9 COLS., 385 PACK CAP. ... 72.50
UNEEDA MODEL E, 8 COLS. ... 57.50	DU GRENIER "S", 7 COLS., 210 PACK CAP. ... 50.00
NATIONAL 930 SPEC. ... 82.50	DU GRENIER, 6 COLS., 150 PACK CAP. ... 32.50
NATIONAL 930 ... 75.00	STEWART-McGUIRE, 8 COLS. ... 35.00

## 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	CUM AND MINT MACHINE ... 15.00

10c CIGAR MACHINES, Cap. 175, 7 Col. ... \$32.50

WEEKLY SPECIAL!  
Uneeda Model 500, 9 Cols. 350 Pack Cap. **\$115.00**

TOP EQUIPMENT—UNCONDITIONALLY GUARANTEED

One-Third Deposit With Orders—Balance C. O. D.

Parts and Mirrors available, including the 25c vending changeover parts for all makes and models.

## UNEEDA VENDING SERVICE

"THE NATION'S LEADING DISTRIBUTOR OF VENDING MACHINES"  
166 CLYMER STREET Evergreen 7-4568 BROOKLYN 11, NEW YORK

## CIGARETTE MACHINES

FULLY RECONDITIONED—PAINTED—READY FOR LOCATION

### SPECIAL SALE PRICES

Rowe 8 Col. Imperial ... \$ 75.00	National 9-50—9 Col. King Size ... \$ 87.50
Rowe 10 Col. Royal ... 90.00	DuGrenier "W" 9 Col. ... 62.50
Rowe 10 Col. Presidents ... 110.00	DuGrenier "WD" 9 Col.—Extra Cap. ... 82.50
National 9A—9 Col. King Size ... 87.50	Uneeda-Pak 500—9 Col. King ... 100.00
Uneeda-Pak "A" 9 Col. ... \$67.50	

CONVERT YOUR MACHINES TO SELL FOR 25c—WRITE

### CANDY MACHINES

National 9-18—162 Bar Cap. .... \$87.50	U-Select-It—54 Bar Cap. .... \$45.00
Uneeda-Pak—102 Bar Cap. .... 65.00	One Cent Rowe Gum Machine—Working Order ... 10.00
One Cent Jennings Peanut Machine, Working Order ... \$10.00	

Prompt Delivery of All Orders—One-Third Deposit, Balance C. O. D.  
**FURST & SCHWARTZ, INC.** 512 GRAND STREET  
BROOKLYN, N. Y.

AS NEW AS TOMORROW

# RAIN-BLO

The new Ball Bubble Gum with colored gum centers that produces technicolor bubbles in 20 different colors.

Test locations show sales 10 times greater than regular ball gum.

3/8 size—140 count

**50c per lb.**

in 100-pound lots.

## BUBBLE BALL GUM

NOW AT REDUCED PRICES

All sizes—3/8, 140 count; 1/2 inch, 170 count; 3/4, 210 count.

ALL ONLY **38¢ PER POUND**

on orders 100 pounds or over.

## PRIZE BALL GUM

3/8, 140 count size—packed 25 pounds to a carton—

**50c per pound**

Striped or Spotted

FREIGHT PAID TO YOUR DOOR

On orders 100 lbs. or over. Gum packed 25 lbs. to a carton. Full cash with order.

Do you know about our TIME PAYMENT PLAN? Write for information

**ROY TORR**

LANSDOWNE PENNA.

## Silver-King's NEW "PRIZE-KING" BALL GUM VENDOR

2 for 5c  
2 for 1c



Sensational new 2 for 1c and 2 for 5c ball gum vendor. Puts ball gum vending in 5¢ field with appeal to adults as well as children. Bigger play and bigger profits for all types of locations. The most sensational ball gum vendor ever developed!

(Patent Pending)

AT ALL BEST DEALERS OR WRITE **SILVER-KING CORP.**  
622 DIVERSEY PARKWAY, CHICAGO 14, ILL.



Not to be opened till December 14-17th. You'll see **IT** at the NAMA show.



# Maryland Assembly Grants Baltimore Games Tax Power

ANNAPOLIS, Md., Nov. 8.—At a special session of the Legislature Baltimore County was granted the power to tax various amusement and vending machines, including juke boxes and pinball games. Measure, entitled Senate Bill 10-X, was introduced November 5, passed the House the following day and passed the Senate Thursday (6).

That part of the new law—effective from the date of its passage—which applies to coin machines reads: "... and to authorize the county commissioners of Baltimore County to provide during the year 1948 for the licensing of, and the payment of fees for keeping, maintaining or operating certain shuffle boards, musical, vending, claw and pin ball machines and other similar devices."

On the same day, November 5, Senate Bill 36-X was introduced. This measure, which passed the Senate November 6 and was in the House as this was written, would authorize the county commissioners of St. Marys County, Maryland, to clarify the kind of coin-operated machines which should fall under that county's 5 per cent gross receipts tax.

This gross receipts tax was enacted earlier in the year, but the new pro-

posal points out that "the legality of the type of machines on which said gross receipts tax was imposed has been questioned."

For that reason the proposal continues: "Be it enacted by the General Assembly of Maryland that the county commissioners of St. Marys County be and they are hereby authorized and empowered to designate, by resolution, the type of coin-operated machines upon which the said gross receipts tax has been imposed by resolution of said county commissioners, or which may hereafter be imposed under the provisions of Chapter 601 of 1947 (gross receipts tax), or any license fee authorized by this act shall be imposed, and that type of machine or machines so designated by said county commissioners shall be legal and lawful in said county, any other law to the contrary notwithstanding."

This section places the county commissioners in the position of deciding which type of coin-operated machines are legal and which are not, and their decision will be binding notwithstanding other laws.

In addition the proposal would authorize the commissioners to impose, by resolution, an annual license fee of not more than \$50 for each machine. This per-machine tax would be in addition to the gross receipts tax.

## 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

## DRINK-O-MAT



AMERICA'S FOREMOST PIONEERS OF BEVERAGE DISPENSERS

## DRINK-O-MAT INDUSTRIES CORPORATION

General Sales Office:  
250 West 57 Street, New York 19  
Phone: Circle 6-5941  
Factories: Lawrence, Mass.

WRITE FOR OUR CATALOG

### VENDORS' SPECIALS

- Mdse. Stands, Solid Steel—Weight 35 Lbs. . . . . \$4.50
- Double Plates for Two Machines . . . . . 1.00
- BUBBLE GUM—140 Count and 170 Count—25 Lb. Cartons. Per Lb. . . . . .38

## VEEDCO SALES CO.

2113 Market St. Philadelphia 3, Pa.

## Drink-o-Mat at ABCB Showing

NEW YORK, Nov. 8. — Drink-o-Mat cup beverage venders will be exhibited at the Atlantic City convention of the American Bottlers of Carbonated Beverages (ABCB), November 17-21, according to an announcement by Dick Cole, Drink-o-Mat Industries Corporation executive.

In all, three venders will be shown, with one partially disassembled to demonstrate its operation and service features. The other two will be in actual operation, dispensing nickel drinks, with all proceeds going to the Damon Runyon Memorial Cancer Fund. Both Dick Cole and his father, Albert Cole, firm president, will be present at the convention.

Present production totals at the firm's Lawrence, Mass., plant have reached 12 completed units a day, the younger Cole claimed, with a rate of 25 a day scheduled by the end of December.

At the same time, Cole reported that Automatic Drinks, Inc., has just been appointed Drink-o-Mat distributor for Northern New Jersey. Robert Mayo is president of the distributing house with headquarters at 571 Plane Street, Newark. Former service manager of the parent manufacturing concern, Allan Stewart, will be associated with Automatic as general manager.

LETHBRIDGE, Alta., Nov. 8.—Sicks' Breweries, Ltd., will build a \$300,000 soft drink plant here to manufacture ginger ale and "almost every known type of soft drink." Work starts when building materials are available and costs feasible.

## SALESMAN—DISTRIBUTOR

Wanted To Sell—Bulk Confection Vending Machines to new investors. Leads furnished. Must be ready to start immediately. Have car, free to travel, references. Unlimited earnings. Profits from \$200-\$2000 on each order. Permanent national company, best selling equipment and factory co-operation. Replies confidential. Our organization knows of this ad.

**BOX 257, The Billboard, New York, N. Y.**

**SPECIAL DEAL!**

**VICTOR MODEL V**

FAMOUS PRE-WAR VENDORS

5 Globe Type Model V

**\$58.75**

plus 50 Lbs. Bubble Ball Gum, all for **\$76.25**

Mention Deal B When Ordering

**We Accept Trade-ins. We Buy & Sell Used Machines.**

---

**BUBBLE BALL GUM**

144 Count . . . . . 39¢

170 Count . . . . . 37¢

25 Lb. Ctns.—Full Cash With Order.

1/2 Deposit, Certified Check or Money Order. Balance C. O. D.

**PIONEER VENDING SERVICE**

Exclusive Victor Distributor in N. Y.

467 Sackman St., Brooklyn 12, N. Y.

Phone: Dickens 2-7992

---

**Virginia Peanuts, 28¢ lb.**

30 Lb. Ctns., Small, 25 Lb. Ctns. . . . . 47¢ lb.

Pistachio Nuts, Med., 25 Lb. Ctns. . . . . 58¢ lb.

Spanish Peanuts, 30-Lb. Ctns. . . . . 22¢ lb.

Model V Deluxe Cab. Type . . . . . **\$13.75**

Licorice Lozenges, 38 Lb. Ctns. . . . . 30¢ lb.

Rainbow Peanuts, 35 Lb. Ctns. . . . . 28¢ lb.

Boston Baked Beans, 32 Lb. Ctns. . . . . 25¢ lb.

## NOW AVAILABLE Berger-Shaw 7 Column Cigar Vending Machines

We have a limited number of these proven, money-making machines available for immediate delivery.

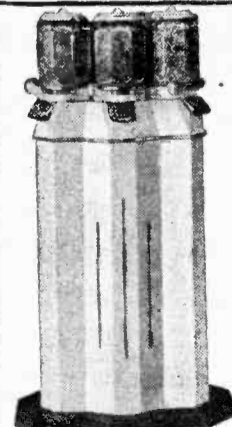
### We also have for immediate delivery WHITE OWL CIGARS

as well as Seidenberg, Muriel, Natural Bloom and Garcia Grande all especially packed for exclusive use in Berger-Shaw Cigar Vending Machines.

(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 4-7570



## Columbus Tri-Mors

The Aristocrat of Bulk Vendors

**\$45.00** each

Write for information.

Complete COLUMBUS Parts Stock

4 other Columbus models available—1¢ peanut, 1¢ all-purpose, 1¢ ball gum, 5¢ all-purpose. Write for circulars.

CASH TRAYS—5¢ almond vendor **\$9.85** each

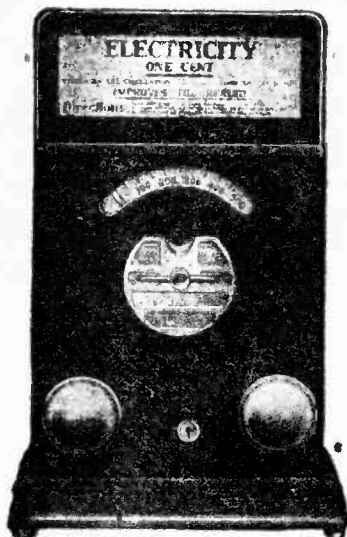
Leaf Ball Gum—40¢ lb.—25# Ctns.

## MARKEPP SALES CO.

4310 Carnegie Ave. Cleveland, Ohio



## THE ACME ELECTRIC SHOCK



Price of Machine ..... \$22.50  
 2 to 11 Machines ..... 18.75  
 Bracket (if desired) ..... .50  
 Floorstand (if desired) ..... 4.00

**ORDER TODAY**

1/3 Dep., Bal. C.O.D., F.O.B. N. Y.

**J. SCHOENBACH**

Distributor of Advance Vending Machines

1647 Bedford Ave. Brooklyn 25, N. Y.

## Sales of Cig Papers Show Big Increase

WASHINGTON, Nov. 8.—Sale of cigarette papers increased during September this year over same month in 1946. U. S. tax collections on the papers, which amounted to \$27,654 in September, 1946, totaled \$88,103 for that month this year.

Amount of cigarette paper sold during September, 1947, was sufficient to roll 881,030,000 cigarettes while amount sold same month in 1946 was sufficient to produce 276,540,000. Figures do not include papers given away with tins of granulated tobacco. Tax, collected on books containing 25 or more cigarette papers, is one-half cent for 50 papers.

## WANTED!

Experienced men to sell in quantity, coin operated cigar lighter filling stations. Now operating profitably in nation's largest chain drug stores. Write immediately.

**WESSON DIST. CORP.**

1060 BROAD ST. NEWARK 2, N. J.  
 Phone: Mitchell 2-6003

## 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 9-0606

**HARRIS VENDING**  
 2717 N. Park Ave. Philadelphia, Pa.

## BARGAINS

12 Bally Drink Machines in working order, cup type, 160-drink capacity, \$250.00 each, \$2,500.00 for the lot.

45 new 1¢ Hawkeye Peanut Machines, \$6.00 Ea.  
 50 Rowe 5¢ Gum and Life Saver Machines, \$15.00 Ea.

12 U-Need-A 5¢ Cookie Machines, \$25.00 Ea.  
 25 Sun 5¢ used Nut Machines, \$7.50 Ea.

50 new Model 5¢ Cash Tray Machines, \$7.50 Ea. Used only 1 week.

\$290.00 Globe Electric Coin Assorting Machine, good as new, \$225.00.

**BOSTON SALES AGENCY, INC.**  
 1206 TREMONT ST. BOSTON 20, MASS.

## FOR SALE

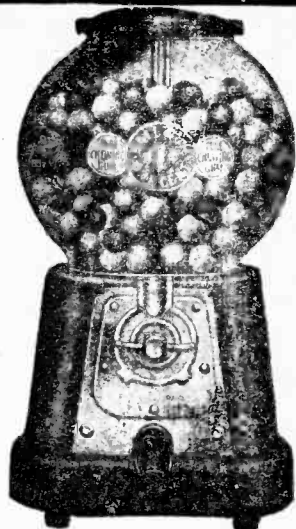
105 BRAND NEW ASCO 5¢ HOT NUT MACHINES  
 \$28.75 each. Discount for lots of 10 or more. Some stands also available.

**Wells Automatic, Inc.**  
 52 Vanderbilt Avenue New York 17, N. Y.

## BUBBLE BALL GUM

35¢

PER LB. 140 or 170 count. State size desired. Minimum shipment 50 lbs. Less than 50 lbs. at 39¢ per lb. Cashier's check or money order in full with order.



## ADVANCE

BALL GUM VENDORS  
 IMMEDIATE DELIVERY

1	\$13.75
2-11	11.90
12-49	11.40
50 UP	11.00

Add 30c additional if you desire extra large globe.

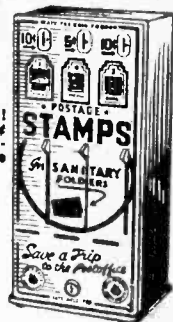


## 1948 IMPS

1¢ or 5¢ Cigarette or Fruit \$12.95

\$13.75. Lots of 5. Sample, \$14.50. Here's the finest 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

Distributors interested in selling our advertised machines write for details.

1/3 Deposit on All Orders. Write for Catalog on Bulk Vendors, Games, etc.

## PARKWAY MACHINE CORPORATION

628 W. NORTH AVE., DEPT. 5 Phone: Madison 1447 BALTIMORE 17, MD.

## SAVE ON CIGARETTE MACHINES

Guaranteed Perfect! Look and Operate Like New! Compare Our Prices; Buy From West Side and Save!

<b>DU GRENIER</b>	<b>U-NEED-A PAK</b>
7 Col. "S," 210 Packs ..... \$47.50	3 Col. "E" ..... \$24.50
7 Col. "S" With Double Shift and King Size, 330 Packs ..... 60.00	5 or 6 Col. "E," 180 Packs ..... 44.50
5 Col. "R," 150 Packs ..... 42.50	8 Col. "E," 240 Packs ..... 59.50
7 Col. "V," 210 Packs ..... 62.50	9 Col. "E," 270 Packs ..... 65.00
9 Col. "W," 270 Packs ..... 59.50	12 Col. "E," 360 Packs ..... 59.50
7 Col. "Champion," 260 Packs ..... 79.50	6 Col. "A," 180 Packs ..... 59.50
9 Col. "Champion," 320 Packs ..... 89.50	15 Col. "500," 450 Packs ..... 99.50
	8 Col. "500," 370 Packs ..... 109.50

**ROWE**  
 6 Col. "Imperial," 180 Packs ..... \$ 64.50  
 8 Col. "Imperial," 240 Packs ..... 74.50  
 10 Col. "Royal" ..... 95.00  
 10 Col. "President" ..... 119.50

We can convert your Du Grenier models "S," "V," "W" and "VD" coin mechanisms to also accept two dimes for the small charge of \$3.30. Send your old mechanism in. 1/3 deposit with all orders. F.O.B. N.Y.C. and subject to prior sale. Packing charge—\$3.00 per machine. Full satisfaction guaranteed.

Write, wire or phone for immediate delivery

## WEST SIDE DISTRIBUTING CORP.

698 Tenth Avenue (49th Street) New York 18, N. Y.  
 Phone Circle 6-8464

## DISTRIBUTING TERRITORY AVAILABLE

### NEW 1948 MODEL —

## VENDIT CANDY MACHINE

NOW READY FOR DELIVERY

WRITE, WIRE OR PHONE FOR DISTRIBUTORS PROPOSITION  
 WALTER GUMMERSHEIMER, Nat. Factory Rep.

UNIVERSAL DIST. CO., 210 No. Ewing Ave., St. Louis 3, Mo., Newstead 7001

## REAL POPCORN MACHINE VALUES

1 Super Star, theatre model, brand new, never uncrated. \$425.00  
 1 Silver Star, floor model, brand new, never uncrated. 350.00  
 1/3 Deposit—Balance C. O. D.  
 Full remittance—deduct 5%.

**P. K. SALES COMPANY**  
 507-509 Wheeling Ave. Cambridge, Ohio



## 100% LEGAL Everywhere!

There is no closed territory when you operate the LATEST factory model Shipman Triples stamp Vendors. Vends 1¢, 3¢ and New 5¢ Air Mail. Compact! Foolproof! Price \$39.50 each. IMMEDIATE DELIVERY!  
 1/3 Dep., Bal. C. O. D.  
 ★ Send for free leaflet ★  
**R. H. Adair Company**  
 6924-26 Roosevelt Rd. Oak Park, Ill.  
 F. O. D. E. R. S. — Only \$18.75 for 25,000, which return gross profit of \$250.00.

## HERE'S THE WAY TO BIG CASH PROFITS



ALL ELECTRIC — COMPLETELY AUTOMATIC. 10¢ COIN OPERATION. ELIMINATES ATTENDANT. BEAUTIFUL DESIGN. Designed to harmonize with the finest of fixtures. Passersby and customers stop, marvel and BUY.

**AUTOMATIC OPERATION:** Fully automatic. It feeds the corn, pops it, seasons it and delivers it to your customers hot and fresh. Continuous operation for 10-hour period costs less than 10¢ for power.

**DIMENSIONS:** 80" height, 15" width, 15" depth. Shipping weight, 150 lbs.

**CAPACITY:** Size of Bag of Popcorn vended can vary from 6 to 12 oz. size.

\$129.50

1/3 Dep., Balance C. O. D. Specify 5¢ or 10¢ Play. F. O. B. Cambridge, O.

**SUPPLIES FOR POPMATIC**  
 Extra Heating Elements, Ea. \$5.00  
 Popcorn, Per Lb. .14 1/2  
 Glassine Bags, Per 1,000 2.50  
 Popping Oil (Packed 6 Gal. Per Case), Per Gal. 4.00

**P. K. SALES CO.**

507-509 Wheeling Cambridge, Ohio

## CHICAGO COIN

APPOINTS

## NEW DISTRIBUTOR

FOR EASTERN MISSOURI — SOUTHERN ILLINOIS

## UNIVERSAL DISTRIBUTING CO.

(SUCCESSORS TO BAUM DIST. CO.)

VISIT OUR NEW HOME - - - OUR BEAUTIFUL DISPLAY  
 210 NO. EWING AVE. AT 2900 OLIVE ST. - - ST. LOUIS 3, MO.  
 BIGGEST AND BEST IN MIDDLE WEST - - - NEWSTEAD 7001

# OPS REMOVE OUTDATED JUKES

## IPO Initiates Chicago Drive

**Dated phonos on location bad public relations, poor business, ops say**

CHICAGO, Nov. 8.—Following a recently completed survey which revealed that outdated juke boxes are doing more damage to operators' business than the small income they bring offsets, the executive committee of the Illinois Phonograph Owners, Inc. (IPO), has recommended to its members that all such machines be taken off locations here.

Altho no definite dating of juke boxes was made to serve as a basis for the term "outdated," most operators here say that they feel that 1938 models or older should be the ones to go.

As yet little definite action has been taken by Chicago operators to co-operate in the campaign, but the survey showed that the majority plan to back the drive and remove models dating back from 1938 as soon as possible.

### A Losing Venture

IPO executive committee investigation of the situation revealed that in many cases the outdated juke boxes were directly a losing proposition for the progressive operator since they require frequent servicing to keep them running and are mostly in marginal locations where play is light.

Another important aspect of the situation which the committee noted was the picture of the industry which dated machines present to the general public. Officials of the association said that they believe much of the criticism which has been leveled at the juke box industry has stemmed from continued use of old machines on location.

Altho the association is not requiring its members to carry out the suggestion that such equipment be removed from locations, it has strongly recommended that phonograph owners

(See *Ops Remove* on page 100)

## Hirsch Coin Plugs Juke Disks on Air

WASHINGTON, Nov. 8.—Hirsch De LaVie, of the Hirsch Coin Machine Corporation, in co-operation with Station WTOP here, has inaugurated a record promotion to be known as the juke record of the week. Eddie Gallagher, conductor of the station's *Moondial* program heard nightly at 11:30, will play the record. A disk will be selected each week to be featured nightly on the broadcast, and in Washington's juke boxes.

To promote the juke box record of the week, special strips will be made up listing the name of the tune. The first selection, John Laurenz' version of *How Soon* on the Mercury label, was installed in the music machines this week. The strip read: "Eddie Gallagher's *Moondial* record of the week, *How Soon*, John Laurenz."

Tie-in with Gallagher, according to B. R. Schwartz, sales manager of Hirsch Coin Machine Corporation, is expected to hype the music business in Washington considerably. Program conducted by Gallagher is one of the more popular record sessions and, according to Schwartz, enjoys a high Hooper rating.

## Fall "Heat Wave" Hard on Juke Biz, Chicago Ops Says

CHICAGO, Nov. 8.—While the weatherman was chalking up new records during October, juke box operators here were having far from record play on their machines. The warm weather tended to keep customers of good phono locations on the outside, operators say.

With the return of cooler weather during the first days of November, however, local juke box play seems to be returning to normal and a possible rise is being anticipated by some of the local operators as inclement weather drives Chicagoans inside establishments with juke boxes.

A survey of operators in the Chicago area indicates that the warmest October on record meant play drops of from 10 to 20 per cent for the majority of operators. One operator reported a drop of 50 per cent on his top route, but the average routes dipped considerably less.

The government weather bureau in Chicago reported that the entire month of October was unseasonably hot, with Wednesday, the 15th, hitting a all-time high of 88 degrees.

The October "heat wave" blanketed most of the nation with temperatures running well above normal, weather bureau officials said.

## Modern Music Signs As Distributor for Signature Records

NEW YORK, Nov. 8.—Modern Music Sales Corporation is now the distributor of Signature Records in New York, Connecticut and Northern New Jersey as well as in the export market, according to a joint announcement issued Friday (3) by Nat Cohn, president of Modern Music, and Bob Thiele, president of Signature. General Electric will continue as distributor for the record firm in other areas.

Thiele explained the change a move to achieving closer dealer-operator relations in the distribution of Signature Records in the automatic music field. He said that a new distribution plan for juke box operators would be announced shortly by the two firms.

Modern Music, formerly distributor for Vogue Records, recently purchased the entire stock of plastic illustrated pressings and is currently selling them in the export market.

## Cincy Runyon Fund Dinner Takes Shape

### Dick Bray To Emcee Feed

CINCINNATI, Nov. 8.—Committee in charge of the Coin Machine Industry Division of Greater Cincinnati planned \$10-per-plate dinner to be held in the Hotel Gibson's Roof Garden here Sunday, November 23, reported this week that plans for the event are rapidly taking shape.

All proceeds of the affair are to be turned over to the Damon Runyon Memorial Cancer Fund, with Cincinnati distributors of coin-operated equipment sharing any expenses incurred during the dinner with the CMI. Each \$10 turned in for admission to the dinner will be donated to the Runyon fund.

At a meeting in the Cincinnati Club Thursday night (6), committee members met with operators of coin-operated equipment in the Greater Cincinnati area, which comprises Northern Kentucky, Southeastern Ohio and Indiana, to further program ideas. Sam Chester, president, and Ray Bigner and Charles Kanter, of the Cincinnati Automatic Phonograph Owners' Association (CAPOA), pledged that group's support in putting over the event.

Committee members also revealed that in addition to a topnotch band, yet to be named, and a number of acts to be assembled from leading night clubs in Cincinnati and Northern Kentucky, they have obtained the services of Dick Bray, widely known Midwestern sports official and broadcaster, to handle the emcee chores at the dinner.

Special radio and newspaper tie-ups are being arranged to emphasize the fact that the committee is hopeful of making the affair a sellout.

## Industrial Designs New Video Receiver

NUTLEY, N. J., Nov. 8.—Industrial Television, Inc., of this city, announced this week production of a new television receiver designed specifically for use in hotels and taverns.

To be known as the Essex Television, the set will have all the factors of the company's earlier models plus several new features designed to better the working conditions of a set simultaneously servicing a large number of viewers.

## Sandler Distrib Offers Jukes to Schools, Churches

DES MOINES, Nov. 8.—Irv Sandler, of the Sandler Distributing Company here, received a flood of responses to a letter sent to school and church officials over the State offering to furnish juke boxes as an aid to help combat juvenile delinquency.

Company in a letter to the officials offered to install used juke boxes at cost. Under the plan being used by the firm, the actual installation is left to the local operators in order to obtain good will for them.

Letter also pointed out that the music machines are invaluable in physical training work, typing, and music appreciation classes in the schools.

Sandler reported that he received a large number of replies from the school and church officials, asking for a representative of the firm to call on them or that they would call at his local office upon their next visit to Des Moines.

Firm is expecting a large number of the school officials during the annual teachers convention in Des Moines this week.

## Dakota Ops Aid Cancer Fight With Campaign

MOBRIDGE, S. D., Nov. 8.—Harold Scott, secretary-treasurer of the South Dakota Phonograph Operators' Association (SDPOA), announced here this week that South Dakota juke box operators will set aside 10 per cent of their gross take during the week ending November 30 for the Damon Runyon Memorial Fund for cancer research.

Move was voted at a recent meeting of SDPOA at Rapid City, and association officials believe most members will co-operate in following thru the resolution.

Special newspaper publicity is being arranged by Scott, and special stickers and signs have been prepared to call the public's attention to the special campaign. Stickers will bear the SDPOA emblem.

## Young Shows 1100 To Dayton Operators

DAYTON, O., Nov. 8.—More than 40 music machine operators from the Dayton area attended the showing of the new Wurlitzer Model 1100 staged by the Young Distributing Company at Hotel Van Cleve here Monday and Tuesday (3-4).

Joe Young made the trip down from his Cleveland headquarters to greet the visiting operators, while Morey Goret, Will Fritz and Bob Fogle, of Young Distributing's Cincinnati office, were on hand to explain the virtues and advantages of the new instrument.

Young Distributing has just concluded with similar showings on the Wurlitzer Model 1100 at the Pick Ohio Hotel, Youngstown, O.; the Fort Steuben Hotel, Steubenville, O., and the Hillcrest Hotel, Toledo. Previously the firm showed the new machines to the operators in the Cleveland, Columbus and Cincinnati areas.

## See Music Dept. for This Info

Among the stories of interest to the coin machine industry to be found in the Music Department of this issue of *The Billboard* are:

Victor Erases Delivery Charges in New Jersey. Last of the big three recording firms eliminates delivery charges from distributor to dealer.

Columbia and Decca Profit Statements for Nine-Month Period. Both firms show profits for first nine months of 1947, but figures are below those for same period last year.

Hartley May Try To Sic Sherman Law on Petrillo. Music biz mulling over announcement by Rep. Fred Hartley of a proposal for congressional action if the Petrillo ban goes into effect.

Tower Calls On T-Men To Trace Bootleg Disks. Recording firm turns over charges of record "bottlegging" to Treasury.

*If it's a Mills, I always play it—*  
**it has everything!**

*The public prefers*  
**THE MILLS CONSTELLATION**  
*The coin box concurs*



Mills Industries, Incorporated, 4100 Fullerton Avenue, Chicago 39, Illinois

# Eagle

**PHONOGRAPH REPLACEMENT PLASTICS**

**GUARANTEED AGAINST BREAKAGE FOR 3 YEARS**

**PERFECT FIT**

**SOLID COLOR**

## PLASTIC WINDOWS

New, clear, transparent... for your model **\$5.00**  
850 program holder.  
Per Set

WURLITZER		ROCK-OLA	
	Each		Each
800 Top Corners	\$16.50	Standard, Master, DeLuxe or Supers:	
800 Lower Sides	15.00	Top Corners (Solid Red, Yellow or Green)	\$12.75
800 Middle Sides	3.00	Lower Sides (Red or Yellow)	12.75
800 Top Centers (Right or Left, Red)	9.50		
800 Back Sides (Green)	9.50	<b>SEEBURG</b>	
800 Top Centers (Onyx)	5.50	"Hi-Tone" Model 9800, 9800, 8200:	
600, 500 Top Corners	5.50	Lower Sides (Solid Red, Yellow or Green)	\$14.50
700 Top Corners	8.50	"Hi-Tone" Grille Plasters (Solid Red, Yellow, Green or Onyx)	2.25
700 Lower Sides	9.50	"Classico"—"Colonel":	
700 Back Sides	8.50	Top Corners (Solid Red, Yellow or Green)	6.00
750 Top Corners	9.75	Lower Sides	9.50
750 Lower Sides	9.75		
750 Top Center	5.50	<b>SHEET PLASTICS</b>	
750 Middle Sides	2.00	20"x50", Pliable, Per Sheet	
850 Top Corners	12.50	50 gauge, red, yellow, low, green or clear	\$12.50
850 Lower Sides	8.75		
850 Top Center	12.50		
850 Peacock Glasses	4.75		
950 Lower Sides	12.50		
24 Top Corners	1.25		
24 Lower Sides	5.50		
41, 61, 71 Top Corners	5.50		

**IF YOU DON'T SEE WHAT YOU WANT—ASK FOR IT!**

**EAGLE COIN MACHINE CO.**  
1514 FREMONT AVE. CHICAGO 22, ILL.  
PHONE MICHIGAN 1247

## Ops Remove Outdated Jukes; IPO Initiates Chicago Drive

(Continued from page 98)  
ers in this area co-operate with the plan.

Indications are that those most affected by such a campaign will be some of the older, smaller operators who have a high percentage of outdated machines. Altho such operators are few, the survey showed that there are small operators with 100 machines or less who have as high as 50 per cent of machines whose vin-

tage hits back around the 1938 level. Most of the larger operators say that they have a small percentage of outdated machines which they will remove to co-operate with the campaign, but that they have been replacing machines regularly and most pre-1938 jukes have already been removed from their routes.

Operators who are actively supporting the measure say that they will probably not have to buy any new juke boxes immediately, other than those which they would buy, campaign or no campaign, but that they will buy some newer used equipment for replacement.

However, indications are that as the standards for equipment begin to feel the pressure of the campaign, it will be necessary for a higher percentage of new equipment to be purchased to accomplish the full effect of the drive.

Survey revealed that most operators are undecided as to just what to do with the old equipment once it has been removed from locations. Some said that they planned to keep some of the old machines for emergency replacements and one-time rental jobs. Others will be broken down and usable parts retained.

Association officials said that they felt many of the boxes which are outdated for locations may be donated by operators to charitable institutions for recreation use.

This is the first reported campaign of this nature in the country and the first time IPO, as an association, has made a positive attempt to have outdated machines removed from service. IPO officials say that they feel that the inherent cost in replacing old juke boxes with newer equipment will be returned by increased pay due to better public relations.

General feeling among Chicago operators is that it will take quite a long time before all of the old juke boxes can be replaced, but they say that every step in that direction is valuable to the industry.

In order to meet the added costs necessary to replace old equipment, operators say they may have to drop some of their lowest play locations entirely, or else take added losses until such time as the positive results of the campaign can be felt.

## Help Shortage for Industry Predicted At Management Meet

CHICAGO, Nov. 8.—Coinmen, only recently reporting improvement in employee availability on routes in distributorships and manufacturing plants, may face another period of help shortage if forecasts made at the 11th National Time and Motion Clinic held at the Sheraton Hotel here Thursday (6) materialize.

Prediction, made by L. C. Morrow, editor of *Factory* magazine, in a talk delivered at the Industrial Management Society sponsored clinic, was that a surplus of 1,500,000 jobs was possible by 1950. Basing this on a "continuation of present rates of increase of output and present rate of improvement of the standard of living," he added that if both factors follow the current trend, the number of unfilled jobs may soar to 2,000,000 in 1960 and 3,250,000 in 1970.

According to a survey of employee opinion, taken recently in his publication, Morrow also claims that: Four out of five workers being paid on an incentive or bonus plan feel that the system is fair in their plant and that 50 per cent of those who are not being paid on that basis would prefer that they were; 45 per cent of those workers contacted feel that performance is of prime importance when increased wages or promotions are given, while 14 per cent contend seniority takes precedence.

Survey also revealed that one man in five feels his work is too monotonous, while one woman in three thinks hers is; that one employee in three thinks unemployment will increase in 1948, while 50 per cent feel there is no slump on the way. Less than one worker in every 12 expects a lay-off within the next six months.

## Illinois Simplex Institutes Parts Dep't on Wheels

## Plastic Pic Disks Pull Export Trade

NEW YORK, Nov. 8.—While claiming a small turnover in the domestic sale of records, Nat Cohn, president of Modern Music Sales and distributor for the Mills juke box, stated this week that export business in Vogue Records has been heavy.

Heaviest buyers are Mexico and Central and South America, but shipments are also being made to Sweden, which is still permitting dollar purchases for such merchandise outside its shores. Countries in the Americas which are the most consistent buyers include Brazil, Mexico, Venezuela, Guatemala and Cuba. Purchasers in certain of the South American nations are so anxious for early delivery that they are requesting shipment by rail and air and are willing to absorb premium freight charges, Cohn asserted.

Modern Music Sales is presently expanding its operation to include the distribution of amusement games, according to Herb Kradin, firm sales manager. All types will be carried and will be on display in the firm's showrooms soon.

CHICAGO, Nov. 8.—Illinois Simplex, Chicago Wurlitzer distributors, have instituted a traveling parts department to bring complete Wurlitzer parts service right to operators' doors.

To accomplish this innovation in juke box parts service, Illinois Simplex has purchased a one-ton truck with a packet body into which shelving, drawers and bins have been installed.

Along with parts, the truck can handle a complete line of Wurlitzer accessories and, if necessary, two complete juke boxes.

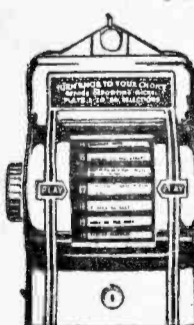
Traveling parts department will be under the direction of Lee Taylor, who will cover parts of Illinois, Michigan and Indiana with the new truck.

## Pennies No Good in Meters

JAMESTOWN, N. Y., Nov. 8.—Motorists who used the parking meters here last month wasted \$54.01 by inserting 5,171 pennies and 23 dimes in the meters in vain. According to Warren C. Whitney, in charge of collections, only a nickel will operate the meter.

## READY FOR LOCATION

THOROUGHLY WASHED AND CLEANED—WORN ELECTRICAL AND MECHANICAL PARTS REPLACED—BROKEN PLASTICS REPLACED



WURLITZER		ROCK-OLA	
950	\$295.00	700	\$275.00
750E	325.00	600K Walnut	155.00
780M Colonial	290.00	500K Walnut	145.00
850 Walnut	275.00	600R	140.00
		Victory 42/600	135.00

ROCK-OLA		MILLS	
1422 ('46), Like New	\$450.00	Commando	\$175.00
'39 DeLuxe	175.00	'39 Standard	185.00

SEEBURG	
Classic	\$175.00
Colonel	165.00
Major	165.00
9800, ES, also	150.00
8800, ES	150.00

CABINETS, Refinished Like New \$25.00 additional

**25% Deposit—Balance C. O. D.**

## ANGOTT SALES CO., Inc.

MICHIGAN DISTRIBUTORS FOR PACKARD

2616 PURITAN Phone: UNiversity 4-0773 DETROIT 21, MICH.

## FOR SALE

One twenty-unit AMI Hostess—like new—used approximately six months. Some machines never taken out of crates. Original cost \$14,800.00. Sale includes records and record racks. Ready for immediate installation. Reason for selling is lack of wiring in immediate territory. Best offer takes all. All equipment in original crates.

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COIN OPERATED  
RADIOS

**CHOICE TERRITORIES NOW OPEN**  
Operators, write or wire for additional literature and nearest distributor. Phone: Superior 2398

**15 MINUTES**  
of a Favorite Program for **10¢**  
The most appealing offer in many years. Cash in now.

First Columbia scores with a hotel coin operated radio—now Columbia scores again with a sure-fire money maker that pays big profits. Note these features:

- Smallest size ever made, 7½" wide by 5½" deep, 6¾" high
- Modern design with chrome trim
- Crackle finish, choice of colors
- Preset volume control
- Maximum selectivity and sensitivity
- 2 tamper-proof locks
- Coin box easily accessible
- Maximum quality at lowest price
- Squelch circuit to eliminate all types of noise interference
- Built-in aerial
- RCA and Hazeltine licensed
- Backed by standard R.M.A. guarantee



**COLUMBIAN PRODUCTS CO.**  
321 W. DIVISION ST. CHICAGO 10, ILLINOIS

*Coin Machine*

*Acceptance Corporation*



## Jamboree

It was old-time Western jamboree week at Columbia studios in Hollywood, when nine tunes were cut for the forthcoming *Song of Idaho*. Six numbers divided between the Sunshine Boys and the Sunshine Girls were: *Idaho, Here We Come; Nobody Else But You, I'm Sorry I Didn't Say I'm Sorry, Rocky Mountain Express,*

*Rhythm of the River and Driftin'.* The Hoosier Hot Shots cut *Here Comes the Cheer Parade, Sippin' Cider by the Zuyder Zee* and *When the Lightning Struck Coon Creek.*

If the Federal Communications Com-

## AMERICAN FOLK TUNES

Cowboy and Fiddly Tunes and Tunesters

mission grants its blessings, sage singer Gene Autry will soon have his own radio station to carry his warblings. Autry has requested permission to buy a half interest in Arthur H. Crogan's new Santa Monica indie outlet, KOWL. . . . Red Ingle and his Natural Seven play the Riverside Theater, Milwaukee, after their current stint at Houston's Plantation Club.

Tex Williams and the Western Caravan will cut Jenny Lou Carson's *Never Trust a Woman*. . . . Bob Willis is currently playing week-ends at Ocean Park's Aragon Ballroom. Willis has just made a musical short for Universal-International. The entire Willis contingent, including Bob and several of his well-known brothers, left California recently to be at the bedside of their ailing dad.

The cast of the CBS Hollywood Barn Dance, including Cottonseed Clark, the Plainsmen, Maureen O'Conner, Pat Butram and Ken Card, flew to the Pacific Northwest recently for a series of personal appearances, including appearances over KTY, Yakima, Wash., and State meets of 4-H clubs and Future Farmers of America.

## Red River Dave

Red River Dave and Lou Emerson, of WOAI, San Antonio, booked for important fraternal State meetings during November. . . . The Hoosier Hot Shots try their first Canadian date at the Cave Club, Vancouver, B. C., after which they move to the Holland Club, Eugene, Ore., opening Thanksgiving Day.

The Hollywood Rangerettes, new Western music and dance trio, are completing a four-month stay at the RJ-Bar Ranch in Jackson, Wyo. The group, handled by Reg Marshall, includes Norma Zone, accordion; Boots Wayne, bass, and Vivian Hamilton, guitar. . . . Margaret Truman is now singing hillbilly tunes, but it's the former Margaret Schwaberow, who married Nelson Truman last week. Margaret is a member of the Hoosier Cornhuskers heard over WFIN, Findlay, O. Other members of the combo are: Dottie Lou, sister of Margaret, Clair Meekins, Pete Smith and Al Pettit. The group has five sponsored shots per week over WFIN.

## Hill Bros. Inked

Savoy platters has inked the Hill Brothers, New Mexico guitarists and singers. . . . Gold Seal records going in for hillbilly and Western catalog, utilizing masters from a defunct West Coast waxery, including sides by Cliffie Stone, Eddie Dean and Dale Evans. . . . Jack Guthrie still in a West Coast hospital recuperating from

an illness. . . . East Coast Music, formerly of Elizabeth, N. J., has moved its offices to New York City.

## JUKE BOX BARGAINS

WURLITZER 61	\$ 89.50
" 24	95.00
" 24 Vict.	125.00
" 500	135.00
" 780E	295.00
SEEBURG K-20	99.50
" Regal	135.00
" Gem	165.00
" Regal, ESRC	195.00
" Vogue, ESRC	225.00
MILLS Empress	150.00
AMI Model Hiboy, 40 Selections	249.50
ROCK-OLA Commando	160.00
" 1422 (1946)	450.00

All in good condition.

One-third Deposit, Balance C. O. D.

PURVEYOR DISTRIBUTING COMPANY

4324 N. Western Ave., Chicago, Ill.

## PHONOGRAPHS

Wurlitzer Victory Models (Like New)	\$189.50
Wurlitzer 500's (Very Clean)	189.50
Wurlitzer Colonials (Like New):	219.50
780M	239.50
780E	

1/3 Deposit, Balance C. O. D.  
WE BUY, SELL AND EXCHANGE  
Phone: Jefferson 1844

3147 Locust St. St. Louis 3, Mo. **CALL NOVELTY CO.**

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SELL TO Chicago's Largest Distributor of Used Records. WE PAY THE FREIGHT

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## USED RECORD EXCHANGE

1736 N. Keeler CHICAGO 39, ILL.

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Will Pick Up Within 100 Mile Radius

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BOOTH or COUNTER

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MODERN MUSIC, INC.

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## COMPLETE TELEPHONE STUDIO

With All Equipment on Nine Locations, Now Operating. This is the finest and most dependable Telephone Music System made. Voice announcements of each musical selection, by live talent, same as radio broadcasting station. Studio will take care of one hundred locations. Being sold to settle estate. No reasonable offer refused.

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## WHITEHEAD MUSIC CO.

109 North Front Street Dial 9625 Wilmington, N. C.

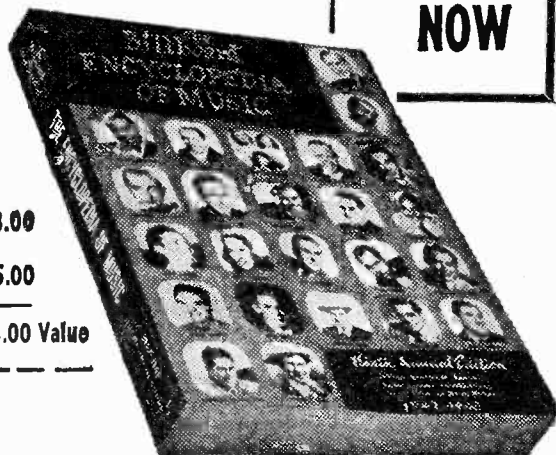
"Your Friendly Packard Manhattan Distributor"

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52 Issues of The Billboard, worth . . . . . \$13.00  
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# Graham Tells Marketing Plans for Coin-Recordio

CHICAGO, Nov. 8.—Self Service Laundry, Inc., thru Walter Graham, firm head, announced plans for the setting up its distributor organization to handle the coin-operated voice recorder made by the Coin-Recordio division of Wilcox-Gay Corporation, Charlotte, Mich. Self Service has headquarters here, was named distributor of the voice recorder in Illinois and Indiana last week (*The Billboard*, November 8).

Graham said that the new machine, called Coin-Recordio, will be marketed as a service vender thru operators. In this respect he intends to enlighten operators on the value of such locations as hotels, YMCAs and YWCAs, large residence clubs, college dormitories, and army and navy bases for the voice recorder. He stressed the point that there has been a distinct need for such a service for people who wish to write personal and business letters but rarely have the time to sit down and handle the correspondence.

### Hotel Locations

In the hotel field alone, Graham said, the voice recorder should find a large following. He based this view on the fact that business men on the road frequently find it difficult to make appointments with public stenographers to handle their correspondence, much of which is a short to the point letter that could be easily handled by the voice recorder.

Coin-Recordio is on quarter operation. Its dimensions are 29½ inches high by 21½ inches wide by 28¾ inches deep without base. After the customer deposits his quarter in the coin chute, the instruction panel lights

up, informs the customer when to speak. Then the loading arm places the record to be cut on the turntable. At this point the instruction panel lights up a box which reads "Lift telephone when turntable rotates." Then the customer speaks or sings for two minutes thru the phone handset as if he were making a regular phone call, the voice recorder informing him when he has 15 seconds of recording time left.

### Choice of Playback

When the recording is completed, the machine then plays back the record. The customer may hear the recording privately by holding the handset to his ear or via the loudspeaker by replacing the handset in its original position in the telephone cradle. After the playback has been heard, an ejector throws the finished record into a chute where the customer picks it up.

Coin-Recordio is available with or without a stand. When equipped with a stand, there is a nickel operated envelope dispenser located at the top part of the stand. Operators for a slight additional charge can also obtain compact plexi glass units that can be attached to both sides of the machine which make all recordings a private affair.

Disks to make recordings are made of a special acetate process, are packed in small drums that hold 100 disks. In all Coin-Recordio holds about 150 disks ready for coin operation. Distributing firm will sell to operators all required parts and supplies, including new disks, needles and mailing envelopes.

### Handle Servicing

According to Graham, his firm is being set up to handle servicing of machines as well as the product itself. He explained that he has a staff of trained servicemen, instructed by the Wilcox-Gay concern, who will be available to service machines for operators without servicing facilities. Graham said that his firm will also instruct operators' servicemen if they wish.

Self Service is now taking delivery on the voice recorders. Present allotments from the manufacturing firm indicate that the first 100 machines will be received by the Graham firm during the next six weeks. To gather more experience on the Coin-Recordio, Self Service will set up a five machine test operation in dissimilar locations. However, exclusive of this test operation the firm itself will do no operating whatsoever, Graham pointed out.

Thus far the Coin-Recordio has been on test operation in S. S. Kresge stores in Lansing, Mich., and also in W. T. Grant stores in Kalamazoo, Mich. In both instances the equipment was set up in conjunction with the 5 and 10 cent stores' music departments. In both tests customer acceptance was gratifying, Graham stated.

## Victor Records Add New Field Sales Reps

CAMDEN, N. J., Nov. 8.—Four new field sales representatives for RCA Victor Records were announced this week by D. J. Finn, general sales manager of the RCA record department.

New representatives are Robert Baggs, whose headquarters will be in Des Moines, to cover Minneapolis, Kansas City, Omaha and Denver; Richard Madden, headquartered in Memphis, to cover Little Rock, Oklahoma City and New Orleans; Joseph Mowbray, in Cleveland, to cover Detroit, Cleveland and Pittsburgh, and Robert Yorke, in Seattle, to cover Portland, Spokane and Billings.

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**PHONOS WANTED**

We will pay cash for  
1946 AMI MODEL A ..... \$350.00  
also top dollar for WURLITZER 1015 and SEEBURG 146.

**BYRON NOVELTY COMPANY**  
2045 Irving Park Road Chicago 18, Ill.

**FINAL MARKDOWN**  
BRAND NEW

**Solotone Equipment**

53 BOXES. Each.....\$ 9.75  
12 LOCATION AMPLIFIERS. Each.. 55.00

1/3 Deposit With Order.

**King-Pin Equipment Co.**  
826 Mills St. KALAMAZOO, MICH.

**A NEW LOW NOTE IN PHONOGRAPH PRICES AT SHAFFER'S**

**GUARANTEED COMPLETELY RECONDITIONED READY FOR LOCATION**

PHONOGRAPHS	
SEEBURG 9800, RC .....	\$299.50
" 9800, ES .....	285.00
" Colonel, RC .....	254.50
" Major, RC .....	249.50
" Commander, RC .....	249.50
" Commander, ES .....	234.00
" Classic .....	225.00
ROCK-OLA Super .....	199.50
" Premier .....	169.50
" '39 Standard .....	169.50
ROCK-OLA '39 DeLuxe .....	\$159.50
" Playmaster & Spectravox .....	99.50
" Imperial 20 .....	89.50
WURLITZER 950 .....	299.50
" 850 .....	299.50
" 750 .....	299.50
" 600 .....	149.50
" 500-A .....	149.50
" 616 .....	89.50

**SPECIAL**

1 Rock-Ola Hideaway  
5 Dial-A-Tune Wall Boxes  
1 12-Inch Speaker

**\$99.50**

WURLITZER 1015 .....\$575.00  
ROCK-OLA 1422 ..... 400.00  
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**SHAFFER MUSIC COMPANY**  
606 South High St. Columbus 15, Ohio  
PHONE: MAIN 5563

**New York:**

With the city virtually flooded by heavy rains, arcade business here took a dip this week, but operators expected the setback to be temporary. Business along 10th Avenue was also affected by the weather, but Harry Berger, West Side Distributing; Dave Lowy; Tony Rex, Manhattan Phono, and Charlie Lichtman, Hub Distributing, were also optimistic that activity would return to normal in a few days.

Mike Munves, of Mike Munves Corporation, left Tuesday (4) for Hot Springs for a rest. He plans to be in Chicago December 1 for the outdoor convention. . . . Al Cole, Drink-O-Mat exec, is in Havana on business. The hop is the last leg of a trip covering New Orleans, Houston and Chicago. The firm, after studying the results of Cole's trip, will name distributors in Havana, New Orleans and Houston. The Chicago set-up is already complete.

Lou Jaffa, Eastern Electric's sales manager, is moving to larger quarters in the General Motors Building. . . . Million Dollar Playland (Times Square) has removed its hot dog stand in order to provide a wider entrance to the arcade-poker table set-up. . . . Jim Mangan, CMI's director of public relations, was in town this week.

Initial shipments of the new coin-operated steam cabinets will be sent to distributors this week. . . . Harry Fox, Asbury Park, N. J., reports that his son, Milton, is out of the army and is helping him on his operation. Milton was mustered out a major. . . . Bill Hankin, Buffalo, was a visitor here this week.

LeRoy Stein, executive director of the Music Guild of America (MGA), and Al Bloom, Speedway Products president, in a huddle at the cancer fund jamboree discussing coin-operated juke box-tele combination sets. Barney Schlang, Automatic Music Operators' Association (AMOA) manager, took time off from his duties as committeeman at the affair to join in the confab.

Bart Hartnett is now in charge of the Associated Amusement Machine Operators of New York (AAMONY) headquarters on the avenue, having taken over his new duties as business manager of the association. . . . Herb Weaver, of Forest Hills, will be in full production with his new grip machine shortly. (See New York on page 106)

**Milwaukee:**

Morry Zenoff, of the Plankinton Arcade, is going great guns with his radio activities. He now has two regular radio programs—one daily over WMLO and one every week over WEXT in which he broadcasts football games. He reports that the fights which his Victory Sports Club sponsors at the Milwaukee Auditorium are growing in popularity.

Harry Matsunaka is returning to his Plankinton Arcade duties after a few weeks' leave of absence while he helped his folks on a ranch in the West. He will take over the night mechanical duties at the arcade while Don Emory does such chores in the daytime. George Heil is also back after a short vacation and will take over the tobacco and novelties stands, while Mary Lee Carroll and Dolly Mikkelsen change off at the jewelry and magazine counters.

A Plankinton alumnus, Dick Gardner, is now working for RCA in New York. Manager Joseph Stittgen and George Heil, of the arcade's Green Room, were recently featured in an article in a national magazine. Charlie Emory relieves his son, Don, during rush hours at the arcade gun range and photo booth. Estelle Lemerond still has charge of counters daytimes when the juke box section is comparatively quiet.

**COINMEN YOU KNOW**

**Detroit:**

Mrs. Jack Baynes, whose husband is a leading music association executive, is in improved health following her recent hospitalization. . . . Joseph Grum, who has resigned as president of the American Vending Corporation following removal of the main offices to Kansas City, Mo., has returned to his home here to go with another industrial organization. . . . Harry Cameron has entered the juke box business at Lansing with a route of 30 Aireons under the name of Spartan Music Company. . . . Fred Chlopan, well-known head of the Michigan Table Top Association, was special representative for the Michigan Automatic Phonograph Owner Association (MAPOA) at the National Tavern Owners' meet at Atlantic City, where he aired MAPOA ideas on the present copyright legislation adopted by the convention.

L. V. Harris, formerly associated with the Music Service Company, has gone into business independently as the Excel Music Company, buying the entire route of locations formerly operated by the music service. He has established headquarters at 8419 Brush Street. . . . Hazel Richlin, office manager of the King Pin Distributing Company, has gone on the road as sales representative for the company—the (See Detroit on page 107)

**Portland, Ore.:**

Jimmie Harris, head of the J. H. Harris, Inc., vending firm in the Portland-Vancouver area, isn't waiting for times to improve to increase his volume from cigarette vendors. Firm is going out after new locations, having added some 50 machines within the last three months for a total of about 350 in the territory. Harris says business per machine is only holding steady but that the increased enterprise is showing results in the firm's turnover.

Frank Sandberg, Portland manager for Mills Sales Company, Ltd., recently returned from the Wilson River country with his limit of silversides. He says he caught them himself.

John Loew, another vender operator who combines this work with his regular selling job, reports that the two enterprises compliment one another in a profitable way. Loew has a route of about 200 penny bulk machines and finds that careful at—(See Portland, Ore., on page 107)

**San Francisco:**

Don McClinton and Bill Collier, of Viking Specialty Company, are featuring vacuum-packed almonds. Since the nuts are packed in five-pound containers, they are easily handled. McClinton and Collier are making plans to attend the NAMA convention in Chicago. . . . B. C. Beyer, of Coin-Controlled Equipment Company, Oakland, is back in the city following a trip to Portland. . . . Johnnie Ruggiero, of Jack R. Moore Company, Seeburg distributors in this area, back from a vacation. The staff is recuperating from a recent open house.

Leon (Hi-Ho) Silver has incorporated. Despite the "Hiho" trademark, this Silver is being confused with another Leon Silver and associates here—and vice versa. . . . Tony Parina, of Messrs. Parina & Company, back at his desk following an illness. . . . Mart Parent, of Parent Distributing Company, national sales representative of the Douglas Automatic shoeshiner, eagerly awaiting the first of the machines to come off the assembly lines in Los Angeles. . . . Francis Schmidt now associated with his brother, Paul, in the running of the Manufacturers' Agent Sales Company.

**Los Angeles:**

Mike Hobart, Jean and Dolores Minthorne, all of Minthorne Music Company, back in town from Phoenix, Ariz., where they held a successful showing of the new Seeburg and Bally lines. Mike reports that the Seeburg service school, which started October 21, now has an average attendance of 45 people at each of the semi-weekly classes.

Jack Oleson, sales manager, announces that the Shipman Manufacturing Company will soon be in full production on the firm's new three-column candy bar machine.

Mart Parent, who heads the Parent Distributing Company, national sales agents for Douglass shoeshine machine, is expected to arrive here any day now. . . . R. W. Bell back in town after a successful trip to the San Francisco Bay area where he (See Los Angeles on page 107)

**Indianapolis:**

William (Bill) Bowles, of the Packard Manufacturing Company, returned to his desk after a business trip to New York, and almost immediately was summoned to look after business in Northern Indiana. . . . Paul Jock, distributor of A.M.I. phonographs as P. J. Distributing Company, was in the western part of Indiana in the interest of business. . . . Peter Stone, Indiana Automatic Music Company, Rock-Ola distributors, is spending most of his time getting matters cleared up before the end of the year.

John Sispos, service department, A.M.I. phonographs, spent much of his time in Northern Indiana last week checking phonographs. . . . Tommie Thomas, A.M.I. salesman, was in the Northern territory during the week calling on operators. . . . Mrs. Blanche Janes, Janes Music Company, is looking forward to attending the next showing of coin-operated devices in Chicago. . . . C. L. Huttering, A.B.C. Novelty Company, Ft. Wayne, Ind., was a coin row visitor during the week, buying parts.

Lloyd Anderson, Automatic Distributing Company, Terre Haute, Ind., was on coin row in the interests of business. . . . Paul Deaton, Western Sales Corporation, Connersville, Ind., visited coin row, looking at new equipment and buying parts. . . . Warren Bruce, of the service department at Indiana Music Corporation, is confined to his home by influenza. . . . Dan Brennen, temporary manager, Indiana Music Corporation, was in Chicago several days looking after business.

**Cincinnati:**

Cincinnati Automatic Phonograph Owners' Association (CAPOA) has sent out invitations for its annual Christmas party, to be held this year the night of December 9 at Hotel Gibson. Arrangements are under supervision of a committee consisting of Ray Bigner, chairman; Al Lieberman, Harry Hester, Charles Kanter, Bill Harris and Mrs. Dolores Ganzmiller.

CAPOA will hold its regular executive board meeting Tuesday afternoon (11) at 2 p.m. in the association offices. Members of the board who will attend are Sam Chester, Charles Kanter, Harry Hester, Nat Bartfield, Ray Bigner, Morris Kleinman and John Nicholas. Regular monthly meeting of the association will be held Tuesday night (11) at Hotel Gibson in Parlor H at 9 p.m.

Milton Cole and his wife are the parents of a daughter, Patricia, born October 28. Both mother and baby are doing well.

**Buffalo:**

Coin machines picture has been somewhat spotty during the last few months. There are plenty of headaches for most distributors and operators. The lush years are definitely a thing of the past and coinmen in all branches are caught between rising prices and smaller profit margins. . . . Trade, however, is optimistic. . . . A number of small operators who entered the business after the war's end have gone by the wayside. The old guard, however, is holding its own.

Operators are still talking about the De Luxe Redd Distributing cocktail and dinner party at the Park Lane which Vincent McCabe gave some weeks ago for coinmen. Firm has set up an attractive display simulating a modernistic bar location in its showrooms showing Wurlitzers to best advantage. . . . Anita Clark, of Redd, just returned from a trip to Chicago where she got better acquainted with CMAC bookkeeping methods. . . . Davis Distributing Corporation, Seeburg distributor, gave its annual shindig and showing at the Statler recently and got quite a crowd of interested operators. . . . J. H. Winfield & Company now has a good supply of Mills Empress phonographs after waiting a long while for the goods to come thru. Joe Molien, Niagara Midland Corporation, has rearranged his headquarters layout, installing a special operators' service and sales rack which expedites shopping.

Royal Amusement Company is busy and has added Benedict Samulski as routeman, while Alfred Bergman Jr., continues to run things for his dad. . . . Alfred Bergman Sr., Alfred Sales, Inc., reports good business for juke and pin games. He has added considerably to the staff, latest newcomers being Eddie Rojacki and Eddie Sadowski in the service department. Al Sr., is much better after extraction of some teeth, and hopes to be in the pink soon. . . . Distributor Lew Wolf was home with an upset stomach last week. His secretary, Madeline Collins, is still bothered with a shoulder injury sustained in an accident some weeks back. . . . Howard Maurer, also of Lew Wolf Enterprises, Packard distributor, had a bad scare when his wife was rushed to Meyer Memorial Hospital a couple of weeks ago desperately ill after a blood clot lodged in her chest. She is now reported better and may soon be able to go home.

Murray Siedman, head of Capitol Records here, is still suffering from after-effects of a broken hip and other injuries he suffered in an auto smash-up this summer. He was laid up for some time, but is now back on the job, and off on a business trip. . . . Recording artist Vic Damone made a real hit with record buyers recently during a nitery engagement at Town Casino. He made many personal appearances at record stores, including Rabs, Cef's and Modern Music, all of North Tonawanda; Morrell's, Niagara Falls, and Melody Lane, Silver Creek. Maurice Rocco was another star who appeared at Town Casino recently and boosted record biz for himself.

**New Orleans:**

Barbecues for employees of the Dixie Coin Machine Company are becoming regular events, Marion Matranga, firm manager, reports. Most recent get-together of the firm was held at Fontainebleau State Park, across Lake Pontchartrain from the city. A juke box supplied music for the event while Mrs. Troncale, mother of Secretary Rose Troncale, prepared the barbecued ribs. Rose, herself, entertained the group after supper, singing several popular songs.

Rosario Pipitone, Dixie's oldest employee, added her bit with a jitterbug dance. Among those present were Mr. and Mrs. John Hambric, Mr. and Mrs. Adrian Martin, Mr. and Mrs. Alfred E. Holt, Mr. and Mrs. Matranga, the Troncales and Mr. and Mrs. Pipitone.



**Portland, Ore.**

(Continued from page 104)

tention to location needs keeps his volume up at times when others are complaining of a slump.

H. D. Leffingwell, Portland manager for the Canteen Company of Oregon, has been in Chicago on company business.

Arnold Caplan, head of the vending division of the A & B Candy Company, takes the "outside" side of the inside-outside controversy regarding vender placement. The firm having a machine route as well as a distributing business, Caplan's views reflect both angles of the vender industry. "Some machines will bring 50 per cent more volume outdoors than indoors," he says, contending that this increase more than offsets any disadvantages from harder usage and weathering of equipment. "It all depends on the location," he adds, recommending for these spots the stand type of machine that can be put outdoors in the daytime and brought indoors at night or when weather conditions make it advisable.

Karl K. Kindler, measured music man, is expanding his locations, largely among the counter-type trade. Kindler took over the agency for Personal Music from the Columbia Music Company here. . . . E. Roland Allen, manager for the Columbia Music Company, Rock-Ola distributor, reports a fair pick-up in phono demand, having "moved several lately."

**Detroit:**

(Continued from page 104)

first traveling saleslady for the coin machine business in Michigan.

Sol Colton, head of Automatic Apartment Laundries, reports the company will restrict its operations to laundry installations in apartment houses, rather than open any laundry stores. . . . Arthur J. Jacques, inventor of the Shoematic shine machines, is spending the last half of November in Northern Michigan on a bear and deer hunting expedition.

Mike Medford, pioneer operator, and member of the Michigan Miniature Bowling Association, Inc. (MMBA), is confined to Grace Hospital. Ben Robin-



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son, formerly of Detroit, and now operating in Texas, visited the MMBA new headquarters and was greeted there by many of his old friends. Al Curtis and Maury Feldman were over for lunch at Carl's Chop House, where Art Sauve, Sam Rose and Harry Stanton also were engaged in something important. MMBA's new secretary, Edith Uren, rides to work on a bicycle—good driver.

Fred Atol, of the Young Distributing Company, local Wurlitzer distributors, was in Grand Rapids for the week-end. . . . Victor J. DeSchryber and Thomas A. Kinsworth are forming the Food Products Vending Company at 14910 Snowden Avenue. . . . Herbert Weingarden, formerly with the Atlas Music Company, and the Motor City Music Company, and at one time on the road in the East for Strikes 'n' Spares, is establishing Action Music Company in Highland Park to service jukeboxes for other operators. He is specializing in on-location service to keep locations in operation.

Michael A. Angott Jr., one of the founders of the Angott Sales Company, now being operated by his brother, Carl Angott, left for Florida this week. . . . Earl M. and Thomas R. Smith, Frank A. Taylor, George C. Almi, Herman Finkbeiner, and R. William Dobbert are forming the Self-O-Matic Laundries to operate in this territory, with offices at 55 Victor Avenue in the island suburb of Highland Park.

**Los Angeles:**

(Continued from page 104)

transacted business for Automatic Enterprises. . . . Hal Smoot and Bill Aldridge, of Kwik-Kafe of California, Inc., is busy tracing 15 Kwik-Kafe coffee machines which were lost in transit somewhere between Chicago and Los Angeles.

Jack Greenfield is remodeling his offices in preparation for the arrival of the Bert Mills coffee bar. Jack has also added Niks cookie vender to his line of machines. . . . Bill Happel Jr., Badger Sales, spent a week-end in San Diego golfing with several prominent operators in that area. Bill was also seen with Jack Nelson, of the Jack Nelson Company, Chicago, at Chanteclair's Restaurant on the famed Sunset strip in Hollywood. . . . Seen along coin machine row: G. P. Curtis, Riverside; S. R. Hopkins, Banning; F. A. Showalter, Las Vegas; E. E. Peterson, San Diego; Carl Robertson, Anaheim. . . . Bob Stark, Ideal Weighing Machine Company, has installed the latest type infra-red ray enamel baking ovens in his local plant.

M. S. Winters, Automatic Equipment Maintenance and Sales Company, who recently opened a new plant for the repair and servicing of vending machine equipment, reports that business is booming and that Southern California operators are very receptive to the new service. . . . Stan Rouso, representative of Stoner Manufacturing Company, who was recently appointed territory chairman for the Damon Runyon cancer fund drive, announces that local operators may mail their contributions to Stan Rouso, 858 South Flower Street, Los Angeles 14, Calif. . . . Lloyd Rudd on a West Coast business jaunt for the Rudd-Melikian Company, states that there are now several hundred Kwik-Kafe coffee machines in operation in the country.

Lou Feldman, formerly with Operators Vending Supply Company, is reportedly planning to open his own vending machine supply house on West Washington. Acme Vending Machine will be the name of the firm. . . . Preston Jarrell, of Weymouth Service, who has been ill, reported on the road to recovery and is expected back at his desk after the first of the year. . . . Randolph Leland, of Leland Service, has returned from Arizona where he went to inspect Pulver gum machines.

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# Bowling Alleys Top Locations; Coin Machine Gross Is Heavy

(Continued from page 88)

waukee, 134; Pittsburgh, 129; Cleveland, 125; Philadelphia, 94; Baltimore, 75; St. Louis, 73; Cincinnati, 46; St. Paul, 39; Los Angeles, 36; Minneapolis, 35; Washington, 34; Toledo, 29; Boston, 26; San Francisco, 20. Included in these figures are duck pin and candle pin alleys in addition to the more universal ten pin lanes. First two games are popular on the East Coast (duck pin particularly in Washington and Baltimore) and are played in buildings as well equipped as the regular ten pin spots. Recreation Center Corporation, Baltimore, has 100 duck pin alleys under one roof.

Average number of lanes per bowling establishment is 7½, which means that almost 78,000 separate alleys are in existence. Spectator seats, averaging 125 per location, number about 550,000 in all commercial establishments.

### California Big Center

While bowling spokesmen say Florida is under average as a bowling State, California is the reverse, coming into prominence as a bowling center with the war years. Sunset Bowl, Los Angeles, has the largest number of alleys (52) on one level in a continuous line. In the Middle-west, Eastern and Northern sections, the top bowling season lasts eight months, beginning with September thru April, during which period some 480,000 American Bowling Congress (ABC) league members hold the majority of their meets.

James Kalivoda, official of the Chicago Bowling Association, says his city is the center of ABC bowling league activities, its alleys catering to 10 per cent of all such teams in the country. Detroit is mentioned as second with respect to sanctioned league meetings. Of the larger cities, it also has more alleys per capita than any other city. Largest ten pin establishment is located in Detroit, boasting

78 lanes.

Operators of peanut venders find bowling alleys lucrative sites. In Detroit, one operator grosses an average of \$70 a month from six nut machines located in one bowling alley. Popcorn venders, too, find kegler fans good customers. David F. Greenberg, official of "Pop" Corn Sez, Chicago, says bowling alleys make up a good portion of locations for their 1,800 venders in the Chicago area. In some instances, firm has two popcorn venders in one alley. San Francisco cigarette vender operators say bowling alleys are tops as locations for many of their 3,500 machines, with hotel lobbies, restaurants, and taverns following in that order.

Due to the presence of taverns, snack counters and restaurants in many bowling establishments, operators say soft drink and candy bar venders do not pull well in such spots. Where such facilities do not exist, drink and candy units prove to be profitable. Perry Rose, head of Robot Sales, Maywood, Ill., says that altho his bowling alley located cigarette venders experience a 70 per cent drop in sales during the four summer months, even in air-conditioned establishments, their high rate of sales during the other eight months more than makes up for the slack period. Those alleys in which Rose has two cigarette machines become a one-vender spot in the hot months. He places one vender elsewhere in a roadside inn, or other highway type spot that closes for the winter. His candy bar venders, of which he has placed two in many alleys, maintain a good level of turnover even in summer, dropping off about 30 per cent from top bowling season sales. "I fill the candy venders three times a week in the summer months instead of once a day as is needed in the September to April stretch," Rose states.

New types of venders, including

hot coffee and sandwich units, are also slated for bowling alley installation. Vendi Freeze Sales, Chicago, headed by A. A. Dubin, is currently running a test installation of the new model Vendi Freeze ice cream bar vender in the 24-lane Rolleway Recreations, Chicago. Dubin says bowling alleys appear to be an ideal type of location for such a machine, as both summer and winter sales should be uniformly high; in summer ice cream is an acknowledged favorite and in winter the physical exertion of bowling will whet the player's appetite for a cooling ice cream bar.

Trade leaders estimate that there is one juke box in every two bowling establishments. Spotted in alley arcades, adjacent to lunch counters and bars, kegler fans listen to about 2,200 juke boxes in lanes over the country.

### Coin Game Bonanza

It is the coin-operated amusement games, coinmen contend, that finds the bowling alley location almost a perfect location. Averaging about six or seven machines to an establishment, there are about 30,800 such machines in use in the nation's bowling lanes. Many alleys, especially the larger ones, offer the amusement operator a special alcove, or room, in which to set up an arcade array of games. In such spots, these machines not only draw the play of keglers, but also that of spectators, cocktail lounge and restaurant patrons.

Ted Kruse, who with partner Vince Connors, heads the Edgewater Distributing Company, one of the four largest amusement machine operators servicing bowling alley locations in Chicago, says they have 125 coin machines in 15 alleys. Types of machines receiving highest play in the alleys are photo and voice recording machines, Kruse states. Nickel play units in the city's bowling alleys, he added, receiving highest play are basketball, baseball, hockey type games. Gun games are definitely off since the war's end, according to Kruse.

### Winter Play Heavy

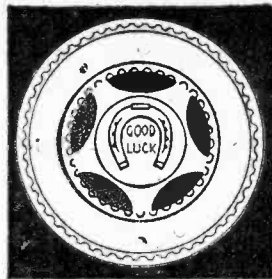
Kruse states there is a 75 per cent jump in play during winter months, especially in October and November. In some of the smaller alleys, he said, operators pull out their equipment when the spot closes for the summer season. Such units are placed in amusement parks, roadside inns, swim pools, and other summer type locations. In other small alleys, remaining open for the summer, games are also removed, but two or three left on location for the reduced patronage. In larger, air-conditioned alleys where machines are grouped in arcade quantity, altho play drops off during the summer, machines are not removed. "The eight good months of play received in bowling alleys more than make up for the four poorer months. Therefore, larger alleys are still tops over most other types of locations," Kruse contends.

### According to Lanes

Usually, the smallest of Kruse and Connor's bowling alley locations are eight-lane establishments. In these, two or three machines are installed, while in 16 or 32 lane spots from 6 to 12 or more units are set up. "We do locate machines in some three or four lane alleys if a bar or tavern is operated in conjunction," Kruse revealed.

Addition of a coin changer to a bowling alley arcade boosts play, as was found when Kruse and Connors placed four coin changers in such spots recently.

"Alley owners welcome games in their establishments because they are an important source of income to them," Kruse states. And the 12 or so Chicago operators who have machines located in the city's bowling lanes, which are patronized by approximately 1,000,000 bowlers and another 1,000,000 spectators, are quick to agree, both as to acceptance of their equipment by bowling alley management and excellent rate of play by the bowling public.



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6 Rock-Ola Master	189.50	4 Wurlitzer Victory 24	100.00
1 Rock-Ola 16 Record	89.50	1 Wurlitzer 600K Victory	175.00
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4 Rock-Ola 12 Record #2	50.00	1 Wurlitzer Victory 16	100.00
4 Rock-Ola Playmaster	149.50	1 Wurlitzer Twln 12 Hide-a-Way, With Buckley Adapter and 6 Buckley Wall Boxes	110.00
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# Cancer Fund Money Keeps Rolling In

Mark at \$127,464.92

CHICAGO, Nov. 8.—Contributions by coinmen to the Damon Runyon Memorial Fund for Cancer Research reached \$127,464.92 this week as donations keep rolling into Coin Machine Industries, Inc. (CMI), headquarters here.

Employees of the Bally Manufacturing Company, Chicago, led the list of contributors again this week as donations were received from the following:

Donald Hooker, \$50; Arthur A. Garvey and Phil Weinberg, \$20 each; Milt Johns, Thomas V. Mitch, Charles Snow, John Britz and H. M. Harries, \$10 each; production control department, \$6; L. E. Gerardin, \$5; Maybelle Folger and Romeo Kuklinski, \$3 each; Robert Seymour, Doris D. Dinsmore and Anthony Brocato, \$2 each, and Felix Herigodt, Ruth Refnes and Lester Stevens, \$1 each.

### Other Contributors

Other contributions this week came from Interstate Coin Machine Company, Inc., Springfield, Mass., \$100; James R. Coakley, Terre Haute (Ind.) Lodge No. 1009, \$90; Harry G. Sorensen, San Francisco, \$50; A. Coughlin, Queen City Vending Company, Buffalo, \$50; California Music Operators' Association, Oakland, \$33; W. H. Coffman, Tracy, Calif., \$25; George Murdock, San Francisco, \$25; Serverino Caslani, Capitol Amusement Company, Montpelier, Vt., \$25; George A. Miller, Northern Distributing Company, \$25.

C. G. Silla & Company, Oakland, Calif., \$20; Frithiof Burgeston, Barrington, Ill., \$15; Francis F. Ferguson, Auburn, Calif., \$15; C. L. Mundy, Jasper Vets' Social Club, Inc., DuBois County Post 673, VFW, Jasper, Ind., \$15; Alan Conway, Santa Ana, Calif., \$14.40.

Ten dollars each: Pete L. Weyh, Havre, Mont.; J. K. Thompson, Pacific Music Company, Oakland, Calif.; J. L. Bristow, Sacramento, Calif.; William A. Goodwin, Hayward, Calif.; L. H. Whitmarsh, CMOA, Oakland, Calif.; George C. Penn, Capitol Soundies, Inc., Sacramento; Ratzl P. Dair, Pittsburg Automatic Music, Pittsburg, Calif.; Herbert F. Hanrion, Hanford, Calif.; J. M. Donovan, Donovan Vending Service, Whitman, Mass.

Five dollars each: J. L. Barnes, Barnes Music Company, Selma, Ala.; C. L. Spear, Oakland, Calif.; W. G. Thornton and Y. A. Davis, Mostly Music Company, Oakland, Calif.; C. B. Bates, B & B Music Company, Oakland, Calif.; Verda Lu Bradley, Coy Amusement Company, Berkeley, Calif.; Fred Dee McKenzie, Oakland, Calif.; William Roberts, Trio Music Company, Ltd., Sacramento; Orville M. Morgan, Morgan Music, Fresno, Calif.; R. F. Darling, Oakland, Calif.

### California Donations

Bert M. Kramer, San Francisco; Margaret Musso, Oakland; Benito Murrillo; Jesse James, Dunsmuir; Stanton W. Grotenhuis, Alameda; Gus H. Kouns, Centerville; James R. Botelho, San Francisco; Ernest Johnson, Roseville; Pollard W. Nuner, Del Mar Music Company, Chico; Mel W. Krick, Tel-a-Song Music Company, Oakland; B. H. Winslow, Lake Electric Company, Clearlake Highlands; C. P. Reinert, Yuba City.

Leona L. Kelly, Kelly Bros.' Liquor Store, Tracy; Mrs. Ethel E. Delacruz, Oakland; L. G. Damon, Damon's, Oroville; Ruth A. Malick, Bill Malick Music Systems, Oakland; J. Inverarity, Oakland; Norman J. Foote, Foote Electrical Company, Grass Val-

# Port Congestion Problem May Hurt Latin American Imports

WASHINGTON, Nov. 8.—The coin machines of all types have been reaching Latin American coinmen in increasing numbers for the past year, port congestion in the markets where this commerce is aimed is becoming a problem that may soon injure this potential lush market.

Author of this statement is Serge K. Koushnareff, of the Department of Commerce's Transportation and Communications division, who says in the current *Foreign Commerce Weekly* that the matter has already become one of concern with exporters and steamship operators alike.

According to Koushnareff, "Available facts make it plain that nearly all Latin American ports are extremely congested now and that the major ones will be unable to return to normal operations unless drastic steps are taken to improve the situation."

### Reasons for Condition

He points out that the enormous expansion in that area since the war is one of the main factors influencing port congestion, brought about by Latin American countries' ability to acquire dollar exchange balances during the war thru sales of large amounts of raw materials to this country. During that same time it was unable to buy American made goods. Following the war, Latin American importers placed unusually large orders for goods of U. S. manufacture to replenish dissipated stocks which resulted in greatly overtaxed traffic in existing port facilities.

Koushnareff, however, believes that certain moves made at this time can lead to the problem's solution. Among those he recommends are a concerted effort to bring port procedures up to date, replacement of old and inadequate port facilities and most of all the construction of more warehouses and piers. Beyond that, he feels that merchandise placed in customs warehouses should be expedited with a minimum of delay by the receivers, a failure of which thus far has forced incoming ships to ride at anchor for interminable periods while awaiting dock space.

### Warehouse Situation

Bottlenecks of this type are peculiar to Latin American ports because the charges for storage in customs are low compared with generally increased prices. Noticing this, importers have been quick to take advantage of the incident, therefore making it a seemingly accepted practice in many Latin American countries for importers to allow their products to remain in customs warehouses until they are ready to move their products directly to buyers.

In Buenos Aires, the congestion has reached such drastic proportions that U. S. shipments destined for Argentina buyers are currently subjected to a surcharge of 25 per cent of the usual freight rate, necessitated by the loss of time sustained by ship operators who are often held at anchor for as much as 21 days. In Rio de Janeiro and Santos ship operators recently agreed to set up a surcharge of 35 per cent of the normal freight rate. In Rio, a system of priorities regarding docking vessels

ley; R. N. Smith, Automatic Music Company, San Francisco; Herbert L. Lindsley, Mills Enterprises, Inc., Oakland; R. E. Rubottom, Oakland; Jack Cerruti, Livermore; Helen E. Arnold, North Sacramento; Charles Weiner, San Francisco; Charles Johnston, San Francisco; Wayne H. Morgan, Oakland; A. Farley, San Jose; Gus H. Kouns, Centerville.

One dollar each: G. A. Tockstine, Fresno, and W. S. Van Single, Clyde Company, Concord.

was recently instituted which calls for first priority to passenger-to-passenger vessels, second priority to ships discharging perishable goods with manufactured items such as coin machines bringing up the rear. It is hoped that this system, which many believe is equitable, will help to clear up the impasse with benefits to all in the near future.

### Colombia's Drastic Plan

Colombia, one of the leading importers of U. S. coin equipment, has introduced a drastic plan designed to speed up unloading facilities. Plan calls for all incoming goods to be spread almost equally among the country's three major ports, namely Buenaventura on the Pacific Coast and Barranquilla and Cartagena on the Caribbean. Colombia believes that this plan will prevent any one port from becoming clogged.

Selection of port is not up to importer or exporter but is solely dictated by relative conditions in all three ports, an unhappy situation for the two parties concerned. Plan, while undoubtedly regulating flow of goods thru Colombian ports, creates many uneasy moments for exporter and importer alike, leads to goods traveling for longer periods and greater distances in many instances.

Regardless of the original intent—to keep goods moving thru Colombian ports at an even rate—the plan has had repercussions because of the heavy traffic. Thru August, 1947, all three ports were filled to capacity, with cargoes discharged at each of the three ports but not forwarded to the interior. In Buenaventura alone, imports during the first half of this year totaled 210,000 tons, with some 150,000 tons moving inland, leaving a backlog of 60,000 tons which initiated a bottleneck that has since been increased.

# Edward Wikoff Joins Empire Coin Machine

CHICAGO, Nov. 8.—Ed Wikoff has joined the expanding sales force of Empire Coin Machine Exchange and is covering the State of Indiana for that firm.

Wikoff formerly was with Coven Distributing Company, of Chicago. He joins Howie Freer, Paul Glaser and Bob Schaefer to round out the Empire sales force.

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616 . . . . . \$ 69.50	Windsor . . . . . \$ 69.50
500 Keyboard . . . . . 139.50	Spectravox & Playmaster . . . . . 99.50
24 Victory, '42 . . . . . 119.50	Master . . . . . 149.50
500 or 600 Keyboard Victory, '42 . . . . . 139.50	Commando . . . . . 169.50
600 Rotary Victory, '42 . . . . . 129.50	Super . . . . . 169.50
24's . . . . . 89.50	Standard . . . . . 139.50
1015 . . . . . Write for Price	1422 (1946) . . . . . Write for Price
<b>SEEBURG</b>	<b>AMI</b>
Hi-Tone, ES . . . . . \$169.50	Streamliner, 5¢/10¢/25¢ . . . . . \$159.50
Hi-Tone, RCES . . . . . 189.50	Singing Tower, 5¢/10¢/25¢ . . . . . 129.50
Casino . . . . . 69.50	<b>ARCADE</b>
Gem Victory, '42 . . . . . 109.50	Skee Roll, 7 1/2 Ft. . . . . \$ 69.50
Classic . . . . . 139.50	Skee Roll, 9 Ft. . . . . 99.50
Colonel, RC . . . . . 179.50	Super Triangle—Adjustable for 5, 7 or 9 Balls 139.50
Crown or Regal . . . . . 119.50	Red Ball . . . . . 99.50
Cadet . . . . . 169.50	Send Shipping Instructions and 1/3 Deposit With Order, Balance C. O. D.
Major, RCES . . . . . 169.50	
Model 148 . . . . . Write for Price	

**CELLAR JOBS**  
ALL IN STEEL CABINETS WITH 30-WIRE BUCKLEY ADAPTORS—  
READY FOR LOCATION!

WURLITZER TWIN 12's . . . . . \$100.00  
WURLITZER 24 . . . . . 135.00  
ROCK-OLA TWIN 12's . . . . . \$ 90.00  
ROCK-OLA 20 . . . . . 125.00

**RUNYON SALES COMPANY**  
123 W. RUNYON ST., NEWARK 8, NEW JERSEY—TEL: BIGELOW 3-8777  
593 TENTH AVE., NEW YORK 18, NEW YORK—TEL: BRyant 9-2235

IN PRODUCTION—ORDER NOW!

# The NEW Mercury ATHLETIC SCALE

Operators report it the best Penny money maker ever made.

15 different moneymakers in one great machine. Invites repeat plays.

NEW — SENSATIONAL — LEGAL — BUGPROOF — DURABLE

PRICE \$195.00 F. O. B. Detroit

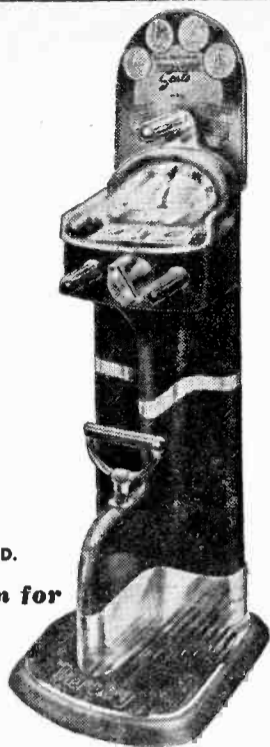
1/3 Deposit with order, balance C. O. D.



Some protected territories open for bona fide distributors

MERCURY STEEL CORPORATION

3830 Holbrook Ave. Detroit 12, Michigan



## NY Arcades Have Answer for Poker Table Problem

(Continued from page 88)

the best in the area this summer will continue.

Owners of the Playland first put up a regular store front last week, but with business cut to one-fifth almost at once, they tore down the front after a couple of days. This week they put up the glass front and report that biz is holding as well as before.

Other arcades are watching Playland developments before ordering their own fronts for the winter. Meanwhile barkers are putting on heavy coats as the weather gets colder. The Times Amusement Arcade (42d Street) has always gone in for almost an entire glass front and the firm's 52d Street Arcade has been about the same in number of square feet of glass in front, but the Playland is the first with an all-glass front.

### Wide Aisles Essential

Another factor found necessary for successful poker table operation during the past summer is wide aisles. The Million-Dollar Playland and the Mardi Gras (Times Square) found that while record or hot dog departments in front did a good business, the poker tables in back suffered with narrow aisles necessitated by the narrow fronts and deep stores.

By moving the stands out front or to the rear, so that wide aisles of entry were available for patrons, the locations found an almost overnight increase in poker table revenue. The Mardi Gras (50th Street) and Herman Rapp's Gameland (50th Street), which opened later in the summer, profited from some of the mistakes of the other establishments and started with wide aisles.

Operators here agree that poker tables (regardless of the manufacturer) proved one of the biggest booms to the arcade business during the summer and that a good winter is ahead if proper advantage is taken of the machines.

## 5,000 Coinmen Boost NY Cancer Fund Jamboree

(Continued from page 89)

Ray Moloney, president of Bally Manufacturing Company and head of the CMI cancer fund committee; Dave Gottlieb, president of D. Gottlieb & Company; John Chrest, sales manager of Exhibit Supply Company; L. A. Durant, president and treasurer of United Manufacturing Company; Harry Williams, president of Williams Manufacturing Company; Louis W. Gensburg, president of Genco Manufacturing & Sales Company; Sam Wolberg, of Chicago Coin Machine Company; Vince C. Shay, president of Bell-o-Matic Manufacturing Corporation, and Walter A. Tratsch, president of A. B. T. Manufacturing Corporation.

Nick Kenny and Earl Wilson, the columnists, greeted the audience from the stage and congratulated the coin machine industry on its support of the Runyon fund.

Called upon for a few words, Jack Mitnick, chairman of the local committee, received an ovation for making the event a success. Mitnick gave his thanks to the committee members who had served under him, soliciting donations, distributing tickets and arranging for entertainment.

Local committee members included Harry Rosen, treasurer; Al Denver, Charles Aronson, Bill Rabkin, Nat Cohn, Eddie Smith, Dave Simon, Barney Sugarman, George Ponsler, Harry Pearl, Mike Munves, Sid Levine, Bessie Berman, Joe Hahnen, Sam Kresberg, Sam Waldor, F. McKim Smith, Saul Pearlman, Herbert Blum, Robert Z. Green, Mario Russo, Murray Weiner, Barney Schlang, Bennie Linn, Gloria Friedman and Joe Hirsch.

Also, Dave Stern, Matty Forbes, Max Schaffer, Irving Katz, Bert Lane, Albert I. Gorner, Dave Gilbert, Nat Faber, Harry Krane, Jack Schoenback, Herbert Weaver, Al Bloom, Willie Levy, Milton Green, Charles Lichtman, Hymie Rosenberg, Harry Berger, Dave Lowy, Sam Sachs, Maxie Green, Leroy Stein, Abe Green, Joe Fishman, Harry Steinberg, George Hurwich and Ralph Colluci.

## ALL THE LATEST BRAND NEW FACTORY RELEASES IMMEDIATE SHIPMENT — NO DELAYS!!

### 5 BALLS

TALLY HO  
BRONCHO  
HUMPTY DUMPTY  
NUDGY  
NEVADA  
BASEBALL

### THE DOWNEY-JOHNSON COIN COUNTER



217.50  
F. O. B.  
Chicago

### ONE BALLS

ENTRY  
SPECIAL ENTRY  
EUREKA  
JOCKEY SPECIAL  
JOCKEY CLUB

WE STILL WANT POST-WAR 5-BALL GAMES. SEND YOUR COMPLETE LIST. CASH WAITING!

OUR COIN SORTER AND COIN COUNTER ARE BOTH UNCONDITIONALLY GUARANTEED FOR 1 YEAR.

Free Circulars Upon Request

Our Reconditioned Machines Are Up To A Standard, Not Down To A Price.

Distributors, Send for Full Particulars.

WELL KNOWN, PRACTICAL GLOBE COIN SORTER, \$290.00

### DON'T PASS THESE UP!!

### Victory Derbys—Victory Specials

With AUTOMATIC MULTIPLE CHANGER, CHROME RAILS. Beautifully reconditioned. Still available at BARGAIN PRICES! WRITE, WIRE OR PHONE

TERMS: 1/3 DEPOSIT—BALANCE C. O. D. OR SIGHT DRAFT. CHARLES (JIMMY) JOHNSON—VINCE MURPHY

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## ATTENTION, NEW JERSEY, NEW YORK AND NEW ENGLAND OPERATORS

We are now delivering the sensational Evans Free Races, Bally Jockey Special, Bally Jockey Club — Williams All-Stars and the top pin game winners — UNITED NEVADA, EXHIBIT TALLY-HO, Bally Nudgy and Gottlieb Humpty-Dumpty. Also a complete line of Mills Machines.

Palisades is the only metropolitan coin machine organization ready to give immediate service to the operator on all types of pin games, consoles, bells and one-balls.

DEAL WITH THE DISTRIBUTOR THAT CAN GIVE YOU COMPLETE AND ADEQUATE SERVICE AND IMMEDIATE DELIVERY.

### PALISADES SPECIALTIES COMPANY

498 Anderson Avenue Cliffside Park, N. J.

20 MINUTES FROM NEW YORK CITY  
Cliffside 6-2892

### CLOSE-OUTS

18 VICTORY SPECIALS .....\$215.00  
12 SPECIAL ENTRIES ..... 395.00

1/2 deposit with order

NEW ORLEANS, LA.  
745 BARONNE

ROBINSON DIST. CO.

CANAL 6525  
CANAL 6454

## Coin Machine Biz Lags; Gulf Coast Rebuilds

(Continued from page 89)

Mississippi Gulf Coast lost heavily, but no complete tabulation has been made. Among those who were hard hit by the storm are John J. Bertucci, owner of United Novelty, Biloxi, Miss., who gave a preliminary estimate on his equipment loss at \$50,000; Ies Griffin, whose losses in Mississippi and Louisiana totaled \$2,000; Mrs. Marie Friedhoff, M. F. Amusement, Biloxi, considerable loss not yet estimated; A. H. Peoples, New Orleans operator, whose losses on the Coast include two new Wurlitzer and other equipment, and Benny Catita, Pascagoula, Miss., several juke boxes and pin games.

In New Orleans proper, C & D Amusement (Casertino and Dalio) lost heavily on the Gentilly highway leading to the Gulf Coast, where the city suffered its worst damage. In the same area and in St. Bernard parish, another hard-hit area, Admiral Vaughan, Service Coin Machine Company, estimated his losses at \$15,000, including phonographs and bells.

Louis Boasberg suffered damage of \$2,000 when the high winds caved in a garage in the city, demolishing a delivery jeep and damaging a truck. Wind also damaged the super structure of an elevator shaft in his building.

WE HAVE THE GAME YOU WANT

SHOW GIRL	\$ 75.00
SURF QUEEN	30.00
SUSPENSE	45.00
SUPERLINER	55.00
MISS AMERICA	70.00
BIG HIT	40.00
FAST BALL	55.00
HAVANA	100.00
COLD BALL	150.00
PLAY BOY	130.00
HONEY	140.00

All our games look and work better than new. Try one—you can't lose.

**Lavoie & Hillman, Inc.**  
2 East Main Street, Fall River, Massachusetts  
Tel.: F. R. 8-5431  
DISTRIBUTORS OF COIN MACHINES SINCE 1926

**FOR SALE**  
HI-HAND, SUPER BELLS AND CLUB BELLS,  
\$40.00 EACH

Will also consider trading these for new Pin Games. Can deliver up to 25 Machines.

**PENNSYLVANIA VENDING CO.**  
1822 Carson St. PITTSBURGH 3, PA.

NEW BALLY DRAW BELL DELUXE  
NEW BALLY HI BOY  
NEW AND USED KEENEY SUPER BONUS BELLS  
NEW MILLS SLOTS—JEWEL & BLK. CH.  
NEW UNITED NEVADA  
NEW GOTTLIEB HUMPTY DUMPTY  
NEW DAVAL MARVEL, TOKEN P/O  
Phone: WA 2-4378, or Write for Prices.

**General Coin Machine Co.**  
227 N. 10th St. 49 N. 2nd St.  
PHILADELPHIA, PA. ST. CLAIR, PA.

### NCA Survey Shows Candy Ingredients Costs Still Rising

CHICAGO, Nov. 8.—Prices being paid for raw materials used in candy bars are still on the increase according to a survey completed this week by the National Confectioners' Association (NCA).

Six items, representing 91 per cent of the total ingredient costs of the confectionery industry, and the period between January 1, 1941, and October 15, 1947, were used as the bases for the survey.

During the period covered by the survey, the cost rises for the six ingredients were: Cocoa beans, 823 per cent; eggs, 231 per cent; peanuts, 210 per cent; sugar, 95 per cent; milk, 72 per cent, and glucose, 97 per cent.

The price of cocoa beans has taken a further rise during the past few weeks bringing the percentage over 1941 costs for this important candy ingredient to nearly 1,000 per cent. (The Billboard, November 8).

Only ingredient where a lower material price in the future is considered a possibility is peanuts. Congressional action on lower peanut prices, which has been held over from the last session of Congress, if passed would permit the Commodity Credit Corporation to sell peanuts for edible use at market prices instead of prices based on a government sponsored parity.

### NAAMO School For Mechanics Adds Students

NEW YORK, Nov. 8.—The school bell rang here last Monday (3) for 36 members of the second class of the Veterans' Mechanics School, sponsored by the National Association of Amusement Machine Owners (NAAMO) at the Manhattan Trades Center. The men, who started a three-month course preparatory to entering the coin machine field, had been cleared by the Veterans' Administration for the added schooling. An additional 15 students who are now completing a one-year course in radio mechanics will constitute the second part of the class, starting their course in one month. At that time a third instructor will be added to the school, it was announced by A. P. Henry, senior instructor of the Center.

### San Francisco Sets Cancer Drive Dinner

SAN FRANCISCO, Nov. 8.—San Francisco's coin trade took renewed interest in the drive to aid the Damon Runyon Cancer Fund when John Ruggiero, who heads the Jack R. Moore Company here, announced that definite plans have been made to hold a dinner here November 23, at the Fairmont Hotel. Ruggiero said nearly 800 coinmen, who will pay \$10 a plate, are expected.

Ruggiero said the move to set the dinner date grew out of an informal meeting held here the early part of the week. Ruggiero, with Warren Taylor, of Mills Sales, Oakland; Lou Wolcher, Advance Automatic Sales, and Al Armis, Golden Gate Novelty Company, agreed at the meeting to underwrite the dinner to get it started.

PUTNAM, Conn., Nov. 8.—After over six months trial, parking meters in this city are being accepted as a necessity by the majority of local citizens. When the meters were originally installed, considerable protest was raised against them.

### Candy Sales In 50% Rise During Sept.

WASHINGTON, Nov. 8. — First nine months of 1947 showed an estimated increase of \$170,000,000 over the same period last year in dollar sales of candy manufacturers, Commerce Department reported this week. September sales were up 53 per cent from those of the previous September and 50 per cent higher than in August of this year.

Sales of candy in pounds were also on the increase, tho the difference was not as great as in dollar sales, it was disclosed. September pound sales were up 23 per cent over September, 1946, while the first nine months of this year showed a pound-sale increase of 5 per cent over the same period last year.

Estimated dollar sales by candy manufacturers for September, 1947, amounted to \$67,765,000. Total amount of bar goods reported sold by 34 manufacturers was 78,393,000 pounds for this past September. Dollar sales for bar goods were estimated by Commerce Department at \$28,623,000. The 30 leading makers of bulk candy reported sale of 13,855,000 pounds for \$4,411,000. Average pound value of bar goods for September was \$.365, while the value of an average pound of bulk goods was \$.318.

Candymakers in Illinois did the largest dollar volume of confectionery sales in September, with 42 firms reporting an income of \$22,465,000. Pennsylvania was a poor second, with 37 firms reporting total dollar sales of \$7,560,000.

Sales of candy for September were approximately three and one-quarter times the monthly average for 1939, according to a Commerce Department graph. Lowest point for this year was registered in July when sales were twice the 1939 average.

### New Five-Ball For Chi Coin

CHICAGO, Nov. 8.—Chicago Coin Machines Company introduced a new five-ball, high score game this week, featuring special bonus rollover buttons on the playing field and double bonus scoring when proper backboard lights are on.

Called Sea-Isle, both playing board and backboard depict a South Sea isle background. Game was location-tested for several weeks prior to its introduction, firm's sales manager, Edward E. Levine, reports.

Production is in full swing and distributors are receiving shipments as of this week, it was announced.

### Pitney-Bowes Stockholders To Get Extra 10c Dividend

NEW YORK, Nov. 8.—Common stockholders of Pitney-Bowes, Inc., manufacturers of the coin-operated postal machine, Mailomat, will receive a year-end extra dividend of 10 cents a share added to the regular quarterly payment of 15 cents due December 12, company officials announced this week.

Employees will benefit thru the firm's wage and salary dividend plan to the extent of 7 3/4 per cent of base pay, for those with three years of service, with payments proportionately less for those employed a shorter time. Added to this will be an extra dividend, voted by the board of directors, of 4 1/2 per cent, distributed on the same service basis.

### Pan Distrib Hikes Service by Using 2-Way Car Phone

NEW YORK, Nov. 8.—Service calls will be expedited by Pan Coast Distributing Company, Inc., according to Sol Wohlman, president, through the installation of automobile telephones in the organization's three service cars. Only 15 firms in the city at present have automobile phones and the majority of these are newspapers, the New York Telephone Company said.

Claiming to have been the first firm to operate Skee Ball machines in the city and the first to operate roll-down games in the area, Wohlman states that he had no idea when he ordered the phones some months ago that he would be the first coin machine operator with the phones.

"I just figured," he said, "that a service man using an automobile telephone (two-way) could give faster service to locations on 'out-of-orders,' besides being able to make more calls during the same working day."

With the new phone system, Wohlman can call any of the cars and tell the servicemen where to report to make repairs. He can be called from the car and kept posted on calls completed as well as new spots to which he can dispatch another truck to install a new machine in a location, and he is also able to dispatch a car to bring parts to a location and save the serviceman the time of coming back to the firm's headquarters.

Tests have already shown, Wohlman declares, that every operator that wants to give speedy service—as well as to keep his machines operating without long waits for a serviceman to make a repair—should install a phone in the repairmen's cars. "Idle machines lose money not only for the location owner, but for the operator as well," he adds.

Average cost of a phone call from the automobile telephone is 15 cents in the city. Operators can have calls for even a lower price if they wish the units to receive messages only. Costs of installation, rental, or outright purchase of the equipment are extra.

Besides operating the amusement machine route, Wohlman's firm also manufactures various game machines and acts as distributor for several parts manufacturers.

### Mutoscope To Show New Coin Machines At Chi NAMA Show

NEW YORK, Nov. 8.—Several new machines will be among those shown by International Mutoscope at the National Automatic Merchandisers' Association convention, December 14-17, in the Palmer House, Chicago, according to Bill Rabkin, firm president. "These machines will be ready only a few days before the show," Rabkin said this week.

**CLOSING OUT FOR QUICK SALE!**

**RCA**

**COIN OPERATED RADIOS**

BRAND NEW, IN ORIGINAL CARTONS **\$45.00 EA.**

1/3 with order, balance C. O. D.

**RUSH YOUR ORDERS TODAY!**

*Mutual Sales Co.*

EXCLUSIVE *Seeburg* DISTRIBUTORS FOR MARYLAND, WASHINGTON, D. C., VIRGINIA

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**FOR SALE**

USED DELUXE DRAW BELLS, \$350.00 EACH

**DURSELL NOVELTY CO.**

176 Arch St. New Britain, Conn.

**DOWN GO PHONOGRAPH PRICES**

FOLLOWING ARE NEW LOW PRICES ON USED PHONOGRAPHS

WURLITZER	SEEBURG	ROCK-OLA
850-950-800 ..... \$269.50	Lo-Tone ..... \$249.50	Commando ..... \$129.50
780 ..... 249.50	Hitone, R.C. .... 209.50	Super & Master ..... 139.50
500 ..... 129.50	Hitone, E.S. .... 179.50	DeLuxe ..... 120.00
800K ..... 119.50	Commander, Cadet, Maestro, Major .... 189.50	Standard ..... 115.00
600 ..... 109.50	Plaza ..... 89.50	Playmaster & Spectravox 89.50
24 ..... 89.50	Casino ..... 89.50	Twin Twelve ..... 69.50
24 Victory ..... 79.50	Regal ..... 89.50	5-Wire Cellar Job .... 69.50
616, Ill. .... 59.50	Royal ..... 69.50	Monarch ..... 59.50
616, Plain ..... 49.50	Melody Queen ..... 69.50	
50 ..... 39.50	Rex 30-Wire Cellar Job 59.50	
	1941 Factory R.C. .... 189.50	
	Special R.C. .... 169.50	
	Factory R.C. Special 30-Wire ..... 139.50	

The above prices are for equipment right off location. They will be complete and in working order, but not reconditioned. If you want them expertly refinished, mechanism washed, all parts checked, tone head renewed and Talking Gold used, add \$35.00 per phonograph. At this price they are UNCONDITIONALLY GUARANTEED.

**WALL BOXES**

Seeburg 6-24-1Z ..... \$ 4.95	Rock-Ola Dial-a-Tune ..... \$ 4.95
Seeburg 8-20-1Z ..... 4.95	Seeburg Remote Console—Wireless ..... 219.50
Seeburg 3-Wire Baromatic ..... 22.50	3-Wire ..... 189.50
WS-2Z Wireless ..... 19.50	Needles ..... Write
DS-20-1Z 3-Wire ..... 17.50	10,000 Title Strips ..... 3.75
Wurlitzer 120 ..... 5.00	Talking Gold ..... 75¢ Per Sq. Inches

**1946 PHONOGRAPHS . . . LIKE NEW**

Wurlitzer ..... \$650.00	Alreon ..... \$349.50
Rock-Ola ..... 395.00	(With New Accumulator and Coin Chute)
Seeburg ..... Write	

All Tubes and Miniature Bulbs—40% Discount.  
Terms: 1/3 Cash With Order, Balance C. O. D.

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Seeburg Factory Distributors  
12 Years of Operator Confidence

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Phone 5-5194



SPECIAL-THIS WEEK ONLY

8 Keeney 5-5-5-25 Super Bells \$225.00 Each
100 Bally 1 Ball Pay Outs, consisting of Sport Kings, Surf Kings, Kentuckys and Fairmounts 59.50 Each

BUBBLE BALL GUM

Packed in 25 pound cartons—39¢ per pound in 100 pound lots, 45¢ per pound in smaller lots.

USED VENDING MACHINES CIGARETTE VENDERS

5 8-Col. Rowe Royal \$ 85.00
5 10-Col. Rowe Royal 95.00
5 8-Col. Rowe Imperial 85.00
5 15-Col. V-500 ... 110.00

NEW VENDERS

Victor V 1 1/2 Globe Type \$11.75
Silver King 1 1/2 '47 Ball Gum Venders 10.50
Silver King 1 1/2 '48 Ball Gum Venders, Samples 13.95
Silver King 1 1/2 Nut Venders, Samples 13.95
Silver King 5/8 Nut Venders, Samples 13.95
Lots of 10 or more on the above 11.50
Master 1 1/2-5¢ Comb. Advance 1 1/2 Nut Venders 11.75
Advance 5¢ Pistachio Venders 14.75
Advance 1 1/2 Stick Gum Venders 16.50
Write for Prices on Advance Venders for special products.

USED VENDERS

12 Silver King 1 1/2 Ball Gums \$ 8.50
2 Asco Postage Stamp Venders 15.00
100 Cash Tray Venders 8.95

Cement Filled Pipe Stands, 3 for \$10.00, Brackets for all Venders, \$1.00 each or \$10.00 per dozen.

BRAND NEW SCALES

Watling Tom Thumb Jr. Write
Watling 500 Write
Ideal Lo Boy \$125.00

ORIGINAL BELLS

5¢ Mills Blue Fronts \$ 65.00
10¢ Mills Blue Fronts 75.00
25¢ Mills Blue Fronts 95.00
50¢ Mills Blue Fronts 175.00
Brown Fronts \$10.00 more than above prices.

MUSIC

Wurlitzer 1015, Used \$595.00
Wurlitzer, 1015, New Write
Wurlitzer 850E 325.00
Wurlitzer 780 E 325.00
Wurlitzer 600 150.00
Wurlitzer 500 165.00
Wurlitzer 24 140.00
Wurlitzer 616 125.00
Wurlitzer 71 125.00
Wurlitzer 61 110.00
Wurlitzer Victory 24 125.00
Rock-Ola '47 Write
Rock-Ola Counter Model 110.00
Packard Hideaways Write
AMI Singing Towers 125.00
Mills Empress 150.00
Mills Throne 150.00

NEW CONSOLES

Evans Winter Book, 5¢ Model \$826.00
Evans Roll Hi 826.00
Evans New Races, 5¢ Comb. 931.00

USED CONSOLES

3 Mills 4 Nickel 4 Bells \$195.00
1 Mills 3 Bells 245.00
3 Baker's Pacers, D.D. 175.00
2 Bally Club Bells, Comb. 95.00
4 Keeney 5¢ Super Bells, Comb. 110.00
2 Bally Big Top, F.P. 79.50
1 Paces Races, Brown 145.00
1 Silver Moon, F.P. 89.50
4 Paces Reels, Comb. 110.00
2 Bob Talls, F.P. 89.50
6 Bally Draw Bells 295.00
3 Keeney 3-Way Super Bonus Bells 850.00
3 Keeney 2 Way Super Bonus Bells 550.00

BOWLING GAMES

10 Wurlitzer Skee Balls, 14 ft. \$165.00
4 Bowling Leagues 85.00
2 Jafco Barrel Rolls, 9 ft. 140.00
2 Premier Barrel Rolls, 11 ft. 174.00
7 Jafco Sportsman Roll Downs 195.00
3 Total Rolls 210.00

USED COUNTER GAMES

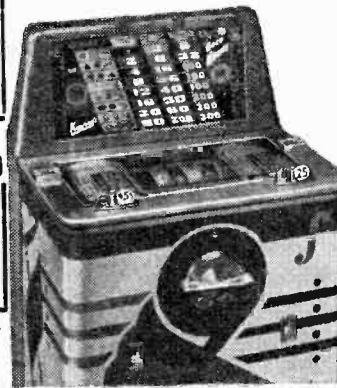
2 Bombers Gum Venders \$12.00
2 Gance Peg Wees 25.00
15 Smileys 12.00
2 A.B.T. Red, White & Blue 20.00
20 Bat-a-Balls Jr. 19.50

ARCADE EQUIPMENT

2 Lite-o-Leagues \$175.00
1 Evans in the Barrel 110.00
2 Rapid Fires 110.00
1 Pitchem & Katchem 85.00
1 Voice Recorder, F.S. 795.00
1 Anti-Aircraft 49.50
2 Exhibit Iron Claws 69.50
Jafco 9 Ft. Barrel Roll 150.00
5 Ten Strikes 89.50
2 Batting Practices 95.00
3 Chicken Sams 95.00
3 Keeney Air Raiders 110.00
3 New Bowl-a-Scores 125.00
1 Scientific Baseball 95.00
15 Boomerangs 150.00
Champion Hockey 65.00
Blow Ball 135.00
Keeney Submarine 95.00
Evans Super Bomber 195.00
Texas Leaguer 39.00
1 Scientific Field Goal 185.00
1 K.O. Fighter 150.00
2 Rotary Claw Type 175.00
1 Drive Mobile 185.00
2 Sky Fighters 145.00
1 Bally Defender 145.00
2 Western Baseballs 95.00
1 Won Series 95.00
1 Goalie 175.00

GOLD NUGGET

A.B.T. Chal-lengers \$42.50
Kicker & Catcher 35.00
Imps 13.75
Gushers, 5¢ 25.00
Pop Ups 19.50



Keeney's newest, Gold Nugget, twin heads, any coin combination...\$800.00

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BEN RODINS IS DELIVERING NOW

CONTACT US FOR PRICES AVAILABLE NOW All the Latest USED GAMES CHECKED • SCRAPED • CLEANED

Chicoin's SEA-ISLE United's NEVADA Exhibit's TALLY-HO Bally's WILD LEMON Bally's DOUBLE-UP Bally's JOCKEY SPECIAL



District 1625 412 9th Street, N. W. WASHINGTON, D. C.

RECORD REVIEWS

(Continued from page 30)

SLEEPY McDANIEL (D C 8024-8026-8028) The Shiek of Araby—FT; VC. Baby Doll—FT; VC. Cool Water—FT; VC. Orange Blossom Special—FT. Listen To the Mocking Bird—FT. Have I Told You Lately That I Love You—FT; VC.

It's largely because of the fiddle scraping of Buck Ryan, a national champ among the country fiddlers, that Sleepy McDaniel and his Radio Playboys attract spinning attention with their mountain music and song. It's easy enough to pass up the sagebrush singing of Buster Puffenbarger for The Shiek of Araby, or the cowboy round-up chanting of the rugged male Bunkhouse Trio for Baby Doll and Cool Water, or even the plaintive duetting of the Valley Sweethearts for Have I Told You Lately That I Love You. And by the same token, the balance of voices with the accordion, fiddle, bass and guitar just about ain't. However, when it comes to Ryan's Strad stroking, there's no passing by this spinning. Crossing the bow over one string, two strings or even the four strings, it's a style of country fiddling in a class all by itself and with a fine feel for the hot lick improvisations even if they take root in a mountain. Apart from lending instrumental interest to the singing sides, Ryan has two sock specialties all of his own. Makes his fiddle give out with all the train sounds as he scrapes out the square dance music for Orange Blossom Special, and cuts a fine instrumental novelty for Mocking Bird, his double stops and cross string bowing clean and making use of finger harmonics to imitate the whistling of the bird.

Country locations will show coin interest in the fiddle specialty sides.

LOUIS ARMSTRONG (Victor 20-2530)

Some Day—FT; VC. Fifty-Fifty Blues—FT; VC.

Louis Armstrong's all-star unit, with Jack Teagarden's trombone sharing the spotlight with the trumpet, platter another jazz classic with this cutting. The two hold full sway for Fifty-Fifty Blues, sharing the blues theme both vocally and instrumentally with the desired effect. Same moderate tempo takes it away for Armstrong's own Some Day rhythmic ballad, his trumpet and vocal carrying most of cutting with the Teagarden trombone spacing the master's characteristic chanting. Plenty of top horn blowers in the unit, but they content themselves to stay with the background figures and harmonies.

For the hot jazz fans.

DIZZY GILLESPIE (Victor 20-2480)

Oopapada—FT; VC. Owl—FT.

Moving over to this label, Dizzy Gillespie brings his trumpet and re-bopping to make it a re-bop holiday on his first release for them that likes. For Oopapada, Gillespie sings the wild notes in unison with the ensemble, following with as many wild and savage runs on his trumpet before the band swarms all over the re-bop riff to literally blow a fuse. For the flip, it's the same speed tempo and the same lighting lines for the notings of the trumpet and tenor sax as the band boys finger away furiously while blowing hard on their horns.

For the re-boppers only.

CLYDE GRUBB (Victor 20-2485)

When God Comes and Gathers His Jewels—W; VC. I Saw the Light—FT; VC.

Singing these rural spiritual songs with sincere feeling as Clyde Grubb's Tennessee Valley Boys strum out a sympathetic musical support on their strings, both sides hit the mark for such music. Leonard Dabney sings in the slow waltz tempo with full tenderness in his tenor pipes for

When God Comes, and for the flip, it's a lively and rhythmic spiritual in I Saw the Light, with Dabney and Clarence Harrell raising their voices lustily in song.

For the home buyers.

BILL MONROE (Columbia 37888)

Blue Moon of Kentucky—W; V. Goodbye Old Pal—FT; V.

The top tenoring of Bill Monroe, his pipes husky with the grass country flavoring, makes it a nostalgic nicety for his Blue Moon of Kentucky waltz. The mandolin, fiddle and guitar of his Blue Grass Boys capture the spirit of his singing in their playing. For the flip, Monroe takes it at a lively clip and adds a lick of yodeling to his old-time singing of his sentimental Old Pal ballad.

For those favoring the old-time singing and playing.

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**RAY WHITLEY (Cowboy CR-302)**  
*Within This Broken Heart—FT; V.*  
*Ten-Gallon Stetson—FT; V.*

It's smooth sagebrush singing, with full sympathy, that Ray Whitley whips out in full voice for the *Broken Heart* torch. Santa Fe Rangers, taking in strings and accordion, provide a smooth rhythmic accompaniment with a trio joining him in song. For the flip, it's a lively outdoor novelty in *Ten-Gallon Stetson*. And while the cowboy chanter is not as much at home with the rhythmic ditty, he delivers wordage in forthright manner as the Rangers dish up a pert rhythmic background.

*Within This Broken Heart* will serve rustic spots well.

**DOROTHY KIRSTEN (Victor 11-9694)**  
*Mi Chiamano Mimi—V.*  
*Addio Di Mimi—V.*

The lovely soprano voice of Dorothy Kirsten is heard to excellent advantage as she makes her label bow in grand opera repertoire for two popular arias from *La Boheme*. Singing in Italian, with full clarity and liquid flow, Miss Kirsten registers here a display of exquisite lyrical quality. Spins over a 12-inch track with the RCA Victor Orchestra, directed by Jean Paul Morel, providing her with sensitive musical support.

Excellent for the grand opera shelf at home.

**HERMANOS MERCADO QUARTET (Davis 620)**  
*Nighty Night—FT; VC.*  
*Pretty Girl From the Farm—FT; VC.*

The strums of their guitars subdued to blend with the softly blended voices of Yiye and Pepe, it's smooth and intimate spinning for the rumba melodies for this pairing by the Hermanos Mercado Quartet. Spinning is in the moderate bolero frame for the melodic *Nighty Night* song, and in a more spirited frame for the lively guaracha melody, *Pretty Girl From the Farm*. All makes for easy listening and easy enough for the rumba dancing. Male duo sings in Spanish.

For the small and intimate Latin spots.

**CHUCHO MARTINEZ (Seeco 592)**  
*Dale Un Besito a Papi—FT; V.*  
*Tus Besos Me Hacen Dano—FT; V.*

The romantic baritone of Chucho Martinez, with rich quality to his piping and phrasing the Spanish wordage most expressively, makes this spinning all the more inviting. The music of Terig Tucca, emphasizing the strings and woodwinds to the pronounced Latin rhythms, makes an altogether proper frame for his piping. Sings it with ease and in care-free fashion for the catchy *Dale Un Besito (Give Daddy a Little Kiss)*, set to the guaracha tempo, and for a companion piece, contrasts with a beautiful love lullaby set to the bolero beat in *Tus Besos Me (Your Kisses Are Bad for Me)*.

Those favoring the Spanish singing will take these sides to the intimacy of their homes.

**LONZO AND OSCAR (Victor 20-2502)**  
*Near You—FT; V.*  
*When You Were Sweet Sixteen—FT; V.*

Bringing a rustic satire to the song favorites of the day, the hoe-down harmonies of Lonzo and Oscar ring the bell for both of the sides. For the *Near You* range, the two boys start it off smoothly and sweetly for a stanza before dipping into their hayseed character as their Winston County Pea Pickers double the tempo for the strumming of their mandolin, fiddle and guitars. For the *Sweet Sixteen* familiar, it's the rustic hayseed twang all the way.

Lonzo and Oscar should cut in on the coin harvest with their *Near You* version.

**GENE AUTRY (Columbia 37923)**  
*Cowboy Blues—FT; V.*  
*Gallivantin' Galveston Gal—FT; V.*

For the more moderately paced *Cowboy Blues*, Gene Autry's smooth and soulful singing is very obliging. And with Johnny Bond's string band music in back, keeps the spin in a toe-tapping frame. But on the mated

side, *Galveston Gal*, taken at a lively clip, there's more life in the music than in Autry's singing, altho the contagion of the song itself carries him a long way.

Autry fans will favor *Cowboy Blues*.

**DENVER DARLING (MGM 10084)**  
*I Come From Missouri—FT; V.*  
*When Your Hair Has Turned to Silver—W; V.*

Moving over to this label, Denver Darling blows up little dust for his first disk. His cow country chanting in the baritone range brings out the nostalgic flavor of the *Missouri* ballad. However, the music of the Ozark Playboys along with the assisting vocal trio is without the lustre or life that both the song and the singer need very badly. Sings it slow and draggy for the old-timer *When Your Hair Has Turned to Silver* waltz, adding a bit of his own steel guitar strums to space his singing, but not enough to hold attention in either his singing or playing.

No coin lure here.

**BOB ATCHER (Columbia 37876)**  
*Wasted Tears—FT; V.*  
*On Account of You—FT; V.*

The spirited sagebrush singing of Bob Atcher, with the guitars and accordion of Randy Atcher's Swingin' Cowboys sustaining the rhythmic pace, is pleasant enough for *On Account of You*, song of unrequited love. However, neither the song nor its singing stands out. Fares better, and at least the singing and music is brighter, for *Wasted Tears*, with maestro Atcher joining his lusty voice to his brother's song.

Bob Atcher followers may find some appeal in *Wasted Tears*.

**CHARLES TRENET (Columbia 4499-M)**  
*La Mer—FT; V.*  
*Marie, Marie—FT; V.*

Imported from across the pond, it's the infectious and intimate whispery tenoring of Charles Trenet, long a Continental favorite, for two of his original French chansons. A male chorus adds responsive song to the pretty and piquant *La Mer*, song story of childhood spent on the shores of the Mediterranean; and for the flip, it's the gay and fanciful *Marie, Marie* singing alone of a young man's love for a beautiful lady harpist. All in keeping with the intimacy of the singing is the orchestral support provided by Albert Lasry, using fiddles, harp and trumpet.

For the intimacy of the home.

**BIG MACEO (Victor 20-2505)**  
*I'm So Worried—FT; V.*  
*It's All Over Now—FT; V.*

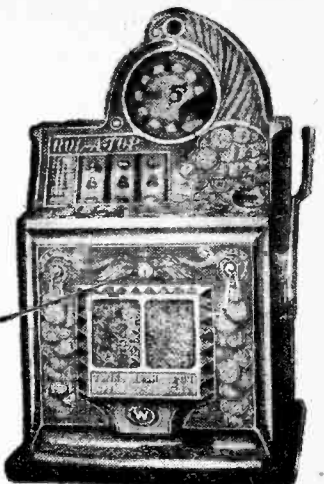
It's rough and ready singing that makes for Big Maceo's blues shouting, to which he adds his blues piano backed by rhythm instruments. But in this instance, his shouting is too calm and reserved to make his wail convincing, establishing a better blues mood with his keyboard strokings than with his blues shouting. Both originals taken at a slow tempo, warns his gal that she's going to be sorry for what she did to him in *I'm So Worried*; and for *It's All Over Now*, explains that his gal doesn't mean him any good.

None of Big Maceo's customary vigor in this race blues singing to encourage coins.

**STAS JAWORSKI (Dana 1010-1011-1012)**  
*Silent Night—V.*  
*Three Hymns—V.*  
*God Is Born—V.*  
*In the Silence of the Night—V.*  
*Sleep, Little Jesus—V.*  
*When Christ Is Born—V.*

The soft and spiritual tenor voice of Stas Jaworski, with church choir and organ directed by W. Dana assisting, serves in good stead for the singing of the holiday hymns and carols in the Polish tongue. Sings each with full restraint and reverence, sharing the lead with Irene Koscinska for the medley of *Three Hymns and Sleep, Little Jesus*.

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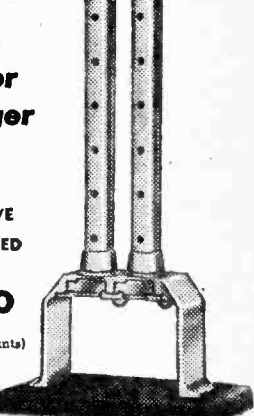
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**Record Reviews**

(Continued from page 113)

**ROOSEVELT SYKES** (Victor 20-2534)  
*Kilroy Is in Town*—FT; VC.  
*Don't Push Me Around*—FT; VC.

Packing plenty of spirit in his rhythm blues shouting, Roosevelt Sykes lets himself be heard. However, there's little in either of his original tunes or in the playing of his Honey Drippers unit to attract any real attention to his efforts. Sole spark is in the dirty alto sax blowing of one of the boys in the band to space Sykes' shouting for *Kilroy Is in Town* as a warning to the gents they better treat their gals like queens, and in the slow blues frame, for *Don't Push Me Around*, admonishing his gal that he's hep to her line of jive.

Little coin appeal in this platter.

**JOSEPH BATISTICH** (Standard F-12007)  
*I Am Thinking of You*—FT; V.  
*Sweet Strains of the Tamboritzza*—FT; V.

Singing the Serbo-Croatian folk songs with verve and spirit, the full tenor voice of Joseph Batistich in native tongue to the strum of guitar captures the full flavor of the old country in the cutting. It's a plaintive and nostalgic folk lullaby for *Thinking of You*, spacing his singing stanzas with whistling interludes, and in a more happy frame for *Tamboritzza*.

For the nationality home buyers.

**MILTON LARKIN** (Sunrise 2011)  
*I Believe There'll Be a Flood*—FT; VC.  
*I'm Just a Rolling Stone*—FT; VC.

Encompassing a fine flair for the race blues singing in his chant, Milton Larkin takes full command of this cutting. The small band sustaining the rhythmic pace, it's a lively shuffle boogie beat as he sings it deep blue for *There'll Be a Flood*, explaining that his gal has quit him. And in the more moderate tempo, sings with deeper blues feeling of no baby and no home for *Rolling Stone*.

Both sides stack up for the race spot boxes.

**WALTER DAVIS** (Victor 20-2487)  
*It's Been So Long*—FT; V.  
*Oh! Me! Oh! My! Blues*—FT; V.

It's the down-to-earth blues wailing that characterizes Walter Davis' chanting. And while his piping is plenty rugged, it's without any rock fervor for both of these two original race blues sides. Nor does the accompanying piano with bass and drums set off any moving spark. Both spinning at a slow and smoky pace, he calls for his baby to come home, but not too convincingly, for *It's Been So Long*, with the traditional wailing that he's got the blues, but hardly enough to make for any spinning fervor, for the *Oh! Me!* side.

Not likely to get 'em to come up to the machines for these sides.

**ROSALIE ALLEN** (Victor 20-2486)  
*Mountain Polka*—FT; V.  
*Believe Me, I'll Be Leaving You*—FT; V.

The hot fiddle, guitar and trumpet of The Black River Riders coloring the rhythmic background for her song, Rosalie Allen pipes it with full rhythmic feel in country style for *Mountain Polka*, with a bit of some sturdy yodeling on her part to polish off the platter. Just as potent is her piping for the cow country torch ballad, singing the *Believe Me* side in winsome manner with the River Riders maintaining a lively and rhythmic pace.

Both sides should pull in coins, particularly *Mountain Polka*.

**WILEY AND GENE** (Columbia 37886)  
*An Empty Future*—FT; V.  
*Don't You Dare*—FT; V.

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**RECORDS MOST-PLAYED ON THE AIR**

(Continued from page 26)

2	6	13. THE WHISTLER... Sam Donahue (Shirley Lloyd) ..... Capitol 472—BMI (Tommy Dorsey (Gordon Polk), Victor 20-2552)
4	—	14. CIVILIZATION ... Louis Prima (Louis Prima Ork) ..... Victor 20-2400—ASCAP (Woody Herman, Columbia 27885; Ray McKinley, Majestic 7274; The Murphy Sisters (Jerry Jerome Ork), Apollo 1059; Sy Oliver Ork (Sy Oliver), MGM 10083; Jack Smith (The Clark Sisters-Frank DeVol Ork), Capitol B-465)
1	—	15. GOLDEN EAR-RINGS ... Peggy Lee (Dave Barbour Ork) ..... Capitol 15009—ASCAP (Jack Fina Ork (Harry Pine), MGM 10085; Dinah Shore (Sonny Burke Ork), Columbia 37932)

pace Wiley (Walker) and Gene (Sullivan) sell it strong for both original and tuneless torch ballads. *An Empty Future* describes the futility of life without love, with just as much attraction to the ditty and their dittying for *Don't You Dare*, a playful warning to their gal not to bother with any one else.

Both sides spin bright for the rustic phono locations.

**JIMMY SELPH** (Majestic 11024 and 11029)  
*I'm Writing You, Darling, Thru Tears*—FT; V.  
*That's Why I'm Sorry*—FT; V.  
*Easy To Please*—FT; V.  
*The Little Boy's Letter to Santa Claus*—W; V.

The cow country chanting of Jimmy Selph, with a full measure of pathos in his piping, rings true for the moderately paced *I'm Writing You, Darling* ballad and for the sad and tender *Santa Claus* waltz melody of the tiny tot asking his daddy to come home. To better effect is when Selph adds a spirited ring to his voice, giving a lusty flavor to the livelier *Sorry* song and as much for *Easy To Please*. Making his chanting all the more effective is the sturdy musical support, which takes in some fine fiddle and guitar pickings of the hot Western riffs.

The *Sorry* and *Please* sides spin plenty bright to attract coins at the rustic locations.

**ROY ROGERS** (Victor 20-2437)

*Do Ya or Don'tcha*—FT; V.  
*Saddle Serenade*—FT; V.

With Country Washburn providing a steady rhythmic beat along with strings and accordion adding their Western hot phrasings, Roy Rogers' smooth and unaffected chanting has the benefit of a most attractive musical setting for the lively *Do Ya or Don'tcha* ditty. Adds a note of sincerity to his song for the ballad on the mated side in *Saddle Serenade*, with Washburn's music setting forth the hoofbeats as Rogers extols the beauties of the Western range.

Roy Rogers fans will favor both of these sides with *Do Ya or Don'tcha* the top side.

**HANK WILLIAMS** (MGM 10073)

*Fly Trouble*—FT; V.  
*On the Banks of the Old Pontchartrain*—W; V.

The hot fiddle and guitar of his *Drifting Cowboys* cutting in with Western riffs and rhythms, Hank Williams has an easy time of it talking his way thru *Fly Trouble*, a conversation piece about the troublesome household pest. For the *Ponchartrain* waltz on the mated side, he's the forthright sagebrush singer with a heavy flavoring of the outdoors as he sings the musical love story of folk leanings.

*Fly Trouble* shouldn't have much trouble taking in some coins.

**DEEP RIVER BOYS** (Victor 20-2517)

*It Had To Be You*—  
*Tails I Lose*—

The smooth vocal blend of the Deep River Boys, displaying a fine resonant quality as their hums and harmonies sustain the lead voices of the tenor and baritone, makes for class and polished song selling on both sides of the spin. With piano and rhythm supporting, the quartet adds a little rhythmic touch to the *It Had To Be You* oldie, which now comes back as the title song for a new Ginger Rogers film. And in the slow tempo, with celeste tinkles garnishing their harmony blend, give tender and telling treatment to the plaintive *Tails I Lose* torch ballad.

Where the harmony singing of the Deep River Boys count, both sides will count for coins.

**INK SPOTS** (Decca 24192)

*Home Is Where the Heart Is*—FT; V.  
*Sincerely Yours*—FT; V.

The familiar Ink Spots pattern, never deviating from Bill Kenny's lyrical singing in a solo frame spaced by the song recitation, carries both of these two ballads. Spin to best advantage for the more attractive *Sincerely Yours*, taken at a moderate tempo, with slow and tender treatment for the earthy *Home Is Where the Heart Is*.

Fans will take to the coin chutes for *Sincerely Yours*.

**LEE MONTY'S TU-TONES** (Aristocrat 501)

*Mickey*—Instr.  
*My Little Girl*—FT; VC.

The rising revival, *Mickey*, gets neat strictly instrumental treatment from this foursome (two accordions, guitar and bass), with the combo sounding a lot like the Harmonicats, except that the accordions make for a fuller tone. Ditty is handled in two different tempos to please all listeners. Reverse is aimed at the older listeners, with an unnamed vocalist who sounds lots like Tiny Hill, taking over the vocal.

The Tu-Tones' *Mickey* will cull the coins.

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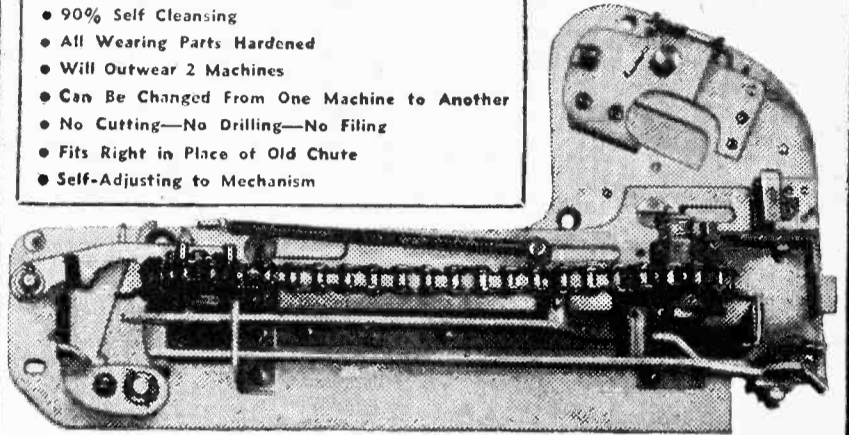
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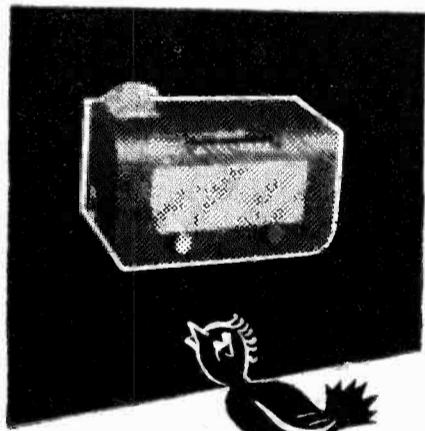
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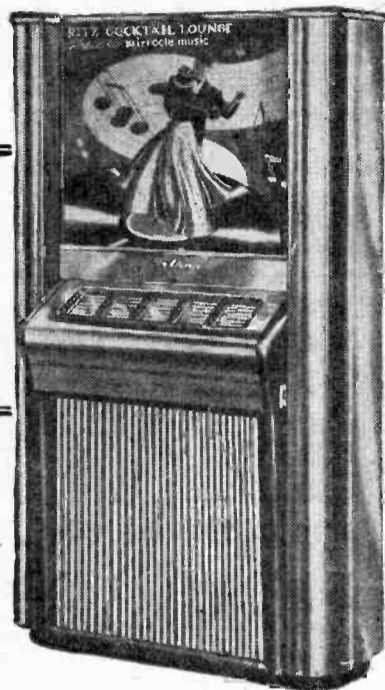
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Midget Racer	100.00
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Seeburg 9800, R.C.	225.00
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Genco Playball	99.50
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Super Triangle	129.50
Ten Strike, '46 Model	159.50
Ten Strike, '47 Model (Used)	219.50
Ten Strike, '47 Model (New)	275.00
Rolascore	249.50
Sportsman (New)	275.00
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**ALBUM REVIEWS**

(Continued from page 34)

**HANSEL AND GRETEL**—Metropolitan Opera Association (Columbia MOP-26)

Another ambitious wax effort by the label marks the second complete operatic score set forth. Coming on the heels of Verdi's *La Traviata*, which was recorded in Rome, this offering is a domestic disk and brings the complete *Hansel and Gretel* score by Engelbert Humperdinck. Recorded in the Metropolitan Opera House in New York, it's a full Metop choral cast with all the lovely melodies carried by the fem voices of Rise Stevens, Nadine Conner, Thelma Votipka, Claramae Turner and Lillian Raymondi, with the only masculine voice the baritone of John Brownlee as the father. The lovely-voiced la Rise, as Hansel, and equally lovely, Miss Conner, as Gretel, enhance the lyrical charm of the melodious and whimsical opera with the Metropolitan Opera Orchestra under the direction of Max Rudolph providing capable support. Entire opera takes in a dozen 12-inch records, attractively boxed in two albums with colorful figures of the witch and the two children for the cover design. Added to the musical enjoyment of the opera, beloved by children as well as adults, is the fact that the libretto is entirely in English, translated and adapted by Constance Bache. An accompanying booklet sets forth the familiar story plot, and the libretto, side for side making the spinning all the more enjoyable for the younger set. All adds up to an excellent addition to the recorded shelf of operatic music, and being released in time for the holiday shopping season, should go a long way in hypoing sales averages at the record marts.

**DEBUSSY: PRELUDES, BOOK II**—E. Robert Schmitz (Victor M-1138)

An accomplished pianist with interpretive perfection for the playing of Claude Debussy's music, E. Robert Schmitz follows up his waxing of the first book of *Preludes* last year in now offering the French composer's second book of *Preludes* in a set of six 10-inch records. Brings out all the piano impressions with a tonal quality that complements the varying moods of the artful pieces, playing each of the 12 pieces with a full sensitivity of the Debussy texture to provide the Debussy fans with full satisfaction. Symbolic color design enhances the title page with notes on the music filling the inside page.

**ITALIA ALLEGRA**—Don Arres (Crown 12)

The tenor voice of Don Arres, spinning with brightness and rhythmic spirit in Italian, brings much lyrical attraction to this set of six songs taking in familiar pops and folk bits. Adding much to the lyrical luster are the pronounced rhythmic frames fashioned for each side by the orchestra directed by Willis Kelly. Save for

*Searching for You*, for which Arres dips into the romantics, it's all bright and breezy for *The Woodpecker Song*, *The Ferry-Boat Serenade*, *La Danza*, *Oh, Ma-Ma!* and *Vieni Vieni*. Cover design, showing jitterbugging dance figures against a gondola setting, captures the spirit of the spinning. Package should hit a wide mark among those buying the Italian nationality platters, particularly among the young set. And for such, sides spell coins at such music box locations.

**HEIFETZ ENCORES** — Jascha Heifetz (Victor M-1158)

A worthy companion set to his earlier set of modern violin transcriptions, the violin virtuosity of Jascha Heifetz which complements his tonal warmth and brilliance, makes for another desirable recital package of platters. Some of them being his own transcriptions of lovely melodies, with Emanuel Bay at the piano providing sensitive accompaniment. Heifetz brings together nine hauntingly beautiful encore pieces to this set of four 10-inch records. Includes Debussy's melancholy, *Il Pleure Dans Mon Coeur* (transcribed for the violin by Arthur Hartmann), Poldowsky's fiery *Tango*, Bach's charming *Gavottes I and II*, Beethoven's lilting *Folk Dance*, Falla's languorous *Pantomime* from the *El Amor Brujo* ballet, a coupling of Joaquin Nin's haunting *Cantilena Asturiana* and Milhaud's harmonic *Corcovado*, the sprightly *Scherzo* from Mendelssohn's *Piano Trio No. 1* and Arensky's melodic *Tempo Di Valse*. Fiddle and bow design dominates the cover page, with notes on each encore piece filling the inside cover.

**EIGHT SHADES OF BLUE**—Woody Herman (Columbia C-147)

What promises to be a blues fest, what with Woody Herman singing the blues, turns out to be merely a conglomeration of chants for eight familiar pops—all with the word "blue" in the tune title. Playing with more blues feeling than in Herman's singing is the alto sax blower in the large accompanying studio band for *In the Blue of Evening*, *Am I Blue*, *Blues in the Night* and *Blue Prelude*, which has both the band and warbler weighting it heavy. Fares much better for the other four sides, with a smaller studio band giving more emphasis to the rhythmic base. Herman pipes it with more lilt and ease, as well as making for a little of contrast, as he chants *Under a Blanket of Blue*, *I Gotta Right To Sing the Blues*, *Between the Devil and the Deep Blue Sea* and *My Blue Heaven*. Figure 8 dominates the album title page, inside cover left blank, with Herman getting no pictorial display. Very little on the outside or the inside to whip up any real enthusiasm.

**BEST-SELLING POPULAR RETAIL RECORDS**

(Continued from page 27)

3	10	12.	YOU DO (F).....Margaret Whiting (Frank DeVol My Future Just Passed Ork) .....Capitol 438
2	9	13.	I WISH I DIDN'T LOVE YOU SO (F).....Dick Haymes.....Decca 23977
1	—	13.	NAUGHTY ANGELINE SERENADE OF THE BELLS...Sammy Kaye (Don Cornell- That's What Every Girl Choir) .....Victor 20-2372
1	—	14.	AN APPLE BLOSSOM WED- DING .....Eddy Howard.....Majestic 1156
4	—	14.	AN APPLE BLOSSOM WED- DING .....Glee Club).....Victor 20-2330
10	—	14.	FEUDIN' AND FIGHTIN'....Dorothy Shay (Mischa Russell Say That We're Sweet- Ork) .....Columbia 37189
1	—	14.	THE WHIFFENPOOF SONG.. Bing Crosby (Fred Waring and His Glee Club) ...Decca 23990
1	—	14.	YOU DO (F).....Dinah Shore (Sonny Burke Ork) .....Columbia 37587
1	—	15.	CIVILIZATION .....Louis Prima (Louis Prima Ork) Forsaking All Others .....Victor 20-2400

# Parts Firms Complain of Steel Lack

## See No Early Relief

CHICAGO, Nov. 8. — Short steel supplies, while continuing to act as a major bottleneck to full production of many types of coin machines, were also the subject of heated debate again last week when a group of local metal parts manufacturers expressed their view on the situation.

Expecting no improvement in the supply picture until late next year, and perhaps even not until 1949, the Chicago metal firms exchanged notes and agreed steel was becoming more scarce in supply centers every day but that "carloads of the metal were available on the gray market at two and three times the regular mill price." Spokesman for one company said that he believed the large firms were not watchful enough of their allocations. He added that indications were that steel was still going to some war-time companies who have ceased operations or turned to processing some other type material; such firms, he declared, are accepting this steel and selling it at a handsome profit.

### Blame Gray Market

Other firms participating in the discussion stated that another source of alleged gray market steel is the manufacturers themselves. One fabricator said an allocation for one month may be over that required for actual production in that period, and so the manufacturer sells the excess "on the gray market without difficulty at a substantial profit."

Among the local firms airing opinions on the steel picture was Advance Metal Products Corporation. This firm said "steel procurement is the worst in history," and that it is difficult to get a few dozen sheets from a warehouse. "Telephone brokers, however, offer carloads at 11 and 12 cents a pound, against a mill price of 5 to 6 cents," this firm's officials declared.

Superior Metal Products Company stated that much of its sheet and strip steel was only procurable at from 8 to 9 cents a pound. Reliable Metal Engineering Company added more gloom with "things are worse than they were two months ago and look like they will be the same way most of 1948."

Another manufacturer proclaimed that his steel procurement problems were aggravated by the fact that the facilities of two pre-war steel suppliers were now owned by large manufacturers in the automobile industry. "And things are getting tougher," this firm reported.

# Hershey Announces High Net Profits

NEW YORK, Nov. 8.—A net profit of \$6,017,778 for the first nine months of 1947 was announced this week by the Hershey Chocolate Corporation.

This is equivalent to \$2.46 a share of common stock compared to \$1.89 a share in the same period last year.

# Philip Morris Net Income Shows Sharp Gain Over '46

NEW YORK, Nov. 8.—Philip Morris & Company's net income for the six months ended September 30 totalled \$2,593,598 or \$1.08 per common share, L. G. Hanson, firm vice-president and treasurer announced this week. Figure represented a substantial gain over the \$2,200,929 or 88 cents a common share, reported for the same period a year ago.

# All Food Rationing Ends for Canucks

OTTAWA, Nov. 8.—Last of food rationing for Canadians ended November 3 with the free sale of sugar and molasses, D. C. Abbott, finance minister, revealed this week.

Removal of restrictions was credited to the improved world supply of sugar. Price controls, however, will remain on both items, with a 1-cent per pound increase on sugar, which formerly sold at 9 cents a pound.

# Lion Begins Delivery on Drink Vender

CHICAGO, Nov. 8.—Lion Manufacturing Corporation here began initial deliveries this week on its cup beverage vender, Stuart Lyon, firm vice-president, reports. First shipments of the vender are going to Pepsi-Cola Company, New York, he stated. Pepsi-Cola and its franchised bottlers will require most of the production, he said.

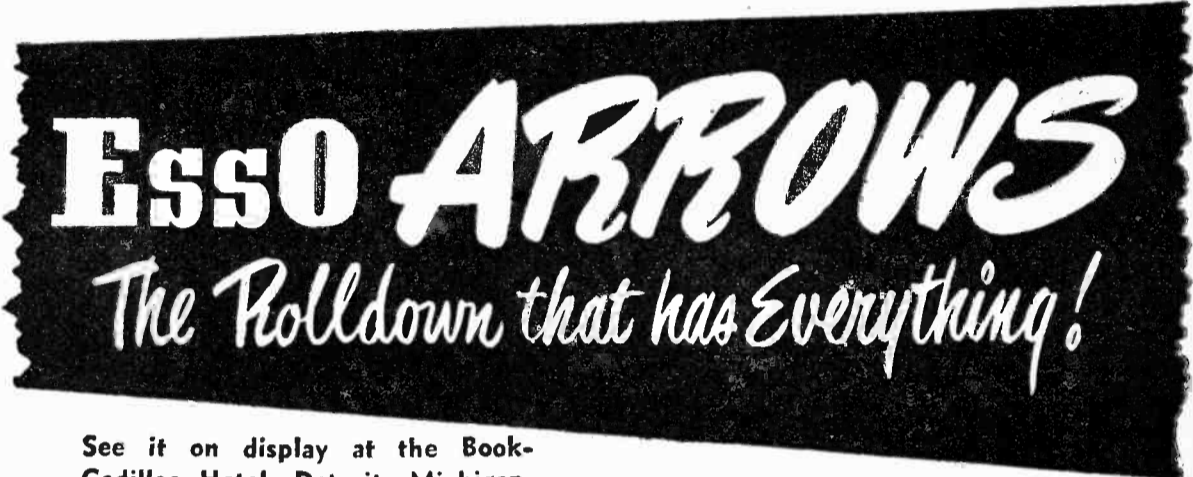
New drink vender will deliver 1,200

# Tex. Cigarette Tax Collections in Rise

AUSTIN, Tex., Nov. 8.— State stamp tax collections on cigarettes and beer showed increases this October over same month in 1946, State treasury officials announced this week.

Cigarettes returned \$1,929,692, an increase of \$158,607, and beer revenue was \$401,637, a boost of \$106,091.

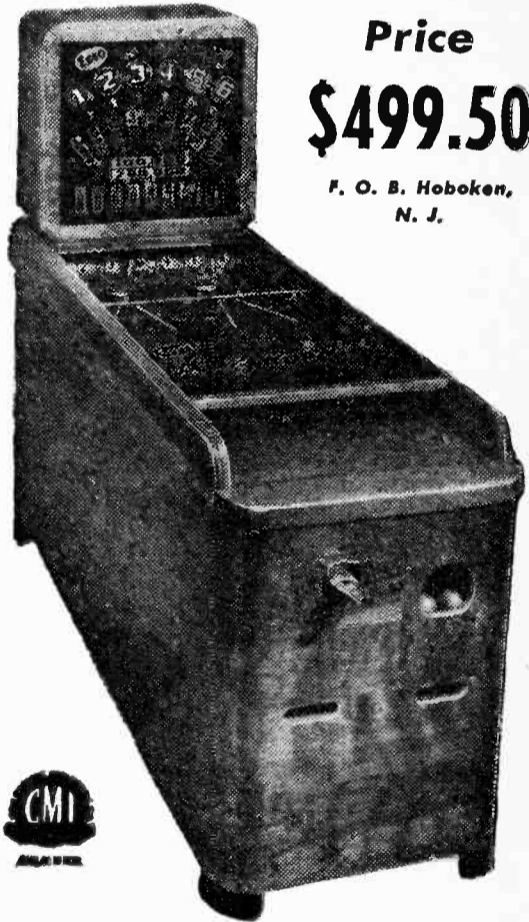
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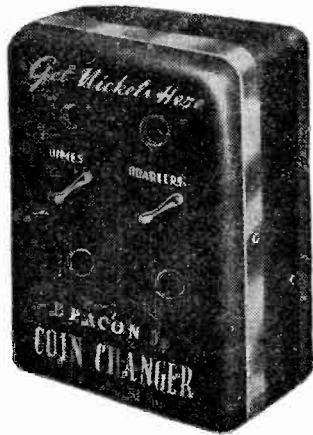
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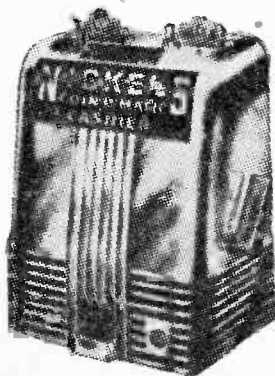
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## ADVANCE RECORD RELEASES

### INTERNATIONAL

(Continued from page 32)

- Swiss Girl  
L. Duchow Red Raven Ork (Potter Polka)  
Victor
- Tales of Vienna Woods  
Accordion Masters (Over the) Standard  
Tamburica Sitnum Glasem (Sweet Strains of the Tamburitza)  
J. Batistich (Nate Mislim) Standard
- The Gay Grey Horse  
Windy City Five (The Rose) Columbia
- The Rose  
Windy City Five (The Gay) Columbia
- The Gondoliers  
Val-Taro Musette (Neapolitan Fiesta)  
Columbia
- Tinker Polka  
L. Monti's Tu-Tones (Pennsylvania Polka) Aristocrat
- Two Happy Hearts  
F. Wojnarowski Ork (Nie Placz) Dana
- Tzvei Chaverimlach  
S. Silver (Shiker Is) Miltone

### RELIGIOUS

- A Happy Day  
Lester's Stamps Quartet (Heaven Will) Bibletone
- Ashamed To Own the Blessed Savior  
Balles Bros. (Do You) Columbia
- Away Over Yonder  
The Stamps Quartet (The Little) Bibletone
- Can He Depend on You  
Le Fevre Trio-Big Jim Waits (I Got) Bibletone
- Cathedral Chimes of Gospel Hymns Album (4-10") Bibletone  
Blessed Assurance; Let the Lower Lights Be Burning  
I Love To Tell the Story; Bringing in the Sheaves  
I Need Thee Every Hour; The Old Rugged Cross  
I'm Praying for You; God Be With You 'Til We Meet Again  
Pass Me Not O Gentle Saviour  
Softly and Tenderly Jesus Is Calling  
Sunshine in the Soul  
Wonderful Words of Life; Sweet Hour of Prayer; Take My Life and Let It Be
- Christmas Presentation Album  
Roman-Vatican Choir . . . Seva  
Adeste Fideles  
Ave Maria Schubert  
Dormi, Non Plangere (Sleep, and Do Not Cry)  
Ninna, Nanna  
Silent Night  
Tu Scendi Delle Stelle (Thou Descends From the Stars)
- Church Solos Album (4-10") Bibletone  
Calvary  
Great Peace Have They  
How Beautiful Upon the Mountain  
I Heard the Voice of Jesus Say  
Ninety-First Psalm
- Open the Gates of the Temple  
Bibletone  
That Sweet Story of Old  
The City Poursquare
- Didn't It Rain  
Bibletone Jubileers (Old Ship) . . . Bibletone
- Do You Expect a Reward From God?  
Balles Bros (Ashamed To) . . . Columbia
- Does Jesus Care  
Bibletone Jubileers (O Father) . . . Bibletone
- Don't You Want to Join That Number  
Bibletone Jubileers (What Would) . . . Bibletone
- Echoes From the Burning Bush  
Le Fevre Trio-Big Jim Waits (I Can) Bibletone
- Echoes From the Past  
The Stamps Quartet (Hallelujah! What) Bibletone
- Eli, I Can't Stand  
Deacon Jones (Swing Low) . . . Bibletone
- Ezekiel Saw the Wheel  
Bibletone Jubileers (Gospel Train) Bibletone
- Fonder, Fonder Grows My Heart  
Lester's Stamps Quartet (I Heard) . . . Bibletone
- Glad News  
Bibletone Jubileers (Rock My) . . . Bibletone
- Going On With the Spirit in Jesus' Name  
Bibletone Jubileers (Old Job) . . . Bibletone
- Good News  
Bibletone Jubileers (Remember Me) . . . Bibletone
- Gospel Train  
Bibletone Jubileers (Ezekiel Saw) . . . Bibletone
- Hallelujah! What A Saviour  
The Stamps Quartet (Echoes Of) . . . Bibletone
- Heaven  
Lester's Stamps Quartet (I Want) . . . Bibletone
- Heaven Will Be Sweeter Than Any Dream  
Lester's Stamps Quartet (A Happy) . . . Bibletone
- I Can Tell You the Time  
Le Fevre Trio-Big Jim Waits (Echoes From) . . . Bibletone
- I Got Happy  
Le Fevre Trio-Big Jim Waits (Can He) Bibletone
- I Heard Hallelujahs Ring  
Lester's Stamps Quartet (Fonder, Fonder) . . . Bibletone
- I, John, Saw the Holy Number  
Bibletone Jubileers (Up Above) . . . Bibletone
- I Never Travel Alone  
Lester's Stamps Quartet (My Lord) . . . Bibletone
- I Want To Do My Duty  
Lester's Stamps Quartet (Heaven) . . . Bibletone
- I Want Two Wings  
Bibletone Jubileers (Put John) . . . Bibletone
- I'll Follow Where He Leads  
Lester's Stamps Quartet (We Are) . . . Bibletone
- I'll Tell It Wherever I Go  
Bibletone Jubileers (My Record) . . . Bibletone
- Jericho Road  
Le Fevre Trio-Big Jim Waits (Rocking On) . . . Bibletone
- Jesus, I Love You  
Bibletone Jubileers (Lord Have) . . . Bibletone
- Just A'lost To Walk With Thee  
Bibletone Jubileers (Noah) . . . Bibletone
- Keep On the Firing Line  
Le Fevre Trio-Big Jim Waits (Morning Star) . . . Bibletone
- Le Fevre Trio And Big Jim Waits Album  
Le Fevre Trio-Big Jim Waits . . . Bibletone  
Heaven Bound Train  
Medley of Favorite Spirituals  
Prettiest Flowers  
Sit Down  
Wait Upon the Lord  
Well Done, My Child
- Lookin' For My Jesus  
Bibletone Jubileers (Wake Up) . . . Bibletone
- Lord Have Mercy  
Bibletone Jubileers (Jesus I) . . . Bibletone
- Gene Lowery and His Dixie Four Album, Volume II (3-10")  
G. Lowery and His Dixie Four . . . Tru Tone  
Amazing Grace  
I Will Meet You in the Morning  
I Won't Have To Cross Jordan Alone  
Keep on the Firing Line  
The Great Redeemer  
There Is a Fountain
- Morning Star  
Le Fevre Trio-Big Jim Waits (Keep On) Bibletone
- My Lord Will Deliver Me  
Lester's Stamps Quartet (I Never) . . . Bibletone
- My Record Will Be There  
Bibletone Jubileers (I'll Tell) . . . Bibletone
- Negro Spirituals Album  
Hampton Institute Quartet . . . Musicraft  
De Ole Ark  
Ezekiel Saw De Wheel  
Goin' To Shout All Over God's Heaven  
I Want To Be Ready  
I Want To Go To Heaven  
In Bright Mansions Above  
Little David  
Mary and Martha  
Ole Time Religion  
Reign, Massa Jesus
- New Jerusalem  
Bibletone Jubileers (Tell Me) . . . Bibletone
- Noah  
Bibletone Jubileers (Just A'lost) . . . Bibletone
- O Father of Abraham  
Bibletone Jubileers (Does Jesus) . . . Bibletone
- O Jonah  
Bibletone Jubileers (Saviour, Don't) . . . Bibletone
- Old Job  
Bibletone Jubileers (Going On) . . . Bibletone
- Old Ship of Zion  
Bibletone (Didn't It) . . . Bibletone
- Put John on the Island  
Bibletone Jubileers (I Want) . . . Bibletone
- Ready for Final Judgment  
Lester's Stamps Quartet (Trinity) . . . Bibletone
- Remember Me  
Bibletone Jubileers (Good News) . . . Bibletone
- Ride On, King Jesus  
Bibletone Jubileers (These Bones) . . . Bibletone
- Rock My Soul  
Bibletone Jubileers (Glad News) . . . Bibletone
- Rocking on the Waves  
Le Fevre Trio-Big Jim Waits (Jericho Road) . . . Bibletone
- Run On  
Bibletone Jubileers (Traveling Shoes) . . . Bibletone
- Saviour, Don't Pass Me By  
Bibletone Jubileers (O Jonah) . . . Bibletone
- Soon the Clouds Will Roll Away  
The Stamps Quartet (You'll Reap) . . . Bibletone
- Sorrow Valley  
Bibletone Jubileers (Take Your) . . . Bibletone
- Swing Low Sweet Chariot  
Deacon Jones (Eli, I) . . . Bibletone
- Take Your Burden to the Lord  
Bibletone Jubileers (Sorrow Valley) . . . Bibletone

**5-BALL FREE PLAY CLOSEOUTS**

STAGE DOOR CANTEN	\$44.50
SURF QUEEN	44.50
SUSPENSE	59.50
BIG HIT	44.50
DOUBLE BARREL	54.50
LAURA	29.50
ARIZONA	29.50
FLAT TOP	29.50
STREAMLINER	29.50

**WHILE THEY LAST!**

**METAL TYPER DISCS**  
FOR GROETCHEN TYPER  
Finest Aluminum—Per  
Standard Thickness **\$8.50** 1000  
Satin Finish  
PRECISION DIES Sample on Request  
**MONEY BACK GUARANTEE**  
1/3 With Order, Balance C. O. D.

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DISTRIBUTING COMPANY  
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**WISCONSIN!**

**GOTTLIEB EXHIBIT**

**HUMPTY DUMPTY**  **TALLY -HO**

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Order These Two Great Games Now!

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MACHINE EXCHANGE

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**OSCAR**

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**PARTS**

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Counter Games • Slot Machines

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LATEST PRICE LIST

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**SLUM**  
(GIVE-AWAYS)  
Novelties, Toys, Brooches, Pins, Kids,  
Necklaces, Jewelry, Cosmetics, many other  
items too numerous to mention.  
3,000 Pieces, Asst.  
**\$25.00**  
SOME ITEMS RETAIL UP TO 25¢ EACH.

**NEW ITEM!**  
LUCKY NOVELTY  
**PRIZE BOXES**  
ASSORTED NOVELTIES OF ALL KINDS  
**\$4.50 Gr. Boxes**  
5 Gross Lots—\$4.00 Gr.  
25% Deposit, Balance C. O. D.  
Mdse. Distributing Co.  
19 E. 16 ST. NEW YORK, N. Y.

**ROLL DOWNS**  
We Have a Complete Line of  
Every Money Making  
ROLL DOWN  
Also, All Other Money Making  
AMUSEMENT GAMES

**IMMEDIATE DELIVERY**  
FREE! 6 Page Illustrated Catalog.  
New or Factory Rebuilt Amusement  
Machines—Any Make or Model—Parts,  
Supplies and Cards—Munves Has Them All.

**MIKE MUNVES**  
610-514 W. 34th St.  
N.Y. 1, N.Y. (Bryant 9-6677)

Due to Error in Transcription in the  
Advertisement of

**Monarch Coin Machine Co.**  
CHICAGO 22, ILLINOIS

in the November 8 issue of Billboard, the  
Shooting Gallery Special should have  
included 10,000 ROUNDS AMMUNITION  
instead of 100 Rounds Ammunition.

**WANTED**  
**MECHANIC AND ROUTE MAN**  
Must be experienced on late type consoles.  
Good salary and commissions to right man.  
Cash deal.  
**BOX D-157**  
c/o The Billboard Cincinnati 22, O.

**WANT TO BUY**  
Heavy steel slot safes with turnarounds.  
Need singles, doubles and triples. Can use  
up to 15 of each. Will pay \$100.00,  
\$150.00, \$200.00.  
**K-T ENTERPRISES**  
1139 17th St., Portsmouth, Ohio

**FOR SALE**  
5 GENCO TOTAL ROLLS  
Best Operating Condition \$185.00 Each  
5 WURLITZER TOTAL ROLLS  
Best Operating Condition \$135.00 Each  
All Guaranteed Condition.  
One-half cash, balance C. O. D., plus freight.  
Write, wire, phone MAIn 8462  
**AUTOMATIC COIN SALES**  
2101 Chester Ave. Cleveland, Ohio

**Equalized Reception**




**Seeburg**  
1902 • DEPENDABLE MUSIC SYSTEMS • 1947

**SCIENTIFIC SOUND DISTRIBUTION**

For "good listening" pleasure, supply music the public wants to hear . . . not too loud, nor too soft—but just right! Every location, whether large or small, can have this equalized reception with Seeburg's tailored sound. Here is easier selection, music at conversational level, and silent efficient salesmen that assure you more plays and maximum revenue.

Contact Atlas today . . . their engineers will be glad to demonstrate the many money-making advantages that only Seeburg Sound Distribution possesses.





**ATLAS MUSIC COMPANY**

2200 N. Western Ave., Chicago 47, Illinois  
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221 Ninth Street, Des Moines 9, Iowa

*Give!*  
TO DAMON RUNYON  
**Cancer Fund**  
SPONSORED BY  
C.M.T.



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KEEP A  
GOOD MAN  
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ONE TOWN.....

# AMI, inc.

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AS EXCLUSIVE  
40-SELECTION AMI  
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In Baltimore (and all of Maryland); Washington, D. C., in addition to the present territory of Philadelphia (and Eastern Pennsylvania).



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Stevenson 2-2903

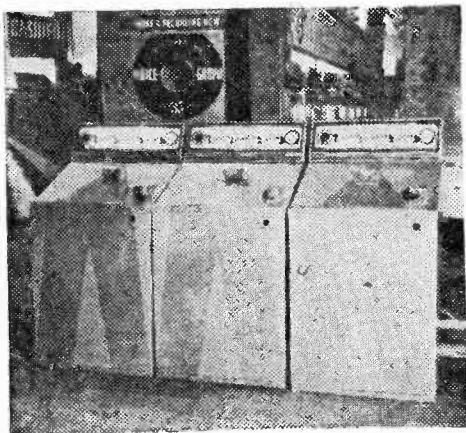
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**HERB WEAVER SAYS:**

A real money maker in my arcade. Based on my experience, I say Imperial Pix are a must for every arcade.

**TIMES SQUARE SAYS:**

Terrific!! A real nickel getter in bit quantities. Now operating in all the better arcades: Times Amusement, 52 St. and B'way. Subway Arcade, Pennsylvania, 42d St., etc.



EVERYBODY IS SAYING  
IT'S A TERRIFIC BUY

For N. J. and Pa. Contact Our Distributor for That Area, **COAST DISTRIBUTING CO.** 2510 Pacific Ave. Atlantic City, N. J.

**OPERATORS**—Here is a real money maker. The only 5c coin operated sound movie peek of its kind. Thousands of locations available in department stores, arcades, bus terminals, bowling alleys, candy stores, etc.

Regular Panorams Reconditioned the Imperial Way — Fully Guaranteed. With or Without Peek Conversions. **\$295.00**

F. O. B. BROOKLYN — CRATING EXTRA

LARGE SELECTION OF FILM

### IMPERIAL DISTRIBUTING COMPANY

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BROOKLYN 24, N. Y.

ESPLANADE 2-8526



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With It's Newly Opened

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583 Tenth Avenue (Between 42d and 43d Streets)  
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Under the management of  
**Harry P. Schneider**

Featuring a Complete Line of New and Used Vending  
Machines—Amusement Games—Phonographs

All Used Machines completely reconditioned—backed up  
by Seaboard's Triple Test Guarantee

# SEABOARD

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540-550 W. 58th Street, New York 19, N. Y.  
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*We are now delivering*

- United Nevada
- Bally Nudgy
- Bally Silver Streak
- Bally Jockey Club
- Williams Ginger
- Gottlieb Humpty Dumpty
- Gottlieb Trapeze
- Chi Coin Baseball
- Chi Coin Gold Ball
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*Special!*

**SHOOT the BEAR RAY GUN**

Completely reconditioned. Fully repainted.  
**\$124.50**

Money-back guarantee

**SEEBURG RAY GUN**

Amplifiers, Motors and Rifles Repaired.

COMPLETE STOCK OF SEEBURG RAY GUN PARTS. Write for list.

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Al Bloom, President  
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GOLD  
SILVER  
COPPER  
GREEN  
WINE

**COLUMBIA SCORES AGAIN**

See Page 101

**WHY FREEZE UP NORTH WHEN YOU CAN BUY A WELL ESTABLISHED ROUTE IN FLORIDA**

Route located in a fast growing section with year round business. Price \$20,000.00 complete. Owner wishes to retire.  
BOX D-150, c/o Billboard, Cincinnati 22, O.

**Schwarz, Coin Mch. Reporter, Joins Grocery Trade Paper**

NEW YORK, Nov. 8.—Al Schwarz, Eastern coin machine reporter of *The Billboard* this week announced his resignation, effective Monday (10), to become assistant to the publisher and advertising director of *The Independent Grocer*, weekly retail grocery trade paper.

Schwarz joined *The Billboard's* coin machine staff in October, 1945, in Chicago. Three months later he came to New York to cover the East Coast. During the war he served as news-room chief of the public relations office of the United States Strategic

**Counterfeit Dimes Give Small Profit**

SIoux FALLS, S. D., Nov. 8.—The phonies haven't turned up in coin machines yet, but someone here is splitting dimes and pennies, gluing half of one coin to half of the other and passing both as dimes.

Police are looking for the counterfeiter, who seems to be putting in a lot of work to reap a 9-cent profit on an investment of 11 cents.

Air Forces in Europe and as a member of *Yank's* staff.

**CARL MEINKE and SID MEYERSON**

Service and Repair All Coin-Operated Machines.  
**24 HOUR SERVICE**  
ARMitage 2503  
2749 W. Division Street, Chicago  
After 6 p.m. call BUCKingham 5110 or BRUNswick 7862

**SPECIAL**

**AIREON 1946 SUPER DELUXE PHONOGRAPHS, \$399.50**

Reconditioned and brought up to date by Aireon's Distributor in Kentucky. Guaranteed in perfect condition. Now on location.  
H. M. BRANSON DISTRIBUTING CO.  
514-518 So. 2nd St. LOUISVILLE 2, KY.

**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**

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POP-UP \$ 17.50	MARVEL CIG. REELS \$ 39.50
ABT CHALLENGER 49.50	IMP., 1¢ or 5¢ 14.50
FOLDING STAND 11.95	MEX. BASEBALL 30.00
GOTT. GRIP SCALE 39.50	SKILL THRILL 30.00
GRIP-VUE 49.95	FREE PLAY 30.00
BASKETBALL, 1¢ 39.50	HEAVY HITTER 180.00
WITH STAND 49.50	WITH STAND 175.00
KICK & CATCHER 37.50	

**NEW SLOTS**

JENNINGS LITE-UP CHIEF 5¢ 10¢ 25¢ 50¢	\$324 \$394 \$344 \$454
JENNINGS STANDARD CHIEF 269	279 289 399
MILLS JEWEL BELL 248	263 258 388
MILLS BLACK CHERRY 248	263 258 388
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, \$74.50. LOTS OF 12	65.00

**SLOT SAFES, STANDS**

CHICAGO METAL REVOLVING STANDS—  
UNIVERSAL, Single, \$79.50; Double \$116.75  
BOX STANDS ..... \$27.50 • FOLDING STANDS... 12.50

**BAT-A-BALL UPRIGHT MODEL, \$84.50**  
**JR., WITH STAND 29.50**  
BRAND NEW, IN ORIGINAL CRATES! ORDER NOW!

**NEW PIN GAMES**

HUMPTY DUMPTY ..... W	
UNITED NEVADA ..... R	
BALLY NUDDY ..... J	
MARVEL OSCAR ..... T	
GENCO BRONCHO ..... E	
CHI BASEBALL ..... I	
WMS. GINGER	
MARV. LIGHTNING \$225.00	
WMS. FLAMINGO 205.00	
WMS. TORCHY 165.00	
BALLY BALLYHOOD	

**ARCADIE 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 429.50
BUCANEER 429.50
BIG CITY 429.50
ESSO ALLEY ROLL 499.50

**RECONDITIONED 5 BALLS**

LUCKY STAR \$169.50	5-10-20 \$ 49.50
VANITIES 119.50	STREAMLINER 54.50
MYSTERY 129.50	UN. MIDWAY 49.50
KILROY 129.50	KISMET 44.50
SMARTY 119.50	BOSCO 44.50
FIESTA 119.50	HI HAT 44.50
BAFFLE CD. 119.50	YANKS 44.50
SPELLBOUND 104.50	VICTORY 44.50
SUPER SCORE 109.50	CLOVER 44.50
FAST BALL 94.50	FLY. TIGERS 44.50
SUPERLINER 89.50	VELVET 44.50
STEP UP 79.50	WILDFIRE 44.50
SUSPENSE 69.50	PRODUCTION 39.50
MID. RACER 69.50	SEA HAWK 39.50
CARNIVAL 69.50	EAGLE SQUAD. 39.50
BIG LEAGUE 69.50	JUNGLE 39.50
CANTEEN 59.50	STAR ATTRAC. 39.50
SURF QUEEN 79.50	BELLE HOP. 39.50
LITE-O-CARD 79.50	ALL AMER. 39.50
YANK. DOODLE 69.50	BOLWAY 39.50
FLAT TOP 69.50	SHOW BOAT. 39.50
LIBERTY 59.50	VENUS 39.50
SKY CHIEF 59.50	TOWERS 39.50
BIG PARADE 59.50	ABC BOWLER 39.50
AIR CIRCUS 59.50	'41 MAJORS 39.50
KNOCK OUT. 59.50	SEVEN UP 39.50
KEEP 'EM 54.50	SLAP JAP 39.50
FLYIN' G. 54.50	BOMBARDIER 39.50
SOUTH SEAS 54.50	TEN SPOT 39.50
SANTA FE 54.50	INVASION 39.50
BRAZIL 54.50	MARINES 34.50
TRADE WINDS 54.50	

**NEW CONSOLES**

BAL. WILD LEMON \$542.50
BAL. DOUBLE UP 542.50
BAL. TRIPLE BELL 895.00
DE L. DRAW BELL 895.00
BALLY HI BOY 512.50
BILLS 3 BELLS 339.50
JENN. CHALLENGER 595.00
EVANS BANGTAILS 671.50
EV. WINTERBOOK 826.00
EVANS RACES 891.00

**NEW VENDORS**

SILVER KING, 1¢ or 5¢ NUT OR B.G. \$ 13.95
SILVER KING HOT NUT VENDOR 29.95
VICTOR MODEL V, 1¢ GLOBE TYPE 11.75

**NEW ONE BALLS**

JOCKEY CLUB, P.O. \$845.00
JOCKEY SPECIAL 645.00
GOTT. DAILY RACES 650.00
BALLY EUREKA 489.50

**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. 49.50
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 89.50
5¢ JENN. CLUB CONSOLE CHIEF 109.50
5¢ JENN. BRONZE CHIEF 189.50
JENN. CIGAROLA, XV 99.50
JENN. LITE-UP CHIEFS, Used 10 Days 235.00
5¢, \$215; 10¢, \$225; 25¢ 235.00

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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. 89.50
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

**ARCADIE**

**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 39.50
PIKES PEAK 24.50
SHOCKER, ADVANCE 17.50
TEXAS LEAGUER 49.50
WHEELS OF FORTUNE 39.50
WHIZZ & STAND 59.50

**CONSOLES**

5¢-25¢ 2-WAY BONUS SUPER \$595.00
5¢ KEEN, BONUS SUPER BELL 345.00
25¢ KEEN, BONUS SUPER BELL 395.00
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. 89.50
WATLING BIG GAME, P.O. or F.P. 89.50
5¢ PACE SARATOGA SR., P.O. 69.50
5¢ PACE REELS, COMB. 89.50
JENN FAST TIME, P.O. 69.50
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

**ONE-HALF DEPOSIT WITH ORDER, BALANCE C. O. D. OR SIGHT DRAFT**

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Assoc. Office: ROBINSON SALES CO., 7525 GRAND RIVER AVE., DETROIT. Ph: Tyler 7-2770

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5 BALL NOVELTY and FREE PLAY GAME



MORE  
SSSS  
IN THE  
CASH PAN

Terrific Action!!!  
Fast crisscross  
bumper action starts  
higher speed scoring

"WOTTA GAME"

WIRE - WRITE - PHONE  
FOR PRICES

FACTORY DISTRIBUTORS  
FOR

OHIO AND WEST VIRGINIA

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185 E. TOWN ST.

### CENTRAL OHIO COIN'S QUALITY BUYS SACRIFICE SALE—PRICES SLASHED

**PIN BALLS \$29.50 Ea.**

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, Top L.C. Streamliner, Sky Chief, Mustang, Venus, Victory, Yankee Doodle, Yanks, American Beauty, Sentry, Kismet, Midway, G.I. Joe, Horoscope, Marines at Play.

**PIN BALLS \$19.50 Ea.**

A.B.C. Bowler, All American, Argentine, Bandwagon, Belle Hop, Big Chief, Dixie, Dude Ranch, Polo, Gold Star, Jungle, Legionnaire, Monicker, Play Ball, Slugger, School Days, Sport Parade, Spot Pool, Stratoliner, Sunbeam, Ten Spot, Wildfire, Hi Hat, South Paw, Zig Zag, Star Attraction.

**PIN BALLS LATE**

Big Hit \$ 79.50  
Big League 79.50  
Surf Queen 69.50  
Fast Ball 99.50  
Step Up 99.50  
Smarty 139.50  
Show Girl 99.50  
Suspense 89.50  
Double Barrel 129.50  
Stage Door Canteen 89.50  
Superliner 89.50  
Midget Races 99.50  
Spellbound 109.50

**SAFES & STANDS REVOLVAROUNDS**

Single \$ 79.50  
Single DeLuxe 119.50  
Double 116.50  
Double DeLuxe 162.50  
Triple DeLuxe 262.50  
Heavy Double 265.00  
Box Stands 25.00

**CIGARETTE VENDORS**

U-Need-A-Pak, 1942, 15 Column \$ 89.50  
Du Grenier, 1942, 11 Column 99.50  
U-Need-A-Pak, 1940, 15 Column 69.50

**NEW PENNY SCALES**

Mirro-Scale \$125.00  
Aristo-Scale 119.50

**MUSIC**

Rock-Ola Standard \$109.50  
Rock-Ola De Luxe 149.50  
Seeburg 9800, R.C. 195.00  
Seeburg Envoy, R.C. 175.00  
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Wurlitzer 500, Victory Cabinet 145.00  
Singing Towers 99.50  
Alrean, 1946, Like New 375.00  
AMI Hiboy, 40 Records 295.00  
Personal Music Boxes, Ea. 15.00  
5 New Buckley Wall Boxes and new adapter, 32 Selections 99.50  
8 Wurlitzer #125 Wall Boxes, Ea. 15.00  
Wurlitzer 750E 295.00

**ARCADE EQUIPMENT**

Battling Practice \$ 79.50  
Sky Fighter 119.50  
Air Raider 79.50  
Tommy Gun, Late 79.50  
Panorams 189.50  
Undersa Raiders 149.50  
Lite Leagues 149.50  
Voice Recorder 69.50  
9-Ft. Skee Roll 79.50  
Scientific Baseball 69.50  
Jack Rabbit, New 300.00  
Buckley Diggers 99.50  
Rotary Pushers 265.00  
Pop Up New 25.00  
Champ Basketball, New 49.50  
Pokerino, Scientifico 199.50  
Goalie, New 225.00  
Wurl. Skee Rolls, 14-Ft. 165.00  
10 1/2-Ft. Premier Skee Rolls WRITE

**NEW SLOTS**

5¢	10¢	25¢	50¢
Mills Black Cherry \$248.00	\$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 289.50	279.50	289.50	399.00
Jennings Club Chief 324.00	334.00	344.00	454.00
Groetchen Columbia 99.50			145.00
Wurlitz Rolatop 175.00	200.00	225.00	300.00
Pace DeLuxe Chrome 245.00	255.00	285.00	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 169.50  
25¢ COPPER, GOLD AND BLUE, Hammerold Finish 179.50  
(Drill Proof and Knee Action)

1/3 DEPOSIT WITH ORDERS  
AD 7949  
AD 7993

Keeney's

# "GOLD NUGGET" CONSOLE

"Fastest Money Maker Ever Built"  
ADDED AWARDS KEEP THE PLAYERS HAPPY  
2 WAY COMBINATION  
FREE PLAY & CASH PAYOUT  
MULTIPLE COIN CHUTES  
Any combination of 5c-10c-25c Chutes available  
More \$\$\$\$ in the Cash Pan



Phone Immediately for Prompt Delivery in This Territory

EXCLUSIVE  
FACTORY DISTRIBUTORS  
FOR

OHIO AND WEST VIRGINIA

## EXCHANGE

COLUMBUS 15, OHIO

### Lowest Prices in the Country!

2 Super Skee Roll Alleys, Ea. \$ 75.00	25¢ Jennings Club Bell \$ 45.00
1 Keeney Submarine Gun 35.00	Mercury, counter game 10.00
6 A.B.T. Game Hunters, A-1, Ea. 20.00	Sparks, counter game 7.50
6 Strikes 'n' Spares Alley, Ea. 900.00	Packard Hideaways, Ea. 275.00

MORE BARGAINS ON HAND. PHONE OR WIRE!

### OLSHEIN DISTRIBUTING CO.

1100-02 Broadway Albany 4, N. Y.

## COVEN'S COIN CORNER

### REMEMBER

NOVEMBER 23, 1947, AT THE BISMARCK HOTEL

USED FIVE BALLS

USED CONSOLES

ABC Bowler \$19.50	Sluggo \$ 24.50
Action 19.50	Stage Door Canteen 49.50
All American 19.50	Stars 19.50
Belle Hop 24.50	State Fair 79.50
Big Hit 49.50	Strat-o-Liner 19.50
Big Parade 34.50	Super Liner 79.80
Captain Kidd 19.50	Surf Queen 49.50
Double Barrel 49.50	Suspense 79.50
Eagle Squadron 29.50	Ten Spot 19.50
Flak Top 29.50	Trade Winds 19.50
Four Roses 19.50	Venus 19.50
Bally Fleet 19.50	Victory 19.50
Hi Hat 19.50	Paradise 19.50
Jeep 24.50	Wild Fire 19.50
Jungle 19.50	Gold Star 19.50
Keep 'Em Flying 19.50	Rocket 129.50
Knock Out 39.50	
Land Slide 19.50	
Laura 49.50	
Liberty 49.50	Bally Heavy Hitter (Like New) \$109.50
Major 19.50	Champion Hockey 29.50
Metro 19.50	Western Baseball (Deluxe) 64.50
Midway 19.50	Advance Shocker 15.00
Sea Hawk 24.50	Evans Ski-Ball 69.50
Sky Ray 19.50	

**USED SLOTS**

Black Cherry, 10¢ \$149.50  
Mills Chrome, 10¢, Completely Rebuilt 149.50  
Mills Chrome, 25¢, Completely Rebuilt 149.50

**SPECIALS**

Ballyhoo (New) \$149.50  
Silver Streak (New) 169.50  
Keeney Twin Bonus Bell, 5-25 (Recond.) 195.00  
Marjorie (New) 175.00

### PARTS SPECIAL

(Special Close-Out)  
Attention, Phonograph Operators  
Plastic Grille Cloth, 20"x50", \$4.50 Per Sheet.  
All colors: Gold, Silver, Orange, Yellow & Green.

EXCLUSIVE BALLY DISTRIBUTOR

## COVEN distributing Co.

3181 ELSTON AVE. CHICAGO, ILL.

Phone: INDEPENDENCE 2270

### MUSIC LARGEST WHOLESALERS OF USED PHONOGRAPHS IF WE DON'T HAVE IT—WE CAN GET IT

WURLITZER		SEEBURG	
Wurlitzer 616, Plain \$ 59.50	Seeburg Casino \$ 72.50		
Wurlitz 616, Lite-Up Top & Bottom 69.50	Seeburg Regal 95.00		
Wurlitzer 24, Galar Job 79.50	Seeburg Gem 95.00		
Wurlitzer 42/24 Victory 79.50	Seeburg Classic 99.50		
Wurlitzer 24 79.50	Seeburg Cadet, ESRC 179.50		
Wurlitzer 500 119.50	Seeburg Envoy, ESRC 189.50		
Wurlitzer 600 119.50	Seeburg Hiltone, ES 185.00		
Wurlitzer 700 250.00	Seeburg Hiltone, ESRC 175.00		
Wurlitzer 850 259.50			
Wurlitzer 61, C.M. 69.50			
Wurlitzer 41, C.M. 79.50			
Wurlitzer 71, Counter Model 95.00			

**ROCK-OLA**

Rock-Ola Windsor-Monarch \$ 85.00  
Rock-Ola Standard 115.00  
Rock-Ola Spectravox & Playmaster 110.00  
Rock-Ola DeLuxe 119.50  
Rock-Ola Master 135.00  
Rock-Ola, 1946, Like New 350.00

**WALL BOXES AND PARTS**

Seeburg 20 Wall-o-Matic, RC \$17.50  
Wurlitzer #100 5¢ Boxes 19.50  
Wurlitzer #120 5¢ Boxes 9.50  
Buckley Plain Boxes 7.50  
Buckley Gold Lite-Up Boxes 7.50  
Seeburg 1947 3-Wire Boxes \$39.50

Buckley Chrome Lite-Up Boxes \$ 9.50  
Wurlitzer #100 5¢ Boxes 7.00  
Wurlitzer #120 5¢ Boxes 9.50  
Wurlitzer #125 5-10-25 Boxes 12.50

Heavy Slide Plastics for Wurlitzer 500 and 600 (Lower Sides) \$5.50 EA.

WE HAVE ALL MAKES OF PHONOGRAPHS, ADAPTERS, STEPPERS, AMPLIFIERS, SPEAKERS AND PARTS IN STOCK. STATE WHAT YOU NEED—WRITE.

Send 1/3 Deposit, Balance C. O. D.

WANTED! MILLS EMPRESS GOOD CONDITION. SEND LOWEST QUANTITY PRICES.

## HUB DISTRIBUTING CO.

632 Tenth Ave., cor. 45th St. New York 19, N. Y. Circle 6-9570

**\$19.50 Each**

Air Circus	Bosco	High Hand, Ea.	\$35.00
Big Parade	Star Attraction	Super Bell, Ea.	35.00
Knockout	Victory	Wurlitzer 61	50.00
Marjorie	Bolaway, etc.	Rock-Ola Counter	75.00

New and Used Games and Consoles.

LEHIGH SPECIALTY CO.  
1407 W. MONTGOMERY AVE. PHILADELPHIA 21, PA.



# PACE TRIPLAY BELLS

5¢-10¢-25¢-50¢ ANY THREE

ONE MECHANISM  
ONE HANDLE

PLAY ONE OR TWO OR ALL  
THREE ADJUSTABLE JAK-POTS

ONE MECHANISM  
ONE LICENSE  
SAVE  
**\$200.00**

PRICES: \$25 to \$50 Less Than Others

DE LUXE BELLS BETTER THAN EVER  
UNBELIEVABLE! . . . BUT TRUE!

"3 IN ONE" —Only 46" High—22" Wide—24" Deep



**PACE MFG. CO., INC.** 2909 INDIANA AVE.  
CHICAGO 16, ILL.

YOU GET THE "ROYALTY" OF COIN MACHINE VALUES AT LONDON!

**SPECIAL!**  
#18 ZIP CORD 1 1/2¢  
PER FT.

**SPECIAL!**  
PFANSTIEHL NEEDLES  
\$45.00 Per 100

### PIN TABLES

ALL CLEANED, CHECKED, READY FOR IMMEDIATE LOCATION! SPECIFY 1ST AND 2ND CHOICE WHEN ORDERING.

**\$29.50 EACH — 4 FOR \$100.00**

- |           |             |                 |                 |
|-----------|-------------|-----------------|-----------------|
| Big Show  | Velvet      | Flying Squadron | Speed Demon     |
| Dixie     | Big Chief   | Stars           | Entry           |
| Gold Star | G.I. Joe    | Capt. Kidd      | Paratroops      |
| Lone Star | School Days | Hold Over       | Star Attraction |
| Metro     | Ten Spot    | Super Charger   | Rebound         |
| Line Up   | Formation   | Hi Stepper      | Belle Hop       |
| Dough Boy | Limelight   | Brite Spot      | Wild Fire       |
|           | Majors      | Boom Town       |                 |

**\$39.50 EACH — 4 FOR \$130.00**

- |         |                    |
|---------|--------------------|
| Jungle  | Exh. Bowling Alley |
| Hi Dive | Bol-a-bol          |
| 5-10-20 | Production         |

- |                                    |                                     |
|------------------------------------|-------------------------------------|
| Keep 'Em Flying . . . . . \$ 89.50 | Western Baseball . . . . . \$ 49.50 |
| Step Up . . . . . 89.50            | Miss America . . . . . 129.50       |
| Torchy . . . . . 179.50            | Amber . . . . . 129.50              |

### PHONOGRAPHS

All Phonographs Completely Reconditioned and Ready for Immediate Location!

WURLITZERS	ROCK-OLA	SEEBURG
412 . . . . . \$ 49.50	Imperial 20 . . . . . \$ 49.50	K20 . . . . . \$ 69.50
616 . . . . . 79.50	Standard or DeLuxe . . . . . 119.50	Gem . . . . . 94.50
24 and 24A . . . . . 89.50	Masters or Supers . . . . . 139.50	Regals or Crowns . . . . . 130.50
600-R . . . . . 89.50	1946 Rock-Olas . . . . . Write for Prices	Plaza or Mayfair . . . . . 124.50
500K or 600K . . . . . 125.00	AMI Top Flite . . . . . 49.50	Classics or Vogues . . . . . 194.50
Victory Model, Rotary . . . . . 79.50	AMI Singing Tower . . . . . with Rock-Ola 20 Mechanism . . . . . 49.50	Colonel or Envoy, ES . . . . . 250.00
Victory Model, Keyboard . . . . . 124.50	AIREONS, Used, Like New . . . . . \$325.00	Colonel or Envoy, ESRC . . . . . 275.00
780-M . . . . . 229.50	Write for Quantity Prices	8800 or 9800, ES . . . . . 175.00
780-E . . . . . 249.50		8800 or 9800, ESRC . . . . . 210.00
1015 (like new) . . . . . Write for Prices		8200, ES . . . . . 200.00
		8200, ESRC . . . . . 235.00

### PHONOGRAPH ACCESSORIES

Seeburg Selectomatic, 20-Selection, 24-Wire, Ea. . . . . \$ 5.00	Rock-Ola Dial-a-Tune Wall and Bar Boxes, Ea. . . . . \$ 5.00
WS2Z Seeburg Wireless Wallomatics . . . . . 19.50	Wurlitzer Model 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

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	Goalie, 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 Ralder, crating included . . . . . 49.50	Chicago Coin All Star Hockey, crating included . . . . . 49.50
Tall Gunner, crating included . . . . . 49.50	Scientific Batting Practice, crating included . . . . . 49.50
Bang-a-Deer, crating included . . . . . 74.50	

THESE BARGAINS ARE MOVING FAST! ORDER NOW!

**Seeburg**  
DEPENDABLE MUSIC SYSTEMS  
WITH SOUND DISTRIBUTION

**EXCLUSIVE DISTRIBUTOR WISCONSIN AND UPPER MICHIGAN**

TERMS: 1/3 DEPOSIT, BALANCE C. O. D.  
SEND FOR OUR COMPLETE LIST  
FORMERLY MILWAUKEE COIN MACHINE CO.

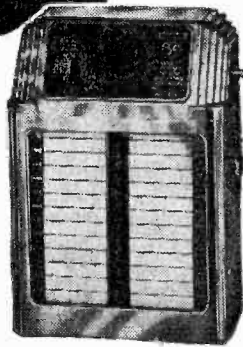
*S. L. Londen Music Co., Inc.*  
3130 WEST LISBON AVENUE MILWAUKEE 8, WISCONSIN

# BUCKLEY BUILT

MEANS . . . . . BETTER BUILT!

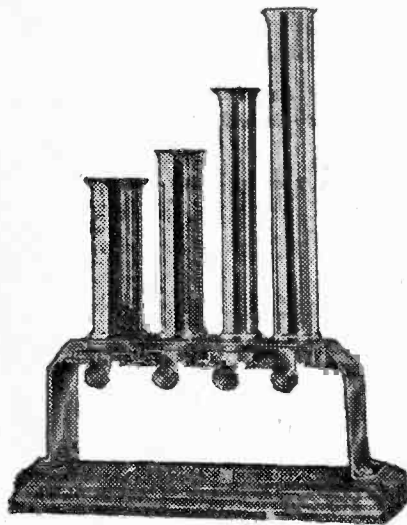
## Buckley MUSIC BOX

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

MEMBER COIN MACHINE INDUSTRIES, INC.

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 6536-6637-6638-6533

## MILLS

## ORIGINAL REBUILTS

10 DAYS' TRIAL—30 DAYS' GUARANTEE

5¢ Original Chrome, 2/5 Payout . . . \$ 89.50	10¢ Cherry Bell, 3/5 Payout . . . . . \$ 67.50
5¢ Gold Chrome, 2/5 Payout . . . . . 99.50	10¢ Brown Front, 3/5 Payout . . . . . 72.50
5¢ Melon Bell, 2/5 Payout . . . . . 62.50	10¢ Brown Front, 3/5 Payout . . . . . 69.50
5¢ Black Cherry, 2/5 Payout . . . . . 125.00	10¢ Bonus Bell, 3/5 Payout . . . . . 72.50
5¢ Black Hand Load, 3/5 Payout . . . 79.50	25¢ Brown Front, 2/5 Payout . . . . . 72.50
5¢ Golden Falls, 2/5 Payout . . . . . 127.50	25¢ Golden Falls, 2/5 Payout . . . . . 137.50
10¢ Emerald Chrome, 2/5 Payout . . . 109.50	50¢ Blue Front, 3/5 Payout . . . . . 129.50
10¢ Gold Chrome, 2/5 Payout . . . . . 109.50	50¢ Emerald Chrome, 2/5 Payout . . . 139.50

Club Royale Bells: 10¢ . . . \$195.00; 25¢ . . . \$210.00; 50¢ . . . \$250.00

VALLEY SPECIALTY CO., INC.

550 N. CLINTON

ROCHESTER 5, N. Y.

THERE ARE NO SUBSTITUTES FOR . . .

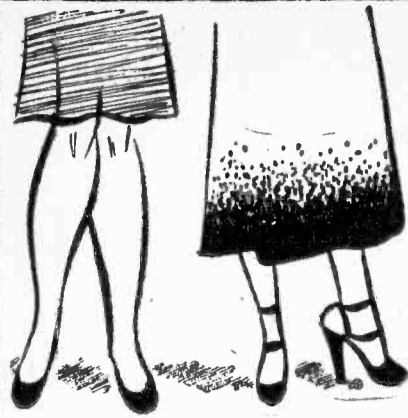
- UNITED'S NEVADA
- EXHIBIT'S TALLY-HO

WRITE, WIRE, PHONE—IMMEDIATE DELIVERY

## SIMON SALES, INC.

DAVE SIMON

Note New Address: 627 10th Ave., New York 19, N. Y.  
All Phones: LOnacre 3-0241-0242-0243



**CONSOLE and  
SLOT PRICES  
ARE LOWER, TOO...  
...AT SHAFFER'S**

**CONSOLES AND SLOTS**

Keeney "Twin Super Bonus Bell" .....	\$675.00	Keeney Skill Time.....	\$ 49.50
Keeney "Single Super Bonus Bell" .....	395.00	5-5-5-25c May Bell (New)...	199.50
Baker's 1946 Pacers.....	219.50	Mills 4 Bells.....	159.50
Pace Saratoga (P. O.).....	49.50	Jennings Bobtails (F. P.)....	49.50
Mills Jumbo Parade (F. P.)...	59.50	Mills 5c Gold O. T.....	55.00
Mills Jumbo Parade (P. O.)..	49.50	10c Black Cherry.....	129.50
Walling Big Game (F. P.)....	39.50	5c Black Cherry.....	125.00
		10c Bronze Chief.....	189.50
		5c Columbia Bell.....	49.50

Terms: 50% Certified Deposit, Balance C. O. D.

Phone • Wire • Write

**SHAFFER MUSIC COMPANY**

606 South High St. Columbus 15, Ohio

PHONE: MAIN 5563

**GENCO'S  
BRONCHO**

**NOW and ALWAYS  
A GREAT GAME**

*plus*

**GREATER PROFITS!**

**GENCO'S  
Handy Pocket Size  
PARTS  
CATALOG  
Now Ready  
Send for it!**



**ORDER FROM YOUR  
NEAREST DISTRIBUTOR**

**GENCO BUILDS GREATER GAMES**  
2621 NORTH ASHLAND AVENUE • CHICAGO 14, ILLINOIS

**REMEMBER  
THIS**

**SOLID COLOR  
NON-INFLAMMABLE  
NON-BRITTLE  
SHRINK-PROOF  
EXPERTLY MOLDED — PERFECT FIT**

Now! Unbreakable! Guaranteed! Clear, transparent plastic windows for Model 850 Program Holder. \$5.00 Per Set.

**acme  
PLASTICS  
ARE  
UNCONDITIONALLY  
GUARANTEED  
AGAINST BREAKAGE  
FOR 3 YEARS**

**Determine Right or Left as You Face Phonograph**

<b>ROCK-OLA</b> Standard, Master, De Luxe or Super: Each Top Corners (Solid Red, Yellow or Green) \$12.75 Lower Sides (Red or Yellow) .....	<b>"Classical"—"Colonel":</b> Top Corners (Solid Red, Yellow or Green) .....	750 Middle Sides .. \$ 2.25 850 Top Corners .. 12.50 850 Lower Sides .. 8.75 850 Top Center ... 12.50 850 Peacock Glasses 5.00 850 Lower Sides ... 12.50 24 Top Corners ... 1.20 24 Lower Sides ... 1.50 41, 61, 71 Top Corners .....
12.75 Top Door Plastics (Red, Yellow or Green) 6.75 Commando: Top Corners .....	\$ 6.00 "Cadet"—"Major": Top Corners ... 2.50 <b>WURLITZER</b> Each 800 Top Corners .. \$18.50 800 Lower Sides ... 15.00 800 Middle Sides ... 3.25 800 Top Centers (Right or Left, Red) .. 9.50 800 Back Sides (Green) .....	5.50 Available in Red, Yellow or Green. Throne—Empress: Each Top Corners ... \$14.00 Throne—Empress: Lower Sides ... 14.00 <b>SHEET PLASTIC</b> Not Painted Non-Brittle 20"x50", Pliable. Per Sheet .....
8.00 Top Center .....	9.50 800 Top Centers (Onyx) .....	\$12.50 50 gauge, red, yellow, green or clear. 60 Gauge. Per Sheet \$14.50
7.00 Long Sides .....	5.25 800, 500 Top Corners 5.50 700 Top Corners ... 8.50 700 Lower Sides ... 9.50 700 Back Sides ... 8.50 750 Top Corners ... 9.75 750 Lower Sides ... 9.75 750 Top Center ... 5.50	
12.75 Combination Yellow and Red Color Scheme. <b>SEEBURG</b> "H-Tone" Model 9800, 800, 8200: (Solid Red, Lower Sides (Solid Red, Yellow or Green) \$14.50 "Hi-Tone" Grille Pillars (Solid Red, Yellow, Green or Onyx) .....	2.25	

**IF YOU DON'T SEE WHAT YOU WANT, ASK FOR IT! WE MAY HAVE IT IN STOCK!**

TERMS: 1/3 Deposit With Order, Balance C.O.D., F.O.B. New York. Remit Full Payment and Save C.O.D. Charges. Checks Acceptable!

**ORDER FROM YOUR NEAREST DISTRIBUTOR!**

**ACME SALES CO.** 505 W. 42nd ST. New York 18, N. Y. LO. 3-4138

**FOR SALE**

Wurlitzer 616 A's, light up, price \$65.00 ea. Wurlitzer Model 125, 5-10-25¢ Wall Boxes, ea. \$12.50. Mills Original Blue Front, in excellent condition, 10¢ play, serial 460,875, 3-5 payout, drill proof, knee action, single jackpot, club handle, price \$55.00. Mills Melon Ball, 10¢ play, same as Blue Front, price \$60.00; serial 424,013. One Box Safe, double revolv-around, price \$60.00. One Box Safe, single revolv-around, price \$35.00. One Mills Stream-line Double Safe Cabinet, front and back door, price \$35.00. 1/3 Deposit, Balance C. O. D.

**WEST SIDE NOVELTY COMPANY**

100 South Wyoming Ave. KINGSTON, PA.  
Tel.: Kingston 7-3041

**Seaboard Opens New 10th Avenue Store**

NEW YORK, Nov. 8. — With the opening this week of its new Direct Sales Division, the Seaboard New York Corporation once again has showroom and maintenance facilities on Tenth Avenue. Store, used for a number of years by Seaboard as a storage place, has been remodeled and

will deal in music machines, amusement games and venders.

Harry P. Schneider, former sales manager of Atlantic and Seaboard New York corporations and for many years before that an operator, is general manager of the new outlet. He says that the firm will specialize in games of all types.

A large showroom has been set aside for the display of games and venders, with another reserved for juke boxes. To the rear of the store, James Farri and Otto Zeichner head a maintenance department to take care of firm's repair and service duties.

Schneider says the new Genco game Bing-a-Roll will be on display soon. The rolldown has been on test location in this area for several weeks.

**Bowling Association Opens New Quarters**

DETROIT, Nov. 8.—Michigan Miniature Bowling Association, Inc., held a regular monthly meeting for the first time in its recently opened headquarters. The meeting was attended by full membership expressing their appreciation of the accommodations offered in establishing the well appointed office and meeting room.

Business conditions were discussed and it was revealed by many members that their operations have taken a drastic drop. However, they take the attitude that this is general and the same applies for other lines of business. They are of the opinion that this is a temporary condition, are expecting an upward trend when the weather turns cooler.

Pledges for the Damon Runyon cancer fund were taken. This is in addition to the \$500 contribution already sent in by the association. An open house is being planned for the near future in the new meeting room and office.

A committee has been appointed to make the fullest efforts in securing new members. The association feels by long experience that all operators, large or small, should be affiliated with this group for the best interests to themselves and business in general.

**FREE BUYERS' GUIDE FOR OPERATORS**

**RIDE WITH KEENEY'S HI-RIDE...**

**ORDER THIS NEW 5 BALL GAME TODAY!**

**PIN GAMES RECONDITIONED AND READY FOR LOCATION**

Argentine .....	\$25.00	5-10-20 .....	\$19.50	School Days .....	\$25.00
Arizona .....	29.00	Fat Top .....	27.50	Seven Up .....	18.50
Army & Navy .....	22.50	4 Diamonds .....	25.00	Sky Raider .....	22.50
Baffle Card .....	84.50	Home Run .....	18.50	Shangri-Lae .....	30.00
Big Parade .....	20.00	Keep 'Em Flying ..	19.50	South Paw .....	17.50
Big League .....	42.50	Kismet .....	40.00	Spot Pool .....	20.00
Bombardier .....	27.50	Liberty .....	27.50	Suspense .....	59.50
Carousel .....	115.00	1941 Majors .....	25.00	Texas Mustang ..	25.00
Double Barrel .....	32.50	Miami Beach .....	20.00		
Eagle Squadron ..	15.00	Monicker .....	25.00		
Frisco .....	30.00	Production .....	19.50		
		Santa Fe .....	42.50		



Established 1913

**ROY MCGINNIS CO.**

2011 MARYLAND AVE. BALTIMORE 18, MARYLAND • PHONE: UNIVERSITY 1800

**Dimes in Parking Meters**

FAYETTEVILLE, N. C., Nov. 8.—According to Sgt. C. J. McBennett, of the traffic bureau here, the city's parking meters provide ready receptacles for car owners' dimes, in addition to the required pennies and nickels.

"They're put in by mistake, but are a complete loss to the customer because they do not operate the meter clock," he said. Other "coins" found in the meter boxes include streetcar and bus tokens and steel washers.

**Write-Wire-Phone AL SIMON, INC. Exclusive Factory Agent for CHICAGO COIN MACHINE CO.—**

**IN MAINE — NEW HAMPSHIRE — VERMONT — MASSACHUSETTS — RHODE ISLAND — CONNECTICUT — NEW YORK — NEW JERSEY — MARYLAND — DELAWARE — WASHINGTON, D. C. AND THE STATE OF PENNSYLVANIA**



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**AL SIMON, Inc.**

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# "Papa" Pace, Vet New Orleans Coinman, Retires From Coin Biz

NEW ORLEANS, Nov. 8.—Julius (Papa) Pace, one of the best known coinmen in the South, has announced his retirement as head of the Dixie Coin Machine Company because of ill health. Pace is seriously ill in Hotel Dieu Hospital here.

He continues, however, as president of the New Orleans Pinball Operators Association, and had been organizing a fight against a recently proposed \$50 yearly increase in the city pinball tax when he became ill.

Pace was the organizer of the association and has remained its president from the start. His many efforts to promote the best interests of the industry have made him well known in this area.

At one time when an effort was made to ban the game in the State, Pace went to court to prove that five-ball tables are a game of skill. During the trial, the presiding judge was induced to play a game brought into the courtroom. After a thoro trial he approved their use. The games, remain legal in Louisiana.

Now 61 years old, Pace was born in Poggereale, Italy, came to this country at the age of 17. He settled in Chicago and later moved to Hous-

ton. He came to New Orleans in about 1915 and was one of the first to enter the coin machine business here. Nearly 18 years ago, he formed the firm of Pipitone and Pace in partnership with his uncle, Joe Pipitone. They manufactured some of their own machines before pin games were electrified.

Later the pair formed the Dixie Music Company and included Sam Gentilich in the business. After the death of Pipitone, Pace formed the Dixie Coin Machine Company, the first coin firm on Poydras Street, now New Orleans' coin machine row. Pace also established the first arcade in New Orleans.

He is married and has one son, Phillip, who left the Dixie Coin Machine Company when his father retired. He also has two daughters, Mrs. Claire Carbajal and Mrs. Geraldine Valenti. Both assisted him earlier in his business before they were married.

Pace has always been closely associated with the New Orleans city administration during his business career. He is a Mason, a member of the Association of Commerce and of the New Orleans Opera House Association.

### NEW GAMES

Exhibit TALLY-HO  
Cottlieb HUMPTY DUMPTY  
Keeney HI-RIDE  
United NEVADA  
Genco BRONCHO  
Williams GINGER

### COUNTER GAMES

10 ABT Challenger .....\$45.00  
17 Cottlieb Crips ..... 30.00  
2 Test Quest ..... 42.50  
1 Wind Mill ..... 15.00



### USED GAMES—Cleaned and Checked @ \$25.00—"As Is" .....\$15.00 Each

1 Action	1 Captain Kidd	1 Legionnaire	1 Slugger
1 All American	1 Dixie	5 Liberty	2 Snappy
1 Attention	1 Dude Ranch	1 Majors '41	1 Sport Parade
1 Band Wagon	5 Five-Ten-Twenty	2 Marines	2 Spot Pool
1 Baseball (Seven-Up)	1 Flying Tigers	2 Metro	1 Star Attraction
1 Belle Hon	1 Four Roses	4 School Days	1 Texas Mustang
1 Big Chief	1 Gun Club	1 Seven-Up	1 Victory
2 Big Parade	1 Horoscope	1 Shangri-La	
2 Bombardier	1 Invasion	1 Sho-Me	

### Cleaned and Checked \$35.00—"As Is" .....\$20.00 Each

2 Arizona	2 Flat Top	1 Grand Canyon	2 Streamliner
1 Duffy	1 Frisco	1 Laura	

### One Ball Free Play—Thoroughly Reconditioned

Special Entry .....\$425.00	Pimlico .....\$ 90.00	Skylark .....\$ 30.00
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We can use 600 Keyboards, 700's, 800's or 81 Counter Model Wurlitzers, 3 or 4-Way Keeney Super Bells or late 5-Ball Free Plays in exchange for late model Photomatics, 1947 Counter Games of all descriptions used 2 weeks, Minit-Pop Popcorn Machines and Penny Weighing Scales.

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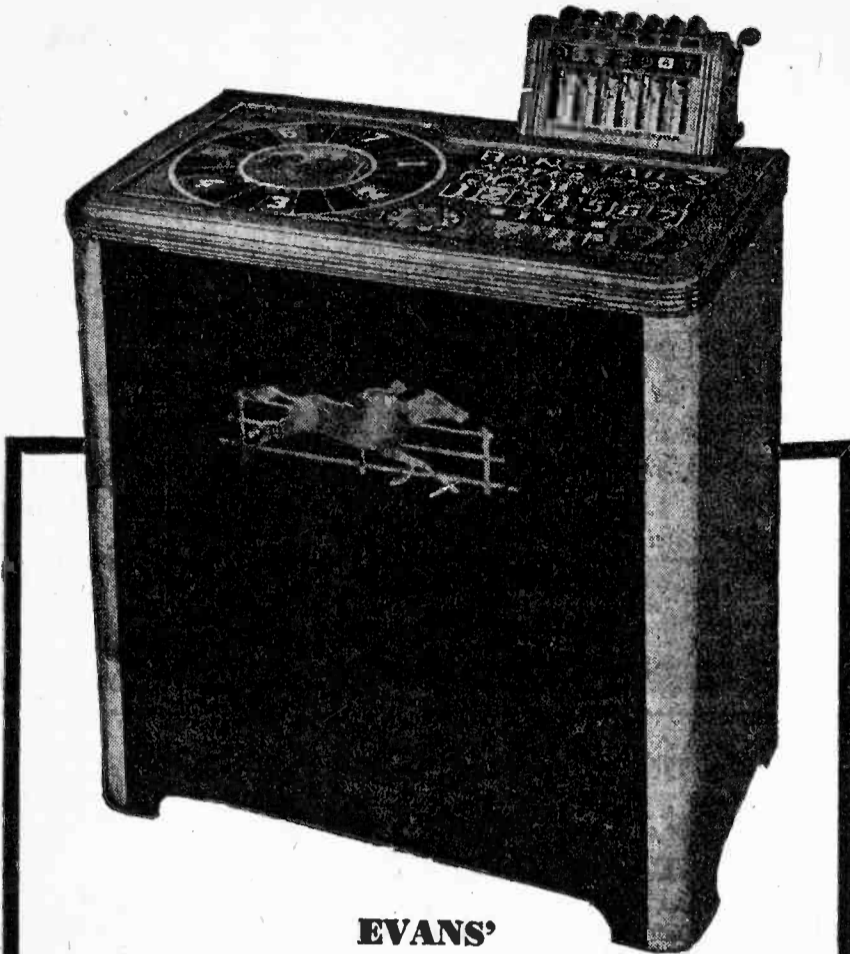




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# BANG TAILS—WINTER BOOK

\$25.00 HIGH JACKPOT ON 5c PLAY

NO BUILD-UP NECESSARY

Another sure-fire console by Evans! Why be satisfied with single-coin play when you can have 7-coin play on Evans' BANG TAILS—WINTER BOOK? Made with the same refinements and precision engineering as Galloping Dominos and Bang Tails, plus the new sensational feature of WINTER BOOK ODDS! Odds range from 10 to 1 to 500 for 1, with only a SINGLE coin played. NO BUILD-UP necessary for a chance at these sensational odds! "Ask the man who operates one," or better yet, add BANG TAILS—WINTER BOOKS to your route for greater profits! Available in either 5¢ or 25¢ play.

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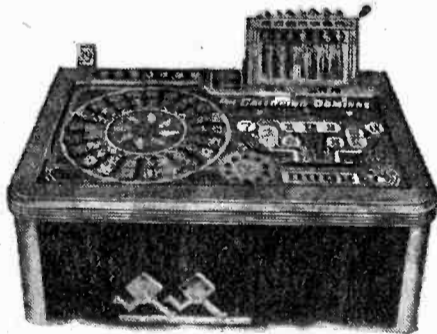
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Frequent Replay awards are ingeniously shown by means of a periscope projector, flashing the number of Replays in full view at all times! Machines are fully metered for both Replays and Jackpot. Accumulated Replays can be either played off, with as many as 7 at one time, or cancelled by the location owner. Meter registers all cancelled Replays.

Bang Tails and Galloping Dominos are also available in straight Automatic Award payout, with or without Jackpot, and Check Separator models. Specify 5¢ or 25¢ play. Resale or trade-in value is quickly recognized in Evans' Convertible models. Enjoy the profits you deserve... operate machines to suit your special requirements!

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New Galloping Dominos model with same high awards as Bang Tails—Winter Book. Now in production! Rush your order for early delivery!

ORDER DIRECT OR FROM YOUR DISTRIBUTOR TODAY!

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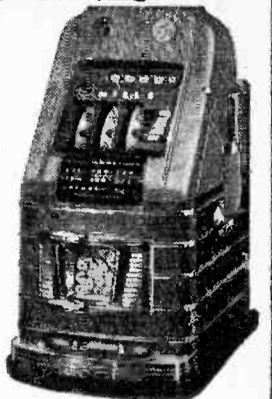


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### GOLDEN FALLS

You can make MORE MONEY with this New Mills Bell (with Hand-Load Jackpot). It is modern in design and has the "come-on" appeal. Full Jackpot at all times is one of its "Come-On" Features. Write for illustrated circular giving full details on this unusual Bell. Immediate delivery in 5¢, 10¢, 25¢ and 50¢ play. WRITE FOR PRICES



### JEWEL BELL

If you want to increase your income place the New Mills Jewel Bell on location. It is different than any Bell ever manufactured in the past. Its design is modernistic and has unusual eye appeal. Ready for delivery in 5¢, 10¢ and 25¢ play. WRITE FOR PRICES



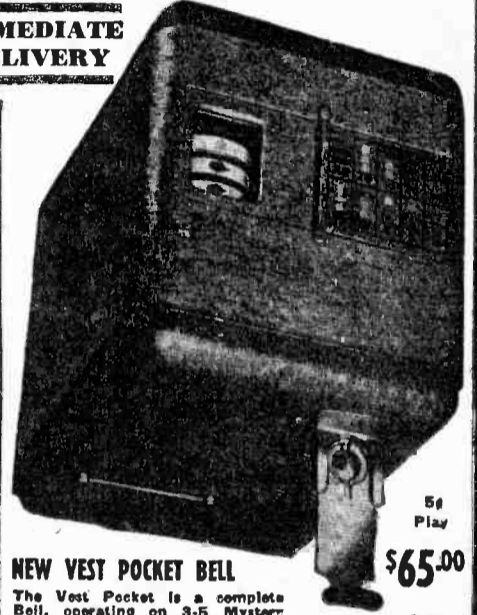
### MILLS Q T

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



### 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.

5¢ Play

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 • chassis completely overhauled  
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 • all plastics intact  
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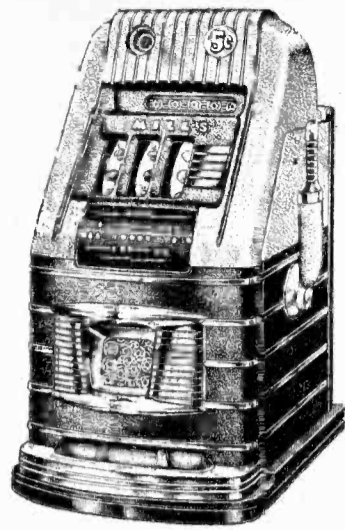
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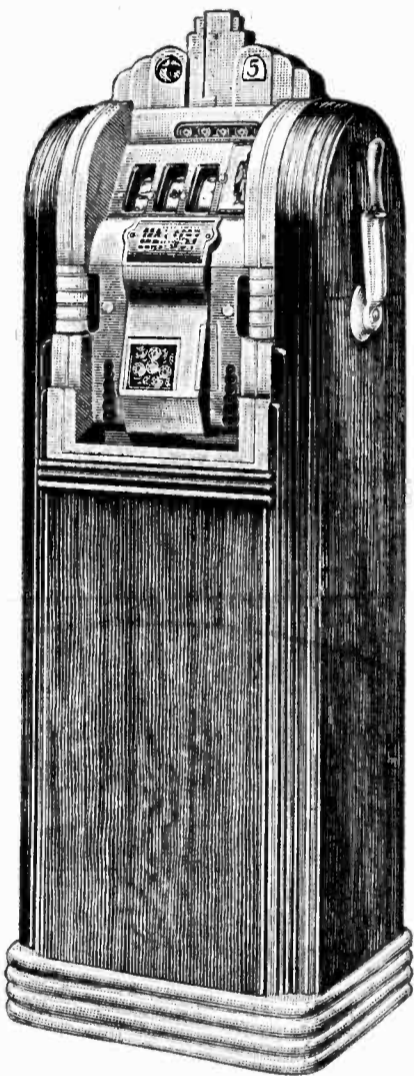
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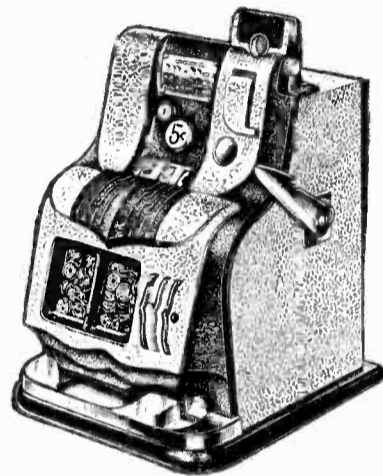
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A strong, solid Bell—Ideal for general operation!

# Ride with Keeney's "HI-RIDE"

TO RICHER PROFITS IN 5 BALL NOVELTY AND FREE GAME PLAY...It's New...It's Better

★ Join the parade to Keeney's "HI-RIDE" if you want to build up richer profits in 5 ball novelty and free game locations. Keeney's "HI-RIDE" offers more than the average bumper game. Much more! See and play Keeney's "HI-RIDE." Find out why it stimulates real playing delight to capture steady customers:

- Fast criss-cross bumper action starts higher speed scoring.
- Scores boost to 20,000 in center column with lited bumpers.
- Four "special" lanes! Five 10,000 kickouts! A 50,000 score jumper with one high value bumper! Top Score — 950,000!

Keeney's "HI-RIDE" is terrific in action — ORDER YOURS TODAY.



IT'S NEW

## And the FASTEST MONEY MAKING CONSOLE Keeney's "GOLD NUGGET"

To the right is Keeney's "GOLD NUGGET"—the fastest money maker in America. Smart. Rich. Impressive. Styled to command the best spots. A play principle combining all the appeal of the bell-fruit reel machine plus the magic of flashing lights, two coin play and multiple scoring.

Each time the machine operates, a flasher lites up one of 8 scoring combinations such as 2 cherries, 3 oranges, etc., for a much greater award should the reels stop on a like combination. Example: 3 lemons across the reels and 3 lemons on the flasher automatically increase the award from 8 to 36. Two coins boost it from 8 to 100 on the same combination. A mighty attraction! Standard 2 Way "GOLD NUGGET" equipped with 5¢ and 25¢ chutes. Any combination of 5¢—10¢—25¢ chutes available at regular cost. Fifty-cent chutes extra. Order Keeney's "GOLD NUGGET" now—today.

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Ride to richer profits in 5-ball novelty and free game play. Keeney's "Hi-Ride" offers more than the average bumper game ... stimulates real playing delight to capture steady customers. Terrific in action!

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Original Crates Brand New! Keeney Click \$210 Williams Flamingo 205

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Terms: 1/3 down, balance sight draft or C. O. D.

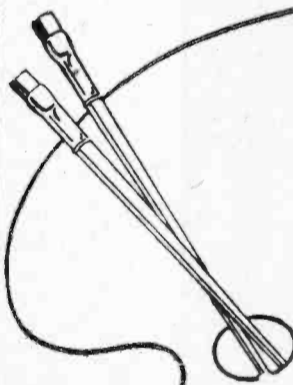
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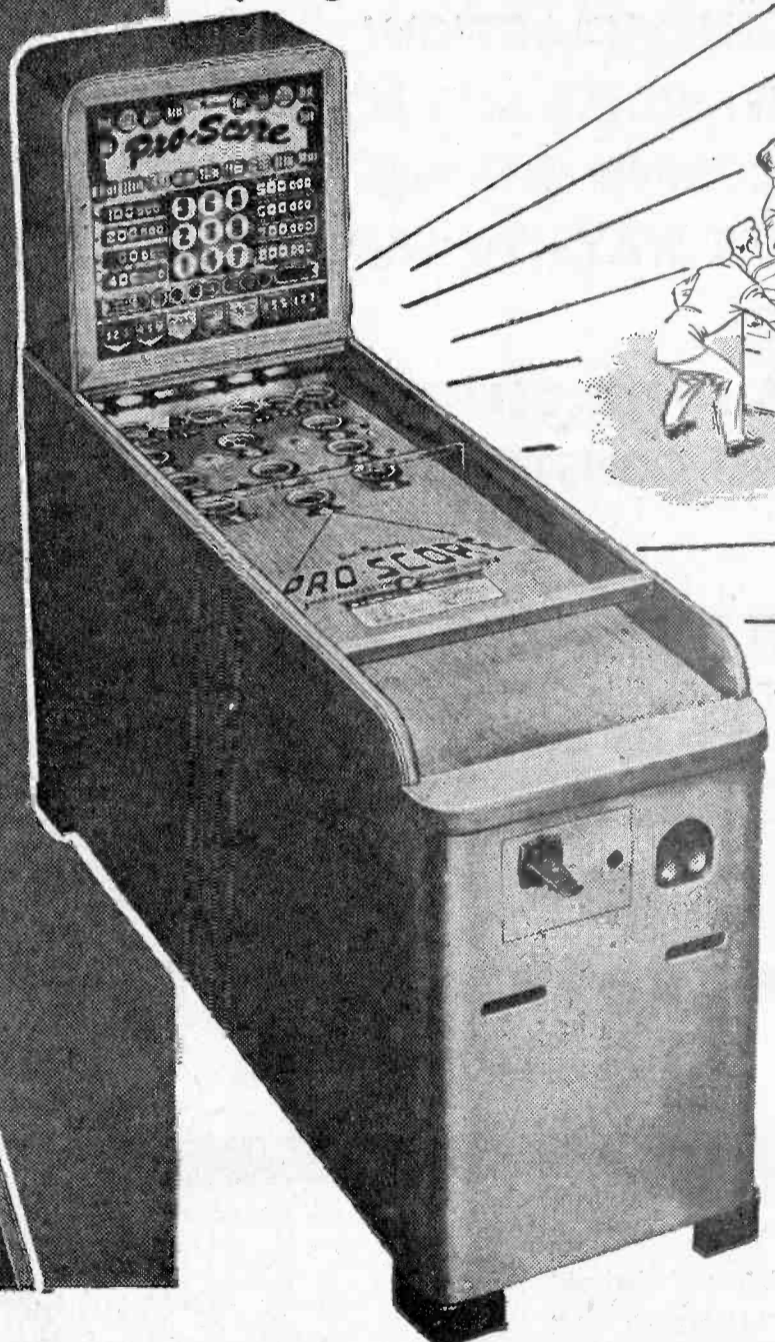
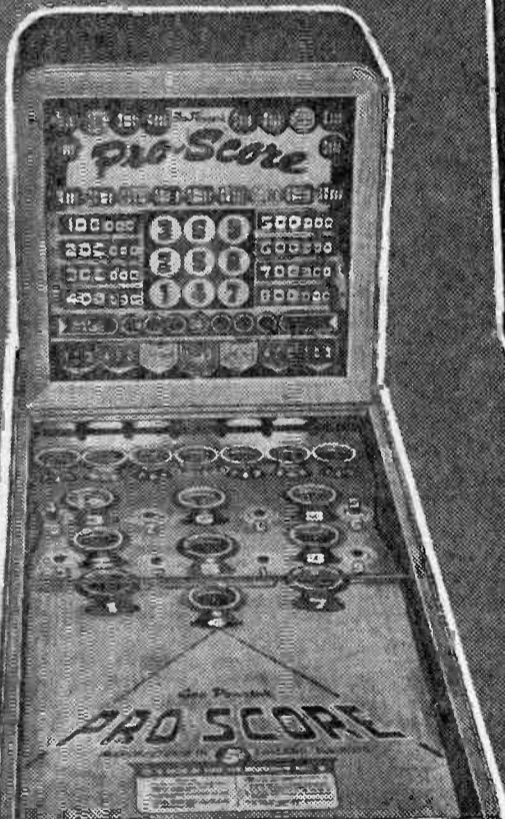
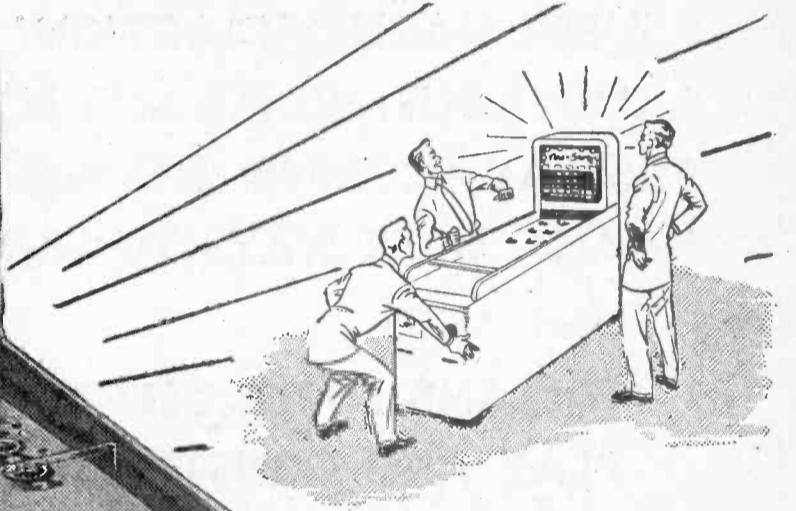
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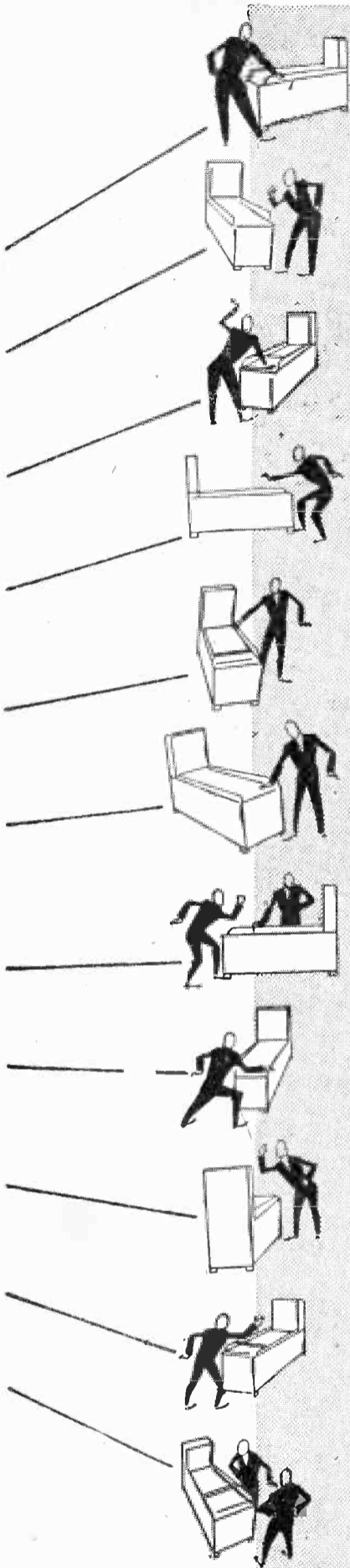
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PLUS PROGRESSIVE  
HIGH SCORING  
MEANS BIG PLAY  
NIGHT AND DAY



THE LATEST FEATURES PLUS EXCLUSIVE NEW ONES...

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All brand new parts of the finest materials.

All Birch wood cabinet. Beautiful grain, hand rubbed and stained for a rich, attractive appearance. Solid construction.

A NEW TYPE OF METAL ARCHWAY with individual, replaceable rubber rebounds. Eliminates archway replacements and repairs of all kinds.

Wow! Score goes a-way up to 899,000!

Automatic Locking device between playing field and cabinet chassis. NO NUTS OR BOLTS TO UNSCREW. Saves time opening, closing machine. Insures positive, tight fit.

Playing Field Glass is removed by sliding out from FRONT of machine leaving playing field easily accessible for cleaning.

Colorful, animated, light-up backboard glass with tremendous come-on eye appeal.

Adjustable for 5, 6 or 7 Ball play.

One way gate. Prevents return of played balls to player and speeds up game.

9 KICKER POCKETS. The ball goes in, the score goes up and the ball kicks right out again for more and more action.

8 Floating Roll-Over Buttons means another thrilling boost in score on practically every inch of the board.

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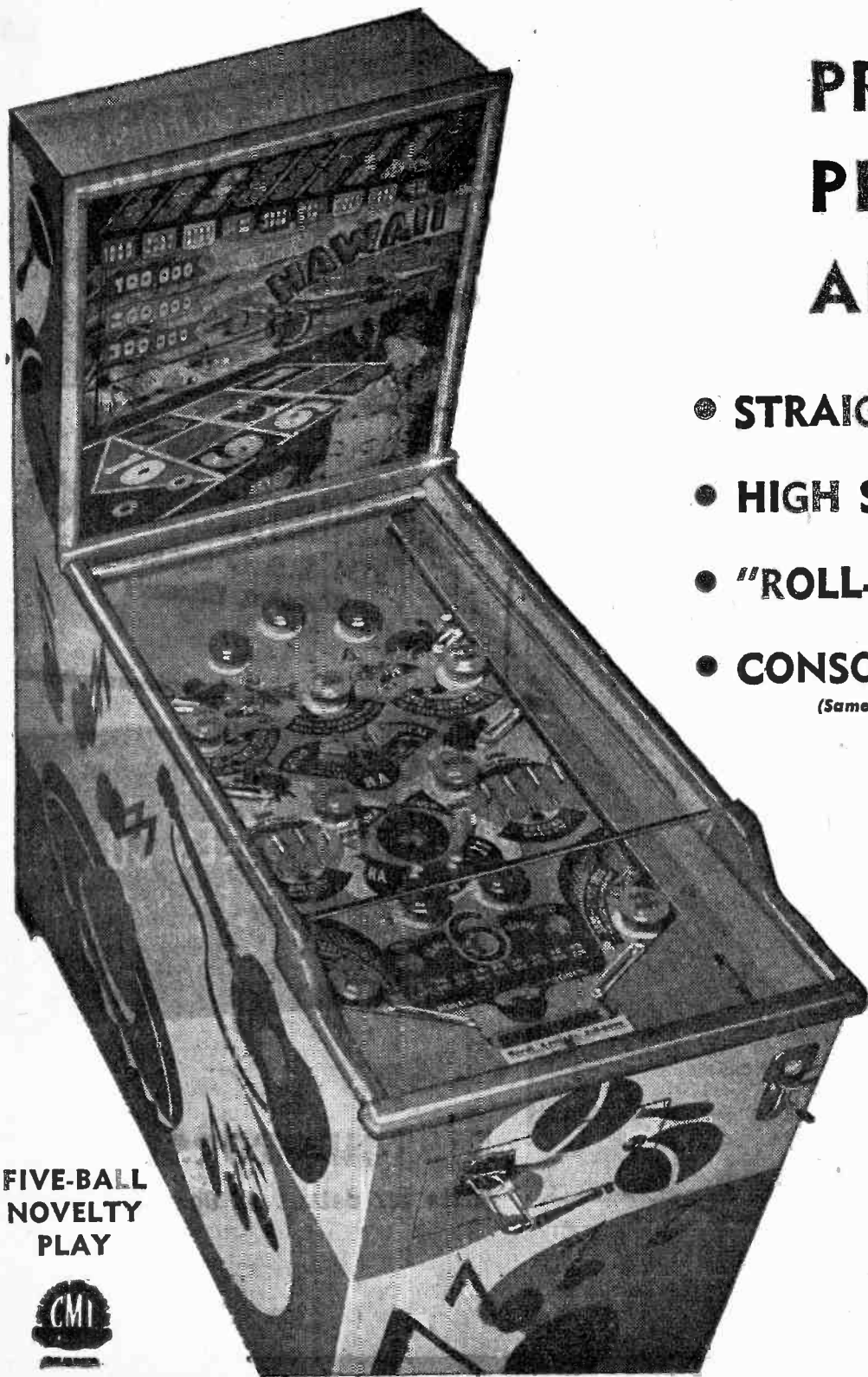
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**PROVEN  
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*(Same Size as Pin Game)*

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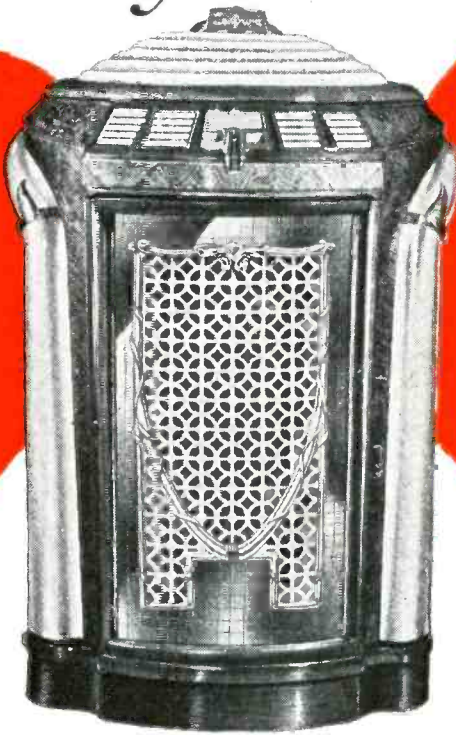
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*tailored music systems*

**"148" Symphonola**

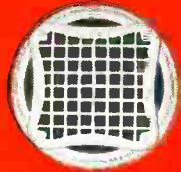
Another Seeburg first—another forward step—to make the "148" Symphonola even finer than before. Now the cabinet of the Symphonola is ALL-ALUMINUM—unaffected by age, moisture and changes in temperature—danger of warpage or shrinkage is eliminated—all parts remain in alignment.

Throughout 1947, Symphonolas with All-Aluminum cabinets were installed in thousands of locations throughout the country. In 1948, all Symphonolas will be ALL-ALUMINUM.



**Speakers**

Big 12-inch Mirror Speakers to provide additional low frequency response—compact, 8-inch Tear Drop Speakers to provide scientific distribution of middle register volume—8 or 12-inch Recessed Speakers with circular grilles for recessing in walls or ceilings—all are in the complete Seeburg line.



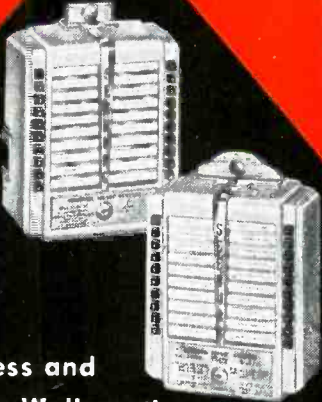
Regardless of the size of the location—regardless of its requirements in providing music for the public—everything is provided in the Seeburg line to tailor a music system to the most exacting specifications.

The Symphonola is engineered to provide tailored sound. You need no converters, adaptors or other makeshifts. Two amplifiers permit distribution of music at conversational level throughout any location.

Let your Seeburg Distributor show you how easy it is to provide Scientific Sound Distribution and Remote Control in the locations you operate.

**Wireless and 3-Wire Wallomatics**

Wallomatics bring music within easy reach of the public. Seeburg manufactures Wireless Wallomatics that plug into any convenient electric outlet—no wires to the phonograph—and Three-Wire Wallomatics that connect directly to the Symphonola with a single 3-wire cable. Seeburg Wallomatics are available with either 5-cent or 5-10-25 cent coin chutes.



**Pre-Amplifier and Public Address System**

An amplifier with its own tone and volume control. This permits using the Symphonola Speaker and remote speakers as a public address system. Music from Symphonola and announcements may be mixed.



**Remote Control Special**

Where space considerations do not permit the installation of a Symphonola, the Remote Control Special is recommended. Mechanism is identical with that in the Symphonola, and the Remote Control Special may be used with all other components of a complete "Seeburg Music System."



**Dual Remote Volume Control**

An ingenious electronic device that gives complete control to any Seeburg Scientific Sound Distribution System. Volume of Symphonola Speaker and all auxiliary speakers may be individually controlled from a remote point. Records may be cancelled. Volume may be predetermined and locked.



**Auxiliary Remote Control Amplifier**

Ideal for large auditoriums or locations having many individual rooms. Effective at distances up to 1,000 feet from the Symphonola. Operation of auxiliary amplifier, which has its own volume control, is entirely separate from the master amplifier.

**Seeburg**  
1902 • DEPENDABLE MUSIC SYSTEMS • 1947  
J. P. SEEBURG CORPORATION  
1500 N. Dayton St., Chicago 22

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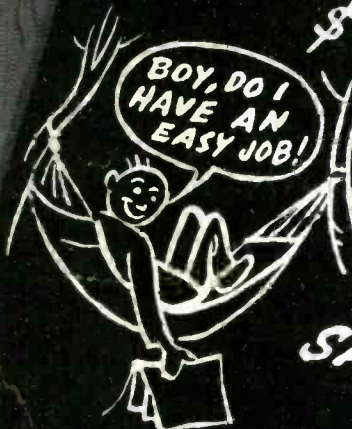
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problems  
with an easy  
answer



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**PLUS**



INCREASED  
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SATISFACTION

**ROCK-O-LA** equals  
The Phonograph That  
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