

The Billboard

THE WORLD'S FOREMOST AMUSEMENT WEEKLY • 25 CENTS

NOVEMBER 22, 1947 ✓✓✓✓✓



Sparked by Walter Winchell, and wholeheartedly abetted by all of show business, the Damon Runyon Memorial Cancer Fund drive has been a phenomenally successful tribute to a great newspaperman in a most worthy cause. And right up there with the major contributors to the drive's success is Coin Machine Industries, Inc., trade association of the coin machine business. On October 7 Ray Moloney (general chairman of CMI's Runyon Fund committee) and Dave Gottlieb, the organization's prexy, gave Winchell a \$100,000 check (see inset photo) bringing the coin machine business' contribution on that date to \$120,000. And now, driving to an industry goal of a quarter-million dollars, CMI is putting on the showmanly finishing touches to a great job. Sunday (23) night, in more than a dozen key cities thruout the country, Runyon Memorial Fund dinners and jamborees, set up by local coin machine committees working with CMI, will be held. Feature of these occasions will be showing of a special CMI Runyon Fund film made on the 20th Century-Fox lot and starring Winchell (see photo above). Full proceeds of these events will be donated to the fund and are expected to result in bringing the industry's total contribution close to the \$250,000 mark promised.

The Billboard Award



for outstanding achievement

IN RADIO
presented to
XL STATIONS
PACIFIC NORTHWEST BROADCASTERS
FOR
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REGIONAL NETWORKS

1947

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The Walker Co., 360 N. Mich., Chicago
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THE XL STATIONS "HOME TOWN"

MERCHANDISABLE AREA
BONUS LISTENING AREA
SERVING 2½ MILLION PEOPLE

The World's Foremost Amusement Weekly

PUB & DISKER, CAT & MOUSE

Comic Strips In Stampede To Tele Fold

5 Orgs Readying Series

NEW YORK, Nov. 15.—The rush to package cartoon and comic strip programs for television this week threatened to turn into a stampede, with five organizations readying funnies for video. Latest to enter the field was Jimmy Saphier, Coast agent who handles Bob Hope, Herbert Marshall, *Man Called X*, *Date With Judy* and other properties. Saphier this week gave the first New York showing of several semi-animated juvenile cliffhangers filmed in Hollywood by a new outfit called Telecomics, Inc. This firm now joins such others beating the agency bushes or readying shows as Century Television Corporation, United Features, New York Daily News Syndicate and another firm, also called Telecomics, Inc., which is a subsidiary of Stephen Slesinger Productions. Edgar Bergen also has a hand in the comic pie with (See *COMIC STRIPS* on page 15)

Pittsburgh Showbiz Unites To Oppose Proposed 10% Tax

PITTSBURGH, Nov. 15.—A declaration of all-out war on this city's proposed 10 per cent tax on all amusements was announced Thursday (13) by the newly formed Pittsburgh Amusements and Sports Committee. Top men in the motion picture, sports and concert businesses have formed the new organization to combat this phase of the city's new tax program. A committee of amusement business representatives called on Mayor David L. Lawrence to protest the proposed action and were advised to present their views at the open hearing Wednesday (19) before city council.

Completely dissatisfied, the committee called an immediate war council and decided to get up a fund of approximately \$25,000 to fight the proposed levy. The group plans to use theater screens, radio and newspaper advertising and public announcements at sports centers to urge the general public to join the fight. Represented in the new committee are John H. Harris, who controls the Harris Theater and the Gardens, (See *Pitt Ops Fight Tax* on page 17)

Lee Mortimer Draws Fire

NEW YORK, Nov. 15.—The Office of Jewish Information (OJI) wrote to *The Daily Mirror* this week protesting a published observation by pic critic Lee Mortimer that there is no anti-Semitism in New York. Mortimer made the comment in reviewing *Gentlemen's Agreement*, which concerns itself with racial intolerance. The OJI said anti-Semitism was rampant in New York, and its lengthy letter cited cases.

'Annie' Pops Gun at Texas Fair, Cops ¼-Mil Three-Week Gross

NEW YORK, Nov. 15.—Grossing \$250,000 in a three-week stand, *Annie, Get Your Gun* set a record at the State Fair of Texas in October that will be hard to top anywhere. Show played to absolute capacity of nearly \$14,000 nightly in the Dallas fair-

grounds—auditorium seating 4,004—capacity being boosted by an additional 150 chairs after the opening. Matinees at lower prices took in \$10,546.

Fair guaranteed Rodgers and Hammerstein 175G before the show (See "*Annie*" Sets B-O on page 43)

Exclusive Video Pick-Ups From Philly Conventions Are Scheduled by NBC

Only Direct Shots From Floor To Be Shared With Pool

NEW YORK, Nov. 15.—Altho National Broadcasting Company (NBC) will participate in arena-floor pooled pick-ups of next year's political conventions in Philadelphia, all other NBC television transmissions which the network will originate during the conventions will be exclusive and will not be fed to competitive networks or stations. This decision, ascertained by *The Billboard* this week, is contrary to the general impression that coverage of the Democratic and Republican presidential nominating powwows would all be pooled.

Actually, NBC, which has been leading the campaign to sell video, feels that the June, 1948, conventions will be as pivotal a point in television as the broadcasts of the Harding-Cox 1920 election returns were in radio's history. Anticipating the largest video audience in history, NBC feels that for all stations to air the same programs would mean that NBC would blow a golden opportunity to show what it can do programwise. In addition, NBC has certain network advantages, built up over the years, and can't see why it should dissipate—or share—those advantages.

TBA Handling Coverage

The convention coverage is being handled thru the Television Broadcasters' Association (TBA), whose (See *NBC To Televis* on page 14)

With Boots On

NEW YORK, Nov. 15.—Boots, 16-year-old performing police dog, of the Boots and Saddles vaude act, died here yesterday of a stroke. An American Guild of Variety Artists (AGVA) member for 15 years, she toured the vaude circuits, giving what seemed like almost human response to the commands of Bert Rose, her master. She hadn't missed a performance in her long career and had just completed a tour of RKO theaters.

Ban Approach Causing Wild Rush in Wax

Jockeying for Position

By Joe Carlton

NEW YORK, Nov. 15.—That man Petrillo and that ban Petrillo have created a by-play trade situation between music publishers and record companies here which has both groups involved in the greatest cat-and-mouse game ever seen in the song biz.

Petrillo, by his promise to stop recording after December 31, has forced pubs and diskers to unite in one desire: To get as many songs recorded before 1948 as is possible. But here the uniting ends and the jockeying—skillful but confused—begins.

Major diskers have their own problems. Leading pubs are submitting a slew of songs—sometimes as many as 12 to 14, covering the full '48 period or further. The diskers cannot conceivably record every song submitted. Yet, how to apply the sieve? The answer: They are demanding that pubs furnish them approximate "exploitation dates" before any tune will be waxed. The diskers say they know the pub has his problems in fixing exact dates but they want some idea as to "about when," if not, no wax.

It Makes Sense

The stress on "the date you'll work on these songs" makes sense from the diskers' point of view. How else are they going to plan their recording skeds now so that later they can pair up plug songs within the same temporal period on one record? That is, how to be sure that Bing Crosby's or Frank Sinatra's A side of a disk will not have to be coupled with a B tune (See *Pub & Disk* on page 18)

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*
SNATCH AND GRAB IT by Julia Lee and Her Boy Friends (Julia Lee), Capitol Americana 40028

Leading albums, classical disks, English and Canadian sheet sellers and full score on all music-disk popularity in Music Popularity Charts, pages 24 to 33 in Music Section.

H'wood C of C Slugs Niteries, Would Shut 'Em

HOLLYWOOD, Nov. 15.—A top Hollywood Chamber of Commerce official last week publicly slapped Hollywood nitery owners by declaring that he would demand that licenses of Hollywood Boulevard spots not be renewed by police commission next January. John B. Kingsley, Hollywood C of C head, said he will seek to close Boulevard spots on the charge that bistros are frequented by "undesirable characters." He claimed he would spearhead civic and religious leaders who also want to put an end to the operation of Boulevard spots.

Kingsley's strong attack brought prompt reply from showbiz reps, who condemned "bluenose" attitudes and denied charges. Strongest blast came (See *H'wd Nitery Ops* on page 37)

IH Maps Big Distributor, Dealer Plan

650G for 3,500 "Parties"

CHICAGO, Nov. 15.—Probably the most expensive and expansive program of customer-distributor relationship, utilizing folk and vaude talent, on record is being mapped here by M. E. Nink, director of dealer-merchandising for International Harvester.

Under tentative plans being worked out by Nink, IH dealers and distributors, working in conjunction with the implement firm's central office, will spend between \$650,000 and \$750,000 from December 1 to April 1 in conducting approximately 3,500 "family parties" thruout the 48 States. Begun three years ago, the 1945-46 series put on approximately 1,200 shows, while the present plan calls for shows which will conservatively triple the original series.

The "family party" program is bank-rolled primarily by the individual dealer, with the central IH office supplying a stage crew of from four to six, depending upon the size of the unit, to handle lighting, seating and the handling of a movie projector, which shows a short reel on the newest implements in the firm's line. Nink's third-year program, worked out with distributors, calls for 75 traveling shows, working all over the country.

Each of the 75 packages were selected by a group of the area's leading IH dealers, who auditioned various shows presented by that section's bookers. At these regional meetings dealers figured out their prospective budgets, with each dealer paying a set amount for the number of performances he wished in his area. In the crowded rural sections some dealers utilized an afternoon and two night shows, while small operators used only one show.

Talent for the individual packages (See IH Maps Plan on page 17)

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Freedom Train Route

NEW YORK, Nov. 15.—Show business in almost a hundred large and small cities and towns has already made a vital contribution to the success of the American Heritage Foundation's Rededication Campaign (climaxed by the arrival of the Freedom Train in each town). That the people and organizations of the entertainment industry will continue to participate in this drive is certain. Following is the Train's schedule for the second quarter of its run, December thru February, 1948:

APPROVED SCHEDULE

Date		Exhibition Hours, 10 a.m. to 10 p.m., unless otherwise specified.		Date		City & Exhibition Terminal	
December 3	(Tuesday)	Roanoke, Va.—Southern-N. & W.		January 8	(Thursday)	New Orleans—Illinois Central.	
December 3	(Wednesday)	Winston-Salem, N. C.—N. & W.		January 9	(Friday)	Hattiesburg, Miss.—New Orleans & Northwestern-Southern.	
December 4	(Thursday)	Charlotte, N. C.—N. & W.—Southern.		January 10	(Saturday)	Meridian, Miss.—Southern.	
December 5	(Friday)	Greensboro, N. C.—Southern		January 11	(Sunday)	Jackson, Miss.—Y. & M. V. (I. C.)	
December 6	(Saturday)	Raleigh, N. C.—Southern-S. A. L.-R. F. & P.		January 12	(Monday)		
December 7	(Sunday)	Norfolk—R. F. & P.-A. C. L.-Pearl Harbor Day		January 13	(Tuesday)	Vicksburg, Miss.—Y. & M. V.	
December 8	(Monday)			January 14	(Wednesday)	Monroe, La.—Y. & M. V.-M. P.	
December 9	(Tuesday)	Richmond, Va.—N. & W.-N. & P. Belt-Southern.		January 15	(Thursday)	Alexandria, La.—Missouri Pacific.	
December 10	(Wednesday)	Wilmington, N. C.—Southern.		January 16	(Friday)	Baton Rouge, La.—G. C. L.	
December 11	(Thursday)	Columbia, S. C.—Southern.		January 17	(Saturday)	Shreveport, La.—Mo. P.-Kansas City Southern Ry.	
December 12	(Friday)	Spartanburg, S. C.—Southern.		January 18	(Sunday)	Texarkana, Ark.—Mo. P.	
December 13	(Saturday)	Greenville, S. C.—Southern.		January 19	(Monday)	Little Rock, Ark.—Mo. P.	
December 14	(Sunday)	Augusta, Ga.—Southern-C. & W. C.-A. C. L.		January 20	(Tuesday)	Open	
December 15	(Monday)			January 21	(Wednesday)	Pine Bluff, Ark.—Mo. P.	
December 16	(Tuesday)	Charleston, S. C.—A. C. L.		January 22	(Thursday)	Fort Smith, Ark.—Mo. P.-M. K. T.	
December 17	(Wednesday)	Savannah, Ga.—A. C. L.		January 23	(Friday)	Muskogee, Okla.—M. K. T.-Midland Valley R. R. Co. M. K. T. Station	
December 18	(Thursday)	Brunswick, Ga.—A. C. L.		January 24	(Saturday)	Tulsa, Okla.—M. K. T.	
December 19	(Friday)	Jacksonville, Fla.—A. C. L.-F. E. C.		January 25	(Sunday)	Oklahoma City—St. L. & S. F.-Chicago, Rock Island & Pacific Ry. Co.	
December 20	(Saturday)	Miami—F. E. C.-S. A. L.		January 26	(Monday)		
December 21	(Sunday)	Tampa—S. A. L.-A. C. L.-S. A. L.		January 27	(Tuesday)	Enid, Okla.—R. I.	
December 22	(Monday)	Tallahassee, Fla.—S. A. L.		January 28	(Wednesday)	Ada, Okla.—R. I.-Oklahoma City-O. C. A. A.	
December 23	(Tuesday)	Pensacola, Fla.—S. A. L.-Chattahoochee-L. & N.		January 29	(Thursday)	Dennison, Tex.—O. C. A. A.-St. L. & S. F.	
December 24	(Wednesday)	(Mobile not exhibiting)		January 30	(Friday)	Dallas—St. L. & S. F.-T. P. Fairgrounds	
December 25	(Thursday)	(Mobile not exhibiting)		January 31	(Saturday)	Fort Worth—T. P.	
December 26	(Friday)	Mobile, Ala.—L. & N.		February 1	(Sunday)	Waco, Tex.—T. P.-M. K. T.	
December 27	(Saturday)	Selma, Ala.—L. & N.		February 2	(Monday)		
December 28	(Sunday)	Montgomery, Ala.—L. & N.-W. R. R. of Ala.		February 3	(Tuesday)	Tyler, Tex.—M. K. T.-St. L. S. W. (Cotton Belt).	
December 29	(Monday)	Tuscaloosa, Ala.—W. R. R. of Ala.-G. M. & O.		February 4	(Wednesday)	Beaumont, Tex.—St. L. S. W.-S. P. (T. & N. O.)	
December 30	(Tuesday)	Birmingham—G. M. & O.-Southern.		February 5	(Thursday)	Houston—S. P. (S. P. Station)	
December 31	(Wednesday)	Columbus, Ga.—Southern-C. of Ga.		February 6	(Friday)	Houston—Transfer Mo. P. (G. C. L.) (Mo. P. Station)	
January 1	(Thursday)	Macon, Ga.—C. of Ga. New Year's Day		February 7	(Saturday)	Galveston, Tex.—Mo. P.	
January 2	(Friday)	Atlanta—C. of Ga. Georgia Admitted to Union—1788		February 8	(Sunday)	Harlingen, Tex.—Mo. P. (St. L. B. & M.)	
January 3	(Saturday)	Chattanooga—C. of Ga.-N. C. & St. L.		February 9	(Monday)		
January 4	(Sunday)	Nashville—N. C. & St. L.		February 10	(Tuesday)	Corpus Christi, Tex.—Mo. P.	
January 5	(Monday)			February 11	(Wednesday)	Austin, Tex.—Mo. P.	
January 6	(Tuesday)	Jackson, Tenn.—N. C. & St. L.		February 12	(Thursday)	San Antonio—Mo. P.-S. P. Lincoln's Birthday	
January 7	(Wednesday)	Memphis—N. C. & St. L.					

(See Freedom Train Route, p. 17)

British Variety Org Votes Non-Political

LONDON, Nov. 15. — The executive committee of Variety Artists' Federation (VAF) at a meeting this week decided that the Federation would not press for the reduction of the existing minimum quota of foreign artists in the West End. This had been demanded at a previous meeting of the executive committee. It is considered that at present the number of foreign performers is not big enough to warrant any action. The situation will be reviewed again at the end of six months.

A resolution that the VAF should withdraw from the Federation of Theaters Union was not accepted, but a resolution calling upon the latter body to declare that it was a non-political union was approved.

Damone and Clark Sub for Sinatra

NEW YORK, Nov. 15.—Vic Damone and Buddy Clark substituted for Frank Sinatra on his NBC Hit Parade-American Tobacco show tonight, while assorted performers pinch-hit for him at his Capitol Theater run.

Sinatra has come down with a fever and a bum throat, said to have resulted from overwork. He does five shows a day, eight songs per show, at the Capitol. Jane Powell and Jack Smith filled in for him at the second and third stage shows respectively. Damone did the Hit Parade early show and Clark the repeat.

Camp Shows, Inc., Elects

NEW YORK, Nov. 15.—Drawing into their activity men and women who had served as directors of USO-Camp Shows, Inc., incorporators of Veterans' Hospital Camp Shows, Inc., Wednesday elected a board of directors for the new organization which will take over hospital service January 1. They also chose an executive committee.

The Billboard

The World's Foremost Amusement Weekly

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The Billboard also publishes: The Billboard Encyclopedia of Music Vard



LONE-PRODUCT PLUG TOPS

AFRA-Web Meet On Job Survey

NEW YORK, Nov. 15.—Unemployment committee of the American Federation of Radio Artists (AFRA) will meet with the networks next week to obtain their co-operation for a plan to conduct a survey of employment among radio actors. Union wants the survey to be a joint effort because it feels that broadcasters' good will and help will determine the success of the survey.

It is felt that the webs generally agree as to the worth of the idea and only the details of the plan remain to be blueprinted. AFRA hopes to have the State Unemployment Service conduct the inquiry.

Kuhl Returns to Thompson Agency

HOLLYWOOD, Nov. 15.—Cal Kuhl, who left J. Walter Thompson after a 13-year stretch with the agency, is returning to JWT. Among other chores, Kuhl will produce the Al Jolson Kraft Music Hall, formerly megged by Ezra McIntosh who is moving to JWT's New York headquarters.

Unique situation exists since Kuhl will continue to produce the Campbell Soup Club 15 show for Ward-Wheelock while holding down an exec desk at JWT.

"Carnation" Show Shifts to L. A.; Faith May Lam

NEW YORK, Nov. 15.—Carnation Hour, aired on the National Broadcasting Company (NBC) Monday nights, is slated to shift its origination point from New York to Hollywood shortly. Program now features Percy Faith as conductor and Buddy Clark as vocalist, but the Coast move means Faith may leave the show. Reason is Faith's stint for Coca-Cola on the Columbia Broadcasting System (CBS) Sunday afternoons, with the latter job said to be more lucrative than the Carnation pull.

The Erwin Wasey ad agency, which handles the Carnation account, is opening a Coast office when the program takes its trek.

Coal Group Starts MBS Strip Dec. 1

NEW YORK, Nov. 15.—Mutual Broadcasting System (MBS) picked up another small hunk of business this week, signing Appalachian Coals, Inc., to a five-minute across-the-board strip starting December 1. It will air on 75 Mutual outlets.

Group is a coal public relations organization and this is its first major campaign. Program will feature Al Helfer in a news round-up. Haehnle Advertising handles the account.

WWJ-TV Rate \$300

DETROIT, Nov. 15.—New hourly base rate for WWJ-TV is \$300, not \$350, as inadvertently reported in last week's issue.

Hope Seeks Lever Release; Wants Show To Go on Road

NEW YORK, Nov. 15.—Bob Hope has asked for a release from his contract with the Pepsodent division of Lever Bros., it was learned this week. Hope's request follows a lengthy controversy with his sponsor, with whom he has a contract running for several more years. It probably will be months before the situation is settled.

Altho the present embroglio between Hope and Lever Bros. as to the comic's trip to England—where he is now—enters into the picture, it is not the principal bone of contention. Friction started, according to reports, when Pepsodent, because of budgetary reasons, refused to send the program on the road. Hope is understood to feel that touring is essential. One report had it that Hope's demand for his release is predicated on an alleged breach of contract, based on the no-touring situation.

One Show Missed

The row concerning Hope's London trip appears to have been settled, with the comic missing the Tuesday (18) show but arranging a substitute line-up including Red Skelton, Eddie Cantor, Amos 'n' Andy, Fibber McGee and Molly, Walter Winchell and the regular Hope cast. He will do the program the following week (25) from London

with Sid Fields, English comic, as guest, and then do his December 2 broadcast from New York.

Pepsodent, following Hope's refusal to cancel the British trip, had issued an "ultimatum" stating that unless he did so, the firm would deprive him of his regular Tuesday night facilities on the National Broadcasting Company (NBC).

Reports of the Hope-Pepsodent conflict have resulted in a rash of other accounts bidding for the comic's services.

It's K&E Vs. JWT Again Re 'Miracle'; JWT Wins Via TKO

NEW YORK, Nov. 15.—Ford Theater, which has scheduled a radio version of the hit pic, *Miracle on 34th Street*, as its Christmas feature, has been forced to cancel. Radio rights for the film were grabbed off by Theater's hour-long competitor, *Lux Radio Theater*, which will do the *Miracle* show December 22. Script is one of the most sought after properties now around. Ford, instead, will do *The Man Who Played God*.

Tangle occurred when both advertising agencies, J. Walter Thompson for Lux, and K&E for Ford, secured commitments from 20th Century-Fox for the radio performance of *Miracle*. K&E's commitment was secured thru the Eastern office of 20th Century-Fox, and JWT secured a similar commitment from the Coast office of the pic company. Neither branch of the movie company knew what the other had done. It was ascertained, however, that JWT's deal had been concluded at an earlier date than K&E's. Latter agency, therefore, decided to relinquish *Miracle* to Lux.

Odd part is that K&E and Thompson have been wrestling for the Ford business for months.

Listerine Sets Burrows Deal

NEW YORK, Nov. 15.—Long simmering deal for Listerine to sponsor Abe Burrows on Columbia (CBS) was set this week, with the comic slated to begin a 15-minute series for the mouthwash firm January 3. It's to be a Saturday evening (7:45) series. Lambert and Feasley is the Listerine agency.

Sale racks up another win for CBS house-built package sales, previous deals having been set recently for *My Friend, Irma*; *Talent Scouts*, *Strike It Rich* and others.

"More for Dollar" Cues Kellogg To Switch Budget

NEW YORK, Nov. 15.—Because the Kellogg Company believes it can produce more results per advertising dollar from other media in comparison with radio, it is cancelling its *Superman* series for Pep cereal on Mutual, effective December 26. No budget cut is being made, and Galen Drake and *Breakfast in Hollywood*, both on ABC, will continue under Kellogg auspices.

John Brew, Kellogg account exec and newly named board member of Kenyon & Eckhardt, agency on the account, told *The Billboard* yesterday that the highly competitive food market precluded going into detail on the Pep cereal media switch. He did say, however, that it was the result of sales research conducted by the company. Account will use magazine and comic strip insertions, aiming at a kid market primarily.

Gallup Finds Identity Lost In Multiples

Ratio Placed at 3-1

By Sam Chase

NEW YORK, Nov. 15.—Radio programs which emphasize a single product in their commercials are correctly identified with their sponsors three times as often as programs which advertise multiple products. This is the conclusion drawn by a survey of 19 major network programs recently completed by Audi-



ence Research, Inc. (ARI), the George H. Gallup research organization. According to Dr. Emanuel Northcross, who heads ARI's radio division, programs included in the survey whose commercials are limited to single brand names average 48.6 per cent correct sponsor identification, while programs advertising two or more products average only 14.6. The Gallup survey, conducted coast-to-coast, was made via personal interview. The feature is presented as part of *The Billboard's* Continuing Program Studies.

All programs included in the survey were nighttime network shows. Types surveyed included comedies, dramas, mysteries, musicals and audience par-

MANBY WONS MANAGER

BOSTON, Nov. 15.—C. Robert Manby has been appointed station manager of WONS, Hartford, Conn., Yankee Network outlet. Manby, former advertising manager of the Telling-Belle Vernon Company, a division of National Dairy Products in Cleveland, has been director of promotion, publicity and advertising at WJW, Cleveland, for the past two years.

The PERFECT CHRISTMAS GIFT

9

... to send to your friends

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

CHRISTMAS CAROLS

by the HOUR OF CHARM

ALL-GIRL ORCHESTRA and CHOIR

under the direction of PHIL SPITALNY



CHARM RECORDS, INC.

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

PLEASE SEND TO:

ADDRESS

NUMBER OF ALBUMS (\$3.85 PER ALBUM)

This One



05K1-V01-Y978

News Chiefs Veto Resolution But Oppose. Editorializing; Station Owners Pursue Fight

NARND Convention Noncommittal on Issue

WASHINGTON, Nov. 15. — The convention here this week of the National Association of Radio News Directors (NARND) was marked by an acrimonious battle over the question of whether broadcasters should be given the right to editorialize. A resolution opposing such a step and supporting a policy of non-partisan news coverage finally was voted down.

NARND's resolutions committee had drafted a proposal which would have placed the newsmen on record as unalterably opposing editorializing by broadcasters. Station owners, who have sought this privilege for years, are going to argue their case before the Federal Communications Commission (FCC) January 12, when a hearing is to be held on the Mayflower Doctrine. The Doctrine, established FCC policy, prohibits editorializing.

The substitute resolution which finally was passed did not commit the NARND either way. The resolution also urged broadcasters, should the FCC reverse its stand, to place editorializing in the hands of competent newsmen.

The convention also re-elected its officers: John Hogan, president; Jack Shelley, vice-president; John Murphy, secretary-treasurer, and Ed Wallace, executive secretary.

Panel Discussion

In a panel discussion devoted to use of wire recorders, several radio newsmen reported that a controversy has arisen with the Brotherhood of Electrical Workers (BEW) over the use of the recorder in news broadcasts. The union, it was stated, is protesting use of the machine. The panel was headed by Charter Heslep, of WOL, Washington.

A talk on legal problems of radio news wound up in a round robin of conflicting opinions as to the policies of the Federal Communications Commission on the broadcasting of news about lotteries. Prof. F. S. Siebert, Illinois University journalism director, said that the FCC was definitely against station-conducted lotteries, but its views "are hard to ascertain" on the reporting of side-lights in connection with lotteries. Several newsmen reported that their stations had received letters of warning from FCC

Station on Wheels Launched by WKY

OKLAHOMA CITY, Nov. 15. — A special broadcasting station on wheels for use as a communications center in the event of disasters has been equipped by WKY here, and is placed at the disposal of State and city officials. The equipment is housed in a special passenger-type bus, custom-built for the station, following the WKY engineering department's plans. The control room set-up includes four AM-FM cue and talkback receivers, one 150-watt AM transmitter, two turntables with recorders adjustable to bus position plus record storage and seating space.

The outfit was used recently by WKY News Director Bruce Palmer, who toured the State for his remote Oklahoma Front Page program. The unit also will be used for other remote shows in the future.

about lottery and gambling newscasts, but that the warnings were "unclear."

Hickenlooper's Boost

A strong boost for the *Voice of America* program came from Sen. Burke Hickenlooper (R., Ia.), chairman of the Senate Atomic Energy Committee, in an address before the radio newsmen at a dinner Friday night (14). Hickenlooper, reporting on a recent survey of Europe, said he would "strongly support" expansion of the overseas shortwave programs as a way to "tell the story of democracy to the peoples of Europe."

Nearly 150 radio newsmen from all sections of the nation attended the various panels, which lasted three days. The newsmen exchanged ideas on news techniques in facsimile and video, as well as standard broadcasting, and considerable emphasis was placed on cultivation of news of local interest.

Anti-Crime Series Is Set by Mutual

NEW YORK, Nov. 15.—Plans for presentation of a dramatic series titled *Behind the Crime* were dropped this week by WMCA, following agreement by Mutual Broadcasting System (MBS) to air a similar series titled *Criminal Casebook*. Both shows were to be produced under auspices of the Society for the Prevention of Crime, of which Edwin J. Lukas is executive director. Lukas conducted the *I Was a Convict* series heard some time ago over WQXR.

Lukas held a special preview of a sample criminal casebook show for the press yesterday. Platter presented a series of fast-paced dramatic flashbacks in the life of a young criminal, purporting to show causes which contributed to his delinquency. In the case waxed, the boy was turned to

Squeaky Gate

BREMERTON, Wash., Nov. 15.—The local 250-watt outlet, KBRO, recently inaugurated a slogan-writing contest among its listeners to find one which would best fit the wee-watter, which nestles at the foot of the huge Olympic Mountains in the gateway to the Olympic Peninsula. Some entries included slogans such as: "Gateway to Vacation Wonderland" and "Your Guide to the Best in the Pacific Northwest." The winning slogan, now heard some 54 times daily, states modestly: "This is KBRO—the Squeak in the Gate to the Olympics."

650G Expansion Set for WJR; 350G at WGAR

DETROIT, Nov. 15. — A record-breaking appropriation of \$650,000 for station expansion, probably the largest single investment made in physical broadcasting facilities, was approved Thursday (13) by WJR's board of directors. Expansion will include \$100,000 for FM equipment and \$300,000 for television installation, bringing WJR into two fields it has not yet touched. The remaining \$250,000 is for remodeling and expansion of offices and studios. A new long-term lease, with renewal option, has been signed for three floors in the Fisher Building, now occupied by WJR. Antennae for both FM and television will be on this building, tho the AM transmitter remains near Wyandotte, Mich.

Board also okayed \$300,000 for television facilities at Cleveland for WGAR, another G. A. Richards station. With \$50,000 or more already being spent on FM at WGAR, this makes a million-dollar expansion program by these two stations.

crime by an Oedipus complex. Following the dramatic portion, Lukas brought out the major points further in an interview with the boy. Show appears to be a good bet.

Ford Buys "RFD America" On Mutual Via Thompson

NEW YORK, Nov. 15.—Ford dealers' associations, which only two weeks ago bought the Fred Allen show, this week closed a deal for still another network series, *RFD America*. The show starts December 4 on Mutual (MBS) on a sustaining basis, with the auto group slated to assume sponsorship early in January. Business is being handled by J. Walter Thompson Agency.

Program is slated to go into the 9:30 p.m. spot Thursdays, currently occupied by *Block Party*. Opposition programs will be *Darts for Dough* on ABC, *Crime Photographer* on CBS and Jack Carson on NBC. Deal is a major gain for Mutual, which gets its second auto sponsor within a short time—Kaiser-Frazer recently having bought *Newscope* on MBS—as well as an appreciable slab of billings.

Placement of the program thru J. Walter Thompson created some comment, inasmuch as Kenyon & Eckhardt made a presentation of the same program some months ago. K. & E. now handles the *Ford Theater* for the account, while Thompson closed the Allen-Ford dealers' deal.

Reports that the *Ford Theater* is being dropped bring steadfast denials, with the program having been set for its second 13-week span, thru March, and scripts for the third 13-week stretch having been presented to Ford officials for approval this week.

Cowan Owns Package

RFD America is a package owned by Louis G. Cowan (*Quiz Kids*, *Tommy Dorsey*), who previously had sold the show to Mutual. From reports, arrangement provided that Mutual was to have exclusive rights to the show in exchange for a guarantee. It is an audience participation program using farmers as contestants, with Joe Kelly slated to be emcee. Program will originate in the beginning from Chicago, but later will travel.

Entire deal emphasizes the growing competitive automotive situation. *Ford Theater* is an institutional program; Allen and *RFD America* will concentrate on selling, latter program regarded as having terrific merchandising aspects.

Op Cost Hike Offsets Gains In Revenue

Big Stations Hardest Hit

WASHINGTON, Nov. 15.—Despite gains in revenue for the radio industry, soaring costs of operation are biting deeper and deeper into the profits, according to findings disclosed this week (12) by the Federal Communications Commission (FCC). In a sequel to its economic report of a week ago, the FCC revealed this week that radio's net income before federal taxes in 1946 dropped 8.5 per cent below 1945's figures because of increasing operating costs.

With FCC economists continuing to probe for more findings in "oversaturated" radio's economic situation, the latest report is expected to be followed up soon by still another FCC fiscal disclosure which, it is learned, will be "more of the same." While 1946 revenue of 1,025 stations and eight networks totaled \$322,522,771 as against \$299,338,133 the previous year, expenses soared to \$246,086,525 from the previous year's \$215,753,845. Thus, radio's net income in 1946 amounted to \$76,466,246, a drop of 8.52 per cent from the 1945 figure, \$83,584,288.

Some Buck Trend

Not all is gloom in the FCC survey, however, and the commission's economists view as significant the fact that local unlimiteds and part-time stations have been able to buck the trend of reduced net revenues, with non-network unlimited locals and network-affiliated part-time locals emerging with the sharpest gains in profits in 1946.

On the basis of statistics gathered from all classes of stations, average per-station income in 1946 was \$13,444 before taxes in 1946 as compared with \$77,633 for 1945. Despite this over-all average per-station decline in revenues, FCC pointed out, local unlimited stations (comprising more than half of all stations) registered a 16.5 per cent increase in average income, rising from \$23,374 per station in 1945 to \$27,225 in 1946. A small proportion of these local unlimiteds which did not serve as network outlets increased their average income by 28 per cent while network outlets in this group gained 15.5 per cent.

Small local part-times, however, registered the greatest percentage increase in average income, according to FCC, zooming from \$10,391 in 1945 to \$15,448 in 1946, or almost 50 per cent. A few such stations serving as network outlets more than tripled average income, while the relatively larger group not serving as web outlets increased average income by a third.

Big Ones Hardest Hit

Larger stations appeared to be hardest hit in the decline of revenues, FCC reported. Regional unlimiteds declined by 5 per cent, while the average income of 50-kw. clear-channel stations was off 13.6 per cent. Part-time regionals were down an average of 12 per cent. Clear channels in the 5 to 20-kw. unlimited class dropped 28 per cent in 1946—from \$103,467 to \$74,791. Percentage-wise, according to FCC, the sharpest drop in average income of any group was felt by the six stations in the 5 to 20-kw. unlimited group not serving as web outlets. Net per-station income in this group fell from \$74,641 in 1945 to \$39,483 in 1946, a drop of 47 per cent.

For all classes of stations combined, average per-station income of web (See *Hike Offsets Gains on page 12*)

INDIES WIN CODE REVISION

FCC To Declare Definite Policy On Recalled Bids

WASHINGTON, Nov. 15.—Federal Communications Commission (FCC) may soon announce a clear-cut policy toward applicants who are paid to withdraw station bids. The definition is seen likely to be made in answer to a petition filed this week by Griffith Broadcasting Company asking FCC to reconsider its action dismissing "with prejudice" Griffith's bid for a new station in Parsons, Kan.

FCC had turned down Griffith's request to withdraw the bid "without prejudice" on the ground that the commission cannot approve such requests when the bidder is given money in excess of "material, equipment or services received."

In its petition, Griffith declared the FCC's ruling represented a change of policy since FCC has approved many cases where the applicant asking dismissal has received reimbursement for "out-of-pocket" expenses from a competing bidder. A policy change, said Griffith, must be published in the Federal Register before taking effect, in accord with the administrative procedures act.

The petition further claimed that Griffith's action in accepting money for "out-of-pocket" expenses had been taken on "advice of counsel," which was unaware of any FCC policy change.

NAB Closes Up L.A., N.Y. Offices In Economy Move

WASHINGTON, Nov. 15.—National Association of Broadcasters' (NAB) board of directors today voted to liquidate NAB's regional offices in Los Angeles and New York. It was expected that Robert C. Coleson, Coast NAB rep would resign, altho Dorothy Lewis may switch from New York to Washington.

The economy move is expected to save NAB approximately \$30,000 per year.

NAB board also increased next year's budget by \$80,000, hiking the annual allotment from \$655,000 to \$735,000. Increases were granted all NAB departments.

WLEC To Bow Dec. 1 As MBS Affiliate

SANDUSKY, O., Nov. 15.—WLEC will take to the air December 1, Albert E. Heiser, vice-president and general manager, said today. Set to start November 15, construction and installation delays made the later date necessary. The Lake Erie Broadcasting Company will operate the station, which will be affiliated with the Mutual Broadcasting System.

Heiser listed the following staff: Louis F. Mahla, commercial manager; Jay E. Wagner, program director and chief announcer; George Buerhle, chief engineer; Mary N. Neare, secretary; Carol Gasson, traffic; William Westerhold, local news editor; George Petty and Robert (Pinkey) Reitz, announcers; George Stratton, continuity; Donald Dean, farm director; James Barnhart, assistant chief engineer, and Jay Leibach, engineer.

"New" and "Old" NAB Codes

WASHINGTON, Nov. 15.—The table below shows the time limitations for commercial announcements as originally proposed at the Atlantic City convention of the National Association of Broadcasters (NAB) and the new commercial limitations to be submitted to the membership. In addition to the changes in the time elements, the new code differs as follows:

Maximum of three minutes in a 15-minute period remains, but it no longer includes station breaks (identifications), as it did heretofore.

The ban on double spotting remains, but it no longer includes time, weather or other service spots, including call letter and station location announcements.

New Breakdown

Twenty-four hours has been broken into new sections in the new proposals. Heretofore, time breakdowns applied to day (before 6 p.m.) and night (after 6 p.m.) segments. The new code provides for 6 to 11 p.m. operations and "all other hours of the day."

Final—and perhaps the most significant change—deals with the change in program time segments to flat periods. The old code had network program segs (4:30, 9:30, 14:30, etc.). The new code is based on a straight 5, 10, 15, etc., operation. The latter is the standard indie set-up.

Comparison of the two codes follows, with changes shown by asterisks (*):

ORIGINAL CODE		PROPOSED CODE	
Before 6 p.m.		All Hours Except 6-11 p.m.	
Time	Commercial Limit	Time	Commercial Limit
5 Minutes	(4:30) 1:00.....	5 Minutes	1:15*
10 Minutes	(9:30) 2:00.....	10 Minutes	2:10*
15 Minutes	(14:30) 2:40.....	15 Minutes	3:00
25 Minutes	No Provision.....	25 Minutes	4:00*
30 Minutes	(29:30) 4:00.....	30 Minutes	4:15*
45 Minutes	(44:30) 5:30.....	45 Minutes	5:45*
60 Minutes	(59:30) 7:00.....	60 Minutes	7:00

Both codes are the same with respect to the commercial allotments for programs aired between 6 and 11 p.m. Provisions are as shown below.

Time	Commercial Limit
5 Minutes	1:00
10 Minutes	2:00
15 Minutes	2:30
25 Minutes	2:45
30 Minutes	3:00
45 Minutes	4:30
60 Minutes	6:00

NAB Convenes In L. A. May 17

WASHINGTON, Nov. 15.—National Association of Broadcasters (NAB) will stage its 1948 convention in Los Angeles May 17-20, it was decided here yesterday by the NAB board of directors. The decision on L.A. was reached after lengthy deliberation, during which some board members suggested a more central site, such as Chicago.

First two days of the convention will be devoted to engineering and technical problems, with the last two days devoted to questions concerning policy. There will be only one featured speaker, rather than the constant barrage of guest orators such as heretofore were unleashed at NAB confabs.

Re-elected by the directors at the same meeting were J. Harold Ryan as chairman of the board of Broadcast Music, Inc., and Roger Clipp as secretary of BMB. Current terms of each expire at the end of the year.

Mogul AM-TV Post To Louis Heyward

NEW YORK, Nov. 15.—Emil Mogul Advertising Agency appointed Louis M. Heyward as director of radio and television this week. He will head the agency's enlarged radio division and develop a complete video set-up.

Heyward formerly was script editor of the Associated Press radio transcription division, and radio director for Russell Birdwell & Associates.

Two Stations Air Same ABC Program After WSAY Ruling

NEW YORK, Nov. 15.—American Broadcasting Company (ABC) this week canceled its contract with Gordon Brown, owner of WSAY, Rochester, N. Y., following denial by a federal court of Brown's motion for an injunction. Judge Alfred Cox handed down his decision Wednesday (12) in connection with Brown's \$12,000,000 suit against the four major networks (*The Billboard*, November 8).

Mutual Broadcasting System (MBS), as a result of the decision, also is canceling Brown's affiliation contract, effective November 19, with WVET, new Rochester station, to become an MBS outlet as soon as it goes on the air this month.

Decision created a unique situation in Rochester. WSAY was airing ABC's *Breakfast Club* when notified of the ruling. WARC, also a new Rochester station, had started service Wednesday on a local basis, but at 9:34 a.m. started carrying the same ABC show, meaning two stations in the same city were carrying the same network-originated program. At 10 a.m. Wednesday, WSAY ceased carrying ABC shows, but continued airing MBS shows.

Brown has carried his injunction motion to the U. S. Circuit Court of Appeals, which this week refused to grant the injunction but set a hearing for early December.

NAB Board Okays More Plug Time

Feb. Deadline Canceled

WASHINGTON, Nov. 15.—Independent broadcaster members of the National Association of Broadcasters gained a partial but nonetheless impressive victory here this week when the NAB's board of directors agreed to numerous key changes in the industry's proposed standards of operation. The new code, as revised by the NAB board, not only contains structural changes but grants greater time for daytime commercials, one of the points the indies had sought. In addition, a change concerning treatment of station break announcements and service reports was made in the lines the indies proposed.

The entire code is to be submitted again to NAB's membership, but this submission does not mean a referendum. The reason is that, while members are being asked to recommend any further changes they feel necessary, the board itself is the only group empowered to pass the code.

Four Long Sessions

The board, which devoted four lengthy day and evening sessions to the consideration of standards, did have time to explore other clauses in the proposed code. These—such as exclusion of certain types of advertisers—presumably are to be subjected to further examination both by members and the board.

At the same time, the February 1 code deadline—by which date the draft approved at the Atlantic City convention last September was to become effective—has been postponed indefinitely. Just when the code will go into effect is problematical. Should it meet complete or virtually complete support between now and the February board huddle it obviously would be enacted immediately. Should it run into another barrage of criticism, it is quite likely action would be postponed until the May convention in Los Angeles.

The board revealed it had received code suggestions and comments from 400 broadcasters. It also formally thanked the indie broadcasters' committee for its interest in the code problem.

Is It Steady?

PHILADELPHIA, Nov. 15.—In what is believed to be a record for continuous sponsorship of the same local air show, Horn & Hardart Baking Company here has renewed for a 19th year its Sunday morn *Children's Hour* on WCAU. The new 52-week binder was placed by Clements Company. The moppet amateur show is emceed by Stan Lee Broza, who started the show running. Broza was also station program chief until his departure last year to enter the personal management field in New York, with Elliott Lawrence, Ray Eberly and Kitty Kallen under his wing.

Kearns To Urge Web-AFM Meet On Duplication

WASHINGTON, Nov. 15.—Representative Carroll Kearns (R., Pa.), told *The Billboard* yesterday that he hopes to confer with network officials and James C. Petrillo, president of American Federation of Musicians (AFM), on the AM-FM music duplication ban in New York late this month.

Kearns, who heads a House Labor Subcommittee on AFM problems, said that, if he can get away from Washington at that time, he will ask web officials and Petrillo to meet with him in an attempt to work out a solution in time to have it included in next year's network-AFM contracts.

Meanwhile, additional developments on the Petrillo issue are looked for at a second meeting of the newly created industry music committee which, according to plans formulated this week, is tentatively scheduled to be held in New York next Friday (21).

The full committee will act on a series of recommendations drafted by a subcommittee on which Richard Doherty, director of National Association of Broadcasters (NAB) employer-employee relations, is serving as executive secretary. It is anticipated that the full committee will set up standing committees for each of the industries represented in the united front group.

KFRM, Sister Station of KMBC, Debuts Dec. 7

CHICAGO, Nov. 15.—KMBC, Kansas City, Mo., will begin operation of its sister AM station, KFRM, December 7, using a program origination system unique in the Midwest. KFRM, 5,000-watt 550-kc. daytime rural station owned by the Midland Broadcasting Company, KMBC parent company, will have its transmitter in the North Central section of Kansas, hundreds of miles from KMBC, but its programs will originate in the studio of KMBC.

The purpose of this arrangement, according to Arthur B. Church, chief owner of Midland, is to give his operation better coverage of the Western part of Kansas not in KMBC primary coverage area and also to give people the benefit of shows using talent found in the Kansas City metropolitan area.

St. Louis will be fed via wire from KMBC studios transmitter. With the combined operation of these two stations, Midland will claim primary coverage areas in practically all of Kansas, half of Missouri and parts of Iowa, Nebraska and Oklahoma.

Robt. Lewis Show Gets New Format

NEW YORK, Nov. 15.—Columbia Broadcasting System (CBS) is hyping the Robert Q. Lewis program, Sundays, 2-2:30 p.m. New writers are being assigned and a new format developed.

Scribblers taking over are Sid Zelinka, Bob Finn and Jay Franklin Jones, and new show will be tabbed *The Life and Times of Robert Q. Lewis*.

CBS, Via Barber, Develops New Grid Duality Gimmick

NEW YORK, Nov. 18.—Red Barber, sports director of the Columbia Broadcasting System (CBS), is shaking up the radio concept of football coverage and has been given the green light to go ahead no matter what the cost by William S. Paley and Frank Stanton, respectively CBS board chairman and president. After a series of experiments which had their inception last year, Barber has come to the conclusion that the principle of duality—or simultaneous coverage of two games over the network—is the answer to the problem of how to give listeners adequate football coverage.

Method involves use of two sportscasting teams—one covering each game—two sets of wires, and myriad miscellaneous expenses. Barber holds a skull session prior to each broadcast in order to ascertain what might be the highlights of each game, and an open wire is maintained at all times permitting one sportscasting crew to take over the air and fade the other. Coverage, with this meshing technique, takes on the aspect of highlighting and eliminates all lulls, especially in view of the fact that there is generally a time differential of 30 minutes or one hour between kickoff times.

Result of this type of broadcast, states Barber, is that four schools, and perhaps four sections of the country, get coverage and the average listener is more satisfied.

When Barber came to the web last year, he tried to solve the football coverage problem by splitting the web at Wheeling, W. Va., letting one half carry one game and the other half the second. This had various disadvantages, notably the fact that a Southern State might have no interest in a Northern game. Splitting the web further to obviate this difficulty is possible, but very expensive, and the method anyway does not carry the advantage of dual coverage as seen by Barber.

Barber did his first duality broadcast last year. This year he did two, Columbia vs. Yale and Minnesota vs. Northwestern. On November 22 he will do Purdue vs. Indiana and Kansas vs. Missouri. He expects this broadcast to be decisive in securing wide favorable listener reaction. Reaction thus far has been generally favorable, with most beefs coming from the "old school tie" type of fan who wants his team on the air continually, to the exclusion of other games and no matter how dull the game might be.

The duality technique, according to Barber, will be used whenever circumstances warrant, rather than on a regular schedule. Next year, according to Red, the web will certainly try "triplicate" coverage of football. The technique already has been worked out and the affiliates around the country are becoming aware of the workings of the method.

NBC's Adams Springs an Idea: Web Would Run a Strawhatter, Develop Talent and Programs

NEW YORK, Nov. 15.—Robert K. Adams, production chief of the National Broadcasting Company (NBC), has recommended to top web execs that NBC take over a summer theater for the development of talent and programs. In his memorandum to program chiefs, Adams estimated that the cost of such a venture would run \$25,000 to \$30,000 a season and he indicated that apart from broadcast expenses, the theater could be largely self-supporting. If it should be successful, Adams would propose a year-round NBC legit operation.

Adams recommended that the theater, to be located preferably within 40 or 50 miles of New York, be used as a training ground not only for actors and programs, but also for staff directors. His plan envisions use of radio talent in regular stage performances on week-days, with a cut version of the stage play to be broadcast over the web during the weekend. This system, according to Adams, would enable talent and directors to study audience reaction and to develop their artistic stature more fully. It's difficult to do this via radio, he said, because of the impersonal nature of the medium.

Future Expansion

The NBC production chief, who would devote much of the first season's work to the development of comedy, wanted to get under way with this plan last summer, but was stymied by lack of time. Should approval be forthcoming, Adams envisions an extension of the plan to include theaters run in conjunction with the web's managed and owned stations.

With the changes in recent months in the web's executive line-up, particularly with regard to the program division, it is considered possible that

the Adams plan may be okayed. Ken Dyke, vice-president and program topper, is known to be on the hunt for a talent development idea and has expressed himself as thinking of using affiliates for such a purpose.

Adams, incidentally, has operated several summer theaters and on December 8-11 he's slated to take over as production manager for the Equity Library production of *Here Come the Clowns*, by Philip Barry.

Chi WBBM To Use "Report" Format On Housing Probe

CHICAGO, Nov. 15.—WBBM, local CBS station which won national recognition with its anti-juvenile delinquency series, *Report Uncensored*, will begin a new series using the same title and factual, documentary technique shortly after the first of the year, Ben Park, producer-writer of the series said this week. The new series, Park said, would be devoted to an expose of general housing conditions in this area, with special accent on the significance of slums.

Time for the series has not yet been set, but a choice Sunday evening hour seems most likely to be chosen at this time. After slums and housing series, which will run for an undetermined number of weeks—whatever it takes to do the job—station will continue other public service shows of similar nature in same time each week.

Nets Talk Pact On Wednesday With Petrillo

NEW YORK, Nov. 15.—James C. Petrillo, president of the American Federation of Musicians (AFM); officers of the New York, Chicago and Los Angeles locals, and officials of the four major networks will meet Wednesday (19) at the National Broadcasting Company (NBC) here to discuss contract renewals for network musicians. Contracts in the three key cities expire January 31.

A spokesman for the AFM refused today to disclose either the agenda for the meeting or what demands Petrillo has formulated. Reports have circulated for some time that Petrillo might yank web musicians in order to implement his ban on recordings and thereby effect a settlement of the entire radio-record mechanization problem.

A major network official stated this week that the webs already have informed Petrillo they cannot assume responsibility in endeavoring to increase musicians' employment by network affiliates. To do so, he declared, would involve the nets in a possible secondary boycott. As a consequence, the webs have dumped the entire affiliate problem into Petrillo's lap and it may be this point which could result in musicians' being called off the networks.

Two items certain to come up either at Wednesday's meeting or at subsequent meetings are FM music duplication and the use of live musicians on television. Petrillo has barred both steps for some time and it is quite possible they may evolve as key trading points in the web-AFM negotiations.

Kid Serials To Plug Heritage Campaign

CHICAGO, Nov. 15.—Major network serials for juveniles will begin plugging the American Heritage Foundation Campaign, it was announced here this week following a meeting of the Chicago Radio Committee with representatives of nets, agencies and sponsors handling practically all the top moppet programs.

As a result of the meeting, themes of the Heritage Campaign—good citizenship, intelligent use of the ballot box, tolerance and democratic obligations—will be stressed on such shows as *Tom Mix*, *Lone Ranger*, *Sky King*, *Jack Armstrong*, *Terry and the Pirates*, *Superman* and *The Green Hornet*.

Young To Speak At AAAA Meet

NEW YORK, Nov. 15.—Robert R. Young, chairman of the board of the Chesapeake & Ohio Railway Company, will be the main speaker at the dinner climaxing the Eastern annual meeting of the American Association of Advertising Agencies (AAAA) here next Tuesday (18). Another session will see the presentation of a joint program set forth by AAAA and Association of National Advertisers (ANA) for better understanding of the U. S. economic system. This will be discussed by Don Belding, of Foote, Cone & Belding, and Paul S. Ellison, director of public relations for Sylvania Electric.

Daytime sessions of the conclave will be devoted mainly to group discussions of various agency problems, including management, radio, copy, media, mechanical production, art and layout and research.

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WMCA SPENDING 200G ON JOCKS

Station Plans To Recoup Via Syndication

New Twist on Local Names

NEW YORK, Nov. 15.—What appears to be a new wrinkle in securing name talent—in this case, disk jockeys—for local station operation is being developed by WMCA here. Station, which has finished the first round of rebuilding its commercial structure by signing Duke Ellington to a platter-turning contract, now plans to recoup its investment in such programs not only thru the sale of commercial time but by syndicating these same programs to stations in other cities.

Ellington, who joins Andre Baruch and Bea Wain (Mrs. Baruch), Ted Steele and Tommy Dorsey on the WMCA record schedule, brings the station's annual disk jockey expenditures to \$200,000. With five-year contracts in force in most cases, the station actually has put itself out for a guarantee totaling \$600,000. Ellington, from reports, is being paid \$1,500 weekly plus a quarter interest in the gross proceeds of syndication.

Behind the platter parley just ef-

KPO Call Letters Changed to KNBC

SAN FRANCISCO, Nov. 15.—KPO-NBC has been authorized by the FCC to change its call letters to KNBC, according to John Elwood, station manager. Elwood said the date on which the change-over becomes effective has not been determined, but probably will be within two weeks. This parallels the New York change from WEAJ to WNBC.

KPO is owned and operated by NBC and serves as the net's key station on the Pacific Coast. It started broadcasting more than 25 years ago with 100 watts. It is now the only 50,000-watt station in Northern California.

ected by WMCA is the theory that in the highly competitive New York market only this type of block programming, with marquee appeal jockeys, can succeed for a local station. Since the time and money investment in building a new name jockey is too great for the risk involved, using recognized band leader names such as Dorsey and Ellington is the next best step. Herman Bess, WMCA's sales head, feels the sales results already achieved, with Dorsey 80 per cent sold out before debuting; Baruch and Wain almost sold out, and one hour across the board of the Ellington. (See WMCA SPENDING, opp. page)

NBC - Gilbert Deal Follows Crime Show Ban Philosophy

NEW YORK, Nov. 15.—National Broadcasting Company (NBC), which has revealed an increasing interest in kid programming and the younger audience in the last few months, has hired the Gilbert Youth Research Organization to survey the listening habits and advertising potentiality of American youth. According to Hugh M. Beville Jr., NBC research chief, the Gilbert org will first test the popularity and effectiveness of NBC's Saturday morning shows.

Gilbert's contract, exclusive with NBC, follows two related moves made recently by the web. One was the ban on crime shows after 9:30 p.m., announced in September by Niles Trammell, NBC president, at the web's first annual convention in Atlantic City. The second was the net's promotion of radio via the 16-page comic book, *On the Air*, which was intended to plug NBC shows and the American system of broadcasting to youthful audiences. Hiring of the Gilbert organization is the third step. It's believed that behind the over-all NBC plan is the idea of laying low or dissipating much of the opposition to kid programming by means of improvement in such programs.

Figures May Differ

Eugene Gilbert, chief of the research org, believes his size-of-audience surveys will produce results which differ somewhat from figures attained by other rating organizations. The latter research groups, according to Gilbert, rate programs "by devices designed for adult shows." He added that "in no case does a children's radio program

tested by telephone receive the rating it deserves."

Gilbert's org uses 1,200 people thruout the country to collect data.

KFI-FM Bids For Hollywood Air Supremacy

HOLLYWOOD, Nov. 15.—Spurred by official prospect of 25,000 FM set owners in the Los Angeles area by year's end, KFI-FM last week launched its bid for local program supremacy. While competition is mild at the present, program topper Ron Oxford disclosed plans to hypo airfare to a point where programming becomes a smooth, integrated operation, after which commercial time buyers will be accepted.

Altho KFI's FM adjunct has been operating only since the middle of last month, outlet is currently programming six hours daily, with accent heavy on music during the afternoon at request of local retail set dealers. Regular airers include daily kidisk stanza, frequent news strips, and live public service musical show featuring 45-piece youth symphony ork. To date, KFI is only local FM outlet to shell out for live music on FM.

Station's strongest competitor is KHJ-FM, Don Lee's local outlet, which has been on the air since August, 1941. In addition to standard musical fare, outlet is currently beaming dubbings of Mutual's AM net programs, including *Meet the Press*; *Information, Please*; *Twenty Questions* and *Leave It to the Girls*.

To interest set buyers in FM a joint promotional program has been launched by local radio dealers, set makers, and broadcasters to explain FM to consumer public. Thru series of ads in local dailies, group is telling its story with sales pitch stressing advantages of FM over AM reception. As more FM operators in this area take to the air, campaign will be increased.

New York, Nov. 15.—First National Food Stores, which began sponsoring the transcribed Guy Lombardo show seven weeks ago over 12 New England outlets of American Broadcasting Company (ABC), has expanded its coverage. Beginning Thursday (20), program will be aired over all 19 ABC outlets in New England, territory covered by the sponsor.

Tsk! Tsk!

NEW YORK, Nov. 15.—Among the speechifiers at the coming Eastern annual meeting of the American Association of Advertising Agencies (4-A's) starting Tuesday (18) will be Marion Harper Jr., of McCann-Erickson. His announced topic is:

"Some good reasons for saying, 'To hell with copy research!'"

FROM THE FAMILY ALBUM of Detroit's FIRST Family



BACK in 1920, WWJ-The Detroit News made its bow as the first commercial AM radio station in the nation. With pioneering instinct, public service policies and aggressive showmanship that always kept a step ahead of the times, WWJ retained its leadership all through the years.

IN 1940, rich in past accomplishments and settled in its field, WWJ took unto itself a mate . . . WWJ-FM, first FM station in Michigan. Broadcasting commercial and sustaining programs all through the war years, WWJ-FM quickly became the Voice of FM in Detroit.

AND just 9 months ago, baby made three . . . when WWJ-TV, one and only television station in Detroit, first showed its face to thousands of eager eyes. The success of WWJ-TV has surpassed even that of its illustrious forbears . . . and has brought additional honor and prestige to the letters WWJ, with increased benefits to all of the advertisers on all three of the great radio stations comprising Detroit's "First" Family.

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

National Representatives: THE GEORGE P. HOLLINGBERY COMPANY



Basic NBC Affiliate

950 KILOCYCLES
5000 WATTS

Associate FM Station WWJ-FM . . . Television Station WWJ-TV

WORL To Continue Pending Court Rule

BOSTON, Nov. 15.—WORL, ruled off the air a few months ago because of an allegedly unreported stock transfer about 10 years ago, has been granted license to continue operations until a proper decision has been handed down by the courts.

Harold A. Lafount, president of Broadcasting Service Organization, which operates the station, has issued a statement explaining that the controversy arises from an FCC regulation requiring that purchasers of an interest in a broadcasting station must report its holdings to FCC.

The Lafount statement said: "When WORL was purchased by its present owners some 10 years ago, the transfer of part of the stock was reported promptly to the commission but, before filing of notice of the transfer of the remaining portion of the stock, objections and claims arose with respect to the stock, and as a result the transaction was not considered as completed pending expected court action upon these objections and claims, and it was not reported to the FCC for that reason.

"The FCC claims that the incomplete transaction should have been reported. This is disputed by the owners of the station, who say their attorneys advised otherwise. However, the matter will be reviewed by the Court of Appeals of the District of Columbia."

WMCA Spending 200G on Jocks

(Continued from opposite page)
ton program sold six weeks before its debut (December 29) justifies WMCA's stance.

In its syndication campaign, WMCA is offering Ellington at fees equal to a station's one-time national evening or daytime gross hourly rate, depending on whether the show is to be aired daytime or nighttime. This means that out of the 75 per cent of the syndication revenue received, WMCA must write, produce and package the program. It also means, however, that should the move be successful, a new means of local stations paying off for top talent will have been developed, for both the sale of time and syndication proceeds will contribute toward defraying talent costs.

Instances of program syndication by stations are comparatively rare, altho KMOX has scored with its *Brush Creek Follies* show. Only other syndicated disk jockeys at the moment are Tommy Dorsey, via Lou Cowan, and Rush Hughes, via Keystone Broadcasting.

WMCA also has a deal already signed with Harry James, but because of James's sale to Philip Morris cigarettes for a network program the WMCA disk jockey show has been held up. James wants to provide that no cigarette account be permitted to bankroll his record-spinning show, with the station feeling that such a provision might injure sales. It was also reported this week that Philip Morris was interested in bankrolling the Ellington show in 20 markets.

Part I

The Billboard



Single Vs. Double Commercial Impact Identification

Based on a survey by Audience Research Inc. (Dr. George H. Gallup).



Gallup Finds Identity Lost in Multiples

(Continued from page 5)

Participation shows. They were divided into two groups: One of the programs advertising a single brand name, the other of shows plugging multiple brands. The two groups were evenly balanced according to program types and included their time on the air, and length of time on the air for current sponsor.

Carry-Over Problem

Further evidence that stressing more than one product may confuse listeners was noted from the fact that seven multiple-product shows drew a higher percentage of incorrect sponsor identifications than correct associations. Only one program advertising a single product fell into this category, and that show has been with its current sponsor only one year after several previous years under other sponsorship. Incorrect sponsor associations generally are the combined carry-over from previous sponsors.

While ARI did not release the results scored by the individual programs in the survey, several inter-

esting examples came to light. One top comedy show, advertising one product for the same sponsor for over 10 years, had its bankroller identified correctly on a completely unaided basis by 75 per cent of listeners familiar with the program, highest mark scored by any show. However, another well-known comedy show, which has aired for the same sponsor for about five years but has plugged about five different products, scored only 5 per cent correct sponsor identification.

Another sidelight found that an audience participation program actually had more total identifications than a well-known comedy-variety program which had a 30 per cent larger listening audience. Both shows advertise multiple products.

Touch of Irony

The highest percentage of correct sponsor identification for any program advertising two or more products was 41, racked up, ironically, by a comic who only last week lost his sponsor.

Northcross pointed out that the

survey did not prove conclusively that sponsors advertising more than one product were not achieving satisfactory sales results. A good-sized step lies between identification and purchase, he said, and other variable factors, such as price, product quality, availability and advertising impact, must be considered. For this reason, Northcross said, ARI is embarking on further research for several sponsors, following thru from a product's advertising all the way to the consumer, to determine actual sales results of sponsorship.

Northcross pointed out that there is one rather influential school of advertisers who believe that it is better for a house manufacturing a line of products to spread its radio circulation over all brands rather than concentrate an expensive show on one product. Another advertising philosophy embraces the idea of obtaining more general circulation and new markets by switching products from one show to another at periodical intervals.

TALK OF THE TRADE

Network Operations

THE FOUR networks announced late this week their co-operation in the plan instituted by the American Heritage Foundation to mark this year as a "year of rededication" to the American system of freedom and civil liberties. Beginning in December, each of the webs will devote a number of its regularly scheduled broadcasts to the theme of emphasizing the importance of maintaining this heritage.

Carl Cannon, of NBC station relations department, has been named production manager of the web's recently organized public affairs and education department. . . . Tom Everitt appointed Eastern program manager for ABC. . . . James Gordon Bennett, for several years with Atherton Currier Company, has joined the Mutual web as an account executive. . . . Robert Warren, KYW staffer, joins the announcing staff of NBC in New York December 1.

CHARLES H. PHILLIPS, formerly promotion manager of WNBC, New York, has joined the National Broadcasting Company as an account exec in the national spot sales department. Writer Morton Levin replaces Perry Lafferty on *County Fair*. He will work with Bob Quigley. . . . Maurice Mitchell, sales director of WTOP, CBS affiliate in Washington, is being promoted to a post on the sales staff of CBS in New York. . . . Bill Lipton has been assigned the role of Ralph Hanson on *Front Page Farrell*, 5:45 p.m. on NBC.

Station Relations

WOKO, American Broadcasting Company (ABC) affiliate in Albany, N. Y., has added *Show Business* to its schedule. Written and produced by Betty Campbell, it brings listeners information and gossip of and about people in show business. It's presented daily at 2:15 p.m. and winds up with a series of auditions for kids. . . . WEDC, Chicago, has resumed broadcasting *Midnight Flyers*, Bill Dillner's disk jockey program, from 12 midnight to 6 a.m. Show went off the air during the war. . . . Jack Schaeffer, formerly with the publicity department of WQXR, New York, is now an announcer at WPIK and WPIK-FM, Alexandria, Va. . . . Rosalie Allen, of WOV, New York, is now doing a hillbilly show at the Rustic Cabin, Englewood, N. J. Her *WOR Prairie Stars* program originates from that spot Fridays, from 12 midnight to 1 a.m.

AL BLAND, special events announcer at KMOX, CBS-owned outlet in St. Louis, has been appointed program manager, replacing Jack Sexton, who leaves to join the program department of WBBM, Chicago. . . . Hugh LaRue added to the announcing staff of KCMO, Kansas City, Mo. . . . Margaret Kane, formerly with Lewis & Gilman Advertising Agency, has replaced Marian Spackman as secretary to Ruth Welles, home counsellor at KYW, Philadelphia. . . . Allen Jeffries, formerly newsman at WOWO, Fort Wayne, and WKMO, Kokomo, and more recently program director of WBAT, Marion, Ind., is now newscasting at WIRE, Indianapolis. . . . Martha Man-

ners, moderator of *Utica Speaks*, over WGAT, Utica, N. Y., has been appointed director of educational and women's programs on that station.

Peger R. Disney named program director of WHAT, Louisville, succeeding Richard E. Fischer, resigned. . . . Robert Manby is new station manager of WONS, Hartford, Conn., succeeding Ralph Kanns. Minna Brooks, continuity editor at the same station, has resigned, with Miriam Cutler replacing. . . . Jack Hunter, assistant to Bill Frank, news director of WILM, Wilmington, Del., has resigned, effective December 1, to join the city room staff of *The Wilmington Journal*.

IN LINE with expansion of Chi Mutual office, Myrtle Goulet has been appointed office manager and Dorothy Reynolds sales service manager of the net's Midwest operation. . . . As part of creation of separate sales staff for NBC national and WMAQ, Chi, sales operations, two new assistant managership posts have been created under Oliver Morton, Midwest spot sales manager. Robert Ewing has been appointed assistant manager in charge of national spot sales, while naming of assistant manager in charge of WMAQ sales is to be announced later. Also, present staff of five salesmen will be expanded to eight. . . . Hugh Rowlands, Chi radio actor and writer, has joined NBC central division as a continuity acceptance editor.

Clients and Agencies

WARWICK & LEGLER Agency has been appointed to handle advertising for Farnsworth Television & Radio, effective January 1. J. R. Warwick will supervise the account, while Douglas J. Murphey will be account executive. Media will include radio, newspapers and magazines. . . . Richard Nicholls named director of the radio department of Geare-Marston, Inc., advertising and public relations agency of New York and Philadelphia. . . . Ed Cashman, who heads the Coast office of Arthur Kudner Agency and produces Texaco's Tony Martin Show, in New York this week for a powwow with Kudner radio chief Myron Kirk and Texaco brass.

With Victor M. Ratner back at CBS as advertising and promotion chief, operations of the Victor M. Ratner Company will be handled by Tom Fixdale. . . . John E. O'Brien has been appointed account executive at Ruthrauff & Ryan, Inc. He formerly held a similar post with Ted Bates, Inc. . . . William Warren Agency has placed first radio show of Cardinal Fifth Avenue tie shops. Time purchased is on WQXR. . . . Fernando G. Arango has been named radio director of National Export Advertising Service.

FREDERICK ZIV TRANSCRIPTION COMPANY hit a hot sales pace this week, with three dozen sales to sponsors and stations of its whodunits, *Boston Blackie*, *Philo Vance* and *Forbidden Diary*. Number of new deals on Ziv's half-hour Guy Lombardo show also were racked up. . . . Radio Reports, Inc., monitoring outfit, has opened a new branch in Washington. Firm also has branches in New York, Los Angeles, Detroit and Rockford, Ill. . . . Howard Rose has moved from New York to the Chicago office of N. W. Ayer as vice-president and supervisor of service.

Part II

The Billboard



TOP TWENTY DAY AND NIGHT NIELSEN RATINGS

Based on Nielsen Radio Index, derived from Nielsen audimeter data. Programs rated during October 5-11, 1947, period.

'Ranger' Pulls Most Homes For a Dollar

'Gal Sunday' Daytime Tops

NEW YORK, Nov. 15.—Best buys from the standpoint of homes per dollar (HPD) according to figures given in the 20 top-rated evening programs in the Nielsen Radio Index (NRI) is American Broadcasting Company's (ABC) *Lone Ranger*, which is delivering at the basic rate



of 878 HPD. From an audience popularity viewpoint, the Nielsen Radio Index, a feature of *The Billboard's* Continuing Program Studies, lists *Ranger* in 17th rank with a rating of 14.4. Top-rated program is Columbia Broadcasting System's (CBS) *Lux Radio Theater*, with a score of 23.1. *Lux*, however, ranks 11th on the basis of homes per dollar, delivering at the rate of 301. In fact, the perennial popularity leaders, including *Lux*, *Fibber McGee* and *Bob Hope*, are by no means the best buys on HPD basis.

In second running on basis of homes per dollar is *Big Town* on CBS, which is estimated as delivering 497 NRI homes. Rating-wise, *Big Town* is in 13th rank with a score of 14.9. CBS's *My Friend Irma* is third in NRI homes, delivering at the rate of 459. Rating-wise, *Irma* is in sixth rank with a score of 17.5. Fourth in NRI homes is *Inner Sanctum*, delivering at the rate of 449. *Sanctum*, rating-wise, is in 19th rank with a score of 13.9. *Mr. District Attorney*, scoring 17.7, is in fifth place on the basis of average audience and sixth in NRI homes, delivering an estimated 428.

Winchell Misses Out

Nielsen Radio Index offers some interesting comparisons with the Hooper report of a similar period (October 1-7). Some shows are on one list but not the other. Walter Winchell, for instance, ranks eighth on Hooper with 17.8 but doesn't make the NRI. *Big Town* ranks 13th on NRI with 14.9 but doesn't make the Hooper list. *My Friend Irma* makes NRI, not Hooper. Ditto *Aldrich Family*, ditto *Burns and Allen*. Again, *Band Wagon* makes Hooper but not NRI.

There are also wide differences in ratings on programs which make both lists. *Kraft Music Hall* (Al

Top Twenty Evening Shows

Program & Sponsor	Network	Average Rating	Audience Rank	Homes Rank	Per Dollar NRI Homes*
Lux Radio Theater (Lever)	CBS	23.1	1	11	301
Fibber McGee (S. C. Johnson)	NBC	19.7	2	8	322
Bob Hope (Lever)	NBC	18.1	3	15	236
Amos 'n' Andy (Lever)	NBC	17.9	4	13	285
Mr. D. A. (Bristol-Myers)	NBC	17.7	5	6	428
My Friend Irma (Lever)	CBS	17.5	6	3	459
Aldrich Family (Gen. Foods)	NBC	16.5	7	ND	ND
Screen Guild (Lady Esther)	CBS	16.0	8	ND	ND
Red Skelton (B&W)	NBC	15.9	9	12	301
Edgar Bergen (Stan. Brands)	NBC	15.2	10	17	208
Life of Riley (P.&G.)	NBC	15.0	11	7	353
Jack Benny (Am. Tob.)	NBC	15.0	12	16	214
Big Town (Sterling)	CBS	14.9	13	2	497
Truth or Consequences (P.&G.)	NBC	14.6	14	10	317
Burns and Allen (Gen. Foods)	NBC	14.5	15	14	262
Talent Scouts (Lever)	CBS	14.4	16	5	443
Lone Ranger (Gen. Mills)	ABC	14.4	17	1	878
Fred Allen (Stan. Brands)	NBC	14.1	18	ND	ND
Inner Sanctum (Bromo-Seltzer)	CBS	13.9	19	4	449
Music Hall (Kraft)	NBC	13.9	20	9	319

Top Twenty Daytime Shows

Program & Sponsor	Network	Average Rating	Audience Rank	Homes Rank	Per Point NRI Homes*
Our Gal Sunday (Anacin)	CBS	8.9	1	2	1,205
Right to Happiness (P.&G.)	NBC	8.6	2	10	953
Girl Marries (Gen. Foods)	NBC	8.5	3	6	1,055
Backstage Wife (Sterling)	NBC	8.4	4	12	935
Pepper Young (P.&G.)	NBC	8.2	5	14	917
Big Sister (P.&G.)	CBS	8.0	6	1	1,250
Helen Trent (Whitehall)	CBS	8.0	7	5	1,072
Widder Brown (Sterling)	NBC	8.0	8	11	938
Ma Perkins (P.&G.)	CBS	7.8	9	3	1,193
Aunt Jenny (Lever)	CBS	7.8	10	4	1,164
Portia Faces Life (Gen. Foods)	NBC	7.6	11	9	992
Stella Dallas (Sterling)	NBC	7.6	12	15	888
Rosemary (P.&G.)	CBS	7.5	13	8	1,044
Wendy Warren (Gen. Foods)	CBS	7.2	14	16	791
Ma Perkins (P.&G.)	NBC	7.0	15	18	746
Lorenzo Jones (Sterling)	NBC	6.9	16	17	772
Road of Life (P.&G.)	NBC	6.7	17	19	724
Life Beautiful (P.&G.)	NBC	6.5	18	20	695
Just Plain Bill (Whitehall)	NBC	6.4	19	13	926
Dr. Malone (P.&G.)	CBS	6.3	20	7	1,051

*Homes per dollar are computed using total audience ratings. Therefore, since the rank by AA rating determines the 20 programs that appear in this table, it is possible that other programs with lower AA ratings may outrank these programs in homes per dollar.
ND—No Data.

Jolson) for instance, is 20th on the NRI with a rating of 13.9, whereas its sixth Hooperwise with a rating of 18.8. Another illustration is Fred Allen, in 18th rank on the NRI with 14.1, and 10th on Hooper with 16.9. Among the upper echelons, *Lux* is first on the NRI and third on Hooper's list, *Fibber* is second on both; *Hope* is third on NRI and first Hooperwise. *Benny*, third on the Hooper, dives to 12 on NRI, and *Mr. District Attorney*, fifth

on the NRI, dives to ninth on the Hooper.

NRI's listing of 20 top daytime programs gives the nod to *Our Gal Sunday*, on CBS, with a rating of 8.9. *Sunday*, too, is very high on the basis of homes per dollar—in second place with an estimated 1,205. *Big Sister* is first in NRI homes, with an estimated 1,240. *Ma Perkins* and *Aunt Jenny* are third and fourth, with respective estimates of 1,193 and 1,164.

"1,001 Nights," Aesop Prep for the Air

NEW YORK, Nov. 15.—Two literary classics are in the process of adaptation for radio or television.

The *1,001 Arabian Nights* is being

whipped into shape for a 15-minute weekly tele series to promote the sale of imported rugs. The sponsor, the Middle Eastern Importing Association headed by Froud Trebulzi, is seeking suitable time of WNBT. Commercials probably will be confined to pointing out the rugs used on each show's sets.

The other work, about to make the

agency rounds, is a 15-minute across-the-board musical based on *Aesop's Fables*. The package, owned by Dave North, of the Moe Gale Agency, features Lorenzo Fuller, of *Finian's Rainbow*, as the singing narrator, with music written by Alex Fogarty, who penned several Shubert revues. A transcription for auditions was made this week.

GOP Rebels May Put Coy In FCC Chair

WASHINGTON, Nov. 15.—The wide-open race for the permanent chairmanship of the Federal Communications Commission (FCC) hit a new high this week amid reports that Sen. Wallace White (R., Me.) in a confab with President Truman Wednesday (12) informed the President that "some Republican senators" might be willing to join with Democrats in confirming a nomination of Wayne Coy for the chairmanship. However, White reportedly indicated to the President that he was uncertain whether a majority vote for confirmation could be mustered for Coy, and this leaves the nomination still up in the air.

According to White House insiders, Truman will be willing to nominate Coy for the chairmanship only if he is sure there will be a serious Republican defection favoring the choice. Such a development, it is pointed out, would be a political feat in a presidential election year, inasmuch as a major defection would prove embarrassing to GOP Chairman Carrol Reece, who recently issued a veiled warning against selection of Coy, whom Reece regards as a New Dealer.

Numerous names continue to be mentioned. One is J. Leonard Reinsch, radio adviser to the White House, who visited Truman shortly after White's huddle. Others are Rep. A. S. Mike Monroney (D., Okla.), ex-Sen. D. Worth Clark (D., Idaho), ex-Sen. James M. Mead (D., N. Y.), and ex-Sen. Hugh Mitchell (D., Wash.)

Survey Gives Nod To U. O. Confab

CHICAGO, Nov. 15.—Despite often-expressed feeling of the radio industry that school radio conferences are a waste of time, a survey among 300 broadcasters by the University of Oklahoma found 85 per cent of those surveyed in favor of continuing the university's annual radio conference. As a result of the survey, Sherman Lawton, co-ordinator of radio for the university and director of the conference, has announced that the school's 1948 conference would be held February 27-29.

Despite trade objection to such conferences, coolness of two major networks toward them, and the fact that NAB district meetings have covered many subjects the Oklahoma meet was designed to handle, Lawton asked whether broadcasters still wanted the Oklahoma City meet. Since those surveyed had attended the conferences in the past, Lawton considered the response to be an indication of satisfaction with what he has done and thus has decided to program this year's meet with subjects similar to those of past discussions.

HIKE OFFSETS GAINS

(Continued from page 6)

outlets fell from \$86,138 in 1945 to \$81,031 in 1946. Stations not serving as web outlets, tho, increased average income in that period from \$30,483 to \$31,125.

Broadcast expenses rose in 1946 for every type of station, according to FCC charts. Local part-time stations found their costs nearly 26 per cent above the 1945 levels, while unlimited clears under 50 kw. saw an expense rise of 17 per cent.

Part III

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.



Meet the Meeks

Reviewed November 8, 1947

SWIFT & COMPANY

Vernon D. Beatty, Adv. Mgr.
Thru J. Walter Thompson Co.
M. V. Wieland, Acct. Exec.

Via NBC

Saturdays, 11-11:30 a.m.

Estimated Talent Cost: \$3,000; producer-director-writer, Les Weinrott; cast, Forrest Lewis (Mr. Meek), Fran Allison (Mrs. Meek), Beryl Vaughn (Peggy Meek), Cliff Soubier (Uncle Louis), Mary Frances Desmond (Jill), Elmira Rossler (Lilly).

Current Hooperating for the program (Started November 8).....None
Average Hooperating for shows of this type (Dramatic)..... 9.2
Current Hooperating of show preceding ("Archie Andrews")..... 2.7
Current Hooperating of show following (Smilin' Ed McConnell)..... 2.5
CURRENT HOOPERATING OF SHOWS ON OPPOSITION NETWORKS
ABC and MBS: Sustaining.....None
CBS: "Let's Pretend"..... 3.7

ABOUT THE ADVERTISER

Swift & Company has consistently raised its radio advertising budget in recent years, altho the billings still lag far behind the company's outlay in mags. Last year, Swift spent \$1,900,000 in radio, an increase of about \$450,000 over 1945. In 1944 the radio budget approximated \$1,250,000, as against an estimated \$1,000,000 in 1943. This upward trend has been noticeable in Swift's magazine expenditures, the 1946 estimate of \$3,150,000 contrasting with the 1943 total of \$1,750,000. Swift's latest network program is "Meet the Meeks," 11-11:30 a.m. Saturdays over the National Broadcasting Company (NBC). This seg follows "Archie Andrews," another half-hour show bankrolled by the same sponsor. Swift also sponsors two quarter hours of "Breakfast Club," 9-9:30 a.m., Monday thru Friday, over the American Broadcasting Company.

Meet the Meeks, a half-hour of situation comedy, proved an entertaining and rather promising program when caught Saturday morning (8) over NBC. Plot structure presented a typical small-town family, comprising Mr. and Mrs. Meeks, who are sedentary and rabbit-like souls; a teenage daughter, Peggy, whose interest in young men provides some sound humor; Mrs. Meek's brother, Louis, who leads a parasitic existence but provides laughs, and sundry assorted characters. Story line on this show hinged around the family's participation in a charity bazaar, at which function Mrs. Meek sold cake while Peggy dispensed kisses—all, of course, for sweet charity.

Around this rather thin skeleton, Producer-Director-Writer Les Weinrott wove some good lines, playing up amusing elements of conflict and machinations common to teenagers. In fact, the run-of-the-mill story pattern, together with bright dialog, seemed to this reviewer to make up a program likely to hold a large audience because of its essential down-to-earth, tho comic, quality.

On the show caught, the rolls of Mr. and Mrs. Meek, played by Forrest Lewis and Fran Allison, were not as attractive as the teenager roles, played by Beryl Vaughn and Mary Frances Desmond. This was not due to any lack of competence. Rather, the teenager roles were

This Is Nora Drake

Reviewed November 12, 1947

TONI, INC.

Harold Bloomquist, Adv. Mgr.
Thru Foote, Cone & Belding
Leo H. Rosenberg, Acct. Exec.

Via NBC

Monday thru Friday, 11-11:15 a.m.

Estimated Talent Cost: \$1,750; director, Charles Irving; writer, Julian Funt; cast, Charlotte Holland (Nora Drake), Joseph Conway, Shirley Mitchell, Evelyn Varden, Jean Gillespie, Arnold Robertson.

Current Hooperating for the program (Started October 27).....None
Average Hooperating for shows of this type (Daytime serial)..... 3.9
Current Hooperating of show preceding ("Joyce Jordan")..... 4.2
Current Hooperating of show following ("Katie's Daughter")..... 2.4
CURRENT HOOPERATING OF SHOWS ON OPPOSITION NETWORKS
ABC: "Breakfast in Hollywood"..... 4.8
CBS: Arthur Godfrey..... 4.2
MBS: Sustaining.....None

ABOUT THE ADVERTISER

Toni Home Wave Company during the past 12 months has expanded its radio advertising budget sensationally. In 1946 the company spent about \$50,000 in radio and a similar figure in magazines. The current radio billings are estimated at over \$2,000,000 and include sponsorship of "Meet the Missus," "Ladies Be Seated" and "Give and Take" in addition to "Nora Drake." In Canada, "Pay It With Music" is bankrolled over a 15-station web. This show is regarded as a forerunner of Toni's invasion of the Canadian market. According to present indications, Toni will increase its billings. Firm is now looking for a suitable nighttime program and has several under consideration.

Nora Drake, one of the newer daytime serials, went right into the agony groove without wasting any time. Program told, briefly, the story of a "modern woman loved by three men but rejected by the man she loves." Following this revealing statement, the plot developed along customary lines, pointing up the emotional tribulations of the chief players. These are Nora, a nurse, played by Charlotte Holland, and a young doctor, played by Joseph Conway. The role of Conway, when the program was caught, was in an initial stage of development; that is, elements of plot were presented to the effect that (1) Conway might be a heel, and (2) altho married to another woman, he might still be in love with Nora and not a heel.

Well—indications are that future episodes will be a series of heart-breaks and alternate emotional crises of joy and despair in the
(See This Is Nora on page 17)

brighter in conception. Generally, the cast was competent.

Commercials plugged All Sweet, a margarine. Chief themes were the product's delicate flavor, energy, vitamin content and its general use in cooking. There were five commercials in all, including the integrated type. While numerous, the copy on individual plugs was fairly brief.
Paul Ackerman.

The Sunoco Three-Star
Extra

Reviewed November 14, 1947

THE SUN OIL COMPANY

F. S. Cannan, Adv. Mgr., Motor Prods.
Thru Roche, Williams & Cleary, Inc.
Miner Williamson, Acct. Exec.

Via NBC

Mon. thru Fri., 6:45-7:00 p.m.

Estimated Talent Cost: \$2,000; director, Ken French; researchers, Frank Hanighen, Fred Morrison; commentators, Ray Henle (editor-in-chief and broadcast co-ordinator), Felix Morley (foreign affairs), Ned Brooks (domestic affairs).

Current Hooperating of the program (Started September 29)..... 3.8
Average Hooperating of shows of this type (News)..... 5.0
Current Hooperating of show preceding (Sustaining).....None
Current Hooperating of show following ("Supper Club")..... 9.5
CURRENT HOOPERATING OF SHOWS ON OPPOSITION NETWORKS
ABC and MBS: Sustaining.....None
CBS: (Lowell Thomas)..... 7.1

ABOUT THE ADVERTISER

Sun Oil Company, which formerly sponsored Lowell Thomas in this spot, is faced with the opposition of the veteran newscaster who now spiels for Procter & Gamble over Columbia Broadcasting System (CBS) at the same time. Sun Oil distributes thruout States east of the Mississippi, except Indiana, and for some years has averaged close to \$1,000,000 annually in radio. Firm's magazine advertising appropriation is comparatively small, estimated only at about \$25,000 last year.

A special crew of reporters, NBC's Washington newsroom and the major wire services all are used to supply material for Sunoco's news program, Three-Star Extra. Under Ray Henle, who serves as editor-in-chief, the material is assessed and chosen on the basis of exclusivity, and then spied on the show by Henle; Felix Morley, who handles foreign items, and Ned Brooks, who specializes in domestic stories.

On show caught, not too much of the significant material smacked of the original or exclusive. Henle detailed the usual Democratic and Republican charges and counter-charges about who is to blame for inflation and high cost of living, the daily plea by John Foster Dulles for rebuilding Germany, and the latest development on who did what to whom on the war contracts investigation.

Somewhat fresher, if not of epoch-making proportions, were the revelations that Averell Harriman may replace George C. Marshall as secretary of state, that several Russian ships are standing by to load U. S. materials which were purchased here, and (via pipeline from a confidante of Winston Churchill currently sailing aboard the Queen Mary) that a split in the British Labor Party may unseat it from power.

Most interesting feature of the show was the commercial. Show opened with a brief and restrained spiel for three Sunoco products: Whirl-Foam, Mercury Maid oil and Dynalube oil. That was the only sales pitch. At program's end, announcer Hugh James plumped for attendance at church this Sunday for participation in the current united church canvas for funds.
Sam Chase.

Better Pic Deals
Seen Via MPAC

HOLLYWOOD, Nov. 15.—Radio industry will henceforth get a better deal out of pic makers with the appointment of a Motion Picture Advisory Committee (MPAC) composed of top radio execs from the membership of the Hollywood Ad Club. Committee's first chore will be to act as technical advisers for the forthcoming Seymour Nebenzal pic version of radio's Queen for a Day. Committee reps include pic-radio exploiter Mal Boyd, chairman; Milton Samuel, Young & Rubicam flack chief; Robert Coleson, National Association of Broadcasters; Ed Cushman, Kudner Agency producer; Mal Sibley, Bank of America, and studio radio reps Marty Lewis, Bob Rains and Maurice Binder.

In a letter to committeemen, producer Nebenzal stated that he looked to the group to insure that "interpretation of the radio scene will at all times be completely accurate, unprejudiced and designed to present a most interesting side of the industry to the movie-going public." Committee will bring experts on all phases of radio into the Queen production so that public impression of the radio industry will be factual and fair.

Queen will be produced early next year, featuring the airer's regular emcee, Jack Bailey, plus an all-star film cast.

Indiana Has 7 FM
Outlets, 34 on Tap

INDIANAPOLIS, Nov. 15.—Lunch-eon meeting of the Indiana FM Broadcasters Association (IFMA) here last week heard Secretary Merrill Lindley report that seven FM stations now are on the air in the State, with 34 applications pending or approved. Problems of getting an FM station on the air were described by E. D. Osborne, manager of WCTW-FM, Newcastle, Ind.

Other speakers included IFMA President Paul Wagner, of WCSI-FM, Columbus, and Donald Burton, of WLBC-FM. Distributors and dealers in FM receivers noted increasing supply of FM console models, but need for low priced table model sets.

Arbitration Verdict
On CBS Due Soon

NEW YORK, Nov. 15.—Decision on demands of white collarites from the management of Columbia Broadcasting System (CBS) is expected in another week. Final briefs were filed with the arbitrator Novemebr 1.

The web, which has been fighting a 30 per cent wage hike demanded by the Radio Guild, an affiliate of the United Office and Professional Workers of America, CIO, at the arbitration offered a 5 per cent over-all increase and an additional 1.75 per cent equalization fund to take care of inequities.

NEW YORK, Nov. 15.—Mrs. Dorothy Thackrey, owner of WLIB, has named Frank Hays sales manager of the station. The station had no sales chief during the tenure of Arthur Simon, who handled those duties as part of his job of general manager, from which he resigned recently.

WANTED ACCORDIONIST

For Western Band. 1000 watt Midwest regional station. Steady staff position. Contact immediately.

BOX D-162

c/o The Billboard Cincinnati 22, O.

Mfgs. Turn to Home Sets; So Telecasters Must Rely On Pub Location Producers

Juke Box Ops' Help Is Enlisted

NEW YORK, Nov. 15.—With the major television set manufacturers, including RCA Victor, Philco and DuMont, now stressing the sale of home sets, and at least one large manufacturer of public location sets, United States Television, set to switch its production emphasis to home set output by January 1, it now appears that telecasters will have to depend on the producers of public location sets, coin-operated and non-coin-operated, if the quantity audience that will eventually lead to advertising agency and sponsor interest is to be built quickly.

While most public locations expected a sharp decrease in tele interest with the end of the baseball season last month, football, fights and other special events have kept the tuners coming and, with the introduction in the last few weeks of several new sets and satellite screen system, plus the cutting of prices of these large screen sets, the number of locations continues to increase.

Juke Ops Help

Newest trend in the placement of public location sets finds the manufacturers working with and thru the juke box operators. While only three of the manufacturers are now presenting coin-operated tele equipment, many of the others find that the juke box operator, because of his long experience with locations, can sell sets to taverns, bars, grills and hotels in less time than their own orgs can contact and sell the same outlets.

First of the manufacturers to work in this fashion was the Colonial Television Corporation. Evidence that the coin machine industry could handle distribution of location tele sets is shown in the fact that Colonial, after only several months of operation, doubled its factory space to fill orders.

United States Television (UST) is another firm that has joined with the coin machine industry to push public location sets. UST has hired Shelby York, former Boston juke box distributor, as assistant sales manager, and is setting up dealer deals with juke box ops in all tele cities.

New Manufacturers

Also acting as a hypo in the public location set field is the steady influx of new manufacturing firms. Latest firm to announce a large screen set, non-coin-operated, for bars, grills, taverns and hotels, is the Consolidated Television Corporation, which features a 15-inch screen. Industrial Television, Inc., Nutley, N. J.; Guest Radio, producing a new unit to be known as Video-Matic, and the Clearvue Television Corporation are others.

Another development of the past

few weeks has been the introduction of coin-operated television. Videograph, according to H. F. Dennison, president, is already on location with its combination tele-juke box console. The mirrored cabinet features Emerson television, plus the juke box mechanism, and is entirely coin-operated, offering a three-minute play for 5 cents, six minutes for 10 cents and a quarter-hour for 25. The firm also has a coin wall-box which offers a choice of wired music, television sound or two radio channels. The box is hooked up to a screen, or multiple screens, in any given location. While the picture is televised, the sound becomes available only upon insertion of a coin into the box.

Tradio Wall Box

Tradio, Inc., manufacturer of coin-operated radio sets for use in hotels, etc., has developed also a wall-box system similar to Videograph's, but offers 15 minutes of television, sound, music, the entire AM radio band or FM for 10 cents. Tradio-Vision, which features a master receiver and satellite screens and a large console model in a period cabinet for hotel lobbies, also was introduced this week.

The third manufacturer presenting coin-operated television is Speedway Products Corporation, which has not yet gone into full production. As in the case of Videograph, the Speedway combination will offer the same time play for 5, 10 and 25-cent insertions. However, the Speedway console comes complete with the juke mechanism, whereas in the Videograph cabinet only the Emerson tele receiver is included in the sale price.

While the manufacturers of the coin-operated individual radios (those sets which are used in hotel rooms, etc.) are not contemplating production of similar television receivers (individual sets, coin-operated), several of the firms, including the American Communications Corporation, and Industrial Television, Inc., are now showing hotel sets. Instead of coin-operation, an additional fee of \$3 per day is tacked on to the cost of the room. In these cases, including the installation in 40 rooms at the Hotel Roosevelt here, a master control unit and satellite

Survey Shows Tele Not Restricted to Big Dough Group

CHICAGO, Nov. 15.—Contrary to the commonly accepted opinion that practically all the present day television home audience is made up of high income families, a recent survey disclosed plenty of sets in average and below-average income districts here, Billy Eddy, head of WBKB, told a meeting of the Chicago Radio Management Club this week.

A recent analysis of locations of 1,647 television homes in Chicago proper revealed that 30 per cent were in the very high income brackets, 23 per cent in the above average, 26.5 per cent in the average, 12 per cent in the below average and 8.5 in the poor income areas. Areas were designated by survey maps of *The Chicago Tribune* and *Chicago Daily News* and are based on local income comparisons as well as income groups designated by national income tax returns.

Analysis of locations of 1,480 suburban home set owners revealed that 42 per cent were in the high income areas, 16 per cent in the above average, 33 per cent in the average, 7 per cent in the below average and 2 per cent in the poor income territories.

Agency and station execs at the meeting said these figures indicated that television is not a medium for "class" products advertising only but a selling force to be used to plug products of general consumption.

N. Ray Kelly Named Assistant to Kersta

NEW YORK, Nov. 15. — N. Ray Kelly, manager of television production facilities for the National Broadcasting Company (NBC), has been hiked to administrative assistant to Noran Kersta, director of the web's television operations. Kelly, who has been with the web since 1930 and was the first sound effects chief on any network, is the designer of a special television scenery kit which NBC expects will prove helpful to web affiliates entering video.

Robert Wade, NBC video art director, is taking over Kelly's spot as manager of tele production facilities.

screens with controls are used. This equipment can either be sold to the hotel, or be leased. The Roosevelt has taken a three-year lease with an option to buy.

Battle Opens Over Allocation Of TV Channel 1

WASHINGTON, Nov. 15.—Proposal of Federal Communications Commission (FCC) to assign TV Channel No. 1 to fixed and mobile radio services is slated for attack from all sides at the FCC hearing scheduled for Monday (17). Telecasters are prepared to argue that more, rather than less, video channels be provided, while some FM interests are ready to renew their claim that FM should be given the channel which runs from 44 mc to 50 mc.

In briefs already filed with FCC on the proposed rule, the Yankee Network and Edwin Armstrong, FM inventor, have urged the commission to keep FM in frequencies below 50 mc. Zenith radio is expected to follow suit at the hearing.

Strong Opposition

Such video interests as Television Broadcasters' Association (TBA), Radio Corporation of America (RCA) and National Broadcasting Company (NBC) are also on record against the proposed rule.

Many representatives of the fixed and mobile services are also ready to protest the rule, fearing that, while they would get an extra channel, the accompanying end of sharing other channels might cut down their total frequencies. The Association of American Railroads, the American Taxicab Association and the National Bus Communications have all registered protests with the commission in recent weeks.

The FCC finds itself in an unhappy situation with all sides taking potshots at what FCC engineers feel is the only possible solution to avoid the interference present under the current channel-sharing arrangement.

Co-Op Video Series On DuMont Outlet

WASHINGTON, Nov. 15.—A new video show sold on a co-op basis is Walter Compton's news broadcast, aired across the board at 6:45-7 p.m. on the DuMont outlets, WTTG, Washington, and WABD, New York. The Washington end of the airer, which has been on since June, will be sponsored by General Electric, starting Monday (17). The New York end remains sustaining.

Sale was made thru Belmont M. Ver Standig Advertising Agency.

Jack Philbin Heads GAC Radio Dept.

NEW YORK, Nov. 15.—Jack Philbin, vice-president of General Artists Corporation, has been named head of the organization's radio department in what is regarded as a move to hypo GAC's air billings. Philbin has been in charge of artists relations and is expected to retain this function in addition to his new duties.

Tom Rockwell will continue to supervise radio. Dan Hollywood remains as an assistant to Philbin.

WOOK Buys "Dook"

WASHINGTON, Nov. 15.—WOOK, of near-by Bethesda, Md., making a heavy play for the Negro listening audience of the Washington area, this week became one of the first stations in the country to sign up for the Duke Ellington transcription series put out by WMCA, New York. Other WOOK features devoted to Negro listeners include broadcasts of the football games of Howard University and a disk-jockey program conducted by a Negro.

NBC To Televis Exclusive Philly Convention Pick-Ups

(Continued from page 3)

president, Jack Poppele, of WOR, heads the committee in charge. Poppele this week appointed numerous sub-committees (housing, facilities, video newsreels, traffic, etc.) to draft plans for those elements. Announcement of a meeting attended by reps of the different television companies to draw plans immediately was interpreted as meaning pooled coverage thruout.

However, NBC now plans to share only those pick-ups made directly from the floor of the convention. Other NBC originations from within the hall—interviews, etc.—will be exclusive, as were the entire NBC transmissions from the 1940 conventions, the first ever telecast. The 1940 coverage provided a great stimulus to television, and NBC expects

the 1948 coverage to exceed that immeasurably.

Altho there is only one coaxial cable link between New York and Philadelphia, NBC has a two-way radio relay between those two cities, as well as a one-way (northbound) relay between New York and Schenectady (WRGB). In addition, NBC undoubtedly will be the only video network on the air next June with a Boston affiliate (Westinghouse's WBZ-TV) and thus will be able to take advantage of the new radio relay link opened this week. Yankee Network, which recently began its TV construction, is not expected on the air by the June convention deadline.

When occasion arises for a determination as to which company is to have use of the coaxial out of Philly, decision is to be made by the traffic group set up by TBA.

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

Unsurpassed in Quality at any Price

NO NEGATIVE CHARGE—NO EXTRAS OF ANY KIND

100, 8"x10", \$6.73
1000, 8"x10", \$55.00
Fan Mail Photos
1000, 5"x7", \$34.00
1000 Postcards, \$22.00

MAILED ENLARGEMENTS
30"x40" \$3.85 EA.
20"x30" \$2.50 EA.

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

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BRYANT 9-1723 N.Y.

WE DELIVER WHAT WE ADVERTISE

COMIC STRIPS STAMPEDE TV

Durban Says TV Stations Neglect Client Relations; Too Engrossed With Policy

U. S. Rubber Exec Urges More Attention to Sponsors' Woes

NEW YORK, Nov. 15.—Television station operators are neglecting the all-important question of client relations, Charles Durban, assistant director of advertising, U. S. Rubber Company, told the Radio Executives' Club here this week during the course of a television seminar held under the club's auspices. Durban was one of nine speakers to address the luncheon meeting Thursday (13). In an exclusive interview after his talk, Durban expounded his views for *The Billboard*. While he did not feel he wanted to identify active national sponsors in video, he stated his experience had shown repeatedly that top management executives are too remote from everyday tele problems bearing on client-station relations. He said this certainly was not a matter of willful neglect, but rather a preoccupation with serious policy matters, including problems concerning expansion, finances and networking.

As a result, Durban explained, clients come in contact with "lower echelon" specialists whose own preoccupation, in turn, is primarily technical and who therefore have virtually no concept of client problems. He cited one instance involving sponsorship of a sports event which, on the air, showed a serious flaw. Even tho a complaint was filed, the technician involved refused to make the requested change until the sponsor, three days later, brought the matter to a veepee. Durban also cited instances where client representatives were horsed around by studio attendants. Telecasters, Durban said, should participate in "the development of the customer's objectives."

Other Speakers

Other speakers included Frank Mullen, NBC exec veepee, who spoke of TV's terrific potential and predicted coast-to-coast operations by 1950 and service to 22,000,000 by the end of '48; Lawrence Phillips, of DuMont, who stated that networks, because of competition from other forms of showbiz, will have to program most stations due to a paucity of local talent; Paul Mowrey, who said his network, ABC, planned to emphasize news as program source material; Ralph Austrian, of Foote, Cone & Belding, who called for telecasters to provide ad agencies with up-to-the-minute audience data; Jack Poppele, of WOR and Television Broadcasters' Association president, who discussed problems of an AM station getting into video; Leonard Hole, of Columbia (CBS), who reported on that web's activities in building a tele network (*The Billboard*, October 25), and Tom Hutchinson, who discussed production problems.

F. M. Flynn, president of *The New York Daily News*, set forth some of the problems his paper had encountered in getting its video station into operation (scheduled for early '48), commenting on the problems of equipment, staff, programs and competition with experienced broadcast-ers. He also stated that *The News* still hoped to get into radio, despite the recent rejection of its FM bid by the FCC. He stated that this would not be done, however, by purchase of an existing facility, altho several such offers have been made since the FCC's action.

Richard Hubbell was the seminar moderator.

Sen. Pepper Mulls Bill To Allow Tele From Capitol Hill

WASHINGTON, Nov. 15.—Television developments this week, spotlighting the nation's capital as a top special events center, are causing Sen. Claude Pepper (D., Fla.) to ponder the possibility of amending his perennial "Congressional Broadcast" bill to provide also for regular telecasts of Capitol Hill debates. Pepper has been trying for the past two years to get authorization for daily broadcasts thru a reluctant Congress.

Pepper's video interest was spurred this week by the first live telecast of a congressional hearing when WMAL-TV also fed the telecast to WNBW and WTTG in Washington, with a New York relay cancelled because of temporary failure of the coaxial cable.

Coincident with the Senate telecast, Associated Press (AP) opened its first video-newsreel unit as a regular part of Washington coverage by the AP News Bureau. According to AP, the unit is the first in a number to be set up in news centers to provide service for video outlets affiliated with AP. A London unit is expected to be set up in time to cover the marriage of Princess Elizabeth.

Tenn. Williams Play First NBC-ANTA Bill

NEW YORK, Nov. 15.—First program to be televised by the National Broadcasting Company (NBC) in cooperation with the American National Theater and Academy (ANTA) will be *The Last of My Solid Gold Watches*, by Tennessee Williams, November 30. Producer Vinton Freedley and actor Charles Laughton will introduce the series. Cast is not yet set for the Williams piece.

The NBC-ANTA series (*The Billboard*, November 8) is the web's second video tie-up with a legit company. The NBC-Theater Guild tie-up was concluded prior to the ANTA arrangement.

Hat Foundation Sets Coast Tele Campaign

LOS ANGELES, Nov. 15.—First use of television here by Hat Research Foundation, Inc., will begin December 13, with start of a film spot series over Paramount outlet KTLA. Contract, which calls for an 8 p.m. spot three

That's "Life"

NEW YORK, Nov. 15.—The television industry expects to get one of its top publicity breaks November 28, when *Life* will publish a piece on television thruout the United States. Mag's photographers have been working on pix at video outlets in New York, Los Angeles, Detroit, Chicago, Washington and Philadelphia. The layout, a 10-page job, has been in the works for about nine months.

ATT Launches N. Y.-Boston Radio Relay

Big Step in Tele Networking

NEW YORK, Nov. 15.—Television networking made a major gain this week when American Telephone & Telegraph Company (ATT) Thursday (13) inaugurated radio relay service between New York and Boston. The system, based on microwave relays perched atop seven hills between this city and the Hub, can handle several hundred phone conversations and a limited number of television transmissions simultaneously.

A demonstration of the facilities also inaugurated the world's longest existing television network, flashing images from Boston to Washington and vice versa, some 500 miles. The pictures were routed thru New York City, the coaxial cable between New York and Washington serving as a second link in the network and proving the possibility of combining radio relay and coaxial transmission.

Opens Big Market

The New York to Boston link cost an estimated \$2,000,000 to install. It opens in conjunction with the Washington hookup, a market of 25,000,000 potential television viewers. A New York to Chicago relay system is now under construction and further experimentation will determine which transmission system is the more practical. The Chicago line is to be finished in about 18 months.

The ATT demonstration, which used both live pickups and film, resulted in an excellent picture, with no loss of fidelity in transmission. Program was aired by WABC, WCBS-TV and WNBC in New York; WFIL-TV and WPTZ, Philadelphia; WMAR-TV, Ba'timore; WMAL-TV, WNBW and WTTG, Washington, and WRBG, Schenectady.

As matters stand now NBC will benefit most thru the Boston link, since its affiliate, WBZ-TV (Westinghouse) is to be the first Boston telecaster, due on the air in a few months. Yankee Network's tele station is now being built, with service due probably in the fall of next year. Since there are now no Boston video facilities, NBC mobile equipment did the pickup for this week's demonstration.

times weekly, was set by Grey Advertising Agency and John Dickinson, of Paramount's New York video office.

Spots stress selection of style and color of hats, and health protection derived from sporting lids.

Five Outfits Now Readying Video Funnies

"Name" Cartoons Signed

(Continued from page 3)

a set of animated characters called Telekins.

Conflict over use of the Telecomics name this week drew a protest from the Slesinger subsidiary, which may be a prelude to legal conflict over its use. John Howell, veepee of the firm, said they have been protected both copywise and titlewise for nearly a year, and intend to investigate any transgression of the rights.

Samples Shown

Saphier said his version of Telecomics, Inc., was organized by two former Disney animators. A demonstration of Saphier's sample films at National Broadcasting Company (NBC) revealed a couple of blood and thunder juvenile serials titled *Kid Champion*, a fight opus, and *Jim Hardy, Ace Reporter*. A change of pace was the cartoon version of Anatole France's classic story, *Our Lady's Juggler*. Semi-animation process had drawings change about once per second, with some held longer or shorter, according to the dialog. Sound strip behind the cliffhangers had voices impersonating the characters dramatizing the action, while the France story was told by a narrator.

Described as a combination of comic strip and radio serial techniques, Saphier's shows featured original characters, unlike the newspaper comics offered by several other firms. But Saphier said his outfit, too, might attempt to secure newspaper comics should he find any demand for them. His shows will have 12 minutes of story and three minutes of commercial and will be turned out for weekly showing. Cost to sponsor for rights for each 15-minute saga will be about \$2,000 for use in eight video markets. Saphier said that should sponsor demands require, he would produce daily five-minute episodes or tri-weekly 10-minute shows. Delivery can be promised four weeks after signing of contracts, with commercials prepared according to specifications.

Name Comics Signed

Perhaps the most significant announcement of progress came from Century Television Corporation of which Smith Davis, station and newspaper broker, is president. Century has lined up an imposing list of name comics for exclusive representation in video, including Ham (See *Comic Strips Stampede*, page 17)

Real GLOSSY 8x10 PHOTOS



\$2.95

FOR 25

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

250 POST CARDS \$7.15

MULSON STUDIO

NO NEGATIVE CHARGE DEPT. C, BRIDGEPORT 8, CONN.

Jack Eigen Show

Reviewed Wednesday (12), 8:45-9 p.m. Sustaining over WABD, New York. Producer-director, Charles A. Furey. Writer, Jack Eigen. Cast, Jack Eigen and guests.

This may not have been a representative show to catch for review purposes, mainly because Milton Berle was guest, and when Berle throws his script and inhibitions out the window, belly laughs are the order of the day. Such definitely was the case here, once the comic made his appearance about midway thru the show. After his entrance, Berle took over, and his japery and mugging evoked strong response from the guests sitting in at the Wanamaker studio, as well as from viewers.

Two weakest gimmicks on the show are adaptations from radio, not at all geared for the visual medium, and should be modified or dropped. One has Eigen answering telephone calls, and the other playing records. Both of these are sheer waste of camera opportunities, offering nothing better than straight shots of Eigen talking into the phone or humming along with a record, or looking at a guest.

Speaking of guests, besides Berle, this show featured a beautiful brunette named Louise Hyde, who has trekked in from Chattanooga to seek a career in show business. That wasn't over-lighting on the program—it was merely Miss Hyde radiating. Fortunately, cameramen had the good judgment to pan to Miss Hyde for a good portion of the record-spinning sequence, making it pleasurable indeed. How it must be on weeks when one must look only at Eigen!

Gossip-Reading Stint

Other major factor on the show was the reading of miscellaneous gossip by Eigen, which neither adds nor subtracts from the show's value. If Eigen can maintain a guest policy which brings on guests as lovely as Miss Hyde and as funny as Berle, success of the show is assured. He (See Jack Eigen Show, opposite page)

Kiddie Party

Reviewed Thursday (13) 7:30-7:45 p.m. Style—Kid show. Sponsor—Philco-Cough Industries. Agency—Cecil Noble. Directed by Bud Cole. Produced by Larry Finley. Over KTLA (Paramount), Hollywood.

For the kiddies, this seg is a winner. For the proud parents whose youngsters appear on it, it's another good reason to like tele.

Format is simple: Ventriloquist Shirley Dinsdale and her doll, Judy Splinters, entertain a group of youngsters. Kids jabber, sing songs, and generally put on a cute show, with the capable Miss Dinsdale filling her hostess chores in a likable manner. In addition to possessing a quick wit for ad lib patter, she has developed a sympathetic understanding of youngsters that makes them feel at home and warms the hearts of parents in the viewing audience.

Moppet show is a good idea, since sponsor aims his sales pitch at adults thru their kids. Also, seg sells kids on the tele now, building a future booster for the airpic medium.

Only trouble here is the time slot it holds. Kid show would be better off aired during the late afternoon, leaving the 7:30 time period open for segs that would appeal to an adult audience. Lee Zhito.

HOWARD PHOTO REPRODUCTIONS

No Order Too Small or Too Large. Enlargements mounted, 20x30, \$2.00; 30x40, \$3.00. Photo post cards, 2¢. 24-hour service. Mail orders coast to coast. Write. Call. Free Sample Kit.

Howard Photo Service, Dept. B 168 W. 46 St., New York 19, N. Y. BR. 9-2490



John Ferguson

Reviewed Sunday (9), 8:30-9:53 p.m. Drama by St. John Ervine; produced jointly by the Theater Guild and National Broadcasting Company. Guild director, Denis Johnston. Technical director for NBC, Albert Protzman. Sets, Bob Wade. Cast: Thomas Mitchell (John Ferguson), Joyce Redman (Hannah Ferguson), Grace Mills (Sarah Ferguson), Barry McCullom (Clutie John), Vaughn Taylor (James Caesar), Louis Beachner (Andrew Ferguson), Neil Fitzgerald (Police Sergeant), Lawrence Fletcher (Henry Witheron), and Ralph Cullinan (Sam Mawhinney). Sustaining via WNB, New York; WRGB, Schenectady; WPTZ, Philadelphia, and WNBW, Washington.

It will hardly be news to consistent viewers that, given expert direction, production, sets, costuming, lighting, camera work, audio handling and acting, video can equal the best that motion pictures or the legitimate theater has to offer. It may also come as somewhat of a surprise to some viewers, as it did to this one, that, given top-notch production, directing and acting, television can even sustain interest thru more than 60 minutes of a badly outdated melodrama.

In reviewing the original Theater Guild production of John Ferguson (issue of May 24, 1919), The Billboard said: "... will carry lasting memories for those fortunate to have seen it."

Stem critics did nip-ups over Ervine's John Ferguson when it premed at the Garrick on May 12, 1919, and it may have gotten the then fledgling Theater Guild off the nut, but from this 1947 seat it is strictly a beer garden meller, posing the ancient (even in 1919) problem of the dastard who is going to foreclose the mortgage on the poor family's farm. Only out is for the daughter to marry a sniveling schnuk who will put up the money if she does. True, Ervine's version has several twists, if they can be so termed. The gal is "ruined" not by the weakling proposing marriage but by the mortgage holder. And the intendedly ironic failure of the farmer's brother to get the money to cover the mortgage off in an early enough mail which would have obviated all complications. The Ervine unhand-me-you-cur plot also attempts to bolster itself by making bankrupt farmer Ferguson a deeply religious man who stands by his faith even to the point of thinking kindly of a big bum who just got thru throwing away the key on young Miss Ferguson.

Excellent Tele Job

All of which points up even more emphatically the excellent, painstaking job turned in by virtually all hands on this Theater Guild tele preem. Standouts in an almost uniformly finished and moving set of performances were those of Vaughn Taylor as Caesar, the schmo who wants to marry the gal; Joyce Redman as the Ferguson daughter, Thomas Mitchell as John Ferguson, and Barry McCullom as Clutie John. Taylor, incidentally, is rapidly developing into one of video's most versatile performers, having done excellent characterizations in such recent and varied shows as Chekov's Marriage Proposal and the psycho-meller, Little Brown Jug.

Bob Wade's interior of a poor Irish farm house deserves special mention, as do the direction and technical piloting of Denis Johnston and Albert Protzman, respectively. With The Late George Apley scheduled for early December as the second in this series of six TG-NBC dramatic offerings video is a cinch to get a plenty solid dramatic shot in the arm. All the Guild and WNB folks have to do is maintain the pace set on this opener.

Idea of giving Ferguson a gala Broadway opening night flavor by (See John Ferguson on opposite page)

Skull Session With Sam Chase

Reviewed Sunday (9), 1:30-2 p.m. Sports show, film clips, diagrams and live commentary. Sustaining via WABD, New York, and WTTG, Washington. Producer-narrator, Sam Chase. Co-ordinator, Bob Mellville. Projectionist, Steve Preston.

Working under the dual handicaps of being unable to get the film with which he's to work until 24 hours before show time, plus technical limitations of 16mm. projection equipment, Sam Chase struggles valiantly to make this pre-Yankee football game telecast a real skull session. Idea behind the show is good. Before the telecast of each New York Yankee home game (from the Yankee Stadium), Skull Session attempts to whip up interest in the game by showing in diagram and film clips the key plays used by Yankees and opponents (in this case Frisco's '49-ers) last time the two teams met. Since Yankee coach Ray Flaherty, however, won't release the film until the Saturday afternoon prior to telecast, Chase has just hours (if he works all night) to select appropriate clips. Obviously this makes it difficult if not altogether impossible to pick the most interesting and illustrative portions of film and put them together into a well-integrated whole. This is especially true since Chase must get diagrams of plays to be shown from respective team's coaches well in advance of Saturday. This combination of circumstances resulted, on show caught, in one instance where a diagram of an intricate Yankee pass play was shown, and when film clip of the play was flashed key men in the maneuver weren't even in the picture. Limited time available to Chase and technical difficulties also resulted in this play's being shown some five plays after the diagram had been flashed, which made for confused viewing.

The Skull Sessioner also occasionally missed a bet on proper highlighting of plays, as for example when he concentrated his patter on quality of Yankee back Eddie Prokop's runback with an intercepted pass instead of pointing up superb blocking which made the run possible. All in all, however, Chase has a well-modulated, pleasant delivery and if he can iron out some of the obstacles inherent in attempting the skull session technique the show should shape up. If not, Chase might be wise in dropping the blackboard effort and concentrate on a new twist. Joe Csida.

Let's Pop the Question

Reviewed Sunday (9), 8:30-9 p.m. Quiz show with guests presented sustaining via WFIL-TV, Philadelphia.

Radio's telephone quizzers transposed to television, as presented here, make for a lively and entertaining weekly half-hour stanza that's all the more inviting for the viewing. George Cahan, a cheerful and gracious lad, sustains a fast and breezy pace thruout. With a fem foil, the "dumb Dora" type but a looker, on the assist, they establish a personal relationship with selected viewers via the telephones.

Pictures of famous personages are placed before the cameras, with Cahan casting a hint or two. Telephoning from a list of set owners postal-carding to the station that they will try for the prizes, both Cahan and the gal, Janie, share the phone conversation. They take in a half dozen questions during the period, none real stumbers but enough to arouse the interest of all lookers-on. Winners have a choice of any one of 10 books or five record albums, all (See Let's Pop on opposite page)

Swing Into Sports

Reviewed Monday (10), 8:35-9 p.m. Style, interviews, live. Sponsor, Transmirra Image Refiner (participating); station, WABD, New York. Producer, Bob Loewi. Technical director, Frank Bunetta. Co-ordinator, Herb Schwartz. Camera-men, Ed Bezares, Len Messina. Cast, Joan Kerwin and Chuck Tranim, regulars. Guests this show, Mabel Scacheri and Victor Keppler.

With its accent usually on home sports and hobbies, Swing Into Sports has been aired over the DuMont outlets for some time. As a low-budget live production, the concept behind the show is a fresh one which should provide interesting and relaxing diversion for home viewers—the kind of program badly needed by video. Execution, however, falls somewhat short of concept, altho it has improved considerably in recent weeks.

Handling of the program's personnel and guests needs stronger organization to approach the satisfactory use made of limited sets. Guests on show caught, which dealt with photography, included newspaper columnist Mabel Scacheri and photographer Victor Keppler. Joan Kerwin and Chuck Tranim are the regulars who host on the show. Miss Scacheri and Keppler both seemed to be genuine characters with salty personalities, but too little of this was permitted to come thru. Tranim and Miss Kerwin, on the other hand, went thru strictly stock opening, transitional and closing motions, which could stand brightening.

Ramble Along

Show was weakest where it should have had greatest impact: in demonstrations by the guests of what makes for good photography and why, using sample photos. Each was permitted simply to ramble along at will for a considerable time, flipping over photographs standing on an easel. But the comments sounded as tho the speakers were simply told to simply go ahead and say whatever they wished, for they lacked real pace, contrast or pertinent information. Especially was this true about Keppler, who merely went thru a number of photos he made for commercial advertisers but hardly touched on what makes for good photography. While Miss Scacheri came closer to this, she drifted off on too many tangents and stressed individual details rather than capsuling general elements which mark good photography.

The show used devices which seemed too mechanical and contrived. Guests each took over for rambling monologs noted above, which were abruptly broken up by Miss Kerwin, apparently on a time cue. Considering that the guests on this show were really interesting looking people, but after all, not primarily entertainers or public speakers, some better means than monologs ought to have been found to bring out their personalities. Had they been permitted to appear together more, it might have made for greater interest.

Camera Work Okay

Camera work, by and large, was good, altho cuts from one camera to another were occasionally too abrupt. The introductory shot showed nice imagination, with reproduction of Miss Scacheri's column brought in first, and Keppler's book superimposed on it. Bob Loewi, who produces, is on the track of an interesting program. He must integrate the elements more carefully, however, to come up with a perfect whole.

Midway in the show was a commercial for Transmirra Image Refiner, which fits over video receiver's tube. Tranim demonstrated how it is applied, and a slide followed which listed places where it could be purchased. Sam Chase.

Rose Bowl Game To Be Televised By H'w'd KTLA

HOLLYWOOD, Nov. 15.—KTLA's Klaus Landsberg pulled the neatest plum in Coast tele history last week when he sewed up the Rose Bowl's New Year's game with an exclusive tele rights pact. National Broadcasting Company (NBC) holds the exclusive video-radio rights to the gridiron classic and had expected to scan it this year. However, inability to get its tele station here in operation in time for the New Year's event necessitated NBC's handing it over to the Paramount outlet. NBC will film the game, fly the prints to New York and show them via its New York TV outlet, WNBC.

Understood clause in NBC's deal with the Rose Bowl Association calls for the net either to arrange for the game's scanning or lose its exclusive tele rights hold. Since NBC's first radio coast-to-coast origination from here was the broadcast of the Rose Bowl game, net had planned on using the telecasting of the football event as a fitting kick-off for its Hollywood video station.

KTLA devotes a full 40 per cent of its air time to sports remotes. The other 60 per cent is split equally between special event remotes, live studio shows and film.

LET'S POP

(Continued from opposite page) shown before the camera at the start of the show.

Breaking in nicely into the quizzing is the introduction of studio guests. When caught, Cahan brought in Joseph Shallit, local lad whose first book came off the presses this week and was included among the prizes. The camera-shy young author finally warmed up, and as the writer of a whodunnit, made a perfect program tie by popping a question dealing with famous characters in detective yarns which viewers were asked to identify.

Second guest was Russ Taylor, Philly tenor, who sang along with one of his own recordings.

The show is produced by the station's Ted Estabrook, and it's one of the few genuinely entertaining shows on local video lanes.

Maurie Orodener.

THIS IS NORA

(Continued from page 13) routine tradition of daytime radio. Scriptor Julian Funt knows the technique well and the actors project the roles capably. The stuff shapes up as old hat, but commercial.

Commercials for Toni stressed the low cost of the Home Permanent Wave kit and its ease of application. High point of the commercial pattern was the appearance before the mike of a woman, obviously a homebody, who told how she puts that there stuff on her noggin and goes about baking her cookies with no time lost.

Paul Ackerman.

IH MAPS PLAN

(Continued from page 4) varies, with the South and Southwest going more for heavy hillbilly and Western music, while Midwest and some Eastern dealers swing into a standard vaude package. Talent on the shows works only five days per week, with the week-ends open to do club dates in larger cities near by to the rural areas in which they are working. Largest packages carry from four to six musicians, with three and four standard acts, while smaller acts may carry only a musician who can do a solo spot plus a singing pianist and two acts.

Northwestern U. Prof. Invents New Color Tele Viewer

CHICAGO, Nov. 15.—A new color television viewing tube for receiving color pix was described here last week by its inventor, Arthur B. Bronwell, professor of electrical engineering at Northwestern University, during the national electronics conference at the Edgewater Beach Hotel. Conference, attended this year by 2,400 educators, engineers and scientists, is sponsored yearly by Northwestern's Technological Institute.

According to Bronwell, the new tube differs from other color tubes in that it is the only system with a composite viewing tube and a single electron gun. Other tele color systems have three tubes and two or more electron guns, he stated. He also added that the new tube is being developed at the DuMont Laboratories at Passaic, N. J.

"The chromoscope is a relatively simple, all-electronic device and would add only a small cost to the present black and white television receivers," Bronwell stated.

Low-Priced Video Sets Promised Soon

CHICAGO, Nov. 15.—Following last week's announcement by the Hallicrafter Company that it was prepared to sell a seven-inch screen table model video receiver retailing for \$169.50, other radio manufacturers here this week got on the television bandwagon and announced they would have their video lines on the market in the near future. Most of the new companies are planning low-cost sets. These plans, trade says, constitute a trend which will result in quick growth of television as a mass audience medium and make video available to lower income families not able to afford more expensive sets produced to date.

Motorola, Inc., announced a new table model to sell for less than \$200, including installation. Sentinel Radio Corporation plans to have a "reasonably priced" set ready for market in 1948. In addition, Admiral plans to have a new receiver at the Furniture Show in January and Sonora Radio & Television Corporation plans to have a low-cost set on the market early in 1948.

JACK EIGEN SHOW

(Continued from opposite page) need only needle them enough to bring out the best.

Berle needed little needling, however. He greeted Miss Hyde by telling her he knew her brother-in-law, Dr. Jekyll. Asked about his career, he responded that he's been in show business since he was five and has the jokes to prove it. Reading one take of Eigen's gossip, he noted that Turhan Bey is squiring Lana Turner as a stand-in for Tyrone, and commented: "More power to him." But it was his mugging that was most uproarious as Berle indicated to the viewers how hot it was under the lights. Show also was interrupted by a phone call to Berle and Eigen from Bob Hope, aboard a liner just out of New York en route to the royal wedding.

What caliber of guests Eigen can lure in the future will determine the ultimate fate of the show. On this particular night, it offered a glimpse of video at its funniest.

Sam Chase.

Comic Strips Stampede TV

(Continued from page 15)

Fisher's Joe Palooka, Chicago Sun's Barnaby Clifford MacBride's Napoleon and Uncle Elby, Bell Syndicate's Mutt and Jeff and about 20 other well-known characters. Initial plans call for selling rights to these characters for use in one-minute animated film commercials, but Century also plans to enter production in January on a sample 10-minute film based on Joe Palooka. Two salesmen currently are making the agency rounds.

The Telecomics, Inc., firm, an outgrowth of the Stephen Slesinger organization, already has prepared a joint radio-television deal around King Features' King of the Royal Mounted, with purchaser of tele rights acquiring an option on radio rights as well. Unlike all the others, this version uses the traditional comic strip balloons for dialog. Sound is optional. Show will be available to one sponsor only for all video markets and may be had in five or 10-minute version. Five-minute show with sound track costs \$500, while silent version with script for reading by local announcer is \$250. Ten-minute sound version is \$1,000, while silent-script cost is \$500.

United Features comics are represented for video by Ed Reed, of the New York office of The Des Moines Register-Tribune syndicate. These, including Lil' Abner, Nancy and about 10 others are available both for use in commercials or as programs.

The New York Daily News Syndicate, which controls such comics as Moon Mullins, Little Orphan Annie, Gasoline Alley and Harold Teen, is understood to be preparing video shows based upon these characters. First rights likely would go to the News' own New York tele outlet, which will open next spring, with subsequent rights in other markets undoubtedly to be made available to sponsors or stations.

AIRBORNE VIDEO SHOW

PHILADELPHIA, Nov. 15.—First airborne video show to be presented over a commercial station was broadcast November 2 on WPTZ, Philco outlet, in a show called Operation Willow Grove from the naval air station at Willow Grove, Pa. Show, which lasted two hours and 15 minutes, featured air-to-air and air-to-ground television shots of the maneuvers by the station's reserve pilots.

JOHN FERGUSON

(Continued from opposite page) having mobile cameras shoot interviews with celebrities (TG's Theresa Helburn, Rosamond Gilder, NBC Exec Veepee Frank Mullen, Lawrence Langner) in the "lobby" of the RCA building on their way to the studio before the play started was good, too.

But the choice of Ben Grauer as the interviewer was unfortunate. Grauer is a competent radio announcer, but he is not similarly qualified as a video interrogator. He has the unfortunate knack of never actually speaking, or at least never seeming to speak, directly to the person he's interviewing. When they answer his questions, he conveys a distinct disinterest in what they're saying. On this occasion, while Theater Guild Exec Director Lawrence Langner was answering a query Grauer had put, Grauer pulled a sheet of paper out of his pocket and started to consult some notes. If this was Grauer's first time it would be forgivable, but he's been on enough telecasts to know better. Last special occasion out (Razor's Edge opening at Roxy) he did the same thing.

Joe Csida.

Freedom Train Route

(Continued from page 4)

February 13	Del Rio, Tex.—S. P.	(Friday)
February 14	El Paso, Tex.—S. P.	(Saturday)
February 15	Santa Fe, N. M.—S. P.-A.	(Sunday) T. & S. F.
February 16		(Monday)
February 17	Albuquerque, N. M.—A. T. & S. F.	(Tuesday)
February 18	Douglas, Ariz.—A. T. & S. F.	(Wednesday)
February 19	Tucson, Ariz.—S. P.	(Thursday)
February 20	Phoenix, Ariz.—S. P.	(Friday)
February 21	Yuma, Ariz.—S. P.	(Saturday)
February 22	San Diego, Calif.—S. P.-Colton-A. T. & S. F.	(Sunday) George Washington's Birthday
February 23	Los Angeles—A. T. & S. F.	(Monday)
February 24	Los Angeles, Calif.—A. T. & S. F.	(Tuesday)
February 25	Pasadena, Calif.—A. T. & S. F.	(Wednesday)
February 26	Pomona, Calif.—A. T. & S. F.	(Thursday)
February 27	San Bernardino, Calif.—A. T. & S. F.	(Friday)
February 28	Riverside, Calif.—A. T. & S. F.	(Saturday)
February 29	Bakersfield, Calif.—A. T. & S. F.	(Sunday)

NOTE: Or other desirable sites within vicinity of Los Angeles

PITT OPS FIGHT TAX

(Continued from page 3)

where ice shows, rodeos, fights and indoor circuses are held; Moe Silver, Warner circuit zone manager; Roy Hamey and Tom Johnson, of the Pittsburgh Pirates baseball club and owner of Forbes Field, where the Police Circus is held each year, and Tom Beagle, promoter of concert attractions as Syria Mosque.

Same as Philly Tax

The proposed law is the same as the Philadelphia tax bite and, even tho the committee knows the futile fight the Philly ops put up, it is still determined to go to any extremes to prevent passage.

The niteries, which will be taxed 5 per cent under the law, formed a committee Monday (10) to fight the levy but decided against any drastic action until the public hearing was held. The committee is composed of Nat Nazarro Jr., AGVA international representative; Gene Urban, president Local 60, AFM; Joe Hiller, representing the agents; Jackie Heller, of the Carousel; Tony Conforti, of the Nixon, and Len Litman, of Mercur's Music Bar.

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PUB & DISKER, CAT & MOUSE

Ban Approach Causing Wild Rush in Wax

Jockeying for Position

(Continued from page 3)

that will be worked on only months after the A tune?

Amidst the confusion, diskers point out that their normal pains with release dates and exploitation promises by pubs will also be felt during a Petrillo ban, e. g., in years gone by, the diskers time and again held back recordings of film songs because pic companies postponed release dates of filmicals.

Altho waxers frankly don't expect to keep pubs completely on the "date" ball, they do figure that by careful-enough insistence and such gimmicks as letters of record they hold pubs more to their word than otherwise. Diskers are in the position, they maintain, of having to preserve any advantage they can get. The Petrillo ban leaves them with little recourse for a lot of simple eventualities. Suppose, for example, one artist hits with a plug tune big; how can they be sure they've got enough hit-caliber "plug" tunes for that artist to follow up within a sensible period? If another record company breaks out with a tune early, then nothing will help the release date promises; if each pub has 12 "sworn" plug tunes for next year, how many can be covered?—the investment in recording costs is nothing to shake off lightly when frequently in the past pubs have "used" diskeries as their sounding-board for determining actual plug tunes. In other words, only when a given record stepped out and created excitement would some pubs really swing their staffs behind the tune. Of course, some of the major pubs have stuck closely to "we'll work on it" promises, but others have clouded deeds with words, say the record men.

Approx. Working Dates

The result, currently, is that major labels are parrying pub pressure with the demand for approximate working dates. They are flatly demanding that pubs furnish them with "approximate" exploitation dates on the songs submitted before they will be recorded. The diskers say they "realize the pubs problem in fixing exact dates. But they must have some idea as to 'about-when'; if not, they had better fix a period and stick to it, else no wax. We recording men have our own biz problems—without an approximate date from the pubs how are we going to pair up plug songs on one record? What's to prevent a situation whereby Bing Crosby's or Frank Sinatra's A side of a disk features a plug tune to come out in spring of '48 and the B tune is not worked on by another pub until late fall of that year?"

Diskers say it's a case not merely of "pinning pubs down" to calendar dates on their new tunes but of possibly meaning a tremendous waste of money which in the long run will bounce back against the pubs. A diskery figures to have enough trouble next year with artists who shoot out with a hit tune and then have no "plug" with which to follow up (See Pub and Disker on page 21)

Petrillo -- This Week

ON THE Petrillo front this week activity slowed down to much inanimate idle talk and little activity. The Inter-Industry Music Committee, the Phonograph Record Manufacturers' Association, disk execs—even Petrillo—were all standing by the status quo waiting for the skedded Wednesday (19) meeting between radio reps and the American Federation of Musicians' (AFM) chieftain. It has been generally expounded in the disk biz that Petrillo's chief interest is radio and that if he could exact suitable terms from the radio people, the diskers probably would be able to settle in short order with AFM. So all eyes are on the Wednesday meet to see if Petrillo's radio demands will in any way have a bearing on his current record stand.

From the typewriters of the Broadway columnists the most ridiculous inaccuracy of all appeared this week. On several occasions they pointed out that diskers wouldn't have to pay Petrillo his royalties after the first of the year. Diskers themselves actually doubt that they will be able to avoid paying Petrillo after the first of the year since they believe they may have to pay the royalties for all records pressed from masters cut under the current royalty pact. The Taft-Hartley provision against "royalties" did not effect "existing contracts" but set July 1, 1948, as the date when, regardless of expiration, the law applied. Diskers may be required to pay thru the provided maximum date since their royalty pacts run five years and were signed in 1944.

Other trade quarters now advance the theory that AFM political strategists may have intentionally tipped their ban mitt early (initial notice was made at AFM convention in June) in order to placate name ork leaders. It is believed that the AFM feared that "names" would have raised loudest gripes about the ban and used the "early notice" device to placate them. The names figure to build up a large enough backlog of masters to last for a number of years. Such reasoning seems inconsistent with the usual line of Petrillo action. But most name orksters have voiced support of the Petrillo recording stand.

One slight glimmer of sunshine was introduced this week when it was heard in Chicago that AFM officials had met with and had granted permission to army and navy officials to continue to cut transcribed shows beyond the December 31 ban date. Armed forces have been conducting drives thru the aired transcriptions and are planning to continue heavily in the field in 1948.

Meanwhile Petrillo arrived in New York late this week to prepare for the radio meet and rested incommunicado in his Waldorf-Astoria suite.

802 Puts Rein On Free Music For Benefits

Sets Cuffo Requirements

NEW YORK, Nov. 15. — Charles Iucci, secretary of the American Federation of Musicians (AFM), Local 802, this week issued the first formal declaration of the union's policy in regard to the contributions of music to benefit performances. Until now operating on a loosely constructed benefit policy, Local 802 will henceforth allow no free benefit performances, said Iucci, except in two special cases. One case is where all performers and contributors (including printing, food concessions, hotel or ballroom rent, etc.) offer their services free of charge. The other is where the entire gross proceeds are turned over to charitable purposes.

According to Iucci, the announcement amounts to a tightening of union policy and simplifies administration of a problem that has proved difficult to keep in hand. Local 802 receives an average of 15 requests per week for clearance of musicians for benefit performances and, according to Iucci, is hard put to determine the worth of all requests. Further, he added, some musicians have pressed for free performances, feeling that such gratis work will lead to other private engagements and the current edict amounts to a leveling off which will keep the situation well under the union's jurisdiction.

Wax Studio, Presser Assn.?

50-Cent Label Being Readied By Signature

NEW YORK, Nov. 15.—Signature diskery this week revealed that the firm was preparing (for early marketing) a new 50-cent label to be called Signet. New low-priced disk is being put out with a direct eye on the juke box field and will feature platters designed mainly for taverns which will not run longer than two-and-a-half minutes. Some of these disks will feature the first chorus. Current Signet planning, at least at the outset, calls for monthly releases of two disks per month.

Signet releases will consist mainly of new cuttings, but several reissues also will be tossed in. Initial release will feature Floyd Sherman, whose work is aimed at tavern trade and who will become top artist on the Signet label, doing *Till We Meet Again* and *Don't Cry Little Girl*, and a Monica Lewis reissue of *Made for Each Other* and *Thrill Me*, both sides with Jose Morand's ork. Signature Prexy Bob Thiele is currently considering bringing singer Larry Douglas from the 75-cent Signature line to the new Signet label and also

Dick Jurgens Finally Cracking New York in April

NEW YORK, Nov. 15.—Dick Jurgens, long-time ork fave west of the Alleghenies, finally gets a crack at an important Eastern location—some time next April. Music Corporation of America this week set the ork for an engagement at the Roosevelt Hotel here, to follow Lawrence Welk. Jurgens' opening date will depend on the length of the engagement of the current podium tenant, Guy Lombardo.

Jurgens, whose ork now is working at the Claremont Hotel, San Francisco, once before was skedded for an engagement in New York at the Hotel Pennsylvania. This date was canceled, renewing an old feud between the agency and the Penn management, which originally involved the Jurgens ork.

is mulling a deal to get chirp Peggy Mann for the cheap label.

Thiele explained that, altho Signet is being created in order to establish closer Signature relations with the juke box ops, these disks will be readily available for retail trade as well.

May Be Born Early in '48 At Chi Meet

Universal Takes Lead

CHICAGO, Nov. 15.—Strong possibility that the recording studios and independent pressing companies will get together and set up their own association was seen here this week when Bill Putman, president of Universal Recording Corporation, told *The Billboard* that such an org was in formative stages and that a convention would be called here after January 1. Other companies thru-out the country, with which Putman and his key men have discussed need for such an organization, have been receptive.

Altho formation of the group is being precipitated at this time by the pending American Federation of Musicians' (AFM) ban on recordings, the org will not be an anti-Petrillo front. True, it will be greatly concerned with AFM problems, but tech- (See Studio Presser Assn., page 23)

OH! MY ACHING BAND BIZ

Slump Is On In Bookings, Commissions

25% Drop Seen for MCA

By Hal Webman

NEW YORK, Nov. 15.—Eastern band bookers this week revealed that, for the first time since the band biz started slipping at the gate, more than a year ago, their booking charts are beginning to show a slowdown. Hitherto, despite box-office doldrums in the one-nighter belt, bookers carried on with operators who seemed determined to try, try again. But a good many ops have been dragging the bottom of the well due to poor grosses and are finally pulling in the belt—but good. This cutdown in one-nighter bookings, and to a lesser degree in split-week theater bookings, is taking place not only among fly-by-night band biz investors but among regular promoters as well.

Dent in Commissions

The slowdown following the gradual lowering of band prices figures to make considerable dents in agencies' annual total commissions. It is rumored that Music Corporation of America (MCA) band department commissions will drop off this year about 25 per cent, while other agencies will more than likely follow suit.

This drop in commish volume has led to considerable band biz talk that major agencies are removing emphasis from bands and making efforts to offset ork department losses in the motion picture, night club, theater and radio fields. In addition, recent rumors have had it that two major ork agencies may soon put their band departments on the block. But this is all trade speculation.

Lower Guarantees Urged

Some bookers have suggested that band biz's future hinges mainly on the future attitudes of the high-priced leaders in the industry—the Sammy Kayes, Harry Jameses and Vaughn Monroes. The agents point out that if these biz leaders would cut their \$2,500 per night prices in favor of lowered guarantees under provisional contracts which stipulate promotion and advertising guarantees on the part of the operator, it is likely that operators could reap some additional revenue with which to buy some of the orks currently having a tough time staying in biz. Otherwise, many agents feel that the ork mortality list will swell fortissimo.

Agents further point out that the ever-growing tootler scales have been for some time and are continuing to aggravate the current situation. They point out that if band prices continue to fall and tootler scales just remain status quo it will be virtually impossible for many orks to keep going.

JOINS MCA BAND DEPT.

NEW YORK, Nov. 15.—New personnel addition to the Music Corporation of America band department is David Whelan. Whelan, fresh out of the University of Pennsylvania, has no previous band biz experience. He hasn't been assigned to any specific departmental duties as yet.

Shades of Alec Wilder and Hot Lips Levine: Band Biz "New Looks" the Woodwinds

NEW YORK, Nov. 15.—While band bookers moan the blues over the current-box office anemia, musically the ork whirl seems to be going to the woodwinds. Band leaders, scanning the libraries for novel twists to take them out of the doldrums, are turning more and more to symphonic instruments, mainly members of the woodwind family. Some maestros now have got to the point where they frown on sidemen who cannot flail a flute or battle a bassoon. The effect, say band biz observers, is that more and more pop tunes in the ballrooms these days play on the ears like syncopated

Delius, Debussy, etc. Current dance band delving into the longhaired books may be traced to such pioneers as Paul Whiteman, Jean Goldkette and Harry Katzman, who had their eyes on the concert hall techniques when the jazz baby was still in swaddling clothes. But in more recent years arranger Alec Wilder showed the most radical break from the standard instrumentation set-up by utilizing such unorthodox implements as harpsichord, bassoon and oboe for pop-slanted compositions. Such ground breaking had little chance during the heyday of the brassy Goodmans, Dorseys and Millers, but the post-war droop in the dance band field seems to have turned orksters toward the ancient instruments in an attempt to lure attention thru new tonal effects while preserving the post-war "sweet" (See *Shades of Alec* on page 23)

70 Stockholders Sue Cosmo Group Over 70G Lost in Venture

NEW YORK, Nov. 15.—Seventy stockholders of the defunct Cosmo Records Company and three affiliated companies this week filed suit in U. S. District Court to recover approximately \$70,000 that they charge was lost thru fraudulent financial operations.

Named as defendants in the court action were Cosmo officers and directors Harry W. Bank, Rubin Uslander, Harry J. Weiner, Israel Needleman, Nicholas Wells, Trudy Brent and Joseph Meyer. Co-defendants in the suit were officers and directors (See *70 Stockholders Sue* on page 23)

Kearns Toughens; To Spur Congress Check on Ban And Confer With Hartley

"Restraint of Trade" Concept Advanced

WASHINGTON, Nov. 15.—For the first time since James C. Petrillo proclaimed his year-end disk-making ban, Chairman Carroll Kearns, of the House Labor Subcommittee covering American Federation of Musicians (AFM) activities, announced his intention to spur a congressional "exploratory" study of the issue. Kearns made the disclosure to *The Billboard* yesterday (14) shortly after the Pennsylvania Republican reached the capital for the Monday (17) opening of the special session of Congress. Kearns revealed that the congressional study will be embarked upon in two major moves next week as follows:

(1) Kearns will confer with Chairman Earl Michener (R., Mich.) of the House Judiciary Committee, "to ascertain the legal status" of Petrillo's threatened withdrawal of musicians from disk-making, with Kearns voicing belief that the AFM ban, if carried out, will be in "restraint of trade."

(2) Kearns will consult with Chairman Fred A. Hartley (R., N. J.), of the House Labor Committee, on strategy directed at amending the Taft-Hartley Labor Relations Act in order to add a provision making unions liable under the Sherman Anti-Trust Act for any action in restraint of trade.

Change Held Necessary

Altho GOP leaders in control of Congress are cool to the idea of sponsoring revisions to the Taft-Hartley Law prior to the 1948 presidential election, Kearns revealed that he is convinced of "the necessity" for making a drive for amendment of the act. The congressman added that he believes it may even be necessary to try to push for action at the special (See *Kearns Toughens* on page 21)

Biz on Coast Declines to Pre-War Level

Claim Disk Jockeys Hurt

By Alan Fischler

HOLLYWOOD, Nov. 15.—West Coast band biz operation has gone thru a retrogressing process which has led biz back to a 1939 level, according to local top agency band bookers. Coast men point out that bookings are at a pre-war point, costs and overhead are way up and grosses are down—all making for an unhealthy and deflated Coast biz situation. Theoretical solutions are myriad and varied but most bookers believe that the Coast in the future will become a poor stomping ground for any but a handful of choice orks.

Coast tradesters make quick excuses and generally blame one another for current ills. It is uniformly agreed that the slump, mainly centered around a 35-50 per cent box-office drop, is due primarily to a saturation of the Coast territory with too many name orks, sloppy promotion by ops and a lack of co-operation between bookers, orksters and promoters.

Blame Disk Jockeys

Most recent new trade gripe now being openly aired here by both bookers and ops—and a surprising one—is the accusation that disk jockeys have contributed to the biz drop. Such an accusation comes scarcely a year after the spinners were receiving accolades for being band builders. But Coast tradesters are maintaining that the jockeys "have killed the goose that laid the golden egg" by their constant air plugs of ork diskings. Contention is that the spinners have destroyed the veneer of "glamour" which heretofore clicked the turnstiles and that public curiosity to see band faves is not strong enough to bring terpstes into ballrooms at current high tabs. It also is pointed out that overlap of orksters' diskings have cut into bands' disk drawing power, a factor which could considerably dent grosses.

On the other hand, Coast radio men quickly counterclaim that, without wax whirlers, bands which enjoy fame—maybe not riches—would probably still be in obscurity. Charges of the band trade, they say, were nothing but sour grapes.

New Booking Tactics

Bookers here reveal that booking tactics have changed considerably, with most selling only to established promoters today and completely shunning the fly-by-night ops. In addition, agents are insisting on promotion and advertising for each sale, (See *Coast Biz Declines* on page 21)

MAJ. INKS ROSE MURPHY

NEW YORK, Nov. 15.—Majestic Records this week continued its flurry of pre-Petrillo talent grabs by signing a term contract with pianist-warbler Rose Murphy, currently headlining at New York's Cafe Society Downtown. La Murphy, set for an unlimited number of sides to be waxed in the next month and a half, has long been a West Coast cafe standard in the same groove as Capitol Records' flash, Nellie Lutcher.

London Records Hits Snag in Computing Of Import Duties

NEW YORK, Nov. 15.—London Records this week ran into a snag with the Bureau of Customs over the question of which price to use in fixing the 15 per cent import duty. Diskery is importing finished platters from England and must pay duties (there also is a 35 per cent duty on sleeves).

Customs wants to collect duty on the price to retailers, which is 45 cents on the 75-cent retail list price. Duty would come to 6.25 cents per disk. London diskery is trying to get customs to collect on the manufacturer's price to the jobber which runs around 34 cents. Duty would come to 5.1 cents per disk under the London plan. Difference is 1.15 cents per disk.

London execs here hope to have the entire situation straightened out on Monday (17).

Pub-Penner Partner Pallor

Cleffers Tend To Shed "Pub Affiliate" Idea

Buddy Morris Sets Trend

HOLLYWOOD, Nov. 15.—Indications that the top tunesmiths are re-writing their version of the music publishers pot o' gold role in the tune biz can be found in reports here that Edwin H. (Buddy) Morris's relations with film cleffers Johnny Burke and Jimmy Van Heusen will be changed shortly from a "pub affiliate" structure to a "writer participation" basis. The same type of operation, it is understood, will be applied to a projected Morris tie with cleffer Frank Loesser, who not too long ago entered into a short-lived Susan pubbery venture with Famous-Paramount, which dissolved

Facchine Cracks Empire Room

CHICAGO, Nov. 15.—Confirming an earlier *Billboard* story, Russ Facchine, boss of Mus-Art here, this week cracked Music Corporation of America's oldest Midwest account, the Empire Room of the Palmer House, when he inked a pact with Merriell Abbott, Hilton chain booker, for Murray Arnold's ork to open a 12-weeker, starting December 26.

The Mus-Art deal for Arnold, the ex-Martin 88-er, to play the Empire Room, was started in August via trans-oceanic phone when Miss Abbott was in Norway scouting acts. MCA has held the account for over 10 years.

by mutual consent.

The Morris firm's deal with Burke and Van Heusen, it is recalled, was originally set up on virtual 50-50 basis, with a pub affiliate created under the name of B. & VH to handle the cleffers' copyrights. The deal was believed greatly influenced by

the fact that B & VH turned out frequent pic scores for Bing Crosby films. The Groaner himself reputedly owns about 20 per cent of the total Morris-combine holdings.

A separate pub branch for the writers, with a separate staff under the management of Sidney Kornheiser, who holds about a 10 per cent piece in the B & VH adjunct, was an "attraction" for the writers, who felt that a piece of the pub biz would extend their share of the loot. Cold fact, however, according to observers here, is that the Burke and Van Heusen firms in operation hasn't made the profits originally anticipated and the result soon will be, it is said, that the affiliate will be dissolved.

New Set-Up

In its place it is expected that a "participation in profits on copyrights" deal will be set up, not involving a separate staff and literally absorbing the old operation. Reportedly, Sid Kornheiser will work directly under Henry Spitzer, general manager of the Morris group, with Kornheiser's 10 per cent slice probably trimmed down to a 2-to-3 per cent hunk of the Morris take on B-VH tunes. For the writers the inducement resides in the form of a percentage participation in profits from their score tunes or indie copyrights above and beyond standard royalty fees. Claimed advantage is that they share no risk in the risky publishing biz but are remunerated for their creation with an over-average copy or profits deal as the return for funneling their copyrights into the Morris firm. From the Morris firm point of view the "participation" offer is feasible since it eliminates separate-staff overhead and expenses of the Burke and Van Heusen pub branch and allows the Morris group to work on B-VH scores when they develop rather than on a year-round basis.

Morris's move-in with Frank Loesser, Paramount Studio songwriter—known to be in final-papers stage—also will be pegged around a special "participation in profits" deal. Only point at issue, it is understood, concerns the ownership of copyrights after a certain number of years. Loesser is reported to have been after an arrangement which would return ownership of his ditties after five or seven years to himself; Morris firm reputedly is working out a method to split copyrights after a seven-year period on a profits-reversed evaluation system, but will not go for the automatic reversion of the copyrights to Loesser, on the ground that along with a "participation" contract such a clause would be inequitable.

Observers here say final settlement will involve Loesser's sharing in profits for the length of the agreement to be signed with Morris and thereafter enjoying a partial reversion of copyrights depending on monies collected, etc. Meanwhile, it is understood that two Loesser tunes have already been placed with Morris, with a hooker attached to the "ownership" question after several years which may entitle Loesser to re-possess the copyrights if certain conditions are met.

Music men here point out that Loesser may have changed his ideas of being a part-publisher as a result of his off-and-on recent Susan pub deal with Famous-Paramount. At the time of its inception F-P's deal with Loesser was a 50-50 subsid, with the writer sharing profits and losses and holding reversion rights to his copyrights after a certain number of years. But by mutual agreement—Loesser wasn't so keen on possibly having to account for losses, and the F-P group felt that

MPCE Hears Fields Demand, Kapp on Jaffe

NEW YORK, Nov. 15.—Composer-band leader Irving Fields, supported by his legal adviser, appeared before the executive board of the Music Publishers' Contact Employees' Union (MPCE) this week to press his claim for a retraction of the month-old MPCE charge of unethical practices which placed Fields and the Crest Room nitery on its unfair list. After a Fields request to confront his accusers face-to-face had been turned down by the MPCE board, it is understood, the board decided to ignore the band leader's demand for a retraction and public apology. The placing of the accusing parties on the witness stand in person has always been resisted by MPCE, which feels it would simply jeopardize such members' future operations in the trade by leaving them open to tattle-tale talk and placing them in the doghouse with Fields for all time.

Also appearing before MPCE's exec board was General Music Owner Paul Kapp, called in to straighten out the tangled after-effects of songwriter Moe Jaffe (who works for Kapp) having been placed on the union's unfair list. MPCE had fined Jaffe \$1,000, which Jaffe refused to pay, and the union wanted a showdown with his boss. Kapp claimed that Jaffe owned stock in General Music and for that reason he was in no position to take any action on behalf of MPCE. The union, however, feels that some resolution will have to be effected either by Kapp or Jaffe or both.

at a time when sheet sales peaks generally were declining such a split-profits arrangement could not work out beneficially—Susan was canceled. Shortly after the Susan dissolution, the Morris firm crept into the picture.

Change of the Burke-Van Heusen set-up and the projected set-up with Loesser here are believed by observers here to herald the gradual demise of the writer-publisher spiral which has evolved so strongly in recent years. The reason the writers no longer are so venturesome about dipping into the pub biz are said to be obvious: (1) The pub's profits are speculative—a hit song may make good money altho less and less in the declining market, but a bad song loses quite a chunk. (2) A writer who settles for straight penner royalties can't lose any moola even if he may have more trouble in getting his copyrights published. (3) The growing number of pub cut-in deals with artists and record companies has made it too crowded for writers—the trend today is to put a premium on top sources of material anyway, so cleffers are beginning to feel why bother with biz risk—we'll settle for the straight creator's fees. (4) With the Petrillo ban coming on, writers see the biz risk in publishing increasing, with mechanicals cut off to new copyrights and probably lengthening the period of exploitation on any given song. Figuring that their copyrights will get extended plug-period coverage, the cleffers think less of investing their own dough in a professional staff to exploit their material and more of letting the experienced pubs shoulder the risk.

MONO CATALOG TO LEEDS

NEW YORK, Nov. 15.—Lou Levy's Leeds Music group this week bought the Mono catalog. Mostly Jimmy Wakely's hillbilly copyrights, the catalog contains about 150 numbers. It is licensed by Broadcast Music, Inc. Sale price was not disclosed.

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The Finest in Religious Recordings AT MUSIC STORES EVERYWHERE

Kearns Toughens; To Spur Congress And See Hartley

(Continued from page 19)

session, altho he is believed to be willing to settle for a promise from GOP leaders that the move will be supported if deferred until the January term.

Kearns said that he has had no meetings with Petrillo since the AFM president's announcement of the disk ban, but Kearns declared he hopes to confer with the union leader and network chiefs late this month on the AM-FM music duplication prohibition (see story in Radio Department). The way presumably will be open at that parley to discuss the record situation.

Action Deemed Urgent

"I'm having a basketful of trouble with AFM," Kearns told *The Billboard*, "and it looks like something will have to be done in the immediate future."

"I am certain that the AFM ban is in restraint of trade, but it is necessary to explore the question of whether a labor union is subject to prosecution for such restraint under present statutes."

Kearns's disclosures to *The Billboard* are the first indications that he is ready to drop the conciliatory attitude which he believes he has maintained toward Petrillo since the Kearns subcommittee questioned the AFM chief at an open hearing last session.

Unwilling To Predict

Kearns was unwilling to predict whether or not Petrillo will be recalled to Washington for further public hearings. He said that this is another matter to be decided in his confabs with Hartley. Kearns said that a decision as to whether or not an attempt will be made to amend the Taft-Hartley Act during the special session will depend on the result of his conference with Hartley. He voiced strong belief that "there is nothing in the present Taft-Hartley Act to prevent the AFM move."

Coast Biz Declines To Pre-War Level

(Continued from page 19)

with some agencies offering to aid publicity-wise. One agency is considering cutting open end transcriptions of forthcoming band attractions to give ops for free to be used locally for a week or so before the date. Meanwhile, current estimates have run the number of Coast ork spots down to under 20 one-nighters, a handful of terperly locations and perhaps 10 choice hotel locations.

Altho band prices are down and still are coming down, some ops have suggested that orks play one-nighters on straight percentage deals. But bookers have shunned this proposal and will maintain the guarantee-percentage sales method. However, a principal Coast indication that prices are rocky is the report that Maury Cohen, Palladium Ballroom op, will in the future offer no more than \$2,500 guarantee against 50 per cent split above \$13,500. Current Palladium tenant, Harry James, working at \$4,500 plus the percentage, is reported not to have moved into the percentage bracket since the inception of his date a couple of weeks back.

Coast Exodus Seen

Bookers and orksters point out that it would become virtually impossible for bands to stay in biz if guarantees were to be further lowered or eliminated completely. They point out the usual tootler scale raises, high cost of living on the road, high transportation fees, etc., make it tough for

Pub and Diskers, Cat and Mouse

(Continued from page 18)

(as would be the normal process). Meanwhile, at Decca this week the artist and rep department finally steps up its recording sked to a beat-Petrillo velocity rate, with Decca spokesmen outlining their firm position on tune dates and their caution in applying the tremendous selective process as the reason for the hold-off in hopping on the recording carousel.

Columbia's Policy

At Columbia, the flat policy by the diskery now is to demand that pubs submit letters along with their songs giving an appropriate date for "when they'll be plugged." At Victor and Capitol, where less of this formal type of screening is taking place and the recording pace peculiarly is at its highest pace, the a. and r. boys are evidently relying on their own crystal balls rather than any written-promise system or similar device.

While the disk firms harass them with demands for release dates the pubs rather openly are squirming about the "exploitation date" business. Small pubs particularly feel that the flexibility-of-timing privilege is their strongest defense against larger companies and point to one great evil in their position. If all pubs are fixing even approximate dates on their songs to be recorded in advance, then its likely that "plug drive weeks" by major pubs may fall within approximately the same period and create a competitive problem of strangling dimension. And the friction that may result if a pub sneaks away from earlier-announced dates and works on a song prematurely or too far after his indicated date can hurt future operation. The pub's problem, should a small label sneak out with a hit version of his tune, is that he can't wait to drive on that tune. But how to tell now what's going to be a sleeper, so as to fix a date? That's a gift reserved for soothsayers and sorcerers say the pubs.

A co-ordinated agreement on tune-timing—not two-timing—among diskers would unquestionably be the solution, tradesmen point out, but just as unquestionably is the fact that the diskers will never join in any tune agreements nor the pubs stick to any agreements on working dates among themselves.

Whatever the answer, *The Billboard* next week will present a recapitulation of the songs now being submitted or to be submitted by the 30 or more leading publishers to disk companies. Listing will include calendar dates, wherever the pubs are willing to give approximate periods, and is intended only as a service for both the diskers and the pubs rather than an attempt to take sides or prescribe limitations.

KAPP TO KAPP

NEW YORK, Nov. 15.—The freres Kapp, of Decca Records, reverse cross-country positions this week. With Jack Kapp, the diskery's prez, returning to Gotham Monday (17), Dave leaves for California Tuesday (18) for a three-week peek at Coast talent and tune activities.

Amid the press of biz activities, Jack is due to take time out Tuesday to testify at the trial here of Avon Long-Helen Dowdy vs. Decca Records and orkster Leo Reisman (*The Billboard*, November 15). The Decca boss had been subpoenaed to appear last week but was delayed on biz in Hollywood.

an ork to make a buck on the bread-and-butter one-nighter tours. With well-paying locations at a premium everywhere—particularly on the Coast—bookers here look for an exodus of name orks from the Coast by the first of the year.

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8A "I UNDERSTAND"

8B "HOW STRANGE"

Vocalist GENE GRIFFIN

OTHER VITACOUSTIC HITS

MEL HENKE pianist
and The Honeydreamers

5A "HONKEY TONK
TRAIN"

5B "IN A MIST"

LEO DIAMOND
harmonicartist

9A "MY SIN"

9B "THEY CALLED IT
DIXIELAND"

11A "Donkey Serenade"

11B "Tonight You
Belong to Me"

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Music—As Written

New York:

Irvin (Duke) Niles has been added to Jefferson Music as New York contact man. . . . The Al Trace ork's vocalist, Bob Vincent, is to cut some sides as a single for Bullet Records. . . . Local chapter of National Association of Disk Jockeys has set Joel Preston as p.a. for its Met shindig in January. . . . New vocal single at Victor, Jack Bradford, is a brother of Mel Torme's collaborator, Bob Wells. . . . CBS thrush Janette Davis is being lined up for 2-4 Columbia sides as part of a tie-up for the web's Arthur Godfrey show.

The Biltmore-Ross Corporation has been set up to handle records and copies of the Lanny Ross song, *Underneath the Clock at the Biltmore*, ditty plugging the hotel where the singer is appearing.

Opening Night Notes

Young Vic Damone and George Paxton's ork were given a rousing trade-opening send-off at the Hotel Commodore's Century Room Thursday (13) before a packed house which embraced every top pubber in town and visiting well-wishing celebs including singers Buddy Clark, Connie Haines and Beryl Davis, and orksters Frankie Carle, Boyd Raeburn, Ray Block, Johnny Dee and Jimmy Lytell. Damone had to beg off after several encores and had the tradesters whistling and stomping after his renditions of *Sorrento* and *Old Man River*. Vic's clean-cut, unspoiled appearance and delivery had the crowd rooting for him all the way.

The first of a new series of one-day sales clinics for RCA Victor record distributors took place last week, attended by distrib reps and key officials from New York, Newark, Washington, Baltimore, Harrisburg and Philadelphia. Main topics of the conference were the record department sales, advertising and promotion plans for 1948.

Latest addition to the Lyle Engel song lyric mag group is a book called *Sing*, replacing the old *Popular Hit Songs*. . . . Marie Kaahue Trio into the Orchid Lounge, Springfield, Ill., December 19, following current stand at Don Hammond's Seven Seas in Omaha. . . . J. E. Miller, Inc., Pittsburgh, announced as exclusive distributor in Western Pennsylvania for Mayfair's unbreakable children's records. . . . Bruce Raeburn has just waxed six originals for a new label called Bang.

Add to the profusion of pre-Petrillo band recording: Ray Pearl is doing 20 sides for Bullet Records. . . . Apollo diskery waxed sides with Arnett Cobb's ork, the Barton Brothers and Shirley Moore and has sessions skedded for Charlie Barnet's ork, the Murphy Sisters and Billy Daniels for next week. . . . Hal McIntyre cut for MGM this week. . . . Capitol diskery cut Benny Goodman Trio sides this week and is laying plans to cut 20 Stan Kenton masters when that ork hits town in late November.

Hotelmen's convention was in town this week with an exhibition at the Grand Central Palace. Bookers were busy romancing visiting hotel owners and managers around town, but only one agency, William Morris, had a booth at the exhibition. . . . Joey Sasso moved his flacking activities from Sterling Records to National Records last week. . . . Glen Island Casino closed down after Saturday night's (15) private shindig, having found that week-end biz wasn't enough to warrant a two-day week operation.

De Luxe Records signed Enza DeMola, famed Italian singer formerly with Victor. . . . Ted Steele, vocalist and novachord specialist, added to the disk jockeying ranks via WMCA. . . . Machito band waxing an album for Continental. . . . Singer Larry Carr to cut some sides with Al Goodman's band for a Roberta album at Decca. . . . Sinatra waxed the Gershwin oldie, *I've Got A Crush On You*, spotting a Bobby Hackett cornet solo.

Chicago:

Silvertone, the Sears-Roebuck record club line, has cut the full operetta, *Hansel and Gretel*, on vinylite by the *Chicago Theater of the Air*, Mutual web Saturday eve show, and has cut single classical and operatic numbers for the label. . . . Mercury Records will issue a one-record package, based on the Sparkle Plenty episode in the Dick Tracy comic series. . . . Carl Bean, ex-territory band leader, now with McConkey, set for Tunetown Ballroom, St. Louis, December 2.

Leo Diamond, Vitacoustic's harmonicartist, into the College Inn, Hotel Sherman, November 21. . . . Johnny Bothwell will settle his financial difficulties with arrangers, thereby getting himself off the AFM unfair list next week, so that he can cut a series of platters for Vitacoustic.

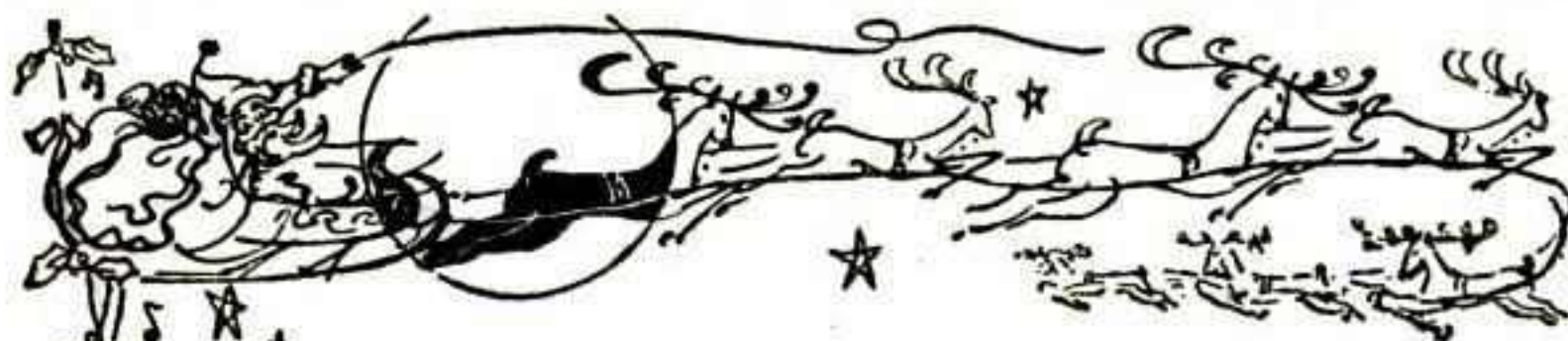
Vitacoustic has gone into the hot jazz line, cutting platters by Russell (Illinois's brother) Jacquet and his combo and Howard McGhee and aff all-star group from the Norman Granz Jazz at the Philharmonic troupe. . . . Browley Guy, Piney Brown and Blues Bailery, race singers, inked by Miracle Records. . . . Rosemary Wayne lost her Steak House disk jockey show two weeks ago and will leave WWJD, where she is currently doing her last disk show, November 30.

Studs Terkel returns to the air with his own show November 30, when he starts an hour-long Sunday series over WCFL for Concord Radio. . . . Jimmy Martin, local indie label distributor, played host to 700 at a champagne party to intro his London Gramophone franchise. . . . Berle Adams moves to the Coast permanently next week.

Hollywood:

Tex Beneke will get a reported \$9,500 for six days (April 12-18) at Philadelphia's Click. . . . Dick Jones arrives over the week-end to take over Coast recording berth for Columbia Records. Mitch Ayres holding down job at present, returns to New York. . . . Decca's Jack Kapp is huddling with U-I pix for rights to film score of forthcoming Deanna Durbin-Dick Haymes version of *Up in Central Park*.

Lionel Hampton invades Strand Theater, New York, early in January. . . . Charles (Buddy) Rogers will front ork set for session with United Artists label, with Dave Street handling vocals. . . . Goldie Goldmark is expected to be named head of Duchess Music when Leeds topper Lou Levy returns to the Coast. . . . Horace Heidt will fill in days between his airshows by string of one-nighters and college dates.



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Studio, Presser Assn. for '48?

(Continued from page 18)

nical standardization and the general welfare of the recording and pressing industries will probably become key organizational factors.

Could Be 50 Members

After contacting companies such as the Allied Recording Company, the Cudahy Recording Company of Milwaukee and the United Recording outfit here, Universal execs have found backing for formation of such a group. Potential membership would be about 40 to 50 recognized recording studios, including independents and biggies such as National Broadcasting Company (NBC), Columbia and World, as well as about 10 recognized independent pressing plants.

First talk about formation of an association, last May, was concerned chiefly with need for standardization. Then when the possibility of the recording ban came up, plans were spurred. Finally Petrillo's formal announcement of the recording ban acted as a catalyst and helped to crystallize thinking concerning need for an org.

Cold-Shouldered

One of the most important developments pointing out the desirability of recording studios getting together is the fact they have been eliminated from meetings of the inter-industry committee considering the general music crisis. Altho Universal and some other recording studios are associate members of the National Association of Broadcasters (NAB), they have received no invitation to sit in on meetings which are considering problems that mean actual existence for studios making transcriptions and recordings. Bernie Clapper, Universal veepee, even went to the extent of making a trip to Washington to try to contribute to the inter-industry committee session last week, but was given a cold shoulder by NAB and was not allowed into the meeting.

Putman next week is going to get out another communique to prospective members and invites any recording or pressing company spokesmen interested in the plan to contact him.

Altho much of the conversation about need for the org has been woven around the possible black picture of no biz after December 31, there was one small note of cheer here this week. It was reported that the AFM told top-ranking army and navy officers that the armed forces would be allowed to continue transcription work on recruiting shows after the ban. This is a note of hope, because the army and navy have been cutting plenty of e. t. shows here and elsewhere and plan to accentuate their radio drive.

70 STOCKHOLDERS SUE

(Continued from page 19)

of Hemphill, Noyes & Company, stock consultants, and E. F. Gillespie & Company.

Major charge by the stockholders claimed that the defendants entered into an alleged conspiracy prior to June, 1946, to float 68,700 shares of Cosmo stock at \$4 per share, allegedly knowing or being responsible for knowing that the Cosmo group was insolvent and in financial trouble.

Other charges made by the stockholders, thru their attorneys, Forscher & Traub, claimed that in 1946 the Cosmo company issued a prospectus to potential purchasers of stock which was false and fraudulent. Prospectus facts that the plaintiffs charged were misrepresented to them included alleged claims of a contract for the services of band leader Hal McIntyre and the use of a factory capable of producing 100,000 records per week. Both claims were false, said the stockholders.

Whither Blows the Gale; So Goes Cootie Williams

NEW YORK, Nov. 15.—It was still a question of out-again-in-again with band leader Cootie Williams this week as he sought to reverse his request for a release from the Moe Gale Agency made the week before. Told by Gale to cut the size of his band before any future bookings could be effected, Williams balked and demanded his release from a contract which still had three years to go. The band leader handed over coin owed to Gale and announced he would sign with Universal Attraction, agency with which Gale reportedly has an agreement whereby Universal cannot take on an attraction released by Gale for a period of three years.

Gale sanctioned the Williams move to Universal, but insisted on the band leader's payment of money due on a bus suit action. Williams then decided to forget the whole thing, asked for the return of his check and agreed to the cut in personnel which precipitated the breach. Gale, in the meantime, had cooled to the return of Williams and there was still a lot of talking to do before all parties could be satisfied.

Shades of Alec And Hot Lips

(Continued from page 19)

trend" requirements. Boyd Raeburn, George Paxton, Claude Thornhill and Elliot Lawrence are just a few of the top dance bands using the tools of the classical set. In this respect they're following the growing pattern in radio for the lush-sounding studio crews to accent French horns, flutes and other musical miscellany.

Frontiersman in this field years ago, of course, was Henry (Hot Lips) Levine, whose Chamber Music Society of Lower Basin Street jazzed around with woodwinds. Current commercial development of woodwinds is pointed up by Norman Cloutier, head of NBC Thesaurus, who has advanced to the state of waxing e. t. pops with an entirely brassless band, the Sweetwood Sereaders, emphasizing bass clarinets and oboes. In the recording studios it's the same story among such crooner-backers as Axel Stordahl, Paul Weston, Toots Camarata, Abe Osser, et al., with even so primarily a hot accompanist as Dave Barbour employing the seldom-used cello on a recent Peggy Lee date. From a radio and record standpoint the trend is hardly in the flash category, but when the longhaired instruments start crowding the ballroom bandstands, observers feel that it's more a question of dollar-hungry leaders pursuing that "new look" rather than any yen for musical immortality.

Manor Signs Pact With Lunceford Ork

NEW YORK, Nov. 15.—The Jimmy Lunceford orchestra, under the direction of Eddie Wilcox, has signed a three-year recording contract with Manor Records, calling for a minimum of 16 sides a year. With a lineup of most of the late maestro's original musicians, the band intends to continue with the Lunceford style. Some of the boys are Joe Thomas, on tenor sax; Russell Bowles, trombone; Al Norris, guitar, and Jock Caruthers, baritone.

Manor's prexy, Irving Berman, expects the crew to cut at least 24 sides before the Petrillo ban.

CECIL

CAMPBELL'S
Tennessee Ramblers

LATEST VICTOR
RELEASES

"TALK, TALK, TALK"
and
"Hawaiian
Dreams"
VICTOR 20-2531

"Hawaiian Skies"
"Midnight Boogie"
Victor 20-1790

"North Carolina Skies"
"Beaty Steel Blues"
Victor 20-1874

"I Trusted You"
"Campbell's Steel Guitar
Special"
Victor 20-2024

"Last Night I Cried"
"Little Hula Shack In
Hawaii"
Victor 20-2155

"She's Got the Cutest
Eyes"
"Steel Guitar Hop"
Victor 20-2303

"It's Gonna Come Home
to You"
"Hawaiian Moon"
Victor 20-2404

SEE YOUR NEAREST VICTOR DISTRIBUTOR

★ THE RECORD WITH
THE "NEW" LOOK!

"the MAN I LOVE"
"among MY SOUVENIRS"

Ellen
White

Paul Whiteman's discovery!
The new singing star of the
American Broadcasting Co.
Exclusively on UNIVERSAL!

U5 "THE MAN I LOVE"
"AMONG MY SOUVENIRS"

Universal-ly yours

UNIVERSAL RECORDS, INC. 20 NORTH WACKER, CHICAGO

**MORE
JACK-POT
HITS!**

**CAPITOL'S
ORIGINAL
YULETIDE
CLASSIC**



**THE
King Cole Trio**

A great Holiday "standard"
... in tune with the season

**"THE
CHRISTMAS
SONG"**

(Merry Christmas to You)

With String Choir and
Vocal by King Cole

**CAPITOL
RECORD
311**

**Capitol
RECORDS**

FIRST WITH THE HITS FROM HOLLYWOOD

Sunset and Vine

The
Billboard

MUSIC POPULARITY CHARTS

**PART
I**

The Nation's Top Tunes

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

Week Ending
November 14

**Billboard
TRADE
SERVICE
FEATURE**

HONOR ROLL OF HITS
TRADEMARK

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

This Week

Last Week

- 1. NEAR YOU** 1
By Kermit Goell and Francis Craig
Published by Supreme (ASCAP)
Records available: Francis Craig Ork, Bullet 1001; Larry Green Ork, Victor 20-2421; Elliot Lawrence, Columbia 37838; Alvino Rey, Capitol B-482; Andrews Sisters, Decca 24171; The Audtones, Rainbow 10025; Dolores Brown-Audtones, Sterling 3001; Victor Lombardo, Majestic 7263; Lonzo and Oscar and Their Winston County Pea Pickers, Victor 20-2502; The Audtones, Rainbow 10025; Four Bars and a Melody, Savoy 657; Vic Lombardo, Majestic 7263.
Electrical transcription libraries: Music of Manhattan Ork, NBO Thesaurus; Lawrence Welk, Standard; Eddy Howard, World.
- 2. 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, NBO Thesaurus.
- 3. 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, NBO Thesaurus.
- 4. HOW SOON** 7
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; B. Andrew-E. Bleck, Hollywood Rhythms 1651.
Electrical transcription libraries: Eddy Howard, World.
- 5. 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; Norman Cloutier, NBO Thesaurus; Jan Garber, Standard; Shep Fields, Lang-Worth; Charlie Spivak, World.
- 6. THE WHIFFENPOOF SONG** 9
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, NBO Thesaurus.
- 7. 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 20-2930; Ginny Simms, Sonora 3044.
Electrical transcription libraries: Nat Brandwynne Ork, World; Lenny Herman, Lang-Worth.
- 8. —AND MIMI** 4
By Jimmy Kennedy and Nat Simon; published by Shapiro-Bernstein (ASCAP)
Records available: Frankie Carle, Columbia 37819; Jerry Cooper, Diamond 2083; Dinning Sisters, Capitol B466; Ray Dorey, Majestic 7262; Dick Haymes-Gordon Jenkins Ork, Decca 24172; Art Lund, MGM 10082; Charlie Spivak, Victor 20-2422; Mel Torme, Musicraft 15114.
Electrical transcription libraries: Eddy Howard, World; Sweetwood Serenaders-Charlie Jordan, NBO Thesaurus.
- 9. FEUDIN' AND FIGHTIN'** 4
By Al Dubin and Burton Lane
Published by Chappell (ASCAP)
Records available: Tex Beneke, Victor 20-2313; Dorothy Shay, Columbia 37189 (also in Dorothy Shay Sings Album, Columbia C-119); Rex Allen, Mercury 6049; Bing Crosby, Decca 23975; Georgia Gibbs, Majestic 12011; Kate Smith, MGM 10041; Jo Stafford, Capitol B443; Phil Reed, Dance-Tone 133.
Electrical transcription libraries: The Song Spinners, World.
- 10. I WONDER WHO'S KISSING HER NOW** 5
By W. M. Hough, F. R. Adams and J. E. Howard
Published by E. B. Marks (BMI)
Records available: Perry Como, Victor 20-2315; Jerry Cooper, Diamond 2082; D'Artega Ork, Sonora 2012; The Dinning Sisters, Capitol 433; Bobby Doyle, Signature 15057; The Hollywood Rhythm-a-lras, Hollywood Rhythms 1552; Jack McLean Ork, Coast 8002; Ray Noble, Columbia 37544; The Four Vagabonds, Apollo 1055; Ted Weems-Perry Como, Decca 25078; Foy Willing, Majestic 6013; Marshall Young, Rainbow 10002; Glenn Davis, Skating Rhythms, SR-238; Frank Froeba, Decca 23602; Joe Howard, DeLuxe 1036; Joseph Littau Ork, Pilo-tone 5132; Ben Yost Singers, Sonora 1084; Danny Kaye, Decca 24110; Larry Vincent, Pearl 15; Phil Reed, Dance-Tone 119; Jack McLean Ork-Wayne Gregg, Coast 8013; Jean Sablon, Victor 25-0101.
Electrical transcription libraries: Chuck Foster, Lang-Worth; Ozie Waters, MacGregor; Randy Brooks, Lang-Worth; Billy Butterfield, Capitol; Frank Froeba, World; Hollywood Serenaders, Capitol; Music Hall Varieties, NBO 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.

THIS WEEK'S RCA VICTOR RELEASE

VAUGHN MONROE

Vaughn and The Moon Maids in the first pop adapt of an old familiar Italian song. Flip: another "Hawaiian War Chant!"

Nina Nana
(Neena Nah-na)
and
Mahalani Papa Do
(Hoy Hoy)
RCA Victor 20-2528



DESI ARNAZ

Made For Each Other
(Tu Felicidad) and
El Cumbanchero
—Congo
(From Universal's "Cuban Pete")
RCA Victor 20-2550



DENNIS DAY

with Charles Dant and his Orchestra
Two enchanting Irish ballads that are back again ... and big!

Peggy O'Neal
and
Mickey
RCA Victor 20-2551



AL GOODMAN

and his Orchestra
Al plays background from "GWTW" and M-G-M's "Fiesta."

Fantasia Mexicana
(From Aaron Copland's "El Salon Mexico")
Themes From "Gone With the Wind"
RCA Victor 28-0419



THE DARDANELLE TRIO
I'm Easy to Get Along With
and **My Love is Elite**
RCA Victor 20-2253

BUCHANAN BROTHERS
and the Georgia Catamounts
There is a Power Greater Than Atomic
and **The Heartsick Blues**
RCA Victor 20-2553

LITTLE EDDIE BOYD
Blues singer and his Boogie Band
You Got to Love That Gal
and **Unfair Lovers**
RCA Victor 20-2555

HENRI RENÉ and his Orchestra
The Whistler and His Dog—Fox Trot
and **Valse Vanité**
RCA Victor 25-0105

SIX FAT DUTCHMEN
Woodshed Polka and **Old Folks Waltz**
RCA Victor 25-1102

FRANK MADERA and his Orchestra
No Seas Así and **Que Venga El Mambo**
RCA Victor 23-0721

JOSÉ CURBELO and his Orchestra
Peanut Vendor—Guaracha
and **Jingulli Jongolo**
RCA Victor 26-9023

PEDRO VARGAS
La Ultima Noche—Bolero
and **Esperame**—Bolero
RCA Victor 23-0719

SPADE COOLEY

and his Band
Tailor Made Baby
Swell treatment of an amusing idea.

All Aboard For Oklahoma
Another bouncy RR ballad that'll get a lot of nickel rides.
RCA Victor 20-2552



JESSE STONE

and his Orchestra
Super job with one of his own ditties, in his first RCA Victor platter. Flip: a much called-for oldie.

Hey, Sister Lucy
(What Makes Your Lips So Juicy)
and
An Ace in the Hole
RCA Victor 20-2554



RCA VICTOR STARS

On The **Billboard**

"HONOR ROLL OF HITS"

(see opposite page)

1. NEAR YOU

LARRY GREEN

RCA Victor 20-2421

2. YOU DO

VAUGHN MONROE

RCA Victor 20-2361

3. I WISH I DIDN'T LOVE YOU SO

VAUGHN MONROE

RCA Victor 20-2294

4. HOW SOON

VAUGHN MONROE

RCA Victor 20-2523

5. BALLERINA

VAUGHN MONROE

RCA Victor 20-2433

6. THE WHIFFENPOOF SONG

ROBERT MERRILL

RCA Victor 10-1313

7. AN APPLE BLOSSOM WEDDING

SAMMY KAYE

RCA Victor 20-2330

8. AND MIMI

CHARLIE SPIVAK

RCA Victor 20-2422

9. FEUDIN' AND FIGHTIN'

TEX BENEKE

RCA Victor 20-2313

10. I WONDER WHO'S KISSING HER NOW

PERRY COMO

RCA Victor 20-2315

WATCH THESE CLIMBERS:

CIVILIZATION Louis Prima

RCA Victor 20-2400

HOW SOON Vaughn Monroe

RCA Victor 20-2523

YOU DO Vaughn Monroe

RCA Victor 20-2361

THE LITTLE OLD MILL Sammy Kaye

RCA Victor 20-2434

I WISH I DIDN'T LOVE YOU SO

Vaughn Monroe
RCA Victor 20-2294

SANTA CLAUS FOR PRESIDENT

Sammy Kaye
RCA Victor 20-2482

THE STARS WHO MAKE THE HITS ARE ON



**SIGNATURE STANDOUT
DAVE GARROWAY**
Diaphanous Dave is an intellectual turned dee joy over Chicago's WMAQ. His spot is the 11:60 Club, spots jazz and the maddest gab this side of heaven.




Ray Bloch

and his Orchestra

*Tops for the Ops
are these RAY BLOCH standards*

- AVE MARIA**
Vocal by Harrison Knox and the Choir
THE BELLS OF ST. MARY'S
Vocal by the Choir
Sig 15118
- LIMEHOUSE BLUES**
MEADOWLAND
Instrumentals
Sig 15005
- ESPANHARLEM**
JEALOUSY
Instrumentals
Sig 15015
- BEGIN THE BEGUINE**
HUMORESQUE
Instrumentals
Sig 15054

Ray Bloch is an exclusive Signature recording artist

Signature records

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

The **Billboard** MUSIC POPULARITY CHARTS
Sheet Music
PART II
Week Ending November 14

BEST-SELLING SHEET MUSIC

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

Weeks to date	POSITION Last Week	POSITION This Week	SONG	Publisher
12	1	1	NEAR YOU (R)	Supreme
9	2	2	YOU DO (F) (R)	Bregman-Vocco-Conn
15	3	3	I WISH I DIDN'T LOVE YOU SO (F) (R)	Paramount
12	4	4	THE WHIFFENPOOF SONG (R)	Miller
15	5	5	AN APPLE BLOSSOM WEDDING (R)	Shapiro-Bernstein
4	11	6	HOW SOON (R)	Supreme
3	12	7	WHITE CHRISTMAS (R)	Berlin
18	6	8	I WONDER WHO'S KISSING HER NOW (F) (R)	E. B. Marks
15	4	9	FEUDIN' AND FIGHTIN' (R)	Chappell
11	8	10	THE LADY FROM 29 PALMS (R)	Martin
2	—	11	—AND MIMI (R)	Shapiro-Bernstein
2	9	12	SO FAR (M) (R)	Williamson
2	10	13	BALLERINA (R)	Jefferson
19	7	14	WHEN YOU WERE SWEET SIXTEEN (R)	Shapiro-Bernstein
1	—	15	SERENADE OF THE BELLS (R)	Melrose
3	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 Last Week	POSITION This Week	SONG	English	American
16	1	1	NOW IS THE HOUR	Keith Prowse	Leeds
24	2	2	COME BACK TO SOR-RENTO	Ricordi	Public Domain
6	4	3	I'LL MAKE UP FOR EVERYTHING	Peter Maurice	*
15	3	4	THE LITTLE OLD MILL	Irwin Dash	Shapiro-Bernstein
6	5	5	THERE'S DANGER AHEAD, BEWARE	Yale	*
4	6	6	AN APPLE BLOSSOM WEDDING	Campbell-Connelly	Shapiro-Bernstein
7	6	7	MY FIRST LOVE, LAST LOVE AND ALWAYS	Irwin Dash	*
12	7	8	CHI-BABA, CHI-BABA	Sun	Oxford
13	8	9	GUILTY	Francis Day	Feist
14	9	10	I BELIEVE	E. H. Morris	Sinatra Songs
11	10	11	A GARDEN IN THE RAIN	Campbell-Connelly	Melrose
2	13	12	PEG O' MY HEART	Ascherberg	Robbins
19	11	13	ON THE OLD SPANISH TRAIL	Peter Maurice	Peter Maurice
2	14	14	FEUDIN' AND FIGHTIN'	Chappell	Chappell
6	12	15	MY LOVELY WORLD AND YOU	Cinephonic	*
22	19	16	DEAR OLD DONEGAL	Leeds	Leeds
4	15	17	THAT'S MY DESIRE	Feldman	Mills
26	16	18	PEOPLE WILL SAY WE'RE IN LOVE	Chappell	Williamson
43	17	19	ANNIVERSARY SONG	Campbell-Connelly	Mood
2	—	20	DOWN SWEETHEART AVENUE	Francis Day	*

* Publisher not available as The Billboard goes to press.

CANADA'S TOP TUNES

Songs listed are sheet music best sellers in Canada. Listing is based on reports received from the two largest wholesalers in the dominion, Canada Music Sales and Gordon V. Thompson. Since both firms are also American publishers' representatives and publish songs themselves (and consequently push different songs), The Billboard presents the song titles and the sales rank order in which each of the two firms rate the song. In other words, while the No. 1, 2, 3, etc. songs as listed by Canada Music and by Thompson may vary, the full list does represent the tunes which are selling best in Canada.

SONG	Rank Order According to CMS	Rank Order According to GVT	SONG	Rank Order According to CMS	Rank Order According to GVT
I WISH I DIDN'T LOVE YOU SO	1	16	THE STARS WILL REMEMBER	16	—
AN APPLE BLOSSOM WEDDING	2	5	SMOKE, SMOKE, SMOKE (That Cigarette)	17	12
I WONDER WHO'S KISSING HER NOW	3	13	PAPA, WON'T YOU DANCE WITH ME?	18	—
WHEN YOU WERE SWEET SIXTEEN	4	4	I STILL GET JEALOUS	19	—
CIVILIZATION	5	—	COUNTRY STYLE	20	—
ALL MY LOVE	6	—	PEG O' MY HEART	—	3
FEUDIN' AND FIGHTIN'	7	—	ALMOST LIKE BEING IN LOVE	—	6
NEAR YOU	8	1	KATE	—	7
ANNIVERSARY SONG	9	14	KOKOMO, INDIANA	—	8
SERENADE OF THE BELLS	10	—	NAUGHTY ANGELINE	—	9
THE LADY FROM 29 PALMS	11	17	I HAVE BUT ONE HEART	—	11
JE VOUS AIME	12	—	THE ECHO SAID "NO"	—	15
—AND MIMI	13	10	FOR ONCE IN YOUR LIFE	—	18
YOU DO	14	2	CHI-BABA, CHI-BABA	—	19
THAT'S MY DESIRE	15	—	DON'T YOU LOVE ME ANYMORE?	—	20

The Billboard
MUSIC POPULARITY CHARTS
PART III
Radio Popularity

Week Ending
November 14

SONGS WITH GREATEST RADIO AUDIENCES

(Beginning Friday, November 7, 8 a.m., and ending Friday, November 14, 8 a.m.)
Tunes listed have the greatest audiences on programs heard on network stations in New York, Chicago and Los Angeles. List is based upon John G. Peatman's Audience Coverage Index. The index is projected upon radio logs made available to Peatman's A.C.I. by the Accurate Reporting Service in New York, Radio Checking Service in Chicago, Radio Checking Service in Los Angeles. Listed are the top 30 (more in the case of ties) tunes alphabetically. The music checked is preponderantly (over 80 per cent) alive.
(F) indicates tune is from a film; (M) indicates tune is from a legitimate musical; (R) indicates tune is available on records. In each instance, the licensing agency controlling performance rights on the tune is indicated.
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The Top 30 Tunes (plus ties)

Title	Publishers	Lic. By
A Fellow Needs a Girl (M) (R)	Williamson	ASCAP
A Girl That I Remember (R)		BMI-BMI
Almost Like Being in Love (M) (R)	Sam Fox	ASCAP
An Apple Blossom Wedding (R)	Shapiro-Bernstein	ASCAP
—And Mimi (R)	Shapiro-Bernstein	ASCAP
Christmas Dreaming (R)	Leeds	ASCAP
Civilization (R)	E. H. Morris	ASCAP
Don't You Love Me Anymore? (R)	Oxford	ASCAP
Feudin' and Fightin' (R)	Chappell	ASCAP
Golden Earrings (F) (R)	Paramount	ASCAP
How Soon? (R)	Supreme	ASCAP
I Still Get Jealous (M) (R)	E. H. Morris	ASCAP
I Wish I Didn't Love You So (F) (R)	Paramount	ASCAP
I Wonder Who's Kissing Her Now (F) (R)	E. B. Marks	BMI
I'll Dance At Your Wedding (R)	George Simon	ASCAP
It Happened in Hawaii (R)	Remick	ASCAP
Kate (R)	Berlin	ASCAP
My, How the Time Goes By (R)	Chappell	ASCAP
Naughty Angelina (R)	George Simon	ASCAP
Near You (R)	Supreme	ASCAP
On the Avenue (R)	Leeds	ASCAP
Papa, Won't You Dance With Me? (M) (F)	E. H. Morris	ASCAP
So Far (M) (R)	Williamson	ASCAP
Tallahassee (F) (R)	Famous	ASCAP
The Best Things in Life Are Free (R)	Crawford	ASCAP
The Freedom Train (R)	Berlin	ASCAP
The Lady From 29 Palms (R)	Martin	ASCAP
The Stars Will Remember (R)	Harms, Inc.	ASCAP
The Whiffenpoof Song (R)	Miller	ASCAP
Those Things Money Can't Buy (R)	Robbins	ASCAP
Two Loves Have I (R)	Miller	ASCAP
You Do (F) (R)	Bregman-Vocco-Conn	ASCAP

The Remaining 19 Songs of the Week

Ain'tcha Ever Comin' Back? (R)	Sinatra Songs	ASCAP
All My Love (R)	Harms, Inc.	ASCAP
All of Me (R)	Bourne	ASCAP
Fun and Fancy Free (F) (R)	Santly-Joy	ASCAP
Gonna Get a Girl (R)	Miller	ASCAP
Hills of Colorado (R)	London	BMI
Home Is Where the Heart Is (R)	Advanced	ASCAP
I Have But One Heart (R)	Barton	ASCAP
Kokomo, Indiana (F) (R)	Bregman-Vocco-Conn	ASCAP
Let's Pick Up Where We Left Off (R)	Bel-Air	ASCAP
Love For Love (F) (R)	Witmark	ASCAP
Made For Each Other (R)	Peer	BMI
Peggy O'Neill (R)	Feist	ASCAP
Put Yourself in My Place Baby (R)	Burke-Van Heusen	ASCAP
Serenade of the Bells (R)	Melrose	ASCAP
Sipping Cider by the Zuyder Zee (R)	Bloom	ASCAP
The Stanley Steamer (F) (R)	Harry Warren	ASCAP
Too Marvelous For Words (R)	Harms, Inc.	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.

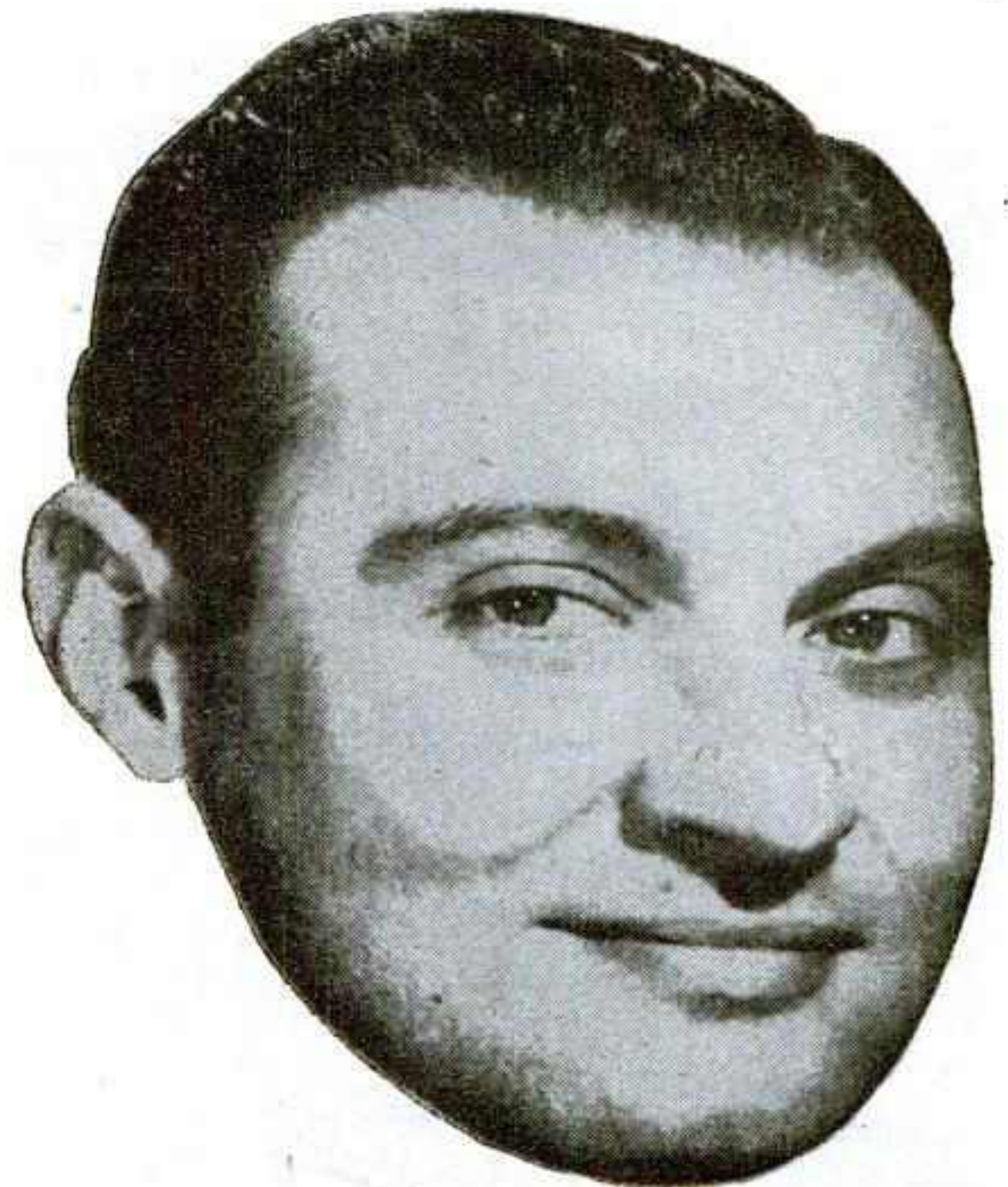
Weeks to date	Last Week	This Week	Title	Publisher	Lic. By
16	1	1	NEAR YOU	Francis Craig	Bullet 1001—ASCAP
7	2	2	I WISH I DIDN'T LOVE YOU SO (F)	Dinah Shore (Sonny Burke Ork)	Columbia 37506—ASCAP
4	4	3	TOO FAT POLKA (I Don't Want Her, You Can Have Her, She's Too Fat for Me)	Arthur Godfrey	Columbia 37921—ASCAP
4	10	4	YOU DO (F)	Dinah Shore (Sonny Burke Ork)	Columbia 37587—ASCAP
3	11	5	YOU DO (F)	Margaret Whiting (Frank DeVol Ork)	Capitol 438—ASCAP
9	7	6	I WISH I DIDN'T LOVE YOU SO (F)	Vaughn Monroe (Vaughn Monroe-Moon Maids)	Victor 20-2294—ASCAP
8	9	7	NEAR YOU	Elliott Lawrence (Rosalind Patton)	Columbia 37838—ASCAP
6	3	8	HOW SOON (Will Jack Owens (Eddie Ballantine Ork) I Be Seeing You)	Tower	1258—ASCAP
9	11	9	I WISH I DIDN'T LOVE YOU SO (F)	Betty Hutton (Joe Lilley Ork)	Capitol 409—ASCAP
10	8	9	NEAR YOU	Alvino Rey (Jimmy Joyce)	Capitol B-452—ASCAP
3	—	10	YOU DO (F)	Vic Damone (Jerry Gray Ork)	Mercury 5056—ASCAP
3	12	11	BALLERINA	Vaughn Monroe (Vaughn Monroe)	Victor 20-2433—ASCAP
2	15	12	GOLDEN EAR-RINGS	Peggy Lee (Dave Barbour Ork)	Capitol 15009—ASCAP
1	—	13	CIVILIZATION	Ray McKinley	Majestic 7274—ASCAP

(Continued on page 109)

WALTER WINCHELL

Says—

“Orchids to FRANKIE LAINE’S Mercury Record ‘TWO LOVES HAVE I’”



The Best Version To Date!

Order From Your Distributor At Once!

MERCURY RECORDS

HAL MCINTYRE



TOOTING AT

JIMMY DORSEY

"Hi, J. D. Your new 'M-G-M record of 'ON GREEN DOLPHIN STREET' should certainly drag in the green fish. It's a terrific platter, Jimmy."

"Thanks, Mac. And say, I've just heard your new M-G-M record of 'THE DONKEY SERENADE'. You've got me and the Dolphins really jumping."



Jimmy Dorsey
and his Orchestra
ON GREEN DOLPHIN STREET
(Theme from M-G-M's "Green Dolphin Street") Vocal by Bill Lawrence
I STILL GET JEALOUS
(from "High Button Shoes") Vocals by Bill Lawrence and Dee Parker
M-G-M 10098

Hal McIntyre
and his Orchestra
THE DONKEY SERENADE
(from M-G-M's "The Ewefly")
IT HAPPENED IN HAWAII
Vocal by Frankie Lester
M-G-M 10102

SY OLIVER
and his Orchestra
FORSAKING ALL OTHERS
Vocal by Tommy Roberts
BREAD AND BUTTER WOMAN
Vocal by Sy Oliver
M-G-M 10103

BILLY ECKSTINE
Orchestra conducted by Hugo Winterhalter
FOOL THAT I AM
With the Ovarlones
TWO LOVES HAVE I
M-G-M 10097

FRANKIE MASTERS
and his Orchestra
TWINKLETOES
Vocal by Frankie Masters and the "Swing Masters"
THE LITTLE OLD MILL
Vocal by Phil Gray
M-G-M 10099

JACK FINA
and his Orchestra
A LOVE STORY
(Based on Schumann's Piano Concerto in A Minor from M-G-M's "Song of Love")
THE STARS WILL REMEMBER
Vocal by Harry Prime
M-G-M 10100

JOHNNIE JOHNSTON
Orchestra conducted by Sonny Burke
UN POQUITO DE AMOR
I LOVE TO DANCE
(Both from M-G-M's "This Time for Keeps")
M-G-M 10104

M-G-M RECORDS
THE GREATEST NAME IN ENTERTAINMENT

The **Billboard** MUSIC POPULARITY CHARTS
Part IV
Retail Record Sales
Week Ending November 14

BEST-SELLING POPULAR RETAIL RECORDS

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

Weeks to date	POSITION		Record
	Last Week	This Week	
12	1	1	NEAR YOU Francis Craig.....Bullet 1001 <i>Red Rose</i>
3	5	2	BALLERINA Vaughn Monroe.....Victor 20-2433 <i>The Stars Will Remember</i>
10	2	3	I WISH I DIDN'T LOVE YOU SO (F) Vaughn Monroe (Vaughn Monroe-Moon Maids).....Victor 20-2294 <i>Tallahassee (F)</i>
7	3	4	NEAR YOU Larry Green.....Victor 20-2421 <i>Pic-a-Nic-In</i>
7	4	5	NEAR YOU Andrews Sisters (Vic Schoen Ork).....Decca 24171 <i>How Lucky You Are</i>
3	6	6	HOW SOON (Will I Be Seeing You) Eddie Ballantine Ork).....Tower 1258 <i>Jack Owens</i>
3	12	7	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
3	10	8	YOU DO (F) Vaughn Monroe (Moon Maids).....Victor 20-2361 <i>Kokomo, Ind. (F)</i>
2	14	9	THE WHIFFENPOOF SONG (Kentucky Babe) Bing Crosby (Fred Waring and His Glee Club).....Decca 23990
4	12	10	YOU DO (F) Margaret Whiting (Frank DeVel Ork).....Capitol 438 <i>My Future Just Passed</i>
1	—	11	HOW SOON (Will I Be Seeing You) Vaughn Monroe (Vaughn Monroe-Moon Maids).....Victor 20-2523 <i>True</i>
3	13	11	I WISH I DIDN'T LOVE YOU SO (F) Dick Haymes.....Decca 23977 <i>Naughty Angelina</i>
1	—	12	CIVILIZATION Andrews Sisters-Danny Kaye.....Decca 23940 <i>Bread and Butter Woman</i>
11	14	13	FEUDIN' AND FIGHTIN' Dorothy Shay (Mischa Russel Ork).....Columbia 37189 <i>Say That We're Sweet-hearts Again</i>

(Continued on page 112)

BEST-SELLING POPULAR RECORD ALBUMS

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

Weeks to date	POSITION		Album
	Last Week	This Week	
4	1	1	Merry Christmas Album Bing Crosby.....Decca A-550
15	3	2	Al Jolson Al Jolson.....Decca 575
5	2	3	Glenn Miller Masterpieces (Volume II) Glenn Miller.....Victor P-189
31	4	4	Dorothy Shay (The Park Avenue Hillbilly) Sings Album Dorothy Shay.....Columbia B-119
2	5	5	Dorothy Shay (The Park Avenue Hillbilly) Goes to Town Dorothy Shay.....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.

Weeks to date	POSITION		Record
	Last Week	This Week	
111	1	1	Clair De Lune Jose Iturbi.....Victor 11-8851
125	—	2	Chopin's Polonaise Jose Iturbi.....Victor 11-8848
84	2	3	Jalousie Boston Pops; Arthur Fiedler, conductor.....Victor 12160
100	3	4	Warsaw Concerto The Boston Pops; Arthur Fiedler, conductor; Leo Litwin, pianist.....Victor 11-8863
1	—	5	Ave Maria Marian Anderson.....Victor 14210

BEST-SELLING RECORD ALBUMS BY CLASSICAL ARTISTS

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

Weeks to date	POSITION		Album
	Last Week	This Week	
117	1	1	Rhapsody in Blue Oscar Levant, Philadelphia Ork; Eugene Ormandy, conductor.....Columbia X-251
62	2	2	Rachmaninoff Concerto No. 2 in C Minor Artur Schnabel, pianist, NBC Ork; Vladimir Golschmann, conductor.....Victor 1075
42	2	3	Tchaikowsky Nutcracker Suite Eugene Ormandy, conductor; Philadelphia Ork.....Victor DM-1020
29	4	3	Rhapsody in Blue Paul Whiteman.....Signature GP-1
1	—	4	Rhapsody in Blue The Boston Pops; Sanroma, pianist; Arthur Fiedler, conductor.....Victor DM-358
5	—	5	Scheherzade Symphonic Suite Op. 35 Pierre Monteux; San Francisco Symphony Ork.....Victor DM-920
1	—	5	Bolero (Ravel) Andre Kostelanetz, conductor; Robin Hood Dell Ork of Philadelphia.....Columbia MX-257
1	—	5	Grand Canyon Suite Andre Kostelanetz and His Ork.....Columbia MM-463

The Billboard
MUSIC POPULARITY CHARTS

Juke Box Record Plays

Week Ending
November 14

PART
V



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 Last/This Week/Week	Record	Label
12	1	1. NEAR YOU Francis Craig	Bullet 1001
9	2	2. I WISH I DIDN'T LOVE YOU SO (F)..... Vaughn Monroe (Moon Maids)	Decca 24171
5	4	3. MICKEY Ted Weems	Mercury 5062
8	3	4. NEAR YOU Andrews Sisters (Vic Schoen Ork)	Decca 24171
7	6	5. NEAR YOU Larry Green	Victor 20-2421
3	5	5. HOW SOON (Will Jack Owens (Eddie Ballantine Ork)..... I Be Seeing You?)..	Tower 1258
3	7	6. YOU DO (F) Vaughn Monroe (Vaughn Monroe-Moon Maids)	Victor 20-2361
3	12	6. TOO FAT POLKA (I Don't Want Her, You Can Have Her, She's Too Fat for Me)..... Arthur Godfrey	Columbia 37921
15	4	7. I WONDER WHO'S KISSING HER NOW Ted Weems-Perry Como	Decca 25078
2	11	8. YOU DO (F) Bing Crosby-Carmen Cavallaro	Decca 24101
8	15	9. SUGAR BLUES ... Johnny Mercer (Paul Weston Ork)	Capitol B-448
3	8	10. BALLERINA Vaughn Monroe (Vaughn Monroe)	Victor 20-2433
3	14	10. I WISH I DIDN'T LOVE YOU SO (F) Dick Haymes	Decca 23977
11	—	11. FEUDIN' AND FIGHTIN' Dorothy Shay (Mischa Russell Ork)	Columbia 37189
19	—	11. WHEN YOU WERE SWEET SIXTEEN... Perry Como (The Satisfiers-Lloyd Shaffer Ork)	Victor 20-2259
5	13	12. AN APPLE BLOS-SOM WEDDING ... Sammy Kaye (Don Cornell-Glee Club)	Victor 20-2330
2	—	12. HOW SOON (Will I Be Seeing You?).. Bing Crosby-Carmen Cavallaro	Decca 24101
3	—	12. NEAR YOU Two Ton Baker	Mercury 5066
2	—	13. I WISH I DIDN'T LOVE YOU SO (F) Betty Hutton (Joe Lilley Ork)	Capitol 409
1	—	13. SERENADE OF THE BELLS Sammy Kaye (Don Cornell-Choir)	Victor 20-2372
3*	—	14. AN APPLE BLOS-SOM WEDDING ... Eddy Howard	Majestic 1156
1	—	14. YOU DO (F) Margaret Whiting (Frank DeVol Ork)	Capitol 438
1	—	15. I HAVE BUT ONE HEART Frank Sinatra (Axel Stordahl Ork)	Columbia 37554

MOST-PLAYED JUKE BOX FOLK RECORDS

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

Weeks to date	POSITION Last/This Week/Week	Record	Label
14	1	1. I'LL HOLD YOU IN MY HEART (The I Can Hold You in My Arms)..... Eddy Arnold and His Tennessee Plowboys	Victor 20-2332
26	3	2. IT'S A SIN..... Eddy Arnold and His Tennessee Plowboys	Victor 20-2241
3	5	3. TO MY SORROW..... Eddy Arnold and His Tennessee Plowboys	Victor 20-2481
8	4	4. THAT'S WHAT I LIKE ABOUT THE WEST..... Tex Williams and His Western Caravan	Capitol Americana A-40031
1	—	4. NEVER TRUST A WOMAN..... Red Foley (The Cumberland Valley Boys)	Decca 46074
22	2	5. SMOKE! SMOKE! SMOKE! (That Cigarette)..... Tex Williams Western Caravan (Tex Williams-Trio)	Capitol Americana 40001

MOST-PLAYED JUKE BOX RACE RECORDS

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

Weeks to date	POSITION Last/This Week/Week	Record	Label
7	2	1. SNATCH AND GRAB IT... Julia Lee and Her Boy Friends (Julia Lee)	Capitol Americana 40028
13	1	2. BOOGIE WOOGIE BLUE PLATE..... Louis Jordan	Decca 24104
7	—	3. SINCE I FELL FOR YOU.. Paul Gayten and His Trio (Annie Laurie)	DeLuxe 1082
10	3	4. HURRY ON DOWN..... Nellie Lutcher and Her Rhythm	Capitol Americana 40002
4	—	5. LOOK OUT..... Louis Jordan	Decca 24155



RAY NOBLE
and his orchestra



WITH **BUDDY CLARK**

"I'LL DANCE AT YOUR WEDDING"



"THOSE THINGS MONEY CAN'T BUY"

Columbia 37967

HEAR THE GREAT ARTISTS AT THEIR BEST ON

Columbia Records

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



Denny Dennis Sings

"IT'S THE BLUEST KIND OF BLUES"

"Make Believe World"

With Stanley Black Orchestra
London Record No. 104
List Price 75c

DENNY DENNIS definitely delights.
"It's The Bluest Kind of Blues" is good news to operators and dealers.
Denny Dennis' platters will make your cash register tinkle with joy!

IMPORTED

LONDON RECORDS

The London Gramophone Corp. 16 West 22nd Street, N. Y. C. OR 4-4600

The **Billboard** MUSIC POPULARITY CHARTS

PART VI

Record Possibilities

Week Ending November 14

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.

- BOOT WHIP** Anita O'Day with Will Bradley Ork... Signature 15162-B
Talk about your real gone gals—Anita has been there and is back already. By far one of the greatest natural jazz singers in the business today, this gal takes off here like a rocket ship, changes tempo sharply a couple of times and sells thruout better than new convertibles. It's a good attention-getter, jazz or no, with a great supporting crew, featuring Billy Kyle at piano.
- I'LL DANCE AT YOUR WEDDING**.... Ray Noble with Buddy Clark..... Columbia 37967
A "Linda"-like rendition of a better-than-average plug rhythm ballad with a perfect Noble background. Introed with dancing feet as rhythm, disk segues into a dialog between Clark and a fem and then moves into the usually efficient Clark vocal closing on a moving rhythmic ork note. Should ring the nickels up in all locations and draw solid jockey play everywhere. Backing is "Those Things Money Can't Buy," which neither names nor renditions could help.
- IT'S THE BLUEST KIND OF BLUES**... Denny Dennis with Stanley Black Ork... London 104
London diskery makes its U. S. debut and introduces a new voice in the strong and resounding bary pipes of Denny Dennis. If the London label follows thru with publicity and disk jockey promotion, this Dennis lad may well become a strong contender for honors in the American male vocal field. "It's the Bluest Kind of Blues" is strong material, also heard on American wax with a Monica Lewis Decca plattering. Flip is an English pop tabbed "Make Believe World," which is made to sound stronger than it actually is by the Dennis lyricizing. Ork backing and technical recording of both sides are close to magnificent.
- NOWHERE** Red Ingle and the Natural Seven..... Capitol 476
If you thought Ingle couldn't sequelize his "Tim-Tay-Shun" success, hold your sides—you're splitting wrong. This is the funniest thing to come along in many a moon. A combined zany adaptation of the standard "You Came Along" with a take-off on Phil Harris's "That's What I Like About the South" that boffs for tavern and home laughs. When Harris hears this he'll wish he was anywhere but nowhere. Flip is self-explained by the title, "Pagan Nanny's Keep 'Er Goin' Stomp."

THE DISK JOCKEYS PICK:

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

1. CIVILIZATION Louis Prima (Louis Prima Ork)..... Victor 20-2400
2. YOU DO Bing Crosby-Carmen Cavallaro... Decca 24101
3. MICKEY Ted Weems Mercury 5062
4. HARMONY Johnny Mercer and King Cole Trio..... Capitol 15000
5. THE WHISTLER..... Sam Donahue (Shirley Lloyd)... Capitol 472
6. PAPA, WON'T YOU DANCE WITH ME?..... Doris Day (Lou Bring Ork)..... Columbia 37931
7. SERENADE OF THE BELLS.... Sammy Kaye (Don Cornell-Choir)..... Victor 20-2372
8. I'LL DANCE AT YOUR WEDDING..... Peggy Lee (Dave Barbour Ork)..... Capitol 15009
9. CURIOSITY Stan Kenton (June Christy)... Capitol 15005

THE RETAILERS PICK:

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

1. GOLDEN EARRINGS..... Peggy Lee (Dave Barbour Ork)..... Capitol 15009
2. HOW SOON?..... Bing Crosby-Carmen Cavallaro... Decca 24101
3. CIVILIZATION Woody Herman..... Columbia 37885
4. SO FAR Perry Como (Russ Case Ork)..... Victor 20-2402
5. I WISH I DIDN'T LOVE YOU SO. Dinah Shore (Sonny Burke Ork)..... Columbia 37506
6. SERENADE OF THE BELLS.... Sammy Kaye (Don Cornell-Choir)..... Victor 20-2372
7. A TUNE FOR HUMMING..... Eddy Howard..... Majestic 1177
8. CIVILIZATION Jack Smith (The Clark Sisters-Frank DeVol Ork)..... Capitol B-465
9. WHITE CHRISTMAS..... Bing Crosby..... Decca B-23778
10. I WISH I DIDN'T LOVE YOU SO. Betty Hutton (Joe Lilley Ork)..... Capitol 409
11. NEAR YOU Elliot Lawrence (Rosalind Patton)..... Columbia 37838
12. TWO LOVES HAVE I..... Frankie Laine (Carl Fischer Ork)..... Mercury 5064
13. —AND MIMI Dick Haymes (Gordon Jenkins Ork)..... Decca 24172

THE OPERATORS PICK:

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

1. SINCE I FELL FOR YOU..... Paul Gayten and Annie Laurie... Dixie 1082
2. PEGGY O'NEIL..... Frankie Carle (Gregg Lawrence)..... Columbia 37930
3. —AND MIMI..... Frankie Carle (Gregg Lawrence)..... Columbia 37819
4. MY GUITAR IS MY SWEET-HEART..... Air Lane Trio and Ted Martin..... De Luxe 1120
5. —AND MIMI..... Charlie Spivak (Tommy Mercer)..... Victor 20-2422
6. HAND IN HAND..... Sammy Kaye (Laura Leslie-Dan Cornell)..... Victor 20-2482
7. A FELLOW NEEDS A GIRL.... Guy Lombardo..... Decca 24194
8. CIVILIZATION Andrews Sisters and Danny Kaye..... Decca 23940
9. I WISH I DIDN'T LOVE YOU SO. Dinah Shore (Sonny Burke Ork)..... Columbia 37506
10. BLACK AND BLUE..... Frankie Laine (Carl Fischer Ork)..... Mercury 1026

The
Billboard

MUSIC POPULARITY CHARTS

PART
VII

Record Reviews

Week Ending
November 14Billboard
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.

HARRY JAMES (Columbia 37955)*White Christmas*—FT; VC.
All the World Is Mine—FT.

Add to the multi-versioned "White Christmas" a Harry James treatment. And one that's tops, what with the James horn phrasing it beautifully for the Irving Berlin melody and Marion Morgan giving it full lyrical meaning. For the flip, it's a richly scored instrumental that features the James trumpet for a lovely melody in the minor key. "All the World Is Mine," fashioned from the "57th Street Rhapsody" in the "Carnegie Hall" movie.

"White Christmas" just in time for a holiday harvest of coins.

MILT HERTH (Decca 24199)*Peggy O'Neil*—W; VC.
The Little Old Mill—FT; VC.

Until now partial to the instrumental specialties, Mil Herth proves that he can whip out some pert sweet music on the electric wagon as it blends with the piano, guitar, drums making up his threesome. And it's just that spinning out for a smooth and sweet spin for the everlasting "Peggy O'Neil" waltz. For added listening pleasure, Herth adds the lyrical baritone of Bob Johnstone, whose piping wraps itself nicely around Herth's organology. For the flip, the Herth trio and singer spin out a lively and tuneful "Little Old Mill," with the tinkle of the music box framing Johnstone's singing.

"Peggy O'Neil" spins smoothly and sweetly for the nickel.

LEONARD WARREN (Victor 11-9790)*Barcarola From La Gioconda*—V.
Prologue From I Pagliacci—V.

The operatic baritone voice of Leonard Warren, full in depth and wide in range, carries both of these ever popular and melodious arias in fine style. Singing both in Italian, combining good voice with dramatic power, it's a listening delight to both of these oper gems spinning on a 12-inch track. The RCA Victor orchestra, directed by Jean Paul Morel, with the Chorale under Robert Shaw's direction, furnishes fine backing for the "Barcarola," with the orchestra directed by Frieder Weissman for "Prologue," which was previously packaged in the "Treasury of Grand Opera" album set.

For home buyers.

BOB ATCHER (Columbia 37958)*Never Trust a Woman*—FT; V.
Don't Give Your Heart—FT; V.

Bob Atcher has a good patter ditty in "Never Trust a Woman," handing out a bit of sagacious advice in spirited chatter style as the hot fiddles and guitars of Randy Atcher's Swingin' Cowboys cut thru with lively rhythms. For the flip, Atcher is joined in lusty duet dittying by brother Randy for a tuneful "Don't Give Your Heart," spinning at a more moderate clip with the music makers sustaining a peppery pace.

Both sides spin bright for the rustic taps and taverns with "Never Trust a Woman" top side.

MONICA LEWIS (Signature 15159)*The Howlin'est, Hootin'est Gal in Town*—FT; V.
Lover Come Back to Me—FT; V.

It's a hayseed song specialty in "Howlin'est, Hootin'est" and Ray Bloch's music strike up some bright rhythms in the background. Only Monica Lewis is no cowgal chanteuse, too much refinement in her rhythm chanting to give it the rustic flavor that counts for the song selling in this instance. Fares far better with polished piping for a soft and silky vocal setting applied to "Lover Come Back to Me" with Ray Bloch's strings and woodwinds weaving an attractive velvet background for her voice.

Little here that the coin crowd will seek out.

MONICA LEWIS (Decca 24253 and 24359)*The Gentleman Is a Dope*—FT; V.
It's the Bluest Kind of Blues—FT; V.
I'll Hold You in My Heart—FT; V.
I'll Never Say I Love You—FT; V.

The soft and intimate lyrical styling of Monica Lewis, with sultry overtones in her singing to make her expressive song all the more striking, gets off to a nice start in moving over to this record label. And while her song material leaves much to be desired, nor is there any real color in the musical creations of the studio band framing her song, Miss Monica takes

all the sides in good stride. With a male quartet giving the conventional vocal assist, gal gives it a smooth and easy turn for "In My Heart," a simple and lilting cowboy love melody. And on the flip, sings with fine sentimental feeling for the "I Love You" waltz. Her lyrical phrasings in the indigo mood make it expressive enough for the slow and moody blues torching applied to "Bluest Kind of Blues," singing without the male quartet. For the flip, takes on the sprightly "Gentleman" torch song from "Allegro," but without crying out as the lyric commands.

"I'll Hold You in My Heart" spins with best phono machine promise if the ditty strikes pay dirt.

CHARLIE BARNET (Apollo 1084)*East Side, West Side*—FT; VC.
My Old Flame—FT; VC.

It's a hard-hitting band that Charlie Barnett brings to this waxing, but cutting it clean and their rhythmic beats sharply defined. Moreover, there's plenty of youthful enthusiasm in the scoring and the playing to make the needlers take notice. Making both sides of the wax count, Barnett brings a bright and breezy interpretation of the "Sidewalks" classic with Bunny Briggs' syllabic scat singing framed by the band boys singing "East Side, West Side." And for the instrumental gloss, there's the maestro's alto sax and a dirty bugler blowing it hot and high. For the flip, it's a smooth but solid spin for the "Old Flame" torchie with Barnett's piano soprano sax setting forth the theme and Jean Louise's sultry tones making the lyrical torch burn bright.

Both sides add up to coin attention, with "East Side, West Side" evoking added interest.

ANNE SHELTON (London 102-103-109)*Down at the Old Bull and Bush*—FT; V.
Lover Man—FT; V.
Eli Eli—FT; V.
Yiddishe Momme—FT; V.
For Once in Your Life—FT; V.
How Deep Is the Ocean?—FT; V.

Among the first English imports by this London label invading our spinning shores, these three records introduce to American audiences a song stylist in Anne Shelton who makes you sit up and give a listen. And with a keen sense of lyrical projection that projects her song personality on the platter, you have to like it. Gal, who was teamed with Bing Crosby on his USO air shows in England, possesses torch-quality pipes that are warm and with depth. And with the reproductive quality of the recording making her projection all the more pronounced, gal literally steps out of the loud-speaker to sing for you. Singing with a rich note of sincerity and an expression that gives meaning to every lyrical phrase, Miss Shelton makes a marked impression with the slow ballad sides. Her torch-chanting burns bright for "Lover Man," with Harry Roy's soft strings and woodwinds framing the musical background, and it's lush lullabying that falls like balsam on the ears for the attractive "For Once in Your Life" melody, with Camarata's music banking, and "How Deep Is the Ocean," for which Stanley Black creates the same tonal colors for the musical background. Gal's velvet voice also displays a fine sense of lyrical dramatics for two Jewish folk songs sung in English—"Eli Eli" and Yiddishe Momme," with Camarata's music enhancing the melancholy quality for her chant. Remaining side, "Old Bull and Bush," is a lively drinking song entirely British in character. And while she's not as much at home here, Harry Roy's rhythmic music peppered with boogie-woogie pianology keeps the spinning bright.

A genuine vocal lovely who can get nickel-spenders purring with her ballad singing.

(Continued on page 114)

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.

Anne Shelton Sings

"DOWN AT THE
OLD BULL AND BUSH"
"LOVER MAN"With music conducted by Camarata
London Record No. 102 List Price 75c

"FOR ONCE IN YOUR LIFE"

With music conducted by Camarata

"HOW DEEP IS THE OCEAN"

With Stanley Black Orchestra

London Record No. 109

List Price 75c

BING CROSBY chose Anne Shelton
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PART VIII
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Week Ending November 14

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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
B. Houston (The Cutest) MGM
- A Porter's Love Song to a Chambermaid
A. Godfrey (I'm A) Columbia
- As Sweet as You
F. Stewart (Diane) Capitol
- All Dressed Up With a Broken Heart
B. Clark (You Are) Columbia
- Angry
T. Hill (Mickey) Columbia
- Angry
T. Hill (Mickey) Columbia
- At the Candlelight Cafe
G. MacRae (I Surrender) Capitol
- At the Candlelight Cafe
D. Shore (The Best) Columbia
- Auld Lang Syne
J. Gumin Ork (Jingle Bells) Chord
- Baby, Have You Got a Little Love to Spare?
C. Hopkins Quartet (You're Gonna) Rainbow
- Chinese Lullaby
H. Fields Ork (Come Back) Victor
- Come Back to Sorrento (Torna a Sorrento)
H. Fields Quintet (Chinese Lullaby) Victor
- *Concerto (Tchaikovsky)
G. Lombardo (Grieg Piano) Decca
- *Contrasts
J. Dorsey (Embraceable You) Decca
- Desert Sands
C. Barnet (Share Croppin') Decca
- Diane
F. Stewart (As Sweet) Capitol
- Disappointed Cowboy
Bruce Raeburn (Hilda Was) Mayfair
- Don't Take Your Love From Me
H. Forrest (Don't You) MGM
- Don't You Love Me Any More?
H. Forrest (Don't Take) MGM
- *Embraceable You
J. Dorsey (Contrasts) Decca
- Forever Amber
J. Dane (How High) Atlas
- Forever Amber
B. Sherwood (Pardon Me) Capitol
- Get a Pin-Up Girl
T. Martin-The Air Lane Trio (My Guitar) De Luxe
- Golden Earrings
C. Spivak (Tenderly) Victor
- *Grieg Piano Concerto
G. Lombardo (Concerto) Decca
- Hilda Was a Damn Good Cook
Bruce Raeburn (Disappointed Cowboy) Mayfair
- How High the Moon
J. Dane (Forever Amber) Atlas
- How Soon
B. Andrew-E. Bleck (It Must) Hollywood Rhythms
- How Strange
S. Fisher and His New Yorkers (I Understand) Vitacoustic
- I Feel So Smoochie
L. Horne (Take Love) MGM
- I Surrender, Dear
G. McRae (At the) Capitol
- I Understand
S. Fisher and His New Yorkers (How Strange) Vitacoustic
- I'd Hate to Lose You (I'm So Used to You Now)
S. Kaye (They're Mine) Victor
- Let's Put Out the Lights Album
J. Russell . . . Columbia
- A Hundred Years From Today
Body and Soul
Do It Again
I Must Have That Man!
Let's Put Out the Lights (And Go to Sleep)
Love for Sale
Two Sleepy People
(It Will Have to Do) Until the Real Thing Comes Along
- I'm a Ding Dong Daddy (From Dumas)
A. Godfrey (A Porter's) Columbia
- If Dreams Come True
C. Hopkins Quartet (When My) Rainbow
- It Must Be True
B. Andrews-E. Bleck (How Soon) Hollywood Rhythms
- Jingle Bells
J. Gumin Ork (Auld Lang) Chord
- Little Hotel
Bruce Raeburn (Shot In) Mayfair
- Lone Star Moon
The Pied Pipers (Penny) Capitol
- Lone Star Moon
T. Beneke Ork (Oklahoma City) Victor
- Mickey
T. Hill (Angry) Columbia
- Mickey
B. Barron (Too Fat) MGM
- My Guitar Is My Sweetheart
T. Martin-The Air Lane Trio (Get A) De Luxe
- Nowhere
R. Ingle-The Natural Seven (Pagan Ninny's) Capitol
- (Gotta Get To) Oklahoma City
T. Beneke Ork (Lone Star) Victor
- On Green Dolphin Street
J. Dane (Two Loves) Atlas
- Out of My Mind
R. Benson (Rosalinda) Rainbow
- Pagan Ninny's Keep 'Er Goin' Stomp
R. Ingle-The Natural Seven (Nowhere) Capitol
- Pardon Me, Pretty Baby
B. Sherwood (Forever Amber) Capitol
- Penny
The Pied Pipers (Lone Star) Capitol
- Queen for a Day Album
D. Novis . . . Tempo
- Dreams
If I Had My Way
I'm Looking at the World Thru Rose-Colored Glasses
Over the Rainbow
What a Difference a Day Makes . . . Wishing
- Rosalinda
R. Benson (Out of) Rainbow
- Share Croppin' Blues
C. Barnet (Desert Sands) Decca
- Shot in Her Box
Bruce Raeburn (Little Hotel) Mayfair
- Subway Serenade
Bruce Raeburn (Wonderful World) Mayfair
- Take Love Easy
L. Horne (I Feel) MGM
- Tenderly
C. Spivak (Golden Earrings) Victor
- The Best Things in Life Are Free
D. Shore (At The) Columbia
- The Cutest Little Red-Headed Doll
B. Houston (A Fellow) MGM
- The Mailman
Bruce Raeburn (The Mating) Mayfair
- The Mating Call
Bruce Raeburn (The Mailman) Mayfair
- They're Mine, They're Mine, They're Mine
S. Kaye (I'd Hate) Victor
- They're Mine, They're Mine, They're Mine
G. Lombardo (Two Loves) Decca
- Too Fat Polka
Barron (Mickey) MGM
- Two Loves Have I
J. Dane (On Green) Atlas
- Two Loves Have I (J'AI Deux Amours)
G. Lombardo (They're Mine) Decca
- When My Dream Boat Comes Home
C. Hopkins Quartet (If Dreams) Rainbow
- Wonderful World
Bruce Raeburn (Subway Serenade) Mayfair
- You Are Never Away
B. Clark (All Dressed) Columbia
- You're Gonna Be Sorry
C. Hopkins Quartet (Baby, Have) Rainbow

LATIN-AMERICAN

- A Malaguena
Trio Calaveras (Cielito Lindo) Victor
- A Mi a Mi Chocica
J. Fernandez Ork (El Maquilavelo) Victor
- Cielito Lindo
Trio Calaveras (A Malaguena) Victor
- Don Felipe
Conjunto Casino (Ese No) Victor
- El Maquilavelo
J. Fernandez Ork (A Mi) Victor
- En Tus Brazos (Take Me in Your Arms)
I. Fields (Guatemala) Victor
- Ese No Importe
Conjunto Casino (Don Felipe) Victor
- Guatemala
I. Fields (En Tus) Victor
- La Butuba Cubana
O. G. Cascarita (Neuguere Nengue) Victor
- Henry King Album
H. King . . . Black & White
- Chico Chico
Chiu Chiu
Mama Yo Quiero
Rico Pulpa
Tico Tico
Vem Vem
- La Marietwana
E. Gomez (Toros En) Victor
- Nenguere Nengue
O. G. Cascarita (La Butuba) Victor
- No Se Porque
M. Silva (Yes, Yes) Victor
- Toros En Cuba
E. Gomez (La Marietwana) Victor
- Yes, Yes
M. Silva (No Se) Victor

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ADVANCE RECORD RELEASES

(Continued from opposite page)

FOLK

A Petal From a Faded Rose
101 Ranch Boys (The Flying) Security
A Sweet Kind of Love
B. Wills and His Texas Playboys (Cowboy Stomp) Columbia
After-While (We Gonna Drink a Little Whiskey)
Big Three Trio (Baby, I) Columbia
Ain't Gonna Worry 'Bout a Soul
Delta Rhythm Boys (Little Small) Victor
Ain'tcha Tired of Making Me Blue
C. Atkins and His Colorado Mountain Boys (Standing Room) Victor
Baby, I Can Go on Without You
Big Three Trio (After-While) Columbia
Cowboy Stomp
B. Wills and His Texas Playboys (A Sweet) Columbia
Go On—Go On
T. Daffan's Texans (Poor Little) Columbia
Have I Waited Too Long to Regret
Texas Ruby-Curly Fox and His Fox Hunters (I'll Take) Columbia
Headin' Down the Wrong Highway
Texas Jim Robertson-The Panhandle Punchers (The Miners') Victor
I'll Take Back All I've Said About You
Texas Ruby-Curly Fox and His Fox Hunters (Have I) Columbia
I Love You Baby, Boogie
W. (Long Time) Smith (My Buddy) Columbia
I Want a Good Man Bad
L. Green Ork (Outside of) Victor
I'm Leaving This Old World Someday
F. Tillman (It's Got) Columbia
It's Got Me Down
F. Tillman (I'm Leaving) Columbia
It's Wonderful
P. Gayten Trio (You Go) De Luxe
Little Small Town Girl (With the Big Town Dreams)
Delta Rhythm Boys (Ain't Gonna) Victor

My Buddy, Doctor Clayton
W. (Long Time) Smith (I Love) Columbia
No One To Cry To
P. Willing-The Riders of the Purple Sage (160 Acres) Decca
160 Acres
P. Willing-The Riders of the Purple Sage (No One) Decca
Outside of That
L. Green Ork (I Want) Victor
Poor Little Bar Fly
T. Daffan's Texans (Go On) Columbia
Raining, Raining Here This Morning
The North Carolina Ridge Runners (Remember Me) Security
Remember Me
The North Carolina Ridge Runners (Raining, Raining) Security
Saloon
E. McMullen-Sleepy Valley Five (She Was) Rainbow
Shady Valley Waltz
C. Robison (Shady Valley) MGM
She Was Sorry That She Did It
E. McMullen-Sleepy Valley Five (Saloon) Rainbow
Some Day You Gotta Make Up Your Mind
C. Robinson (Shady Valley) MGM
Standing Room Only
C. Atkins and His Colorado Mountain Boys (Ain'tcha Tired) Victor
The Flying Fiddle (A Hoedown)
101 Ranch Boys (A Petal) Security
The Miners' Song
Texas Jim Robertson-The Panhandle Punchers (Headin' Down) Victor
The Tear-Stained Letter
M. O'Day-The Cumberland Mountain Folks (When God) Columbia
When God Comes To Gather His Jewels
M. O'Day-The Cumberland Mountain Folks (The Tears) Columbia
You Go To My Head
P. Gayten Trio (It's Wonderful) De Luxe

HOT JAZZ

After You're Gone, Parts I and II
Jazz at the Philharmonic . . . Disc
Blues in the Grooves
A. Ammons Rhythm Kings (The Breaks) Commodore
Embraceable You
(12") Jam Session at Commodore No. 2 (Serenade To) Commodore
Four O'Clock Drag
Kansas City Six (Three Little) Commodore
Eddie Heywood Album
(3-10") E. Heywood Ork . . . Commodore
'Deed I Do
I Can't Believe That You're in Love With Me
Indiana
Just You, Just Me
Love Me or Leave Me
Lover Man (Oh, Where Can You Be?)
Hubba Hubba Hop
(12") J. Jones Ork (You Brought)
I Love My Man
B. Holiday-E. Heywood Trio (On The) Commodore
I Waited For You
D. Gillespie (Salt Peanuts) Musicraft
I Had To Be You
J. Lunceford (This Is) Decca
I've Found a New Baby
W. Bradley-Y. Lawson All Stars (Jazz Me) Signature
Jazz A La Carte Album
(3-10") E. Condon Band . . . Commodore
Mandy, Make Up Your Mind
Nobody Knows You When You Are Down and Out
Rose Room
Save Your Sorrow
Tell 'Em About Me
You Can't Cheat a Cheater
Jazz Me Blues
W. Bradley-Y. Lawson All Stars (I've Found) Signature
King of Tailgate Trombone Album (3-10")
G. Brunis Jazz Band . . . Commodore
D. D. T. Blues
I Used to Love You But It's All Over Now
I'm Gonna Sit Right Down and Write Myself a Letter
In the Shade of the Old Apple Tree
Commodore
Sweet Lovin' Man
Wang Wang Blues
Linger Awhile
"Big Sid" Catlett Quartet (Sleep) Commodore
Little By Little
R. Nichols and His Pennies (When You) Capitol Americana
On the Sunny Side of the Street
B. Holiday-E. Heywood Trio (I Love) Commodore

Our Delight
The T. Dameron Sextet (The Squirrel) Blue Note
Pitchin' a Bit Short (12")
J. Teagarden and His Swingin' Gates (Rockin' Chair) Commodore
Rockin' Chair (12")
J. Teagarden and His Swingin' Gates (Pitchin' a) Commodore
Rose of the Rio Grande
Decca
We Called It Music . . . Decca
Salt Peanuts
D. Gillespie (I Waited) Musicraft
Serenade To a Skylark (12")
Jam Session at Commodore No. 2 (Embraceable You) Commodore
Singin' the Blues Album
Victor
Blues After Hours (J. Teagarden's Bib Eight)
Blues For Yesterday (L. Armstrong Hot Six)
Blues in My Heart (E. Waters)
Blues in the South (L. Armstrong Hot Six)
Careless Love (E. Waters)
I Don't Want to Miss Mississippi (Any More)
St. Louis Blues (J. Teagarden's Big Eight)
That Ain't Right (M. Bailey)
Sleep
"Big Sid" Catlett Quartet (Linger Awhile) Commodore
The Breaks
A. Ammons Rhythms Kings (Blues In) Commodore
The Squirrel
The T. Dameron Sextet (Our Delight) Blue Note
This Is My Confession to You
J. Lunceford (It Had) Decca
Three Little Words
Kansas City Six (Four o'Clock) Commodore
We Called It Music Album
E. Condon Ork . . . Decca
Aunt Hagar's Blues
Down Among the Sheltering Palms
Ida! Sweet as Apple Cider
It's Tulp Time in Holland (Two Lips Are Calling Me)
My Melancholy Baby
Nobody Knows (And Nobody Seems To Care)
When You Wish Upon a Star
R. Nichols and His Pennies (Little By) Capitol Americana
You Brought a New Kind of Love to Me (12")
J. Jones Ork (Hubba Hubba) Commodore

INTERNATIONAL

Folks Dances Album
B. Wyte Ork-Rene Musette Ork-Scandinavian Ambassadors . . . Standard
Cocoanut Polka
Cuckoo Waltz
Dance on a Cloud
Finger Polka
For He-Men Only
Merrytown Boys
Take It or Leave It
Walking the Dog
Gems of Polkas Album
Rene Musette Ork . . . Standard
Come Closer

Dance of the Wooden Indian
Hangover Chaser
Horse and Buggy Serenade
Joy of Spring
Scrub, Scrub, Scrub
Neapolitan Melodies Album
M. Tomako . . . Standard
Ciribiribin
Funiculi Funicula
Maria Mari
O Sole Mio
Santa Lucia
Torna a Surriento

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DON'T DO IT, STELLA—Polka	
T-117 HELENA POLKA	B. Witkowski Orchestra
ATOMIC POLKA	
T-119 EMILIA POLKA	V. Gergek Orchestra
CLARINET POLKA	
T-120 DAWN PATROL—Polka	V. Gergek Orchestra
DOMINO POLKA	
T-121 HOT CLARINET POLKA	V. Gergek Orchestra
JOLLY COPPERSMITH POLKA	

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ALBUM REVIEWS

LEVANT PLAYS DEBUSSY—Oscar Levant
(Columbia MM-710)

Oscar Levant, alone at the piano, spins a moonbeam carpet woven with colorful impressions and melodic facets that characterize 10 familiar Debussy compositions. Capturing the delicate flavor of the French composer in his Steinwaying, it's a Debussy delight for the four 12-inch records in the set. All familiars, the spinning takes in *Reflections in the Water*, the two *Arabesques*, *Serenade for the Doll*, *Minstrels*, *General Lavigne-Eccentric*, *La plus que lente-Valse*, *Evening in Granada*, *The Little Shepherd* and *The Sunken Cathedral*. Album cover a title page, inside cover blank.

SONGS YOU LOVE—Robert Merrill
(Victor M-1150)

A set of eight popular song favorites, the rich and warm baritone voice of Robert Merrill framed by the strings of Russ Case's orchestra makes it for a genuine listening delight. Singing with full tenderness for the ballads and waltzes, and with fervor for the two Negro spirituals, the spinning is a complete and charming songfest for the parlor phonos. Restrains his operatic baritone voice to spin it soothingly for the four records taking in *I'm Falling in Love With Someone*, *Ah! Sweet Mystery of Life*; *Trees, Always, Sylvia*, and for the *Down to de Rivah* and *Jonah and the Whale* spirituals. Photo of the smiling Merrill adds attraction to the title cover page with bio notes on the inside page.

Aussies Ask Quota Curb on ASCAP Ditties

SYDNEY, Nov. 5.—A delegation of the Australian Composer and Songwriters' Association (ACSA) and the Australian Musicians' Union (AMU) will visit Canberra soon to urge upon the government a quota for Australian music on the radio. Their main argument will be that local composers and musicians are almost entirely excluded from supplying even background and incidental music for radio features due to the alleged tight hold on the music business here of the American Society of Composers, Authors and Publishers (ASCAP). ACSA action parallels a move by composers and songwriters in England to demand a 50 per cent quota for local work, to apply to all entertainment where music is used. If the government fails to act, the Actors and Announcers' Equity reportedly will be asked to instruct their members not to play imported disks on the air.

The broadcasting stations claim that Australian composers can only supply 5 per cent of requirements, but ACSA points out that it has many works available which are not being used because of ASCAP's hold. There is great bitterness among the writers and composers on this matter and with the support of AMU, a showdown may be expected if the government takes no action.

THE ADVENTURES OF OLIVER TWIST AND FAGIN—Basil Rathbone
(Columbia MM-700)

Movieland's Basil Rathbone, as narrator and playing the part of Fagin, with Jerry Farber as Oliver and a small supporting cast, brings some of the best known episodes of Charles Dickens' crime-doesn't-pay classic to the spinning sides. Adapted for the spinning by Ralph Rose, who also directed the session, the full dramatic and moral quality of the story is captured on the waxing. Spins over 12-inch records with the Big Ben chimes bridging the scenes. An immortal story of drama and pathos, the spinning is sure to strike a popular fancy with young and old alike. Caricatures of the story characters grace the title page with notes on the story and photo of Rathbone making for an attractive inside cover page.

(Continued on page 116)

Vox Claims Same Czech Wax That Keynote Heralds

NEW YORK, Nov. 15.—Post-war international complications cropped up this week in the recording industry, pointing toward a possible conflict between Vox Records and Keynote Records. First news of the scrambled situation arose when Vox President George Mendelsohn, just returned from Europe, claimed that his company held American rights to virtually the entire catalog of Czechoslovakian classical masters which, only two weeks ago, Keynote Prexy John Hammond had claimed as an exclusive deal for this country.

Hammond's announcement indicated that Keynote had completed arrangements with the Gramophone Industries of Czechoslovakia for the rights to about 10,000 masters and that the music would be pressed and distributed in this country thru Mercury Records, with whom Hammond has a working agreement. Mendelsohn, however, announced that Vox Records, thru its agreement with the French Polydor Recording Company, would be able to draw from the same musical source as Keynote since both the Czech and French companies were merely outlets of the pre-war German recording company, Telefunken. Both Vox and Keynote appeared to be in the clear due to the complicated political set-up in Europe at the moment.

Telefunken Resumes

According to Mendelsohn, the Czech record empire—currently under Russian-dominated control—is a German war casualty, having been set up by Telefunken as far back as 1938, first in Vienna, later in Prague, as a pressing and distributing outlet for its Ultraphone and Esta labels. Mendelsohn claims that the post-war Czech government took over the German-controlled companies and, with them, duplicate masters of the original Telefunken works.

Mendelsohn announced that he had cleared his American rights to the material with the Allied Control Commission in Germany—since the German record company is once again in operation—and that he would go ahead with his working arrangement with French Polydor. Since Polydor would draw from the German company the same material left behind in Czechoslovakia, the possibility of two American companies releasing identical classical material may develop.

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Orders Pouring in From All Over the Country For the NEWEST Race Hit

Lynne Barrett Files \$3,500 Contract Suit Vs. Victor Lombardo

NEW YORK, Nov. 15. — Chirp Lynne Barrett this week filed a \$3,500 breach of contract suit against orkster Victor Lombardo and his personal manager, Lou Mindling, in New York Supreme Court. The vocalist charges that Lombardo broke a one-year pact, entered into on June 26, 1947, by discharging her on July 31, altho she claims that she performed all conditions of the contract. Pact called for \$100 per week in New York and \$115 on the road, with extra pay for disk and radio dates. Mindling, as Lombardo's agent, signed her for the singing job.

Lombardo's attorneys made a general denial of all allegations. The defense contends that the discharge was justified and that the chirp failed to properly and competently perform the duties agreed upon and required to be performed with the ork.

Ventura Ends Pact With Harry Moss; Signs Glaser Deal

NEW YORK, Nov. 15. — Jazzist Charlie Ventura this week finally got some of his band leading headaches cleared up thru a release from his Harry Moss contract and a new pact with Joe Glaser's Associated Booking Corporation. Deal was negotiated by Ventura's personal manager, Don Palmer, after he had appealed Moss's release price—reported at \$3,000, then dropped to \$1,500—to Rex Ricciardi, executive secretary of American Federation of Musicians.

Moss's release price was based on money he claimed Ventura owed him for commissions, but Palmer's plea to the union secretary stated that he had set most bookings. Amicable arrangements were set for Ventura's payment to Moss over a period of time, clearing the way for the Glaser deal.

London Records Hits 60% in U.S. Coverage

NEW YORK, Nov. 15. — London Records, the American pop offspring of the English Decca firm, has pushed its U. S. distrib network past the 60 per cent-completed point with new outlets named in Chicago and Cleveland. Chicago distrib set-up is headed by James Martin, while the Cleveland distributorship has gone to W. E. Harvey. Present London plans call for the diskery to fill out a nationwide distrib network by the beginning of next year. Currently London claims distrib coverage that services 60 per cent of the U. S. population.

Firm, via disk jockey contact man, Kelly Camarata, has kicked off its radio campaign and claims that requests for purchase of disks by U. S. and Canadian stations has been heavy. Firm's initial set of releases was marketed this week.

Signature To Pay F-P Back Royalties

NEW YORK, Nov. 15.—Signature prexy Bob Thiele this week reported that he would "take care" of a royalty debt owed the Famous-Paramount pubbery after he had received a letter from the latter firm demanding the back royalties. F-P claimed that royalties ran to \$3,000, but Thiele said the figure was closer to \$800. Thiele pointed out that this was the first time an individual pubber had made royalty demands on his firm. He said that, altho the firm admittedly has been behind on royalty payments before, Signature has always kept its word on back payments.

Blue Note's Swing To Swing Peps Chi Jazz Name Battle

CHICAGO, Nov. 15.—The all-out battle to secure top jazz names locally found its biggest contender this week when Frank Holtzfiend, op of Lipp's Lower Level, Loop bistro which had been using a vaude-type combo policy, switched to swing names in high gear. Freddy Williamson, of Associated Booking, pacted the biggest swing package yet into the basement spot which has changed its name to the Blue Note, with Muggsy Spanier's Sextet and Herbie Fields' Septet opening November 25. Fields is guaranteed four weeks, while Spanier will run 10 weeks. Budget, which will run approximately \$3,000, falls just a little short of Louis Armstrong's record \$3,250 budget at the Rag Doll recently. The Rag Doll, which found a biz slump resulting when the current Jess Stacy-Wingy Manone followed Armstrong, is switching to big bands, with Ina Ray Hutton's 14-piecer following the small combos November 18 for a month's run.

The Detour, Northside lounge, which opened with Art Tatum three weeks ago, continues with its swing policy, bringing in Una Mae Carlisle and Eddie South's Trio November 24.

Addition of the Blue Note brings total number of jazz name lounges to six, biggest total since the beginning of the war when jazz had another streak locally.

Disk Premium Plan Getting Under Way

HARTFORD, Nov. 15.—Berkshire Enterprises, which is planning the distribution of records as theater premiums, continued on the build this week.

William T. Powell was granted a leave of absence from his post as district manager for the Western Massachusetts Theaters, Inc., and manager of the Capitol Theater, Pittsfield, Mass., in order to devote full time to the disk premium project. Horace Decelles, assistant manager at the Pittsfield house, was named by the circuit to replace Powell during his leave.

Musicraft, Apollo Add New Distrib Outlets

NEW YORK, Nov. 15.—Two diskeries to pop with new distrib activity this week were Musicraft and Apollo Records.

Musicraft took on Ross & Company, Denver; Taran Distributing Company, Miami and Jacksonville; Southland Distributing Company, Atlanta, and the W. E. Harvey Company, Cleveland.

The Apollo's newcomers are Vita Record Company, Los Angeles; Barnett Distributing Company, Baltimore; Dixie Record Suppliers, Richmond, Va., and David Rosen, Inc., Philadelphia.

Reed's Ork Gets 1st Airtime Location Booking at Edison

NEW YORK, Nov. 15.—Tommy Reed's ork this week drew its first New York location with airtime booking when it copped an indefinite date at the Hotel Edison's Green Room beginning November 26.

Reed obtained his release from the Music Corporation of America (MCA) last week and immediately tied up with the new George Walker Capitol Attractions org. Walker made the Edison deal for Reed's 11-piece outfit. Gay Claridge's ork is now holding down the Edison podium.

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

Machito
 (Reviewed at Palladium Ballroom, New York, thru General Artists' Corporation. Personal manager, Jack Lear.)

TRUMPETS: Mario Bauza, Robert Woodlin, Francisco Davila.
 SAXES: Eugene Johnson, Jose Madera, Alfredo Skerritt, Leslie Joanikans.
 RHYTHM: Rene Hernandez, piano; Roberto Rodriguez, bass; Jose Mangual, bongo; Vidal Bo Lado, conga drum; Ubaldo Nieto, timbales.
 LEADER, VOCALIST AND MARACAS: Machito (Frank Grillo).
 VOCALIST: Graciela.
 ARRANGERS: Mario Bauza, Jose Madera, Rene Hernandez.

The jazz crowd had better take careful observational notes or be prepared to move over—the South American senders are coming on like jet propulsion. From a musical standpoint, one of the bands among the maracas-shakers is the one led by Machito, a good-looking shouter of Puerto Rican jive. Altho this crew is still a few laps behind some of the others in the box-office department there can be no doubt of the latent power lurking deep in the bongos, timbales and other rhythmic bric-a-brac. Quite often a sustained rhythmic session gets going that makes Harlem-hot sound like a Sunday school recital and the ensemble spirit is of a kind unmatched since the old Benny Goodman days. Certainly this is one of the most uninhibited musical groups playing formal engagements today.

Tonally, too, Machito has a band of which he can well be proud. Under the expert musicianship of Mario Bauza, former lead horn with the late Chick Webb, the group seems well grounded and rehearsed, thoroly capable of getting its teeth into any music. The limitations of its book now, however, make this simply a specialized musical excitement and that ain't too good from a commercial viewpoint. Machito and his gal singer, Graciela, can sell with the best and the six-way rhythm section will murder the dance addicts, but, unfortunately, it takes still more than all that to break thru these days. Chalk it up as an exciting parallel of the underground days of swing. As such it's worth attention. *Bob Bach.*

Henry Jerome
 (Reviewed at Pelham Heath Inn, Bronx, N. Y., November 11. Band manager, Irv Rothman. Booked by William Morris Agency.)

TRUMPETS: Harold Wegbreit, Donald Leight.
 TROMBONES: Elly Winnick, Moe Sadwick.
 REEDS: Jerry Grosser, Irving Frank, Allan Kimmel, Steve Prisky.
 RHYTHM: Buddy Clark, piano; Phil Rosen, bass; Irv Rothman, drums.
 VOCALS: Dick Judge.
 ARRANGERS: Angelo Mussolino, Moe Sadwick.

TRUMPET AND LEADER: Henry Jerome.

Hal Kemp may be gone but he certainly is far from forgotten. First, Gay Claridge came to town with an ork that played the old Kemp megaphoned-clary and staccato-trumpet style and even dipped deeply into the old Kemp library. Now, right on his heels, long-time orkster Henry Jerome has come up with a new band that strips the blacksticks of their megaphones but which nevertheless, with the muted staccato-scored brass, emulates the Kemp style to a T. And he does it cleanly, with good taste and a keen feel for proper dance tempos.

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Sterling Young
 (Reviewed at the Aragon Ballroom, Ocean Park, Calif., November 9. Booked thru Music Corporation of America.)

TRUMPETS: Ted Bowman and John Bartolomea.
 TROMBONE: Charles Tito.
 VIOLINS: Sterling Young (leader), Al Mina and Nat Blair.
 SAXES: Russ Blough, Charles Mitchelson and Ray Pearson.
 RHYTHM: Bill Groon, piano; Woody Bushell, bass, and Dick Stanton, drum.
 ARRANGER: Max Walter.
 VOCALIST: Bobbie Ennis.

This band is only seven weeks old

Hal Derwin
 (Reviewed at Casino Gardens, Ocean Park, Calif., November 8. Booked thru General Artists Corporation.)

TRUMPETS: Chuck Peterson, Dave Nichols and Ray Lopez.
 TROMBONES: Hal Smith and Al Kaler.
 SAXES: Charley Sharp, Pete Johns, Babe Moore and Hammond Russum.
 RHYTHM: Frank Cowen, piano; Lloyd Springer, bass, and Bobby Boyer, drum.
 VOCALISTS: Hal Derwin (leader), Jeanne Taylor and Mildred Shirley.
 ARRANGER: Bobby Hammock.

One of the most promising of the newcomers, three-month-old Hal Derwin crew bears watching and tempts predictions of big things to come. Style is prudently patterned in the mode of the day, throwing full emphasis on danceability and melodic content, rather than instrumental pyrotechnics. Result is a maximum number of dancers and a minimum of on-lookers.

A highly essential factor in this group's upward climb on the band-ladder is the great boost it is and will be getting from Capitol. With few exceptions, diskery has followed a policy of building its own talent into top name material. Since the Cap catalog needs added strength in the sweet dance band department, the Derwin ensemble is being groomed to fill that need. Disk jockeys have already voted this ork's version of *My, How the Time Goes By* to a spot on their record possibilities chart (see *The Billboard*, November 8).

The Derwin treatment of this ditty is typical of ork's style as a whole. He likes to open with a Hal Kemp reed effect with staccato cupped-brass backing. Intro leads into full-voiced ork blends. Two fem canaries are used as part of a vocal trio with Derwin making it a threesome. They also appear as individual soloists. Both sell easily. Book has current plugs and is well-stocked on standards. *Lee Zhitto.*

that were riding high when Kemp was riding high, such as *Did You Ever See a Dream Walking?*, *Whispers in the Dark*, *Louise* and *You Call It Madness*.

All vocal assignments are graciously handled by bary Dick Judge, whose better-than-average chantings are given an occasional assist from glee club scoring performed by the band tootlers.

Jerome is a hard-working fronter who gives out with frequent tune introductions and tootler credits. His muted trumpet is featured lightly on a good many scores and when he doesn't play solo he steps up to make his trumpet section a sturdy threesome. And he tries to keep the customers happy.

This ork's soft, danceable music should make an ideal smart location or hotel room attraction at a reasonable price to the management. But Jerome, who has just been set for a couple of fast small diskery dates, will need to get some platters out on the market in a hurry if he hopes to ascend to name heights in band biz ranks. *Hal Webman.*

but you'd never know it. Sidemen follow the maestro's fiddle bow faithfully and the result is smooth-as-silk dance music. Young, who usually sticks to the Coast ork circuits, reorganized his pre-war band upon leaving the service a year ago. But it was built along the jivier wartime lines and as a result was caught on the wrong end of the growing trend for sugar-coated music making.

His new ensemble follows the hotel formula—as a matter of fact, band is better suited for hotel work than the terpsery stand. Usual style is maestro's solo fiddle, making it a threesome with the two-man Strad section on the melody line, backed by unison blending from the saxes. Muted brass are added for body's sake. Ork's beat is well-defined and terptempting.

Thrush Bobbie Ennis (Mrs. Sterling Young) packs a lot of personality into her lyric selling and clicks with the customers. She handles novelties and ballads with equal ease. Ork's book is based on a strong selection of standards with a sufficient quantity of current items to keep the patrons satisfied. *Lee Zhitto.*

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Wasted Effort

NEW YORK, Nov. 15.—Solly Violinsky, the Friars stalwart, was sitting in Lindy's when a double-talker started in on him. Violinsky listened very quietly while the guy rattled it off. When he finally stopped, all out of breath, Violinsky asked him mildly, "Are you thru?" The double talker nodded yes. "Okay, you know I wouldn't be interested even if you spoke single."

Five-Act Units Being Packaged For Dixie Tour

NEW YORK, Nov. 15.—Five-act units, plus a four-piece band and a motion picture, are being packaged to play theaters in cities of 3,000-30,000 population in North and South Carolina, Georgia and Tennessee, according to Larry Rapp, of New York attractions. Rapp is lining up units budgeted at \$2,000-\$2,500 to play one and two nights in theaters on a 50-50 set-up.

The booker expects each unit to get about 40 weeks' work starting early in January. Acts will do four-a-day and will be paid by the week regardless of layoffs. Transportation will be furnished by the agent, who will pay 5 cents per mile for automobiles owned by the entertainers in the units to carry the others.

Plans call for about 300 theaters in the area to be contracted before the first of the year, with each spot showing vaude at least once a month and some ops asking for weekly dates. Seven lobby displays carted by station wagons will go a week ahead of each unit. Displays are to be furnished by the New York office and will not affect the 50-50 arrangements.

Among acts now being assembled into units are Fields and Pam, Johnny Velesti, Taffy 'n' Terry, Rita Cunningham, Ishkawa, Chiquita Rios, Sal Alcorn, Sherry Ames, Tommy Spencer and Tony Landers.

Fischer Files Suit for 250G Vs. Chevalier

NEW YORK, Nov. 15.—Maurice Chevalier has been named as defendant in a suit involving \$250,000 damages for alleged breach of a contract made with Clifford Fischer in December, 1945.

Fischer's complaint states the alleged contract called for Chevalier to receive 30 per cent of the gross for starring in a New York variety show produced by Fischer in March, 1946. The motion further states that Chevalier appeared instead at the Henry Miller Theater under another producer.

A general denial was entered by the defendant's attorneys, Klein and Weinberger.

Plaintiff's attorneys, Silverstone and Rosenthal, moved to examine Chevalier before the trial.

Remos Instead of Shaver

NEW YORK, Nov. 15.—In a recent story involving commissions, Buster Shaver was mistakenly named as having been booked by Music Corporation into the Harem. Act involved is Paul Remos. Shaver, handled by Sam Fishman, is currently in London.

AGVA Convention Jam Continues

H'w'd Nitery Ops Attacked By C. C. Exec

AGVA Refutes Charges

(Continued from page 3)

from Florine Bale, West Coast director of American Guild of Variety Artists (AGVA), who sent Kingsley a scathing letter charging that the violent attack on the nitery biz was "amazing, coming from the head of the chamber of commerce of the greatest show city in the country, Hollywood."

In her lengthy reply to Kingsley, Miss Bale pointed out the vital part played by showbiz during the war, stressed hundreds of persons whose jobs would be lost by such action, and demanded that showbiz reps be given a chance to tell their story. She refuted charges that Hollywood Stem niteries were frequented by undesirables and insisted that AGVA members be given a fair shake. Copies of Miss Bale's response were sent to heads of other crafts with suggestion that unions take united stand to fight threat.

Issue came to head when Sardi's, Hollywood Boulevard restaurant lounge, sought renewal of entertainment license. Supporting Kingsley's stand were civic leaders and religious and organizational officials. Approximately 10 clubs would be affected by any curb on local nitery operations, but should ban be extended beyond Hollywood Boulevard boundaries, established theater-clubs such as Earl Carroll's and Florentine Gardens would also face shuttering.

Altman Feels Name Shortage

NEW YORK, Nov. 15.—Scarcity of names that mean a buck at the box office has caught up with Harry Altman's Town Casino, Buffalo, probably one of the biggest single buyers of talent in the East.

Starting January 5 spot will begin using name bands for week stands, teeing off with Sammy Kaye to be followed by Cab Calloway.

Despite the addition of bands, club will continue to use names, but because of inability to get top drawers, will buy semi attractions. Band will cut the show as well as play for dancing.

2 New Orleans Spots Start Fall Bookings

HARTFORD, Conn., Nov. 15.—New fall bookings have started at the Club Ferdinando and the Shang-ri La. The Ferdinando, operated by Felix Ferdinando, is using from three to five acts Wednesdays thru Saturdays, while Shang-ri La, operated by Charlie Michel, is presenting three or four shows on a split-week policy.

HARTFORD, Conn., Nov. 15.—Astor Theater, East Hartford motion picture house (500 seats), which has vaude policy off and on, has changed hands again, with two brothers, Peter and Alexander Krenicki, taking over on a lease from Astor Theater Corporation.

AGVA Uses Pickets To Get Recognition From H'w'd Club

HOLLYWOOD, Nov. 15.—For the first time in recent history of the American Guild of Variety Artists (AGVA), a picket line is to be used against a Hollywood club op to force owner to recognize the talent union. Skedded to begin Saturday night (15), AGVA's Coast head, Florine Bale, will spearhead picketing against Robert Brooks, owner of Seven Seas, Hollywood Boulevard cocktail lounge. According to Miss Bale, drastic action is to be taken following AGVA's countless attempts to negotiate with Brooks over past two years.

Club in question uses Hawaiian performers who recently joined AGVA in a body. Union has demanded that Brooks sign a house contract, post cash bond, and up minimum wage scales. Talent is now paid \$35-\$40 weekly, and AGVA seeks a hike to \$75 a week for principals and \$45 for chorus, with six-day work week for all talent. Other unions have agreed to support AGVA's stand, including musicians' org, bartenders, culinary, and teamsters' unions, by respecting AGVA's picket line.

Argentina Wants Acts From U. S.

NEW YORK, Nov. 15.—Acts from the U. S. will soon be playing Argentina, according to Alberto Calvera, South American theater owner. Calvera is negotiating with Leon Newman, of the Marc Leddy office, to book the Tobaris, said to be the foremost night spot in Buenos Aires.

Acts will receive two-way transportation plus a minimum of three months' work.

Calvera, who leaves for South America in a few days to complete details on the other end, will split commissions with the New York agent.

New Governor Gives Ore. Niteries Hope

PORTLAND, Ore., Nov. 15.—Night club operators see prospects for better business conditions in the choice of John H. Hall for governor after death of Gov. Earl Snell in an airplane crash. Hall's first official act was to discharge the three-man State liquor commission, whose rulings long have exercised a restraint on night club operation. As practicing attorney, Hall had represented nitery ops in cases before the commission.

Authority wielded by the commission has been the subject of criticism from the judiciary as well as from attorneys and business men. Most recent instance was a district court judge's ruling denying the commission's right to deny a service license to a club that the commission contended was not sufficiently engaged in the restaurant business. Because of the state liquor monopoly, which allows clubs to serve only set-ups, the business has been at the mercy of the commission's whims. The judge called these arbitrary.

Club operators are convinced that when the Governor names a commission of his own choice its members will prove more sympathetic toward the niteries.

Factions Still Battle Over Union Issues

4A's Summons Exec Board

NEW YORK, Nov. 15.—The American Guild of Variety Artists' (AGVA) convention set for Chicago has started things popping with charges and counter-charges being thrown by the various factions.

Last week a New York group of AGVA members presented Associated Actors and Artistes (Four A's) with a petition demanding that huddle be held here. The same petition asked that voting procedure be changed to conform with number of members each delegate represents.

The Four A's got the petition late Friday afternoon and spokesmen of the org flatly said they would call a meeting of the executive board either Wednesday or Thursday (19-20). Matt Shelvey, AGVA topper, will be asked to attend to answer "... certain questions we are interested in."

A meeting so rapidly arranged to answer a petition is unusual in Four A's procedure. One spokesman explained this by saying, "Maybe there's something more in the wind than just a convention. Things have been going on in AGVA that we'd like to know more about—a lot more about."

Missing Minutes

Another point it is understood the Four A's will take up is the examination of the minutes of the various meetings held thruout the country at which nominees for delegates were chosen. One member of the group presenting the petition to the Four A's said that he had been told by Shelvey that certain minutes had disappeared from his desk, so examination would have to be postponed.

Matt Shelvey admitted that certain minutes were missing. He explained it by saying that he and his assistants had been studying them and left them on his desk (Shelvey's) while they went to dinner. Upon their return about 12 records of meetings were gone. Among those were the minutes from Denver, Houston, Baltimore, Miami, Chicago, Columbus, Cincinnati and Indianapolis.

It was because of these missing records, said Shelvey, that ballots were held up. "We can't complete a nominating slate without them," he said. Wires, however, have been sent to branch offices from which the records originally came, asking that duplicates be sent at once.

The ballots were to be sent out last week, said Shelvey. Instead they will go out this week.

Sunday Vaude Due In Plainville, Conn.

HARTFORD, Conn., Nov. 15.—The Strand Theater, a 698-seat motion picture house in Plainville, Conn., operated by Glackin and LeWitt Theaters, of New Britain, Conn., starts Sunday vaudeville in about a month. Bookings are not set. The only other fletcher now operating in this area is the State, Hartford, open only on week-ends.

Chicago, Chicago

(Friday, November 14)

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

The Chicago is cool to the Latin kick, the combination of top Castilian music and showmanship whipped up by Xavier Cugat's 26-piece aggregation will warm any pew sitter to the sensuous beat.

Cugy spearheads a 45-minute presentation of Latin ditties that packs a wallop anywhere because of prudent choice of material. Every tune the band did was a record hit that even those who aren't acquainted with Latin music will recognize. Show was easy on the eyes, with Cugat arraying the 26 well-costumed people on tiers, with the vocal, bongo and standard instrument contingents coming on in different types of garb.

The vocal troupe within the band is potent, with Alladin, male singer, and Norma, a peppery brunet, taking the biggest hand. The band's novelty is a special lyrics parody on *Chiquita Banana*, with the sidemen coming out in banana costumes to do dialect verses breaking it up.

Raul and Eva Reyes, working in brilliant green and white satin congo costumes, rated eyes immediately with some very unusual roufing, especially to the Midwest, where modern Castilian and Cuban numbers are a rarity. Tricks, such as one-foot twirls, pulled mitts during the dance numbers, an unusual response for dance teams here. Their closing dance impression of a driver with a balky jalopy, won them huge mitts and many chuckles. Artie Dann went thru the same comedy material he did a year ago at the Oriental, but this crowd evidently hadn't seen him and he got sock response all the way.

Johnny Sippel.

VAUDEVILLE REVIEWS

Paramount, New York

(Wednesday, November 12)

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

It's the acts which give the new show what lift it has. The band, Randy Brooks', is adequate in the show cutting slot but much too loud for a stage band. Instrumentation consists of five trumpets, including Brooks; three trombones, four sax and three rhythm. Ork opens up with *Brooks Boogie*, but after a few beats the melody was hidden with so many trumpet variations that the result was just a cacaphony of sound. Band's best was *Hora Staccato* with Brooks rapidly valving that horn and giving the number quite a lift. Rest of the time music was just loud. The *Man With a Horn* number was adequate, nothing more.

The King Cole Trio is still a solid musical combo and Nat Cole's glissando voice tricks are as skillful as ever. But either the lads were tired or something, because there was little spark in their work. Numbers were nice, ranging from *Naughty Angelina* to *Christmas Song*. However, only the latter got satisfactory audience reactions. The others rated just tepid responses.

Bob Evans Bright Spot

Bob Evans, working with his dummy, was one of the bright spots on the bill. Routine was standard, with band heckling bits and back talk by the dummy. Selling, however, was so smooth that practically every minute Evans was on was good for anything from titters to yocks. At one time, the dummy lost his shoe, and Evans's ad lib was so glib he should keep it in his act. A "chosen peo- (See *Paramount, N. Y.*, on page 46)

Million Dollar, Los Angeles

(Tuesday, November 11)

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

For his initial Los Angeles staging, KFVB's disk jockey Bill Anson packages a revue that rings the bell. Revealing care in talent selection, each act pays off as a mitt puller. Bill includes Herb Jeffries, Kay Starr, the Mulcays, Little Miss Cornshucks with D'Varga and his orchestra.

Best part of this flesher is Anson's introduction of an unknown, Little Miss Cornshucks, a clever young lady who stops the show. One of the most promising Negro comediennees seen here in some time, the lass packs a laugh wallop that can well push her to an upper rung on the showbiz ladder. Garbed in gingham and a straw hat, with a straw basket in hand, she comes on to sing blues with sincerity. The mood, however, is soon forgotten as she corns up her excellent voicing by injecting exaggerated gestures to bring the house down.

Herb Jeffries offers ticket holders a generous helping of his Exclusive diskings, drawing well-deserved applause for his *Flamingo, Body and Soul, Basin Street* and Bill Anson's *When I Write My Song*.

Kay Starr, recently signed to the Capitol label, wins her audience with her tobacco pipings. An unfortunate selection was the double entendre *Garbage Man Blues*, an item never intended for a family theater. In his between-the-act gags, emcee Anson similarly slipped, cracking night club material in front of a juve heavy house, but his personality clicks.

The Mulcays, harmonica team, prove their prowess on a capable adaptation of Liszt's *Hungarian Rhapsody No. 2*. The D'Varga band (12) passes the ear test on its featured offerings, but obvious lack of sufficient rehearsal mars its efforts to back acts.

Biz big. Pic, *My Dog Shep*.

Lee Zhito.

Loew's State, New York

(Thursday, November 13)

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

The sensational pace of the vaude shows at this theater week after week hits a snag with the current offering when viewed as a collective package, altho individually each act manages to hold its spot. It seems two femme singing acts plus a pair of novelty performances is hardly a formula for the well-knit show. Tho no rule is constant in showbiz, any deviation from an accepted pattern, should result in a terrific sock. Present set-up is, at the most, six good acts in search of unity.

Red Buttons opened his first Stem vaude date with clean, fresh material. His delivery, except for a slight Henny Youngman touch (leading the ork) was original, getting additional values from his mugging. Reading his public school autograph book struck home as a fitting climax for this down-to-earth humorist. His *Sam, You Made the Pants Too Long*, sung in exaggerated character for the encore, was good but seemed pointed toward the Catskill followers. Buttons had to give a sincere beg-off speech to keep from stopping the show.

Betty Bruce

Betty Bruce soft-shoed and tap-clogged her way thru some graceful routines aided in part by the Stagg McMann Trio with harmonica background music. The three lads came (See *Loew's State, N. Y.*, on page 46)

Capitol, New York

(Thursday, November 13)

Capacity, 4,627. Prices, 70 cents-\$1.50. Five shows opening day, probably six or seven after that. House booker, Sid Piermont. Show played by name band on bill.

It is Frank Sinatra all the way. Show caught was 50 minutes and The Voice was on almost 30 minutes of it, working like a showman, getting the customary squeals and howls from the bubble-gum set that jammed the first 15 rows from the time the doors opened.

Presentation, a dream child of Alan Zee's, house producer, was novel and effective. Pit came up in a dark house with Sinatra on top of the piano, which had a glassed panel in the cover out of which a light hit the singer. And right away the tumult began. Anything Sinatra did got screeches. But, if the kids came in to see him, they helped louse up the rest of the show. Having already sat thru three performances they knew all of Lorraine Rognan's and Pat McCafferries' lines. Every gag brought the topper from the kids. Despite their tussle, Miss Rognan and her boy managed to come off ahead, winding up with fine hands. Acts working to an audience that knows the snappers have solved it in the past by turning to the customers and waving them to come in. It's usually good for additional laughs and helps performers get off the spot.

Will Masten Trio

Will Masten Trio, three Negro hoofers, were dressed smartly, worked hard and fast, with Masten sparking the group with his flash terps. Other two lads were in there with him, but it was Masten who got the results.

Skitch Henderson's augmented ork (nine strings added) backed the show beautifully. Henderson, a personality lad in his own right, was under wraps. His only chore, outside of backing Sinatra, was a *Warsaw Concerto* briefie and the finale speech. Henderson's canary, Nancy Reed, was adequate in her single novelty number. Gal showed to much better advantage when last caught at the Meadowbrook. Here she was just a pretty good band singer.

Sinatra was showmanship personified. He mixed his stuff up, doing a particularly brilliant job on the *Soliloquy* from *Carousel*. Even the kids shut up for that one. But, if he sang well, it was his ease, his bits and general handling of the show that made him a standout. Lad emseed, did quickie bits with the Will Masten Trio and even threw in hep showbiz lines, topping it off with some cockney chatter that just about fractured them. He even plugged opposition houses, which must have made the management squirm. But a Sinatra is box-office today. He can get away with it.

Pic, *Her Husband's Affairs*.

Bill Smith.

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Marshall Sets Buster Astor Straight on a Little Matter Of Hiding From Your Creditor

An exchange of correspondence between Jay Marshall (magician, ventriloquist) and his friend, Buster Astor (the best comic in the low price field)

Aboard the East Coast Champion
November 6, 1947

Dear Jay:

I catch your act at Loew's State some weeks ago but I do not come backstage to see you as I wish to avoid the Dunhills which are on the same bill. Do not imagine that I dislike dancers, as some of my best friends are dancers . . . I do not even dislike the Dunhills despite what Jerry Berry says about them. It is just that I did not think they are all named Dunhill. Do not get the idea I dislike a man because he is not named Dunhill . . . or if he is. I do not care what a man's name is, but I think I recognize one of the boys in the Dunhill act as a hooper out of an act I hate. I may be mistaken, but I do not wish to run the risk of a broken arm or a fat lip just to find out.

Perhaps you can tell me whether the tall, thin Dunhill is really Paul Haggard, of the dancing trio, Pale, Haggard and Bent . . . Because about eight years ago we are friends and living in the same room in Chicago and I make a touch of about 35 clams to get me to Omaha. After I get the green the agent tells me the date falls thru, so I figure I might as well live a little, and I call some chick I know and we spend the moo having laffs around the Loop. I never realize the doll is Haggard's favorite broad and when he finds out he has financed his own cut-off in the romance department he is most unhappy and tells several agents, acts and even musicians that he will break my arm when he sees me. This is the only reason I never return his loan.

As a matter of fact, soon after I hear this (the same day) I leave for Detroit and I never see Haggard again until I catch the Dunhills at the State . . . If, of course, the tall, thin Dunhill is really Paul Haggard.

I pick up a copy of *The New York Herald Tribune* in the smoker on my way down to Miami and I read a very bad review of your act. It is by Bert McCord and it is a shame he does not like you as he is one of the few critics left who still criticizes. Apparently you say something in your act at the Village Vanguard which antagonizes him and you stay at the plate arguing long after you have struck out. I just mention this in case you do not read the review and I would like to remind you not to irritate the Republicans as they are probably the only ones who can afford to come to a night club like the Blue Angel such as you are now working. I figure you either get careless or you are losing your grip, and don't do either one as things are very tight in show business at the moment.

I head South early this year rather than buy an overcoat and then again I do not do so good at the Jefferson when I am in New York. It is such a lousy audience they do not even

like Milton Berle (I was doing his act). . . . I do not have enough fare to get all the way to Miami, so I will stop in Jacksonville and call Joe Williams. He should be happy to see me, as I drop all my salary at the crap table last time I work for him. May try my luck again, but first I will set aside enough to get me to Miami. Leave me hear from you. I am still your friend, "the best comic in the low price field."

BUSTER ASTOR.

The Blue Angel, New York City
November 13, 1947

Dear Buster:

I've got news for you, lad: The Dunhills are one of the smartest dancing trios in the business and the tall, thin one is named Cliff Spencer. I think the reason you did not come backstage is we both know you owe me \$35 from the last time you went to Jacksonville. It is not my intention to dun you for its return, but I wish you had at least phoned to say hello. Let's face it. If I ignored all the people to whom I owed money there would have been times when I would have had no one to talk to at all. Jerry Berry, whom you mentioned, drops in to see me frequently and he owes me \$65 already. It makes no difference that he owes me money, as a matter of fact, we are the best of friends and he is always trying to borrow more.

I haven't seen you since December of 1946 when we met in the railroad station in Atlanta and you made that \$35 touch. I didn't mean to bring it up again but it was the last time I saw you. I tried to catch you at the Jefferson but that week I was doubling Loew's State and the Village Vanguard and had a television shot and three guest shots on radio. I don't know how Morey Amsterdam can take it. I got so I felt like a faucet—whenever I turned around I was on. I never would have known you went badly at the Jefferson as I read a very glowing review of your act in the *East Side News Express*; but then again, that just goes to show you something about show business. I got a lousy review and I'm working; you got a great review and you're laying off. I sometimes wish I hadn't flunked mathematics because I somehow have the feeling that doesn't add up right, but I flunked math and have no way of knowing.

Yours till it's two-a-day at the Palace,
JAY MARSHALL.

101 Ranch Boys' Own Label

YORK, Pa., Nov. 15. — The 101 Ranch Boys, co-operative Western unit heard daily on WSBA here, have branched out into the recording field with their own label. Unit had been waxing for the Cowboy label and now brings out its own Security disk. Recording enterprise is also on a co-op basis.

New York:

Stem Improves Slightly; MH 145G; Roxy 108 in Third

NEW YORK, Nov. 15.—Heavy showers on the week-end and Armistice Day (Tuesday), which washed the streets of people, plus quick changes in temperature toward cold and nippy, bringing them out in droves, alternated in hurting and helping the box-offices of the six Stem cinema-vaude theaters, which wound up with an aggregate gross of \$443,500, a \$7,500 increase over the previous session. The Music Hall's \$145,000 opener plus the Roxy's \$108,000 third-weeker held an edge proportionately on the biz.

Radio City Music Hall (6,200 seats; average, \$100,000) opened a run with Stan Kavanagh, Lucile Cummings, Brian Sullivan, Ben Dova and Cass Timberlane for a big \$145,000.

Roxy (6,000 seats; average, \$85,000) dipped somewhat but held with a strong \$108,000 for the third stanza after beginning with a smash \$162,500 followed by a sock \$133,000. Total so far on the 21 days is \$403,500 for Veloz and Yolando, Sid Caesar and Forever Amber.

Loew's State (3,500 seats; average, \$25,000) garnered \$32,000 for the Vagabonds, Edith Fellows, Alan Carney, Raye and Naldi, Johnson and Owen, Virginia Austin and Merton of the Movies. New show (reviewed this issue) has Red Buttons, Betty Bruce with Stagg McMann Trio, June Richmond, Gaudsmith Brothers, the Mack Triplets and De Lage and Shirley. Pic, Merton of the Movies. Held over.

Capitol (4,627 seats; average, \$72,000) did \$45,500 in the second period after preeming at \$59,000 for a total of \$104,500 with Jane Powell, Shep Fields and ork, Buck and Bubbles, Three Chesterfields and *The Unfinished Dance*. New show (reviewed this issue) has Frank Sinatra, Lorraine Rognan, Skitch Henderson, Will

Mastin Trio and *Her Husband's Affairs*.

The Strand (2,700 seats; average, \$40,000) opened to \$58,000 with Frankie Carle, Jack E. Leonard, Olsen and Joy and *Escape Me Never*.

Paramount (3,654 seats; average, \$85,000) skidded to \$55,000 in the fourth and final week after opening at \$90,000 followed by \$70,000 and \$60,000 for a total of \$275,000 with Charlie Spivak and ork, Mel Torme, Al Bernie; Tip, Tap and Toe and *Variety Girl*. New show (reviewed this issue) has the King Cole Trio, Connie Haines, Randy Brooks and ork, Bobby Lane and Claire, Bob Evans and *Wild Harvest*.

Basie 22G at L. A. Mil \$

LOS ANGELES, Nov. 15.—Count Basie attracted a strong \$22,500 b.o. at the Million Dollar (2,400 seats, 55-98 cents admission). In addition to the Count, bill included Julia Lee, Bob Bailey, Lewis and White, Bobby and Foster Johnson and Little Jimmy Rushing. Pic, *Philo Vance Returns*.

Woody Herman Draws 3,000

SEATTLE, Nov. 15.—Woody Herman's ork drew a crowd of 3,000 for a one-nighter at Civic Auditorium here on November 7. Booked by local promoter Ellis Coder, tickets were scaled at \$1.75, tax included.

BRIDGEPORT, Conn., Nov. 15.—Skitch Henderson attracted 1,227 persons for a good gross of \$1,840.50 at the Ritz Ballroom here Sunday (10) despite opposition of Louis Prima, doing four shows at Loew's Lyric to turnaway crowds.

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Boston Roundup: A Few Hits, A Flock of Flops, and Now The Prospect of a Famine

Early Season Proves Hub as Uncertain as Ever

BOSTON, Nov. 15.—This is perhaps a little early in the legit season to tell whether the evident signposts really show the direction of trends. But a few general observations are possible.

Obviously the established hits can be relied upon for good business: Bobby Clark in *Sweethearts*, Oklahoma, *Showboat*, the San Carlo Opera, *Lady Windemere's Fan*. These are all either capacity shows or good steady money-makers, the San Carlo Opera being a prime case in point.

"Man and Superman"

The above shows also come under the heading of slick revivals—the some are touring attractions and cannot be considered new, since their reputations have been established elsewhere. But the slickest of all this season has been Maurice Evans' *Man and Superman*, which packed the Shubert Theater for two weeks. On the other hand, such a well turned production as *Alice in Wonderland* couldn't make expenses here. Obviously the reason here was top-heavy production costs, whether justifiable or not.

As in the past in Boston, a new show, particularly an experimental one, has hard going unless its character is strong. Just a new show, as such, seems to be suspect.

Allegro had the Theater Guild and the high-powered names of Rodgers and Hammerstein, the only explanation for the sellout business for three and a half weeks, particularly since neither the press nor the press agents had any inkling of what the show was about. As an experiment this went over because the public wasn't given a chance to find out in advance. The press reception was mixed, but the show was all but sold before it opened. So the effect of the adverse press was negligible.

One Other Hit

The Hub's only other hit among new plays has been the Tennessee Williams drama, *A Streetcar Named Desire*. This was all but sold in advance in Guild subscription. The theater management feels this could be sold for three weeks more at capacity. It's one of those plays, mentioned above, of strong character, which makes for controversy and audiences. It is almost certain to garner critical praise along with strong business for a long time.

Otherwise, this has been a season of disappointing experiments, of many clear-cut flops and just as many border-line cases, some of which are still lingering on Broadway. The in-town theaters offered just about as many summer attractions as during 1946. But the fall season got under way far later, and there has been no such rush as last season. At this point, the future bookings do not extend as far into the season as they did at this time last year and there is every indication that Boston will have its customary pre-war, post-holiday slump. This means that from the first of the year until mid-February or early March, Boston will have a legit theater famine.

Picking Up the Tab

Herewith is a tabulation of the season in chronological order from its fall beginning to date:

Aug. 25—*We Love a Lassie*, presented by the Shuberts. A pawky little Scottish comedy which was retired for repairs, and promised for

the future. One week at the Shubert, \$7,000.

Aug. 25—*Blackstone, the Magician*, at the Colonial for two weeks, \$24,000. Low gross, but still a big money-maker.

Sept. 2—*The Stars Weep* (Wilbur). (See *Hub Round-Up* on page 44)

\$5.40 Top Scale Set for "Crime"

NEW YORK, Nov. 15. — When *Crime and Punishment* opens at the National Theater December 22, scale will be \$5.40 top, one of the highest prices for a dramatic show in current history. Robert Whitehead and Oliver Rea, show's producers, are charging the high tariff because *Punishment's* weekly nut—20G—could not be covered with a \$4.80 top. With the higher price, the show can gross 31G and get its 65G production cost back quickly, if the show clicks.

Starring John Gielgud and with Dolly Haas and Alexis Minotis in featured parts, *Punishment* goes into rehearsal November 24. Adaptation by Rodney Ackland, of the Dostoevsky novel ran for six months in London. Theodore Komisarjevsky will handle the directing chores.

Medea, the other Whitehead-Rea production, is grossing about 29G weekly. Since the play cost 75G to produce and is paying off at the rate of about \$8,000 a week, it figures to clear its investment by the beginning of February. Matinees are selling out and the Greek tragedy figures to continue playing thru the spring, so that the show will probably wind up making dough for its producers.

'Oedipus Rex' Set For Paris Dec. 19

PARIS, Nov. 15.—Pierre Blanchard, France's No. 1 flicker hero, and Valentine Tessier, the country's Lynn Fontanne, have teamed up for legit and will open in *Oedipus Rex* December 19 at the large Theatre Des Champs-Élysées.

Besides the two stars, the names of the artists working on this production sound like a Pulitzer prize list: Adapted by Andre Obey, noted playwright and former head of the Comedie Francaise; sets designed by Picasso and music by Arthur Honegar. It promises to be the sensational theatrical event of the year.

Along with the Greek tragedy, the company will present a one-act comedy, *Le Ciel et L'Enfer* (*Heaven and Hell*) by Prosper Merimee.

Later in the season Blanchard will stage a modern tragedy by Andre Obey, *Persephone*, and afterwards a new play by Marcel Achard, *Le Mal D'Amour* (*Lovesick*).

Jessie Landis as Hedda

NEW YORK, Nov. 15.—*Hedda Gabler*, the Henrik Ibsen drama, is on the producing agenda of Jessie Royce Landis this season, with Miss Landis set to play the lead. Last Landis stint was direction of the Don Richardson script, *Heyday*, which flopped on the road.

Equity Turns Over Race Bias Case to State Commission

NEW YORK, Nov. 15.—State Commission Against Discrimination is handling a claim presented by Actors' Equity in which the org sustained the contention of Jeff Brown that he was discharged from his position as an actor and flack at the East Hampton summer theater last July by Francis I. Curtis because he was Jewish. Commission has appointed a special commissioner to investigate the charge and, if it is sustained, Curtis will be warned to cease and desist from any such further actions. If Curtis persists, he can be fined and brought into court.

Brown claimed that he was discharging his duties satisfactorily until Curtis learned one night that he was Jewish. The next morning, according to Brown, he received his two weeks' salary and was let out. When Equity accepted Brown's charge, Curtis at a hearing claimed Brown was told to leave because of dissatisfaction with his work. However, Curtis failed to attend subsequent hearings in which he was supposed to prove his contention and affidavits were presented by Brown asserting that Brown's work had been satisfactory up to the time he was fired. Curtis never appeared to sustain his position and the matter was handed to the commission.

"Sons" on Tour; Buffalo First

BUFFALO, Nov. 15.—Opening here for its road tour, *All My Sons* measures up to its Broadway fame. The cast has undergone a major change, with Sidney Blackmer taking over the pivotal characterization of Joe Keller. Blackmer endows the part with true feeling and warmth as the careless war-time plane parts manufacturer who puts his love of family and their financial security ahead of his responsibility to society and the world. He invokes all the likeability and pity from the role to make the play a stirring experience for the audience.

Another addition is Robert F. Simon as Dr. Jim Bayliss, Keller's neighbor with thwarted ambitions and idealism. Simon does a standout job. Still another replacement is young Bobby Martinez, in a bit as a neighborhood kid. The rest of the group turn in top-drawer performances, which should keep *Sons* on the boards for a long time.

Six Weeks of Stock Set for City Center

NEW YORK, Nov. 15.—City Center here is finally to have a stock drama season of six weeks beginning in late December and extending thru January. Headed by Richard Aldrich and Paul Moss, the group will present a program of three revivals for two weeks each and tour them if the attractions find favor with the public. Since the company will work under a stock arrangement, six thespians will be attached to it permanently.

City Center now has opera and concert seasons and this is an attempt to do the same for legit. Last summer the company of 12 tried to establish itself in the City Center, but *Rip Van Winkle*, their script, was fairly weak and after taking a drubbing from the critics they shut up shop. Now Moss is undertaking the project again and says that if it clicks he will make more time for legit on the schedule of the house. Ducats to plays will still sell at \$2.40. Rehearsals are to begin within the week.

Equity Mulls Several Plans To Spawn Jobs

80% May Be Out of Work

NEW YORK, Nov. 15.—The economic betterment committee of Actors' Equity is already mulling several plans to increase employment among legit actors on Broadway, to be recommended to the union council shortly. The schemes will be included in a preliminary report to the execs that will ask for a thoro survey of employment conditions among thespians. Last February's tab showed 80 per cent of the actors without work, and conditions now certainly haven't indicated any hike in employment, even tho this is the height of the season.

The committee wants a part-time work bureau set up at Equity headquarters. Officials at the State employment bureau have stated that once it was well established it could offer 50 to 60 jobs a week. Since it is well known that many actors bolster their incomes with this type of employment when conditions are slack in the theater, the trade feels that such a bureau would be welcome.

Theater in Schools?

The perennial project to establish the theater in the public schools, high schools and colleges of the nation is again up for discussion. As a starter the group is considering a plan Equity had worked out before the war to get a theater and show the classics to the high school students of the city. Admission would be very cheap—about 50 cents—and if each of the million students in the city could see one show every year, much would be accomplished.

Equity had the plan worked out so that the admissions would take care of all the expenses except actors' pay. It was estimated that the project would go into the red about 100G every year. The union was about to tackle philanthropic groups for the dough when the war started.

Another take on this idea is to send repertory companies to perform Shakespeare in the school auditoriums. In fact, there was an inquiry from the Cleveland school system about this very plan.

Could Double Jobs

With 1,400 junior colleges, colleges and universities in the country in addition to the innumerable high schools and public schools, and with the benefit of some high-powered brain-trusting, the theater could provide enough work for twice the Equity enrollment of 6,500 actors.

Another plan Equity had under consideration was a network of stock companies from New York to Washington in one direction and from New York to Boston in another, financed by the film companies. Before the war 20th Century Fox was interested enough in this idea to pay the expenses of Alfred Harding, assistant to the prexy of Equity, for a survey of various Eastern cities. However, with a change in the management of the film company the interest dropped.

Harding surveyed theaters, terms for their rental, backstage equipment, their capacities, newspaper and civic co-operation from the towns, and the temper of the communities for theater. The project was to use movie stars to head each stock company for their drawing power, but with a group of competent, well-known thespians as the (See *Equity Mulls* on opposite page)

U. S. Urged To Help Open D. C. Belasco

WASHINGTON, Nov. 15.—Latest thrust in the campaign of the *Washington Post* to open the Belasco Theater for legit shows came this week (12) in a lead editorial which urged prompt government action to make the facilities available. "If Washington is to have a second theater presenting legitimate plays at any time in the near future," said the editorial, "the site of it must be the old Belasco."

With the National Theater having stuck to its guns on Jim Crow policy, the *Post* pointed out editorially that the Belasco is the only other structure available for legit. The paper declared that no new theater could be built "for some time to come," and it emphasized that if the old Belasco was to be restored, the federal government, which now owns it, "must lend a helping hand." The *Post* recalled that the commissioner of public buildings, in testimony before a Senate subcommittee last July, promised to do all he could to promote use of the building for theater purposes, and the newspaper called upon the public buildings administration to find other space for the Treasury Department unit now tenanted the house.

Shuberts & Grips at Grips Over Oldsters

NEW YORK, Nov. 15.—The Shuberts have complained to the stagehands about the number of old men employed as grips, claiming that the insurance companies want to hike their rates unless younger men are employed. The Shuberts' definition of an old man is one who is past 60. However, the deckhands have ignored the complaint and intend to continue doing so. Their viewpoint, as expressed by some, is that the older men have to make a living too.

The stagehands' two-year contract with the League of New York Theaters expires January 31. The union has already notified the producers' association of its intention to negotiate, and a meeting must be held not later than January 15.

The trade reports that it's possible the deckhands will ask for some sort of pension fund from producers if they want the older employees to be retired. Grips also may ask for a wage hike.

Legit Season at Reading

READING, Pa., Nov. 15.—For the first time, theater-goers in Eastern Pennsylvania are getting regular legit fare out of season. Except for spot bookings, dramaturgy is limited to the summer cowbarns which dot the area. Currently, however, Johnny Kenley, who operates the Kenley Playhouse at Deer Lake, Pa., has moved his stock company into town for a 20-week stretch at the Plaza Theater, movie house which he has leased for the season. Bringing in names to give added marquee attraction, Kenley opened with Peggy Ann Garner for the lead in *Kiss and Tell*, and will follow with Gloria Swanson in *Goose for the Gander*. Changing weekly, stage fare will be entirely the tried and tested Broadway hits.

N. Y. Theater School Evicted

NEW YORK, Nov. 15.—On Friday (21) the Neighborhood Playhouse School of the Theater will be evicted from its quarters at 16 West 46th Street, which it has tenanted for 13 years. The school bought its own building last July at 340 East 54th Street, and is revamping it into a 134-seat studio theater. The unexpected eviction will force the students to move in temporarily with the carpenters.

"Annie" Sets Box-Office Record; 250G in 3 Weeks at Texas Fair

(Continued from page 3)

opened and the extra cash was split between the producers and the State fair.

On its next jump into Kansas City, the week of October 21, the take was 55G. Omaha, the subsequent stop, produced a slim gross—53G for a week's playing time.

Setting Records in Chi

Annie is now in Chicago for a 12-week stand, and the crix there are creating new adjectives to describe it. Show is already sold out for its 12-week stint, with an indicated Chi gross of about 580G. Musical has broken all house records at the Shubert Theater, and the first day of mail orders brought 19G to the b.o. At the end of this run *Annie* probably strike out for the Coast.

Chicago is asking that *Annie* stay longer, but Mary Martin, the show's star, has a clause in her contract which specifies that the musical play no longer than 12 weeks for one engagement. After hitting out for the far West and making other cities in

National Theater Benefit At Ziegfeld Theater Jan. 18

NEW YORK, Nov. 15.—The American National Theater and Academy (ANTA) will present the first in a series of all-star benefits at the Ziegfeld Theater January 18. Program, composed of scenes from great plays, probably six or eight, and including musical highlights, will tap the trade for high-priced tickets to help bolster the inadequate bankroll of ANTA, which is out to bring more legit to the country thru subsidization.

Vinton Freedley, Cheryl Crawford and Oscar Serlin head the committee for the project.

Adrian Seeks Equity Okay On "Fancy" Salary Cuts

NEW YORK, Nov. 15. — Henry Adrian will appear before the Actors' Equity "cutsboard" Tuesday (18) to ask that he be allowed to pay six cast replacements for young actors growing out of their parts less money than the kids are getting now. *Young Man's Fancy*, Adrian's production, has been losing dough all summer, according to the manager. Now he feels that he should be permitted to recoup some of his losses and that the younger actors are the ones to take the cuts because they have no families to support. Inside info has it that Equity will go along with the producer.

Adrian's next production, *The Shop at Sly Corner*, a melo by Edward Percy, is set for rehearsal December 10. Robert Perry will direct.

EQUITY MULLS

(Continued from opposite page)

nucleus of each group. Film companies also could have worked out an apprentice system to season their younger talent with one stretch there for them and another on Broadway to complete the process. It was figured that the stars could build up a following in the communities which would have meant more than personal appearance tours.

At worst, the estimate was that the backing would get its dough back. At best, the project would make dough and in addition give the companies valuable training for their talent, making them better actors and costing them less for the training than they spend now on the Coast.

the Midwest, *Annie* is expected to come back to the Windy City.

Incidentally, Miss Martin collects 10 per cent of the gross, which makes her take at the State fair 25G for three weeks' work, a salary that compares favorably with the dough most movie stars get. She received \$5,500 the next week and \$5,300 the week after. In Chicago she is getting about \$4,800 a week.

School Uses Tyros To Test New Plays

NEW YORK, Nov. 15.—A new showcase for scripting and acting talent made its off-Broadway debut Wednesday (13) at the Little Malin Studio Theater. *September Planting*, by Karlton and William Kelm, is the first of eight new productions scheduled by the Abbe Theater School for presentation during the current season.

School's directors, Robert O'Bryne and Gloria Monty, believe that students might just as well cut their thesping teeth on new unproduced scripts as the usual revivals of Broadway successes. At the same time, the dual advantage to new playwrights and aspiring thespis is obvious. Plays and players are showcased to producers, pic scouts and agents who make up their market. In a measure, the Abbe group is setting itself up the same job as the Experimental Theater initiated last season—but without the need for subsidies or fund-raising campaigns.

Still another project of the school is the production of four plays with student casts during the winter for paid agencies at Smithtown Branch, L. I. The directors run the house there as a summer theater. Profits from the ventures will be divided among the casts. The first of these week-end presentations is *Our Town*, set for Saturday (28).

Seen last week in *September Planting*, a five-character drama leaning somewhat to the tragic side, were Robert Welch, Carol Hill, Ted Bauer, Otto Shipoff and Vicki Weldon, Lucia Victor directed. The brothers Kelm recently sold another script, *A House Possessed*, to Louis J. Singer.

Opera Pay Settlement

OMAHA, Nov. 15.—The New York Civic Opera Company reached an out-of-court settlement of salary claims of 11 members of the cast in Sioux City, Ia., this week before the troupe played to slim houses in two night performances here. The 11 demanded \$3,054 back pay. Amount of the settlement was not disclosed. Court action had tied up the receipts and the company's property in Sioux City until the settlement was made.

Swedish Musical Coming

NEW YORK, Nov. 15.—*Serenad*, Swedish musical comedy, is slated for production some time next year here by Gustav Wally, Swedish producer who now plans to make his home in America. Musical will first be produced in London in January by Wally, Tom Arnold and Prince Littler. Lyrics are by Staffen Tjerneld and music by Louis Lajtai.

NYU To Do "High Tor"

NEW YORK, Nov. 15. — The Washington Square College Dramatic Society of New York University will present Maxwell Anderson's *High Tor* for a three-day run, December 4, 5 and 6, at the Children's Theater, 1 East 104th Street.

ETI and Stagehands Argue Over Quota

NEW YORK, Nov. 15.—Experimental Theater, Inc., is involved in a tangle with the stagehands over the number of grips to be employed backstage once the program gets under way. Union insists that three heads of departments, plus a chief technician, work from November 15 straight thru to May 15, the length of the program.

ETI wants to employ stagehands only during the time the show is running, which would give them two and a half weeks' work out of a month. Legit group's claim is that shows are budgeted so that they run into a deficit, even now, because only six performances are scheduled. Employing stagehands under the union's ruling would mean paying four grips one and a half weeks' salary for no contribution of labor and this they say might mean the end of ETI. Meeting between the two parties is set for early next week and it is hoped that the deckhands will fall into line following the pattern of cooperation they set with the ETI last season when they went all out for the project.

"Flag Is Born" Put Under Canada's Nix

MONTREAL, Nov. 15.—Ben Hecht's *A Flag Is Born* had its tangle with Canadian officials last week when it was revealed that the play would be banned in Canada. Customs authorities announced that a script of *Flag* was barred from entry into Canada on the grounds that it was "libelous and seditious."

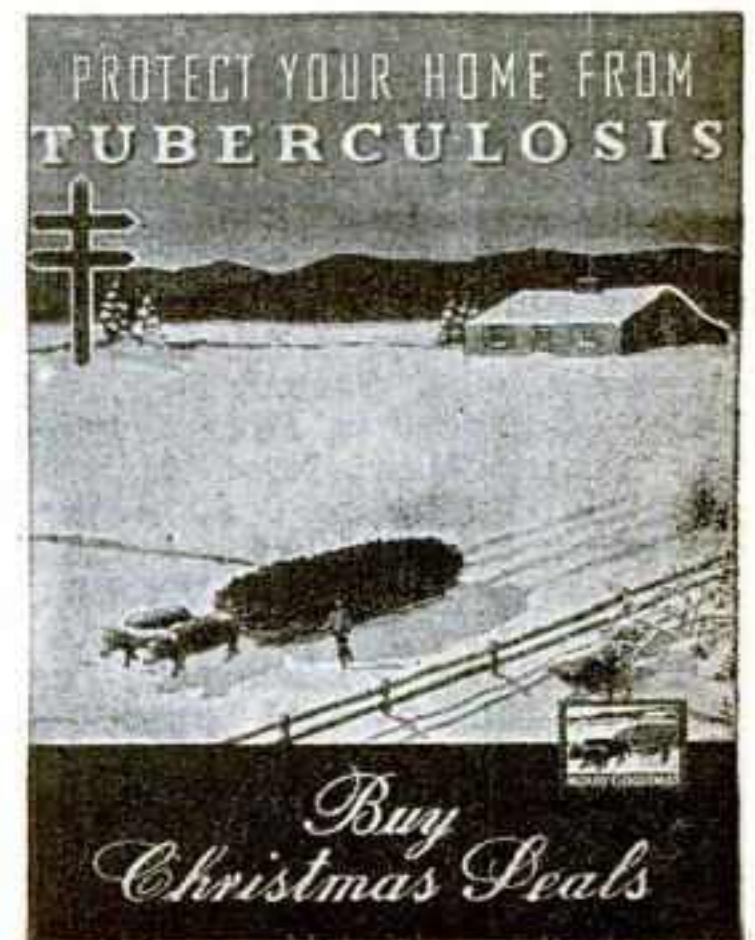
It is unknown whether a production of *Flag* was intended in Canada, but an official of the American League for Free Palestine has protested to the Ottawa authorities and to Washington officials that banning of the script from Canada constituted an unwarranted act of censorship.

An original report of the incident said that a film of the same name was also interdicted in Canada, but it was learned that no film of the play has ever been made and the flicker that was banned was another pro-Zionist film, also sent up here by the Zionist group.

Equity To Repay Deputies For Phone Calls From Road

NEW YORK, Nov. 15.—Actors' Equity deputies on the road with shows who incur expenses for telegrams or calls to Equity from now on will be able to bill the association for these expenses, according to a recent ruling at the org.

Old method was to have the company bear the expenses of the communications but this didn't work because the deputies found it difficult or impossible to collect the dough from the companies and generally had to foot the bills themselves.



Magic

By Bill Sachs

BLACKSTONE SHOW was forced to close in Akron November 10, due to the illness of Harry Blackstone. According to Lon Ramsdell, company manager, Blackstone, who has been ailing for several months, is undergoing treatment at Mayo Bros. Hospital, Rochester, Minn. Members of the Blackstone organization have departed for their respective homes, but Ramsdell states that the company will pick up its route at Columbus, O., shortly after Christmas, if Blackstone's condition permits. . . . J. J. Musselman (the Great Aska), of Louisville, phoned in to give up the tip-off on Blackstone's illness and to report that he and Mrs. Musselman put in a pleasant evening recently catching the Birch performance and visiting after the show with Mr. and Mrs. McDonald Birch (Mabel Sperry). Virgil the Magician is now in the Georgia country after a swing thru Ohio, Kentucky and Tennessee, which included a several days' delay at Lima, O., when his huge trailer truck left the highway and crashed into a house, causing considerable damage. . . . Doc Marcus, the zany trixster, Sunday (16) closed a two-weeker at El Morocco Cabaret, Montreal. . . . On the same date, Harrison and Lina concluded a fortnight's stand at the Latin Quarter in the same town. . . . John Calvert is back in Hollywood and November 25 resumes his picture work in the Falcon series. Calvert's press agent, Jack Kaplan, left the Coast November 11 for Chicago to attend the outdoor showmen's convention which begins there next week. . . . Tom Auburn is on a return engagement in the Vanity Fair of the King Edward Hotel, Toronto. . . . George Marquis is a firm believer of that old adage, "If at first you don't succeed, try, try again." In 1945 he played the Coliseum, Evansville, Ind., to a tiny handful of customers; in 1946 he repeated the operation to the same result. On November 8, this year, he played the mammoth hall again and claims that he darned near filled the place with his full-evening show. He plays the Paramount Theater, Anderson, Ind., this Friday (21).

MCDONALD BIRCH, who opened his season at Richmond, Ind., September 15, reports that business has been excellent all along the line. He concluded his Illinois swing at Chester Tuesday (18) and, after three days in Missouri, invades Arkansas at Jonesboro, November 24. He is set in that State until December 11. After the holidays, Birch takes his unit into Louisiana and Texas for a string of return dates. . . . Benny Doss, irked by Chester Morris's recent expose in *Popular Mechanics* mag, writes from Calion, Ark.: "I am inclined to agree with my friend, George Marquis, in regard the Hollywood magician, Chester Morris, who goes around exposing tricks that mean a livelihood for hundreds of boys like George and myself. To Morris, magic is a hobby. His movie acting, of course, comes first. I also recall an expose of the passe bottle trick by Abbott and Costello in one of their recent pictures. These boys should stop biting the hand that's feeding us." . . . Taking an opposite view on the expose cry, Hart S. Fisher, of Ottawa, Ill., writes: "If George Marquis is going to condemn screen actor Chester Morris for exposing, why not condemn all the amateurs who expose far better tricks than the *Square Circle* or *Billet Reading* before an audience? As far as Chester Morris getting 30 pieces of publicity for his efforts, I believe that *Popular Mechanics* prints more than 30 copies each month. Bookstores everywhere sell magic books to anyone who wants to buy them. Even Blackstone sells programs containing easy-to-do-tricks during his intermissions."

Petrillo To Face Lea Bill Violation Complaints Dec. 15

CHICAGO, Nov. 15.—James C. Petrillo, president of the American Federation of Musicians, will go on trial here December 15 for charged violation of the Lea Bill, it was decided this week by Federal Judge Walter J. Labuy when he heard complaints and pleas in the case involving the 1946 strike of AFM against WAAF, local indie.

At the hearing here Wednesday (12) Petrillo pleaded not guilty to the charge and then Labuy set date for trial. Date of trial was set after Petrillo's lawyer asked for early court action and claimed the case had been delayed too long. Petrillo has waived right to a jury trial.

In the amended criminal complaint, filed by U. S. attorney here, Petrillo was charged with calling a strike against WAAF in what is claimed to have been an attempt to make the station hire more musicians than it needed.

Last December Labuy dismissed the original case on the grounds that the Lea Act was unconstitutional. Supreme Court later sent case back to lower court and stated a new trial was required.

Chi Vets' Fund Drive Under Way

CHICAGO, Nov. 15.—Official fund-raising campaign of the Hospitalized Veterans' Foundation, org formed to help supply entertainment and entertainment devices to hospitalized vets, will get under way November 17. With a goal of approximately \$1,000,000, the campaign will provide funds which the foundation will use to carry on the work of USO-Camp Shows, Inc., which folds December 31.

In the org, which has Sammy Kaye as its president, are prominent showbiz names, union officials, professional top-notchers, financiers and governmental and civic leaders.

Money raised will be used for bedside radio sets, television receivers, record-playing equipment, network and transcribed radio shows designed especially for the vets, and traveling theatrical units which will tour hospital wards after USO-Camp Shows is disbanded.

'Molle Theater' Seg Not Being Dropped

NEW YORK, Nov. 15.—Persistent reports that Centaur division of Sterling Drug would drop its *Molle Mystery Theater*, aired over National Broadcasting Company (NBC), were denied this week by Frank Telford, Young & Rubicam Agency, producer of the opus. Telford acknowledged that budget problems has caused huddles recently but said the performance of the show was satisfactory and the sponsor "certainly will keep it on the air for the next 26 weeks—until the summer hiatus."

Believed to be a primary reason for the sponsor's disquiet is the new National Association of Broadcasters' (NAB) code forbidding hitch-hike and cow-catcher commercials. The *Mystery Theater* plugs not only Molle Shaving Cream but Double Dandine and Ironized Yeast.

John West a Victor V.P.

CAMDEN, N. J., Nov. 15.—John K. West this week was named vice-president in charge of public relations for RCA Victor. He has been with the company since 1930.

Burlesque

By UNO

ARABELLA ANDRE, billed as "The Parisian Bomb Shell" and still another first-timer over the Hirst circuit, did strips and scenes with Johnny Delmar, singing-straight, for over a year at the Burbank and Follies houses in Los Angeles before coming east. She also was at the State Theater, Vancouver and Follies Bergere, Mexico City, where she says burly strippers and principals soon will be the nucleus of entertainment in niteries. . . . Dorothy Denke, who became Mrs. Eddie Lynch last July, celebrated a birthday November 6 and a fourth-month wedding anniversary November 7 while at the Hudson, Union City, N. J. Sisters Marie and Lillian are playing Chicago clubs, the former at the French Casino and the latter at the Playhouse. . . . Frankie Lack, promoted from show girl to strip principal, is touring the Hirst wheel with the Andre-Silk-Rio unit. . . . Maxine Miller, tapster, is back on the Hirst circuit after four years in niteries and vaude. . . . Arthur LeFleur, in a show-stopping specialty as "The Human Top," proceeds, after Empire, Newark, and seven weeks on a Hirst tour, to the Comerford circuit of vaude houses, thence to the Fisher circuit and winds up at the end of the year at the Hofbrau Club, Camden, N. J.

GLORIA GLAD, current at the Cliquot Club, Atlantic City. . . . Jimmie Cavanaugh, singer, moved from the Hudson, Union City, N. J., to the Howard, Boston, with Ralph Elsmore replacing. . . . Rita Gomez, toe tapster, rejoined the Furman unit in Philadelphia, November 10. . . . Sam Sidman, former ace comic, now permanently in Dennis Memorial Hospital, Bayville, N. J. . . . Dave Cohn has Betty McDonald at the Club Kilroy, New Orleans, thru Jerry Rosen and moved Renee Griffin from Fall River, Mass., to the Casino, Boston. . . . Lili Sabine, who danced for Tirza's Coney Island (N. Y.) show all summer, is doing strips at the Rainbow Club, Miami. . . . George (Beetlepuss) Lewis, while at the Follies, Los Angeles, was signed for a pic. . . . Bob Lee is trouping the circuits with wife, Loretta (Floreda) LaVonne, and six-month-old daughter, Loretta LaVonne Lee. . . . Ivan Fennova, who was replaced by Jackie Richards as dance director at the Empress, Milwaukee, when he embarked on a visit to Europe, returned November 1 for a chat with old friends. . . . Lillian Drolette, former cashier at the Gayety, Columbus, O., and Moe Schwartz, head concessionaire at Charlie Fox's Empress, Milwaukee, announce their engagement and plans for an early wedding. . . . Nat Ozman, singer, last season at the Hudson, Union City, N. J., and other Hirst wheel houses and now at the Club Nocturne, Manhattan, became a first-time daddy to Nat Jr., born to Lynn Ozman at the Central Maternity Hospital, Bronx, November 1. . . . Dusty O'Connor and Mona Henderson just closed two nitery engagements, one at the Club Milwaukeean and the other at the Club Terris, Milwaukee.

JOHNSON TO PUBLISH

NEW YORK, Nov. 15.—Orkster-composer Buddy Johnson has set up his own publishing house, Sophisticate Music Company, which will issue his own original tunes as well as take on outside material. Johnson was skedded to talk with Broadcast Music, Inc., late this week regarding a licensing deal. Partner in the Sophisticate pubbery with Johnson will be his flack, Jim McCarthy. Initial Sophisticate tune will be *It Serves Me Right*, which Johnson just recorded for Decca.

Boxing Guild Defers Action On Video Cut

NEW YORK, Nov. 15.—The Boxing Managers' Guild, at a recent meeting, decided to wait until December 15 before taking further action on the matter of obtaining a cut from television revenue accruing to the Twentieth Century Sporting Club. Frank Jacobs, vice-president of the Guild, stated this week that the Guild had sent a delegation to confer with Sol Strauss, Twentieth Century exec.

Strauss, according to Jacobs, pointed out that Madison Square Garden's television commitments would not expire before May 31, and therefore the problem could not be discussed before that time. The Guild, according to Jacobs, did not threaten a strike or boycott of the Garden, but the membership has not yet made up its mind as to whether it wants to wait until the end of May.

According to Jacobs, the managers are asking that their fighters get the same cut from television that they get regularly. That is, a fighter getting 20 per cent of the gate would also get 20 per cent of the video cut.

DeLuxe Adds Italian Section

NEW YORK, Nov. 15.—DeLuxe Records has announced the addition of an Italian section to its catalog, with Joseph P. Cocchiarelli signed as Italian repertoire director. Firm also has signed Enzo Di Mola, the Italian tenor who previously recorded for Victor in Italy.

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THE FINAL CURTAIN

BARHYDT—W. V. H., 88, pioneer motion picture theater operator, recently at his home in Springfield, Mass. He entered the film business in 1907 as owner-manager of the Marquis Theater, Lawrence, Mass. Some 30 years ago he was associated with Moe and Mitch Mark in the Mark-Strand Theaters, New York. He retired a few years ago after conducting a vaude booking agency in Springfield for more than 10 years. Survived by two daughters and a son.

CASH—Burleigh, vet tab and burlesque performer and manager of the Daniel Tent Show, November 2 of a heart attack. Survived by his widow, Hallie. Burial in West View Cemetery, Soperton, Ga.

CHATTAWAY — J. Thurland, 75, songwriter, November 12 in Milford, Conn. His first hit, *Mandy Lee*, was followed by many others, including *When the Blue Sky Turns to Gold*, *I Have Grown So Used To You*, *Red Wing* and *Kerry Mills Barn Dance*. His widow, son and daughter survive.

CONWAY—Margaret A., 59, who began her career as a singer in the chorus of *Fiddle Dee Dee*, November 13 in San Francisco. She was past president of the San Francisco Theatrical Club.

FOLTZ — George F., 58, novelty salesman and well known to many outdoor show folks, November 10 in St. Elizabeth Hospital, Lafayette, Ind., of a heart ailment. Survived by two sisters, Esther, of Indianapolis, and Mrs. Benjamin O'Connor, Lafayette.

GARMAN—Lewis M., 75, former showman, recently in Cedar Rapids, Ia., of a heart ailment. Garman toured with various road shows and in late years managed theaters in Cedar Rapids. Survived by his widow, Mary, and a sister, Mrs. John McCarthy, Dunlap, Ia.

GIRLOCK—Edward F., 25, vaude entertainer, November 13 in the Wyoming Homeopathic Hospital, Wyo. He had appeared in Ned Weyburn's New York revues and Dave Tyson's Juvenile Theater. Girlock was featured in minstrel shows for 11 years in Wilkes-Barre, Pa., his home town. His parents, two brothers and a sister survive.

HUMPHREYS—Cecil, 64, English actor, November 6 in New York. He made his first Broadway appearance in *Fanny's First Play* in 1916. Aside from many film roles, Humphreys appeared in this country in *Tovarich*, *The Merchant of Venice*, *The Circle*, *The Woman Brown*, *Passenger to Bali* and *An International Incident*. He also appeared with Katharine Cornell in *The Doctor's Dilemma*, won praise as Washington in *The Patriots*, replaced Leo G. Carroll in *Angel Street* and most recently was seen in *Pygmalion*. He leaves his wife, Gladys, and a son, Peter.

LANE—Jess C., 64, well-known circus advance man, November 12 in Decatur, Ill., of a heart attack. Burial in Decatur November 15.

LINGER—Harry A., 23, son of Paul and Estelle Liniger, of the former Liniger Bros.' Circus, recently in Portsmouth, Va., of gunshot wounds sustained accidentally. He also leaves his wife, a son and sister. Burial in Christian Church Cemetery, Harbinger, N. C.

LODGE—William R., 72, former manager and treasurer of the old Silver Lake Amusement Park near Akron, November 2 in that city.

LORCH — Theodore A., 68, film character actor and old-time rep star, at Camarillo, Calif., November 11. Before becoming a film actor in recent years, he had gained nationwide attention for his Broadway shows and repertoire roles. At one time he had his own company on tour in the West. He was a member of the board for the Screen Extras' Guild, a life member of Equity and a member of the Screen Actors' Guild.

Survived by his widow. Burial in Los Angeles.

LUCAS—Gilbert L., 57, head of Playbill, Inc., publishers of New York legit programs, November 10 in Bethlehem, Pa. Of his 25 years' service with Playbill, he was vice-president for 15 years and president for five.

MACK—Charles, 85, formerly with Ringling Bros. and Barnum & Bailey Circus as a big top worker, at the Touro-Shakespeare Home, New Orleans, November 9. Services and burial in New Orleans.

MEINKEN—Charles F., 69, Station WLS violinist and orchestral librarian, November 6 in Chicago. He had been working in radio since 1922 after playing with the Chicago Symphony and the Chicago Opera.

MICEK—Karl, 36, band leader, November 3 in Columbus, Neb. Burial in Columbus.

NEWMAN — Horace, 84, veteran character actor, November 13 in New York. He appeared in *Swell Elegant Jones*, *A Poor Relation*, *The Tale of a Coat*, *The Old Homestead* and *Shore Acres*. He leaves his wife, Betty. Burial in Kensico Cemetery, Westchester, N. Y.

NORMAN—Lee T. Sr., 55, advance agent for Robbins Bros.' Circus, in the early 1920's, in Minneapolis recently. The last 10 years he operated the Norman Funeral Home in Grand Forks, N. D. Surviving are his widow, three sons and two daughters, all of Grand Forks.

ORCZY—Baroness, 80, playwright and author, November 12 in London. Her best seller, *The Scarlet Pimpernel*, which sold over 3,000,000 copies, was made into a play which ran 5,000 performances, including revivals.

O'ROURKE—James F., 75, Central Park (New York) Zoo keeper, November 10 in New York.

PIERCE—Edna Mae, 68, mother of Francho Pierce, calliope player with Bailey Bros.' Circus, in Yuma, Ariz., November 9. Survived by four sons and two daughters. Burial in Wildwood Cemetery, Salamanaca, N. Y.

RYDELL — Lou, 53, advertising manager of *Variety*, November 9 in New York. He had been with the paper over 30 years and had been advertising manager about 20. His

widow, four brothers and a sister survive.

TOLER—Sondra Jo, 2, daughter of Marie and Clyde Toler, October 23 in Swainsboro, Ga., after a tonsilectomy. Burial in Uniontown, Pa.

VANDERBILT—George G., 69, former trouper with the Ringling and Sparks circuses, recently in Warren, Pa. Survived by his widow, Edna, and a daughter, Mrs. Oscar Holmberg. Burial in Oakland Cemetery, Warren.

WILD—James A., 47, concessionaire with the W. G. Wade and Happy Holiday shows, November 8 in Tampa. Surviving is his widow, Marian. Burial in Atlantic City November 12.

Marriages

ALEXANDER - WEINGARTEN — Stephen Alexander, director of Universal-International Pictures' television, and Sherlee Weingarten, casting assistant for the Theater Guild, November 7 in New York.

CASANOVA-LEIGH—Jimmy Casanova, comic, and Roma Leigh, of the Helene Hughes Dancers, November 7 in San Francisco.

HOWARD-THOMAS—Holly Howard, of Bailey Bros.' Circus, and Tillie Thomas, non-pro, in Tucson, Ariz., November 2.

MACKEY-PATRICK — Gerald P. Mackey, Santa Monica, Calif., and Gladys E. Patrick, Portland, Ore., November 12 in Reno, Nev.

NEWMAN-MONTGOMERY — Alfred Newman, musical director for 20th Century-Fox Studios, and Martha Montgomery, former *Goldwyn Girl*, in Beverly Hills, Calif.

PRYOR-JONES—Don Pryor, CBS Washington newscaster, and Barbara Jones, director's assistant of the State Department's *Voice of America*, November 9 in Washington.

ROSS-HARPER — George Johnson Ross, nonpro, to Patricia Harper, screen writer, in Los Angeles November 12.

SHARAF - SHECHTER — Joanne Merle Sharaf, of Hartford, Conn., and Maurice Shechter, news editor of Station WAVZ, New Haven, Conn., in Hartford recently.

Births

A son to Mr. and Mrs. Tim Herbert November 7 in New York. Father is a vaude comic.

A daughter to Mr. and Mrs. Sher-

man Hayes November 2 in Chicago. Father is a band leader; mother is his former vocalist, Dell Welcome.

A son, Eddy Jr., to Mr. and Mrs. Eddy Shepherd in Detroit recently. Father is former operator of the Stevadora nitery there.

A daughter, Elizabeth Maxine, to Mr. and Mrs. Paul Hubbard in Cincinnati September 14. Father is a magician and the mother assists in his act.

Divorces

Evelyn Baldwin Griffith, actress, from D. W. Griffith, pioneer film producer, in Los Angeles November 10.

Rita Hayworth, film star, from Orson Welles, radio and film producer-actor-director, in Los Angeles November 10.

Louise Sargent Sturges, nonpro, from Preston Sturges, film writer-producer, in Los Angeles November 12.

PARAMOUNT, N. Y.

(Continued from page 40)

ple" line in his chatter referring to musicians was in doubtful taste. Evans might be better off without it. Implication might prove offensive.

Bobby Lane and Claire opened with their standard novelty terps and acro bits. Team switched routines, teeing off with their no-noise-please number in stocking feet and winding up with their funny paper acro tosses. Last time caught kids wound up with their stocking feet number for good laughs. The switch hasn't helped their act. There toss-around walk-off got them no more than a polite mitt.

Connie Haines Surprises

Surprise of the bill was young Connie Haines. Since last caught the gal has developed a ballad style and a phrasing that is thrilling to hear. She sold *You Do* and *Some One To Watch Over Me* in superb fashion. It's too bad her rhythm numbers, poorly slotted, meant little. Canary used to be a sock rhythm singer. Somewhere along the line she has lost her feeling for the swing stuff to a point where she's just another band canary. But what she lost in rhythms she has gained in balladeering. In fact Connie Haines, on the basis of her work here, gives indications of becoming one of the top ballad sellers around. Given a proper orchestration, including strings, the kid can become a show stopper. Pic, *Wild Harvest*. Bill Smith.

LOEW'S STATE, N. Y.

(Continued from page 40)

up with good harmony, doing standards in their own spot, then rendered a classical number for a slow, graceful ballet-tap by Miss Bruce to close the show.

The Mack Triplets, on second, opened with two special numbers in exquisite taste and voice. The three good-looking lassies chirped together and against each other in fine solos, winding up with *Her Bathing Suit Never Got Wet* for a big mitt. Act showed flash, talent and studious cue technique.

June Richmond

June Richmond anchored her big frame at the mike, scanned the audience defiantly, then proceeded to put over *Near You*, *Poor Little Girl* and *Old Man River* in her own inimitable style. Gal is high in voice, wide in stature and showed a handsome selection of songs. Three bows were necessary for her pay-off.

DeLage and Shirley opened the show with rapid-fire magic in pleasant continuity. Sock finish displayed the Houdini trunk illusion for an adequate palm.

The Gaudsmith Brothers did their standard slapstick, comedy knockabouts, ably assisted by two French poodles. Jack Tell.

In Memoriam



GEORGE E. ROBINSON

Died November 22, 1923

BECKMANN & GERETY WORLD'S BEST SHOWS
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Communications to 155 No. Clark St., Chicago 1, Ill.

Polack Gets Plenty Kale At Baltimore

Seven-Day Stand Big

BALTIMORE, Nov. 15. — Pronounced the best show ever staged by Irving J. Polack for the Boumi Temple, the Polack Bros.' Eastern Unit wound up its stand here Sunday (9) and a final tabulation showed a better than satisfactory gross.

Staged in the Fifth Regiment Armory, which has a seating capacity of 9,000, the Polack show piled up the big gross despite a poor opening start. Opening Monday (3) in the rain the show drew slightly more than 6,000. The next six days, however, were big, overflow and capacity crowds being the rule at both matinee and night shows.

Acts included Bobby Steele, equestrienne; the Helen Billette Troupe, cyclists; Harold Barnes, tight wire; Capt. Roman Proske, animals; the Cycling Sidneys; Truzzi, juggler; the Great Francisco and Del Rae, swaying pole; Don Dorsey, gymnast; the Tarzan elephants, directed by James and Josephine Madison; the Aerial Voices; Frank Cook, high wire; the Marachino Troupe, acrobats; Ray Wilbert, hoops; the Paraoff Troupe; the Ivanovs, horizontal bars; the Waldorfs, perch and motorcycle; the Flying La Forms and the Flying Harolds, aerial, and clowns headed by Bobo Barnett.

James Rison, promotional director, reported the advance sale of tickets hit the \$30,000 mark. Rison, incidentally, was elected an honorary member of the Boumi Temple. Harry Henkel, publicity director for Boumi Temple, and Carl B. Sherred, Polack flack, garnered good coverage in the Baltimore newspapers and over the radio stations. Nate Lewis handled the mike during the shows.

New Tax Will Cost Willow Grove 24¢

PHILADELPHIA, Nov. 15.—Suburban Abington Township, where Willow Grove Amusement Park is located, has enacted a 3 per cent amusement tax effective January 1. The bill is modeled after a similar measure in Philadelphia but marks the first time a suburban township in this area has attempted to raise revenue thru an amusement tax.

The township's board of commissioners passed the tax measure over the objections of Elmer Foells, manager of the summer amusement park, and the managers of the two movie houses in the township. Foells said the tax would cost the amusement park "at least \$24,000 a year."

N. D. Celebration Assn.

Formed at Minot Confab

MINOT, N. D., Nov. 15.—With representatives of 10 communities in attendance, the North Dakota Celebration Association was organized at a meeting here. E. A. Johnson, Noonan, was elected president.

Object of the association, William Ehr, Minot, secretary, said, is to obtain bigger and better attractions for local celebrations with emphasis placed on educational features. It is hoped eventually to develop exhibits of 4-H and other agricultural products for display at a circuit of celebrations in addition to entertainment troupes.

Rogers Gross In 8-Wk. Tour Is \$1,050,000

LOS ANGELES, Nov. 15.—The Roy Rogers Championship Rodeo, which recently completed an eight-week tour of four of the nation's major cities, chalked up a record-breaking \$1,050,000 gross within that period, according to Rogers's public relation counsel.

Dates of the tour included Philadelphia, September 2-10; Detroit, September 12-21; St. Louis, September 26-October 5, and Chicago, October 9-26.

Rogers, who first turned rodeo owner last fall, grossed \$753,000 with his show on his 1946 tour of Philadelphia, St. Louis and Chicago. Detroit, the new date this year, yielded capacity houses during the entire run, it was said.

Rogers's troupe included Trigger, his famed movie horse; Dale Evans, his film leading lady; Bob Noland and the Sons of the Pioneers, Western singing group of films, radio and records, and the Rogers-owned circus and rodeo personnel.

The rodeo, a contest event, featured five competitive events at each performance. More than 200 top hands competed for cash prizes totaling more than \$70,000. Hands competing came from many parts of the country, paying their own traveling expenses and entrance fees. They received no salary or other remuneration from the rodeo. Entry fees were added to the cash prize money.

Grand National Draws 126,015 To Top Year Ago

SAN FRANCISCO, Nov. 15.—A record number of 126,015 persons saw the 13 performances of the Grand National Livestock Exposition, Horse Show and Rodeo at the Cow Palace this year, as compared to 98,319 witnessing the show in 1946.

Bud Linderman, of Red Lodge, Mont., was the winner of the all-round 1947 cowboy championship. The title brought approximately \$7,000 in cash to Linderman. Second place went to Wag Blessing, of Burbank, Calif., who finished 200 points behind Linderman.

Nion Tucker, president of the 1-A District Agricultural Association, announced that next year's Grand National will be one of the highlights of the 1948 Centennial Celebration.

Winners in the International Rodeo Association championships follow: All-Around Cowboy Championship—Bud Linderman, Red Lodge, Mont., first; Wag Blessing, Burbank, Calif., second.

Bareback Bronk Riding—Carl Mendez, Visalia, Calif., first; Bud Linderman, second; Jimmy Schumaker, Phoenix, Ariz., third; Wag Blessing, fourth.

Calf Roping—Buckshot Sorrells, Tucson, Ariz., first; Troy Fort, Lovington, N. Mex., second; Chuck Sheppard, Phoenix, third.

Saddle Bronk Riding—Jerry Ambler, Glenwood, Calif., first; Bill Linderman, second; Bud Linderman, third.

Steer Wrestling—Homer Pettigrew, Chandler, Ariz., first; Bud Linderman, second; Buck Sorrells, third.

Brahma Bull Riding—Wag Blessing, first; Glen Tyler, Modesto, Calif., second; Jimmy Schumaker, third.

Shape Up Plans for Calif. Three-Year Cent. Program

SACRAMENTO, Nov. 15. — Plans for California's three-year centennial program of events are beginning to take a more concentrated form after several years of indecisive action on the part of State officials and civic groups. To this end, Gov. Earl Warren recently named the California Centennial Commission and a 25-man advisory board to serve with the commission under the terms of a bill passed during the legislative session this year. A separate bill has provided \$250,000 for use of the commission and an official staff will administer the centennial affairs, it is announced. The

travel-recreation committee of the California State Chamber of Commerce has devoted much of its work during the past several years to formulating centennial plans and ideas with the result that State residents and visitors have become very centennial minded. This group will soon turn over its data to the newly appointed official staff with suggestions for its use.

The first official centennial event will be the celebration to mark the discovery of gold at Coloma. This is scheduled to be held January 24, and will mark the 100th anniversary of the finding of gold at Coloma in 1848.

Other celebrations will follow in sequence, one of the more prominent ones to be the 100th anniversary of the founding of the city of Sacramento in October, 1948.

Days of '49 festivals will dot the State thruout 1949 and gigantic Statehood celebrations are slated for 1950, with the culminating event to be held in San Francisco September 9, 1950.

This will be under direction of the Native Sons and Daughters of the Golden West and will follow the pattern established during the monster diamond jubilee held in San Francisco in 1925.

Plans are still in the formative stages regarding a great Western show along the lines of a cavalcade to tour the State during 1949 and 1950.

This show may be privately financed instead of being sponsored by the centennial commission, inasmuch as there has been some opposition to a large show of this type because, say its opponents, there are not more than three or four stadiums or auditoriums in California where such a spectacle could be presented. Thus, the smaller cities and towns would be left out in the cold and friction and discontent would be sure to be aroused.

Proponents suggest that large stadia such as the Los Angeles Coliseum could be played under canvas.

Those interested in a cavalcade-type of show have been closely watching all events thruout the State the past year, checking attendance, weather, transportation and parking facilities, to determine whether or not such an affair would be able to work off a big nut and still show a profit on a two-season run.

So far as actual work on the project is concerned, there appears to have been very little done at this writing. A great deal of talk has taken place but little has jelled into anything tangible so far.

City Asks Humane Society To Probe Conditions of Zoo

ATLANTA, Nov. 15.—Atlanta, thru City Parks Manager George I. Simons, has asked the Atlanta Humane Society's president, Oby T. Brewer, to "initiate an impartial investigation" of the Grant Park Zoo.

"Altho there has been no official criticism of the zoo, its management or its operations by your organization, one member of the board of directors has been extremely critical," Simons said. "In consequence, we would appreciate the appointment of a special committee from your society to look into all phases of the zoo."

Simons said the city parks department would be glad to give the committee "our advice and our consultation," and Alderman Lee Evans, chairman of the city council's park's committee, "will accompany the committee if it desires his services."

Name Alfred Stern Director Of Reading (Pa.) Bicent

READING, Pa., Nov. 15.—Alfred Stern has been named resident director of the Reading Bicentennial. A former member of the production and design staff of Radio City Music Hall and N. Y. World's Fair entertainment executive, he last year served the Detroit Automotive Golden Jubilee in the same capacity. Tentative plans for Reading include a historic folk spectacle and industrial exposition scheduled for the summer of 1948.

Big One, Still Doing Top Biz, Nears End of Season

JACKSONVILLE, Fla., Nov. 15.—Ringling Bros. and Barnum & Bailey Circus was set to move out of here tonight after a two-day stand and the chant among the officials, performers and workmen was: "only four more spots to make." The Big One goes from here to Miami for a two-day stand, then to St. Petersburg, Tampa and Sarasota, where it concludes the 1947 season, Sunday (23). Altho the Big One hit cool weather and rain in a couple of North Carolina spots, business was good. At Wilson, despite the fact the show was late in arriving, a full house was on hand for the matinee and the same was true at night. Rain the previous day made for a soggy lot and performers found the going rough.

Despite plenty of rain, a lot that was almost a quagmire and a dense fog, the RB org drew two fair houses at Charlotte. Because of the condition of the lot and the fog, the matinee was almost two hours late in starting, which almost made for a jam-up of the two shows.

At Norfolk, the show was host on opening day to some 50 boys from the James Barry-Robinson Home for Boys, the favorite charity of the late Col. Charles H. Consolvo, Monticello hotel owner and one of America's first circus fans.

Two-day stand at Norfolk netted the Big One strong houses at the matinees and capacity the second night after doing turnaway biz opening night.

Bev Kelley, head of the RB press department, promoted one hour and 40 minutes of radio time on WLOW, Norfolk indie. Bob Dropperd, staff announcer, handled the circus descriptive.

Polack Draws Big In Pittsfield, Mass.

PITTSFIELD, Mass., Nov. 15.—Polack Bros.' Eastern Unit closed tonight after playing to hefty crowds thruout its four-day showing at the State Armory under Shrine auspices. Afternoon and night performances were given.

Line-up included Polack's MGM elephants; Maximiliano Truzzi, juggler; the Sydneys, unicyclists; Marie and Her Pals; Ivanhoff Troupe, horizontal bar; Ira and Marie, unsupported ladder; Merry Sons of Romus and Bobo Barnett.

Large blocks of tickets were purchased by civic and fraternal organizations and given to members of local high school football squads.

2 Mississippi Spots Prove Okay for King

KOSCIUSKO, Miss., Nov. 15.—Two spots in Mississippi proved profitable for King Bros. The org drew a full house here at the matinee and a strong one at night.

At Louisville it was a three-quarter matinee and capacity at night. Show officials said the swing thru Eastern Mississippi just after the harvest of a good cotton crop, which brought the highest cotton prices in history, had proved highly profitable.

Tex Maynard Reports SRO Sign Out at Three Spots

CHICAGO, Nov. 15.—Tex Maynard, who has cut his organization to five persons, reports in a letter to *The Billboard* that he has been enjoying excellent business the last two weeks and said the last three spots he played the s.r.o. sign was out.

"At the Arcadia Theater in Wellsboro, Pa., we sold out for three shows. At Harrison Valley, we played for the high school in Grange Hall and had to give two shows to take care of the crowds. At Ellicottville, N. Y., a town of 3,000, we drew 1,700 persons in the high school," Maynard wrote.

Polack West Unit Scores In Springfield

SPRINGFIELD, Ill., Nov. 15.—The Ansar Shrine Circus here November 6-12, featuring Polack Bros.' Western Unit, was a big success and Shrine officials promptly announced that it has been re-signed for next year.

Playing in the State Armory, attendance was exceptionally good thruout the week. Show opened Thursday (6), giving a night show only. Despite rain a full house was on hand. Opening night guests included Gov. Dwight Green and family.

The Armory regularly seats 4,500, but 2,000 additional seats were made available on the floor when Shrine officials borrowed bleachers from the local high school.

Matinee attendance for the most part was light in comparison to night crowds, but several days found a capacity audience on tap.

Cold Weather Hits Dailey's

EL RENO, Okla., Nov. 15.—Arriving in El Reno, Okla., simultaneously with what proved the coldest weather so far this season—the temperature reached a low of 22—Dailey Bros. did only fair business here, crowds at both the matinee and night shows being only about three-quarter houses.

At Duncan, Okla., it was the same, the weather being on the chilly side which let the crowds down.

Claremore, Okla., proved an exception, however, with the show getting full houses at both performances.

WON, HORSE & UPP COMBINED CIRCUS

An Equine and Canine Paradox—The Show With a Leaf of Gold

By Starr De Belle

Insomuch, La.,
November 15, 1947.

Dear Editor:

Regardless of others' opinions, this is a Sunday school show. We'll admit that our bird and monkey pick-outs in the kid show lean somewhat toward opportunity, but we consider them bird and animal acts. People love these kinds of entertainments. Who are we to refuse our patrons anything that's to their liking? Furthermore, a showman once advised, "Side show games make patrons part of the show. They love to participate as members of the cast as do stooges in studios of quiz programs." So, if they can do it, why can't we also have our \$64 opportunities?

One thing that the bosses are particular about is the character of their people and animals. Our people are all characters (that eliminates them), but our animals are another thing. "Keep them clean of the old time-worn idea—choosing day. We have two big chimps, Counselor the II and Velorous Isobel, that have been very much in love all season. Until

Circus Clown Club

LOS ANGELES, Nov. 15.—It was decided at the meeting Thursday (6) to abandon the proposed lodge room set-up for this year. Instead, plans are being made to open a reception office here.

Tentative plans were discussed for the club's proposed mid-winter three-day circus in March of next year.

Communications were read from Huey the Clown, Phil Kallail, Curtis E. Little, Judy Christy, Isabelle Gladue, Dr. L. K. Orstoft Banders, Dr. C. S. Karland, Stan Bult, Ira Kelly and Dr. P. T. Lockner.

Jack Vinnick, who has been on the sick list, is reported coming along okay.

Dues are due December 1. All correspondence should be directed to Marge V. Kelly, secretary, Box 606, G.P.O., Los Angeles 52, Calif.

Paris Indoor Circus Features U. S. Vaude

PARIS, Nov. 15.—Indoor circus season is in full swing with the Tintimate Cirque Medrano offering a good bill featuring American vaude acts supported by excellent European circus numbers, while the big Cirque D'Hiver is presenting a straight circus bill heavy on clown numbers.

The Cirque Medrano gives top billing to the American hoofers, the Nicholas Brothers, and features Glen Pope, American illusionist, and his partner, Georgette. Well-known Continental circus acts on the bill are the Bedini-Tafari troupe of teeterboard tumblers, the Oxford Trio, football on bicycle; Christians' (20) Dogs; De Riaz, aerial thrill novelty; Jackie, equilibrist, and the Ciganos, perch act.

The well-known clown trio, the Fratellinis, is held over for their third month at the Cirque D'Hiver, sharing top billing with the juggler, Paolo.

K-M Gets Two Sellouts In Idabel, Okla. Stand

IDABEL, Okla., Nov. 15.—Favored with clear weather, the Al G. Kelly-Miller Bros.' Circus scored with two full houses here. At Ashdown, Ark., the K-M org, the first circus to play Ashdown in 10 years, drew a full one at the matinee and a better than three-quarter house at night, despite rain in the evening.

Record Draw Is Predicted At Rochester

Org Gets Away Fast

ROCHESTER, N. Y., Nov. 15.—Getting away to a fast start at the opening Monday (10) with a packed house at the matinee and an overflow at night, Orrin Davenport's Shrine Circus figured to chalk up a record draw when the show closed here tonight.

The advance sale was far ahead of a year ago and with the huge crowds all week, show officials predict the final gross can't miss being a new record. Armistice Day (11) the matinee was a big turnaway, more than 2,000 failing to get into the building despite the fact some 600 seats had been erected this year.

Staff includes Orrin Davenport, promoter; Col. Harry Thomas, equestrian director and announcer; Vic Robbins, band leader, and Chuck Marine, boss property man. Clown alley includes Otto Griebing, producing clown; Freddie Freeman, Horace Laird, Bagonghi, I. Romig and Billy Rice.

At Houston, Potentate Bob Milner and show chairman Bob Waltrip announced a final checkup showed a 20 per cent increase over a year ago. The more than 3,000 extra seats which were added to the Coliseum in Houston this year were responsible for less turnaway business this year than in previous years, but even so, three turnaways were registered.

The program for the Rochester event follows:

Display 1.—Joe Welch, animals; Display 2.—The Aerial Snyders; Display 3.—The Rodolus, comedy ladder; Display 4.—Miss June, riding act; Display 5.—The Davises, perch; Display 6.—Clown band; Display 7.—Capt. Joe Tiebor's Seals; Display 8.—Clown walkaround; Display 9.—Rink Wright Duo, equilibrists; Display 10.—La Louisa, trapeze; Display 11.—Billy Rice, clown dentist gag; Display 12.—Albert Fleet's Chimpanzees; Display 13.—Clown walkaround; Display 14.—The Ortans, teeterboard; Display 15.—Miss Woodford's Dachshunds; Display 16.—Otto Griebing and Freddie Freeman, clown prize fight; Display 17.—Hubert Castle, tight wire; Display 18.—The Rodolus, clown zebra; Display 19.—Lalage; Display 20.—The Christian Family, riders; Display 21.—Hunt Brothers Elephants; Display 22.—The Flying Duwads.

Fr. Sullivan Gets Pastorate

BOSTON, Nov. 15.—Rev. Edward S. Sullivan, national chaplain of the Circus Fans Association of America and widely known in outdoor show circles, has been appointed pastor at Lanesville, Gloucester, Mass., Bob Morton, of Hamid-Morton Circus, said here this week. Prior to his new appointment, Father Sullivan served as an assistant pastor at a Cambridge, Mass., church.

with blankets, suitcases, bathrobes and 100 other items belonging to the actors, musicians and the show's legal adjuster, which were presented to the happy couple. You should have seen the kinkers, windjammers and the fixer scramble to get their plunder back after the concert was over. All of the prop gifts have been accounted for except a pair of straight-last shoes and a gold-mounted lion claw belonging to the adjuster. What Bullhook Red has joined together, let not collars and chains put asunder.

P.S.—Manager Upp announced that the monk's public wedding would remain a daily feature in the show providing the actors, musicians and the legal adjuster co-operate. Bullhook Red is holding out for the use of the donated bridal suite or no officiating. To date the apes have been honeymooning on twin straw piles in separate cages.

DRESSING ROOM GOSSIP

Bailey Bros.

Everyone on the show was saddened by the death of Mrs. Edna Mae Pierce, mother of Francho Pierce, our calliope player.

Holly Howard, our chief electrician, and Tillie Thomas were married in Tucson, Ariz., November 2. The newlyweds are living in Brush, Colo.

Jimmy and David Madera and Albert Moore joined clown alley shortly before the season closed. Jack Haines, Jerry Pressley and Manuel Barrangan were on the sick list for a few days. Mrs. Peggy Henderson MacDonald spent a week on the show, then returned to Kansas City, Mo. Other visitors included Mr. and Mrs. Joe Applegate, boss canvasman, and Butchie and Georgia Lake, of the Aerial Lakes.

With the season at an end, personnel scattered to various points. Here are the plans of some: Mr. and Mrs. Bob Stanley, John Pringle, Elmer Vorhis, Swede, Mabel and Hunkie Johnson, Mr. and Mrs. MacDonald, Lew Kish, Manuel Barrangan, Bobby and Charles Pettus, Bee Kyle and Boots Wecker, Shorty Goode, Howard Streightiff, Roy Ferguson, Billy Francis, Mr. and Mrs. Ted Milligan, H. G. Browning, George T. (Yellow) Hutchins, Willie (Blue) Lundy, William (Sparkplug) Goodman, Bessie Goodman and Bob Stevens, all to Los Angeles; Laura Anderson, bound for the Orient; Frank Ellis, Honolulu; (See BAILEY BROS. on page 68)

Clyde Bros.

After playing the Quincy (Ill.) date we jumped to Chillicothe, Mo., arriving there on a Sunday. Everyone enjoyed the day, going to the movies, restaurants, etc.

Mr. and Mrs. West joined at Quincy. West is now assistant manager of the show. Norman Hanley holds top honors in the mail-getting department. Charles Cutterbeu and his trumpet continue to go strong. The Morris Troupe played the part of good samaritans when they came upon Mr. Crawford, the candy floss man, who was having car trouble along the highway.

The boys say Hap Kellems has gone strictly "corny" because he purchased 1,000 pounds of popcorn for the show. Shorty Lynn wonders how Hap is going to transport the stuff.

Mrs. Pee-Wee Clark recently purchased all-wool flying boots at an army surplus store. Don Morris was seen practicing his Rolla-Polla and say he hasn't had a bad spill yet. —VAN WELLS.

King Bros.

When the show arrived in Laurel, Miss., John Willander and his wife, who are wintering their animal show at the fairgrounds, were on hand to greet us. Good roads and sandy lots in Southern Mississippi have helped as we seem to have had an unusual amount of rain thru this section.

Walter Guice, while doing his horizontal bar act in Quitman, Miss., slipped during the night performance and landed on a ring curb, resulting in three broken ribs. Lawrence Piece, who does an impalement act in the Side Show with his wife, received the sad news that his mother, Mrs. Edna Piece, 71, died November 9 at Yuma, Ariz., while visiting her son, Fancher, on the Bailey Bros.' Circus. He left for (See KING BROS. on page 68)

UNDER THE MARQUEE

Ralph Bliss, who was on advance of Kelly-Miller Circus, is in Santa Monica, Calif., for the winter.

To be an A-1 24-hour man one has to be an obliging chap.

Ruby Chapin (Orton) is confined to the St. Joseph Hospital, Ward 3, Hot Springs.

Knight Trio, tight-wire performers, sailed from New Orleans November 11 to join the Atayde Bros.' Circus in Merida, Yucatan.

From what we hear from visiting showmen—things could be worse.

Arthur LeFleur is presenting his trapeze act at the Empire, while the Lane Bros., acro novelty duo, are on the bill at the Adams, Newark, N. J.

Frazier Family, after 22 consecutive weeks on fairs and celebrations for J. C. Michaels, are at home in Macks Creek, Mo. Season closed at Oak Grove, La., November 2.

Most fevered prayer is by a ticket seller who just had a nine-buck walk.

William C. Plank cards from Winston-Salem, N. C., that he joined the Ringling-Barnum circus for the org's final two weeks of the season.

Among the guests at the birthday party for Danny LaRouche III in the Danny LaRouche II home in Syracuse, N. Y., was Doc Waddell.

Thalei Dechert, former child performer with the Mighty Haag show,

Ringling-Barnum

During our stay in the Carolinas we found the weather a bit on the cool side. Our Sunday off in Winston-Salem, N. C., was enjoyed by all. We arrived early and had plenty of time to roam around the town with many catching the movies at both theaters. Some of the folks got a scare at the night show when smoke was smelled in the balcony of the theater and someone yelled "fire."

Knoxville had the worst lot of all, everyone figured. But it was surpassed by the Charlotte lot. Water on the lot was knee deep. Boots were a must and were worn in almost every number. Some of the more unfortunate lost their boots during spec and had to parade around bare-footed.

Frankie Saluto celebrated his 41st birthday recently and was serenaded by the entire dressing room.

Recent visitors: W. D. (Bill) Holt, T. L. (Bud) Lucas, Fayetteville, N. C.; C. S. Karland, Karland Model Shows; Mrs. Charles Bell; Bill Fields and Mrs. Ira Millett and daughter, Penny.

Around the lot: Art Burson says the Knoxville lot was a dust storm compared to Charlotte. . . . Willie Downing reminiscing about the old days when they used to get 50 cents a day for making parade. They made it for three days for a total of \$1.50 per week and then gave the groom \$1.50 for his weekly tip. . . . In Winston-Salem, the mayor and his staff, plus some 100 members of the Kiwanis Club, visited the backyard and took in the sights. Climax of the sight-seeing tour was a trip thru the dressing rooms. After the group left, Johnny Tripp, leading the men of the ladies' dressing rooms, a la the tour, and they criticized everything. Later the ladies trouped into the men's dressing room and did the same thing.

Mike, the water boy, says the official closing day is Sarasota, November 23. . . . George Blood, cookhouse steward, is making great plans for the cookhouse flag presentation to be made in Sarasota closing day. So far, one man and one woman are the leading contestants.—DICK MILLER.

is the author of a book of poems entitled *Postal Patois*, released November 3 by Quiz Oress.

Tex Leon, the past season in the Wild West of the Kelly-Miller Circus (See *Under the Marquee* on page 68)

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POST-WAR PROBLEMS TARGET

NAAPPB To Spot Forums

Don Dazey arranges convention program to fit needs for org's membership

CHICAGO, Nov. 15.—A well-balanced, well-timed program that has been aimed to help park owners and operators with the various post-war problems facing them has been arranged for the National Association of Amusement Parks, Pools and Beaches (NAAPPB) annual convention in the Hotel Sherman, December 1-4.

Don Dazey, LeSourdsville Lake Park, Middletown, O., second vice-president of the NAAPPB and general chairman of the program committee, released the program for publication this week thru the Chicago office of Paul H. Huedepohl, executive secretary.

Runs on Time Schedule

"Don and his committee have done a great job," Huedepohl said in releasing the program. "It should be noted that this year our program will run on a time schedule. There will be no long, drawn-out speeches for one thing. The few speeches that will be made will be fitted into the time schedule and I believe those attending our convention this year will like that," Huedepohl said.

Open forums will be featured this year. Seven such forums have been arranged by Dazey over the three-day period. Opening day of the convention program will be taken up with reports, executive sessions, etc. Wednesday, December 3, starts the forum sessions and topics are well timed. Topic for the opening session Wednesday is "The Future of the Outdoor Amusement Industry." Members of the faculty will be: Harry J. Batt, chairman, Ponchartrain Beach, New Orleans; W. H. Hitzelberger, Fair Park, Dallas; Julian H. Norton, Lake Compounce, Bristol, Conn.; George A. Hamid, Hamid's Million Dollar Pier, Atlantic City. (See Post-War Problems on page 68)



DON DAZEY, vice-president and general manager of LeSourdsville Lake Park, near Middletown, O., is chairman of the program committee for the annual convention of the National Association of Amusement Parks, Pools and Beaches, scheduled for December 1-4 at Hotel Sherman, Chicago. Dazey also is second vice-president of the NAAPPB.

Sitting 'Round the Table

(Editor's Note—"Do you believe park owners should offer free parking privileges with police protection against thefts and vandalism?" That is the current question up for discussion in this column. Several park owners and operators have sent in their replies, but there are still a lot who haven't. If you haven't expressed your view on this subject, via mail, do so at once. Questions in this column are continued as long as men in the trade show an interest in the question. Once interest lags in a certain question, another is put up for discussion. So if you haven't aired your views yet on the parking subject, send your letter now to the Outdoor Editor, The Billboard, 155 North Clark Street, Chicago 1.)

Favors Free Parking

I wish to state that it has been my experience to provide free and paid parking. The pay parking section is for those patrons who wish to park their car in a checking location.

I also have discovered there are motorists who want to come into the park for a short period of time but hesitate to pay for parking space for such a short length of time.

I believe both free and paid parking should have police protection. When the patron is assured of police protection for his car it pays big dividends. While both free and paid parking would have police protection, we have found some customers would much rather check their car regardless of free parking advantages.

I believe that any well-governed park should have free and paid parking, both with police protection.—JOSEPH L. CARROLO, Oakland Beach, R. I.

Favors Two Kinds

Until about three years ago, this park always had charged for parking and offered little in the form of proper parking facilities, but still charged for parking in old vacant lots on rough ground. Since that time we have provided parking facilities for more than 5,000 automobiles and advertise free parking. On Sundays and holidays we provide a large crew of parking attendants and at all times have police protection. I could not begin to tell of the number of comments we have had since providing free parking space.

I know many park owners will disagree with me, but we feel that people who drive many miles to come to our park to spend their money should be provided with adequate parking facilities at no cost. While it is a fact that we lose several thousand dollars each year, I am sure we get it all back on the rides and on the midway.—E. E. FREELAND, Conneaut Lake Park, Pa.

I say the question of parking facilities for the public differs a great deal in different spots. In my case I have a large free parking lot which is surrounded by large reflector lights and the public, thru the years, has learned to line up their cars themselves without the aid of attendants. I should add that at one time I used an attendant to help park the cars but discontinued the practice during the war.

Once in a great while we have a break-in in the parking lot and a theft from one of the cars, but I don't believe having police protection or a guard on the lot would increase the parking patronage. Therefore, I just give the public free parking privileges but entirely at their own risk.—WALT P. WILLSON, Riverside Pavilion, Timmins, Ont.

S. D. Zoo Gets Moose

SAN DIEGO, Nov. 15.—San Diego Zoo has a yearling bull moose, donated to zoo by the Calgary, Alta., Zoological Society and brought to Southern California by Tom Baines, Calgary zoo curator.

Trade Show May Get Radio Time

Huedepohl seeks tie-up with "Welcome Travelers" show in Sherman Hotel

CHICAGO, Nov. 15.—Possibility that the annual trade show of the National Association of Amusement Parks, Pools and Beaches may get a tie-up with the *Welcome Travelers* radio show during the NAAPPB's annual convention in December in the Sherman Hotel loomed today with the announcement by Paul H. Huedepohl, executive secretary of the NAAPPB, that he was working on the deal.

"This is just in the formative stage," Huedepohl said, "but I am working on it and hope to make the necessary arrangements. If it can be worked out we will have many of the exhibitors interviewed over the air, plus a description of the trade show, etc.," he said.

As had been announced previously, the trade show this year will be the largest in history, with 122 booths scheduled. According to Huedepohl, some 47 exhibitors were turned down for space because of the lack of room.

"If I'd had any idea how many wanted space I would have reserved the so-called lower level of the exhibit hall," Huedepohl said.

The NAAPPB secretary said exhibits this year will be novel, to say the least. He added that there will be plenty of new ideas this year in equipment, ideas in dispensing merchandise and goods. Novel exhibits are scheduled from ride manufacturers as well as games and accessories concerns.

Giant Dipper on Way Out At Vancouver, B. C., Spot

VANCOUVER, B. C., Nov. 15.—Pacific Coast Amusement Company, Ltd., operator of Happyland amusement park, is seeking bids for the demolition and sale of the structure of the Giant Dipper.

PNE, owner of Hastings Park, part of which is the site of Happyland, is extending Hastings Park race course and the Dipper is in the way. When the army occupied the park during war a smaller dipper was demolished to make way for military equipment.

Three Per Cent Luxury Levy Gets A. C. \$864,484 in Taxes

ATLANTIC CITY, Nov. 15.—This city's luxury tax, a 3 per cent levy on amusements, liquor, hotel bills, etc., has resulted in receipts of \$864,484.47 since last June. Returns were received from 1,765 sources.

Money is to be used for city improvements.

Harry Traver, J. Godon on AREA Card

Timely Talks Scheduled

CHICAGO, Nov. 15.—Two speakers, both scheduled for talks which should be of great interest to members of the American Recreational Equipment Association, are scheduled for the annual dinner meeting of the AREA in the West Room of Hotel Sherman Monday night, December 1.

The speakers and their subjects are: John D. Godon, of the Progressive Welder Company, Detroit, who will talk on *The Philosophy of Profit Sharing*, and Harry G. Traver, Painesville, O., who will lead a discussion on new devices.

In addition to the program arranged, a business meeting is scheduled. The program will be opened with a short address by A. B. McSwigan, president of the National Association of Amusement Parks, Pools and Beaches, to be followed by a talk by Paul H. Huedepohl, NAAPPB executive secretary.

Ben O. Roodhouse, AREA president, also is scheduled to speak to the membership, giving more or less a report of the year's activities. Herbert Schmeck, Philadelphia Toboggan Company, will lead the discussion department.

The business meeting will consist of reports by William Rabkin, chairman of the membership committee; Wallace St. C. Jones, chairman of the exhibit room committee; W. F. Mangels, treasurer; Arthur W. Sellner, chairman of the auditing committee, and Florence Lusse Ilions, chairman of the nominating committee.

You'll Have Fun At NAAPPB Meet Committee Says

CHICAGO, Nov. 15.—It won't be all work and no play at the annual winter meeting of the National Association of Amusement Parks, Pools and Beaches in the Hotel Sherman this year, if the entertainment committee, headed by Edward L. Schott, Coney Island, Cincinnati, has its way.

According to the Chicago office of the NAAPPB, Schott and his co-workers are lining up a strong program of entertainment for the Penthouse, nightly feature during the convention, and for the annual banquet.

Working with Schott on entertainment are Arnold Gurtler, Elitch Gardens, Denver; D'arv Barton, vice-president of Music Corporation of America; George A. Hamid, Hamid's Million Dollar Pier, Atlantic City, and Fred Williamson, head of the Chicago office of the Associated Booking Corporation.

According to Paul J. Huedepohl, executive secretary of the NAAPPB, who released the information about the entertainment at this year's convention, a varied program is planned, with extra entertainment set for the Penthouse.

"Hamid insisted that this year we (See *You'll Have Fun* on page 68)

Strolling Thru the Park:

Collins and Prince Spending 20G on Lincoln Improvements

Harry (Waggie) Prince, co-owner with John Collins of Lincoln Park, Dartmouth, Mass., reports they are spending \$20,000 on landscaping and general park improvements for next season. Altho Prince says there will be little new in the way of rides at their spot next year, rumors say the park will have a new Funhouse and maybe one other attraction. Prince reports business for 1947 was good and believes it will be the same in 1948. Incidentally, Eddie Leis spent three weeks at Lincoln Park working

over the rough spots on the Roller Coaster.

Joe Geist, owner of Rockaways' Playland, Rockaway, L. I., is making many improvements at his spot, including installation of a new Caterpillar ride, purchased from the Allen-Herschel Company, reinforcing the Roller Coaster structure, streamlining the Coaster cars and has plans for decking out the midway. Joe will fly to Chicago for the convention and leave from there for his annual winter vacation in Miami Beach.

Mr. and Mrs. Larry Stone, Paragon Park, Nantasket, Mass., recently returned from a three-week vacation. Larry's mother, Mrs. David Stone, is reported in excellent health.

Meredith Lee, ex-U. S. Army colonel, will again assume that title shortly after the first of the year when he starts a three-month period as a military instructor. Lee is manager of Ocean Beach Park at New London, Conn.

Ed Vettel, superintendent of Westview Park, Pittsburgh, spends plenty of time these days beefing about the weather. Seems the steel has arrived for the ballroom and the weather is holding up the building program.

Reports are C. B. Jenkinson, of Jenkinson's Pavilion, Point Pleasant, N. J., is brushing up on his fire chief stories in anticipation of the coming Chicago convention.

Ray Bromley, operator of most of the major amusements at Asbury Park, N. J., recently visited with Ray Lusse in Philadelphia.

Dorney Park, Allentown, Pa., owned by Robert Plarr, will boast a new office building in the near future. Construction already is under way, and Plarr, in between flying trips to Florida and expeditions to outfit his boat, which is being overhauled in Annapolis, finds time to boss the job.

Tom Long's Bushkill Park, Easton, Pa., will be graced with a Century Flyer Miniature Train next year.

Harold Barr, Washington Park, Michigan City, Ind., has a pilot's license and reports he likes this flying business. . . . Norman Alexander, Woodside Park, Philadelphia, spent a few days recently in New York visiting George Hamid.

A. B. McSwigan, Kennywood Park, Pittsburgh, president of the National Association of Amusement Parks, Pools and Beaches, says that by hook or crook there will be some changes made on his midway this winter and he hopes those changes will include a new Funhouse.

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AFFLERBAUGH NEW WFA PREXY

Naming Comes As Surprise

Vollman, who held post 18 years, replaced by Pomona exec—assn. plans mapped

By Sam Abbott

SAN FRANCISCO, Nov. 15.—Elections of C. B. (Jack) Afflerbaugh as president, and Dr. J. N. D. Hindley as vice-president, plans for setting up of a "seminar of fairs" and a "fairmen's fair" and the consideration of a \$40,000,000 five-year building program highlighted the 25th annual meeting of the Western Fairs Association here at the Whitcomb Hotel Friday and Saturday (7-8).

About 300 representatives of non-profit fairs in California, Washington, Oregon, Utah and Western Canada attended the conclave and heard reports of a new advertising mat service to provide fairs with low cost illustrations for layouts; a review of the publicity of administrative and legislative activities of the association for the past year; the creation of a series of five motion pictures—two of them color sound movies and the plans for a 20-page, 3-color commercial space brochure for national advertisers.

Comes as Surprise

Afflerbaugh, who is president-manager of the Los Angeles County Fair in Pomona, was elected to head the group by the board of directors and his selection to succeed E. G. Vollman, secretary-manager of the San Joaquin County Fair at Stockton, came as a surprise. Vollman had led the association for 18 years. J. H. Chambers, of the Santa Barbara County Fair at Santa Maria, declined renomination and Dr. Hindley, Humboldt County Fair, Ferndale, was named.

Rose E. Links was re-elected secretary-treasurer. Newly elected to the board of directors were John Logomarsino, president of the Ventura County Fair board of directors, and William Randall, secretary-manager of the Colusa County Harvest Festival at Colusa. New term directors (See Jack Afflerbaugh on page 54)

Calif. Betting Dips, Ditto Cut of Fairs

SACRAMENTO, Nov. 15.—California fairs, which receive 4 per cent of the State revenue from horse racing, will get less money this year than in 1946. Cut is indicated by a Department of Finance report that revenue from pools will be about \$1,000,000 less than the total last year.

Despite the opening of Golden Gate Fields, near Albany, with a \$29,723,941 handle at its recent meeting, the total amount wagered at all tracks has been but \$331,367,187 compared to \$347,745,796 for the corresponding period last year.

The State's share of the pari-mutuel pools, up to the start of the current Bay Meadows meeting, is \$18,038,454. The 1946 revenue totaled \$20,856,525.

Bay Meadows racing, last of the 1947 season, is expected to add approximately \$1,500,000 to the State's take.

Around the Grounds:

Doug Baldwin Gets High Honor; Given Army Medal of Freedom

Medal of Freedom, the highest honor the United States Army confers upon a civilian, was awarded recently to Douglas K. Baldwin, assistant secretary of the Minnesota State Fair. The honor was conferred in recognition of the exceptional work Baldwin did in behalf of the armed forces while he was director of American Red Cross activities in the Pacific areas. The presentation was made at the Midway Club, St. Paul, by Brig. Gen. J. E. Nelson.

The Mid-South Fair, Memphis, will enter 1948 with between \$65,000 and \$70,000 in cash and bonds to start preparation for its next annual. Arthur Seelbinder, secretary announced. The fair this season wound up with a deficit ranging between \$16,000 and \$20,000 due to an expenditure of \$22,498.20 for capital purchases and major improvements caused by the six-year war-time suspension of the event.

Edward J. Carroll, president and general manager of the Barrington (Mass.) Fair Association, is getting a number of inquiries from fair as-

sociations and regular tracks regarding the new totalisator board which was used at the Barrington September meeting. Carroll and V. A. Trigger, his engineer, who designed the "tote" board, have held a number of conferences with race track people in the last month. During the recent vacation trip of Carroll's key staff men the group visited Hialeah Park, Miami; Oriental Park, Havana, and Hobby Hill Track, Nassau, B.W.I. Carroll plans to outline the special features of his new board to fair men in attendance at the Chicago convention.

Fla. Electric Expo To Be Set in New Structure at Tampa

TAMPA, Nov. 15.—Construction of an addition to the U. S. government building at the Florida State Fairgrounds to connect it with the former State Institutions and Educational Building is well under way, P. T. Strieder, general manager, announces.

The enlarged fireproof structure will have a floor space capacity in excess of 125,000 square feet and will be occupied entirely by the Florida Electrical Exposition, inaugurated last February as a division of the fair, Strieder said.

All Space Reserved

Every foot of space in the huge building has been reserved by national manufacturers and distributors of electrical appliances and devices, he added. The electrical exposition is sponsored by the Tampa Electric Company.

Confinement of Hillsborough County educational exhibits to one display with a 30-foot frontage instead of using an entire building, reduction of the Negro school exhibits from one building to a 30-foot space in the Negro hall, and further space economies eliminating some concessions, were made necessary to meet demands for exhibit quarters, Strieder explained.

Strieder announced the addition of three new exhibits at the fair, scheduled February 3-14. The added events will be a Palomina horse show, a calf show by the Future Farmers of America and poultry exhibits by the FFA and the 4-H clubs of Florida.

About 50 horses will be entered in the Palomina exhibit, sponsored by the Florida Palomina Association.

Future Farmers will enter 50 calves in their new exhibition. The group sought to enter 100, but Strieder was unable to enlarge the livestock building to accommodate the number proposed.

Prizes will be awarded in all exhibitions.

Entries by 4-H members will mark the return of 4-H clubs to the fair after an absence of several years, Strieder reported.

Walton Annual Returns

DE FUNIAK SPRINGS, Fla., Nov. 15.—After a wartime lapse, the Walton County Fair was held here this week. An Armistice Day celebration Tuesday (11) was the opening feature.

Arizona State Heads for New High at Gate

First 7 Days Ahead of '46

PHOENIX, Ariz., Nov. 15.—Thru Thursday (13), the seventh day of the 10-day Arizona State Fair, attendance had topped 135,000 and officials predicted the gate the final three days would lift the total to over the 167,000 record of last year. Consensus was that the 1947 attendance would surpass that of last year by 10,000 to 20,000.

Execs of Crafts Exposition Shows, running the midway, said rides and shows are doing "a better than average business." The shows will go into winter quarters at North Hollywood, Calif., after the fair closes Sunday.

Grandstand Show Draws

Big evening grandstand show, *A Parade of Stars*, sponsored by Station KTAR, has been drawing good crowds.

Heavy promotion with accent on radio shows aired from the fairgrounds, is credited with upping fair's attendance. Station KTAR broadcast its premiere performance of the *Parade of Stars* on opening night and a Children's Day program slated for closing night are heavily billed features.

The grandstand show, presented in two editions, November 7-11, and the other November 12-15, is a Fanchon and Marco package, producer-manager, William H. King. Line-up of staff includes in addition to King, J. Howard Pyle, production manager; Rol Laughner, public relations; Jack Aronson, musical director; Robert Vernon, choreography; Curly Hayes, stage manager; Edith King, special music, and sets by the Professional Scenic Design Company, of Hollywood.

First show, billed under the name *Arizona*, consisted of six numbers featuring Jane Nelson, Irene Vermillion and the Anne Garrie Girls in the opening production spectacle. Vernon and Draper hold the No. 2 spot, and Act 2 headlines the Anne Garrie Girls, Ferdinand the Bull and Moro Yaconelli. The Four Jacks come in for spot before presentation of Hal Peary, *The Great Gildersleeve*, of radio fame, who was guest star. Production number, dubbed *Arizona Roundup*, featured the Maccellos, the Rangers and the Anne Carrie Girls.

Second grandstand show, called *Western Jamboree*, is headlined by Spade Cooley's band. Other acts include the Dayton Boys, Buck and Chickie; Pansy, the horse; Irene Vermillion, the Sunshine Girls, Jimmy Wakeley and Arizona square dances.

Horse racing is offered each afternoon, but the betting has been off from last year. Entries in the various departments are up from 1946.

R. C. Johnson Elected N. E. Nebraska Prexy

OMAHA, Nov. 15.—R. C. Johnson, of Mead, was elected president of the Northeast Nebraska County Fair Association. He succeeds Robert Herrington, of Waterloo. Arthur Busselman, of Walthill, was chosen vice-president, and H. C. McClellan, Arlington, was named secretary-treasurer.

98.1% Will Be Back In '48, Sacramento Patrons' Poll Shows

SACRAMENTO, Nov. 15.—More than 98.1 per cent of the visitors to this year's California State Fair plan to return in 1948, according to E. P. (Ned) Green, secretary-manager of the event.

Green, speaking before the Western Fairs Association at its annual meeting in San Francisco recently, said this percentage was disclosed in a survey conducted on the grounds by the firm of Knight & Parker, of Los Angeles.

A popularity poll on the events showed 21.6 per cent liked the exhibit best, 19.4 per cent preferred the flower show, 13.3 per cent the livestock division, 12 per cent the machinery and 12 per cent the racing. A large percentage had no preference.

The survey revealed 36.3 per cent were Sacramentoians, 21.3 per cent from the San Francisco Bay area, 13.4 from the Sacramento-San Joaquin Valleys, 3 per cent from Southern California and 3.7 per cent out of State.

Petersburg, Fla., Assn. Donates 2G to Charity

PETERSBURG, Fla., Nov. 15.—Permission was granted here by the city council for the Petersburg Fair Association to donate \$2,000 to the Community Chest. For the last few years the fair association has made its donation to charity thru the Community Chest instead of directly to the Methodist Orphanage, as was done before the home became a chest member.

Under terms of the association's lease of the West End Park and Fairgrounds, donations to charity must be approved by the council.

Tallahassee Annual Draws Despite Plenty of Rain

TALLAHASSEE, Fla., Nov. 15.—The Leon County Fair, first since before the war, closed Saturday (8) after four days which saw rain, mud and crowds.

President Frank Stoutamire estimated 45,000 to 53,000 persons attended the agricultural festival in spite of the heavy rains which daily brought new headaches.

The Lee Amusement Company was on the midway.

J. G. Wilkinson Again Heads Moose Jaw Annual

MOOSE JAW, Sask., Nov. 15.—J. G. Wilkinson was re-elected president of the Moose Jaw Exhibition Company. Other officers are: Vice-presidents, Mervyn E. York and George M. Smith, and secretary-treasurer, Mrs. H. J. Hyland. George Wallace and George Connor were elected to the board of directors. Wilkinson announced the company was entirely free of debt for the first time in the 11 years since it was revived.

Winter Fair Breaks Records

AMHERST, N. S., Nov. 15. — All previous attendance records were broken at the recently completed Maritime Winter Fair, it was announced by Garnet L. Angus, secretary.

Featured entertainment was the aerial presentations of the Norbertys, who were booked by Joe H. Hughes, of the George A. Hamid office.

Central N. Y. Heads Renamed

20 annuals represented at one-day Syracuse meeting — attraction reps attend

SYRACUSE, N. Y., Nov. 15.—Charles Warren, Vernon, president; William Miller, Oswego, vice-president and Robert S. Turner, Horseheads, secretary-treasurer were re-elected at a meeting of the Central New York Association of Agricultural Societies at the Hotel Syracuse here Monday (10).

The one-day session was attended by about 100 persons, who represented about 20 fairs in the area and also included attraction representatives and fair suppliers. James A. Carey, auditor of the New York State department of Agriculture and Markets, was the principal speaker.

Others who spoke included Bligh Dodds, president, New York State County and Town Agricultural Societies and director of the New York State Fair. He spoke on the progress of different fairs and on efforts made this year to bring about the repeal of the federal tax on gate admissions.

Problems of the fair manager were aired during a general question-and-answer period.

Included among attraction people in attendance were George A. Hamid, Frank Wirth, Al Martin, B. Ward Beam; Ben S. Allen of Posters, Inc.; Lucky Lee Crosby, of the thrill show bearing his name; Tex Rose, Mickey Percell, Oscar Buck, King Reid, and representatives of Cooke & Rose Theatrical Enterprises, Harrisburg, Pa.

Revue Showcase

(Reviewed Mart Ballroom, San Francisco, November 7)

With 300 representatives of 90 fairs from the five Western States and Western Canada present, fair bookers put on the best show of recent years for them. Much of the success in staging was due to the fact that the accoustics were better here than in San Luis Obispo. Acts and their bookers in the order presented follow:

Eddie Burke Attractions, San Francisco: The Milos, hand-to-hand balancing. Boys work smoothly and will iron out a good act. In deuce spot were the Enchanters, two men and a gal doing vocals. Costuming of the men, that of Canadian Mounties, has no bearing on the act but they could well qualify the garb by throwing in a bit of Rose Marie. They do a swell job on Oklahoma tunes. Francis Dainty and Company, man and gal assistant, is a strong act because the unicycle on the wire and the breakaway bike on the floor is a sure shot for fair audiences. Winding up the Burke portion of the show is the Dean Brothers and Bobby. They start slowly with juggling and get into Risley work. Act builds well with five-year-old Bobby being the understander for his 160-pound uncle. A neat finale.

Kathryn Burns, Los Angeles: Gardner and Kane, man and woman, offer special material songs and backface comedy. Gal is a looker and the duo clicks. Eddie and Lucille Burnette offer magic, with Miss Burnette doing sleight of hand that pleases. Wind-up is the substitution trunk trick. Act was well received.

Bert Levey Agency, San Francisco: Showcased six Helene Hughes gals from the Bal Tabarin. Line is precise and has plenty of eye appeal. Ben Yost Vikings, five males, offer the stirring melodies of musical comedy and light opera in a way guaranteed to please.

Musical accompaniment was by



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.

Massachusetts Agricultural Fairs Association, Hotel Sheraton, Worcester, Mass., January 19-21. Robert P. Trask, Topsham, 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, Hotel Cornhusker, Lincoln, January 26-28.

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.

Harold Fredericks and orchestra. Considering that the band played the show cold, the job was satisfactory. Also played for dancing following the performance. Burke books the boys. The Friar.

Cowan Named Kennedy Prexy

KENNEDY, Sask., Nov. 15.—Officers of the Kennedy Agricultural Society are: President, J. E. Cowan; vice-presidents, Mrs. Art Smith, Dave Rodger; secretary-treasurer, T. C. Wilhelm.

Calif. Dates Set for 1948

Representatives of 90 annuals attend two-day gathering in San Francisco

SAN FRANCISCO, Nov. 15.—The 1948 dates for California fairs were agreed upon at a meeting of the Western Fairs' Association at the annual two-day meeting here.

The setting of dates climaxed the two-day gathering which heard representatives of 90 fairs from five Western States and Western Canada discuss ways of improving fairs as market places for ideas and improvement of production, and heard plans for a huge building program, most of which will be in California, where it will be financed from State supervised horse racing and wagering.

The line-up of fair dates follows:

CALIFORNIA

- Indio—Riverside County Fair & National Date Festival, Feb. 11-15. R. M. C. Pullenwider. Imperial—California Mid-Winter Fair, Feb. 28-March 7. D. V. Stewart. Chowchilla—Chowchilla Junior Fair, April 22-25. H. V. Eastman. King City—Salinas Valley Fair, April 25-28. L. H. Burns. Los Banos—Merced County Spring Fair, April 30-May 3. D. Oliver Germino. Dixon—Solano County District Fair, May 1-3. Mrs. O. D. McCoy. Chico—Third District Fair, May 21-23. Donald J. Quinn. Angels Camp—Calaveras County Fair, May 21-23. Carl T. Mills. Livermore—Livermore Rodeo Assn., June 12-13. Al Bonne. Yuba City—Peach Bowl Festival, June 18-20. Reba Perry. Eureka—9th District Agricultural Fair, June 23-27. Ralph H. Barnes. Del Mar—San Diego County Fair, June 25-July 5. E. O. Hulleck. Calistoga—Napa County Fair & Horse Show, July 3-5. Sam W. Kellett. Pleasanton—Alameda County Fair, July 9-17. Wray L. Bergstrom. Santa Barbara—19th District Fair, July 13-18. H. S. House. Galt—Sacramento County Fair, July 17-24. Eugene Kenefick. Santa Maria—Santa Barbara County Fair, July 21-25. J. H. Chambers. Petaluma—Fourth District Fair, July 22-25. Dolph Young. Santa Rosa—Sonoma County Fair, July 30-Aug. 7. Wesley Jamison. Turlock—Stanislaus District Fair, August 9-15. George Dahlgren. Ferndale—Humboldt County Fair, Aug. 10-15. Dr. J. N. D. Hindley. Antioch—Contra Costa County Fair, Aug. 13-15. Norman D. Sundborg. Roseville—Placer County Fair, Aug. 13-15. Tom J. Pugh. Napa—25th District Napa County Fair, Aug. 12-15. Lowell Edington. Grass Valley—Nevada County Fair, Aug. 12-15. Loye Freeman. Quincy—Plumas County Fair, Aug. 13-15. Martin W. Sword. San Mateo—San Mateo County Fair & Floral Fiesta, Aug. 12-22. Norvell Gillespie. Susanville—Lassen County Livestock Show, Aug. 17-22. A. A. Jensen. Crescent City—Del Norte County Fair, Aug. 19-22. Bob McClure. Ukiah—12th District Fair, Aug. 20-22. J. P. Smith. Plymouth—Amador County Fair, Aug. 20-22. Wentworth Lynch. Woodland—Yolo County Fair, Aug. 19-22. Betty Robinson. Stockton—San Joaquin County Fair, Aug. 21-29. E. G. Vollman. Cedarville—Modoc County Fair, Aug. 27-29. John C. Smith. San Francisco—San Francisco Flower Show, Aug. 25-26. Glenn T. Mack. San Fernando—San Fernando County Fair, Aug. 27-29. Max Schonfeld. Hayward—Trinity County Fair, Aug. 28-29. J. D. Berry. Sacramento—California State Fair, Sept. 2-12. E. P. Green. Lakeport—Lake County Fair, Sept. 4-6. C. P. Lewis. Mariposa—Mariposa County Fair, Sept. 4-6. Dale K. Campbell. McArthur—Intermountain Fair of Shasta County, Sept. 4-6. George Ingram. Yreka—Siskiyou County Fair, Sept. 9-12. Stuart B. Waite. Sonora—Mother Lode Fair, Sept. 9-12. C. B. Mathews. Lancaster—Antelope Valley Fair, Sept. 9-12. Don Jaqua. Anderson—Shasta District Fair, Sept. 9-12. Dudley V. Saeltzler. Placerville—El Dorado County Fair, Sept. 10-12. Robert K. Woodward. San Jose—Santa Clara County Fair, Sept. 13-19. Russell E. Pettit. Tulare—Tulare County Fair, Sept. 14-19. A. J. Elliott. Merced—Merced County Fair, Sept. 14-19. W. C. Woxberg. Monterey—Monterey County Fair, Sept. 15-18. Matthew Beaton. Orland—Glenn County Fair, Sept. 15-19. G. F. Cantwell. Gridley—Butte County Fair, Sept. 16-18. Joseph E. Whittaker.

(See Calif. Dates Set on page 54)

Buddy Wagner Has Good Year

PITMAN, Pa., Nov. 15.—Buddy Wagner, owner of Buddy Wagner's Hell Drivers Thrill Show, closed his season here with a show at the Pitman Airport, located two miles north of town, which drew 7,623 spectators.

Wagner's show originally was scheduled to close the season at Langhorne, Pa., October 19, but late ideal weather prompted the Philly thrill show operator to line up the Pitman show.

According to Wagner the season was a good one, with profitable stands registered in Baltimore; Wilmington, Del., and Camden, N. J., in September.

Stunt men on the Wagner show included Bobby Manson, Bob Dillon, Leo Schultz, Ray Dalton, Lucky Lee Grable, Marty Schultz, Paul Katona and Buddy Morrow in the hell driver's events, with Tommy Rogers, Chuck Breit, Johnny Van Sant, Sam Tomlinson, Bill Osceala and Charles Howe.

Wagner announced he will open his hell drivers' unit at Alcyon Speedway, Pitman, N. J., July 18-19.

Vandals have been having a field day at the fairgrounds at Indian Head, Sask. Fences have been broken and the race track has been littered with broken pop bottles.

Only Three, Smallies at That, Of Calif's. 76 Events Drop \$'s

SAN FRANCISCO, Nov. 15.—"It is always fair weather," was a \$50,000,000 tune played on the cash registers of 76 California fairs this year, according to Erich McLachlan, chief of the State divisions of audits, who announced that the final figures on the volume of fair business have not been compiled, the amount would be in the neighborhood of this figure.

McLachlan was one of the speakers at the recent Western Fairs Association convention here. Representative of 90 fairs in the Western States attended the conclave.

Growth Started in '33

Growth in fairs, speakers recounted, has come since 1933, when a portion of horse racing proceeds in the State began to trickle into fair coffers. In 1933 there were only nine struggling exhibitions; this year there were 76, representing every county but Inyo.

Only three minor fairs in remote parts of the State lost money. All received \$65,000 each from the State funds, except the Cow Palace, the State Fair and the Los Angeles County Fair, which drew in excess of \$100,000 each.

Speakers predicted "fair weather" for the various exhibitions again next year, despite the slump in take for other forms of amusements.

Wages Lower Gate Admish

California fairs, according to Dick Washburne, association's public relations director, are planning a \$40,000,000 building program over the next five years, half of which is to come from State and horse racing funds. Proceeds will benefit virtually every county in the State, he said, and fair structures will serve

Jack Afflerbaugh New WFA Prexy

(Continued from page 52)

are: Afflerbaugh; Lagomarsino; Russell E. Pettit, secretary-manager, Santa Clara County Fair, San Jose; Randall, and Leo Spitzbart, secretary-manager Oregon State Fair, Salem, Ore. A proposed amendment to the by-laws requiring all association directors to be active secretary-managers was voted down.

After hearing a number of government officials and educators speak, the membership approved a third year continuation of the biggest program of any fair association in existence.

Reports were heard on public opinion polls at the California State Fair, the Santa Clara County Fair and a general WFA survey of 2,000 California voters on the general subject of fairs, which showed a decline in public favor toward horse racing, a major source of revenue for California fairs.

Dates Set

Dates for the seminar on the subject of fairs and of special interest to new managers were set for January 12-13, and the "fairmen's fair" demonstration type of college of fairs for March 17-19 on the California State Fairgrounds, Sacramento.

Speakers at the meeting included A. E. Snider, chief, Division of Fairs and Expositions, State of California; John Knight, Knight and Parker; Anson Boyd, State architect, State of California; Eric McLachlan, chief, Division of Audits, State of California; Assemblymen D. H. Stephenson, Ernest R. Geddes, James E. Thorp, John W. Evans, Lester T. Davis; Julian McPhee, president California Polytechnic College; Russ Pettit; Ned Green, manager California State Fair, and Colonel Koester, horseman.

other cultural purposes when not in use for exhibitions.

A. E. Snider, chief of the California Division of Fairs and Expositions, urged Western fair managers from Washington, Oregon, California and Western Canada to lower fair admission prices. He suggested that county fairs are educational and not vaudeville.

Some 300 delegates attended the convention at Hotel Witcomb here.

Owensboro, Ky., Annual Is Granted State Charter

OWENSBORO, Ky., Nov. 15.—The Owensboro Fair Association, Inc., capitalized at \$100,000, has been granted a charter by the secretary of state.

Incorporators include Louis T. Riley, Steven J. Murphy and William R. Cavin.

Two Barns for Saskatoon

SASKATOON, Sask., Nov. 15.—Construction is well under way on two new barns at the fairgrounds. Barns, to cost \$9,000 each, will house 80 horses.

Speed Round-Up

Daves, Knight Share

CULVER CITY, Calif.—Mickey Davis and Buck Knight shared winning laurels at the speedway Hot-Rod races here Sunday (9) when they chalked up respective 20-lap main event victories before 3,500 spectators. Davis, who also won the trophy dash and a heat run, nabbed the first feature in 5:38.76. Knight toured his 20-lapper in 5:21.39. Bill Laroy was second and Pat Patrick third in the first feature, while Chuck Burness and Don Bailey finished two-three in the second.

Linden Caps Another

GARDENA, Calif.—Andy Linden scored his second major win of the season Sunday (9) in the 250-lap stock car race at Carroll Speedway here. He toured the distance in 2:01.7 to nose out Ed Barnett and Don Basile, who finished second and third, respectively, in a field of 14 cars. Linden snatched the lead from Barnett on the 187th lap and held it to the wire. The crowd of 5,000 was entertained by Cliff Henderson, whose tiny 25-horse-powered Crosley was running second at the 210th lap when it was forced out of the contest because of steering trouble. All other entries were 100-horse-powered.

Jim Bryan Winner

PHOENIX, Ariz.—Jim Bryan outlasted his opponents in a midget auto duel at the Speedway here Thursday (6) to win the feature race in 7:52.10. A shivering crowd of several thousand spectators watched the brilliant finish of the current evening midget racing season. Night racing will be discontinued until warmer weather, tho an afternoon card is (See Speedway Round-Up, page 81)

Yorkton Shows Loss Of \$823 in '47 After 3G Profit in 1946

YORKTON, Sask., Nov. 15.—Yorkton Exhibition this year was \$823 in the red as compared with a profit of \$3,650 on the 1946 show, C. W. McBride, treasurer, told the annual meeting. Upped costs of wages and supplies and an increased cost of grandstand attractions were blamed.

General expenditures increased from \$8,416 to \$13,041. Grandstand attractions cost \$800 more than last year, wages were up \$1,800, supplies up \$1,410, farm boys and girls camps up \$310, races up \$300. The dining hall, operated by the board as a public service for the first time this year, showed a deficit.

Expert Federal Grant

W. H. Wilkinson, president, reported that a considerable reroofing and rewiring of fairgrounds buildings had been done and said it was expected a federal government grant of \$1,200 would be made toward the work.

Tentative dates for the 1948 fair are July 12-14. Admissions to the gates and grandstand were 3,000 below last year. Grandstand receipts were off \$1,500 and gate receipts were down \$785, in spite of the fact there was an admission charge for cars for the first time this year.

There was an increase in revenue from the midway and concessions, Wallace Bros.' Shows, operated by Jimmy Sullivan.

Felt Not Serious

Directors felt that the total operating loss of \$823 was not too serious, especially as the association still has a cash balance of \$6,697. Receipts included, concessions, \$830; rent of buildings, \$509; grandstand, \$8,562; gates, \$5,787; midway, \$3,516.

Livestock Bldg. Under Way

EDMONTON, Alta., Nov. 15.—Steel is going up on the new livestock pavilion at the Edmonton Exhibition grounds. Building is expected to be ready in time for the fair board's spring show.

CALIF. DATES SET

(Continued from page 53)

Paso Robles—16th District Fair. Sept. 16-19. George Stephan.
 Pomona—Los Angeles County Fair. Sept. 17-Oct. 3. C. B. Afflerbaugh.
 Lodi—Lodi Grape & Wine Festival. Sept. 17-19. Frank Van Arsdale.
 Watsonville—Santa Cruz County Fair. Sept. 23-26. E. P. Johnson.
 Bakersfield—Kern County Livestock Show. Sept. 21-26. George Wendt.
 Colusa—Colusa County Harvest Festival. Sept. 22-25. William S. Randall.
 Auburn—20th District Fair. Sept. 24-26. L. F. Morgan.
 Red Bluff—Tehama County Fair. Sept. 24-26. George Blake.
 Fresno—Fresno District Fair. Sept. 28-Oct. 3. T. A. Dodge.
 Madera—Madera District Fair. Sept. 30-Oct. 3. J. T. O'Shaughnessy.
 Ventura—Ventura County Fair. Sept. 30-Oct. 3. Bob Stuart.
 Boonville—Mendocino County Fair & Apple Show. Oct. 2-4. H. J. June.
 Hemet—Farmers Fair & Festival. Oct. 6-10. Fred M. Bruderlin.
 Hanford—24-A District Fair. Oct. 7-10.
 San Francisco—Grand National Livestock Exposition. Oct. 30-Nov. 7. Carl L. Garrison.
 Turlock—Far West Turkey Show. Dec. 1-4. Carl Dickinson.

OREGON

Gresham—Multnomah County Fair. Aug. 23-29. A. H. Lea.
 Salem—Oregon State Fair. Sept. 6-12. Leo G. Spitzbart.

WASHINGTON

Yakima—Central Washington Fair. Sept. 22-18-26. John J. McMurray.
 Yakima—Central Washington Fair. Sept. 22-26. J. Hugh King.

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Two Carolina Annuals Big For Strates

Rain Fails To Hurt

JACKSONVILLE, Fla., Nov. 15.—James E. Strates Shows opened here Monday (10) after registering good grosses at fairs in Gastonia, N. C., November 3-8, and Charleston, S. C., October 27-November 1.

At Gastonia, according to Roy B. Jones, business manager, the gross was highly satisfactory, with the children's gross, according to Jones, 25 per cent ahead of last year.

Francis Whitesides, fair secretary for the American Legion, fair sponsor, and his assistant, C. A. Patch, did a bang-up job of promotion. Two days of mist and rain didn't hurt the gate, and the final night, Saturday (8), saw a record turnout.

At Charleston the fair got off to a big start October 27, with a free gate for ladies. Two children's days, Tuesday and Saturday, netted better than satisfactory business. The Three Franks and Torina, the Sky Girl, two high free acts, scored.

An experiment at Charleston failed to prove successful, mostly because it was a last-minute decision and little time was available for proper advertising. It was the setting of Jerry Jackson's *Hep Cat Revue* outside the back gate on the colored fairgrounds. However, because of lack of advertising, folks failed to know of the new location.

A football game in the stadium adjoining the fairgrounds drew 10,000. Fair officials had spot announcements made during the game that fans were invited to be guests of the fair. It resulted in a capacity crowd turning out after the game.

NSA Monument Program Is Set

NEW YORK, Nov. 15.—A program has been mapped out for the service of dedication of the memorial monument of the National Showmen's Association (NSA) at the showmen's plot in Ferncliff (N. Y.) Cemetery at 3 p.m. Sunday (23).

Services will open with a call to dedication by the Rev. Dr. Allen E. Claxton, followed by an anthem by the Grant Male Quartet and scripture reading by Rabbi Gabriel Schulman. President Emeritus George A. Hamid and President David B. Endy will unveil the monument. James E. Strates, general chairman of the monument committee, and Administrative Chairman Clemens Schmitz will make the presentation to the association.

Dedicatory responses by those attending the services will be followed by a prayer of dedication by Chaplain Fred C. Murray, acceptance of the memorial by President David B. Endy, an anthem by the quartet and the benediction by the Reverend Claxton.

The NSA and Ladies' Auxiliary members and friends will be provided with free transportation, seven large busses leaving the clubrooms at 1:30 p.m.

Gorilla Bites RAS Worker

TAMPA, Nov. 15.—Robert Perryman, 21, employed in the monkey house of the Royal American Shows, is recovering from gorilla bites on his right ankle and foot. The animal attacked him at winter quarters here.

Will Sally Show At Tampa? Rumor Factory Says 'Yes'

TAMPA, Nov. 15.—Sally Rand, who garnered some big grosses with Hennies Bros.' Shows this season, was a Tampa visitor Tuesday (4), en route to Miami to open her *Star-Studded Revue* at the Paddock Club, and went into a huddle with Carl J. Sedlmayr Sr., owner of the Royal American Shows.

The rumor factory started to work right away and gossip among show-folks was that la Rand will be featured on the RAS Shows at the Tampa Fair in February.

To this, Sedlmayr's only remark was: "We're just old friends and were renewing acquaintances."

Sally's visit to Tampa registered the gal of fan fame some neat publicity, *The Tampa Times* giving with a two-column picture and a feature story by Wilton Martin, staff writer, on Sally's "new look." Seems Sally is definitely on the band wagon for the longer skirt style.

It was reported Sally will be featured soon in a floorshow at Tampa's new night club, The Carousel. Buddy Resh, floorshow director at the club, said he was negotiating with the fan dancer for an appearance here.

'47 Biggest In RAS Books, Sedlmayr Says

Minnesota Fair Helped

TAMPA, Nov. 15.—"The greatest season in the 27-year history of the organization." Those are the words of Carl J. Sedlmayr Sr., owner of the Royal American Shows, now quartered here, in summing up business for the 1947 season.

According to Sedlmayr, it was the Minnesota fair date this year which made it possible to top the 1946 total, which previous to this year was the top figure in the Royal American books. This year's gross and attendance were on even keel with last year, when all records in Canadian exhibitions were shattered. Minnesota, however, made it possible for the show's grand total for 1946 to be left at the post in favor of the 1947 count, according to the Royal American owner.

Sedlmayr announced the 1948 shows will be even more streamlined. Work will begin shortly in quarters here reconstructing rides and fronts. Many new fronts will be built. Colored shavings are being contemplated and Tampa's leading Cuban artists already have been contracted to designing the fronts with color schemes for which they are famous.

Wilson Winds Up Okay Tour in Ariz.

GLOBE, Ariz., Nov. 15.—Wilson Greater Shows closed a good 1947 tour here recently, following a trek which took the org thru seven states, covering 7,200 miles and 32 weeks playing time.

Executive staff, which remained unchanged during the season, included Lloyd Wilson, owner-manager; Betty Wilson, secretary-treasurer; Paul Lowe, legal adjuster; Wayne Campbell, lot superintendent, and Larry Fitzgerald, electrician.

Prell Back in Quarters Following Plush Season

CHARLESTON, S. C., Nov. 15.—Prell's Broadway Shows moved into local winter quarters this week following one of the most successful seasons ever experienced by Owner Sam E. Prell. Org concluded its tour at the Colored Fair here Saturday (8) which drew an estimated 100,000 who contributed one of the top grosses of the season. Altho the tour was slightly under last year's record take it was considerably ahead of pre-season estimates, Prell said.

An ambitious refurbishing program is in the planning stage. Announced changes for 1948 will include the addition of 20 new tractor-trailers. New rides are to be added but the kind and type will not be decided prior to the Chicago meeting.

Route, covering 9,000 miles, took the org thru South and North Carolina, Virginia, District of Columbia, Maryland, Delaware, Pennsylvania, New York, New Jersey, Connecticut and Massachusetts. Shows didn't miss a single Monday night opening even the one jump, from Ebensburg, Pa., to Covington, Va., was 400 miles with much of it thru mountainous country.

Sam Prell will head for Miami by way of Hot Springs following the New York and Chicago Meetings. Abe Prell will vacation in Tampa for several weeks before returning here to take charge of winter quarters. Allan A. Travers, who announces that he will be back with the org next season, will spend some time at his Philadelphia home before making the winter meetings.

Paddy Finnerty, business manager, will spend a few weeks at his Reading, Pa., home and head for Miami following the Chicago meeting. Secretary Joe Prell will make the fair meetings using his New York home as a base, and upon their conclusion, will take his family to Florida. Ben-

Sutton Plans To Add 3 New Shows in 1948

MERIDIAN, Miss., Nov. 15.—Mr. and Mrs. F. M. Sutton Jr. closed their first season with the Great Sutton title in Laurel, Miss., Saturday (8) and moved the shows into winter quarters at the fairgrounds here.

The shows' first season under young Sutton's management was successful despite 18 weeks of rain and cold weather. The org wound up with eight successive weeks of fairs and celebrations. This naturally helped pad the bankroll.

The show purchased two new Fabick Caterpillar Diesel light plants built on trailers and took delivery three weeks prior to the closing date.

Sutton announced that work in quarters would start immediately in order to prepare the large midway demanded by next season's bookings. Three new shows will be built, one being "Sugarfoot Sam From Alabama," bringing back one of the oldest minstrel titles on the road.

General Agent Ken Murray letters from his home in Bloomington, Ill., that next season's route will be studded with several early fair dates. Sutton announced three new rides will be purchased prior to the opening in early March.

The Sutton midway final tally for the '47 season was 12 rides, 10 shows and 46 concessions.

nett Prell will winter in Plainfield, N. J.

Margie and Harry Stevens will winter as usual with their 84-year-old dad in Union City, N. J., with Harry taking time out for a visit to Hot Springs. Cash Miller headed his caravan for Tampa where he plans to operate a zoo. Ruby and Bo White, Girl Show operators, plan to open a dancing school in their home town, Camden, N. J. Mr. and Mrs. Irving C. Lewis will remain here for a three-week vacation and then join a burlesque unit. They had the posing show this season.

Abe Wolf, Monkey Show operator, who will winter in Washington, plans to visit a son in Boston and a daughter in Chicago. Professor Vadaia, Minstrel Show operator, will remain here to play night clubs until about January 1, after which he plans to work theaters. Bennie Beckwith, Caterpillar foreman, is in Miami. Mr. and Mrs. Al Reisinger will winter here. He has the Merry-Go-Round.

Whitey Hewitt, ride superintendent, left for his Tampa home. Mack Klein, chief electrician, will winter in Miami with his wife and new son. Joe Hollander, chief mechanic, will also winter in Miami. His assistants, Charlie Guttermuth and Peterson will winter elsewhere in Florida. Capt. Scotty Burns will go to his Dayton, O., home. Mr. and Mrs. Curly Shoemaker will winter in Tampa, where they expect to renovate their cookhouse. Mr. and Mrs. Bill Sylvester will spend the holidays in Newark, N. J., with Mrs. Sylvester's parents, Mr. and Mrs. Sam Prell, and then head for Florida.

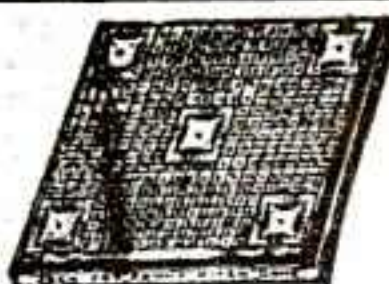
Belloise, Formagoni Buy Silk City Org; Expansion Planned

BRISTOL, Conn., Nov. 15.—Connecticut Carnival Supply Company, operated by Jack Belloise and Mike Formagoni, following one of the most successful years in the history of the organization, last week took title to the good will and assets of Silk City Shows, from A. Longo, of Paterson, N. J., it was reported here. Purchase price was not revealed.

Silk City Shows' equipment included 9 rides, 4 shows and 25 concessions. Belloise and Formagoni plan to increase the rides to a minimum of 12 and they are currently mapping a 1948 route which will take in the larger cities of Connecticut, Rhode Island, Lower New York and Massachusetts. Several shows are to be added and contracts have been signed for a side show, Motordrome, Iron Lung, Funhouse, Wild Life and Jig Show.

With these additions, the combined units of the carnival supply company and Silk City Shows total 18 rides. Company's smaller unit, which this season chalked up a successful tour, will take to the road again in 1948 with six major rides, including a Ferris Wheel, Octopus, Tilt-a-Whirl, Merry-Go-Round, Whip and Comet. Plans are under way to provide a Kiddieland consisting of a new auto ride, Merry-Go-Round, Roto Whip and Venetian Swings. This will be known as the No. 2 Unit.

Also set for a tour of smaller locations are a Merry-Go-Round, Ferris Wheel and kiddie ride, augmented by 12 concessions, giving the Belloise-Formagoni firm three distinct units with which to operate. Belloise and Formagoni plan to take in the Chicago meetings before embarking upon a winter Florida tour.



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I will be at the Commodore Hotel, New York, for the National Showmen's Assn. affairs from NOV. 23 to NOV. 28. Will appreciate an opportunity to figure your canvas requirements.

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 188 Pcs. Skates, assembled. Pre-War, some unused. Plus repair equipment, 15 Record Automatic Music Outfit, 2 Speakers. Other equipment also. Complete \$1500.
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Man to do 7 Rides and Truck Lettering. Real money to experienced man that can produce flash color jobs. Write at once.
 BOX 410, c/o Billboard
 390 Arcade Bldg. St. Louis 1, Mo.

MIDWAY CONFAB

Paul Merrick has purchased several concessions and a new Fly-o-Plane, which he has booked with Pioneer Shows for 1948.

"It's the little things in my life that count," advised a Midget Show operator.

Bill Bernauer and family have closed their concessions and will spend the winter at the Deep South Trailer Park, Tampa.

George (Amber) West and Ted Kita are making Southern fairs with West's Jewel Box Casino and not with Suzette's Casino de Paree Revue as was recently reported.

Soon: SLA banquet where the ladies will look gorgeous and the gentlemen gorged.

Ray-Rayette, side show annex attraction with the L. J. Heth Shows, was visited by Freda-Fred Van recently while the Heth unit was playing Live Oak (Fla.) Fair.

Neil Geary, press agent of World of Mirth Shows, who is vacationing at Ft. Lauderdale, Fla., plans to attend the National Showmen's Association banquet in New York Thursday (27).

Only convention jackpotters have mastered the art of being prosperous who broke.

Lew Hamilton, press agent of the Cavalcade of Amusements, was an interested spectator at the trailer show, Convention Hall, Philadelphia, Monday (10). Pete Christian, Richmond, Va., also attended.

With the closing of Sunflower State Shows, R. L. (Red) Bishop, general agent, headed for San Fernando, Calif., to visit his grandson. Bishop plans to return to his home in Par-

sons, Kan., while the shows will winter in Haskell, Tex.

At this time of the year the popular midway ballad is: *She Loved Him But the Season Ended.*

Homer Schiver reports that during the Shrine Circus in Houston he and his family enjoyed get-togethers with Pete Kortez and Gypsy Pete and wife. Schiver also reports that Fats and Lou Davis are the recent parents of a son.

Mr. and Mrs. F. N. (Blackie) Ogilby, who returned recently to their home in Providence, Ky., for the winter, after closing with Moore's Modern Shows, have been signed with the org for 1948. They report the shows toured five states this season before closing in Arkansas.

So it has been at conventions for years. The First of May you broke in yesterday becomes your competitor today.

Clint V., and Rosa Meyer and James J., and Molly Daugherty are vacationing in Hot Springs for a few weeks before going to Brownsville, Tex., for the winter. They plan to spend a week in New Orleans for the Mardi Gras upon their return to Ohio in the spring.

Harry E. Wilson, assistant manager of Majestic Greater Shows, was rushed from his Gibsonton, Fla., home November 8 to St. Joseph Hospital, Tampa, for a major operation. Mrs. Wilson reports. . . Rae Terrill, who was ill recently, would like to receive letters and visits from friends at the Terrill apartment, No. 201, Leavenworth Street, San Francisco.

Charles S. Noell, who closed as general and special agent with Eddie Moran's Southern Valley Show November 1, will winter in Hot Springs.



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 First Come—First Served. Formerly sold for \$159.00, yours at this LOW PRICE. ORDER TODAY! All shipments F.O.B. Chicago—20% deposit on all orders.

Portable Electric Megaphone
AMPLIFIES VOICE
2,500 TIMES!

IDEAL FOR SHOWS, CARNIVALS, ETC.

The same PORTABLE ELECTRIC MEGAPHONE used on the beaches by our armed forces now offered at this exceptionally low price . . . delivers clear message over more than a mile . . . dry battery operated . . . 5000 ten-second messages without battery replacement . . . combination handle and shoulder strap . . . splash-proof case. Length, 12 5/16"; Width, 5 3/8"; Height, 8 5/8"; wt. incl. batteries—ONLY 14 lbs. Excellent amplifier.
 MEGAPHONE has moving coil-dynamic type microphone, driver unit, molded phenolic sound head, Alnico V magnets. Wt. of Megaphone—9 lbs.

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 WRITE FOR CATALOGUE.
 Immediate delivery on Chairplanes. Also on Gears and Clutch Parts.
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80 FT. ALL STEEL RAILWAY CARS

FISH BELLY UNDERFRAMES
 FORMERLY USED AS DINING CARS
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EVANS' JUMBO DICE WHEEL

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 Write for complete Catalog
CARNIVAL SUPPLIES, EQUIPMENT, GAMES, etc.
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Ideal popper for large volume business! 35-qt. capacity kettle, 19 1/2" diameter by 15" deep of 3/32" aluminum. Gearless agitator. Sturdy. Makes money for you! \$37.50. Also 12-quart Saratoga, \$20; 8-quart kettle, \$10.

Write for details. Terms: 25% with order, balance on delivery.

CONCESSION SUPPLY CO.
 3916 Secor Road, Toledo 6, Ohio

NOTICE!

Anyone knowing present whereabouts of

RUSSELL (RED) AMY

formerly with this show, please get in touch with

L. C. McHENRY
CRESCENT AMUSEMENT CO.
 Walterboro, S. C., this week

FOR EXPORT

Popcorn Machines & Concession Equipment & Supplies

BLEVINS POPCORN CO.
 NASHVILLE, TENN.

RIDES FOR SALE
— CHEAP —

Smith & Smith Kiddie Chairplane and 24-seat Chairplane, good as new and ready to go. Can be seen in winter quarters, Royston, Ga. Reason for selling, have new ones. Contact

BEN WOLFE, Box 276, Landrum, S. C.

NOW BOOKING FOR 1948
 Shows, Flat Rides, Concessions. Write Ben Wolfe, above address, or Ernie Sylvester, Titusville, Fla. P.S.: Everything open but Popcorn and Apples. Write Now. First come, first served.

WANT FOR 1948

Freak to feature, Punch and Judy, Working Acts that pitch. Long season on West Coast. Girls for illusions. Write, state all.

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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.

with his wife. Noell reports the shows chalked up a good tour despite the fact that they were hampered by three months of rain early in the season and a cyclone which hit the org at Jonesboro, Ark., in the spring.

Wanted for our 1948 tour: Cookhouse that serves food not foreign to our workmen. Hamburger Charley, let us hear from you.

Harry Myer Cohen, who chalked up a successful season with Royal American Shows, which closed in Tampa November 9, stopped off in Cincinnati last week while en route to his home in Pittsburgh, where he plans to winter. Accompanying him was Jimmy George, also with Royal American, who departed the Queen City for his home in Detroit.

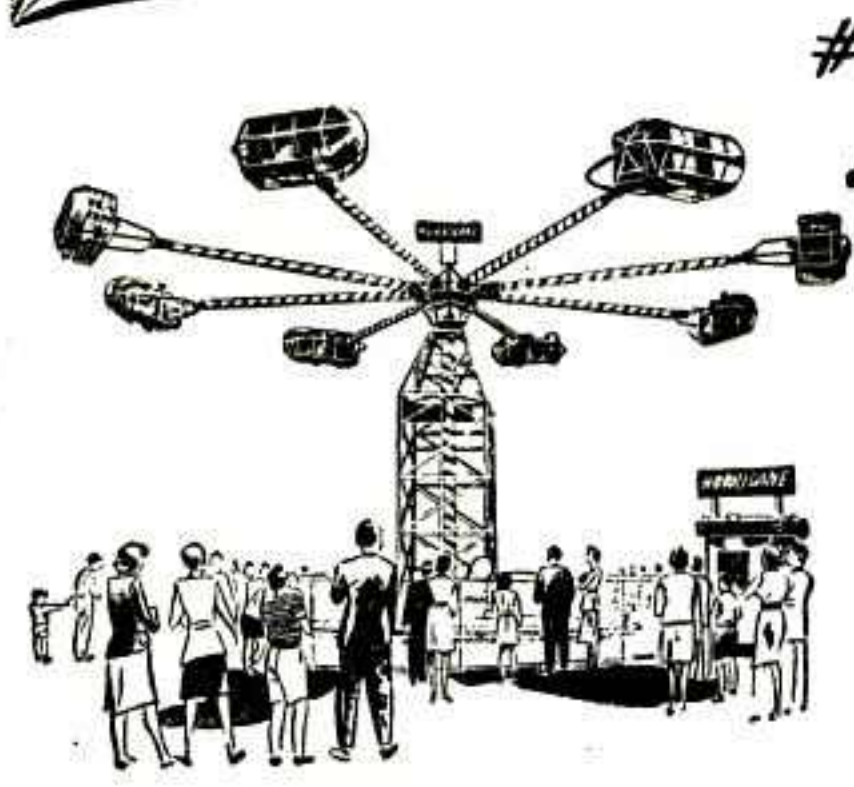
There'll be many "first-time" convention visitors this year, who to improve futures should take 10 "listen-in" sittings in the Hotel Sherman lobby.

Jackie Lynn, side show annex attraction, closed recently with the James Raftery Shows to play winter night club dates. . . . Ed R. Cole, who had been with the John H. Marks Shows the past two seasons and who recently underwent an operation in City Hospital, Grafton, W. Va., is recuperating at his home at 243 Grand Street there.

Mr. and Mrs. Joe Rosen, concessionaires with Jack Ruback's Alamo Exposition, closed the season in (See MIDWAY CONFAB on page 64)

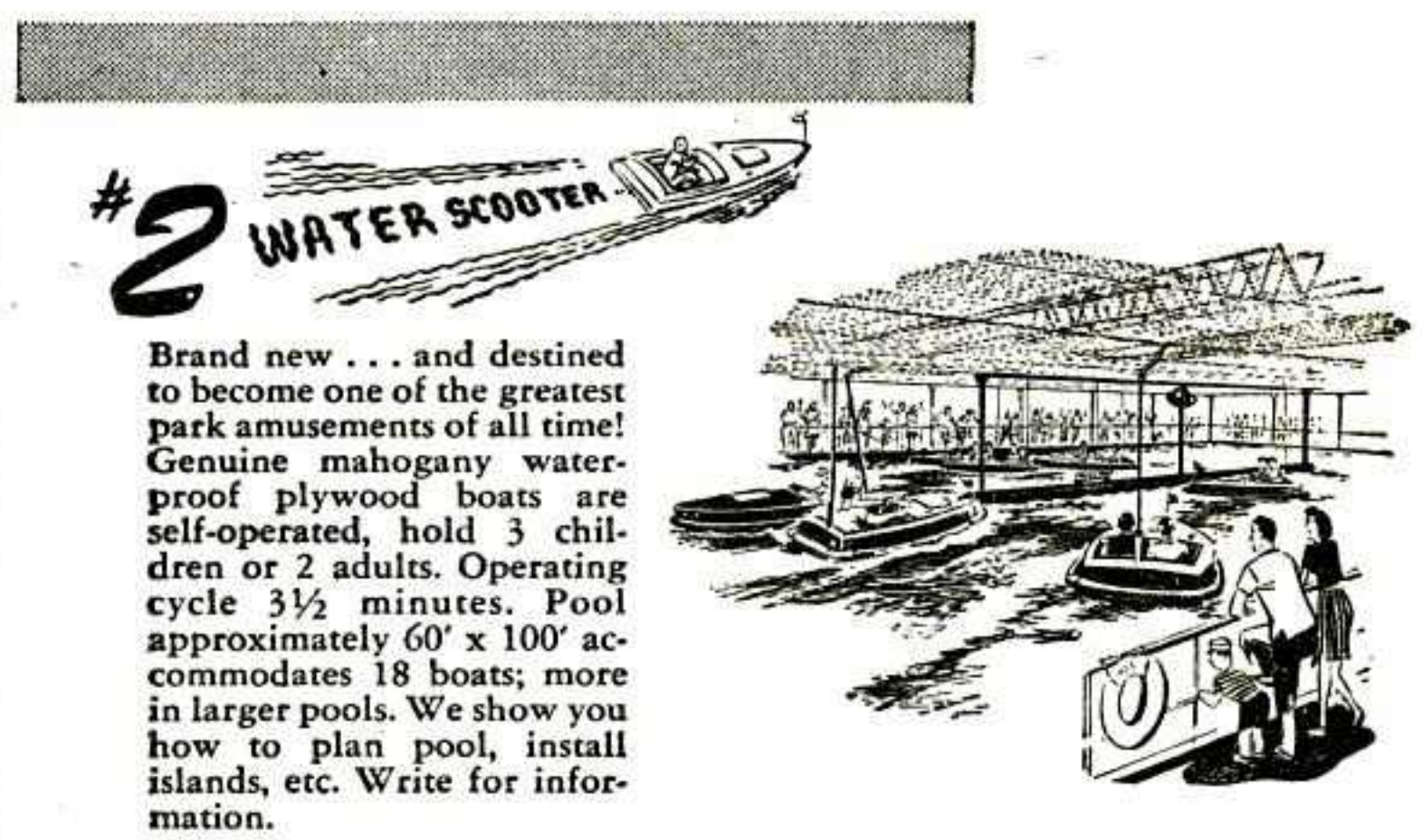


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**TWO GREAT NEW RIDES BY
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A completely new aerial ride designed by Norman Bartlett. Has no equal for thrills! Operating height adjustable to 10 to 15 degrees past horizontal. New hydraulic controls for smooth, safe operation. Automatic safety bars provide 2-minute running cycle. Two sizes: 6 and 8 cars, 4 passengers each. Completely portable — uses its own power for erection. Loads on two 28 ft. trailers. A proven money-maker!



#2 WATER SCOOTER

Brand new . . . and destined to become one of the greatest park amusements of all time! Genuine mahogany water-proof plywood boats are self-operated, hold 3 children or 2 adults. Operating cycle 3½ minutes. Pool approximately 60' x 100' accommodates 18 boats; more in larger pools. We show you how to plan pool, install islands, etc. Write for information.

Made by the makers of THE LOOPER, MOON ROCKET, CATERPILLAR, KIDDIE AUTO RIDE, CARROUSELS and other famous amusements

ALLAN HERSCHELL COMPANY, Inc.
NORTH TONAWANDA, NEW YORK
World's largest manufacturers of amusement rides

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TOP-POP Hybrid Popcorn is backed by a Money back guarantee if you are not completely satisfied in every respect. Send your order in today. Finest quality roasted peanuts—attractive circus bags. 5 sizes boxes—cones—bags—snow cones—floss papers—colors—napkins—spoons—ready-to-use flavors—apple sticks. Immediate Delivery Star Poppers. Midway Marvel Candy Floss Machines—All-rubber shock-mounted. Stay ahead with Sno-King Ice Shavers—capacity 500 lbs. per hour. Used Popcorn and Peanut Machines bought and sold. Guaranteed trouble free. Big money makers.

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Its Grosses Are Getting Better All the Time

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WORLD'S MOST BEAUTIFUL RIDE

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OCTOPUS ROLLOPLANE FLY-O-PLANE

World's Most Popular Rides

EYERLY AIRCRAFT CO., Inc., Manufacturers, Salem, Ore.

QUICK DELIVERY

**ON NEW AND IMPROVED, BIGGER AND BETTER
1948 MODEL SUNSHINE ELECTRIC CHOO CHOO TRAIN**

This isn't a streamliner, but an old-fashioned train with smoke stack and bell—a real flash on any Midway or Amusement spot. Children and adults come miles to ride and re-ride. A proven portable moneymaker that sets up in less than one hour in a thirty-five foot circle. One person operates it from ticket box. Runs on 110 or 220 volt current. All steel, fabricated metal fence, ticket box, light stringer (no bulbs). Complete and ready to run. Will stand years of hard service. It's the hit ride of the year. There's plenty of time to make it pay for itself yet this season.



Three-car 18-passenger, \$1500.00. Four-car 24-passenger, \$1625.00. Five-car 30 passenger, \$1750.00. All F.O.B. Tampa, Fla. Fast truck delivery and set up for 15 cents per mile one way. Send one dollar for large photograph and complete description.

SUNSHINE MFG. CO., 2105 E. Chelsea St., Tampa, Fla.
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QUEEN OF THE FLYING RIDES

FLYING SCOOTERS

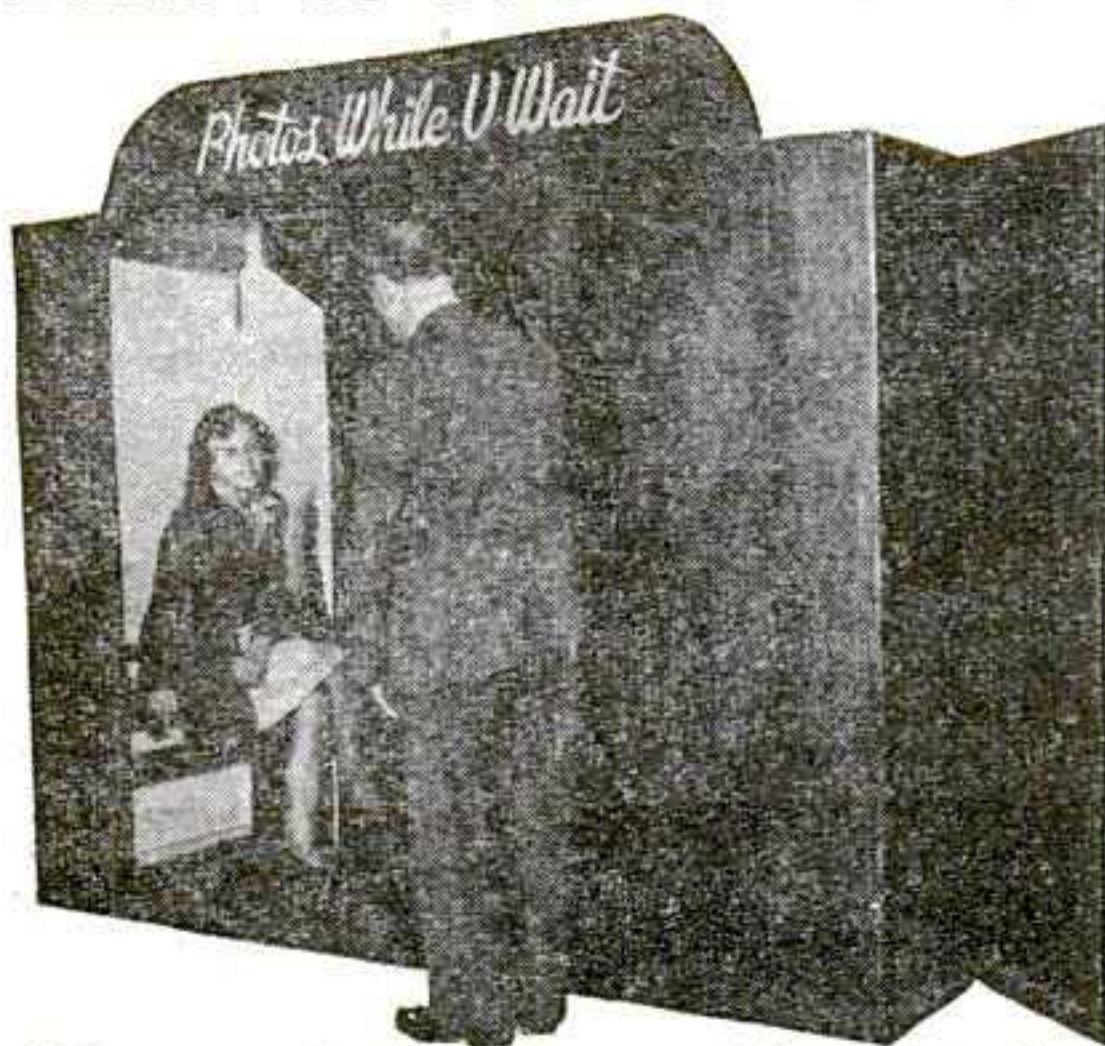
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This wonderful direct-positive Photo Booth will enable you to take hundreds of photographs daily and to finish each within a few minutes. Anyone can learn to operate it quickly without any previous experience or knowledge of photography. Precision-built of the finest grades of metals, woods, cameras and lenses, this Photo Booth is the finest made and lowest priced.

Wonderful Chance To Go Into Business

Here, for the first time, is your big opportunity to start your own business with very little capital. We will teach you how to operate profitably in department stores, 5 & 10¢ stores, amusement parks and centers, carnivals, etc. There's big money in selling the photo frames and mounts, too. Soon you can have several booths operating at once—then you will realize what we mean by BIG PROFITS and GREAT SUCCESS!

As we manufacture these Photo Booths in our own factory, we can sell them to you for only \$349.50, F. O. B. Baltimore, Md. If you are of good standing, send us only \$125 down and \$20.50 per month for 12 months (carrying charge included). Yes, you can pay out of your profits. Orders will be shipped on a "first come—first served" basis.

**ORDER TODAY—
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414-416 E. BALTIMORE ST. ● BALTIMORE 2, MD.

W.G. WADE

Shows



UNIT #1 AND UNIT #2

WILL OPEN THEIR 1948 SEASON AS PLANNED

Arrangements have been completed to rebuild or replace all rides and equipment destroyed or damaged in recent fire, in plenty of time for our spring opening.

Our sincere thanks to our many friends in Show Business for their kind and generous offers of assistance at the time of the disaster. Also our thanks to the manufacturers for their splendid co-operation in taking care of our needs for next season on short notice.

W. G. WADE

W. G. WADE SHOWS

G.P.O. Box 1488

Detroit 31, Mich.

FIRST IN 1948 FIRST

BUFFALO SHOWS MIGHTY MIDWAY

WANT Cook House, Ice Cream, Waffles and Apples (in one), Milk Bottles, Cat Racks, Huckly Buck, Bowling Alley, Cane Racks, Hoop-La, Coke Bottles, Balloon Darts, Add 'Em Darts, Guess Age, Guess Weight, Basket Ball, Jewelry Stands, Novelties, Cork Gallery, High Striker, Fish Pond, Duck Pond, Knife Rack, Big Stuffed Toys, Teddy Bear Hoop-La, String Game, Photos, Cigarette Pitch, Balloon Penny Pitch, Penny Pitch Boards, Long Range Gallery, Clothes Pin Pitch, Penny Arcade, Fun House, Tilt, Whip and Cat. Notice: To the large number of people who wrote in for Candy Cotton or Floss, we have sold same on a long-season contract, but we thank you for the inquiries.

HOWARD POTTER, General Manager

P. O. BOX 809, BUFFALO, N. Y.

P.S.: Ask Major and Mrs. A. E. Hazleton, who have operated Rides and Concessions from California to Connecticut and south to the Gulf. They will be glad to tell you what our route is like.

John R. Ward Said Eyeing 3 Calif. Dates

Kline at Coast Confab

SAN FRANCISCO, Nov. 15.—Most of the carnivals in the State were represented at 25th annual meeting of the Western Fairs Association held at the Whitcomb Hotel here Friday and Saturday (7-8). Contacting of fair secretary-managers by general agents this far ahead of the season is an indication show owners are expecting a big season.

Attendance of Bob Kline, general agent for the John R. Ward Shows, showed that Eastern shows are eyeing this field. The Ward show is shooting for three California dates. The last Eastern show to play this area was Rubin & Cherry, which played still dates, including Los Angeles, following its 17-day run at the Los Angeles County Fair in Pomona.

Chapman, Foltz Present

L. C. Chapman and R. E. Foltz, of the Foley & Burk Shows, were on hand thruout the meeting. Also attending were Lee Brandon, of Crafts Shows, and Frank Warren, manager of Crafts 20 Big Shows. West Coast Amusement Company was represented by Mike Krekos, general manager, and Everett W. Coe, agent and business manager. Following the meeting, Krekos and Coe left for Porterville where the show closed its season Tuesday (11).

Martin E. Arthur and Slim Wells, of the Imperial Exposition Shows, made contacts. Wells is expected to leave soon for the Hawaiian Islands, where the show is now appearing.

Representing the Ferris Greater Shows were Rose and Larry Ferris, who drove from Los Angeles. Bob Schoonover and Ted Levitt, owner and general manager, respectively, left for the California Amusement Company's winter quarters in Goleta, near Santa Barbara.

Other showmen around the lobby were Bill Meyer, of Frock and Meyer, and Suker and Meyer. He has his kiddie ride equipment at the Emporium here during the Christmas rush. Joe Diehl, who is well known in park circles, is associated with him. Tom Hughes, another important ride man, attended following his return from Mexico City.

Browns on Hand

Mabel and J. Ed Brown, the mayor of the gayway at the San Francisco Exposition; Patrick Lizza, fireworks expert and head of the Golden State Fireworks Manufacturing Company; Larry Klump, Stockton printer; Abe Rabin, Majestic Poster; Berni Miller, outdoor showmen, and others were on hand, taking advantage of the meeting to contact fair managers for 1948.

Harry (Polish) Fisher, who closed his Golden West Shows several weeks ago, attended the meetings with his wife, Rose, and son, Nathan Cohn. Last named recently completed his State bar examinations.

Harry Seber, Harry Low, Ted Leffors and Fred Weidmann represented the Show Folks of America, local chapter.

John R. Ward Signs Faith Bacon for '48

ST. LOUIS, Nov. 15.—Robert R. (Bob) Kline, general representative of the John R. Ward Shows, announced this week the signing of contracts with Faith Bacon in Billings, Mont., to appear as a featured attraction with the Ward org in 1948. Miss Bacon for several years has been a well-known dancer working mostly in theaters and clubs. In 1939 she headlined a large girl show at the New York World's Fair.

John R. Ward, owner of the shows, stated that he plans to build an entire new show around Miss Bacon. Work on the front and stage will begin at winter quarters in the next few weeks. Ward also announced that Miss Bacon would attend the Chicago meetings as a guest of the shows.

Barker, Ernewein Purchase Three Rides for 1948 Org

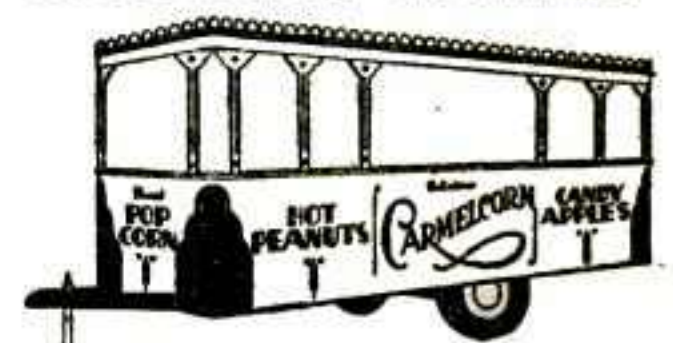
SINCLAIRVILLE, N. Y., Nov. 15.—Gerald Barker, former owner of Sunburst Shows, and Gerard (Ernie) Ernewein, who has had his show with Henry Johnston's Rides for the past two seasons, returned to quarters here last week following a buying trip on which they purchased a Ferris Wheel, Merry-Go-Round and Merry Mix-Up. Barker and Ernewein plan to supplement the equipment with shows, concessions, additional rides and acts and special attractions for 1948 presentation.

Ernewein says that neither he nor Barker have decided upon a name for the organization, but that he is handling the promotion work. Barker and Ernewein had their equipment out this year, and, altho they made a slow start because of inclement weather, the season wound up on the right side of the ledger, Ernewein said.

D. Wade on Southern Trek

CINCINNATI, Nov. 15.—D. Wade, general agent of W. G. Wade Shows, accompanied by R. Gordon Forbes, visited *The Billboard's* new plant and offices last week during a lay-over in the Queen City while en route South from Buffalo. Wade said that arrangements have been completed for the rebuilding and replacement of rides and equipment damaged or destroyed in the fire which hit the shows in winter quarters at Branch County Fairgrounds, Coldwater, Mich., November 4, with the loss to the org estimated at \$50,000. Wade and Forbes's Southern trek calls for stopovers at Atlanta, Pensacola, Fla., Miami and Tampa, before heading for New Orleans. From the Mardi Gras City they will return to Detroit, with a visit at Jacksonville, Ill., sandwiched in.

CONCESSION TRAILERS



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ROSECAKE OR WAFFLE MOLDS



Best Winter and Spring Money Makers. 4" commercial size of cast aluminum. Complete with wooden handles and formula. \$2.50 each. Get the "originals"! Terms: 25% with order, balance on delivery.

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NOW BOOKING FOR 1948 SEASON

RIDES—CONCESSIONS—SHOWS

Opening in APRIL—Vicinity of DETROIT

JOHN QUINN Temple 3550 Cass Ave.
MANAGER 3-6822 Detroit 1, Mich.

IT TOOK TEN YEARS TO "GROW UP" AND WE'RE STILL GROWING 1937-1947



NATIONAL
SHOWMEN'S
ASSOCIATION
INC.

IT'S a far cry from the handful of "Founding Showmen" of 1937, with nothing in their pockets but faith, determination, and beautiful energy, to the strong and thriving organization which is the N. S. A. today. But the faith, determination, and that beautiful energy which gave rise to our beginning are, if anything, even greater 10 years later in 1947.

As a matter of fact, what else does anyone need but faith, determination and beautiful energy to grease the wheels for the world's work? Steered in the right direction, there isn't anything that F, D, and B E cannot do.

The Association, which established large and attractive clubrooms with all the trimmings less than three months after it was launched in fire and fury back in the closing days of 1937, has proved in the ensuing years that it could get things done and get them done fast. There ain't any secret to it. We do it fast and we do it well because it's done by showmen for showmen, and there just isn't any trouble-shooter that's better than a showman. Getting things done fast and formidable is second nature to him.

We are no less enthusiastic and inspired today than we were in our nursery pants 10 years ago. With pardonable pride we say that we expect to be as alert in the years to come, and in our "old age," as we've always been, maybe more. That must be so because we're getting new and younger blood all the time. The young ones of today will be our leaders tomorrow. Some of the "fresh kids" we have around us today are going to make awfully good officers and board members and committee bosses. But even our oldest pappy guy is young and exuberant because he has that zest which typifies the N. S. A. roster.

The N. S. A. is not merely a club. It's a state of mind, a good habit, powered and sparked by the principle of constructive clannishness peculiar to all showbusiness — and especially so in our branch of showdom.

We're made up of hundreds of "little fellows" who have as much right to shout and gripe and let off steam as the "big guns" of the organization. Our rank and file are the ones who pay the freight — and, like the democratic state which is the U. S. A., they're

the ones who are in charge of the operation.

We'll never claim to be better than the littlest guy we have. The idea is that a lot of little guys make remarkably big strides. A battleship is no more than a lot of small things put together.

We don't like dictatorships whether they're in clubs or in countries. We never discuss religion. Politics, except our own (sure, we have it) is none of our business as a unit. And we detest intolerance because it is Un-American.

We think we've done better than fair through what is, after all, a minute span in terms of mankind. As aforesaid, we have clubrooms. Early in our history we arranged for our own plot in a fine cemetery. And next Sunday, November 23, the N. S. A. Monument will be dedicated and unveiled in Ferncliff Cemetery, Hartsdale, N. Y.

Although we are not millionaires, we try to take care of our own, for every organization of this kind has its unfortunates and personal troubles. We're not in the charity business, however. Our assets are in our Regular Fund, Benefit Fund, Veterans' Fund, and in U. S. Government War Bonds.

**In the climax of our year's work the following
N. S. A. events will be held during the coming week:**

SUNDAY; NOVEMBER 23

Dedication and Unveiling of the

**N. S. A. MONUMENT, FERNCLIFF CEMETERY,
Hartsdale, N. Y.**

at 3 P.M.

Inter-Faith Services

(Transportation will be available to and from the cemetery. Pick up vehicles in front of the building, 1564 Broadway, at 1:30 P. M.)

MONDAY, NOVEMBER 24

*Testimonial Dinner to
President David B. Endy
and*

*Past President Jack Wilson
at Leon and Eddie's—8 P.M.*

TUESDAY, NOVEMBER 25

*Open House in Clubrooms
Buffet Lunch*

WEDNESDAY, NOVEMBER 26

THANKSGIVING EVE

**TENTH ANNIVERSARY
BANQUET AND BALL**

*in the Grand Ballroom of the
Commodore Hotel, New York
Dinner at 8 P.M. Sharp*

May God bless all fraternal organizations and the people in Outdoor Showbusiness. May He see fit to make us more worthy in our daily lives. May He give America strength and wisdom to solve her problems. May He ordain Peace and Brotherhood for every part of the globe. We beg Him, also, to condemn tyrants and agitators through His Court of World Opinion.

THIS ADVERTISEMENT PAID FOR BY

The
NATIONAL SHOWMEN'S ASSOCIATION

Incorporated

PALACE THEATER BUILDING, 1564 BROADWAY, NEW YORK 19, N. Y.

3000 BINGO

No. 1 Cards, heavy white, black back, $5\frac{1}{2} \times 7\frac{1}{4}$. 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 $5\frac{1}{2} \times 14\frac{1}{2}$, 10¢ each.

3000 KENO

Made in 30 sets of 100 cards each. Played in 3 rows across the cards—not up and down. Light weight cards. Per set of 100 cards, tally card, calling markers, \$3.50.

LIGHT WEIGHT BINGO CARDS

White, Green, Yellow, Black on White, postal card thickness. Can be retained or discarded. 3,000, size 5×7 , 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, 5×7 ; White, Green, Red, Yellow, per 100 2.00. 3,000 Small Thin "Brownie" Bingo Sheets, 5 colors, loose only, no pads. Size 4×5 , M 1.50. 3,000 Featherweight Bingo Sheets, large size, $5\frac{1}{2} \times 8$; 5 colors; loose, no pads. M Adv. Display Posters, Size 24×36 . Each Cardboard Strip Markers, 10 M for .75. Rubber Covered Wire Cable, with Chute, Wood Ball Markers, Master Board; 3 piece layout for 15.00. Thin Transp. Plastic Markers, $\frac{3}{4}$ " M, $\frac{1}{4}$ " M, 1.00. Red or Green Plastic Markers, $\frac{3}{4}$ " Square, Round or Scalloped, \$2.50 M; $\frac{1}{2}$ " this Size \$2.00 M. All above prices are transportation extra. Catalog and sample cards free. No personal checks accepted. Immediate delivery.

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EARL W. CURREY

known as the

"Lone Star Ranger"

Please contact us at once. Anyone knowing the whereabouts of this person, please contact us. **VERY URGENT!**

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7320 Stony Island Avenue
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NOTICE!

Anyone knowing present whereabouts of 1939 Pontiac Coupe, Serial No. 248-6165, Motor No. 6561549, with Silver Dome House Trailer, 1942 model, Serial No. 3448-E, last reported around Indianapolis, Ind., wire collect

L. C. McHENRY
Crescent Amusement Co.
Walterboro, S. C., this week

COMPLETE SHOOTING GALLERIES

MADE TO ORDER

With our specialized machine shop we are prepared to build your Shooting Gallery to your own specifications. Write or phone your needs.

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CLUB ACTIVITIES

National Showmen's Association

1564 Broadway, New York

NEW YORK, Nov. 15.—Club activities go into high this coming week with dedication of the NSA memorial monument at Ferncliff Cemetery Sunday (23). Hot Stuff Night will be Monday night (24), with the testimonial dinner to Past President Jack Wilson and President David B. Endy at Leon & Eddie's bistro. Tuesday (25) will be open house at the clubrooms and on Thanksgiving eve (26) the 10th anniversary banquet will be held at the Hotel Commodore.

Advertising for the banquet year book is beyond expectations, the banquet will be a sellout and the president's testimonial dinner is already sold out, so everybody around here is highly elated.

Regular meeting of the club Wednesday (12) was presided over by Vice-President Joe McKee. Roger Littleford Jr. was honored with a life membership at the board of governors' meeting. Benefit checks are coming in so fast that an accurate accounting will not be available until the next club meeting.

Nominating Committee

Nominating committee appointed by the board of governors: Jack McCormick, chairman; Dave Brown, Max Gruberg, Ralph Decker (alternate); Jack Hornfeld, Morris Levi, Ben Herman, David White and Jack Alfred (alternate). Annual election will take place at the annual meeting December 24.

Eligibility committee, headed by Jack Lichter, accepted the following for membership: Joseph De Siata and Eugene Snyder, proposed by Justin Van Vliet; Michael Centanni, by Frank Capell; Morris Felstein, by Joe Prell; John Shumsky, by Sam Beckwith; Harry Rose, by Bob Fisher; H. DiMoto, J. Goldie, M. Koscielmy and S. Shapovalus, by J. E. Strates; R. Allen, J. R. Cosimini, C. Deese and E. R. Smith, by Ralph Decker.

Al Dorso donated \$130 for the vets fund from the Cetlin & Wilson Shows. Gerald Snellens in from his new home in Allentown. Bucky Allen blew in and blew out at once. Sam and Irving Berk off to California, as is Ross Handler. Crowell in from Philadelphia after a long illness. Max and Mrs. Hummel just dropped in. Jack Lichter arranging Christmas gifts for disabled vets. Ralph Endy visiting at his old home in Pottstown. Murray Goldberg in to say hello before departing for the South.

Show Folks of America

1839 W. Monroe St., Chicago

CHICAGO, Nov. 15.—The regular meeting of the board of directors was held in the home Thursday (6), with Thomas Johnston presiding in the absence of Arrell Lyall, regular chairman, who was out of the city.

Two socials have been given, one by Coral Chapple and the other by President May Adams Stoker and Etta De Voto Coulthard. Both events were given at the home.

The annual election will be held Tuesday (18) at the regular monthly meeting. All meetings are now being held in the Hotel Sherman. Wade Booth is the lone nomination for president.

Nellie Grosch, welfare chairman, reports that Mother Christine Snow, who celebrated her 95th birthday recently in Cook County Hospital, received many greetings and callers. Jess Harlow, treasurer, is ill with bronchitis. William Woodside, husband of Elberta Roy Woodside, is

Showmen's League of America

400 So. State St., Chicago

CHICAGO, Nov. 15.—Vice-President Lou Keller, Treasurer Walter F. Driver, Secretary Joe Streibich and Past President Sam J. Levy were on the rostrum for the Thursday (13) meeting.

Elected to membership were Frank F. Ellis, Noyelles D. Burkhart, Max M. Aver, H. R. Lyon, William Kay, Ralph Emerson, Lawrence H. Hall, Henry O. Browne, Lawrence P. Knippel, Francis Hoffman, Lindy Di Domenico, Max Hirsch and Morris Chalfen.

Letters were received from L. L. (Larry) Hall, O. C. Buck, Izzy Cetlin, H. B. Shive, Pat Purcell, George W. Johnson, Eddie Coe, Morris Lipsky and L. C. Reynolds.

Whitey Woods is recovering from an operation in American Hospital. John U. Lifebvre, a patient in the tuberculosis ward at the Denver General Hospital, has showed marked improvement. H. D. Wilson, Marshall L. Green, W. C. Deneke and Tom Vollmer continue on the sick list. Ginger Nye, who has recovered from a recent illness, was a clubroom visitor.

New members who visited the rooms George Terry, Max Jaffe, Jacobs Yonover, Sam Pers and J. N. Moore. Harry (Bing) Bernstein, en route west, stopped in for a few days. Past President Sam J. Levy was in for his first meeting since last spring. Other members present after absences were Richard Miller, Jack Klein, Sam L. Ward, Leo Berrington, Al Kaufman, Eric Philip, L. H. Bell and Sunny Bernet.

John May, in for a short stay, was a visitor before he returned to Canada.

The house committee is planning a Thanksgiving dinner Thursday (27).

Harry Taylor has been appointed a committee of one to study and investigate the advisability of purchasing a television set.

Ladies' Auxiliary

Social was held Thursday night (13) in the Hotel Sherman, with Carmen Bishop Horan and Margaret Filograsso hostesses. Elsie Miller was the winner of a set of bridge glasses and tray to match.

Esther Weiner, who had been on the road all summer, attended.

Open house during the Chicago convention will begin November 28 and continue to December 1 at the Sherman Hotel.

A large bazaar will be held, with Mrs. Ann Belden as chairman and Mrs. Ralph Glick as co-chairman. Part of the proceeds will go to the Illinois Cancer Relief Fund. A large donation was sent recently to Walter Winchell for the Damon Runyon Memorial Cancer Fund.

New slate of officers for the new year follows: Mrs. Sam Gluskin, president; Mrs. Margaret Filograsso, first vice-president; Mrs. Lena Schlossberg, second vice-president; Mrs. Grace Goss, third vice-president; Mrs. Carmen Bishop, treasurer, and Mrs. Elsie Miller, secretary.

Installation dinner will be held Monday night, December 1. All members who have paid their 1948 dues, which were due and payable September 1, will be entitled to attend the dinner without charge.

reported doing okay at Cook County Hospital and expects to be discharged soon. Mrs. Du Bell, with her late husband a well-known name in outdoor show business, is ill at 6500 Irving Park Road.

The annual Show Folks' Banquet will be held in the Sherman Hotel December 13.

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Heart of America Showmen's Club

931A Broadway, Kansas City, Mo.

KANSAS CITY, Mo., Nov. 15.—The regular meeting was called to order by President Harold Elliott, with Secretary G. C. McGinnis and Treasurer George Carpenter on the rostrum. More than 40 members were present. The secretary reported 56 new members were added during the summer.

Communications were read from F. R. (Tex) Witt and Abe Rabowitz.

A committee, headed by Sam Benjiman, visited the ladies' auxiliary regarding the Tacky Party, and the ladies reported they would announce the location of this annual event at the next meeting. The party will be held December 30.

Captain and Mrs. Hugo and daughter, Lorelli, are back in town. L. K. Carter was inducted into the Ararat Shrine Saturday (8). Hugo, incidentally, purchased a 32-foot trailer and expects delivery about December 1.

Chairman Sam Benjiman and his committee are putting the final touches on the annual banquet and ball, scheduled New Year's Eve in the Georgian Room of the Hotel Continental.

Secretary G. C. McGinnis reminds members that 1948 dues are due.

Ladies' Auxiliary

The first regular meeting of the season was called to order by President Blanche Francis, with Treasurer Hattie Howk and Secretary Loretta Ryan also on the rostrum. Present were 26 members.

The following were elected to membership: Crystal Autt Alives, Lilly Mae Emorks, Ruth Yonkees and Roberta Coy.

President Francis will donate a quilt to be raffled off in the near future.

Regular Associated Troupers
106 E. Washington, Los Angeles

LOS ANGELES, Nov. 15.—Neil Robideaux, first vice-president, presided at the regular meeting Thursday (6). Also on the rostrum were Jack Kent, fourth vice-president; secretary, Marie Bailey; Harry Levine, assistant treasurer, and Charlotte Warren, attending her first meeting in many months, who was invited to the rostrum by Vice-President Robideaux.

Members of the nominating committee are Lucille King, chairman; Lucille Dolman, Cecelia Kanthe, Mora Bagby, Al Weber, Hohn Lorman, Charles Blair, Sis Dyer and Jennie Riegel.

The bazaar will be held homecoming night, Thursday (20), and many gifts are being received. The gold colored satin quilt donated by Marge Chipman will be raffled. Harry Golub reported the tickets for the Florentine Gardens party will be issued homecoming night.

Committee reports were made by Olga Weber, sick and relief; Martha Levine, membership; Marie Bailey and Harry Quillen, publicity, and Sam Dolman, greeter's board.

Called on for talks were Charlotte Warren, Jessie Loomis, Billie and George Bryant, Harry and Elsie Suker, Max Kaplan, William Lindstedt and James Shute.

A guest of the evening was Jack Hawthorne, friend of Harry Golub's, who is en route to Honolulu.

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SHOWS, RIDES, large and small, not conflicting. Low rate. Opening Sparks, Ga., in February. Concessions, one of a kind, Electrician.

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Pacific Coast Showmen's Association
1106 S. Broadway, Los Angeles 15

LOS ANGELES, Nov. 15. — Vice-President Harry Suker conducted the short business session Monday (10) with Chaplain Jack Hughes and Secretary Ed Mann also on the rostrum.

New members elected were W. H. (Splinter) Royal, of Jacksonville, Fla., and William W. Larsen.

Chaplain Hughes talked on the Memorial Day services to be held here at Showmen's Rest, Evergreen Cemetery, December 7 and outlined the scheduled program. He announced that preparations are progressing for the ceremony.

Dan Stover will fill his annual role as Santa Claus at local department stores. Clyde Gooding, Maxie Herman, Slim Wells, Art Anderson and other members are preparing for their air trip to Honolulu with the Imperial Exposition Shows. They will remain in the islands several weeks.

Harry Taylor and J. Ed. Brown returned from San Francisco, where they attended the Western Fairs Association convention.

Visitors and members present after absences included Bob Docken, Jack Hargis, Paul Dayton, Al Copelans, Oliver Barnes, from Chicago; Max Kaplan and Dave Shepro.

An impromptu building fund ticket selling campaign was conducted and tickets were bought by Harry Suker, William Davis and Fuzzy Hughes.

Drawing was won by Fuzzy Hughes.

Michigan Showmen's Association
3153 Cass Avenue, Detroit

DETROIT, Nov. 15.—The regular meeting was held Monday (10). The following officers were present on the rostrum: Jack Dickstein, first vice-president; Roscoe T. Wade, second vice-president; Louis Rosenthal, treasurer; Bernhard Robbins, secretary, and Harry Stahl, past president.

Voted to membership were Macy Slater, Alex Berkowitz, Louis Masoud, Arthur Ludwig, Aaron H. Shapiro, Leslie Stebbins, Adam E. North, Ralph Ross, Chester Bedig and Thomas H. (Al) Williamson.

Secretary Robbins reported on his trip to Lansing, Mich., where he was a guest of the Michigan Association of Fairs at the org's annual banquet.

Ladies' Auxiliary

A social was held Monday (10) in the American Legion Hall of the clubrooms. Dorothy Gold, Faye Green and Johanna Rittley were hostesses. Proceeds from the party, which amounted to approximately \$50, will be donated to the annual Christmas party for underprivileged children.

International Showmen's Association
415A Chestnut St., St. Louis

ST. LOUIS, Nov. 15.—Regular meetings are again being held in the newly decorated club every Thursday night. Clubrooms are open from noon until midnight daily and quite a few show people have been visitors. Euby L. Cobb, secretary, and Leo C. Lang, treasurer, are on hand daily to welcome all the visiting showmen. Walter Payne and Red Kelly are the custodians, and are doing a nice job.

New members taken in the organization during the past several weeks include Sol (Cookie) Rothman, Cecil Brown, Arthur H. McKay, Maurice Richby, Allen F. James, Cecil G. Emery, F. R. (Buster) Wilson, James Albright, John W. Allyn, Alber Holler, King Carter, John A. Young, David E. Fineman, A. W. Flickiger, Bernard Lablance, Frank R. Ware, Harry Parker.

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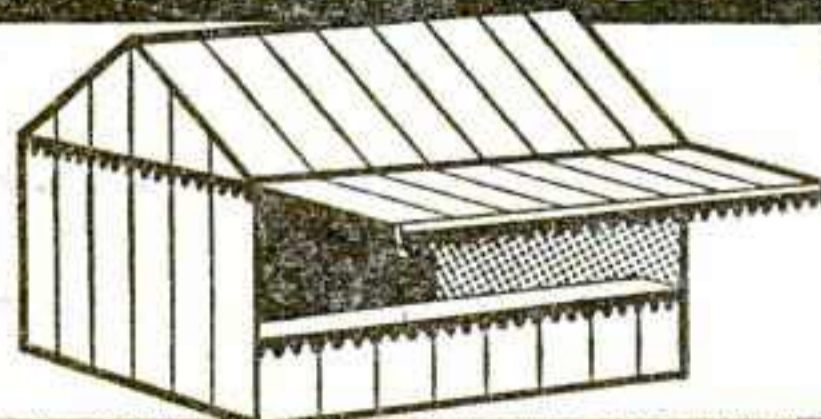
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L. C. McHENRY, Wayne Hotel, Walterboro, S. C.

ANCHOR TENTS



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American Carnivals
Association, Inc.

—By Max Cohen—

ROCHESTER, N. Y., Nov. 15.—Inasmuch as this column will be one of the last to appear in advance of the commencement of our 14th annual meeting, we take pleasure in extending a cordial invitation to all owners, managers, executives and others affiliated with, or interested in, the carnival industry and our association, to attend the sessions of our annual meeting to be held commencing Monday afternoon, December 1, in the Hotel Sherman, Chicago, and continuing daily until the business of the meeting is completed, subject to the action of the membership.

The complete annual meeting program will be carried in *The Billboard* dated November 29. Counsel for the association and the association's board of directors, officers and past presidents will meet Monday afternoon, December 1. The membership meetings will start Tuesday afternoon, December 2.

The meeting will be featured by a review of the association's activities during 1947, which will be covered in detail in a printed report to be distributed, and the formulation of the association's program and legislative activities for 1948. There will be presented for discussion at the meeting many subjects of vital concern to the industry, comprising problems imminent in the immediate future and including such items of importance as public safety, taxation, transportation and new materials and products.

As in past years, the meetings of the association will be held in conjunction with the annual meetings of the Showmen's League of America, the International Association of Fairs and Expositions, the National Association of Amusement Parks, Pools and Beaches, and the other groups and sub-groups which will be meeting at the same time.

From the volume of mail being received at this office, a large attendance is anticipated. Since the last issue, we have had further responses from various members, including William T. Collins Shows and the B & C Exposition Shows, advising of their plans to be present.

We plan to arrive in Chicago Saturday, November 29, and will be available thenceforth for such conferences as may be necessary. We should appreciate it if association members desirous of discussing particular problems would contact us as early after our arrival as convenient.

Information received from Washington indicates that government experts predict a continuance of good business conditions during most of 1948, and while inflation remains an important factor, it is expected that continuing high production will

RAS Benefit Hits
\$1,259.63 at Tampa

TAMPA, Nov. 15.—Royal American Shows' benefit performance, written, directed and produced by Raynell Golden, given in the Girl Show top of the org here, grossed \$1,259.63. The sum of \$137.50 was turned over to the Royal American Shrine Club, which in turn presented the amount to Egypt Temple Shrine here for crippled children, according to Herb Pickard, press agent for Royal American.

"Nut for the benefit program was \$232.30 for costumes, especially designed for the occasion, lunch and other expenses, leaving a grand total of \$889.83," Pickard said.

Among those attending were many members of Endy Bros.' Shows, and Tommy Thomas and F. A. (Babe) Boudinot, Ringling Bros. and Barnum & Bailey Circus.

Line-up of acts:

Chorus "girls": Nat and Cortez Lorow, Herb Pickard, Bert Lorow, Bob Carr, Stix Westmoreland, Eddie Hill, Pee-Wee Sutrain, George King, Joe Patane, Johnny Dundee and Paul Wunder.

Kenny Reveling, assisted by Willie Too Sweet as Mae West.

Magic act, featuring Carl Sedlmayr Sr., Sam Gordon, Bob Lohmar and Huam Zolin, the latter of Endy Bros.

Cortez Lorow and Joe Patane, who did a take-off on Billy (Zoot) Reed. Bert Lorow, Cortez Lorow and Nat Lorow, impersonating the Andrews Sisters.

Tex Weaver, side-show ticket seller, songs.

George King and Pee-Wee Sutrain, strong man comedy act.

Eddie Sterling, organ, and Stormy Dale and Joe Patane, vocals.

Walkaround: Marvia King, Stormy Dale, Dean Davidson and Ginger Ray.

counter-balance inflation and that the next year should see good business conditions.

Present word from Washington indicates that there is an even chance for tax reduction to individuals, with the likelihood of an increase in personal exemptions by \$100.

We have been advised of the development of a new type of stereoscopic viewer suitable for use by agents in showing pictures of show equipment.

The War Assets Administration has advised that it has available for sale large quantities of aluminum in all types of forms. The same administration has amended its regulations with reference to the disposal of surplus goods and has furnished us with its revised list of area offices handling the disposal of such items. We are also advised that this agency has disposed of more than three-fourths of surplus paint, enamel and lacquer but still has on hand upwards of \$6,000,000 worth of these items awaiting disposition.

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WELDON, WILLIAMS & LICK
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WANT—CONCESSIONS OF ALL KINDS—WANT
FOR BOTH THE CARNIVAL AND INDEPENDENT MIDWAYS OF THE
VALLEY MID-WINTER FAIR
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Wire or Write: DON M. BRASHEAR, BOX 1471, HARLINGEN, TEXAS

FROM THE LOTS**Blue Grass State**

MONTICELLO, Ga., Nov. 15.—Final curtain was rolled down on the Blue Grass State Shows November 1 in Monticello, Ga., after a season of 21 weeks in Kentucky, Indiana and Illinois, one week in Tennessee and six in Georgia. Considering the bad weather the first 10 weeks of the season, and from reports of business done by other shows in this territory, Manager C. C. (Specks) Groscurth should be shaking hands with himself.

Shows covered nearly 5,500 miles during the season. The longest jump was 400 miles, from Hartford, Ky., to Madisonville, Tenn., where we played the fair on our way to Georgia. Date proved successful and took the edge off the big jump. Specks signed for the same spot next year. Another big jump was from Madisonville to Conyers, Ga., which was also okay with all. This was followed by five other Georgia spots. The only two blanks were Greensboro and Monticello, with rainy and cold weather. The days that the weather was right were good but there were not enough of those days. The closing Saturday in Monticello was the first Saturday of the season that we didn't turn a wheel. You can't kick about that.

During the season the shows had a number of get-togethers but parties the last two weeks of the season topped them all. While at Greensboro, Mr. and Mrs. Bud Duvant celebrated their wedding anniversary with a spread that just about outdid all parties. They received a handsome present from the personnel. Thursday night of closing week Mr. and Mrs. Groscurth entertained with the final party of the year. It was a grand success. Only sour note of the final week was sounded on the last day when rain made the lot a sea of mud. Had great difficulty in getting the shows off the lot but it was finally accomplished and we were on our way to winter quarters.

Mr. and Mrs. Bill South stored their outfit in town and started for West Virginia to spend several weeks before heading for their home in Florida. Mr. and Mrs. Sims, of Fort Wayne, Ind., left for Florida to work and play. The Rallies will winter in Tell City, Ind.; Mr. and Mrs. Hamill stored their trucks in quarters and departed for their cold-month habitat in Mackie, Ind.; Mr. and Mrs. Russell Groscurth, brother of Specks, are headed for Florida and deep-sea fishing. Before returning to his home in Owensboro, Ky., Bill Billet left for Florida; Mr. and Mrs. Sammy Martin will winter in Louisville; Doc Angell, official mail man and *The Billboard* agent, headed for Laurel, Miss., where he has wintered for the last 10 years; "Little" Willie Keimer will spend the next few months in Chicago. Homer Acuff is headed for New Orleans, and your writer will again spend the off-season in Muncie, Ind.—**HARVEY (DOC) ARLINGTON**.

**FOR SALE
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Like new, 17 fluorescent lights, large neon sign on 1938 Ford, nice flash, in perfect condition. Formerly owned by Harry Stevens. Price \$4,000.

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**WANT TO BUY
NO. 5 WHEEL**

Must be in good shape and reasonable for cash.

BOX D-163
Care Billboard, Cincinnati 22, O.

James E. Strates

ORANGEBURG, S. C., Nov. 15.—The Greater Orangeburg Fair was up 10 per cent over last year in attendance and grosses. Stepin Fecht joined Jerry Jackson's *Hep Cat Revue* here but due to little advance advertising or promotion the patrons were unaware of it until they hit the fairgrounds.

Saturday (8) was Colored Day and saw 15,000 patrons on hand. Friday afternoon a football game between the University of South Carolina and Citadel played to a sold-out stadium. Strates got a big play before and after the game and for the first time a special 22-car train from Columbia did not depart until 11:30 p.m., giving the fans plenty of time to spend on the midway.

For the first time in history we were permitted to unload the train on its arrival instead of waiting until midnight. Shows were up and ready on time the next day.

With one week to go before returning to winter quarters in Jacksonville, Fla., plans are already being formulated for winter building activity. Plans call for three new wagon fronts, improvement of the *Charm Hour* front, and general repairing. Negotiations are currently under way for the purchase of five railroad cars and for the importation of two new shows from abroad. Shows are expected to be innovations as far as midway entertainment is concerned, according to Roy B. Jones, business manager.—**C. W. FRANKLIN**.

Winter Quarters**Douglas Greater**

REDONDO, Wash., Nov. 15.—A Halloween party was held here in the home of Mr. and Mrs. Raymond (Bud) Douglas. Hostesses with Mrs. Douglas were Mrs. Ray Holding and Mrs. Earl Douglas.

First prize for the best costume in the women's division went to Mrs. Madge Buckley, with Mrs. Fern Buhr, sister of Midge Holding, second. In the men's division, Charles Haggerty won first place, followed by Anthony Buhr and George Stiles.

Recordings were made of the evening's events by Ray and Midge Holding. Motion pictures were taken by Ray Hodges and Earl Douglas, and other movies were shown by Ray and Maud Hodges, of Puyallup, Wash.

Guests included Cal and Betty Lipes, Madge and Marion Buckley, Frank and Ruth Perry, Tony and Fern Buhr, Charles and Ann Haggerty, Ray and Maude Hodges, Pete and Nettie Peterson, Ernest and Shirley Gresham, Earl and Doris Douglas, George and Marie Stiles, Ray and Midge Holding, Bud and Bobbie Douglas and Tony and Doris Mack.—**ERNIE GRESHAM**.

**Cowtown Roundup Drops
\$85, Ken Club Reports**

MAPLE CREEK, Sask., Nov. 15.—Ken Club, sponsors of the Cowtown Roundup, reported attendance at a deficit of \$85. Rain on the opening day and increased wage costs were blamed.

Possibility is that the show may not be held next year.

BALLYHOO BROS.' CIRCULATING EXPO**A Century of Profit Show**

—By Starr De Belle—

Flameproof Inn, Ga.
November 15, 1947.

Dear Editor:

Aware that their shows would have to do a little winter trouping, the bosses sidetracked several of their coaches, and decided to make the out-of-money tour a "roughing it" and camping vacation for their people. To give them, for a nominal fee, what tourists pay plenty for, a 60 by 80 hotel tent was purchased. The top is divided by sidewall into sleeping rooms. Each room has a radio (if you own your own), running water and electric lights. Our Diesel plant pumps the water from our high dive tank, which keeps it circulating from the tank to the top and back into the tank (water purifies every 1,000 feet).

The lobby of our canvas hotel is in a class by itself. Scattered jackpotting chairs, tables and a desk. Our mailman sells stamps and stationery. To uphold the dignity of the staff, special chairs, tables and typewriters for them are located in a private corner where shavings are the deepest. Staff members do not get the 50-cent double rate tendered our show and ride men. They pay \$1 flat unless stipulated in their contracts that staterooms go with salaries. To give General Agent Lem Trucklow the accommodations he is accustomed to, a telephone hangs on a sidepole close to his lobby chair. The phone is never connected—it's there for effect.

We have no single rate. It would take too much bookkeeping, due to the big turnover in marriages and divorces. But we do have a 25-cent portage fee. Yes, we give them porter service. Sam, who gets no salary, depending on what the good folks care to give him, moved his rest rooms in the tent for the comfort

of our guests. The cookhouse is also housed under one end of the tent to give our roomers restaurant service. At no time is one department mistaken for the other. Neon signs tell the guests which is which.

Knowing that towners want to know how the other half of the world lives, from noon until midnight the hotel is thrown open to the public. At a nominal fee of 50 cents, plus the tax, slumming parties are taken thru the tent guided by a former Underground Chinatown Show lecturer who points out and lectures on things of interest. Wherever the show plays, the hotel becomes the talk of the town. Towners enjoy viewing the pin-ups in the ride boys' rooms. Hand-drawn murals and the poetry on our rest room walls bring back for second, yes, even third and fourth visits of lovers of art and poetry.

After seeing how the other half lives, the patrons are then steered to our educational or literary room, which is a two-bit blow-off, plus the tax, where they can browse around reading valuable manuscripts that hang in glass-covered frames or on tables under glass tops. These manuscripts are valuable love letters the boys received from girls along the route for a period of 10 years. They are read with interest, especially when the lecturer says, "And here are some from your home town girls." To protect these rare and valuable midway collectors' items, guards are stationed in the literary room so that they may be gazed upon by posterity.

P. S.: While the five Ballyhoo brothers are en route to the Chi convention, the hotel bearing their name is bearing fruit.

MAJOR PRIVILEGE.

W - A - N - T - E - D**K-KISS WRAPPING MACHINES**

NEW OR USED

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Windsor 8-3600

BROOKLYN 4, N. Y.

FLORIDA *amusement*
company

Opening early January, Florida Fairs. Will again play the cream spots. Adding a couple more to our list.

Place Girl and Posing Shows with own outfits, must have panel fronts. All kinds Shows new to this territory. Place couple Rides not conflicting. Concessions of all kinds, no office outfits; everything open. Want Free Acts, state lowest. Also want to hear from Circus Acts for 1948 season for America's newest circus, London's Piccadilly Circus, week stands under Shrine and police benefits, Side Show, Pit Show. Will carry 4 Rides and Concessions with circus. All address:

HOWARD INGRAM

BOX 2311, SARASOTA, FLORIDA

LEGION THANKSGIVING CELEBRATION

OPA LOCKA, FLA., WEEK NOV. 24TH.

WANT SHOWS—Fun House, Illusion or Side Show. CONCESSIONS—Ball Games, Fish Pond, String, Dart, Coke, Striker, Glass Pitch, Cork Gallery, Clothes Pin, Huckley Buck, Age and Scale, Candy Floss, Apples and Snow. No ex. No racket. Out all winter.
First St. and 13th Ave., S. W., Miami, Fla., now; next week, Opa Locka.
NORRIS P. ROLAND, Owner; PAUL TALBOT, Manager.

MIGHTY MONARCH
*Shows***WONDERCITY**
Shows

Want Shows and Concessions of all kinds. Can place Rides not conflicting with Merry-Go-Round, Wheel, Chair-o-Plane, Roll-o-Plane, Octopus, Kiddie Train, Kiddie Auto, Pony, Kiddie Scooter for great Mobile Fair, Mobile, Ala., Nov. 24-Dec. 7. This is positively best date in South. Horse Racings, Fireworks, 300,000 to draw from. Address

JOE KARR

HATTIESBURG, MISS., this week; then MOBILE FAIR.

Marks '47 Trek Ends in Black; Quarters in Va.

RICHMOND, Va., Nov. 15.—John H. Marks Shows moved into local quarters November 1 to store paraphernalia for the winter following a profitable 1947 tour, which wound up with a fair week's engagement at Kinston, N. C. Jump of 180 miles was made without incident, but storing of equipment was delayed a few days because of heavy rains.

During the Kinston date, Owner Marks and several associates visited the James M. Raftery Shows in Williamson, N. C. At the season's close Art Spencer's Lion Drome, Herman Bantly's *Lost Week-End*, Eddie Eger and Cliff Crumps' Iron Lung and a number of concessionaires joined Raftery's org at Ayden, N. C. A birthday party was given the Al Renton Side Show twins, with more than 60 showfolk attending. Gene Nadrau, former Hawaiian Show manager, was a guest of the shows at the Monroe (N. C.) Fair.

Shows' personnel departed for their homes for the winter and only a skeleton crew will be maintained in quarters until after January 1 when preparatory 1948 work begins.

Nick Stepp, secretary and his assistant, Henry P. Halder, are finishing up office work here. Mr. and Mrs. Harry Schriber left for Miami, as did Paul and Mr. and Mrs. William Lane. Mr. and Mrs. Walter Holliday left for their hunting lodge in Lockhaven, Pa. Johnny Ornealis, Girl Show operator, left for Tampa, as did Al Renton. Walter Rowan, chief electrician, left with his bride of two weeks for his home in Chanute, Kan. Jimmy Simpson, Minstrel Show, returned to his home here.

Owner Marks is leaving soon for a vacation in Northern Neck, Va.

Midway Confab

(Continued from page 57)

Stephenville, Tex., with their bird and pet wheel and cigarette shooting gallery and left for San Antonio. Rosen and his assistant, Joe V. Palmer, plan to go into the toy business there until Christmas, when the Rosens and Palmer will go to Los Angeles for a vacation.

"We never start activity in winter quarters until the fair meetings are over," advised Manager Gate, Gate & Banner Shows, "then we know whether we have a building and enlarging or only a patching route."

Lou Dan reports his Oddities on View, featuring Walter Gibson, recently opened a two-week stand at a downtown location in Brownsville, Tex., to spotty business.

C. C. Groscurth, manager of the Blue Grass State Shows, put the unit in the barn at Augusta, Ga., November 1 and headed for his home in Owensboro, Ky., with Doc Arlington. Groscurth will make the Chicago meetings, then head for Florida and some deep sea fishing.

William Carlton Fleming, general representative of the James E. Strates Shows, was a Chicago visitor last week. He will return December 1 for the annual get-together at the Hotel Sherman.

Ned Torti, Wisconsin DeLuxe Company, Milwaukee, and Bernie Mendelson, O. Henry Tent & Awning exec, Chicago, will attend the National Showmen's Association's banquet and ball in New York Thanksgiving Eve.

Frederick Weddleton (Doc Zeno) made it a special point to be in the lobby at the Whitcomb Hotel in San Francisco during the recent Western Fairs Association meeting to greet old friends. Since Doc has been ill for some weeks now, his appearance put the quietus on certain rumors about his health. Weddleton is taking it easy now and his getting around to greet friends gives him a new lease on life.

Masucci's Org In W. Q. After OK '47 Season

SUFFOLK, Va., Nov. 15.—Rocco Masucci's Virginia Greater Shows are back in winter quarters after winding up a satisfactory tour, despite some tough weather early in the season, in Virginia, Eastern and Western Maryland, West Virginia and North and South Carolina.

Org, which was out 32 weeks, concluded the season in Chesterfield, S. C., Saturday (8). Business was just fair. Shows broke in a new lot in Chesterfield and in addition ran into some tough weather.

Owner Masucci announced plans to enlarge for next year. He has a new major ride on order and new tops for the jig show, two girl shows, kiddie ride and the cookhouse. The fleet of trucks will be repainted a bright orange, trimmed in blue and aluminum. He also plans to install more new pictorial show fronts on the large semi-trucks for all shows on the midway's back end.

Carried Nine Rides

Shows this year carried 9 office-owned rides, 7 shows and 40 concessions. Shows owns their own fleet of 20 large semi-trailers.

Masucci reported the shows ran into its share of bad weather, starting early in the season on its trek thru North Carolina and up into the Shenandoah Valley of Virginia. The org, however, weathered the storm until the latter part of the season when the weather improved and business kept pace.

Mr. and Mrs. Masucci were guests at a dinner in the home of Judge Lloyd Hartsell in Chesterfield Wednesday (5). Visitors in Chesterfield included Sheriff Ben Rivers and Chief of Police Smith, from nearby Wadesboro, N. C., and John Baxter, outdoor show promoter. Bob Milligan rejoined at Chesterfield to assist Big Boy Lane in getting the shows' fleet of trucks in shape for the 300-mile move to quarters.

Staff remained the same thruout the season and included, in addition to Owner Masucci, Mrs. Masucci, secretary-treasurer; William C. (Bill) Murray, general agent; Raleigh Gibson, ride superintendent; Arthur Gibson, chief electrician, and Russell (Big Boy) Lane, master mechanic and superintendent of transportation.

Plans Revealed

With the season at an end, plans and destinations of various personnel were: Joe Conley had his car simonized for his annual winter jaunt to Florida; Mr. and Mrs. Oliver Jones and family to New Haven, Conn.; Bob Coleman, bingo op, had his van semi repainted a brilliant circus red before he and Mrs. Coleman left for a visit to their home in Tennessee before going to Florida; Bill Penny and Dave and Bill's son-in-law and daughter, Mr. and Mrs. Ronald Prue, and their daughter, Thresa, to their home in Swansea, S. C., after which Bill will make a few winter spots with a Southern org.

Mrs. Noel Bass and Frankie Carleo left for Burlington, N. C.; Lon Standish, with his cookhouse and crew, will make a few spots in the Carolinas; Raleigh and Arthur Gibson, after getting the show stored in quarters, along with Fletcher Gibson and son, Lewis, headed for home in Charlottesville, Va.; Jerry Gerald and his gang continue out on the road before hitting for Florida; Dad Noxon, the ride crew, sign painters and the scenic artists, remain in quarters; Russell (Big Boy) Lane, to whom much credit is due for getting the fleet of trucks over the long trek home, plans to visit his home in Charlottesville, Va., and will return to

Silver States in New Quarters; To Operate Two in '48

OMAHA, Nov. 15.—James D. Carpenter, of Richman-Carpenter Enterprises, operators of the Silver States Shows, announced this week the organization will operate two units in 1948. Units will combine for fair and large still dates. "We have consistently been too large or too small for the spots we played or wanted to play," Carpenter said. "Now we can give a committee as little or as much show as their date warrants without sacrificing a good little spot or losing the big ones." Combined unit will be billed as Silver States Shows.

Only one of the shows will play the early season, coming up from the South. The No. 2 will open late in the spring in the Middle West and will join the Southern unit in early summer.

Shows moved into new winter quarters at Waterloo, Neb., last week. Quarters include paint, metal and woodworking shops and living quarters for workmen.

Complete Plans For SFA Ball

SAN FRANCISCO, Nov. 15.—Show Folks of America, Chapter 2, will stage its third and largest annual banquet and ball in the Gold Room of the Palace Hotel here December 2. The gala event, headed by Ted Lefors as chairman, will conclude an important three-day program.

The program will open Sunday (30) with the unveiling of the monument to departed show people in the club's plot at Mount Olivet. Harry Seber, president of the club, is chairman of the memorial day exercises. An impressive ceremony is being planned with a string orchestra and choral group supplying music.

Monday's program will be highlighted by the president's party, to be held in the clubrooms on Market Street. Features of the event will be dinner and a show.

Tuesday's banquet and ball has been in the planning stage for several weeks and is predicted to outshine any effort to date. Lefors is giving the event a Hollywood touch with searchlights and 32-piece Scotch bagpipe orchestra appearing outside the Palace. More than 400 are expected to attend and many West Coast showmen have already made their reservations.

Wade in Barn Following Fire

DETROIT, Nov. 15.—W. G. Wade is moving trucks and other equipment into his winter quarters here following the disastrous fire that struck his show at Coldwater last week.

Mildred Miller is attempting to reconstruct the office records which were destroyed, while D. Wade left Tuesday for Buffalo and Richmond, Ind., to place orders for replacement supplies. W. G. Wade will attend the Chicago meetings.

quarters after the holidays; Mr. and Mrs. Masucci went to their home in Orange, N. J.

William C. Murray, general agent, will stay in quarters until the Masucci return after the holidays, and Ike and Mike and Leo Matina, of the midget troupe, will remain in quarters. Leo will be chief chef of the org's dining hall.

SECOND-HAND SHOW PROPERTY FOR SALE

\$35 Wax Bust Sitting Bull, defeated Gen. Custer.
\$25 Bronze Bust Lucraccia Borgla, murdered 18 people.
\$38 Genuine Buffalo Head, fine condition.
\$6.50 Genuine German Bayonet with Swastika.
\$20 Lady's Wax Head with horn growing forehead.
WEIL'S CURIOSITY SHOP
20 So. 2nd Street Philadelphia 6, Pa.

HEADQUARTERS

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SOUTH AMERICAN HYBRID CORN

First Year Purdue Hybrid 31-32.
From 100 Lb. Bags to Carloads.

COCOANUT and PEANUT OIL

5 Gal. Containers, Drums and Tank Cars.
From a 5-Gal. Can to a Carload.

BUY NOW AND SAVE!

Prices on Request

Carload Buyers, Write for Quotations or Call HARRISON 0997

POPPERS BOY PRODUCTS CO.

60 E. 13TH ST. CHICAGO 5

FOR SALE 18 LUSSE SCOOTER CARS FOR SALE

In perfect condition. Newly painted. Priced right. Can make immediate delivery.

CARL J. SEDLMAYR

ROYAL AMERICAN SHOWS, Winter Quarters: Tampa, Fla.

See me during the Chicago Conventions at Sherman Hotel, Nov. 28 to Dec. 5

75,000 See First Exhibit By Trailer Mfrs. in Philly

PHILADELPHIA, Nov. 15.—Attendance at the annual show of the Trailer Coach Manufacturers' Association (TCMA), which winds up a seven-day run at Convention Hall here tonight, seems likely to hit the 75,000 mark as Easterners took advantage of their first opportunity to view at one time dozens of the finest mobile homes produced by many of the nation's leading companies. Altho this city is not credited with being an ideal center for a commercial exhibit of this kind, the attendance far exceeded expectations and paid off handsomely since admission was \$1.30, tax included. Show officials estimated that \$500,000 worth of trailers and accessories was on display.

Bulk of the crowd was attracted by the daily staging of *Queen for a Day*, Mutual Broadcasting System's (MBS) popular audience participation program. However, Edward L. Wilson, TCMA managing director, claimed that few of the radio audience, averaging about 8,000 daily, left the building without prowling thru the homes on wheels and that many were likely inoculated with the desire for future possession. An estimated 1,500 dealers, suppliers and manufacturers attended.

Staging the show represented an investment of upwards of \$30,000, with *Queen for a Day* costing TCMA an estimated \$20,000, including the giving away of a \$2,000 trailer and a trip to England for the forthcoming royal wedding. Presentation of products in individual booths was put on in elaborate style by each manufacturer with the result that the over-all appearance of the show was neat and highly attractive.

New Models Improved

Units on display were, on the whole, more elaborate and longer than earlier models. Refinements, including showers, toilets, electrical refrigeration, etc., are all available in most models having sufficient room, but are largely optional. Luxury models cost upwards of \$4,000.

A few showfolks, hardly representative in numbers of the numerous trailerites in outdoor show business, attended the showing. Of special interest to them was the announcement by Harold D. Platt, TCMA president, that a new set of

Lewis, Associates Build in Norfolk

NORFOLK, Nov. 15.—Charles Lewis, former general manager of the Art Lewis Shows, and associates late this week announced that final details concerning the construction of two apartment buildings at 34th Street and Atlantic Avenue, Virginia Beach, have been worked out and actual construction is to begin in about 10 days. Lewis, who, with his brother, Art, was a former partner in the operation of Seaside Park at Virginia Beach, and for the past five years general manager of concessions at Ocean View Park, did not disclose the estimated cost of the two buildings. It was learned, however, that each will be of three stories and will contain a total of 45 apartments.

Seek Steel Pier Assessment Cut

ATLANTIC CITY, Nov. 15.—George A. Hamid, owner-operator, and Richard Endicott, manager of the Steel Pier, appealed Thursday (6) to the Atlantic County Board of Assessors for a reduction in the

GOLDEN JUBILEE CELEBRATION
PORT ARTHUR, TEXAS
SEPTEMBER 25-OCTOBER 4
10 Days of Celebration That Have Been Planned for 5 Years
BOOKING
Rides, Concessions, Shows that don't conflict. Fireworks, Free Acts. Rodeo—must have all equipment. Funhouse—have good location. All season. Open in April. Contact
T. J. GILLESPIE
Sherman Hotel, December 1 to 4; then Pleasure Pier; Port Arthur, Tex., where celebration will be held.

SILVER FLEET SHOWS
Showmen with own outfits. Rides that don't conflict. Concessions—All kinds open; sell ex. Mitt Camps. Want Man and Wife to take over Cook House on Wheels; living quarters in rear. Address:
CHARLEY SUTTON, Mgr.
Prescott, Ark., this week; Legion Homecoming, Arkadelphia, Ark., follows.

Mechanical Race Horses
8 Mechanical Race Horses, hand carved, English bridle and saddle, mounted on steel carriage, runs on narrow gauge track, electric motor suitable for steep chase in Amusement Parks. Good Money maker. BARGAIN.
M. SCHNEIDER
1925 N. Paulina St. ARMITAGE 9766
Chicago 22, Illinois

DYER'S GREATER SHOWS
Best on earth, on bicycles, and CLEAN AS A WHISTLE.
Want for 1948—Sit Down Cook House, Long Range Lead Gallery, Fun House, any clean Shows with own equipment, Silo Drome. Have Athletic Show complete, will furnish to sober, reliable operator on 30-70 basis. Open early in April. W. Helena, Ark. Address: **BOX 128-W 8**. Plenty room, lights, water, material for building at Phillips County Fair Grounds, W. Helena, Ark. "The woodchuck has chucked."

PROMOTER WANTED
For fund raising campaign, national organization. One experienced in handling big promotions. Must furnish Class "A" reference.
FRANK TRACY
916 Walnut St. Bldg. Kansas City, Mo.

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

standards for trailer parks has been adopted by the association. To obtain a certificate of approval from the association, parks must furnish at least 1,000 square feet of ground for each trailer; adequate sewage and drainage disposal; ample water and electricity; clean, modern laundry facilities; showers and well landscaped grounds.
Show committee consisted of Wilbur J. Schult, chairman; H. L. Bartholomew, W. B. MacDonald Jr., Norman C. Wolfe, George Miles, Donald Zimmer, Carl Schroeder, L. L. White and Edward L. Wilson. Management was under the direction of the Reber-Friel Company.

Many Exhibitors

The following manufacturers had trailers on display: Adams Coach Co., American Coach Co., Chicago Streamlite Corp., Columbia Trailer Co., Continental Trailer Co.; Drexler Coach, Inc.; Duo Coach Corp., Forbes Belknap, Elcar Coach Corp., Glider Trailer Co., Hoosier Rambler Co., Howard Industries, Indian Trailer Corp., Ironwood Trailer Coaches, Kit Manufacturing Co., La Salle Coach Co., Liberty Coach Co., Lighthouse Trailer Co., Luxor-Leffingwell Coach Co.

Also Macomb Trailer Coach Co., Main-Line Trailer Coach Co., Napanee Trailer Co., National Trailer Corp., Palace Corp., Pan American Trailer Coach Co., Platt Trailer Co., Prairie Schooner Trailer Co., Raymond Products, Roycraft Coach Co., Schult Corp., Sportsman Industries, The Stewart Coach Co., Travelite Trailer Co., Trotwood Trailer, Uni-

versal Trailers, Vagabond Coach Manufacturing Co.; Whiteley Manufacturing Co., Inc., and Zimmer Boat & Trailer Co.

In addition, 66 suppliers to the industry exhibited.
new assessment of \$347,600 on pier property. No decision was rendered pending the receipt of additional information requested by the board. Assessment values the building at \$168,000, the land at \$128,800 and the personal property at \$50,000. Hamid and Endicott claimed that erosion had resulted in the loss of considerable land and increased maintenance costs.

ATTENTION SHOWMEN
We have a complete and MODERN up-to-the-minute line of BEAUTIFUL, MULTI-COLORED LETTERHEADS, ENVELOPES, PRESS BOOKS, PASSES, CONTRACTS, ETC. Also WE OFFER YOU SPECIAL DESIGNED PAPER AND STATIONERY IN AN ARRAY OF COLOR.
Send YOUR IDEAS AND COPY FOR FREE ARTIST'S SKETCHES AND QUOTATIONS
"A Service Special for the Showman"
CENTURY Advertising Service
602 Leonhardt Bldg., Oklahoma City

FOR SALE FOR SALE
SUPER ROLLOPLANE
Perfect condition. All new sprockets and chains. New motor and one new tub. With or without transportation.
J. L. KEEF
523 3d Ave., No., Nashville, Tenn.

MAKE \$100.00 A DAY ON CANDY FLOSS
This is the SUPER WIZARD you hear so much about and see so many places. The most profitable and fastest money maker of all times. Be your own boss—send us your order NOW.
ELECTRIC CANDY FLOSS MACHINE CO.
202 Twelfth Ave., So. Nashville 4, Tenn.

FOR SALE
One 10x10 Grab, complete, has good blue top and frame, \$200; One Photo Gallery, complete with top and frame, \$150; one new 12-ft. Ball Hood, complete with 24 cats, \$100; one covered Pick-Up Trailer, good tires, \$100; two rolls new #4 stranded wire, \$75; 200 Amp SwitchBox and Fuses, \$25; one Penny Pitch Frame, Fly and Board, \$35; one 1936 Reo Truck, just overhauled and good tires, has a good 12-ft. van body, \$600; one Chicago House Trailer, has new tires, bottled gas and electric brakes, \$1,000. I am not broke but won't need this stuff next year.
HOWARD SNYDER
Eminence, Ky.

FOR SALE
NINE CAR TILT-A-WHIRL
In first-class condition. Track cut same as 7 Car. Will sell cheap or trade on Rollo, Fun House, or what have you? Also Leaping Lena, in first-class condition; will sell cheap.
J. VOMBERG
Red Granite, Wis.

WANTED
All around Repairman for Rides in winter quarters, starting second week in January. Also Ride Foremen for all Rides.
MOUND CITY SHOWS
1417 GRATTAN ST. ST. LOUIS 4, MO.

SILVER STATES SHOWS NO. 2
WANT . . . WANT
Have complete frame-up for Side Show, need manager with acts and inside. Will make excellent offer for one or two Flat Rides for balance of winter season and season of 1948. Can use the following Hanky Panks: Pitch-Till-U-Win, String, Bowling Alley, Add-'Em-Up Dart, Glass Pitch, Hoop-La, Milk Bottles (NO PERCENTAGE). Out fifty-two weeks every year. Wire or write **SILVER STATES SHOWS**, Rayville, La., this week; Jonesboro, Nov. 24-29; Opelousas, Dec. 1-9.

HILDEBRAN GREATER SHOWS
Want Concessions of all kinds: Diggers, Grind Stores, Hanky Panks. Want Shows with own equipment and transportation except Girl, Geek and Minstrel. Want Performers and Musicians for Minstrel, Piano, Drums, etc. Want Sound Truck with Concessions. Will book or lease No. 5 Wheel with transportation. Want Octopus or any Flat Ride with transportation. No Kid Rides. Want Agent who knows Florida and South Georgia.
HILDEBRAN GREATER SHOWS, Lexington, S. C.

California Funspots Attract 18,821,976

SACRAMENTO, Nov. 15.—State beaches and parks in California lured a total of 18,821,976 visitors to these recreational centers during the first nine months of this year, according to figures released by the State division of beaches and parks. A report on the first three-quarters of 1947 shows a total of 15,388,284 visitors to beaches alone.

Will Rogers Beach, near Los Angeles, topped the list with 6,349,590 attending. Santa Monica was next with 5,584,165 recreation seekers.

Most popular park was big Basin State Park with 575,035 visitors.

Among the historical monuments, the Donner monument, in memory of the ill-fated Donner party, has had the most viewers, 89,835. The next big attraction was the custom house in Monterey.

Altogether, more people have gone to State parks, monuments and beaches this year than ever before in the history of the State. With still three months to go to the end of the year, 574,353 more vacationers have gone to State parks and beaches than during all of 1946.

\$4,000,000 Park For Brighton, Eng.

LONDON, Nov. 15.—A group of outdoor showmen of Brighton, one of England's leading shore resorts, have placed before the town council's entertainment committee a proposition for creating a \$4,000,000 amusement resort along a one-mile strip of the Brighton shore line and extending 500 yards to sea.

Backing the project are Ken Moorhouse and C. Bernard Taylor, operators of Brighton's Aquarium. More than \$4,000 has been spent on preliminary investigations by marine, harbor and tidal engineers. Material for construction could be obtained from the masses of concrete and steel along the invasion front of the Normandy coast of France, and two years would be required to complete building of the resort.



NEW PRESIDENT AND VICE-PRESIDENT OF WESTERN FAIRS ASSOCIATION were named at the 25th annual meeting in San Francisco. President C. B. (Jack) Afflerbaugh, president-manager of the Los Angeles County Fair, Pomona, seated second from left, is new association chief to succeed E. G. Vollman, manager of San Joaquin County Fair, who headed the group for 18 years. Seated, left to right: Rose E. Links, who was again named secretary-treasurer of the association; Afflerbaugh; Vice-President Dr. J. N. D. Hindley, manager of Humboldt County Fair, Ferndale, who took over post when J. H. Chambers, of Santa Barbara County Fair, declined renomination; Director Link Peckinpaugh, director of Plumas County Fair, Quincy; Director D. V. Stewart, manager of California Mid-Winter Fair, Imperial. Standing: WFA General Manager Louis S. Merrill; Director John Lagomarsino, president, Ventura County Fair; Director Russell E. Pettit, manager, Santa Clara County Fair, and Director Tom A. Dodge, manager, Fresno District Fair.

Carnival Routes

Send to
2160 Patterson St., Cincinnati 22, O.

(Routes are for current week when no dates are given. In some instances possibly mailing points are listed.)

American Eagle: Anguilla, Miss.
Bell & Vinson: Edna, Tex.
B. & H.: Eutawville, S. C.

- Big State Am. Co.: Falfurrias, Tex., 18-24.
- Blue & White: Stephens, Ark.
- Bohn & Sons United: Water Valley, Miss.
- Central Am. Co.: Beaufort, S. C.
- Cotton Belt: Edwards, Miss.
- Crescent Am. Co.: Walterboro, S. C.
- Dixieland: Ellenton, Ga.; Coolidge 24-29.
- Dyer's Greater: Houston, Miss., 17-21; season ends.
- Gentsch, J. A.: Woodville, Miss.
- Greater United: Laredo, Tex.
- Harrison Greater: Charleston, S. C., 17-29.
- Haywood: Richmond, Tex., 17-23.
- Henson, J. L.: Melville, La., 17-23.
- Hildebrand Greater: Lexington, S. C.
- Lottridge, Harry: Lineville, Ala.; season ends.
- Magic Empire: Crystal Springs, Miss.
- Mighty Monarch: Miami, Fla.; Opa Locka 24-29.
- Majestic Greater: Lake City, Fla.
- McKee, John: Glen Allan, Miss.
- Midwestern Expo.: (Fair) New Iberia, La.
- Mighty Van Dyke: Fort Myers, Fla., 22-31.
- Palmetto Expo.: Pelion, S. C.; Springfield 24-29.
- Peach State: Rhine, Ga.
- Peppers All-State: Florence, S. C.
- P. & P. Am. Co.: Valley Mills, Tex.
- Rafferty: Shallotte, N. C.
- Royal Amusement: Collins, Ga.; Cobbtown 24-29.
- Royal Crown: Largo, Fla.
- Shipley's Am.: Converse, La.
- Silver Fleet: Prescott, Ark.; Arkadelphia 24-29.
- Silver States: Rayville, La.; Jonesboro 24-29.
- Smith Am. Co.: Hearne, Tex.
- Southern States: Alachua, Fla.
- Sunshine: Tampa, Fla., 24-Dec. 6.
- Tassel, Barney: Winter Park, Fla.; Kissimmee 24-29.
- Tidwell, T. J.: (Fair) Big Spring, Tex.
- Tri-State: Lockport, La.
- United Expo.: Wharton, Tex.
- Victory Expo.: Harlingen, Tex., 24-30.
- Ward, John R.: Galveston, Tex.
- Wonder City: Hattiesburg, Miss.; Mobile, Ala., 24-Dec. 7.

Circus Routes

Send to
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- Clyde Bros.: Topeka, Kan., 17-20.
- Davenport, Orrin: Wichita, Kan., 30-Dec. 6.
- Davis, Ayres & Kathryn: Chilton, Wis., 20.
- Hamid-Morton: Atlanta, Ga., 17-20.
- King Bros.: Brewton, Ala., 18; Crestview, Fla., 19; Andalusia, Ala., 20; Enterprise 21; Dothan 22; Panama City, Fla., 24.
- Maynard, Tex.: Kittanning, Pa., 17-20; Barnesboro 21-22.
- Polack Bros. (Eastern): (Armory) Poughkeepsie, N. Y., 27-29.
- Polack Bros. (Western) (Armory) Peoria, Ill., 21-27; (Armory) Davenport, Ia., 29-Dec. 5.
- Ringling Bros. and Barnum & Bailey: Miami, Fla., 17-19; St. Petersburg 21; Tampa 22; Sarasota 23; season ends.

Dedicate \$6,000,000 Miami County Park

MIAMI, Nov. 15.—Crowd of about 6,000 attended the dedication of Dade County's new \$6,000,000 recreation center, Crandon Park, here Sunday (9). Gov. Millard F. Caldwell, of Florida, and Gov. L. Strom Thurmond, of South Carolina, were among the notables present.

Charles H. Crandon, chairman of the county commission after whom the park was named, said that it may require as much as 25 years for all plans to materialize. The park contains 1,000 acres and two miles of beach front.

The three-day dedicatory program ended Tuesday (11) with a beauty contest, a street parade and fireworks display.

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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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Misc. Routes

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- Bradley & Benson Hillbilly Jamboree: Coopers-town, N. D., 24; Carrington 25; Grand Forks 26.
- Henie, Sonja, Hollywood Ice Revue (Coliseum) Indianapolis, Ind., 17-29.
- Holiday on Ice (Sports Arena) Toledo, O., 17-23; (Coliseum) Des Moines, Ia., 25-Dec. 2.
- Ice Follies of 1948 (Madison Square Garden) New York 18-30.
- Miller's, Irvin C., Brown-Skin Models (Bradford) Bradford, Pa., 19; (Rex) Curry 20; (Savoy) Dyersburg, Tenn., 22; (Palace) Memphis 23-29.
- Plunkett's Stage Show: Snyder, Tex., 17-19; Merkel 20-22.
- Sadler, Harley, Tent Show: San Angelo, Tex., 17-22.
- Skating Vanities (Auditorium) New Orleans, La., 18-23; (Coliseum) Houston, Tex., 25-30.

J. R. NORTH BACK AT R-B HELM

Haleys Dispose Of Stock, Quit

Robert Ringling chairman of board — Concello succeeds Smith as gen. mgr.

SARASOTA, Fla., Nov. 17.—The Greatest Show on Earth was under direction of a new executive ringmaster Saturday night when John Ringling North assumed the presidency of the Ringling circus in a major shift of control.

North took over the presidency of the circus when James A. Haley and his wife entered into an agreement to dispose of their stock to John North and his cousin, Robert Ringling.

At the same time Haley resigned as head of the Big Show and his wife quit as secretary.

North Controls 51%

Under the new stock alignment North controls 51 per cent of the circus stock, while Robert Ringling and his mother, Mrs. Edith Ringling, vote 49 per cent of the stock.

North stated that this was the first time in the history of the show that any one individual owned 51 per cent of the stock. The new president, who headed the show several years ago and recently served as executive vice-president, announced that Robert Ringling was named chairman of the board, and Henry Ringling North, John's brother, was named as a vice-president and assistant to the president.

Leonard Bisco, New York attorney, was elected secretary, and George D. Woods, executive vice-president of the First Boston Corporation, an Eastern banking firm, was named treasurer of the organization, replacing J. R. Griffin, of Sarasota, who remained as auditor.

William P. Dunn, vice-president of the Manufacturers' Trust, New York bank, replaced Cyril Coleman on the board of directors.

Coleman resigned as director to assume his duties as recently elected mayor of Hartford, Conn.

Haley told reporters when he left the winter quarters office of the circus, where the meeting was held: "We've entered into an agreement to sell our stock. I resigned, and I'm happy for the first time in a long while."

Sale price of the Haley stock was not disclosed at the press meeting following the board conference.

Concello General Manager

North announced that Arthur Concello was the new general manager of the big show replacing George Smith. The new circus head also said that further top administrative changes would be forthcoming in the near future.

Saturday's action by the board is the fourth change in the top circus job this year.

Haley was president of the show in the spring but was displaced for a short time by Robert Ringling. Haley then resumed the position. In this fourth shift, North dislodged Haley.

North, after the meeting, told reporters that he was leaving for Eu-



RALPH W. MARTIN, center, chief rabban of the Boumi Temple, Baltimore, awards the contract for the 1948 Boumi Temple Circus to James M. Rison, right, promotional director of the 1947 Polack Bros.' Circus as Paul E. Tignor, left, circus chairman for Boumi Temple, looks on.

Bad Weather Breaks For N. E. Fla. Fair

JACKSONVILLE, Fla., Nov. 15.—Northeast Florida State Fair, which opened Monday (10), did not get much of a break from the weatherman, altho a cold wave forecast for midweek by-passed the city and the thermometer started climbing after a season's low of 47 degrees Sunday (9). Toughest break of the week was a deluge Tuesday which almost broke the city's record for rainfall.

James E. Strates Shows are the main attraction. Strates has augmented his regular line-up by bringing in Stepin Fetchit to head Jerry Jackson's Hep Cat Show and is also presenting daily programs of circus acts headed by the Three Franks, aerialists.

Fair faces stiff competition the last two days of its run. The Ringling circus, playing on a near-by lot yesterday and today, is going all out to let the folks know it's in town. In addition, the greyhound racing season gets under way tonight at the Orange Park Kennel Club Track and a top-notch AAA-sanctioned auto race, with Joie Chitwood, Ted Horn and other ace big-car pilots in the line-up, is being held at Jacksonville Speedway tomorrow afternoon, closing day of the fair.

rope in two weeks in a search for 1948 big tent talent.

The circus makes its last 1947 stand of the season here at Sarasota November 23, after which it goes into winter quarters.

Dan Gordon Judge and John F. Reddy Jr., New York attorneys, handled the negotiations for Mrs. Edith Ringling and Robert Ringling.

Prior to the Saturday meeting the set-up on stock control was as follows: The Haleys, 31½ per cent, and Robert Ringling and his mother, 31½ per cent.

Haley was vice-president and director of the circus at the time of the disastrous fire in Hartford, Conn., July 6, 1944. He was one of the three officials sentenced to serve prison terms on manslaughter charges growing out of the fire.

It's No Bull

MACON, Ga., Nov. 15.—Wednesday (19) dyed-in-the-wool Democrats of this town will probably stare in amazement when they see Mayor-Elect Lew B. Wilson ride into City Hall astride an elephant while retiring Mayor Charles L. Bowden rides out of the office atop a second pachyderm. Not the overthrow of the Solid South, but just an idea of the p.a. of the Macon Shrine Circus, which opens at the Auditorium here Thursday (20).

Pensacola Mardi Gras Revival Is Planned

PENSACOLA, Fla., Nov. 15.—A movement is under way in Pensacola to revive Mardi Gras festivities. The Pensacola Mardi Gras, modeled after the New Orleans carnival, only on a smaller scale, was suspended at the outbreak of the war.

Representatives of interested groups, led by several war veterans' organizations, met this week to discuss the proposed revival.

Adler on Miami Air Show

MIAMI, Nov. 15.—Felix Adler, feature clown of the Ringling circus, arrived here by plane this morning from Jacksonville, Fla., where the big show is playing, to appear as guest star of the morning Quizdown broadcast at Station WQAM.

Storin To Attend Hub Confab

AGAWAM, Mass., Nov. 15.—Harry Storin, public relations chief at Riverside Park here, will represent the New England Association of Amusement Parks and Beaches at the 23d annual New England Council Conference in the Hotel Statler, Boston, November 20-21.

Mills Scores at Orange, Tex.

ORANGE, Tex., Nov. 15.—Mills Bros. registered two full houses here Friday (7).

Rocky Pt. Park Revamped; Boat Trips Planned

WARWICK, R. I., Nov. 15.—Warwick's former shore resort, Rocky Point Park, is in the hands of contractors, who are leveling the grounds and starting a modernization program which will revamp the old amusement park into an up-to-date seashore fun spot. New owner of the park is Rocky Point Park, Inc., of which Frederick Hilton is president and Joseph Trillo, treasurer.

Rocky Point Park occupies a site of 78 acres and has a one-mile stretch of beach. In addition to swim pool, dance hall, roller-skating rink, miniature golf course and cafe, the park has several large rides and will install additional amusement devices as soon as delivery can be had.

Operators of Rocky Point Park have secured a large excursion steamer, with a capacity of 500, which will make daily round trips, during the summer, between Rocky Point, Newport, Providence and Fall River. These cities are all heavily populated centers and, with eight round trips per day scheduled for the summer, the park should attract heavy patronage.

Mills Map Plans For Expansion in '48

CIRCLEVILLE, O., Nov. 15.—Mills Bros.' Circus arrived at quarters on the fairgrounds here this week from Orange, Tex., doing the run in four days. Jack and Jake Mills, already planning for next year, say that the entire seating arrangement will be rebuilt and grandstand chairs and numbered reserves added. The menagerie will be enlarged, the Mills brothers report, and about 25 horses will be added to be trained by Bert Wallace and two assistants. It is also planned to add several elephants.

Several new trucks will be bought and the sleeping quarters and dining department will be enlarged. New wardrobe and costumes will again be purchased on the West Coast, according to the Mills boys.

Among those in quarters here are Superintendent Charles Brady and wife; Bert Pettis, elephant man and his family; Harry Mills, concessionaire, and wife; Sammy, Jake and Jack Mills and their wives; Hard Times, electrician, and Ted Edlin, agent.

Poses as Ride Owner, Draws Jail Sentence

MACON, Ga., Nov. 15.—Robert H. Bengé was sentenced here Friday (14) to serve two years in the federal prison for using the mails to defraud.

Federal officials said Bengé, posing as a ride owner, advertised rides for sale or lease, accepted a down payment and then disappeared. According to officials, he worked the scheme in the Macon vicinity and in many States. They said more than a half-dozen well-known carnival operators were listed among his victims.

When brought before Judge T. Hoyt Davis here, Bengé pleaded guilty and sentence was imposed immediately. Bengé, it was understood, was picked up by postal inspectors in Indiana after a nationwide search.

Post-War Problems To Top Agenda at NAAPPB Chi Meet

(Continued from page 50) and Marvin Staton, Springlake Amusement Park, Oklahoma City.

Urges Attendance
These forum discussions, Dazey has explained, should prove highly interesting and he urges members to attend the sessions with the idea of taking an active part in the discussions. The faculty on the various subjects was chosen just to get the discussions started and not to dominate the session. The idea of having the open forums is so every member will feel he himself is on the program and in that way each forum will be a lively and informative affair.

"Cash Control" is the title of Forum No. 2, also set Wednesday. On the faculty for this one will be N. S. Alexander, chairman, Woodside Park, Philadelphia; William Muir, Rose-land Park, Canandaigua, N. Y., and George B. Currier, Playland, Rye, N. Y.

Conklin in Charge
Midway design, always an interesting subject when park owners get together, is another subject scheduled for Forum No. 3. Title of the forum is "Ideas in Midway Design," and chairman of the faculty will be J. W. (Patty) Conklin, Brantford, Ont. Serving with him will be Louis W. Jerkins Jr., Santa Cruz Seaside Company, Santa Cruz, Calif. Feature of the forum on midway design will be the showing of a pictorial of the midway at the Canadian National Exhibition, with comments by Conklin.

The problems of medium and suburban park operation will be taken care of in Forum No. 4, entitled, "We're Not the Largest But Growing." Members of the faculty will be Robert A. Reichardt, chairman, Riverview Park, Des Moines; Harold K. Barr, Washington Park, Michigan City, Ind.; Robert E. Freed, Utah Amusement Corporation, Salt Lake City; H. J. Mallow, Camden Park, Huntington, W. Va., and F. W. Searle, Suburban Park, Manlius, N. Y.

The forums will be continued Thursday, December 4, with three on the program. First on Thursday's program is the forum on "Admission Prices for 1948," which should prove highly interesting to all owners and operators of amusement parks. For this discussion, Dazey has named Robert L. Ferguson, chairman, Capital Beach, Lincoln, Neb.; John L. Coleman, Riverside Park, Indianapolis, and George M. H. Harton, West View Park, Pittsburgh, as members of the faculty.

Should Be Interesting
"This forum on admission prices should create plenty of discussion and prove highly interesting," Huedepohl said. "Members attending this forum will get an idea of what other parks thruout the country intend to do about admissions and will have a chance to compare their prices with those charged by other parks of a similar size."

New promotions, always of interest to park owners, will be up for discussion at Thursday's session. This spot on the program will give parkmen an opportunity to exchange ideas on promotions and should prove one of the highlights of the confab. On the faculty will be A. M. Brown, chairman, Buckeye Lake Park, Buckeye Lake, O.; Edward J. Carroll, Riverside Park, Agawam, Mass.; Jack Gurtler, Elitch Gardens, Denver, and Don Dazey.

The final forum set Thursday has to do with public relations. R. J. Spangler, Rolling Green Park, Sunbury Park, Sunbury, Pa., is chairman for this discussion, assisted by Robert Guenther, Olympic Park, Irvington, N. J.

Four Speeches Set
Only four speeches are scheduled thruout the three-day session. The first will be opening day, Tuesday, December 2, and will be delivered by E. Duncan MacKenzie, assistant superintendent engineering department, American Associated Insurance Companies. Subject of his talk will be "Human Element vs. Mechanical Failure in Relation to Accident Prevention on Amusement Devices."

William de L'horbe, sales manager for the National Amusement Device Company, Dayton, O., is scheduled for an appearance Wednesday, December 3. Title of his talk will be "Observations Within Our Ranks." Mel Sharpe, Washington, will open Thursday's sessions with a talk on admission taxes, which, Huedepohl said, will tie in nicely with the open forum to follow on admission prices. The other talk scheduled Thursday will be given by R. C. Skillman, president of the International Recreation Association and director of public relations for the Champion Paper and Fibre Company, Hamilton, O.

To Distribute Booklet
In connection with Skillman, Huedepohl brought out that this year the NAAPPB, in collaboration with the IRA, will present to those attending the convention a new publication, *How to Promote Industrial Picnics*. This publication, according to Huedepohl, will be given free to all amusement park owners and operators who are interested in increasing their industrial picnic business. Skillman, Huedepohl said, will mention the publication during his talk and as soon as he finishes, those attending that conference will be able to secure a copy free of charge. "Too, those wanting more than one copy will be able to place their order at that time for as many as they might want and the publication will be sold to them at cost. The cost of distributing these booklets is being shared by the NAAPPB and IRA," Huedepohl said.

Biggest Crowd
Reservations for the convention are still coming in, according to the NAAPPB secretary, and he says this will be the largest park gathering in history. "Our attendance has been growing every year," he said, "and that is proven by the fact that our membership is up over 100 per cent since 1941." Regarding hotel reservations for the convention, Huedepohl said everything is being done so that there will be no slip-ups in that department. "If those planning to attend the convention have made their reservations with us and if they arrive on the day they said they would," Huedepohl remarked.

YOU'LL HAVE FUN

(Continued from page 50) have more entertainment all around, especially in the Penthouse," Huedepohl said, "and from the looks of things the committee is going along with him on that. As usual, the Midnite Sons will be on tap in the Penthouse, but there will be other entertainment. The complete program isn't set so I'm unable to re-lease the names of the various acts, but we'll have that settled shortly," Huedepohl said.

As previously announced, the banquet will be held this year in the Grand Ballroom of the Sherman Hotel and Huedepohl says reservations are being taken on a first come, first serve basis and that the earlier a reservation was received the better the table would be.

Under the Marquee

(Continued from page 49) cus, opens with Jack Hoxie in Fort Smith, Ark., but will be back with the circus next year.

Colored man (trying to crash a marquee)
—"I usta trabel wid a circus, but broke off wid 'em."

Bob Stevens, Bailey Bros. Circus, reports that he has signed Smiley (Frog) Burnett, Gene Autrey's pal in Columbia pictures, for the 1948 season. He will open with the show in California.

Before the Chariot & Tableau Circus hires a man who claims he's an old-timer, they first count the stake-scars on his shins to prove the point.

Tommy Whiteside, who recently closed the season with Mills Bros., clowning in the air show at Beaumont, Tex., November 14-15 with Archie Silverlake. They will open December 4 with Doc Johnson.

Doc Waddell reports that he held remembrance services for Jacob F. Kah, 90, who died in Portsmouth, O., recently. Kah's son, George, at one time had the band on the Walter L. Main Circus.

Marcks' miniature circus will be on exhibit at a Veterans of Foreign Wars show to be held in Mission Beach Ballroom, San Diego, Calif., November 29-December 7, reports Donald Marcks, El Cerrito, Calif.

We like the guy who tells us the number of shows he trouped with and the number of years he spent on each, because when we figure up he's 150.

Earl Sutton is wintering his horses at Austin Smith's barn, Osceola, Ia. Smith is training two stallions, one for Earl Strauss, rodeo trick rider, and a white Appaloosa stallion for Pinkey Barnes.

J. C. Carson, who is getting ready to spring a magic and novelty show for the winter season, to be known as Carson's Variety Show, reports meeting up with Bob Couls, of Patterson Bros.' Circus, in South Bend, Ind.

Chief White Eagle and his Cherokee Indians, of Mills Bros.' Circus, adopted Theodore Leontsinb, manager of the St. Louis Hotel Terminal, into the tribe as one of the features of Mills's closing performance at Orange, Tex. The St. Louisian was dubbed Chief Friend of the Trouper.

Yesteryear press agent's closing story: "At 11 p.m., November 11, we heard the squeaking of pulleys as they lowered the big top for the last time this season."

Noble Hamiter, Dallas animal trainer, had two lions escape from their cages recently. Hamiter and his wife, Betty, succeeded in capturing one but the other was shot after it had attacked a Dallas resident who confronted the excited and enraged animal with a short stick.

Willis Hales, veteran trouper, is still in the State Hospital, Box 128, Ward X, Waymart, Pa., having been confined there for several years. He would appreciate letters, reading material and a small table model radio from any trouper who has no further use for it.

While playing a downtown lot in Bogalusa, La., James Heron, of the Wild Life and Animal Oddities Show bearing his name, entertained Johnnie Howard, who had his reptile exhibit in a near-by town, and Joe Lewis, owner of Cheeta, ape. Joe reported

KING BROS.
(Continued from page 49) Salamanaca, N. Y., their home, to attend the funeral.
Joe Sullivan, banner man, has been ill the past week, but is now back on the job. Harold J. Rumbaugh and wife, Dorothy, have returned from a visit to Jackson, Miss. A new cook-house and menagerie tops have been added. The menagerie top is an 80 and keeps the butchers plenty busy. James M. Beach, general agent, is headquartering at Macon, Ga.

Arnold Maley, treasurer of the Sparks Circus for the past two years, was a visitor at Forest, Miss. Alex Brock also visited en route from the closing of the Mills Bros.' Circus to his home at Huntington, W. Va. Alex says he will again be a member of the trailer colony at Tampa this winter.
W. F. Duggan has closed his animal show and is wintering at the Walthal Hotel, Jackson, Miss. He visited the show along with I. E. Bennett, superintendent of the Livingston Park Zoo, Jackson, Miss. C. W. Cosgrove, boss electrician, has returned from a visit to Hot Springs, Ark.—FLO McINTOSH.

BAILEY BROS.
(Continued from page 49)
Al Dean, York, S. C.; C. C. Smith, Jackson, Miss.; Harry Swank, Miami; Mr. and Mrs. Red White, Sarasota, Fla.; Guy Smuck, Cincinnati; George L. Myers, York, Pa.; P. W. Huddleson, York, S. C.; Mickey Bryant, Tampa; Robert Broome, Anderson, S. C.; George and Doty Surtees, Compton, Calif.; Pete Saudawski, York, S. C.; L. J. Bolts, Georgia; Ernie White, Chattanooga; Jellyroll Rogers, Rome, Ga.; Jimmy Latham, Norfolk, Va.; Jimmy Davis, Hobars, Ariz.; Joe Potter, Havana, Fla.; Nancy Robertson, Arcade, La.; Jack Haines, Kansas City, Mo.; Buck Leahy, St. Louis; the Cardenas brothers, Mexico City; Jerry Pressley, York, S. C.; Francho Pierce, Salamanaca, N. Y.; Ellis (Skinny) Goe, Lexington, Ky.; Otis Jones, Corbin, Ky.; Cecil Jones, Corbin, Ky.; Lew Meyers, New Orleans; Bob Immomen, Norwalk, Mass.; Rusty Bader, Springfield, O.; James Milliken, Los Angeles.—GEORGE L. MYERS.

a one-day stand on the streets in Bogalusa as big.

Then there is the old stake-and-chain wagon narration about a heavily shod baggage horse being electrocuted by stepping on an open switchbox—even tho it happened before the days of electric lights on circuses.

Pinkey and Mabel Barnes, who recently finished their fair season for J. C. Michaels, will be at the Palace Theater, Rockford, Ill., November 21-23. Later they will be with the International Harvester Corporation working the Sioux Falls, S. D., branch. They will go south for the winter.

Frank (Panek) Panisko, clown, reports from Butte, Mont., that the old circus lot in Butte is no more. "More than 200 homes are being built on this 40-acre lot," Panisko wrote. Panisko also reported that he recently assisted Butte high school's band in staging "A Day at the Circus." Bud King assisted Panisko in the clown numbers.

George Perkins and clowns recently played a Parent-Teachers date at San Gabriel, Calif., booked by Jimmie Woods, who also furnished the top, and are slated for Riverside (Calif.) Fair the week of November 17. Look magazine photographers were on hand for the San Gabriel show. Line-up includes George's Comedy Ford with Bob Hartley, Freddy Cook, Carl (Carlos) Waddell and George Perkins.

800 Turn Out For AOW Races At Hackensack

ELIZABETH, N. J., Nov. 15.—William Schmitz's America-On-Wheels rinks continue to pile up attendance marks with racing as the attraction, the latest series of events held November 8 at Hackensack (N. J.) Arena drawing more than 800 spectators to represent an increase of 38 per cent over the corresponding event held there last year, reported Jack Edwards, AOW director of speed.

Hackensack continues to hold the lead in the seasonal standing among AOW rinks with 90 points. Mount Vernon (N. Y.) Arena follows with 70; Twin City, Elizabeth, 45; Passaic (N. J.) Arena, 20; Perth Amboy (N. J.) Arena, 10; Boulevard, Bayonne, N. J., 5, and Capitol Arena, Trenton, N. J., 0. The next inter-rink race program will be held November 22 at Perth Amboy.

Results: Half-mile novice (no points), Tom Carroll and Paul Perillo, Mount Vernon (1:51); half-mile novice (no points), Bob Hursch, Hackensack (1:49), and Otto Bengo, Perth Amboy, and half-mile novice (no points), Tom DiTale, Perth Amboy (1:54), and Frank Fasnelli, Mount Vernon. Half-mile men's open, Ray Plump, Hackensack (1:44.5); Stan Bayck, Passaic, and Harold Hand, Mount Vernon. Quarter-mile ladies' open, Marion Eckwerth, Mount Vernon (:59); Terry Pobut and Betty Kinzel, Capitol. Half-mile men's open, Joe Horvath (1:44.5) and Larry Bissinger, Mount Vernon, and Herb Plump, Hackensack. Quarter-mile boys' open, Edward Horan, Twin City (:56.5), and Al Eckwerth, Mount Vernon. Half-mile men's open, Joe Lewis, Hackensack (1:47); John Gregory, Mount Vernon, and Alfred Dahl, Twin City. Quarter-mile ladies' open, Dorothy Laboucky, Perth Amboy (57.7); Marge McCoppin and Jane Vierling, Mount Vernon. Quarter-mile ladies' open, Jane Conroy, Hackensack (:59.5); Jerry Abbatello, Mount Vernon, and Doris Harrington, Twin City. Half-mile men's open, Marvin Schwartz, Passaic (1:45); Harold Heim and Bob Claus, Hackensack. Quarter-mile boys' open, Harold Terry (:59), and Billy Butler, Hackensack, and Edward MacIntyre, Twin City. One-mile ladies' open, Jerry Abbatello, Mount Vernon (3:28); Doris Harrington, Twin City, and Marge McCoppin, Mount Vernon. Three-mile men's open, Harold Heim (10:35), Herb Plump and Joe Lewis, Hackensack.

Cleveland Gets RSROA Meet

DETROIT, Nov. 15.—Members of the Board of Control, Roller Skating Rink Operators' Association of the United States, have voted to hold their semi-annual meeting December 9-11 in Hotel Cleveland, Cleveland, it was announced this week by Secretary Fred A. Martin.

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3 More Rollerries Join RSROA Ranks

DETROIT, Nov. 15.—Three additional rinks have joined the ranks of the Roller Skating Rink Operators' Association of the United States, it was announced this week from the association's national offices here by Fred A. Martin, secretary.

The new members are Jesse H. and Louella M. Bell, Edgewater Park Roller Rink, Detroit; Peter and Trinnie Berg, Roller Bowl, Tacoma, Wash., and Freda LaSalle, Lawndale (Calif.) Roller Rink.

Martin also announced that membership applications have been received from George H. Williams, Idaho operator, and Harris Scheuner, of Tennessee.

Rawson System Goes to School At Det. Arcadia

DETROIT, Nov. 15.—Claiming the Rawson system of teaching roller skating to be a sure cure for box-office slumps, Orville Godfrey, manager of Arcadia Roller Rink here and co-operator with Vivian Heard, professional, of the Detroit School for Roller Skating Teachers at Arcadia, announced this week that the rink has become a center for the teaching of the Rawson system.

Miss Heard, a member of the Society of Roller Skating Teachers of America, recently returned to Detroit from the Rawson laboratory at Asbury Park, N. J., where she made an extensive study of the Rawson system, Godfrey reported. "After 10 years of intensive training and study," Godfrey quotes Miss Heard as saying, "I feel for the first time that I am actually roller skating and truthfully enjoying it."

Highly enthusiastic over the system, Godfrey states that with it the rink operator can teach the masses to roller skate, and recommends that every operator become educated to it. The secret of the system, says Godfrey, is the flexible skate. "Educate the instructors," he recommends, "and do the job thoroly. After the masses have been taught by the pro, they will not be afraid. They will skate because it is fun, with the danger eliminated."

Dance-Tone Moves Studio to Revere

MEDFORD, Mass., Nov. 15.—Dance-Tone Record Company announces that its recording equipment has been moved to Revere, Mass., by William V. Watkins, technician, and that a permanent, soundproof recording studio has been opened here.

Firm officials promise release in early December of an innovation in roller skating records—disks featuring Phil Reed at the Hammond organ and Frank Picher, organist at Bal-A-Roue Rollerway, Medford, at the Steinway. A series of eight sides has been waxed by the duo, and the company states that future piano-organ recordings will be determined by market demand. The firm's regular monthly releases will include piano-organ platters.

Dance-Tone recently put on the market three albums of bronze, silver and gold dance test records. It has also released "Good Night," "Happy Birthday" and Christmas and New Year's greeting waxings.

A son was born November 2 to Mr. and Mrs. William Opatrny, operators of Empire Rollerdrome, Brooklyn.

ARSA Gets Foreign Entries For Washington World Meet

NEW YORK, Nov. 15.—Ozzie Nelson, secretary of the United States Amateur Roller Skating Association which is sponsoring the world skating championship in National Arena, Washington, December 5-7, has released a partial list of entries showing that five countries will have representatives in the competitions.

The USARSA has yet to receive lists from eight other countries—France, Spain, Portugal, Argentina, South Africa, Australia, Mexico and Canada—which have indicated that they will be represented in the contests.

To date the list includes: Ladies' singles, Joan Atkinson and Jean Phethean, England; Elvira Collin and F. Vaken, Belgium; Delli Dela, R. Franca and F. Grimaldi, Italy; Violet Gargano, June Henrich and Charlotte Ludwig, United States, and Ursula Wehrli, Switzerland.

Men's singles, D. Castellari, Italy; Fernand Leemans, Belgium; Donald Mounce, Reggie Opie and William Scheurer, United States; Karl Peter, Switzerland, and G. Donald Stirling, England.

Mixed pairs, Jean Phethean and Kenneth Byrne, and Joan Atkinson

and G. Donald Stirling, England; Charlotte Ludwig and Jude Cull, June Henrich and Reggie Opie, and Nancy Reuter and William Reed, United States; Elvira Collin and Fernand Leemans, and C. Gregoire and F. Meeurissen, Belgium, and G. Muller and K. Peter, Switzerland.

Dancing, Jean Phethean and Kenneth Byrne, and Joan Atkinson and G. Donald Stirling, England; Charlotte Perkins and Walter Clancy, B. Killip Gallagher and Fred Ludwig, and Patricia McIlwain and William Weicker, United States, and Joan Atkinson and G. Donald Stirling, England.

West Coasters Buy Rollarena At San Rafael

SAN FRANCISCO, Nov. 15.—A group headed by Ellis Levy, one of the owners of Skateland here, has bought the Rollarena, San Rafael, Calif., and has announced plans to reopen the rink December 5 as a model community center for young people.

Associated with Levy in the deal are Warden Clinton Duffy, of San Quentin Penitentiary, who recently acquired an interest in a peninsula night club; Art Linkletter, of radio; M. N. (Red) Shattuck, manager of Skateland; Robert Crossman, real estate operator, and Harry Ward, of Skateland.

Negotiations for purchase of the property, acquired from the Zander brothers, were begun about a year ago.

About \$25,000 is being spent in remodeling the Arena, which has a 60 by 200-foot floor, according to Levy. Ward, who has been a staff man at Skateland, is the new manager.

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When a Fella Dates a Gal

his outfit has to be sleeky sharp... so, how come can a guy look? Just so smooth as these handsome Hyde-Crafted black silk, streamlined-toe shoe-skates... A honey of a roller outfit that's arch supporting and reinforced to keep its slick, trim look whether you're waiting or living.

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New Design, Reinforcing Brace

The Finest Precision Hard-Maple Wheels

SEE YOUR RINK MANAGER

CHICAGO ROLLER SKATE CO.

King Resumes Work On New Ohio Spot

MORAINI CITY, O., Nov. 15.—Resumption of work has been authorized by the Office of the Housing Expediter, Washington, on a roller rink being built by Ludlow King on Patterson Boulevard near here, King announced recently.

Started soon after the war ended, the work was stopped by the OHE several weeks ago, pending an investigation into the source of materials being used in the construction.

King also announced that he had incorporated a company, King's Roller Arena, Inc., with capitalization of \$90,000. The firm will operate the rink. Incorporators are Herbert M. Eikenbary, Mildred M. Sanders and King.

Long Beach Classes Go Well

LONG BEACH, Calif., Nov. 15.—Officials of Long Beach Skating Palace were gratified October 5 at the turnout of 60 pupils for the rink's first advanced skate dancing class, reports Pro Bruce Heifner. The class is now a regular Sunday morning two-hour feature for which 50 cents is charged. Thursday evening beginners' classes are one-hour sessions for 25 cents, as are Saturday children's classes from 11:45 to 12:45 p.m. The three-hour children's matinee starts 15 minutes later. The Palace recently published its first monthly issue of *Palace Patter*.

Operators Talk It Over

(Editor's Note—This issue inaugurates "Operators Talk it Over," a weekly column that is being offered the trade so that it can swap experiences and opinions on problems affecting the industry. The first question under discussion, "Is a floor manager necessary for successful operation of a roller rink?" is a subject about which every operator has definite ideas. All operators are invited to contribute to this discussion, which will continue for an indefinite period. Your experiences, your ideas, your troubles are of interest to all men in the trade. Mail your contributions to Rinks and Skaters Editor, The Billboard, 2160 Patterson Street, Cincinnati 22, O.)

A Manager's Seeing Eye

It depends upon the size of the rink. In a large rink, in which four or more floor men are being used, a properly selected floor manager can be of great assistance in the operation of the establishment.

Years ago, a floor manager was looked upon as a strong man who was able to protect his floor guards from the patrons. However, things have changed. Today a floor manager is necessary to protect the patrons from the floor guards.

It is unfortunate that many a fine skater, given a uniform, turns into a little Caesar, who believes that he can push the skaters around. A well trained floor manager can be of great help to a rink in seeing to it that the floor guards are there to protect the patrons—not to skate around looking for a pretty girl and trying to throw anyone out of the rink who interferes with his plans.

In too many rinks a floor manager is chosen from the floor guards on the basis of seniority rather than on his qualities and ability. A floor man-

ager should be the seeing-eye of the manager on the skating floor. In fact, he should be able to take over the rink in the absence of the manager.—WILLIAM SCHMITZ, General Manager, America on Wheels, Elizabeth, N. J.

Good Man a Big Asset

I think that a floor manager is as necessary as any other single item in the rink. I don't think that free help should ever be placed in charge of anything, and certainly never on the floor. A floor man should be well dressed, clean cut, courteous but firm, and should know how to talk to the public. He can encourage many new skaters to come again and should be able to skate well enough to instruct.

A good salary is necessary to keep a man of this caliber, but he will make money for the operator.—GILBERT W. SCOTT, Operator, Scott's Rollarena, Lexington, Ky.

Essential in Big Rink

This question is very controversial. Operators of small rinks will immediately answer "no." Operators of large rinks will have different opinions. In my opinion, a floor manager is essential in a rink that employs many people or in one that is operated by a large firm or corporation.

Managers of roller rinks have all they can do if they pay proper attention to operation, announcing, answering of questions, handling of complaints and meeting the public. Personally, I would not employ a manager who insisted on skating and attending the floor, because in doing so, he would be neglecting an important aspect of the rink business—meeting the public. If he does this, he cannot watch the floor and preserve order.

In that case, it is a necessity to have a floor manager who is held directly responsible for maintenance of order and proper skating and has supervision over floor guards and instructors. He supervises their conduct in operating the public sessions, their hours and days of work as well as their appearance. The offending patron is taken to him. If the question of what rule the patron is breaking, how bad the infraction is, and what should be done is too big for him to answer, it should be referred to the manager. In no case, however, should a floor manager make any decisions that are of a permanent nature, such as permanent expulsion.—FRED H. FREEMAN, Operator, Bal-A-Roue Rollerway, Medford, Mass.

Eckerson Reopens Twin Ports Spot To Good Business

DULUTH, Minn., Nov. 15.—Since reopening recently, Duluth Roller-drome has drawn unexpectedly good business, according to E. A. Eckerson, the new operator.

Eckerson, who purchased the old All-Sports Arena Rink here in September and gave it its present name, spent a month in remodeling, re-decorating and installing a plastic floor in the building, located in the center of the city. He reports it is the only rink in the Duluth-Superior area operating on a year-round basis.

Considerable radio and newspaper advertising has stimulated business for Eckerson.

Wichita Icery Reopens With Bang, Drawing 500

WICHITA, Kan., Nov. 15.—The Alaskan, only ice skating rink in the State, opened its doors for the season Tuesday night (11) and the place was jammed.

Manager Enrique Riverson reported close to 500 admissions at 50 cents a head. The house is open six nights a week, closed Sundays. Its season runs until late March.

L & L Gets Distributorship

CHICAGO, Nov. 15.—L & L Products firm announces that it has been appointed distributor of the newly patented Champ skate brake, said to be a revolutionary white rubber toe stop. The Champ is designed to give skaters a quick, safe brake, and is easily attached, according to L & L Products.



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Liberty Precision Action Wheel



Write for particulars on our new Toe Stop for Liberty Skates

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SKATE CASES AT A NEW LOW

★ STEEL CASES—Assorted color combinations. Finest made. \$29.84 Doz. Sample \$2.47.
 ★ ALL ALUMINUM CASE—"The Feather-weight Champion." Light, sturdy, with satin finish. Former OPA ceiling \$6.50. NOW \$36.00 Doz. Sample, \$3.00.
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ALSO OUR LATEST RELEASE OF NATION'S TOP HIT TUNES

BY THAT OUTSTANDING AND MOST POPULAR RINK ORGANIST OF THE NATION

GLENN DAVIS

AT THE HAMMOND VIBRATO ORGAN

HERE ARE OUR LATEST RELEASES

For Additional Records, Send for Our Complete List

Record No.	Name of Composition	Dance	Tempo	Record No.	Name of Composition	Dance	Tempo	
*SR-258-A	On the Avenue	Fox Trot	92	*SR-265-A	You Do	Collegiate	92	
*SR-259-B	An Apple Blossom	Fox Trot	92	*SR-265-B	I Wish I Didn't Love You So	Collegiate	92	
*SR-260-A	Wedding	Fox Trot	92	*SR-266-A	Stout-Hearted Men	March	100	
*SR-260-B	Oh, My Achin' Heart	Fox Trot	92	*SR-266-B	Campus Cadets	March	100	
	Give My Regards to Broadway	Fox Trot	92	*SR-267-A	It's So Nice To Be Nice	All Skate-Fox Trot	100	
*SR-261-A	Near You	Two-Step	92	*SR-267-B	When Nango Does the Yango	All Skate-Fox Trot	100	
*SR-261-B	The Lady From 29 Palms	Two-Step	92	*SR-268-A	The Merry Makers	Polka	100	
*SR-262-A	Civilization	Fox Trot	92	*SR-268-B	Lucky Gypsy	Vagabond	Polka	100
*SR-262-B	Ain't Cha Ever Coming Back	Fox Trot	92	*SR-269-A	The Old Rockin' Chair	Waltz	108	
*SR-263-A	Tango De Roses	Tango	100	*SR-269-B	Take Me Back to the Shack	Waltz	108	
*SR-263-B	Yours	Tango	100	*SR-270-A	South	Fox Trot	92	
*SR-264-A	Wings	Waltz	92	*SR-270-B	Good Old Winter Time	Fox Trot	92	
*SR-264-B	La Mari Posa	Waltz	92					

ASCAP (*) Non-ASCAP (#)

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Rollers Make Strong Comeback At Perth, an Icery Since 1898

PERTH, Ont., Nov. 15.—Reintroduced last April after a lapse of 13 years, roller skating has gone over with a bang at Perth Arena, reports Alan E. James, secretary-treasurer of the rink.

Built in 1898, the Arena has operated continuously during winter months since then as an ice rink, and it was not until 1934 that the management tried summer roller operation. The sport met with fairly good reception for a time, said James, but because no one locally had the experience necessary to make it a steadily paying proposition, it was discontinued.

Ferros Persuasive

Last year, however, Arena officials obtained the professional services of Wilfred (Tex) Ferro and his wife, Pat, and the Ferros were successful in persuading the management to make another stab at roller rink operation. "Due largely to the Ferros's skill and experience," said James, operations were quite successful in April, May and June," and with the exception of a few hot nights in July and August, sessions were held nightly from 7:30 to 10:30. September business showed a slight drop, but this loss was quickly regained in October.

Ferro was born near Perth, but moved to Long Island, New York, when he was a boy. There he learned to roller skate and decided to make the sport his profession. During his stay on Long Island he served as pro at various times for the Mineola, Pavilion Royal, Hillside, Jamaica and Queens rinks. It was during this time that he met his future wife, also an instructor.

Go for Skate Dancing

The Ferros, who will also be on the Arena staff during the winter ice skating season, stress skate dancing, and hold two classes weekly during the spring and fall seasons. Already, said James, many skaters have mastered the Style B waltz, 14-step and Mohawk waltz. Perth skaters have also adopted the custom of visiting

other rinks, their latest trek taking them to Leo Gratton's rink in Hull, Que., September 19 to repay two previous visits by Hull skaters. James also reports that many vacationers from Ohio, Pennsylvania and New York visited Perth Arena during the past summer for an evening of skating.

Special Nights Big

A special Halloween program sponsored by a local service club drew the largest crowd of the fall season. Prizes were offered for the best costumes and candy was given children. Special features were a spinning act and a dance number done by the Ferros. Another good crowd turned out to compete for six prizes offered during an old hat party held on the Canadian Thanksgiving Day, October 13.

Roller skating will continue thru November and then natural ice will be put on the 75 by 175-foot floor for the winter skating. Many prominent ice hockey players have been developed here, said James, and strong junior and intermediate teams are planned for this season.

Sefferino Back From Newark Biz Conference With Brown

CINCINNATI, Nov. 15.—C. V. (Cap) Sefferino, assistant manager of Sefferino's Roller-drome here, returned Thursday (13) from a three-day business conference at Newark, N. J., with Victor J. Brown, operator of New Dreamland Arena there. The meeting concerned the recent skate development by Sefferino, who termed the conference "successful and agreeable."

Lack of time prevented Sefferino from visiting many rinks in the East. On his next trip later in the season, however, he plans to spend time with operator acquaintances in the area. Wednesday he and Brown made a hurried trip to the Newark Airport to greet Florida-bound Fred H. Freeman, operator of Bal-a-Roue Rollerway, Medford, Mass. Late arrival of the in-bound plane, however, necessitated an immediate take-off by Freeman.

Freeman Family Off to Fla.

MEDFORD, Mass., Nov. 15.—Fred H. Freeman, operator at Bal-A-Roue Rollerway and Dance Tone Record Company here, left November 12 with his family for a Florida vacation. He plans to make periodic trips during the winter from Florida to Medford to supervise his operations.

Roller Rumbblings

Ann Brill, who plays at Edgewater Park Roller Rink, Detroit, has developed a method of teaching Hammond organ beginners to "play by playing." Soon to be published, her system has been tried and proven with many of her own students, it is said. One of them, a beginner two years ago, is now her relief organist at Edgewater.

A new group, Hillside Imperial Skating Club, has been organized at Hillside Roller Rink, Richmond Hill, L. I., N. Y. It is under the direction of Richard and Tere Lynch, Hillside pros.

Continental Figure and Dance Club of Hoffman's Skateland, Albany, N. Y., is conducting a queen contest based on attractiveness and personality. Winner will receive a trophy December 1. Members recently made a bus trip to Victor J. Brown's New Dreamland Arena, Newark, N. J.

Beautiful 1948 Calendar 16x33 Inches FREE

To All Roller Rinks on Our Mailing List December 15th!

10 More Top Flight Records!

IN PERFECT SKATING RHYTHM AND TEMPO

Recorded by PHIL REED

The Top-Flight Organist of the Nation.

ON THE HAMMOND VIBRATO ORGAN

Every Record Guaranteed for Material and Timing!

Send For Dance-Tone's November Releases

5 ASCAP (10 Sides) 5 NON-ASCAP (10 Sides)

ORDER ALL TEN RECORDS AND SAVE MONEY!

ASCAP		
Side A	Side B	
#140—Near You	Christmas Dreaming (Chimes)	Fox Trot 92
#141—Kate	What Are You Doing New Year's Eve (Chimes)	Fox Trot 92
#142—Tingaling (Chimes)	Sympathy (Chimes)	Waltz 92
#143—Jealousie	La Cumparsita	Tango 100
#144—Marching Along Together	American Emblem	March 100

NON-ASCAP		
#145—Is It Any Wonder	Adorable Little Devil	Fox Trot 92
#146—Whistle Stop Town	You Use Your Head	Fox Trot 92
#147—You Would	A Bundle of Love	Two Step 92
#148—Liebestraume (Chimes)	Vilia	Waltz 92
#149—Get Away Atomic Mamma	Reed Blues	Blues 92

SPECIAL! READY FOR IMMEDIATE SHIPMENT! SPECIAL!

CHRISTMAS — NEW YEAR'S — GOOD NIGHT — HAPPY BIRTHDAY MEDLEYS

ASCAP		
#71—Good-Night Medley	When Day Is Done	Fox Trot 92
#74—I'm Dreaming of a White Christmas (Chimes)	Santa Claus Is Coming to Town	Fox Trot 92

NON-ASCAP		
#72—Happy Birthday Medley	Auld Lang Syne (Chimes)	Fox Trot 92
#73—Silent Night (Holy Night) (Chimes)	Jingle Bells	Fox Trot 92

DANCE-TONE'S SPECIAL DANCE TEST ALBUMS

BRONZE DANCE TEST ALBUM

3 Records — 6 Sides — 6 Dances — \$3.30 — Postage Extra — Beautiful Album Free!

SILVER DANCE TEST ALBUM

4 Records — 8 Sides — 7 Dances — \$4.40 — Postage Extra — Beautiful Album Free!

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(All of above Album prices include all taxes)

Every record in every album a specially selected tune. Each record carefully metronomed and checked with a stop watch. Write to us and request the special leaflet of dances and records. It will serve you as a constant guide in dance tests. Another Dance-Tone Feature!

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5 Records (10 Sides) \$4.75 per set, plus tax^a and postage
10 Records (20 Sides) \$8.50 per set, plus tax^a and postage
Less than 5 Records \$1.00 each plus tax^a and postage
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NEW SKATING RECORDS

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Hammond Organ (with Solo-Vox)

		Ascaph (♯)	Non-Ascaph (○)
		Met.	Tempo
T7	(a) "SMILE RIGHT BACK AT THE SUN"	104	4/4 (♯)
	(b) "I BELIEVE"	104	4/4 (♯)
	All-Skate, Fox-Trot		
T8	(a) "RUMBLE, RUMBLE, RUMBLE"	104	4/4 (♯)
	(b) "MEET ME AT NO SPECIAL PLACE"	104	4/4 (♯)
	All-Skate, Fox-Trot		
T9	(a) "I WON'T BE HOME ANYMORE WHEN YOU CALL"	104	4/4 (♯)
	(b) "TIME AFTER TIME"	104	4/4 (♯)
	All-Skate, Fox-Trot		
T10	(a) "AND THERE YOU ARE IN LOVE"	104	4/4 (○)
	(b) "EENY MEENY, DIXIE DEENY"	104	4/4 (○)
	All-Skate, Fox-Trot		
T11	(a) "YOUR SOCKS DON'T MATCH"	104	4/4 (○)
	(b) "TAKE IT SLOW AND TASTE THE VANILLA"	104	4/4 (○)
	All-Skate, Fox-Trot		
T12	(a) "WHEN I FIRST ROLLER SKATED WITH YOU"	138	3/4 (○)
	(b) "LET'S PRETEND THAT WE'RE SWEETHEARTS AGAIN"	138	3/4 (○)
	All-Skate, Waltz		

COMPLETE SET ——— \$4.50

By Ordering Complete Set of 8 Records Your Cost is 75c PER RECORD Any One Record \$1.00
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In the face of much higher material prices we will continue to deliver roller shoes and outfits with no advance until December 31. To save money, place all your requirements with us now.

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Hit the Profit
BULLS-EYE with
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ALL SIZES — ANY QUANTITY
BRAND NEW
CHICAGO 5.50
CLAMP SKATES — Wide Fibre Wheels
Deposit With Order
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THE BETTER SKATING SHOE
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PORTABLE FLOORS
Lawson Floors Are Best
Time tested and proven. The ORIGINAL interchangeable sectional floor. Made with Northern Hard Maple. Price, 75¢ per sq. ft. F. O. B. Factory.
LAWSON PORTABLE FLOORS
205 S. Grand Phone 8-3504 Fort Worth 8, Tex.

Vent, Mystery Attractions As Dignified as Any in Biz

TACOMA, Wash., Nov. 15.—Earl Peck, of the firm bearing his name here, waxes enthusiastic over the article written by C. A. George Newmann and published in October 25 issue of *The Billboard*, over the specialty shows which toured the Middle Northern States way back when. However, Peck, who says he made the territory every winter with some kind of trick for about 35 years, takes issue with Newmann on several points.

"I was greatly pleased," says Peck, "to read the article by C. A. George Newmann. However, in naming people and shows making that territory

I wonder how he missed Bob and Eva McGinley and Two-10 Nolan? His article is a pip and I sincerely wish more like Newmann would write in. I know that country and most of the shows and showmen he names very well. I made it just about every winter with some kind of a trick for about 35 years.

"But Newmann seems to have a knot in his tail because somewhere, somehow, he's gotten the idea that hyp and other specialty shows were slightly out of the lower drawer. He appears to think tragedy, comedy and musical writers to *The Billboard* consider their kind of entertainment more dignified than vent and mystery shows. I cannot subscribe to his method of reasoning. I've never noticed it and I've been in some branch of show business since I was old enough to spit a round hole in the snow.

Hot Rock

"Of course, it's only natural for Tom people to think they have what the public will go for. The same for minstrel, rep, circus, carnival and all other branches of the amusement business. They think theirs is the one hot rock. And why shouldn't they? Ever hear of a fellow with 52 weeks booked over the Pantages Time say he was getting out of that branch of the show business? Nope! You never did.

"One year I had a magic show out over the death trail in North Dakota and Montana. The Griffiths hyp show was ahead of us and Dode Fisk was in back of us with a girl orchestra. Then someone with a band show came at us from out of Idaho. I think it was a Jesse James show.

Made It Tough

"We made it plenty tough for one another on those branch lines with one train a day. We got into each others hair plenty and we all thought the other guy's name was Joe Rat. One day our show mixed it with part of that band show on the depot platform at Rugby, N. D., while changing trains and they gave us enough shiners and bashed-in noses to last us from there on in. And there you have it . . . each one thinks he is right. But show people in general never thought the old-time specialty show was just something you didn't want to introduce to your little sister. Almost without exception the specialty showman was a pretty smart guy. He gave them a pleasing show and invariably left a date so he could book it again next season. And by mail, yet, for the ones I knew seldom if ever had a man out ahead.

Padded Stock Bills

"I wonder how many of us old-timers remember the professionals who used to make small country towns, mostly the county seat, and produce home talent shows under auspices of the local band, baseball club or fire department? They were mostly out of St. Paul and Minneapolis or Kansas City, Mo. As a rule they were man and wife doing characters and used padded stock bills so as to use as many towners as possible.

"They rehearsed for two weeks or so and took 50 per cent of what came into the box-office. Ed and Dora Cook were two who never did anything else and in those days made a darned good living at it. Where the talent was available they would furnish the props, make-up and wardrobe for minstrel shows. They also had several trunks full of masks and costumes for rent when they would stage masquerade balls with a tie-in with local merchants for prizes. They did a lot of all right."

Wolcott Jaunt Wins; To Revive Follies in 1948

PORT GIBSON, Miss., Nov. 15.—F. S. Wolcott closed the 35th season with his Rabbit Foot Minstrels November 8 in Waterproof, La., and moved into quarters here. It was one of the best seasons the org has ever had Wolcott says. A new tent, an 80 with three 30-foot middles, was delivered October 6 in Osceola, Ark.

Wolcott says he will revive his *High Brown Follies* in 1948. He plans to add three more trucks and another bus, making a total of 12 trucks and three busses; 500 more chairs, making a total of 1,500 chairs for reserved seats. Admission will remain the same as this season.

W. S. Campbell finished his 34th season with the org as boss canvasman; Ed Gentry, his 18th as high seatman; Mark L. Friskie, his 26th; Elmer Yancey, advertising agent, his 17th; E. L. Hackworth, electrician, his 20th.

Bisbee's a Click In Covington, Tenn.

COVINGTON, Tenn., Nov. 15.—Bisbee's Comedians' local engagement proved successful, according to Doug Couden, novelty entertainer, who caught the presentation on three nights and says that he came away with an impression of solid entertainment, with no stinting on talent.

"Vaude feature," said Couden, "is Bisbee's magic turn. A discovery on the trick is a 20-year-old Neal Suddard, a name to conjure with in future show business. He is socko along the music line and does unicycle, juggling, art and other novelties. Suddard is an ex-sailor."

Doug Couden Publishes School Show Booklet

COVINGTON, Tenn., Nov. 15.—Doug Couden, widely known in rep, tab and tent show circles and who with his wife, Lola, has successfully toured the hinterlands with his school show for the past 12 years, recently has had a booklet, *Playing and Booking School Assemblies*.

Twelve-page pamphlet is a clear, concise discourse on the whys and wherefores of successful school show operation, running the gamut from general conditions existing around such a trick, thru the framing, variety, physical needs, booking, selling and advertising of such a show. Doug also cracked the October issue of *Trailer Travel* with an article called *Trailerite Performers*.

Roger Montandon, Tulsa, Okla., is publishing Doug's booklet.

Sack Opens Broadway Office

NEW YORK, Nov. 15.—Eastern offices have been established at 1819 Broadway by Sack Amusement Enterprises, Dallas, with Jules J. Nayfack, former traveling rep for MGM, named as manager. The new office will distribute the company's line of Negro features and shorts in the Eastern territory.

Letter for Ben Wilkes

CINCINNATI, Nov. 15.—In a letter received at *The Billboard* here this week, efforts were being made by a Charlotte Walter, of Eibelshausen-Dillkreis, Hessen, Germany, to locate Ben Wilkes, of the old Ben Wilkes Tent Show which played the Tennessee territory a number of years ago. The editor of this department is holding the letter for Ben Wilkes or any member of the Wilkes family who might write in.

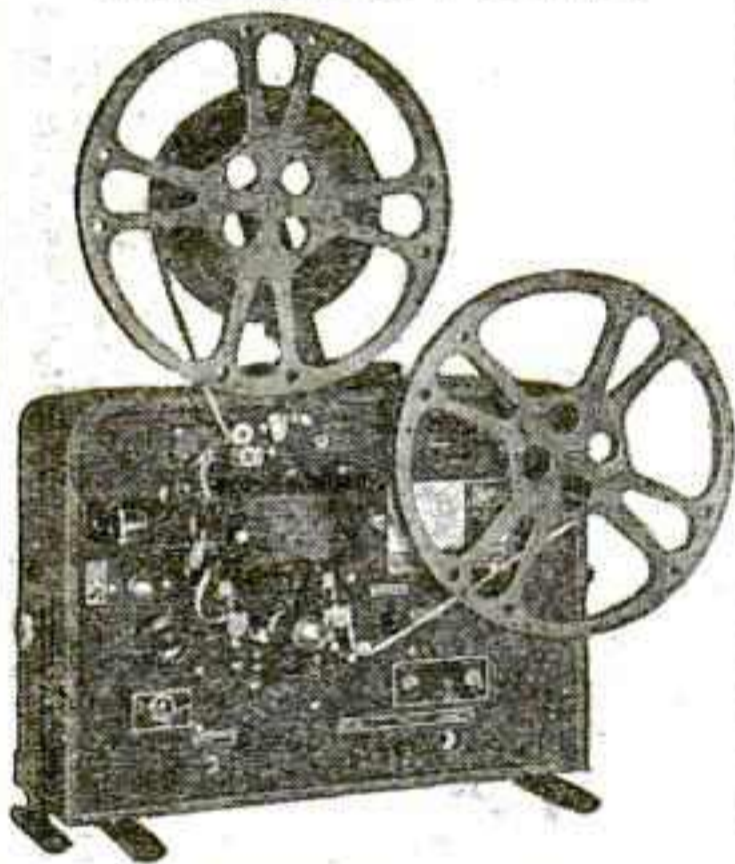
Tom Aiton To Agent Bolitho's New Org

STEBENVILLE, O., Nov. 15.—Tom (Wildcat) Aiton, veteran tent and Tom show agent, has been signed in that capacity by William O. Bolitho for the unit which bowed here November 14. New org will feature Bolitho's own act, known as Sabo Sam, Minstrel Man, and will comprise five additional turns.

In the line-up will be Frank S. Cardos, dancer; Landrus the Great; the Springers, dance team; Tex Ferguson's Drifting Pioneers, and another act yet to be named.

Bolitho says he has a number of dates lined up following the local showing.

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16mm. B. & H. 138-T Proj., 750 Watt, 2" F:1.6 Lens, Two Case Unit	\$310.00
16mm. Kodascope, FS-10-N, Equal to New, 750 Watt, 2" F:1.6 Lens, Two Case Unit	\$355.00
16mm. Ampro YA 750 Watt Proj., 2" F:1.6 Lens, Two Case Unit	\$325.00
16mm. Ampro Arc, Complete with Rectifier & Dual Speaker	\$850.00

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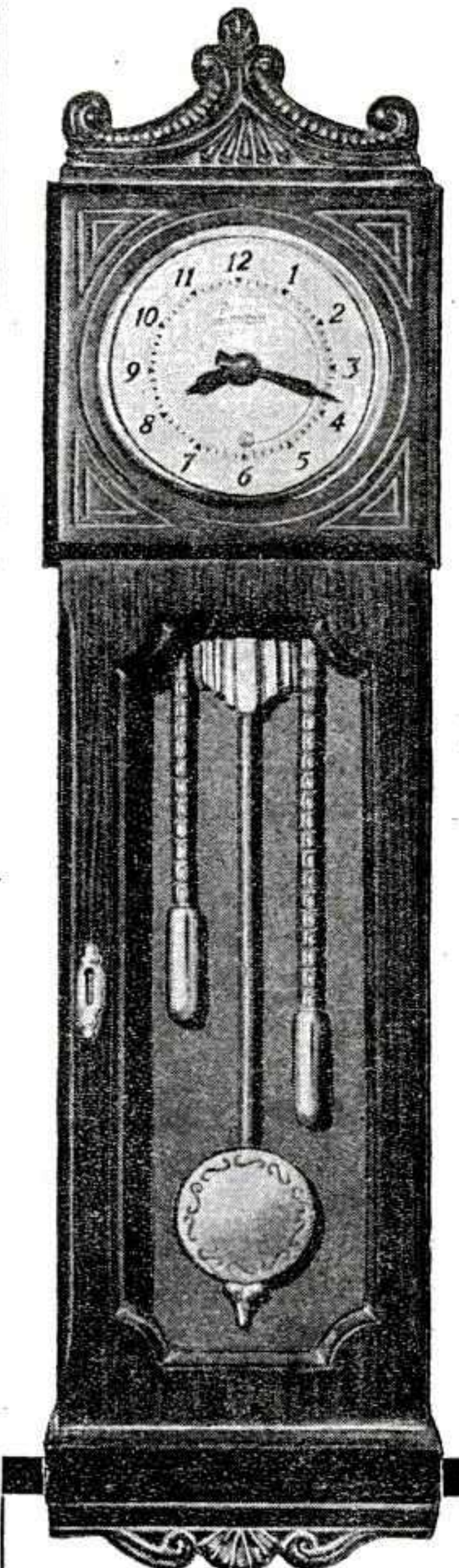
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 Forms Close Wednesday, November 19.
 December 6 Issue (On Account of Thanksgiving)
 Forms Close Wednesday, November 26.

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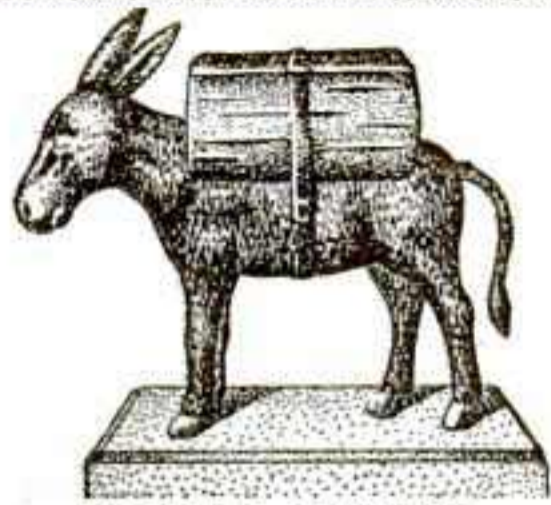
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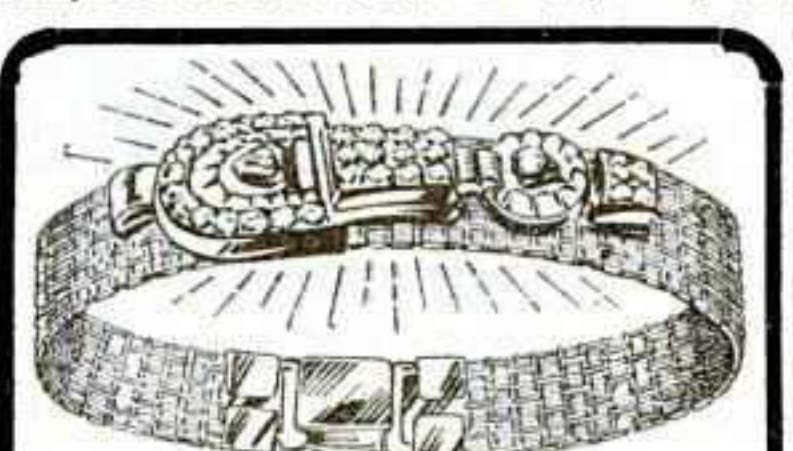
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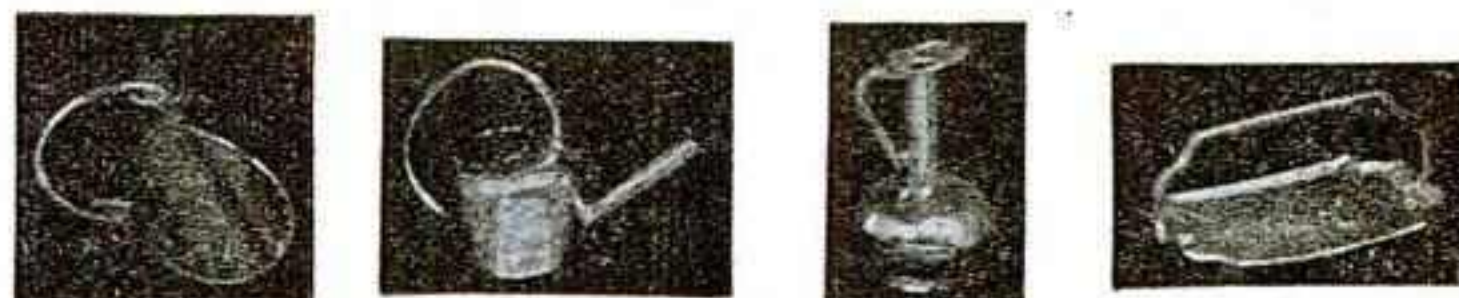
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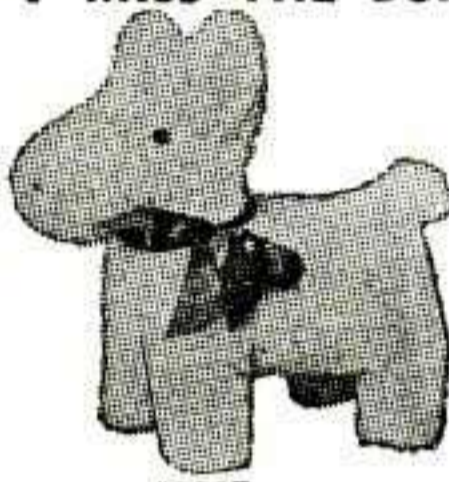
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Gossett, Kathleen; Gowdy, Mrs. Hank; Gregg, E. J.; Grinn, Earl; Hall, Albert Jack; Hattie, Jim; Harner, Chester; Carl; Harry, Mrs. W. H.; Hensley, Carl W.; Herman, Al H.; Howie, Fred; Irish, Robert; Francis; Kelly, J. C.; Kermeen, John J.; Kerner, Miss; Dorothy; Knight, Mrs. R.; Lambert, Charles; Levine, Samuel; Lewis, Jo Lee; Leworthy, Henry K.; Litts, Mr. & Mrs. G. F.; McClellan, Gladys & George McAllen; Madden, R. W.; Manning, Miss; Viola; Mariarity, M. G.; Mason, Thomas C.; Mills, Bros. Circus; Murray, Kenneth N. A. Wild Life; Exhibit; Nash, Mrs. Mae; Niel, Versie; O'Donnell, Miss; Ruth; O'Laughlin, Mr. & Mrs. Dick; O'Leary, Mr. & Mrs. Dennis; O'Leary, Mrs. Dennis; Oliver, William; Oller, Margie Zack; Palmer, Earl; Pelen, Charles W.; Redd, Eric Dee; Reo, Jerry; Rich, Arthur; Richards, James T.; Richmond, Chuck; Robertson, Mrs. Queenebeth; Robinson, Mrs. Evelyn Ruth; Rohter, L. S.; Rose, Henry; Rose, Mike; Ryan, Margaret; Scraggs, Ray; Schemel, Anna; Schmidt, John J.; Schmidt, Stanley A.; Seitz, Mrs. Martha C.

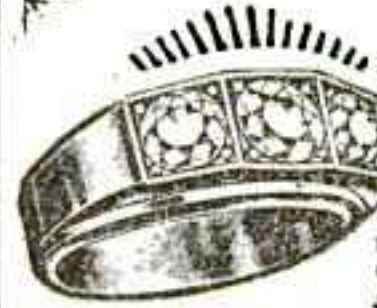
First Again With Values!



Ladies' Solitaire and Band. 14 Kt. rolled gold solitaire with sidestones and 5-stone wedding band. A new fast number!

#011 Solitaire \$9.50 doz.

#111 Band 6.00 doz.



A proven fast seller, ever popular men's 3-stone ring. Available with white, ruby or blue center stone with white-stones on each side, or white center stone with either ruby or blue sidestones—or all three stones white.

#4012—\$22.50 doz.



Men's 14 Kt. 3-stone Lion Ring, Ruby eyes and whitestone mouth.

#100—\$13.50 doz.



3-Stone Snake Ring. Heavy Sterling Silver, intricate design.

#578—\$7.50 doz.



Modern style men's 3-stone ring. Available with white, ruby or blue center stone with sparkling whitestone on each side.

#7001—\$18.00 doz.

Free Catalog of men's and ladies' rings sent upon request. Send \$10.00 for sample assortment. STERLING JEWELERS 85 East Gay Street Columbus 15, Ohio

MAIL ON HAND AT NEW YORK OFFICE 1564 Broadway, New York 19, N. Y.

Parcel Post Woods, Johnnie J. 7c

- Barton, Charles; Belmont, Anthony; Bennett, Phil; Blair, Carl White; Brockney, Patricia; Bunny, Baby (Fat Lady); Burke, George; Curan, Ralph; DeImore, Irene; Dixon, Sally; Dobish, Joe; Edmonson, Margaret; Ely, Tom & Baby; Emerson, Virginia; Paris, Gale; Faye, Herbert; Fontez, Louise; Fraker, Mr. & Mrs. Carl; Glascon, George; Gold, Lou; Goley, Larry B.; Grant, Sheila; Gregory, Mr. W. N. Jr.; Harrigan, William (Bill); Hubbard, Stack; Humes, Marie; Jackson, Benny; Jackson, Dixie; Johnston, Henry D.; Keith, Bob; Kent, Stephen; Kramer, Rose; La Fleur, Arthur; Lamar, Robert; Lambertson, Char-lotte; Lauer, Morris; Lewis, B. or Z.; Lush, Edgar Burr; Madison, Babe; Manning, Viola; Marks, Frank; Marsdin, Babe (Kate); Richard; Brown, Mrs. I. F.; Buck, Miss Dottella; M.; Winifred; Caldwell, Ed Sam; Campbell, A. G.; Carter, William R.; Chaffee, Miss; Chaney, Charles; Cleary, Joseph A.; Conley, W. T.; Cothren, J. K.; Crandall, L. F.; Cuthaw, Mary; Cutshaw, Nora Kate; Daley, Bill Jr.; Duley, Mabel C.; Darpel, Joe & Mabel; Davidson, Mr. & Mrs. George; Davies, Alexander; Davies, Mrs. A. P.; Davies, John C.; Davis, Peggy; Davis, Mr. & Mrs. H. C.; Davis, Richard L.; English, Ralph W.; Fildes, Harry S.; Fortune, Mrs.; Foss & Trimble; Frenzel, M. E.; Friend, John D.; Galligher, Orville L.; Gawle, Mrs. Kay; Gervasi, Ada Lorene; Gervasi, Concetto; Gerver, Guy L.; Gorman, B. E.

SPEEDWAY ROUND-UP

(Continued from page 54) slated for November 23. Roger Ward was second in the 30-lapper, with Dean Meltzer, Los Angeles, third. Johnny Coughlan nabbed the semi-main, while the trophy dash went to Ward.

Chitwood Wins AAA Feature ATLANTA—Joie Chitwood won the 20-lap AAA-sanctioned big car feature at Lakewood here Sunday (9). Walt Brown was second and Fred Carpenter third. Ted Horn, AAA champion, set a new one-mile record for the track at 38.8 seconds. Former record was held by Bill Holland.

Fine Records Fall LOS ANGELES—Five track records were broken at the Gilmore Stadium midget auto races here Thursday (6) with Johnny McDowell copping the feature event in 10:12.65, thereby breaking the mark of 10:14.95 set by Karl Young August 4. Johnny Parsons was second and Ed Haddad third. Earlier in the card, Haddad and Perry Grimm

turned in one-lap time trials of 14.08, erasing the mark of 14.25 set by Young recently. Parsons also broke the eight-lap qualifying standard. Henry Banks, who won the semi-main, also set a new track mark for that event. McDowell took the trophy dash. A thin crowd of 8,000 fans saw the racers in one of the last cards of the current season here.

Ritter Wins Indoor Meet NEW YORK—Johnny Ritter, Patterson, N. J., won the 25-lap midget feature at Kingsbridge Armory

"LOOK"

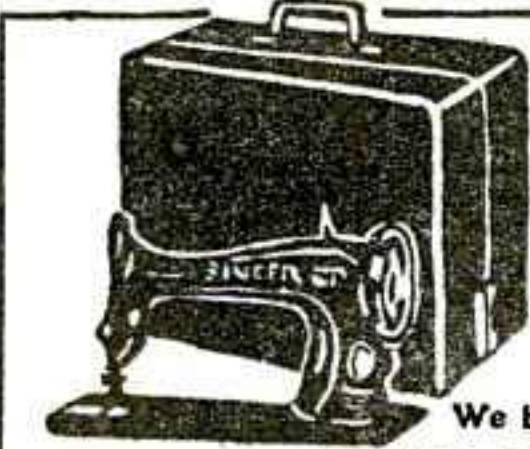
The Ideal Gift. Smart Hand-Made Billfold. Hand Stamped—Hand Laced—Genuine Leather. Personal Names Stamped In Free.



ONLY \$3.95, TAX INCLUDED Mail check or money order to

RAINBOW GIFT & NOVELTY CO. 32 W. BROADWAY MUSKOGEE, OKLA.

Jobbers and Dealers, write for Free Circulars and Price List regarding quantity discounts on Hand Tooled Purses, Billfolds and Belts.



PRICE\$68.50 EACH 3 OR MORE 65.00 EACH

REBUILT SINGER PORTABLE ELECTRIC SEWING MACHINE, with new electric motor, controls, electric wheel, luggage carrying case and equipment. All nickel parts chrome plated and new crinkle paint finish on the head. Every machine a perfect stitcher, ready to do your sewing in comfort.

F. O. B. New York. 25% with Order, Balance C. O. D. We buy old Singer sewing machine heads regardless of condition.

MITCHIE GOLDMAN 5 BRIGHTON 1ST ROAD BROOKLYN 24, NEW YORK

MAGNETIC PLASTIC TOP

In transparent colors. New patented novelty item. Individually wrapped in cellophane. Buy direct from factory. Cost \$14.40 per gross, F. O. B. factory, Flint, Mich. Send 25¢ for sample to

Plastic Processing Co.
Box 114, Flint, Mich.

Pipes for Pitchmen

By Bill Baker

CHARLIE LYONS . . . Milwaukee pitchman, is working a Chicago spot to reported sound business.

Pitchdom can defend itself against any criticism when there is agreement on points of general policy among pitchmen.

BILL HAGUE . . . of Aladdin Cleaner note, recently concluded a successful week's pitch stint in Milwaukee with that item.

As long as there is a human race, Pitchdom provides opportunities of the past.

FRANK (RED) ROBERTS . . . has the exclusive on football souvenirs at the City Stadium, Asheville, N. C., and business, according to reports, has been big.

THOSE TWO . . . fast-stepping papermen, Partee and Brazil, are piling up a good winter bankroll working sheet at the Eastern North Carolina tobacco sales.

Fancy Freddie Says: "Spend your geedus before you earn it and you're a cinch to become a failure."

H. M. EDMONDS . . . well known to the pitch fraternity, is directing the activities of the two Buddy Squirrel Nut Shops on Wisconsin Avenue, Milwaukee.

W. F. McDONOUGH . . . is still successfully plying his wares in his Gardiner, Me., locations.

Lead the field by beginning to prepare for next season right now!

FRED BENNER . . . has returned to his home in Gardiner, Me., where he will open a novelty store. He plans to remain there at least until his feet get itchy again. Benner would like to read pipes here from Clayton Wing and Ruby Tuttle.

C. L. (TINY) ENDQUIST . . . demonstrating gyro tops at Famous-Barr, St. Louis department store, reports business on the hefty side.

Store demonstrators, they tell us, have already landed some choice spots for the holidays. How about your layout?

LEE NORMAN . . . spent two weeks in Milwaukee recently, making Club 26 his stopping point.

JOHNNIE RIECK . . . who for many years had his pitch store on Sixth Avenue in New York, scribbles from Greenville, S. C. that his Wondertone Products are bringing in good results in that neck of the woods. He adds that he recently concluded a click engagement at the tobacco market in Timmonsville and that business to date in Greenville has been outstanding. Johnnie had both towns to himself.

Keeping towns open is a difficult job. But it's better to keep 'em that way than to have to attempt to open them after they've once been closed.

TEDDY SIBBINS . . . who is recuperating from an appendectomy in a Milwaukee hospital, expects to be back at his old pitch stand soon.

DENNY MILES . . . is headed for Grand Forks, N. D., for Thanksgiving with his family after closing what he termed a swell stay in Milwaukee.

STILL WORKING . . . together in Milwaukee are Victor Bell and Marty Hoff. They report they are getting good cabbage counts.

After you've played your very special store locations for the holidays, drop this corner a line and let us know how things were with you.

DAN SHERWIN . . . med show operator of note, is mourning the loss of his mother, who died at her home in Cushing, Okla., November 3.

BRUNO DUNN . . . is scoring some neat takes with papers and magazines on Wisconsin Avenue, Milwaukee.

Clever, impressive demonstrations are what sets a pitchman apart from an ordinary salesman.

JOSE MAYOL . . . Johnny Martinsek and Johnny Chojnaski, all pitchers working out of Milwaukee, are making the Blackmoor Room their current work spot.

LENNY SHAW . . . has returned to Milwaukee earning his coffee and doughnuts strumming a mean guitar and banjo at the Blatz Palm Garden.

We understand that oodles of the boys and girls are migrating Southward this year, with all of them packing thick pokes.

THAT GOOD SENATOR . . . T. D. Rockwell, pens the following from Los Angeles: "I'm still on the job here and recently celebrated two and a half years at the same location. Just received a letter from Joe Baker, clown with Polack's Western (See PIPES on page 84)

MEDICINE MEN!
THERE IS NO SUBSTITUTE FOR QUALITY
WRITE TODAY for new wholesale catalog on tonics, oil, salve, soap, tablets, herbs, etc. **LOW PRICES—RAPID SERVICE!** (Products Liability Insurance Carried) We are Manufacturing Pharmacists established 1934.
GENERAL PRODUCTS LABORATORIES, INC.
137 E. SPRING ST., Dept. X COLUMBUS 15, OHIO

**PREMIUM & NOVELTY DEALERS
COCKTAIL LOUNGE AND CAFE OWNERS—
SPECIALTY SALESMEN—SALESBOARD
OPERATORS—CARNIVAL AND PITCHMEN**



Hold Everything!

and Do . . . Just What Comes **NATURALLY!**

Here is the Newest, Smartest, Cutest, Trickiest LAUGH PRODUCER you'll see in many a day. It is an illustrated (and animated) BOOK, entitled—**"WHY YOU SHOULD NEVER DRINK WATER"**

This little "PLAY BOY" is ANIMATED. He moves suddenly and realistically in just the right place to make . . .

LAUGHS FOR EVERYBODY

Packed in Individual Cartons. Sells Retail for \$12.50.
For Dealers' Sample, Send Money Order for \$8.50; Express Charges, Collect.

QUANTITY PRICES	
2 to 5	\$6.75
6 to 25	6.50
26 to 50	6.25
51 to 100	6.00
101 to 250	5.90

WRITE FOR PRICES AND TERMS IN QUANTITIES OF 500, 1000, 5000

ECONOLITE - - LOS ANGELES (16)

3517 W. Washington Blvd. Parkway 9194

MEDICINE WORKERS

Here are tried and proven formulas that have been giving satisfaction for over a quarter century. We are now supplying some of the biggest users of medicine in the field, who have been using these formulas season after season for many, many years.

ZEST-O-LAX (Laxative Compound) One pint \$36.00 gross
TON-KO-LAX (Laxative Compound) 8-ounces 18.00 gross
PENETRATING OIL (Red Oil Liniment)

2-ounces 9.00 gross

SPEED (Liquid Dentifrice) 1-ounce 9.00 gross

SEPTO-SALVE (A general all around salve) 1½-ounces 7.20 gross

CORNO (Corn Remedy packed in bottle with bakelite cap, glass applicator) 9.00 gross

The above prices apply to gross quantities only. For prices on less than gross lots, write for quotations.

We allow free goods to cover transportation charges to any point in the United States.

Write for our illustrated catalog, showing hundreds of daily used items such as Perfumes, Cosmetics, Flavors, Household Items, Premiums, and many other Medicinal Items.

Terms on all orders: at least one-half deposit with order, balance C. O. D.

GOODIER COMPANY—MANUFACTURING CHEMISTS
321 N. BISHOP AVE., DALLAS 8, TEXAS
DIVISION UNIVERSAL LABORATORIES



Christmas Tree Lights
8 Lights surrounded by Heavy Plastic Stars. Very beautiful. Series of 8 units per string. With Improved Socket and Plug. Individually packed. 36 to Carton. \$1.95 Per Set in Carton Lots (36 to Carton). \$2.15 Per Set in Dozen Lots. Christmas and New Year's Decorations, Horns, Hats, etc. Now Ready.
KILROY WAS HERE (Statue) \$12.50 Per 100. \$2.00 Doz.
LITTLE MAN IN THE BARREL \$20.00 Per 100. \$3.00 Doz.
SCHREIBER MERCHANDISE CO.
100 WEST 9TH STREET KANSAS CITY 6, MO.

XMAS SPECIALS!
FOR IMMEDIATE DELIVERY

SHERCO WATCHES

MAN'S MESH BRACELET WATCH

- 17 Jewels
- Gold-Filled Case and Band
- Stainless Steel Back
- Rhinestone Dial
- Dome Crystal

\$22.95

WOMAN'S WATCH

- 17 Jewels
- 14 Kt. Solid Gold Case
- Cord Band, Gold-Filled Catch
- Dome Crystal

Sample order \$1.00 extra. Special quantity price on inquiry. 25% with order, balance C. O. D. if not rated.

\$25.95

PHILADELPHIA WATCH SUPPLY CO.
Dept. 3
730 Sansom Street Philadelphia 6, Pa.

OAK HYTEX BALLOONS

QUALITY VALUE FLASH VARIETY

Sold Thru Jobbers Only

Top Money Getters
Safeguard your profits . . . buy only OAK-HYTEX in the Blue Box with the Yellow Diamond label.

The OAK RUBBER CO.
RAVENNA, OHIO

ENGRAVERS

For the best in Engravers' Merchandise use "Morse Finish"; it stands up. Old reliables and new 1947 numbers now ready. New post-war Engraving Machines.

"Always Something New"

EDW. H. MORSE & CO.
ATTLEBORO, MASS.
"We Lead, Others Follow"

SALESBOARD SIDELIGHTS

Chicago:

Harlich Manufacturing Company's Southern representative, Gene Gauss, was injured recently when his car turned over several times outside Paducah, Ky. Sam Feldman, Harlich sales manager, reports that Gene was lucky, escaping with minor injuries. His biggest worry now is effecting repairs on his car. Sam adds that board production continues high, with sales and interest in new lines keeping pace.

this week all was quiet on the Pioneer traveling front, but that the business is experiencing a steady pull of high sales and is still climbing. . . . Over at Empire Press, boss Joseph Zimmerman has a similar story to tell. Proof of the pudding here is that a new night shift has been added to perk production.

According to Irving Sax, Consolidated Manufacturing Company's general sales manager, the new Lucky Slot release with the miniature bell machine in the punching area is exciting much favorable comment among operators. Added animation and play interest afforded by the plastic "three-reeler" is thought by Consolidated officials to be starting a new trend in the salesboard field. Firm's special designing department, headed by LeRoy Winbush, is maintained for the sole purpose of bringing new ideas to the trade, Irving says.

Harold Boex, veepee of Pioneer Manufacturing Company, says that

Holes	Name	Average Profit	Net Price
1000	1¢ Cigarette Board, Pays Out 30 Packs With Order of Other Mos. . . .		\$.75
2000	20 Section Plain Heading Board		2.61
3000	30 Section Plain Heading Board		3.76
200	25¢ Worm's-Eye View	23.25	2.52
3000	5¢ Kash Is King, Coin Bd.		6.05
722	5¢ Good Catch	19.70	2.70
1584	10¢ Royal Velvet, Including Cash Load \$3.48	57.84	8.72
1000	5/25 Win-a-Fin Ticket Pad		24.00
1200	5¢ Everything Goes Box Tickets	21.75	1.94

We Have Many Other Money Makers. 25% Deposit With Order—Balance C. O. D.
PAN SALES COMPANY
 7 West 5th Street Newport, Ky.

Name R. H. Kolinsky Superior Sales Head

CHICAGO, Nov. 15.—Jack Morley, president of Superior Products, has announced the appointment of Robert H. Kolinsky as sales manager. Replacing Seymour H. Trott, who recently resigned to enter his own business, Kolinsky's appointment became effective Monday (10).
 Kolinsky, an attorney, was with Superior several years ago, leaving to go into business on the West Coast. He returned to take charge of the firm's sales division.

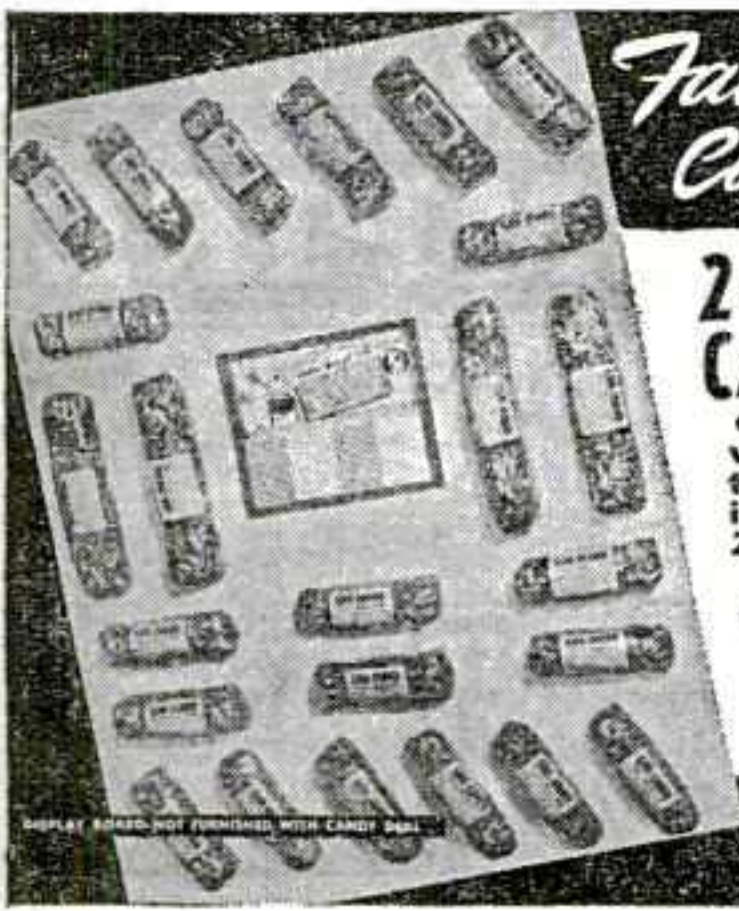
CLOSING OUT ALL SALESBOARDS

At 50% and 25% off list. Write for stock sheet.
American Novelty Co.
 2137 Market St. Wheeling, W. Va.

SALESBOARDS—All Orders Shipped Same Day Received

Holes	Play	Description	Average Profit	Net Price
400	5¢	LUCKY BUCKS, DEFINITE PROFIT	\$ 7.00	\$.85
520	5¢	EASY ACES, DEF. PROFIT, SLOT SYMBOLS	13.00	1.25
520	25¢	EASY FINS, DEF. PROFIT, SLOT SYMBOLS	55.00	1.25
720	5¢	BABY BELL, SLOT SYMBOLS	17.37	1.75
1000	25¢	ALL OUT CHARLEY, DEFINITE PROFIT	60.00	3.25
1000	\$1.00	JACK POT CHARLEY, THICK & PROTECTED	185.30	2.50
1000	5¢	OUT DOOR SPORTS, THICK, JUMBO HOLES	28.40	3.25
1000	5¢	SPOT OF GOLD, THICK, JUMBO HOLES	28.14	3.25
1000	10¢	BIG DIME DOUGH, THICK, JUMBO HOLES	42.75	3.25
1200	5¢	TEN BIG FINS, THIN, JUMBO HOLES	35.20	2.50
1200	5¢	VICTORY BELL, THICK, JUMBO HOLES	38.57	3.60
1200	50¢	TEXAS CHARLEY, THICK & PROTECTED	152.75	3.00

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



Fast Selling—Quick Turnover
Candy Punch Board Deal
24 PRIZES—"THE HOTTEST CANDY DEAL IN THE COUNTRY"

• Delicious, finest quality Cashew Nougat Rolls with Chocolate-Vanilla centers. 75¢ sellers. Quick turnover. Board divided in 4 sections. Last punch in each section receives 1 lb. candy. Deal packed 24 Candy Prizes and 1 Sales Board in Carton.
600 HOLES AT 5¢ EACH . . \$30.00
OPERATOR'S COST \$17.50
WRITE FOR QUANTITY PRICES

HOWARD MACHINE PRODUCTS CO.
 2754 DIVISY BLVD. CHICAGO 47, ILL. PHONE EVERgreen 1844

SALESBOARDS

Size	Play	Description	Profit	Price
400	5¢	Dollar Games	\$ 9.00	\$.60
1000	25¢	J.P. Charlie, Thick	51.85	1.25
1000	25¢	Charlie Bd. Def. Thick	50.00	1.10
1000	25¢	Charlie Bd. Def. Thin	50.00	.85
1000	5¢	Nickel Charlie	17.00	.75
1000	5¢	Bingo Bd.	12.00	.75
1200	25¢	Texas Charlie, Thick	102.98	1.98

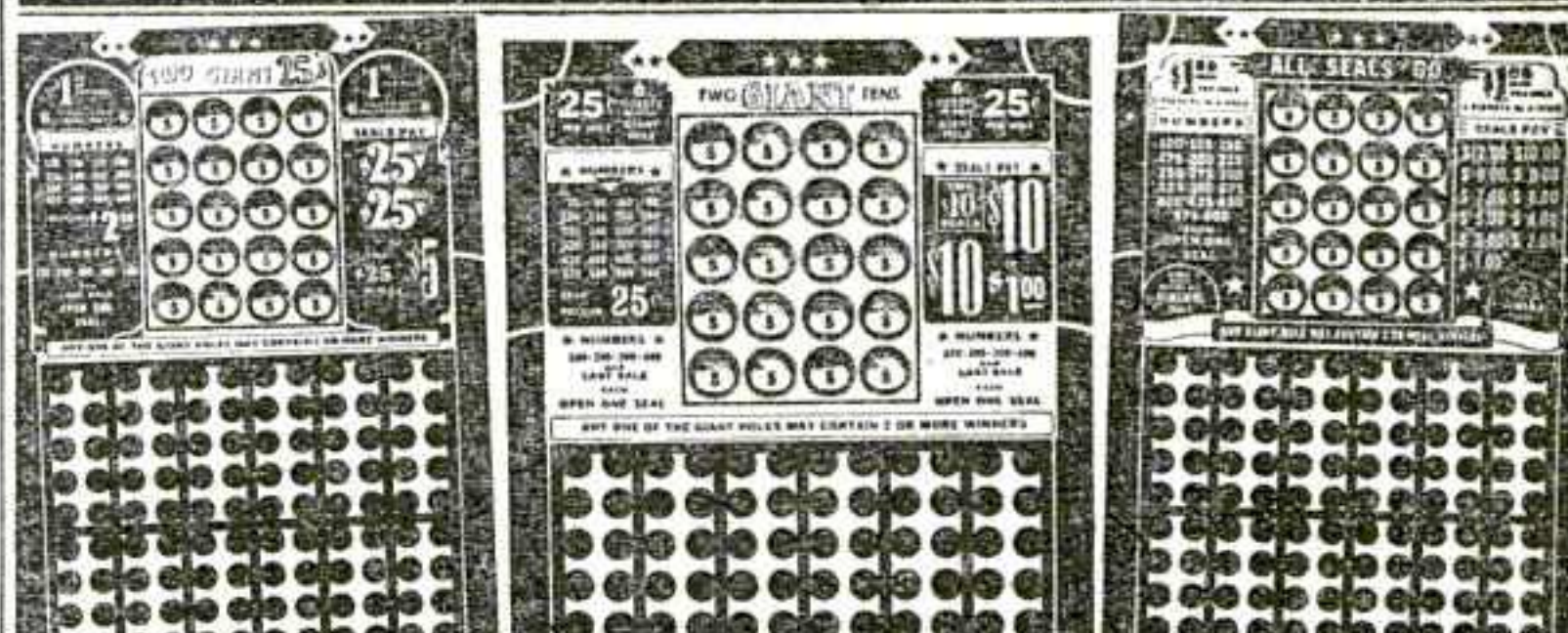
Large Stock 5¢ 1000 to 1200 Girlie Jumbo Hole 27.50 2.25
 240 Hole, 6 for 25¢. GIANT HOLE BOARDS, 7 ass'td numbers, \$2.75 each

IMMEDIATE DELIVERY
SPECIAL 1¢ CIGAR BOARDS
 1,000 Hole, 65¢ each
 240 Hole, 6 for 25¢
 Giant Hole Boards 7 Ass'td. Numbers \$2.75 each

BANNER PRODUCTS CO.
 25% Deposit with orders, balance C. O. D. 1526 Luxor Cleveland, Ohio

New Small Size Fast Moving Profit Loaded Giants

SIX TICKETS IN A HOLE — THICK BOARDS — STITCHED SEALS



Game	Average Profit	Maximum Profit
120 HOLE TWO GIANT 25'S (\$1.00 PER HOLE (SIX TICKETS))	AVERAGE PROFIT— \$46.00	MAXIMUM PROFIT— \$58.00
120 HOLE TWO GIANT 10'S (25¢ PER HOLE (SIX TICKETS))	AVERAGE PROFIT— \$14.50	MAXIMUM PROFIT— \$19.00
120 HOLE ALL SEALS GO (\$1.00 PER HOLE (SIX TICKETS))	DEFINITE PROFIT	\$44.00

GARDNER & CO. 2222 S. MICHIGAN AVE., CHICAGO, ILL.

YOU'LL BE DAZZLED by RAKE'S COMPLETE SELECTION OF BOARDS AND DEALS

You'll get a million ideas for a thousand more sales when you see the terrific assortment on display in our 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.

THIS DEAL HAS BEEN ADV. IN BILLBOARD FOR THE PAST 31 ISSUES. OUR OPERATORS ARE DOING A REPEAT BUSINESS . . . GET YOURS NOW - - IT'S REALLY HOT!!

Make \$250 to \$500 a week
BE YOUR OWN OPERATOR OF PUSH CARDS
 A once-in-a-lifetime opportunity to make \$250 to \$500 a week with little investment. These watches have outstanding, high-priced features. Precision built, imported Swiss watches. Handsome case. Red sweep second hand. Genuine leather band.
Watches Styled for Beauty and Built for Accuracy!
 Place these Push Cards in factories, clubs, taverns and cigar stores. They will sell for themselves. Quick turnover, card sells out in 1 or 2 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 seat.
Your Profit \$11.00
 Push Card Takes in \$21.
 Your Cost \$10.
 EXTRA PUSH CARDS 10¢ EA.
 Write **J & M SALES CO.** — 708 S. STATE ST. — CHICAGO 5, ILL.

SALESBOARD OPERATORS AND JOBBERS

Salesboards below factory prices; \$75.00 minimum purchase, freight prepaid.

HOLES	PLAY	DESCRIPTION	AVERAGE PROFIT	NET PRICE
900	5¢	BIG FOUR SPECIAL	\$22.95	\$2.25
945	5¢	SEA SHORE	25.82	3.99
1000	5¢	LIBERTY BELL	27.20	2.19
1000	5¢	HIGH HURDLE	27.96	2.36
1000	5¢	SLEEPY TIME GIRL	27.43	3.61
1000	5¢	BEAUTY PARADE	25.40	2.56
1200	5¢	TRADING POST	25.52	2.44
1200	5¢	ACROSS THE COURT	33.44	2.93
1200	5¢	YIPPEE	31.30	2.47
1050	10¢	SWEET PICKIN'	40.84	4.75
2080	10¢	JAR OF JACK	56.00	4.11
260	25¢	BIG TOWN DE LUXE	23.28	2.03
600	25¢	QUARTER JUMBO	65.30	1.68
1200	25¢	PROFESSOR QUIZ	70.00	.75
5000	25¢	BANK CLUB SPECIAL	600.00	7.75

BEST LINES
 Wholesale Jobbers Notions, Household Items, Sundries, Etc.
422 JAY ST. SACRAMENTO, CALIF.

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, 6750 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

A.B.T. CHALLENGERS AND TARGETS. Kicker-Catchers, Pike's Peaks. Five of each, lot, \$200. Edford, 541 S. Dearborn, Chicago 5.

CLOSING OUT—30 A.B.T. CHALLENGERS, used 3 months; A-1 condition. Make offer on 1 or 30. King Gaultney, 411 Grenada Terrace, Macon, Ga.

CUT PRICE SALE OF FREE PLAYS—ENTIRE lot of 14 free plays for \$279.50 or best offer. Late models, plastic bumpers. 1 Raker Defense, \$15; 1 Jungle, \$29.50; 1 Crossline, \$25; 3 Shortstops, \$15; 2 Stars, \$29.50; 1 Dixie, \$25; 1 Wov, \$22.50; 1 Slugger, \$25; 1 Polo, \$22.50; 1 Playball, \$19.50; 1 Zombie, \$27.50. Stewart Novelty Co., 1361 S. Main St., Salt Lake City 4, Utah.

DIGGERS, CHEAP—8 ERIES, 8 PANORAMS 12 Buckleys, 10 Koll Chute Mutoscopes, 4 Exhibit Rotaries. National, 4243 Sansom, Philadelphia, Pa.

FIFTY (50) SEEBURG WIRELESS WALLO-matics, WS-2Z, in perfect shape with good covers and 70L7 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.

FIVE UNEDA 5-COL CANDY MACHINES, good condition, \$54.50 or \$250 for lot. Ten Model 54 U-Select-It Candy Machines, fair condition, \$19.50 each. Eight Rowe President 10-col. Cigarette Machines, completely reconditioned, Crusader operating bar assembly, ready for location, \$99.50. Third certified deposit. Automatic Sales, 440 Park, Beaumont, Tex.

FOR SALE—20 10c VENDING MACHINES. First class condition. Without stands, \$500. Chas. Bailey, 113 S. Harris Rd., Gen. Del., Ypsilanti, Mich.

FOR SALE—PENNY ARCADE MACHINES. 135 floor and counter. Bargain if take all. Best offer takes all. Roscoe Chinn, P.O. Box 9133, 604 14 St., West Huntington, W. Va. no29

FOR SALE—NEED THE SPACE, RAPID FIRE. Air Raider, Periscope, Ace Bomber, Lifter, Drop Pictures, Card Vendors, 30 machines for \$575. No crating, come and get them. E. W. Schnepel, Red Bud, Ill.

FOR SALE OR TRADE—1 EACH TORNADO, Showgirl, Rio, Suspense, 14' Bowl-a-Bomb, 12' Bank Ball, in good condition, just off location. Interested 14' Wurlitzer Skii Balls or Cigarette Machines. Barker, 510 Spaulding, San Angelo, Tex.

FOR SALE—PRE-WAR PHOTOMATICS IN good condition. Make offer. One or ten and Route. Arcade Equipment, etc. Tony Brill, 311 N. Reno St., Los Angeles, Calif.

FREE BOOKLET, "DOLLARS FROM PEN-nies," a "must" for all bulk vending operators and beginners. Becker Vendors, 105-5 Dewey, Brillion, Wis. de13

GENCO ADVANCE ROLL—PRACTICALLY new. Never on location. \$435. One-third cash, balance C.O.D. S. Gerstenfeld, 9901 Yale Ave., Cleveland, O.

MASTER VENDORS—PERFECT CONDITION. 71 double slot, penny-nickel; 30 single slot, penny-nickel; 47 pennies only. Sacrifice lot \$4 each. D. I. Block, 3477 3rd Ave., New York City.

ONE VOICE-O-GRAPH MACHINE, AVAILABLE immediately. Selling out. Excellent condition, light use only. Best offer takes. Gridhall Recording Studios, Inc., P. O. Box 2867, Orlando, Fla.

PROFITS GO WILD WHEN NOVELTIES AND bubble gum are vended together. Four like-new Victor Model V Vendors, 25 lbs. Bubble Gum and two gross Novelties, only \$45.00. Deal guaranteed to pay for machines in one month or your money refunded. 1/2 deposit. Becker Vending Service, 105-5 Dewey, Brillion, Wis. no29

RADIOS—COIN, 2 HOURS FOR 25c. USED only one summer in cabins, now closed for winter. Cost \$59. Will sell for \$35. Ryan Sales Co., Burlington, Vt. de6

REBUILT 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, Ball Gum, Card Machines, Safes, Stands. Coleman Novelty, Rockford, Ill. no22

SALE PINS—KILROY, DYNAMITE, SUPER Score, \$115 each. 1/2 deposit. Clean, perfect mechanically. A. T. Snyder, Wilton, Conn.

SPECIAL—4 CHALLENGERS, PERF. COND., guaranteed, \$16.50 each. All four, \$60.00. Fred Allen, 200 36 St., N.E., Washington, D. C.

TEN SPOT, STRATOLINER, MARINES, \$18 each; all three, \$50.00. City Amusement, MC. 37, Warren, O.

VICTORY POSTAGE STAMP MACHINES (22), like new. Vends 3 3's and 4 1's, \$16 each. J. A. Whitmill, Box 67, Temperance, Mich.

WANT—GROETCHEN OR STANDARD METAL Typers. State condition, best price, whether nickel or dime, with or without front door. Also want Exhibit Vitalizer and Name on Pencil Vender. H. A. Crews, Garner Rd., Raleigh, N. C. no29

WANT TO BUY—DU GRENIER "S" MODEL cigarette machines. L. & H. Vending, 4807 Foster Ave., Brooklyn, N. Y.

WANTED TO BUY—FIVE KEENEY SUPER Bonus Bells. Five and twenty-five cent combinations. New or used. Quote best prices and serial numbers. Earl's Novelty Service, 105 Parkerson Ave., Crowley, La.

WILL TRADE NEW PIN GAMES AT OUR cost for Used Phonographs in A-1 operating condition, market price. Rock-Ola Supers; Wurlitzer 750's, 800's, 950's. United Novelty Co., Inc., 111 W. Division St., Biloxi, Miss. no29

6 GEM RAZOR BLADE VENDERS—PRACTI-cally new, \$51 each; 6 for \$275. John Smart, 626 Evans, Newark, O.

20 VICTOR BALL GUM MACHINES — Slightly used Model V, globe type, at \$9.25 each. Wm. Hauth, 1517 Oakdale Ave., Chicago 13, Ill.

11 POP CORN SEZ AND 2 MEXICAN BASE-ball Machines for sale, good condition. Best offer takes all. Triangle Sales Co., 101 S. Washington St., Marion, Ind.

Pipes

(Continued from page 82)

Unit. He's in Seattle and should be down here soon. None of the boys of the tripes and keister fraternity are working in this sector. If they do elect to come out here I hope they don't starve like I used to do back in the lean years around 1931. Those days are gone for good, I hope. Also had a letter from R. Guild Stewart and he says he's still peddling tomb stones with representatives up and down the Coast."

He clicks at all of the spots he works because he makes every pitch count.

WORD SEEPS THRU . . . that many of the pitch lads and lassies are trekking into Milwaukee to sweat out the winter.

REPORTED . . . to be trailing the Freedom Train and getting a goodly share of the loose cabbage are John (Slim) Patterson, Clarence Biggers, Charles (Tex) Downey, Whitey Perry, Jimmy Piccollo and Thomas Kline.

Now's the time that many pitchmen are praying that they be granted a large enough Christmas bankroll to permit them to open in the spring.

CHIP KNIGHT . . . and his sidekicks, Norbert Marshall and Bill Kraayvanger are a steady trio seen in the Spa at Milwaukee nightly. The boys are getting their share of the lucre on their pitch layouts in the Beer City.

"NOTED A RECENT . . . request in the columns for more pipes," Merton Craig, of Craig Bros.' Shows, cards from Springfield, N. Y. "I also noticed that many of the boys and gals send 'em in, but many more don't. I can't understand why, as the pipes columns are the first the pitchmen refer to when The Billboard arrives each week. All troupers are pitchmen at heart. I was on a carnival all summer. I have been in show business since 1907 and had my first carnival experience this season on a walk-thru show. There I noticed that the girl show bally really was nothing more than a pitch. But as the column points out, the real

pitchman is an entertainer and a forceful demonstrator. I have pitched med all my life and I cannot see these doorway shoelace venders as pitchmen."

Optimism is not only the spirit, it's the watchword among pitchmen.

CRESS TURNER . . . who formerly pitched hardware for a Decatur, Ill., firm, is first violinist with Freddy Nagel's ork at the Tic Toc Club, Milwaukee. Dick Sellhorst, another former pitcheroo, doubles as trumpet man and road manager for the same combo.

BUBBLES AND RAMONA . . . have returned to their home in Chickasha, Okla., after completing a click tour in Anardarko, Okla.

GEORGE WARD . . . veteran of many a season in the pitch business, is telling this one: A certain pitchman, when informed by his physician that he was not long for this world, said "I'd sure like to get in one more Saturday spot, doc!"

Christmas gift trade? What's in it for you specialty workers?

HARRY KINCHELOE . . . letters from Oklahoma City that his two med shows closed successful tours October 5. Among recent visitors to Kincheloe's office were Doc Ross Dyer, who stopped off en route from a vacation on the West Coast. Dyer was accompanied by Pat Smith, a brother of Doc Tom A. Smith, of Hot Springs, and Harry says the trio spent a pleasant afternoon cutting up jackpots. Visit marked the first time Kincheloe has seen Dyer since about 30 years ago when Kincheloe was with a Wizard Oil trick. Kincheloe would like to read pipes here from George Ward, Bob Ward, Curley Bartok, Lloyd Long and Pat Dana.

DOC GEORGE BLUE . . . the old rambler, cards from Tucson, Ariz., that he's been out in the mountains near Tucson hoping to locate a silver mine or hit a hot streak, but thus far he's had little luck. "The days are hot and the nights cool here," pens the good doctor. "How is Madaline E. Ragan's Poor Little Girl attraction and the James and Shelia Carrigan Jr., girl show? Hope the cotton country was a red one this year. Kid Carrigan is with me and the Phoenix, Ariz., Fair is next on our list."

It's a pleasant thought to know that if things get rough now, you can begin living off those hard-earned hermans you banked this summer.

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21 Seals Opened - Last Punch on Board Receives One Seal

NET PRICE \$2.75

- "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 . . . \$33.96
- "PICK A TEN" 1200 Holes, 10¢—Avr. Profit . . . \$59.40
- "\$25\$ SPECIAL" 1200 Holes, 25¢—Avr. Profit . . . \$137.07
- "SUPER CHARLEY" 1200 Holes, 25¢—Avr. Profit . . . \$84.50

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Takes in . . . \$42.00
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17 CITIES PLAN FUND DINNERS

CMI Film for Cancer Drive Being Readied

NEW YORK, Nov. 15.—Production of a sound film dramatizing the work of the Damon Runyon Memorial Fund in aiding cancer research and featuring the support given the fund by the coin machine industry, is nearing completion, George M. Glassgold, coin machine attorney under whose direction the film is being made, announced.

Film, which is being financed by Coin Machine Industries, Inc. (CMI), is scheduled for simultaneous showing at special promotional dinners for the fund to be held in cities thruout the nation under CMI sponsorship November 23.

Part of the movie was shot at the 20th Century-Fox Studios in Hollywood, with additional footage filmed in Chicago at the Movietone News Studios. Featured in the picture are Walter Winchell, national chairman of the Damon Runyon Memorial Fund; Dave Gottlieb, CMI president, and Ray Moloney, drive chairman.

Firms Co-Operating

Firms in this area which are co-operating in the production by making their facilities available at cost are General Film Productions and Mecca Laboratories. Charles Senf, who had worked in Hollywood on *Gone With the Wind* and other major pictures, has been assigned by General Films to cut and edit the cancer movie. Laboratory work will be rushed to complete a sufficient number of prints in time for the CMI dinners.

The American Cancer Society, which provided much factual data for the commentary to accompany the picture, has requested copies of the finished film, Glassgold said, to aid them in promoting their continuing drive for funds.

Wash. Coinmen Elect Officers At Ass'n Meet

WASHINGTON, Nov. 15.—A election meeting of the Washington Coin Machine Association (WCMA) was held in the offices of Ben Rodins, owner of the Marlin Amusement Corporation, WCMA officials announced Tuesday (11).

Results of the election follow: President, John H. Phillips, owner of Phillips Novelty Company, Inc.; vice-president, Evan Griffith, and secretary-treasurer, Horace Biederman, who is beginning his eighth consecutive year at that post.

Washington association, organized in 1939, has a reputation of achievement in handling local problems affecting the coin machine trade, enjoying unusual success in establishing good will among Washington operators. One of the major problems it will tackle soon is an anticipated proposal of a local tax on pin ball games and music machines.



WALTER WINCHELL and George Glassgold, New York attorney, during the shooting of Coin Machine Industries, Inc. (CMI), sponsored film on Damon Runyon Memorial Fund for Cancer Research. Set is on lot of 20th Century-Fox, Hollywood.

First Grads Get Diplomas From NAAMO Trade School

NEW YORK, Nov. 15.—With representatives of the coin machine industry, the New York Board of Education and the Veterans' Administration on the dais, graduation ceremonies for the first class of the Coin Machine Mechanics School were held at the Downtown Athletic Club Thursday (13) evening. Twenty-four graduates received diplomas and 15 of them got cash awards for outstanding achievement.

Preceding the ceremonies was a dinner sponsored by the National Association of Amusement Machine Owners (NAAMO), which has been a co-sponsor of the school, and, under F. McKim Smith, president, was not only responsible for initiating the

course, but has arranged employment for every graduate with a coin machine firm. According to R. W. Grefe, chief of the Brooklyn Veterans' Administration, the coin machine course has the highest percentage of placements of any industry co-operating with the various courses now taught at the Manhattan Trade Center.

Littleford Speaks

Featured speakers of the evening included W. D. Littleford, co-publisher of *The Billboard*, who traced the history of the coin machine industry for the graduates; Max Levine, president of Scientific Machines Corporation, describing the war record (See NAAMO AWARDS, page 106)

Allow Imports of Free Play Pin Games Into Philippines

MANILA, P. I., Nov. 15.—At the request of William J. Suter, co-partner with his wife in the distributing firm of Morcoin, Ltd., here, the Philippines customs office has handed down a ruling which permits importation of free-play pinball games. The regulation removes free-play games from the importation ban of gaming devices, pointing out that in a free-play game there is no "prize or reward of value" offered to the player.

Morcoin requested the decision when customs retained six pieces of equipment destined for the Island firm. At that time, the customs office retained the machines under the Philippine Tariff Act No. 1909, and told the distributor that the property was subject to forfeiture under Sec-

tion 1363(f) of the Revised Administrative Code.

Since that time, Morcoin admitted that one of the machines depended wholly on chance rather than on player's skill, and this device was released so that the company could remove parts from it.

Five Are Pinballs

Five of the games in question were pinballs, and the distributing company lodged a formal objection with customs, pointing out that they are amusement games.

Because the Philippines are certain to figure largely in future export programs, perhaps as a forwarding point to Australia and other Australasia points, pertinent excerpts from (See Philippines Permit on page 106)

CMI Drive Gets Big Lift

Winchell program, movie to be top features of Nov. 23 dinner series

CHICAGO, Nov. 15.—Coinmen in 17 cities thruout the nation are moving ahead with plans for special promotional dinners on November 23 to boost the Coin Machine Industries, Inc. (CMI), drive for the Damon Runyon Memorial Fund for Cancer Research.

St. Louis, Houston and Baltimore were added this week to the list of cities with dinners definitely planned for the 23d bringing the total to 17. Several other communities have been making plans for special events on that evening but as yet have not laid definite plans.

Included among the top features at all of the dinners will be a 16mm. sound movie featuring Walter Winchell, Ray Moloney and Dave Gottlieb and special tribute to CMI for its progress thus far in the cancer fight by Walter Winchell on his regular weekly broadcast. (*The Billboard*, November 15.)

As planning for the events moved into its final week, the line-up stacked up as follows:

Chicago

Eight Chicago distributors have completed their plans for the Windy City dinner to be held at the Bismarck Hotel starting at 6 p.m. on the designated evening.

Heading the hard working Chicago group is Joe Schwartz, National Coin Machine Exchange. Other active members of the dinner committee are Al Stern, World Wide Distributors; Gil Kitt, Empire Coin Machine Exchange; Ben Coven, Coven Distributing Company; Morry Ginsberg, Atlas Novelty Company; Oscar Schultz and Irving Ovitz, Automatic Coin Machines & Supply Company; Al Sebring, Bell Products, and Ray Baselon and Clayton Nemeroff of Monarch Coin Machine Company.

About 2,000 engraved invitations have been sent to all prominent suppliers and operators in Illinois and leading public officials including Mayor Martin Kennelly of Chicago and Gov. Dwight Green of Illinois.

A special program has been arranged for the affair by Al Stern, chairman of the program committee. Leading radio and club entertainers will be present and a prominent cancer specialist will address the group.

Detroit

One of the most elaborate dinners planned for the evening is that to be held at the Book Cadillac Hotel in Detroit, starting at 6:30 p.m. The entire coin machine industry in Detroit has organized to promote the dinner.

The banquet is being jointly sponsored by the Michigan Miniature Bowling Association (MMBA), Michigan Automatic Phonograph Owners' Association (MAPOA) and informal groups of vending machine and other operators.

Principal speaker at the dinner will be Federal District Judge Frank A. (See 17 CITIES PLAN on page 108)

CMI Exhibit Sold Out at Earliest Date in History; Release 117-Firm Listing

Games, Music, Vending Displays Set for 1948 Show

CHICAGO, Nov. 15.—With 117 firms signed up to exhibit all types of amusement games, automatic phonographs and merchandise vending machines, Coin Machine Industries, Inc. (CMI), hung up the "Sold Out" sign this week-end.

Space for the annual convention and show, to be held in Chicago's Hotel Sherman January 19-22, 1948, was sold at the fastest rate in CMI show history, Jim Gilmore, secretary-manager, said. Gilmore added that he expects the "1948 Coin Machine Show will attract the biggest crowd of coin machine operators, distributors, jobbers and manufacturers that has ever been brought together in the history of the industry."

One of the highlights of the 1948 CFI show will be the end of the association's drive to aid the Damon Runyon Memorial Cancer Fund. Walter Winchell, national chairman of the Damon Runyon drive, is expected to be on hand to acknowledge the association's work in the drive. Thus far, the association has contributed \$136,645.01, and has fixed a quarter of a million dollar goal.

List Signed Exhibitors

Exhibitors whose contracts have already been signed are:

A. B. T. Manufacturing Corp.; Ace Coin Counting Machine; Advance Machine Co.; Advertising Posters Co.; Aero Needle Co.; Allite Manufacturing Co.; AMI, Inc.; Amusematic Corp.; Apollo Records, Inc.; Atlas Novelty Co.; Automatic Coin Machines & Supply Co.; Automatic Devices, Inc.; Automatic World Publishing Co.;

Bally Manufacturing Co.; Baum Distributing Co., Inc.; Bell-O-Matic Corp.; Bell Lock Co.; Bell Products Co.; L. Berman & Co.; The Billboard Publishing Co.; Block Marble Co.; Buckley Music System, Inc.

Capitol Records Distributing Co., Inc.; the Cash Box Publishing Co.; Central Manufacturing Co.; Champion Manufacturing Co.; Chase Candy Co.; Chicago Coin Machine Co.; Chicago Lock Co.; Coin Amusement Games, Inc.; Coin Machine Journal, Inc.; Coin Machine Parts Supply, Inc.; Coin Machine Review; Cointrol Co.; Cole Enterprises, Inc.; Columbia Records, Inc.; Commodity Vendors, Inc.; Coradio, Inc.; Daval Products Corp.; Decca Distributing Corp.; Deutsch Lock Co.; Douglass Automatic Shoeshining Co., Inc.; Drink-O-Mat Industries, Inc.; Duotone Co., Inc.

Eastern Electric Vending Machine Corp.; Edelman Amusement Devices; Empire Coin Machine Exchange; Esso Manufacturing Corp.; Etching Co. of America; H. C. Evans & Co.; Exhibit Supply Co.; Ferrara Candy Co.; J. F. Frantz Manufacturing Co.; Genco Manufacturing & Sales Co.; General Coin Products Co.; General Electric Co.; John N. Germack Co.; Globe Distributing Co.; D. Gottlieb & Co.; Dan Gould Enterprises; Gray-Mills Corp.; Groetchen Tool & Manufac- (See CMI Exhibit Space, on page 106)

Holland Operator Requests Help of American Coinmen

CHICAGO, Nov. 15.—Henk F. Sleeuw, Dutch coin machine operator, has written *The Billboard* from Holland requesting American coin machine operators and distributors to lend him a hand in procuring equipment.

Sleeuw points out that during the German occupation of his country coin machines were confiscated and the few machines that the Dutch were able to hide are now in such a state that it is almost impossible to operate most of them.

The Dutch operator recently made a trip to the United States to see what post-war developments had been made in the American coin machine business. Reporting on his trip, Sleeuw says, "I have seen a lot and sometimes I felt very jealous while watching beautiful machines in use everywhere. The reason why I felt jealous is that at the moment Holland cannot afford to spend dollars on this kind of machinery as other goods are more necessary for rebuilding our country."

As an aid to himself and other Dutch operators, Sleeuw requested that American coinmen offer their surplus coin machines to enable the coin machine business in the Netherlands to get back on its feet.

He pointed out that "there is a slight chance that we coinmen in Holland will get import licenses for cheap secondhand machines at reasonable prices." If any American coin firms are in a position to help, Sleeuw has asked that *The Billboard* forward any offers of assistance on to him.

Full Output Announced on Cigar Vender

NEWARK, N. J., Nov. 15.—Full-scale production of the new cigar vender, Vendkraft, reached after a one-year development program, was announced this week by the Seaboard New Jersey Corporation. With more than 100 of the four-column machines already on location in New Jersey, Joe Fishman, firm manager, reported that the 10-cent vender is being distributed nationally thru the firm's sales representatives.

Featured in the new machine, which has a capacity of 100 cigars, is a tube-type humidifier which requires refilling only once a month, according to Fishman. Glass display panels show all cigars stocked, and the manufacturer claims the vender was designed to permit the on-location removal and replacement of the vending mechanism and coin selector in less than 30 seconds.

Bally Debuts Baseball Game

CHICAGO, Nov. 15.—Bally Manufacturing Company announced the introduction of a new baseball game this week, featuring ball players running bases on both back-glass and playing field.

George Jenkins, vice-president and general sales manager, said the new game, called Big Inning, occupies approximately the same space as a multiple pin game, adding that it was released after extensive location tests.

Game automatically pitches ball when coin is deposited, allowing player freedom to concentrate on batting the ball into pockets to score singles, doubles, triples, home runs, sacrifices or outs. Play ends after three outs or four minutes of operation, whichever occurs first.

Big Inning comes in two models, novelty play and a convertible set-up, equipped with free-play register and meter which may be operated either on novelty or free play.

Cig, Amusement Tax Vetoed in Ventnor

VENTNOR, N. J., Nov. 15.—This well-known resort city has voted against a 3 per cent levy on tobacco products, amusements and hotel rooms.

Major interest in the vote, almost 2 to 1 against the tax, was that the measure involved was similar to that passed in Atlantic City, which has brought in a revenue of more than \$1,000,000 since becoming effective June 15.

Fourth class cities along the Atlantic Coast, under a New Jersey law, are permitted to initiate a so-called luxury levy, but only provided that it is approved in local referendums. Atlantic City's tax, which has been questioned on its constitutionality of the law, will soon be reviewed by the State's Supreme Court.

Middletown Council Plans Pin Game Law

MIDDLETOWN, Conn., Nov. 15.—On the agenda for the next meeting of Middletown's common council is the drawing up of an ordinance regulating the use of pinball machines in the city.

Altho it is a certainty that such an ordinance will be drawn up at the meeting, city officials would give no hint as to what form the regulations would take.

Coin Radio, Tele Sets Shown At National Hotel Exposition

NEW YORK, Nov. 15.—With the opening of the five-day National Hotel Exposition at Grand Central Palace here Monday (10), an estimated 18,000 (the first day's registration) business people associated with the hotel and restaurant industries, as well as allied fields, had the opportunity to see and hear demonstrations of late models of coin-operated radio and television sets, prominently featured among more than 500 exhibition booths showing a wide variety of products and services. About 100,000 persons were expected to attend before the close, Friday (14), of the 32d annual show, which included among its exhibits soft drink and novelty merchandise displays.

Tradio, Inc., Asbury Park, N. J., was among the seven companies showing coin-operated radio and television sets, with a double booth display showing its "sets against a hotel bedroom background and a section simulating a tavern installation. George Trad and Harry Rockafeller, of Tradio, were on hand to demonstrate their new console combination television, FM and AM radio and record player set designed for clubrooms and hotel lobbies, and a newly designed television receiver for restaurants and taverns operating as part of a multiple-choice personal music and sound system for booth operation (see separate story).

Centralized radio for hotel operation was the feature of the American Communications Corporation exhibit which showed a unit of its crystal controlled equipment capable of handling 250 rooms. Space was also utilized by the Videograph Corporation for a display of its console, combination television-juke box unit

and its tavern set-up allowing customer choice of television, radio, and hideaway recordings thru individual wall boxes.

Radio-Matic of America, Inc., devoted its exhibit to the hotel service its supplies with coin-operated radios manufactured for the firm by General Electric. The display of Coradio featured its hotel radio as well as a set with an under-the-pillow speaker designed for hospital use.

A chairside coin-operated radio, the Frawley, was shown by its manufacturers, the Hotel Radio Corporation. Firm also distributed literature explaining its plan of operation for hotels. National Service Sales Corporation displayed a radio with 10 and 25-cent coin chutes, in addition to a television set which it distributes, manufactured by the Industrial Television Corporation.

Guest Radio, a coin-operated hotel set, was the feature of an exhibit by Automatic Household Aids, Inc. This firm also announced plans for the early introduction of a television set, Video-matic, for restaurants and bars. Muzak, wired music for public places, was displayed in an exhibition booth of its own.

Among the soft drink manufacturers occupying exhibit areas at the exposition were Coca-Cola, Pepsi-Cola and Canada Dry. Coca-Cola's booth featured coin-operated bottle venders made by Vendolater Manufacturing Company, Fresno, Calif; Vendo Company, Kansas City, and F. L. Jacobs Company, Indianapolis.

Firms exhibiting novelty merchandise included the National Souvenir Company, New York; Saunders Manufacturing & Novelty Company, Cleveland, and the International Souvenir Import Corporation, New York.

Begin Calif. Location Test Of Fruit Mch.

LOS ANGELES, Nov. 15.—The first three units of a new model of Fruit-O-Matic, refrigerated fruit venders, have been placed on location at the Birmingham General Hospital near Van Nuys by Kold Krisp Apple Service, Inc. Earning records covering institutional, industrial, amusement and general locations will be studied following the test runs, J. H. Oatey, president of the firm, said.

Fruit-O-Matic features exclusive patented mechanical improvements. The machines, to be shipped to operators early in 1948, are designed to sell packaged soft drinks as well as fruit from the same unit, firm officials said.

Ponser Company Adds Distribs

CHICAGO, Nov. 15.—George Ponser Company announced Thursday (13) the appointment of two distributors to handle his new roll game, Pro Score.

Appointed were Seacoast Distributing Company, New York, for New York and New Jersey, and Sicking, Inc., Cincinnati, for Southern Ohio and parts of Kentucky.

Ponser firm is headed by George Ponser, who formerly had a manufacturing plant in New York. Pro Score is his first Chicago manufactured amusement game.

FTC RULES ON CANDY PRICES

L. A. Weighs Health Code For Cup Mch.

Far-Reaching Importance

LOS ANGELES, Nov. 15.—Attention of manufacturers, distributors and operators of automatic soft drink and coffee vending machines was focused on the city Monday (10) when the first assembly of a floor full of machines was offered for examination by city health officials who were considering sanitary regulations for the equipment. Charles L. Senn, Director of the Health Department's sanitation section, presided. Decisions reached here will be recommended to the National Sanitation Foundation and the United States Public Health Service as a basis for country-wide standards.

Senn, who is consultant and advisor to both of the national organizations, said that a study of the individual machines was conducted with representatives of the manufacturer present. After the inspection in the morning, a conference was held in the afternoon at which broad regulations governing all types of machines were discussed. The findings at the Monday (10) session along with those regulations considered will be discussed by the Board of Health Commissioners Thursday (20) with recommendations being made for governing the operation of the machines in this city.

A spokesman for the health department said that men in the industry were most co-operative in the work. Bert Mills, of Bert Mills Corporation, Chicago, flew a hand-made model from the East, a coffee vender, and also brought along his engineer, Hans Steffanson. Machines made in this area were also displayed.

Announce Tests For Special PX Nylon Machines

EASTON, Pa., Nov. 15.—An extensive test program to determine the most feasible method of dispensing nylon stockings thru self-service, coin-operated venders was announced this week by Neill Mitchell, sales manager of Lehigh Foundries, Inc., with machines already on location in key cities throughout the nation. The machine used is a specially adapted Lehigh PX vender.

Co-operating with Lehigh during the test period, which is scheduled to run four to six weeks, and serving as locations for venders now in use, are some of the largest drugstore and supermarket chains in the country. Among those participating in the experiment are Whelan in New York, Walgreen in Chicago, Food Fair in Philadelphia and Safeway in Los Angeles. Other locations shortly expected to display the stocking vender are spotted in Boston, Washington and New Orleans. In addition to drug and food store chains, according to Mitchell, future locations will include lobbies of office and telephone buildings.

The 10-column, manually operated vender, which features a large recessed mirror across which is draped (See PX Nylon on page 88)

NAMA Convention Will Feature Skit on Candy Vender Problems

CHICAGO, Nov. 15.—Candy vending machine operators will have their "day" at the National Automatic Merchandising Association's (NAMA) 1947 convention and exhibit, with one of the program highlights being a one-act play, *A Typical Day With a Candy Operator*.

Play will be staged on the final day of the four-day convention which will be held at the Palmer House here December 14-17. Featured will be John Collins, Automatic Canteen Company, New York, as manager; Paul I. Berkley, Vendex, Inc., Hillside, N. J., sales manager; William Emig, Variety Vendors, Detroit, Mich., stockroom manager, and H. A. Geiger, Geiger Automatic Sales, Milwaukee, Wis., shop foreman.

Setting for Play

The stage for the play is set as the manager's office of the "Best Vending Company," located in a metropolitan industrial city of approximately 300,000 population. Six city routes and three branch routes are operated by the mythical firm from a central warehouse.

As the scene opens, Manager Collins is going over his mail with his secretary and is planning his work for the day. Following this Collins holds conferences with the other firm personnel including discussions about sales, switches in equipment, commissions, rising costs of merchandise, equipment and service, bar averages,

improving service, sales stimulation, overhead costs, rotation of merchandise, equipment planning, opening of new routes and employee relations.

Following the play, the entire cast will remain on the stage and act as a panel to answer questions from the audience.

Round-Table Breakfast

Another event of special interest to candy operators will be the "round table" breakfast scheduled for 8:30 a.m. on December 16. Operators who arrive on time for the breakfast will be guests of NAMA. A special table has been set aside for candy, gum and nut operators.

Among exhibitors aiming their displays at candy operators are Alkuno & Co., American Vending Corp., Coan Manufacturing Co., Columbus Vending, Mills Automatic Merchandising Corp.; National Vendors, Inc.; Stewart Products Corp., Stoner Manufacturing Corp. and the Vendall Co.

Several candy suppliers will also have displays, including Fred W. Amend Co., Paul F. Beich Co., E. J. Brach & Sons, Charms Co., the Chase Candy Co.; D. Goldenberg, Inc.; Hershey Chocolate Corp., Huyler's, Walter H. Johnson Candy Co.; Lamont, Corliss & Co.; Luden's, Inc.; Queen Anne Candy Co., The Shotwell Manufacturing Co., Sperry Candy Co., The Sweets Company of America, James O. Welch Co. and Wilbur-Suchard Chocolate Co., Inc.

Stewart Products To Bow 7 Venders at NAMA Show

GREENWICH, Conn., Nov. 15.—After several years of experimenting, design and research, Stewart Products Corporation will introduce to the coin machine industry seven machines at the convention and exhibit of the National Automatic Merchandising Association (NAMA) beginning December 14. Holder of three booths at the convention headquarters in the Palmer House, James E. Stewart, president, reported that the firm will show an electric cigarette machine, a manual candy machine, a gum vender, a single flavor fountainette, a three-flavor fountainette, two soft drink cup dispensers and one bottle vender. One of the soft drink machines is the Sneed vender which Stewart has already placed in quantity with Pepsi-Cola.

Set up as a \$1,200,000 corporation with \$600,000 paid in, Stewart Products is now tooling on its new machines and expects to be able to start mass production within four months. According to Stewart, the firm will supply selected manufacturers with the tools, plus orders for each machine, with the manufacturing plant responsible only to complete the machines.

Machines Listed

Machines to be featured at the NAMA show, and, in the case of some of the soft drink machines, to be previewed at the Pepsi-Cola show in Atlantic City this week, are:

The Dominator, an electric cigarette vender featuring dual controls, electric motor operation, bull's-eye to follow each coin inserted in the machine, a simple autohood type

opening for loading, a mechanical change maker (25 different price combinations are possible), push-button delivery and flexibility whereby machine can operate with 8, 9, 10, 11 or 12 columns. Capacity is 526 packs.

A nine-column manually operated candy machine, with a coin changer, which has a capacity of 240 bars.

A gum machine (which has already been sold in quantity to the New York subways for Adams Gum) with a capacity of 700 sticks.

New Bottle Vender

A revolutionary cylindrical bottle vender with a capacity of 375. This machine can also be used to vend frozen foods and features door displays for six products. It can vend 12 and 6-ounce bottles at the same time.

The Sneed soft drink cup vender will be shown with Pepsi-Cola and Coca-Cola decals. Both concerns now have the machine on location.

A new soft drink cup vender with a capacity of 500 nine-ounce or 750 six-ounce drinks which has been developed by Stewart Products. This machine features a coin changer and accepts nickels, dimes and quarters. Utilizing only two motors, Stewart stated the machine can be made into a two-drink vender with minor adjustments. This machine will be in production in four months.

A single-flavor fountainette, which will be non-coin-operated during rush hours and coin-operated during off hours on most locations (including theaters, small restaurants, etc.) (See Stewart to Bow on page 88)

Order Candy Company End Price Cuts

Nix Discriminations

WASHINGTON, Nov. 15.—In a lengthy decision that was 18 months in the making, Federal Trade Commission (FTC) this week ordered the Curtiss Candy Company to "cease and desist" from a number of its business practices, including the selling in interstate commerce of candy products "to some vending machine operators at prices different from the prices charged other vending machine operators who, in fact, compete in the sale and distribution of such products."

In ordering an end to price discriminations to some vender operators FTC stated that this portion of the order "shall not prevent price differences of less than 1/2 per cent per case based upon 24-count." The commission explained that this small difference could not tend to injure or destroy competition among vending firms. The discrimination order was further qualified to permit price differences to operators "justified by differences in cost . . . resulting from differing methods for quantities in which such products are sold or delivered."

The same price discrimination ban with similar qualifications was ordered by FTC to apply on Curtiss sales to jobbers, wholesalers, retailers and general purchasers.

Curtiss Candy Company was also directed to stop furnishing additional services to one buyer of its products that are not available to all purchasers. A ban against payment by Curtiss for advertising to a favored purchaser was specified, as was the direct furnishing of advertising facilities to any purchaser unless offered to all buyers.

Another activity specifically prohibited in the FTC order is the selling of candy by Curtiss to any purchaser on the condition that the purchaser use only Curtiss products. (See FTC RULES on page 90)

Pa. Tobacco Men Name Schultz Pres.

HARRISBURG, Pa., Nov. 15.—Candy, cigarette and cigar wholesalers in session at the Penn Harris Hotel here recently re-elected Arthur F. Schultz, Erie, president of the Pennsylvania Association of Tobacco Distributors.

Other executives elected by the group's membership follow: Vice-presidents, Oscar Bregman, Philadelphia, and Jack Glass, Pittsburgh; secretary, Charles Stallman, York; treasurer, David Vipond, Scranton, and executive secretary, John E. Gillespie, Shamokin.

Association directors elected for one-year terms were Nathan Butler, Butler; George Peters, Allentown; William Smulyan, Wilkes-Barre; Philip Gordesky, Philadelphia, and Rocco Castrini, Hazleton. Directors elected for two-year terms were J. F. Hassenplug, Milton; Julian F. Hast, Pittsburgh, and Glass and Stallman. Three-year directors include Henry Brenner, Harrisburg; A. Goldbloom, Pittsburgh, and Schultz, Bregman and Vipond.

The kids will be "forever blowing bubbles," COLORED bubbles—with the new sensational RAIN-BOW BALL BUBBLE GUM. Produces 20 different colors.
Test locations have shown 10 times greater sales with it!

1/2" Size—140 Count,
50¢ Per Lb. in 100 Lb. Lots.
Regular Ball Bubble Gum:
1/2" Size—140 Count
3/4" Size—170 Count
1" Size—210 Count
All 35¢ Per Lb.
Freight paid to your door on orders of 100 lbs. or over. Packed 25 lbs. to the carton. Full cash with order.
Write for prices on larger quantities. Address Mail to Dept. B

T. O. THOMAS CO.

Phone 2131

1572 Jefferson Paducah, Ky.

**American Chicle Company
1947 Income Shows Gain**

LONG ISLAND CITY, N. Y., Nov. 15.—Net income for the nine months ended September 30 of the American Chicle Company was \$3,672,802, equal to \$2.83 per share, firm report to stockholders issued last week showed. Last year during the same period net income was \$2,163,836, or \$1.67 per share.

American Chicle net for the 1947 third quarter alone totalled \$1,247,259, or 96 cents a share, compared with \$707,120 or 54 cents a share for the same period in 1946.

Vend Cig Sales Soar

WASHINGTON, Nov. 15.—Cigarettes sold thru vending machines have jumped from 11 per cent of all cigarettes purchased in 1945 to 18 per cent this year, according to an article appearing in *Tobacco Jobber*. Figure represents a gain of more than 63 per cent.

**Stewart To Bow
With 7 Venders**

(Continued from page 87)
but which can be coin-operated at all times if so desired.
A three-flavor non-coin-operated fountainette.

Fruit Juice Vender

Stewart reported that the Sneed machine will shortly be used to vend a fruit juice drink on a national scale, with more than \$10,000,000 to be expended by the non-carbonated pulp drink concern for cup venders. Stewart is also planning to convert his own cup vender to a two-drink job, offering a non-carbonated fruit drink and a non-competing cola drink.

Following is a list of the stockholders of Stewart Products, in addition to Stewart, president, together with their positions in other concerns: Robert Budd, president of Great Lakes Greyhound Lines, president of Central Greyhound Lines and vice-president of Greyhound Post Houses; T. M. Rinehart, president, Highland Oil Company, president Board of Commerce, Michigan; Harry Fruehauf, vice-president, Fruehauf Trailer Corporation; Dr. J. S. Reid, president, Standard Products Company, Detroit; Ellsworth Augustus, director, National City Bank, Cleveland; E. P. Prescott, president, Prescott & Company (member New York Stock Exchange); William Packer, president, Packer Pontiac Company, Detroit; Myron H. Wilson Jr., president, Wilson & McBride, insurance, Cleveland; Paul Seiler, former president, General Motors Truck Corporation, Detroit, and Fisher Body Corporation; Manfred Burleigh, president, American Bus Corporation, Chicago; D. R. Stamy, vice-president, Standard Products Company, Detroit; C. M. Donnelly, vice-president and general manager, Stewart Products Corporation; Carl W. Johnson, vice-president and sales manager of Cleveland Graphite & Bronze Company; Gregory McIntosh, Cleveland, and Herbert Trix, president, Detroit Injector Company, and president of the Crane Metal Corporation, Detroit.

**Boston Vender Firms
Over Top in Appeal**

BOSTON, Mass., Nov. 15.—Vending Machine Division of the United Jewish Appeal was the first division to go over the top on its quota of \$25,000, Dave Bond of Trimount Coin Machine Co., chairman of the division, reported today. The \$25,000 was subscribed at a meeting of vending machine operators at a dinner in Hotel Somerset.

**Westinghouse Net Profit
In '47 Shows Sharp Rise**

PITTSBURGH, Nov. 15. — Sharp rise in net income of \$32,001,938 was announced by Westinghouse Electric for the nine months ended September 30 over same period in 1946. Net earnings for the 1947 period totalled \$34,514,886, compared with \$2,512,948 in 1946. Value of common stock per share increased from 18 cents last year to \$2.53 in 1947.

**PX Nylon Machine
Tests Announced**

(Continued from page 87)
a nylon stocking centered in a fluorescent lighting scheme accepts four quarters for each package of hose. Capacity is approximately 200 units, representing an inventory value of \$200. Stockings now being dispensed are 45-gauge, 30-dernier hose, and are stocked in sizes ranging from 8½ to 10½. Two shades are offered, fawn and smoke, with a small square of stocking visible in front of each column, showing shade and size.

Stockings are packed in a specially designed blue carton, approximately the size of a standard pack of cigarettes, and are sold under the trade name of "Miracle Full-Fashioned Nylons." The Miracle name is owned by Lehigh and the stockings are now being bought from a Southern factory.

Distribution plans for the new vender have not yet been determined, Mitchell stated, and emphasized that they would not be announced until the test period had run its course. District sales representatives of Lehigh are visiting machines daily on location, checking repeat sales by customer interviews, learning the sizes in greatest demand in various areas and questioning store personnel for consumer reaction. Original estimates of the firm predicted that medium sizes 9½ and 10 would receive the greatest play and stocked their merchandise accordingly. However they have learned that in New York at least the demand was greatest for size 8½.

**Announcing the New
'48 'Regal Royal' Vendors**



- Ball Gum Vender for 1 1/2, 1 7/8, 2 1/4 size with no adjustments—over 1000 5/8" ball capacity.
- 1 1/2 Bulk Vender—peanuts, candies, charms, etc. 6 lb. capacity.
- 2 1/4 Bulk Vender—almonds, cashews, pistachios, etc. 6 lb. capacity.
- 2 sizes plastic globes ready.
- More beautiful—smoother operating.

Distributors! Operators! Salesmen!

Write, Wire, Phone for Prices
REGAL MFG. CO.
Whitewater, Wis.

**NEW ITEM FOR BULK VENDORS
"BABY CHICKS"**
(Small Chiclets—Approx. 525 to Lb.)
VEND 4 FOR 1c!
Packed 55 Lbs. to Ctn. **45¢ Lb.**
Send \$3.50 for 7 Lbs. (1 Filling)
Terms—50% with order, balance C. O. D., F. O. B. Newark
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AMERICA'S FOREMOST PIONEERS
OF BEVERAGE DISPENSERS
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Built for OPERATORS BY EXHIBIT

Fastest PENNY VENDER MADE Steady Repeater.

EXHIBIT SUPPLY CO'S CARDS
CHICAGO, U.S.A.
U.S. Patent Pending

'Ideal' CARD VENDER

\$32.50 Vends our exclusive line of over 40 Different Series of Cards—Movie Stars, Radio Performers, Ball Players, Cowboys, Prize Fighters, Art Models, Fun Cards—Big variety for everybody, young and old.
SPECIAL FEATURES
A. B. T. slots. All metal construction. Enamel finish. Improved card Puller. Large cash box with separate lock. Compact—Legal—No Federal Tax.
IMMEDIATE shipment of Machines and Cards. Be first in your locality. Descriptive Circular and Sample Cards upon request.

EXHIBIT SUPPLY CO. 4222-30 W. LAKE ST. CHICAGO 24, ILL. (ESTABLISHED 1901)

AN ADVANCE MACHINE TO SUIT YOUR NEEDS!

BULK VENDORS
Advance #11, 2-11 \$14.25 Ea.
Model D, Gum Machine, 2-11 11.90 Ea.
Stick Gum, 2-11 12.80 Ea.

MERCHANDISE WRITE FOR PRICES
Candy—Pistachio—Peanuts—Cashews—Almonds.

Coin Weighing Scales.....\$18.50

PARTS FOR ALL ADVANCE MACHINES
STANDS BRACKETS | PLATES GLOBES

COUNTER GAMES
Advance Electric Shocker, 2-11 ... \$18.75
Bingo 32.50
New Model Kicker & Catcher 37.50
New Challenger ... \$45.00
Card Vender With 1000 Cards ... 32.50
Best Hand 50.00
Bouncer 40.00

RAINBOW BUBBLE GUM
Color of Ball Blows Same Color Bubble
25 Lb. Cartons, 3/4", 140 Count—38¢.

BUBBLE GUM
1/2", 170 Count 35¢ Per Lb.
Leaf's Factory Distributor—Factory Prices

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**FIRST TIME AWARD
GOES TO AUTOMATIC
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FIRST in the field with an All-Electric Automatic Merchandiser—
FIRST in performance and reliable operation—
FIRST choice of operators in toughest locations—
ELECTRO SCORES ANOTHER FIRST!

The PIONEER Electric Cigarette Merchandiser, PROVEN in THOUSANDS of the TOUGHEST LOCATIONS to be the finest, most foolproof, unailing profit-maker in the field, has now been acclaimed by leading electrical experts as an outstanding contribution to Electrical Product Design! The TOP trade publication joins hundreds of leading operators in naming ELECTRO the TOP All-Electric Automatic Cigarette Merchandiser. From all sides the PROOF of ELECTRO'S superiority is overwhelming.

For **BIGGER PROFITS**, for **UNFAILING PERFORMANCE**, for **LOW SERVICE COSTS**, it's **ELECTRO—FIRST AND FINEST, FOREMOST IN DEMAND!**

WIRE! PHONE! OR WRITE!

EASTERN ELECTRIC VENDING MACHINE CORP.

GENERAL MOTORS BLDG., 1775 BROADWAY, NEW YORK 19, N. Y.



A Product of
**C-EIGHT
LABORATORIES**

**NOW—
BETTER THAN EVER!**

- ★ NEW TYPE BAKED-ON WOOD GRAIN FINISH. More durable, more beautiful than ever. Same as used on finest automobiles.
- ★ SELF-ALIGNING CABINET . . . door and cabinet fit perfectly, cannot get out of line or fail to match.
- ★ CUT-OUT CIGARETTE COLUMNS . . . easier, quicker servicing, rotating stock, always-fresh cigarettes!
- ★ NEW ATTACHMENT TO COIN DETECTOR . . . for wiping out all magnetic coins and slugs, such as Canadian nickels.
- ★ NEW IMPREGNATED COILS . . . prevent short circuits and operating losses regardless of climate.
- ★ SEPARATE LIGHT SWITCH . . . permits operation of display window lights independent of delivery mechanism.

**SEE IT AT THE N. A. M. A. SHOW
THE 1948 ELECTRO,
FIRST AND FINEST, FOREMOST
IN DEMAND!**



40% OFF

reg. price!

Originally \$47.00

Now \$28²⁰

(complete with cup dispenser)

- QUANTITY LIMITED
- SUBJECT TO PRIOR SALE
- BRAND NEW ● GUARANTEED

Distributor's Close-Out of NUT VENDING MACHINES

Solid-aluminum bulk 5c vendors, electrically heated and lighted, to dispense nuts HOT and deliciously fresh. This is one of the most practical and attractive vendors on the market—a day-in, day-out money maker. Individually locked money drawer and adjustable baffle, accessible thru front, mean quick servicing; globe capacity, 5 lbs.; dispenser holds 150 cups. Parts available from manufacturer (name on request); shipped in original factory carton; guaranteed for 6 months against mechanical defect. Terms: 50% with order, bal. C.O.D. Limited quantity; orders filled in order of receipt. Buy at once if you want this staple vendor at a 40% saving!

BUSH AGENCY, RADIO BLDG., ARLINGTON, VA.

FTC Rules on Candy Prices; Firm Ordered To End Cuts

(Continued from page 87)

Curtiss was further ordered to refrain from knowingly receiving or inducing any price discriminations not justified by cost savings from suppliers of candy ingredients.

Four Firms Mentioned

The FTC decision shapes up as a victory for trial attorney Austin Forkner, who prepared the case, with the order following out his recommendations on most major points. Forkner is currently engaged in building up a case against Automatic Canteen Company of America, accused by FTC of having "knowingly received and induced" price discriminations not justified by cost savings.

Canteen was mentioned in the FTC Curtiss order as being among large purchasers of Curtiss products which received price discriminations. FTC stated that Canteen had received from Curtiss a "price differential of 4 cents per 24-count" on candy bars. Other vendors cited by FTC as having received lower prices from Curtiss are Confection Cabinet Company, Sanitary Automatic Company and Berlo Vending Machine Corporation.

Cite Location Loss

FTC said that it "finds that the price differences allowed by the respondent (Curtiss) in the sale of its 5-cent candy bars to vending machine operators hereinabove described constituted discriminations in prices . . . and adversely affected the other vending machine operators who did not obtain the lower price allowed to said favored customers."

FTC went on to say on this point that "by means of the additional profit which was being obtained by Automatic Canteen Company and

other favored customers . . . because of discrimination in price in their favor, they were enabled to offer larger commissions to obtain locations for their machines which other vending machine operators were either unable to meet or which they were forced to meet at a definite decrease in profit. The ordinary commission granted for location, was usually 10 per cent, but in the case of Automatic Canteen and the other favored customers, however, commissions as high as 15 to 20 per cent were granted for the purpose of obtaining competitive locations."

In many instances, FTC said, competing operators "were forced to remove their machines from various locations as a result of the higher commission allowed by said favored customers."

Final arguments in the Curtiss case were completed in May, 1946, with FTC having delayed until this week in making a decision. Commissioner Lowell B. Mason did not participate, and the "cease and desist" order was signed by Acting FTC Chairman R. E. Freer.

Nutrine Candy Earnings Up

CHICAGO, Nov. 15.—Nutrine Candy Company's net profits after taxes, for the first nine months of this year, amounted to \$1,040,171, or \$2.60 a share, on 40,000 shares of common stock, according to N. V. Diller, executive vice-president. Figure compares with earnings of \$419,889 and \$1.05 a share for same number of shares for corresponding period in 1946. Firm's net sales for the 1947 period amounted to \$4,612,735, an increase of \$1,626,918 over sales of \$2,985,817 for same period in 1946.

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Ideas presented in dramatic form so everyone benefits. An all-star program, with special events for ladies, plus top entertainment and down-to-earth meetings.

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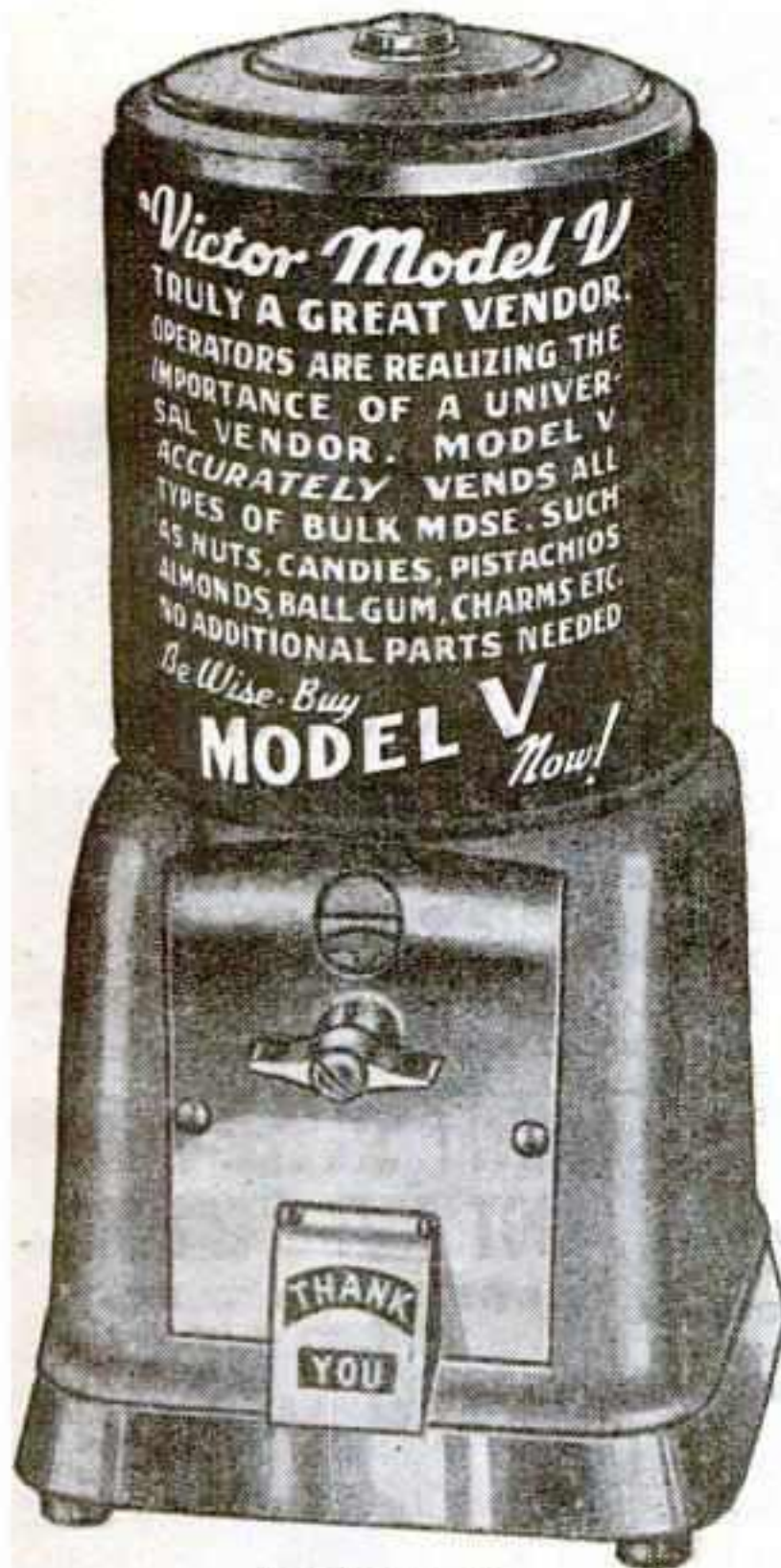
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- Automatic Canteen Company of America
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- Chase Candy Company
- Chicago Lock Company
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- Coan Manufacturing Company
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- Coin Machine Acceptance Corp.
- Coin Machine Journal, Inc.
- The Coin Machine Review
- The Columbus Vending Company
- Daval Products Corporation
- The Diamond Match Company
- Dispensers, Inc.
- Dixie Cup Company
- Douglass Manufacturing Co., Inc.
- Dr. Pepper Company
- Drink-O-Mat Mfg. Co.
- Eastern Electric Vending Machine Corp.
- Ford Gum & Machine Co., Inc.
- Globe Distributing Co.
- D. Goldenberg, Inc.
- Guardian Electric Manufacturing Co., Inc.
- The Gum Vending Corporation
- Henry Valve Company
- Hershey Chocolate Corporation
- The Charles E. Hires Company, Inc.
- Huyler's and Subsidiaries
- Ideal Dispenser Company
- International Mutoscope Corporation
- O. D. Jennings & Company
- Johnson Fare Box Company
- Walter H. Johnson Candy Co.
- Howard Jones Div., Cinch Mfg. Corp.
- Kelner Vendors, Inc.
- Lamont, Corliss & Company
- Leaf Brands, Inc.
- Lehigh Foundries, Incorporated
- Lily-Tulip Cup Corporation
- Lion Manufacturing Corporation
- Lion Match Co., Inc.
- Charles H. Lipton Co.
- P. Lorillard Company
- Luden's, Incorporated
- Malkin-Illion Company
- Mills Automatic Merchandising Corp.
- The Bert Mills Corp.
- National Lock Company
- National Rejectors, Inc.
- National Vendors, Inc.
- The Nik-O-Lok Company
- The Northwestern Corporation
- The Nurra Companies, Inc.
- One Use Tooth Brush Corporation
- Penn Syrup Corporation
- Philip Morris & Co., Ltd., Inc.
- Queen Anne Candy Co.
- Revco, Incorporated
- RICHARDSON CORPORATION
- Rowe Manufacturing Co., Inc.
- Rudd-Melikian, Inc.
- Servel, Inc.
- The Shotwell Mfg. Co.
- Snively Vending & Sales Company
- Spacarb Inc.
- Sperry Candy Company
- Stattler Manufacturers Corp.
- Stewart Products Corp.
- Stoner Mfg. Corp.
- Supervend Corporation
- The Sweets Company of America, Inc.
- T. & C. Co.
- Telecoin Corp.
- Topps Chewing Gum, Incorporated
- Universal Match Corporation
- Veeder-Root, Incorporated
- Vendall Company
- The Vendo Company
- Viking Tool & Machine Corp.
- James O. Welch Company
- Wilbur-Suchard Chocolate Co., Inc.
- Wilcox-Gay Corporation

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Adams-Fairfax Corp.
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**American Coin-a-Matic
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Pittsburgh 19, Pa.

Arkey Sales Co.
1912 N. 56th St.
Milwaukee 8, Wis.

**Asco Vending Machine
Exchange**
55 Branford St.
Newark 5, N. J.

Automatic Amusement Co.
1000 Pennsylvania St.
Evansville 10, Ind.

Bannister Vending Service
3310 Poplar St.
Port Huron, Mich.

**L. M. Becker Vending
Service**
105 Dewey St.
Brillion, Wis.

Bernard K. Bitterman
1405 Central
Kansas City 6, Mo.

Buckman Novelty Co.
107 S. Madison St.
Green Bay, Wis.

**Champion Nut & Choco-
late Co.**
1194 Tremont St.
Boston 20, Mass.

**Cleveland Coin Machine
Exchange**
2021 Prospect Ave.
Cleveland 15, Ohio

Cogswell Novelty Co.
202 Washington
Twin Falls, Idaho

**A. 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-
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Fielding Mfg. Co.
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Jackson, Mich.

Frank Distributing Co.
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Philadelphia 23, Pa.

General Distributing Co.
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Dallas 1, Texas

Houston 3, Texas
1906 Leeland Ave.
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
461 Sackman St.
Brooklyn 12, N. Y.

J. Rosenfeld Co.
3218 Olive St.
St. Louis 3, Mo.

Leon "Hi Ho" Silver
760A Hayes St.
San Francisco, Calif.

**Southern Coin-a-Matic Dist.
Co.**
943 N. W. 7th Ave.
Miami 36, Fla.

Southwest Distributing Co.
17 N. 7th St.
Fort Smith, Ark.

Star Vending Co.
510 W. 4th Ave.
Denver 9, Colo.

Russ Thomas Co.
2189 Central Ave.
Memphis 4, Tenn.

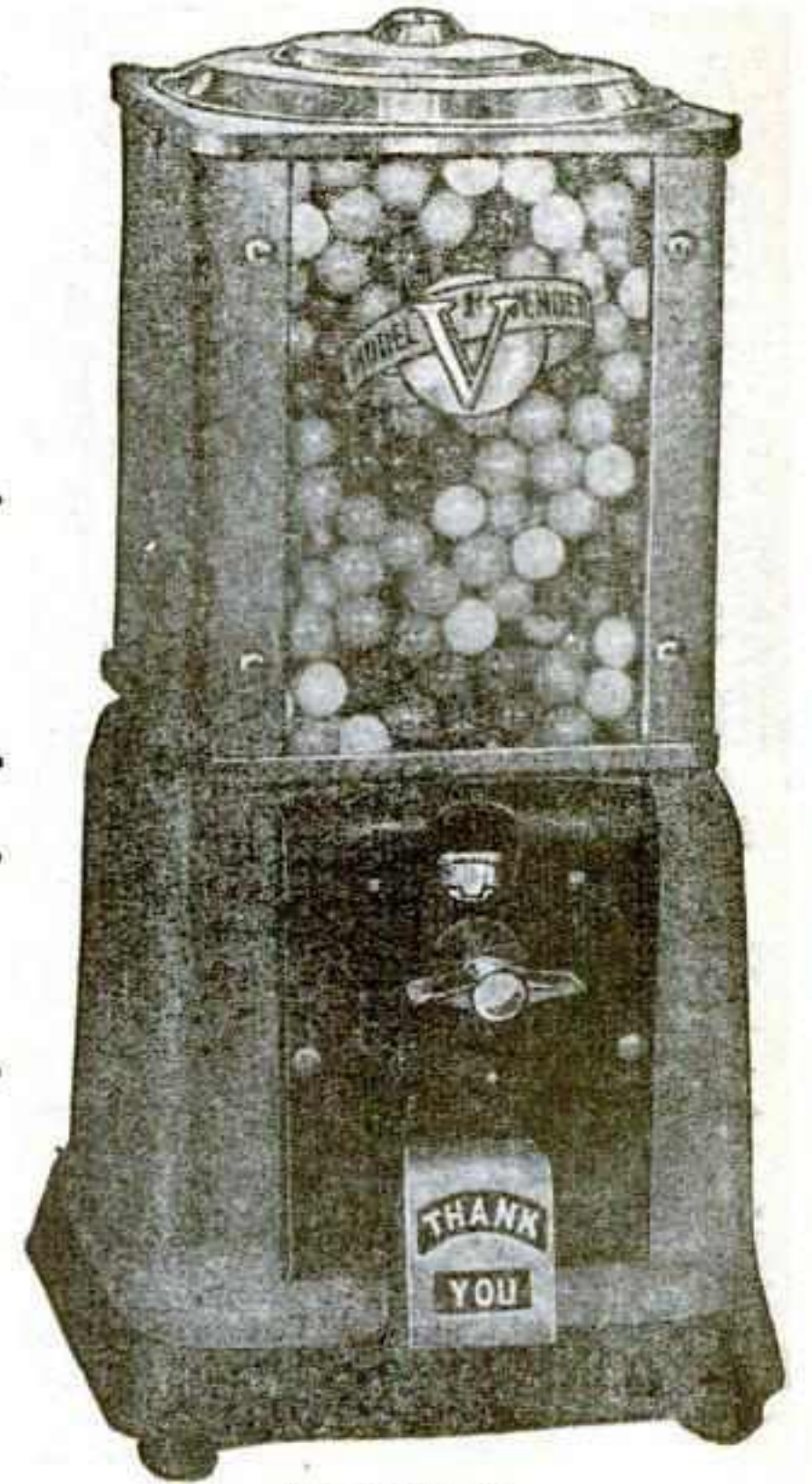
T. O. Thomas Novelty Co.
1572 Jefferson St.
Paducah, Ky.

Roy Torr
Lansdowne, Pa.

Vending Machine Co.
207 Franklin St.
Fayetteville, N. C.

Veterans Vending Co.
1304 21st St.
Port Huron, Mich.

Wisconsin Novelty Co.
3734 N. Green Bay Ave.
Milwaukee 6, Wis.



MODEL V
DELUXE CABINET TYPE

VICTOR VENDING CORP.

5711 GRAND AVENUE

CHICAGO 39, ILLINOIS

TEL.: NATIONAL 0220

YES! YOU CAN BUY MODEL V ON THE TORR TIME PAYMENT PLAN

Pay for Same in 16 Weekly Payments
Write for full information today.

BALL BUBBLE GUM & RAIN-BLO BALL GUM

as low as **34c** per pound
and this is **FREIGHT PAID** to your door.
Does your jobber do this?

BUBBLE BALL GUM

7 Bright Colors—all sizes
5/8th, 140 count—1/2 inch
170 count—3/8th, 210 count
Perfectly sound—Uniform in size.
All only **34c per pound**
On orders 500 pounds or over.

PRIZE BALL GUM

5/8th, 140 count—packed 25 pound to a carton—
38c per pound
On orders of 500 lbs. or over.
Red Stripe on Yellow, Green Stripe on Yellow,
Red and Green Spotted on Yellow,
Red and Blue Spotted on White.

RAIN-BLO

The new, sensational ball bubble gum with colored gum centers that produces Technicolor bubbles.

Comes in Red, Yellow and Blue. Besides the primary colored bubbles, different colors can be obtained by combining the primary colors. For example, by chewing a Blue and Red Ball you can blow a Purple Bubble, chewing a Yellow and Blue Ball get a Green Bubble, etc. Experiments have produced 20 different colors or shades.

Only **38c per pound**
in 500 pound lots.

5/8th size, 140 count, packed 25 lb. to a carton.

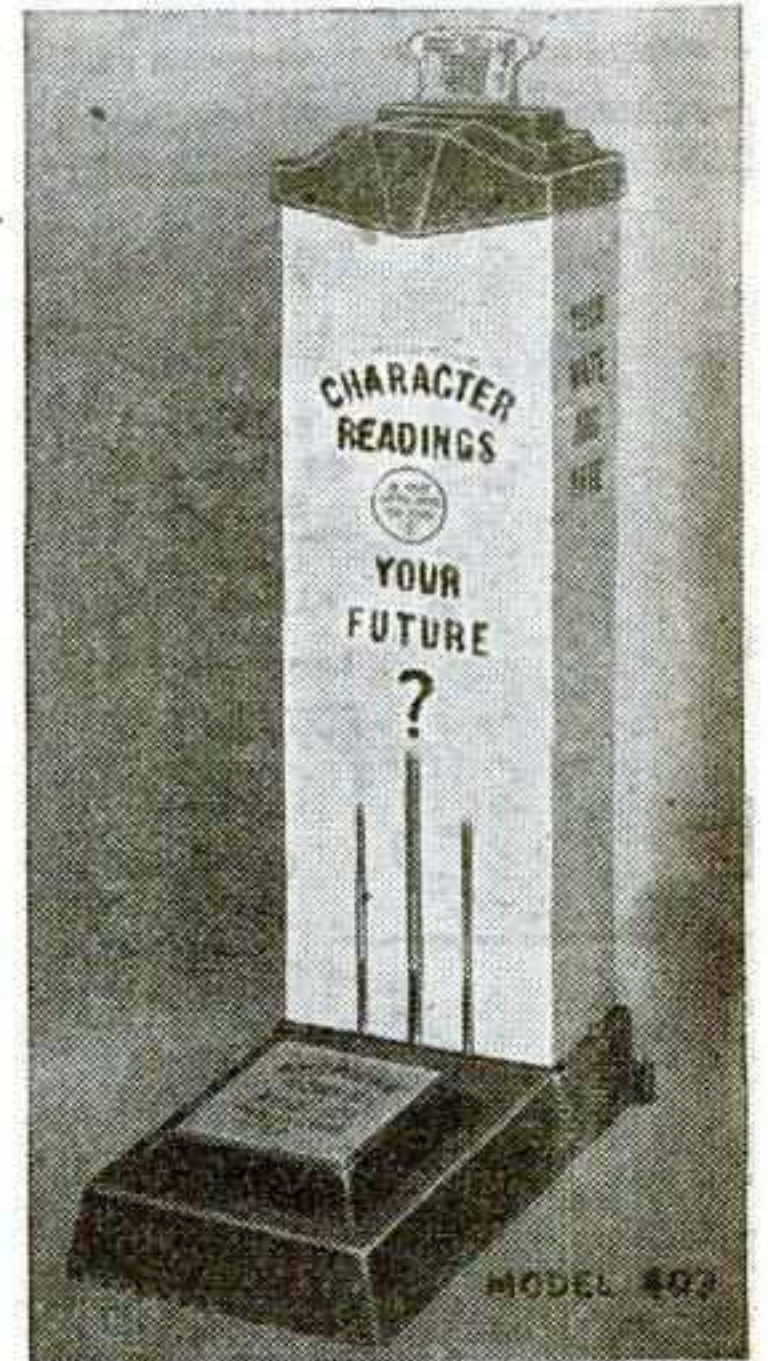
All prices quoted above are on orders 500 pounds or over. Orders less than 500 pounds, 2¢ per pound additional. Freight paid on orders 100 pounds or over. Under 100 pounds, shipped Express Collect.

SEND FULL CASH WITH ALL ORDERS—NO C. O. D.'S

ROY TORR Lansdowne, Penna.

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"

SOMETHING NEW IN 5 BALL COUNTER GAMES

4 Games in One.
 • Bingo
 • Poker
 • Hi-Score
 • Line-Up, 5 Colors
ALL FOR \$32.50
 Rush Your Orders.

PENNY BACK VENDOR COUNTER MODEL

VENDS BALL GUM
 For Each Penny Lost
\$39.50
 ORDER TODAY

BRAND NEW IMPS

EITHER 1¢ OR 5¢ PLAY
 Cig. or Fruit Reels
\$12.95 ea.
 LOTS OF 12 OR MORE
 5 or More. Ea. \$13.75
 Sample 14.50



MILLS VEST BELL

SIZE 8"x8"x8", 5¢
OPERATOR'S PRICE \$65.00
 Rebuilt, \$49.50.
 A pocket-size slot with automatic payout system. Awards from 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 \$4.50
 Charms, Small, Per 1000 3.50

LEAF RAIN-BLO BALL BUBBLE GUM Per Lb. 38¢
 144 and 170 COUNT
 25 AND 35 LB. CARTONS
 Orders of 100 Lbs. or Over Shipped Pre-paid Anywhere, Full Cash With Order.

WRITE FOR COMPLETE LIST!
 1/3 Deposit must accompany all orders.
RAKE COIN MACHINE EXCHANGE
 609 Spring Garden St., Philadelphia 23, Pa.
 Lombard 3-2676

Ice Venders Displayed at National Ice Industries Convention Win Interest

Cube Venders Planned for Apartments, Stores

CHICAGO, Nov. 15.—Ice vending machines were spotlighted during the 30th annual convention of the National Association of Ice Industries (NAII), held November 11-15 in the Sherman Hotel here.

Drawing the interest of convention visitors were displays of ice vending equipment made by S & S Vending Machine Company, San Jose, Calif., and Thermo Cube Company, Inc., Chicago. Former firm, which has

manufactured electrically operated ice vending units since 1932, had its Model 144-3C vender on display, holding 1,350 pounds of block ice on two dispensing racks. Robert G. Free, S & S production manager, and Donald Scott, sales manager, were present.

Free stated that ice dealers were outspoken in their approval of the vender idea, saying it fitted into their pattern of business, often eliminating much expensive door-to-door delivery and call-backs. Production of the firm's venders was on a satisfactory level, with biggest supply problem that of plywood for housing the outdoor, self-contained ice vender depot type of installation. Steel supply, in required 16 and 18-gauge stock, was adequate, Free added.

Markepp Named Level Distrib

CHICAGO, Nov. 15.—Commodity Vendors, Inc., has appointed Markepp Sales, Cleveland, as distributor for the Level aspirin vender for Ohio, Ken Wilson and Howard Pretzel, firm heads, announced Tuesday (11).

Aspirin vender, manufactured by Lewel Aspirin Machine Company, Fort Worth, sells three to a package aspirin for a nickel. Commodity Vendors has distribution for 26 States, appoints State distributors for heavily populated States, territory distributors for sparsely populated areas. Distributors appointed by the Wilson-Pretzel firm make direct sales to operators.

Wilson also announced that due to an expedited production schedule in the Fort Worth plant, deliveries are now being made on an increased basis.

Latest models of the self-contained ice vender station incorporate an ice cube delivery chute in addition to the 25 and 50-pound cake ice deliveries. Free also revealed that his firm was now engaged in designing its own coin accumulator, and that future venders would have a single-entrance coin chute, accepting nickels, dimes, quarters.

Experiments in Progress

S & S is also doing experimental work on perfecting a compact, multiple-rack ice cube vending machine adaptable to apartment house, liquor and grocery store installation. Free said he was to confer with C. P. Austin, director of NAI's research and engineering department, after the convention on the feasibility of perfecting such a unit. Austin has indicated association acceptance of such a unit, specifying, however, that such a machine should contain at least 100 7½-pound bags of ice cubes, thus removing the necessity of frequent service calls.

Second firm showing ice vending equipment, Thermo Cuber Company, Inc., displayed a model of its Frigid-Vend manual ice vender. Two non-coin operated Thermo-Cuber ice cube cutter machines were also shown. In attendance at the booth were Jerry Sharp, plant superintendent, and Mary H. Strizak, sales department. Miss Strizak stated that 60-day delivery was promised on the three models; 25 and 50-pound block ice, holding 50 and 34 blocks, respectively, and one ice cube vender holding 20 bags or packages. First two are of the double deck type; third has single deck. Operation is effected by two moving parts, a vending lever and the ice-release tripper bars. All units are gravity fed. ABT coin mechanisms are used.

Because of availability of required metal supplies, half-inch angle iron and stainless steel, firm officials contend production rates will be steadily increased.

Thermo Cuber moved into its new plant last week, Miss Strizak stated. New factory, also located in Chicago, gives company 10,000 square feet of floor space.

U. S. Vending Corp. Introduces Location Survey Plan for Ops

CHICAGO, Nov. 15.—United States Vending Corporation has instituted a location survey plan to enable operators to better sell locations on vending machines or increased use of venders.

At present, U. S. Vending is making several test surveys of different types of industrial location in the Chicago area. When finished, the Chicago surveys will be used as examples to explain the plan to the firm's distributors.

Two Survey Forms Used

Printed forms are being made to be used in future location surveys. Two types will be used—one for industrial locations and the second for transient locations.

U. S. Vending officials say that, thru the use of an organized location survey, operators will be able better to analyze location possibilities, present their program to prospective locations, and thus do better business all around.

Survey is also designed to determine the best possible placement of vending machines once a location has been secured. Included in the survey form which has been prepared for industrial locations are five sections which include nearly 100 points to be analyzed. Also included is a form for a layout of the plant by floors showing entrances, time clocks, washrooms, stairs, concentration of employees, installed vending equipment and electrical outlets for possible new equipment.

In charge of the Chicago test surveys are B. O. Spring and R. S. Updyke, U. S. Vending regional managers.

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.	30 lb. carton 90¢ lb.
Per lb.	30 lb. carton 85¢ lb.
Regular Calif. Almonds, approx. 500.	30 lb. carton 80¢ lb.
Per lb.	30 lb. carton 75¢ 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 24¢ 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.
Per 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

NEW! SILVER-KING HOT NUT VENDOR

WITH THE GUARANTEED HEATING UNIT

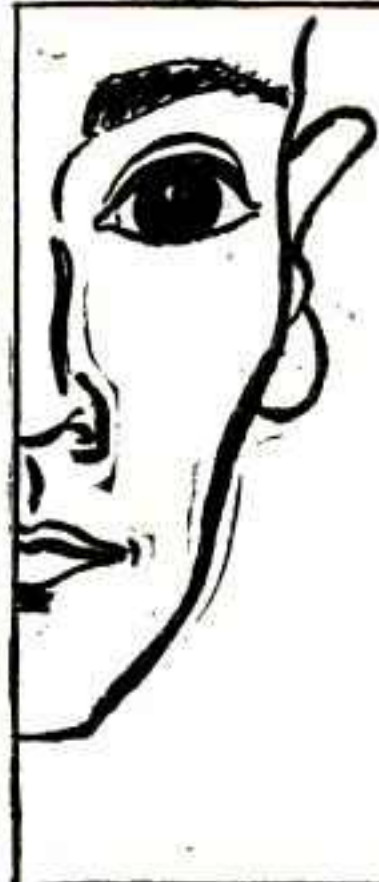


BIGGER PROFITS from locations are a natural with the all-new Silver-King Hot Nut Vendor. Completely redesigned for sales-compelling eye appeal. Flashing ruby red jeweled top Vendor only

\$29.95
 Cup Dispenser extra. See Your Dealer

SILVER-KING CORP.

622 Diversey Parkway, Chicago 14, Ill.



YOUR EYE WILL LIGHT UP WHEN YOU SEE IT AT THE NAMA SHOW



Columbus Vendors

BALL GUM OR PISTACHIO \$11.50 Ea.
 1¢ or 5¢ ALL PURPOSE \$12.00 Less in Quantities

New Improved VICTOR Model V \$11.75 Cab. Type \$13.75

NEW Silver King Vendors

BULK OR BALL GUM
 1¢-5¢ MODEL SAMPLE \$13.95
 10 or More \$12.50 Ea.
 25 or More \$10.30 Ea.

SILVER KING HOT NUT VENDOR \$29.95

NEW CASH TRAYS Bought entire distributing stock. \$6.95 12 or More \$6.50 Packed 6 to Ca.

Send for Literature and Quantity Prices on All Machines.
 1/3 Deposit Required With Orders.
 Address All Mail to Dept. B.
FRANK DIST. CO. 605 Spring Garden St., Phila. 23, Pa.

WRITE FOR OUR CATALOG VENDORS' SPECIALS

Mds. Stands, Solid Steel—Weight 35 Lbs. \$4.50
 Double Plates for Two Machines 1.00
 BUBBLE GUM—140 Count and 170 Count—25 Lb. Cartons. Per Lb. .38
 1/3 Deposit, Balance C. O. D. Fast Delivery.

VEEDCO SALES CO.
 2113 Market St. Philadelphia 3, Pa.

EXTRA!

The New Sensational
BALL BUBBLE GUM RAIN-BLO

Blows Technicolor Bubbles

5/8" SIZE **40¢ Lb.** 25 LB. CARTONS

PLACE YOUR ORDERS NOW!

First Come—First Served
Supply Sold Out for Next 2 Weeks.

ALL OTHER BALL BUBBLE GUM
3/8 and 170 Count 33¢ Lb.

1/3 Dep., Bal. C.O.D., F.O.B. N. Y.

SUNFLOWER DISTRIBUTING CO., INC.
2125 Amsterdam Ave., New York 32, N. Y.

Seasoning Prices on Rise; See No Immediate Increase In Finished Popcorn Cost

Draw on Reserves To Fill 1947 Popcorn Requirements

CHICAGO, Nov. 15.—Reversal in the price trend of fats and oils, which in the past three months has sent the price of types used for popcorn seasoning up as much as 100 per cent, is currently taking the spotlight in the popcorn supply situation away from the low 1947 harvest.

During the summer, seasoning prices were on the downgrade, but in August the trend reversed itself and prices are still climbing. Most popcorn men say that they believe the upward trend will continue for some time yet.

An example of the present trend is the price of crude coconut oil. In August the average price being paid was 11 cents per pound. Today the price for this product runs around 23 cents.

Popcorn Price Up

The price of popcorn itself, is also moving upward. A year ago, prepared popcorn was selling for from \$7.50 to \$8.75 per 100 pounds, while the present average price runs around \$11 per 100 pounds. Present indications are that there will be no actual shortage of popcorn this fall, but a heavy drain is expected on reserve stocks which have been set aside during past years. This situation will not become serious unless next year's crop turns out as poorly as the 1947 yield, popcorn authorities say.

It is expected, however, that the increased popcorn price will mean larger plantings next year. If this is the case, reserves can be again built up.

Bag Price May Rise

Another price increase expected by popcorn men in the near future is in the cost of bags and boxes. At present many firms which supply these products have ceased production of special containers for popcorn and when they return to production schedules prices are expected to be higher than before for better types.

Many popcorn vending machine operators are presently using plain Manila bags in their machines because of the shortage of more satisfactory types.

All of the price rises, however, are not expected to price popcorn out of the reach of vending machine operators seeking profitable operation. For the present, at least, most popcorn suppliers are delivering popped corn made from materials produced while prices were at lower levels. Much of the added materials costs are expected to be absorbed in increased production since more manufacturing and vending equipment is available today than ever before.

Average vending machines deliver two ounces or less of popped corn for 10 cents which leaves enough room to handle small price increases which may come next year.

E. J. Brach To Open New Candy Branch in New Brunswick, N. J.

NEW BRUNSWICK, N. J., Nov. 15.—As an integral part of the firm's expansion plans, E. J. Brach & Son, Chicago, will open a manufacturing branch here, it was announced. Candy making concern has just acquired a 30-acre parcel to be used as a site for a series of one-story air-conditioned structures.

Recently purchased property measures 1,250 by 900 feet, will be serviced by railroad sidings. Ground for the first building to be constructed on the plot is expected to be broken before January 1, 1948, with present plans calling for the structure to contain between 75,000 and 100,000 square feet.

Behind Every
KUNKEL
HOT POPCORN VENDOR
(Machine listed by Underwriters' Lab.)
30 YEARS' EXPERIENCE
in Coin-Operated Machines

Compare THESE FEATURES

- Beautiful Baked Enamel Finish.
- Sturdy Steel Cabinet.
- 99 1/2% Slug Proof.
- Low Electric Consumption.
- Can Be Refilled Without Operator Calling.
- Easy To Service and Clean.
- 16"x16" Wide, 62" High.
- 67 Lbs. Approx. Net Weight.

PRACTICAL DEPENDABLE



Operators!

Write for Name of Your Nearest Distributor

NORSOAMERICA

356 So. Broadway
Los Angeles 13, Calif.

MA 6-3746 Cable Address: NOSOAM

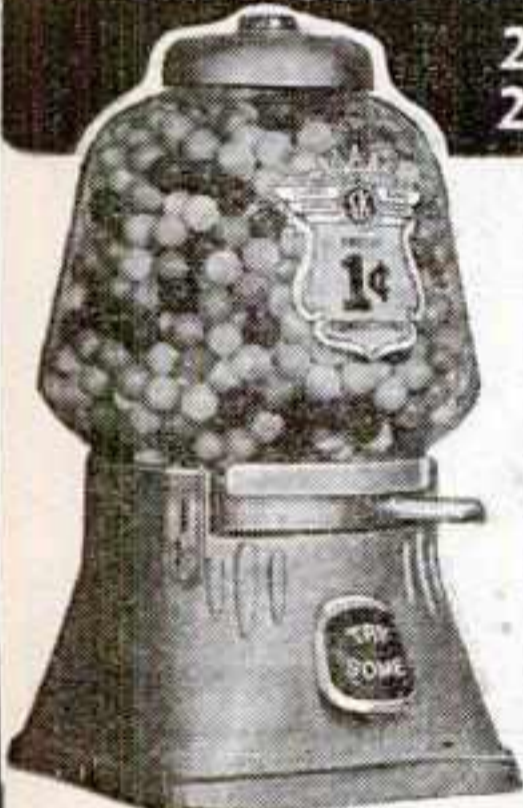
FOR SALE
TEN BRAND NEW MUNROE-MATLOCK
CO. POSTAGE STAMP MACHINES
At A Discount.

J. E. SCOTT

717 S. 5th St. Phone 644-J Paragould, Ark.

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.

200 SCALES

In very good condition and in good locations are for sale in South Texas. New truck and lots of spare parts. One of the nation's top business centers and scales show very good net. \$15,000.00 will handle.

BOX D-159

c/o The Billboard, Cincinnati 22, O.

Now Ready To Supply You! Get GARVEY'S VENDORS Special Price NUTS!

- NO. 1 SPANISH
- VIRGINIA BLANCHED AND RED SKINS
- VENDORS MIXES
- FANCY NUTS

Write at once for prices
J. F. GARVEY CO.
Lincoln—Omaha—Wichita

Conn. Reports on Cig Tax Receipts

HARTFORD, Conn., Nov. 15.—Cigarette stamp tax receipts during the first four months of this State's fiscal year totaled \$2,627,712, a gain of 5.2 per cent over the \$2,565,152 reported during the same period in 1946.

However, revenue for the month of October alone was \$644,638, a drop of 4.3 per cent from October a year ago.

Peter Paul's Stockholders Offered Additional Shares

NAUGATUCK, Conn., Nov. 15.—Peter Paul, Inc., has announced that it will offer approximately 3,000 shares of stock to stockholders of record November 19. Offering will be made thru transferable subscription warrants which entitles holders to subscribe for one share of common stock for each 56 shares he may hold.

Firm also announced that a dividend of 30 cents per share will become payable December 10 to stockholders of record November 19.

RAIN-BLO BUBBLE BALL GUM

38¢ PER LB. In lots of 25 lbs. or more. 140 or 170 count. The new sensational technical color gum that produces as many as 20 colors.

REGULAR BUBBLE BALL GUM

35¢ PER LB. 140 or 170 count. In lots of 25 lbs. or more. Certified check or money order in full with ball gum orders. No C. O. D.'s.



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

Lots of 12

\$13.75. Lots of 5. Sample, \$14.50. Here's the tiniest Bell in the world. A brand new Three Reel Counter Game that is worth its weight in gold. Finished in brilliant colors.

STAMP FOLDERS

For Shipman, Scherneck, Victory. 10,000 ... \$ 5.75 25,000 ... 13.95

Distributors interested in selling our advertised machines, write for details.

SHIPMAN TRIPLEX STAMP MACHINE

Brand new! Vends 1¢, 3¢ and 5¢ Air-mail Postage Stamps.

Sluggproof, compact, foolproof.

Immediate Delivery.

Operator's Price

\$39.50



1/3 Deposit on All Orders.

Write for Catalog on Bulk Vendors, Games, etc.

PARKWAY MACHINE CORPORATION

623 W. NORTH AVE., DEPT. B

Phone: Madison 1447

BALTIMORE 17, MD.

LOOK AT THIS SPECIAL PRICE

\$119.50 EACH

AND REACH FOR THE PHONE

RIGHT NOW!

U-NEED-A MONARCH

6 and 8 Columns



Rowe President, 10 Cols., 475 Pack Cap.	\$118.50
Rowe Royals, 10 Cols., 400 Pack Cap.	95.50
Rowe Royals, 8 Cols., 320 Pack Cap.	85.00
Rowe Imperials, 8 Cols., 240 Pack Cap.	67.50
Rowe Imperials, 6 Cols., 180 Pack Cap.	55.00
U-Need-a-Pak E, 8 & 9 Cols., 224 & 270 Pack Cap.	55.00
National 9-30, 8 Cols., 270 Pack Cap.	65.00
DuGrenier "S," 7 Cols., 210 Pack Cap.	45.00
DuGrenier W. WD, V. VD	57.50

M. Y. VENDING MACHINE EXCHANGE
1010 Myrtle Avenue Brooklyn 6, N. Y.
EVERgreen 8-7570

Record Crowd Seen for Big Popcorn Meet

Vending Ops To Attend

CHICAGO, Nov. 15. — A record crowd is anticipated for the meeting and exposition of the National Association of Popcorn Manufacturers (NAPM) to be held at Hotel Sherman here November 18-20.

A. J. Villiesse, executive secretary of the association, reports that reservations for convention exhibition booths are still coming in to NAPM's Chicago headquarters.

Many popcorn vending machine operators, distributors, suppliers and manufacturers are expected for the three-day convention, which will be the largest such affair ever conducted by NAPM.

Tuesday's (18) activities will be highlighted by a get acquainted dinner in the Walnut Room of the Bismarck Hotel. Other first-day activities will include registration and opening of the exhibition hall in the Sherman. Exhibits will be open from 10 a.m. to 5:30 p.m.

Wednesday's Program

On Wednesday (19) convention features will include a welcome by Fred J. Meyer, NAPM president; a discussion of the future of the popcorn industry by Oliver Koeneman, and a talk on quality products by C. W. Dewese. Exhibition hall will be open from 9 a.m. to 11:30 a.m. and from 2:30 p.m. to 9 p.m.

The final day program, Thursday (20), will include a discussion on advanced selling by James F. Mulcahy, merchandising director of the National Confectioners' Association (NCA); the annual business meeting of NAPM; an open forum on current popcorn problems; a social hour in the evening and exhibit showings from 9 a.m. to 11:30 a.m. and from 3 p.m. to 6 p.m. Convention will close with a banquet at 8 p.m.

Conn. Candy Prices Hit Pre-War Levels

BRIDGEPORT, Conn., Nov. 15.—Candy bars, which sold for 6 cents here earlier in the year, are selling for that price now in the local theaters. In most retail stores now they are back to a nickel. With the supply plentiful now, the 5 and 10-cent stores are having window displays, urging customers to buy them by the box. Chain grocery stores are selling them for 4 cents, and Walgreen's Drugstore, which started the price cutting here, is selling them two for 7 cents as a week-end special and 4 cents during the week.

Telecoin Offers Gifts To Boost Launderette Biz

NEW YORK, Nov. 15.—Special holiday offers of a gift portrait and a stainless steel paring knife are the latest items in the Telecoin Corporation's sales promotion drive to boost traffic into individual launderette stores thruout the country. The new offers followed a previous one by Telecoin of 1948 calendars. The three give-aways supplement a five-point, year-round national and localized advertising and promotion program initiated by Telecoin in behalf of launderette operators.

Announcement of the gift portrait was made via 600 and 800-line newspaper ads in large metropolitan dailies. Portrait pictures are being offered by more than 250 ops in New York and Chicago to all regular customers who bring in a coupon printed in the ads, together with a wash. The portrait certificate is worth \$5, and the arrangements have been made with photographers in each city to honor the certificates.

The offer of the hollow-ground, stainless steel knife was announced in 360-line ads in more than 500 cities and towns exclusive of New York, Chicago and the West Coast. The knife is available for 25 cents plus a receipt for a wash in a launderette.

Follow-up ads to promote the two offers will be run in metropolitan and neighborhood newspapers thruout November.

Eastern Electric Names New Distrib

NEW YORK, Nov. 15.—George J. Young Distributing Company, Norfolk, has been appointed to handle Eastern Electric Vending Machine Corporation products in Alabama, Louisiana, Mississippi, North and South Carolina, Tennessee, Virginia and West Virginia, according to Lew Jaffa, sales manager of Eastern Electric.

Young has been active in the cigarette vending business since 1934. Firm will maintain a service and repair department under the supervision of George J. Young Jr.

Beech-Nut Reports Profits

CANAJOHARIE, N. Y., Nov. 15.—Beech-Nut Packing Company reports that net profits for the first nine months of 1947, ending September 30, totaled \$3,626,327, equal to \$2.37 per share. For the corresponding period in 1946, net earnings were \$2,099,641, or \$1.37 a share, including \$507,508 net profit on sales of securities.

For the six months ending June 30, 1947, net profit was \$1,989,053, \$1.30 a share, compared with \$1,436,270, 94 cents a share, for like period in 1946.

SALES STIMULATING VENDOR VALUES
Unsurpassed in PROFIT-MAKING Ability
GOLDEN STATE
Favorite of Operators Coast to Coast. Rugged, service-free mechanism.
All Purpose—All Product Available in 1¢ or 5¢ Model.
\$12.95 Sample Lots. Write for Quantity Price.
DISTRIBUTORS: Contact Us. Some Territories Still Open.

GOLDEN STATE Hot-Nut Vendor
Vends All-Type Nuts.
HEAT Element Guaranteed Forever.
Flashing, Brilliant, Eye-Attracting Beauty.
\$29.95

VENDOR SUPPLIES
Write for List.
Distributors, Write for Quantity Prices.
BADGER SALES CO., INC.
2251 W. Pico Blvd. Los Angeles 6, Calif.

NOW 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.

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
1 EAST ADMIRALTY STREET, CHICAGO, ILL.

FOR SALE 12 Rotary Merchandisers
Pusher Type, Perfect Condition.
G. & S. AMUSE CO.
Salisbury Beach, Mass.

FOR VENDING MACHINES and SUPPLIES write RUSS THOMAS CO.
2189 Central Ave., Memphis 4, Tenn.
Telephone: 2-6410

AVAILABLE!

- The Converted SNACK
- 5c Coin Operated Machine

Uniform heat in all 3 units. A challenger to all other nut machines. 3 in 1. This famous machine holds 18 lbs. of nuts; will gross \$37.00, net \$16.00.

Distributors and Salesmen Wanted

H & P
COIN MACHINE DISTRIBUTORS
32-06 30th Ave. ASTORIA, L. I.

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.

SPARE TIME-FULL TIME!
Supplement your present route of coin machines—or operate the L.A.P.—EST factory model Shipman Triplex Stamp Vendors in your spare time. 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
6924-28 Roosevelt Rd. Oak Park, Ill.
FOLDERS Only \$16.75 for 25,000, which return gross profit of \$250.00.

POSTMASTER

The most modern, revolutionary, practical, compact triple unit roll type postage stamp vendor money can buy. Actually 3 machines in one.

Write for further information.

DAVAL PRODUCTS CORPORATION
1512 No. Fremont St. Chicago 22, Ill.

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.

Virginia Peanuts, 30 Lb. Ctns., 28¢ lb.
 Pistachio Nuts, Small, 25 Lb. Ctns.47¢ lb.
 Spanish Peanuts, 30-Lb. Ctns.58¢ lb.
 Model V Deluxe Cab. Type \$13.75
 Licorice Lozenges, 38 Lb. Ctns.30¢ lb.
 Rainbow Peanuts, 35 Lb. Ctns.28¢ lb.
 Boston Baked Beans, 32 Lb. Ctns. 25¢ lb.

BUBBLE BALL GUM
 140 Count38¢
 170 Count35¢
 25 Lb. Ctns.—Full Cash With Order.95¢

RAIN-BLO
 5¢ size—140 count. Rainbows of color in this latest sensation that pep up sales unbelievably. Orders filled in rotation!
44¢ lb.
 1/3 Deposit, Certified Check or Money Order. Balance C. O. D.
PIONEER VENDING SERVICE
 Exclusive Victor Distributor in N. Y.
 461 Backman St., Brooklyn 12, N. Y.
 Phone: Dickens 2-7882

Pepsi-Cola Bottlers See New Venders

Models Hi-Lite Convention

ATLANTIC CITY, Nov. 15.—Pepsi-Cola bottlers from the four corners of the country gathered here this week for a special convention and a preview of the parent company's proposed \$100,000,000 entry into the coin-operated cup and bottle vending field. (*The Billboard*, October 4.) The four-day convention, which started Wednesday (12) with a showing of the Stewart Products, Sneed & Lion Manufacturing Company venders and a cocktail party at the Hotel Traymore, was scheduled to run thru today (15), with the bottlers remaining over to attend the American Bottlers of Carbonated Beverages (ABCB) convention which starts Monday (17) and runs thru Friday (21).

With the top Pepsi-Cola brass, including Walter Mack, president, and Bryan Houston, executive vice-president, in attendance, the series of conferences scheduled to be held thruout the week included discussions on the proposed program for the vending of a nine-ounce drink in a 10-ounce cup, as well as the program to operate bottle venders.

According to plans now being discussed, the Pepsi-Cola franchise bottlers, numbering some 500, will purchase the various approved vending machines and place them on locations. Those areas not covered by franchised bottlers, or where the bottlers do not want to purchase machines, will, in all probability, be opened to the independent operators. In the latter case the ops will buy their sirup supplies from a Pepsi-Cola bottler.

Telecoin Will Show Coin Laundries for Housing Convention

NEW YORK, Nov. 15.—Telecoin Corporation this week completed plans to show its entire line of coin-operated laundry, vending and radio equipment at the National Association of Housing Officials (NAHO) convention here starting Monday (17) for four days, and at the National Automatic Merchandising Association (NAMA) in Chicago December 14-17.

The featured attraction of the firm at both shows will be a Bendix dime-operated washing machine, which is to be removed from its original apartment house installation for the showings. This machine has processed 27,113 washes, totaling approximately 271,130 pounds of clothing.

Utilizing two booths at the NAHO show at the Hotel New Yorker, Telecoin will exhibit in addition to this washer, the newest models in coin-operated washing machines, a coin-operated dryer and the Tele-Juice machine which vends canned, refrigerated health drinks.

Taking over booths 1, 2 and 3 at the NAMA convention, Jack M. Cross, manager of the Tele-Juice division and director of show activities for Telecoin, reports that the firm will exhibit, in addition to the old and new model washers, the dryer, an extractor and a soap dispenser, all coin-operated. The Tele-Juice machine and the Telecoin System coin-operated radio will round out the exhibit.

The three booths will be converted into one 850-foot display area.

Clarksburg Hires Company Purchased by Funderburk

CLARKSBURG, W. Va., Nov. 15.—Hires Bottling Company here is now operating under ownership of Joseph Funderburk, according to an announcement from the parent Hires Company, Philadelphia.

Funderburk, formerly an automobile distributor, takes over territory covering 11 counties: Doddridge, Harrison, Tyler, Gilmer, Lewis, Upshur, Randolph, Webster, Braxton, Barbour and Tucker. Plant has been in operation since 1938 under the former owner, J. Goldfaber. Latter continues to operate bottling plants in Sabraton, W. Va., and Johnstown, Pa.

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	GUM AND MINT MACHINE	15.00

10c CIGAR MACHINES, Cap. 175, 7 Col. . . . \$32.50

WEEKLY SPECIAL!
 Uneeda Model 500, 9 Cols. 350 Pack Cap.
\$115.00

TOP EQUIPMENT—UNCONDITIONALLY GUARANTEED
One-Third Deposit With Orders—Balance C. O. D.
 Parts and Mirrors available, including the 25c vending changeover parts for all makes and models.

UNEEDA VENDING SERVICE

"THE NATION'S LEADING DISTRIBUTOR OF VENDING MACHINES"
 166 CLYMER STREET Evergreen 7-4568 BROOKLYN 11, NEW YORK

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.

ATTENTION CASH TRAY OPERATORS MIDGET CHICLETS

New Item for 5¢ Cash Trays. Approximately 500 to a pound. (Cash Tray Globe holds 2 1/4 lbs.)
 Vends 14 for 5¢ for **LARGE PROFITS**
 Packed in 55 lb. cartons44¢ lb.
 Smaller quantities45¢ lb.
 Immediate Shipment
 Send 1/3 Deposit; Balance C. O. D.

CAMEO VENDING SERVICE
 432 W. 42nd St., New York 18, N. Y.

"RAIN-BLO" BUBBLE GUM
 Assorted Colors—All Sizes.
 43¢ lb.—100 Lbs., \$42.50.

REGULAR BUBBLE GUM
 38¢ lb.—100 Lbs., \$37.50.
 Send 1/3 Dep. With Order, Bal. C. O. D.

KARANT SALES
 9514 Grenshaw Chicago 24, Ill.

Operators!
KUNKEL HOT POPCORN VENDOR
 (Machine Listed by Underwriters' Laboratories)
Again Available!

PRACTICAL — DEPENDABLE

- 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
- 16x16" Wide, 62" High
- 67 lbs. approx. Net Weight

5c or 10c Coin Chute

"KUNKEL," FOR 30 YEARS MAKERS OF COIN CONTROLLED MACHINES DISTRIBUTED BY

RONI SALES CO. 4315 CHURCH AVE. BROOKLYN 3, N. Y. PRESIDENT 4-1810

SPECIAL! \$82.50
11-COL. "LS" MODEL
DuGRENIER CHAMPION CIGARETTE MACHINES
 COMPLETE WITH STANDS
 Guaranteed ready for location. Mechanically perfect. 20c operation. New, attractive paint.

1/3 Deposit With Order, Balance C. O. D.

G. B. MACKIE CORPORATION
 212 H St., N. W. Washington, D. C.

VIDEO TURNS TO COIN BIZ

Tavern Sets On Increase

Tele makers working with coin machine firms while set competition picks up

NEW YORK, Nov. 15.—A steadily increasing trend toward utilization of the coin machine industry in the projection of public location television and an increasing interest on the part of the industry in coin-operated, multiple choice wall boxes and multiple screen tavern television has developed here recently. Competition in the field, increasing weekly with the introduction of new sets and systems, also is being reflected in the manufacturers' prices to the trade.

First of the manufacturers to work directly thru established coin machine distributors and operators in selling their public location set is the Colonial Television Corporation, recently organized in this city. The firm, which makes a non-coin-operated set, announced (*The Billboard*, November 1) the signing of four coin machine firms as distributors, and this week added Veterans' Enterprises Company as their representative in Atlantic City. Colonial's most popular tavern set is its 15-inch screen model which lists for \$950, a considerable drop over the \$1,995 figure that was "set procedure" a year ago. According to Ira Becker, vice-president of Colonial, the firm now has representatives traveling thruout the country contacting coin machine distributors in every television city to set up distributorships for their line.

U. S. Television in Field

Another firm which has surveyed the possibilities of utilizing the experience and contacts of the coin machine industry is United States Television (UST). UST recently signed Shelby York, formerly of Redd Distributing Company, Boston, as its assistant sales manager, and this week entered an agreement with Philip Goldberg, Buffalo coinman, to distribute their sets in that area.

According to Hamilton Hoge, UST president, many juke box operators are now acting as dealers with their locations for the sale of UST receivers. The operators purchase the receivers at the dealer price then resell the sets to the location at the retail figure. Hoge estimates that 20 per cent of UST public location sets will be sold thru these operators. The sets are sold to the operators as non-coin-operated receivers, but UST has no policy which requires the sets to be placed on location without coin mechanism. UST recently slashed its prices as much as \$500 on some public location sets.

Influx of New Firms

A steady influx of new concerns in the public set field has been noted. Newest manufacturer to enter the field is the Consolidated Television Corporation of this city, which is presenting a non-coin-operated 15-inch screen set. Firm plans to sell thru regular distributors, and at the present time does not plan a coin-operated set. Another firm which is featuring non-coin-operated public receivers is Industrial Television, Inc., Nutley, N. J. Guest Radio also plans a public location set to be called Video-Matic.

Bringing a heavy segment of the (See *Video Turns* on page 110)



DENVER COMMUNITY Chest Chairman Hugh B. Terry (seated) receives a check for \$490 from Wolf Reiwitz Roberts, head of Wolf Sales Company, Denver. Amount represents almost 10,000 nickels fed into 170 Wurlitzer juke boxes in a day set aside for chest drive here, was contributed thru generosity of Roberts, local Wurlitzer distributor. Terry is manager of Station KLZ.

Op Interest High In Shaffer Music Picture Contest

COLUMBUS, O., Nov. 15.—Considerable interest is being displayed by operators in a Shaffer Music Company sponsored photograph contest, firm officials announced. As the contest was set up, the Seeburg operator in the Shaffer territory submitting the best photograph of a Seeburg-equipped location will be awarded an all-expense trip to the Coin Machine Industries, Inc. (CMI), convention and show scheduled for January 19-22 in Chicago's Sherman Hotel.

In addition to the award for operators, a duplicate prize will be given to the Shaffer salesman in whose territory the winning location is situated. Shaffer territory for Seeburg products includes Central and Southeastern Ohio, West Virginia and Western Virginia.

Contest judges are R. L. Dunlap, Seeburg sales manager; Irving McClelland, Seeburg district sales manager, and Paul Ahern Kelly, of the Kelly & Lamb advertising agency. Following the contest deadline, December 15, they will pick the five best photographs submitted and personally visit the locations involved. After all five locations are inspected, the three judges will determine the winning operator.

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:

KEARNS TOUGHENS; TO SPUR CONGRESS CHECK ON BAN AND CONFER WITH HARTLEY. Congressman to hypo congressional study of Petrillo.

DE LUXE ADDS ITALIAN LINE. Firm extending catalog to include Italian recordings.

SONORA ELIMINATES SINGLE RECORDS. Griff Williams and Saxie Dowell orchestras switch to other labels.

SIGNATURE PLANS CHEAPER LABEL. Recording Company mulling plans to manufacture a lower-priced record.

And other informative news stories as well as the *Honor Roll of Hits* and *pop charts*.

Alabama Officials Hint at Lifting of Juke Box Ban

MOBILE, Ala., Nov. 15.—Prospects of early authorization of juke boxes and live music in establishments where beer is sold were discussed Monday (10) by members of the Alabama Alcoholic Beverage Control Board.

"A thousand and one details would have to be worked out before any order could be issued," Chairman Lamar Keely explained. "We would have to take every precaution to prevent flarebacks and discrepancies."

The board's reaction came on the heels of an assertion by Governor James E. Folsom in Mobile Saturday (8) that he intended to see that "the little man in Alabama gets his juke box and beer."

Former Policy

Since midway of the administration of former Governor Chauncey Sparks, the State has maintained a policy against permitting live or mechanical music in licensed establishments. There is no such regulation for private clubs where liquor is sold and served.

Members of the board said that they have been considering the possibility of rescinding the order since Governor Folsom is interested in having it done, but said no definite plans have been worked out as it would take quite some time to prepare a new regulation on the subject.

He pointed out that in some instances there are local ordinances against mechanical music devices.

"If we suddenly changed our regulations," he said, "the action possibly would cause conflicts with local laws. We would have to study the situation carefully before making any

Baltimore Ops Hail Freedom Train Visit

BALTIMORE, Nov. 15.—With the Freedom Train scheduled to arrive here November 25 for a two-day stay, coinmen made plans to participate in the over-all celebration to be called Rededication Week by immediately inserting the *Freedom Train* record in music machines here and in neighboring areas.

According to Brig. Gen. Henry C. Evans, chairman of Rededication Week, the celebration will get under way today and will run thru November 24, leading the way for the arrival of the train. The *Freedom Train* will be located at the Bolton Yards of the Pennsylvania Railroad on the first day, then move to the Camden Station of the Baltimore & Ohio.

sharp departure from the present set-up.

"We certainly don't want to jump into this thing in a haphazard manner," he said, "and I don't believe either the governor or other board members want to do something until we are sure all the details have been worked out satisfactorily."

Tradio Unveils Video-Sound Set At Hotel Show

NEW YORK, Nov. 15.—A new coin-operated combination video-sound system permitting customer choice of television, AM-FM radio or recorded music for personalized booth reception in taverns and restaurants was unveiled this week by Victor Trad, president of Tradio, Inc., Asbury Park, N. J. The set-up was demonstrated for the first time at the National Hotel Exposition in Grand Central Palace November 10-14.

Built around Tradio-ette, the company's recently announced coin-operated booth radio, the complete multiple system also includes Tradio's television receiver, Tradio-vision, which, in addition, acts as an FM receiver, and one or more satellite television viewing screens. In operation the viewing units, conveniently spotted in a location, continuously carry the television pictures whenever television stations are transmitting, but do not broadcast the audio signal. This can be heard only thru the booth sets. For 10 cents the listener has a choice of 15 minutes of television sound, any station on the AM band, an FM station in the event tele programs are not being broadcast, or personalized recorded music.

Easily Installed

Designed for flexibility of installation, according to the demands of any particular location, Trad stated, the entertainment system will be distributed as a complete package or as a partial system, including a number of Tradio-ette booth sets (which are completely self-contained radios) and any of the other units desired. This policy will prevail, Trad explained, since Tradio-ette can be adjusted to operate thru any standard television receiver, such as a location may already have, or be connected to a juke box if desired.

He claimed this flexibility as an advantage for operators planning an installation in territories where television broadcasts are not yet carried. In such areas the system may be used for radio and personalized recorded music with the understanding that when television programs do become available, receivers and viewers may be installed and the booth units adjusted to carry the programs.

Speaker volume is controllable by the listener, but cannot be tuned higher than a pre-set maximum determined by the location owner as necessary to prevent disturbance to persons in adjoining booths who may be listening to other programs. As engineered, according to Trad, the system permits a number of different programs to be carried simultaneously in one location without mutual interference.

At the same time Tradio announced (See *Tradio Unveils* on page 101)

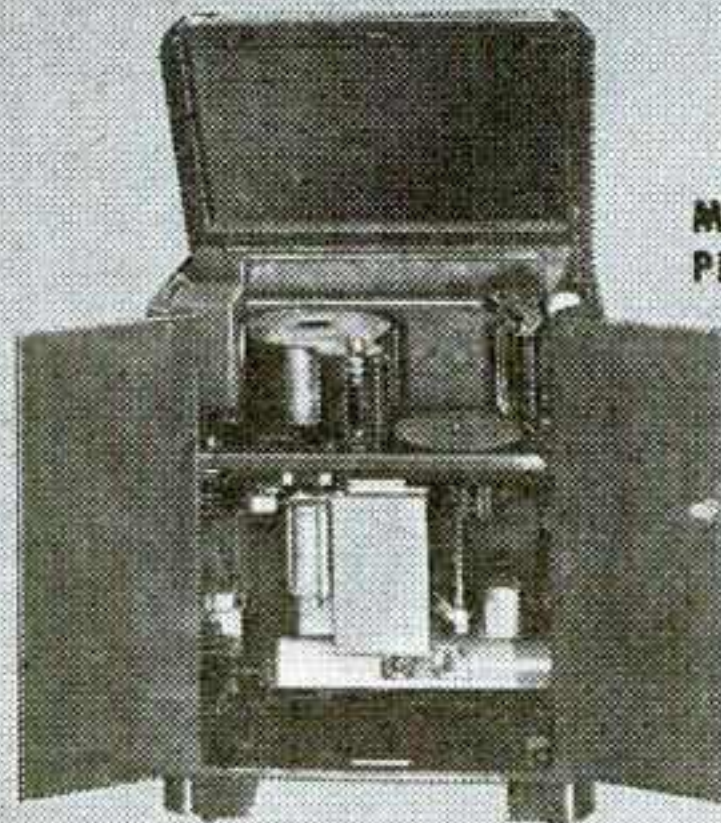
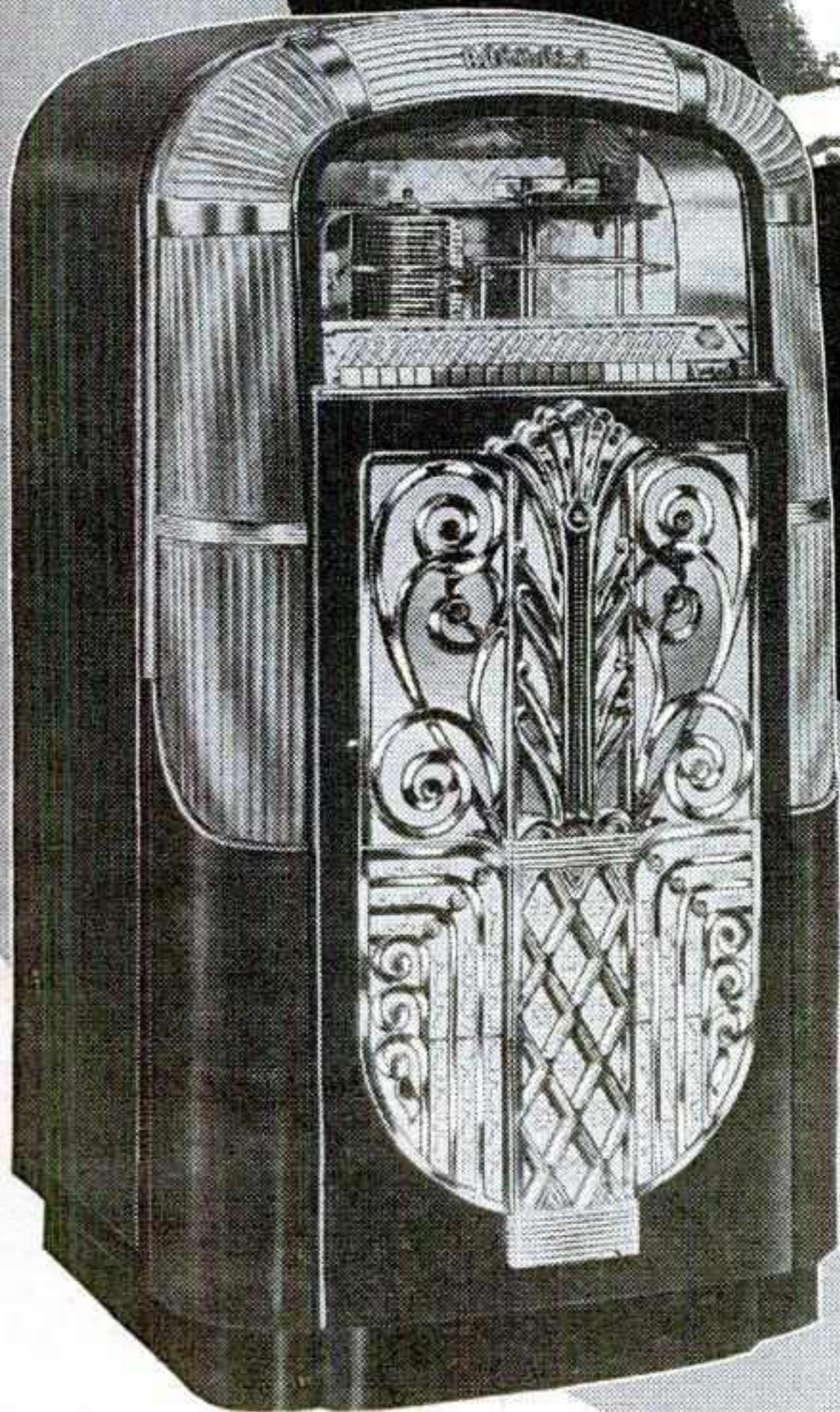
You can't miss-



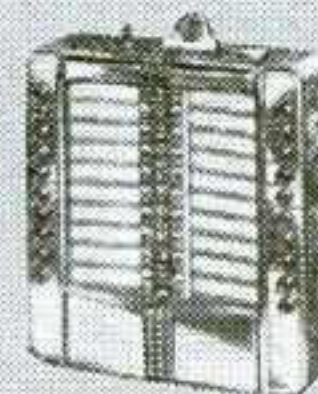
with

ROCK-OLA

The Phonograph That Sells Music



MODEL 1424
PLAYMASTER



MODEL 1530
WALL BOX



MODEL 1606
TONETTE SPEAKER



ROCK-OLA
Manufacturing Corp.
800 N. KEDZIE AVE. CHICAGO 51, ILL.

Midwest Ops Hit Location Sales

Four-States Meeting Held

State associations strive for closer co-operation — review commission set-up

HOULTON, Wis., Nov. 15.—Direct sales of music equipment to locations, plans for closer co-operation and inter-change of ideas between four Midwestern operator associations and a review of location commission arrangements were the principal topics discussed when 60 operators and association executives met here Monday (10) at the Hilltop Inn.

Operators present at the meeting intimated that they expect closer co-operation between the four State associations which were represented—Minnesota, South Dakota, North Dakota and Wisconsin—might eventually lead to the formation of a national coin machine operators' organization.

Crosby Presides

Opening shots at the meeting were fired by Tom Crosby, of Gopher Sales, in Faribault, Minn. Crosby, who is president of the Minnesota Amusement Games Association, presided at the day-long meeting. He pointed out, in his opening speech, that in all his travels he has yet to find an area in which location sales have been as heavy as in the four-State territory from which operators attending the meeting came.

Operators at the meeting placed most of the blame for location sales on some distributing companies, altho they said a few smaller music operators are just as much the cause.

The operators further said that "new blood" is welcome in the business, but that they believe newcomers, as well as older firms, should plan their operating program carefully to avoid: (1) too rapid expansion (buying themselves out of the business); (2) giving away too much of their gross in location commissions and, as a result of both factors either being forced to quit the business because they are unable to meet their monthly payments on equipment, or turning to direct sales to locations as a way out.

Resolution Adopted

A resolution—calling upon manufacturers and distributors to use more diligence in their selling practices—was unanimously adopted.

Mike Immig, president of the South Dakota Phonograph Operators' Association, seconded Crosby's statements on location sales, said that his association is currently working to eliminate such practices by pointing out the impracticality of location-operated automatic phonographs.

Commissions came up for discussion once the operators disposed of location sales. The operators said they believe the biggest cause for failure in the phonograph business today is the high location commission. Paying out in commissions more than they can reasonably afford to pay to the location, the operators agreed, was one of the principal causes for new operators failing to make the grade.

C. S. Pierce, president of the Wisconsin State Phonograph Owners' Association, who had just returned from an 8,400-mile trip thru the West, reported that in three out of every four (See *Midwest Ops* on page 101)

Canadian Juke Box Business Undergoing Healthy Expansion

CHICAGO, Nov. 15.—Coin-operated music business in Canada is currently undergoing a healthy expansion, according to Joe Caldron, AMI, Inc., assistant general sales manager, who returned recently from a 10-day trip thru three of that nation's Eastern provinces.

Caldron, who covered an estimated 5,000 miles on the business journey,

visited Halifax, N. S.; Moncton, N. B.; Montreal; and many smaller cities on the tour, which he made by train, plane and auto.

While in Halifax, a city which now numbers more than 100,000 population, Caldron aided Alex Boudreau in setting up his recently acquired AMI distributorship. Boudreau's firm, called Globe Manufacturers' Agency, employs 42 personnel, handles equipment for the maritime provinces.

No Taverns

Caldron pointed out that in Halifax and Moncton, one of the largest cities in New Brunswick, there are no taverns, and for that reason the most popular music locations are grills, drug stores and hotel restaurants.

In Montreal, Caldron called on the firm's province of Quebec distributor, Paul's Novelty Registered, headed by Paul Campeau, who like Boudreau, has been in the coin machine trade some 10 years. Montreal, with a population of over 1,000,000, has more coin machines on location than any other Canadian city. Chief locations in this city are similar to those in the United States, taverns, restaurants, grills, and highway eateries.

Special Rejector Needed

Canadian coin machine customers use two types of 5-cent pieces to play coin phonographs, Caldron pointed out, and as a result AMI equipment earmarked for Canada's coinmen are manufactured with a special slug rejector. Of the two coins, one is similar in shape, size and weight to the U. S. nickel, but the other differs radically.

Caldron noticed that Montreal people are fond of U. S.-made coin-operated amusement games and venders. One dual flavor soft drink cup machine especially caught his eye. This was located just outside of the Montreal Pharmacy, probably the largest prescription drugstore in the world. Vender was dime-operated and has sold as many as 9,000 drinks a week during the summer months.

Chi Music Ops' Theater Party Boosts Drive

CHICAGO, Nov. 15.—Ray Cunliffe, president of the Illinois Phonograph Owners, Inc. (IPO), announced this week that his association has arranged with the management of the Studebaker Theater here to set aside the evening of Tuesday, November 25, as a special promotion for the Coin Machine Industries, Inc. (CMI), drive for the Damon Runyon Memorial Fund for Cancer Research.

All tickets for that evening will sell for twice the usual price with the additional cost going directly to the cancer fund. In addition the theater management and Spike Jones, whose Musical Depreciation Revue is currently featured at the theater, will donate 20 per cent of their gross income on that evening to the fund.

Already 800 of the 1,250 seats in the house have been sold and IPO expects to have a sellout for the evening. Several special promotions for the event will be made, Cunliffe said.

To boost the show, IPO members plan to place several new juke boxes thruout the theater next week with appropriate signs. It is also expected that Jones will arrange something special in his two-hour-and-40-minute program to tie in with the cancer fund promotion.



CINCINNATI COINMEN who comprise the committee handling arrangements for the \$10-per-plate dinner to be held in the Roof Garden of Hotel Gibson, Cincinnati, November 23, with every penny of each \$10 going to the Damon Runyon Memorial Cancer Fund drive. Left to right, standing: Bill Marmer, Charles Kanter, Sam Chester, Joe Weinberger, Morry Goret and Charles Trau. Seated: Lenny Goldstein. A name band and acts from the major night clubs in the Cincinnati area will be a feature of the combination dinner-show. The public and all coin men in the area have been invited.

Seeburg Names Johnson Chief Of Production

CHICAGO, Nov. 15.—J. P. Seeburg Corporation has announced the appointment of Fleming Johnson as production manager in charge of the firm's plants.

Johnson has had wide experience in the field of electronics. From 1929 to 1943 he was associated with the Philco Company, first as superintendent in the Philadelphia plant and from 1938 to 1943 as production manager of Philco's Western division in charge of that firm's Chicago and Sandusky, O., plants.

In recent years Johnson was vice-president in charge of manufacture for the Eastern division of International Detrola Corporation, Detroit, of which he was also a director.

Seeburg officials believe that Johnson's extensive experience will prove particularly valuable in the production of the firm's music equipment and mechanisms.

Filben Names New Distrib

CHICAGO, Nov. 15.—The Lewis Trading Company at 1305 West Fifth Street, Philadelphia, has been appointed distributor for the National Filben Corporation, according to an announcement by Bert Davidson, sales manager for Filben.

Lewis Trading, headed by Lewis Socklove, a veteran phonograph distributor, will cover Eastern Pennsylvania, including Philadelphia, and Southern New Jersey with the Filben Mirro-Cle music line.

Within the near future, Davidson said, the company will announce the first Philadelphia showing of the Filben line.

Jersey Ops Offer Schools Free Use Of Music Mchs.

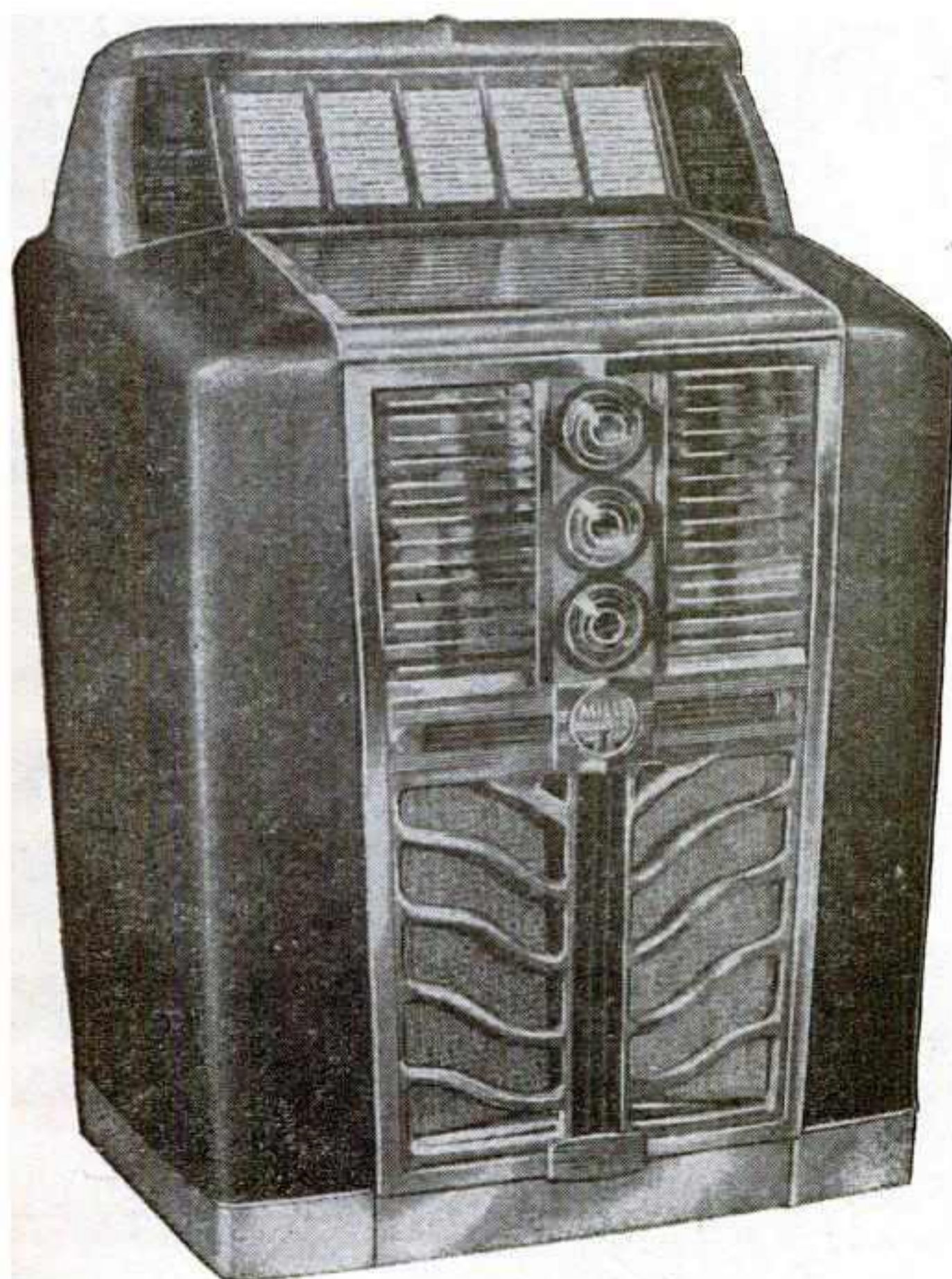
NEWARK, N. J., Nov. 15.—In a special promotion drive to reach the teen-agers in their communities, operators in Northern New Jersey are offering the free use of juke boxes to student clubs holding dances on school premises, according to LeRoy Stein, executive director of the Music Guild of America (MGA).

A letter to all authorized school clubs in the area was sent out this week over the signature of Edward Levey, MGA secretary, in which the operator association solicited requests for the use of machines and stated that co-operating operators would also service the units and supply records without charge. The only obligation incurred by the clubs is to insure that acknowledgement of the free service be published in the official school paper and that the school assume responsibility for the care of the juke box while on school premises.

The move was explained by Stein as another step in MGA's program to foster close and cordial relations between music operators and that part of the public (largely composed of people of high school age), which patronizes juke boxes.

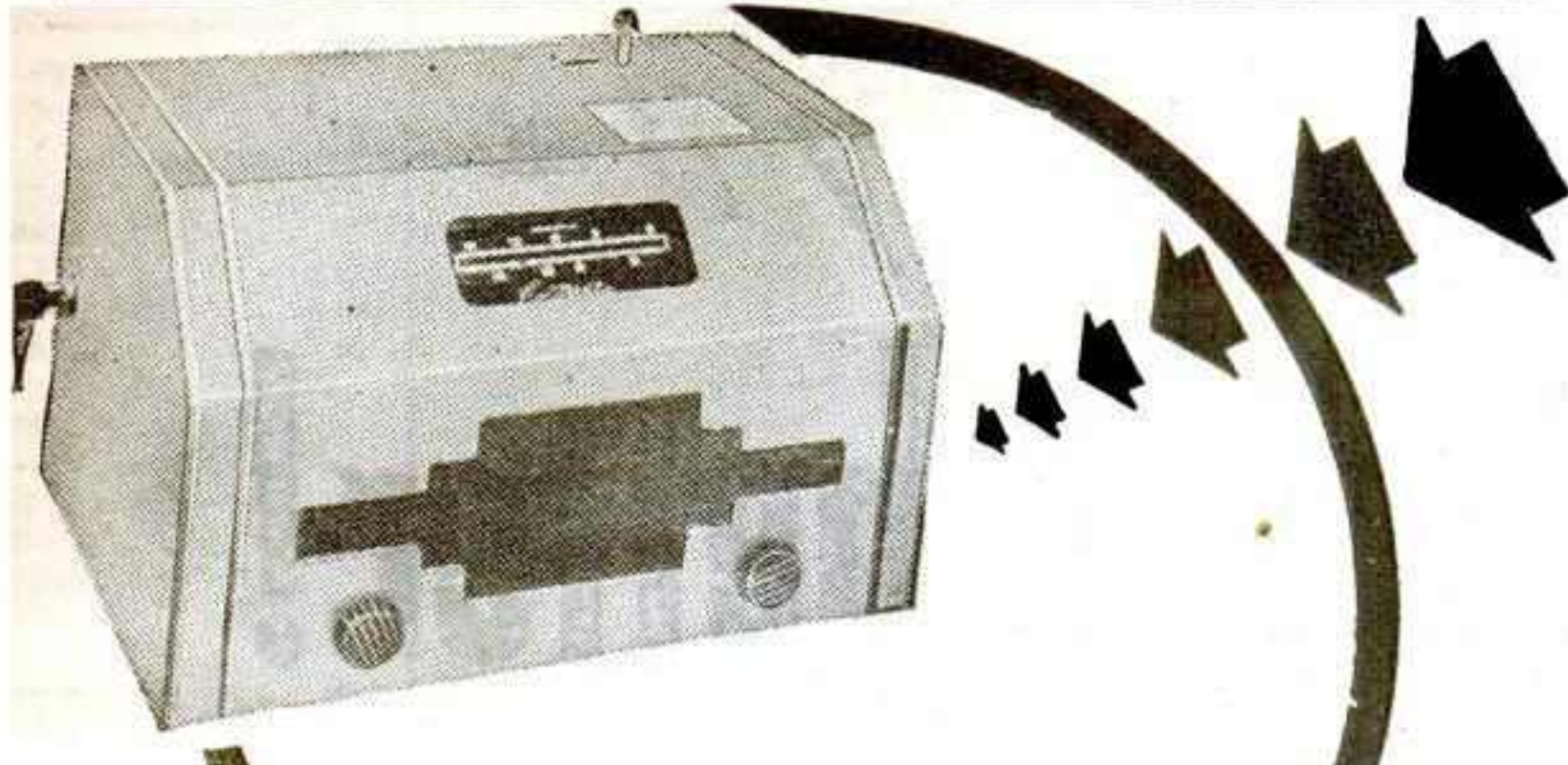
If it's a Mills, I always play it—
my favorites sound better!

The public prefers
THE MILLS CONSTELLATION
The coin box concurs



Mills Industries, Incorporated, 4100 Fullerton Avenue, Chicago 39, Illinois

Materiale protetto da copyright



AMERICA'S BEST BUY

Write for literature on new booth model coin operated radio for restaurants, bars, etc.

Canadian Operators, ATTENTION! These sets approved by C. S. A.

Columbia SPECIALLY ENGINEERED COIN OPERATED RADIOS

BIGGER PROFITS

SMALLER INVESTMENT

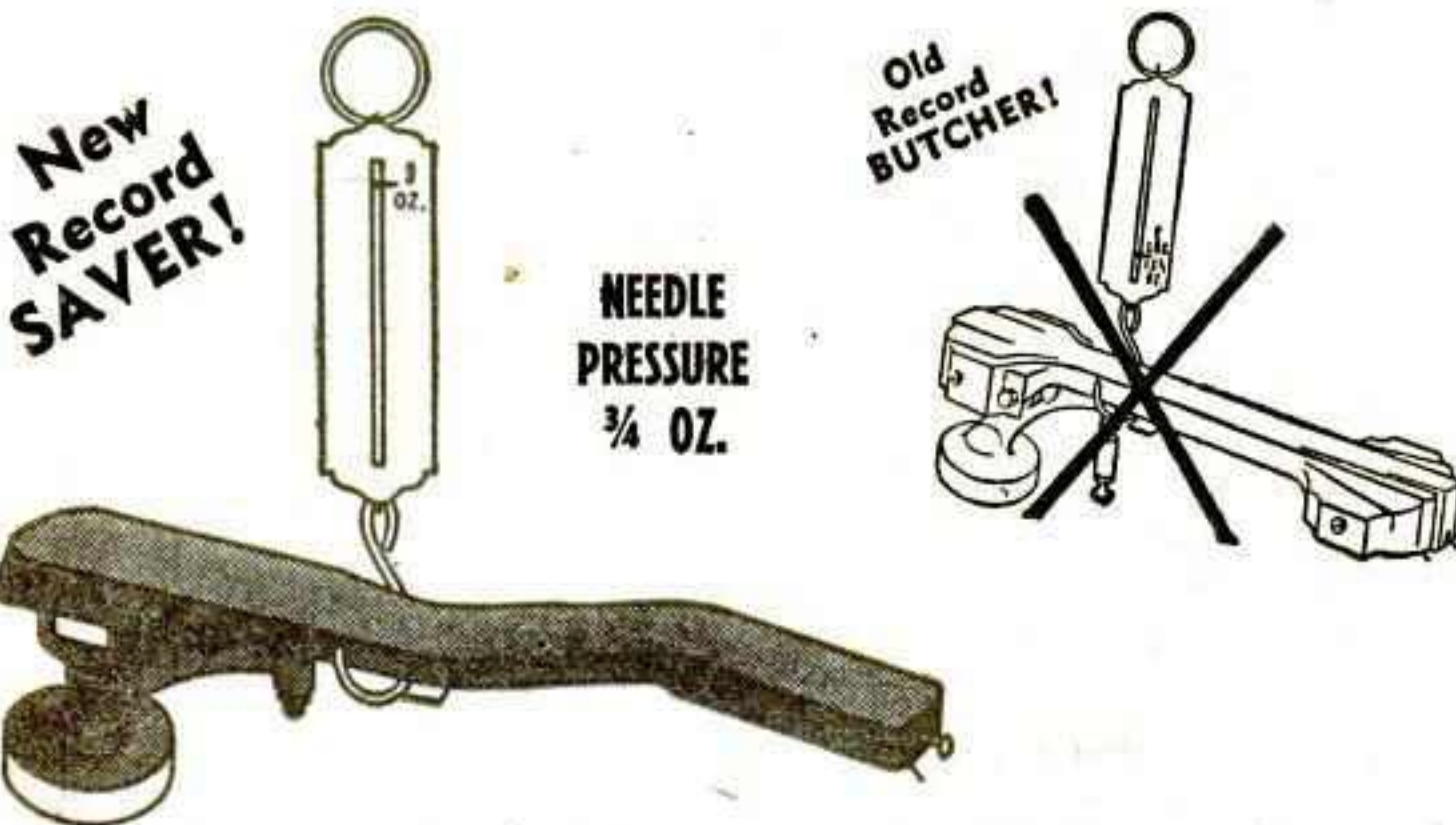
LIFETIME INCOME

"America's best buy" . . . in construction, performance and tone quality they are the most outstanding sets on the market today . . . designed for hotels, motels, hospitals, clubrooms, etc.—especially engineered for coin operation (not converted radios). They're the answer to big repeat profits at very small investment.

COLUMBIAN PRODUCTS CO.

321 W. DIVISION ST. CHICAGO 10, ILLINOIS

ELIMINATE THE OLD RECORD BUTCHER!



ADAPTABLE TO ALL MODEL WURLITZER PHONOGRAPHS (EXCEPTING 12-IN. RECORD MODELS)

LIGHT WEIGHT • POSITIVE ACTION • PERFECT TONE

1000 GOOD PLAYS ON EACH RECORD

NEW DESIGN • EXTRA LONG LIFE • MEDIUM PRICED NEEDLE RECORD WEAR DEPENDS ON WEIGHT OF ARM AS WELL AS NEEDLE PRESSURE

Try One on a Late Model—IT'S PERFECT!

Immediate Delivery — \$12.50 Each

SOLE DISTRIBUTOR FOR ENTIRE U. S. A.

Mayflower Distributing Co.

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AMERICAN FOLK TUNES

Cowboy and Hillbilly Tunes and Tunesters

Autry Signs

Gene Autry has signed for his fourth appearance with the Houston Fat Stock Show which opens during the first week of February in the Municipal Auditorium. Show will run three weeks. . . Ernest Jones and his Lone Star Sunshine Pals are now airing from KSFA, Nacogdoches, Tex., where they have two daily sponsored shows. In addition, they are playing personals in east Texas and Louisiana.

The *Garrett's Snuff Varieties Show*, whose cast includes Jack Pennington, leader and fiddle; Lonnie Love, bass; Sonny Haley, guitar; Johnny Sorrell, Hawaiian guitar, and Aunt Bunie and Uncle Ned, comedians, is now being heard over 26 stations thru the South and Southeast via electrical transcriptions. . . Gene Steele, known as the Singing Salesman, and the Delmore Brothers, Alton and Rabon, are now being heard over WMC, Memphis.

Gene Autry will complete his flicker, *Hideaway*, approximately four weeks after shooting on the film is started January 5. . . Spade Cooley and his band, the Dayton Boys, Buck and Chuckie, Jimmy Wakely and the Sunshine Girls appeared at the Arizona State Fair last week. . . Dude Martin and his music makers, heard over KYA, Oakland, Calif., have inked a Victor record pact.

Ritter Cuts Schedule

Tex Ritter is cutting off two weeks of his slated p.a. tour to return to Hollywood early to cut a series of Capitol platters before the Petrillo work-stoppage sets in. . . Tex Williams and his Western Caravan will do 16 one-nighters in the Dallas area before returning to the film city. . . Nancy Lee and the Hilltoppers, of the WOWO, Fort Wayne, Ind., *Hoosier Hop*, have joined Vitacoustic's talent roster.

Slim Bryant and his Wildcats, of KDKA, Pittsburgh, cut eight sides for Majestic last week in New York, with his own *Thunder Storm*, a highlight of the cutting session. Bryant and his boys return to New York November 17 to cut 24 numbers for the NBC Transcription e. t. series. . . Jimmie Osborne, the new King recording artist, is doubling between his own sponsored singing show and a disk jockey stint at WLEX, Lexington, Ky.

Big Slim, of WWVA, Wheeling, reports that he has just finished a successful season of rodeo and fair dates and is now working with Stoney Cooper and the Clinch Mountain Boys and Wilma Lee, doing more personals in theaters. He is also cutting for Dixie label and has just started another sponsored show over WWVA. Stoney Cooper and Wilma Lee are the newest folk talent at WWVA.

Moody Recuperating

Clyde Moody, of King Records, is reported out of danger at a Washington hospital, following an emergency appendectomy. . . The *Old Dominion Barn Dance*, aired Saturdays over WRVA, Richmond Va., has been filling a local 1400-seat theater twice each Saturday since it started a year ago. Sunshine Sue, emcee, heads a cast which includes Cousin Joe Maphis, Astra record artist; the Carter Sisters with their mother, Maybelle, of the original Carter Family; Yodelling Benny Kissinger, Fiddlin' Curley Collins, Slim Idaho, and the Tobacco Tags.

Lew Mel's Texas Rose has been cut by Denver Darling on the Associated Program Service e. t. series by Slim Duncan on the NBC Thesaurus series. . . Gene (Uncle Ned) Stripling, of the *Hayloft Jamboree*, heard from WMAZ, Macon, Ga., now has nine people in his combo, and reports that square

dancing is going big in his area. His air outlet, WMAZ, is going to 10,000 watts in a few weeks.

Starr on KMOX

Billy Starr is emceeding Uncle Dick Slack's *Old Fashioned Barn Dance* over KMOX, St. Louis. The 33-year old folk entertainer heads a cast which includes Brother Bob Hastings, Tommy Watson, Naomi Crawford, Skeets and Frankie, Ray Perandi, and Kiman and Mose. . . The John Daniels Quartet, heard over WBRC, Birmingham, has been inked by Bullet Records, as have been Jamup and Honey and Merl Lindsay, KMOA, Oklahoma City, balladeer.

Kincaid on BBC

Bradley Kincaid emceed a special program of WSM folk music for the British Broadcasting Company, with Roy Acuff, Eddy Arnold, Judge Hay and Uncle Dave Macon appearing on the e. t. series for the British Isles. . . Al Rogers, formerly heard over WJAS, Pittsburgh, is now being heard from WSAZ, Huntington, W. Va.

DISTRIBUTORS WANTED

The best nationally known commercial phonograph manufacturer has available a few lucrative territories for reliable distributors and jobbers under a radically new distributing plan. Must be financially responsible. Those interested who can qualify write Box D-131, o/o The Billboard, Cincinnati 22, Ohio. All replies kept strictly confidential.

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Wurlitzer 500's (Very Clean)	189.50
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780M	219.50
780E	239.50

1/3 Deposit, Balance C. O. D.
WE BUY, SELL AND EXCHANGE
Phone: Jefferson 1644
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FOR SALE

Wurlitzer 950	\$200.00
Keyboard Victories	100.00
Rotary	75.00
500	125.00
616	65.00
Seeburg 20K	75.00
8200	165.00
Royal	75.00
Rock-Ola Deluxe or Standard	125.00
Wall Boxes, Wurlitzer 125	7.50
Buckley	5.00
Wireless Seeburg WS2Z	15.00
Wurlitzer 100	7.50

SERVICE NOVELTY COMPANY
909 West Sixth Street Amarillo, Texas

ABC Vending Corp. Earned \$790,840

NEW YORK, Nov. 15.—The ABC Vending Corporation, recently organized in a merger of several of the largest companies engaged in the distribution of supplies sold thru vending machines (*The Billboard*, October 4), reported this week net earnings of \$790,840 for the nine months ended September 30. With gross sales of \$18,276,047, net earnings per common share were computed by the firm to equal \$1.12.

Altho no figures for the same period last year were given, net income for all of 1946 was reported to be \$871,015, or \$1.24 a common share, for the firms which were merged.



It's DURABLE and LONGER LASTING than any needle yet designed for coin machine phonographs. It's the straight-line, Jensen Coin Machine Needle with the brand new locked-in precious metal tip. Operators tell us it is a profit-builder . . . because it assures fewer changes, greater economy. Get a supply of the new Jensens from your jobber today.

JENSEN INDUSTRIES, INC.
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National Distribution
Jobber's Name on Request

OPERATORS, ATTENTION! TOP PRICES PAID FOR USED RECORDS

SELL TO Chicago's Largest
Distributor of Used Records.
WE PAY THE FREIGHT

WRITE, CALL OR SHIP TO USED RECORD EXCHANGE

1736 N. Keeler CHICAGO 39, ILL.
Telephone: CAPitol 7852
Will Pick Up Within 100 Mile Radius

It's MAGIC MUSIC

Telephone
Music Box
for
BOOTH or COUNTER



Write Now for Complete Story
MODERN MUSIC, INC.
PLAZA STATION BOX 8114 KANSAS CITY 2, MO.

Rock-Ola Distribs Get Watch Awards

CHICAGO, Nov. 15.—David C. Rockola, head of the Rock-Ola Manufacturing Corporation here, this week awarded engraved Lord Elgin watches to four Rock-Ola distributors for sales achievement during the month of September.

Distributors receiving the awards were B. D. Lazar, B. D. Lazar Company, Pittsburgh; Pete Stone, Indiana Automatic Music Company, Indianapolis; Daniel Wertz, Wertz Music Supply Company, Richmond, Va., and Sam Stern, Scott-Crosse Company, Philadelphia.

Thus far, 23 Rock-Ola distributors have been awarded engraved watches during the months the firm has been making the awards for sales achievements.

Following up on an award made in August to A. J. LaBeau, LaBeau Novelty Sales Company, St. Paul, employees of the Minnesota firm recently presented LaBeau with an engraved watch band to match the watch awarded him by Rock-Ola.

Midwest Ops Hit Location Sales

(Continued from page 98)
locations he visited on his trip location owners claimed they were receiving a straight 50 per cent commission. Pierce further explained that newer model machines, and those which were kept in better condition, were the ones on which location owners were agreeable to taking a smaller percentage.

Closer Co-Operation

Tom Cady, newly elected president of the North Dakota operators' association, said that the operators in his association are striving for closer co-operation between operators and distributors. Cady told the group that his association is now compiling a list of all operators in North Dakota, and will turn this list over to distributors in the State so that they can refer to it as a check list.

Harold Scott, of Mobridge, S. D., and secretary of the South Dakota group, outlined his association's monthly bulletin which is mailed out regularly to all members to keep them in touch with the association's activities. Following his explanation, the operators adopted a resolution calling for an interchange of all such association bulletins, with the president and secretary of each association to be placed on all association mailing lists.

Plan Big Meet

By a unanimous vote of all officers and directors present, the operators agreed to hold another four State meeting and a two-day, four-State convention tentatively set for Minneapolis or St. Paul in mid-February, 1948.

Distributors and manufacturers will be invited to attend and exhibit their products. Tom Crosby was appointed general chairman for the two-day convention, and Ken Ferguson, K. H. Ferguson Company, in Stillwater, Minn., was named to handle publicity. Each State association will appoint two members to serve on a convention committee, and an additional minimum of three operators in St. Paul or Minneapolis will be appointed to serve on the committee to take care of last-minute details at the convention site.

In addition to the business session, operators filled the Inn's large dining room for a country-style dinner. Entertainment was furnished by George Wohlers and Russell Wolf, harmonica and vocalist.

Tradio Unveils Video-Sound Set

(Continued from page 96)
and demonstrated its new console Tradio-vision, a set combining television, AM and FM radio, and a record player, built for installation in hotel lobbies, meeting rooms and similar places of public assembly. Housed in a large cabinet, the 37-tube set carries a 15-inch viewing

tube and can serve as the master receiver for the combination multiple system.

Designed with a view toward easy servicing, Trad claimed, the console Tradio-vision receiver contains eight sub-chassis attachments which are plugged into a master chassis. Fitted on guide rails, any sub-chassis may be removed individually for repair or replacement on the location premises. The set also features a control panel which may be locked, once a station is tuned in, to prevent tampering.

Aireon

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MUSIC ROUTE FOR SALE IN MIAMI

HERE IS AN EXCEPTIONAL BUY FOR SOMEONE WHO WANTS TO SITUATE IN THIS AREA. ROUTE CONSISTS OF 41 LATE MODELS AND 12 OLD ONES. GUARANTEED TAKE IN OFF SEASON \$500.00 PER WEEK, WHICH SHOULD EASILY INCREASE 30% IN SEASON. C. P. A. INVENTORY SHOWS A \$40,000.00 INVESTMENT. THIS ROUTE CAN BE BOUGHT FOR \$32,500.00 WITH TERMS TO THE RIGHT PARTY. BONA FIDE BUYERS CONTACT

A. HICKS

220 S. W. 28TH ROAD PHONE 3-5049 MIAMI, FLA.

FOR SALE

One twenty-unit AMI Hostess—like new—used approximately six months. Some machines never taken out of crates. Original cost \$14,800.00. Sale includes records and record racks. Ready for immediate installation. Reason for selling is lack of wiring in immediate territory. Best offer takes all. All equipment in original crates.

GEORGE NOVELTY CO.
1716 WASHINGTON AVE. NORTHAMPTON, PA.

UNIVERSAL AMPLIFIERS

Fits all Wurlitzers, Rock-Olas and Seeburgs (except High Tones). Complete with tubes, volume and tone control, and switch. Fine tone quality. SPECIAL \$29.50

1/3 Deposit, Balance C. O. D.
JAMES D. BLAKESLEE
406 Connecticut St. Phone: GRant 8163 Buffalo 13, N. Y.

Chicago:

Lindy Force, AMI's general sales manager, is now in the recuperation stage after undergoing successful corrective surgery in the Augustana Hospital here. He is expected back at the firm's Loop office about December 1. Harold Midyett, Tennessee Music Distributors, was up from Memphis for a chat with Joe Caldron over coin phonograph matters. Caldron just completed a trip to the maritime provinces and Montreal, where he says business was perking up. Monte West, AMI's traveling service engineer, left El Paso for Mineral Wells, Tex., where he will call on Allan Wallace, newly appointed firm distributor for the Northwestern part of Texas.

Elmer Wolfe, Ottawa, Ill., jobber, made his monthly call to the Buckley Manufacturing Company. Bunker Hill, firm's Mississippi distributor, spent the better part of the week with Pat Buckley outlining a winter sales campaign. Harry Carlson, plant chief inspector, has been sidelined as a result of serious injuries sustained in an auto accident. He will be recuperating for about two months. Nils G. Peterson, Buckley's Pennsylvania salesman, left for an extensive tour of his territory. June Johnson is the latest decorative addition to the plant's office staff. R. E. (Smitty) Smith thinks this is the year for the Austin football team to win the city championship. Three of his sons attended that top-notch school.

More and more coinmen in the area are citing the need for an established school to train pinball mechanics and servicemen. Currently, manufacturers are going thru the expense and time-eating experience of training men on the job, many of whom do not stay around long enough to warrant the investment. Game makers say that if a school were set up for this purpose those who are not actually set on going into this field could be weeded out, while those remaining would probably result in first-rate pin game mechanics. This way manufacturers would have more assurance that the men hired after graduating from the schools would stick with the job.

Ron Rood, of Southern Music Company, Orlando, Fla., is a patient in Grant Hospital here where he was operated on last week. Mrs. Rood is in town with her husband.

D. F. Hyler, Dallas, and R. J. Smith, Temple, Tex., scale operators, and their wives, were visitors at Rock-Ola Manufacturing Company this week. Hard to get materials have held up Rock-Ola's re-entry into the scale manufacturing business, but firm officials still have an eye peeled in that direction. Jack Cox and Lou Sabastian are out on business trips this week.

Lee S. Jones, of P & S Machine Company, had several coinmen callers during the past week. All expressed a good deal of interest in P & S's new Tom Tom game, Lee says. Jones is still looking for a Chicago cabinet source, but reports that the St. Louis firm which is presently making Tom Tom cabinets has stepped up its output of them.

Empire Coin Machine Exchange's Bob Schaefer is up in Wisconsin this week doing a rushing business, according to Howie Freer. Paul Glaser is making calls on Illinois operators. Eddie Wikoff is back from Indiana after a good sales trip during his first week with Empire. Dropping in to inspect the new Empire quarters were Henry Fox, of New Orleans, and Harry Jacobs Jr. and Sr., of United Coin Machine Company, Milwaukee.

Jean Smith is back at her National Filben Corporation job after a hospital stay. Visitors at Filben's Chicago headquarters this week included C. (See Chicago on page 104)

COINMEN YOU KNOW**Indianapolis:**

What's Wrong With the World and Its Leadership? was the topic of the address by Senator Homer E. Capehart at the luncheon meeting of the Indianapolis Rotary Club Tuesday (11) in the Claypool Hotel here. . . . C. L. Cade, general sales manager, Packard Manufacturing Company, is on a trip thru the East calling on distributors. . . . Charles W. Settle has been added to the service department of Southern Automatic Music Company.

Clarence (Dutch) Holman of Janes Music and William H. Smith, of Colonial Music, went hunting during the week with no results. . . . Dan Brennen, manager of Indiana Music Corporation, distributors of Aireon phonographs, returned from a business trip to Detroit. . . . Peter Stone, of the Indiana Automatic Sales Company, distributors of Rock-Ola phonographs, called on Northern Indiana operators last week.

Paul Jock, P-J Distributing, AMI distributors, was confined to his home several days by influenza. . . . Tom Thomas, P-J, called on operators in the Fort Wayne district during the past week. . . . Lloyd Anderson, Automatic Distributing, and George Morgan, Peru, Ind., operator, were business callers on coin row during the week buying parts and inspecting new equipment.

Portland, Ore.:

Harold D. Daskam, manager for the Portland H. A. Radenbush U-Select-It Company, reports volume to be holding up satisfactorily but quality merchandise still difficult to obtain. Concern operates about 120 candy bar machines, chiefly in industrial locations.

John H. Schwartz, manager for the Rose City Music Company, large operator in the Portland area, says interest remains active in Phono-Tel, hostess-type telephone music. Firm is also gradually adding locations for juke boxes.

D. A. Estey, head of the vender operating company, D. A. Estey & Company, reports operations facilitated by the firm's new location at 1515 S. W. Fifth Avenue. New quarters provide more than double the floor space for offices, sales and display rooms and warehouses. Another improvement is the large, hard-surfaced parking lot for customers as well as for firm's delivery trucks. Estey reports also that a theater-location business is springing up unsolicited, helping to build up volume higher than during the war.

Twin Cities:

Twin Cities jobbers were well represented at the meeting of North Dakota Music Operators' Association Sunday (9) at Bismarck, N. D. Among those present were Hy Greenstein, Emil Zellmer and Nels Nelsoni all of Hy-G Music Co.; Oscar Truppmann and Charles Webber, both Bush Distributing; Archie LaBeau of LaBeau Novelty Sales Co.; Mel Goldstein, Twin Ports Sales, Minneapolis office; Manny Karon, Paster Distributing Company. All reported the North Dakota coinmen were greatly interested in the equipment displayed at the meeting by distributors.

Jobbers said business has slowed up somewhat this past week due to the season's first snowfall a week ago which blocked roads and tied up traffic into the Twin Cities. Mail orders, of course, as well as telephone business, was being received as usual. . . . Matt Engel of Mayflower Distributing Co., reports trade holding up fairly well despite the weather, however, with phonographs and five-balls (See Twin Cities on opposite page)

Detroit:

The Michlin Chemical Company has just been established by five ex-G.I.'s, headed by Arnold Michlin. Company, located at 3741 Elmhurst Avenue, will enter the beverage vending field as an operating firm. They are making plans to place a newly-developed beverage of their own for cup-type venders on the market nationally.

Paul Kurtz and Wayne T. Bensman, who are in the insurance field in Detroit also, are establishing a route of special penny dispensers using Jergens hand lotion, for washroom locations, under the name of the Personal Service Vending Company.

J. R. Pieters, head of the King Pin Equipment Company of Kalamazoo, was due in town for a visit to his Detroit partner, Samuel J. Rose. . . . Charles Curtis, of the Curtis Coin Machine Company, is revamping his route of Strikes 'n' Spares. . . . Joseph Kanterman, amusement operator, is counting on the new Flash Bowlers to be a strong game in his operations. . . . Marios Vayiar is establishing the American Music Company at 686 Selden Avenue.

James E. Heavener and Alfonso Michelini are forming the Mack Music Company, with offices in the Hoffman Building. . . . Anthony J. Kronk, of Gross Ile, Mich., and John P. Karas, of Detroit, are incorporating the Automatic Devices Sales Corporation at 5548 West Vernor Highway.

Marvin Hahn has been appointed advertising counsel for the Scher-mack Products Corporation, old-time stamp vender manufacturers. . . . W. E. Landis, in charge of coin machine operations for the Briggs Manufacturing, was on the sick list last week. . . . Norman and Arnold Michlin, Harry Green, and Abe Solomon are forming the Dispensit Company at 15081 Wildemere Avenue.

Philadelphia:

Jack Beresin, head of Berlo Vending Company, back from Claremore, Okla., where he attended the dedication of the Will Rogers Memorial. . . . Beresin, who heads the Heart Fund drive of the local Variety Club, tendered a tea last week to the Theatrical Women's Club. . . . Eleanor Sable, tall, attractive, and blonde, is the new girl at Y and Y Popcorn. . . . Larry Goldmeier, head of Poppers Supply Company, back from a Texas vacation jaunt. . . . Berlo Vending Company installed a new candy machine at the remodeled Savoy Theatre, Wilmington, Del.

Isadore Cheslow added another coin-operated laundry to the South Philadelphia sector with Harry L. Alterman setting up a coin laundry in the Southwest Philadelphia area. . . . Phonograph Service Company and G. I. Music Company, Inc., companion music operations, dissolved their corporate status. . . . Altho he is not a member of the club, Samuel Stern, machine distributor, made a substantial contribution to the Golden Slipper Square Club for its campaign to establish a summer camp for underprivileged boys and girls.

Joseph Silverman, business manager of the amusement machine operators' association, heartened by the responses that keep coming in for the Damon Runyon Cancer Fund. . . . Robert Gross is the newest vending machine operator, setting up the R & F Vending with offices at 5709 North 12th Street. . . . Jackie Fields, of the Smith & Fields Distributing Company, Wurlitzer distributor, and Nathan Ciptet, president of the 32 Carat Club, make for the town's new Damon and Pythias friendship team.

New York:

Nathaniel Miller, of Miller-Hofberg Associates, distributors of Kayem dental kit machines, reports he has installed two more of the venders at LaGuardia Field, this time in the International Building. . . . O. H. (Jack) Feinberg, of Detroit, Michigan representative for Uneeda, visiting on the avenue this week. . . . Phil Mason, of Dave Lowy & Company, now in an office of his own in the firm's newly-remodeled headquarters.

Maxie Green, New Deal Distributors, is making light of the current cold wave by featuring an "out-of-season" display of Bat-a-Ball baseball games. . . . Jack Cox, of Rock-Ola, Chicago, here last week on business and dividing his time between New York and Newark. . . . Charlie Aronson, of Brooklyn Amusement, is adding Rollettes to his game route.

Max Levine, president of Scientific Machine Corporation, reports that the firm will soon move to larger quarters, but may retain part of its present floor space for executive offices. . . . Perry Meyers is back on the job with Mike Munves Corporation as general office manager. While Mike is vacationing at Hot Springs, Perry will be in charge.

Barney Sugerman, of Runyon Sales; Dave Rosen, Philadelphia, distributor, and Morris Hankin, H & L Distributor in Atlanta, were among the coinmen at the Hotel Astor showing of the new coin-operated Recordio Thursday (13). . . . Leah Ratiner, private secretary to Joe Ash, of Active Amusement, Philadelphia, will be married to Jack Bass December 14. Ceremony will be at the West Philadelphia Community Center.

Murray Singer, manager of Paul H. Milemore, Inc., record distributor, who does business from an office adjoining Tony Rex's in the Manhattan Phonograph Company store, claims that having record and juke business under one roof helps both—record buyers see the juke display, and vice versa. . . . New York Herald-Tribune, Sunday (16), will print a feature story on the vending machine industry.

Lou Jaffa, Eastern Electric sales manager, and Mario Caruso, C-8 Laboratories president, celebrating their winning of an award in the Electrical Manufacturing magazine's Product Design contest with a dinner at the Waldorf on Tuesday (18). . . . Telecoin's Jack Cross will speak on juke venders at the NAMA show in Chicago next month.

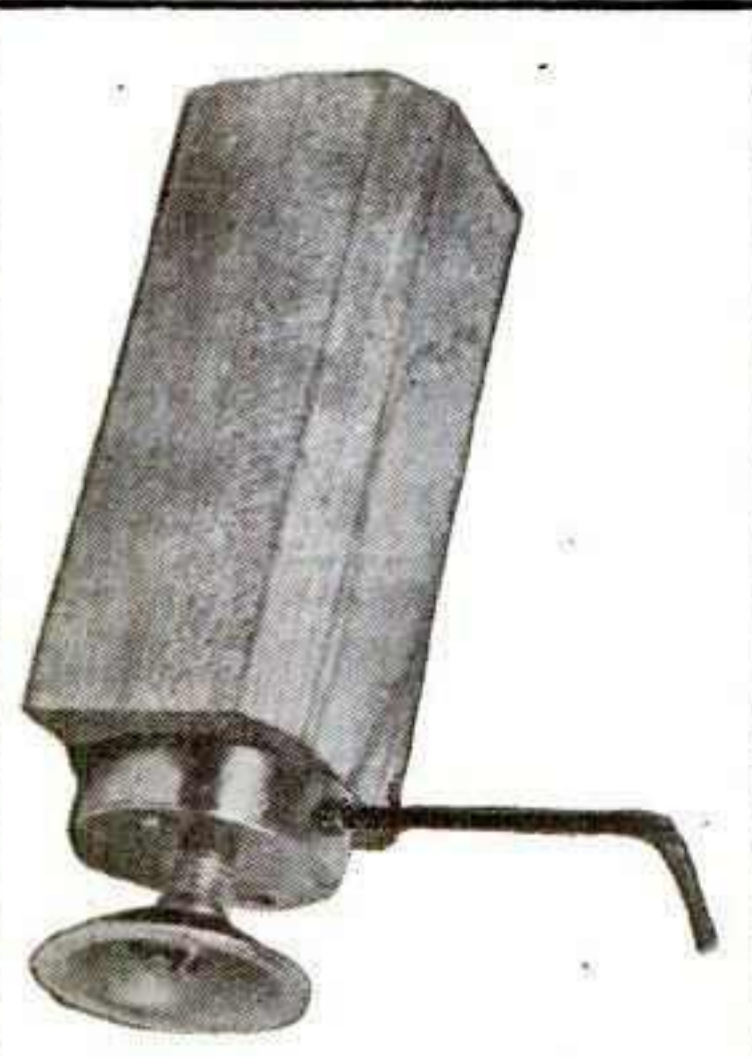
George Trad, Tradio vice-president, leaves next week for a tour of the Pacific Coast, from Los Angeles up thru the State of Washington. . . . Ira Becker, Colonial Television Corporation exec, reports the firm's new factory is almost completed. Firm is experimenting with a 7 by 9-foot screen for public locations.

Drink-o-Mat execs, including Sam Kresberg and Al and Dick Cole, will get together after the ABCB convention next week, at which time officers of the firm will be elected. . . . Joe (See New York on page 105)

Des Moines:

Irv Sandler, head of the Sandler Distributing Company, is a proud papa again, new bundle is a boy named David. It's the third boy in the Sandler family. . . . New book-keeper at Paster Distributing Company is Evelyn Elder.

Fran Keith is the new secretary at the Atlas Music Company. . . . Phil Moss, manager of Atlas, is giving a Thanksgiving dinner for his employees at the Standard Club. . . . Bill Cuff, of Omaha, was a visitor at the Atlas office in Des Moines. . . . Lloyd Davidson, who hit the road for Atlas in Northern Iowa, reported operators saying business was on the upgrade, with an improvement noted in collections.



UNITED'S "LOCKING DISC"

Patent Pending for Leg Levelers. STOPS players and locations from changing the level or cheating on 5 or 1 Ball Tables. Urgently needed on all Coin Equipment. Think of all the dollars you are losing by not having "LEVELERS" at all times, securely fastened so players or locations cannot change level of machines.

WORTH ITS WEIGHT IN GOLD

- 1 to 9 Locking Discs60¢ Each
- 10 to 19 Locking Discs58¢ Each
- 20 to 49 Locking Discs57¢ Each
- 50 to 99 Locking Discs55¢ Each
- 100 to 500 Locking Discs50¢ Each

RUSH YOUR ORDERS

Cash for full amount with orders less than \$25.00.

United Amusement Co.

3410 Main Street Kansas City 2, Mo.

Twin Cities:

(Continued from opposite page) getting some action. . . . At Hy-G Music Co., Sid Levin said operators were showing considerable interest in Gottlieb's new Humpty-Dumpty game.

Cecil Terveen, Winona, Minn., operator, was in the Twin Cities shopping, none the worse for wear for having been lost in the wilds of Canada for three days while on a hunting trip. Cecil went after moose and got his animal without too much trouble. But it was finding his way back that gave him and his companion some grief. Airplane spotters were sent out to search for the pair and when finally found they were down to their last match, Terveen reported. . . . Frank Kummer, Spring Valley, Minn., operator, is back from Lake Kabetogema in Northern Minnesota where, on his last fishing trip of the season, he hooked a 25-pound Northern pike.

Many coinmen are shining up their rifles preparatory to going deer hunting this week-end. Doug Gleason of Acme Sales, Minneapolis, just back from a soiree after ducks and pheasants, has put his shotgun away and brought out his rifle to go after the horned game. . . . Mike Krakes of Friendly Sales, Minneapolis, is another who is going to stalk a deer.

Wedding bells rang out last Wednesday for George Harrison of Howard Sales Co., Minneapolis. The Harrisons were hosts at an open house reception following the nuptials. . . . W. C. Anderson of National Automatic Music Co., who headquarters in Minneapolis and operates all the way to Duluth, was bemoaning the bad weather which has hampered servicing his out-of-town machines.

Amos Heilicher, North Star Novelty Co., who also owns the Kiddie Korner at Lyndale and West Broadway in Minneapolis, recently remodeled that place and had a grand opening which was well attended, he reports. . . . Sam Karter of Star Sales, Minneapolis, said his music and pinball machine business is picking up now that colder weather is here and that collections are better than they have been in some time.

Harry Lerner of H & L Novelty Company, Minneapolis, is installing new Seeburg phonograph system equipment at the Hasty Tasty Cafe, one of the larger locations in the city. . . . Also busy with new Seeburg installations is Harry Shepard of Coin-A-Matic Sales Company, Minneapolis. . . . Jack Ravine, of United Machines, Minneapolis, is stocking up on cigars—he and his missus are expecting a baby. . . . Nels Nelson, salesman, and Emil Zellmer, service engineer for Hy-G Music Co., are traveling in Northern Minnesota this week.

W. H. Pickron, coinman from Rock Island, Ill., was a visitor in the Twin Cities this past week, stopping in to see a number of his friends in the business. . . . Mike Imig, Yankton, S. D., president of the South Dakota Operators' Association (SDOA), and Harold Scott, Mobridge, S. D., SDOA secretary, stopped over in the Twin Cities to visit friends here.

Look To The GENERAL For LEADERSHIP

ORCHIDS TO YOU,
D. GOTTLIEB & CO.

For Making Pin Game History!

"All the king's horses and all the king's men" couldn't have put together anything so ingenious as HUMPTY DUMPTY. We believe this game will set the pace and pattern for all pin games to come. We feel HUMPTY DUMPTY is "just what the doctor ordered" to solve many of the problems of the present and future. HUMPTY DUMPTY has given the operator a sorely needed lift . . . has given him the opportunity to put his money on a sure thing. This revolutionary game has already done what no other game has ever matched on location. Our hats are off to you, Dave Gottlieb, and to your entire organization. We're mighty proud to be on your team.

Established 1925

Growing Steadily Ever Since

GENERAL Vending Sales Corp.

BIDDLE & HOWARD STS. Phone: Vernon 4119 BALTIMORE 1, MD.

NOW DELIVERING IN

WISCONSIN!



Order These Two Great Games Now!

EXCLUSIVE FACTORY DISTRIBUTORS

Empire Coin

MACHINE EXCHANGE

1012-14 MILWAUKEE AVE. • PHONE HUMBOLDT 6288 • CHICAGO 22, ILL.

ONE PROMINENT DISTRIBUTOR Has Re-Ordered 10 Times on

TOM-TOM

Why don't you find out about it? Limited Production

P and S MACHINE CO.

3017 N. Sheffield Ave. Chicago, Ill.

PACE THE BIGGEST

NAME IN BELLS

★ DELUXE CHROME BELLS 1c-5c-10c-25c-50c-\$.1



PACE

MANUFACTURING CO., INC.

CHICAGO, ILL.

Special Fall Clearance

- 16 Alceon Phonographs\$250.00 Ea.
 - 3 Used Packard Hideaways\$275.00 Ea.
 - 15 Exhibit Coed Pin Games, Like New\$169.00 Ea.
 - 5 A.B.T. Challengers, Used\$ 22.50 Ea.
 - 20 Late Pin GamesWrite for Price
 - 5 Victory Derbys (Convertible to Free Play). Price\$200.00 Ea.
 - 100 Used Counter Games, Priced at \$ 12.50 Ea.
- Packard Phonographs, Model 7—Write for Price.

FRANK SWARTZ SALES CO.

515-A Fourth Ave., S. Nashville 10, Tenn.

"TALKING GOLD"

Plastic Grille Cloth

Now Available in COLORS

SPEEDWAY PRODUCTS, Inc.

502 W. 45th St. New York 19, N. Y. Al Bloom, President Phone: LOnsacre 5-0371

GOLD SILVER COPPER GREEN WINE

FOR SALE

- 1 MASTER STUDIO AMPLIFIER, Model EMA300.....\$300.00
- 1 MILLS 40 RECORD TURNTABLE MECHANISM (used 2 months)..... 200.00
- 1 PERSONAL MUSIC INTERNATIONAL TIMER (used 6 months)..... 200.00
- 6 PERSONAL MUSIC LOCATION AMPLIFIERS, Model WMC405, @ 75.00
- 60 5c PERSONAL MUSIC BOXES, Model D, @ 12.50
- 100 LATE USED PINBALLS AT OR BELOW MARKET PRICES.

WRITE OR PHONE FOR LIST

NOW IN STOCK . . . NEW . . . HUMPTY DUMPTY, TALLY-HO, NEVADA, GINGER, BRONCHO AND BASEBALL

BASCH NOVELTY CO.

136 FRANKLIN AVENUE

SCRANTON 3, PA.

Let ILCO Locks secure your Profits



No. 4010B Coin Machine and Cabinet Lock. Disc tumbler type. Die cast cylinder. 90 degree cam movement. A strong, secure lock for vending machines.

This popular number is in big demand for "penny" machines where a simple disc tumbler lock can be used. Sturdy and shock resisting, it affords adequate protection. Can be keyed alike for collection convenience.

ILCO Coin Machine Locks on all your vending machines are an investment that will pay you dividends in increased collections and reduced maintenance costs.



INDEPENDENT LOCK CO., Fitchburg, Mass.

NEW YORK, 25 Warren St. • CHICAGO, 555 West Randolph St. • DETROIT, 2109 Cass Ave. • PHILADELPHIA, 508 Commerce St. • BALTIMORE, 611 N. Eutaw St. • LOS ANGELES, 406 Wall St. • SAN FRANCISCO, 121 Second St.

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.

YOU ARE INVITED

to visit our display at the Coin Machine Show in the Hotel Sherman, Chicago, January 19-22, 1948, Booths 15 and 16, and see the

NEWEST ADDITIONS TO THE EDELMAN LINE EDELCO'S TIN PAN ALLEY

Newest Roll Down Game

FLASH BOWLER Bowling Game

With animated glass — See the ball roll

These games will also be on display at the Outdoor Amusement Exposition, December 1-4, in the Hotel Sherman, Chicago Booths 22 and 41

EDELMAN AMUSEMENT DEVICES
2459 Grand River Tel. RA 8547 Detroit, Michigan

COINMEN YOU KNOW

Chicago:

(Continued from page 102)

M. McDaniel, McDaniel Distributing Company, San Antonio, and Jack Mulligan, Pittsburgh distributor.

James H. Martin, James H. Martin & Company, is waxing enthusiastic over the new London label platters for which his firm was appointed distributor November 3. Covering five Middle Western States, James thinks the disks will please juke operators in this section and elsewhere with their new numbers and extra heavy coating of shellac. New line was introduced at a big party in the Hotel Sheraton Wednesday night (12), and James says ops, jockies and jive fans who attended were all pleased with the Henglish pancakes, by jove! Martin's repair service on cigarette venders is going along strong; calling on James this week were two Milwaukee coinmen, Herb Geiger and Nick Novesick. Boys were interested in the cig vender repair set-up.

E. C. Travis Jr., head of Advance Machine Company, says that the steel situation looks as if it were not headed for improvement until at least a year from now. Steelman have told him that by next June or July supplies should be available in quantity, but he is taking this with a grain of salt. "Past predictions by steel prophets have failed to follow thru," Travis contends, and adds that it is anybody's guess as to the "when and how much" angles on the steel question are finally settled. Meanwhile, Advance output of pencil venders, and its full line of bulk merchandisers, is going along fairly satisfactorily, E. C. states.

Tom Forester, newly appointed sales manager of the vending division Johnson Fare Box Company, left Thursday (13) for Atlantic City to attend the American Bottlers Convention there and display the new Johnson coin changer. Tom is due back in Chicago November 24. . . . Jim Mangan, CMI public relations chief, reports that Ray Maloney, chairman of the CMI cancer fund drive and head of Bally Manufacturing Company, turned into a second Barrymore when they were filming the special movie to be shown at the cancer fund promotional dinners November 23.

Jimmy Johnson, Globe Distributing Company, says the popcorn vender installed in the shop two weeks ago is kept operating at fever pitch by the Globe-ites, especially by Helen Jaffe, secretary, who is a prodigious popcorn eater. Jimmy and Vince Murphy are also said to carry numerous bags of the corn about the office with them. Jimmy adds that the new non-coin hamburger vender put out by his friend, Lawrence Salerno, ex-vocalist for WGN, may soon be spotted in the Globe headquarters. New bookkeeper is Ann Storer, who began her duties Monday (10).

Coven Distributing Company is nudging into really good times with mounting business Ben Coven says. Two boys joining the Coven family recently are Paul Burke, covering Illinois, and Dick Leitzell, traveling Indiana. Ben says two other new sales representatives will be added within a few weeks. It is rumored that sales manager Dave Orman is working on a "startling idea" for Coven to present to coinmen soon. Visitors here during the week were Bussie Keulmen, Antioch, Wis.; Ed Foale, Momence, Ill., and the familiar boy from Racine, Happy Halberstadt.

Chicago Coin Machine Company believes in keeping its workers in a cheerful mood. Sales Manager Edward Levine says the plant's eight (See Chicago on page 107)

Get 'Em While We've Got 'Em!

1/3 Deposit With Order, Balance C. O. D., F. O. B. Baltimore

★ **BALLY ROCKETS** \$160
Brand new—In crates.

★ **CONSOLES** ★
KEENEY BONUS SUPER BELL, 5¢ Convertible ... \$344.95
JENNINGS BOBTAIL, 5¢ Free Play \$24.95
JUMBO PARADE, 5¢ Convertible ... \$69.95

★ **ONE BALL** ★
LONG ACRES \$84.95
CLUB TROPHY 49.95

★ **FIVE BALLS** ★
BIG PARADE \$19.95
SANTA FE 42.95
SURF QUEEN 39.95
BOLA-WAY 24.95
SUN VALLEY 39.95
WAGON WHEELS 49.95
SUPER LINER 59.95
ARGENTINE 29.95
SUSPENSE 59.95
STAGE DOOR CANTEN 34.95

Distributors for **PACKARD'S "Manhattan"**



the world's finest phonograph—a sensation on every location.

CALVERT NOVELTY COMPANY
COIN OPERATED EQUIPMENT
708 N. Howard St. Baltimore 1, Md.
Vernon 3034

MAKE US A REASONABLE OFFER ON 60 UNIT AMI HOSTESS OR ANY PART OF IT

Envoy, R.C. \$200.00
500 Wurlitzer 169.50
600 Wurlitzer 149.50
700 Wurlitzer 249.50
750 Wurlitzer 325.00
800 Wurlitzer 300.00
850 Wurlitzer 325.00
1/3 Deposit, Balance C. O. D.

SUPREME DISTRIBUTORS, INC.

3817 N.E. 2nd Ave. 49 Riverside Ave.
Miami 37, Fla. Jacksonville, Fla.
Phone 7-7490 Phone 3-3518

WANT MECHANIC

Who can operate One Ball or Five Ball Pin Games and all types of Phonograph Equipment.

CLARENCE A. CLEERE DIST.
1112 E. Lancaster Ft. Worth 3, Tex.

SOMETHING REALLY SPECIAL



Keeney's One Way BONUS SUPER BELL

Takes 5 Nickels — Multiplying odds—3 Possible Winning Rows —Giant Jackpot—Convertible to Free Play or Pay Out.

WRITE FOR PRICES

Scott-Crosse Co.

1423 Spring Garden Street Philadelphia, Pennsylvania Rittenhouse 6-7712

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.



1346 ROSCOE ST. CHICAGO 13, ILL. Gra. 0317

ROUTE FOR SALE

Late model Pins, Music Machines, Amusements, new Truck Equipment, good will; clears \$250.00 week. Health forces quick sale. Camden, N. J., vicinity. \$12,500 full price. Box D-152, care The Billboard, Cincinnati 22, Ohio.

NEW ADDRESS NOTICE

TED HAWK
GENERAL SALES COMPANY
1416 SOUTH CALHOUN STREET
FORT WAYNE 2, INDIANA
OPERATOR OF ALL COIN OPERATED EQUIPMENT

New York:

(Continued from page 102)

Forsythe, of New York and Brooklyn Automatic Music Company, laid up with the flu. . . . Harry Rosen, Atlantic and Seaboard Corporation executive, leaves for Florida on Thanksgiving Day.

The regular meeting of the Automatic Music Operators Association (AMOA) membership will be held November 25 at Rosoff's midtown restaurant. . . . Bill Goetz, Capitol Music, making plans to take off for Miami shortly to open his winter home. . . . Lou Brown, Coradio executive, reporting at the Hotel Show that his firm will concentrate on coin-operated radios, but will continue to experiment with coin-operated hotel room tele.

George Seedman, Rowe official, busy with his duties as chairman of the NAMA show. . . . Willie Levey, of Levey & Holtzman Music Company, now distributing roll downs thru his offices in Brooklyn. . . . Joe Diamond, Heights Music Company, up and around after an eye operation.

Ralph Hotkins, president of Capitol Projectors, reports the recent addition of two Connecticut department stores—Shartenberg's, in New Haven, and D. M. Read, in Bridgeport—to the long list already featuring Midget Movies in their toy sections. . . . Ben "Pop" Pollay, after a long illness, is back in harness as manager of United Phonograph Service.

Bill Furst and Bill Schwartz, Stoner Manufacturing Company distributors in Brooklyn, are getting up a party of local ops to attend the NAMA convention in Chicago. . . . Harry Berger informs that Herb Nurse and Howard O'Neill, vets who completed the coin machine mechanics course sponsored by the National Association of Amusement Machine Owners (NAAMO), are now on the job at West Side Distributors.

Ben Palastrant, Eastern regional sales representative of Aireon Manufacturing Corporation, stopped in at Manhattan Phonograph Company last week to confer with Tony Rex.

Sam Mendelson, active in coin machine circles since 1935, resigned his post as sales director of Premier Coin Machine Manufacturing Corporation this week. Sam says he will take it easy for a while before announcing plans. . . . Lew Jaffra, Eastern Electric Vending Corporation sales manager, reports the firm's move to larger quarters in the General Motors Building is scheduled for next week.

The heavy rains and the sudden influx of cold air was blamed for the drop in arcade business here during the first part of November. The Million Dollar Playland, Johnny Christopher's 42nd Street location, and the Mardi Gras in Times Square both expect poker table play to pick up shortly. Week-end play has been especially hard hit, while late evening customers have been holding steady.

ATTENTION, WESTERN OPERATOR

Save Freight
3 Evans Bangtails, 25¢, new, just uncrated, custom made.
1 Evans Bangtails, 5¢, new, just uncrated. Will take wholesale price for above.
1 Evans Bangtail, 5¢, used 6 mos. \$400.00
These are post-war makes, "1946."
3 Jumbo Parades, used two months. Ea. \$100.00
2 Jumbo Parades, used 75.00
Also some Mills Slots, used.

INLAND MUSIC CO.
1025 Tenth Ave. LEWISTON, IDA.

MAN WANTED

Must be first-class Mechanic at One Balls and Music. \$100.00 per week salary. Don't want a floater or man who drinks. Must have good reference. Will have good job and steady work.

CLICK AMUSEMENT CO.
1528 Main Street Buffalo, New York

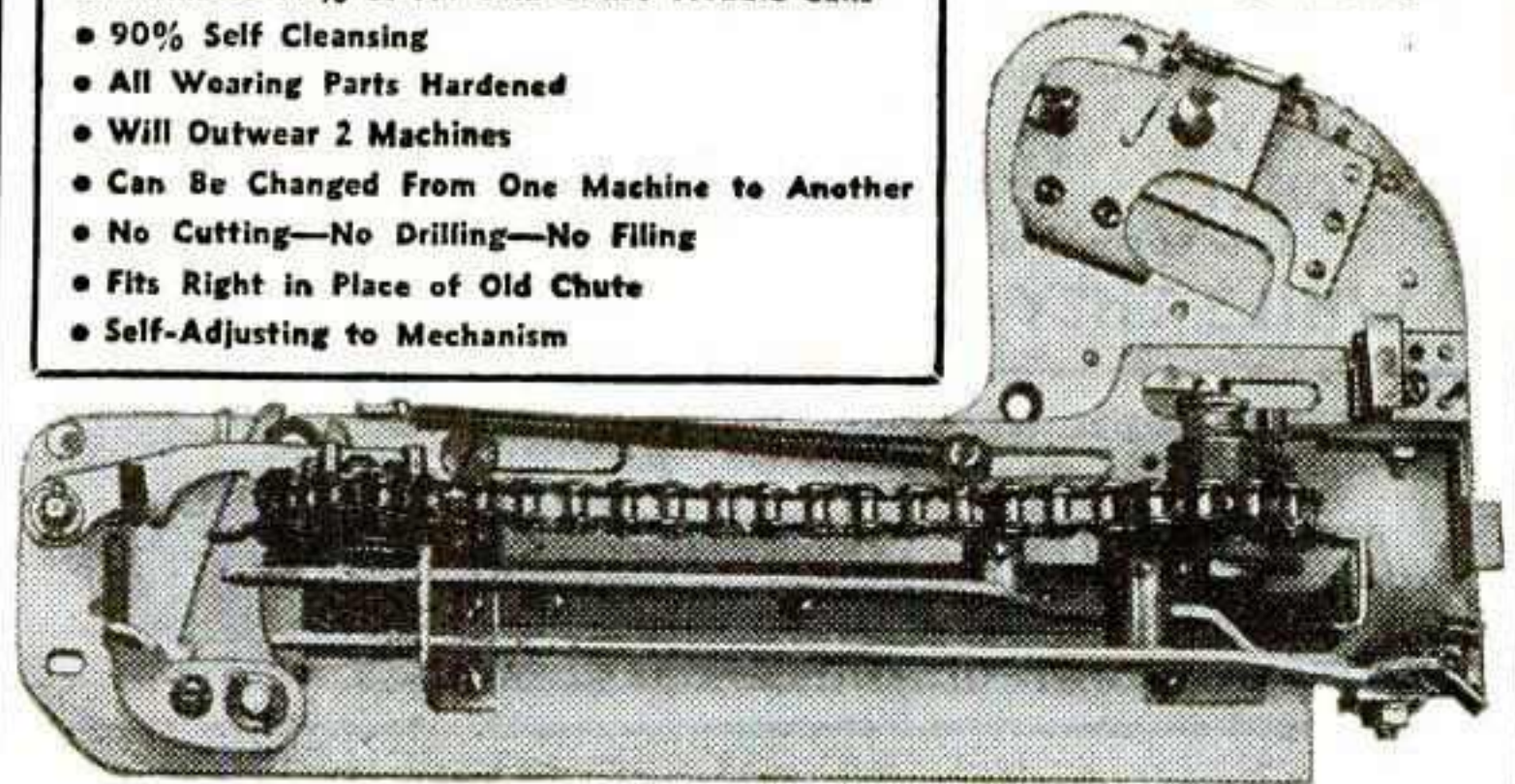
INSTALL IT AND FORGET IT—THE NEW CHAIN DRIVE CHUTE

FOR ALL MODELS OF MILLS MACHINES
The GREATEST improvement since the BELL was invented
MADE ONLY IN 5c-10c-25c PLAY

- Won't Take Steel Slugs
- Throws Out Bent Coins
- Won't Take Any Coin Thicker Than a Good Coin
- Eliminates 99% of All Coin Chute Trouble Calls
- 90% Self Cleansing
- All Wearing Parts Hardened
- Will Outwear 2 Machines
- Can Be Changed From One Machine to Another
- No Cutting—No Drilling—No Filing
- Fits Right in Place of Old Chute
- Self-Adjusting to Mechanism

TESTED AND PROVEN ON ALL TYPES OF LOCATIONS FOR 2 YEARS.

Can be installed right on location in 5 minutes.



10 DAYS' FREE TRIAL — 1 YEAR GUARANTEE

MODEL A
Fits All Escalator Mills Machines Up to the Jewel

MODEL B
Fits the New Jewel Bell

"ALL SAMPLES" \$35.00
Your money back in 10 days if it does not prove what we claim. \$10.00 deposit, balance C. O. D., or full amount with order and we will ship prepaid.

IMMEDIATE DELIVERY

MADE ONLY BY

VALLEY SPECIALTY CO., INC.

550 N. CLINTON AVE.

ROCHESTER 5, N. Y.

"20 YEARS OF COIN MACHINE MANUFACTURING"



DOWN GO PHONOGRAPH PRICES

Following are new low prices on used phonographs.

WURLITZER		SEEBURG	
850-950-800	\$269.50	LoTone	\$249.50
780	249.50	Hitone, RC	209.50
500	129.50	Hitone, ES	170.50
600K	119.50	Commander, Cadet, Maestro, Major	189.50
800	109.50	Plaza	89.50
24	89.50	Casino	89.50
24 Victory	79.50	Regal	89.50
616, Ill.	59.50	Royal	89.50
616, Plain	49.50	Rex 30-Wire Collar Job	89.50
50	39.50	1941 Factory R.C. Special	169.50
		Factory R.C. Special, 30-Wire	139.50

ROCK-OLA	
Commando	\$129.50
Super and Master	139.50
DeLuxe	120.00
Standard	115.00

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 S-24-1Z	\$ 4.95
Seeburg S-20-1Z	4.95
Seeburg 3-Wire Baromatic	22.50
WS-2Z Wireless	19.50
DS-20-1Z 3-Wire	17.50
Wurlitzer 120	5.00
Talking Told	75¢ per 100 sq. inches

1946 PHONOGRAPHS—LIKE NEW	
Wurlitzer	\$650.00
Rock-Ola	395.00
Seeburg	Write
Alroon	\$349.50 (with new Accumulator and Coin Chute)

All Tubes and Miniature Bulbs—40% Discount.
Terms: 1/3 cash with order, balance C. O. D.

DAVIS DISTRIBUTING CORPORATION

Seeburg Factory Distributors
12 Years of Operators' Confidence
Buffalo, New York Syracuse, New York Rochester, New York
738 Erie Blvd., East. Tel.: 5-5194

WANTED ROLLDOWN GAMES

ADVANCE ROLLS ★ TOTAL ROLLS ★ A.B.C.
or will trade for following equipment:
17 Rebuilt Seeburg Lo-Tones, like new, 98-88-8200 . . . \$275.00
Wurlitzer, All Models (except 1017, 1080-A and 1100) make offer
Panorams or Solo Views, completely rebuilt . . . \$250.00
10 Wurlitzer Kewbells . . . make offer
Used 600 Wurlitzer Cabinets, comp. with plastics and coin chutes . . . \$ 27.50
1/3 Deposit with order.

DETROIT AMUSEMENT CO.

17811 Jos. Campau Ave. Detroit 12, Mich.
Phone: TWinbrook 1-6204



FACTORY CLOSEOUTS!

SPECIAL!

SHOOTING STARS

IN ORIGINAL CARTONS

\$74.50 EACH

ONLY \$69.50 Lots of 10

5-BALL FREE PLAY GAME
Fast! Flashy! Exciting Action! Features High Score and Disappearing Skill Hole! A proven money maker!

BRAND NEW MARVEL POP-UP

IN ORIGINAL CARTONS

NOW ONLY \$14.95

1¢ or 5¢ Play. Metered

WHILE THEY LAST!

RUSH YOUR ORDER!

Terms: 1/3 Deposit, Balance C. O. D.

ATLAS NOVELTY CO.

2200 N. Western Ave. Chicago 47, Illinois



IN PRODUCTION—ORDER NOW!

The NEW Mercury ATHLETIC SCALE

Operators report it the best Penny money maker ever made.

15 different moneymakers in one great machine. Invites repeat plays.

NEW — SENSATIONAL — LEGAL — BUGPROOF — DURABLE

PRICE \$195.00 F. O. B. Detroit

1/3 Deposit with order, balance C. O. D.



Some protected territories open for bona fide distributors

MERCURY STEEL CORPORATION

3830 Holbrook Ave. Detroit 12, Michigan



JACKRABBIT SPEED

It's Accurate!



It's Attractive!

The finest coin changer that money can buy. Check these features: All metal, solid die cast, precision machined construction... finished in HIGHLY POLISHED CHROME. On heavily weighted non-slip base. Fully tested for absolute accuracy. A flick of the finger automatically dispenses 5 NICKELS, 5 DIMES, 4 QUARTERS or 2 HALVES in the palm of your hand. Protected by patents. Sold on a money-back guarantee.



\$27.50

(Distributor Discounts)

The Master Changer



Northwest Sales Co.

EXCLUSIVE NATIONAL DISTRIBUTOR

3144 ELLIOTT AVENUE

SEATTLE 1, WASH.

ALL MACHINES IN GOOD CONDITION

ONE BALLS			
PICK THREE FOR \$100.00			
6 RECORD TIME	4 DARK HORSE	2 SPORT SPECIAL	1 BIG PRIZE
3 CLUB TROPHY	2 BLUE GRASS	1 SEVEN FLASHER	
FIVE BALLS			
SUPERLINER	STAGE DOOR CANTEN	TOWERS	\$27.50
SLOTS			
5¢ BLUE FRONTS	\$70.00	25¢ BLUE FRONTS	\$75.00
5¢ BROWN FRONTS	72.50	25¢ BROWN FRONTS	77.50
SEND ONE-THIRD DEPOSIT WITH ALL ORDERS.			
NATIONAL SALES & DIST. CO.			
416 S. ST. PAUL	TEL.: CENTRAL 6374	DALLAS 1, TEXAS	

Philippines Permit Free-Play Games

(Continued from page 85)

the custom's ruling are given here: Describing the pin games in question, Acting Collector of Customs Isaac Sayoc wrote: "The game is played by putting a 10-centavo piece in a slot which is provided with a slide which, when pushed inward, releases a mechanism which prepares five balls in position ready to be released out one by one into the field of play by a plunger for the purpose.

"With the first ball resting against the head of the second plunger, the player pulls the knob and lets go. The impact caused by a spring mechanism of the plunger causes the ball to run out thru a groove and on reaching the top of the field, which is slightly inclined, the ball runs down thru scattered bumpers into the field of play.

"The bumpers are provided with small electric light bulbs. And when the ball hits these bumpers the latter are lighted and the scores, or names or words corresponding to such bumpers are electrically recorded on the scoreboard. The gradual schedule of scores specify the number of "free plays" the player gets for making a specified number of scores. For every game, the player has five balls to drive out into the field of play, and every free play entitles him to one complete game of five balls without inserting another coin in the slot.

Morcoin's Stand

"It is contended by the importer (Morcoin) that the 'Monicker,' 'Airforce' and 'Flicker' (the games in question) are purely amusement devices in which getting the desired score largely depends upon skill which consists in the concentration and ability to co-ordinate the hand and the eye; the ability to concentrate and calculate mentally the relative distances of given points and, with manual dexterity, cause the metal ball, by force of a spring plunger, to hit the desired bumpers on the field of play.

"It is also contended that once the player has determined the 'feel' of the plunger or has determined how soft or how hard the ball should be hit, he can develop his skill to be able to obtain a score that will entitle him to free plays. It is further alleged that, as these devices do not promise any prize or reward to the player, they do not constitute gambling devices.

Quotes Tariff Act

"Section 3(c) of the Philippine Tariff Act of 1909 considers as prohibited importations machines, apparatus or mechanical device used in gambling or in the distribution of money, cigars or other articles when such distribution is dependent upon chance. From the definition of 'gambling' in Section 1 of the Gambling Law (Act No. 1757) it may be deduced that a gambling device is any mechanical invention or contrivance used to determine by chance the loser or winner of money, or any representative of value, or of any valuable consideration or thing. In other words, and as held in the case of El Debate vs. Topacio (44 Phil. 278), to be classified as one of gambling or lottery a game must have three essential elements, namely: (1) consideration, (2) chance, and (3) prize.

"In the operation of the Monicker, Airforce and Flicker devices in question, which are otherwise known as pinball machines, the element of consideration is present—the 10-centavo piece the player puts in the slot. And in the practical demonstration of these machines it has been observed that the elements of skill and chance are present, altho according to the importer getting a high score or spelling out names or words in said machines is largely dependent upon the skill of the player. The third element—the element of prize—is, however, absent in this case, for the

NAAMO Awards 1st Grads Diplomas

(Continued from page 85)

and post-war growth of the industry, and Smith, who traced the history of the veterans' course in coin machines.

Following his address, Smith turned over the speaker's stand to A. P. Henry, senior instructor of the school, who in turn introduced George F. Pigott Jr., associate superintendent of schools, and R. Flanagan, of the Veterans' Administration. At the conclusion of the talks, the graduates received their diplomas, and the cash awards given by NAAMO, ranging from \$25 to \$75 were presented.

Messages to the students were received from Gen. Omar Bradley, Sen. Homer E. Capehart and Gov. Thomas E. Dewey. They were read by Smith.

Industry Reps Present

Among those in attendance as representatives of the coin machine industry were Joe Ash and Al Rodstein, Philadelphia, both of whom have been active in the school program, along with Herb Weaver, Nat Faber and Meyer Wolf; Jack Rubin and Jack Semel, of Hoboken; LeRoy Stein, who headed a delegation of Music Guild of America representatives; Sidney H. Levine; Jack Pero, Bill Rabkin and Al Blendow, the latter acting as initial toastmaster at the ceremonies; Harry Schneider, I. Mazzachi, Sam Holtzman, Joe Silverman, of Philadelphia; A. Joseph Geist, and many others.

Special citation was given Miss E. Vaughn, acting executive secretary of NAAMO, for her work in the entire program, as well as her handling of the \$100-a-plate dinner last month and the planning of the dinner at the graduation.

CMI Exhibit Space Sold Out Early

(Continued from page 86)

turing Corp.; Guardian Electric Manufacturing Co.

Heath Distributing Co.; Hirsch Coin Machine Corp.; Holly Pen Corp.; Hospital Specialty Co.; Illinois Lock Co.; Independent Lock Co.; International Mutoscope Corp.; O. D. Jennings Co.; King Record Co.; Kings Slenderizing Equipment; Majestic Records, Inc.; Malkin-Illion Co.; Marston Distributing Co.; Mercury Records Corp.; Mercury Steel Corp.; M. A. Miller Manufacturing Co.; Bert Mills Corp.; Mills Industries, Inc.; Monarch Coin Machine Co.; Mike Munves Corp.

National Association of Amusement Machine Owners; National Receptors, Inc.; Northwest Sales Co.; Packard Manufacturing Corp.; Serv-A-Shine; Pantages Maestro Co.; Permo, Inc.; George Ponsler Co., Inc. P & S Machine Co.; Ra-O-Matic Co. RCA Victor; Relay Service Co.; David Rosen, Inc.; Rudd-Melikian, Inc. Scientific Machine Corp.; Scientific Radio & Television Co.; Scotto Music Co.; Shipman Manufacturing Co. Standard Scale Co.; Sylvania Electric Products, Inc.

T & C Co.; Tradio, Inc.; Training Devices, Inc.; U-Need-A Vendors Inc.; United Manufacturing Co.; Universal Enterprises; Valley Specialty Co.; Vendi-Freeze Corp.; Viking Tool & Machine Corp.; Watling Manufacturing Co.; Wico Corp.; Wilcox-Gay Corp.; Williams Manufacturing Co. World Wide Distributors, Inc.

devices themselves do not promise any prize or reward, and the importer has assured this office that no prize or reward of value will be offered to any player."

The regulation was signed by Sayoc as acting collector and was dated Manila October 20, 1947.

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—Standard Thickness **\$8.50** Per 1000
Best Finish
PRECISION DIES Sample on Request
MONY BACK GUARANTEE
1/3 With Order, Balance C. O. D.

MAX GLASS DISTRIBUTING COMPANY

919 DIVERSTY • CHICAGO 14, ILL.

COINMEN YOU KNOW

Chicago:

(Continued from page 104)

speakers delivering FM broadcasts several times a day help boost production and make for more congenial working conditions. Music is controlled thru a receiver set in the office. Firm's new Sea-Isle game is being well received by the trade, Edward states, and now that production is in high the games are rolling out to distributors in quantity. Location demand is reported as good.

Atlas Novelty Company's Nate Feinstein reports Joe Kline and Harold Schwartz off thru Illinois last week; this week it will be Nate and Joe who will take to the road, making it a week's tour. Eddie Ginsburg is in fine fettle these days, coming down to the office daily and is back in his old business stride again; brother Morrie is also plugging right ahead and keeping busy. . . . Coinex Corporation, via report by boss Murray Rosenthal, is keeping the shipping lanes busy these pre-winter days. Just tagged a big cargo destined for a purchaser in Capetown, South Africa. Murray also says domestic business is definitely picking up lately, especially during last two weeks.

Harold Pincus, Coin Machine Service, is keeping busy supplying operators with his special all-purpose rubber bumper kit. Harold designed the kit himself and included everything of value to pinball men, a fact which the trade has taken note of as is evident by the steady flow of orders. . . . Clayton Nemeroff, Monarch Coin Machine Company, is preparing his show space for the National Association of Outdoor Amusement Parks, etc., meet here December 1 thru 4. He's spotting arcade-type equipment on the floor.

Charley Schlicht, manager of Mills Industries' music division, made a brief trip to Kansas City and St. Louis to talk business with Missouri music men. He will leave for Denver and Salt Lake City in the next few days. In Utah, Schlicht will meet with officials of the Utah Music Operators' Association to discuss local coinmen problems. Charley really gets around, for on December 9 he will attend the annual Christmas party of the Cincinnati Automatic Phonograph Operators' Association at the Gibson Hotel there.

Exhibit Supply Company visitors last week included M. Y. Blum, United Distributors, Wichita, Kan., and Dave Simon, Simon Sales, New York. . . . Mr. and Mrs. William Anderson made a brief stop in the Windy City Tuesday (11). Anderson is the Honolulu coinman, owns the Honolulu Recreation Center, one of the world's largest arcades. The Andersons spent a week in Chicago earlier in the month calling on coin row strongholds, had a similar experience in New York and were in the act of returning to the West Coast.

George Ponser, head of the George Ponser Company here, appointed two new distributors for his Pro-Score roll-down game. Firm visitors recently were Glenn Yuille, Wolverine Sales, Detroit; Bill (Sphinx) Cohen, Silent Sales, Minneapolis, and Izzy Alpert, Twin Port Sales, Minneapolis and Duluth, Minn. . . . Commodity Vendors firm, headed by Ken Wilson and Howard Pretzel, is now getting much faster delivery on their Lewel aspirin vendors. Latest model of the aspirin machine embodies several novel features developed by Ken and Howard.

You can score a Bullseye everytime with TRADIO-ETTE, America's Premier Coin-Operated Radio for Restaurants, Taverns, etc.

Extensive location tests have proved TRADIO-ETTE to be a dead natural for discriminating locations and a top-notch money-maker for progressive operators. It's the newest item in the coin machine field . . . engineered specifically for booth operation.

\$49.95 in quantities of 25 or more | Phone, wire or write Dept. A-11 for name of nearest distributor

TRADIO, Inc. Asbury Park, N. J. Telephone Asbury Park 2-7447

DISTRIBUTORS

for
PACKARD MFG. CO.
EXHIBIT SUPPLY CO.
U. S. VENDING CORP.
in
The North Central States
We can furnish the finest music and amusement machines.
ALL LATEST PIN TABLES AVAILABLE!
Send us your list of equipment not in use. . . We may be able to dispose of it for you!

Twin Ports Sales Co.

230 Lake Ave., So., Duluth, Minn.
2029 Washington Ave., So., Minneapolis, Minn.

PHONO SALESMAN

Is there among these readers an outstanding, well qualified, experienced phonograph salesman to represent leading phonograph manufacturer. Your replies will be kept confidential. Apply **BOX D-132, care Billboard, Cincinnati 22, Ohio.**

COIN MACHINE PARTS

For
5 Balls • 1 Balls
Consoles • Phonographs
Counter Games • Slot Machines
Write for Our
LATEST PRICE LIST
COIN MACHINE SERVICE CO.
1547 N. Fairfield Ave., Chicago 22, Ill.
Phone: Humboldt 3476

WANTED TO BUY DeLUXE DRAW BELLS TRIPLE BELLS JUMBO PARADES

EMPIRE COIN MACHINE EXCHANGE
1012 Milwaukee Ave. CHICAGO, ILL.
Phone: Humboldt 6288

MUSIC GUARANTEED MECHANICALLY

WURLITZER	SEEBURG
Wurlitzer 616, Plain \$ 59.50	Seeburg Regal \$ 99.50
Wurlitzer 616, Lite-Up Top & Bottom 69.50	Seeburg Gem 125.00
Wurlitzer 61, Counter Model 75.00	Seeburg Vogue 149.50
Wurlitzer 600, Rotary 115.00	Seeburg Classic 149.50
Wurlitzer 500K 119.50	Seeburg Lo-Tone 8800, ES 250.00
Wurlitzer 600 Keyboard 125.00	Seeburg Hi-Tone 8800, ESRC 195.00
Wurlitzer 950 275.00	
Wurlitzer 850 275.00	
Wurlitzer 700 250.00	
Wurlitzer 24 119.50	

ROCK-OLA
Rock-Ola Standard \$115.00
Rock-Ola De Luxe 119.50
Rock-Ola Master 135.00

MILLS
Empress \$ 99.50

WALL BOXES
Seeburg 24 Sel. Wall-o-Matic, Remote . . . \$17.50 | Seeburg Bar-o-Matic, 5-10-25¢ \$39.50
Seeburg 20 Sel. Wall-o-Matic Wireless . . . 19.50 | '46 Seeburg Wireless 40.00

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BALLY'S BALLY HOO	\$134.50
BALLY'S SILVER STREAK	Write for Price
CHICAGO COIN'S GOALEE	179.50
KIRK'S GUESSER SCALES (Used)	125.00

WANTED—ROCK-OLA PLAY MASTERS
Write for bargain list on used machines.
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BALLY'S NUDGY—WRITE FOR PRICE

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1121 SOUTH MAIN TULSA, OKLAHOMA
PHONE 3-6304

17 Cities Plan Fund Feeds; CMI Drive Gets Big Lift

(Continued from page 85)
Picard, who won national recognition last year with his "portal to portal" decision. Picard will be introduced by Anthony Weitzel, columnist on *The Detroit News*.

Entertainment will include Don Pablo and his band, singer Bunny Paul, master of ceremonies Paul Gilbert and other features from the Palm Beach Cafe. A second band will play for dancing and a later floorshow which will have acts from leading Detroit night clubs. Pat Flowers, of Baker's Bar, will give a special 15-minute piano show.

Entire proceeds of the banquet, with tickets at \$10 per plate, will be turned over to the Runyon fund. Committee members say that they expect some 700 to attend the dinner.

General committee for the dinner is headed by Joseph Brilliant, Brilliant Music Company, and former MAPOA president. Co-chairmen are Jack Baynes, Baynes Music Company, and Roy Clason, field representative of MAPOA. Committee members include Morris Goldman, MAPOA president; S. J. Rose, King Pin Distributing Company; Art Sauve, A. P. Sauve Company; Maurice Feldman, Central Coin Machine Exchange; Al Curtis, president of MMBA; Frank Alluvot, Frank's Music Company; Ed Carlson, Carlson Music Company; John Christy and Arnold Flirdhrt, music operators; and Louis Fisher, Fisher Music Company.

Baltimore
The Emerson Hotel will be the scene of Baltimore's cancer fund dinner, which will begin at 7:00 p.m. Dr. Edward F. Lewison, cancer specialist from Johns Hopkins and Sinai hospitals in Baltimore will be the principal speaker.

Also featured at the dinner, to which several hundred operators in Maryland and surrounding States have been invited to attend, will be a floorshow, dancing and special music.

Committee in charge of the dinner is Irvin Blumenfeld, Virgil Christopher, Harvey Friedman, George Goldman, Aaron Goldsmith, Harry Hoffman, Max Lesnick, Earl Lite, O. L. Nyberg, Art O'Melia and Ernest Waldrope.

St. Louis
St. Louis's special dinner will be held at the DeSoto Hotel beginning at 6 p.m. Louis Morris, of Morris Novelty Company, was appointed chairman of a committee to arrange the dinner at a meeting held by the Associated Coin Machine Distributors of St. Louis.

Other coinmen promoting the dinner include Ben Axelrod, Olive Novelty Company; Norwood Veatch and Charles Kagels, Central Distributors; Carl Trippe, Ideal Novelty Company; William Betz, W. B. Novelty Company; Mitchell, Morris Novelty Company, and Morton H. Soll.

Denver
Modern Distributing Company, Wolf Sales Company and Jones Distributing Company have united in Denver for the purpose of promoting the cancer fund dinner to be held at the Brown Palace Hotel at 6 p.m.

Tickets for the dinner have been priced at \$20 per plate with proceeds going to the cancer fund drive.

Dallas
Dr. Richard N. Smith, cancer specialist from the Southwest Medical Foundation, will be the featured speaker at the dinner to be held at the Peacock Terrace of the Baker Hotel in Dallas starting at 7 p.m.

The Dallas dinner is under the supervision of George Wrenn, Wall-box Sales Company and a committee composed of Arthur Hughes, Electro-

boil 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.

Tulsa
Cliff Wilson, Cliff Wilson Distributing Company, heads the committee in charge of the dinner to be held in Tulsa. No place or time has yet been set for this event altho it has been definitely slated for the designated evening.

Albany, N. Y.
Ten Eyck Hotel will be the location of the dinner to be held in the capital city of New York State at 7 p.m. Robert Lawrence, Rex Coin Machine Distributing Corporation, is key man for the dinner and reports that its reception among operators has been excellent.

Kansas City
Dinner in Kansas City is being arranged by Carl Hoelzel, United Amusement Company, and Irving Weiler, Consolidated Distributing Company. No time or place has been designated as yet.

Milwaukee
Harry Jacobs, United Coin Machine Company, reports that the Milwaukee dinner will start at 7 p.m. at the Ambassador Hotel there. Operators from most of Wisconsin are expected to be present for the event.

Salt Lake City
Salt Lake City's Congress Hotel will be the scene of a 7 p.m. dinner for coinmen in that area. C. M. McMurdie, Jones Distributing Company, heads the dinner committee.

Syracuse, N. Y.
A. N. Delaport, Rex Coin Machine Distributing Corporation, is heading a distributors' group planning a dinner for coinmen in the Syracuse area to be held at the Onondaga Hotel starting at 7:30 p.m.

Cincinnati
Tables will be reserved for 500 people at the Gibson Hotel for the Cincinnati dinner which will get under way at 7:30 p.m. Many special guests are expected to be present and top entertainment features have been arranged.

Portland, Ore.
Coinmen from the Northwest will gather at the Heathman Hotel in Portland, Ore., at 5:00 p.m. Dan V. Huguenin, Jack R. Moore Company, is among the distributors arranging the affair.

Indianapolis
Sam Weinberger, Southern Automatic Music Company, heads the distributors committee which is arranging the dinner to be held at the Antlers Hotel starting at 6:30 p.m.

San Francisco
The Terrace and Vanderbilt rooms of the Fairmont Hotel will be the location of the San Francisco dinner which begins at 7 p.m. John Ruggiero, of the Jack R. Moore Company, is leading the group making arrangements for the event.

Houston
Departing from the hotel location pattern for the dinners, Houston coinmen will gather at the Bill Williams Chicken House at 6:30 p.m. A. H. Shannon, of Coin Machine Sales Company, is chairman of the Houston dinner committee.

New England
New England coinmen are considering informal parties on November 23d, but no definite arrangements (See 17 Cities Plan on page 110)

Florida Tourist Trade Gets Off To Early Start

MIAMI, Nov. 15.—Florida's lush tourist trade, which annually creates boom coin trade, is getting off to an early start this winter with prospects of the most successful winter season in history of the Southeast resort country.

Altho the opening of horse racing in December usually signals the start for the major winter tourist season, such top vacation cities as Miami Beach are reporting "standing room only" for the month of November.

Indications are that prices will be at the highest peak in history in spite of the fact that there has been a large increase in tourist facilities.

Ike N. Parrish, general manager of the Miami Beach Chamber of Commerce, reports that 14 new hotels are under construction, 500 additional rooms are already available and there are 2,000 additional apartments in Miami Beach this year.

With spending at a high point, coin machine operators are looking forward to one of their best seasons ever. Damage caused by the plague of hurricanes and other adverse weather conditions is expected to have little effect on the upward trend of Florida winter business.

Jensen Industries Adds 5 Salesmen

CHICAGO, Nov. 15.—Jensen Industries, Inc., phonograph needle manufacturer, appointed five new representatives this week, according to Oden Jester, general sales manager.

Appointments, effective immediately, were Herbert G. Arcadius, for Indiana, Illinois, Michigan and Southern Wisconsin; Robert M. Hardie, for Southern California; A. J. Nelson, Rocky Mountain area; A. T. R. Armstrong, now operating Controlite Engineering & Sales, Ltd., Toronto, for Dominion of Canada outside of British Columbia and Alberta, and R. T. Bork, for Minneapolis-St. Paul area.

Tobacco Men Meet In San Francisco

SAN FRANCISCO, Nov. 15.—Officials of the Retail Tobacco Dealers' Association of California, Inc. (RTDAC), played host last week to more than a hundred of its membership at a dinner party held at the Del Mar restaurant here.

Address of welcome was delivered by Michael Tilles, association president. Leo H. Shapiro, RTDAC legal counsel, reviewed the many accomplishments of the group since its birth 16 years ago.

Retailers' association has grown steadily since its inception. During the month of October alone, RTDAC added nine new members.

Heart Attack Proves Fatal to Jack R. Moore

PORTLAND, Ore., Nov. 15.—Jack R. Moore, 45, head of the Jack R. Moore Company here and one of the best known coinmen on the West Coast, died at his home this morning of a heart attack.

Moore, whose name has long been associated with the coin machine dis-



JACK R. MOORE

tributing business, served his country during World War II as a major in the Civil Air Patrol.

For his distinguished service, the War Department recently presented him with the Exceptional Service Medal, commenting that Moore showed "marked courage in the face of danger while performing regular wartime flying missions."

The distributing firm, which Moore headed, handled both Seeburg and Bally equipment, and under his leadership became recognized as one of the outstanding distributing organizations in the country.

New NDC Ice Cream Nutritionist Named

CHICAGO, Nov. 15.—Milton Hult, president of National Dairy Council (NDC), announced this week that Miss Jean Deery has been appointed program activities representative in the New York regional headquarters.

Before actively taking over the post Miss Deery will undergo intensive training at NDC national headquarters in Chicago.

DETROIT, Nov. 15.—Specifications for parking meters to be purchased by this city were sanctioned Tuesday (11) by a committee appointed months ago by common council.

Headed by Councilman Patrick V. McNamara, the committee compared demonstrator models of the seven meters now in production in the United States, narrowed the selections to a choice of three fully automatic parking meters.

Recreation Proves Big Time Business

CHICAGO, Nov. 15.—According to figures contained in a report issued by the research department of the Curtis Publishing Company, titled *Recreation Is a Big Business*, Americans spent some \$16,845,000,000 on recreation during 1946, \$130,000,000 of which was spent in "non-vending coin machines."

The study concludes that the market outlook for the recreation industry is good and that it is expanding.

Philly Coin Taxes Show Gain in 1947

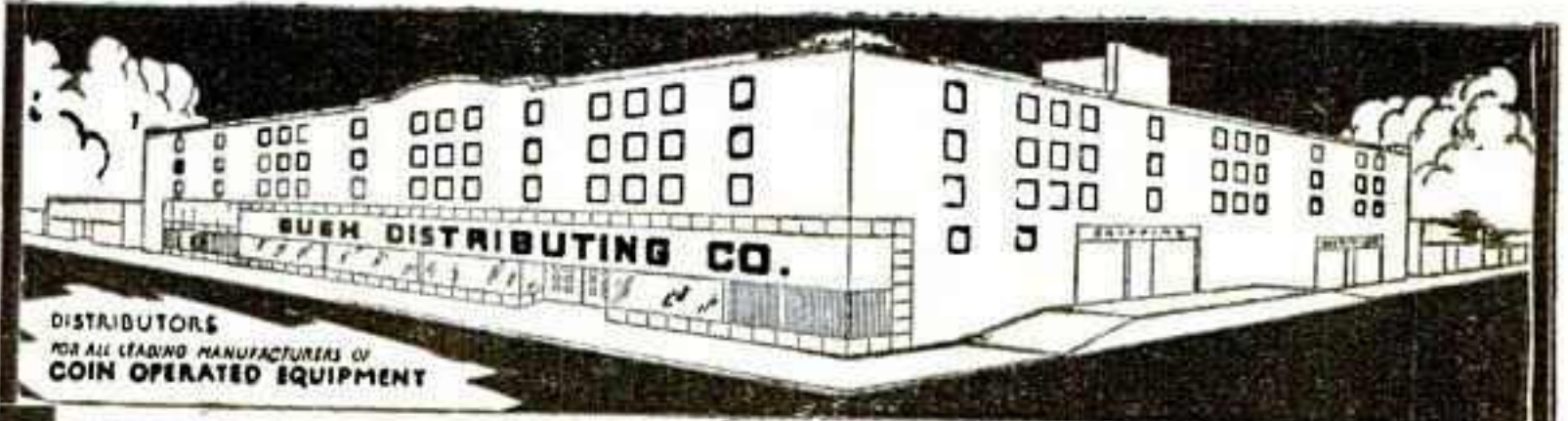
PHILADELPHIA, Nov. 15.—Coin machine business here is on the upgrade according to a report issued by W. Frank Marshall, receiver of taxes. Report disclosed that coin machine tax returns for the 10-month period ended October 31, 1947, were \$12,409 greater than returns for the same period a year ago.

Gummersheimer Named Factory Rep for Vendit

ST. LOUIS, Nov. 15.—Walter Gummersheimer, who recently became associated with Universal Distributing Company as general sales manager, has been appointed national factory representative for the Vendit candy bar vender, it was announced this week. In addition to Gummersheimer, a pioneer of the coin machine industry, Dan Baum, former owner of Baum Distributing Company, will also soon become associated with Universal, B. F. Frerichs, president, reports.

Firm is now located in its new headquarters here, in which the 17,000 square feet of floor space makes it one of the largest coin machine firms in the Midwest, Frerichs stated. New building houses the shop and repair department on the first floor and office and display rooms on the second.

In addition to handling distribution of the Vendit machine, Universal also is distributor for amusement games, two music systems, a coin changer and a scale line.



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SEA ISLE — 5 Ball F. P.
ROLL DOWN — A Really Different Roll-down Game

50% Off List Price
BRAND NEW—1946 PACE DELUXE CHROME BELLS

	List Price	Our Price
5c Play	\$290.00	\$145.00
10c Play	310.00	155.00
25c Play	330.00	165.00

Jockey Club Completely Overhauled } **\$49.50**
 Turf Kings Overhauled }
 Sport King Completely Overhauled }
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VICTORY DERBIES LIKE NEW Chrome Rails **\$139.50**

New 1947 **PHOTOMATIC** WRITE FOR PRICE
 New 1947 **VOICE-O-GRAPH** WRITE FOR PRICE

DAVAL FREE PLAY COUNTER GAME-NEW **\$19.50**

MARVEL'S POP UP Brand New **\$17.50**
DAVAL'S New Mexican Baseball .. **\$24.50**

KEENEY SUPER BELLS 5 & 25 Comb. F. P. and P. O. **\$179.50** EACH Like New

NEW 1946 THREE BELLS **\$595.00**

PACE REELS	\$ 39.50	JUMBO PARADES	\$ 49.50
SILVER MOONS	59.50	GALLOPING DOMINOS	110.00
SILVER MOONS, F. P.	69.50	4 BELLS, 5-5-5-25	110.00
4 BELLS, 5-5-5-5	100.00	SUPER BELLS, 5-5	129.50
SUPER BELLS, 5-5-5-25	159.50	SUPER BELLS, 5-25	149.50

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RECORDS MOST-PLAYED ON THE AIR

(Continued from page 27)

- | | | | |
|---|-----|----------------------------|---|
| 2 | 13. | I HAVE BUT ONE HEART | Frank Sinatra (Axel Stordahl Ork)..... Columbia 37554—ASCAP (Tex Beneke-Glenn Miller Ork (Garry Stevens-The Moonlight Serenaders), Victor 20-2424; Phil Brito, Musicraft 456; Carmen Cavallaro, Decca 24154; Gay Claridge Ork (Thelma Gracen), Future F-105; Vic Damone, Mercury 5053; Monica Lewis (Ray Bloch Ork), Signature 15130; Gordon MacRae, Musicraft 15069; The Pied Pipers (The Ernie Pillice Quintet), Capitol B-460) |
| 8 | 5 | 14. NEAR YOU | Andrews Sisters (Vic Schoen Ork)..... Decca 24171—ASCAP |
| 6 | 9 | 14. NEAR YOU | Larry Green..... Victor 20-2421—ASCAP |
| 1 | 15. | AND MIMI | Dick Haymes (Gordon Jenkins Ork)..... Decca 24172 |

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Video Turns to Coin Biz; Tavern Sets on Increase

(Continued from page 96)

coin machine industry into the television picture for the first time is Tradio, Inc., the first coin-operated radio manufacturer to enter the television field on a large scale. Setting aside temporarily its plans to build individual coin-operated tele receivers for use in hotels, hospitals, etc., the firm, thru Victor and George Trad, president and vice-president respectively, this week introduced to the trade a multiple-choice wall box, offering a choice of television, juke box, the entire AM radio and FM radio bands, with a 15-minute play on any single one of these choices for 10 cents. Also shown this week for the first time to the public at the hotel show here was Tradio-Vision, featuring a master control and satellite screen or screens which can be used in conjunction with the wall box, and a console model 15-inch television set with AM and FM radio and a record changer for use in hotel lobbies.

Tradio Continuing Policy

According to George Trad, Tradio will continue its policy of working thru its distributors to operators in placing its equipment. The coin-operated wall box, it was pointed out, will be able to operate with any television set.

That operators of coin-operated radios will not enter the coin-operated television field in any large numbers, at least for the next year or two, was seen with the disclosure that Tradio and Coradio, two of the leading coin-operated radio manufacturers, will not enter the coin-operated individual hotel room television set field for the time being.

Hotel Boom Sets

Still another trend has developed along these lines. Several manufacturers of coin-operated radios, including American Communications Corporation and National Service Sales Corporation, representing Industrial Television, Inc., are now showing hotel sets which can be installed in separate rooms, and, instead of coin-operation, an additional fee of \$3 per day is added to the cost of the room. In these instances the installation includes a master-control unit and satellite screens, with station selectors for the rooms. It has been suggested that operators might be interested in purchasing the equipment, then making a deal with a hotel to install the sets and share in the additional \$3 a day fee. To date, however, this sort of an arrangement between a coin machine man and a location has not been made. The Metropolitan Television & Broadcasting, Inc., has closed a deal with the Hotel Roosevelt here to install sets in 40 rooms, with service set to start late this month. The equipment was leased to the hotel for three years and the Roosevelt management has an option to purchase at the end of the rental period.

Two More New Lines

Opening the door to the television field for another group of coin machine men, especially those now operating music equipment, are H. F. Dennison's Videograph Corporation and Al Bloom's Speedway Products Corporation.

Videograph, which held a showing last month at the Hotel Pennsylvania to introduce its coin-operated combination television-juke box console and its second system employing a selectivity wall box covering television, two radio channels and wired music, this week placed its first combination console on location in New York with a \$30 weekly minimum guarantee contract. Dennison, who is now lining up coin machine distributors thruout the country to handle his equipment, expects to set a

minimum of 15,000 units on location next year thru juke box operators, with Videograph supplying the mirrored cabinet and the television set manufactured by Emerson, and the operator using his present music machine mechanism.

Operating on a more modest scale, Al Bloom, president of Speedway Products, has completed a model of his coin-operated combination, which is complete with juke box as well as the television receiver. Speedway will function also thru established coin machine distributors to the operator. Bloom reports he will be in production in the next 30 days.

Tele a Necessity

Meanwhile manufacturers and location owners in this area have indicated that, come what may, television will be around for quite a while and, altho the tangible results of an installation are still a matter of conjecture, both feel that television at this time is a necessity to buck competition—whether it brings in added revenue via a coin chute or in the cash register.

With the end of the baseball season, some locations expected a heavy drop in interest, but a survey of the midtown area reveals that football and the fights are still getting a large play. Some location owners said they were contemplating a minimum charge during telecast hours in order to keep away the non-regulars who were small cash customers but who remained in the location to witness an entire football game.

17 CITIES PLAN

(Continued from page 108)

have been reported at this time. Irwin Margold, Trimount Coin Machine Company, Boston, is working with other Boston distributors with the aim a dinner to be held on the designated evening. No definite plans have been reported as yet, however.

BIG FIVE BALL SALE!

\$18.00 EACH—3 FOR \$51.00

All American	Late Mills 1-2-3
Argentine (2)	Majors '41 (2)
Big Three (2)	Monicker (2)
Bip Top	Star Attr. (2)
Bombardier	Texas Mustang
Bowl-a-Way	Vacation
Duplex	Venus
Horoscope	Yankee Doodle
Legionnaire	5-10-20 (2)

\$38.50 EACH—3 FOR \$110.00

Dark Horse	Riviera (2)
'41 Derby (2)	Stagedoor (2)
Record Time	Surf Queen (2)

\$28.50 EACH—3 FOR \$81.00

Air Circus	Grand Canyon (2)
Eagle	Oklahoma
Bosco	Shangri La
Idaho	Sun Valley
Knock Out	South Seas
Laura	Trade Winds (2)

MISCELLANEOUS

Big Hit ... \$58.50	Step Up ... \$78.50
Suspense (2) 58.50	Rocket ... 98.50
Superliner .. 58.50	Kilroy ... 118.50
Thorobred (2) 68.50	Ballyhoo ... 135.00
Dust Whirl.. 68.50	Gold Ball ... 168.50

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BRUNswick 7862

Yanks Run Popcorn Firm in Brussels

BRUSSELS, Belgium, Nov. 15.—A group of ex-G.I.'s have established a popcorn manufacturing business here and are finding that the demand for popcorn in Europe far exceeds production capacity possible at the present time.

Instrumental in the organization of the company were Robert F. Buehman, Milwaukee; Peter Cunningham, Rochester, N. Y.; Arthur Swanson, Terrytown, N. Y., and Eduard Dumortier, Brussels. Robert A. Harris, of Milwaukee, is serving as procurer and exporter for the company.

Firm name is Milwabel Products Company, Soc. Corp., and their popcorn package bears the name "Poppies." New equipment has been ordered from the U. S., and with its arrival residents of Belgium, Holland and Luxemburg will get an increased supply of popcorn.

Ganz Announces Redesigning of Harris Changer

CHICAGO, Nov. 15.—Paul E. Ganz, executive vice-president and general manager of Johnson Fare Box Company, announced the introduction of a new Harris Automatic Coin Changer this week.

Feature of the new unit is that it can be adapted to either cup or bottle vender installation without change. Unit takes nickels, dimes and quarters, is interchangeable with the former Harris changer, Ganz stated. Production on the former unit is discontinued.

Other features of the new changer are the elimination of leaf switch-type relays, a 50 per cent capacity increase in nickel payout tube and provision for instantaneous discharge of nickels in payout tube for checking by servicemen. As in the former model, a single coin entrance admits nickels, dimes, quarters.

Changer will be introduced during the American Bottlers' Convention, Atlantic City, November 17-21, Ganz revealed. Johnson representatives at the showing in the Hotel Lafayette there will be Tom Forester, sales manager, vending division; Jack Doyle, sales engineer, and Frank Emme, sales representative.

Changer and Dixie automatic cup dispensing mechanism, manufactured under free patent by Johnson Fare Box, will be displayed at the National Automatic Merchandising Association meet in Chicago December 4-17.

New Executive Personnel for Fare Box Named

CHICAGO, Nov. 15.—Johnson Fare Box Company executive personnel changes, effective as of October 1, were announced today by E. C. Marsh, vice-president and executive chairman of the parent company, Bowser, Inc.

New Johnson executive line-up is as follows: Paul E. Ganz, executive vice-president and general manager; Edward K. Spaulding, general sales manager; George H. Burlison, production manager; E. H. (Tom) Forester, sales manager, vending division; Dave Herwitz, sales manager, commercial products; C. F. Rogier, vice-president, charge of engineering; Joseph Pfleck, manager of quality control, and Otto W. Tepper, sales manager,

New York Check Ups Cancer Sum To \$136,645.01

CHICAGO, Nov. 15.—A check for \$7,593.59 from Harry Rosen, Seaboard New York Corporation, treasurer of the special New York jamboree held November 3 (*The Billboard*, November 15), representing the initial donation to the Coin Machine Industries, Inc. (CMI), drive for the Damon Runyon Memorial Fund for Cancer Research has boosted total contributions to date to \$136,645.01.

Other contributions received at the Chicago CMI offices this week include Joseph Ash, Active Amusement Machines Co., Philadelphia, \$250.

\$100: I. J. Hudson, Jr., Mound City, Ill.; Johnny Polis, Polis Music Co., Fairmont, W. Va.; McKim Smith, Arcade & Amusement Machine Owners' Association, New York; E. J. Kramer, Annapolis, Md.; Leroy A. Shockleton, Automatic Vending Corp., Chester, Pa.; Chester B. Doerr, Melody Amusements, Inc., Portland, Ore.

J. Phillips, Elkhart Lodge No. 599, Loyal Order of Moose, Elkhart, Ind., \$55; Elwin Mason, Tri-Boro Novelty Co., Turtle Creek, Pa., \$50; John K. Fincher, Indiana Sports, Inc., Hammond, Ind., \$50.

\$25: John Clydesdale, Clydesdale's Automatic Phonograph Co., Oglesby, Ill.; Michael DeLecia, Automatic Music Co., Pawtucket, R. I.; Matin LeJeune, Basile, La.; Paul Berninger, Connersville Lodge 1160, Loyal Order of Moose, Connersville, Ind.; Thomas G. Waldon, Pioneer Post 340, American Legion, Terre Haute, Ind.; Sol Silver, S. Silver Novelty Co., Evansville, Ind.; O. O. Mallegg, Chicago; Sidney Rosenthal, Pittsburgh; General Automat Co., Altoona, Pa.; Romeo Desnoyers, Hampden Novelty, Chicopee Falls, Mass.; Edward L. Jordon, Paster Distributing Co., Des Moines; William H. Cunningham, Packard Distributing Co.; Mike Charie, Capital Pla-Mor Distributing Co., Columbus, O.

\$20: E. H. Carney, Russell, Ky.; E. F. Lockwood, Fort Wayne, Ind.; Sarkis Anthony, Anthony Brothers, Columbus, O.; Emil Windmiller, Columbus, O.; Jack Shancet, Times Tonic Corp., Columbus, O.

\$15: Peter Slepchuk, Springfield, Mass.; Vincent A. Miranda, The Brunswick, Baton Rouge, La.

\$10: John Horn, Abilene, Tex.; Cecil H. Rider, Gibson City, Ill.; E. Walter Harvey, Kilmarnock, Va.; Robert H. Perry, Estate of Thomas Perry, Westfield, Mass.; Steve Chicola, Standard Brands Cigarette Service, Olean, N. Y.; Winton Brown, McMinnville, Tenn.; John Ryan, Bally Manufacturing Co., Chicago; S. C. Rochelle, Columbus, O.; William Schwartz, Inc., Brooklyn, N. Y.

\$5: Max Winer, Russell Hinks, Charles Troeller, all of Bally Manufacturing Co., Chicago; George N. Gearanos, Washington Novelty Machine Co., Washington; Marion S. Albright, Albright Concessions, Warrenton, Mo.; Freeman H. Johnson, Johnson & Moore, Pueblo, Colo.; E. E. McDaniel, Mac's Cafe, Eagle Bend, Minn. \$1.50: John L. Sheridan, Southern Automatic Music Co., Louisville, Ky.

paper division.

Marsh also announced that a 25 per cent increase in production and in employees has been effected during the past two months, with further increases in both number of workers and output on the docket when materials permit.

Firm's paper division is now devoting 80 per cent of its production to manufacture of cartridge and tubular type coin wrappers. Remaining 20 per cent consists of zone checks for transportation companies.

ALD Offers Sales Aids Line for Use By Laundromat Op

CHICAGO, Nov. 15.—ALD, Inc., national distributor of coin-metered Westinghouse Laundromats, is currently helping out established and new Westinghouse Laundromat-equipped self-service laundries with several sales promotion aids.

Top item in the material made available to the laundry operators is a neon sign for use outside of their place of business. Other types of signs are also available.

Handbills of various types are proving one of the best means of reaching new customers, ALD officials say, and they are among the items made available by the distributing firm.

Also available are instruction folders for use in instructing new patrons in the use of the Laundromat, electros for use in advertising and other printed promotions, newspaper mats, scripts, layouts and window posters.

As a further help to established Laundromat Half-Hour Laundries, ALD has been conducting an advertising campaign in daily newspapers in large cities where there are several Westinghouse installations.



NEW LOW PRICES

- 5c ROL-A-TOP BELL\$150.00
- 10c ROL-A-TOP BELL 150.00
- 25c ROL-A-TOP BELL 150.00
- 50c ROL-A-TOP BELL 250.00

The Above Prices are Net F. O. B. Chicago

WATLING MFG. CO.

4650 W. Fulton St. CHICAGO 44, ILL.

Est. 1889—Tel.: COLUMBUS 2770 Cable Address "WATLINGITE," Chicago

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 any quantity and any size ball.

USED VENDERS

- 6 15-Col. U 500 U-Need-A-Pak Cigarette Venders ...\$110.00
- 2 7-Col. S. & M. Cigarette Venders ... 65.00
- 12 Silver King 1¢ Ball Gums 8.50
- 100 Cash Tray Venders 5.50
- 12 Lighter Fluid Venders 15.00

NEW VENDERS

- Victor V 1¢ Globe Type\$11.75
 - Silver King 1¢ '47 Ball Gum Venders . 10.50
 - Silver King 1¢ '48 Ball Gum Venders, Samples 13.95
 - Silver King 1¢ Nut Venders, Samples . 13.95
 - Silver King 5¢ Nut Venders, Samples . 13.95
 - Lots of 10 or more on the above 11.50
 - Master 1¢-5¢ Comb. . 15.95
 - Advance 1¢ Nut Venders 11.75
 - Advance 5¢ Pistachio Venders 14.75
 - Advance 1¢ Stick Gum Venders 16.50
- Write for Prices on Advance Venders for special products.

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.

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
- 3 Ten Strikes 69.50
- 2 Batting Practices . 95.00
- 3 Chicken Sams 95.00
- 3 Keeney Air Raiders 110.00
- 3 New Bowl-a-Scores 125.00
- 15 Pamorams 195.00
- 5 Heavy Hitters 198.00
- 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 165.00
- 1 K.O. Fighter 150.00
- 2 Rotary Claw Type. 175.00
- 1 Drive Mobile 165.00
- 2 Sky Fighters 145.00
- 1 Bally Defender 145.00
- 2 Western Baseballs . 95.00
- 1 World Series 95.00
- 1 Goalie 175.00

BOWLING GAMES

- 10 Wurlitzer Skoe Balls, 14 ft.\$165.00
- 4 Bowling Leagues . 85.00
- 2 Jafco Barrel Rolls, 9 ft. 140.00
- 2 Premier Barrel Rolls, 11 ft. 175.00
- 7 Jafco Sportsman Roll Downs 195.00
- 3 Total Rolls 175.00
- 10 Tally Rolls 95.00
- 10 Pinch Hitters 95.00
- Advance Rolls 395.00
- Brand New Super Rolls 410.00

NOW DELIVERING IN OHIO, THE NEW UNITED ROLL DOWN SENSATION—THE HAWAII ROLL DOWN

CHICAGO METAL SAFES

- DE LUXE LINE
- Single "Revolv-A-Round" Safe \$119.50
- Double "Revolv-A-Round" Safe 174.25
- Triple "Revolv-A-Round" Safe 282.00
- UNIVERSAL LINE
- Single "Revolv-A-Round" Safe \$ 79.50
- Double "Revolv-A-Round" Safe 116.75



M. S. GISSER, Sales Mgr.

MUSIC

- Wurlitzer 1015, Used \$595.00
- Wurlitzer, 1015, New Write
- Wurlitzer 850E 325.00
- Wurlitzer 780 E 325.00
- Wurlitzer 600 150.00
- Wurlitzer 500 185.00
- 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
- Mills Violin, Piano Virtuoso, 5¢ coin operated. As is .. 125.00
- Buckley Chrome Boxes 12.50
- Brand New Solotone Boxes 15.00
- Solotone Amplifier .. 50.00

NEW CONSOLES

- Evans Winter Book, 5¢ Model\$826.00
- Evans Roll Hi 826.00
- Evans New Races, 5¢ Comb. 931.00
- Keeney's Gold Nugget 800.00
- Buckley Track Odds 1,250.00

USED CONSOLES

- 3 Mills 4 Nickel 4 Bells\$150.00
- 1 Mills 3 Bells 245.00
- 3 Baker's Pacers, D.D. 175.00
- 2 Bally Club Bells, Comb. 95.00
- 4 Keeney 5¢ Super Bells, Comb. 110.00
- 2 Bally Big Top, F.P. 79.50
- 1 Pacers Races, Brown 145.00
- 1 Silver Moon, F.P. . 89.50
- 4 Pacers Reels, Comb. 75.00
- 2 Bob Tails, 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

NEW COUNTER GAMES

- A.B.T. Chalmers\$42.50
- Kicker & Catcher 35.00
- Gushers, 5¢ 25.00
- Pop Ups 19.50
- Non Coin Operated American Eagles 25.00

USED COUNTER GAMES

- 2 Bombers Gum Venders\$12.00
- 2 Genco Pee Wees 25.00
- 15 Smileys 12.00
- 2 A.B.T. Red, White & Blue 20.00
- 20 Bat-a-Balls Jr. 19.50

TERMS: 1/2 DEPOSIT REQUIRED WITH ALL ORDERS. BALANCE C. O. D., F. O. B. CLEVELAND.

Cleveland Coin Machine Exchange

2021-25 PROSPECT AVE. CLEVELAND 15, OHIO Phone: PROspect 6318-17

Name Brilliant Mich. Distrib

CHICAGO, Nov. 15.—Rock-Ola Manufacturing Corporation this week appointed the Brilliant Music Company, of Detroit, as Rock-Ola distributor for all of Michigan except the upper peninsula which is covered by the Badger Novelty Company, of Milwaukee.

Previously, Brilliant's area for Rock-Ola distribution had been limited to the Detroit area, but because of the excellent sales record they have compiled for Rock-Ola during the past years, their area was extended to include the larger territory, Rock-Ola officials said.

Heading the Detroit firm is Joe Brilliant, who, along with his brother Jack, has been a leading Rock-Ola distributor for several years.

N. D. Music Ops Name Cady Head

BISMARCK, N. D., Nov. 15.—Tom Cady, of Grand Forks, N. D., veteran North Dakota operator who has been in the business 20 years, was elected president of the newly reorganized North Dakota Music Operators' Association which met here Sunday (9). Nearly 50 operators were present at the meeting.

Other officers picked were Jack Backus, of Jamestown, vice-president, and Bob Westrum, of Van Specialty Company, Bismarck, secretary-treasurer.

One of the principal discussion subjects was the amount of commissions paid to locations by the operators. Several Twin Cities jobbers showed equipment.

N. Y. Cig Ops Mull Impact Of Added Tax

NEW YORK, Nov. 15.—Bonus for this State's World War II veterans, approved in the recent election here, will be paid by a 1-cent per pack tax on cigarettes and a 20 per cent increase on State income tax. Both levies are effective January 1, 1948.

Currently, State cigarette levy is 2 cents per pack. Therefore after the first of the year the tax will automatically become 3 cents a pack. Affect on the cigarette vending machine trade here has not been definitely established yet but since most operators thruout the State already are vending packs at 20 cents, there is some possibility that operators will absorb the additional cent.

Costly Changes

Alternatives to absorbing the tax increase are two in number: adapting the coin chute to quarter operation; or changing coin mechanisms to accept a combination of coins adding up to 25 cents. Both would involve a high cost to operators and pennying the pack, another costly procedure for operators.

Approval of the bonus amendment will mean a cash payment of \$50 to veterans who served less than sixty days in this country and \$150 for those who served Stateside for a longer period. Veterans who served overseas will get \$250 regardless of length of service period.

While no one in the vending trade here has indicated any doubt that the men who fought for their country are entitled to the bonus, fact remains that cigarette industry generally and cigarette vending operators in particular are picked out to help foot the bill. Moreover, it is another instance where the men and women who wore the uniforms in time of national emergency are in a sense paying their own bonus, for a great majority of them are cigarette consumers, too.

Court for Keeping N. C. Cities "Wet"

RALEIGH, N. C., Nov. 15.—State Supreme Court here has upheld the decision of Superior Court Judge Q. K. Nimocks which dismissed petitions of Franklin County dry forces for court orders to close liquor stores in Louisburg and Franklinton.

Dry petitioners asserted that acts passed by the General Assembly authorizing elections in those two cities on the opening of city-operated liquor stores were unconstitutional and they sought to have the stores padlocked.

Recordio Bows In New York

NEW YORK, Nov. 15.—With Chester M. Wilcox on hand to introduce the new Recordio, Wilcox-Gay Corporation Thursday (13) held a premiere showing and demonstration of the coin-operated voice recorder at the Hotel Astor here, with some 50 guests on hand for the demonstration and the buffet supper which followed.

Wilcox, in his pre-demonstration address, traced the 29-year history of the Charlotte, Mich., corporation which he heads and emphasized that the firm has developed set policies and a long-range program to promote the Recordio machine.

Stressing that the machine has been developed over a 10-year period, Wilcox listed as potential locations theaters, hospitals, night clubs, dance halls, roller rinks, restaurants, tourist camp, cigar counters, filling stations, colleges, schools, stores, depots, hotels, resorts, taverns, army PX's, coin arcades, service clubs, veteran's clubs and building lobbies. For these locations, the firm plans to select specially equipped distributors, many of them now experienced in coin machines, to handle the equipment. However, Wilcox said that so far the firm has made no permanent arrangements, with the exception of Walter Graham in Chicago.

Operation of the machine has been simplified as much as possible, utilizing a telephone instrument instead of the usual microphone. "This was done," said Wilcox, "because so many persons are afraid of a microphone. We want the users to operate our machine just as if they actually were speaking into a phone."

The machine, described in detail in *The Billboard* November 8, was tested by the guests, who were given quarters by a hostess.

Rahway Rejects Park Meters

RAHWAY, N. J., Nov. 15.—Opposition to a municipal proposal to install parking meters here was voiced this week by the Rahway Business Men's Association, which said it would impose an additional tax on people who shop by car. It argued also that the city would have to pay \$25,000 to install the meters.

AMI's Texas Set-Up Revised

CHICAGO, Nov. 15.—AMI, Inc., has revised its distribution set-up for part of Texas, Joe Caldron, firm assistant sales manager announced Tuesday (11).

Under the new arrangement, Wallace Distributing Company, Mineral Wells, headed by Allan Wallace, will handle AMI equipment in Northwestern Texas; Griffin Distributing Company will extend its Texas territory west to include the Central part of the State. Headed by Les Griffin, firm has offices in Houston, Jackson, Miss., and New Orleans.

GRIFFIN, Ga., Nov. 15.—Executive committee of U. S. Highway 41 Association, at a meeting here recently, made plans to launch a \$15,000 advertising program to promote travel on this route, which include many coin machine locations.

Wisconsin's LEADING DISTRIBUTOR

ONE STOP SERVICE ON ALL TYPES OF EQUIPMENT AND SUPPLIES

GAMES . MUSIC . VENDERS

NOW DELIVERING UNITED'S AMAZING HAWAII ROLL-DOWN

... with PROVEN PLAYER APPEAL



United's playing field pre-tested sensation in a streamlined console cabinet—same size as pin game. High score features, straight novelty, "Roll-Down" play, 5-ball novelty play.

NOW DELIVERING THESE NEW GAMES

- DOLLY • NEVADA
- BONANZA • NUDGY
- TALLY-HO • BRONCHO
- SEA ISLE • HUMPTY-DUMPTY
- ESSO'S ALLEY ROLL

PLUS THE BEST IN EQUIPMENT

PHONOGRAPHS

Wurlitzer 780	\$345.00
Rock-Ola Standard	129.50
Rock-Ola Master	159.50
Seeburg Regal	129.50
Seeburg 8800	195.00
Seeburg 8800, R.C.	225.00
Seeburg 9800, R.C.	225.00
AMI 40-Sel. Highboy	199.50
Rock-Ola DeLuxe	139.50
Baromatics, Refinished	49.50
Wireless Console Speaker	99.50

CLOSE OUTS PERSONAL MUSIC BOXES \$19.50 AMPLIFIERS 39.50 LIMITED QUANTITY

ARCADE MACHINES

Champion Hockey	\$ 25.00
Bar-a-Ball (Stand)	29.50
Bowling Games	39.50
All-Star Hockey	40.00
Bowling Games (Barrel)	69.50
Bolascore	75.00
Bally Rapid Fire	49.50
Bowlaway, 11" 6"	125.00
Goalee	125.00
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)	250.00
Tally Roll	129.50
Bally Heavy Hitter	99.50
Score-a-Barrel, 10 Ft.	139.50
Amusement Tumbler	195.00
Evans Double Up (Kick-Out)	229.50
Advance Roll	349.50
Sportsman Roll	195.00
Total Roll	149.50

PIN GAMES

Knockout	\$ 39.50
Argentina	39.50
Attention	19.50
School Days	19.50
Silver Spray	19.50
Broadcast	19.50
Target Skill	19.50
Gold Star	24.50
Bumper (Owl)	39.50
Sea Breeze	99.50
Midget Racer	100.00
Havana	149.50
Hep Cats (Conversion)	79.50
Big Hit	49.50
Race King, 1 Ball P.O.	19.50
Santa Anita, 1 Ball P.O.	24.50

Terms—1/3 Deposit, Balance C. O. D.

WISCONSIN'S LEADING DISTRIBUTOR

United Coin Machine Co., Inc.

6304 W. GREENFIELD
SPRING 8446
MILWAUKEE 14, WISC.

BEST-SELLING POPULAR RETAIL RECORDS

(Continued from page 28)

2	—	13. YOU DO (F)	Bing Crosby-Carmen Cavallaro..
		How Soon (Will I Be Seeing You)	Decca 24101
1	—	14. —AND MIMI.....	Art Lund (Johnny Thompson Ork)
		Jealous	MGM 10082
2	15	14. CIVILIZATION	Louis Prima (Louis Prima Ork)
		Forsaking All Others	Victor 20-2400
2	10	14. MICKEY	Martins and the Coys
		Ted Weems Ork.....	Mercury 5062
1	—	15. SUGAR BLUES	Why Should I Cry Over Johnny Mercer (Paul Weston Ork)
		You?	Capitol B-448
2	14	15. YOU DO (F)	Dinah Shore (Soony Burke Ork)
		Kokomo, Ind. (F)	Columbia 37587

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
- Genco Broncho

Terms: 1/3 Certified Deposit, Bal. C.O.D.



Sterling
NOVELTY CO.

669-671 S. Broadway
LEXINGTON 20, KY.

Ore. Coinmen Hail Hall as New Governor

More Locations Seen

PORTLAND, Ore., Nov. 15.—Coin machine operators see prospects of new locations opening up as result of seating of a new governor, John H. Hall of Portland.

These would come thru possible licensing of new taverns, among the most lucrative locations. Idea was given impetus by the recent firing of the three-man State liquor commission by the new governor.

Under policies of this commission, the number of taverns failed to increase, new licenses being more than offset by the number of revocations. Before he became governor, Hall represented tavern owners in cases before the commission. His first official act was to discharge the commissioners. He rose to the governorship thru his office as speaker of the House of Representatives. The recent airplane crash that killed Governor Earl Snell killed also the first in line of succession, Senate President Marshall Cornett. Also killed was the Oregon Secretary of State, Robert Farrell, who would have been in line after Hall for the governorship.

In the past prospective tavern owners frequently have gone ahead with construction in the understanding they would receive licenses, only to be denied on grounds that were not mentioned to them at the time of their discussions. Commissioners that Hall will appoint are expected to act more in line with Hall's views and thus result in a more liberal attitude toward an increased number of taverns.

New Charleston Coin Wash

CHARLESTON, W. Va., Nov. 15.—Laundry Service, Inc., operated by Mrs. L. W. Barkley, opened here recently. Store is located in the Village Theater Building and features 20 coin-operated Laundromat washers. Installation was based on plans prepared by the Westinghouse Electric Appliance division, of Mansfield, O.

Make a date with **DOLLY**

MARVEL MFG. CO.

2847 Fullerton Ave. CHICAGO, ILL.

COUNTER GAMES

- All A-1 Reconditioned
- MILLS VEST POCKET CHROME... \$49.50
- MILLS VEST POCKET BLUE AND GOLD 39.50
- MILLS VEST POCKET GREEN.... 29.50

1/3 Deposit, Balance C. O. D.
WE BUY, SELL AND EXCHANGE
Phone: Jefferson 1644
3147 Locust St.
St. Louis 8, Mo. **CALL NOVELTY CO.**

AN OPEN LETTER TO DAVE GOTTLIEB FROM DAVE BOND

TRIMOUNT COIN MACHINE COMPANY
Manufacturers of
Merchandise Vending Machines
Boston 18, Mass.

47 Waltham St.
Nov. 12, 1947

Dear Dave:
We here at Trimount are proud as punch to distribute exclusively for you here in Maine, N.H., Vt., Mass., and R. I. Your Humpty Dumpty has been a shot in the arm for the entire coin machine industry. It represents unequalled advancement, ingenious engineering and designing never before found in any pin game. Humpty Dumpty has fallen from the wall into the arms of long-waiting operators.
Thanks a million to you, Dave, and to your entire gang for bringing us Humpty Dumpty.

Sincerely,
Dave Bond

TRIMOUNT COIN MACHINE CO.

AUTOMATIC COIN America's Bell Machine Center

NOW DELIVERING—BRAND NEW

MILLS JEWEL BELL

Available in 5c, 10c and 25c Play

BRAND NEW
1947
MILLS
5c
Q. T.
\$115.00



GUARANTEED SLOTS

RECONDITIONED, REFINISHED, REPAINTED

MILLS BLUE FRONT, 5c	\$ 89.50
MILLS BLUE FRONT, 10c	94.50
MILLS BLUE FRONT, 25c	99.50
MILLS BROWN FRONT, 5c	89.50
MILLS BROWN FRONT, 10c	94.50
MILLS BROWN FRONT, 25c	99.50
MILLS BONUS BELL, 5c	119.50
MILLS BONUS BELL, 10c	124.50
MILLS SILVER CHROME, 5c	139.50
MILLS SILVER CHROME, 10c	144.50
MILLS SILVER CHROME, 25c	149.50

NOW DELIVERING NEW 5-BALL GAMES

United Nevada—Chicoin Baseball—Exhibit Tallyho—Williams Ginger—Genco Broncho—Gott. Humpty Dumpty—Bally Nudgy.

Terms: 1/3 Deposit, Balance C. O. D.

WRITE FOR NEW PARTS' LIST—JUST OFF THE PRESS

Exclusive Distributor for Mills Slots and Phonographs



REMEMBER THE BIG NIGHT

SUNDAY, NOV. 23RD

RUNYON CANCER FUND

Dinner and Entertainment. Admission by Invitation. Sponsored by Coin Machine Distributors of Chicago.

AUTOMATIC COIN MACHINES & SUPPLY CO.

ALL PHONES: CAPITOL 8244

4135-43 ARMITAGE AVE. • CHICAGO 39, ILLINOIS

ALL THE LATEST BRAND NEW FACTORY RELEASES IMMEDIATE SHIPMENT — NO DELAYS!!

5 BALLS
TALLY HO
BRONCHO
HUMPTY DUMPTY
NUDGY
NEVADA
SEA ISLE

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

THE GLOBE ELECTRIC COIN SORTER, \$290.00

We Want Sixable Quantity of Bally Triple Bells, De Luxe Draw Bells, Late Models. State Lowest Price Acceptable. Cash Waiting!

TERMS: 1/3 DEPOSIT—BALANCE C. O. D. OR SIGHT DRAFT. CHARLES (JIMMY) JOHNSON—VINCE MURPHY



GLOBE DISTRIBUTING CO.

1623 NO. CALIFORNIA AVE., CHICAGO 47, ILL. • ARM. 0780

ATTENTION, EASTERN OPERATORS

PALISADES HAS SEA-ISLE AND SINGAPORE for IMMEDIATE DELIVERY

Buy from the distributor that can give you complete and adequate shop service and immediate delivery of all the newest games. The only house in the East for complete service on Bally, Evans and Bell machines with a complete list of parts.

PALISADES SPECIALTIES COMPANY

498 ANDERSON AVENUE

CLIFFSIDE PARK, N. J.

20 Minutes From New York City — Cliffside 6-2892

RECORD REVIEWS

(Continued from page 31)

THE MURPHY SISTERS (Apollo 1080)
Girls, If You Ever Get Married—FT; V.
Don't Eat Me—FT; V.

The spirited rhythmic harmonies of the Murphy Sisters take to both of these novelty ditties in delightful fashion. And with Jerry Jerome's music sustaining the rhythmic pace for their piping, both sides spin bright. For *Girls, If You Ever Get Married*, the Murphys sound off with sage advice to the feminine gender about not marrying for money, adding splashes of conversation to their singing to sustain the continuity of the song. Just as effective is the *Don't Eat Me* novelty on the mated side, a bouncy rhythmic piece about a piece of bread that talks.

Nice novelty needing that is worth a coin try.

MELODY MAC (Quaker 103)
Daytona—FT; VC.
Let a Smile Be Your Umbrella—FT.

The thin pipes of Melody Mac, joined by the shrill fem voice of Christine, also has to work against a bad blend and balance to make it mean anything for *Daytona*, a tuneful rhythmic ditty telling all about that Florida beach town. As mismatched as the singing is the music of his Merry Men, a combination of organ and electric guitar. For the *Umbrella* oldie, it's a fast-spinning instrumental by the organ and guitar

that is no more striking than their musical efforts on the mated side. The guit'-boxer picks out some nice notes on his strings for one of the stanzas, but the organ overbalances his try.

Nothing here for music box needing.

XAVIER CUGAT (Columbia 37939)
Made for Each Other—FT; VC.
Rhumba Fantasy—FT.

With the emphasis on the colorful harmonies and rhythms, Xavier Cugat creates a rumba setting rich in melodic appeal for the *Rhumba Fantasy*. Spinning at an easy tempo that makes it all the more inviting for the dancing as well as the listening, the beautiful melody originally stems from Rimsky-Korsakov's *Capriccio Espagnol*. For the flip, taken at a bolero-beguine tempo, it's the romantic melody of *Made for Each Other* with Buddy Clark coming on for the pleasant and pleasing romantic song.

Rumba enthusiasts will be enthusiastic over *Rhumba Fantasy*.

LUCKY THOMPSON (Victor 20-2504)
Just One More Chance—FT.
Boppin' the Blues—FT.

The dexterity of Lucky Thompson's tenor sax fingering, getting in plenty of notes but making the improvisings meaningful, is showcased to advantage for the *Just One More Chance* side. The familiar ballad melody only serves as a jumping-off place for the tenor man, with the Lucky Seven unit sustaining a harmony background for his solo. For the flip, it's a speed session of re-bop music in *Boppin' the Blues*, with plenty of flash fingering on the part of Benny Carter on alto, Neil Hefti on trumpet, Dodo Marmarosa at the piano, Barney Kessel picking the guitar strings and Thompson again riding out his tenor horn.

For the hot jazz diskophiles.

PEPITO TORRES (Seeco 621)
Jinguli-Jongolo—FT; VC.
Donde Estas?—FT; VC.

Plenty of hip-swaying urge packed in this plattering from Puerto Rico by Pipito Torres and his Siboney Orchestra. Particularly so for the lively rumba-calypso *Jinguli-Jongolo* with Miguel Rodriguez and the band boys singing the catchy ditty to which they add an English lyric, and the piano pounder adding instrumental brightness with his octave fingerings. For the flip, in the slower bolero tempo, it's the pleasant baritone of Manolin Mena for *Donde Estas?* with the piano again pacing the band's music making.

Rumba spots will spot *Jinguli-Jongolo*.

CECIL CAMPBELL (Victor 20-2531)
Talk, Talk, Talk—FT; VC.
Hawaiian Dreams—W; VC.

As a sequel to the *Smoke* song, Cecil Campbell's Tennessee Ramblers introduce another catchy novelty in *Talk, Talk, Talk*. Spinning at a speed tempo as the accordion and strings sustain the rhythmic pace, it's the ya-ta-da-ing of a solo voice as he explains how the ladies spread gossip around town, with the trio joining in song on the refrains. For the flip, with the strumming of the steel guitar pronounced, the trio sings a slow and dreamy *Hawaiian Dreams* waltz that should satisfy the dancers if nothing else.

They'll talk up coinage for *Talk, Talk, Talk*.

THE CUMBERLAND MOUNTAIN FOLK (Columbia 37938)
The Drunken Driver—FT; V.
Six More Miles—FT; V.

It's the earthy mountain songs that the Cumberland troupe whips out on the wax. The fiddles and guitars twanging in mountain style, sides spin out the lusty pathos piping of Molly O'Day, with plenty of slur in her sing, for *The Drunken Driver*, in which she admonishes the auto fiends, and at a more moderate pace grips at the tear-bag in *Six More Miles*, which tells of the distance to the graveyard.

For the mountain folk gramophones.

ELTON BRITT (Victor 20-2501)
I'm Tying the Leaves So They Won't Come Down—W; V.
I've Lived a Lifetime for You—FT; V.

The wistful and tender tenor singing of Elton Britt, piping with deep feeling and pathos, makes it all the more touching for the *Tying the Leaves* waltz, a favorite of many years ago about the little girl who lay dying while her brother was out tying the leaves on the tree to save her life span. For the flip, it's a pretty torch ballad of broken hearts in *Lived a Lifetime*, with Britt singing it with as much sincerity. Guitar and organ music sustains the smooth musical backgrounds.

Western spots will spotlight *I've Lived a Lifetime for You* for the coin lure.

TEXAS RUBY (Columbia 37879)
Even Though I'll Shed a Million Tears—FT; V.
Have You Got Someone Else On the String—FT; V.

The strings and piano pounding of Curly Fox's music providing rugged and rowdy Western rhythms in support, the enthusiastic piping of Texas Ruby, her range low and lusty, makes it easy to take to *I'll Shed a Million Tears*. For the flip, also taken at a lively clip and with the music even more ragged, it's repititious *Someone Else On the String* with little in the singing or playing to flavor it.

Rustic taverns, where Texas Ruby enjoys a personal following, will accept *A Million Tears*.

JOSE MELIS (Mercury 5070)
Cumana—Instr.
Don't You Love Me Anymore?—FT; VC.

Jose Melis's new society ork, spear-headed by the Cuban's sharp piano attack, forged a potent pair for their initial wax work. Melis working at an even faster tempo than Barclay Allen did for his original, *Cumana*, gets this Latin torridity smoking by the time he's finished. Reverse again has the Melis keyboard in the foreground, with Jeannie Williams, ex-nitery single with Melis, doing an intimate job of vocalizing the frustration lyrics.

Fair juke interest in these sides.

DELTA RHYTHM BOYS (Decca 24193)
One-Sided Affair—FT; V.
What Would It Take?—FT; V.

An earlier cutting, there's still a wealth of lyrical charm in the rhythmic blend of the voices making up the Delta Rhythm Boys, particularly for *What Would It Take?* a melodic blues rhythm ballad. Adding much to the contagion is the sensitive pickings of the guitar strings by Les Paul, whose rhythmic phrasing together with his trio make it tops in musical support for the singers. For *One-Sided Affair* the Delta lads give the torch ballad a slow spin, sustaining their vocal harmonies for the expressive singing of the lead tenor.

What Would It Take? may still take in some coins.

THREE SHARPS AND A FLAT (Tower 1266)
Big Noise From Winnetka—FT; VC.
Sometimes I'm Happy—FT; VC.

This Negro foursome adheres rather closely to the original *Noise* as done by the Bobcats on Decca, but their different instrumentation (two guitars, bass and drums) working at a faster, more exciting tempo whip up a version that should catch ofay as well as race ears. Lads add some vocal and instrumental cuties that enrich the jazz standard. Reverse shows drummer switching to vibes for a melodic vocal harmony and instrumental of the Youman's classic. Gal singer is added for five-part harmony that sounds more like a white rhythm harmony group than a Negro one.

Both sides for locations that go for commercial swing.

JACK OWENS (Tower 1261)
The Mistletoe Song—FT; VC.
I'm Dreaming of a White Christmas—FT; VC.

Currently riding on a romantic boom, created by his zooming *How Soon*, Jack Owens tries his pipes on a novelty, his own *Mistletoe Song* with the *Breakfast Club* crooner getting assistance from the ABC show's comic, Sam Cowling. Ditty, which undoubtedly will get plenty plugging over the McNeill show, is clever in novel presentation and theme. Comedy horn opening, the phone call in the middle of the record and other unusual features make this easy listening for ears bored by trite Christmas ditties. Reverse is a rich treatment of the yuletide standard, with Owens backed by Eddie Ballantine's string-filled ork and a choir group working into an echo chamber.

The Mistletoe Song is certain to collect that Christmas coin.

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Ore. Coinmen In Cancer Drive

PORTLAND, Ore., Nov. 15.—Plans have been completed for a State-wide banquet at the Heathman Hotel here Sunday (23) as the Oregon coin machine industry's contribution to the Damon Runyon Memorial Cancer Fund. Distributors with headquarters in Portland are backing the benefit drive. Banquet will bring \$10 a plate, all of which will go to the fund, expenses of the banquet being borne by the five distributors.

Fund drive has been launched among operators in the State and in the Vancouver, Wash., area. A stag affair, the program will include motion picture entertainment as well as live acts, said Dan Huguenin, director of sales for Jack R. Moore Company, who has charge of arrangements.

Distributors backing the project are Western Distributors, Budge Wright, manager; Mills Sales Company, Ltd., Frank Sandberg, manager; Jack R. Moore Company, J. E. Cusson, manager; M. S. Wolf Distributing Company, Bob Portale, manager, and Columbia Music Company, E. Roland Allen, manager.

Columbia Park Meters Hum

COLUMBIA, S. C., Nov. 15.—Parking meters here collected \$5,324.01 during October, largest amount since their installation, according to S. B. Doughton, meter department head.

Receipts were bolstered by the addition of 785 new manual type meters which were installed on side streets adjacent to the main street. New units alone returned \$2,645.39 of the total receipts in the first 11 days of operation.



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ALBUM REVIEWS

(Continued from page 34)

MICKEY AND THE BEANSTALK (Capitol CCX-87)

Capitol follows up its *Uncle Remus* bell ringer with an equally outstanding pic tie-in deal for *Mickey and the Beanstalk*, based on Walt Disney's current screen offering, *Fun and Fancy Free*. To make sure this one will click with kids, young and old, waxery features Johnny Mercer as narrator, with Luana Patton and Bobby Driscoll as his enraptured listeners plus the original voices of Mickey Mouse, Donald Duck and Goofy. Cast includes Billy Gilbert as the Giant who sings *Fe-Fi-Fo-Fum*, and Martha Tilton who takes the part of the Magic Harp and sweetly pipes two other ditties, *My, What a Happy Day* and *My Favorite Dream*. A 20-page picture book, containing a full-color Walt Disney cartoon version of the story, is bound into the album so that youngsters turning its pages in sequence with the disks can get a visual as well as audio interpretation of the yarn. Four-color cover drawing is devoted to an action scene from the story, with pix of the Walt Disney animated characters sure to make this platter book a cash-register cinch.

HITS FROM FAVORITE FILMS — Harry Sukman (Artist YK-16)

California indie, usually concentrating in the long-haired field, goes in for somewhat lighter spinning on these four 12-inch sides. Harry Sukman proves himself as a capable pianist in concert versions of *Laura*, *Stella by Starlight*, theme from *Scheherazade* and *Flight of the Bumblebee* (both by Rimsky-Korsakoff), and Chopin's *Polonaise in A Flat*. Film tie-in angle with these selections is sure to nudge sales. Longhair enthusiasts will find they can make a better choice for the recorded versions of the Chopin selection or *Flight of the Bumblebee*. While Steinwaying is up to technical snuff, tone comes thru as harsh and brittle. Since reproduction is faulty, it is hard to determine whether difficulty lies totally with the pianist or whether the recording must share the blame. White and black on blue background comprise the modernistic cover design. Inner flap gives spiel on Sukman's background which appears to be as unimpressive as the album itself.

SPARKY AND THE TALKING TRAIN (Capitol BC-66)

For kid spinning, this fanciful tale is sure to leave the youngsters wide-eyed. It builds for dramatic effects, with the yarn taking six sides to tell of the little boy to whom trains spoke. His parents and friends, of course, don't believe him until a train tells him of a loose wheel on one of the cars. Our little hero stops the train to prove his point. Train sounds are articulated so that speech is worked in with train whistles, the rush of steam or the sound of the wheels. This, as well as the realistic train sound effects, will appeal to children. Four-color photo of miniature manikins adorns the album cover with an eye toward attracting kid attention. *Sparky* was capably written and produced by Alan W. Livingston and effectively narrated by Marvin Miller. Music is by Billy May.

THE GREAT GILDERSLEEVE, VOL. III (Capitol CD-69)

With an optic cocked at Hal Peary's fast-selling kidisks of the past two years, Capitol wisely brings back radio's Gildersleeve for a third season. As in the case of the others, this package of tot tallow is sure to snare a hefty slice of the yule disk biz mellow. This time Peary relates streamlined versions of the well-known fairy tales, *Snow White* and

Rose Red and *Cinderella*. He spins his yarns in a sincere and convincing manner that is sure to hold the youngsters enraptured from the start. Each story takes four sides, with disks arranged in sequence for drop automatic phonos. Scripting is expertly handled by Gildersleeve air-show writers, Sam Moore and John Whedon. Robert Emmett Dolan, conducting his own score, skillfully matches his music to the story line in a manner that immeasurably enhances Peary's narration. Four-color photo of a doll set scene makes for a sales-attracting cover subject.

CHRISTMAS HYMNS AND CAROLS— Canterbury Choir (MGM 15)

The Canterbury Choir, conducted by Macklin Marrow, with Ernest White accompanying at the organ, let their voices ring out in joyous fashion for eight holiday hymns and carols. In the spirit of Christmas, it's the choral singing of *O Come All Ye Faithful*, *The First Noel*; *Hark! The Herald Angels Sing*; *O Little Town of Bethlehem*, *Angels From the Realm of Glory*, *It Came Upon the Midnight Clear*, *Joy To the World* and *Silent Night*. Holiday drawing in keeping with the yuletide makes for an attractive title page, inside cover page blank.

CHRISTMAS (Bornand Music Box Record No. 4)

It's a page from the past, with all the charm of the past century, as the antique music box brings it bright and brittle tinkles to this set of two plastics. Adding a sentimental and nostalgic note to the ringing tones of the tinkles, it's the yuletide music of *Jingle Bells*, *Santa Claus Is Coming To Town*, *The First Noel* and *White Christmas*. Deep red for color cover fades the tintype cover picture, inside page filled with interesting notes about the old music boxes.

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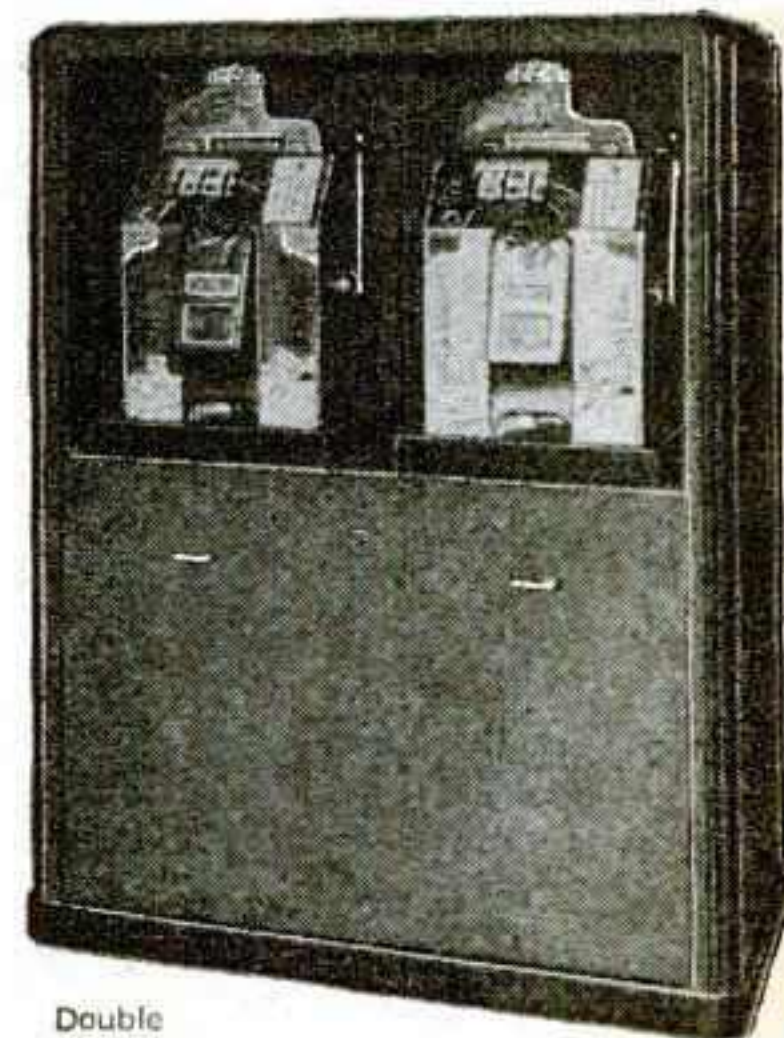
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These streamlined units are equipped with the latest and best exclusive safety and convenience features. They hold all machines with a vise-like grip that prevents movement in any direction. De Luxe Safes and Stands and Universal Safes are equipped with Revolv-A-Round feature that permits operator to turn machine on revolving base to empty coin box. Available in single, double and triple units.

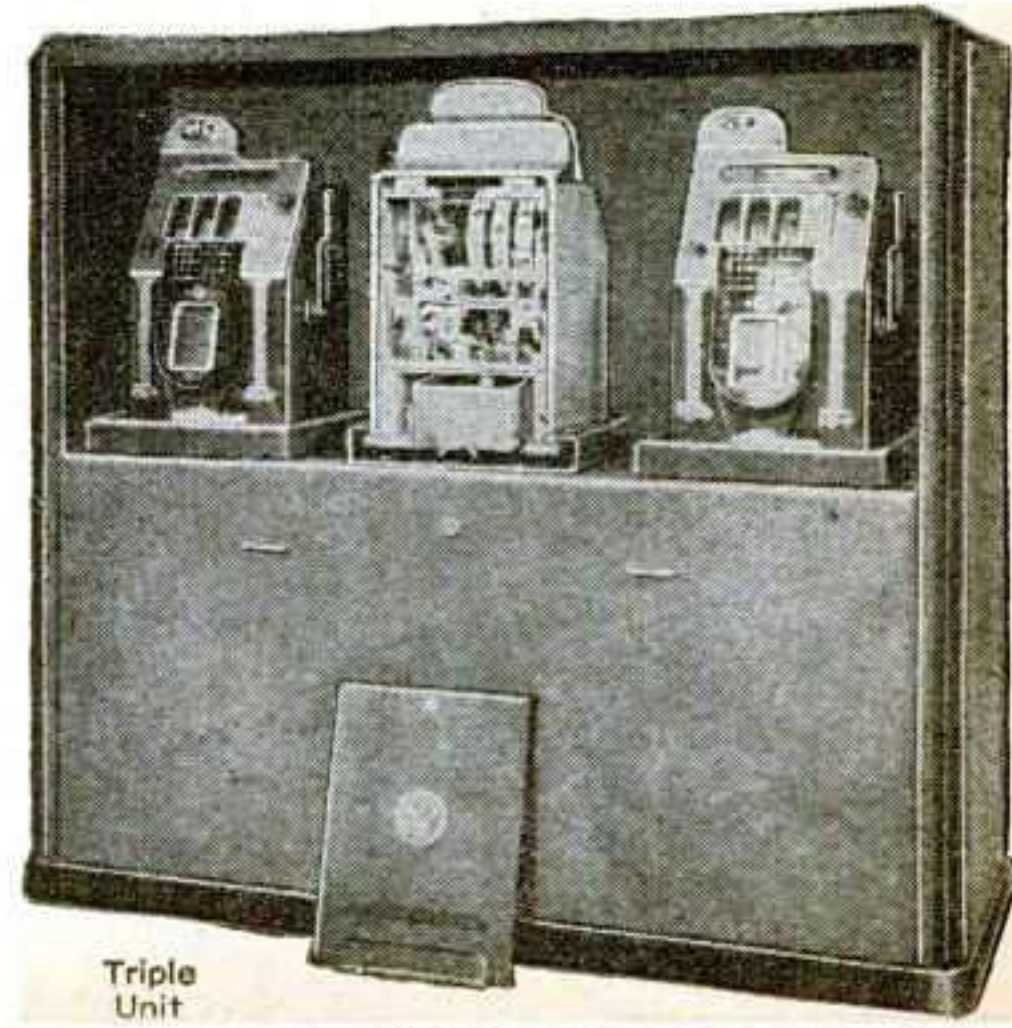
Write for Name of
Nearest Distributor.

**ORDER YOURS
TODAY!**

**CHICAGO METAL
MFG. COMPANY**
3724 SOUTH ROCKWELL
Chicago 32, Illinois
Tel.: LaFayette 5754



Double Unit



Triple Unit

...exclusive.....

RUNYON SALES

IS NOW Exclusive Distributor IN ALL OF
NEW YORK State AND NEW JERSEY

FOR **J. H. KEENEY**
ORDER THESE WINNERS TODAY

immediate
delivery...!

ORDER
THESE
WINNERS
TODAY...!



HI-RIDE
5-Ball Novelty. Fast criss-cross bumper action, special lanes and terrific high scoring up to 950,000! Much more action than the average bumper game. Take Hi-Ride for higher profits.

GOLD NUGGET
At the Head of the Console List. Here is the greatest money maker that Keeney has put out. Bell-fruit reel machine is only 1/2 the appeal. The flashing lights and two coin play increase the award from 4 1/2 to 12 1/2 times. Available in all combinations of 5c—10c—25c.



RUNYON SALES COMPANY
593 - 10th Avenue, New York 18, N. Y. • BRyant 9-2235
123 W. Runyon Street, Newark 8, N. J. Blgelow 3-8777

IMMEDIATE
DELIVERY ON....



George Ponsler's

Pro-Score

JUST RELEASED

**TREMENDOUS
EARNING POWER**

The Roll Down With
Bumper Game Action

ORDER TODAY

SEACOAST DISTRIBUTORS, INC.

EXCLUSIVE DISTRIBUTORS IN NEW YORK AND NEW JERSEY

627 10TH AVENUE

NEW YORK 18, N. Y.

PHONE: LONGACRE 3-0740



JOE
ASH

**ACTIVE
RECONDITIONED GAMES
'NUFF SAID**

COMPLETELY RECONDITIONED—READY FOR LOCATION!

BIG LEAGUE	\$ 49.50	SPELLBOUND	\$79.50
GOLD BALL	174.50	SEA BREEZE	84.50
HAVANA	124.50	SUSPENSE	59.50
MIDGET RACES	49.50	SUPER SCORE	89.50
RIO	124.50	SURF QUEEN	49.50

EXHIBIT'S CARD VENDER
NEW—ORIGINAL CARTONS
WRITE

GOTTLIEB'S GRIP TESTERS
NEW—ORIGINAL CARTONS
WRITE

ATOMIC BOMBER
NEW—ORIGINAL CRATE
WRITE

CHICAGO COIN'S GOALEE
NEW—ORIGINAL CRATES
WRITE

1/3 WITH ORDER, BALANCE C. O. D.

ACTIVE AMUSEMENT MACHINES CO.

666 No. Broad St.
Philadelphia 30, Pa.
Fremont 7-4495

1060 Broad St.
Newark 2, N. J.
Mitchell 2-7646

1120 Wyoming Ave.
Scranton, Pa.
Scranton 4-6176



"YOU CAN ALWAYS DEPEND ON ACTIVE-- ALL WAYS"

COLUMBIA

THE PROFIT LINE!

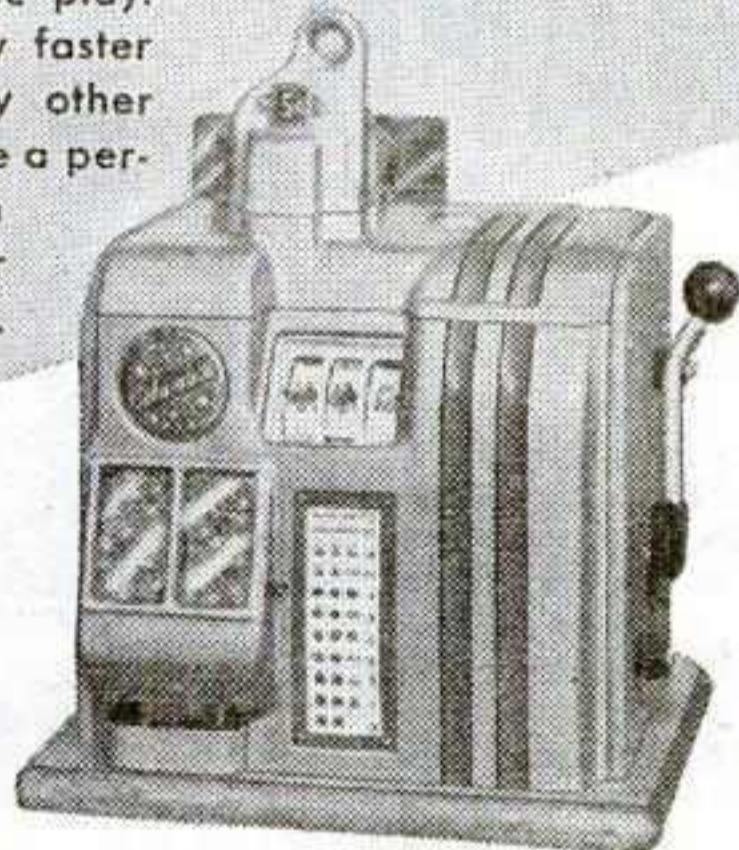
NOW
IN 50c
PLAY

From the inimitable Imp to the large, luxurious Twin Falls, COLUMBIA leads the way to more Fall and Winter profits. These tried and proven money makers not only offer the best in bells but their cost is much lower than any other on the market.

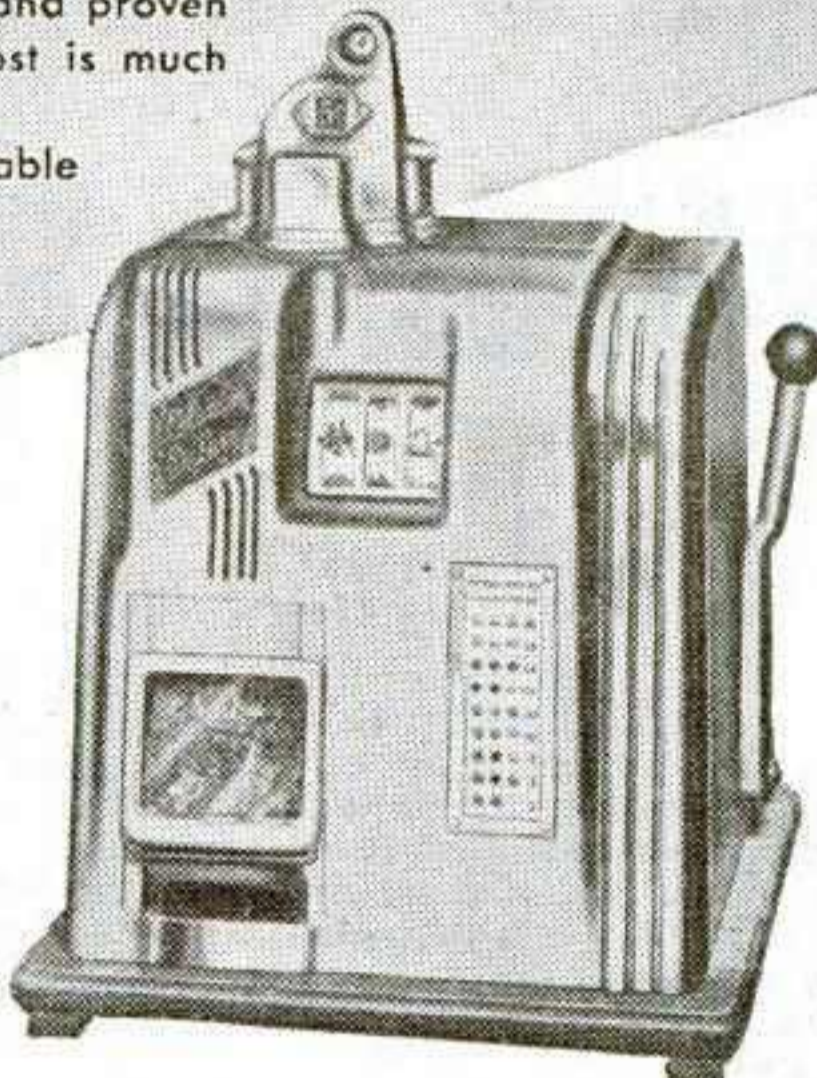
All Columbia machines (and only Columbia's) are changeable in a flash to 1-5-10-25c play. They make more money faster (3 to 1 ratio over any other machines) and they have a perfect playing fascination of their own. See your dealer or write us today.



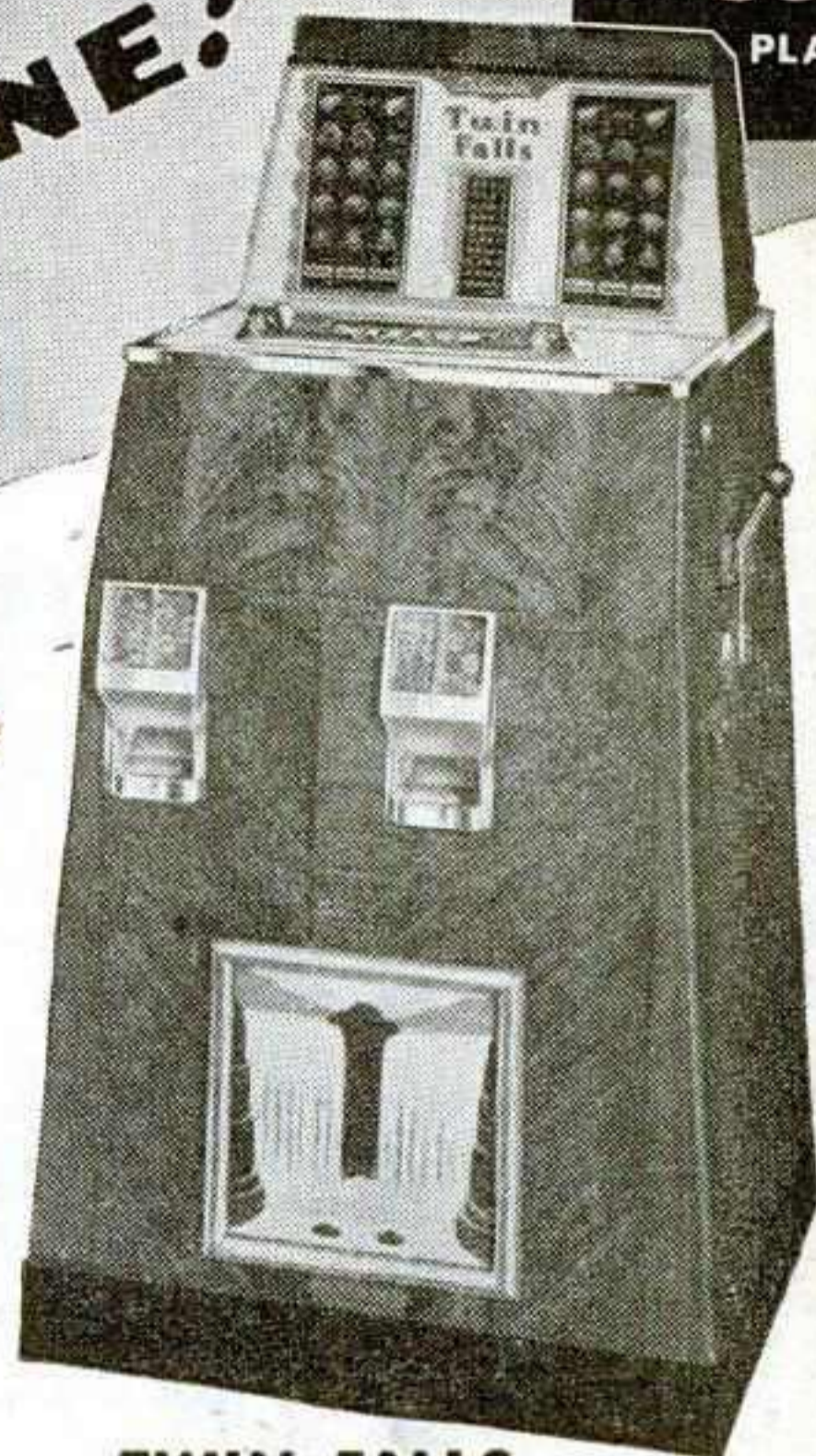
IMP
3 reel fruit or cigarette machine.
1c or 5c play.
Size: Height 6", width 5½",
depth 5", weight 5½ lbs.
\$14.50
Operator's Price



TWIN JACKPOT
Fruit or cigarette machine. Gold Award or jackpot model.
Size: Height 18¾", width 14½",
depth 12", weight 43 lbs.
\$145.00
Operator's Price



DE LUXE CLUB
Big, golden bell. Fruit reels; 10 or 20-stop reels.
Size: Height, 24", width 15",
depth 16", weight 57 lbs.
\$179.50
Operator's Price



TWIN FALLS
Electric light-up console. Two-way play. From 5c to 50c play.
Size: Height 58", width 30",
depth 21½", weight 220 lbs.
\$485.00
Operator's Price

ALL PRICES F. O. B. CHICAGO, ILLINOIS. ¼ CERTIFIED DEPOSIT WITH ORDER

GROETCHEN TOOL & MFG. CORP., 126 N. UNION AVENUE CHICAGO 6, ILLINOIS

SUNDAY, NOV. 23, COIN MACHINE DAMON RUNYON NIGHT

All Proceeds To Go To CMI Damon Runyon Cancer Fund

Attend the Big Dinner in Your Territory --- All Coin Men Cordially Invited

ALBANY, N. Y.
Ten Eyck Hotel
7:00 P. M.

DALLAS
Baker Hotel
7:00 P. M.

INDIANAPOLIS
Antlers Hotel
6:30 P. M.

ST. LOUIS, MO.
De Soto Hotel
6:00 P. M.

BALTIMORE
Emerson Hotel
7:00 P. M.

DENVER
Brown Palace Hotel
6:00 P. M.

KANSAS CITY, MO.
c/o Carl Hoelzel
3410 Main St.

SALT LAKE CITY
Congress Hotel
7:00 P. M.

CHICAGO
Bismarck Hotel
6:00 P. M.

DETROIT
Book Cadillac Hotel
6:30 P. M.

MILWAUKEE
Ambassador Hotel
7:00 P. M.

SAN FRANCISCO
Fairmont Hotel
7:00 P. M.

CINCINNATI
Gibson Hotel
7:30 P. M.

HOUSTON
Bill Williams Chicken House
6:30 P. M.

PORTLAND, ORE.
Heathman Hotel
5:00 P. M.

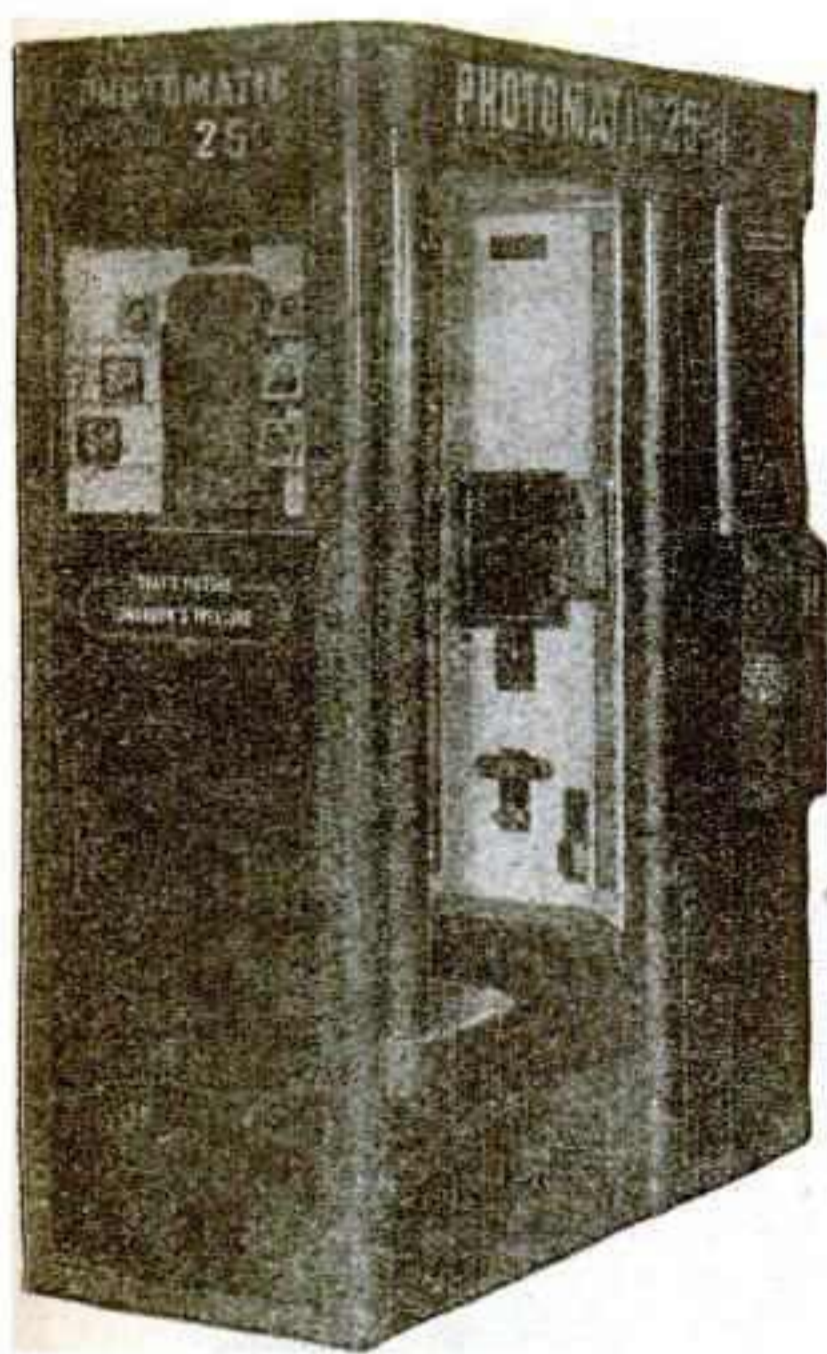
SYRACUSE
Onondaga Hotel
7:30 P. M.

Tuesday, November 25th, 8:30 P. M.

Illinois Phono. Operators
Studebaker Theatre, Chicago

-- 2 YEARS TO PAY --

UNUSUALLY LIBERAL TERMS!!



De Luxe

* PHOTOMATIC and * VOICE-O-GRAPH

Payments only
\$11.00 weekly

The exceptional profits being derived from the operation of this equipment by our many operating customers prompts us to offer other operators the opportunity of also participating in these profits. Our own confidence in the earning powers of these machines justifies offering our "2 Years to Pay Plan"—payments only \$11.00 a week, payable monthly.

Over the years machines have proven themselves the most consistent profit producers ever developed in the coin machine industry.



INTERNATIONAL MUTOSCOPE CORPORATION

Wm. Rabkin, President

44-01 ELEVENTH STREET, LONG ISLAND CITY 1, NEW YORK

TRADE MARK

MAIL THIS COUPON FOR DETAILS TODAY

INTERNATIONAL MUTOSCOPE CORPORATION
44-01 Eleventh St., Long Island City 1, New York.

Send me at once complete details on VOICE-O-GRAPH, PHOTOMATIC and two-year payment plan.

NAME

FIRM

ADDRESS

CITY..... ZONE..... STATE.....

Orchids to you, D. Gottlieb & Co.

for making coin machine history!

You guys really did it with HUMPTY DUMPTY! The players love it, the operators love it . . . and frankly, we love it too. It just goes to show that when you've been in the groove for over 20 years, the winners come in like clockwork. Everyone likes being on a winning ball club, and we sure like yours. Keep up the good work!

On the Gottlieb team!

B. D. Lazar Co.
1635 FIFTH AVENUE
PITTSBURGH
Phone Grant 7818

MEMBER OF COIN MACHINE INDUSTRIES, INC.

BARGAIN CLOSEOUT TREMENDOUS SAVINGS IN THESE PACKAGED DEALS

All Phonographs Completely RECONDITIONED

1—Seeburg 146 M } \$850.00
1—Seeburg Gem } FOR LOT
1—Seeburg Envoy }

1—Seeburg 8800, R. C. } \$500.00
1—Seeburg Major, R. C. } FOR LOT
1—Seeburg Casino }

1—Seeburg 8800, E. S. } \$735.00
1—Seeburg 8800, R. C. } FOR LOT
1—Seeburg Gem }
1—Seeburg Envoy }

1/3 Deposit, Bal. C. O. D.
Crating on Phonos Only, \$15.00 Additional.

Atlantic TRIPLE TEST TAG

Good Appearance!
 Mechanically Perfect!
 Properly packed for shipment anywhere in the world!

IF THIS MACHINE DOES NOT MEET EVERY CLAIM WE MAKE RETURN IT AND WE WILL PAY FREIGHT BOTH WAYS!

THE ATLANTIC TRIPLE TEST GUARANTEE, THE STRONGEST GUARANTEE EVER MADE

TUBES
Brand New
Individually Boxed
GUARANTEED

2A3	\$1.28	6J7	
6SN7	1.04	Metal	\$.89
6U4	.83	604	.70
6Z3	.70	8L6	1.26
6SC7	.83	8J5	.83

WRITE FOR OUR SPECIAL TUBE PRICE LIST

America's Largest Coin Machine Distributor

Occupying 15,000 Square feet of FAITH in the in the Future.

ATLANTIC

ATLANTIC N. Y. CORP.: 540-550 W. 58th St., N.Y.C. CO 5-4585
ATLANTIC N. J. CORP.: 27-29 Austin St., Newark. BI 8-4105
ATLANTIC CONN. CORP.: 1625 Main St., Hartford. HA 2-6141
Exclusive Seeburg Distributors

SACRIFICE

FREE PLAYS

Table listing various coin machine models and their prices, including Bally Hoo, Big League, Carousal, etc.

DON'T MISS THIS ONE Chi-Coin Baseball Write

CONSOLES

Table listing console models like Watling Big Game, Saratoga F/P, Bally Club Bell, etc.

SUPER SPECIAL Big Parlay, F/P (Flr. Sample) \$149.50

SLOTS

Table listing slot machine models like Columbia DeLuxe Club, Columbia DJP, Daval Gusher, etc.

MUSIC

Table listing music machine models like Alreon '46 Super DeLuxe, Rock-Ola Windsor, etc.

SILENT SALES logo and address: 635 "D" St., N. W., Washington 4, D. C.

BETTER THAN EVER!

ABT CHALLENGER

New 1947 Streamlined Model WRITE ABT Coin Chutes, Guns for Challengers and all ABT Parts in stock.

BINGO 1947 Version of the Old Money Maker 4 Games in One—3 Extra Glasses. Poker • Hi-Score • Match-a-Color ALL FOR \$29.50

FREE! 6 Page Illustrated Catalog. New or Factory Rebuilt Amusement Machines—Any Make or Model—Parts, Supplies and Cards—Munves Has Them All.

MIKE MUNVES 510-514 W. 34th St. N.Y. 1, N.Y. (Bryant 9-6677)

FOR BETTER GAMES SEE—

ART SAUVE

GENCO DISTRIBUTOR

Just Received Another Large Shipment of ADVANCE ROLLS—Rush Your Order.

A. P. SAUVE CO.

2998 Grand River Ave. Detroit 1, Mich.

United Coin Starts Juke P-R Campaign

MILWAUKEE, Nov. 15.—United Coin Machine Company here took advertising space in a local daily this week to present the true picture of the juke box industry to Milwaukee readers.

In a large, two-column ad, United stressed the point that "the juke box industry employs two million people a year, a sizable segment of our population who have the right to life, liberty and the pursuit of happiness."

Ad attacked those who hit at the juke box because it provides popular music instead of serving to "enlighten" the public with classical types.

LOWEST PRICES IN THE COUNTRY!!

Table listing various coin machine models and their prices, including Wurlitzer 950, Wurlitzer 850, etc.

1100-02 BROADWAY ALBANY 4, N. Y.

YEAR END SALE

Keeney's HOT TIP (One Ball, Free Play) New \$499.50 Used 399.50 Western Distributors 1226 S. W. 16th Ave. Portland 5, Ore.

WILL PAY \$350

For 3-Way Keeney Super Bonus Bells TRI-STATE DISTRIBUTING CO. Asheville, N. C.

WORLD'S LARGEST DISTRIBUTING HOUSE!

EMPIRE SUPER MARKET'S 1012-14 MILWAUKEE AVE

CONSOLE SPECIAL!

DRAW BELL RED BUTTONS \$295.00 DE LUXE, 5c or 25c. WRITE

NEW COUNTER GAMES

Table listing counter game models like Pop-Up, Abt Challenger, Folding Stand, etc.

NEW SLOTS

Table listing slot machine models like Jennings Lite-Up Chief, Jennings Standard Chief, etc.

SLOT SAFES, STANDS

Table listing slot safe and stand models like Chicago Metal Revolver Round Safes, etc.

BAT-A-BALL UPRIGHT MODEL \$84.50 JR., WITH STAND 29.50 BRAND NEW, IN ORIGINAL CRATES! ORDER NOW!

SLOTS

Table listing slot machine models like Golden Falls, Mills Blue Front, etc.

ARCADE

COUNTER GAMES

Table listing counter game models like Abt Fire & Smoke, Abt Model F. Blue, etc.

ONE BALLS

Table listing one ball machine models like Victory Special, Pimlico, etc.

CONSOLES

Table listing console machine models like 5c-25c 2-Way Bonus Super, Keeney Bonus Super Bell, etc.

ONE-HALF DEPOSIT WITH ORDER, BALANCE C. O. D. OR SIGHT DRAFT

Empire Coin

MACHINE EXCHANGE

1012-14 MILWAUKEE AVE. • PHONE: HUMBOLT 6288 • CHICAGO 22, ILL.

Assoc. Office: ROBINSON SALES CO., 7525 GRAND RIVER AVE., DETROIT. Ph: Tyler 7-2770

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.

1ST CHOICE OF MEN WHO KNOW

ATLAS BETTER BUYS



HOME OF FRIENDLY PERSONAL SERVICE

Headquarters for the Finest in New and Used Equipment

PHONOGRAPHS

ROCK-OLA COMMANDO	\$185.00
WURLITZER 500	219.50
SEEBURG CADET	250.00
WURLITZER 800	189.50
WURLITZER 818	95.00
WURLITZER 24	149.50
SEEBURG ROYAL	149.50
SEEBURG VOGUE	245.00
SEEBURG CLASSIC	245.00
SEEBURG GEM	199.50
SEEBURG HI-TONE, R.C.	300.00
SEEBURG LO-TONE	350.00
SEEBURG CONCERT GRAND	199.50
SEEBURG CROWN	199.50
ROCK-OLA DELUXE	225.00
CONCERT MASTER, '40	245.00



MEMBER

NEW BELLS

Jennings Standard Chief, 5¢	\$269.00
Jennings Standard Chief, 10¢	279.00
Jennings Standard Chief, 25¢	289.00
50¢	399.00
\$1.00	599.00
Jennings Super DeLuxe (Lite-Up) Chief, 5¢	324.00
10¢	334.00
25¢	344.00
50¢	454.00
Jennings Std. Club Console	369.00
Jennings Super Del. Club Cons.	424.00
\$1.00 Pace DeLuxe Bell	550.00
Columbia DeLuxe Bell	179.50
Columbia Jackpot Bell	145.00
Weighted Slot Stands	27.50
Double Revolve A Round Safes	175.00
Triple Revolve A Round Safes	262.00

ATTENTION, FOREIGN BUYERS

Write for Our Illustrated Catalog, Specially Prepared for Export Trade, Featuring America's Best Selection of Beautifully Reconditioned Phonographs.

All Used Equipment Completely Rebuilt and Refinished

NEW EQUIPMENT

- BRONCHO • NEVADA • SEA ISLE • HUMPTY DUMPTY • TALLYHO • JENN. CHALLENGER • BANGTAILS, COMBINATION • JOCKEY SPECIAL, FREE PLAY

SPECIAL CLOSEOUT! BRAND NEW MARVEL POP-UP

Counter Game. 1¢ or 5¢ Play. Metered. In Original Cartons **\$14.95**

FACTORY CLOSEOUT! SHOOTING STARS

5-BALL FREE PLAY GAME
Fast, Flashy, Exciting Action! High Score, Disappearing Skill Hole, Simple Mechanism. A Proven Money Maker!

IN ORIGINAL CARTONS
NOW ONLY \$74.50 EACH
\$69.50
IN LOTS OF 10

GIVE TO DAMON RUNYON CANCER FUND

TERMS: 1/3 Deposit, Balance C.O.D.

ATLAS NOVELTY COMPANY

2200 N. WESTERN AVE. PHONE ARmitage 5005 CHICAGO 47
ATLAS MUSIC CO., 5743 GRAND RIVER AVE., DETROIT 8
ATLAS MUSIC CO., 2219 FIFTH AVE., PITTSBURG 19
ATLAS MUSIC CO., 271 NINTH ST., DES MOINES 9

FRIENDLY PERSONAL SERVICE

BADGER'S Bargains
"Often a few dollars less - Seldom a penny more"

LOS ANGELES Bill Happel
MILWAUKEE Carl Happel

NEW CONSOLES

NEW KEENEY GOLD NUGGET	WRITE	NEW KEENEY BONUS, 2-WAY	WRITE
NEW BALLY TRIPLE BELLS	WRITE	NEW BALLY DE L. DRAW BELLS	WRITE
NEW BALLY WILD LEMON	WRITE	NEW EVANS BANGTAILS	WRITE

GUARANTEED RECONDITIONED CONSOLES

KEENEY BONUS, 1-WAY	\$375.00	MILLS JUMBO, LATE P.O.	\$ 49.50
KEENEY BONUS, 2-WAY	595.00	BALLY DRAW BELLS	275.00
KEENEY BONUS, 3-WAY	795.00	EVANS BANGTAILS, F.P., P.O.	395.00
MILLS 1947 THREE BELLS	595.00	BALLY CLUB BELLS, F.P., P.O.	49.50
MILLS 1941 THREE BELLS	245.00	BALLY HI HANDS, F.P., P.O.	49.50
LATE MILLS 4 BELLS, 5-5-5-25¢	245.00	EVANS LUCKY LUCKE, P.O.	49.50
LATE MILLS 4-BELLS, 5-5-5-5¢	199.50	MILLS JUMBO, F.P.	39.50
MILLS JUMBO, LATE F.P., P.O.	59.50	PAGE SARATOGA, F.P., P.O.	49.50
		BALLY DELUXE DRAW BELLS	WRITE

KEENEY SUPER SINGLE, 5¢, F.P., P.O., REBUILT AND REFINISHED LIKE NEW.. **\$59.50**

KEENEY TWINS, 5¢-25¢, F.P., P.O., REBUILT AND REFINISHED LIKE NEW.. **\$89.50**

RECONDITIONED SLOTS & NEW SAFE & STANDS

MILLS BLACK CHERRY, ORIG., 5¢	\$155.00	MILLS BLUE FRONT, ORIG., 5¢	\$ 84.50
MILLS BLACK CHERRY, ORIG., 10¢	165.00	MILLS BLUE FRONT, ORIG., 10¢	89.50
MILLS BLACK CHERRY, ORIG., 25¢	175.00	MILLS BLUE FRONT, ORIG., 25¢	89.50
NEW BLACK CHERRY	WRITE	SINGLE WEIGHTED STAND	19.50
NEW GOLDEN FALLS	WRITE	SINGLE REVOLV-A-ROUND SAFE	84.50
TRIPLE REVOLV-A-ROUND SAFE	289.50	DOUBLE REVOLV-A-ROUND SAFE	129.50

SPECIAL

GENCO ADVANCE ROLLS
REFINISHED LIKE NEW

\$299.50

GUARANTEED RECONDITIONED PHONOGRAPHS

WURLITZER MODEL 1018	\$595.00	ROCK-OLA MODEL 1422 (1948)	WRITE
SEEBURG MODEL 1-48	525.00	A.M.I. 1948 MODEL	WRITE
AIREON 1946 MODELS	295.00	PACKARD 1946 MODEL	WRITE
SEEBURG 9800, R.C.	225.00	PACKARD HIDE-A-WAYS	\$295.00
SEEBURG CLASSIC	175.00	WURLITZER MODEL 850	345.00
ROCK-OLA SUPER NEW ROCK-O-LITE	189.50	WURLITZER MODEL 750E	345.00
ROCK-OLA MASTER NEW ROCK-O-LITE	159.50	WURLITZER MODEL 800	295.00
		WURLITZER MODEL 818	75.00

TERMS: 1/3 DEPOSIT WITH ORDER, BALANCE C. O. D. OR SIGHT DRAFT.

Badger Sales Co., Inc.

Badger Novelty Co.

2251 WEST PICO BLVD., LOS ANGELES 6, CALIF. ALL PHONE DR. 4326.

2546 NORTH 30TH STREET, MILWAUKEE 10, WIS. ALL PHONE KIL. 3030.

FALL CLEARANCE SALE

All games listed below are thoroughly checked over, rails scraped and ready for location. Our files contain many voluntary testimonial letters from satisfied users, praising the condition of our used equipment.

PRE-WAR

KEEP 'EM FLYING, HI-HAT, GRAND CANYON, FLAT-TOP, SHANGRI LA, STREAMLINER, SUN VALLEY, SKY CHIEF, AND OPPORTUNITY GAMES... @ \$20.00 EACH

POST-WAR

CHICAGO COIN KILROY	@ \$110.00	WILLIAMS SUSPENSE	@ \$ 54.50
CHICAGO COIN SPELLBOUND	69.50	BALLY SURF QUEENS	35.00
CHICAGO COIN PLAYBOY	139.50	BALLY BIG LEAGUE	40.00
EXHIBIT CO-ED	169.50	BALLY ROCKETS	110.00
EXHIBIT VANITIES	115.00	BALLY MIDGET RACES	49.50
EXHIBIT FAST BALL	65.00	UNITED MEXICO	189.50
UNITED HAVANA (with new motor \$17.50 EXTRA)	125.00	GOTTLIEB SUPERLINER	69.50
EXHIBIT FIESTA	105.00	GOTTLIEB MISS AMERICA	130.00
EXHIBIT CROSSFIRE	130.00	GENCO STEP-UP	80.00
EXHIBIT RANGER	145.00	GENCO STATE-FAIR	85.00
EXHIBIT MAM'SELLE	169.50	GENCO HONEY	150.00
		GENCO WHIZZ	40.00
		EXHIBIT BIG HIT	@ \$49.50

IMMEDIATE DELIVERY ON THE FOLLOWING NEW FIVE BALL GAMES. WRITE FOR PRICES: KEENEY HIGH RIDE, UNITED NEVADA, EXHIBIT TALLY-HO, WILLIAMS GINGER, BALLY NUDGEY, GOTTLIEB HUMPTY DUMPTY, GENCO BRONCHO, CHI-COIN SEA ISLE.

Get your order in early. They won't last at these prices.

WIRE! WRITE! PHONE!

Kindly include one-third deposit in cash, cashier's check, or money-order. Always state method of shipment preferred.

MORRIS NOVELTY COMPANY, INC.

3007-09 OLIVE ST.

Phone: FRANKLIN 0757

ST. LOUIS 3, MO.

NEW EQUIPMENT

Immediate Deliveries!

Humpty Dumpty	Jockey Club, P.O.
Nevada	Double Up
Broncho	Wild Lemon
Sea Isle	ABT Challengers
Ginger	Kicker & Catcher
Jockey Special	Jenn. Challengers
ALL NEW SLOTS: Buckley, Criss Cross, Jennings, Mills, Pace, Watling. All Other New Equipment Also Available.	

RECONDITIONED CONSOLES

Bally Pacers, DDJP	\$195.00	Keeneey Twin Super	
Bally Club Bells, 5¢	89.50	Bell	\$149.50
Bally Club Bells, 25¢	109.50	5¢-25¢ Two Way Super	
Bally Hi Hands, 5¢	89.50	Bonus	565.00
Bally Hi Hands, 25¢	109.50	5¢ Keeneey Super	
DeLuxe Draw Bells	325.00	Bonus	365.00
Mills Jumbo, FP or PO	59.50	Pace Twin Reels,	
Evans Bangtails, JP,		5¢-25¢	119.50
'41	219.50	Jumbo Parade, Comb.	
Jenn. Silvermoon, 5¢	59.50	FP & PO	99.50
10¢, \$69.50; 25¢	79.50	Pace Saratoga, 5¢	50.50
Super Bells, 5¢, Comb.	84.50		

BRAND NEW SHOOTING STARS
In Original Cases **\$94.50**

SPECIAL: Complete Shooting Gallery with 4 Winchester pump automatic rifles, counter and neon sign, all steel slides and all steel targets, 10,000 rounds ammunition. Write for details and special price.

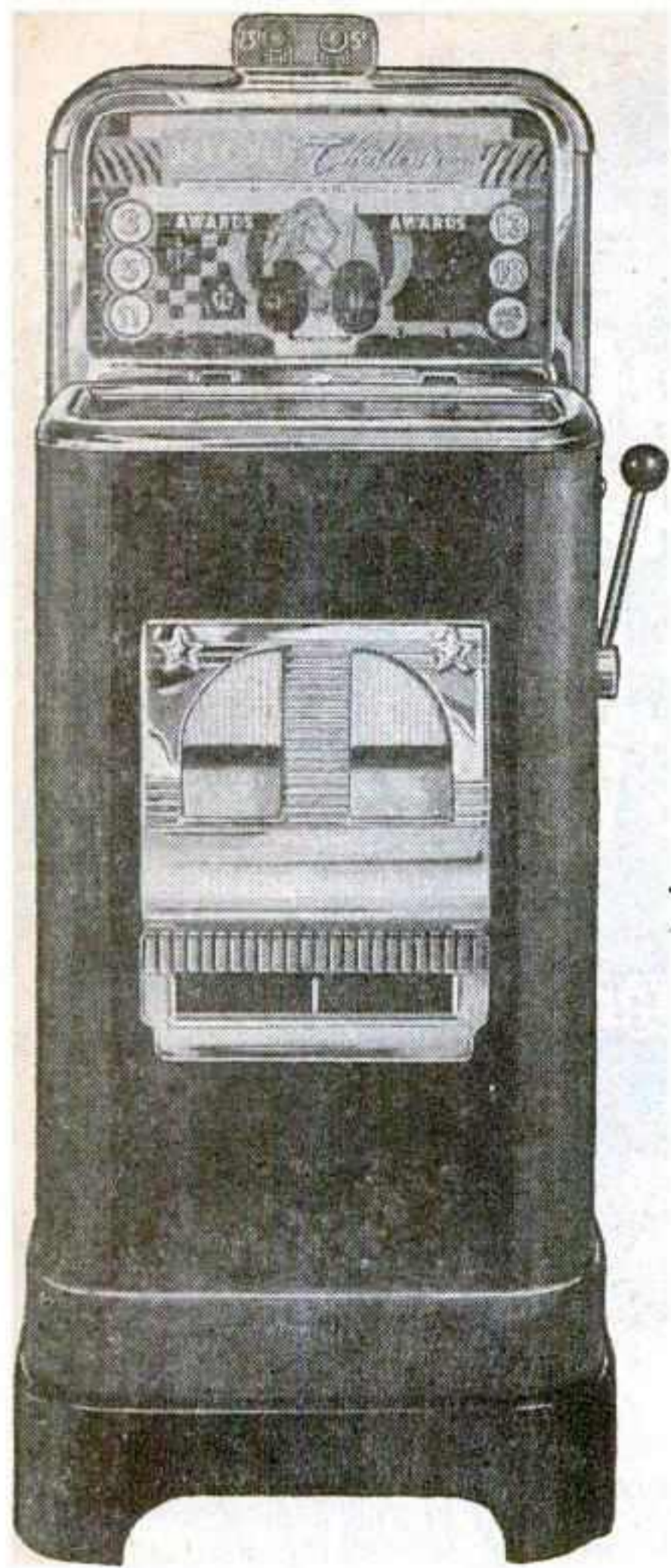
PHOTOMATICS
Just off location, nice and clean. **\$295.00** Extra Crating

WRITE FOR LIST OF SPECIAL PRICES ON REALLY AND TRULY RECONDITIONED PHONOGRAPHS, also new and used Consoles, 1-Balls, 5-Balls, Arcade Equipment, Vending Machines, Counter Games, Slots, Etc.

FOREIGN TRADE: We are prepared to serve you now. Write in your own language for information. We make all coin chute adaptations; are experts in special packing and crating. Send for our illustrated literature. **CABLE: MOCOIN.** Terms: 1/3 Deposit, Balance C. O. D. or Sight Draft.

MONARCH COIN MACHINE CO.

1545 N. FAIRFIELD AVE., (PHONE ARMITAGE 1434) CHICAGO 22, ILL.



TWICE THE INCOME

Yes, operators all over the country report that the
JENNINGS CHALLENGER

has given them twice the income when it replaced a single machine in most locations

Prove to yourself that the Jennings Challenger can do the same for you. Comes in 5¢-5¢, 5¢-10¢ and 5¢-25¢ combinations.

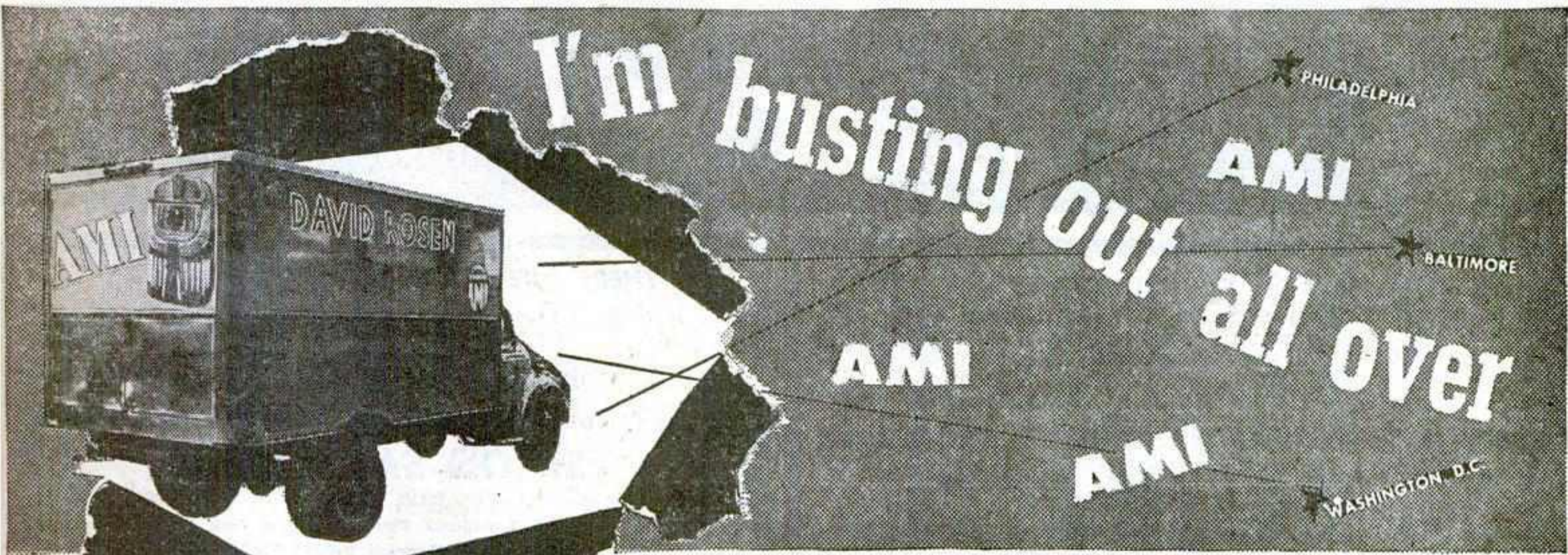
Occupies approximately the same floor space as a single machine, yet two can play at the same time because there are *TWO* coin chutes, *TWO* jackpots, *TWO* payouts, but only *ONE* revolving unit.

Make this test:—Move out all present single equipment and replace each piece with a Jennings Challenger. Try them 10 days and if you don't have twice the income, we'll cheerfully refund the purchase price—you keep the income.

Of course, you can check the results with one or more machines at different intervals—but the longer you wait to make a complete change—the more money you lose.

Write--wire or phone today--

O. D. JENNINGS & CO. CHICAGO 24, ILLINOIS
 All Phones: Mans. 2612



First Philadelphia (and Eastern Pennsylvania) . . . Now Baltimore (and all of Maryland) and Washington, D. C.

Thanks **AMI** for the exclusive distributorship in these three wonderful cities.

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One Ball Free Play—Thoroughly Reconditioned

Special Entry\$425.00	Sport Special\$ 40.00	Foreign Colors\$ 30.00
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Any pre-war game or conversion.
Late used and used games and consoles.
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A new 7 COIN RACE HORSE CONSOLE. Cash or check play. **MULTIPLE PLAY:** Outstanding beauty — continued player appeal. Dependable operation.

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FOR CLEARER TONE
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For long life . . .
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30 WIRE CABLE

Color-coded completely insulated copper wires with two extra-heavy wires for lighting circuit. Will give trouble-free and profitable service.
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Immediate delivery!



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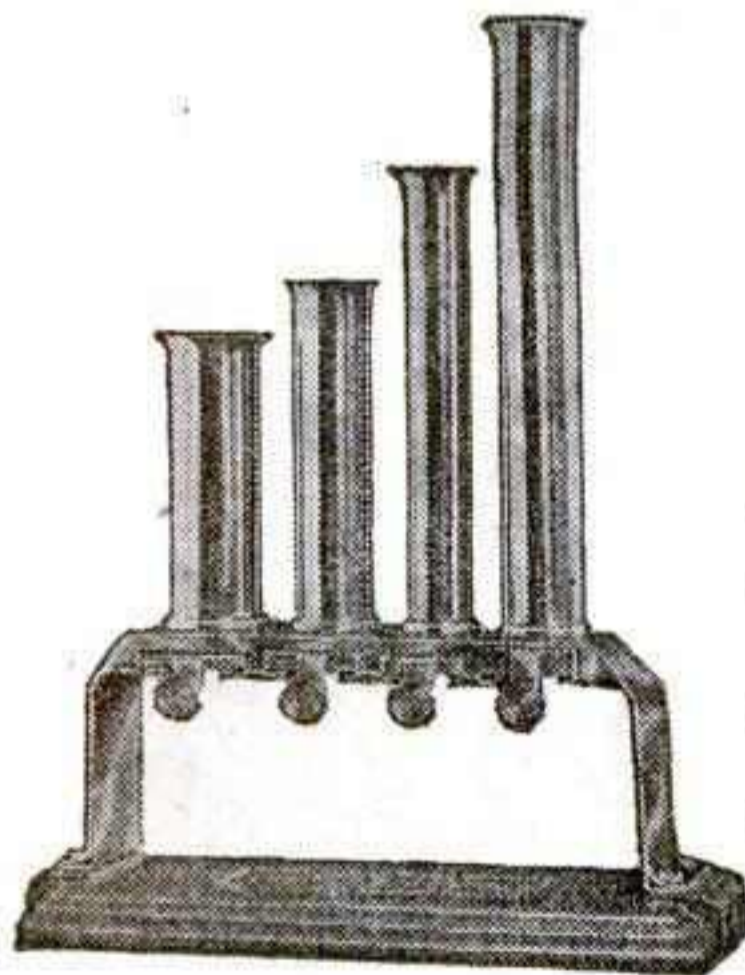
This outstanding bell features **EXTRA-AWARDS** in addition to the conventional payouts. **CRISS CROSS** is designed for clubs preferring liberal payout machines.

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Make us an offer—one or the lot

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1015 with 216 RE-CEIVER and 219 STEPPER	565.00	24 VICTORY	75.00
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You can make MORE MONEY with this New Mills Bell (with Hand-Load Jackpot). It is modern in design and has the "come-on" appeal. Full Jackpot at all times is one of its "Come-On" Features. Write for illustrated circular giving full details on this unusual Bell. Immediate delivery in 5¢, 10¢, 25¢ and 50¢ play.
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The Vest Pocket is a complete Bell, operating on 3-5 Mystery Payout system. Small payout cup in front is covered by drop flap. Reels can also be instantly covered, automatically removing the reward plate from sight. BLUE & SILVER or GOLD & SILVER.
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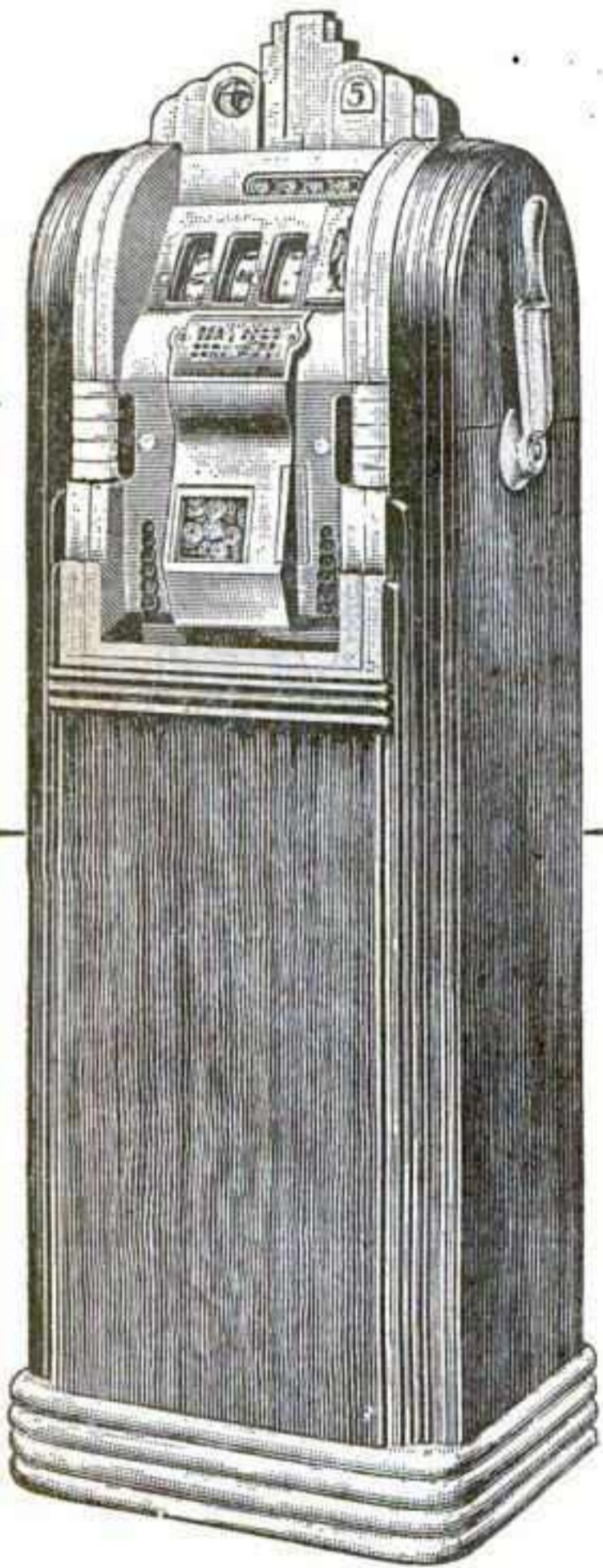
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JUST RELEASED
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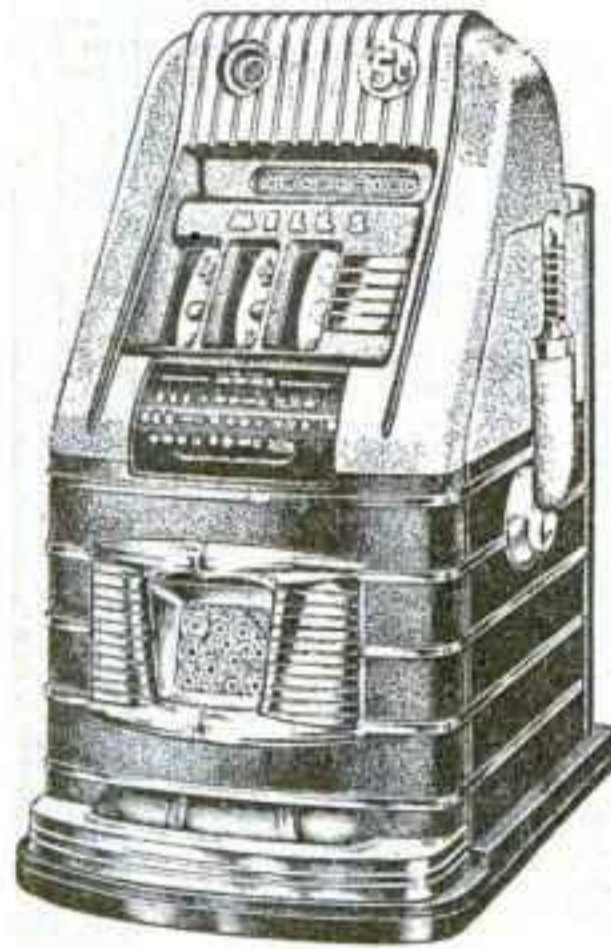
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GET ON Keeney's

"HI-RIDE" 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"

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Pin Balls, Music, Consoles, Arcade Equipment, Counter Games, New Slots, Used and Factory Rebuilt Slots, Safes & Stands, Cigarette Vendors, New Penny Scales. Includes prices for various models like Air Circus, Rock-Ola, Seeburg, etc.

RENT A MACHINE KEEP THAT LOCATION HOT. Established operators - Save money by renting games and phonographs. NATIONAL NOVELTY COMPANY 183 Merrick Road, Merrick, Long Island

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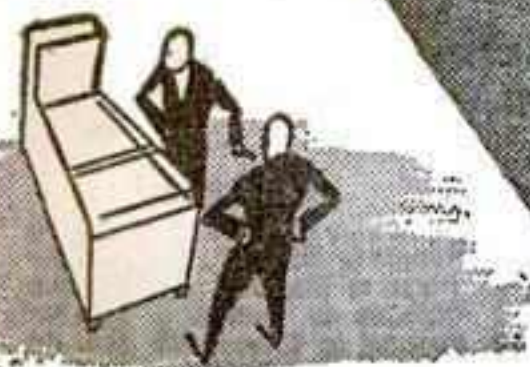
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NEW SCORING PRINCIPLE
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THE GREATEST ROLL-DOWN
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Pro-Score is a fabulous roll-down . . . the player controls the speed and direction of each ball as he rolls it into the playing field and yet he gets all the thrills and action of a bumper game.

KICKER POCKETS, floating roll-over buttons, big score holes and a score that zooms up to 899,000 like an animated adding machine provide suspense and super-action that will hit the big money for years.

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ACCEPTS 5c AND 25c COINS ON SAME PLAY. PAYS OUT NICKELS OR QUARTERS, ACCORDING TO COIN PLAYED

For lasting appeal . . . dependable earnings rely on these peerless EVANS features:

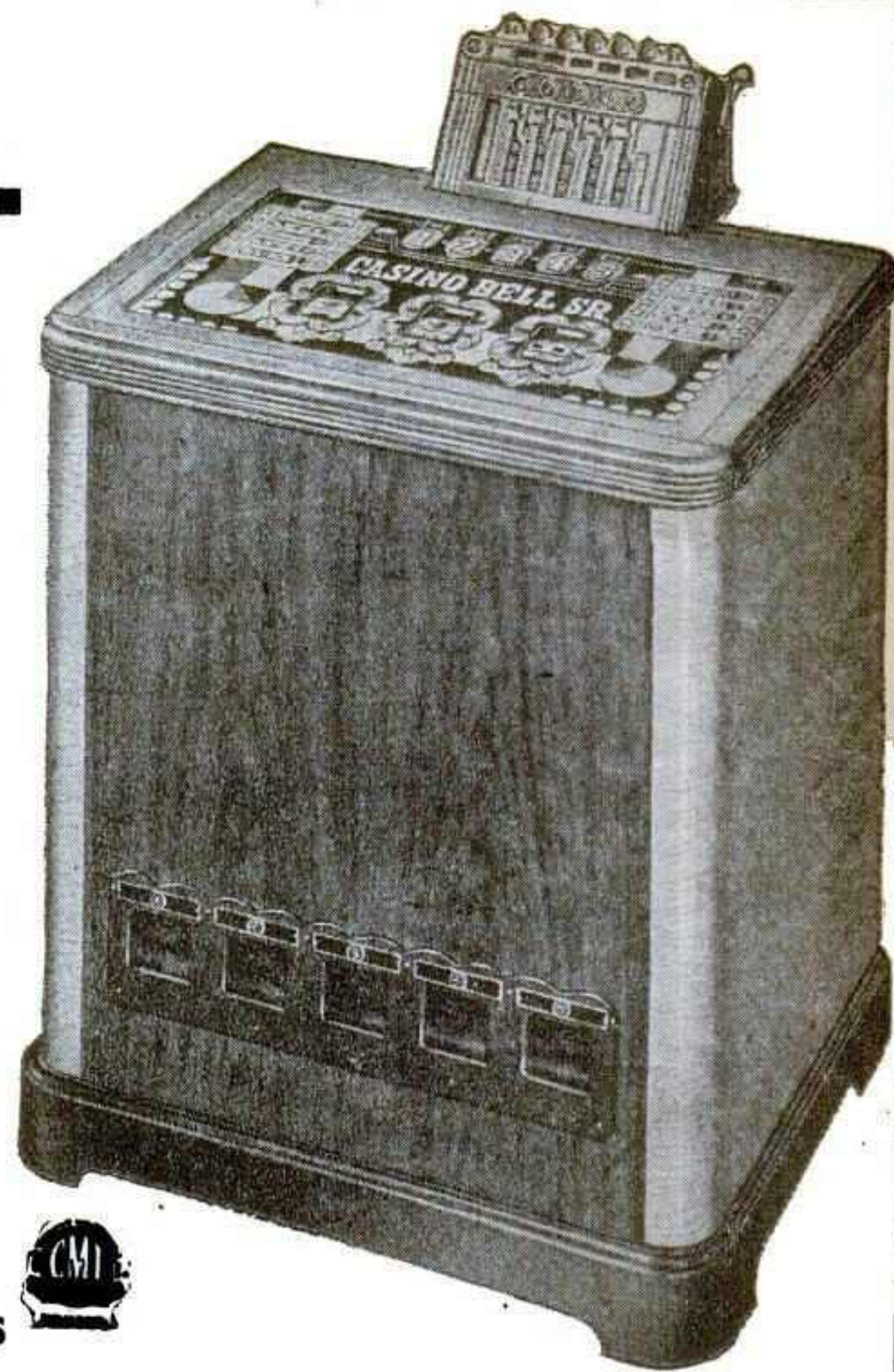
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ALL CLEANED, CHECKED, READY FOR IMMEDIATE LOCATION! SPECIFY 1ST AND 2ND CHOICE WHEN ORDERING.

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Hi Hat	Roxy	G. I. Joe	Entry
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\$39.50 EACH — 4 FOR \$130.00
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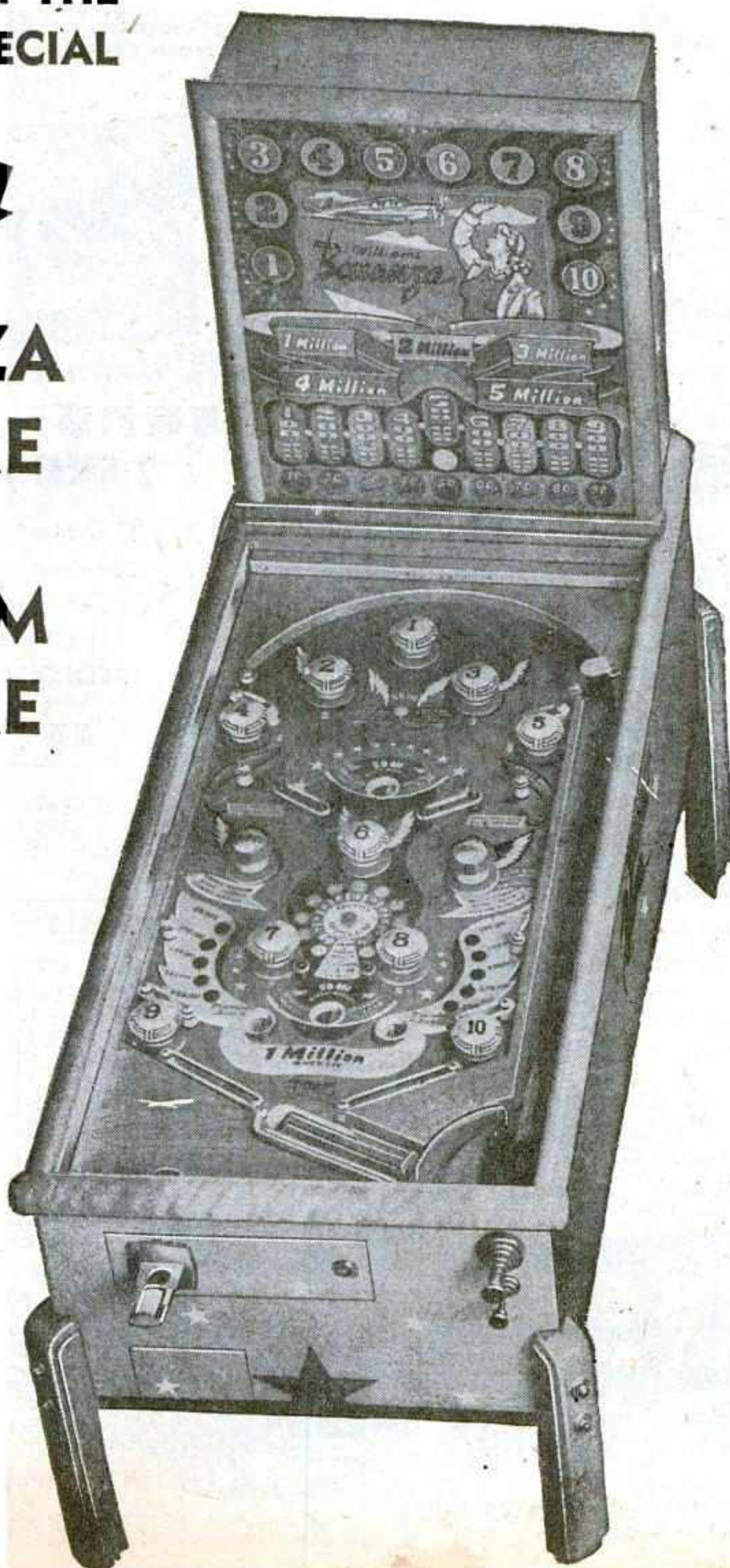
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BONANZA
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SCORES TO A
SENSATIONAL
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5 MILLION!

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Ride with Keeney's **HI-RIDE**

TO RICHER PROFITS IN 5 BALL NOVELTY AND FREE GAME PLAY...It's New...It's Better

★ Join the parade to Keeney's "HI-RIDE" if you want to build up richer profits in 5 ball novelty and free game locations. Keeney's "HI-RIDE" offers more than the average bumper game. Much more! See and play Keeney's "HI-RIDE." Find out why it stimulates real playing delight to capture steady customers:

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- Scores boost to 20,000 in center column with lit 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.

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 lights 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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IT'S NEW

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"THE HOUSE THAT JACK BUILT"
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COIN MACHINE OF PITTSBURGH

Delivering Mills Latest Machines

JEWEL BELL

Available in 5c-10c-25c Play



BRAND NEW MILLS

5c Q T, \$115.00



Exclusive Distributor for Mills Slots in Western Pennsylvania, Ohio and West Virginia.

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- Exhibit Mam'selle
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- Genco Broncho
- Bally Silver Streak
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- 5¢ Jennings Victory Chief . . \$50.00
- 10¢ Jennings Victory Chief . . 55.00
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- 10¢ Jennings Silver Moon Chief 65.00
- 10¢ Pace Comet 49.50
- 25¢ Pace Comet 59.50

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\$29.50 \$39.50 \$49.50

C'MON IN AND SEE!
FILBEN STOW-A-WAY \$3 98
FILBEN MIRROLE CABINETS . \$3 25

we can show you how to turn your old electric selection mechanisms into new equipment.

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MIRROLE MUSIC

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2 GREAT NEW PROFIT MAKERS!

They Must Be Good . . . They're Made by KEENEY!

HI-RIDE

GOLD NUGGET



NEW FIVE BALLS

Original Crates . . . Brand New!

- Keeney Click \$210
- Williams Flamingo 205

- United Nevada Write
- Exhibit Tally-Ho Write
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- Bally Nudgy Write
- Gottlieb Humpty Dumpty . Write
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Reconditioned and Unconditionally Guaranteed.

BALLY

- Draw Bell \$295
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KEENEY

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- Three Way Bonus Super Bell Write

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- Twin Reels, 10c-25c . . . \$125

and MANY OTHERS

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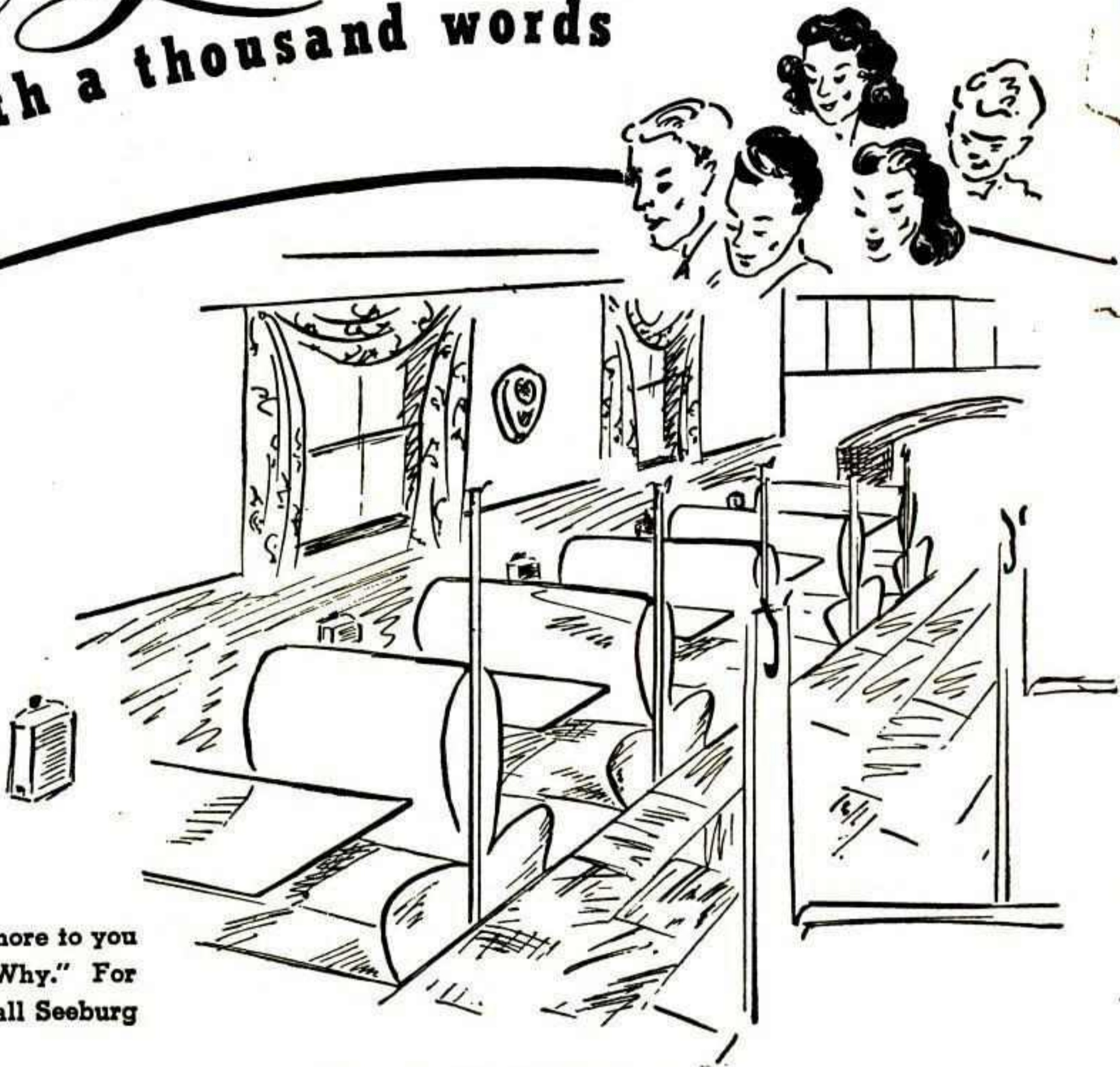
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One Location

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Here's the best way to prove the dollars and sense value of Seeburg Scientific Sound Distribution. Install Seeburg Wall-o-Matics, Speakers and Dual Remote Volume Control in one of your top locations.

Then watch the extra nickels, dimes and quarters roll in every week from this location. The increased collections will be worth more to you than a thousand words of "Reasons Why." For you will KNOW why it pays to install Seeburg Scientific Sound Distribution.



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Operators in Shaffer territory—get your entries in NOW for the Shaffer Seeburg Photo Contest. The best picture of a Seeburg installation entered wins a free trip to the CMI Show with all expenses paid. Contest is open to all operators in territory served by the Shaffer Music Company. Contest closes December 15, 1947. For complete rules write our nearest office.

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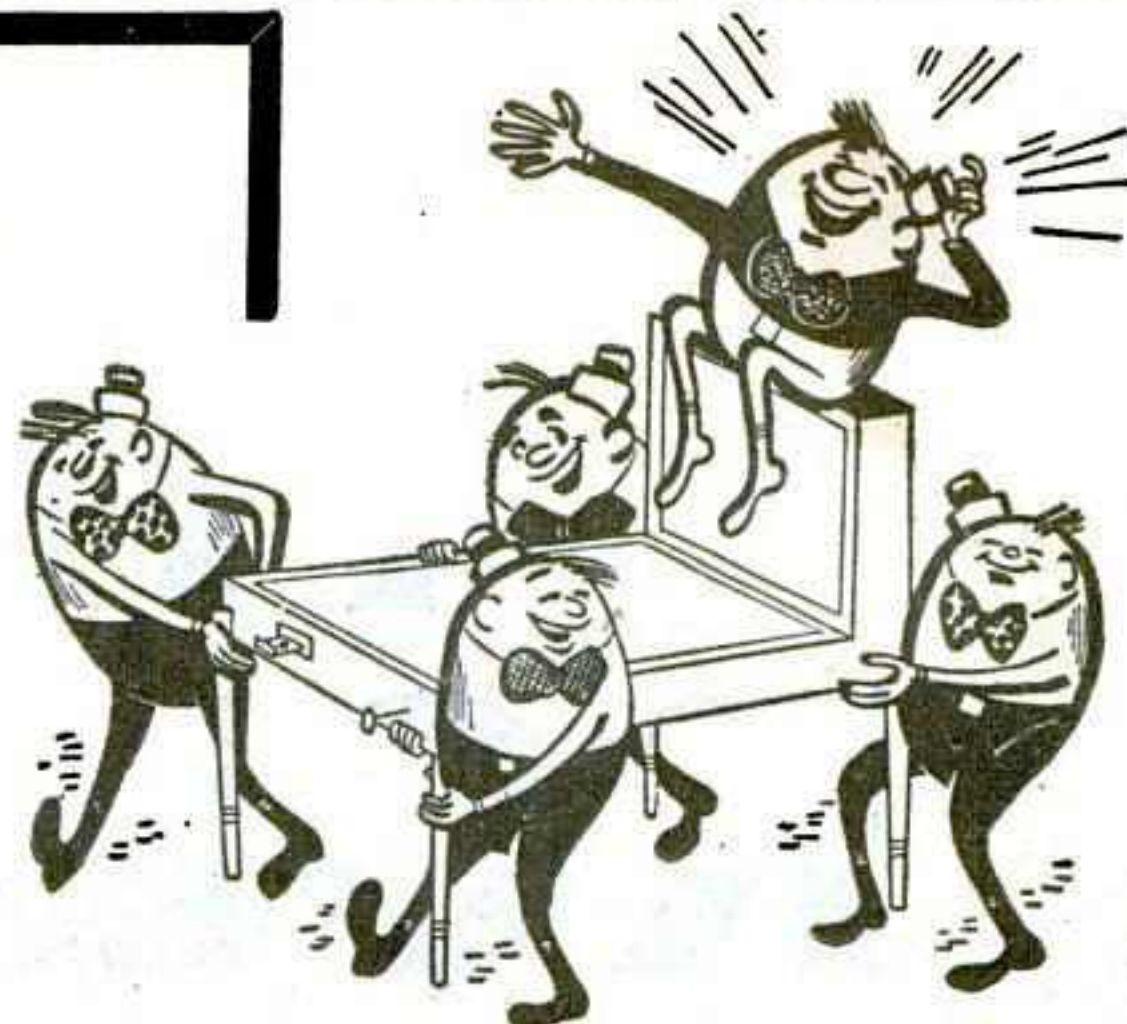


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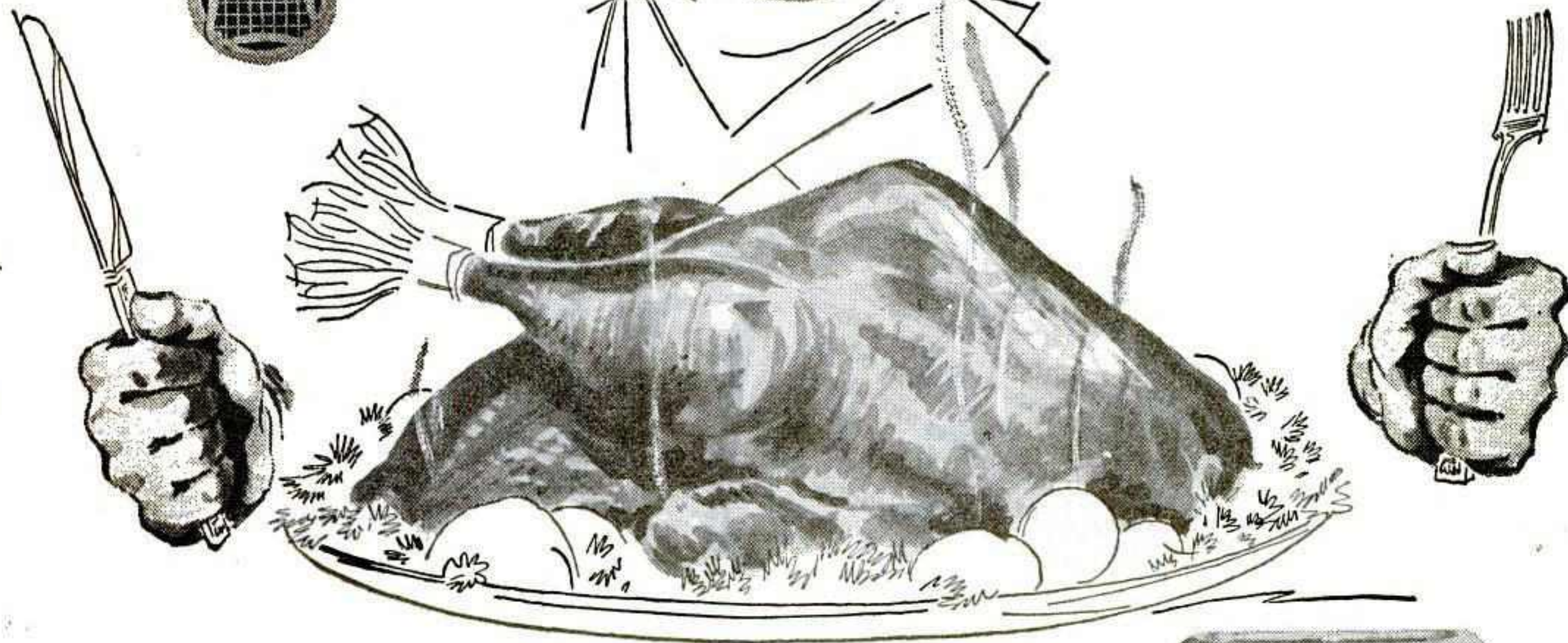


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LET'S TALK TURKEY...



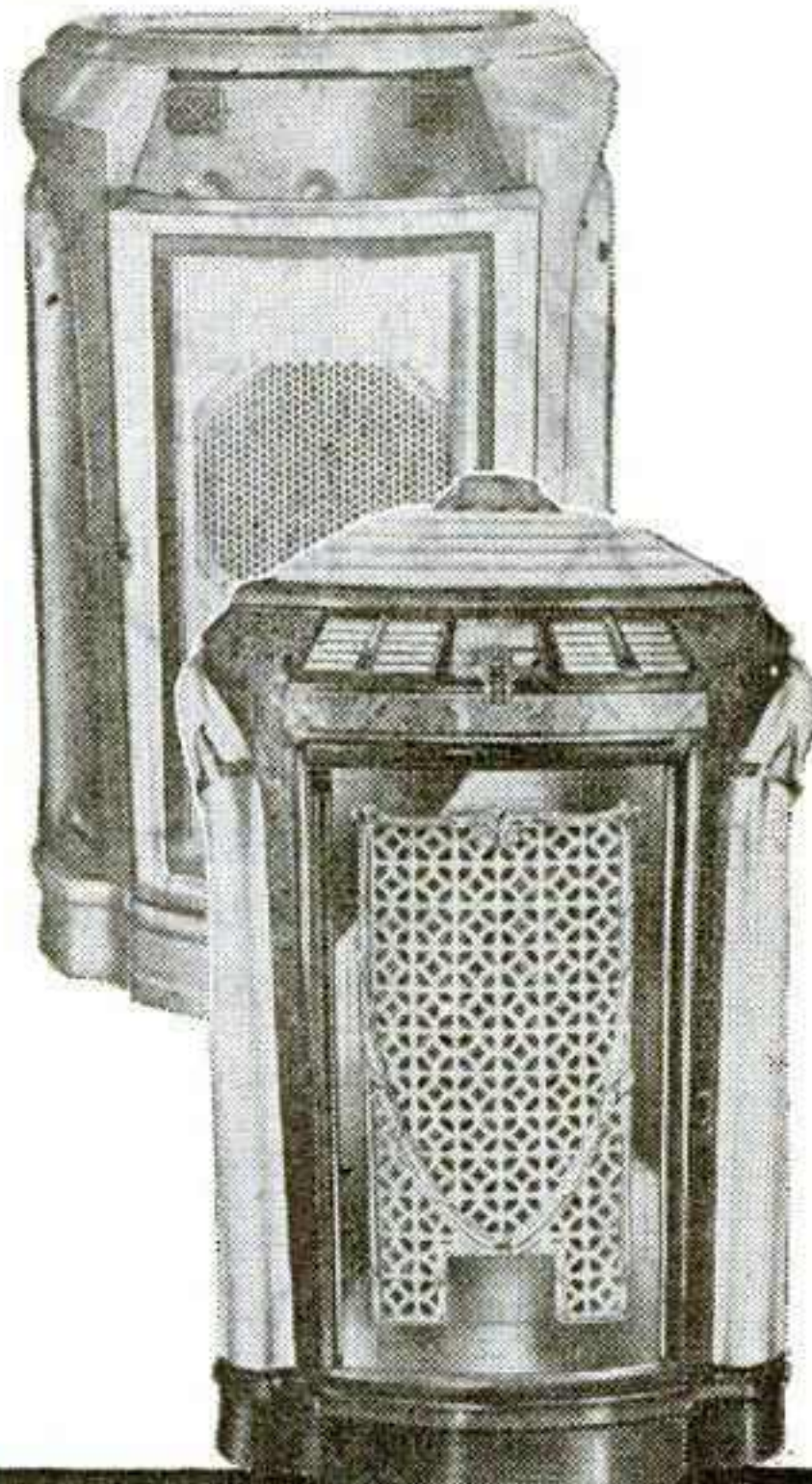
.. about
*Remote Control
Music Systems!*



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Thanksgiving Day, coming up, reminds us anew that the Seeburg music system is something to be thankful for! Operators know that Seeburg, and the Lynch organization, have always had the operators' interest at heart. . . have tried to be particularly helpful in protecting the operators' investment during these trying times . . . as exemplified by the Seeburg plan for 1948.

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GIVE TO THE DAMON RUNYON CANCER FUND

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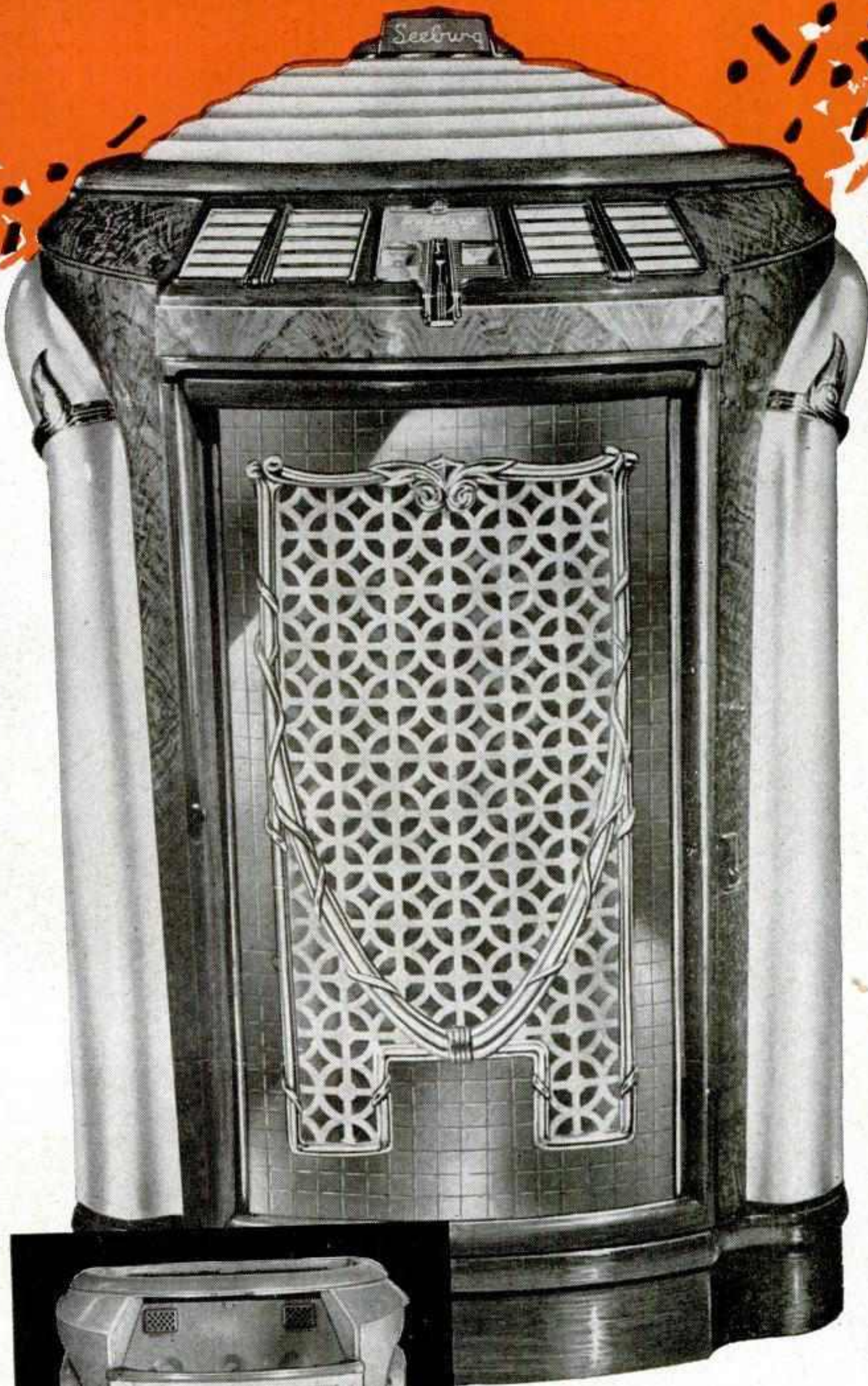
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And now the all-aluminum cabinet means an even better instrument—one that assures longer life—easier servicing.

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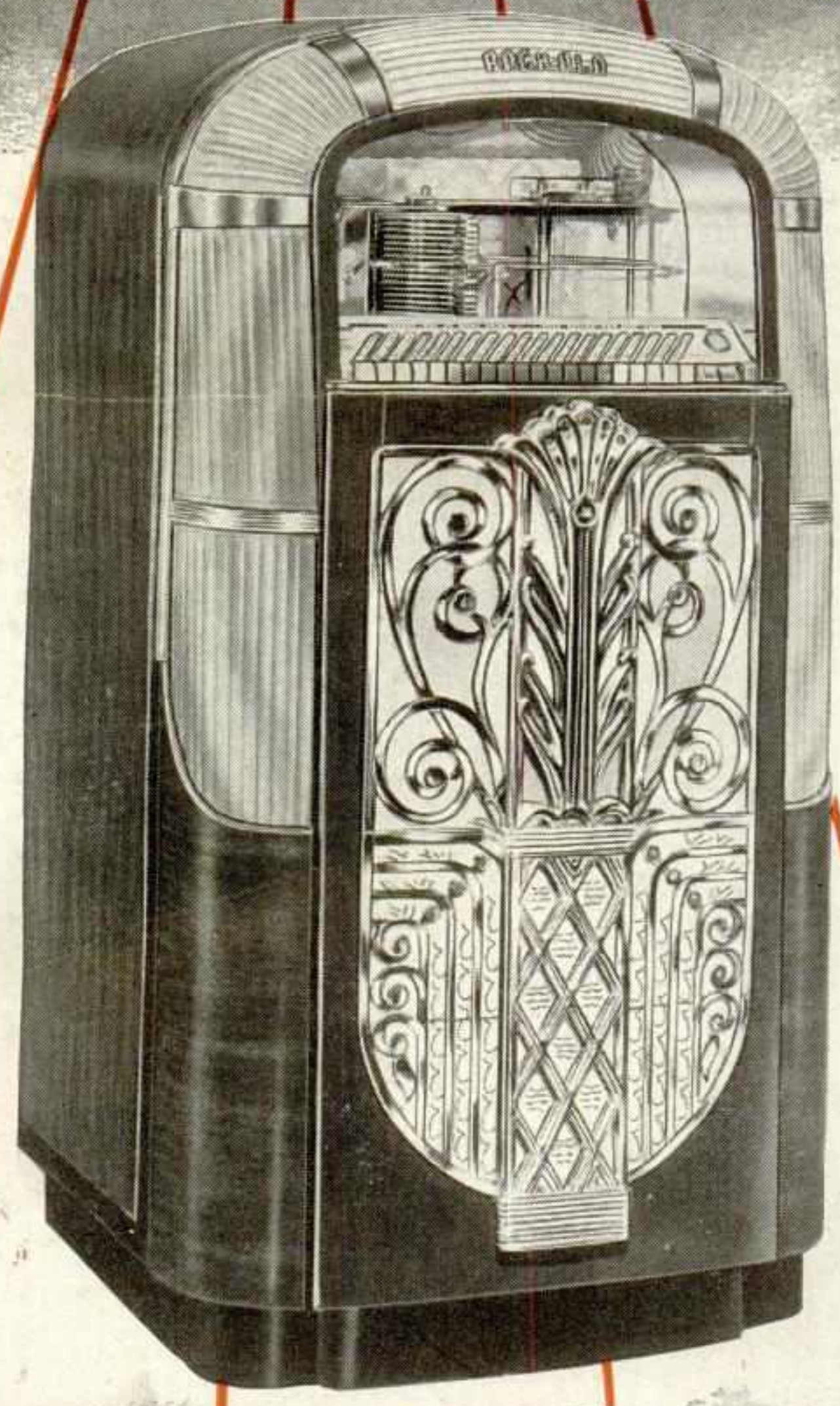
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